



ITF BEACH TENNIS

2026 EVENT BRANDING REQUIREMENTS



ITF Beach Tennis World Tour tournaments are required to produce and display the appropriate Beach Tennis category logos both onsite, online, and wherever else promotional materials are produced/used.

Displaying ITF Beach Tennis World Tour logos makes the tournament instantly recognisable as being part the ITF Beach Tennis World Tour, helps profile the ITF/Association/Organiser partnership, and encourages a more professional appearance to tournaments.



LOGOS, FONTS AND COLOURS

Full details of how to use various logos, fonts and colours can be found in the ITF Beach Tennis World Tour Brand Guidelines – [available here](#)

To request the ITF Beach Tennis Tour logos files to edit, please send an email to beach@itftennis.com

Beach Tennis World Tour Logo examples:





BTJ100

BT10

BT50

BT100

SHOW COURTS LAYOUT

End Court Branding

Must display at least two (2) BTWT logo on the show court, on either end of the court and should be diagonally opposite from one another. Organisers are encouraged to display the BTWT logo on other match courts.

The BTWT logo must be present at each end of the court where end court branding is in place. The BTWT logo must appear on the banner that is visible to live streaming and/or TV production in line with the following:

BTWT logo(s) must be a minimum of 60% of the surface area of the main sponsor logo but:

- no smaller than 120cm wide x 44cm high (linear version)
- no smaller than 100cm wide x 63cm high (stacked version)
- at least equal in size to any Institution, sporting organisation, agency, association or National Association logo used where those logos exceed dimensions above

