

**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.

In addition to these guidelines, ready-made templates and branded resources are available for clubs and coaches via the Tennis Design Hub. Contact your local Tennis representative to find out how to access these templates via the Tennis Design Hub.

For any assistance on using these guidelines, please contact [tabranding@tennis.com.au](mailto:tabranding@tennis.com.au)



# Tennis positioning

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## 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

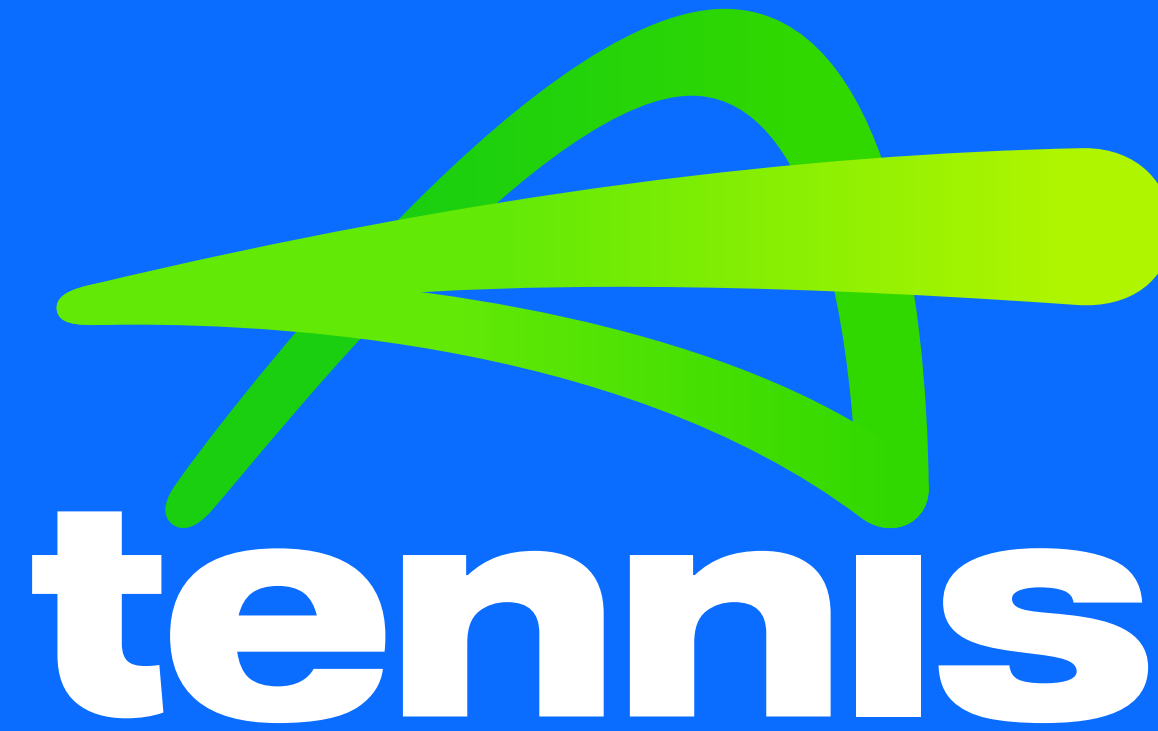
This is the preferred version of the Tennis logo. It will appear on a number of applications, all with varying sizes, mediums and backgrounds.

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

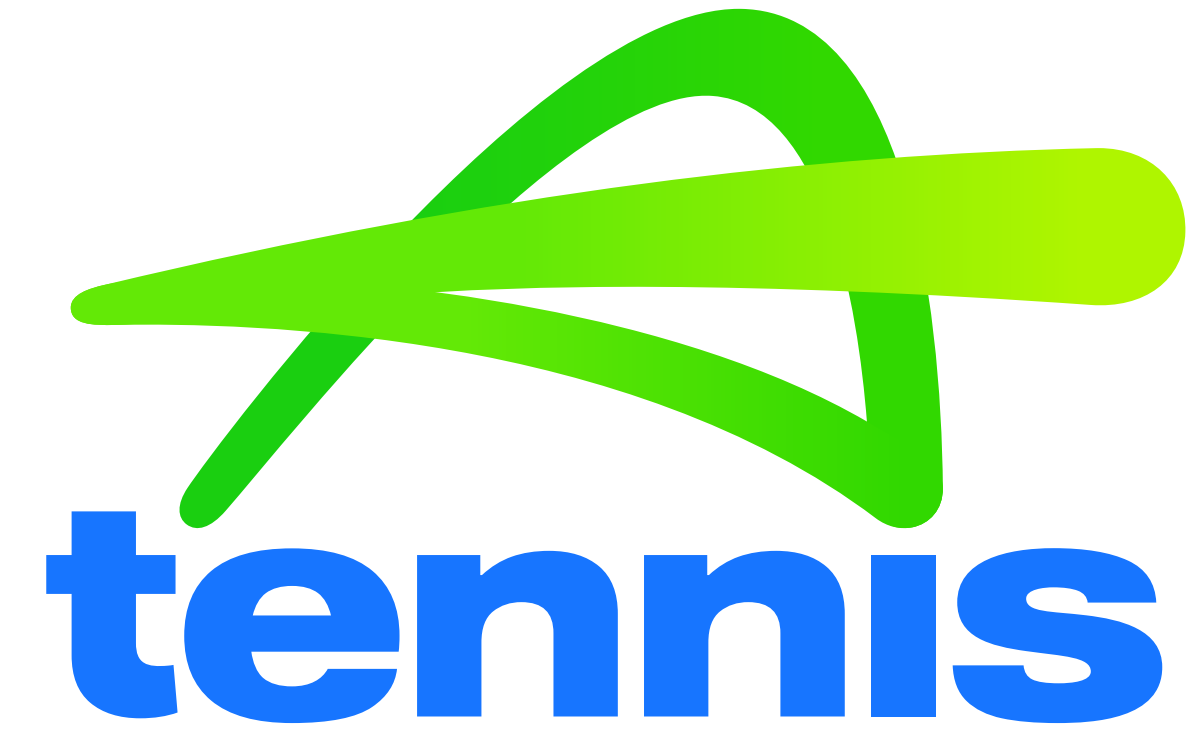
### Gradient logo

- 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.

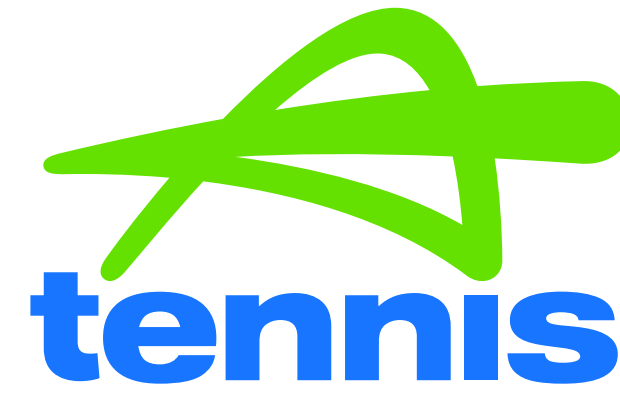
### Solid logo

- 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.

