SURREY TENNIS

BRAND GUIDELINES

SURREY.TENNIS

INTRODUCTION

This guide has been produced to provide anyone using the Surrey Tennis branding with clear guidelines on how it can be applied correctly

In 2017 we embarked on a mission to re-brand. We really tried to understand exactly what we as a County stood for both on and off the tennis court and we are very proud with what has been produced. We therefore ask that you are extremely careful when using our brand to ensure it is applied correctly and consistently.

SURREY.TENNIS

LOGO

SURREY.TENNIS

LOGO

SURREY.TENNIS

The new Surrey Tennis logo was created in 2017 and incorporates a clean, classic and timeless take on our history showing 2 quarters of the Surrey shield. The logo simultaneously represents 2 service boxes with an altered shape which represents our desire to challenge past traditions.

![SURREY.TENNIS logo]

LOGO

Colour Variations

On a dark background, the core logo should be used in all white or white/gold.

On a lighter background, the core logo using core colours should be used.
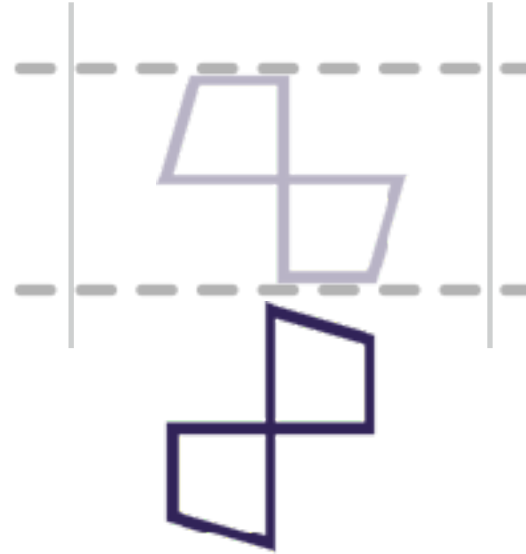
On a picture background, the logo should be placed in a visible area and the colours chosen to ensure the logo can be seen clearly.
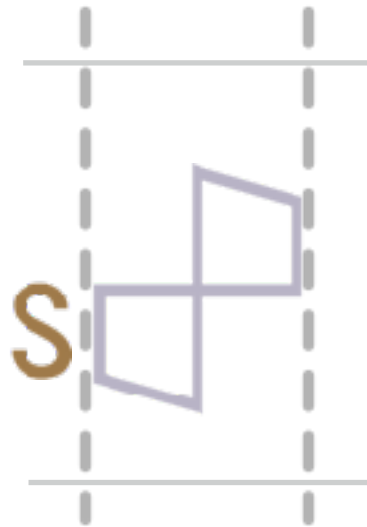
SURREY.TENNIS

LOGO

Clear Space

SURREY.TENNIS

In order to prevent our logo being overpowered, a clear space should be allowed all the way around.

The isolation area is the space around the logo in which no other text, graphic or photograph may encroach. This gap is roughly the width of the Surrey Tennis shield.

SURREY.TENNIS

LOGO

WHAT NOT TO DO

SURREY.TENNIS

SURREY.TENNIS

SURREY.TENNIS

Do not flip the core colours of the logo or use colours that are not official colours.

Do not rotate the logo and use it at an angle unless agreed as part of a design.

Do not distort the logo.

Consistent use of the logo is crucial. Always use the logo with the correct colours and never alter it or recreate it.

SURREY.TENNIS

LOGO

WHAT NOT TO DO

SURREY.

SURREY.TENNIS

SURREY . TENNIS

Do not crop the logo.

Do not use any effects on the logo.

Do not change the typeface.

