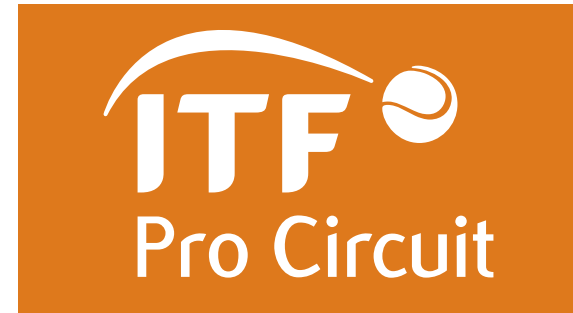


BRANDING APPLICATION REQUIREMENTS ITF PRO CIRCUIT

ITF PRO CIRCUIT

This is the Brand Mark for ITF-sanctioned ITF Pro Circuit tournaments.



This is the “On Court” Brand Mark for ITF-sanctioned ITF Pro Circuit tournaments.



Use of the Brand Mark and the “On-Court” Brand Mark must be in accordance with the Application Summary section in this document.

ITF PRO CIRCUIT

Brand Mark Versions

The ITF Pro Circuit Brand Mark must never be modified or redrawn. The fixed elements must never be separated.

The Primary Version (Primary Positive or Primary Negative - see right) of the Brand Mark is to be used in all colour applications.

The Secondary Version (Secondary B&W Positive or B&W Negative - see right) of the Brand Mark is to be used if there is any colour conflict or for newsprint.

On-Court only Version (Outline Black or Outline White Out - see right) - any background colour may be used.

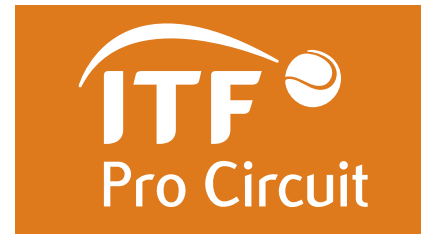
Colour

PMS 1525 C0 M58 Y100 K10 R202 G78 B00 HEX cc6600

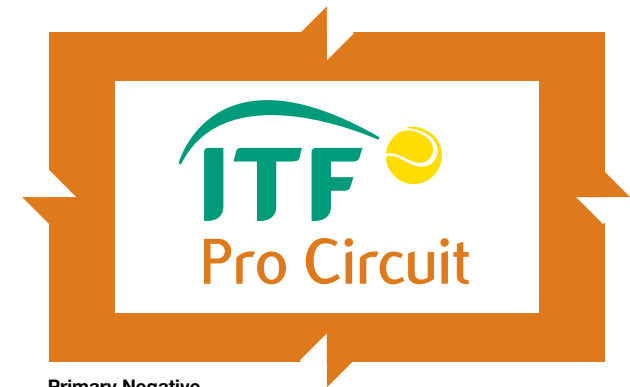
PMS 340 C100 M0 Y66 K9 R00 G155 B122 HEX 009966

