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# ALL COURT TENNIS CLUB BRAND GUIDELINES



January 2023





BRAND GUIDELINES  
PURPOSE, VALUES AND ATTITUDE

# PURPOSE, VALUES AND ATTITUDE



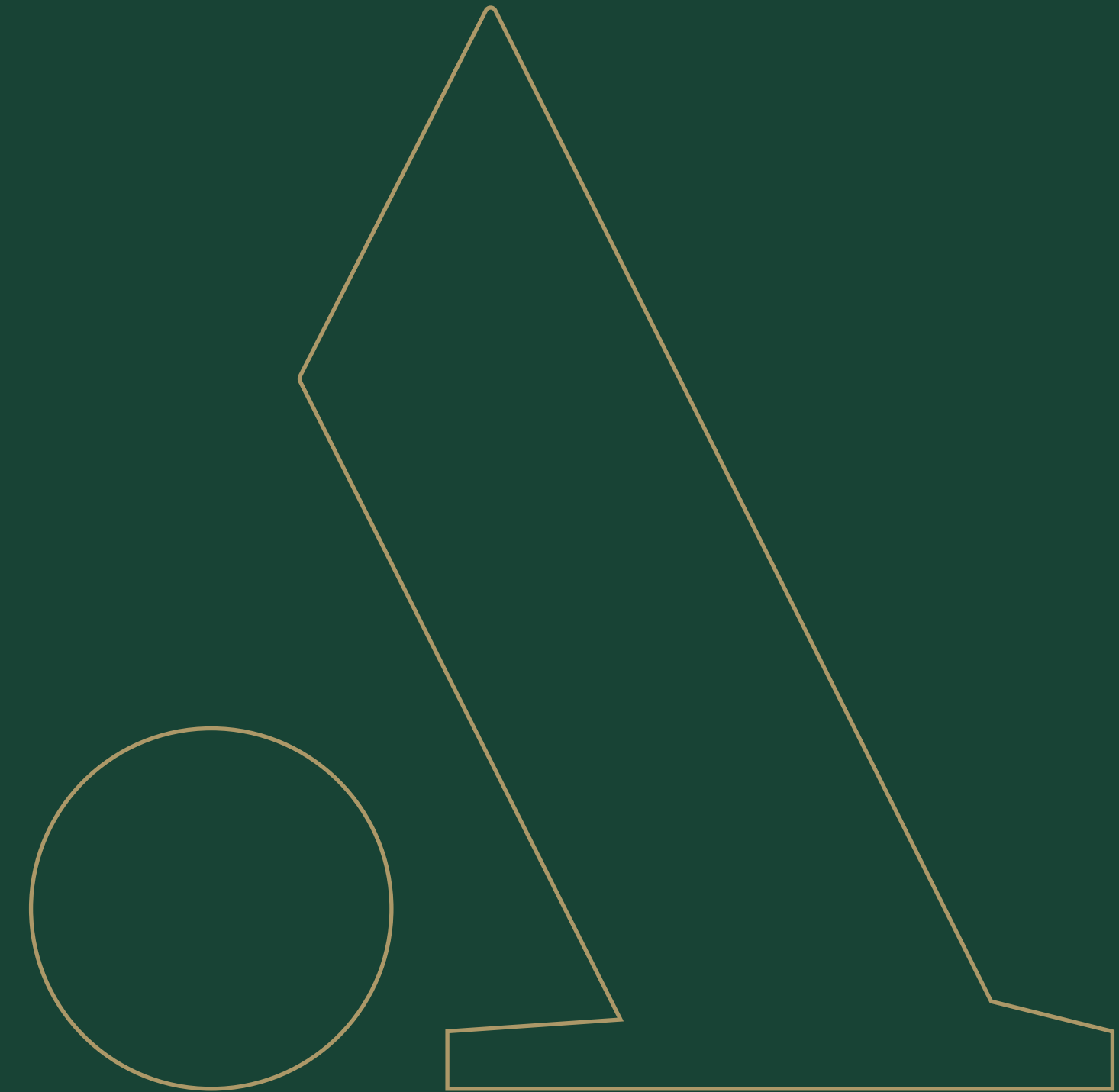




# PURPOSE, VALUES AND ATTITUDE

## WHY DO WE HAVE THEM?

- They define who we are, why we exist and how we do what we do
- They guide the overall ACTC experience
- They set the standard for all of us across the company to live up to





## HOW DO THEY WORK TOGETHER?

### PURPOSE

Why we exist as a business. The positive impact we want to have on people's lives. What we work towards every day.

BUILDING A GLOBAL  
COMMUNITY OF  
DEDICATED PLAYERS  
SERIOUS ABOUT  
COMPETING AND  
MOTIVATED  
BY LOVE FOR  
THE GAME

### VALUES

Six magic ingredients that all combine to make our brand irresistible. The blueprint for our products, services and how we behave.

COMMUNITY  
FIRST

MATCH THE  
PASSION

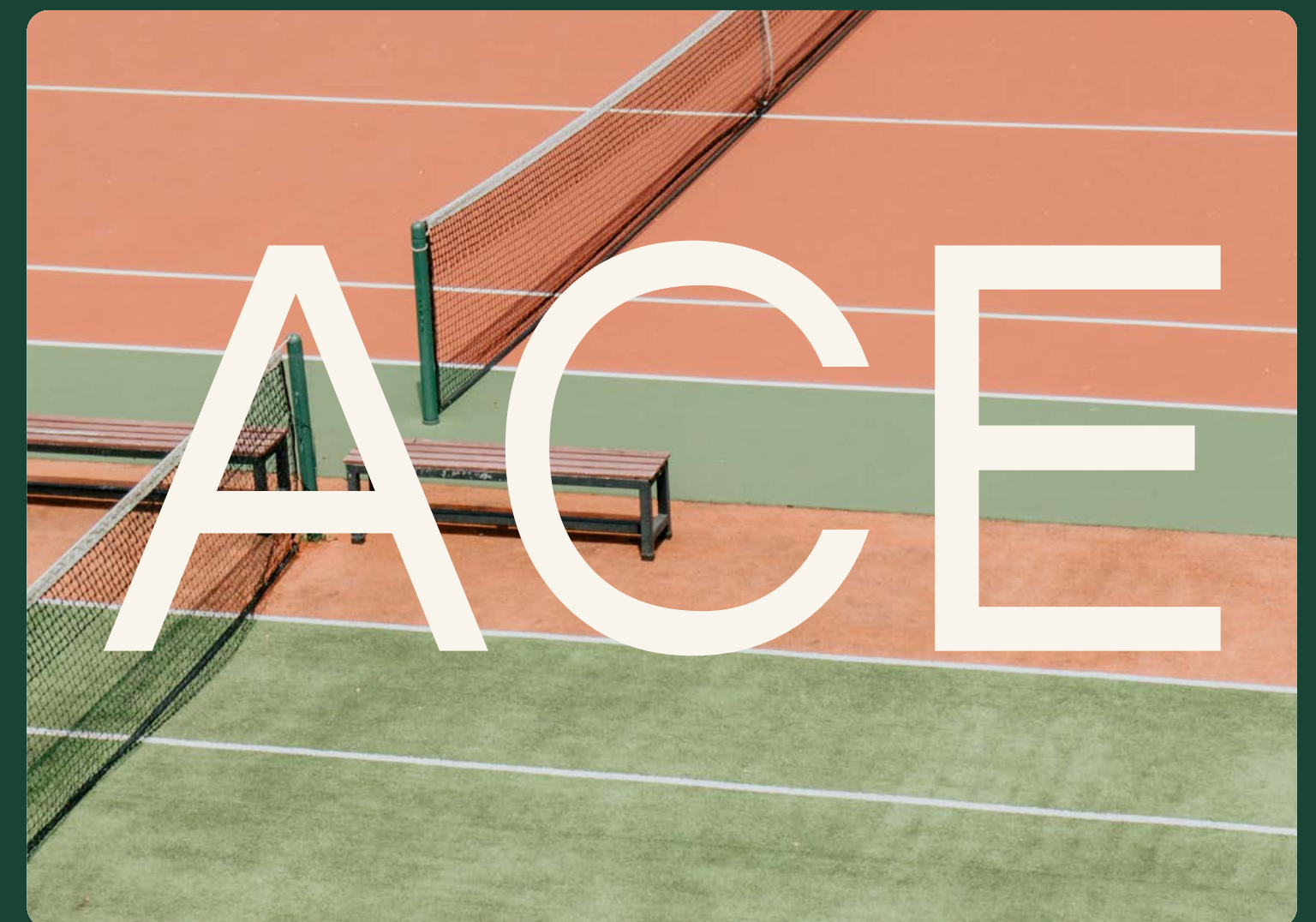
TRULY  
EXCLUSIVE

ELEVATE THE  
GAME

CURIOSITY &  
ADVENTURE

### ATTITUDE

The way we express ourselves. ACE informs everything we do – how we sound, look, think and feel. It's what makes every interaction with us feel special.





# PURPOSE

BUILDING A GLOBAL  
COMMUNITY OF DEDICATED  
PLAYERS SERIOUS  
ABOUT COMPETING  
AND MOTIVATED BY  
LOVE FOR THE GAME

Why we exist as a business.  
The positive impact we want to  
have on people's lives. What we  
work towards every day.



