BRANDING DESIGN AND GUIDELINES

APRIL 2024

Table Tennis England

tabletennisengland.co.uk

# Table of contents

SECTION 1

Introducing the Table Tennis England brand

tabletennisengland.co.uk

Welcome to our brand

These guidelines describe the visual elements that represent the Table Tennis England identity. These include logo, logo positioning and other elements such as colour, typography and graphics.

To maintain the integrity of the brand and achieve a consistent and professional image, these guidelines should be followed accurately.

For any advice relating to the Table Tennis England brand identity or to request artwork files, please contact: **marketing@tabletennisengland.co.uk** or call 01908 208860.
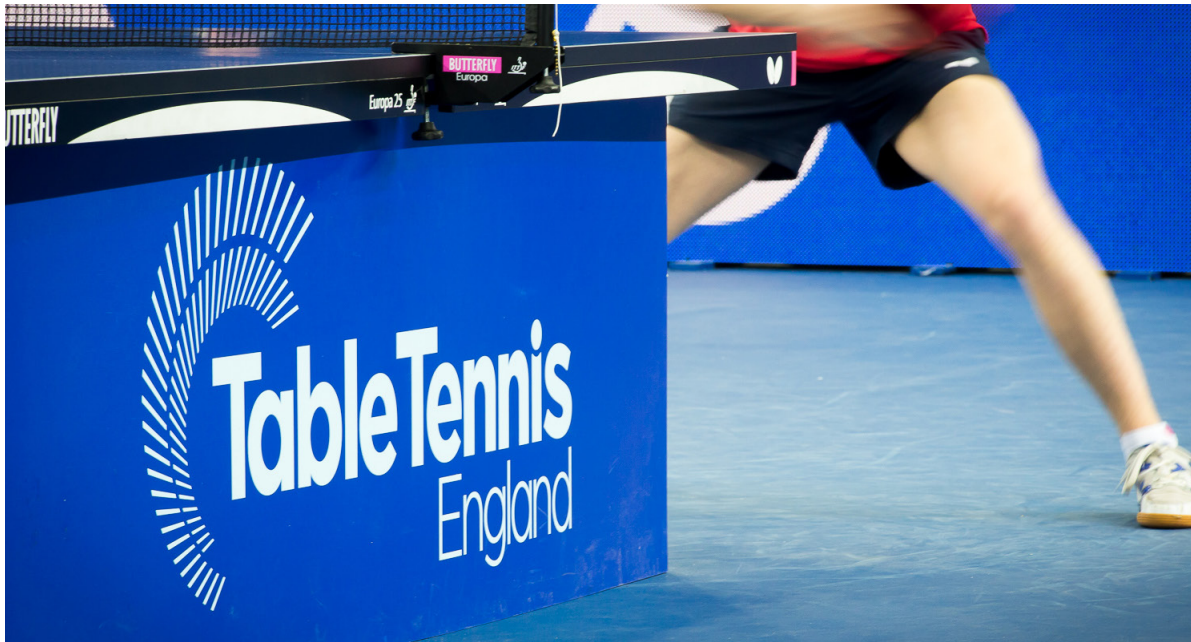
Who are Table Tennis England?

Table Tennis England are the governing body of table tennis in England, responsible for representing, co-ordinating, administering, marketing and developing the sport in close co-operation with related bodies such as British Para Table Tennis (BPTT).

TABLE TENNIS UNITED

Table Tennis United is our strategy outlining our vision to turn England into a 'Table Tennis Nation'.

Launched in October 2022, Table Tennis United sets out a series of bold targets across the breadth of the sport – from delivering success on the Olympic stage to strengthening clubs and leagues, from getting more children playing table tennis in schools to creating a world-class coaching and officiating workforce.

