

**Masterbrand
Guidelines
For Clubs & Coaches**

FIRST EDITION – OCTOBER 2023

Play for life

Welcome to the Tennis Masterbrand Guidelines for clubs and coaches.

Use the guidance within for all communications on behalf of Tennis masterbrand – whether that is for tennis participation or when communicating on behalf of Tennis Australia.

Branded resources are available for coaches to use via Bounce and Tennis Design Hub. These include ready-made templates for marketing collateral on things like promotional flyers, entry forms and websites. These resources allow coaches to create materials co-branded with their own local business identity in a quick, simple and compliant way. If these resources don't meet the needs required, coaches may request a coach composite logo via completing the online form on Bounce.

For any assistance on using these guidelines, please contact tabranding@tennis.com.au



Tennis positioning

CONTENTS

The logo	4
Primary version	4
Secondary versions	5
Logo backgrounds	6
Clear space	7
Minimum size	7
Placement	7
Misuse	8
Colour	9
Typography	10
Graphic device: layout principles	11
Application examples	13

ROLE

Endorse all forms of the sport through key brands and products.

POSITIONING

Play for Life

The sport that teaches you not only how to play, but how to live.

BULLSEYE AUDIENCE

Active Australians of all ages.

BEHAVIOUR

Inclusive Passionate Playful

The logo – primary version

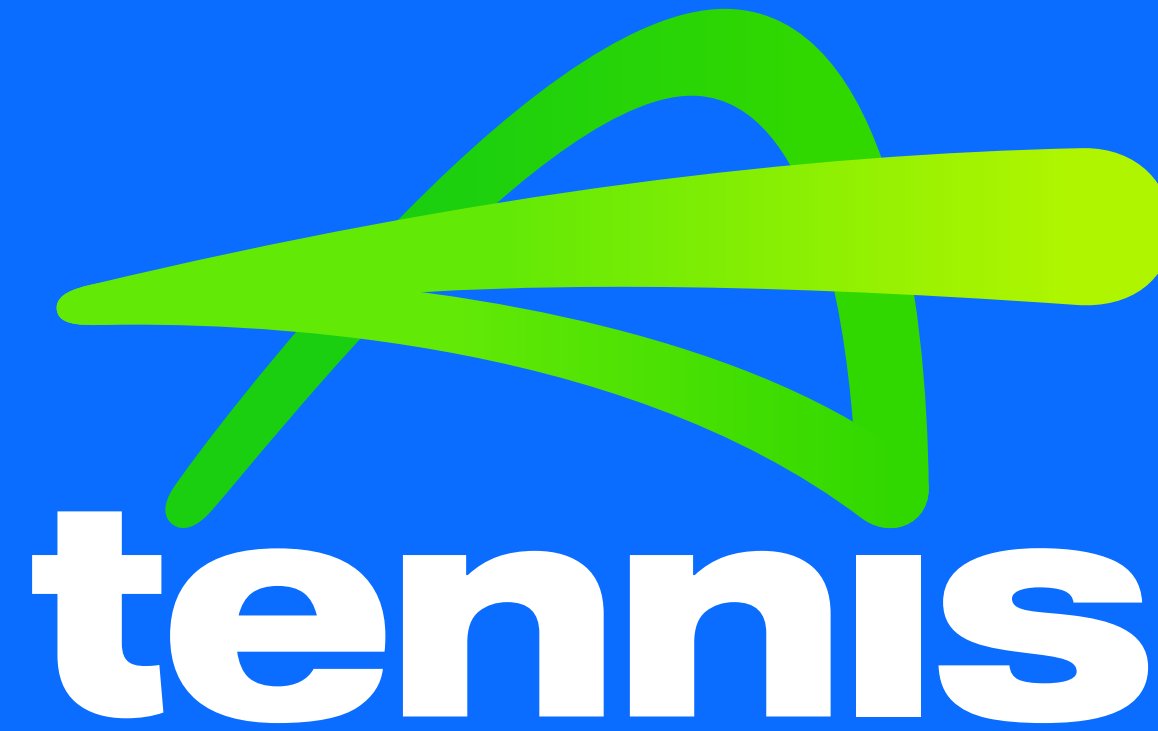
This is the preferred version of the Tennis logo. It will appear on a number of applications, all with varying sizes, mediums and backgrounds.

The Tennis logo is available in a variety of file types which have been crafted to ensure maximum impact and legibility across different touchpoints.

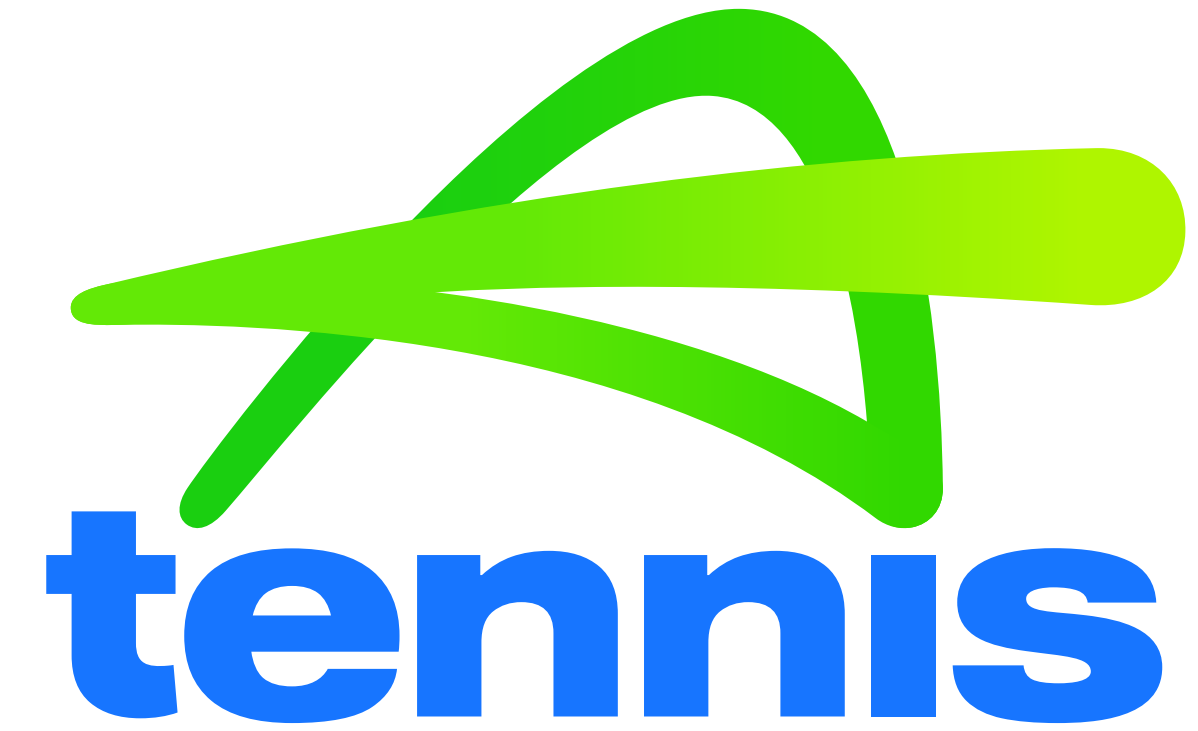
Gradient logo

- The gradient logo is our master logo, and should always be considered before using any other variation.

REVERSED GRADIENT LOGO



POSITIVE GRADIENT LOGO



The logo – secondary versions

The Tennis logo is available in a variety of alternative colourways for different printing and reproduction needs.

These are available in different file types which have been crafted to ensure maximum impact and legibility across different touchpoints.

Solid logo

- The solid logo should be used for reproduction at small sizes or in instances where the visibility of the gradient in the logomark will be compromised.
- The colours of the solid logo have been thoughtfully chosen to reflect a single representative colour of the gradient logomark – Mid Green. Refer to the Functional Use colour palette.
- **DO NOT** create a new solid logo by manipulating the colours or merging the shapes of the master logo.

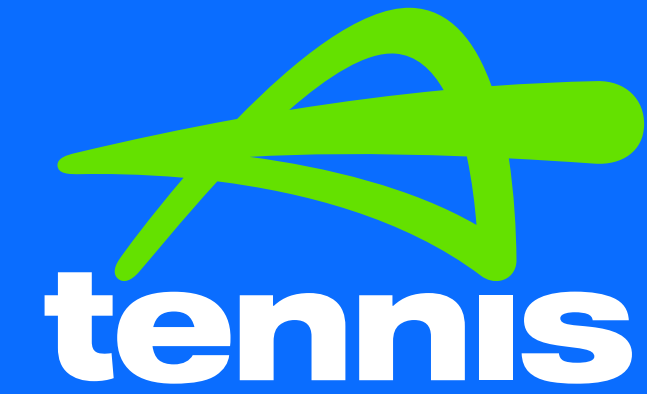
Mono logos (Tennis Blue and black)

- The mono logos should only be used in instances where a high quality colour reproduction cannot be guaranteed, such as small-scale applications.

