

YORKSHIRE TENNIS

BRAND GUIDELINES: EDITION 1.0

JUNE 2024

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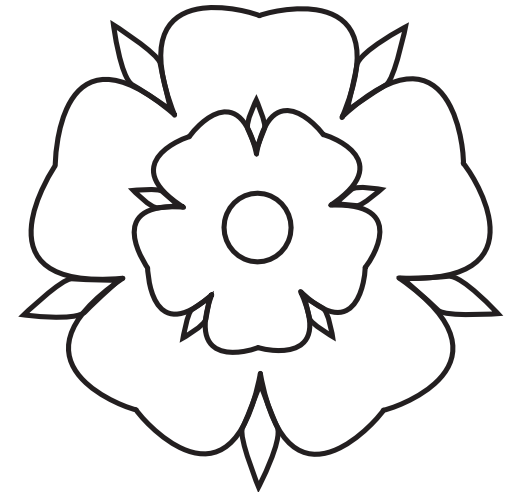
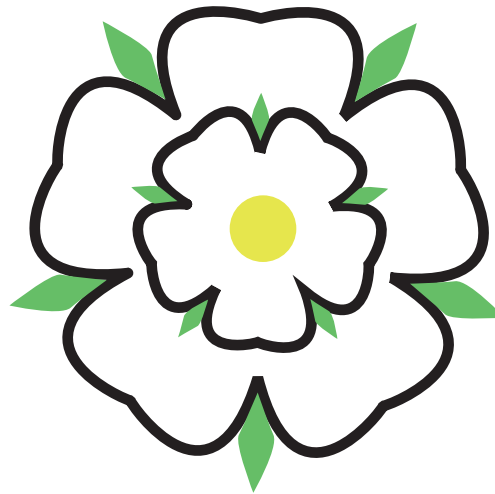
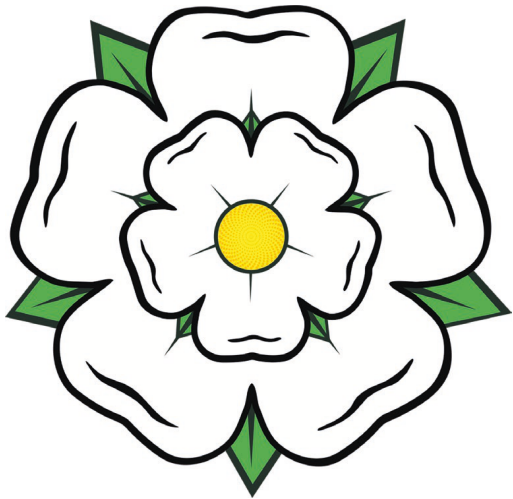


HOW WE DEVELOPED OUR BRAND

We're Yorkshire Tennis and proud of our heritage. That means being competitive but fair. We play with grit and celebrate our successes (and losses) together, as a team. We welcome members from across our great county and embrace diversity: everyone has something to bring to the game of tennis and padel.

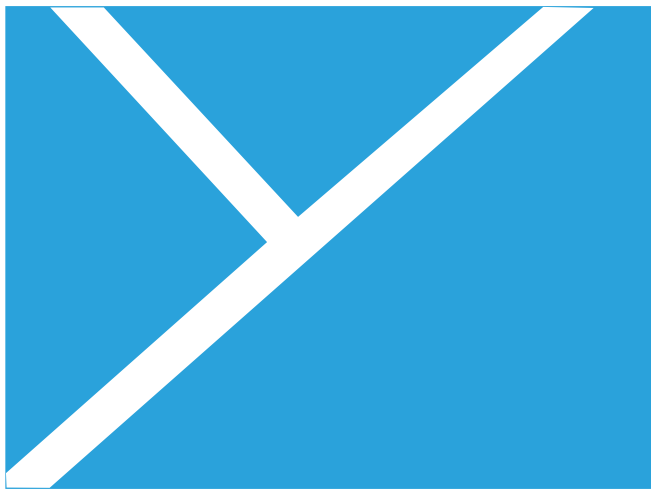
The Yorkshire Rose is a recognisable symbol that stands for pride and hardiness. We wear our brand to show that we share the common values of Yorkshire Tennis.

Traditionally a very detailed symbol, we have simplified the Rose whilst maintaining its integrity. A simple outline creates a contemporary version that's still recognisable but is a symbol of us moving with the times to stay fresh and relevant.



