



ITTF.com

BRANDING GUIDELINES

2019

Logo & Typography:
Versions & Their Applications

All logos and templates can be found at: <https://bit.ly/2xy5ucL>

ITTF Branding Guidelines v 4.0

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**i. BRAND
IDENTITY**

ITTF LOGO

The logo symbolises ITTF’s specific image and should appear seamless to the fans’ eye. Regardless of context, be it within a national magazine or a event-based corporate printing, the premise holds true. The more consistent the logo usage and application, the louder the voice. The following pages detail the authorised logos for usage, with Logo 1 as the most preferred version.

Any other logos should be approved by the Marketing Division of ITTF before usage.

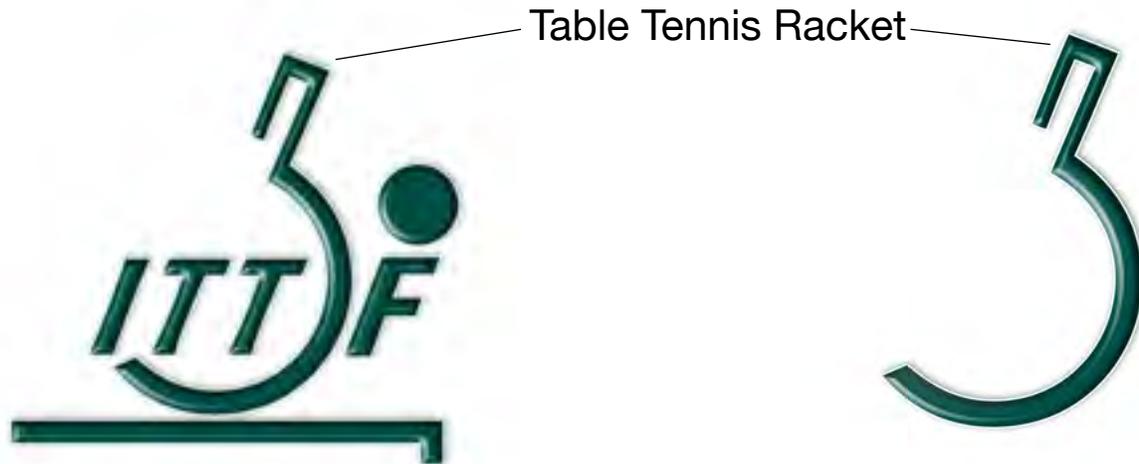


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ITTF RECOGNITION SYMBOL

The line racket of the ITTF logo is the collective recognition symbol of the ITTF. It will distinctively identify logos belonging to departments, programs and events of the ITTF. All Logos relating to the ITTF should contain the line-racket or a semblance of the shape (shape should remain upright).