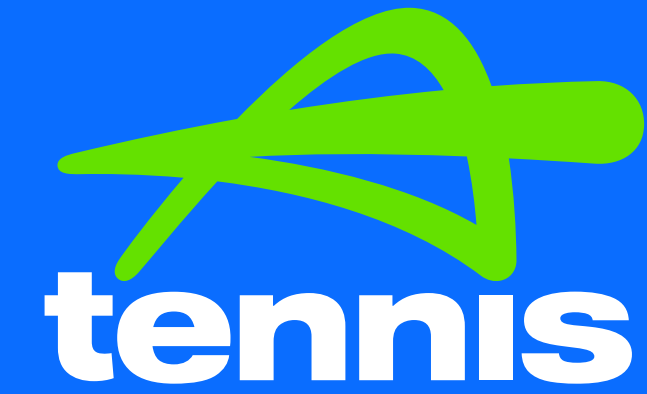
### Mono logos (Tennis Blue and black)

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

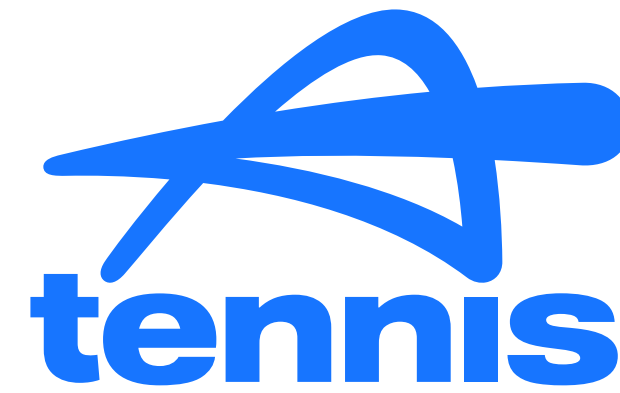
POSITIVE SOLID LOGO



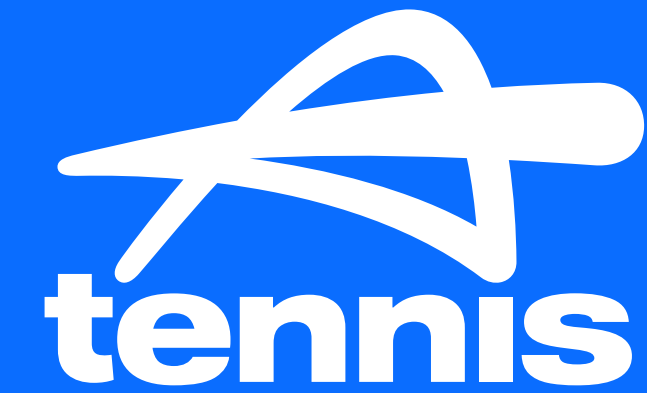
REVERSED SOLID LOGO



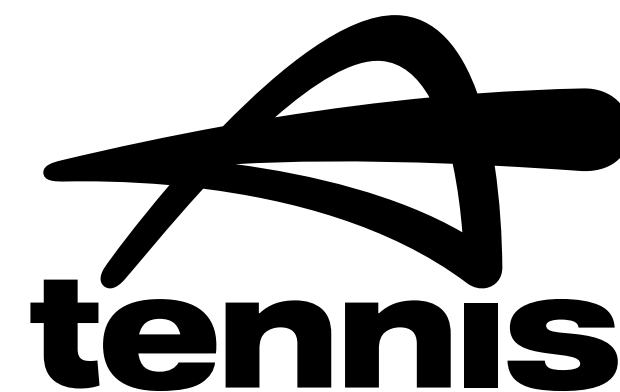
MONO TENNIS BLUE LOGO



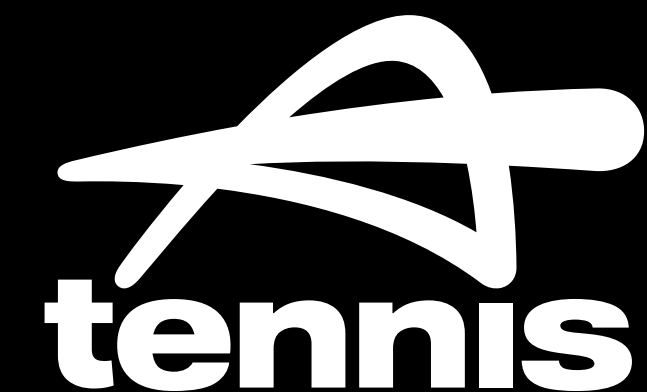
MONO WHITE LOGO



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.

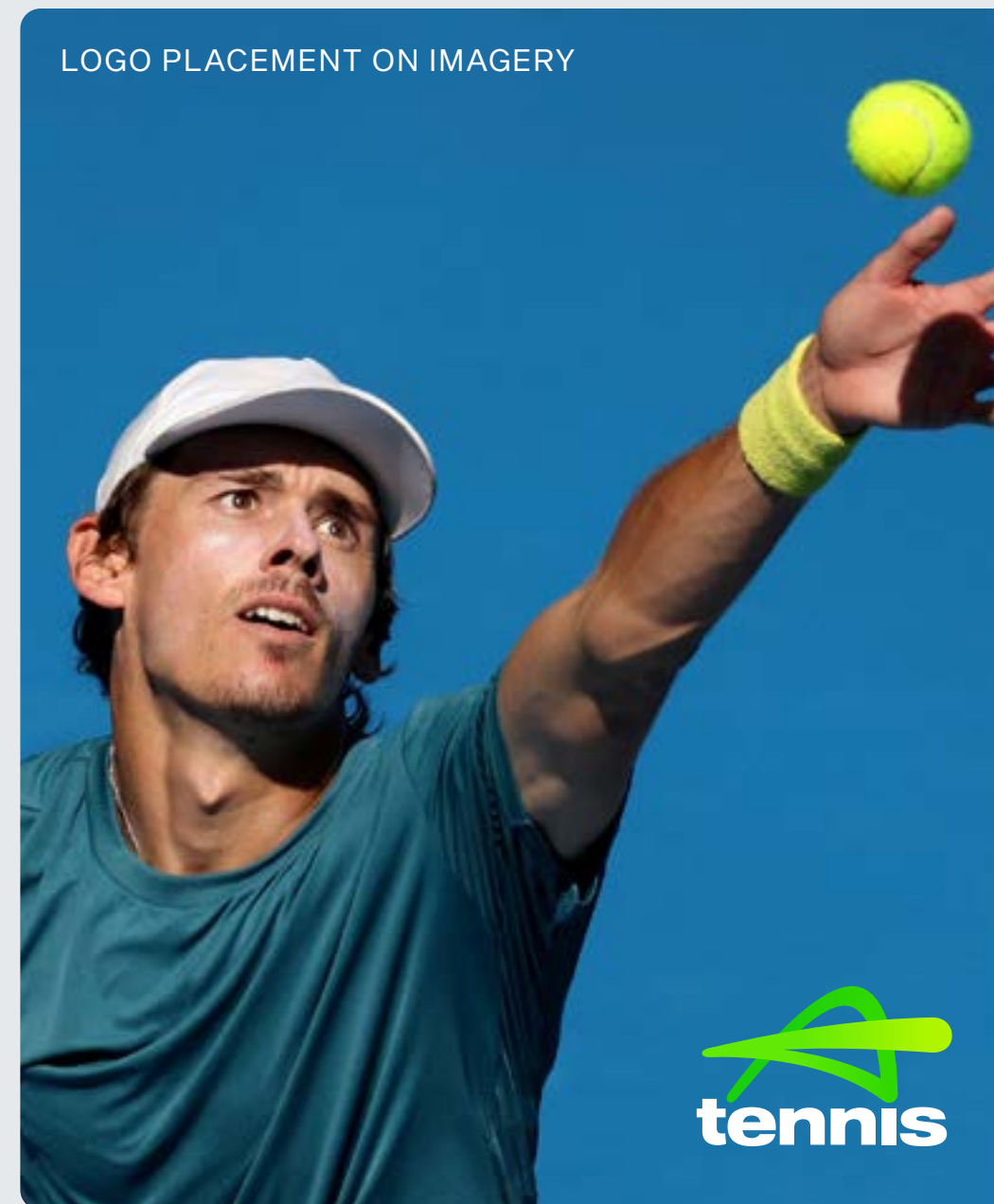
Avoid busy or visually distracting backgrounds that may overshadow or compete with the logo.

