

  
Advantage All



# ADVANTAGE ALL

## STYLE GUIDE JUNE 2020



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**Advantage All**

Tennis is an Equal Advantage Sport



# INTRODUCTION

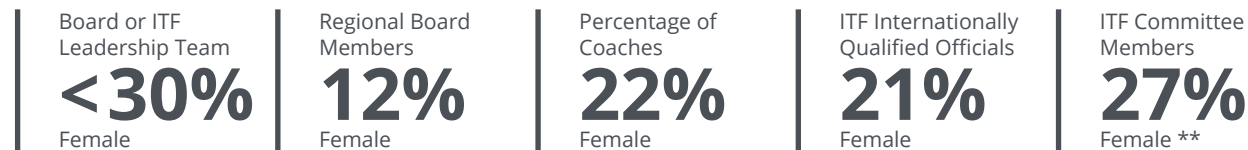
## WHY NOW?

In February 2018 the IOC took an historic step forward to advance gender equality following Executive Board approval of 25 bold recommendations from the IOC Review Project. This expectation from the IOC as well as a major shift in focus on women's sport in general from a game, fan, sponsorship, media and leadership perspective means the time is right for tennis to launch the next generation of its equality strategy.

## HOW EQUAL IS TENNIS?

Thanks to women like Billy Jean King and others like her, tennis is positioned better than most sports to be a powerful platform for empowering women and girls with over 6.5 million girls playing.

As a sport we are fairly equal when it comes to global participation, with the total tennis population gender split at 53% Male / 47% Female\*. However, recent findings reveal that in the areas of leadership, coaching & officiating our sport is not as 'equal' as it could be.



It is imperative to the long term health of our sport that tennis has more balance when it comes to gender equality. As a result the ITF has launched its gender equality strategy; *Advantage All*.

\* Nielsen Survey 2018 \*\* Internal data & surveys 2018

## A STRATEGY DESIGNED TO...

- ▶ Provide a powerful platform
- ▶ Be inclusive – it's about creating & maintaining an equal advantage sport
- ▶ Position tennis as leading the way for other Olympic Sports
- ▶ Raise awareness and track the issue – particularly in relation to leadership, coaching & officiating
- ▶ Set clear and measurable objectives
- ▶ Provide the pathway with our five action areas: empower, balance, voice, culture and value
- ▶ Implement effective tactics to bring about long-lasting change.

# INTRODUCTION

## OPPORTUNITY

**Become the inspirational role model for all Olympic sports**

We have the opportunity to become the inspirational role model for all Olympic Sports regarding equal opportunity and participation for men and women.

## VISION

**Tennis is an Equal Advantage Sport**

## PLATFORM

The big idea, or expression platform for the ITF's gender equality strategy is:

### *ADVANTAGE ALL*

Tennis is an equal advantage sport.

This platform idea for the equality strategy is built around the concept of a tennis scoreboard.

## WHY DOES IT WORK?

- ▶ Tennis "owns" this scoring terminology. It owns the word "advantage"
- ▶ ALL is a 'play on words'... taking the everyday and giving it a 'twist'
- ▶ The scoring is fundamental and inseparable from the sport... just like our 'equality' position
- ▶ It is highly inclusive and inspiring. It is not overly earnest, nor does it create feelings of obligation. It is a powerful idea for us to rally around.

The following document is designed to provide detailed guidelines around usage for the *Advantage All* platform branding and its relationship with the ITF logo



# LOGO

Variations & rules.

Beyond the base logo there are three layout variations -

- ▶ Vertical with strapline
- ▶ Vertical without strapline
- ▶ Horizontal



*Vertical with strapline*



*Vertical without strapline*



*Horizontal*

## LOGO VARIATION 1 VERTICAL WITH STRAPLINE

**USAGE:** This is the go-to logo option in any situation, with the first choice being the full colour version. Please see page 10 for size rules.



