

# TennisPAL

Brandmark Manual

# TennisPAL Brandmark

Vertical Format



The TennisPAL brandmark exist in a vertical format to suit application needs where the horizontal format cannot be utilised.

The positioning and relative proportions of the brand name and iconic symbol are fixed. These elements are not to be altered, rearranged or distorted in any manner. The vertical TennisPAL brandmark can only exist in the approved colour variations as stipulated in this manual.

# TennisPAL Brandmark

Horizontal Format

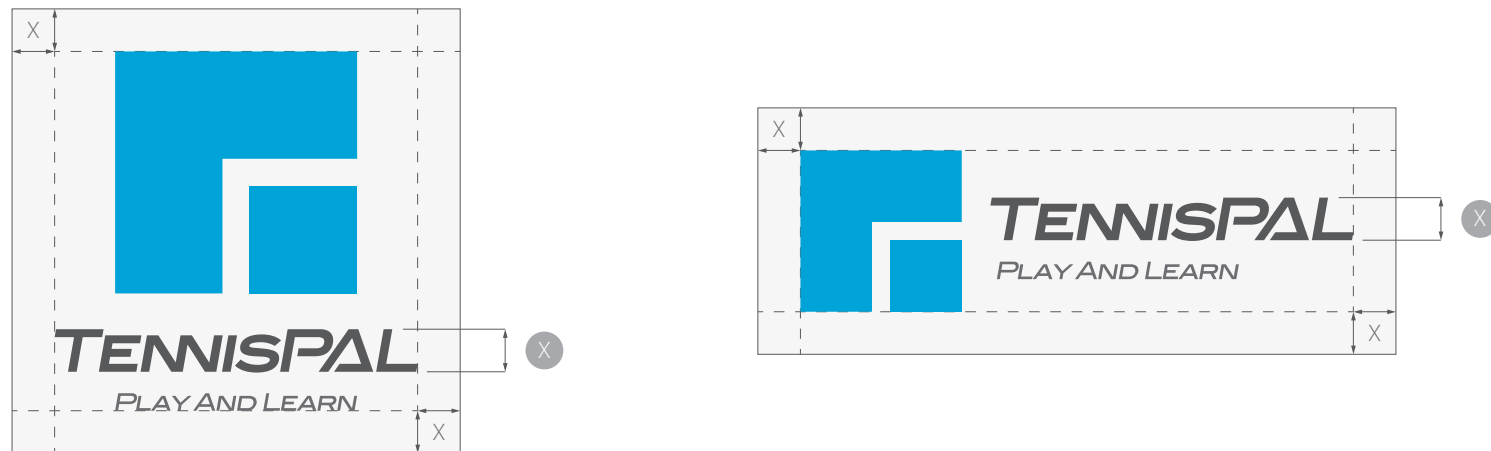


The TennisPAL brandmark exist in a horizontal format to suit application needs where the vertical format cannot be utilised.

The positioning and relative proportions of the brand name and iconic symbol are fixed. These elements are not to be altered, rearranged or distorted in any manner. The horizontal TennisPAL brandmark can only exist in the approved colour variations as stipulated in this manual.

# TennisPAL Brandmark

## Minimum Clear Space



 Minimum Clear Space

To ensure legibility and prominence of the TennisPAL brandmark, the brandmark should always be used with a minimum area of clear space surrounding it. No images or types should reside within the specified clear space area that is surrounding the brandmark.

The defined clear space is minimum and should be increased whenever possible.

# TennisPAL Brandmark

## Minimum Size



The size of the TennisPAL brandmark is defined as the horizontal length, measured across the extreme endpoints of the brandmark. There is no limit to the maximum size of both brandmark formats. The minimum size of the vertical and horizontal formats are 30mm (100px) and 46mm (152px) respectively.

# TennisPAL Brandmark

Full Colour



TennisPAL Blue

Pantone 639 U/C

C:100 M:1 Y:5 K:5

R:0 G:163 B:216

#00A3D8



TennisPAL Grey 1

80% Black

C:0 M:0 Y:0 K:80

R:88 G:89 B:91

#58595B



TennisPAL Grey 2

70% Black

C:0 M:0 Y:0 K:70

R:109 G:110 B:113

#6D6E71

# TennisPAL Brandmark

Single Colour



TennisPAL Blue

Pantone 639 U/C

C: 100 M: 1 Y: 5 K: 5

R: 0 G: 163 B: 216

#00A3D8

# TennisPAL Brandmark

Greyscale



TennisPAL Grey 1

80% Black  
C:0 M:0 Y:0 K:80  
R:88 G:89 B:91  
#58595B



TennisPAL Grey 2

70% Black  
C:0 M:0 Y:0 K:70  
R:109 G:110 B:113  
#6D6E71



TennisPAL Grey 3

40% Black  
C:0 M:0 Y:0 K:40  
R:167 G:169 B:172  
#A7A9AC



# TennisPAL Brandmark

Black



● TennisPAL Black

Black

C:0 M:0 Y:0 K:100

R:0 G:0 B:0

#000000

# TennisPAL Brandmark

Reversed White



○ TennisPAL White

White

C:0 M:0 Y:0 K:0

R:255 G:255 B:255

#ffffff