



Table of contents

Understanding the guidelines 03

The Beach Tennis concept 04

Values 05

Core brand identity 13

Colour 15

Typeface 16

Lock-Ups 17

Competition marks 23

Sponsor lock-ups 32

Graphic language 34

Applications 43

Photography principles 47

Other considerations 56

Contacts & approvals 58

Through using and understanding these guidelines you will be able to create successful on-brand communications for the new Beach Tennis brand.

The guidelines have been designed to make it easier to visually identify available brand elements and assets and understand how to use them. Specifications and usage standards are provided for each element, followed by application examples demonstrating how they should be used together.

While it is important that these guidelines are adhered to at all times, they are not intended to restrict creativity. Rather, the aim is to encourage creativity within the parameters of the provided visual identity.

This is the new Beach Tennis.

A new brand, a new vision, a new opportunity.

This is the chance to break from convention.

This is the new face of Beach Tennis – loud, bright, inclusive and fun. Inspired by beach culture, exciting locations and a youthful festival vibe with the power of our sport at its heart.

In this document we present this new vision, setting out our ambition as we aim to inspire a different way of thinking.

Explosive Dramatic Leading Youthful

Fast-paced
Intense
Action-packed
Non-stop

Stunning global locations
Wider view
Beyond the court
Freedom

Inspiring
Credible
Inclusive
Professional

High spirited
Disruptive
Healthy
Authentic



Essence

**Where there's sand,
there's Beach Tennis**

Mission

To expand Beach Tennis as the leading beach sport for professional and junior athletes worldwide and position the sport within the Olympic movement

Vision

To be the world's most popular beach sport

Values

Explosive

High intensity

Our game is non-stop, fast paced and action packed. It is loud and vibrant with fans at the thick of the action. Empires here are built on sand. Dive, smash, lunge, volley – this demands personality, power, skill and strength.

Dramatic

A sense of adventure

From Copacabana to Tahiti via Ravenna, we travel the world, going off the beaten track or touching down in some of the world's most exotic locations. Our backdrop is the beach, the ocean, the open sky. Freedom. We champion the natural environment.

Leading

Delivering on potential

We are inspiring, progressive and inclusive. We promote our sport to the widest possible audience and get the world playing our game. We are accountable and represent good governance and professionalism, but with a fresh outlook and an open mind.

Youthful

A state of mind

Our game is a feeling, a spirit, an attitude. It is a youth movement, inspired by beach culture. It draws energy from a healthy lifestyle and festival vibe. It is fun, different and bold, challenging conventions, authentic and never predictable

A close-up, high-angle photograph of a person's face, focusing on the beard and mustache. The person has light-colored hair and is looking downwards. The skin appears slightly reddened or irritated, particularly around the mouth and nose. The background is a blurred, warm-toned surface.

Dramatic and Untamed

Explosive

High intensity

Our game is non-stop, fast paced and action packed. It is loud and vibrant with fans at the thick of the action. Empires here are built on sand. Dive, smash, lunge, volley – this demands personality, power, skill and strength.



SPEED ATTACK REACT

Dramatic

A sense of adventure

From Copacabana to Tahiti via Ravenna, we travel the world, going off the beaten track or touching down in some of the world's most exotic locations.

Our backdrop is the beach, the ocean, the open sky. Freedom.

We champion the natural environment.



Leading

Delivering on potential

We are inspiring, progressive and inclusive. We promote our sport to the widest possible audience and get the world playing our game. We are accountable and represent good governance and professionalism, but with a fresh outlook and an open mind.



Youthful

A state of mind

Our game is a feeling, a spirit, an attitude. It is a youth movement, inspired by beach culture. It draws energy from a healthy lifestyle and festival vibe. It is fun, different and bold, challenging conventions, authentic and never predictable.



A close-up photograph of a person's hand holding two tennis balls on a sandy beach. The person is wearing a bright blue wristband and a silver ring. One ball is yellow with 'ITF' and '3 1/2' printed on it, and the other is neon green. The background shows soft, rolling sand dunes under a bright sky.

**Where there's sand...
there's Beach Tennis**

Core brand Identity



ITF Beach Tennis

Hero symbol

Inspired by the beach. Using the sun, the sea and the sand to create a simple logo that encapsulates the sport.



ITF Beach Tennis

Colour

This is the chosen colour palette for brand communications. Colour breakdowns are presented in CMYK and RGB specifications. RGB code and CMYK percentages should not be altered from the specifications supplied.

You can use Stone, as an alternative to white, on dark coloured backgrounds. We recommend using Stone particularly for web applications. When placing the logo over an image, we recommend using white for maximum contrast.



Deep blue

C 100 **R** 0
M 90 **G** 0
Y 0 **B** 55
K 60

PMS 281 C

Sun

C 7 **R** 253
M 0 **G** 241
Y 87 **B** 0
K 0

PMS 102 C

Reef

C 78 **R** 93
M 65 **G** 100
Y 0 **B** 255
K 0

PMS 2366 C

Coral

C 0 **R** 251
M 82 **G** 71
Y 72 **B** 58
K 0

PMS 2348 C

Aqua

C 72 **R** 0
M 0 **G** 191
Y 48 **B** 162
K 0

PMS 338 C

Stone

C 7 **R** 240
M 5 **G** 240
Y 6 **B** 240
K 0

PMS 7541 C

Inter is an open source (free) typeface with a wide range of weights. This gives a great range of flexibility, and serves both functionally, and expressively. It also caters for multiple languages, and wide distribution

The Inter font includes all weights and styles, so you can use it for headings, body copy, web posts, and all stationery. It also includes all symbols and glyphs, such as currency symbols and punctuation.