Vertical with strapline  
Full colour  
*File ref.:*  
ITF\_AA\_vert\_strap\_full



Vertical with strapline  
2 colour  
*File ref.:*  
ITF\_AA\_vert\_strap\_2C



Vertical with strapline  
1 colour - orange  
*File ref.:*  
ITF\_AA\_vert\_strap\_1C



Vertical with strapline  
1 colour - black  
*File ref.:*  
ITF\_AA\_vert\_strap\_BLK



Vertical with strapline  
1 colour - ITF Grey  
*File ref.:*  
ITF\_AA\_vert\_strap\_GRY



Vertical with strapline  
Full colour reversed  
*File ref.:*  
ITF\_AA\_vert\_strap\_full\_rev

Vertical with strapline  
White  
*File ref.:*  
ITF\_AA\_vert\_strap\_WHT

## LOGO VARIATION 2 VERTICAL WITHOUT STRAPLINE

**USAGE:** For use when the strapline on variation 1 becomes too small to read. Please see page 10 for size rules.



Vertical  
Full colour  
*File ref.:*  
ITF\_AA\_vert\_full



Vertical  
2 colour  
*File ref.:*  
ITF\_AA\_vert\_2C



Vertical  
1 colour - orange  
*File ref.:*  
ITF\_AA\_vert\_1C



Vertical  
1 colour - black  
*File ref.:*  
ITF\_AA\_vert\_BLK



Vertical  
1 colour - ITF Grey  
*File ref.:*  
ITF\_AA\_vert\_GRY



Vertical  
Full colour reversed  
*File ref.:*  
ITF\_AA\_vert\_full\_rev

Vertical  
White  
*File ref.:*  
ITF\_AA\_vert\_WHT



## LOGO VARIATION 3 HORIZONTAL

**USAGE:** For use when vertical space is limited or aesthetics do not favour versions 1 or 2. Please see page 10 for size rules.



Horizontal  
Full colour  
*File ref.:*  
ITF\_AA\_horiz\_full

Horizontal  
2 colour  
*File ref.:*  
ITF\_AA\_horiz\_2C

Horizontal  
1 colour - orange  
*File ref.:*  
ITF\_AA\_horiz\_1C

Horizontal  
1 colour - black  
*File ref.:*  
ITF\_AA\_horiz\_BLK

Horizontal  
1 colour - ITF Grey  
*File ref.:*  
ITF\_AA\_horiz\_GRY



Horizontal  
Full colour reversed  
*File ref.:*  
ITF\_AA\_horiz\_full\_rev

Horizontal  
White  
*File ref.:*  
ITF\_AA\_horiz\_WHT

**LOGO RULES**  
**SIZING & CLEAR SPACE**

**MINIMUM WIDTH:** Dimensions for the minimum width at which the logo is still legible.  
**CLEAR SPACE:** Do not place any elements within these areas. Allow the logo to breathe.



Logo variation 1: Vertical with strapline

Logo variation 2: Vertical without strapline

Logo variation 3: Horizontal



**Advantage All**

Tennis is an Equal Advantage Sport™

MINIMUM WIDTH

Screen: 170px

Print: 27mm



**Advantage All**

MINIMUM WIDTH

Screen: 130px

Print: 19mm

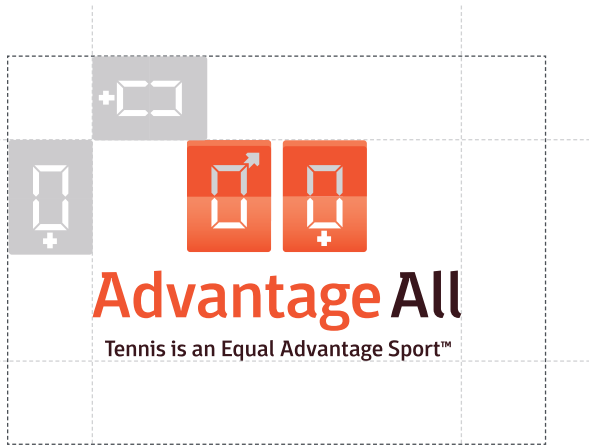


**Advantage All**

MINIMUM WIDTH

Screen: 200px

Print: 30mm



**Advantage All**

Tennis is an Equal Advantage Sport™

CLEAR SPACE



**Advantage All**

CLEAR SPACE



**Advantage All**

CLEAR SPACE

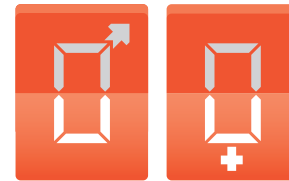
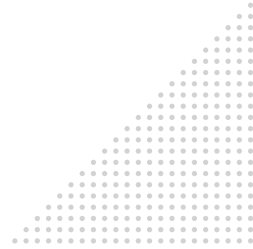


# LOGO LOCK-UP

Locking up the ITF and  
*Advantage All* logos.