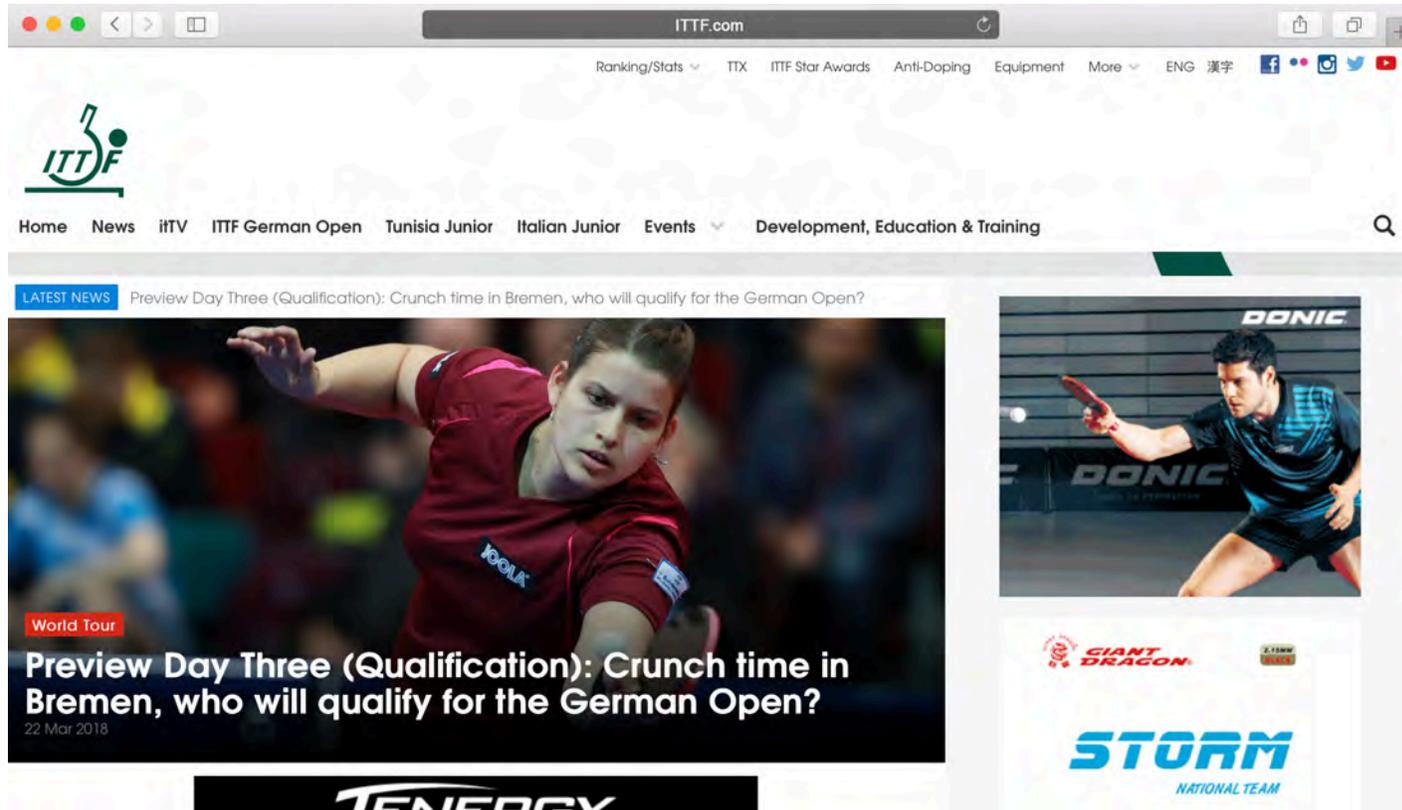
Any new logos created should also be approved by the Marketing Division of ITTF.



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ITTF WEBSITE

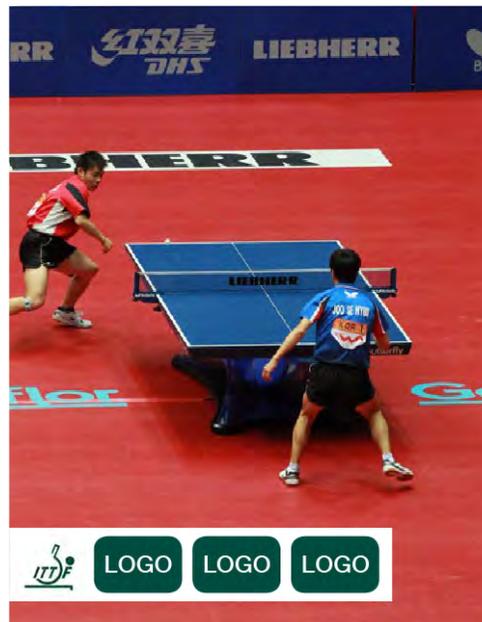
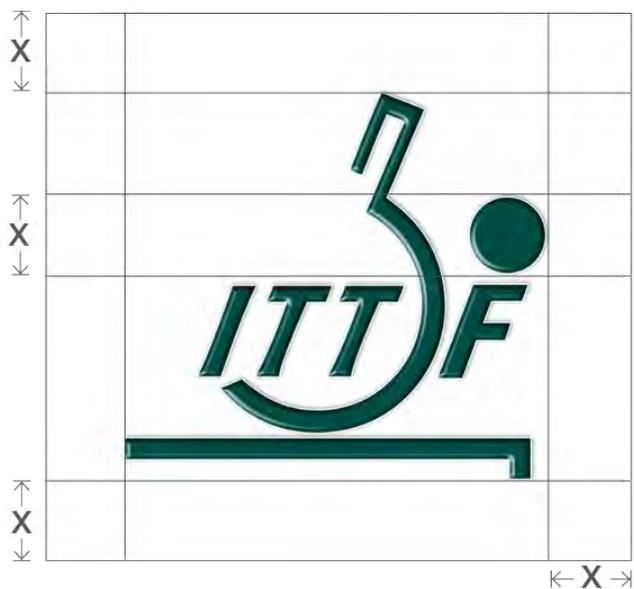
The ITTF Website should be referred to as “**ITTF.com**” instead of “www.ittf.com”.