**Licenses
available here;**
rsms.me/inter/

a

18 Weights & Styles

2.5k Glyphs

The Inter typeface family

Black

AaBbDdEeGgMmOoRrSs
123456789!~{}()@\$\$%
AaBbDdEeGgMmOoRrSs
123456789!~{}()@\$\$%

Extra Bold

AaBbDdEeGgMmOoRrSs
123456789!~{}()@\$\$%
AaBbDdEeGgMmOoRrSs
123456789!~{}()@\$\$%

Bold

AaBbDdEeGgMmOoRrSs
123456789!~{}()@\$\$%
AaBbDdEeGgMmOoRrSs
123456789!~{}()@\$\$%

Semi Bold

AaBbDdEeGgMmOoRrSs
123456789!~{}()@\$\$%
AaBbDdEeGgMmOoRrSs
123456789!~{}()@\$\$%

Medium

AaBbDdEeGgMmOoRrSs
123456789!~{}()@\$\$%
AaBbDdEeGgMmOoRrSs
123456789!~{}()@\$\$%

Regular

AaBbDdEeGgMmOoRrSs
123456789!~{}()@\$\$%
AaBbDdEeGgMmOoRrSs
123456789!~{}()@\$\$%

Light

AaBbDdEeGgMmOoRrSs
123456789!~{}()@\$\$%
AaBbDdEeGgMmOoRrSs
123456789!~{}()@\$\$%

Extra Light

AaBbDdEeGgMmOoRrSs
123456789!~{}()@\$\$%
AaBbDdEeGgMmOoRrSs
123456789!~{}()@\$\$%

Thin

AaBbDdEeGgMmOoRrSs
123456789!~{}()@\$\$%
AaBbDdEeGgMmOoRrSs
123456789!~{}()@\$\$%



Lock Ups

ITF Beach Tennis

Hero lock-ups

-Portrait
-Portrait wide



-Landscape
-Landscape wide



-Minimum Size Logos





50%
Mark size
clearance

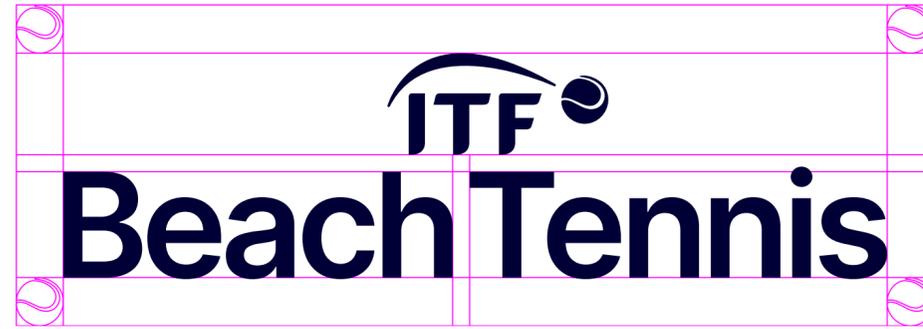
 Minimum
Size
5mm

ITF Beach Tennis
Hero lock-ups

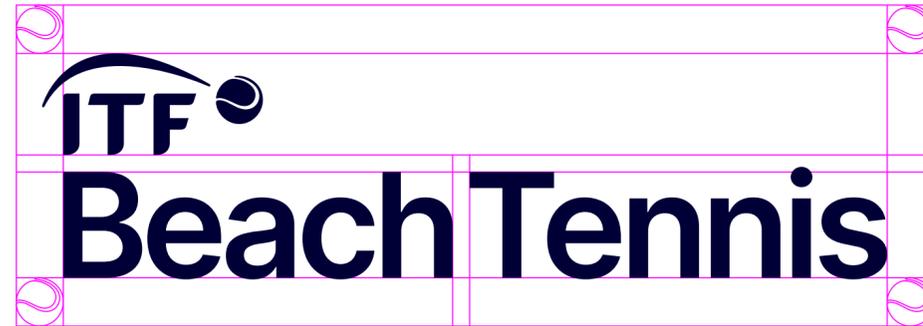
- Wordmarks
- Minimum size

An exclusion zone is a set minimum amount of clear space required around the ITF Beach Tennis logos. This clear space provides a good visual separation between the logo and supporting elements within a design.

To calculate the clear space use the width of the ball from each mark.



Minimum Size 6.5mm [ITF® Beach Tennis



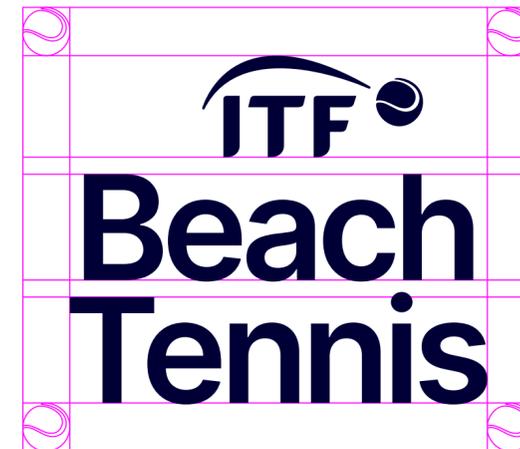
Minimum Size 6.5mm [ITF® Beach Tennis



Minimum Size 3mm [ITF® Beach Tennis



Minimum Size 10mm [ITF® Beach Tennis



Minimum Size 10mm [ITF® Beach Tennis

ITF Beach Tennis

Hero lock-ups

When applying the logo to any designs, please ensure to not do the following;



ITF[®]
Beach
Tennis

✗ Replace typeface



ITF[®]
Beach
Tennis

✗ Skew



Beach
Tennis

✗ Remove elements



ITF[®]
Beach
Tennis

✗ Tint



ITF[®]
Beach
Tennis

✗ Add shadows



ITF[®]
Beach
Tennis

✗ Use keyline



ITF[®]
Beach
Tennis

✗ Crop



ITF[®]
Beach
Tennis

✗ Re-colour



ITF[®]
Beach
Tennis

✗ Rotate

ITF Beach Tennis
Competitions

Each of the competitions are distinguished by their own colour



Colour Key

Reef	Coral	Aqua
C 78 R 93 M 65 G 100 Y 0 B 255 K 0 PMS 2366 C	C 0 R 251 M 82 G 71 Y 72 B 58 K 0 PMS 2348 C	C 72 R 0 M 0 G 191 Y 48 B 162 K 0 PMS 338 C

-For all colour guides please see page 15

A live text template has been supplied to create new competitions and locations.

Please use the official fonts mentioned within this document.



	ITF Beach Tennis	
	WORLD CHAMPIONSHIPS	
	Terracina '21	

Semi Bold,
Sentence case

Extra Bold,
Upper case

Semi Bold,
Sentence case



	ITF Beach Tennis	
	WORLD CHAMPIONSHIPS	
	Terracina '21	



	ITF Beach Tennis	
	WORLD CHAMPIONSHIPS	
	Terracina '21	

Using the live text template supplied,
you can update location and
tournament name to what's required.