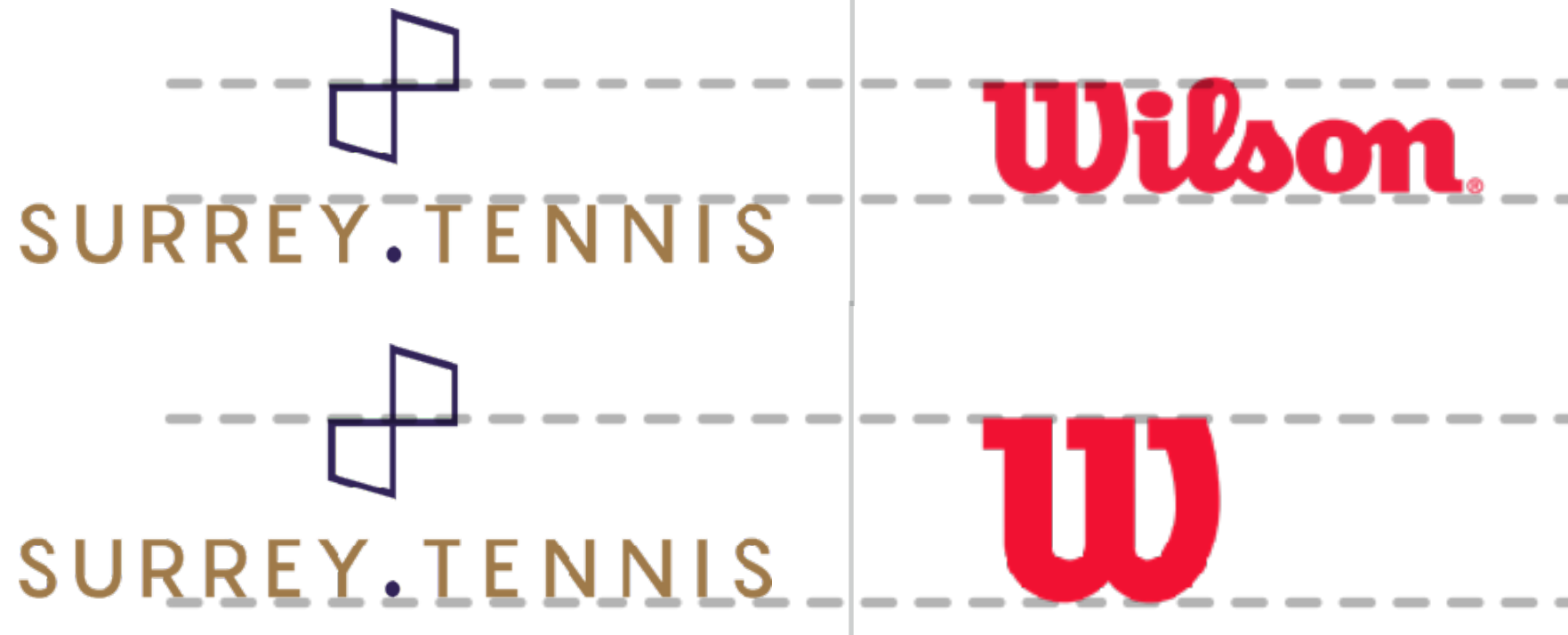Consistent use of the logo is crucial. Always use the logo with the correct colours and never alter it or recreate it.

SURREY.TENNIS

LOGO

Composite Logo

When required, we will develop a composite logo which will combine the Surrey logo and a partners logo. When developing the composite logo, the partners logo should not be taller than the gap between the middle shield line and the top of the lettering unless approved otherwise. The Surrey logo must always be on the left hand side.

Where a composite logo is created with an icon, then the size of the icon should not be taller than the gap between the middle shield line and the bottom of the lettering unless approved otherwise.

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LOGO

Mark Logo

The mark logo should be used when including words "SURREY TENNIS" in the core logo is not appropriate. For example where a background frequently mentions the words "SURREY TENNIS" or if it were to feature on a tie. The mark logo can be used in four variations. If approved by Surrey Tennis additional variations can be used.
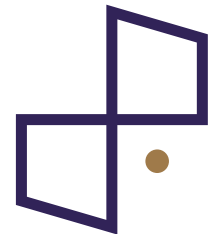
SURREY.TENNIS

LOGO

Mark Logo Variations

Surrounding circle in blue with Surrey Shield in white with Surrey 'dot' in gold.

Surrounding circle in blue with Surrey Shield in white with Surrey 'dot' in white.

On a light background with Surrey Shield in blue with Surrey 'dot' in gold.

On a dark background with Surrey Shield in white with Surrey 'dot' in white.

SURREY.TENNIS

STRAPLINE

SURREY.TENNIS

STRAPLINE

Supporting tennis locally to grow the game

Our strapline was created in 2017 and effectively and succinctly explains our mission as a County. We believe that the success of tennis in Surrey hinges on the support we can offer our clubs and venues at a local level. The strapline font must only be used in Pangram Medium*.

*For more information about this font see page 18.

SURREY.TENNIS

STRAPLINE

Colours

Supporting tennis locally to grow the game

Supporting tennis locally to grow the game

Supporting tennis locally to grow the game

Our strapline must only be used in the three colour variations from our colour palette, blue, gold and white. Only if approved by Surrey Tennis may another colour be used.
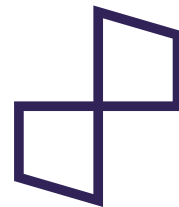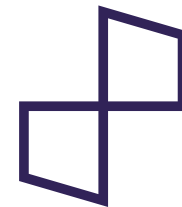
SURREY.TENNIS

STRAPLINE

Positioning

1.

SURREY.TENNIS

Supporting tennis locally to grow the game

2.

SURREY.TENNIS

Supporting tennis locally to grow the game

Supporting tennis locally to grow the game

1. When used with the core logo, the width of the strapline must be the exact width of the logo.

2. It must be positioned beneath the core logo with an empty space in between. This space must be the height of the strapline itself.

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STRAPLINE

Colours With Logo

SURREY.TENNIS
Supporting tennis locally to grow the game

SURREY.TENNIS
Supporting tennis locally to grow the game

On a dark background when used with the all white or white/gold core logo colour variations, the strapline must be used in white.

SURREY.TENNIS
Supporting tennis locally to grow the game

On a light background when used with the core logo in core colours, the strapline must be in blue.