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SAFETY AREA FOR WHITE BACKGROUND

When the logo is used on a white background, a safety area has to be observed. The safety area is the area around the logo that must be kept free of other graphic elements. The minimum safety area is represented by the measurement “X”, as shown.



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USE ON NON-WHITE BACKGROUND

When the background is not white, the ITTF Logo has to be used with a “white ball” of a proportionate size to the base. A version of the logo with the white ball incorporated is available in various file formats (eg. png).



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ITTF LOGO: 3D



GENERAL LOGO | LOGO 1

3D LOGO: GREEN ON WHITE BACKGROUND

This logo is the **most preferred version** and should be used as much as possible. When using this logo, the **background must be white**, and the **safety area must be observed**.



GENERAL LOGO | LOGO 2

LINE ART VERSION: GREEN ON WHITE

This is the line art version of Logo 1. **Used only when Logo 1 is not suitable**, such as when printing on fabric, etc. When using this logo, the **background must be white**, and the **safety area must be observed**.

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ITTF LOGO: 3D



GENERAL LOGO | LOGO 3

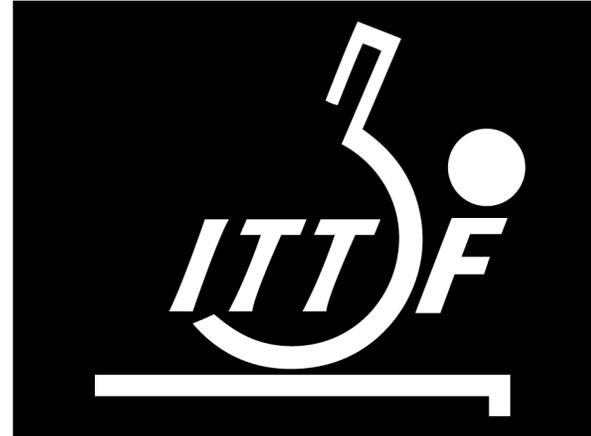
LINE ART VERSION: BLACK ON WHITE

This is the line art monochromatic version of Logo 2. **Used only when Logos 1 & 2 are not suitable**, such as when printing on fabric, etc. When using this logo, the **background must be white/light grey**, and the safety area must be observed. This logo should **only be used when color is not available**.

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GENERAL LOGO | LOGO 4

LINE ART VERSION: WHITE ON BLACK

This is the white version of the logo, with a transparent background. **Used only when a situation calls for white logos against black or colored backgrounds**, such as for a specific event branding, etc. When using this logo, the **background must be dark**, and the safety area must be observed.

ITTF LOGO - FOR ALL FOR LIFE

The ITTF extended logo comprises the original logo placed alongside the ITTF vision “Table Tennis. For All. For Life”. This logo should be used in all materials produced for corporate communication, such as official documents and promo materials, as much as possible.

The logo including the website should be primarily used for promotional material, and the logo without the website used for company documents / stationery or when visually compatible.

When in doubt, any material created should be approved by the Marketing Division of ITTF.



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ITTF LOGO - FOR ALL FOR LIFE

The 3D version should be used as much as possible, with the 2D version used in cases where it is more visually compatible with the rest of the produced material and/or when printing of the 3D logo is not possible. As the logo has a white background, it is usable on both light and dark backgrounds.

The white version of the logo should be used only when a situation calls for white against a dark background, such as a specific event branding, where the previous versions of the logo are not usable.