# VALUES

## COMMUNITY FIRST

The wants and needs  
of our people driving  
everything.

## MATCH THE PASSION

Sweat the small  
stuff and bring it  
every time.

## TRULY EXCLUSIVE

Uniquely us and  
with a consistently  
high bar.

## CURIOSITY & ADVENTURE

Lean into our  
players' intrigue  
and spirit.

## ELEVATE THE GAME

Always our hero; honour  
the legends rituals and  
culture of the game.





# ATTITUDE

Where other brands have a personality, we have something that sets us apart: a uniquely ACTC attitude. We call it ACE. It guides every part of our experience, including:

- TOV
- Photography
- Visual identity
- UX & UI
- Product
- Proposition
- Experiences

# ACE

## AUTHORITATIVE

We know ourselves and the game. We're clear on our USP's and deliver with the confidence that comes with that.

What it doesn't mean; Patronising, arrogance or assuming the same levels of knowledge and passion.

## CHAMPION

For the game, the hitters, for our community.

Bringing passion. Putting our products central. Putting our audience first.

The only watch out is on the community aspect of champion is not being twee. Keep in mind the other pillars.

## ENERGETIC

Curious creative and bringing passionate energy to every solution. Don't always take the first solution. Not interested in sitting still. Looks for opportunities to innovate.

What it's not; cheesey, in your face, shouty.



# TONE





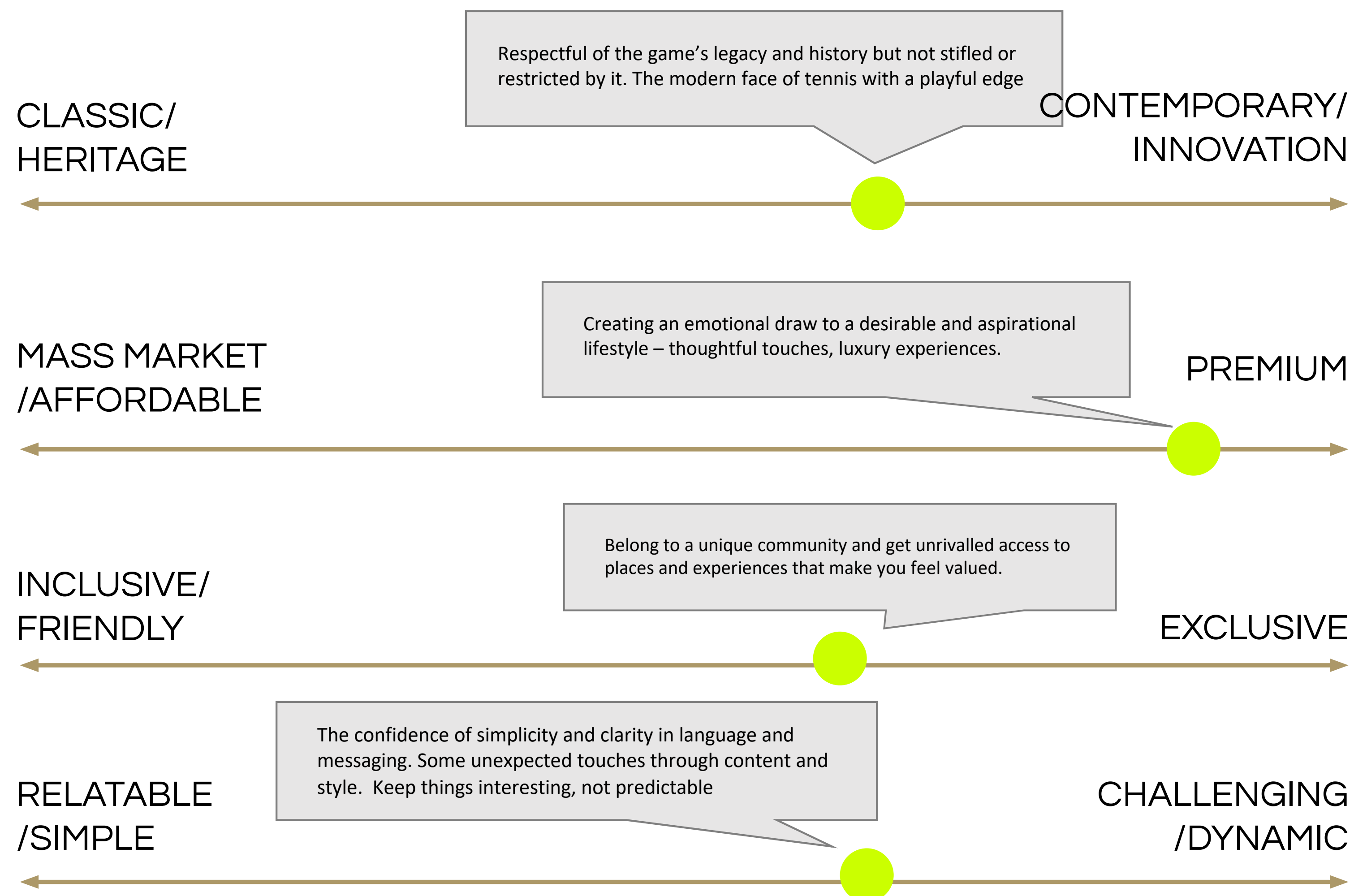
## WHAT IS IT?

Our tone of voice is the tonal expression of our ACE attitude.

## WHY IS IT IMPORTANT?

- It sets us apart in a world of same-same
- It gives us warmth and relatability
- It lets us outsmart when we can't outspend
- It ensures we are consistent and builds familiarity.

Striking the right tone in our communications can be tricky. The following sliders help illustrate where we want to be.





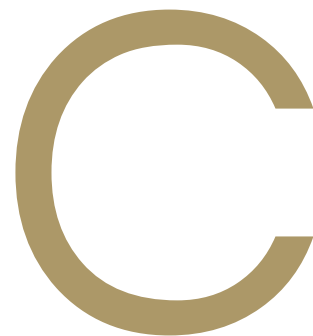
AUTHORITATIVE

# USING ACE

Here's some helpful tips on how to bring our attitude to life when writing.

CHARACTERISTIC	HOW IT SHOWS UP	TO BE AVOIDED
PREMIUM	Eloquent, simple language. Build a sense of intrigue, desire and aspiration.	Anything that appears too gimmick-led, cheesy or waffly.
	Create lust through highlighting unrivalled access and exclusivity. Preferential access can be used a loyalty reward.	Avoid discounts, the word 'free; and sales-y promotional tactics. We don't want to sound desperate.
CONFIDENCE & CLARITY	Clear, simple and confident language. Real and straight-forward.	Too much technical jargon. Self congratulation or self indulgent.
	Fewer words are better. Always search for ways to communicate what you're trying say in a more simple way.	Avoid slang, shortenings and acronyms.
	Ask yourself 'is every word necessary?' If not, try and remove it. Words like 'really,' 'quite,' 'mainly' and the like don't say much and take up space.	
HUMAN	Present information in easy-to-read ways Break long pieces of text into chunks with short headings and supporting text that supports that heading. Short lists-no more than 5 points-are also helpful.	
	Get conversational Think about appropriate language that's used in everyday conversations and use it. The less formal way of talking about something will feel more familiar to more people. Swap jargon for plain language.	Say it out loud. Read what you've written out loud. If you think what you've just said would sound confusing to someone you've just met, revise. Don't assume people have background knowledge of our products and services.





CHAMPION

	CHARACTERISTIC	HOW IT SHOWS UP	TO BE AVOIDED
EXPERTISE		<p>A voice of authority on best venues, events and opportunities.</p> <p>Draw upon access to the best-in class experts. Listen to members and playback relevant insights</p>	<p>Being overly preachy or patronising.</p>
PASSION		<p>Creating a sense of excitement and intrigue – communicate a shared love for the sport and the lifestyle.</p>	<p>Overly enthusiastic (excessive exclamation marks) and use of puns.</p>

E

ENERGETIC

CHARACTERISTIC	HOW IT SHOWS UP	TO BE AVOIDED
DARING	Bold, brave, edge. The new wave of tennis influence – passionate sport thrilling travel, glamorous events. Share new information and ask yourself if you’re giving people something new to engage with? A new concept? A new offer? A new point of view? Try to add something different than what’s already part of the existing cultural conversation.	Divorce from boring, obvious, cliché or stifling traditions.
DISTINCTIVE	Unexpected and less obvious.	Predictable and unoriginal slogans, headlines and puns.
POSITIVE	Re-frame challenges into opportunities and approach the situation with an optimistic view when appropriate.	Being inauthentic. Ignoring challenging or controversial issues relevant to the content.

# LOGO



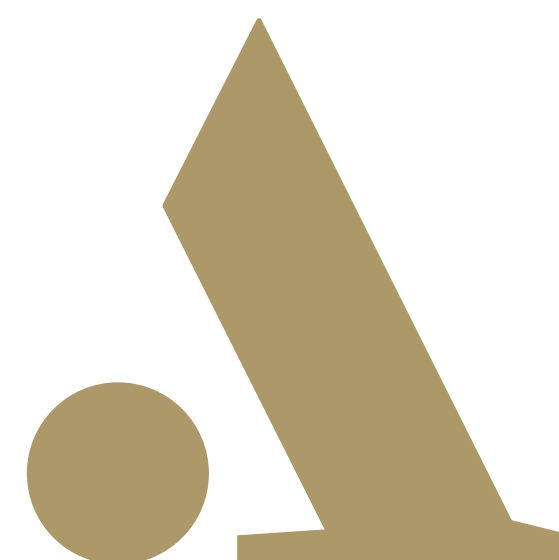
# OUR LOGO

Our primary logo has been crafted to work in print or on screen at huge sizes. This means we can scale it up as much as we need.