Visit **Table Tennis United**

Our Purpose
Hosting generations of players at our table

Our Vision
A table tennis nation

Our Guiding Principles
To underpin our Vision, we have developed a set of guiding principles which help to define our Pledges, and the role we will fulfil to lead and empower the table tennis community:

- Table tennis first!
- Olympic first!
- 'Meet people where they are at'
- Open to everyone; adaptive to attract diverse communities
- Customer focused, with people at the heart of the design and delivery
- Data and insight led making evidence based decisions
- Embracing digital and technology to reach and engage existing and new audiences
- Collaborating, listening and co-designing
- Greater connectivity between the formal and informal game
- Developing partnerships that help it go faster
- Focussing attention on the critical actions that will make a difference
- Journey, not a sprint

SECTION 2

Using the Table Tennis England logos

tabletennisengland.co.uk

The logos

MAIN AND LANDSCAPE LOGOS

The elements of the logos have been carefully chosen and proportioned to convey the values of Table Tennis England.

Only official files of the logo artwork should be used. Please see Section 6 for details of where these files can be obtained.

The Table Tennis England logo is available in four forms. All versions consist of the logotype, and the 'flick' symbol.
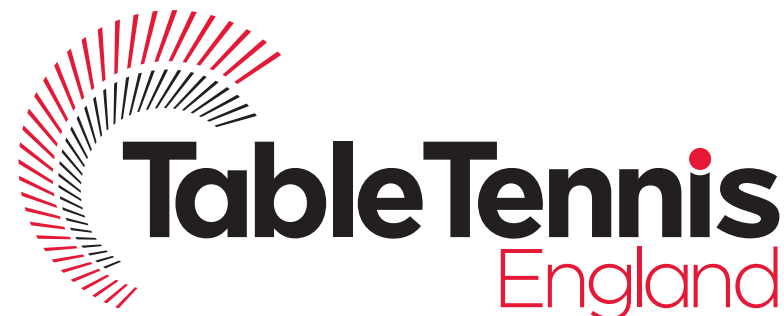
The main logo:

The main solid logo is the default version to be used in most instances.
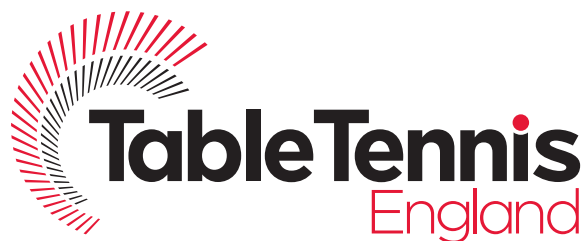
The landscape logo:

The landscape logo is an alternative to be used in applications that make the main version unsuitable (such as wide banners, etc).
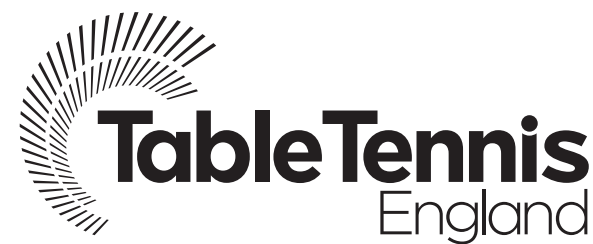
The logos

COLOUR AND MONO VERSIONS

For full colour applications,
the CMYK or pantone files should always be
used. These logos should only appear on a white
background.

For mono applications,
greyscale versions of the logos should be used. These
logos should only appear on a white background.

The logos

WHITE-OUT VERSIONS

The logos can also be reversed out of a dark, solid background. For these applications, 'white-out' versions of the logos have been produced. The logos must not be reversed out of a busy, competing background such as a photo – see Section 2.6.

