



MISSION STATEMENT

World TeamTennis is dedicated to promoting tennis as a sport for everyone and anyone by tapping the competitive, social and entertaining spirit that comes from being part of a team.

WTT showcases the best in professional team tennis competition, playing an innovative team format since 1974. Co-founded by Billie Jean King and based on a concept of gender equity, WTT offers unique access to the sport and some of its greatest champions.

On the recreational side of the sport, WTT Community Tennis operates team leagues and events, providing grassroots programming throughout the year. 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 logo is the only logo that should ever be used when referencing the 43rd season of WTT.

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 These guidelines also explain what NOT to do, such as size elements out of proportion to each other or use outdated logos.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 WTT Community Tennis programs, 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

The 4-color logo may be used on a white background.



✓ It may also be used on a light or multicolored background, depending on which has the greatest contrast.



Use the grey logo on a white background if color is not an option.



✓ Use the grey logo on a light or multicolored background where the logo and image have high contrast. Do not use the grey logo with colors similar to its own tones.



BACKGROUND

CONTRAST

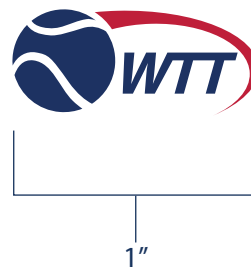
Both the black and white logo have contrast on the grey background.

Since the white logo has greater contrast on the red background, the white logo should be used.



MERCHANDISE

When reproducing the logo on merchandise at sizes less than one inch, the trademark symbol is often illegible and for this purpose may be removed.



COLOR PALETTE

RED/BLUE

RGB

Red: 190-31-58

Blue: 30-50-98

WEB

Red: # be1f3a

Blue: # 1e3262

PROCESS

Red: 18-100-79-7

Blue: 100-89-33-24

SPOT

Red: PMS 193

Blue: PMS 654



CLEAR AREA

The clear area must always equal or exceed the height of the tennis ball in the WTT logo when the logo is used in conjunction with other elements.



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.



DO NOT CHANGE COLORS ON ANY SINGLE PART OF, OR THE ENTIRE, LOGO



DO NOT ROTATE



DO NOT ROTATE

DO NOT USE OBSOLETE LOGOS

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