If you're after a logo for anything smaller than 20mm or 100px wide, please use the monogram version.

In terms of colour, our logo and monogram can be gold, green or white depending on the environment it's sitting in.

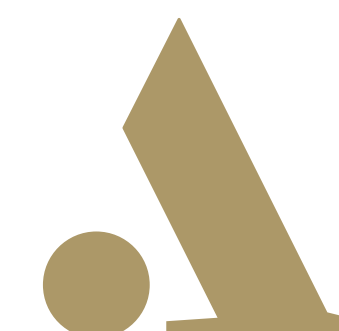
## Primary logo



ALL COURT TENNIS CLUB

## MONOGRAM

For small uses



ALL COURT TENNIS CLUB



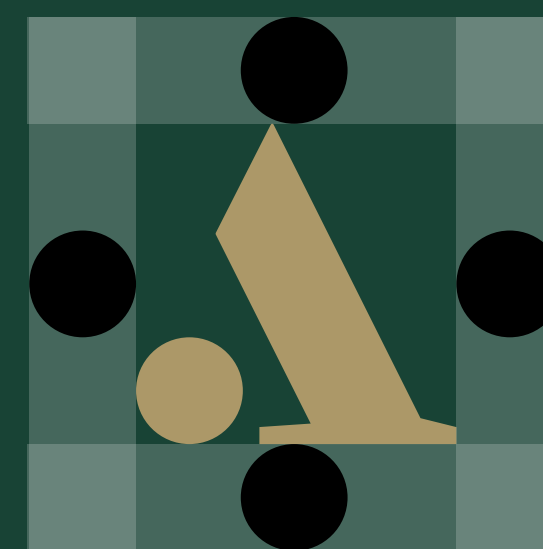
ALL COURT TENNIS CLUB



# CLEAR SPACE

Our logo likes a bit of breathing space. There's a simple rule to follow: the minimum height for clear space must at least match the height of circle from the monogram.

The tiny logo is slightly different. Use the width of the right side of the logo as minimum padding all around.





As a rule of thumb, the ACTC logo should always be clear and visible. So most of the time our logo won't be obscured by any other elements. But in very special cases and with the approval from the ACTC team, it may help support your concept.







# COLOUR

WHY WE USE COLOUR  
PALETTE  
RATIO

## WHY DO WE USE COLOUR

- We use green because it's instantly recognisable as ACTC
- We have support colours to use as backgrounds and accents
- We have a range of colour that represent all the court surfaces we play on.

## WHY IS IT IMPORTANT?

### **1. It helps us be clear**

Green should always lead the first time anyone interacts with us – whether it's a background or the dominant colour. But using it with one accent colour helps keep our look fresh, confident and recognisable.

### **2. It gives us a premium edge**

While green is always present, pop in more than one accent colour and you've got dynamism and ACE is bursting out of your work.

## VISUAL COLOUR PROPORTIONS



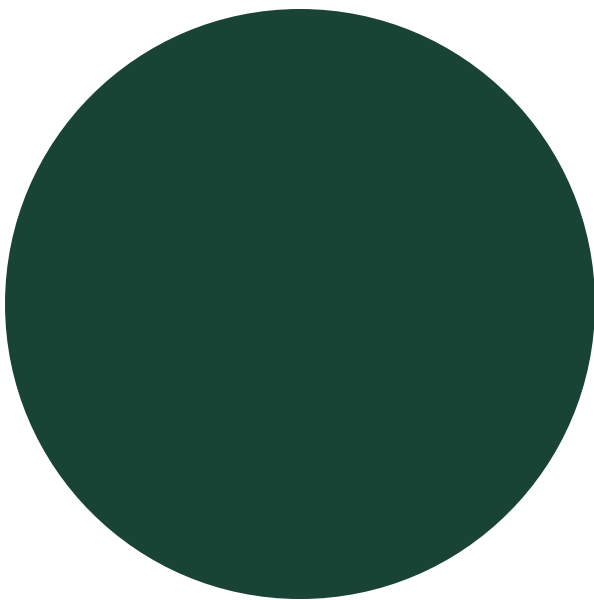


# OUR PALETTE

Our palette leads with rich green, it's supported by off-white as a background colour. Energised with a dash of green and a classic and timeless gold for a premium edge.

The court colours can be used to colour code the types of surface a member might be looking for and also used in illustrations to add more depth of colour and ownership

## 01. MASTER COLOURS



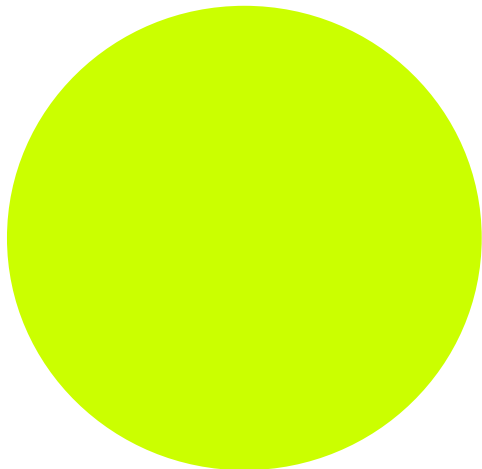
RICH GREEN

R24 G67 B53  
C94 M28 Y74 K73  
PMS 3308C  
#184335



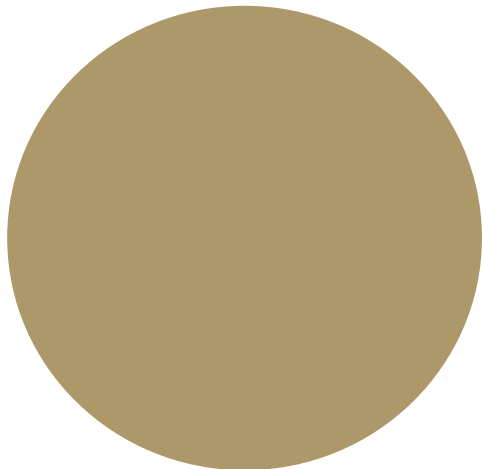
OFF-WHITE

R250 G245 B238  
C03 M04 Y08 K0  
PMS XC  
#F9F4ED



FLURO GREEN

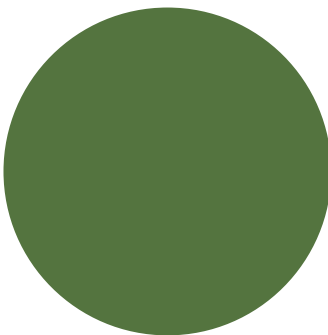
R24 G67 B53  
C94 M28 Y74 K73  
PMS 3308C  
#184335



GOLD

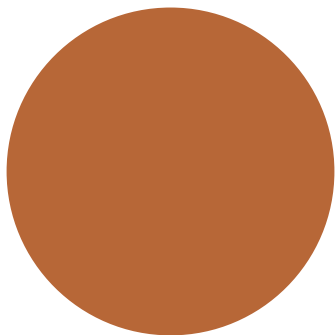
R24 G67 B53  
C94 M28 Y74 K73  
PMS 3308C  
#184335

## 02. COURT COLOURS



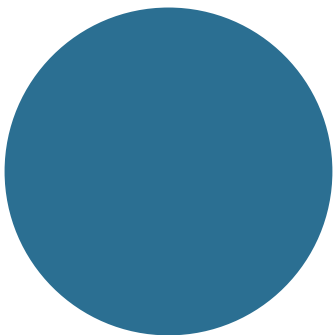
GRASS

R72 G118 B46  
C62 M1 Y100 K25  
PMS 370C  
#48762e



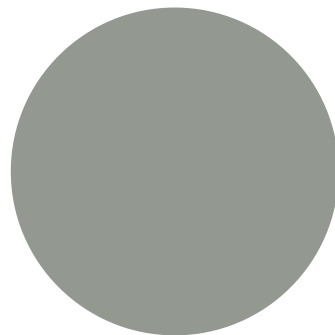
CLAY

R24 G67 B53  
C94 M28 Y74 K73  
PMS 3308C  
#184335



HARD

R24 G67 B53  
C94 M28 Y74 K73  
PMS 3308C  
#184335



HARD

R24 G67 B53  
C94 M28 Y74 K73  
PMS 3308C  
#184335



ROLLAND GARROS:  
PARIS FRANCE

May 22nd, 2022 10:30 AM

Will to Win Regent's Park Tennis & Padel Centre [Check on map](#)