Safety space should be observed in all versions of the logo.



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ITTF COLORS

Signature Colors	Pantone Color (for color matching)	Process Color Equivalent C M Y K	RGB Equivalent R G B	HEX Equivalent #_ _ _ _ _
 ITTF Green	3305	100 0 61 61	0 77 64	#004D40
 Black	-	0 0 0 100	0 0 0	#000000
 White	-	0 0 0 0	255 255 255	#FFFFFF

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ITTF TYPOGRAPHY: LOGO

Layout 1: Text under Logo

Text accompanying the ITTF Logo should be in Verdana. It can be placed under the Logo or on the right side of the Logo (taking note of the safety area). The text should be of a readable size.



All text should have the same font size and should be centralized with the Logo.

Font: **Verdana Bold**

INTERNATIONAL TABLE TENNIS FEDERATION
ITTF.com

Centre line

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ITTF TYPOGRAPHY: LOGO

Layout 2: Text on right of Logo



All text (left-aligned) should have the same font size and should be centralized with the Logo.

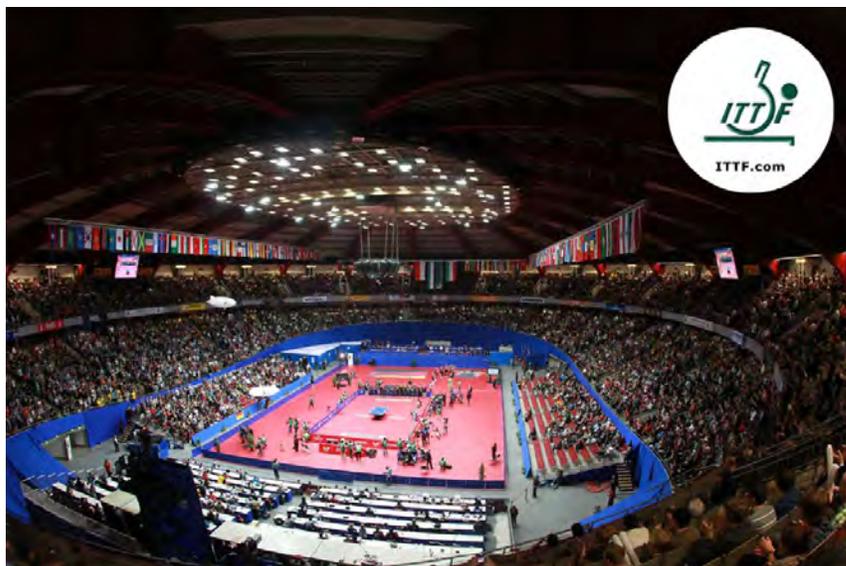
Font: **Verdana Bold**

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ITTF TYPOGRAPHY: RECOMMENDED TEXT WITH LOGO

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It is recommended that the ITTF Logo be accompanied by the text “ITTF.com” under it, **unless the text is too small to be seen**. A version of the logo with the white ball and text incorporated is available in various file formats (eg. png), and **this version should be the most widely used when possible**.



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ITTF TYPOGRAPHY: OTHER RECOMMENDED TEXT

Below are examples of other recommended text. Note that “International Table Tennis Federation” can be distributed to 2 or 3 lines, but the words “Table Tennis” cannot be split up.



INTERNATIONAL TABLE TENNIS FEDERATION
ITTF.com



**INTERNATIONAL
TABLE TENNIS
FEDERATION**



**INTERNATIONAL
TABLE TENNIS FEDERATION**

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ITTF TYPOGRAPHY

For **formal documents and contracts**, ITTF’s typographic style is characterised by a Verdana font. It is formal yet modern, and being similar to the font used for text accompanying the logo, it helps to strengthen our brand identity.

VERDANA

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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ITTF TYPOGRAPHY

For **other web or print materials**, ITTF's typographic style is characterised by a Helvetica font. Clear and easily visible, it is highly flexible to suit ITTF's diverse needs.