## BASE LOGO LOCK-UP

This is the base logo which all other variations derive from. If in any doubt, this is the go-to logo.



# Advantage All

### LOGO LOCK-UP VARIATION 1 WITH ITF STRAPLINE

**USAGE:** This is the go-to logo option in any situation, with the first choice being the full colour version. Please see page 17 for size rules.



### LOGO LOCK-UP VARIATION 2 WITHOUT ITF STRAPLINE

**USAGE:** For use in situations where a smaller logo is required. Please see page 17 for size rules.



### LOGO LOCK-UP VARIATION 3 STACK

**USAGE:** For use in large format or where available space is plentiful. Please see page 18 for size rules.



# LOGO LOCK-UP VARIATION 1 WITH ITF STRAPLINE



Full colour  
*File ref.:*  
ITF\_AA\_lock\_strap\_full



1 colour - black  
*File ref.:*  
ITF\_AA\_lock\_strap\_BLK



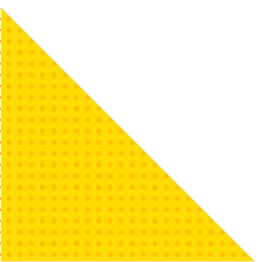
1 colour - ITF Grey  
*File ref.:*  
ITF\_AA\_lock\_strap\_GRY



Full colour reversed  
*File ref.:*  
ITF\_AA\_lock\_strap\_full\_rev



White  
*File ref.:*  
ITF\_AA\_lock\_strap\_WHT



# LOGO LOCK-UP VARIATION 1 WITH ITF STRAPLINE



Full colour  
*File ref.:*  
ITF\_AA\_lock\_full



1 colour - black  
*File ref.:*  
ITF\_AA\_lock\_BLK



1 colour - ITF Grey  
*File ref.:*  
ITF\_AA\_lock\_GRY



Full colour reversed  
*File ref.:*  
ITF\_AA\_lock\_full\_rev



White  
*File ref.:*  
ITF\_AA\_lock\_WHT



# LOGO LOCK-UP VARIATION 1 WITH ITF STRAPLINE



Full colour  
*File ref.:*  
ITF\_AA\_vert\_lock\_full



1 colour - black  
*File ref.:*  
ITF\_AA\_vert\_lock\_BLK



1 colour - ITF Grey  
*File ref.:*  
ITF\_AA\_vert\_lock\_GRY



Full colour reversed  
*File ref.:*  
ITF\_AA\_vert\_lock\_full\_rev



White  
*File ref.:*  
ITF\_AA\_vert\_lock\_WHT





**LOGO RULES**  
**SIZING & CLEAR SPACE**

**MINIMUM WIDTH:** Dimensions for the minimum width at which the logo is still legible.  
**CLEAR SPACE:** Do not place any elements within these areas. Allow the logo to breathe.



Logo lock-up variation 1: With ITF strapline

Logo lock-up variation 2: Without ITF strapline

**MINIMUM WIDTH**  
 Screen: 580px | Print: 95mm

**MINIMUM WIDTH**  
 Screen: 300px | Print: 50mm

**CLEAR SPACE**

**CLEAR SPACE**

# LOGO RULES

## SIZING & CLEAR SPACE

**MINIMUM WIDTH:** Dimensions for the minimum width at which the logo is still legible.  
**CLEAR SPACE:** Do not place any elements within these areas. Allow the logo to breathe.



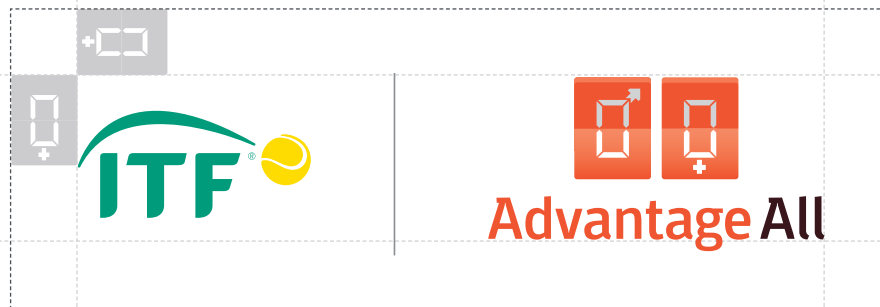
Logo lock-up variation 3: Stack



MINIMUM WIDTH

Screen: 240px

Print: 40mm



CLEAR SPACE



# COLOUR PALETTE

Pantone and other references.