Colour Key

Reef

C 78 **R** 93
M 65 **G** 100
Y 0 **B** 255
K 0
PMS 2366 C

-For all colour guides please see page 15





Colour Key

Reef

C 78 R 93
M 65 G 100
Y 0 B 255
K 0
PMS 2366 C



Using the live text template supplied,
you can update location and
tournament name to what's required.



Colour Key
Coral

C 0 R 251
M 82 G 71
Y 72 B 58
K 0
PMS 2348 C

-For all colour guides please see page 15





Colour Key

Coral

C 0 R 251
M 82 G 71
Y 72 B 58
K 0
PMS 2348 C



Using the live text template supplied,
you can update location and
tournament name to what's required.



Colour Key

Aqua

C 72 R 0
M 0 G 191
Y 48 B 162
K 0
PMS 338 C





Colour Key

Aqua

C 72 R 0
M 0 G 191
Y 48 B 162
K 0
PMS 338 C



ITF Beach Tennis
Dual branded lock-ups

-Portrait
-Landscape

For dual-branded tournament use we recommend the following lock-up formats. The chosen location logo can be placed within the guide supplied. The included lock-up is an example



ITF Beach Tennis
Example sponsor lock-ups

Depending on the partner logo, and the application, these are some examples of how lock-ups can be presented. These lock-ups are for the main Beach Tennis competitions.

Primary

01
50/50
Portrait
(Stacked)



02
Full 50/50
Landscape



Alternatives

03
50/50
Portrait



04
Full
50/50
Portrait
(Stacked)



05
20/80
Landscape



Primary

01
50/50
Portrait
(Stacked)



02
Full 50/50
Landscape



Alternatives

03
50/50
Portrait



04
Full
50/50
Portrait
(Stacked)



05
20/80
Landscape



ITF Beach Tennis
Example sponsor lock-ups

Depending on the partner logo, and the application, these are some examples of how lock-ups can be presented. These sponsor lock-ups are for use in the various Beach Tennis tournaments, such as World Cup, World Tour, World Championships.

Primary

01
50/50
Box



02
50/50
Landscape



Alternatives

03
50/50
Wide



04
50/50
Portrait



Primary

01
50/50
Box



02
50/50
Landscape



Alternatives

03
50/50
Wide



04
50/50
Portrait



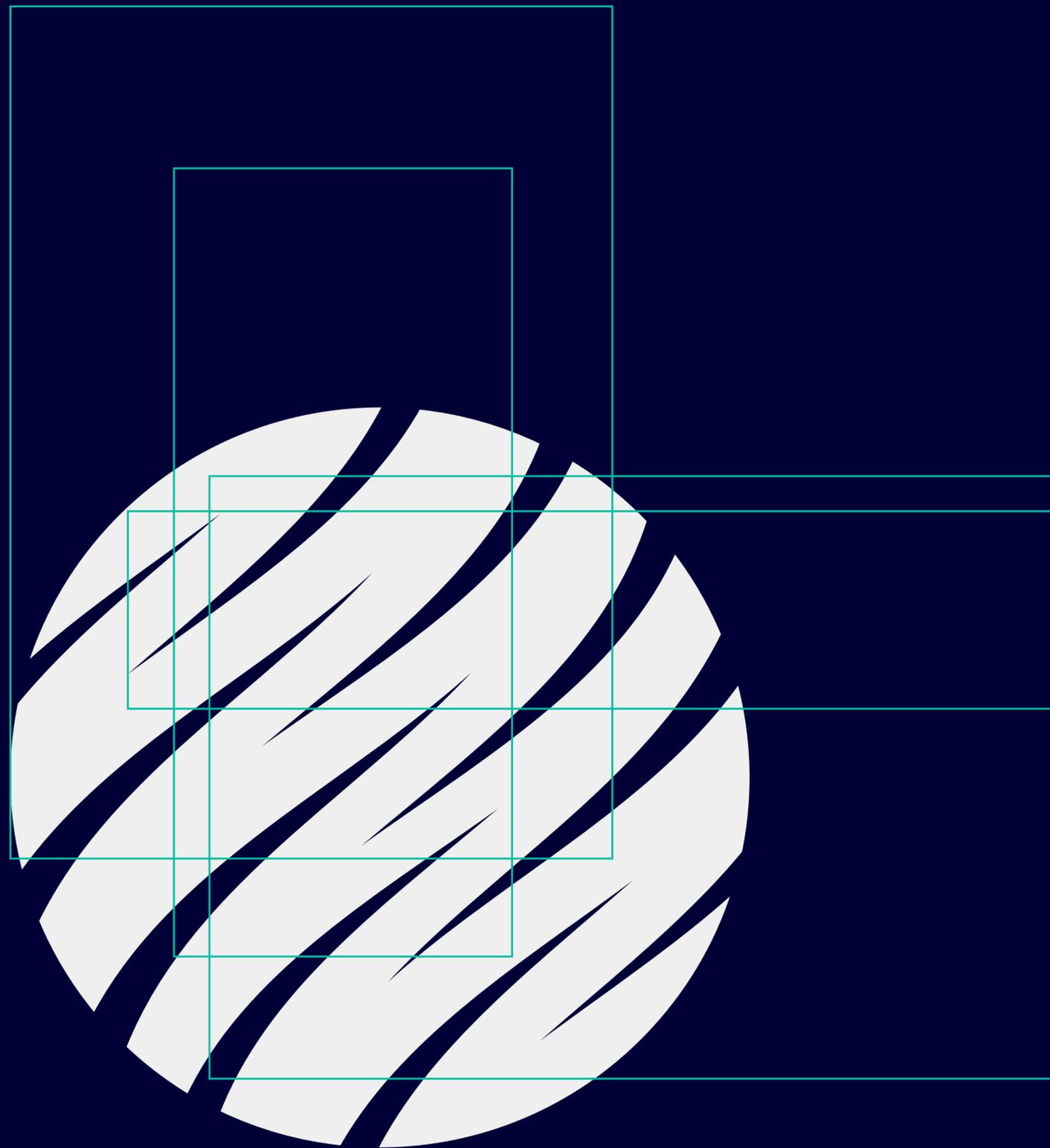
Graphic Language

Graphic language is a modular device that can be seamlessly repeated to dress a space.

Our graphic language takes inspiration from our brand positioning, and is an extension of the logo mark.