HOW WE DEVELOPED OUR BRAND

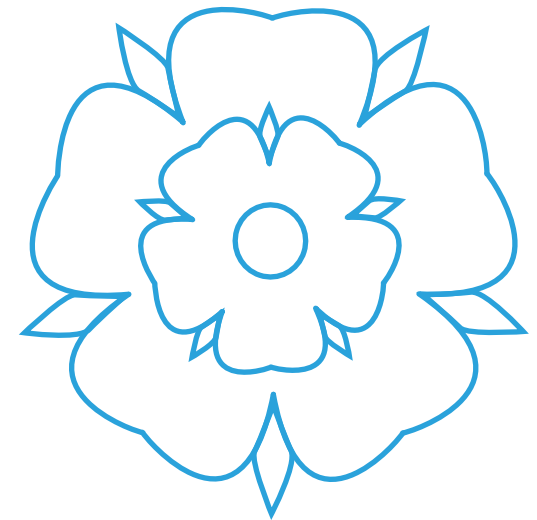
Our corporate ID is a combination of recognisable tennis related elements, plus the Yorkshire Rose - our iconic, traditional symbol. Together, they create a strong connection between our sport and our Yorkshire heritage.



THE COURT



THE BALL



THE ROSE

THE BRAND: CORPORATE

Our overarching identity for Yorkshire Tennis: The court marking is unmistakably the 'Y' in Yorkshire, this is combined with our rose and wrapped around a ball. Together, they tell our story succinctly and visually.

We've chosen Blue as our corporate colour, as it represents the blue of the Yorkshire Flag. Plus, it's vibrant, stands out against our sub brands (see further pages) and is an easy colour to reproduce across media.

For clarity, the text: YORKSHIRE TENNIS appears underneath.



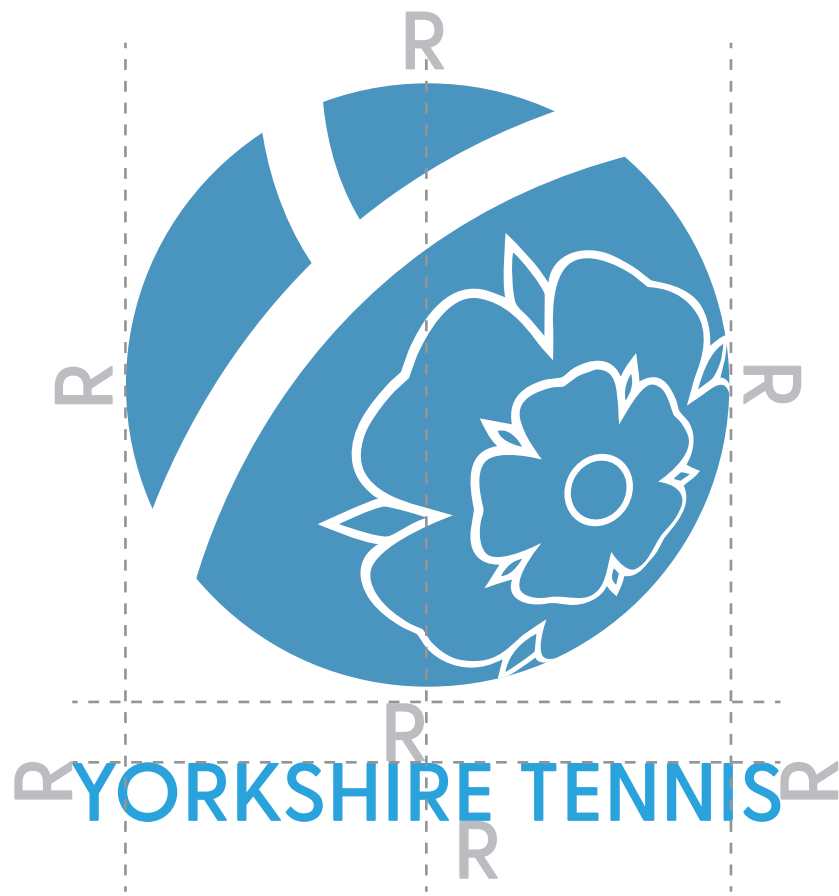
YORKSHIRE TENNIS

THE BRAND: CORPORATE: ALIGNMENT

The accompanying text isn't randomly placed or typed in. It is a graphic element and part of the whole logo.

Although the logo may appear, in certain circumstances, without the text, when part of the logo, please use the version with text.