### 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

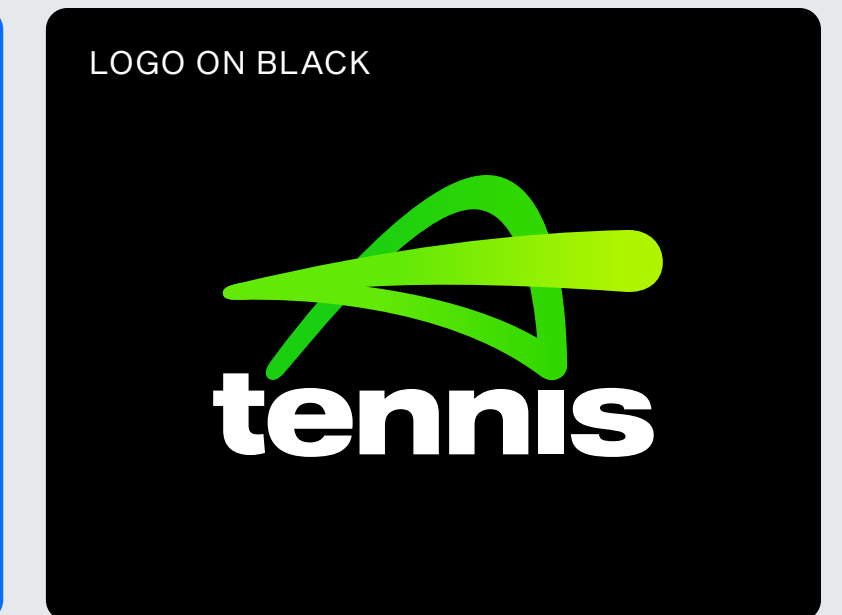
- The logo can appear on all of the solid brand colours, and can also appear on the gradient graphic devices.
- Never place the logo on a coloured texture.
- Do not create new versions of the logo by altering the colours or shapes.



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')



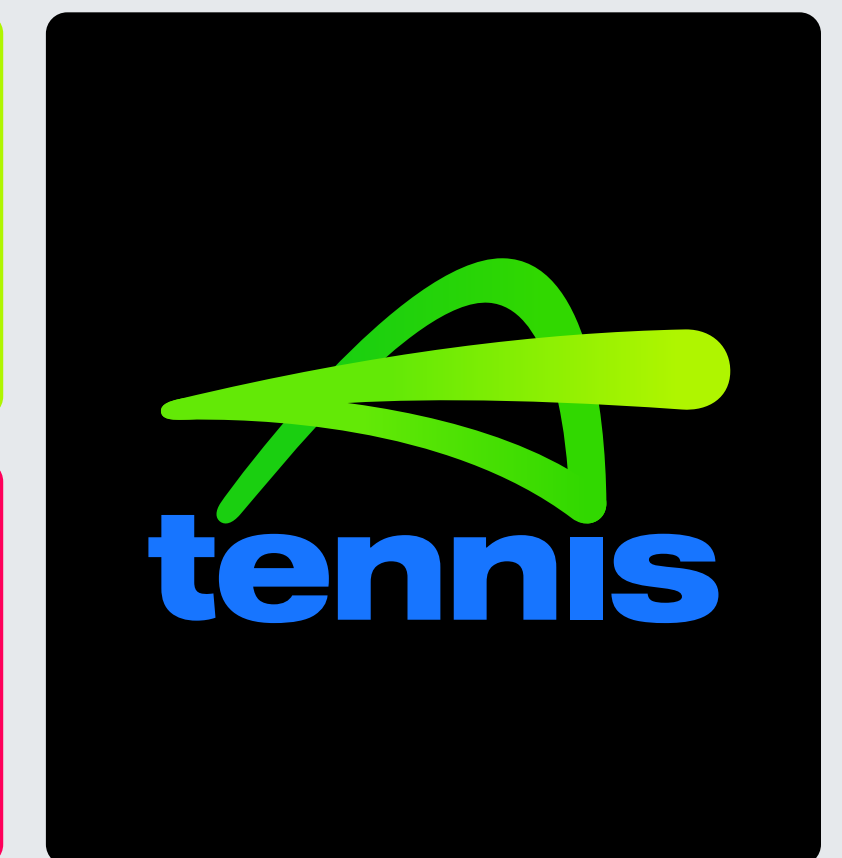
**✗ DO NOT** place the logo on imagery that is busy and compromises its legibility