Graphic Language Cropping Guide

The Beach Tennis graphic language artwork can be used in a number of ways. A series of portrait and landscape guides are supplied for maximum creativity on application. Please see the next five pages for some examples of best practice.



These are graphic language colour variations for each competition. The graphic languages supplied, include 2 contrasting options per competition and a more subtle graphic language, 03, which is a tint.

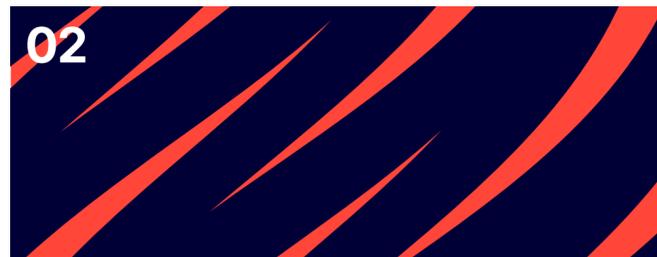
**Beach Tennis
Core brand**



**World
Championships**



**World
Cup**



**World
Tour**



Colour Key				
Deep Blue	Sun	Reef	Coral	Aqua
C 100 R 0 M 90 G 0 Y 0 B 55 K 60 PMS 281 C	C 7 R 253 M 0 G 241 Y 87 B 0 K 0 PMS 102 C	C 78 R 93 M 65 G 100 Y 0 B 255 K 0 PMS 2366 C	C 0 R 251 M 82 G 71 Y 72 B 58 K 0 PMS 2348 C	C 72 R 0 M 0 G 191 Y 48 B 162 K 0 PMS 338 C

ITF Beach Tennis

Core Brand

-Colour application

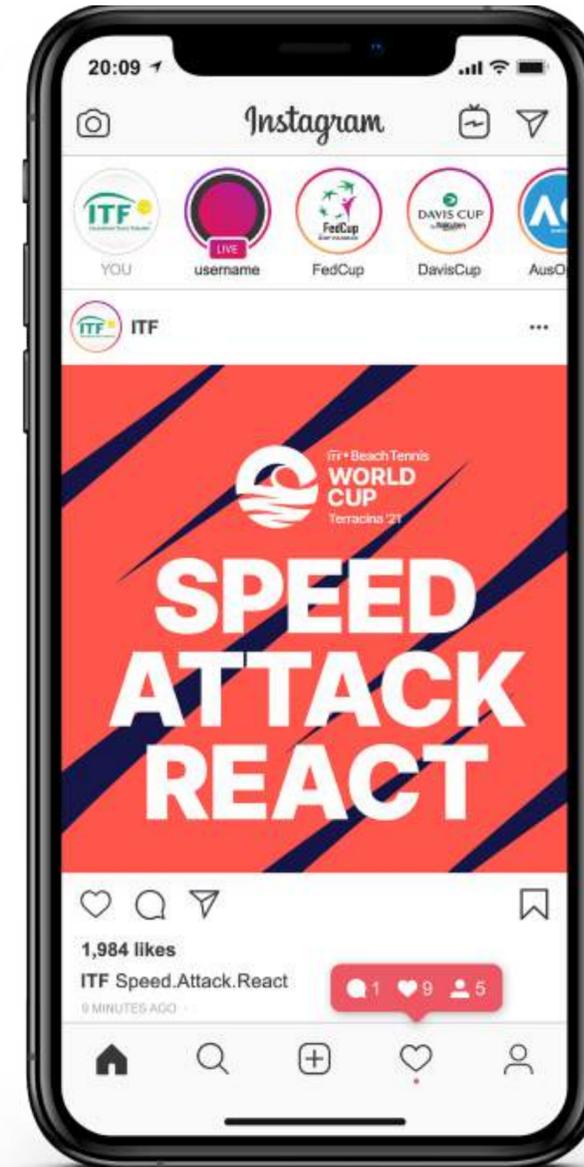
The overall Beach Tennis core brand colour way uses the Deep blue and Sun yellow colours. This should be used when working with anything associated with corporate applications.

The back of the stationery is using Beach Tennis branding.





Colour Key			
Deep Blue		Reef	
C 100	R 0	C 78	R 93
M 90	G 0	M 65	G 100
Y 0	B 55	Y 0	B 255
K 60		K 0	
PMS 281 C		PMS 2366 C	



Colour Key			
Deep Blue		Coral	
C 100	R 0	C 0	R 251
M 90	G 0	M 82	G 71
Y 0	B 55	Y 72	B 58
K 60		K 0	
PMS 281 C		PMS 2348 C	



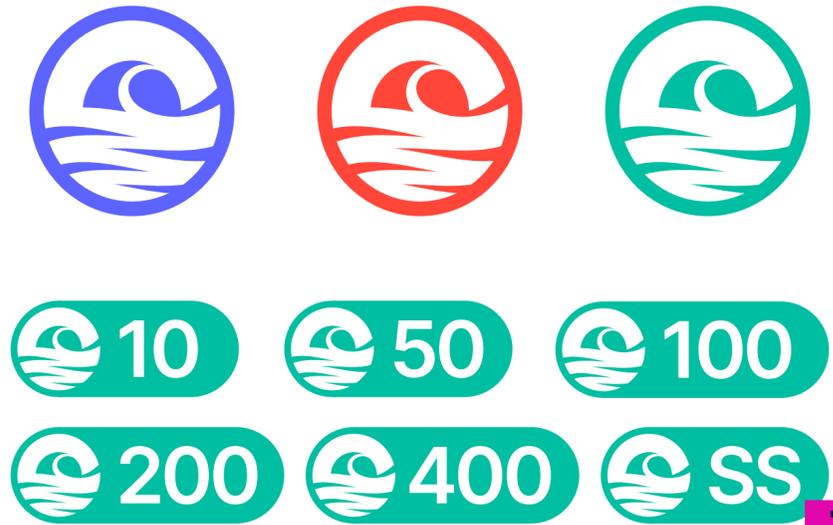
Colour Key

Deep Blue		Aqua	
C 100	R 0	C 72	R 0
M 90	G 0	M 0	G 191
Y 0	B 55	Y 48	B 162
K 60		K 0	
PMS 281 C		PMS 338 C	