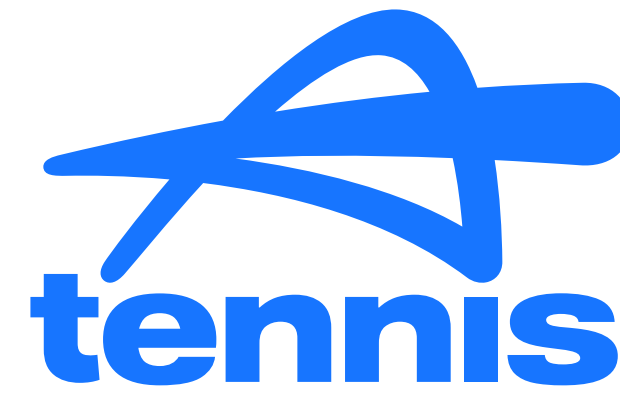
POSITIVE SOLID LOGO



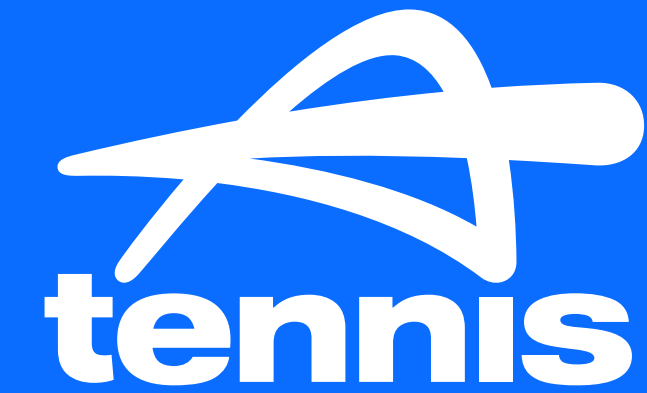
REVERSED SOLID LOGO



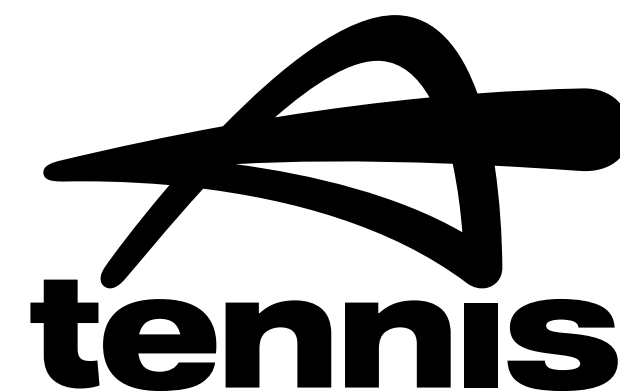
MONO TENNIS BLUE LOGO



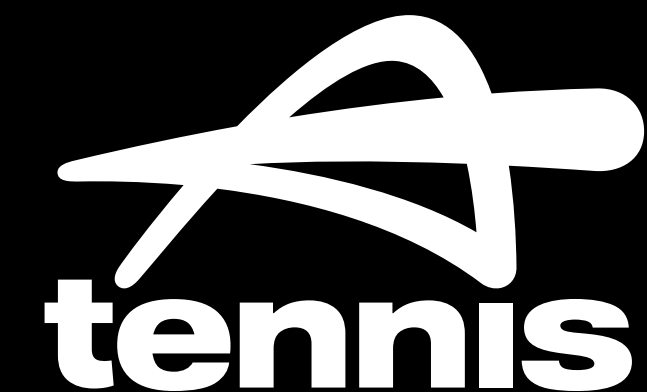
MONO WHITE LOGO



MONO BLACK LOGO



MONO WHITE LOGO



Logo backgrounds

The Tennis logo should always be placed on a clean and uncluttered background to ensure maximum visibility and impact.

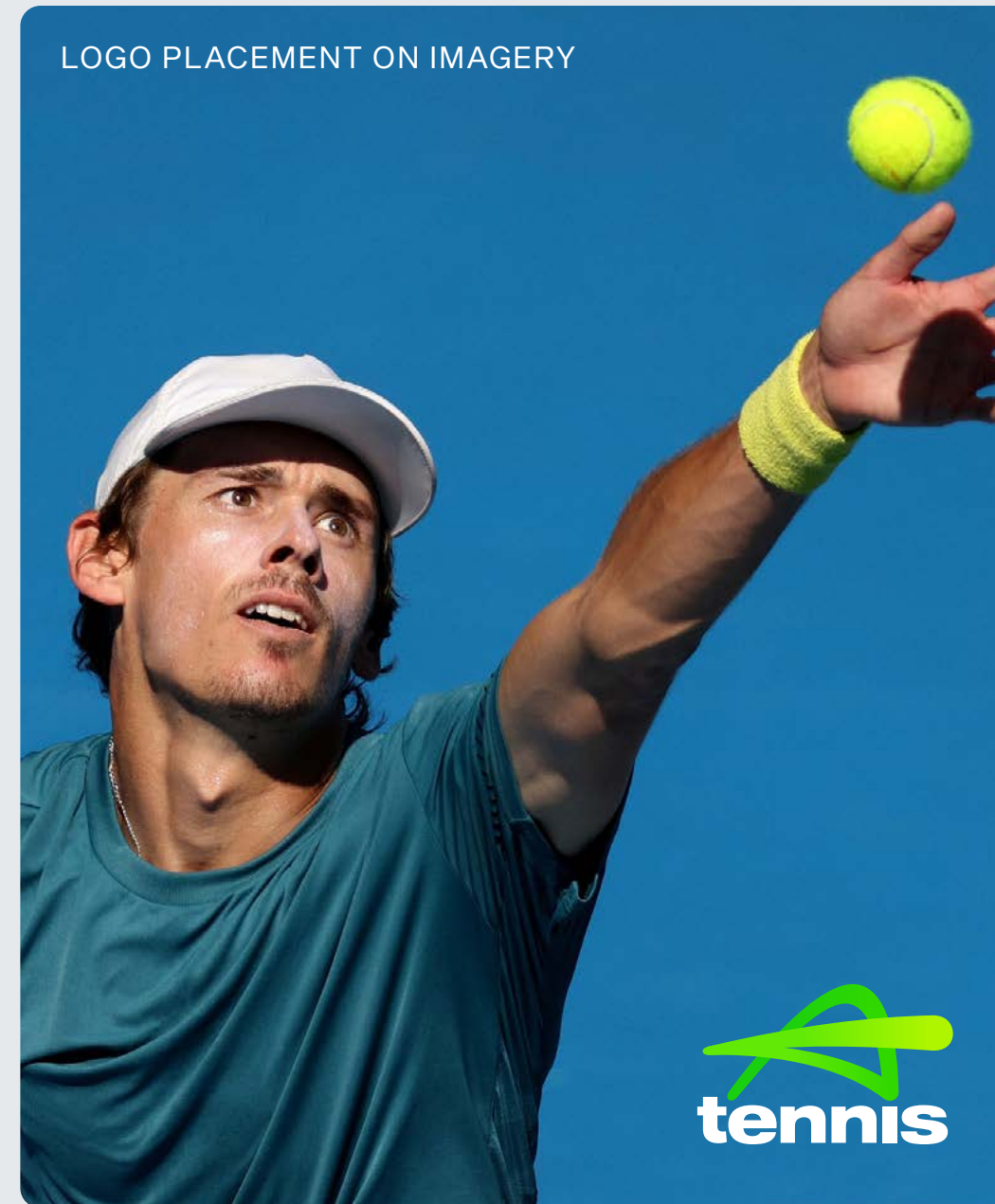
Avoid busy or visually distracting backgrounds that may overshadow or compete with the logo.

