



PLAY+STAY
GUIDELINES

CONTENTS

03-06 MASTER ELEMENTS

07 COLOUR PALETTE

08 TYPOGRAPHY

09-13 LAYOUT GUIDES

14 MERCHANDISE

15-16 TEMPLATES

MASTER LOGO COLOUR

The PLAY+STAY logotype is a unique character set, and should never be redrawn or the position of the icon altered. It is available in a variety of colours within the palette. **Always use approved version.**



playstay.srs.prtrt.logo
playstay.prtrt.logo



PLAY+STAY

SERVE·RALLY·SCORE



To prevent the identity from being crowded or obscured by supporting graphics and text, keep a clear space around it equal to a sixth of the height.



20mm

Smallest size of logo allowed is 20mm wide. Please note the strapline should not be used at this size.

MASTER LOGO B&W



playstay.srs.prtrt.logo.blk
playstay.srs.prtrt.logo.wht



MASTER LOGO HELD

The holding device can be used when the logo is required to sit on a patterned background or an image. This device has been specially drawn. There is a distinct proportional link between the device and the PLAY+STAY logo. It is forbidden to change the relationship between these elements. **Always use approved version.**



playstay.srs.hld.logo



THE ICON

The PLAY+STAY icon can be used away from the logotype. It is synonymous with the PLAY+STAY brand. It is available in a variety of colours within the palette. **Always use approved version.**



playstay.icon



COLOUR PALETTE PMS & CMYK

There is a preferred range of colours that should be used when creating printed material such as leaflets, packaging, advertising and POS. These colours should be inventively combined to generate a strong, effective and consistent look across all communication. For examples please refer to the usage section of these guidelines.



PMS
YELLOW C
CMYK
0.0.100.0



PMS
368 C
CMYK
57.0.100.0



PMS
144 C
CMYK
0.48.100.0



PMS
1788 C
CMYK
0.84.88.0



PMS
299 C
CMYK
75.10.0.0



PMS
BLACK C
CMYK
0.0.0.100

TYPOGRAPHY HEADLINE & BODY COPY

'Univers' is the primary typeface used on corporate communications, adverts and other marketing collateral. '85 Extra Black Oblique' should be used for all titles, headlines and the body copy should be in '55 Roman'. Please note that for headlines the kerning is tightened to create a more ownable look. Other weights can be used with approval of the ITF.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,:?! univers 85 Extra Black Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,:?! ***univers*** 55 Roman

LAYOUT GUIDE ADVERTISING

Main advert

**MAKE
TENNIS
EASY
& FUN**

**USE SLOWER RED, ORANGE
AND GREEN BALLS TO KEEP
MORE PLAYERS IN TENNIS.**

Use slower balls so that
players can serve, rally and score
from the first lesson.

Check out our website to find
out more:
tennisplayandstay.com

PLAY+STAY
SERVE · RALLY · SCORE

ITF
International Tennis Federation

The advertisement features a blue and green background with a white speech bubble containing text. The main headline is in large, bold, black letters. Below it is a sub-headline in smaller, bold, black letters. A black speech bubble contains two paragraphs of text. To the right of the speech bubble is the Play+Stay logo, which consists of a green tennis ball with a white 'S' and the text 'PLAY+STAY' and 'SERVE · RALLY · SCORE'. In the bottom left corner is the ITF logo.

LAYOUT GUIDE ADVERTISING

Coach posters

TENNIS IS EASY & FUN
USE THE SLOWER RED, ORANGE AND GREEN BALLS AND PLAYERS WILL SERVE, RALLY AND SCORE FROM THE FIRST LESSON

First play the game, then teach technique so players play better.

PLAY+STAY
SERVE-RALLY-SCORE

ITF As recommended by The International Tennis Federation
tennisplayandstay.com

SLOWER BALLS, SMALLER COURTS, EASY GAME

Slower balls give young players more time and control and help them develop technique and tactics sooner.

PLAY+STAY
SERVE-RALLY-SCORE

ITF As recommended by The International Tennis Federation
tennisplayandstay.com

SLOWER BALLS, SMALLER COURTS, BETTER JUNIORS

Slower balls help develop technique and tactics sooner and are vital for producing high level juniors.

PLAY+STAY
SERVE-RALLY-SCORE

ITF As recommended by The International Tennis Federation
tennisplayandstay.com

PLAY TENNIS FAST
USE SLOWER RED, ORANGE AND GREEN BALLS TO GET PLAYERS TO SERVE, RALLY AND SCORE IN THEIR FIRST LESSON

More fun for the players; more players for the game.