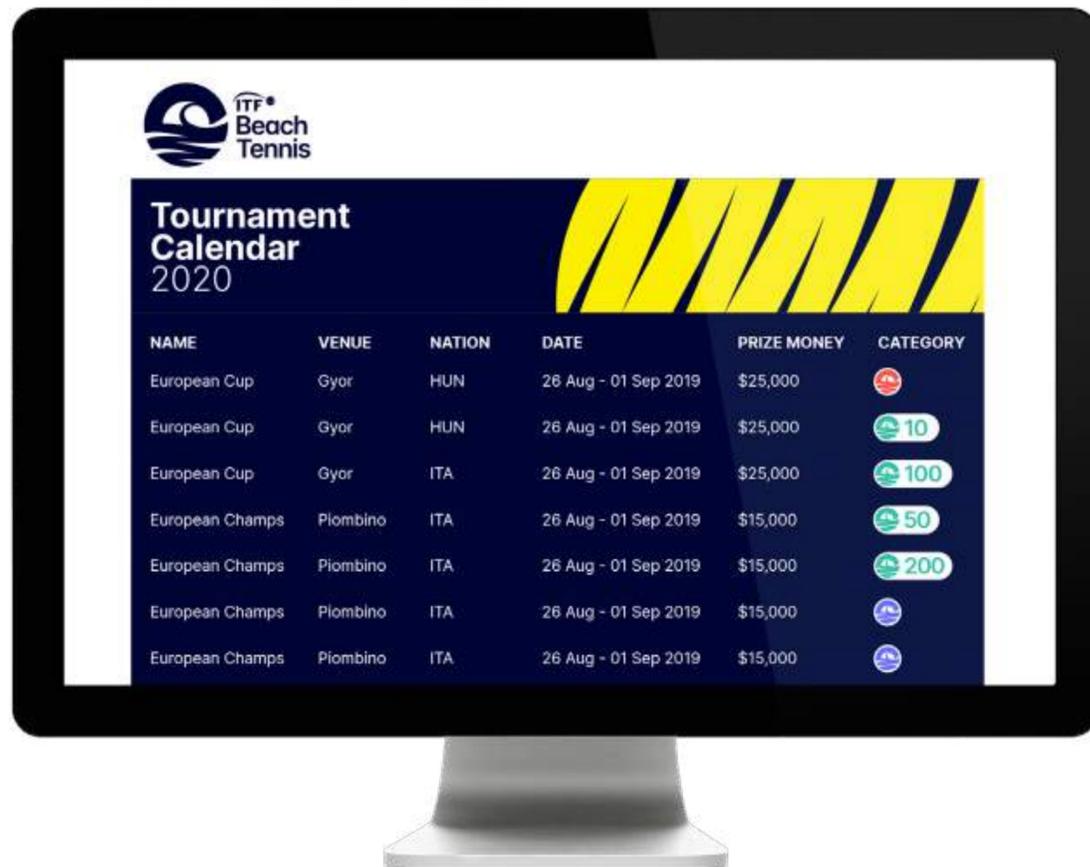
ITF Beach Tennis
Tournament tokens

Tournament tokens have been created as short and concise ways to explain the tournament when used online, on screen, or when a city is hosting a dual-tiered tournament.

These work as a secondary component to the long-form tournament mark.



TBC



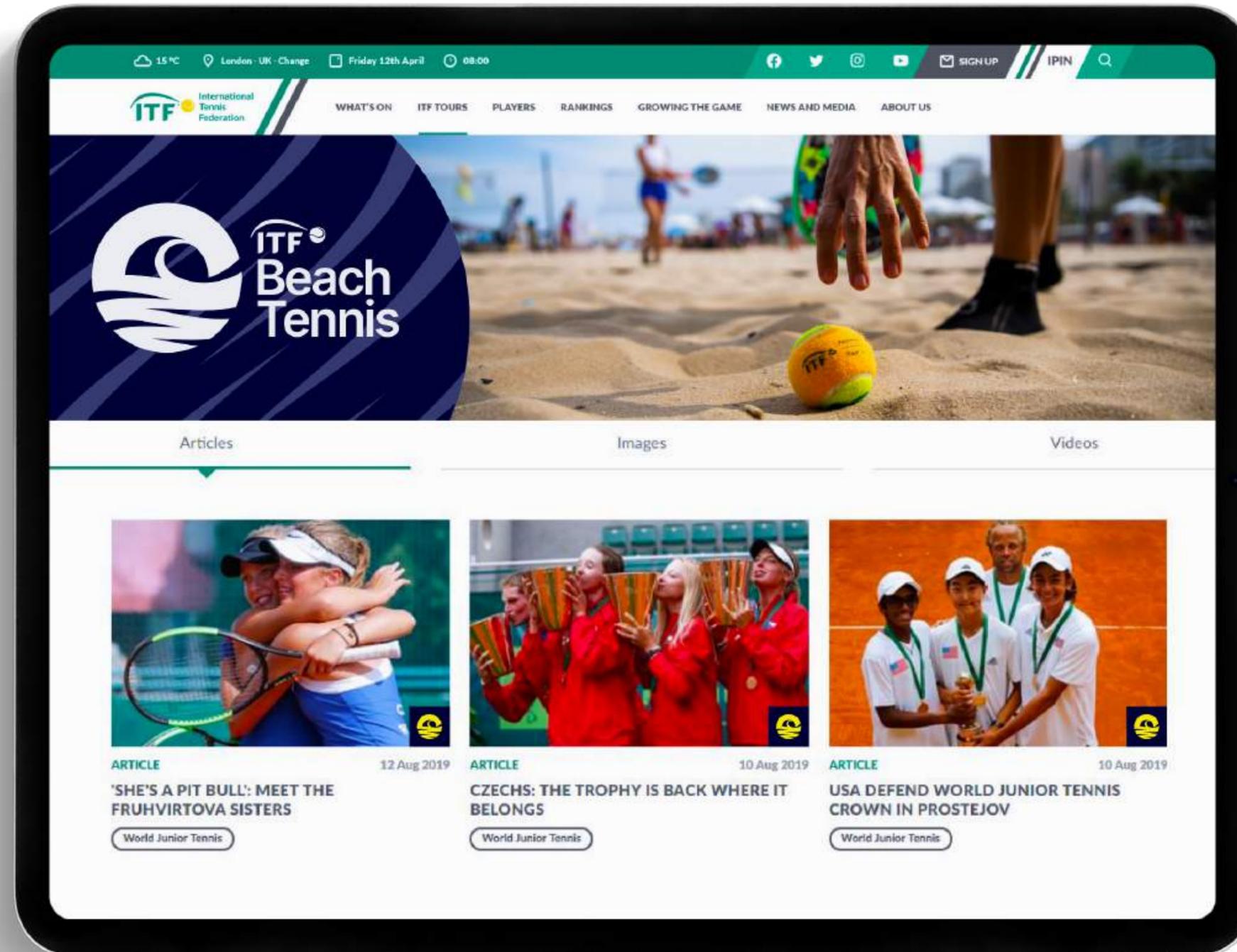
TBC

ITF Beach Tennis

Web use

This is an example of how the Beach Tennis section of the ITF website will look.