# COLOUR PALETTE



## PRIMARY

Key *Advantage All* set which is used to create core branding elements.



**CMYK** 0 81 89 0

**RGB** 250 70 22

**HEX** #FA4616



**CMYK** 47 77 60 74

**RGB** 63 32 33

**HEX** #3F2021



**CMYK** 63 52 46 40

**RGB** 84 86 90

**HEX** #54565A

## SECONDARY

Supporting colours used to extend the branding, adding vibrancy and movement.



**CMYK** 0 10 100 0

**RGB** 255 221 0

**HEX** #FFDD00



**CMYK** 100 0 66 9

**RGB** 0 143 112

**HEX** #008F70



**CMYK** 67 71 0 0

**RGB** 112 88 161

**HEX** #7058A1



**CMYK** 69 1 26 0

**RGB** 53 184 196

**HEX** #35B8C4



**CMYK** 0 57 2 0

**RGB** 240 142 184

**HEX** #F08EB8



# TYPOGRAPHY TREATMENT

# HEADLINE

Standfirst undebit laboreius. Luptata debis eum facestrum exceribus molorep erferunt undebit laboreius.

Body copy harupta pore vit aligenis experibus sinimen delliquam facearum simodi as magnis eario elitem hictius, cum am, cor as autecum sae in cone susdae pro id maios pa se mo doluptam volores tionsequo et latectatiur.

Is sinvell estrum repeliam dendem lanti dolorerrum quossitati aute imus delitas sitatum con porit, si conem dollo odiatem natus ulpa exerit, sequunt.



## Domotika Medium

**CASE** Uppercase  
**LEADING** Set at 70% of default

Font available here:

<https://www.fontspring.com/fonts/zetafonts/domotika>

## Open Sans Regular

**CASE** Sentence case  
**LEADING** Set at 110% of default

## HEADLINE

We have chosen a modern, easy to read and approachable font which can sit comfortably beside the ITF logo.

For impact, headlines are written in capital letters in bold reverse white on pantone orange.

The capital typeface encourages headlines to be short in length. Headlines where possible should have a slight 'twist' to make them emotive, insightful and likeable.

## COPY TREATMENT

In written copy *Advantage All* should always be styled in italics for maximum impact.

eg. *Advantage All*

# HEADLINE

**Standfirst undebit laboreius. Luptata debis eum facestrum exceribus molorep erferunt undebit laboreius.**

Body copy harupta pore vit aligenis experibus sinimen delliquam facearum simodi as magnis eario elitem hictius, cum am, cor as autecum sae in cone susdae pro id maios pa se mo doluptam volores tionsequo et latectatiur.

Is sinvell estrum repeliam dendem lanti dolorerrum quossitati aute imus delitas sitatum con porit, si conem dollo odiatem natus ulpa exerit, sequunt.



## Franklin Gothic Medium

**CASE** Uppercase  
**CHARACTER SPACING** Tight



## Franklin Gothic Regular

**CASE** Sentence case

Use these fonts when putting together documents in Microsoft Office, knowing that anyone who gets the file – using Windows or Mac will see it using the same fonts. The document should look very close, if not exactly, the same on either operating system.

## TYPOGRAPHY

### HEADLINE TREATMENT



In *Advantage All* creative headlines often run over images. When this happens the headline is 'boxed' in the brand orange triangle and aligned left.

Try to keep headlines concise and impactful.

Exact placement on the image is at the discretion of the designer, and depends on the content of that image.





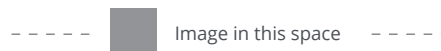


# EXAMPLE APPLICATIONS

## EXAMPLE APPLICATION PRINT ADVERTISING



Filename: ITF\_AA\_AdvertTemplates\_Top\_A4.indd



Two template overlays have been provided to allow sympathetic placement over images.