HELVETICA

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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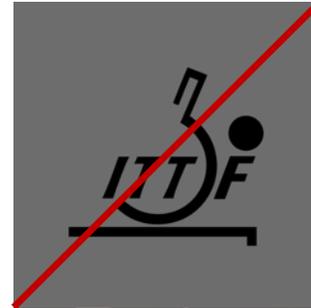
ITTF Logo ® is a registered trademark of the International Table Tennis Federation.



**ii. INCORRECT
USAGE**

INCORRECT USAGE

The appropriate Logo should be chosen such that the Logos are clear and distinctive.
Below are a few examples of incorrect usage:



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INCORRECT USAGE

The appropriate Logo should be chosen such that the Logos are clear and distinctive. Below are a few examples of incorrect usage:



Do not use the logos without sufficient safety area. This is an incorrect demonstration.



Do not crop the logo.



This is a correct demonstration of how to place text and other graphics next to the logos.



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INCORRECT USAGE

The Logo should not be stretched, cut apart, altered or changed in any way. Below are a few examples of incorrect usage.



Do not tilt or rotate the Logo.



Do not condense or expand the shape of the Logo.



Do not reposition any of the elements of the Logo.



Do not change the colour of any of the elements of the Logo.



Do not alter the size of the elements of the Logo.



Do not slant or skew the Logo.

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INCORRECT USAGE

Text accompanying the Logo should adhere to the guidelines given.

Below are a few examples of incorrect usage:



**INTERNATIONAL TABLE
TENNIS FEDERATION**

Do not split up “Table Tennis”.



INTERNATIONAL TABLE TENNIS FEDERATION
ITTF.com

Do not use font sizes that are too small.

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INCORRECT USAGE

Text accompanying the Logo should adhere to the guidelines given.
Below are a few examples of incorrect usage:



INTERNATIONAL TABLE TENNIS FEDERATION
ITTF.com

Do not use fonts other than Verdana.



INTERNATIONAL TABLE TENNIS FEDERATION
ITTF.com

Do not align text to the top or bottom of the logo.

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iii. APPLICATION OVERVIEW

ADVERTISEMENT ARTWORK

All Advertisement Artworks should be approved by the Marketing Office of the ITTF.

LOGO

All artwork should have the appropriate ITTF Logo on it. It can be scaled proportionally to the size desired, but not stretched (see Incorrect Usage on pg 18).

WEBSITE

The ITTF website address “ITTF.com” should be included to promote the website. The size of the text should be large enough so that it is readable.

