



ITF

# World Tennis Masters Tour

Introduction

# ITF World Tennis Masters Tour

Effective the week of 1 August 2022, the ITF Seniors Tour will be re-named the ITF World Tennis Masters Tour, with renewed brand and brand resources available for all tournament organisers.

The ITF is excited to launch this new approach, which we expect will offer a great opportunity for the ITF, member nations, tournament organisers and event partners to enhance the promotion of this fantastic Tour.

Feedback is clear that the new branding is more relevant to all players, but particularly to those in the younger age groups, who we are keen to attract to play on the ITF World Tennis Masters Tour alongside our existing older player groups.

We look forward to seeing the new brand in use at tournaments later this year, and thank you in advance for your assistance in supporting our mission of making the ITF World Tennis Masters Tour the most participated sport for athletes aged 30 and above.

If you have any questions, please contact [seniors@itftennis.com](mailto:seniors@itftennis.com)

**Matt Byford**

**Head, ITF World Tennis Masters Tour**

# Why is the brand and Tour name changing?

- The key driver for change follows insights received by the ITF from players, the Player Advisory Panel, the Tournament Director and Referee Advisory Panel, and the ITF Seniors Committee between late 2019 through to early 2022\*.
- The 'Seniors' name invariably gives rise to negative age association and thereby presents an immediate challenge in terms of attracting and retaining participants and event partners.
- A key strategic priority for 2022 onwards is to increase engagement with younger age groups (30, 35, 40, 45) who are under-represented on the Tour in relation to global participation figures. Feedback from those in the younger age groups indicates greater appeal for the ITF World Tennis Masters Tour nomenclature.
- It provides alignment with many other sports who use the 'Masters' name for 30 and over sport, e.g. swimming and hockey. In turn this will assist the ITF to build on the strong relationship formed with International Masters Games Association (IMGA) and the prominence of tennis in this and other multi-sport events.
- The new naming structure provides greater consistency alongside other ITF Tours and products. For example, ITF World Tennis Number and ITF World Tennis Tour Juniors.

\* Survey of all ITF Seniors registered players in September 2019, which received over 1,700 responses, indicated that the Seniors naming was not received well by all players, particularly those in the 35, 40 and 45 age categories. Regular consultation has taken place with the Player Advisory Panel and Tournament Director and Referee Advisory Panel throughout this period.

# Timeline | What can I expect and when?

By early May 2022, tournament directors for ITF sanctioned tournaments from 1 August 2022 onwards will receive access to an online folder which will provide full brand guidelines and digital assets for promotion of tournaments. Assets can be personalised for each tournament.

Immediately prior to 1 August 2022, the ITF website, ITF calendar and all ITF communications will be changed from the ITF Seniors Tour to the ITF World Tennis Masters Tour.

## **Do tournament organisers have to use the new branding from 1 August 2022?**

The use of ITF World Tennis Masters Tour branding items on-site will be a requirement for all tournaments from 1 January 2023 onwards. Further information will be provided in due course.

All tournaments commencing the week of Monday 1 August 2022 and through to 31 December 2022, are strongly encouraged to use the new ITF World Tennis Masters Tour brand resources to promote their tournaments. This may include digital and printed items such as posters, banners and court signage.

The ITF will not provide tournaments with printed branded materials. Various branding items will be provided in digital format to enable Tournament Organisers to produce their own event promotional materials.

# Logo design

The background features a dark blue field with several overlapping, semi-transparent orange and brownish-orange shapes. These shapes are curved, resembling segments of circles or large arcs, and they overlap each other in a way that creates a sense of depth and movement. The colors range from a deep, dark blue to a bright, vibrant orange.