Please give the logo a little breathing space. Use the 'R' from the scaled version as a guide. Where the logo appears with no text, continue to use the 'R' as a guide.



NOTE: When the white line is visible, the text appears closer to the bottom of the logo. Please don't adjust the text to compensate.

THE BRAND: CORPORATE: VERSIONS

Our ID can be used in its corporate colourway, as a mono version or as a transparent option, over images. However, please don't use the transparent version over alternative solid colours. See do's and don'ts.



CORP COLOUR



MONO



TRANSPARENT

USAGE: DO APPLY LIKE THIS

We have allowed some flexibility with our logo, because in some instances we need the text to be very prominent. However, there are still rules about how it should be placed and the sizing.



YORKSHIRE TENNIS

Use the letter 'Y' at the size used in the text to add a space before the text. LINE up WITH 'Y'
Centre the text with the logo.



YORKSHIRE TENNIS



The text 'YORKSHIRE TENNIS' should be the same width as 3 roundels at the size used.



**YORKSHIRE
TENNIS**

Use the letter 'Y' at the size used in the text to add a space before the text. LINE up WITH 'Y'
Centre the text with the logo.



**YORKSHIRE
TENNIS**

The space between text (leading) is equivalent to the top of the 'E'

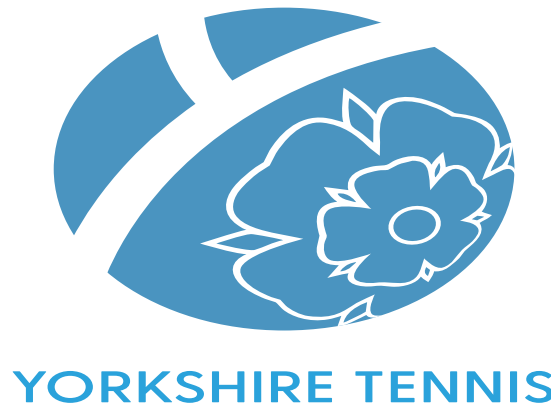
USAGE: DON'T APPLY LIKE THIS

As with all brand identities, we'd like to make sure ours represents our organisation consistently. Therefore, we ask that all iterations are used intact, as we intended.

This means, no deviation of colours, shapes, text or placement. The examples below show how not to use our logo.



DON'T: Use the transparent logo over alternative solid colours.



DON'T: Stretch the logo in any direction.



DON'T: Rotate the logo.



DON'T: Cut off the logo.

YORKSHIRE TENNIS



DON'T: Move the text.

USAGE: HOW IT APPEARS WITH OTHER LOGOS

Our logotype will often appear next to other logos: the LTA, our partners or sponsors, for example.

The guidelines for this scenario are simple - leave enough breathing space around each logo so that one isn't crowded by the other and the viewer knows that they are organisations. See the examples below.



YORKSHIRE TENNIS



YORKSHIRE TENNIS



YORKSHIRE
TENNIS

USAGE: EXAMPLES

Email signatures:

Steve Jones, Chair

steve.jones@yorkshiretennis.org.uk



YORKSHIRE TENNIS

Steve Jones, Chair

steve.jones@yorkshiretennis.org.uk



**YORKSHIRE
TENNIS**

Stationery:



**YORKSHIRE
TENNIS**



SUB BRANDS: CORPORATE

As we represent both Tennis and Padel, we have separate identities to distinguish between those sub categories and our Corporate ID. The logos are the same but each has its own colour identifier.

This iteration is useful for communications that are organisational but involve outward facing messaging, and where it is important to make it clear that Yorkshire is being represented.

This would include event livery, external comms, tournament information, sponsorship or partnerships, for example.

However, they refer specifically to the game of Tennis or Padel, rather than the organisation itself.

The same rules regarding usage apply, as the main corporate brand.



YORKSHIRE TENNIS



YORKSHIRE PADEL

SUB BRANDS: GAME

We have developed a secondary sub-brand to our family, replacing the iconic rose with a more abstract design. These represent the games of Tennis and Padel and include a 'strings' and 'holes' graphic to describe the different racquets.

They retain the green and orange identifying colour palette and the 'Y' so that there is no doubt they belong to Yorkshire Tennis.

We imagine these logos will be used more internally for our teams and YT comms, like the newsletter or announcements. They can also be used on shirts, caps, water bottles etc. either in full or part of the graphics to identify each sport category and inject a fun element into our world.