#2

Rafeal  
Nadal

#3

Casper  
RuudMUST  
SEEMost Recent

ACTC Slams

Play &amp; Watch

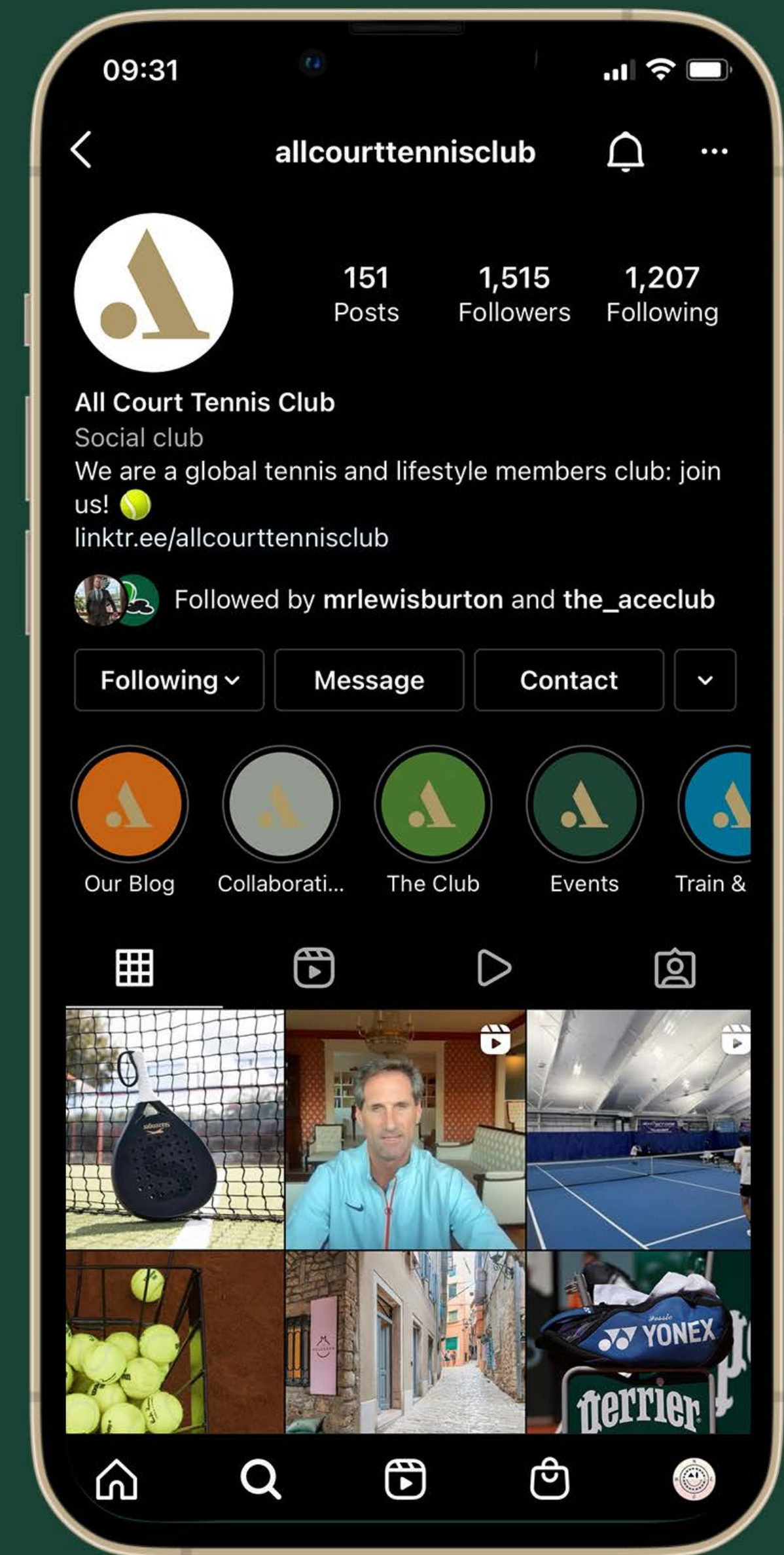
M



Saturday, May 22nd, 2022 - Evening Session

Paris, Train & Compete  
with Mark Oswal

Satu

Pa  
wi



# TYPE & LAYOUT



SPACE IS VITAL

LET YOUR WORDS  
AND IMAGES BREATHE







## WHY DO WE USE TYPOGRAPHY

- We use typography to look as distinctive as we sound
- Typography can help us deliver the right tone whether it's quietly confident or big, bold and playful.

## HOW DOES TYPOGRAPHY ADAPT TO DIFFERENT TOUCH- POINTS?

### **1. Quietly confident**

Sometimes we just want the content to do the talking. So we can be simple and direct and let the type tell a story.

### **2. Big, bold and playful**

If we have a chance to make more of a statement then we can be playful with scale and layout.

## BRAND FONTS

All Court Tennis Club uses two main fonts in all communications. We use the font Questrial for headings and footers, in Full Caps with 1.5pt word spacing. (Spacing can be adjusted in your font dialogue box > Advanced >Expanded > 1.5pt). Questrial can be downloaded for free at:  
<https://fonts.google.com/specimen/Questrial>

We use the font Spectral for body-copy; it should always be used in Sentence Case. To help with the visual hierarchy Spectral should be used in grey (75% black) and key words can highlighted in black (100% black).

Spectral can be downloaded for free at:  
<https://fonts.google.com/specimen/Spectral>  
Please do not use any fonts other than our Brand Fonts.

QUESTRIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 – @£€!?!©™

Spectral

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 – @£€!?!©™

# TYPOGRAPHY IN-USE

This newsletter brings the proportions of our fonts to life.

Light  
Fixed 20px

Size 10px  
Leading 12px

Size 10px

Size 10px  
Leading 12px

Size 10px

Size 10px  
Leading 12px





TYPOGRAPHY

TYPE-SIZES

When working with multiple type-sizes we use a proportional size system to keep the type sizes distinct from each other. Headings are double the size of sub-headings and body-copy. Sometimes there will be no subheading, keep body copy at 75% of heading.

Do not use more than 2 different type-sizes for headings, sub-headings and body-copy.

Additional type-sizes should only be used for text that needs to be kept very small, such as page numbers, running headers, navigation, legal copy etc.

In some cases you may need to adjust these hierarchies to accommodate different amounts of text, but try to follow these as closely as possible.

HEADING SIZE

100%

SUBHEADING SIZE

75%

Body-Copy Size

75%

HEADING SIZE

100%

Body-Copy Size

75%

EXAMPLE TYPE-SIZE HIERARCHIES

30PT

20PT

20PT

22PT

15PT

15pt

22pt

15pt

12-12PT

24-12PT

36-12PT



# QUIETLY CONFIDENT

Sometimes we just want the content to do the talking. So we can be simple and direct and let the type tell a story.

- Have the confidence to keep text small and let the reader come to us

A high-angle, low-key photograph of a female tennis player in a white athletic outfit, captured mid-swing during a backhand shot. She is positioned on a green tennis court, with her shadow cast long and dark on the surface. The background is a deep blue, possibly a sky or a wall, creating a strong contrast with the green court and the player's white attire. The text 'AMAZING SERVICE THAT HITS THE SPOT' is overlaid in a clean, white, sans-serif font, centered horizontally and slightly above the player's head.

