This interactive PDF contains everything you need to know about the Tennis Play and Stay brand, supporting programme logos and associated graphics.

To go directly to a specific section, click on the relevant page number on the contents page.

To move easily from page to page use the arrow buttons located at the top right hand corner of each page.

To return to the contents page use the ‘Back to Contents’ link on each page.

v.1 February 2012  International Tennis Federation
These are the interactive brand guidelines for the International Tennis Federation (ITF) official Tennis Play and Stay campaign. These guidelines are intended to help National Federations use the master logos of the Tennis Play and Stay campaign and its supporting programmes, across a range of promotional and educational materials.

“To help provide a strong and united position on how tennis is introduced to starter players, I believe it is important for all of our member nations to show their support of the messages within Tennis Play and Stay.”

Francesco Ricci Bitti, ITF President

The Brand and the Key Messages
The Tennis Play and Stay campaign was established in 2007 to increase tennis participation worldwide, attracting (play) and retaining (stay) more people to the sport.

In order to retain players, it is important that everyone learns to serve, rally and score from the very first lesson. “Serve Rally Score” is the central strapline for the Tennis Play and Stay campaign.

Tennis Play and Stay promotes tennis as Easy, Fun and Healthy, based on the 5 key messages of the campaign:

- **Tennis is easy...**
  when coaches use the slower Red, Orange and Green balls

- **Tennis is fun...**
  when starter players serve, rally and score from the first lesson

- **Tennis competition is fun...**
  formats & scoring systems exist to suit all lifestyles

- **Tennis is healthy...**
  when players serve, rally and score; research supports this

- **Tennis is a sport for all...**
  everyone who can serve, rally and score should have a rating
TENNIS PLAY AND STAY
FREQUENTLY ASKED QUESTIONS

Who are the guidelines for?
The contents within these brand guidelines are for all National Federations. Only the logos and graphical elements supplied within these brand guidelines should be used. Further requests for use can be made via serverallyscore@itftennis.com

What is the approval process?
The use of the Tennis Play and Stay brand and supporting programme logos must be formally approved by the International Tennis Federation. It is advisable to forward designs at the beginning of your design process to allow for adequate time for any changes to be made. All designs should be submitted for ITF approval via serverallyscore@itftennis.com

Click for more information on the approval process.

When should the logos be used?
The Tennis Play and Stay master logo and Tennis10s master logo should not be used individually without prior consent and approval of usage from the ITF. See page 23 for details of the Approval Process.

A series of logos have been created specifically for National Federations to be used alongside respective national starter tennis programmes. See pages 21-22 for further details.

Do logos already in circulation need to be updated?
The ITF understands that the Tennis Play and Stay master logo and Tennis10s master logo have been used by National Federations and tennis ball manufactures in a variety of ways since 2007. However, the ITF would now like to encourage all their partners to use the logos provided here on any future marketing materials. The ITF understand that there will be a period of transition for any changes to be incorporated.

Where can the brand resources be found?
All National Federations will be given access to all the brand logos and accompanying resources for the Tennis Play and Stay campaign. These resources must not be passed to any secondary parties e.g. to clubs, coaches, other organisations, etc., without the approval of the ITF. Any questions should be sent to the ITF via serverallyscore@itftennis.com
TENNIS PLAY AND STAY

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The Tennis Play and Stay campaign consists of three supporting programmes with the purpose of introducing more people to the sport of tennis. The three programmes are: Tennis10s, Tennis Xpress (launch 2012) and an 11-17s programme (currently under development - working title).

The aim is also to encourage greater participation at club level through the International Tennis Number (ITN) and a club mark scheme (currently under development - working title).

Note: These guidelines provide guidance on the use of the Tennis Play and Stay and Tennis10s master logos only. Further guidelines will be provided at the appropriate time for all programmes in grey displayed above.
TENNIS PLAY AND STAY
BRAND LANGUAGE

It is essential that the correct style of language is used when referring to Tennis Play and Stay for any publications and web body text. The following style should be employed.

### Examples of use

| CAMPAIGN | Tennis Play and Stay  
ITF Tennis Play and Stay campaign | Heading text: THE ITF TENNIS PLAY AND STAY CAMPAIGN  
Body text: The ITF Tennis Play and Stay campaign is... |
| --- | --- | --- |
| STRAPLINE | Serve Rally Score  
Serve Rally and Score | Heading text: SERVE RALLY SCORE  
Body text: The campaign strapline is Serve Rally and Score... |
| PRIMARY MESSAGES | Easy Fun Healthy  
Easy Fun and Healthy | Heading text: EASY FUN HEALTHY  
Body text: Easy Fun and Healthy |
| SUPPORTING PROGRAMMES | Tennis10s (no space/lower case ‘s’)  
tennis10s (no space/lower case ‘s’)  
*Tennis10s* (use of italics/no space/lower case ‘s’) | Heading text: TENNIS10s  
Body text: The ITF *tennis10s* programme... |
| SECONDARY MESSAGES | Slower Balls; Smaller Courts; Easy Game  
Red, Orange and Green | |
| OTHER TERMINOLOGY | 10-and-under; 10 & under  
The International Tennis Federation (ITF)  
ITF; The ITF | Heading text: 10 & UNDER COMPETITION  
Body text: Tennis10s is the ITF programme for 10-and-under tennis... |
There is a preferred range of colours that should be used when creating printed material such as leaflets, packaging and advertising. These colours should be inventively combined to generate a strong, effective and consistent look across all communication. Additional colours to the palette should not be used.