Image backgrounds

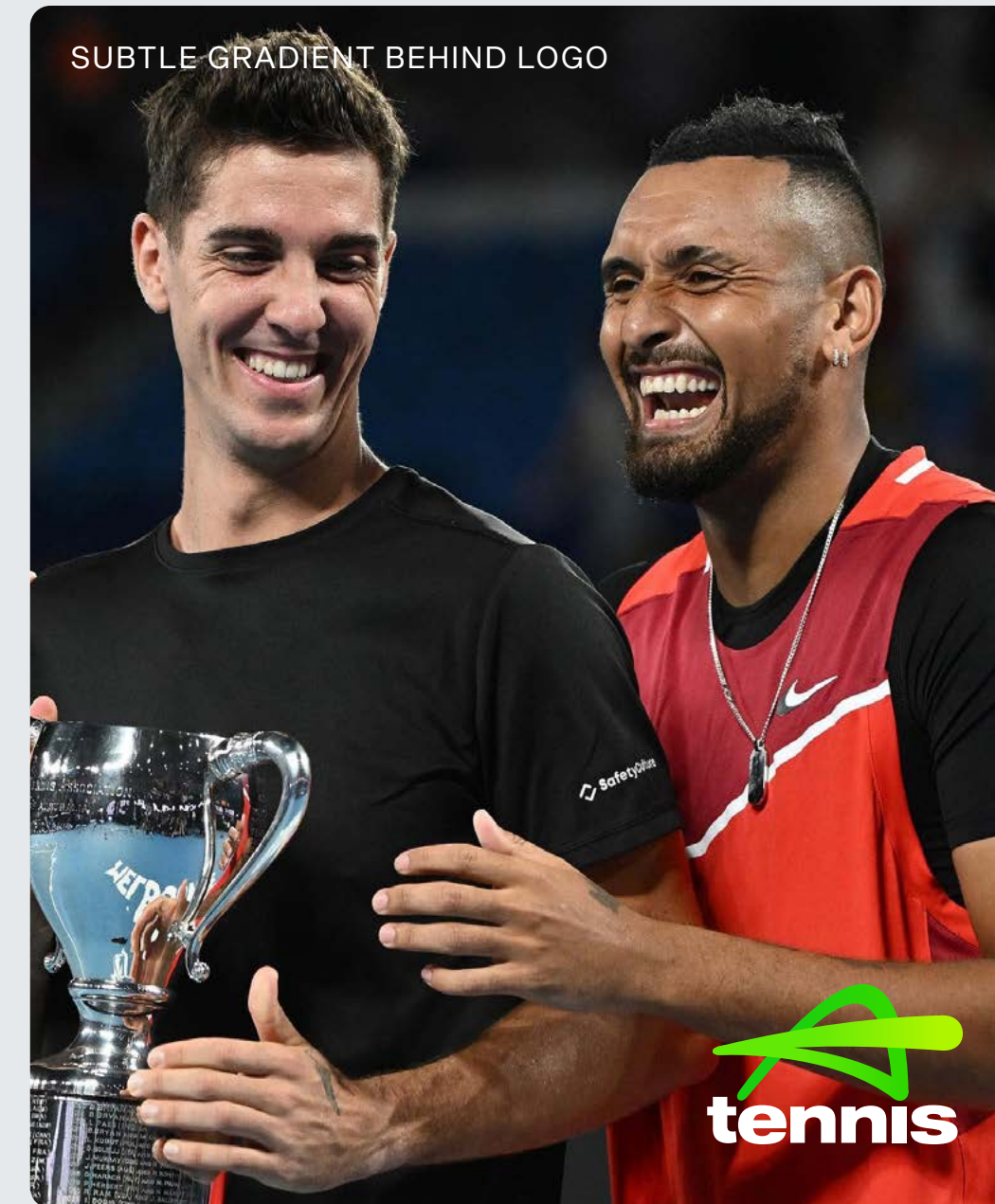
- Avoid placing the logo on any brand colours other than Tennis Blue, Tennis Slate, white or black.
- Never place the logo on a gradient colour.

Colour backgrounds

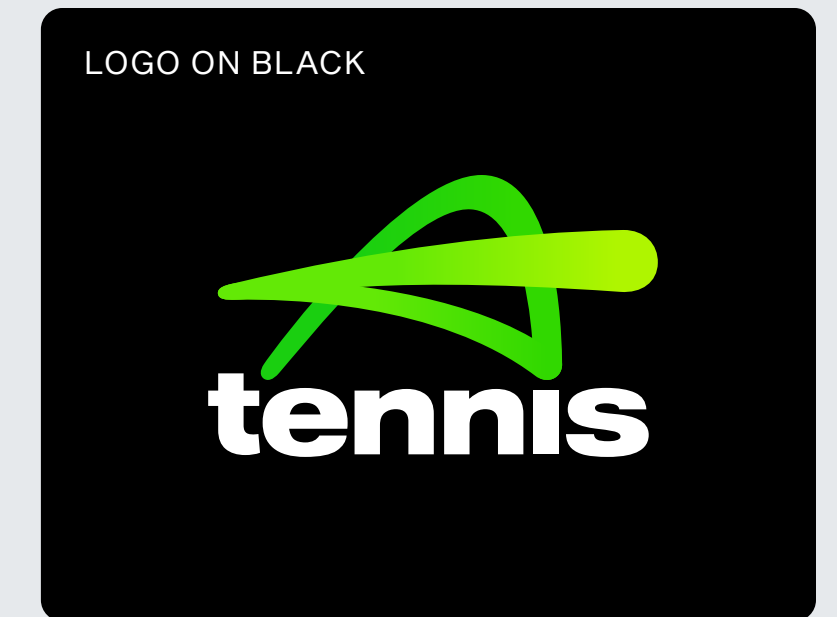
- The logo can appear on all of the solid brand colours, and can also appear on the gradient graphic devices.
- Never place the logo on a coloured texture.
- Do not create new versions of the logo by altering the colours or shapes.



Always use the reversed logo on imagery, and ensure it is placed on a clear area of the image



Apply a subtle black gradient shape behind the logo should more legibility be needed



The logo should only ever appear on a solid colour background of white, Tennis Blue or Tennis Slate

In instances where the logo must appear on a black background, use the reverse logo (with white 'tennis')



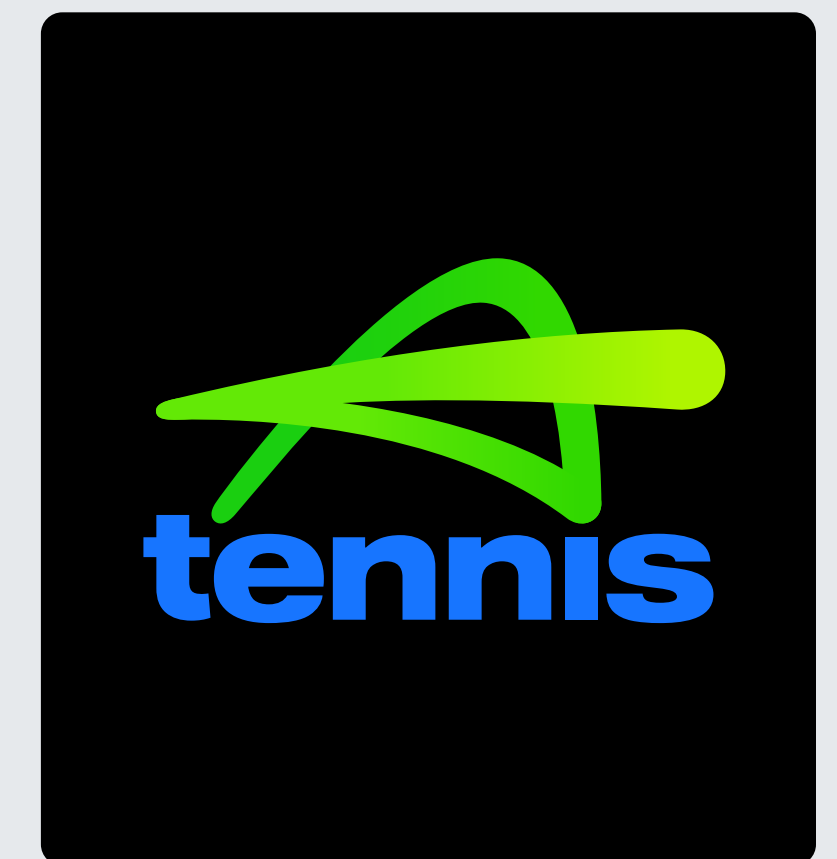
✗ DO NOT place the logo on imagery that is busy and compromises its legibility



✗ DO NOT place the positive logo (with the Tennis Blue 'tennis' wordmark) on a dark image



✗ DO NOT place the logo on any solid colour other than white, Tennis Blue, Tennis Slate, or any of our gradient colours



✗ DO NOT use the positive logo (with Tennis Blue 'tennis') on a solid black background

Logo usage

Logo clear space

To optimise legibility and maintain the visual integrity of the Tennis logo, it should be surrounded by ample clear space, free from any competing elements or text to ensure maximum visual impact and recognition.

The clear space guidelines indicated on this page should be considered as a minimum measurement and the logo should always be visually placed away from clashing visual components.

Logo minimum size

The Tennis logo should always be reproduced at a size that is legible even when small. The minimum size that the logo should appear has been determined by the legibility of the 'tennis' wordmark.

The minimum width that the logo should appear includes the white outline.

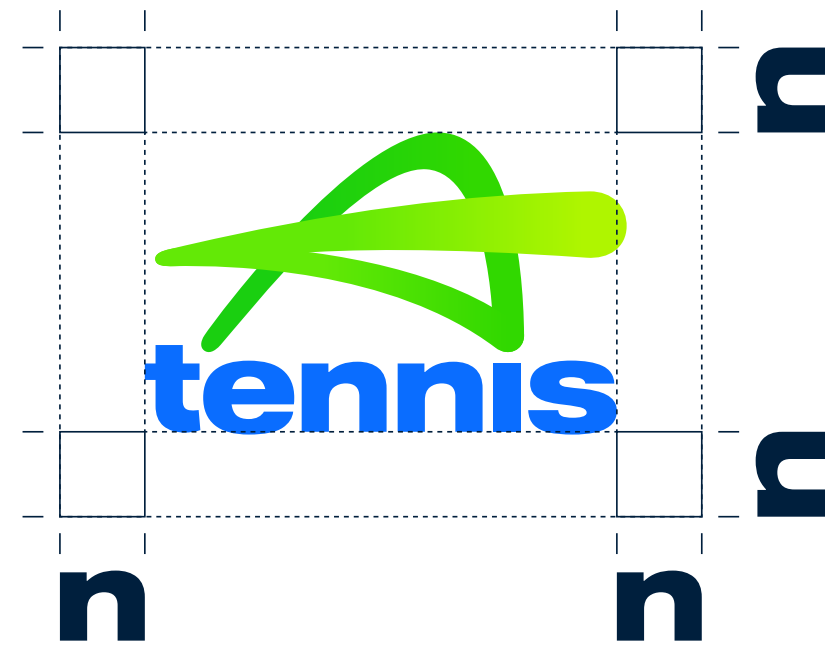
Logo placement

To guarantee the visibility and legibility of the Tennis logo, it should always be placed in a prominent position on communications.