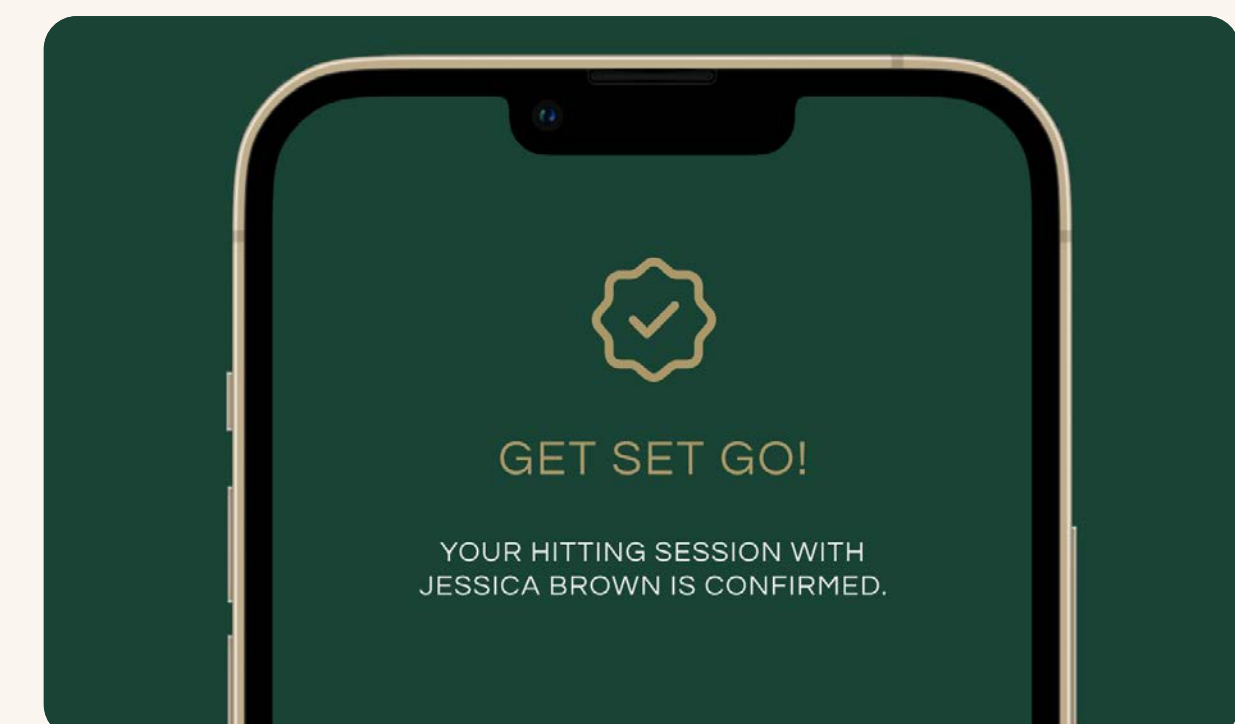
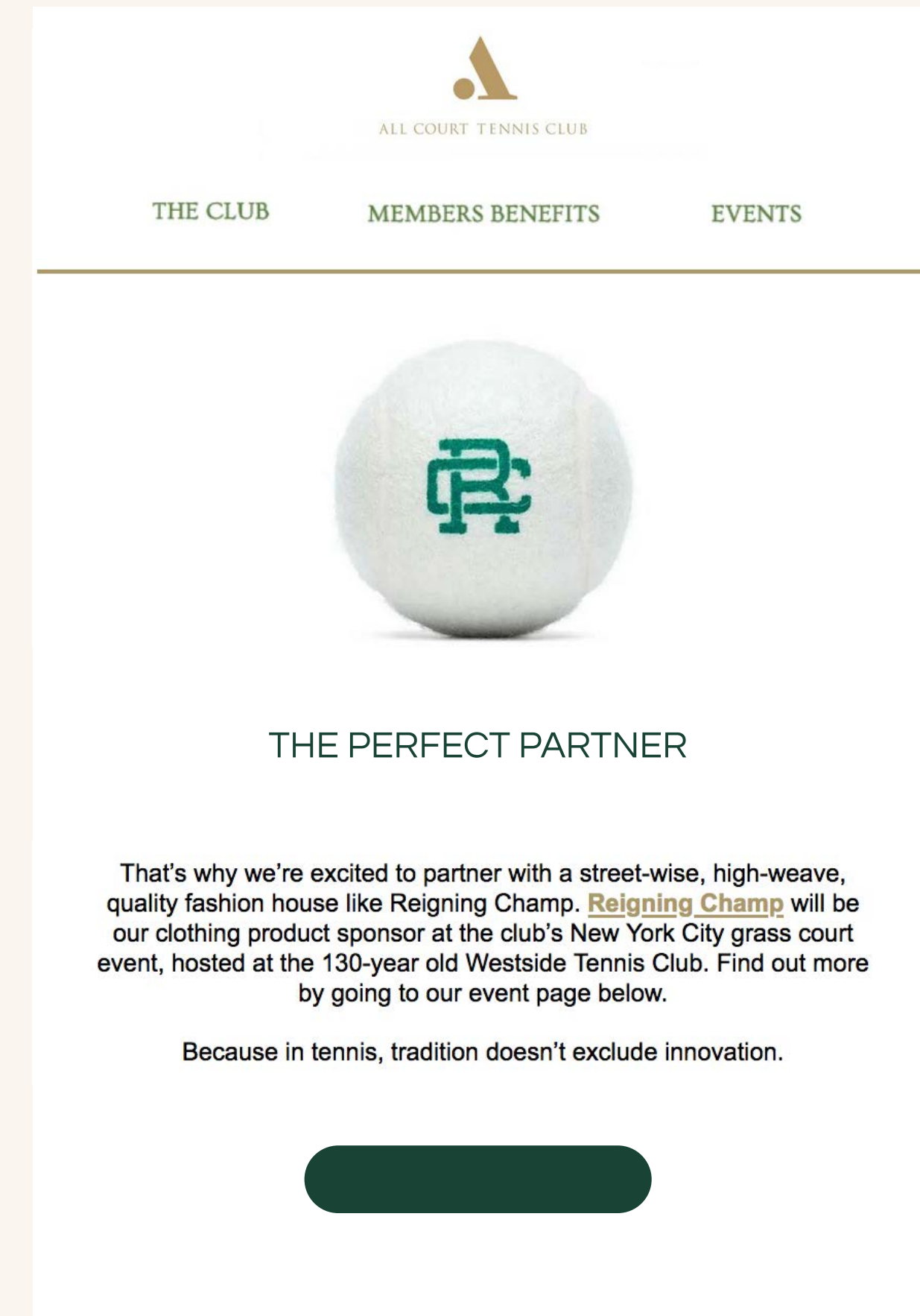
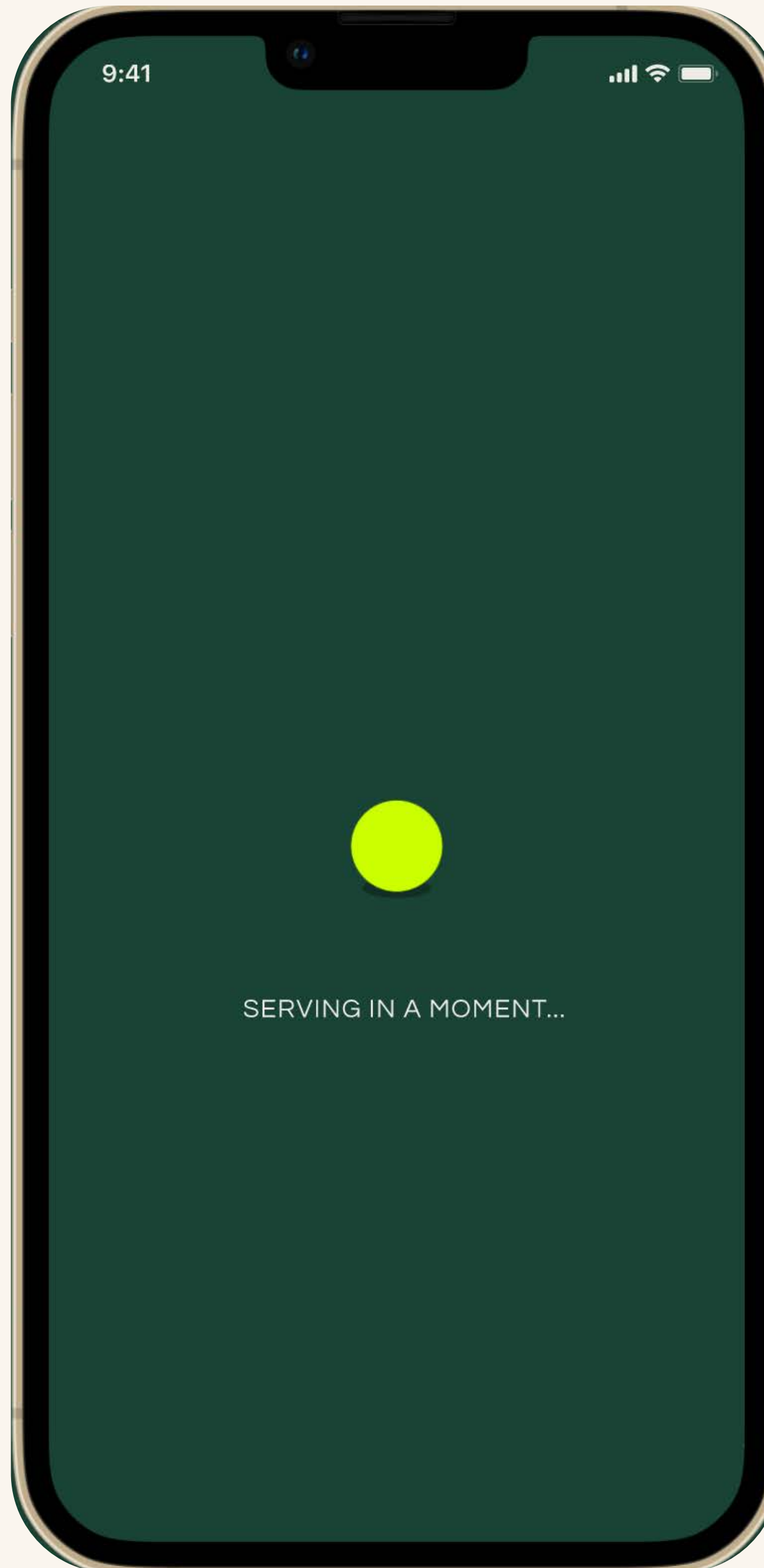
AMAZING SERVICE  
THAT HITS THE SPOT