**✗ 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

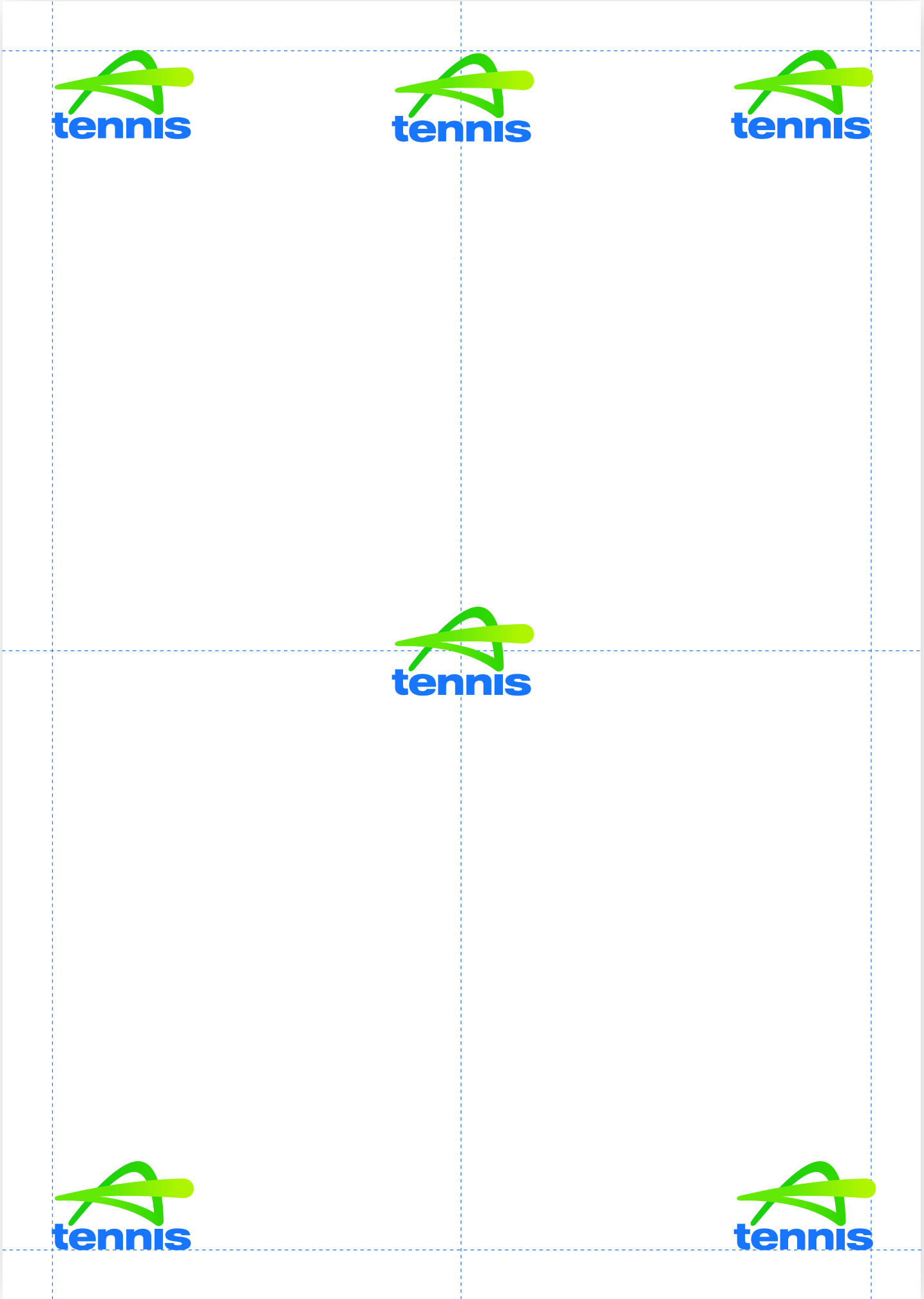
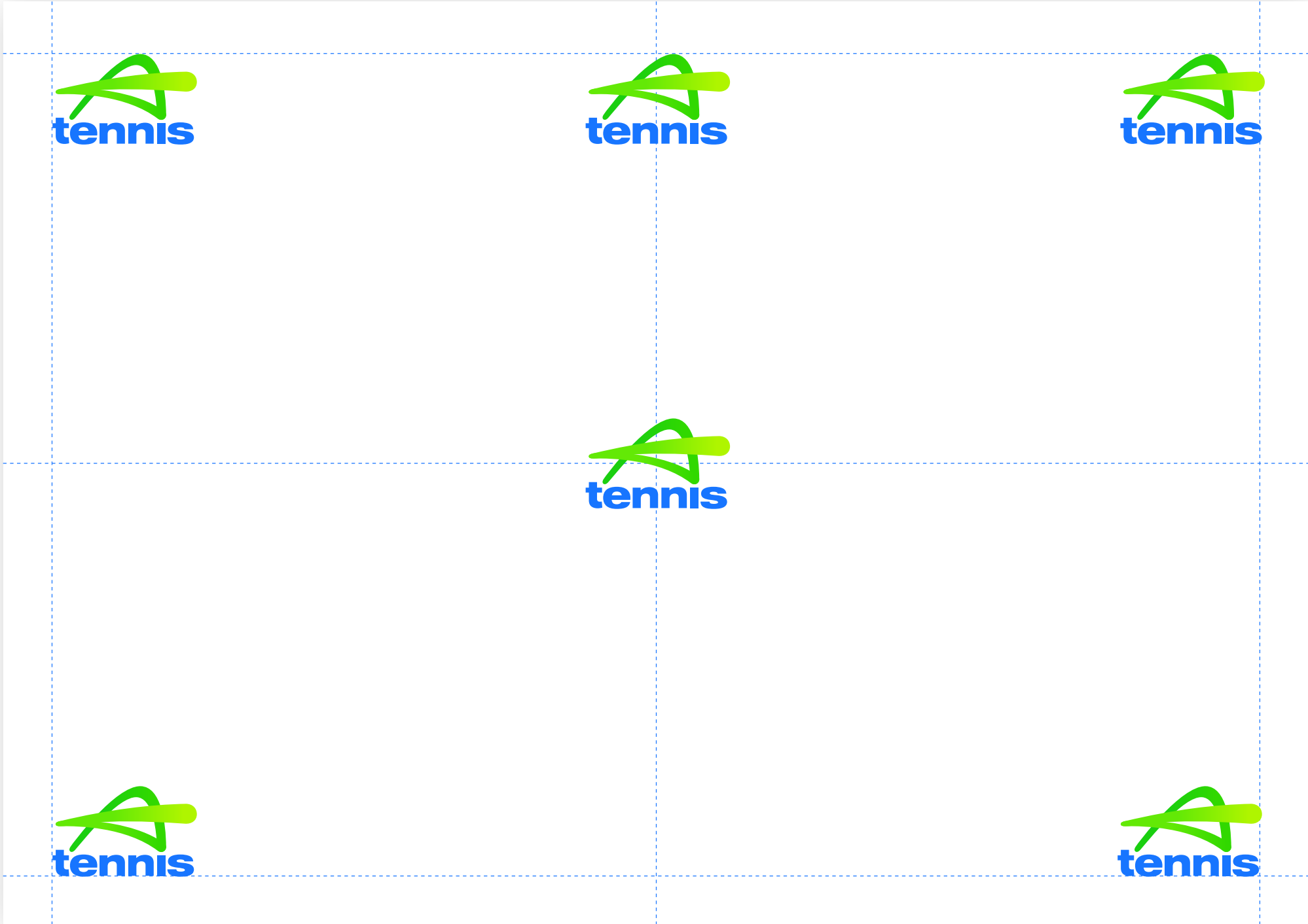
# Logo placement

To guarantee the visibility and legibility of our 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.
- Clear space requirements should always be taken into account.
- Use the margins and guides of an application to ensure that the logo sits confidently in line with other content.

## LOGO PLACEMENT ON APPLICATIONS



# Co-branding

In instances where brand collaborations and partnerships occur, our logo can be positioned to form a lockup with another brand logo.