COLOUR PALETTE

SURREY.TENNIS

COLOUR PALETTE

Core Elements

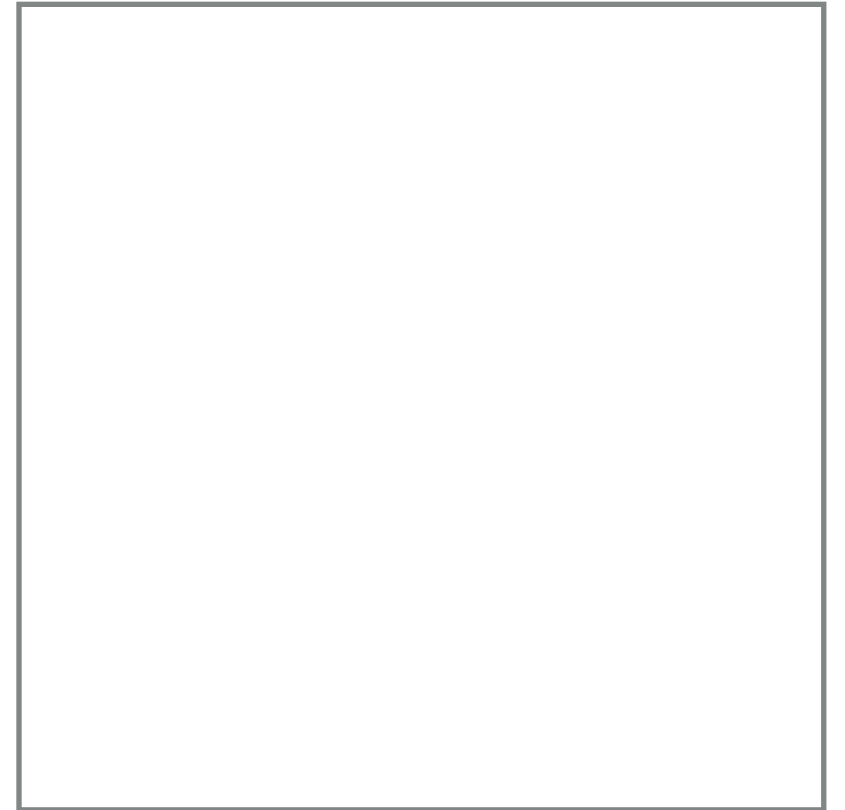**Surrey Blue**
HEX: #312358
C98 M100 Y29 K51
R35 G35 B88

Surrey Gold
HEX: #9f7a4a
C00 M87 Y38 K00
R159 G122 B74

White
HEX: #FFFFFF
C0 M0 Y0 K0
R255 G255 B255

TYPOGRAPHY

Overview

1. # PANGRAM MEDIUM
   Calibri Regular

2. # CORBEL REGULAR
   Calibri Regular

The consistent use of typography is a key element in creating a cohesive brand identity. Depending on the media and use, there are specified fonts:

1. Print Media & Digital
2. Microsoft Office

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TYPOGRAPHY

Print Media & Digital

PANGRAM LIGHT

AaBbCcDdEeFfGg12345678!?&

PANGRAM MEDIUM

AaBbCcDdEeFfGg12345678!?&

PANGRAM BOLD

AaBbCcDdEeFfGg12345678!?&

The Surrey brand type face is Gotham which we feel makes the brand feel modern and clean. The font that we use is Pangram light, regular and bold. Other fonts may be used if agreed by Surrey Tennis.

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TYPOGRAPHY

Microsoft Office

CORBEL REGULAR

AaBbCcDdEeFfGg12345678!?&

CORBEL BOLD

AaBbCcDdEeFfGg12345678!?&

When using Microsoft applications for example Powerpoint or Word then our brand fonts will need to be substituted for system fonts. For this we use Corbel Bold and Regular. These are for internally produced presentations and documents only.

TYPOGRAPHY

Body Copy

Subheading

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.

The default font for body copy across all use is Calibri Regular and for subheadings use Calibri Bold.

SURREY.TENNIS

IMAGERY

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IMAGERY

DO's

Ensure you use high resolution images where possible. Never use out of focus images.

Ensure you have permission to use the image.

Ensure images are framed correctly and excess visual clutter is removed.

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IMAGERY

DONT's

Do not use low resolution images.

Do not distort the image.

Ensure the correct aspect ratios are used .

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VISUAL LANGUAGE

VISUAL LANGUAGE

Shape

The use of the two-tone triangle is fluid but it must only be used in appropriate places. The size can be altered but it can never be rotated or the colours reversed. It must always be used in the top left of the page or design.

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CONTACT

IF YOU HAVE ANY QUESTIONS REGARDING THE USE OF THE
SURREY TENNIS BRAND, PLEASE CONTACT THE OFFICE ON:
020 8487 7036

SURREY.TENNIS

INTERNAL ONLY:

We expect all Surrey committee members, councillors and staff to use the office produced templates when official documentation is created.

CLICK HERE TO DOWNLOAD TEMPLATES