## QUIETLY CONFIDENT

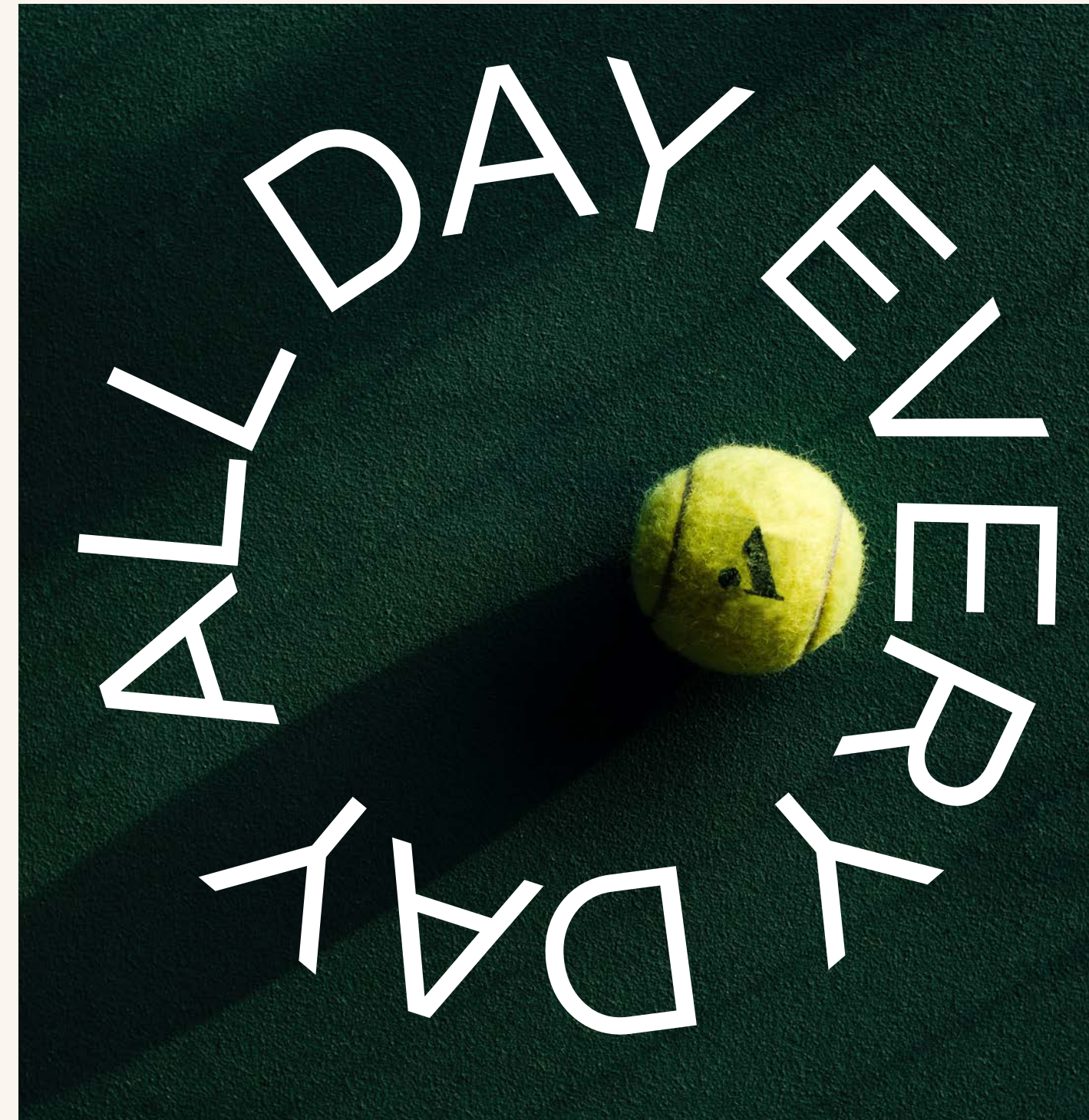
- We use typesetting to hero the subject
- Lighter font weights keep things legible
- Straight-up simplicity
- White space in layouts focuses the reader on the message
- Type doesn't always have to be big to be seen – our graphic assets and colours can draw attention to messaging





# BIG, BOLD & PLAYFUL

- Oversize headlines
- Use short and punchy messaging that instantly expresses our attitude
- Use big and bold typography to increase the pace of a design
- Pull out data with oversized type
- Break the grid – use all the space available
- Create layouts with flow and movement using big type
- Try different alignments
  - big and centralised layouts pack lots of punch







THE BASICS

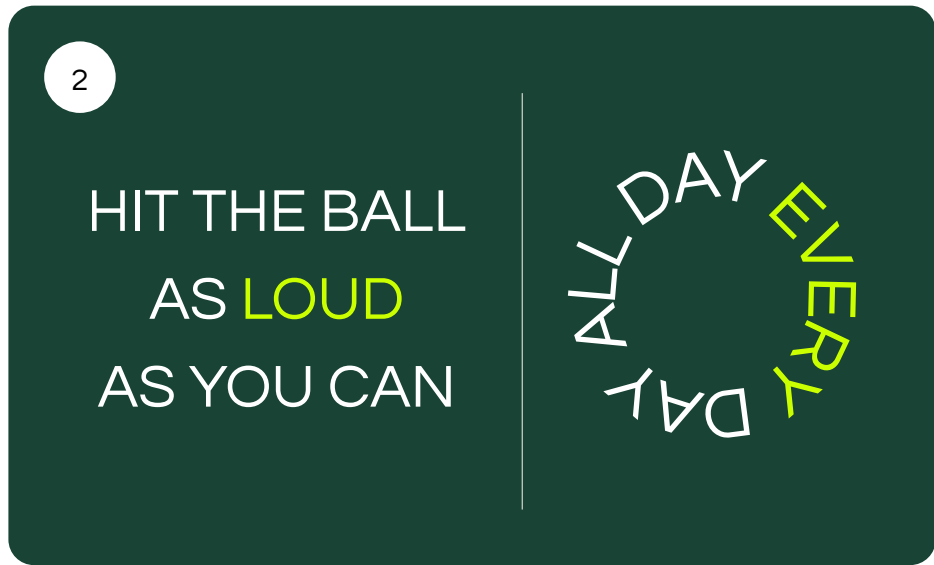
OUR TYPEFACES

- 1. Our brand typefaces our Questrial for headlines and Spectral for body copy.
- 2. We pair these fonts to create layouts with style and hierarchy.
- 3. We always use upper-case for headlines.



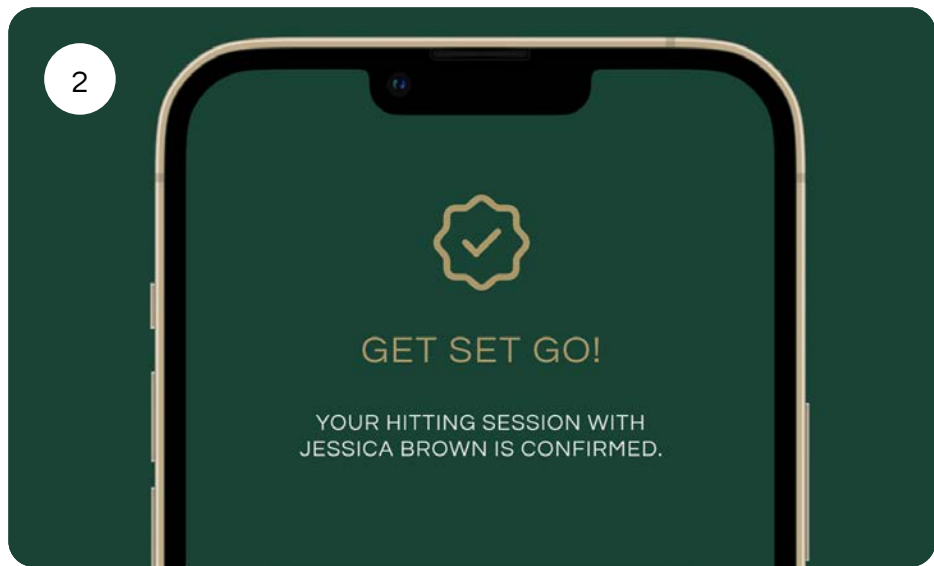
USING COLOUR IN TYPE

- 1. At minimum we're green and white.
- 2. Our playful headline approach can add interest but only when there's a purpose.
- 3. Our type meets accessibility standards.



SETTING OUR TYPE

- 1. Our type is perfectly spaced.
- 2. Our type is always legible.