To display that articles are relating to Beach Tennis, the logo is used in the corner of the image.



Application Examples



ITF Beach Tennis
Application



**TOURNOI
INTERNATIONAL
BEACH TENNIS**

A Saint Georges De Didonne
Tournoi Federation Francaise de Tennis

**6-8 Juillet 2021
GRAND PLAGE CENTRALE**

**ITF Beach Tennis
WORLD CUP
Terracina '21**

NIVEA **havaianas** **evian** **BIRKENSTOCK** **NIKE** **Corona Light**

Photography Principles



Our photography

We aim to tell the story behind the volley, the smash, the dive. Our photography is about more than the action on the sand, it conveys beach culture, the passion our fans have for the game and the intensity with which our stars play it.

Our photography presents a clear vision of what we are and what our brand values represent.

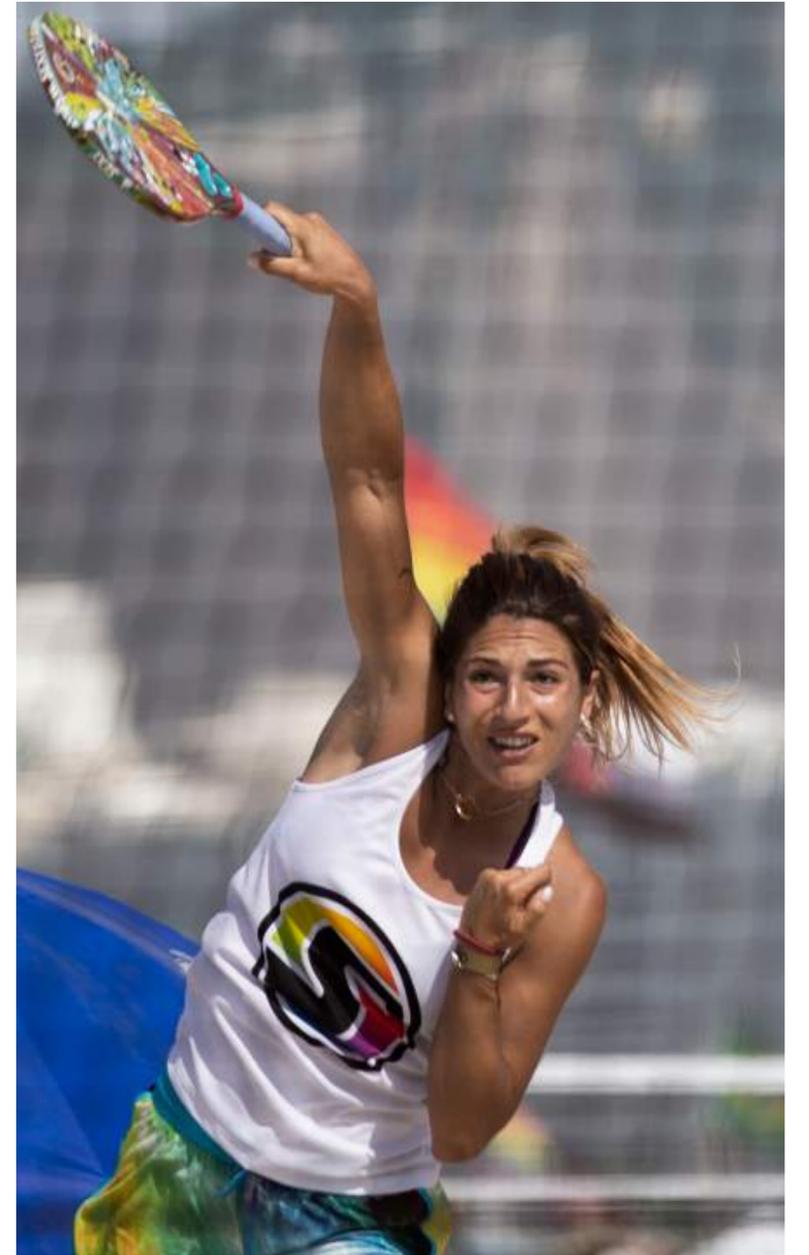
The purpose of this section:

- To creatively brief photographers on how we capture the unique personality of ITF Beach Tennis
- To present our 4 key areas of focus:
our game, our players, our fans and our environment
- Share photographic examples
- Inspire and challenge photographers to constantly improve the standard of our imagery

Our Game

Our game is unique and so is our photography. We take a fresh perspective and in so doing we tell richer stories and create deeper connections. We draw the viewer in by focusing on the emotion and intensity of the game and by avoiding generic action shots.