PMS 109 C0 M10 Y100 K0 R255 G221 B00 HEX ffc000

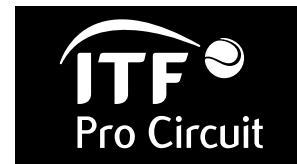
BLACK C0 M0 Y0 K100 R0 G0 B0 HEX 000000



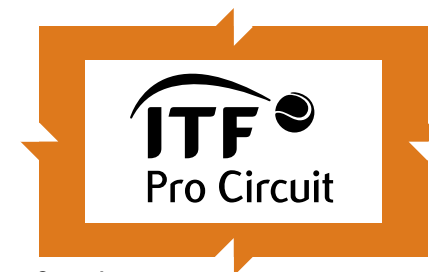
Primary Positive



Primary Negative



Secondary B & W Positive



Secondary B & W Negative

For use On-Court ONLY



Outline Black



Outline White Out

EXCLUSION AREA

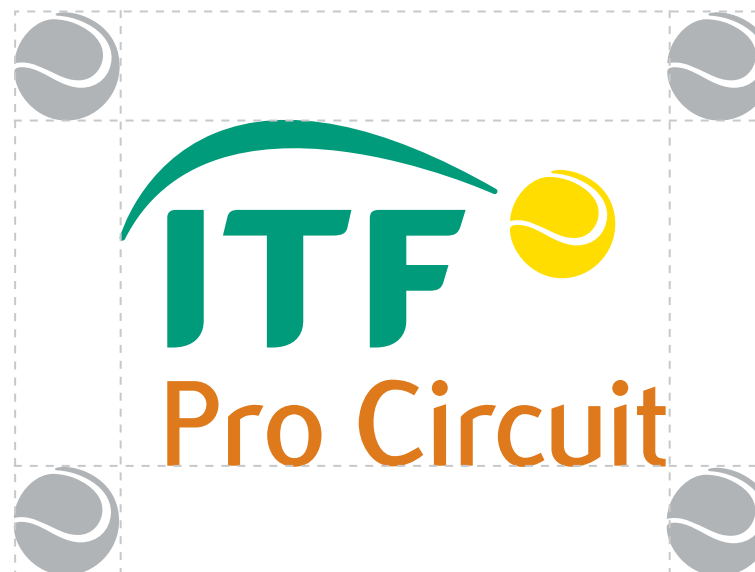
Exclusion Area

As much clear space as possible must be maintained around the ITF Pro Circuit Brand Mark.

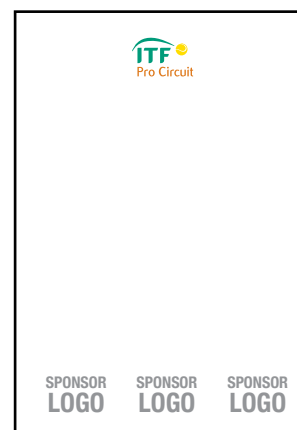
A minimum exclusion area (clear space) equal to the height of the ball in the ITF Brand Mark (see right) has been established around the ITF Pro Circuit Brand Mark to ensure visibility. Nothing should appear in this area, including but not limited to type, graphics or other logos.

Positioning

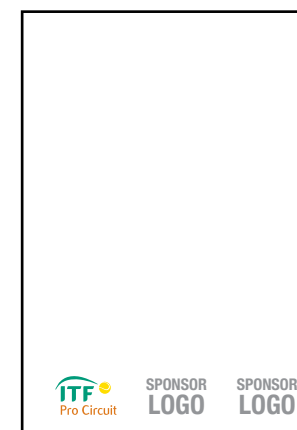
The ITF Pro Circuit Brand Mark is an endorsement of the quality and authenticity of a tournament and as such should always be positioned away from sponsor and partner logos.



Exclusion Area = to the height of the ball in the ITF Brand Mark



DO
Position the Brand mark away from sponsor and partner logos



DO NOT
Place the Brand mark alongside sponsor and partner logos or add it to sponsor logo strips

