love tennis

tennis NZ
Te Tēnehi o Aotearoa

Brand Guidelines

Brand Guidelines Overview

- It is the responsibility of Clubs/Regions/Associations/Volunteers/Tennis NZ 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/Regions/Associations may add other sponsors to their marketing material but at their cost to produce. No sponsor may be a conflict of interest to HELL Pizza or other 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.

Love Tennis Logo Options

Positive logo

Use when on a white background

Reversed logo

Use when on a black or coloured background

Optional circular

Reversed logo

Use when on the Love Tennis blue coloured background

Colours

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

60%

HEX: #C2D500
RGB: 194 213 0
CMYK: 25 0 100 0
SPOT: Pantone 382

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

Typograpy

Font name: *Japan*

Font name: Myriad Pro Regular / **Myriad Pro Bold**

All other fonts: Circular Book / **Circular Bold** (when Circular can't be used, use the typeface Helvetica)