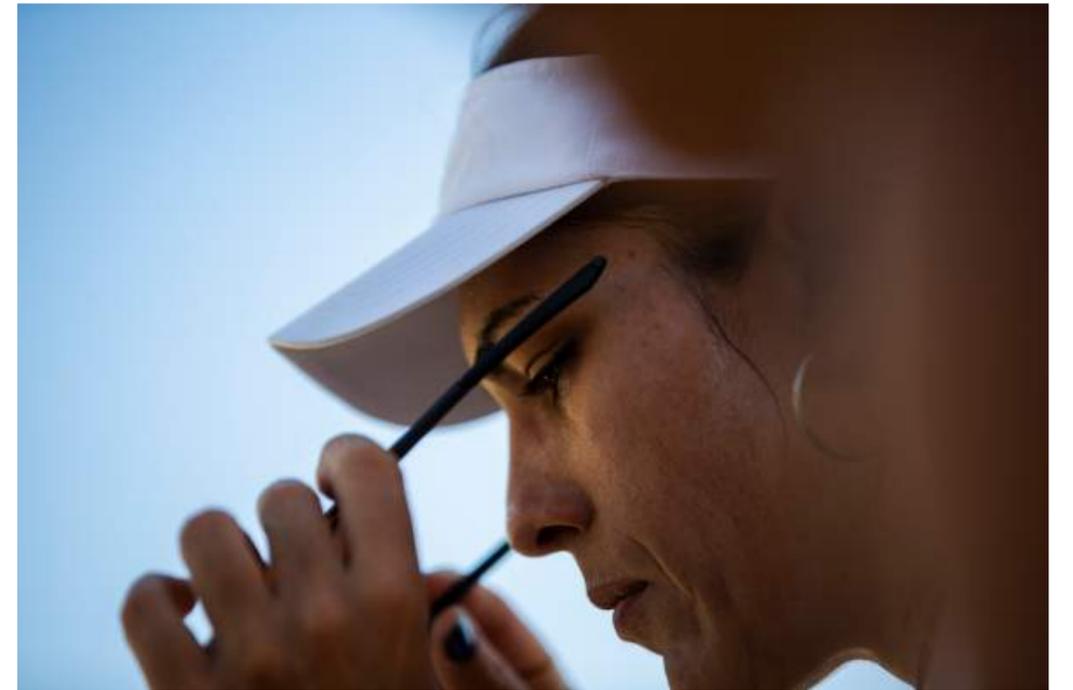
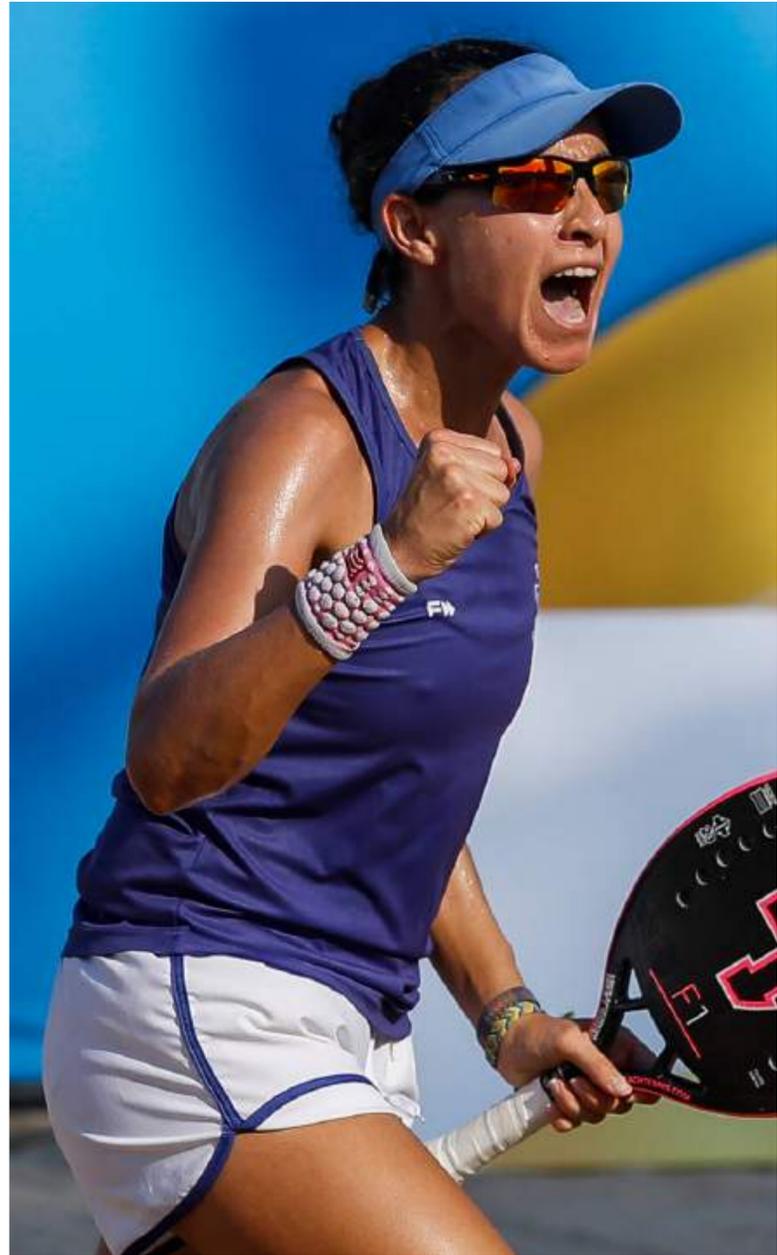
Our Players

We use photography to bring fans closer to the players. We go behind the scenes and present them in refreshing, honest and down-to-earth ways.

When creating player photography

- Make sure the player's face is in the image
- Use player expressions to tell the story
- Get close to the action; lessen the distance between the subject and the viewer
- Frame shots with content in the background and foreground for added richness
- Use real locations
- Shoot in a reportage style
- Shoot in a variety of environments
- Avoid overly posed shots





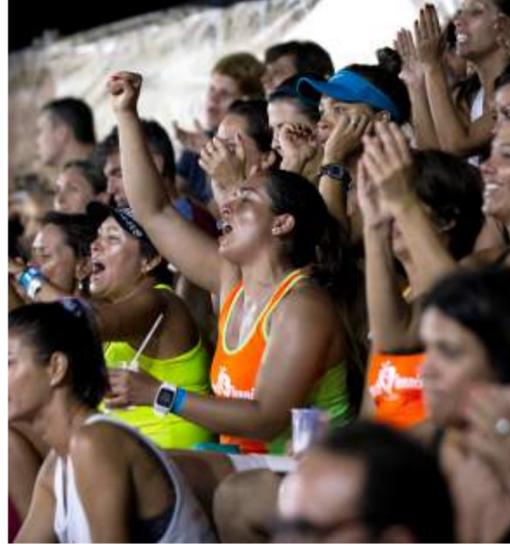
Our Fans

We follow our fans from the beach to their seats. We capture their youthful spirit and sense of togetherness. Always presenting beach culture in an authentic way, we draw upon the energy of a healthy lifestyle and a festival atmosphere.