The logo should always sit aligned to other elements on communications and be placed in one of the positions shown on this page.

- Always position the logo in a space that is clear from clutter and other elements such as text or imagery.
- Use the margins and guides of an application to ensure that the logo sits confidently in line with other content.
- The logo should sit so that the white outline is aligned to margins.

GRADIENT LOGO CLEAR SPACE



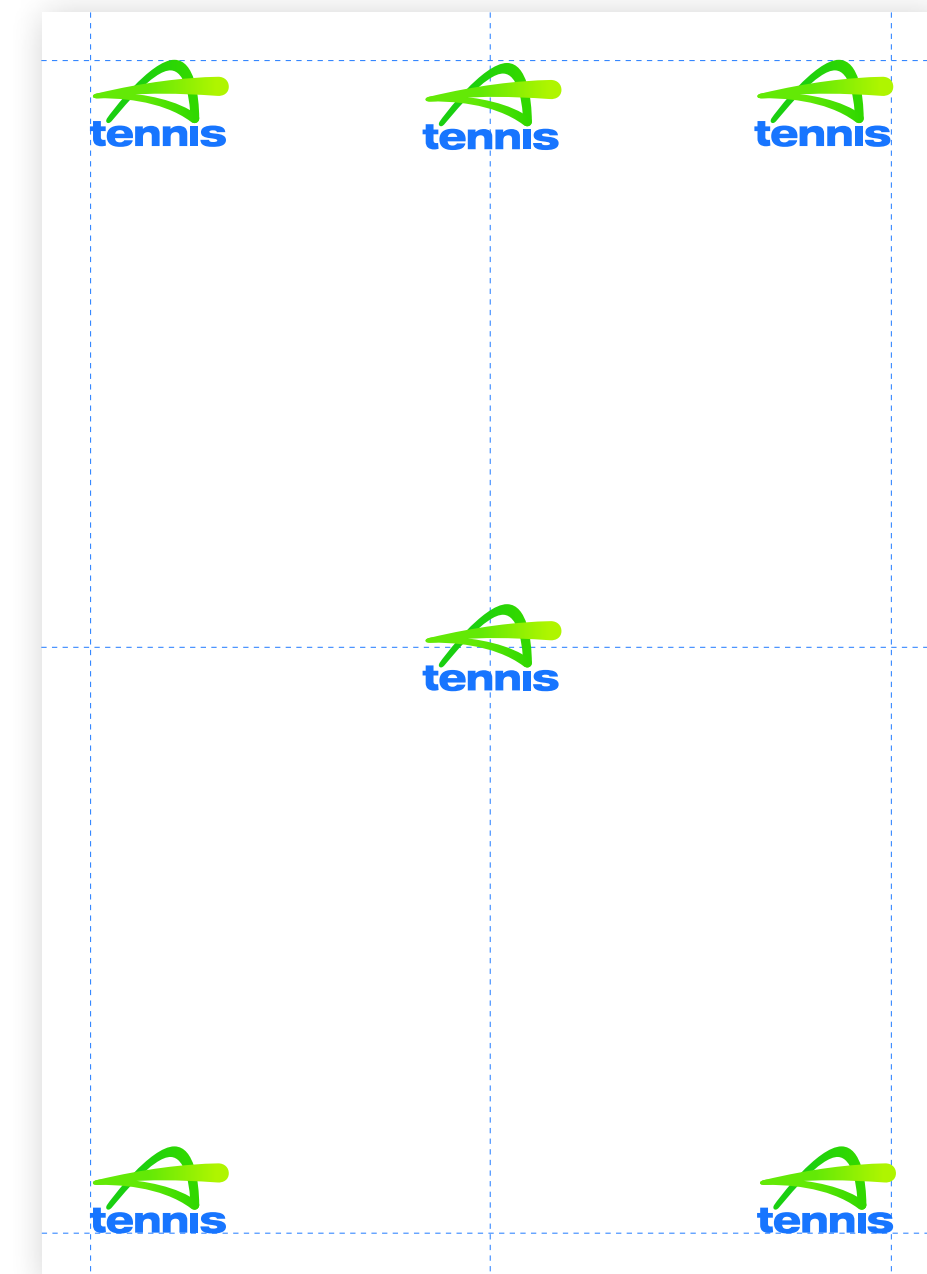
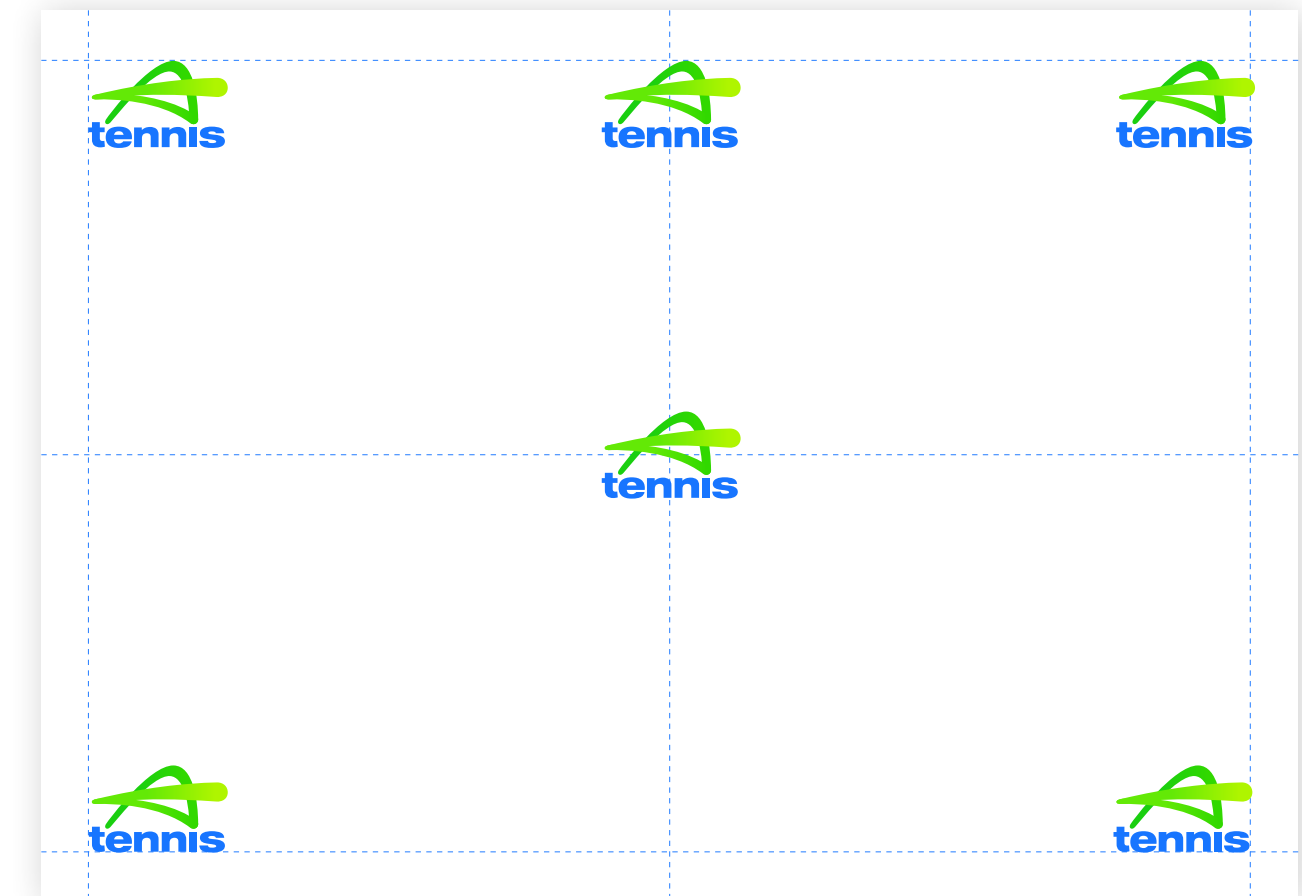
The clear space around our vertical logo should be **equal to the width of the 'n'** in the 'tennis' wordmark

GRADIENT LOGO MIN. SIZE



Min. width of 'tennis' wordmark:
18mm or 50px

LOGO PLACEMENT ON APPLICATIONS



Coach Composite Logo

A Tennis coach composite logo can be used on personalised marketing collateral e.g. promotional flyers/entry forms/website. The following guidelines must be adhered to when using the logo.