When available, the white-out versions of the logo must be displayed on the red or black, solid background or the gradient red (see page 15). However, for third party applications where the palette may be limited, it may be used white-out on an alternative solid colour.
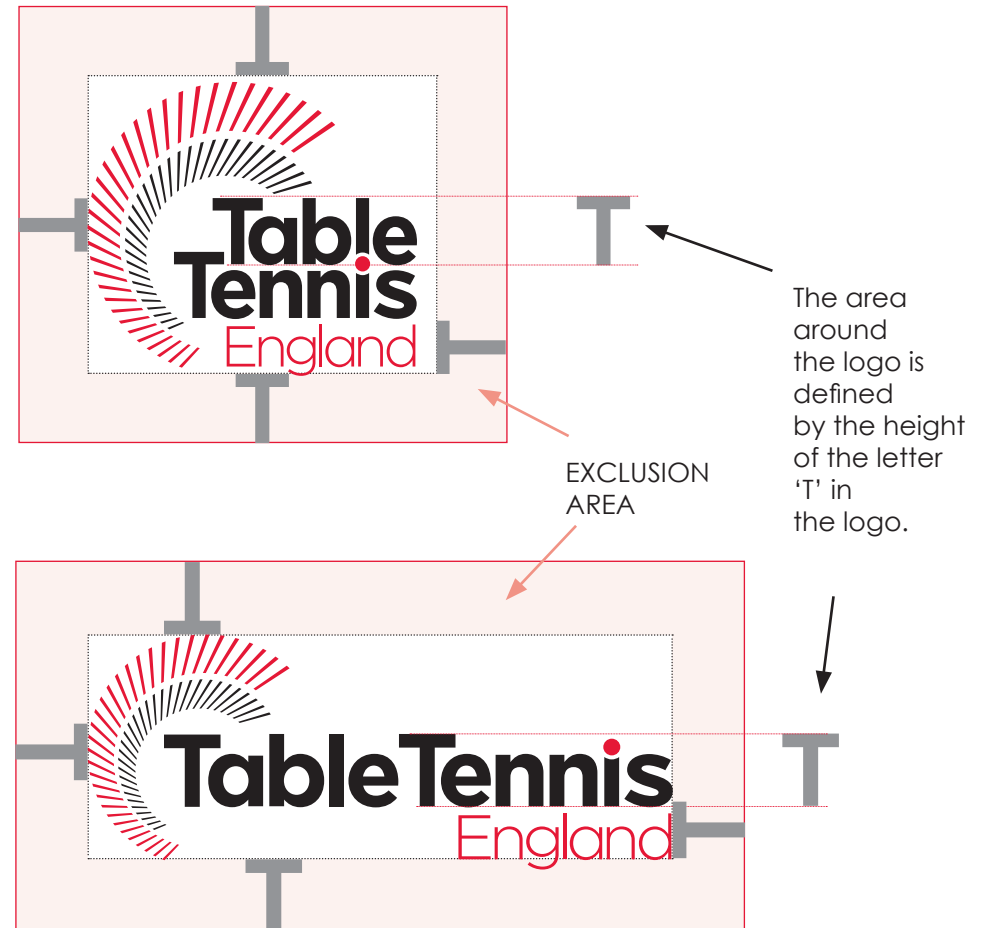
Logo exclusion area

ALL VERSIONS

The logo should always appear on an uncluttered background and away from other graphic elements which may be distracting.

For this reason, an area around the logos has been defined, into which no other elements should encroach.

The area around the logo is defined by the height of the letter 'T' in the logo.

