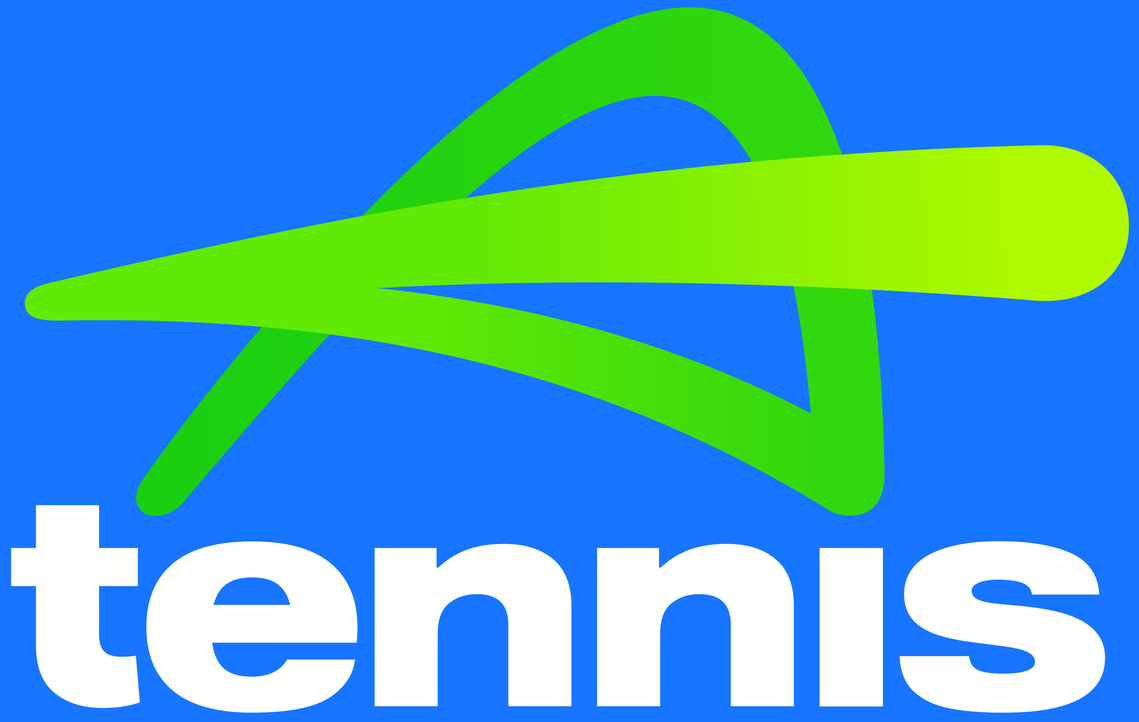
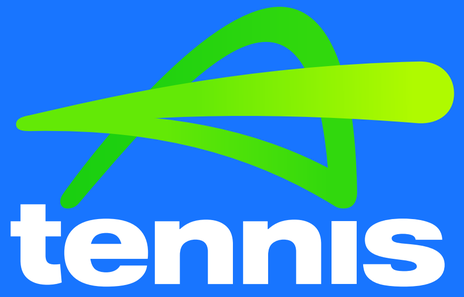

tennis

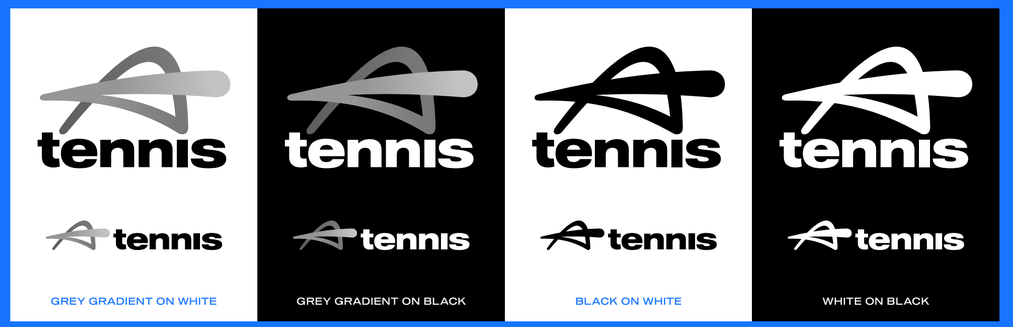


GRADIENT FULL COLOUR VERSIONS – PRIMARY LOGO

SOLID COLOUR VERSIONS

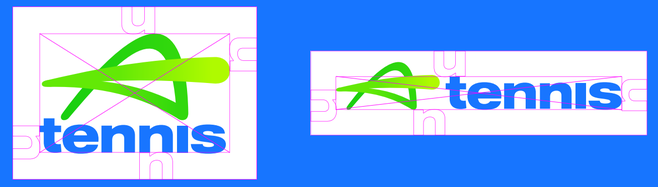
GRADIENT GREYSCALE VERSIONS – PRIMARY LOGO

SOLID COLOUR VERSIONS



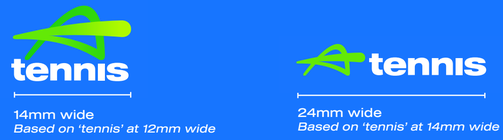
Clear space

The clear space is defined by the x-height of the ‘n’. All supplied logos have the specified clear space included within the file.



Minimum size

For optimal reproduction and viewing on digital applications, never use our logo smaller than the sizes listed below.



14mm wide
Based on ‘tennis’ at 12mm wide

24mm wide
Based on ‘tennis’ at 14mm wide

Logo

Our logo is an expression of the fun, energetic and exciting world of tennis.

