



MISSION STATEMENT

Mylan 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. Mylan World TeamTennis is the only formally recognized recreational and professional coed 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 Mylan World TeamTennis (Mylan WTT) logo is the only logo that should ever be used when referencing Mylan WTT.

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 These guidelines also explain what NOT to do, such as size elements out of proportion to each other or use outdated logos.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

All usage of the Mylan 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 with “Mylan” in black type may be used on a white background.



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



The 4-color logo with “Mylan” in white type may be used on a black background.

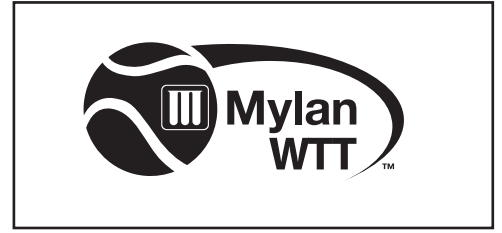


It may also be used on a dark, light or multicolored background, depending on which has the greatest contrast.



BACKGROUND

The white logo may be used on a black background, and the black logo may be used on a white background.



Additionally, both may be used on either a dark or light background, depending on which has the greatest contrast.

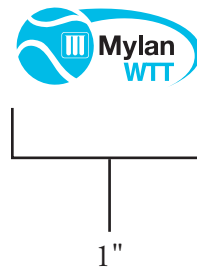


Since the white logo has greater contrast on the red background, the white logo should be used

Since the black logo has greater contrast on the grey background, the black 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

SPOT:

Blue: PMS 306
100% Black

PROCESS:

Blue: 76-0-6-0
100% Black



CLEAR AREA

The clear area must always equal or exceed the height of the tennis ball in the Mylan 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 Mylan 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 DISTORT

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