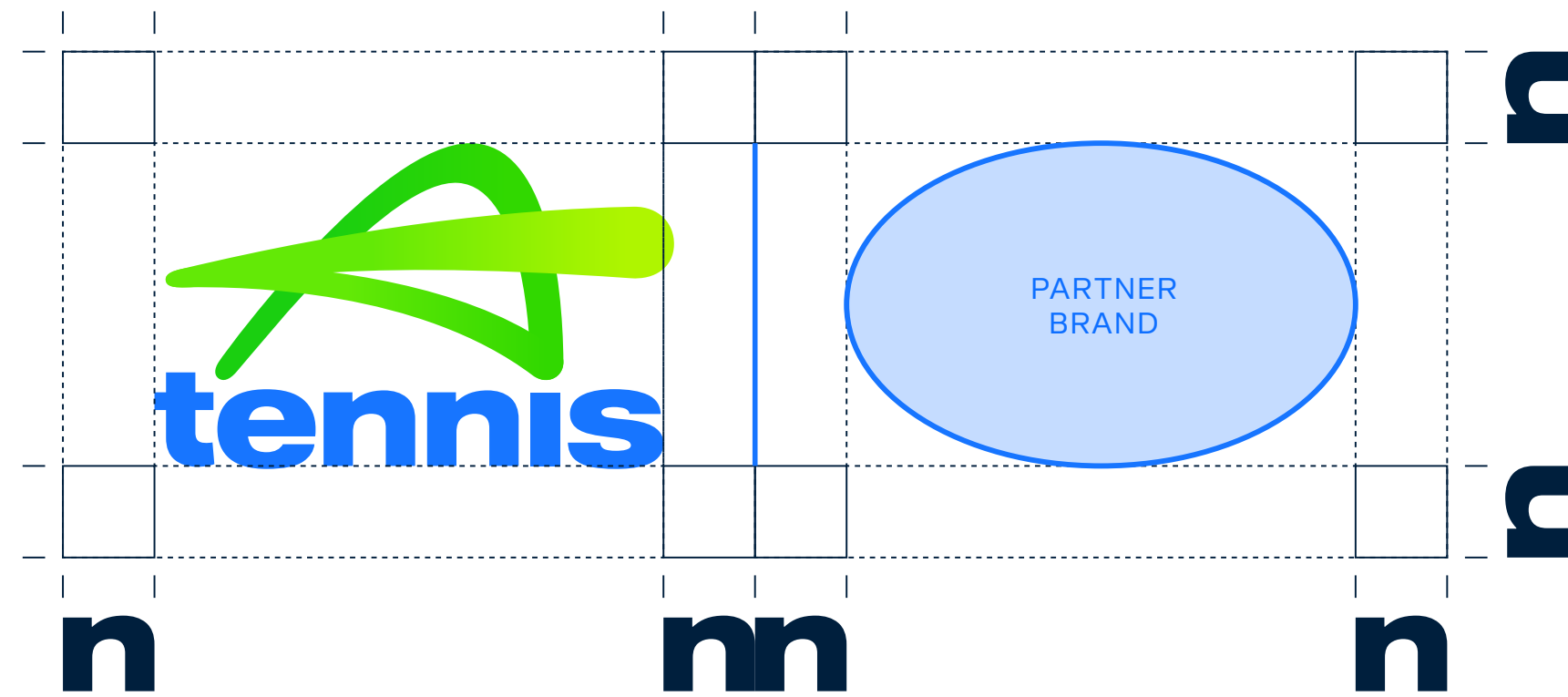
- The logos should be positioned and sized so that they visually match, with each logo being optically equal in size and neither dominating.
- Respect the clear space requirements of both brand marks. The preferred position of the Tennis brand mark is to the left of the partner brand mark.
- Only create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

## CO-BRANDING LOCKUP



The size of the partner brand mark should be optically equal to the Tennis logo.

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

The partner brand mark should always align to the baseline of the 'tennis' wordmark.

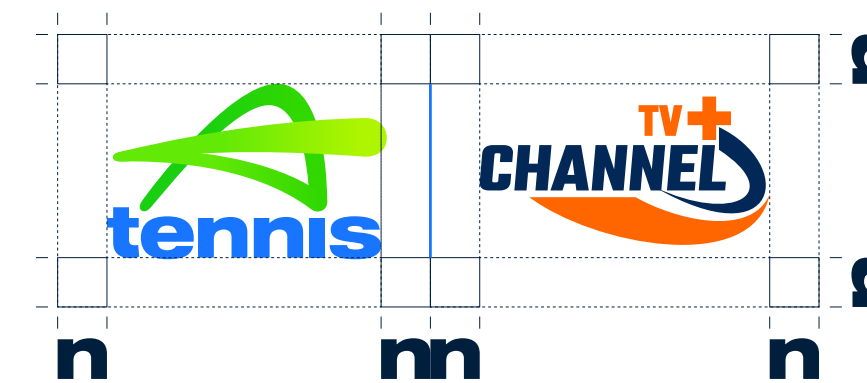
Use the width of the 'n' in the 'tennis' wordmark as guide for spacing our logo apart from the partner logo.

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

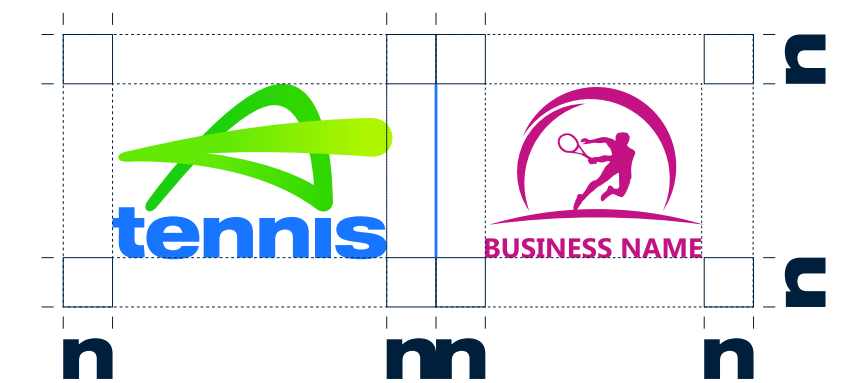
## CO-BRANDING LOCKUP EXAMPLES



The height of our logo and the partner logo should be optically equal.



The Tennis logo may sit slightly taller than the partner brand mark to achieve visual parity.



Ensure both logos are positioned optically apart, using the 'n' width as guide and for clearspace only.

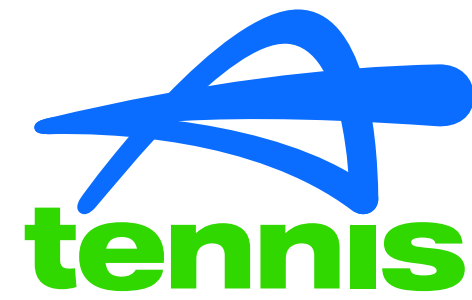


## Logo misuse

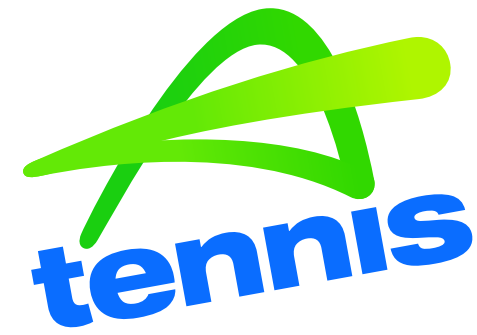
Do not alter, distort, or modify our logo in any way that changes proportions, colours, or typography.

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

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



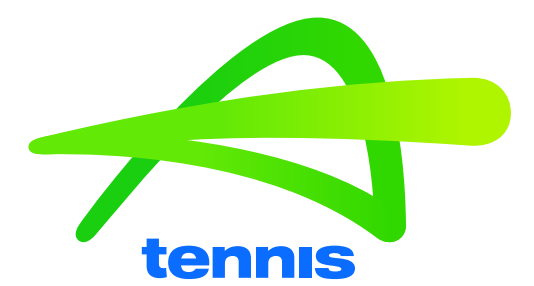
✗ **DO NOT** change the colour of any logo elements



✗ **DO NOT** rotate the logo



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



✗ **DO NOT** change the size relationship



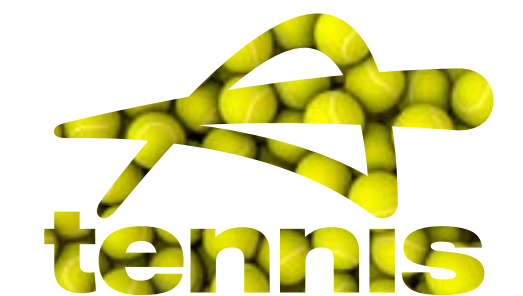
✗ **DO NOT** place the logo in a holding shape or device