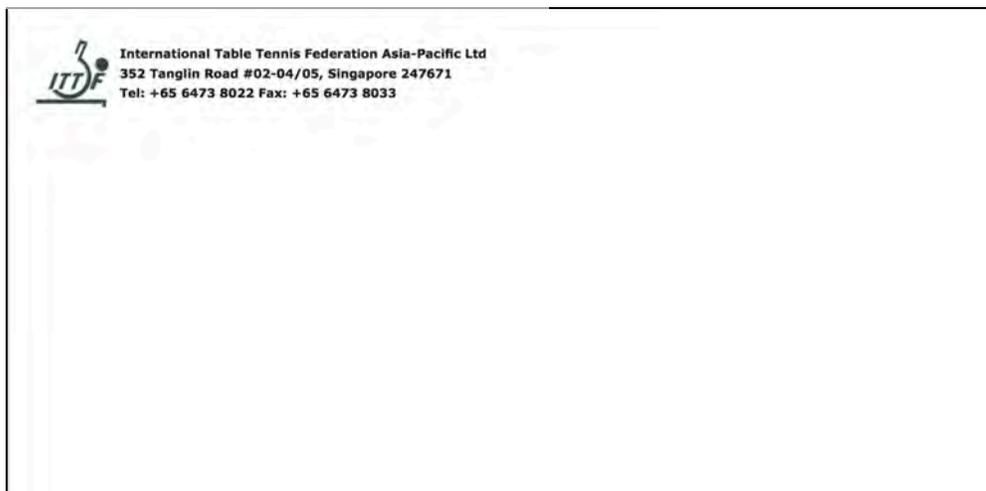
GENERAL LOGO | LOGO 1
+
WEBSITE



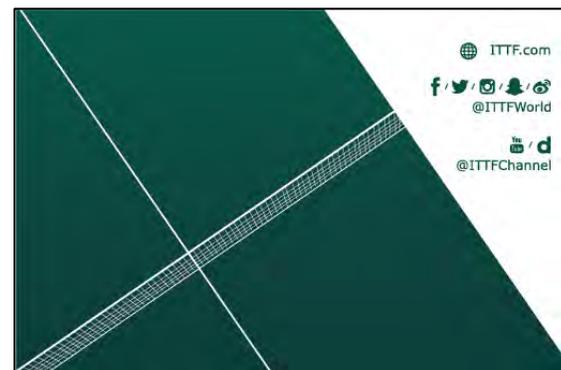
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STATIONERY

Envelope



Back



Front



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COMPETITION-RELATED DOCUMENTS

Competition-related documents include:

- Prospectus
 - Playing Schedule / TV Schedule
 - Visa Information
 - Travel forms
 - Other event-related documents
-
- All competition-related documents should have a consistent look and format, regardless of whether it is a World Title event, Continental event, Junior event, or others.

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COMPETITION-RELATED DOCUMENTS

The font used should be Verdana and this is an example of the basic format that should be used for the prospectus:

International Table Tennis Federation
Seamaster 2018 ITTF World Tour Platinum German Open
23 - 25 Mar 2018, Bremen (GER)

Seamaster 2018 World Tour Platinum German Open

CITY: Bremen, Germany
SITE: ÖVB-Arena Bremen, Bürgerweide, 28215 Bremen
DATE: 23-25 Mar 2018
PLAYERS: 169 men 104 women 273 total
COUNTRIES: 48
TABLES: 16
TABLE BRAND: Donic Delhi 25
BALL BRAND: DHS 40+
FLOOR BRAND: Gerflor (Taraflex)
MEDIA CONTACT: ITTF Promotions Manager Caifeng Yang: caifeng@ittf.com

Introduction

Welcome to the Seamaster 2018 ITTF World Tour Platinum - German Open.

The German Open is a Platinum Series event on the ITTF World Tour, which is the top of the two tiers (Platinum & Regular).

The German Open is the second out of six Platinum Series, as the players fight for points to qualify for the season ending Seamaster 2018 ITTF World Tour Grand Final later in the year.

There are six titles on offer: men's singles, women's singles, men's doubles, women's doubles, under 21 men's singles, under 21 women's singles.

This media kit is designed to provide an update on the Seamaster 2018 German Open. Enclosed are statistics and notes that will be of assistance during the tournament. Players' biographies as well as statistical, historical and personal data can be found on ITTF.com. Please make player interview requests through a member of the ITTF and OC media staff located in the press room.

Key Dates/Times

20 March 2018, 10:00am @ ÖVB-Arena - Qualification Day 1
21 March 2018, 10:00am @ ÖVB-Arena - Qualification Day 2
22 March 2018, 10:00am @ ÖVB-Arena - Qualification Day 3
23 March 2018, 10:00am @ ÖVB-Arena - Main Draw Day 1
24 March 2018, 10:00am @ ÖVB-Arena - Main Draw Day 2
25 March 2018, 10:00am @ ÖVB-Arena - Main Draw Day 3

Full schedule: <http://bit.ly/2G473F7>

Playing System

Men's Singles: Main draw round of 32
16 seeded players + 16 players coming from the qualifications
152 players competing for 16 qualification slots, group stage followed by 2 Preliminary rounds

Women's Singles: Main draw round of 32
16 seeded players (2 German Players) + 16 players coming from the qualifications
91 players competing for 16 qualification slots, group stage followed by 1 Preliminary round.

#ITTFWorldTour Page 1 of 11

Header (same event header on every document)

Document name

Information

Footer (on every page). Sponsor and Organising Committee logos are to be added in, with the Title Sponsor's Logo on the left-most corner.