PLAY+STAY
SERVE-RALLY-SCORE

ITF As recommended by The International Tennis Federation
tennisplayandstay.com

SERVE RALLY & SCORE
MAKE COMPETITION GREAT FUN... USE NEW FORMATS AND SCORING SYSTEMS TO FIT TENNIS TO PLAYERS' LIFESTYLES

Short sets
Tie-break 3rd set
No ad scoring
Multimatch formats/
round robins

PLAY+STAY
SERVE-RALLY-SCORE

ITF As recommended by The International Tennis Federation
tennisplayandstay.com

TENNIS... A SPORT FOR ALL
EVERYONE CAN SERVE, RALLY AND SCORE AND HAVE A TENNIS RATING

A tennis rating helps players find similar level partners and makes tennis more enjoyable.

PLAY+STAY
SERVE-RALLY-SCORE

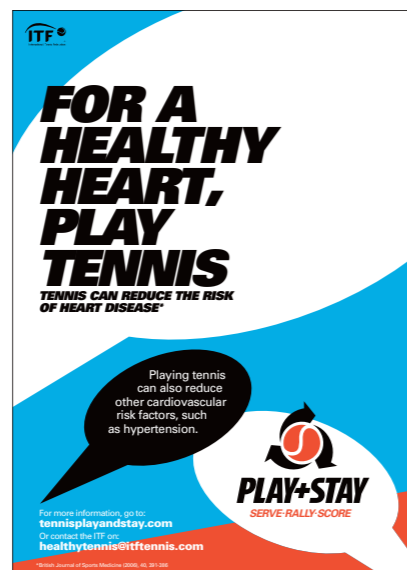
ITF As recommended by The International Tennis Federation
tennisplayandstay.com

LAYOUT GUIDE ADVERTISING

Consumer posters



Health posters



LAYOUT GUIDE LEAFLET

This leaflet is also available in spanish and french from www.tennisplayandstay.com.

**TENNIS,
IS EASY,
FUN AND
HEALTHY**

PLAY+STAY
SERVE-RALLY-SCORE

TENNIS IS EASY AND FUN... IF YOU SERVE, RALLY, SCORE FROM THE FIRST LESSON

The ITF Tennis...Play and Stay Campaign centres around "serve, rally and score" and the recommendation that starter players play the game from the first lesson. The campaign is supported by the top ITF nations, the tennis manufacturers and the major coaching organisations. It aims to retain more starter players in the sport by improving the way in which coaches worldwide introduce tennis and by ensuring that the starter players' first experience is both positive and enjoyable.

A coach's ability to communicate, to entertain and to organise the lesson is so important in introductory tennis. Whilst teaching technique remains important, the ITF recommends that coaches focus first on getting players playing the game and then give the necessary and relevant technical and tactical instructions to help the players play (serve, rally and score) more effectively.

It is important that from the first lesson the coach sets up activities and practices that are both active and fun and which ensure players get a taste for what is great about tennis: serving, rallying, scoring. In most cases this will involve coaches introducing tennis using one of the slower red, orange and green balls on a reduced court, and with smaller rackets for young children.

IF YOU USE THE RIGHT BALL

Using the right ball with the starter player is crucial. A number of slower balls are available which make the game easier. By using these balls the starter players have more time and more control. This makes the game more fun for them at the introductory stage.

The ITF Task Force recommends the red, orange, green progression for starter players. This progression focuses on a range of slower balls and court sizes to introduce the game effectively to both adults and children. If starter players cannot serve, rally and score with a normal ball on a full sized court then it is strongly recommended that coaches use one of the red, orange or green balls on the appropriate sized court to help them learn the game more easily.

RED, ORANGE & GREEN BALLS

STAGE 3 RED

Ideal for Mini Tennis.

- Sponge and low compression balls used on a 11m (36ft) court
- Recommended racket size: 41-48cm (16-19in)
- Starter children aged 5 to 8 and adult introduction



STAGE 2 ORANGE

50% slower and ideal for starter players of all ages.

- Low compression balls for starter players of all ages, used on an 18m (60ft) court
- Recommended racket size: 53-63cm (21-25in)
- Starter adults and children aged 7-11



STAGE 1 GREEN

25% slower and ideal for an introduction to the full court.

- Low compression balls for starter players of all ages, used on a full sized court
- Recommended racket size: 63-68cm (25-27in)
- Starter adults and children aged 8-15



IF YOU USE THE RIGHT RACKET

Different sized rackets can be used with a slower ball to help make the game easier to play. This is particularly important for junior players. The different racket sizes are: 41cm (16in), 43cm (17in), 48cm (19in), 53cm (21in), 58cm (23in), 63cm (25in), 68cm (27in)



Note: The Red, Orange, Green progression is recommended. However it may not be practical for coaches in some nations to operate with 3 starter balls. In these cases, the ITF would recommend a simplified progression using the orange ball on the 11 or 18 metre court before progressing to the normal ball on the full court.