When creating photography of fans

- Find a strong focal point to place the viewer at the centre of the action, using the depth of field to make a hero of the subject
- Get up close to the fans; lessen the distance between the subject and the viewer
- Shoot in a reportage style
- Avoid wide shots of the crowds; focus on individuals
- Shoot in a variety of environments
- Avoid overly posed shots





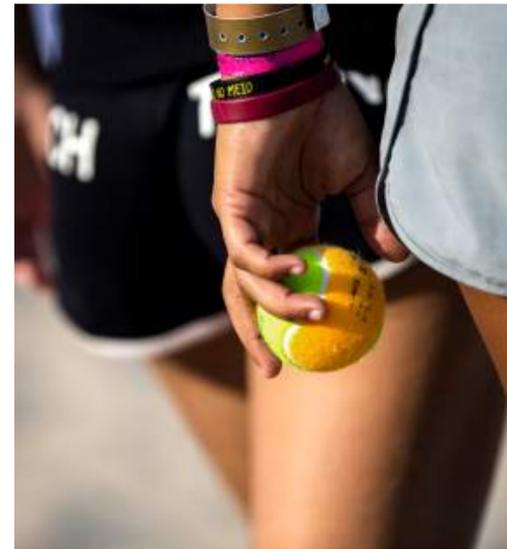
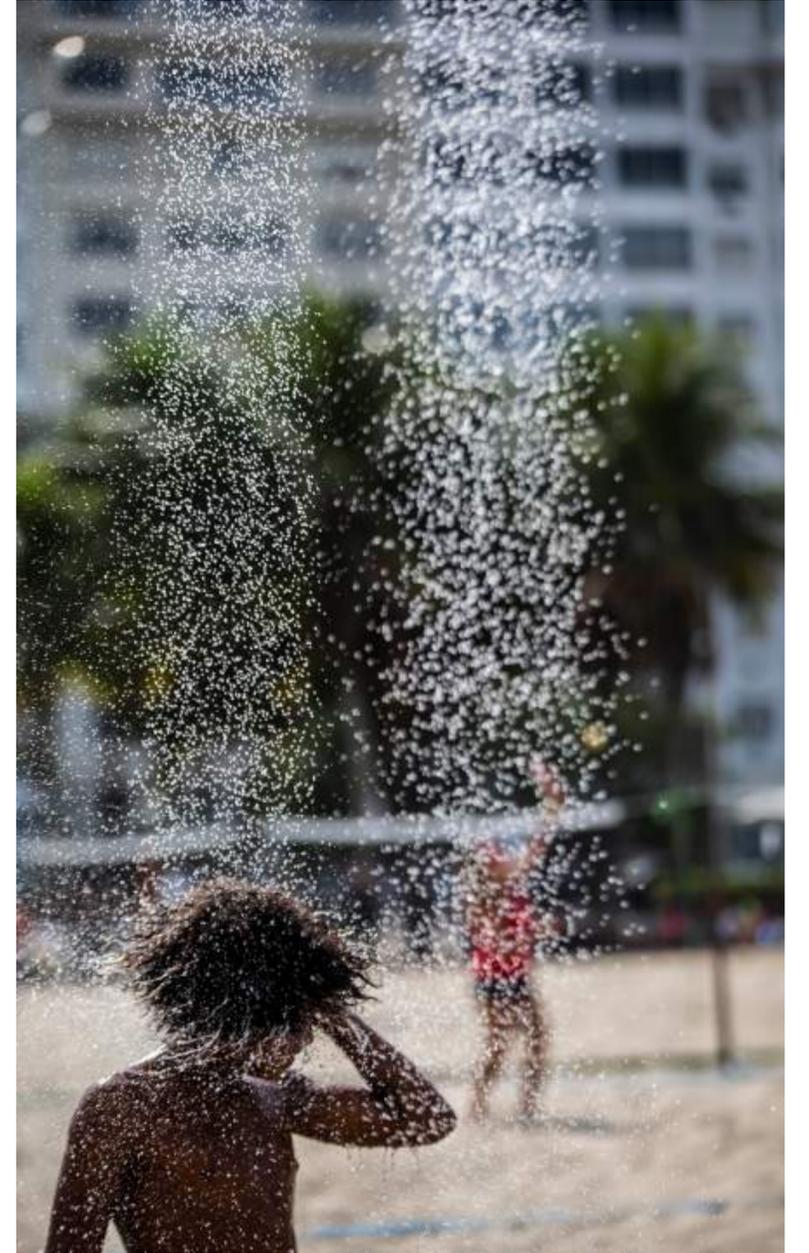
Our Environment

From Doha to Miami, we travel the world. We place our game within the dramatic environments in which our sport is played. Our backdrop is the beach, the ocean, the open sky. We capture a sense of freedom and always respect the natural environment.

When creating photography of our environment

- Try to contextualise our game within the environment
- Shoot a variety of different views and perspectives, explore the contrast between close up details, wide angle panoramic and aerial views







**Other
considerations**

Usage rights

Only authorised parties may use the graphics in the brand guidelines. Usage rights will vary between organisations. Please check your agreement to ensure you have rights to use the various materials and artwork provided.

Check your agreement

Please check your agreement to confirm your access and usage rights to intellectual property and graphics provided in these brand guidelines.

Always follow the guidelines

Please observe the guidelines in the book. They do not seek to describe all possible applications, but provide examples and instructions that can be translated to a wide variety of scenarios. The guidelines can change and evolve. These guidelines are provided in good faith but may be subject to change or update.

Viewing the guidelines

Colours, scale and resolution may not be represented accurately, depending on your individual screen and printer set-ups.

Approvals for all applications

All applications and uses of intellectual property must be submitted to the ITF Beach Tennis Brand Department for approval prior to release or distribution in accordance with the approval process.

Commercial partners

Please take care to ensure that the interests of the ITF Beach Tennis commercial partners are protected and supported across the brand programme. To check current commercial relationships, please consult ITF Beach Tennis Marketing Department.

Third party IP and photographic imagery

The ITF is not able to (and does not) grant the right to use any third party intellectual property (photographic or graphic) or the right to use the image of any player or group of players past or present.

Prior written consent from the image owner is required for any such use. To this end, any approvals provided by the ITF shall not extend to (or in any way relate to) third party intellectual property.

Consistency and quality must be maintained in all advertising, packaging and promotional material.

For further guidance and information on the Beach Tennis visual identity, please contact one of the brand management team:

Name Surname

Job title,
International Tennis Federation
Bank Lane,
London SW15 5XZ

E beach@itftennis.com

P (+44) 20 1234 5678