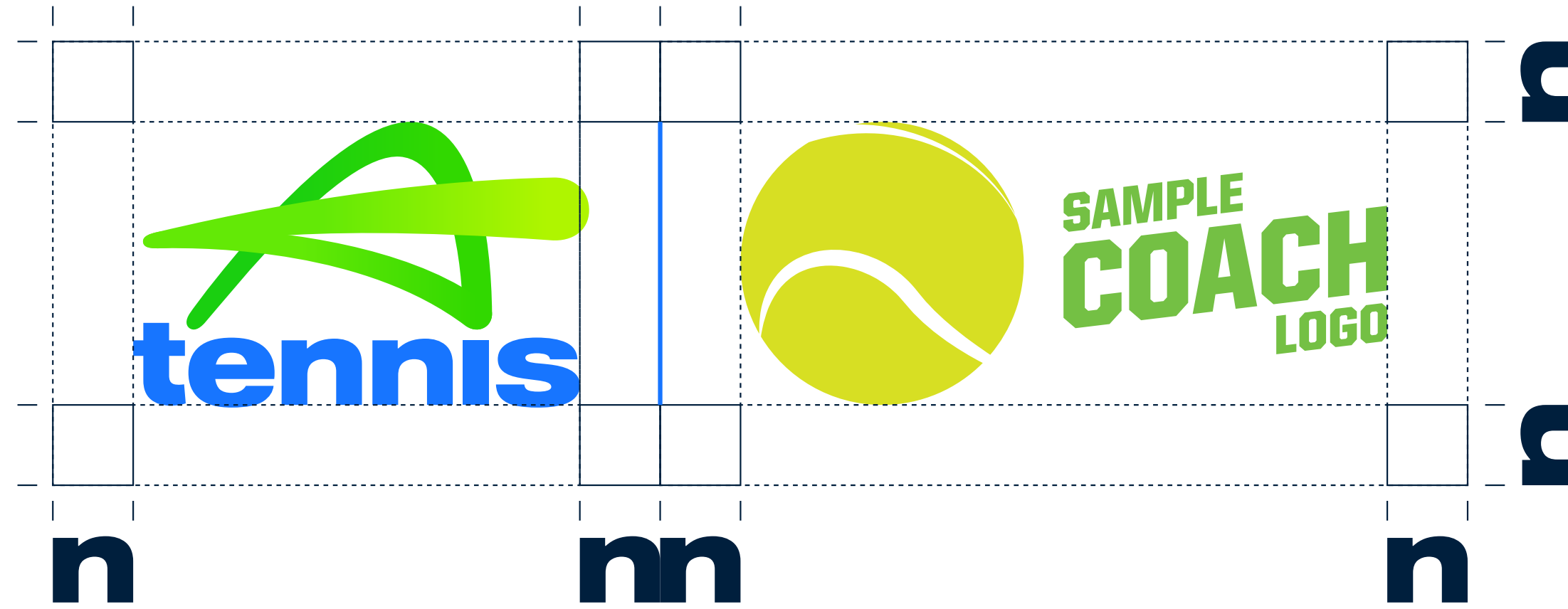
- The logos should be positioned and sized so that they visually match, with each logo being optically equal in size and neither dominating.
- Respect the clear space requirements of both brand marks. The preferred position of the Tennis brand mark is to the left of the partner brand mark.
- Only create a co-branding lockup with one other brand mark.
- The minimum size requirements for the Tennis brand mark must be maintained.

Keyline

Separate the brand mark with a vertical line, maintaining the clear space requirements of both brand marks.

The lockup is created at minimum size where 'tennis' is 18mm/50px with the dividing line in Tennis Blue or White at a width of 0.5pt. The keyline width should be scaled up proportionally with the logo. The dividing line extends to the maximum height of the Tennis logo itself. Clearspace is applied and the lockup can be then scaled up proportionately as needed.

SPACING AND SIZING



The size of the coach logo should be optically equal to the Tennis logo.

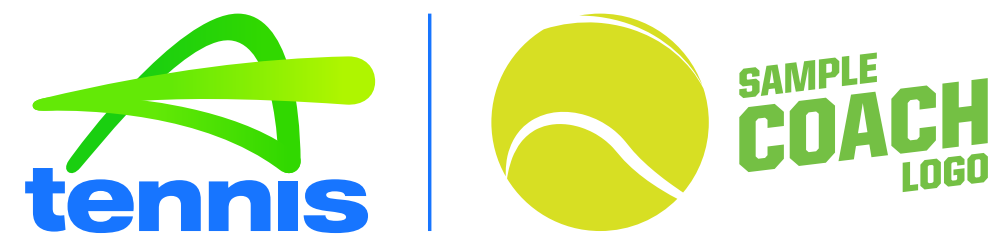
This may mean the coach logo is not always the exact height or width as the Tennis logo.

The coach logo should always align to the baseline of the 'tennis' wordmark.

Use the width of the 'n' in the 'tennis' wordmark as guide for spacing the tennis logo apart from the coach logo.

This should be a guide only, and the two logos should be manipulated to match size and position optically.

ON LIGHT BACKGROUNDS



ON DARK BACKGROUNDS



BLACK AND WHITE

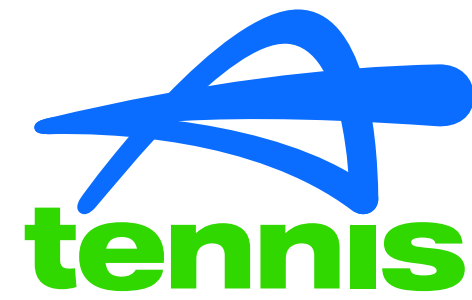


Logo misuse

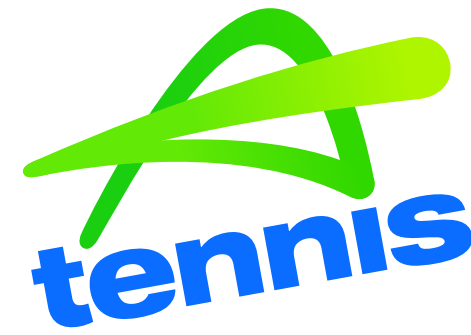
Do not alter, distort, or modify the Tennis logo or coach composite logo in any way that changes proportions, colours, or typography.

It's important that these guidelines are always followed to maintain the integrity of the logo. Only approved versions and variations provided in the brand guidelines.

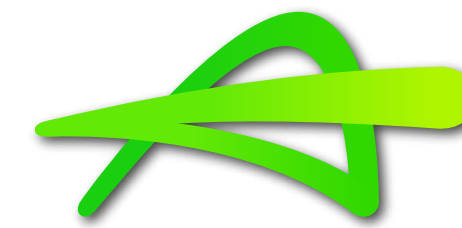
Contact Creative Studio should any logo variations be required for unique applications.



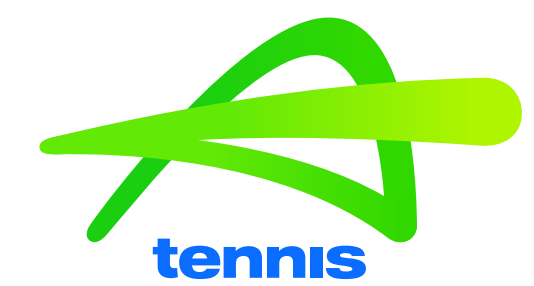
✗ **DO NOT** change the colour of any logo elements



✗ **DO NOT** rotate the logo



✗ **DO NOT** add effects such as shadows, outlines or reflections



✗ **DO NOT** change the size relationship



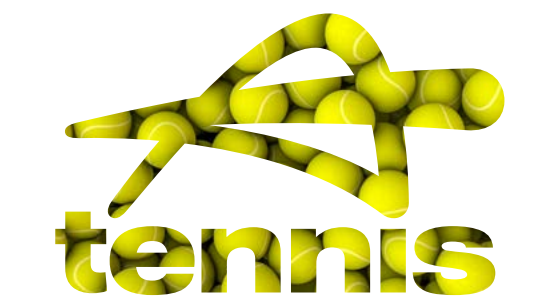
✗ **DO NOT** place the logo in a holding shape or device