**TENNIS PLAY AND STAY COLOUR PALETTE**

PMS
YELLOW C
CMYK
0.0.100.0
RGB
255.255.0
HEX
#FFFF00

PMS
368 C
CMYK
57.0.100.0
RGB
98.189.25
HEX
#62BD19

PMS
144 C
CMYK
0.48.100.0
RGB
255.133.0
HEX
#FF8500

PMS
1788
CMYK
0.84.88.0
RGB
255.41.31
HEX
#FF291F

PMS
299C
CMYK
85.19.0.0
RGB
0.160.226
HEX
#00A0E2

PMS
BLACK C
CMYK
0.0.0.100
RGB
0.0.0
HEX
#000000
TENNIS PLAY AND STAY
TYPOGRAPHY

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 of Univers can be used with approval of the ITF.

ABCDEFghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 .,:?! Univers 85 Extra Black Oblique

DIGITAL TYPOGRAPHY

Please use the fonts Arial or Tahoma (below) for digital use related to Tennis Play and Stay, such as for web based promotion.

Arial ABCDEFghijklmnopqrstuvwxyz

ABCDEFghijklmnopqrstuvwxyz

1234567890 .,:?! Univers 55 Roman

Fonts can be purchased from various sources including www.fontfont.com
Tennis Play and Stay is the ITF global campaign aimed at increasing tennis participation worldwide.

Fundamental to the Tennis Play and Stay campaign is the use in coaching and competition of slower Red, Orange and Green balls on the appropriate sized courts, ensuring that the first experience of tennis is Easy Fun and Healthy. The campaign is supported by the ITF member nations, top professional players, tennis manufacturers and major coaching organisations.
The master colour Tennis Play and Stay logo must only be used against a white background. It is a unique character set, and should never be redrawn or have any of its graphical elements altered. The master logo must only ever be used in the colours shown, and always with its SERVE RALLY SCORE strapline and trademark symbol. The master logo should not be enclosed by a border or box. There should be no further type or imagery added to the logo.

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.

The smallest size of logo allowed is 20mm wide for print or 75 pixels for digital usage. Please note the strapline and trademark should still be included at this size.
When the Tennis Play and Stay logo is required to appear against a colour, either the solid white or black version must be used, complete with its SERVE RALLY SCORE strapline and trademark symbol.

Always use the approved .eps file for print or .png file for digital to ensure correct usage.

Examples:
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 white box and the Tennis Play and Stay logo. **The relationship between these elements should not be changed.**

For minimum size of held logo, please refer to page 10.
The Tennis Play and Stay icon can be used away from the logo. It is synonymous with the Tennis Play and Stay brand. It should only be used independently and as a creative tool in promotional material, where it may be scaled, cropped, tinted and rotated. The icon is available in a variety of colours within the palette, but the ball should always be one solid colour and the arrows must always be black (except where the background is a solid colour: see B&W logo on page 11).
TENNIS PLAY AND STAY
THE BALL

The Tennis Play and Stay ball can be used away from the logo e.g. for highlighting the use of the slower balls i.e. Red, Orange or Green. It is synonymous with the Tennis Play and Stay brand. It is available in a variety of colours within the palette, but the ball should always be one solid colour. Note that when the ball is used away from the logo, the element has a white keyline to ensure that it will work correctly against photographic or patterned backgrounds. **Always use the approved .eps file for print or .png file for digital to ensure correct usage.**
TENNIS PLAY AND STAY
HOW NOT TO USE THE LOGO

Always use an approved master logo or element. Do not attempt to recreate or alter approved logos.

- **DO NOT DISTORT**
- **DO NOT ALTER COLOURS**
- **DO NOT RECREATE/USE EFFECTS**
Tennis10s is tennis for players aged 10-and-under, played on smaller courts with slower balls. It is a fun and easy way to start tennis, making it easier to develop good technique and implement tactics. By using the slower balls on smaller courts, the players are able to serve, rally and score from their first lesson and so quickly develop a love for the sport. Tennis10s is a supporting programme of the ITF Tennis Play and Stay campaign.

“Effective from 1st January 2012, the ITF Rules of Tennis state that 10-and-under competitions worldwide can no longer be played using a regular Yellow tennis ball, with the mandatory use of slower Red, Orange or Green balls on the appropriate size court.”