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COMPETITION-RELATED DOCUMENTS

Documents for each event should have the same header and footer, ensuring a consistent look for the documents. Headers should follow the below format:



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COMPETITION-RELATED DOCUMENTS

For events such as the World Tour or Junior Circuit that requires 2 logos (tour logo and event logo), headers should follow the below format:

Tour Logo Event Logo



The diagram illustrates the header format for a competition-related document. It features three logos on the left: the ITTF Challenge logo (labeled 'Tour Logo'), the Belgosstrakh logo (labeled 'Event Logo'), and the Belarus national flag. To the right of these logos is the event name: 'International Table Tennis Federation' and '2017 Challenge Belgosstrakh Belarus Open'. Below the event name is the date and venue: '15-19 Mar 2017, Minsk (BLR)'. Lines connect the labels to the corresponding elements in the header.

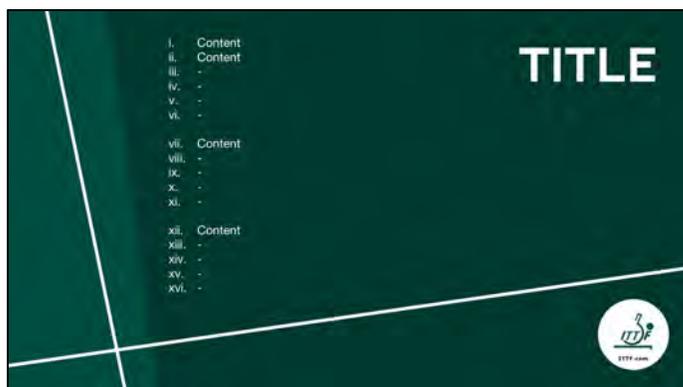
International Table Tennis Federation — Event Name
2017 Challenge Belgosstrakh Belarus Open
15-19 Mar 2017, Minsk (BLR) — Date, Venue

Both templates are available for download. Custom templates in different file formats are available in request from the Marketing Department.

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PRESENTATIONS: COVER, CONTENTS & SECTION HEADER

These templates are provided as a guide to base your presentations on.



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SURROUNDS (ADVERTISING BOARDS)

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GENERAL LOGO | LOGO 3

LINE ART VERSION: GREEN ON WHITE

This is the line art version of Logo 1. **Used only when Logo 1 is not suitable**, such as when printing on fabric, etc. When using this logo, the **background must be white**, and the **safety area must be observed**.

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EQUIPMENT (ITTF-APPROVED & -AUTHORISED)

This guide is only for the **usage of ITTF's Logos for equipments**, and is not meant to replace the Technical Leaflets which can be found on ITTF's website, ITTF.com. **Please refer to the Technical Leaflets for a comprehensive guide of the exact placement requirements for logos, numbers and other necessary information.**

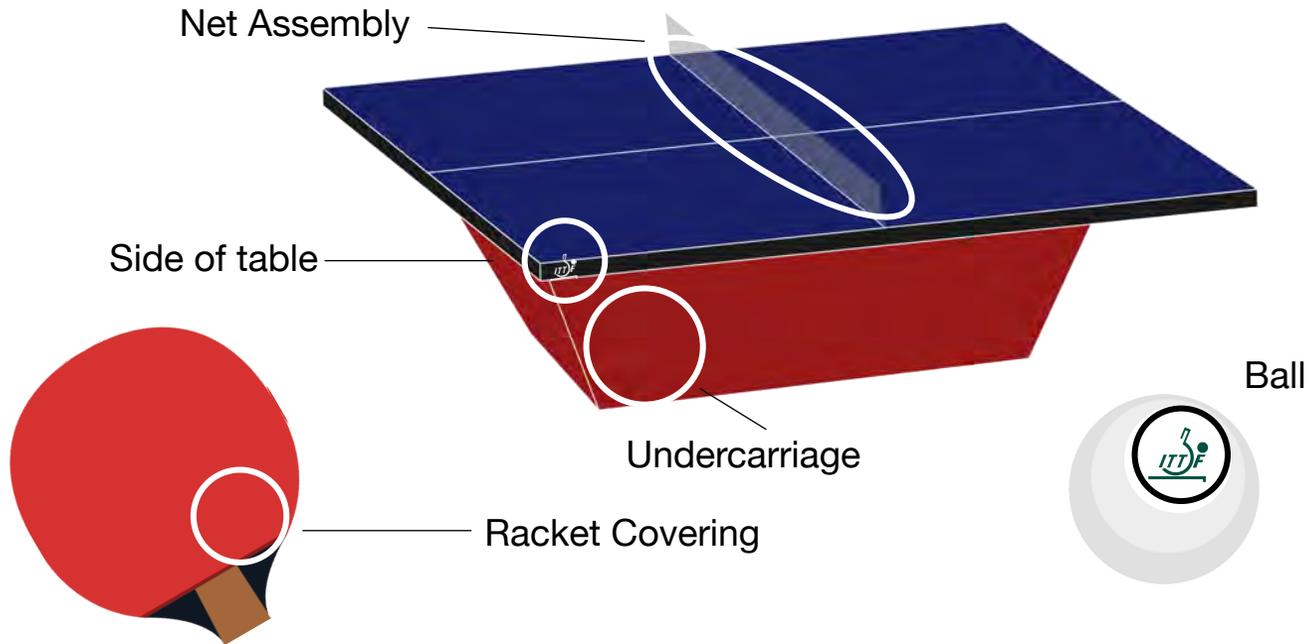
NOTE:

