

Corporate Design

Guidelines : ITTF Logo ®



Guidelines

ITTF Logo – Versions and their Applications

Layout

The logo symbolises ITTF's specific image and should appear seamless to the fans' eye. Whatever the printing, whether it's a national magazine or a corporate printing relating to an event, the same premise holds true.

The more consistent we are with our logo, the louder we will speak. That consistency is especially important in how we treat the new logos.

Exact design specifications must be followed in logo applications.

Background

The background chosen decisively affects the impact of the logo. If possible, the background should be white.



White is preferred as the logo background colour to ensure a consistent, high-quality impact.



Once the logo is placed on coloured background, it is mandatory to choose the background in a way that the logo appears clearly and contrast is accentuated.

Digital Templates

The logo should appear with its true colours.

Green colour and black and white printing should be used.

Green is the ITTF primary colour. As a base colour, it determines the design of visual communication media.



ITTF Green, RGB, CMYK and HTML (Hexadecimal)

Definitions of ITTF Green are:

Dark green **Pantone 3305** should be used first.

R0/G77/B64

C100/M0/Y61/K61

HTML (Hexadecimal): # **004D40**



Black and White Version (B&W)

The black and white versions of the logo are specially optimised for black-and-white printing.

Versions of the ITTF logo

These versions can be used by the different categories of manufacturers and sponsors according to their status.

Green and black & white printing should be used.

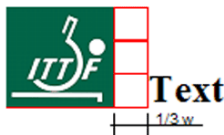
Working with the wording International Table Tennis Federation

Wording means the text “International table Tennis Federation” together with the logo.

Times New Roman

Times New Roman

Wording is placed with the font **Times New Roman bold font** and always in the colour black. The only exception: Add the wording in white when the background is dark.



The wording can appear to the right (flush left) or left (flush right) of the logo. The distance is always $1/3 w$ (w = width of the logo used).



The wording has a cap height of $1/3 h$ (h = height of the logo used).

Working with the ITTF font

ITTF's typographic style is characterised by a **Times New Roman font**.

Times New Roman
It embodies the tradition attributes of ITTF's association profile.

Times New Roman

Use and Implementation

Times New Roman is used in ITTF printing material

This true type font must be used to print all wording (International Table Tennis Federation) when used together with the logo.