



**Brand Guidelines 2026**

# Overview

It is the responsibility of everyone to ensure they protect the Love Tennis brand identity at all times.

Logos and artwork will be supplied electronically for use and participants in Love Tennis agree to comply with these branding and logo guidelines at all times.



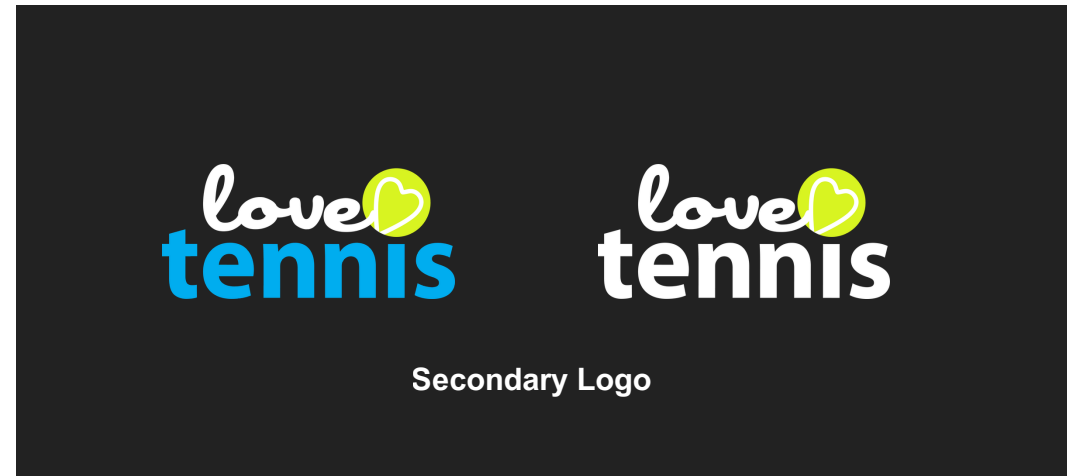
- The Love Tennis logo cannot be altered or modified in any way.
- The Love Tennis Logo is to be included on all marketing.
- Specified Love Tennis Fonts are to be used in all marketing (specified below).
- Love Tennis brand colours may not be altered or modified in any way (specified below).
- Marketing collateral produced by Tennis NZ must be used by all as the main marketing material throughout the campaign this includes flyers, posters, signs, social media banners.
- Additional supporting marketing material may be produced by the club but written approval must be obtained from Tennis NZ prior to printing or publication. It will be at Tennis NZ's sole discretion as to whether the material fits into the brand identity and can be used. Please forward proofs for sign off BEFORE printing.
- Clubs and RTOs may add other sponsors to their marketing material but at their cost to produce. No sponsor may be a conflict of interest to National sponsors Tennis NZ may engage.
- The use of the Love Tennis logo is encouraged and may continue after the weekend on club/region/association marketing, websites, signatures etc provided it fits within these brand guidelines.

# Logo Options

The primary logo should be bold and clear and the full colour logo.  
 Secondary logo usage should be reserved for darker imagery / dark backgrounds  
 Submark logos can be used if the primary and secondary logos are not suitable  
 Horizontal logos can be used if the space is restricted and the format works better on landscape mode designs



Primary Logo



Secondary Logo




Submark Logo



Horizontal



love  **tennis**

love  **tennis**

love **tennis**

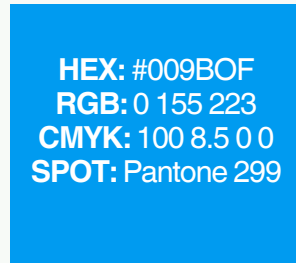


# Colours



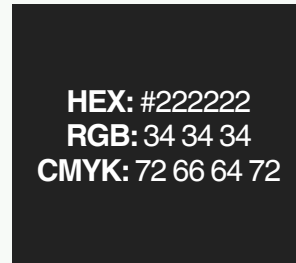
HEX: #def508  
RGB: 222 245 8  
CMYK: 18 0 100 0