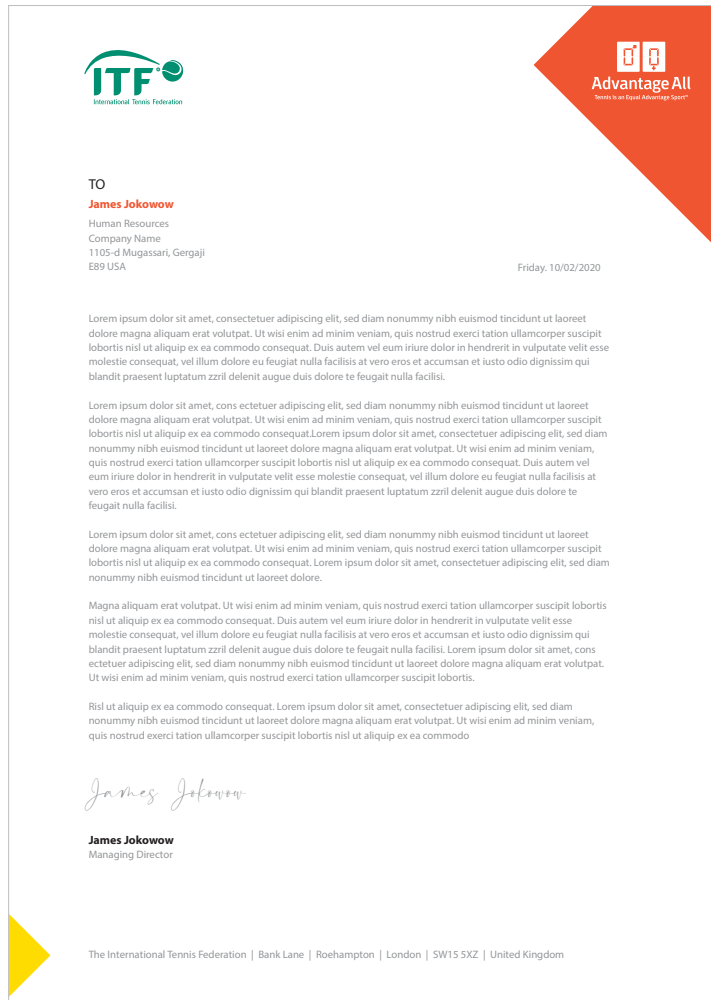
The content within the overlay is free to move and adapt as long as the safe distance is adhered to as detailed on the previous page.

Both of these variations have been produced at A4 and A5 size.