EXCLUSION AREA

Logo sizing and positioning

MINIMUM LOGO SIZES

To ensure that Table Tennis England logos remain legible, it is necessary to specify minimum sizes for the two versions of the logo.
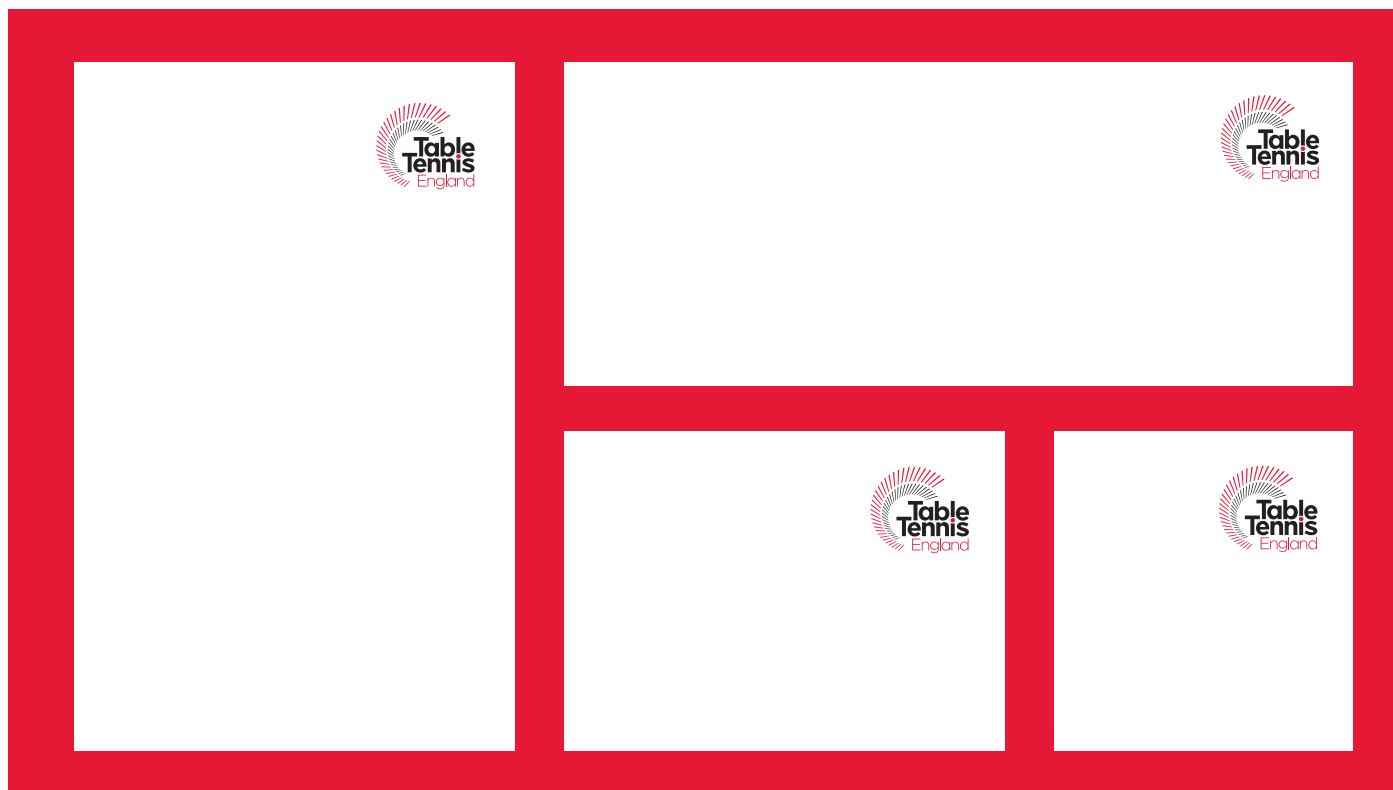
The logos should not be reproduced smaller than the dimensions shown below.

Minimum size:

13mm

20mm
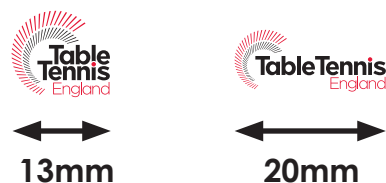
LOGO POSITIONING

Whenever possible, the logo should be displayed in the top right-hand area of a layout.

Incorrect Logo usage

THE DON'TS

Never resize any of our logo elements... it must always be scaled as a whole. Never remove the flick symbol or alter any of the elements in the logo, including the font.

The logo must not be altered by the addition of graphic distortions such as outlines or drop shadows, and the logo should not be displayed as a tint.

Graphic elements must not be added to the logo... the 'exclusion area' around the logo should be respected (see Section 2.4).
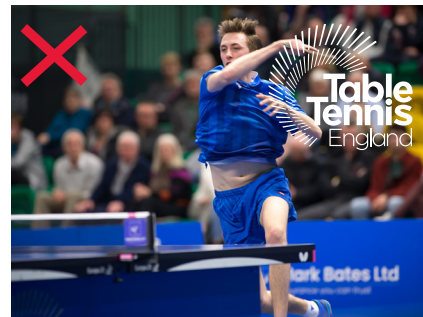
The logo must not be reversed out of a busy, competing background such as a photograph, illustration or video imagery. If the logo needs to be displayed over a busy background, then it must be displayed either in a white block, or white-out of a red or black block. See Sections 2.2 to 2.3 for examples.

The colour version of the logo must not be displayed on any background other than white. The white-out versions of the logo should be displayed on a black or red, solid background. However, for third party applications where the palette may be limited, a white-out version may be used out of another solid colour.

Using alongside other logos

USING WITH TABLE TENNIS ENGLAND SUB-BRANDS

When using the Table Tennis England logo alongside other Table Tennis England sub-brands, the lock-up logos should be displayed as indicated here.