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**World Tennis  
Masters Tour**

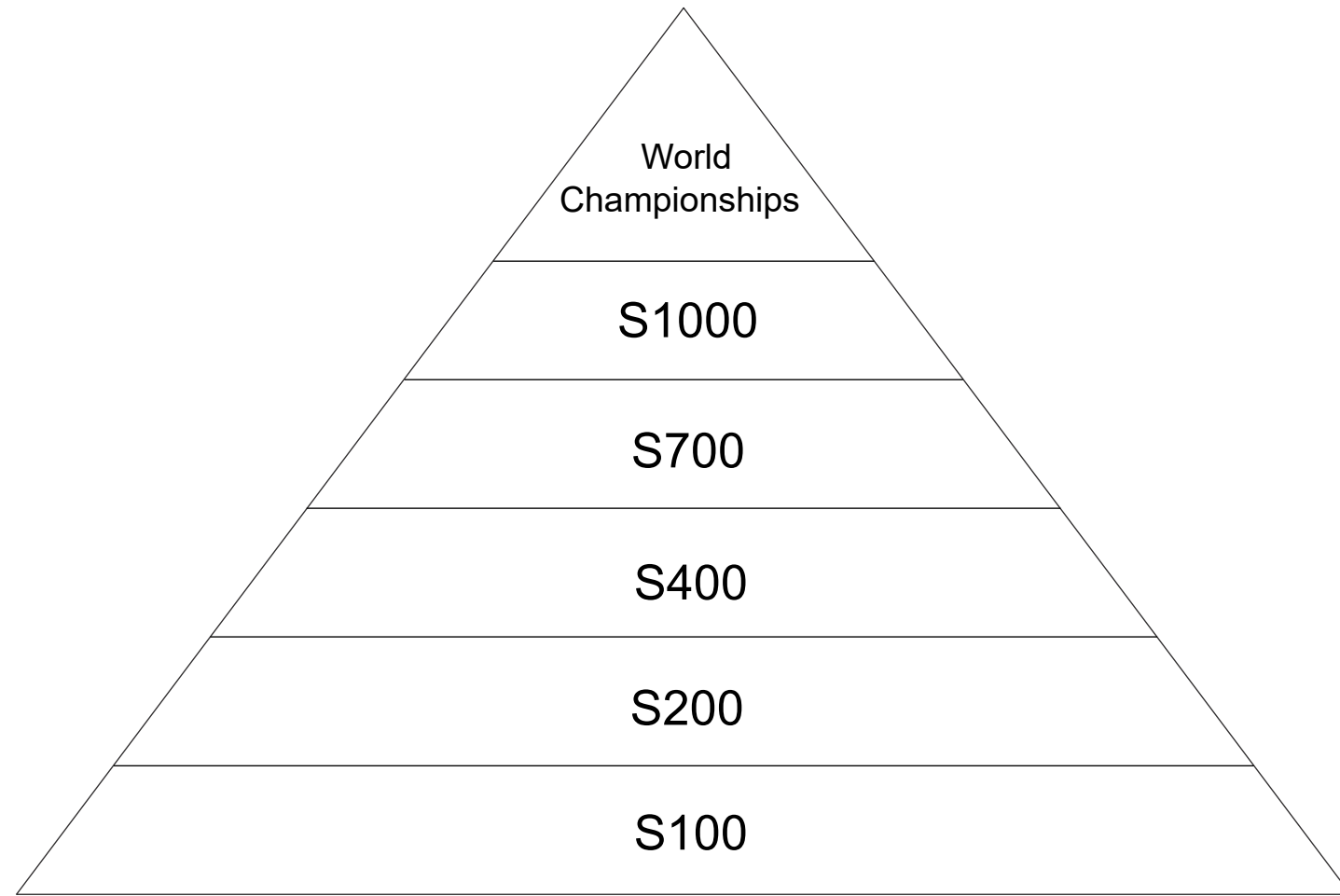


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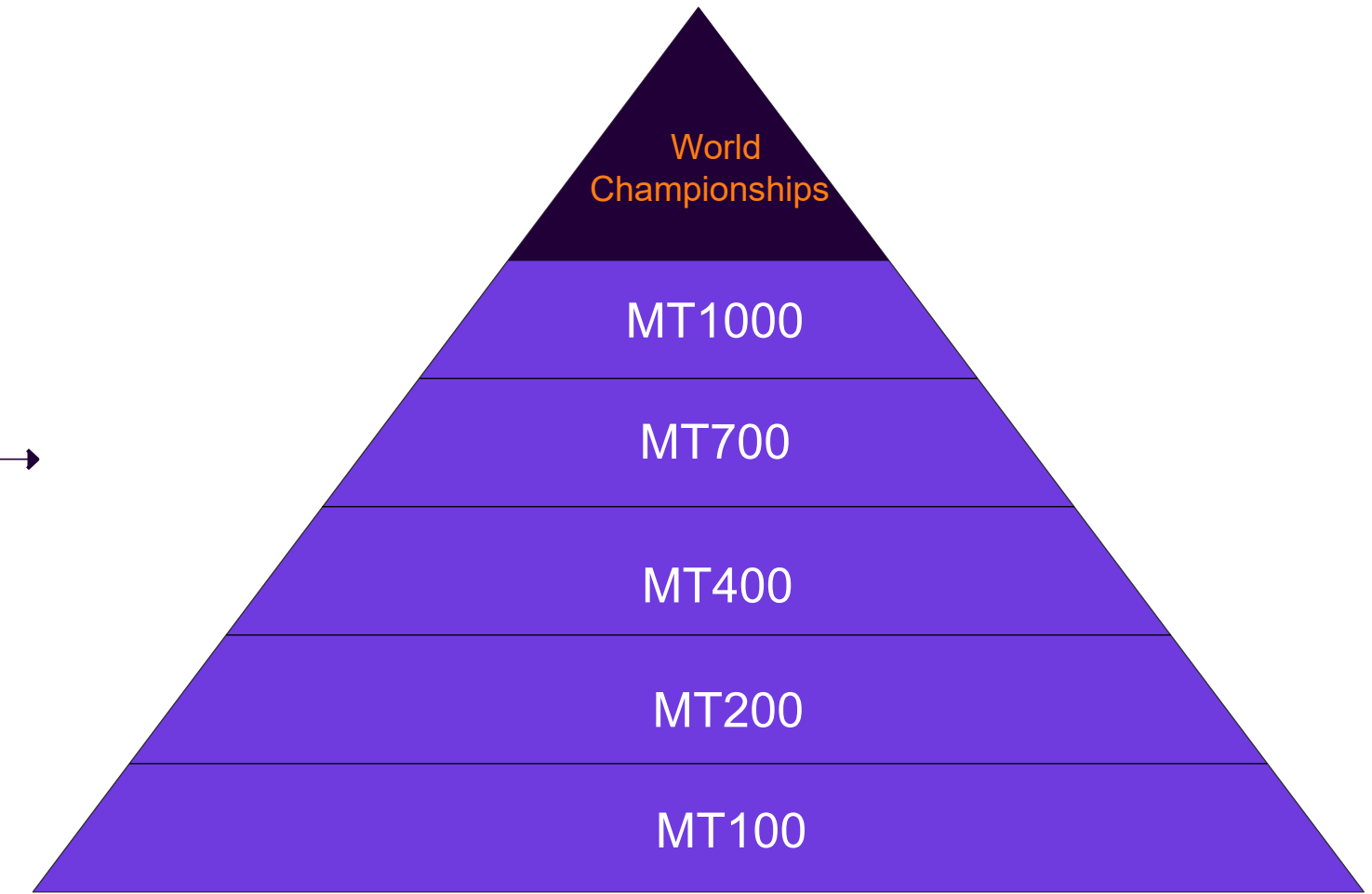
**World Tennis  
Masters Tour**

# Tournament Naming Structure

Current grading system



Renamed grading system  
MT an abbreviation of Masters Tour



## ITF Calendar: Tournament Naming

All tournaments that appear on the ITF calendar from 1 August 2022 onwards will show grade and city name only.

For example:

MT200 Los Angeles, or MT400 Osaka

Promotional tournaments names, where applicable, can still be shown within the tournament profile page of the ITF website.

Tournament organisers will have the ability to add specific age group events to the tournament logo, as shown in the example provided.



**World Tennis  
Masters Tour**

MT200 Palm Beach

M • 30 – 35 – 45 – 50

# Colour Approach

- Colour balance switches from (100-1000) to World Championships
- A distinct and refined palette
- Building strong brand recognition
- Brighter vibrant colour for all Tour events from MT100 to MT1000
- Darker colour for World Championships to create premium feel
- Gender neutral colour palette

Core Colour



Core Colour



Core Colour



Selected colours that print vibrantly in both digital and physical environments e.g. court dressing.