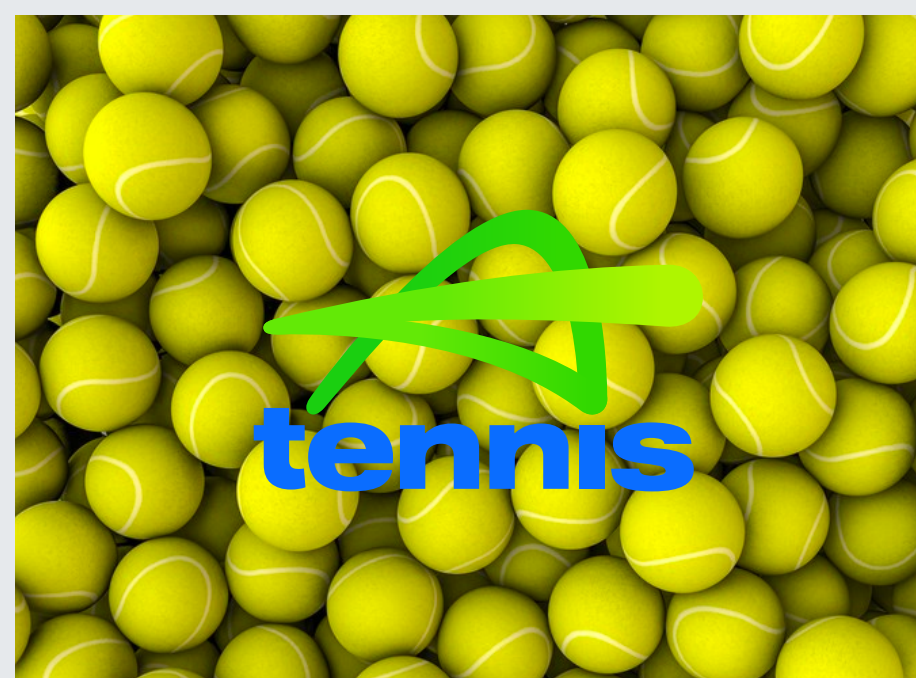
✗ **DO NOT** change the typeface or create a custom wordmark

tennis

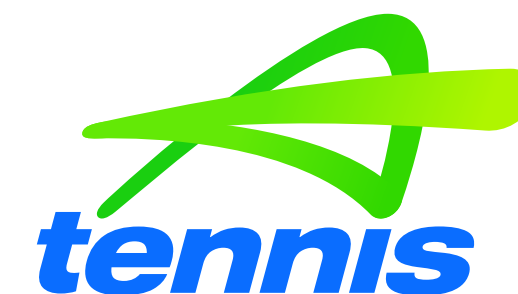
✗ **DO NOT** use the wordmark or icon in isolation from each other (see logomark icon usage on p.21)



✗ **DO NOT** place an image or texture inside the logo



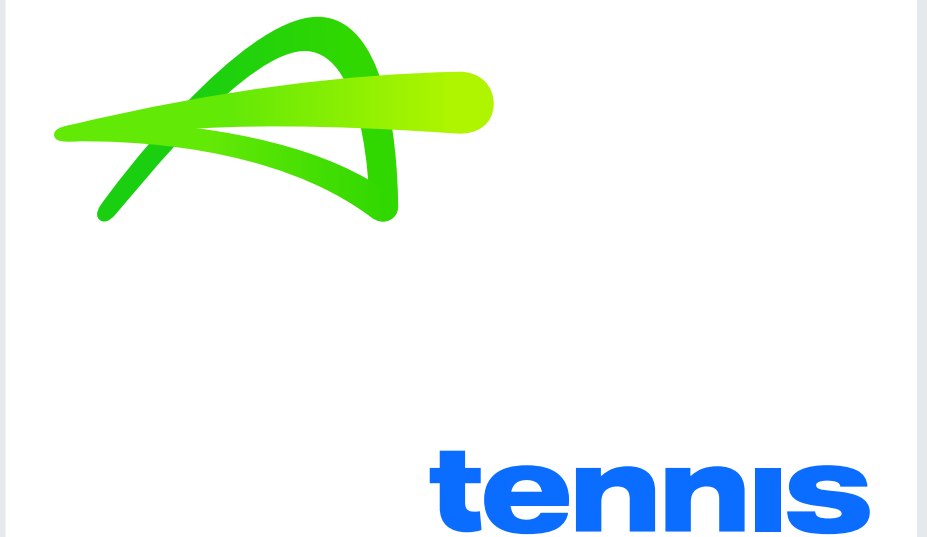
✗ **DO NOT** place the logo on images with busy backgrounds



✗ **DO NOT** distort the logo by squishing or warping



✗ **DO NOT** place the logo on gradients or unapproved background colours



✗ **DO NOT** separate the logomark and the wordmark on applications

Colour palette

Primary palette

Our primary palette is our lead set of colours built with the iconic **Tennis Blue** Australian tennis court as our hero colour. The palette expands to other blues and green, as well as two gradients.

There should be an intention to include an element of Tennis Blue in all applications wherever possible, whether that be type, graphics or background colours.

Functional use palette

Our functional palette includes colours that can be used as necessary for text, lines or functional graphic elements such as buttons and calls-to-action.

Where possible, text should appear in Tennis Slate when on a White background. However, for body copy in long-form printed documents (where Tennis Slate is not suitable for small text in printed documents), text can appear in black.

Mid Green is strictly for 'Solid' versions of the Tennis logos.

Complementary palette

These colours can add playfulness and variety to applications, particularly in graphic devices and backgrounds, but must never overpower the use of our primary palette. Do not use these for text.

Dynamic gradients

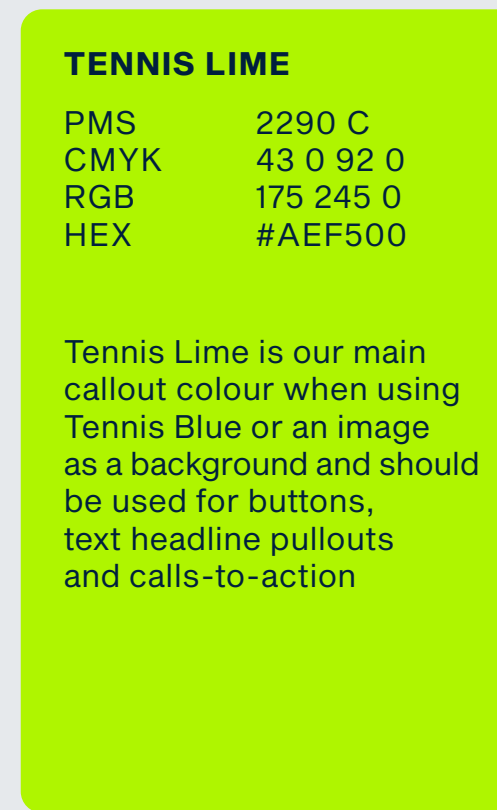
The gradients in the primary and complementary palettes should be only be used in the graphic devices, and not for backgrounds or in text.

PRIMARY PALETTE



TENNIS BLUE

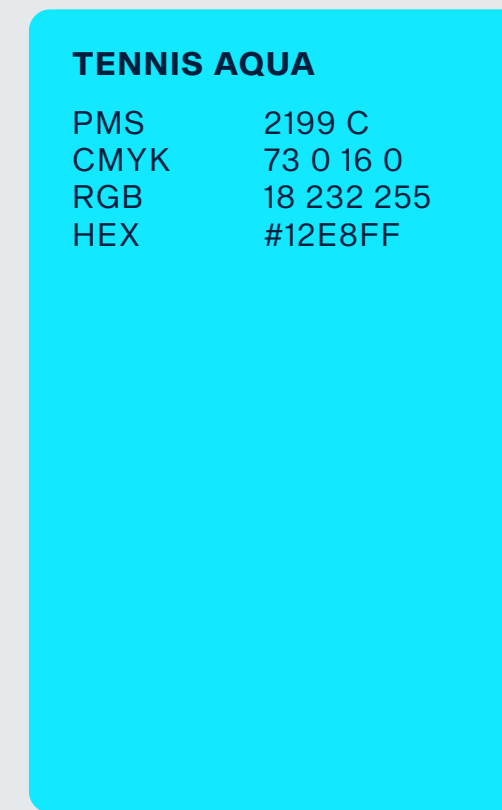
PMS	2386 C
CMYK	87 55 0 0
RGB	10 109 255
HEX	#0A6DFF



TENNIS LIME

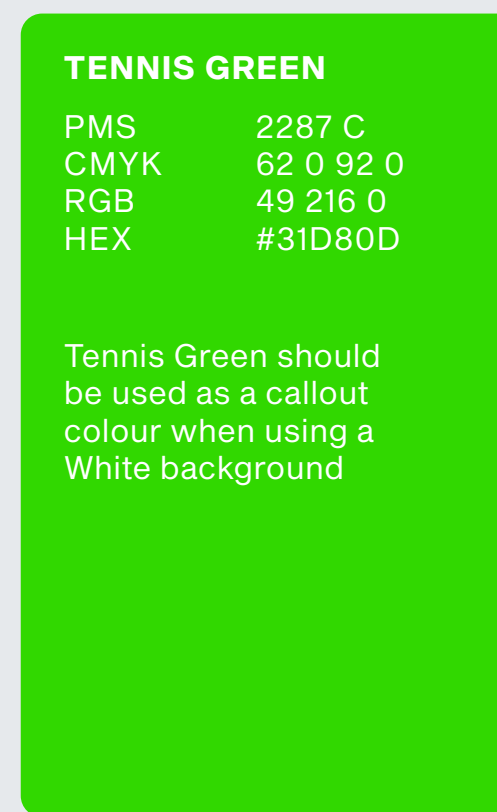
PMS	2290 C
CMYK	43 0 92 0
RGB	175 245 0
HEX	#AEF500

Tennis Lime is our main callout colour when using Tennis Blue or an image as a background and should be used for buttons, text headline pullouts and calls-to-action



