



Tournament Branding and Logo Use

2024 edition



Introduction

Tournaments taking place as part of the ITF World Tennis Tour Juniors (WTT Juniors) are strongly recommended to produce and display the WTT Juniors tournament logos both onsite, online, and wherever else promotional materials are produced/used.

Using the WTT Juniors logos provided by the ITF, tournaments should produce and display an ITF WTT Juniors banner on their main court.

The use of the WTT Juniors logo makes the tournament instantly recognisable as being part the global ITF WTT Juniors. It provides a clear indication as to the category of tennis match being played to onsite spectators, as well as providing a more professional appearance to the tournament.



Logos, Colours, and Type Face

Logos

The WTT Juniors Category & City logo and the WTT Universal logo are permitted for use.

Tournaments should not alter these designs or create their own versions of the logo.

Logos are provided in a linear format, with and without backgrounds.

The WTT Juniors logo must not be grouped with sponsor logos and must be positioned in a place of prominence).

Category & City – colour schemes





WTT Juniors Universal – colour schemes



Colours

	Navy	Green
RGB	0,0,55	81,242,154
CMYK	100,90,0,60	64,0,54,0
PMS	281c	353c

Type Face

Poppins is an open-source typeface accessible by all participating federations as a free license font by Google Fonts.

Backdrop Banners Requirements

All WTT Juniors tournaments are required to include:

The WTT Juniors Category & City or WTT Juniors Universal logo on at least one court backdrop with preference going to the show/centre court.

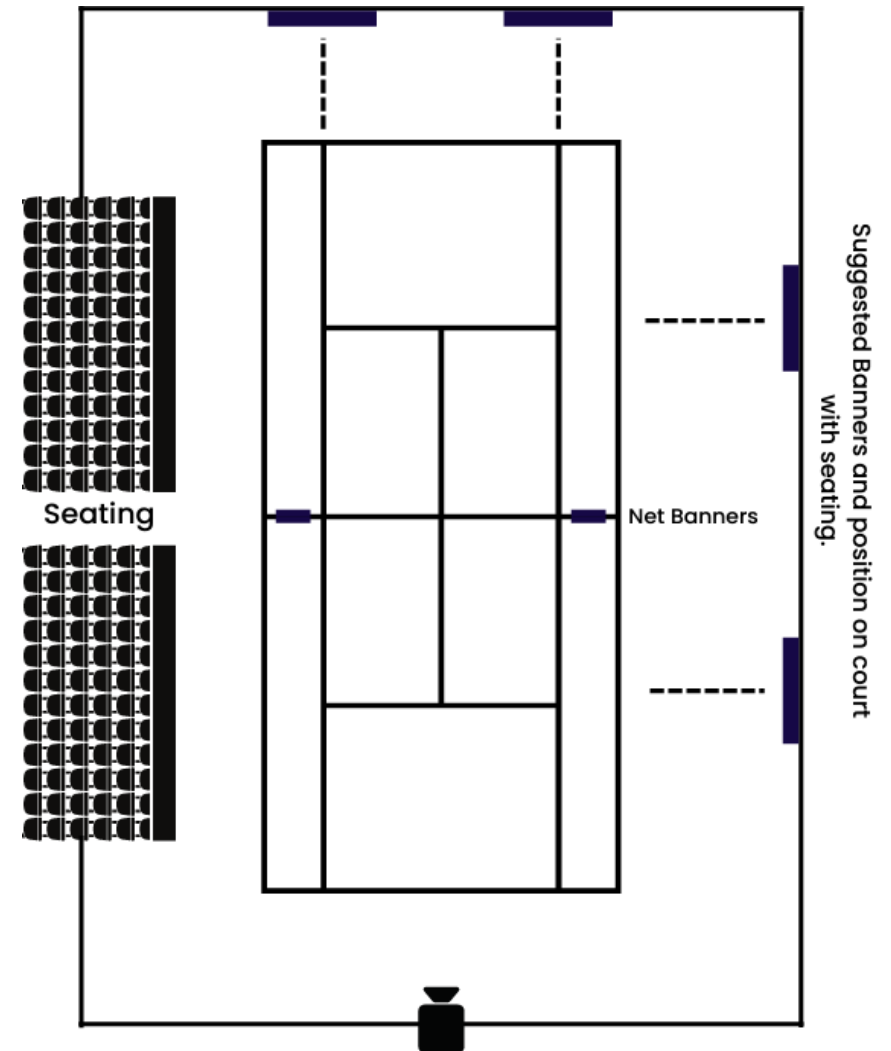
The Cool Grey logo variant is preferred for all backdrop banners.