Filename: ITF\_AA\_AdvertTemplates\_Bottom\_A4.indd

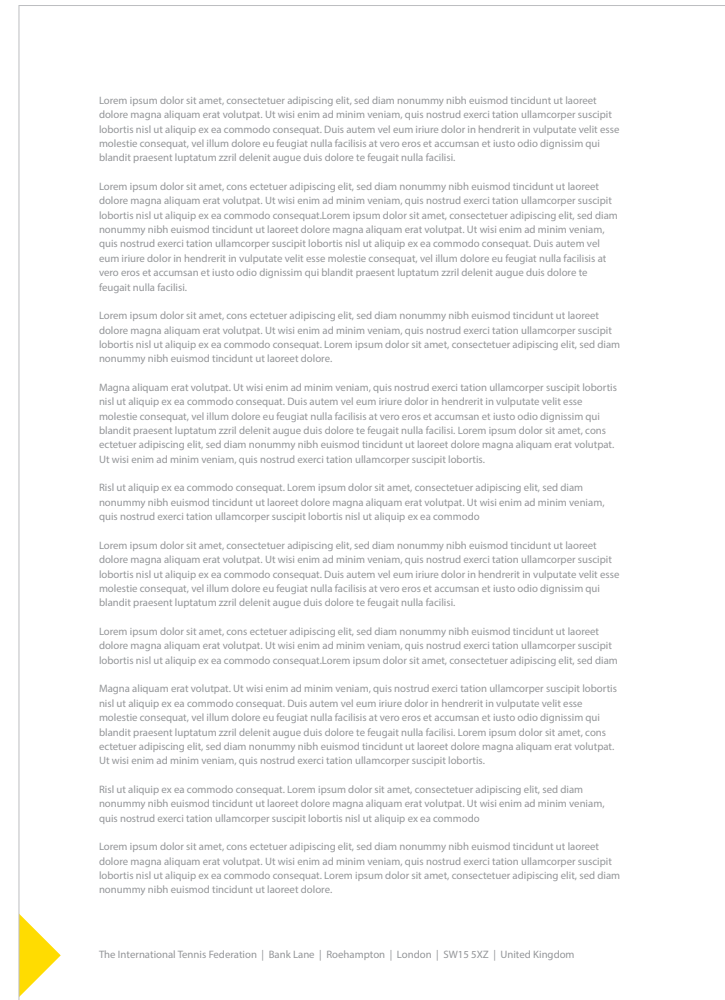
# EXAMPLE APPLICATION HEADED STATIONERY



Filename: AA\_LetterheadTemplate\_A4\_Word.docx

Two template for editable word files have been provided, one is a single page and the other contains a continuation sheet. Both templates have been provided in A4 and US letter sizes.

----- Editable text -----



Filename: AA\_Letterhead\_Cont\_Template\_A4\_Word.docx

# EXAMPLE APPLICATION POWERPOINT TEMPLATES



**LOREM IPSUM DOLOR**

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA.

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- ▶ voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat
- ▶ voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat

**LOREM IPSUM DOLOR**

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA.

- ▶ Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat
- ▶ voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat
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**LOREM IPSUM DOLOR**

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA.

- ▶ Lorem ipsum dolor sit amet, adipiscing elit
- ▶ Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
- ▶ Irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
- ▶ Lorem ipsum dolor sit amet, adipiscing elit

**LOREM IPSUM DOLOR SIT AMET**

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

- ▶ Lorem ipsum dolor sit amet, adipiscing elit
- ▶ Lorem ipsum dolor sit amet, adipiscing elit
- ▶ Lorem ipsum dolor sit amet, adipiscing elit

**LOREM IPSUM DOLOR SIT AMET**

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Person Name  
Position of the person

**LOREM IPSUM DOLOR SIT AMET**

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**THANK YOU**

ITF Advantage All

**MAIN TITLE**

SUB TITLE

ITF Advantage All

**MAIN TITLE**

SUB TITLE

ITF Advantage All

Filename: ITF\_AA\_PP\_Blue.pptx

**MAIN TITLE**

SUB TITLE

ITF Advantage All

Filename: ITF\_AA\_PP\_Orange.pptx

**MAIN TITLE**

SUB TITLE

ITF Advantage All

Filename: ITF\_AA\_PP\_Purple.pptx

Three PowerPoint templates are provided, each with their own colour set. A selection of slides enable flexible layout for speed of editing.

## EXAMPLE APPLICATION SOCIAL MEDIA – FACEBOOK



Three files have been provided to assist with the customisation of your Facebook page, two of these are supplied as editable Photoshop files so images can be incorporated (where indicated below).