TENNIS AQUA

PMS	2199 C
CMYK	73 0 16 0
RGB	18 232 255
HEX	#12E8FF



TENNIS GREEN


PMS	2287 C
CMYK	62 0 92 0
RGB	49 216 0
HEX	#31D80D

Tennis Green should be used as a callout colour when using a White background



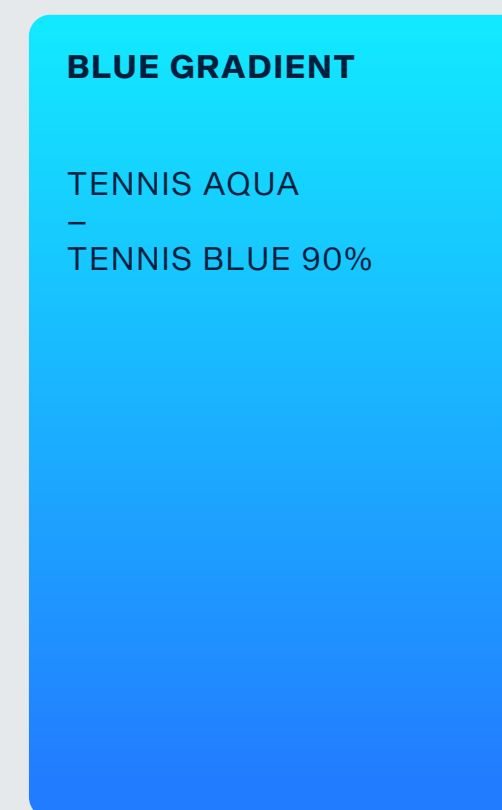
TENNIS BLUE 90% (FOR USE IN GRADIENT COLOUR ONLY)

PMS	2386 C 90%
CMYK	78 50 0 0
RGB	34 123 255
HEX	#227BFF



GREEN GRADIENT

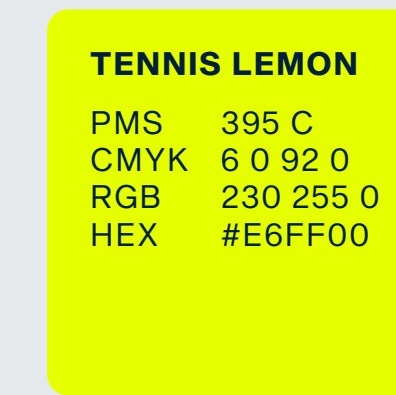
TENNIS GREEN
–
TENNIS LIME



BLUE GRADIENT

TENNIS AQUA
–
TENNIS BLUE 90%

FUNCTIONAL USE



TENNIS LEMON

PMS	395 C
CMYK	6 0 92 0
RGB	230 255 0
HEX	#E6FF00



TENNIS SLATE

PMS	648 C
CMYK	100 75 0 60
RGB	0 31 61
HEX	#001F3D



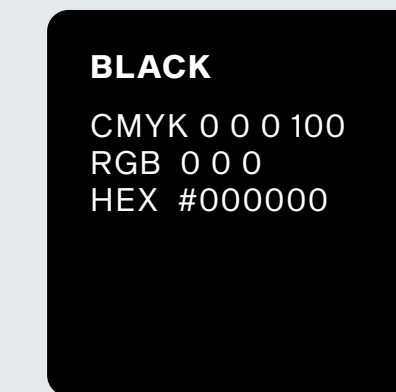
TENNIS GREY

PMS	644 C
CMYK	37 15 11 0
RGB	170 188 206
HEX	#AABCCE



WHITE

CMYK	0 0 0 0
RGB	255 255 255
HEX	#FFFFFF



BLACK

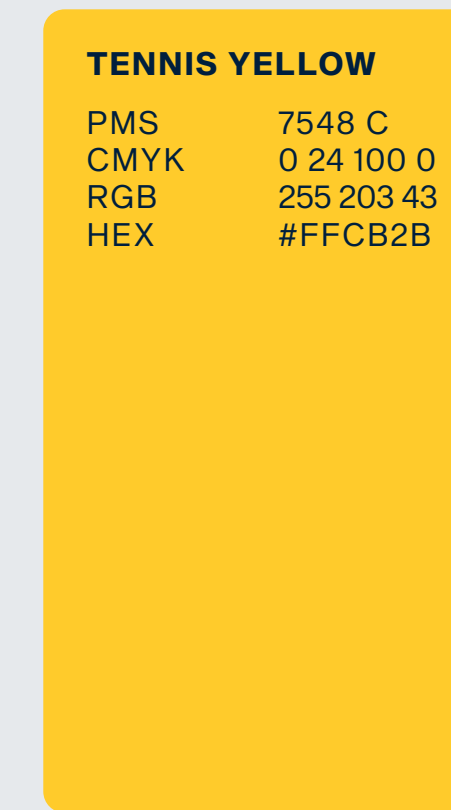
CMYK	0 0 0 100
RGB	0 0 0
HEX	#000000



MID GREEN SOLID LOGO USE ONLY

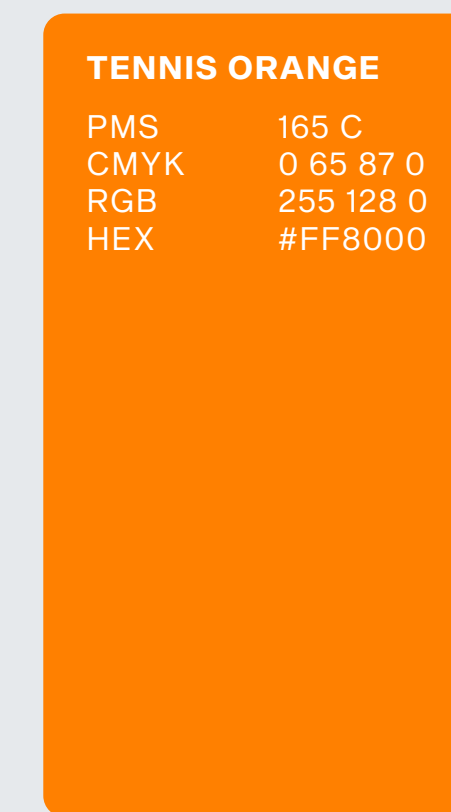
PMS	2286 C
CMYK	54 0 92 0
RGB	100 225 0
HEX	#64E100