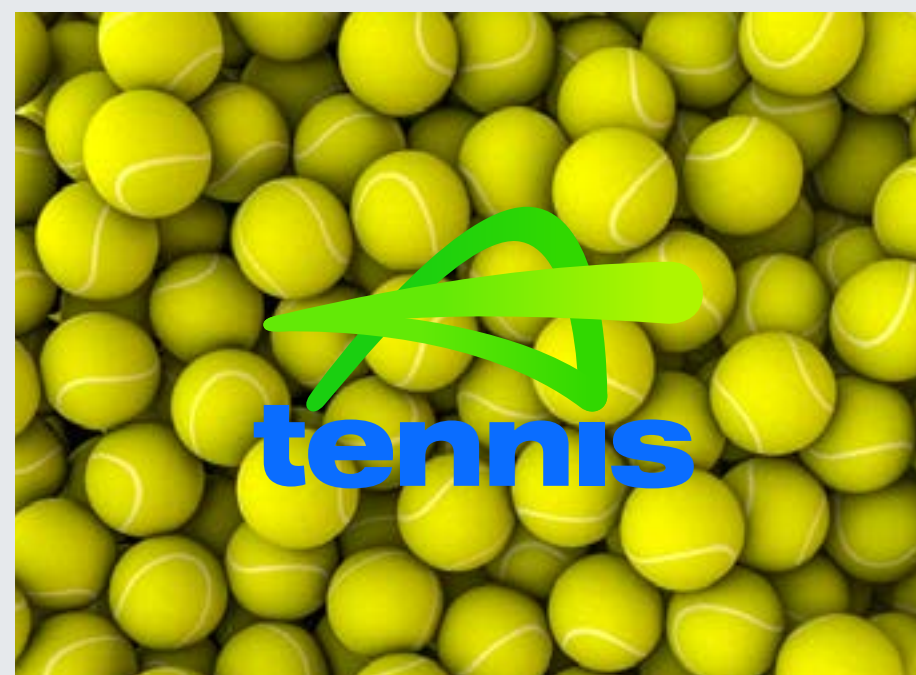
✗ **DO NOT** change the typeface or create a custom wordmark

**tennis**

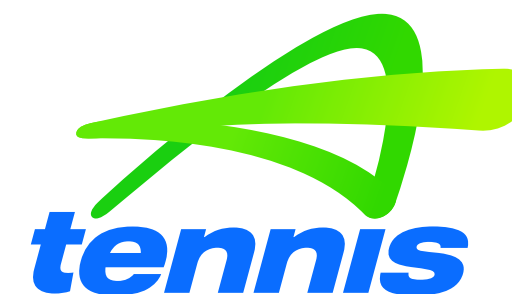
✗ **DO NOT** use the wordmark or icon in isolation from each other (see logomark icon usage on p.21)



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



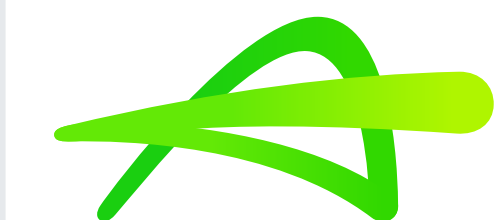
✗ **DO NOT** place the logo on images with busy backgrounds



✗ **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

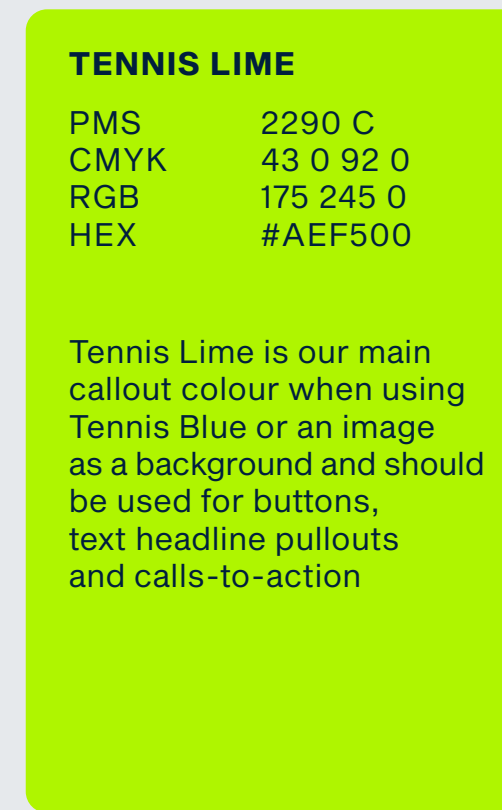
The gradients in the primary and complementary palettes should be only be used in the graphic devices, and not for backgrounds or in text.

### PRIMARY PALETTE



**TENNIS BLUE**

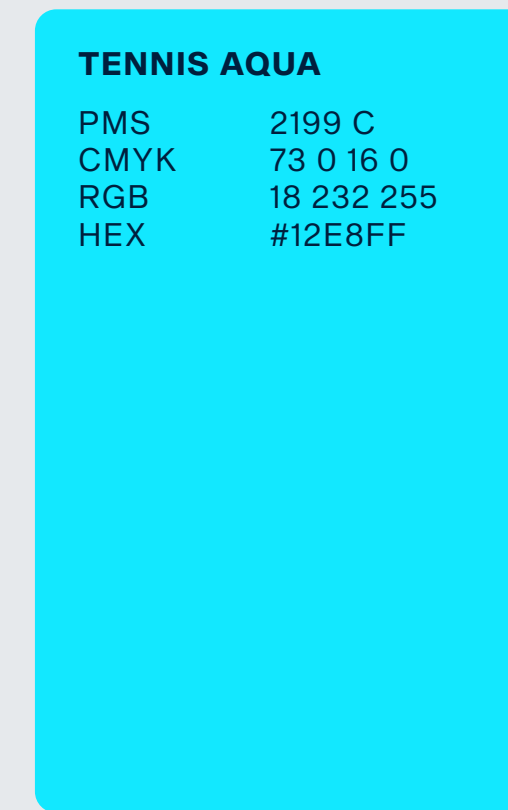
PMS	2386 C
CMYK	87 55 0 0
RGB	10 109 255
HEX	#0A6DFF



**TENNIS LIME**

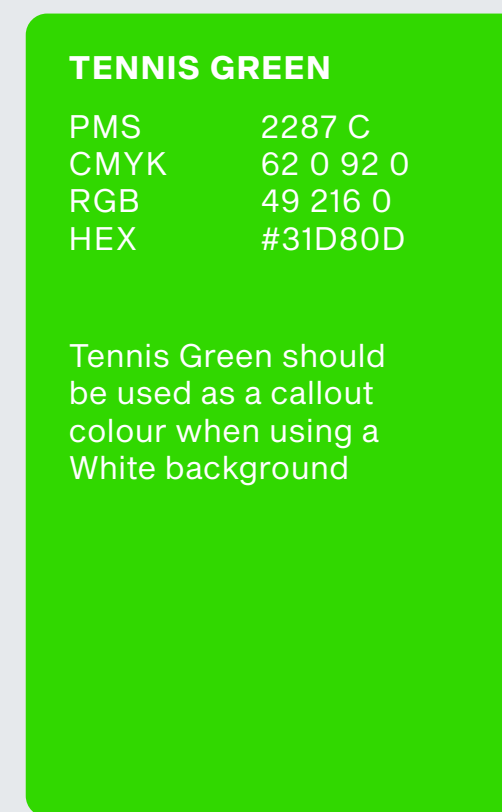
PMS	2290 C
CMYK	43 0 92 0
RGB	175 245 0
HEX	#AEF500

