



IMPORTANCE OF GRAPHIC STANDARDS

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.

The World TeamTennis corporate logo was redesigned in 2000. The T's represent two individuals that are linked together: The bases of which are the bodies and the tops of which are the arms. The yellow tennis balls above each T represent the heads and the "W" that connects them signifies the "World" and the notion that tennis is a team sport for everyone. The non-descriptive nature of the T's demonstrates equality among all people—men and women. In 2002, an alternate version of this logo was created solely for use in the Professional League (Pro League.) In all other instances, the corporate logo should be used.

Building and strengthening the established equity of the World TeamTennis brand — one of our most valued assets — is vital. The proper relationship of the separate but equal elements of the World TeamTennis logos 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 These guidelines also explain what NOT to do, such as size elements out of proportion to each other or use of outdated logos.

Maintaining the consistency of the World TeamTennis logos in all media and communications is key to protecting our brand identity and in turn the Pro League and 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 World TeamTennis' brand identity.

All usage of the World TeamTennis 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, Inc..

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

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® REGISTERED SYMBOL

The registered symbol ® must always appear as shown within all the logos (illustrated top) except when the entire logo is reproduced smaller than 1/2" for the corporate logo (illustrated bottom left) and 1" for the Pro League logo (illustrated bottom right).



'World TeamTennis' COPY AND RULE

Remove the copy 'World TeamTennis' and the rule directly above it when reproducing the logo smaller than 1/2" for the corporate logo (illustrated left). The Professional league logo may not be reproduced less than 3/4" (illustrated at right).



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.



Black and white logos can appear on white or clear backgrounds. The logo should be knocked out white in dark colored, heavily textured, or complex photographic instances as noted here.



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





COLOR PALETTE

- (1) The corporate spot colors for the World TeamTennis logos are:
 Blue: Reflex blue
 Yellow: PMS 108

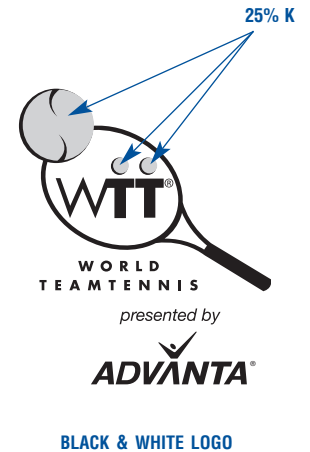


- (2) When the logos use process color, the match is:

Blue: 100(C) - 69(M) - 0(Y) - 11(K)
 Yellow: 0(C) - 5(M) - 100(Y) - 0(K)



- (3) Both logos must always be 100% of one color (either blue, yellow, or black.) When the black logos are used, the dots in the corporate logo must be 50% black; the dots and tennis ball in the Pro League logo must be 25% black.



- (4) 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 black and white. (See also (3) above.)

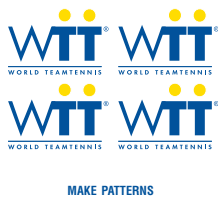


CLEAR AREA

The clear area must always equal or exceed the height of the W in the corporate logo and the height of the ball and racket in the Pro League logo—on all sides—when the logo is used in conjunction with other elements.



HOW NOT TO USE THE World TeamTennis LOGO



A FEW SIMPLE GUIDELINES

We appreciate your commitment to uphold the World TeamTennis identity system. All its vital components — logo, registered symbol, color palette, typography, architecture — must always be used properly to maintain the visual integrity of our brand. Please refer to the brief summary (illustrated on both sides of this page) of some of the more common misuses — or feel free to contact us — whenever you have questions.