The same rules regarding usage apply, as the main corporate brand.



LOGOS: MINIMUM SIZES

Our logos can appear with and without text so that the roundel can be reproduced quite small. When text is included, we don't recommend using the logos less than 30mm overall width. Without text, this can be a little as 20mm.



YORKSHIRE TENNIS



30mm
Approx 9pt
text



YORKSHIRE TENNIS



30mm
Approx 9pt
text



YORKSHIRE PADEL



30mm
Approx 9pt
text



30mm
Approx 9pt
text



30mm
Approx 9pt
text



20mm



20mm



20mm



20mm



20mm

COLOUR PALETTE

The colours we have chosen are vibrant and stand out. They reflect the courts we play on and distinguish between our overarching corporate ID and the two game categories.

The full 100% tint should be used wherever possible but we have included tints for instances where the ID needs to be lighter. For example, on a watermark or as a knocked back logo within media.

YT BLUE:

C: 79	R: 62
M: 20	G: 163
Y: 0	B: 220
B: 0	

70% TINT

40% TINT

20% TINT

YT GREEN:

C: 47	R: 135
M: 0	G: 173
Y: 76	B: 83
B: 18	

70% TINT

40% TINT

20% TINT

YT ORANGE:

C: 0	R: 236
M: 70	G: 103
Y: 85	B: 48
B: 0	

70% TINT

40% TINT

20% TINT

SECONDARY COLOUR PALETTE

There's a lot going on at Yorkshire Tennis: events, tournaments, social gatherings and regular games, so we need a way to promote or highlight them alongside our brand. But, so that everything remains looking professional and 'on brand', we've introduced a secondary palette of colours that can be used for media. Otherwise, things could start to look very messy and not at all like Yorkshire Tennis!

SECONDARY YT NAVY:

C: 99	R: 33
M: 82	G: 6 ⁰⁰⁰⁰
Y: 11	B: 137
B: 0	

70% TINT

40% TINT

20% TINT

SECONDARY YT

C: 0	R: 253
M: 25	G: 195
Y: 100	B: 0
B: 0	

70% TINT

20% TINT

20% TINT

SECONDARY YT LAWN:

C: 75	R: 53
M: 20	G: 155
Y: 40	B: 158
B: 0	

70% TINT

40% TINT

20% TINT

SECONDARY YT JEWEL:

C: 10	R: 199
M: 100	G: 5
Y: 30	B: 94
B: 10	

70% TINT

40% TINT

20% TINT

Our typeface is Greycliff CF. It is a versatile family of fonts that includes all the weights we use in our media and communications. It is a free Adobe font and can also be downloaded from various online suppliers: Adobe, MyFonts, befonts for example. It's web safe, but we also suggest an alternative for web as a back up. That is Avenir, which has similar attributes and is commonly used.

Unless you have Greycliff CF, then Avenir should be used for correspondence, email and on the website. For simple body text, please set standard type size at 12pt or 11pt. Smaller type sizes (10pt or 9pt) can be used for publications such as newsletters and reports.

GREYCLIFFE CF: LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

GREYCLIFFE CF: MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

GREYCLIFFE CF: EXTRA BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

AVENIR: LIGHT

A B C D E F G H I J K L M N O P Q R S T U V

W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

AVENIR: MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V

W X Y Z

1 2 3 4 5 6 7 8 9 0

AVENIR: BLACK

A B C D E F G H I J K L M N O P Q R S T U V

W X Y Z

1 2 3 4 5 6 7 8 9 0

tone of voice:

As well as a visual language, we want our voice to represent who we are too. How we sound is part of our brand identity. The characteristics we want to demonstrate are:

- We're friendly: we welcome new members and we are inclusive.
- We're winners: we fight to win but we play fair and with a positive spirit. We enjoy competitive good humour.
- We're Yorkshire: we demonstrate the grit and determination we're famous for.
- We're professional: our organisation is structured, with leadership and accountability.
- We're ambassadors: when we play for Yorkshire Tennis and Yorkshire Padel, we are representing the game and we do it with enthusiasm and dignity.
- We're informed: we know about Tennis and Padel and share our know-how but we are not aloof.

We communicate with passion about Tennis and Padel. We want to promote the benefits of becoming part of a sporting community but we are not preachy.

We are a community and not exclusive or a clique. We don't use abbreviations or local jargon that may alienate some members.

We are knowledgeable, experienced advocates for Tennis and Padel, we help others to understand the sport, we're patient and we communicate at all levels and ages.