Tennis10s is part of the Tennis Play and Stay family. They share some common brand elements such as the colour palette and the typography. However, to reflect the distinct target audience, there is a bespoke logo for this programme.
The Tennis10s logo is a unique character set, and should never be redrawn or the position of the coloured ribbons altered. The master Logo must be used as shown below using the colour palette shown. The master logo should not be enclosed by a border or box. There should be no further type or imagery added to the logo.

Should you wish to associate your National Federation name or a sponsor name with this logo, please see pages 20 and 22 for further details or contact the ITF.

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

The smallest size of logo allowed is 20mm wide for print or 75 pixels for digital usage.
TENNIS10s

B&W LOGOS

When the Tennis10s logo is used in black or white, it should appear as shown below, the stripes interacting with the background colour. This is achieved through the use of .ai files for print and .png files for digital, both of which preserve transparency in the logo.

Examples:
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 white box and the Tennis10s logo text. 

The relationship between these elements should not be changed.

For minimum size of held logo, please refer to page 17.
The ITF recognise that some member nations have well-established national starter tennis programmes that have a pre-existing name, branding and sponsors.

The ITF believe that the Tennis Play and Stay campaign can both support national programmes and help spread the word of Tennis Play and Stay globally.

This in turn makes the impact of the programme all the more powerful. The resources that the ITF have created are to help further this development.

The purpose of these guidelines is to encourage National Federations to use the Tennis Play and Stay logo alongside their national starter tennis programmes. This will not only show the National Federation’s support for the global campaign but it will demonstrate a united front for tennis and promote the message that tennis is Easy, Fun and Healthy.

To help National Federations benefit both from the global message that Tennis Play and Stay offers and from the accreditation of the ITF, a series of combined logos have been created. In any instance where a National Federation wishes to associate their national starter tennis programme with ITF Tennis Play and Stay or Tennis10s, the correct combined logo must be used. This applies to all promotional and educational material produced by the National Federation.

The Tennis Play and Stay logo is a registered trademark and Official Programme of the ITF and should only be used by member federations of the ITF. These logos should not be used by tennis facilities, clubs or coaches unless the ITF has given consent.
TENNIS PLAY AND STAY
WHEN TO USE COMBINED LOGOS

The following combined logo is for use by a National Federation to allow them to promote their own national starter tennis programme whilst also showing a clear association with the Tennis Play and Stay campaign. It should be used on any promotional and educational materials. There are several variations of this combined logo to allow for a range of uses.

The full colour combined logo with a black keyline must only be used against a white background. When using a combined logo against other backgrounds, please refer to the visual guide to the right.

The following passage should be used to reinforce the use of the above combined logo by the National Federation wherever possible on promotional materials:

[Insert National Federation name here] supports the key principles of the ITF Tennis Play and Stay campaign and is encouraging increased participation in tennis worldwide.
TENNIS10s

WHEN TO USE COMBINED LOGOS

The following combined logo is for use by a national Federation to allow them to promote their respective 10-and-Under tennis programme whilst also showing a clear association with Tennis10s. This should be used on promotional and educational materials.

The full colour combined logo with a black keyline must only be used against a white background. When using a combined logo against other backgrounds, please refer to the visual guide to the right.

The following passage should be used to reinforce the use of the above combined logo by the National Federation wherever possible on promotional materials:

Tennis10s is tennis for children aged 10-and-under, played with slower balls on smaller courts. It is a supporting programme of the Tennis Play and Stay campaign. [Insert National Federation and the 10-and-under programme name here] supports the fundamental principles of Tennis10s with children learning to play the game with slower balls on smaller courts and with shorter rackets.
The use of the Tennis Play and Stay brand and supporting programme logos must be formally approved by the International Tennis Federation prior to local design approval.

Only the logos and graphical elements supplied within these brand guidelines should be used. Please submit all designs for ITF approval via serverallyscore@itftennis.com. It is preferable to forward designs towards the beginning of your design process to allow for adequate time for any changes to be made. The ITF will make every effort to approve any submissions as quickly as possible.

National Federations who have a commercial sponsor associated with their national starter tennis programme should contact the ITF if they have any concerns or queries regarding the usage of the combined logos as stated within pages 20–22 of these guidelines.

The purpose of these guidelines is to present National Federations with a clear guide on how to use the Tennis Play and Stay brand. It is important that these guidelines are adhered to and in cases where there is uncertainty of use, please contact the ITF.

The Tennis Play and Stay logo, the Tennis10s logo and any other elements of these brand guidelines are the property of the International Tennis Federation.
TENNIS PLAY AND STAY
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T10s_Combined_Keyline_Black_Spot.ai
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T10s_Combined_Keyline_RGB.jpg
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T10s_Combined_Keyline_White.png
T10s_Combined_Keyline_Black.png

Key
Orange names: Vector logos (primarily for print)
Red names: Raster logos (for digital use only)