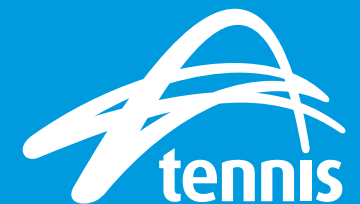


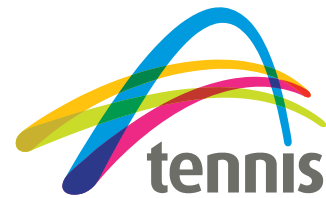
CLUB COMPOSITE LOGO GUIDELINES

Special note: The use of the logo and associated materials, as well as adherence to proper processes, will be strictly policed and enforced. Please contact the Tennis Services team on 1800 PLAY TENNIS (752 983) for further information.



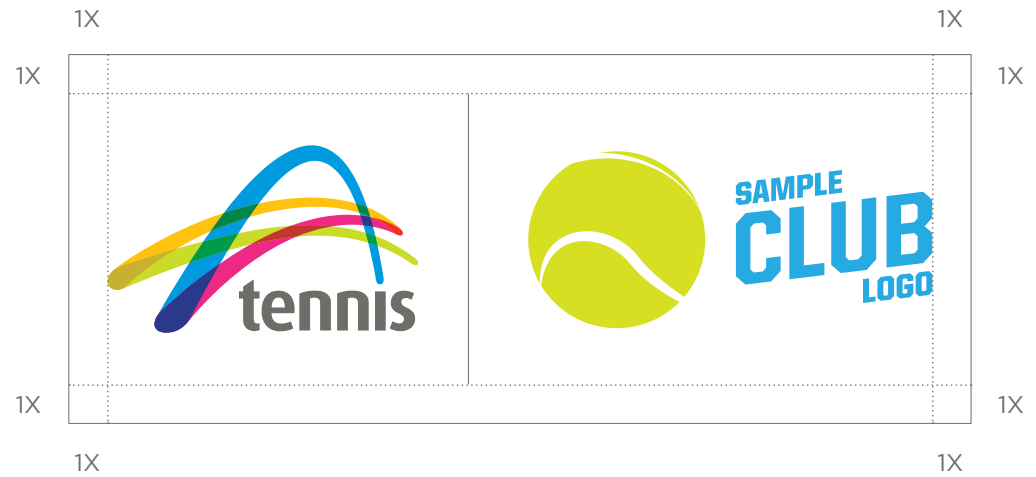
Introduction

Shown here is an example of the club composite logo that can be used on your own personalised marketing collateral e.g. promotional flyers/entry forms/website. The following guidelines must be adhered to when using the logo.



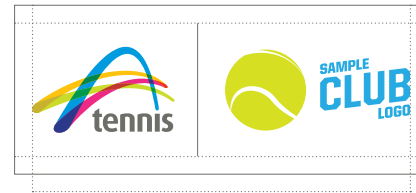
Clear Space

To protect the integrity of the brandmark a clear space is used. Clear space is the minimum area surrounding the brandmark which must remain clear of any other visual elements or text. Thus, 'X' is defined by the letter 'i' in tennis and indicates the space that should be left around the brandmark at all times.



Minimum size

The minimum size requirements are set to ensure the landmark is always legible and never reproduced inappropriately at a third party's discretion. The minimum width of the club composite logo is 50mm.



50mm

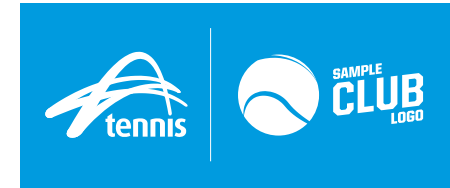
Colour variations

The full colour brandmark is the preferred version and should be used wherever possible. This version must be printed on a white background.

The one colour brandmark is to be used when displaying the brandmark on a coloured background.



Full colour brandmark



One colour brandmark (white)

Incorrect use of the brandmark – rules apply to all brandmark versions

Shown here are examples indicating incorrect usage of the club composite logo.

The logo must not be separated on any form of collateral without prior written consent from Tennis Australia Marketing department.

Don't stretch



Don't crop



Don't squash



Don't use the logotype without graphic



Don't put outlines on the brandmark



Don't use brandmark with another colour



Don't use wrong background



Don't crowd the brandmark



Don't use graphic without the logotype



THANK YOU