MINIMUM SIZE

Minimum Size

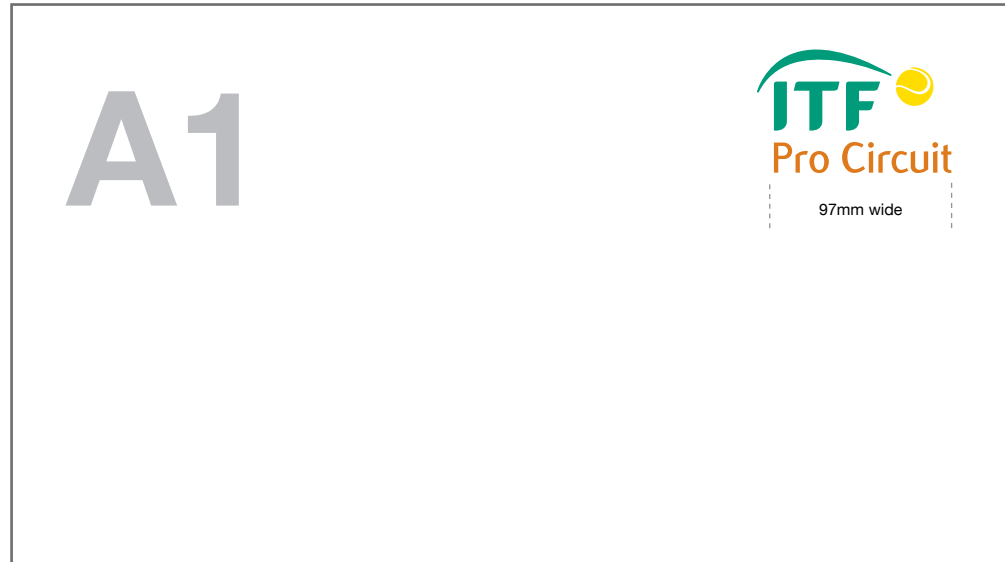
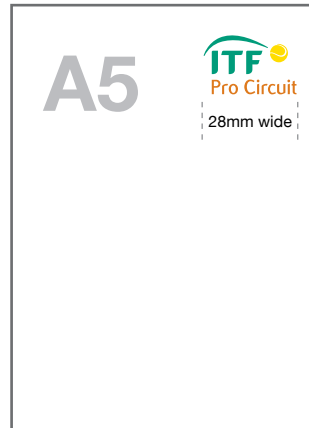
To ensure the ITF Pro Circuit Brand Mark is reproduced to best effect, the minimum size for reproduction is:

| | |
|------------------|------------|
| In quality print | 23mm wide |
| In newsprint | 25mm wide |
| On screen | 112 pixels |

Size Guide

Below is a minimum size guide for using the ITF Pro Circuit Brand Mark on 'A' format printed materials.

| | |
|----|-----------|
| A7 | 23mm wide |
| A6 | 25mm wide |
| A5 | 28mm wide |
| A4 | 38mm wide |
| A3 | 49mm wide |
| A2 | 75mm wide |
| A1 | 97mm wide |



NOT ACTUAL SIZE

WRITING / SAYING OUR NAME

ITF Pro Circuit

In copy, ITF Pro Circuit must be written in full. 'ITF' must always be in upper case with 'Pro Circuit' in title case.

Mission Statement

The Mission Statement (see right) may be included on tournament literature and/or the tournament website at the discretion of the tournament organiser.

Tournaments

When referring to a specific tournament it must be written in the following form:

Tournament name, an ITF Pro Circuit event.

Mission Statement

ITF Pro Circuit, an entry level professional tennis initiative. The ITF and its member nations working together to grow the game.

APPLICATION SUMMARY

Compulsory Applications

An ITF Pro Circuit tournament must identify itself as an ITF Pro Circuit event by applying the appropriate ITF Pro Circuit Brand Mark in the following compulsory applications:

On-Court

The On-Court Brand Mark and the ITF website address (www.itftennis.com) must be displayed in the form of two side court banners (unobstructed position - see Page 8). The banners must not be smaller than 60cm in height and 2.25m in length.

Website

The Brand Mark must be displayed in the top 20% of the tournament website home page, it must not be smaller than 112 pixels wide (see Page 7).

Programme

The Brand Mark must be displayed on the cover in the top 40%, it must not be smaller than 28mm wide.

Drawsheets

The Brand Mark must be displayed in the top 40%, it must not be smaller than 28mm wide.

Entrance

The Brand Mark must be displayed prominently at the main entrance to the tournament.

Optional Applications

An ITF Pro Circuit tournament may wish to identify itself as an ITF Pro Circuit event by applying the Brand Mark in the following optional applications:

Advertising

The Brand Mark may be applied to any advertising when the tournament logo is featured.

On-Site

The Brand Mark may be applied to any on-site drawboards, scoreboards, vehicles, net, net post (On-Court Brand Mark only), flags or signage featuring the tournament logo.