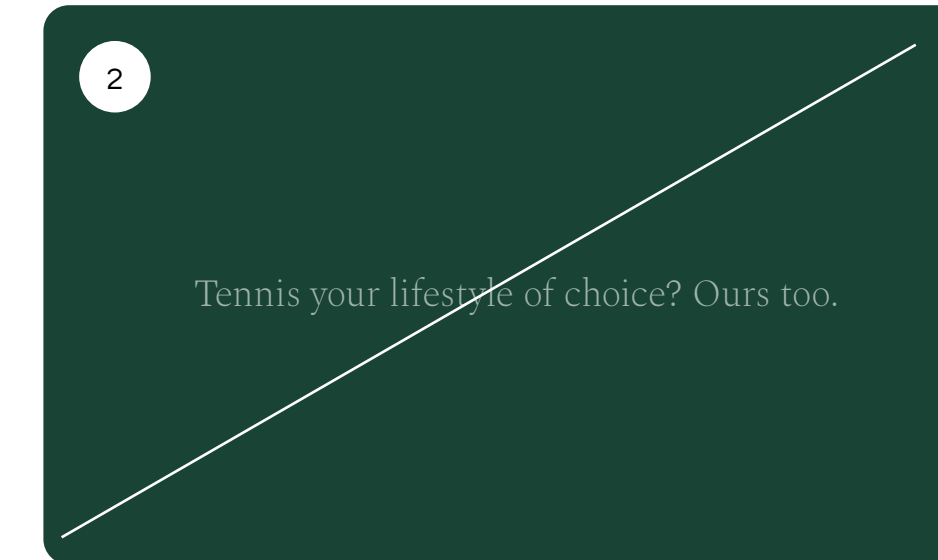




## DON'TS

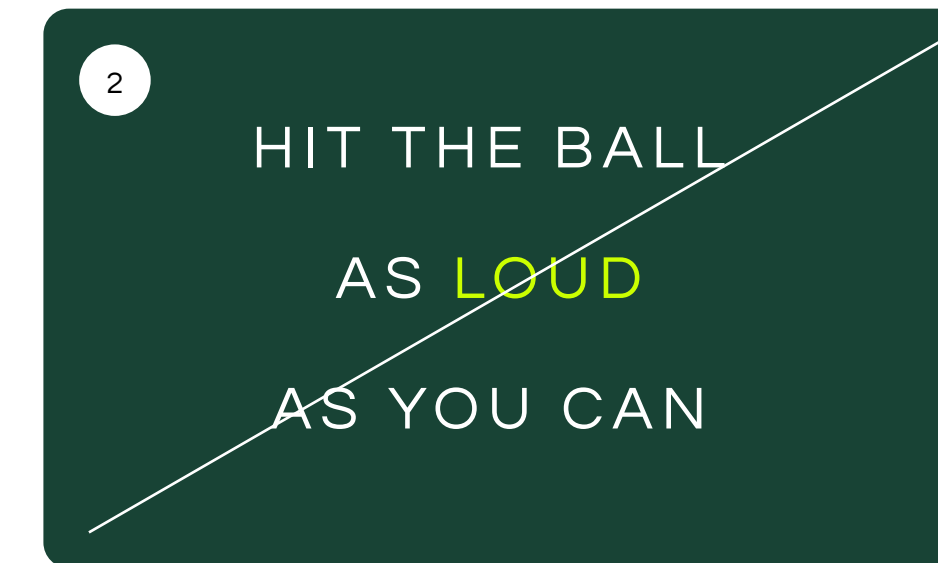
### OUR TYPEFACES

1. Don't use anything apart from Questrail for headlines and Spectral for body copy.
2. Don't lose legibility using the lighter weights of Spectral
3. Don't use lowercase headlines.



### SETTING OUR TYPE

1. Don't right-align type.
2. Don't set type too tight or too spaced out.
3. Don't create layouts lacking in hierarchy.

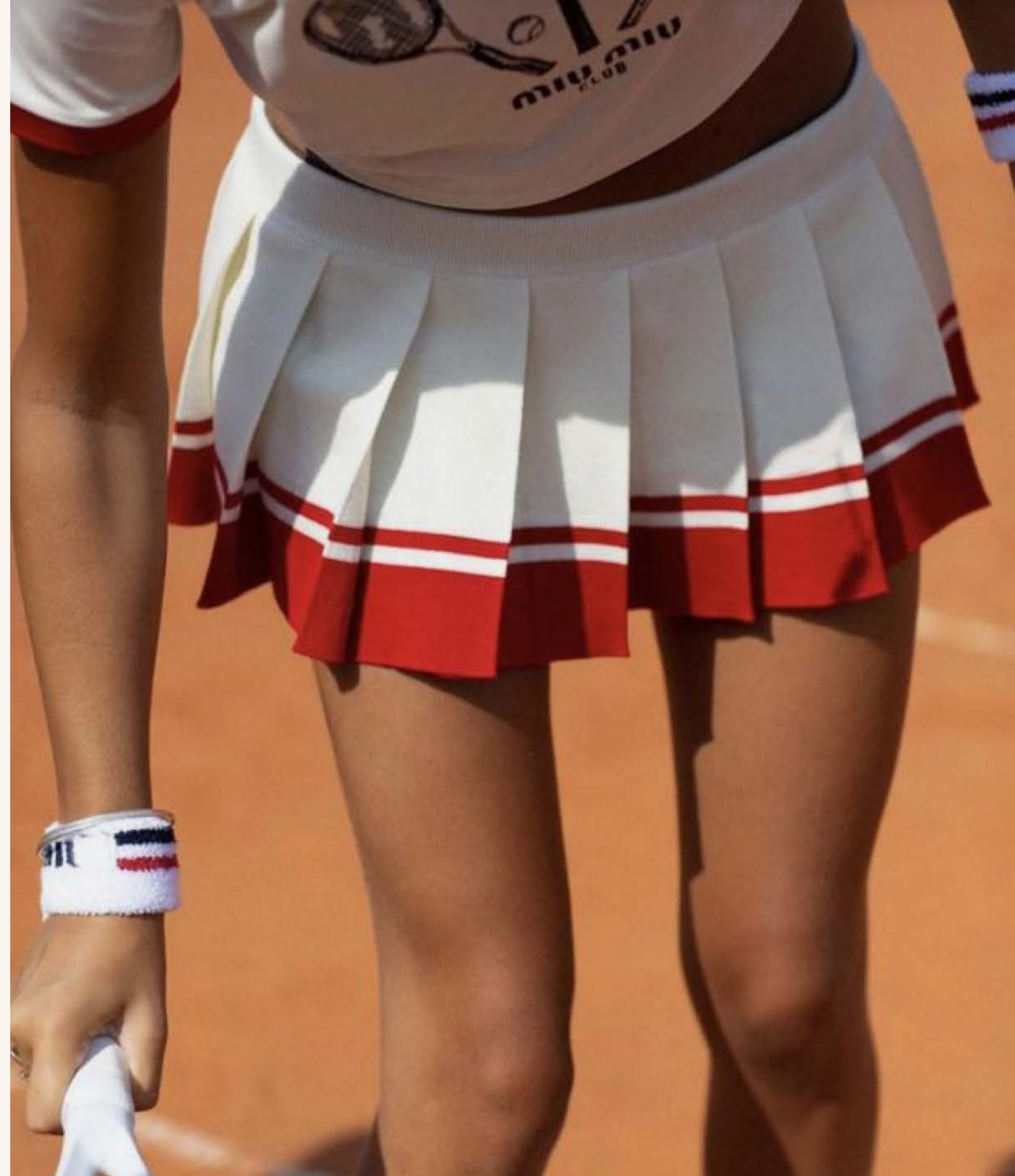




# PHOTOGRAPHY



Of all our design elements, photography can be the trickiest to nail. More often than not it's centre-court, and it always needs to be in tune.







## WHAT ARE THE KEY PRINCIPLES?

- Our photos always reflect our ACE attitude.
- Our photos support our tone of voice and products and experiences.
- Our subjects should always have extra depth. We want to create interest and challenge what's expected of us.
- Sometimes we reflect the world we play in; sometimes we show the world we want to live in.
- Needless to say make sure you have appropriate permission to use images.

These principles apply to all types of brief, from selecting stock images to briefing an event photographer.





# CASTING

The people in our photography are should reflect our brilliant membership base and the world at large. Visibly feeling the benefit of everything ACTC offers.

## PEOPLE

- Friendly and open
- Relatable and interesting.
- Real
- All ages

## BODY LANGUAGE

- Absorbed in what they're doing
- Not aware of the camera

## DIVERSITY

- Holds a mirror to our customers and the world we want to play in.
- Feasible not forced
- All walks of life
- Celebrating difference

## CHARACTER

- Living in the moment
- Infectious energy
- Bringing positivity



# ART DIRECTION

Here are some art direction tips to follow when shooting photography.

## LIGHTING

- Warm and candid
- Colour can dial up or down

## CAMERA

- Sharp
- Believable
- Shoot in the moment – capture expressions

## ANGLES

- Captures the moment
- Not just the subject
- Shows the connection
- Think differently.

## ENVIRONMENT

- Diverse locations
- A touch of green
- Raw and textured
- Aspirational moments
- Contemporary
- Relatable
- Honest and real