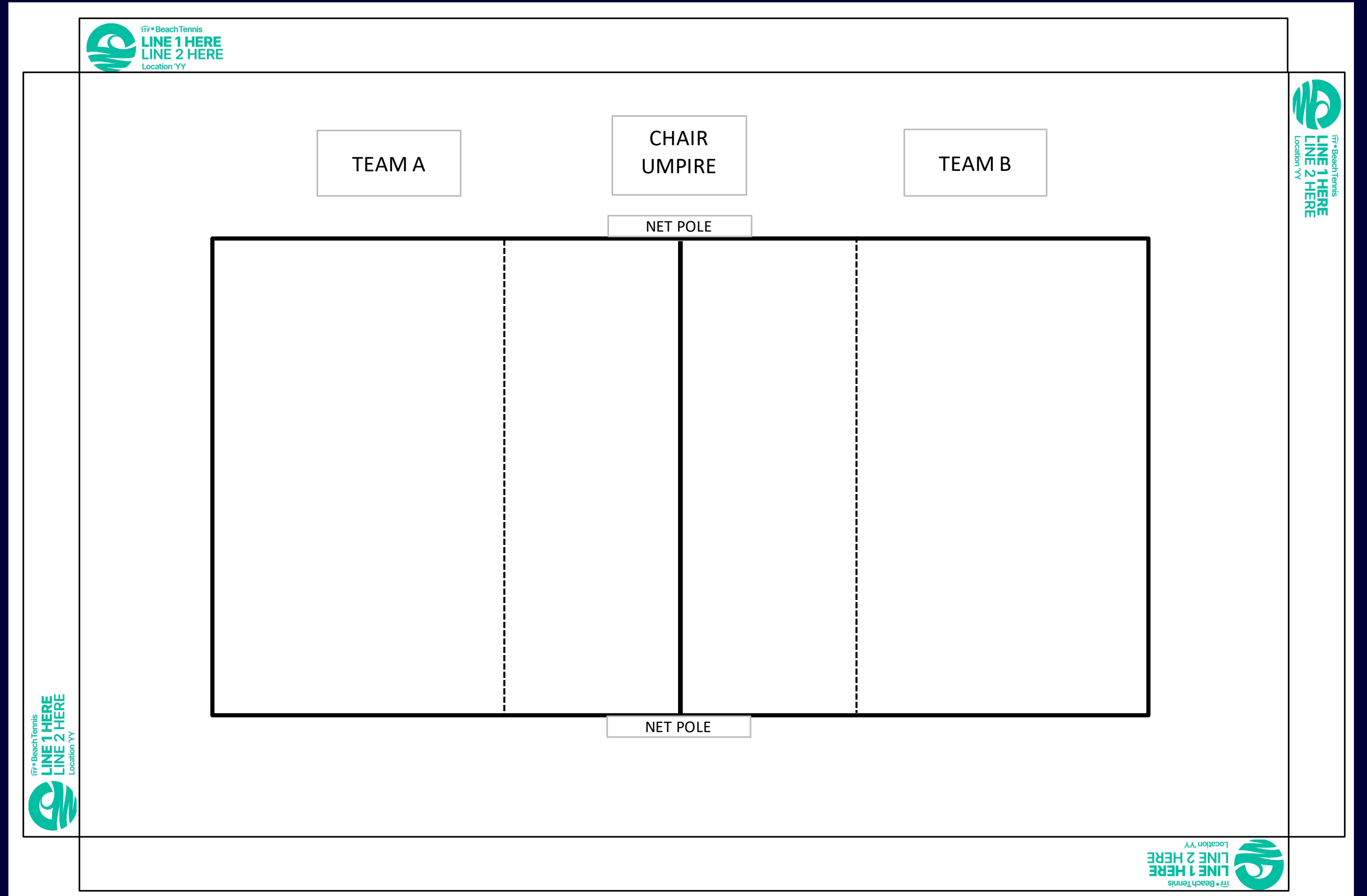
Side Court Branding

Must display at least two (2) BTWT logos on the show court, on each side of the court, diagonally opposite from one another. Organisers are encouraged to display the BTWT logo on other match courts.

BTWT logo(s) used on the side banners must be the same dimension as all other sponsor banners.

Where LED screens are being used (end and/or side court), the BTWT logo must always be visible i.e. part of all rotational options.

SHOW COURTS LAYOUT



VENUE ENTRANCE

The main entry points to tournament venues are encouraged to clearly display a BTWT logo to identify that the tournament is taking place. This must be equal in size to other logos produced at entry points.

ELECTRONIC SCOREBOARD

Encouraged to display the BTWT logo on the scoreboard.

PRINTED MATERIAL

Encouraged to include the BTWT logo on all printed posters, programmes and any other printed material. The logo shall be the same dimension as all other sponsors.

MEDIA BACKDROP

Mandatory at all BTWT events. The BTWT logo (Category & City) must be part of the step and repeat evenly distributed alongside tournament partners/sponsors and same dimension.

DIGITAL MATERIAL

Mandatory at all BTWT events. The BTWT logo (Category & City) must be part of the step and repeat evenly distributed alongside tournament partners/sponsors and same dimension.



BT200 BT400 SAND SERIES

Design proposals of all branding and materials to be sent for approval at least 60 days prior to start of the tournament to beach@itftennis.com



SHOW COURTS LAYOUT

End Court Branding

Must display a minimum of two (2) BTWT logos on either end of the court, diagonally opposite from one another on at least two (2) show courts.

The BTWT logo must be present at each end of the court where end court branding is in place. The BTWT logo must appear on the banner that is visible to live streaming and/or TV production in line with the following:

BTWT logo(s) must be a minimum of 60% of the surface area of the main sponsor logo but:

- no smaller than 120cm wide x 44cm high (linear version)
- no smaller than 100cm wide x 63cm high (stacked version)
- at least equal in size to any Institution, sporting organisation, agency, association or National Association logo used where those logos exceed dimensions above