We write in short, active sentences, we don't ramble and we don't waste words. We're direct. To the point.

“ We are Yorkshire Tennis. Our organisation welcomes players who want to play competitively and beginners who want to learn. ”

Capturing the excitement of Tennis and Padel is so much more than just a team snapshot. We want to showcase the excitement of a match, the elation of victory and the sportsmanship of a loss.

We have included top tips and tricks to help capture the very best version, no matter how or where it happens.

It's okay to take snaps on your mobile phone but please bear in mind the image you take might look okay on screen or in your social feed but not so good in other media or when enlarged. We might use club photos or team shots in our newsletter or annual report so they'll need to be good quality. For those images, please set your mobile phone's camera settings to its best resolution.

If you don't know how to change the settings, a quick Google search will throw up plenty of tutorials.

ANGLES: One of the easiest ways to make a photo more dynamic is to switch up the angle of the camera (or phone). Shoot from lower down to include some horizon: position the device higher to crop out any unwanted background.



LOW ANGLE: captures more of the horizon, handy when you want to include event background.



HIGH ANGLE: Apart from avoiding a double chin, this is great for cropping out any untidy backgrounds and making it all about the subject.

IMAGERY: CONT

COLOUR: Get creative with colour. It's a simple editing job to re-save the image as a black and white shot, then re-add the colours that represent YT. It might be a shirt, a ball or the player, but it will really stand out.



BEFORE

AFTER

IMAGERY: CONT

ACTION: Tennis and Padel are fast action sports and an image can capture that motion. We're not talking shaky shots, just a bit of blur. You can capture it in the moment, with a longer time exposure or a pre-set filter in your chosen editing software. Check your mobile device too, many have a vignette effect built in.



IMAGERY: CONT

Here's some images from our archive. It's hard to frame the subject when there's action taking place but allowing for more landscape shots means you can crop into the subject afterwards. Please also remember to reflect that we are an inclusive organisation.



IMAGERY: CONT

We love to encourage young players too, but please seek appropriate permissions to photograph them and ensure appropriate safeguarding policies are followed.



LIVERY:

The places you can apply our brand identities are almost limitless: from event livery to baseball caps. The digital assets (logos) can be shared with third party suppliers, along with the colour breakdowns, so that they are reproduced faithfully.

Using the brand elements creatively can create eye catching, abstract designs that are perfect for sportswear and even posters or flyers. Regard the assets as part of your language: a shorthand for what YT stands for.



LIVERY: CONT



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Yorkshire Tennis

643 likes · 842 followers

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Message

Like

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Yorkshire Tennis @YorkshireTennis · May 12

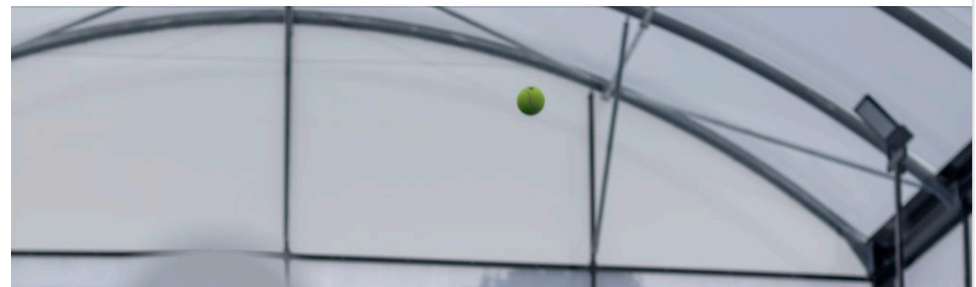
Book your tickets to join us at the Ilkley Lawn Tennis & Squash Club on Saturday 15th June for a day filled with top class tennis, food, drinks and great company.
For more information and to book your tickets please check out our website [yorkshiretennis.org.uk/yorkshire-tenn...](https://www.yorkshiretennis.org.uk/yorkshire-tenn...)



Yorkshire Tennis

April 29 at 9:00 PM · 🌐

Yorkshire Padel leagues launch! We're delighted to setting up padel leagues for all levels and abilities for you to enjoy. For more information visit our website <https://www.yorkshiretennis.org.uk/yorkshire-padel-league/> or email us at enquiries@yorkshiretennis.org.uk





YORKSHIRE TENNIS

Email: marketing@yorkshiretennis.org.uk

Website: www.yorkshiretennis.org.uk

Find us on   