

love   
tennis



Brand Guidelines

## Brand Guidelines Overview

- It is the responsibility of Clubs/Regions/Associations/Volunteers/Tennis NZ to ensure they protect the Love Tennis brand identity at all times. Logos and artwork will be supplied electronically for use and participants in Love Tennis agree to comply with these branding and logo guidelines at all times.
- The Love Tennis logo cannot be altered or modified in any way.
- The Love Tennis Logo is to be included on all marketing.
- Specified Love Tennis Fonts are to be used in all marketing (specified below).
- Love Tennis brand colours may not be altered or modified in any way (specified below).
- Marketing collateral produced by Tennis NZ must be used by all as the main marketing material throughout the campaign this includes flyers, posters, signs, social media banners.
- Additional supporting marketing material may be produced by the club but written approval must be obtained from Tennis NZ prior to printing or publication. It will be at Tennis NZ's sole discretion as to whether the material fits into the brand identity and can be used. Please forward proofs for sign off BEFORE printing.
- Clubs/Regions/Associations may add other sponsors to their marketing material but at their cost to produce. No sponsor may be a conflict of interest to National sponsors Tennis NZ may engage.
- The use of the Love Tennis logo is encouraged and may continue after the weekend on club/region/association marketing, websites, signatures etc provided it fits within these brand guidelines.

## Love Tennis Logo Options

### Positive logo

Use when on a white background



### Reversed logo

Use when on a black or coloured background



Optional circular logo

### Reversed logo

Use when on the Love Tennis blue coloured background



**NOTES:** Several colour variants of the logo have been produced to ensure that there is a version that will work alongside any pre-existing branding your club has. These variants provide options for different applications and printing techniques.

The logo should be bold and clear and the full colour logo options should be used where possible. White logo usage should be reserved for darker imagery.

#### CMYK logo options

Use for anything that will be physically printed, not viewed on a screen.

#### RGB logo options

Use if your design is supposed to be displayed on any kind of screen.

## Colours



## Typograpy



All other fonts: Circular Book / **Circular Bold** (when Circular can't be used, use the typeface Helvetica)