Other

Net

If the Brand Mark is not applied to the net or net post there shall be no other advertising on the net or net post without the prior approval of the ITF.

Requests for approval must be sent to the ITF Head of Professional Circuits, London.

Requests for approval must be received no later than three (3) weeks prior to the Monday of the event week.

Requests must include:
Name of Sponsor
Business Type

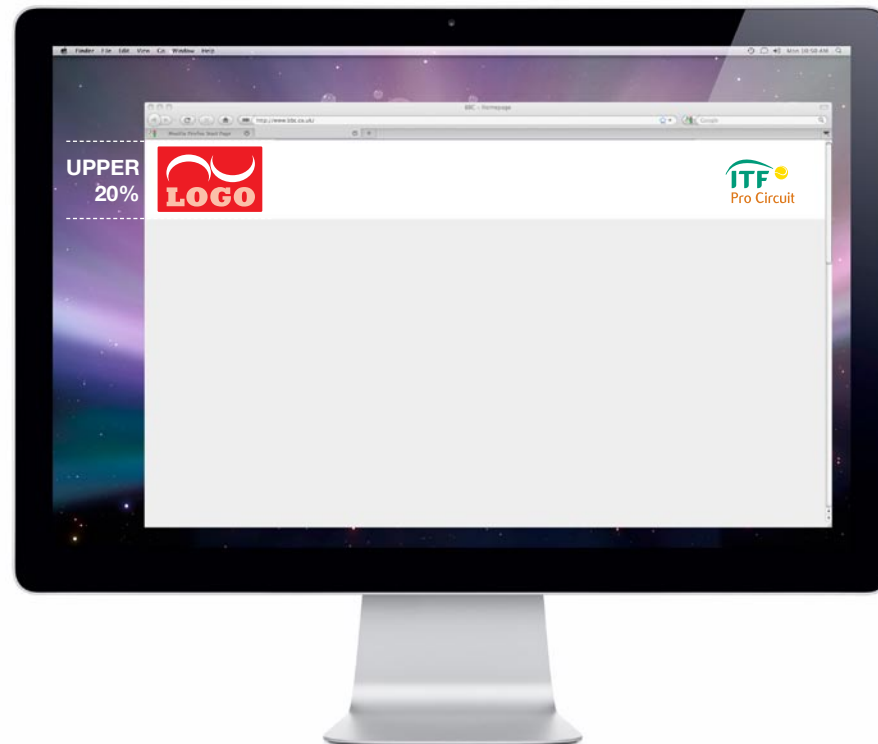
Requests and approval are on an annual basis.

APPLICATION WEBSITE

COMPULSORY APPLICATION

The ITF Pro Circuit Brand Mark must be displayed in the top 20% of the tournament website browser.

