



GUIDELINES

THE BRAND

ANZ Tennis Hot Shots introduces kids to tennis in an energetic and fun team environment. With smaller courts, racquets, and specially designed balls, the program is the best way for kids to develop their skills.

They'll be too busy rallying with their friends to realise they're learning.

BRAND EXPRESSION

ANZ Tennis Hot Shots brandmark

Master configuration

The master configuration of the ANZ Tennis Hot Shots brandmark is to be used across all applications.

The full colour brandmark, to be printed on a white background, is the preferred version.

The master configuration (full colour brandmark) will be used in all cases where full colour printing is available. Full colour printing should therefore occur in roughly 95% of cases.

The reversed “keyline” version of the logo is to be used when the logo is placed on an image or a coloured background.



Positive



Reversed

BRAND EXPRESSION

Clear space and minimum size

Clear space

To protect the integrity of the brandmark a clear space has been defined. Clear space is the minimum area surrounding the brandmark which must remain clear of other elements. 'X' as defined by the letter 'T' in Shots and indicates the space that should be left around the brandmark at all times.



Clear space indicated by X representing the height of the full "T".

Minimum size

A minimum size requirement of 40mm wide has been set to ensure the brandmark is always legible and never reproduced inappropriately at a third party's discretion.



Minimum size is 40mm wide.

BRAND EXPRESSION

Incorrect use



Correct brandmark



Don't squash or stretch



Don't crop



Don't remove items



Wrong colour backgrounds



Don't crowd the brandmark and always use the clear space



Don't move items



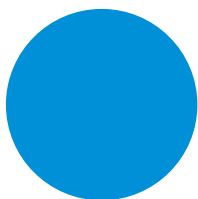
Don't change colours

BRAND EXPRESSION





Colour palette




Primary Colours

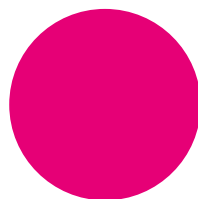
The ANZ Tennis Hot Shots colour palette is bright and playful. Because of the number and complexity of colours the full colour ANZ Tennis Hot Shots brand can only be printed in CMYK or appear in RGB when used on screen applications. Please refer to the Limited Use for embroidery, vinyl and paint colour guidelines.







BLUE




| | | |
|---|---------|-----|
|  | Cyan | 100 |
|  | Magenta | 15 |
|  | Yellow | 0 |
|  | Black | 0 |

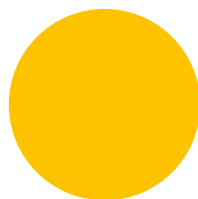
| | | |
|---|-------|-----|
|  | Red | 0 |
|  | Green | 145 |
|  | Blue | 210 |







MAGENTA




| | | |
|---|---------|-----|
|  | Cyan | 0 |
|  | Magenta | 100 |
|  | Yellow | 10 |
|  | Black | 0 |

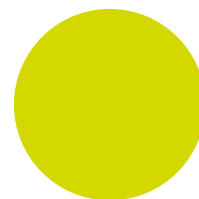
| | | |
|---|-------|-----|
|  | Red | 225 |
|  | Green | 0 |
|  | Blue | 115 |







ORANGE




| | | |
|---|---------|-----|
|  | Cyan | 0 |
|  | Magenta | 25 |
|  | Yellow | 100 |
|  | Black | 0 |

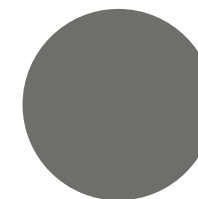
| | | |
|---|-------|-----|
|  | Red | 250 |
|  | Green | 195 |
|  | Blue | 0 |







GREEN




| | | |
|---|---------|-----|
|  | Cyan | 25 |
|  | Magenta | 0 |
|  | Yellow | 100 |
|  | Black | 0 |

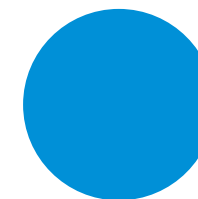
| | | |
|---|-------|-----|
|  | Red | 215 |
|  | Green | 215 |
|  | Blue | 0 |



GREY

| | | |
|---|---------|----|
|  | Cyan | 0 |
|  | Magenta | 0 |
|  | Yellow | 10 |
|  | Black | 70 |

| | | |
|---|-------|-----|
|  | Red | 110 |
|  | Green | 110 |
|  | Blue | 110 |



ANZ BLUE

(Refer to ANZ Guidelines)

BRAND EXPRESSION

Limited use

The ANZ Tennis Hot Shots brandmark version below should only be used when special colours and print techniques are required e.g. PMS Colours, vinyls, embroidery, etc.



Positive version used only on a white background.



Reversible version with custom keyline.

Colour breakdown

In circumstances where CMYK printing is unavailable, the following colour guides should be referred to.



Pantone
PMS 219
Vinyl
Magenta 524EM
Paint
Painter Recommended Magenta



Pantone
PMS 130C
Vinyl
Sunflower 91591QM
Paint
Sunshine Surprise P13149



Pantone
Process Blue
Vinyl
Process Blue 337
Paint
Painter Recommended Cyan



Pantone
PMS 389C
Vinyl
Kiwi 79
Paint
Lycra Strip P20H7



Pantone
PMS 404C
Vinyl
Medium Grey 50
Paint
Malay Grey PG2C6

CONDITIONS

The ANZ Tennis Hot Shots trademark conditions of use.

1. Tennis Australia grants to the ANZ Tennis Hot Shots Deliverer a licence to use the ANZ Tennis Hot Shots brand mark (as above, or such other Tennis Australia logo nominated by Tennis Australia from time to time) on the Deliverer's approved advertising and promotional material for the ANZ Tennis Hot Shots program.
2. The Deliverer must only display, use or refer to the brand mark as approved by Tennis Australia and in good faith and so as to enhance and promote the goodwill and of Tennis Australia and the ANZ Tennis Hot Shots program.
3. The brand mark must be used in accordance with Tennis Australia's ANZ Tennis Hot Shots Brand Guidelines.
4. Tennis Australia will conduct random audits to ensure compliance with the Brand Guidelines.
5. Tennis Australia reserves the right to revoke the Deliverer's right to use the brand mark at any time. Reasons for revocation may include, but are not limited to, a failure by the Deliverer to adhere to the above requirements. If this occurs, or if the Deliverer's ANZ Tennis Hots Shots registration is not renewed, or is suspended or terminated, the Deliverer must immediately cease all use of the Logo.