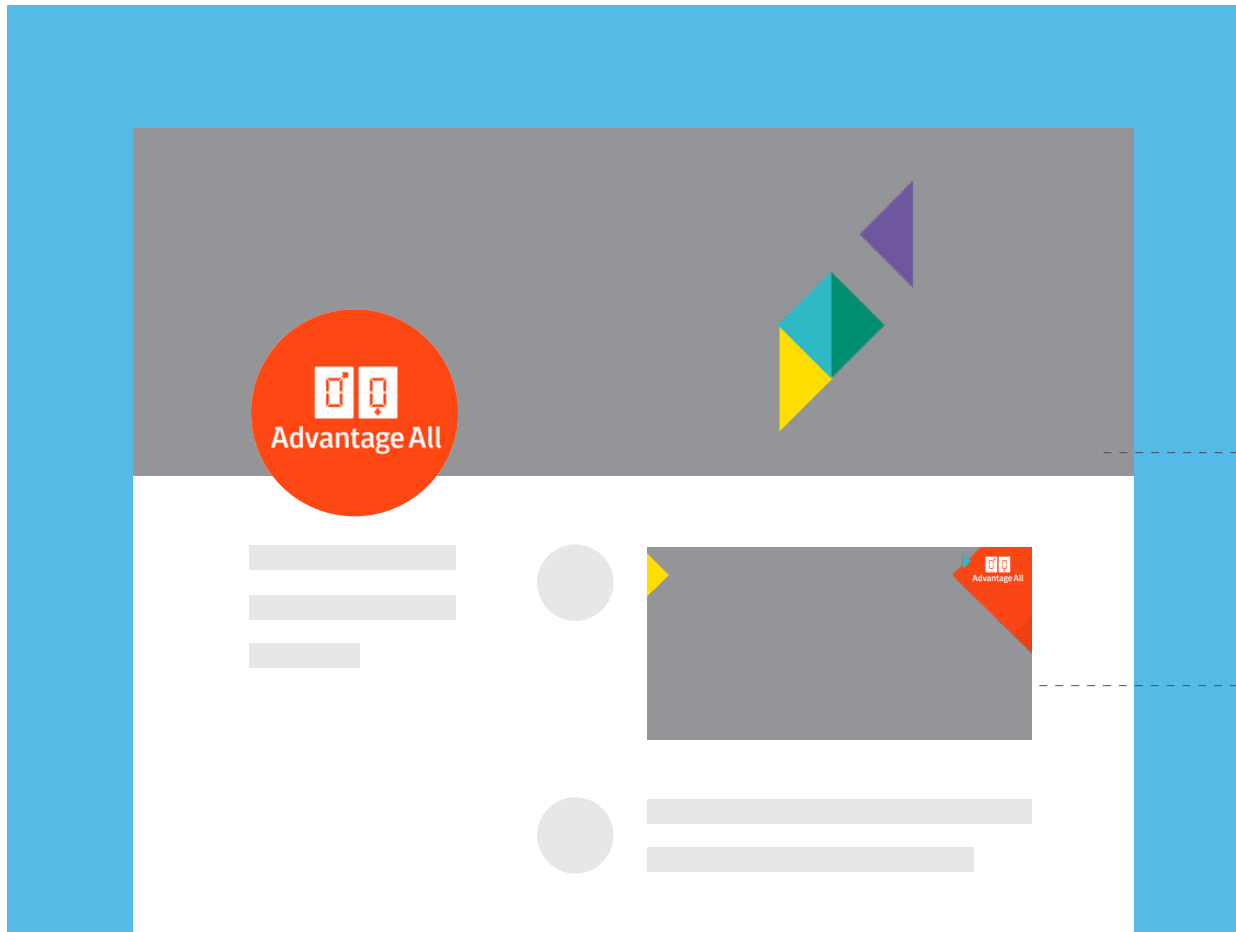
### FILE NAMES

Cover photo = ITF\_AA\_FB\_CoverPhoto.psd  
Profile picture = ITF\_AA\_FB\_ProfilePicture.png  
Shared image = ITF\_AA\_FB\_SharedImage.psd

Image in this space

Image in this space

## EXAMPLE APPLICATION SOCIAL MEDIA – TWITTER



Three files have been provided to assist with the customisation of your Twitter page, two of these are supplied as editable Photoshop files so images can be incorporated (where indicated below).

### FILE NAMES

Cover photo = ITF\_AA\_TW\_CoverPhoto.psd

Profile picture = ITF\_AA\_TW\_ProfilePicture.png

Shared image = ITF\_AA\_TW\_SharedImage.psd

Image in this space

Image in this space

## EXAMPLE APPLICATION SOCIAL MEDIA – INSTAGRAM



Three files have been provided to assist with the customisation of your Instagram page, two of these are supplied as editable Photoshop files so images can be incorporated (where indicated below).