The term **"ITTF Approved"** should be used for tables, nets, flooring and balls, while the term **"ITTF Authorised"** should be used for the racket coverings.

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EQUIPMENT (LOGOS ON EQUIPMENT)

It is recommended that the ITTF Logo be used for printing / embossing on all ITTF-approved/authorised equipment. Alternatively, text indicating the approval/authorisation can also be used (please refer to Technical Leaflets for more details).



GENERAL LOGO | LOGO 3
LINE ART VERSION: GREEN
ON WHITE

This is the line art version of Logo 1. **Used only when Logo 1 is not suitable**, such as when printing on fabric, etc. When using this logo, the **background must be white**, and the **safety area must be observed**.

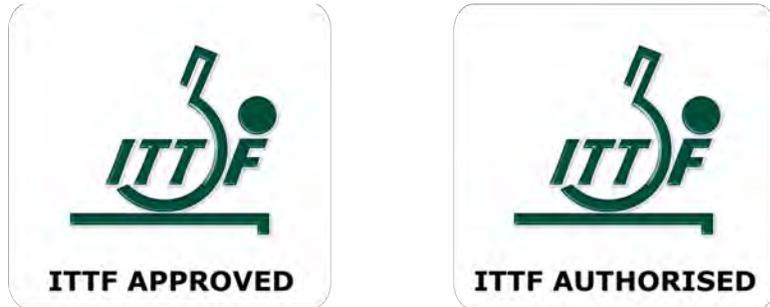
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EQUIPMENT

(LOGOS & TYPOGRAPHY NOT ON EQUIPMENT)

This page summarizes the use of ITTF's Logos and Typography on packaging, brochures and other promotional material.

Logo & Text under the Logo



Logo for assembled rackets



The Logo used should be in accordance to the **Logo Guidelines on Page 7**, with Logo 1 being the most preferred.

Text under the ITTF logo on packagings, brochures and other promotional materials should be in accordance to the **Typography guidelines on Page 12**.

It is considered illegal to use the main ITTF logo in connection with an assembled product like an assembled racket etc. **For assembled rackets, please use this logo.**

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BANNERS & BACKDROP



Recommended



GENERAL LOGO | LOGO 1

3D LOGO: GREEN ON WHITE BACKGROUND

This logo is the **most preferred version** and should be used as much as possible. When using this logo, the **background must be white**, and the **safety area must be observed**.

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APPAREL

It is recommended that the logo with the white ball background is used.



GENERAL LOGO | LOGO 3
LINE ART VERSION: GREEN ON WHITE



GENERAL LOGO | LOGO 1
3D LOGO: GREEN ON WHITE BACKGROUND

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MISCELLANEOUS

For other miscellaneous applications not stated in this Branding Guideline, such as Gifts, please consult the ITTF Marketing Division for the appropriate Logo Usage.

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In case of any doubt over the usage of the ITTF's brand or any new initiative is undertaken, then the ITTF Marketing Division must be consulted. All artworks with logo usage should be approved by the ITTF before publication.

All logos and templates can be found at: <https://bit.ly/2xy5ucL>