MT100—1000



MT100—1000



MT100—1000



World Championships



World Championships



World Championships





## Colour Approach - Examples



MT100 – MT1000



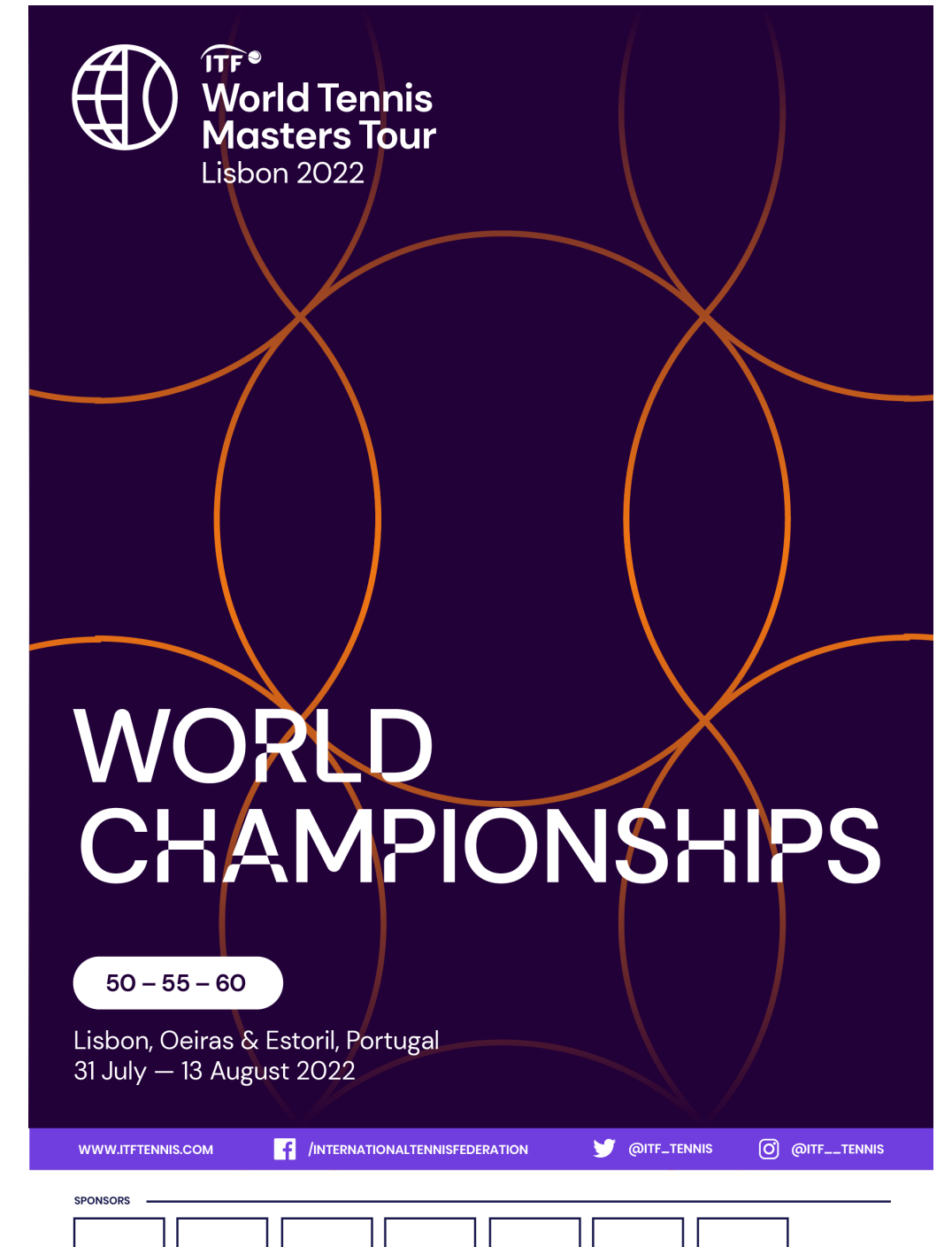
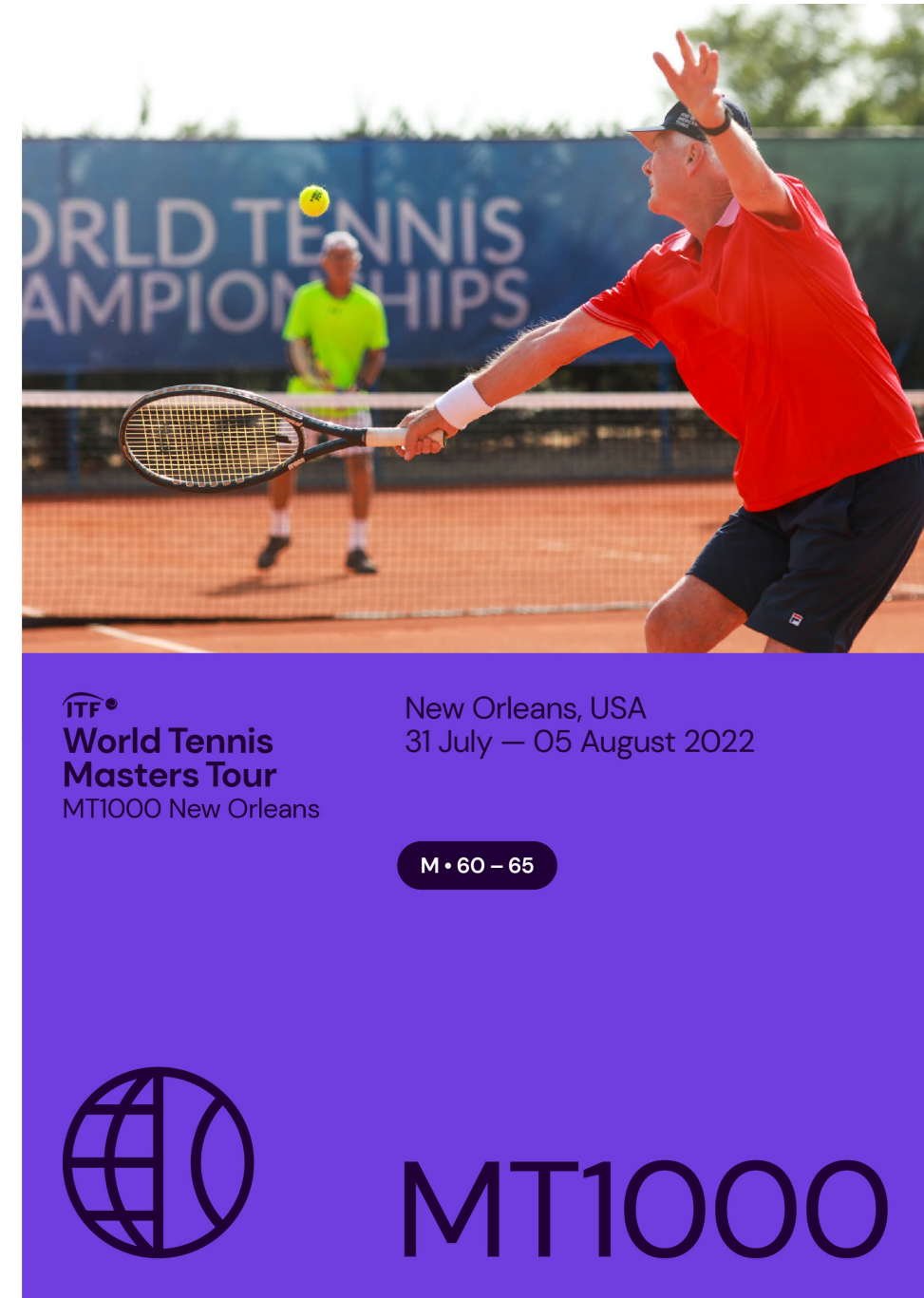
World Championships



# Brand in action examples

The background features a dark blue field with several overlapping, semi-transparent orange and brownish-orange curved shapes that create a layered, organic effect.

## Poster Template Examples





ITF  
World Tennis  
Masters Tour  
Lisbon

# WORLD CHAMPIONSHIPS



