



LOGO

WORLD TEAMTENNIS

TYPE TREATMENT

MISSION STATEMENT

World TeamTennis is dedicated to promoting the sport of tennis as a sport for everyone and anyone by tapping the fun, competitive, social and entertaining spirit that comes from being part of a team. World TeamTennis is the only formally recognized recreational and professional co-ed team tennis sport in the nation. We've established these graphic standards to safeguard our logo's integrity, authority and impact. Please forward this manual to all outside vendors who use our logo.

IMPORTANCE OF GRAPHIC STANDARDS

The World TeamTennis (WTT) logo is the only logo that should ever be used when referencing WTT.

The World TeamTennis type treatment should be used in conjunction with the WTT logo in instances where it is not clear that World TeamTennis is the subject of the communication (e.g., select print ads, posters, and other creative materials where World TeamTennis isn't otherwise referenced). Instances that would not need the type treatment (just the logo) include: stationery, press releases, on-court signage, business cards, websites and video broadcast uses. Merchandise may or may not feature the type treatment.

Building and strengthening the established equity of the WTT brand — one of our most valued assets — is vital. The proper relationship of the separate but equal elements of the WTT logo helps protect our brand identity. These guidelines detail the approved architectural layout, color palette, and legal registration marks. These guidelines also explain what NOT to do, such as size elements out of proportion to each other or use outdated logos.

Maintaining the consistency of the WTT logo in all media and communications is key to protecting our brand identity and in turn the Recreational League, the Professional League and the teams that comprise it. Though some flexibility is allowed, too many "creative" ideas eventually diminish the power of a legally registered trademark and even jeopardize its existence. We ask your support in preserving our trademark and, by extension, in strengthening WTT's brand identity.

All usage of the WTT marks or portions thereof included but not limited to licensed products, merchandise, web sites, signage, stationery, print, broadcast, or multimedia reproduction are subject to the express prior written approval of World TeamTennis, LLC.

Thank you for taking a few moments to read this guide. Please feel free to contact us when you need logo artwork, if you have any questions, or if you'd like us to review your layouts prior to final production.

We look forward to working with you and appreciate your support of these guidelines!

Brand Development

BACKGROUND

Color logos should appear on white, clear, and subtly textured or photographic backgrounds only. All other uses (including web sites) are subject to approval.

WORLD TEAMTENNIS



WORLD TEAMTENNIS



Grayscale and black and white logos can appear on white or clear backgrounds. The grayscale version should be used in all instances possible except those where the gray may not reproduce well, such as in faxes, photocopies, or other low-resolution printed materials.



GRAYSCALE



BLACK & WHITE

WORLD TEAMTENNIS

The logo should be knocked out white in dark-colored, heavily textured or complex photographic instances as noted here.



WORLD TEAMTENNIS

The black and white logo must be used for all faxing and copying. The yellow tennis balls do not reproduce except on color copiers/printers.

WORLD TEAMTENNIS



COLOR PALETTE

The spot colors for the logos are:

Blue: Reflex Blue

Yellow: PMS 108

When the logos use process color, the match is:

Blue (CMYK): 100-73-0-2

Yellow (CMYK): 0-6-95-0

Both logos must always use 100% of one color (either blue, yellow, or black). When the black logos are used, the fill in the tennis balls must be 20% black or white.

In instances where a print job is only two colors and the colors do not match reflex blue and yellow, the logo must be printed as grayscale in all instances possible.

The clear area must always equal or exceed the height of all elements in the WTT logo and 1/2" around the type treatment of the logo — on all sides — when the logo is used in conjunction with other elements.



WORLD TEAMTENNIS ← REFLEX BLUE (100-73-0-2)

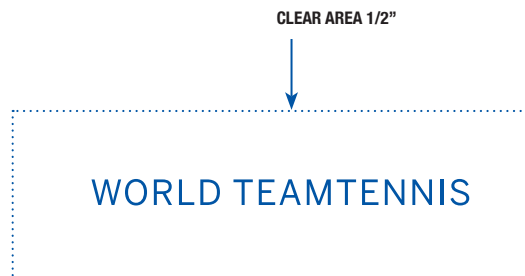
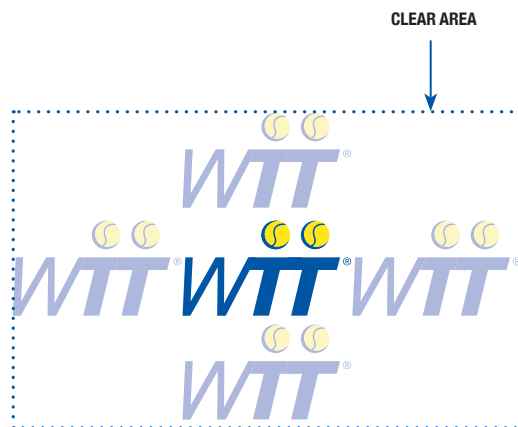


GRAYSCALE

BLACK & WHITE

WORLD TEAMTENNIS

CLEAR AREA



HOW NOT TO USE THE WORLD TEAMTENNIS LOGO

We appreciate your commitment to uphold the World TeamTennis identity system. All its vital components — logo, color palette, typography, architecture — must always be used properly to maintain the visual integrity of our brand. Please refer to the illustrations at right for some of the more common misuses — or feel free to contact us — whenever you have questions.

 <p>WORLD TEAMTENNIS</p> <p>CHANGE COLORS</p>	 <p>RESIZE INDIVIDUAL ELEMENTS</p>	 <p>WORLD TEAMTENNIS</p> <p>RECONFIGURE INDIVIDUAL ELEMENTS</p>
 <p>ROTATE</p>	 <p>WORLD TEAMTENNIS</p> <p>DISTORT</p>	 <p>TEAMTENNIS</p> <p>OMIT INDIVIDUAL ELEMENTS</p>
 <p>MAKE PATTERNS</p>	 <p>ADD PATTERNS OR GRADIENTS</p>	

Please do not use any of the obsolete logos shown at right.