USING WITH OTHER BRANDS

When using another organisation's logo alongside the Table Tennis England logo, the Table Tennis England logo should always be positioned on the far-right with a vertical dividing line between the Table Tennis England logo and all other logos as indicated below.

SECTION 3

Colour and typography

The colour palette

The logo is created from two colours... red and black. Shades of red and black are incorporated into the branding, as is a gradient fill. Logo artwork is available in colour version (pantone or CMYK), and in mono.

Primary colours

RED
Pantone: 186
CMYK: 0/100/81/4
RGB: 227/25/55
Hex: #e31937

BLACK
Pantone: Process black
CMYK: 0/0/0/100
RGB: 0/0/0
Hex: #000000

Secondary Tints

RED 20%
CMYK: 0/20/16/1
RGB: 250/217/208
Hex: #FAD9D0

RED 40%
CMYK: 0/40/32/2
RGB: 250/217/208
Hex: #F3AEA0

RED 60%
CMYK: 0/60/49/2
RGB: 236/129/115
Hex: #EC8173

RED 80%
CMYK: 0/80/65/3
RGB: 228/79/75
Hex: #E44F4B

BLACK 20%
CMYK: 0/0/0/20
RGB: 218/218/218
Hex: #DADADA

BLACK 40%
CMYK: 0/0/0/40
RGB: 178/178/178
Hex: #B2B2B2

BLACK 60%
CMYK: 0/0/0/60
RGB: 135/135/135
Hex: #878787

BLACK 80%
CMYK: 0/0/0/80
RGB: 87/87/86
Hex: #575756

Gradient fill

Start colour:
CMYK: 0/100/81/4

End colour:
CMYK: 0/100/81/47

Sub-brand colours

PING GREEN
Pantone: 339c
CMYK: 84/0/56/0
RGB: 0/177/148
Hex: #00B194

TT KIDZ YELLOW
Pantone:
CMYK: 11/0/91/0
RGB: 240/229/20
Hex: #f0e514

Typography

In order to achieve consistency and build recognition across the range of Table Tennis England communications, the typeface Century Gothic should be used for all primary uses such as stationery items, signage, presentations and other printed promotional material.

PRIMARY FONT

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Century Gothic BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Century Gothic italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Century Gothic italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

SECONDARY FONT

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

WEB FONT

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Poppins BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

TYPOGRAPHY HIERARCHY

THE HEADLINE
The headline

THE SUBHEADER
The subheader

Body copy -
Century Gothic regular
10 pt type/ 12 pt leading

SECTION 4

Using the Table Tennis England brand elements

The 'flick'

CORRECT USE AND APPLICATION

An element from the Table Tennis England logo, the 'flick' represents activity and movement. The element is versatile - it can be freely rescaled and rotated, and does not have to appear it its entirety.

The flick can be filled with the Table Tennis England primary colours, tints and gradient, but should not appear completely solid, nor should it be distorted in any way.
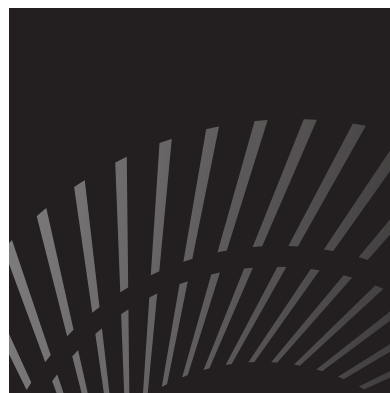
When placed over a gradient fill or solid red fill it should be gradient filled (see page 16),

When placed over black the flick should be filled with white and a gradient transparency or partial transparency applied.

When placed against solid white it should be gradient filled (see page 16) and a gradient transparency or partial transparency applied.

When placed in an image it should be filled with white and a transparency or gradient transparency applied. Where possible the flick should be placed in the background, framing the subject.

The bouncing ball

CORRECT USE AND APPLICATION

The bouncing ball can be used to breathe life, humour and activity into a composition, it can be used on its own or in conjunction with the flick. The element can be used to create an illusion of perspective and to show how spin can curve the trajectory of the ball. The element can be scaled accordingly, the line can be white or black according to placement. The bouncing ball can be subtle or more obvious, below are some examples of this element.