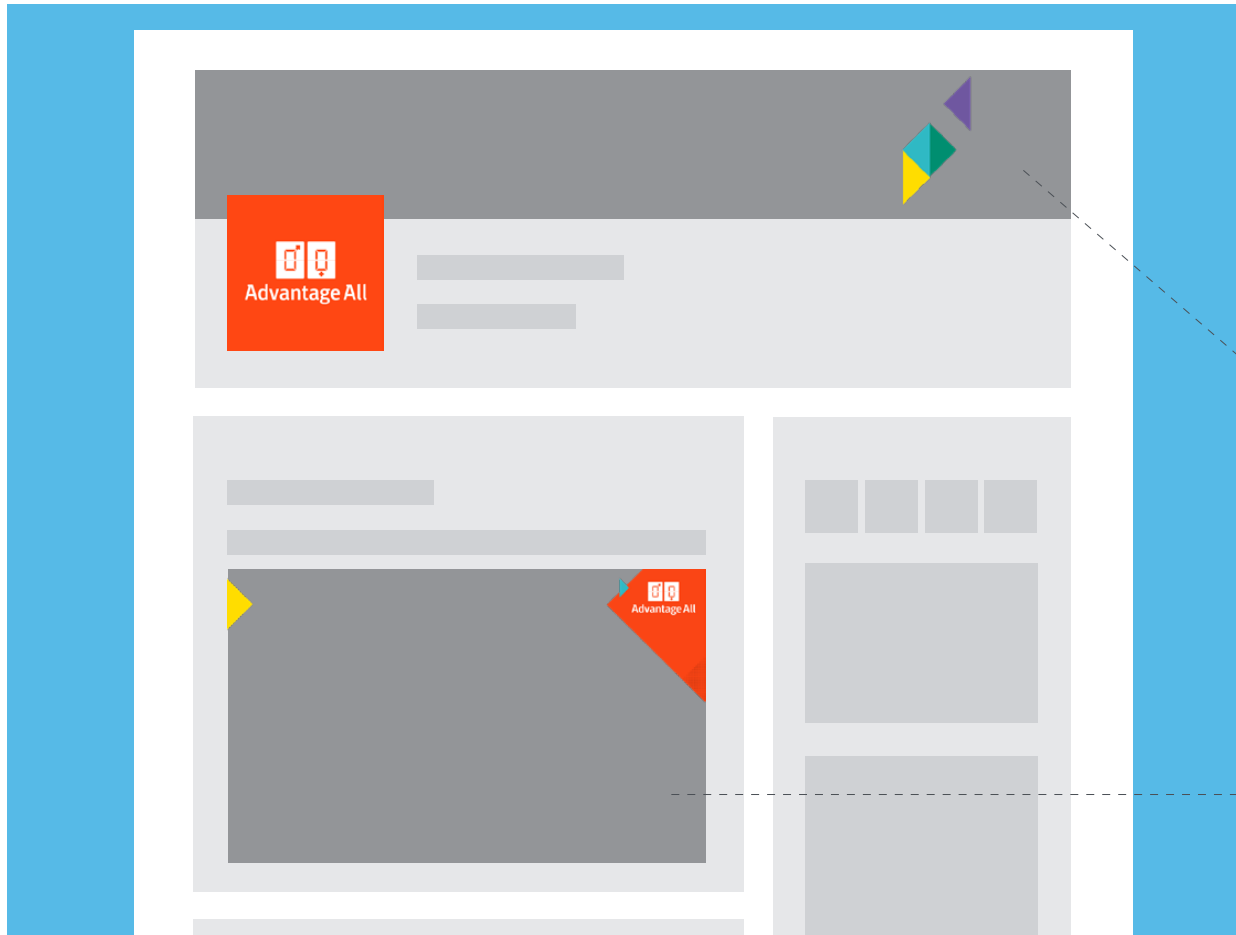
### FILE NAMES

Profile picture = ITF\_AA\_INSTA\_ProfilePicture.png

Shared image = ITF\_AA\_INSTA\_SharedImage.psd

Image in this space

## EXAMPLE APPLICATION SOCIAL MEDIA – LINKEDIN



Three files have been provided to assist with the customisation of your LinkedIn page, two of these are supplied as editable Photoshop files so images can be incorporated (where indicated below).

### FILE NAMES

Cover photo = ITF\_AA\_LinkedIn\_CoverPhoto.psd  
Profile picture = ITF\_AA\_LinkedIn\_ProfilePicture.png  
Shared image = ITF\_AA\_LinkedIn\_SharedImage.psd

Image in this space

Image in this space



## EXAMPLE APPLICATION

### EMAIL NEWSLETTER HEADER



A email header image has been produced for use in your own newsletters. This file has been created at 600 x 150px.

#### FILE NAME

ITF\_AA\_EmailHeader\_600x150px.psd

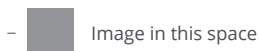


Image in this space

## EXAMPLE APPLICATION NATIONAL ASSOCIATION VARIATIONS



For each of the following assets a version has been created which includes a space for a logo to be incorporated:

- ▶ Advertising templates
- ▶ Facebook
- ▶ Twitter
- ▶ Instagram
- ▶ LinkedIn
- ▶ Email newsletter header
- ▶ Twitter



EXAMPLE APPLICATION  
EVENT ACTIVATION