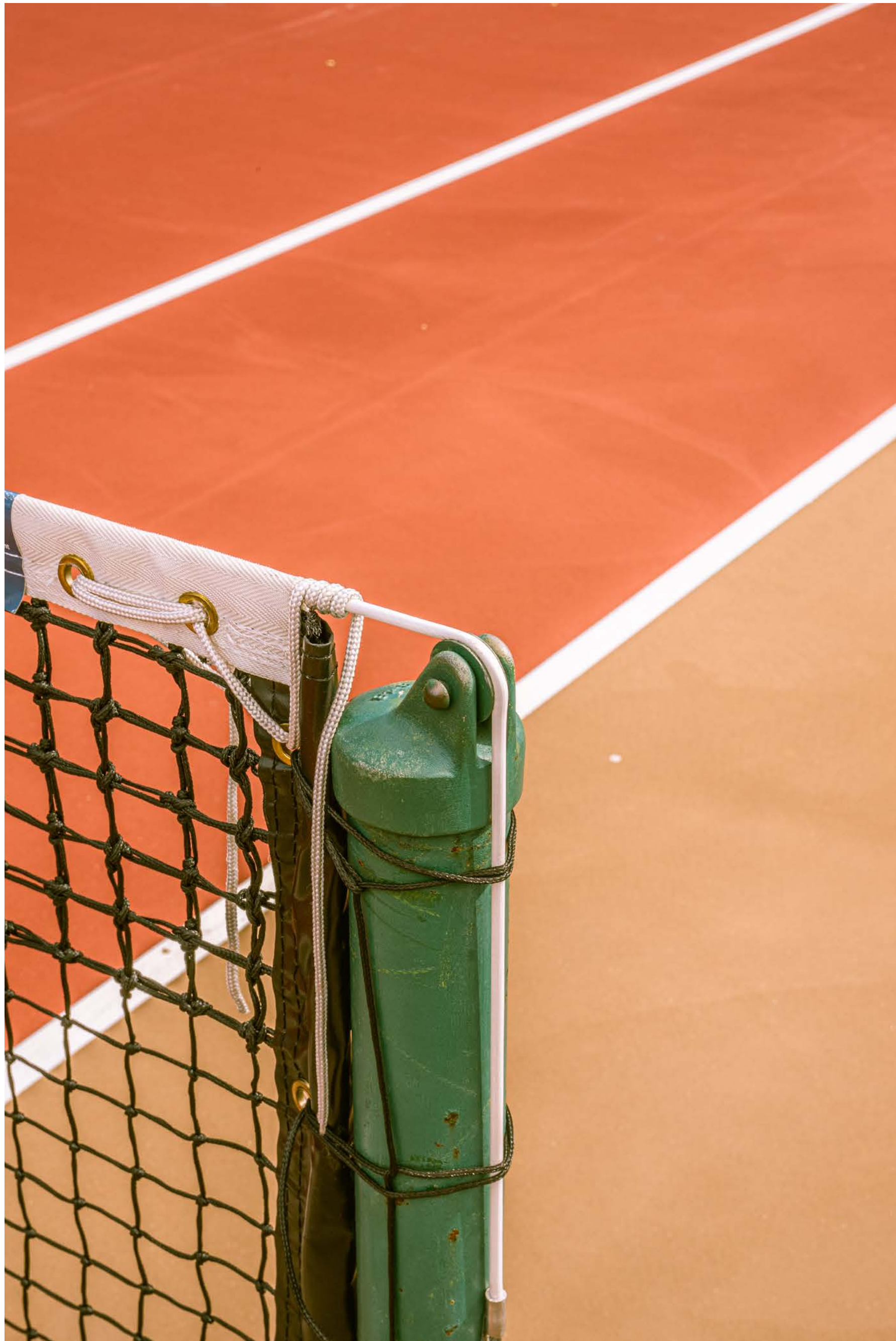
THE FOLLOW  
PAGES SHOW  
APPROPRIATE BEST  
IN CLASS EXAMPLES  
FOR OUR BRAND.



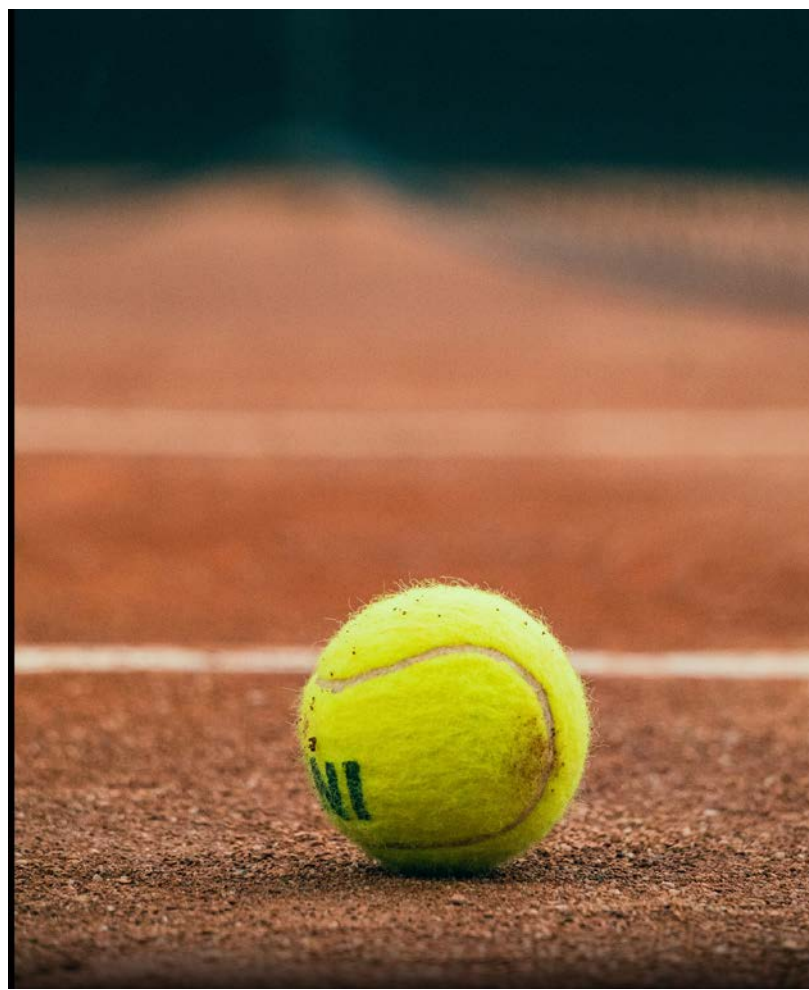
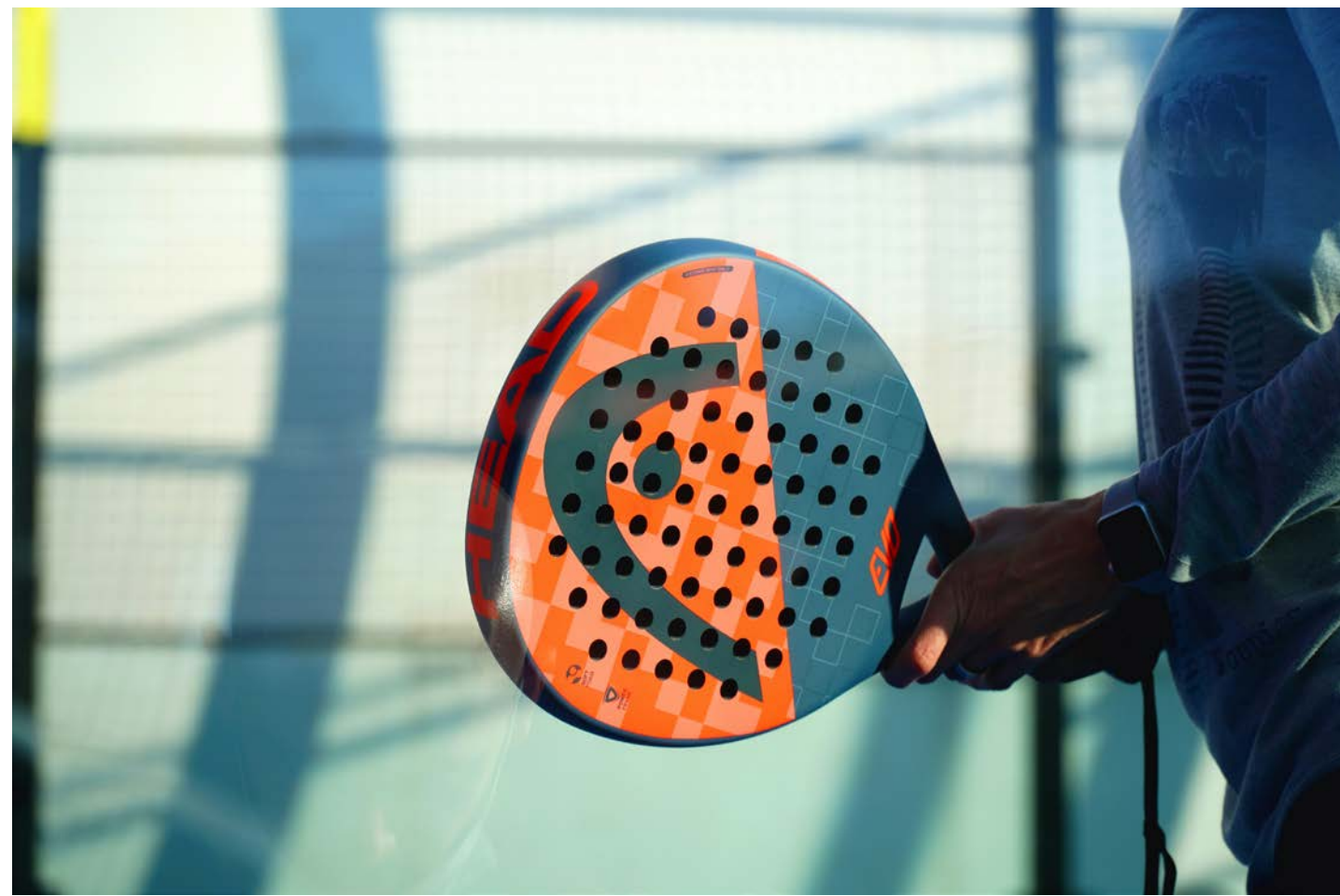


















# ILLUSTRATION

## OUR STYLE

Premium and dynamic.  
We reduce down the detail  
to create bold, impactful  
imagery. Fresh angles and  
dynamic crops.

In the right moments the  
use of illustration can add  
depth, character and even a  
wry smile to the experience.  
Used with care, it can be  
incredibly powerful.