Sphere shading:

The ball should always be grey-scale or red-scale, unless used with in a sub-brand where it can be coloured with that sub-brand's main colour (see page 16).

In increasing order of size each sub sphere is filled with main brand colour - 70%, 90% and 100% tint applied.

Greyscale ball has white, 20% black and 40% black tint applied.

Smallest sphere leads the direction of the ball.

SECTION 5

Use of Table Tennis England imagery

Using imagery

INTRODUCTION

Imagery can mean different things: from photography, illustrations, video and graphics. Through imagery, our brand has the power to express its values and personality. Great imagery can help create compelling content, evoking emotions that can be difficult to share by just using words.

SOME SIMPLE DO'S AND DON'TS

• Using 'real people' is far better than stock imagery, use authentic photographs that capture a moment in time and aren't staged or fake

• Use high resolution imagery to ensure they're not pixelated

• Make sure social media and web images are sized and optimised correctly

• Use photographs that show the diversity and inclusivity of table tennis (young, old, people from different ethnic backgrounds, different genders and different physical abilities)

• Use photographs that are relevant to the article or content

• Don't stretch or alter the original image aspect ratio

• Ensure you have permission to use an image, and where possible credit the photographer/illustrator

• If children are the subject of the image, ensure you have parental permission

ILLUSTRATIONS AND INFOGRAPHICS

Used on social media and in news stories, infographics and illustrations are a great way to grab attention and share information.

They should:

• Be simple and easy to understand

• Be accurate - reflect the data accurately

• Provide sources of data - references add credibility

• Ensure contrast between text and background colours

• Be useful, shareable and relevant

• Be on brand

Images

MAIN IMAGERY STYLE

Where possible 80% upper body, subject not looking directly into camera, subject placed in centre.
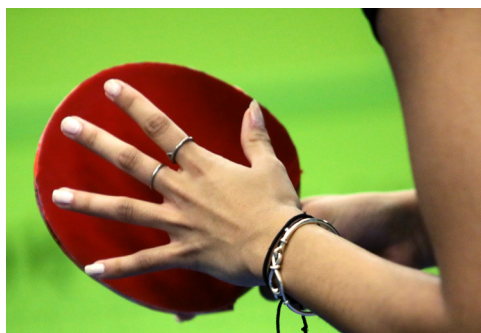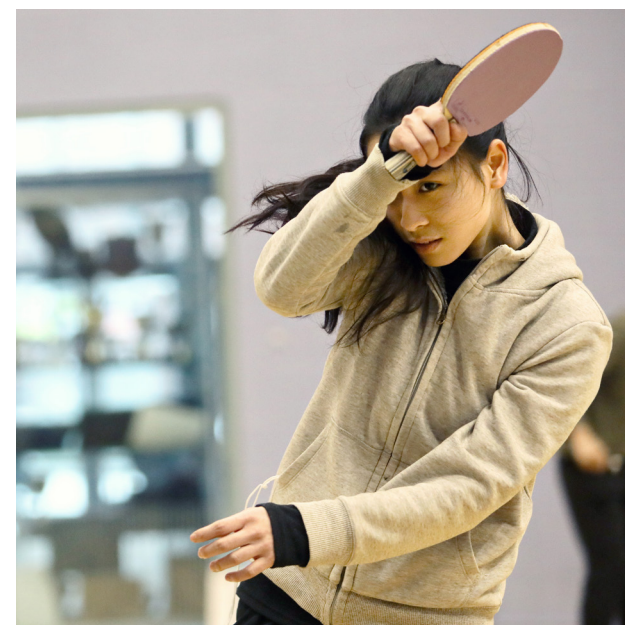
SECTION 6

Who to ask for advice when using the brand

Contact information

ADVICE

For any advice relating to the Table Tennis England brand, please contact:

marketing@tabletennisengland.co.uk
Tel: 01908 208860

ARTWORK FILES

To ensure that the integrity of the Table Tennis England brand is maintained, and that reproduction of the logo is clear and crisp, only the official artwork files should be used. These are available from:

marketing@tabletennisengland.co.uk
Tel: 01908 208860,

Final artwork should be sent to the email address above for approval before being distributed.