**LT Yellow**



HEX: #009BOF  
RGB: 0 155 223  
CMYK: 100 8.5 0 0  
SPOT: Pantone 299

**LT Blue**



HEX: #222222  
RGB: 34 34 34  
CMYK: 72 66 64 72

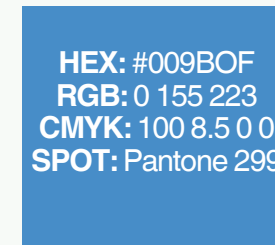
**TNZ  
Charcoal**

## Primary Colours



HEX: #def508  
RGB: 222 245 8  
CMYK: 18 0 100 0

**AZURE**



HEX: #009BOF  
RGB: 0 155 223  
CMYK: 100 8.5 0 0  
SPOT: Pantone 299

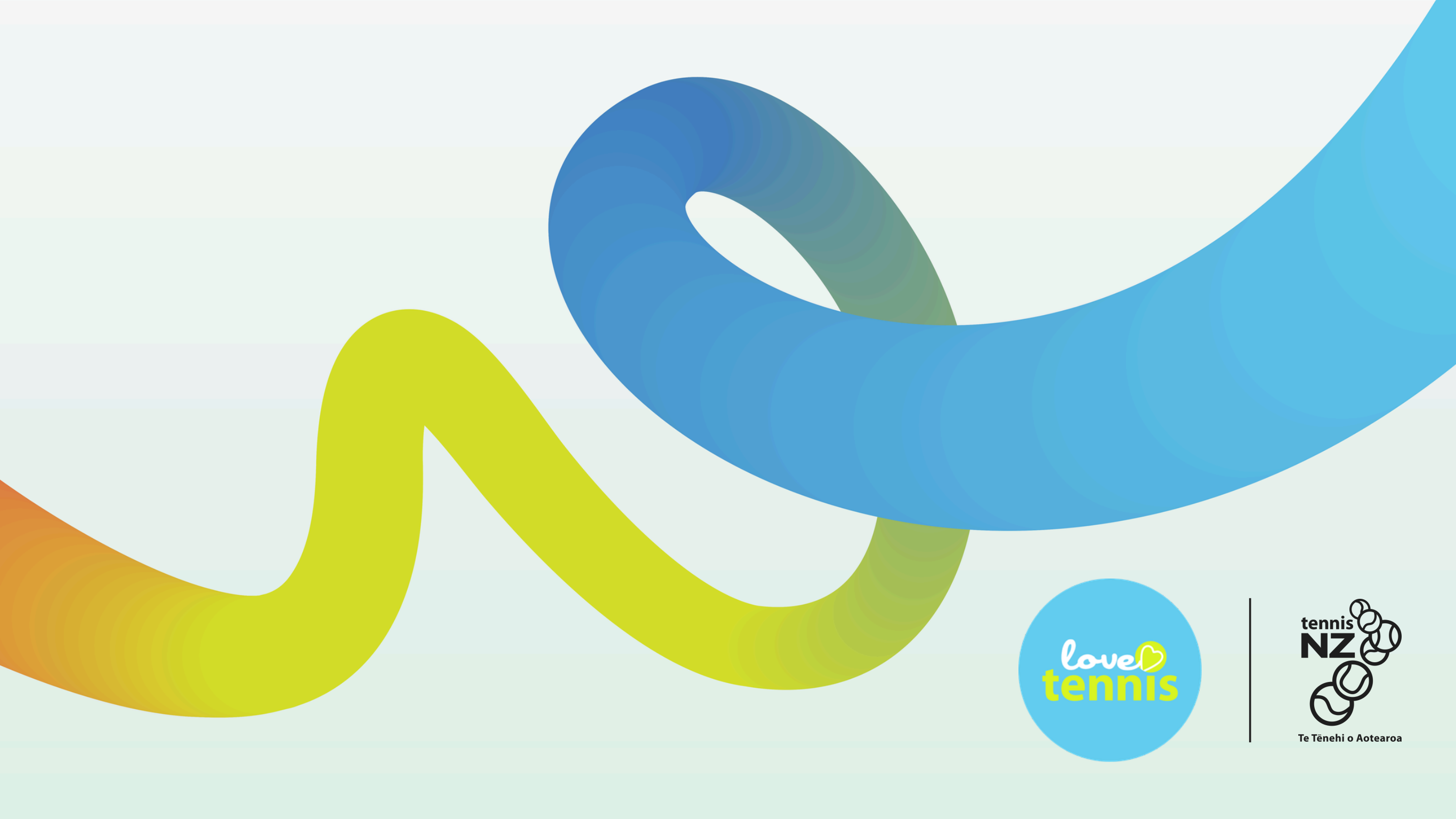
**SKY BLUE**



HEX: #222222  
RGB: 34 34 34  
CMYK: 72 66 64 72

**ORANGE**

## Secondary Colours



Te Tēnehi o Aotearoa