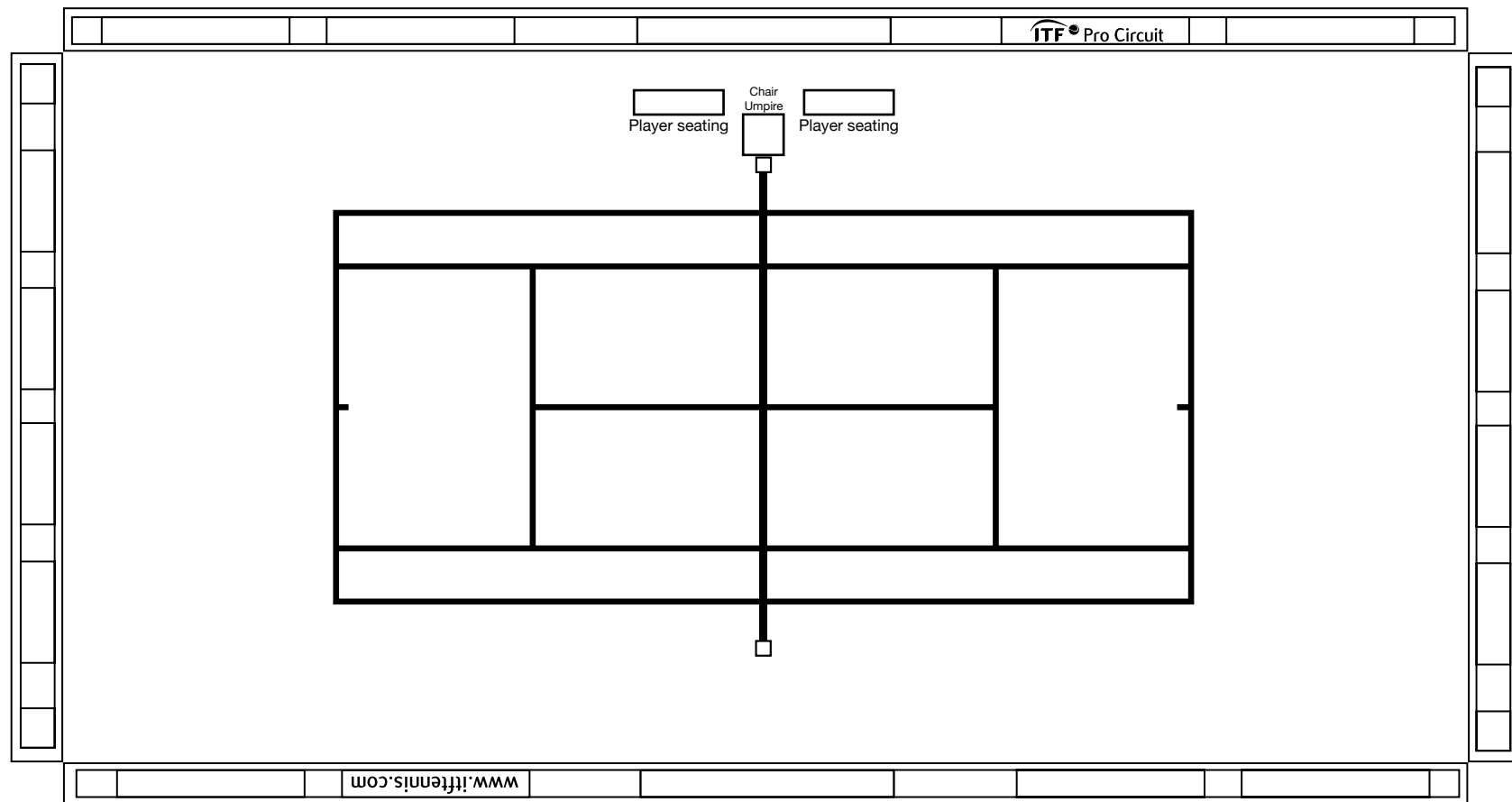
The Brand Mark should be no smaller than 112 pixels wide.



APPLICATION ON-COURT

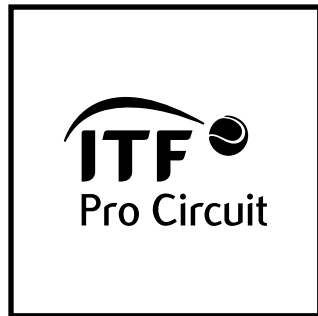
COMPULSORY APPLICATION

The ITF Pro Circuit On-Court Brand Mark and the ITF website address must be displayed in the left and right sides (unobstructed positions) of the court. The banners must not be smaller than 60cm in height and 2.25m in length.



APPLICATION ON-COURT

OPTIONAL APPLICATION



NET

The ITF Pro Circuit Brand Mark may be placed on both ends and both sides of the net.



NET POST

The ITF Pro Circuit “On-Court” Brand Mark may be placed on both sides of each net post with the “I” of ITF closest to the floor.

CONTACT DETAILS

If you need assistance when using these guidelines please contact:

Jackie Nesbitt

Head of Professional Circuits

ITF

Bank Lane

Roehampton

LONDON

SW15 5XZ

Telephone: +44-20-8878-6464

Facsimile: +44-20-8392-4777

E-mail: jackie.nesbitt@itftennis.com