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**

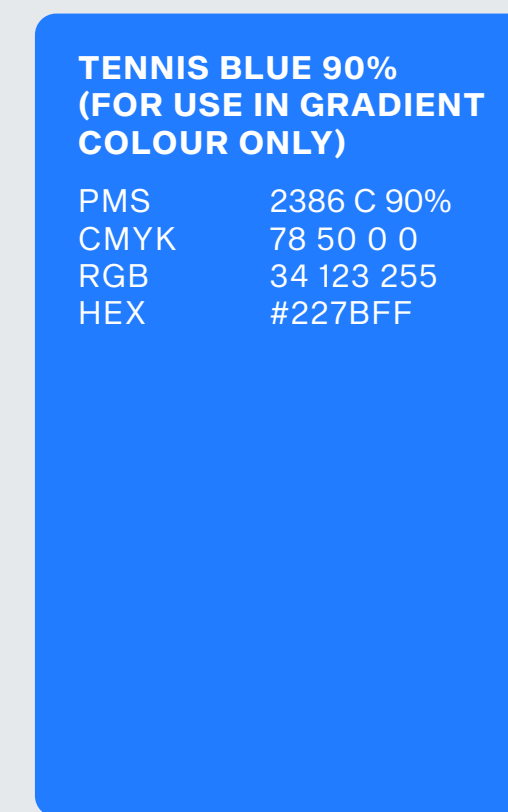
PMS	2199 C
CMYK	73 0 16 0
RGB	18 232 255
HEX	#12E8FF



**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



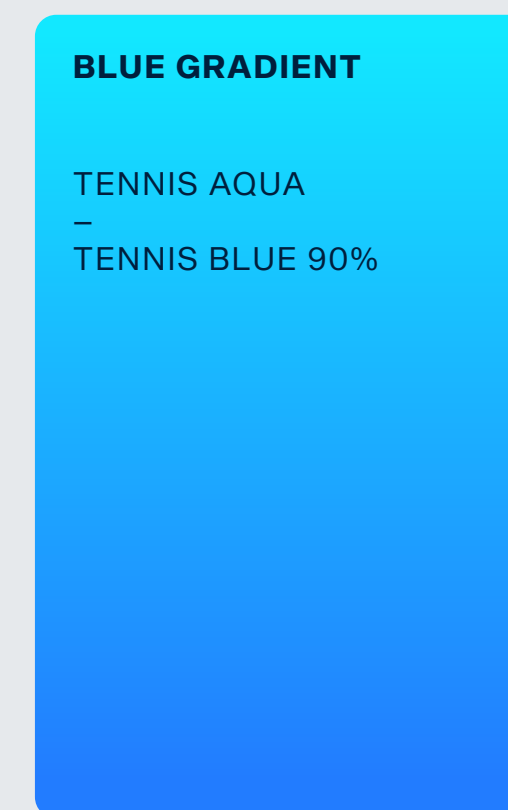
**TENNIS BLUE 90% (FOR USE IN GRADIENT COLOUR ONLY)**

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



**GREEN GRADIENT**

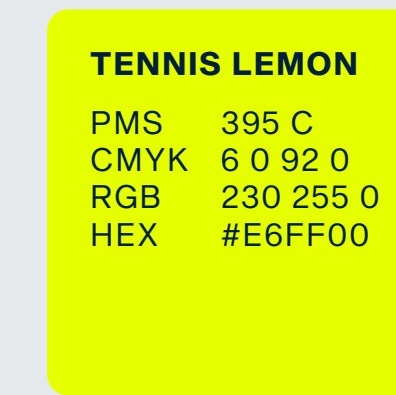
TENNIS GREEN  
–  
TENNIS LIME



**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



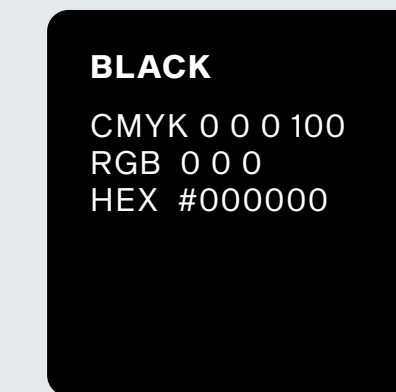
**TENNIS GREY**

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**

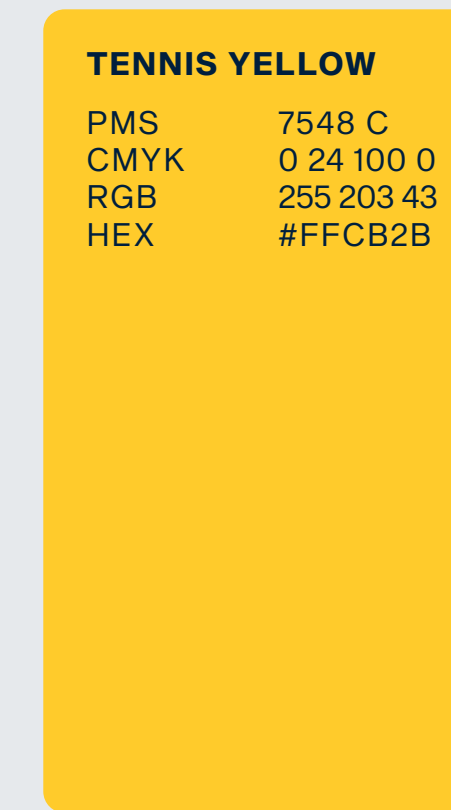
CMYK	0 0 0 100
RGB	0 0 0
HEX	#000000



**MID GREEN SOLID LOGO USE ONLY**

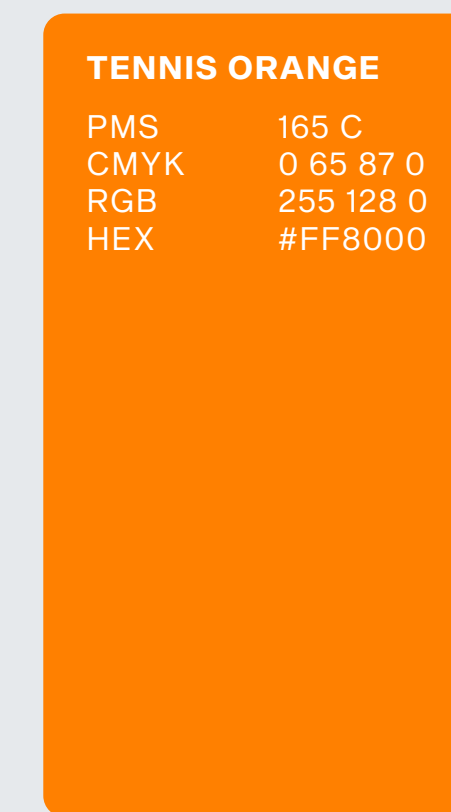
PMS	2286 C
CMYK	54 0 92 0
RGB	100 225 0
HEX	#64E100