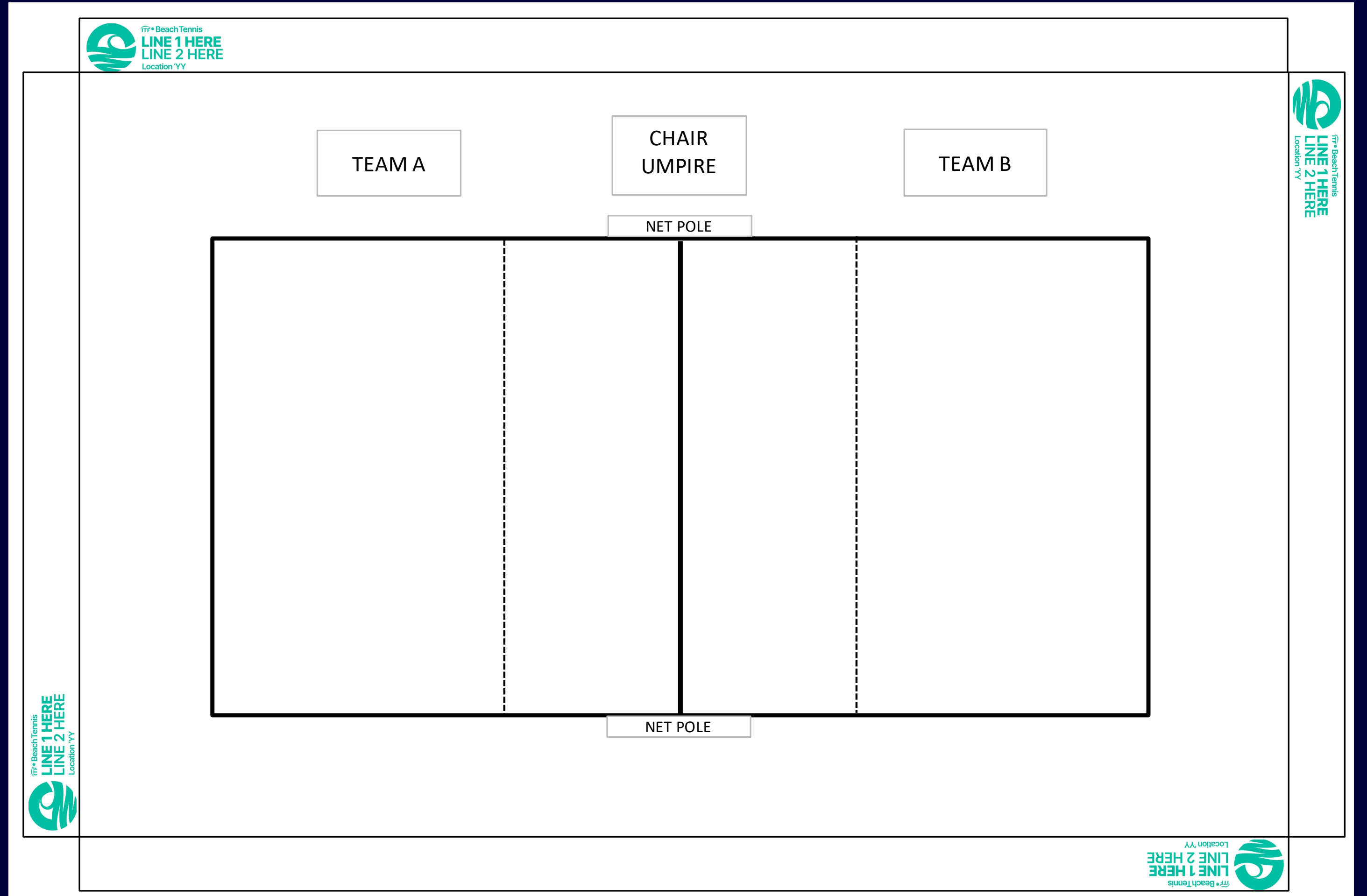
Side Court Branding

Must display a minimum of two (2) permanent BTWT logos, one (1) on each side of the court, diagonally opposite from each other.

BTWT logo(s) used on the side banners must be the same dimension as all other sponsor banners.

Where LED screens are being used (end and/or side court), the BTWT logo must always be visible i.e. part of all rotational options.

SHOW COURTS LAYOUT



VENUE ENTRANCE

The main entry points to tournament venues must clearly display a BTWT logo to identify that the tournament is taking place. This must be equal in size to other logos produced at entry points.

ELECTRONIC SCOREBOARD

The BTWT logo must be present on scoreboard.

PRINTED MATERIAL

The BTWT logo must be present on all printed posters, programmes and any other printed material. The logo shall be the same dimension as all other sponsors.

MEDIA BACKDROP

Mandatory at all BTWT events. The BTWT logo (Category & City) must be part of the step and repeat evenly distributed alongside tournament partners/sponsors and same dimension.

DIGITAL MATERIAL

Mandatory at all BTWT events. The BTWT logo (Category & City) must be part of the step and repeat evenly distributed alongside tournament partners/sponsors and same dimension.