As our most important brand element, our logo draws its colours from the vivid blue courts of Australian tennis and electric greens and yellows of tennis balls flying through the air.

The bold ‘tennis’ logotype paired with our logo is accessible and legible to support an inclusive world of tennis that’s enjoyed by all ages and abilities.

Versions

There are two different configurations of the logo; the vertical version is the preferred version; the horizontal version should only be used for extreme wide proportioned or vertically narrow applications.

Where possible, always use the full colour versions.

Logo usage

Follow the above logo usage guidelines to ensure that the integrity and legibility of our logo is maintained.

TA BLUE	RGB HEX	23,117,255 #1775FF			
TA GREEN	RGB HEX	89,255,0 #59FF00	TA DEEP GREEN	RGB HEX	0,201,0 #00C900
TA NAVY	RGB HEX	0,31,61 #001F3D			
WHITE	RGB HEX	255,255,255 #FFFFFF	GREY	RGB HEX	182,182,182 #B6B6B6
ORANGE	RGB HEX	255,128,0 #FF8000	DEEP ORANGE	RGB HEX	214,61,0 #D63D00
PINK	RGB HEX	235,153,0 #EB0099	DEEP PINK	RGB HEX	138,10,130 #8A0A82
ELECTRIC BLUE	RGB HEX	0,255,255 #00FFFF	DEEP BLUE	RGB HEX	0,171,255 #00ABFF

Headlines set in Sequel 100 Wide 85

Large intro text set in Sequel 100 Wide 45

Body copy is set in Sequel Sans Bold & Sequel Sans Bold Italic

Colour

The Tennis brand colours are vibrant and reflect the fun and energetic nature of the sport.

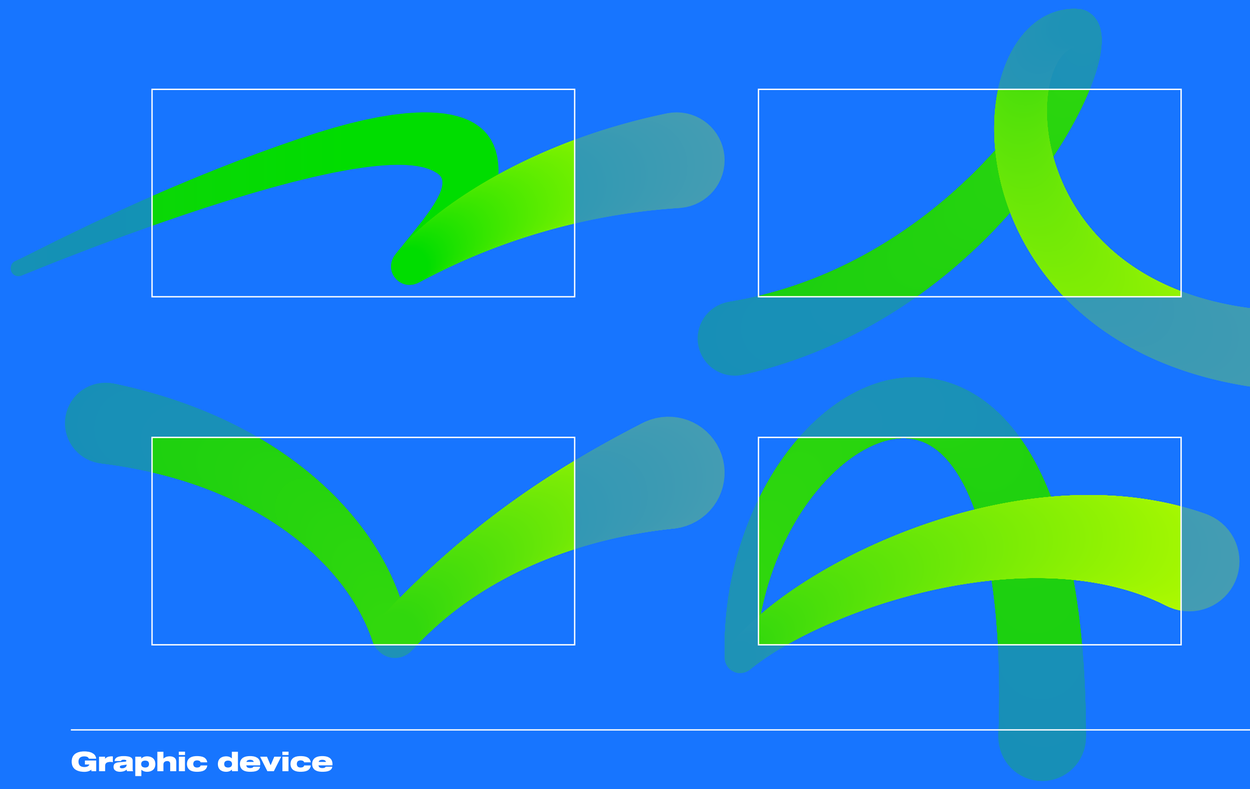
Our brand is build on the blue and green colours of the logo, that reflect the blue tennis courts and yellow green tennis ball.

Typography

Our brand typeface is Sequel 100 Wide and should be used across all our communications. It's bold and easy to read and a perfect match for our brand.

This typeface comes in a variety of weights for different needs. The two variants that we use are 85 (Bold) and 45 (Regular).

Arial can be used as a replacement font when Sequel is not available.



Graphic device

We can create communications by cropping our graphic device in unique and interesting ways. This can be done by changing the size, rotation and positioning of these four graphic devices available.

Only ever use one graphic device per communication to ensure that information is clear and accessible.

Application examples

Above are several examples of our brand elements in use on communications.