Court backdrop banner logo positioning

To minimise distraction to players, court backdrop banner designs are encouraged to be limited to the main tournament sponsor logo and WTT Juniors logos.

Tournaments are encouraged to display the WTTJ logo in two positions in line with the singles court sidelines facing the main camera.

An alternative to using two WTT Juniors Logos is if one large WTT Juniors Category/City or one WTT Juniors Universal Logo is used and positioned centrally on the backdrop.





Court backdrop logo sizing

WTT Juniors logo(s) used on the court backdrops behind the baselines should be a minimum of 60% of the surface area of the main sponsor logo. The logo should be no smaller than 120cm wide x 44cm high (linear version) and 100cm wide x 63cm high (stacked version), and at least equal in size to any national association logos used.

When sizing court backdrop logos, please consider visibility for live-stream and tv/broadcast.

J300 and J500 tournaments are encouraged to provide design proposals at least three (3) weeks before tournament start date to juniors@itftennis.com.

Additional logo/banner use

Entrance

All entry points to tournament venues should clearly identify that an ITF World Tennis Tour Juniors tournament is taking place.

Online/programs/posters

The WTT Juniors logo featuring the tournament category and city name should be used.

Court sideline banners and around the venue

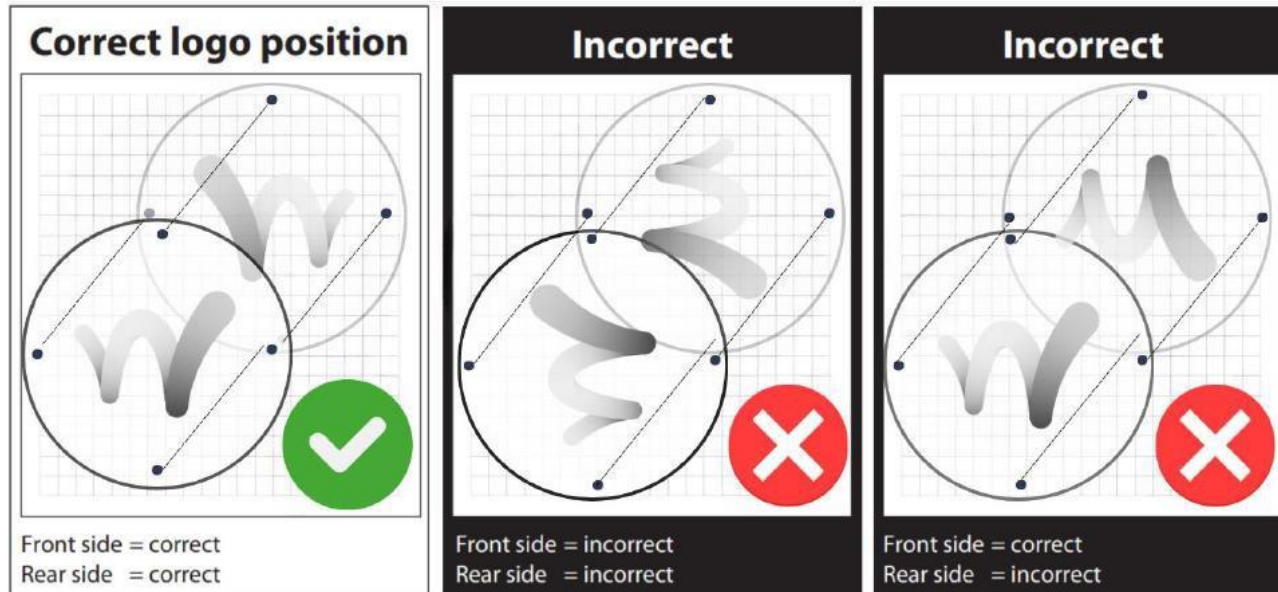
Any combination of WTT Juniors and various sponsor logo designs can be used.



Net Banner Recommendations

We encourage tournaments to use WTT Juniors 'W logo' net banners produced using the WTT Juniors logo template file.

These requests and design proposals should be sent to juniors@iftennis.com.



Best practice examples



Best practice examples