COMPLEMENTARY PALETTE



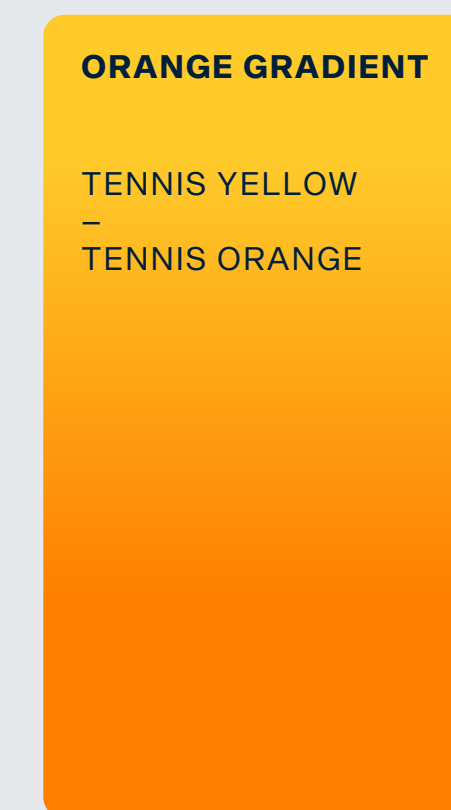
TENNIS YELLOW

PMS	7548 C
CMYK	0 24 100 0
RGB	255 203 43
HEX	#FFCB2B



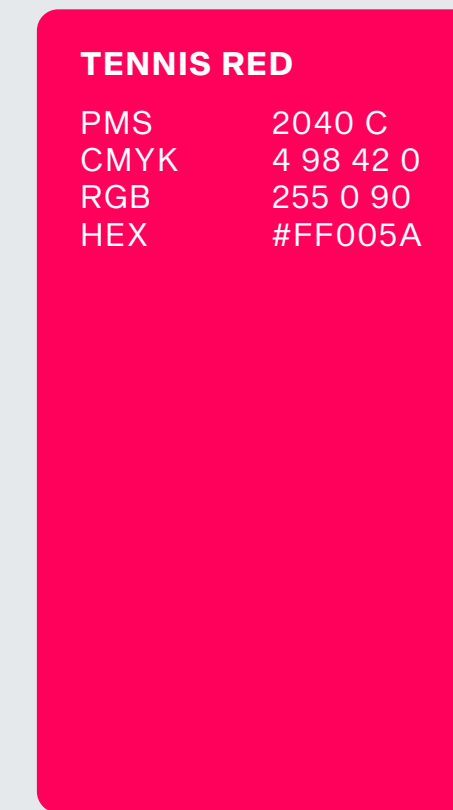
TENNIS ORANGE

PMS	165 C
CMYK	0 65 87 0
RGB	255 128 0
HEX	#FF8000



ORANGE GRADIENT

TENNIS YELLOW
–
TENNIS ORANGE



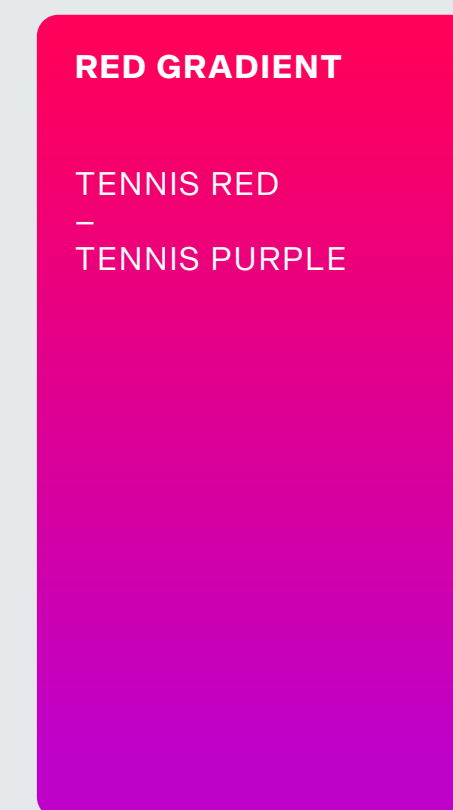
TENNIS RED

PMS	2040 C
CMYK	4 98 42 0
RGB	255 0 90
HEX	#FF005A



TENNIS PURPLE

PMS	2592 C
CMYK	52 89 0 0
RGB	190 0 201
HEX	#BE00C9



RED GRADIENT

TENNIS RED
–
TENNIS PURPLE

Typographic styles

The Sequel Wide 100 family is the core typeface for Tennis and contains multiple weights and variants that are suitable for different mediums and applications.

Sequel is the brand font embedded in all design templates. When using this font for additional design, it needs to be purchased.

When creating pieces of communication, try and keep typeface weight combinations to a minimum.

In order to maintain a consistent brand voice, it's important that only a combination of the following type styles be used in the creation of communications for the Tennis brand:

1 Sequel 100 Wide 85

- Headlines and emphasised text

2 Sequel 100 Wide 45

- Secondary headlines, pullout quotes and intro body copy

3 Sequel Sans

- Body copy and functional type
- Never use Sequel Sans for key headlines or pullout/featured text

4 Archivo

- An alternative free Google font to Sequel Sans, where flexibility is needed. Archivo is available in more weights and styles, and is useful in heavy body copy situations.

5 Goldney

- Use to highlight words in headlines
- When setting highlighted words in Goldney, always use a secondary colour

Office replacement fonts

- In instances where Sequel, Archivo and Goldney are not available, use Arial Black and Arial Regular as replacement typefaces

1 HEADLINES AND KEYLINES

Sequel 100 Wide 85

2 SUBHEADINGS AND PULLOUTS

Sequel 100 Wide 45

3 BODY COPY AND FUNCTIONAL TYPE

Sequel Sans

4 ALTERNATIVE BODY COPY FONT

Archivo

5 KEYLINE HIGHLIGHTS

Goldney

Goldney should be used to pull out highlight words and should be set at 150% of headlines set in Sequel 100 Wide 85.

Highlight words set in Goldney should always be set in a secondary colour to add further interest.

Goldney should always be set in sentence-case, and never all-caps.

Always consider ligature options available for maximum legibility.

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All website URLs and calls to action should appear in Sequel 100 Wide 85

OFFICE REPLACEMENT FONTS

Arial Black
Arial Regular

Graphic device: layout principles

The Tennis toolkit of graphic devices enables creation of communications with a playful personality while maintaining the ability for inclusive accessibility.

Using a graphic device in applications allows communications to be divided into clear sections of colour on which information can appear, and imagery. These two spaces ensure that there is a clear space for important text and messaging to sit legibly.

To maintain visual consistency, only use a maximum of TWO graphic devices in communications. When using two devices, ensure that one always appears in the Tennis Blue gradient.



Imagery

The graphic device dividers allow for imagery to feature in its own frame without the distraction of overlaid text.

Graphic device

The library of playful graphic devices ensures that all communications are unique and can be catered to the message.

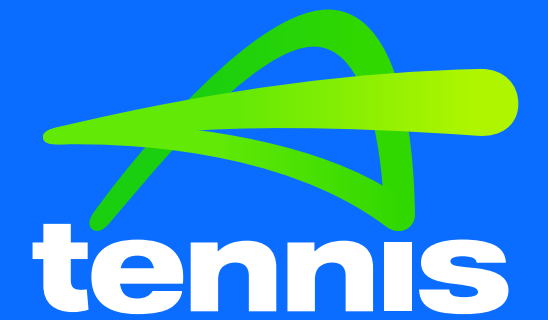
The device should be used to break the communication into different sections.

Colour

Text should primarily be placed on sections that feature a flat brand background colour on which information can appear, typically Tennis Blue.

Typography can also be placed on simple imagery and over the graphic device where necessary and legible.

Learn tennis for *life*



Clear Tennis Blue space

The devices ensure that there is always a clear space for text and the Tennis logo to sit unobstructed by imagery or patterns. This space also allows for the Tennis Blue to be heroed, establishing the core brand colour in communication.

Graphic device: layout principles

When building a piece of communication, it's best to consider all messaging elements before selecting which device will work best.

Some devices are better suited to dividing content, while others are best used as background texture behind text.

Always explore the rotation, resizing and repositioning of devices before manipulating the shape of the devices themselves.

Core device: dividing content

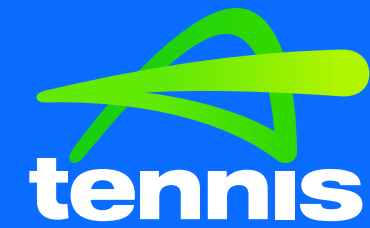
The movement lines should be rotated, resized and repositioned to best adapt and fit to content.

Core device: textural use

The Blue movement lines can be used in the background of communications without imagery to add an element of texture and depth.



**Hire a
court**
today



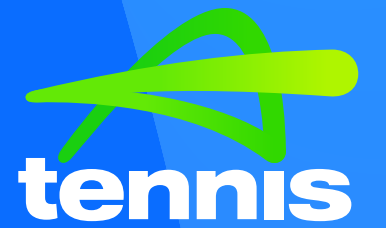
Logo

Clear 'Tennis Blue' space should always be provided for the logo to sit unobstructed



**Play
for**
life

play.tennis.com.au



Call to action

The call to action on communications should always sit in a clear space free from clutter and distracting elements

Application examples

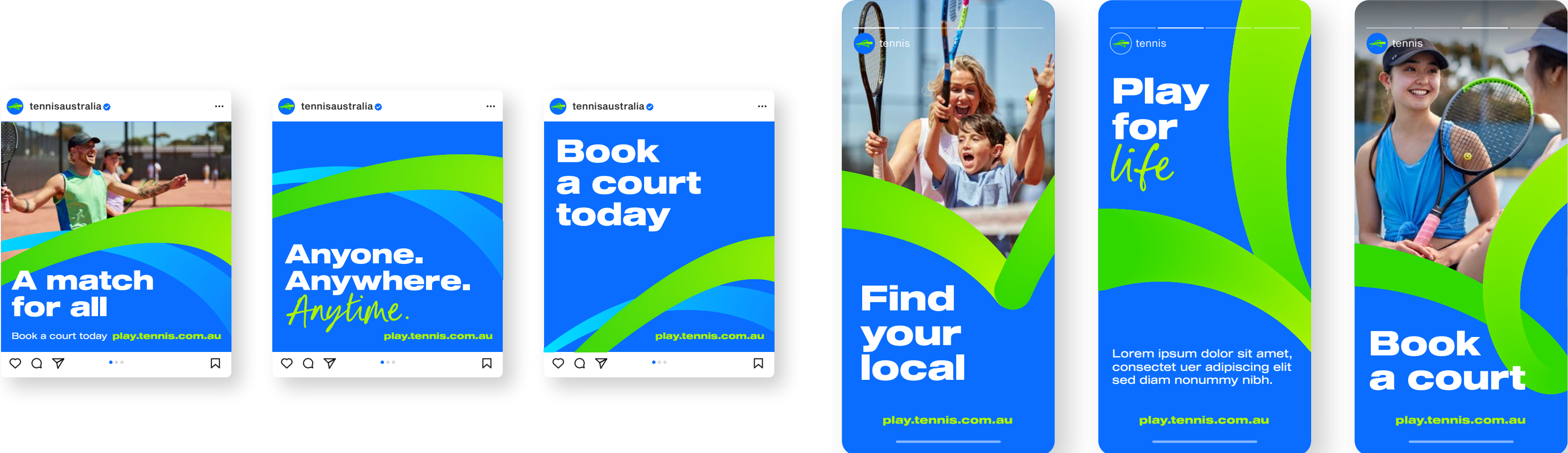
Posters



Merchandise



Social posts





**Now it's up to you to bring the
playful world of tennis to life.**

For any questions, queries or requests
relating to the Tennis brand, please contact
tabranding@tennis.com.au