IF YOU USE THE RIGHT COURT

RED, ORANGE & GREEN COURT SIZES

- RED**
- Court length 11m (36ft)
 - Court width 5.6m (16-19ft)
 - With red ball

- ORANGE**
- Court length 18m (60ft)
 - Court width 6.5-8.23m (21-27ft)
 - With orange ball

- GREEN**
- Full court
 - With green or normal ball

THE RED, ORANGE AND GREEN BALLS AND THEIR IMPORTANCE IN DEVELOPING HIGH LEVEL JUNIORS

Except for the exceptionally talented, it is also recommended that players aged 9 and under should not train or play competition with a normal ball but should continue to train and compete using the appropriate Red, Orange or Green ball. Using these slower balls will help the players to develop the most efficient technique and to be able to implement tactical situations in matches that in most cases could not be performed using the normal ball on a full court.

TENNIS IS HEALTHY WHEN YOU SERVE, RALLY, SCORE!

Tennis is healthy and good for fitness. Research conducted by the ITF has shown that when recreational players of a similar level play tennis for one hour they cover close to 2.5 kilometres and maintain an average heart rate of between 140 and 170 beats per minute. No wonder it is the best sport for helping people of all ages to stay fit and healthy.

- Research has shown that playing tennis regularly:
- Improves general health and well-being
 - Improves aerobic fitness, flexibility and suppleness
 - Reduces the risk of diseases such as osteoporosis, heart disease and diabetes
 - Improves decision-making and problem-solving skills

For more information on the health benefits of tennis, please go to www.tennisplayandstay.com

TENNIS IS A SPORT FOR ALL IF PLAYERS CAN SERVE, RALLY, SCORE THEY SHOULD HAVE A RATING



Tennis can be played by all ages, genders and by players with disabilities. Whatever their standard, once players can serve, rally and score they can have a rating that classifies their level of play and makes it easier for them to find playing partners of a similar level.

The ITN is an international tennis rating system which gives tennis players a number that represents their general level of play. Players are rated from ITN 1 (ATP or WTA standard or equivalent) to 10 (starter players). Conversion charts have been developed linking the ITN to other existing rating systems in ITF tennis nations and in time it is hoped that every tennis player worldwide will have a rating.

- Below ITN 10 there are 3 further categories linked to the slower balls:
- 10.1 for players using green balls on the full size court
 - 10.2 for players using orange balls on the 18 metre court
 - 10.3 for players using red balls on the 12 metre court

For more information on ratings and the ITN, go to www.itntennis.com

SERVE, RALLY, SCORE! TENNIS COMPETITION CAN BE GREAT FUN. ARE YOU READY TO PLAY?

Tennis competition can be great fun for all levels of players if it is organised correctly. A number of enjoyable formats and scoring systems exist in tennis that are perfect for starter players. Tournaments using these formats offer starter players the chance to meet and play tennis with other players of similar abilities and to mix in a fun and friendly atmosphere.

The changes to the rules of tennis now allow clubs and coaches to tailor competitions to the needs and lifestyles of the players including time constraints by using:

- Short sets (1st to 4 games)
- Tie break instead of a 3rd set
- No ad scoring
- Combinations of all of these

In addition, instead of using single elimination formats, it is recommended to use formats which involve players playing more than one match (round robin/feed in events/compass draws etc.) which ensure that all of the players in the competition play the same number of matches.

For very young players and for adult starter players who cannot play on a full court with a normal ball, tournaments should be organised using the appropriate slower red, orange and green balls.

For more information on competition formats and scoring systems, go to the ITF competition website at www.tennisplayandstay.com

www.tennisplayandstay.com

LAYOUT GUIDE WEB BANNERS



MERCHANDISE TSHIRTS & CAPS



Reverse



TEMPLATES WORD DOCUMENTS



playstay.word.a4ad.doc
playstay.word.temp.doc

A4 Ad

Document page

- Federation logo and URL
- Main headline:
Univers 85 Extra Black Oblique
- Sub headline:
Univers 85 Extra Black Oblique
- Body copy:
Univers 55 Roman

The A4 Ad template features a blue and green background with a white speech bubble at the bottom. It includes the LTA logo and URL in the top right, a large main headline, a sub-headline, and body copy. The ITF logo and website URL are at the bottom left. A Play+Stay logo is in the bottom right speech bubble.

The Document page template is a clean white page with the LTA logo and URL in the top right, a Play+Stay logo in the top left, and the ITF logo and website URL at the bottom left.

TEMPLATES ILLUSTRATOR FILE



playstay.illstr.a4ad.temp



Federation logo and URL

Main headline:
Univers 85 Extra Black Oblique

Sub headline:
Univers 85 Extra Black Oblique

Body copy:
Univers 55 Roman

tennisplayandstay.com