### COMPLEMENTARY PALETTE



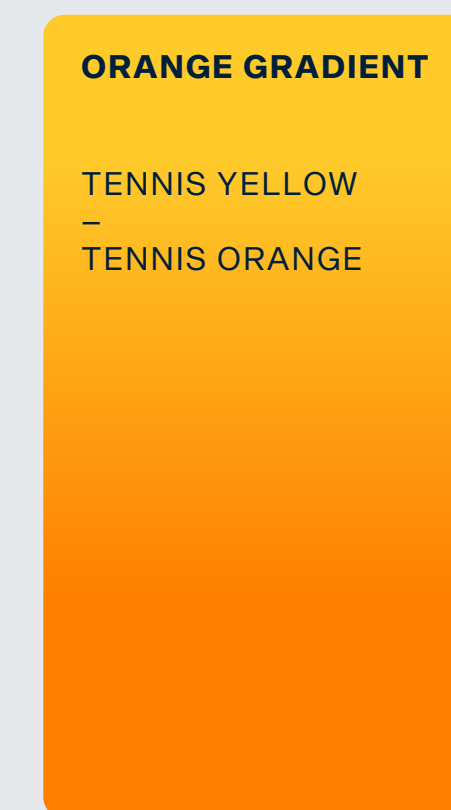
**TENNIS YELLOW**

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



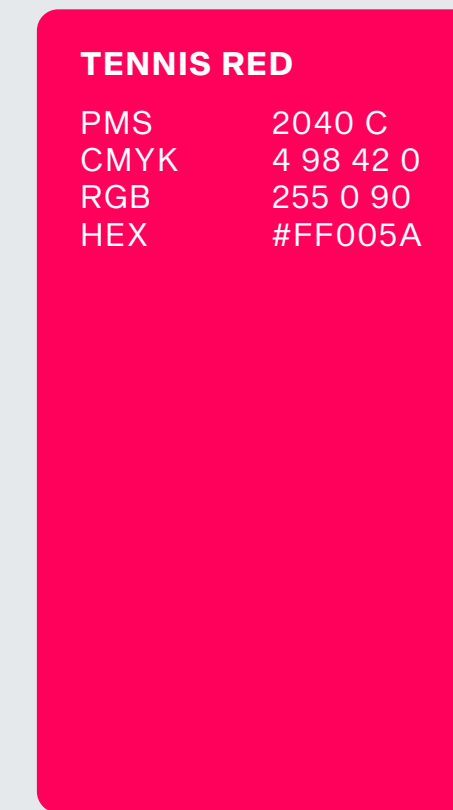
**TENNIS ORANGE**

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



**ORANGE GRADIENT**

TENNIS YELLOW  
–  
TENNIS ORANGE



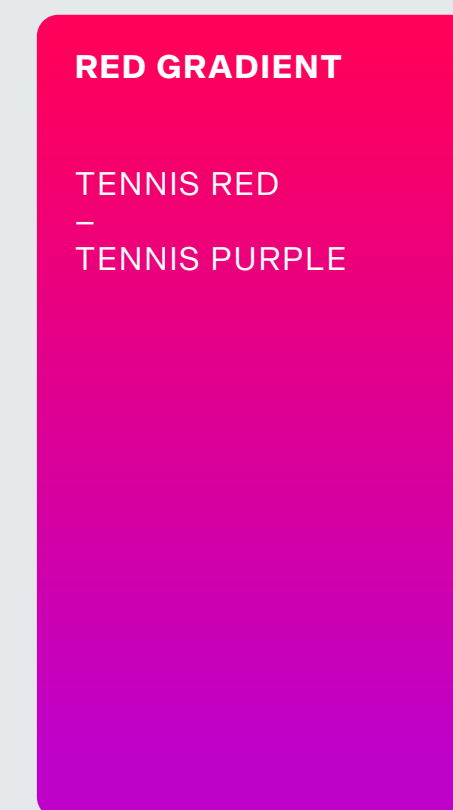
**TENNIS RED**

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.

**play.tennis.com.au**

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.

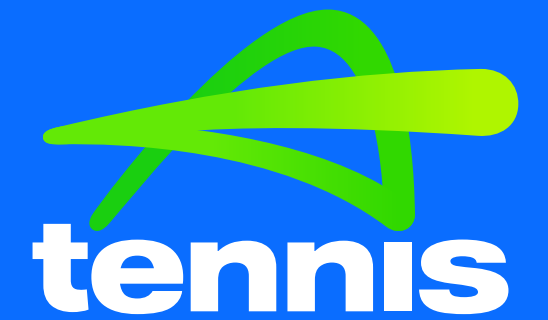
The device should be used to break the communication into different sections.

### 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.



### Logo

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



### Call to action

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

# Application examples

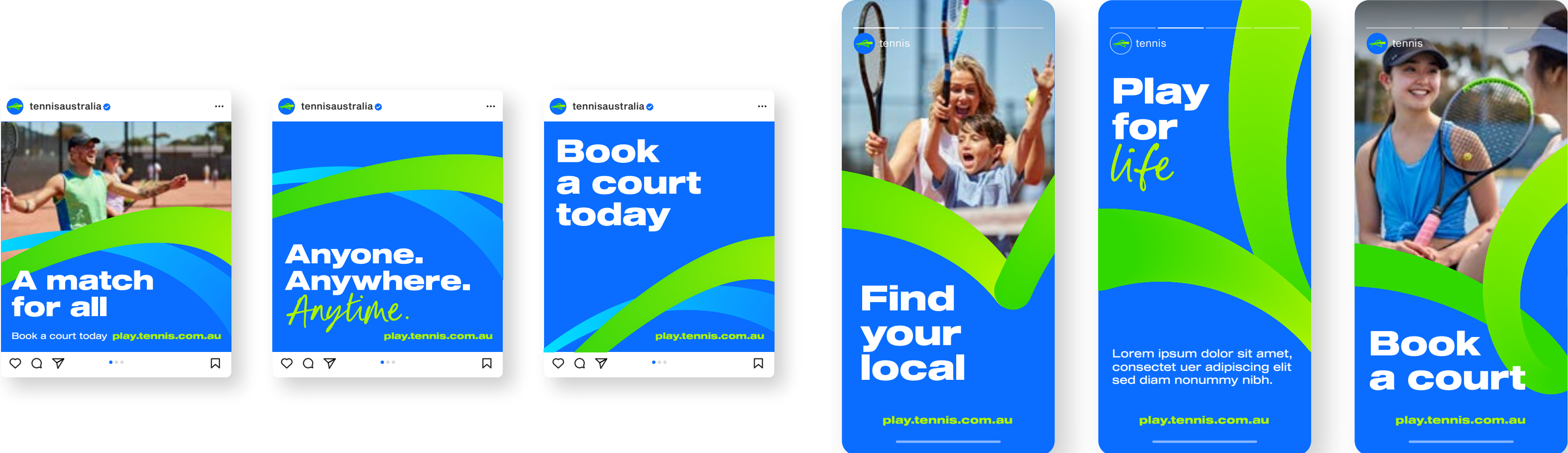
## Posters

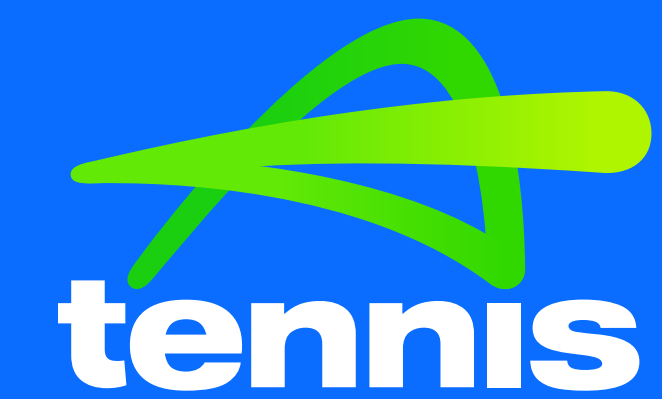


## Merchandise



## 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](mailto:tabranding@tennis.com.au)