



# BRANDING GUIDELINES 2013-14

Logo & Typography: Versions & their Applications

All logos and templates can be found at: <http://bit.ly/ITTFBranding>

ITTF Branding Guidelines v 2.0

Edited by: Kimberly Koh, ITTF

[kimberly@ittf.com](mailto:kimberly@ittf.com)

# CONTENTS

## 1 Brand Identity

ITTF Logo 4

Recognition Symbol

Website

Safety Area

Variations - 3D/Line Art

ITTF Colors 11

ITTF Typography 12

## 2 Incorrect Usage 18

## 3 Application Overview

Advertisement Artwork 25

Stationery 26

Competition-Related Doc 27

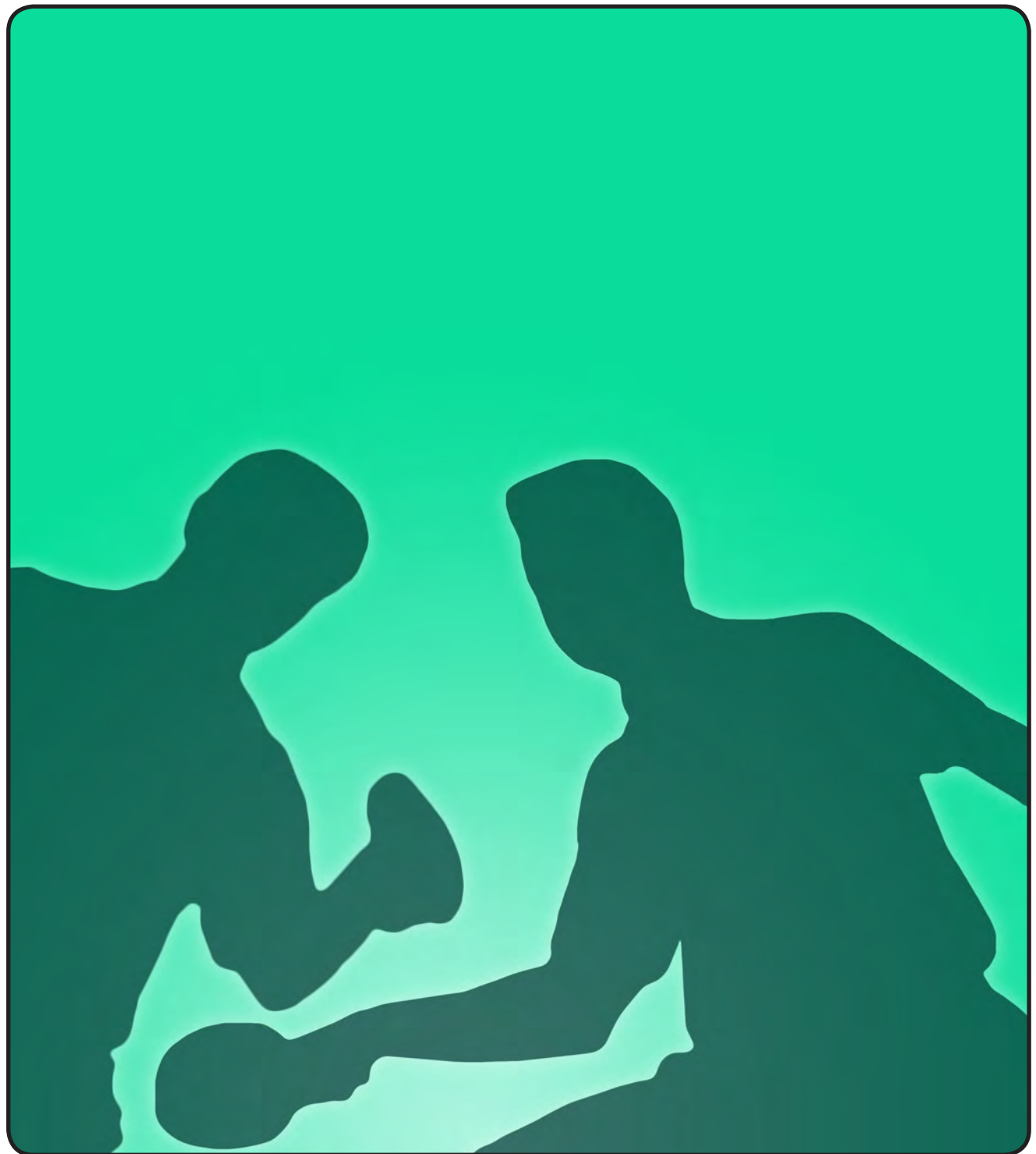
Presentations 31

Email Signature 32

Surrounds 38

Equipment 34

Others 37

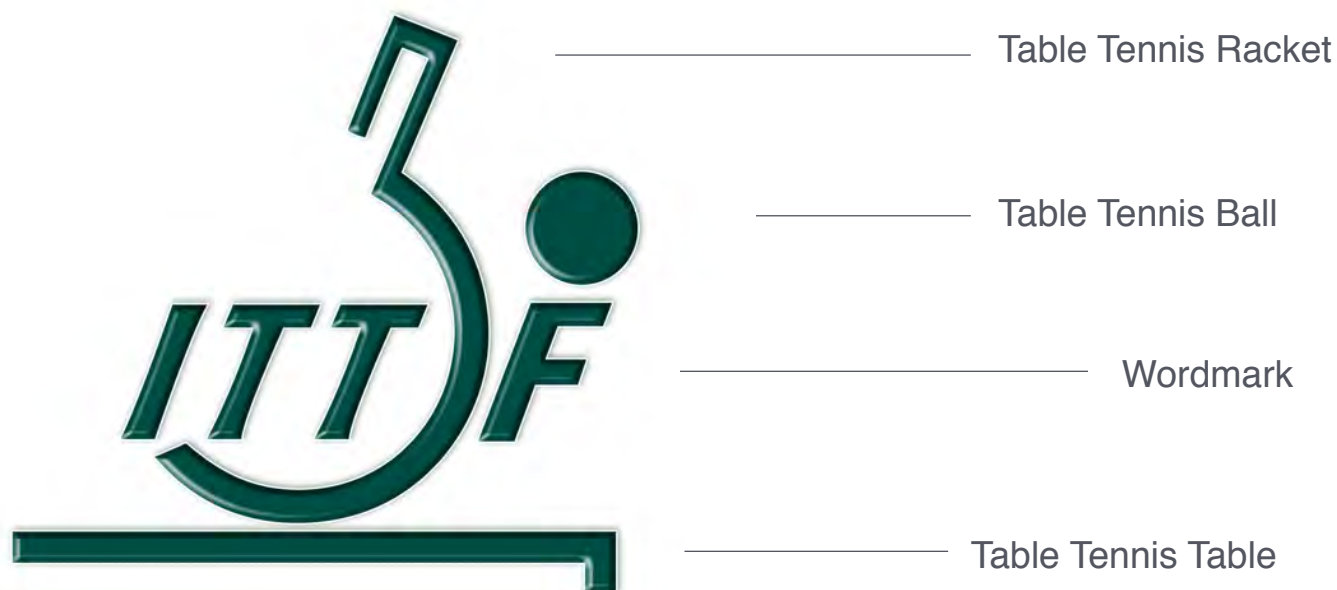




# 1 BRAND IDENTITY

# ITTF LOGO

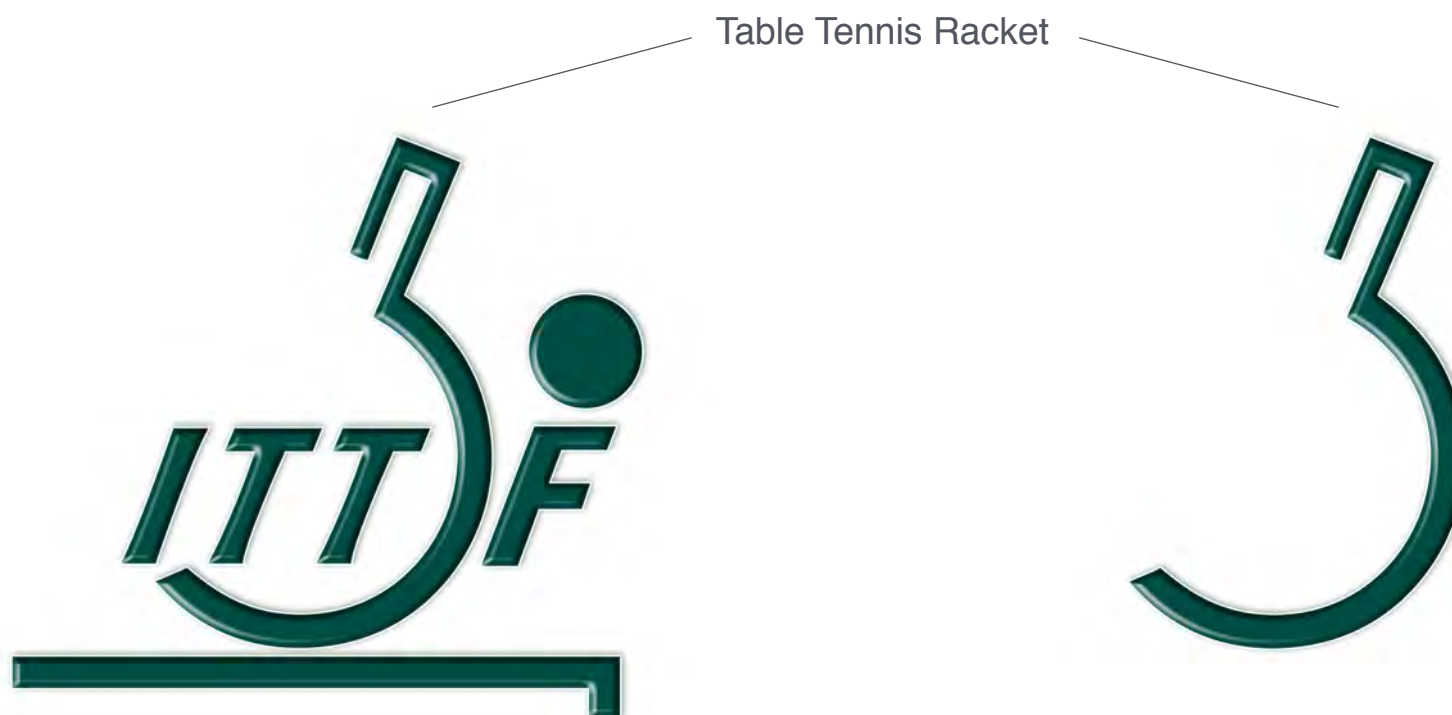
The logo symbolises ITTF's specific image and should appear seamless to the fans' eye. Whatever the printing, whether it's a national magazine or a corporate printing relating to an event, the same premise holds true. The more consistent we are with our logo, the louder we will speak. The following pages detail the authorised logos to be used, with Logo 1 being the most preferred version. **Any other Logos should be approved by the Marketing Division of the ITTF before usage.**



# 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 the ITTF.**



\*\* 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

© International Table Tennis Federation 2013

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

# ITTF WEBSITE

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



\*\* 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

© International Table Tennis Federation 2013

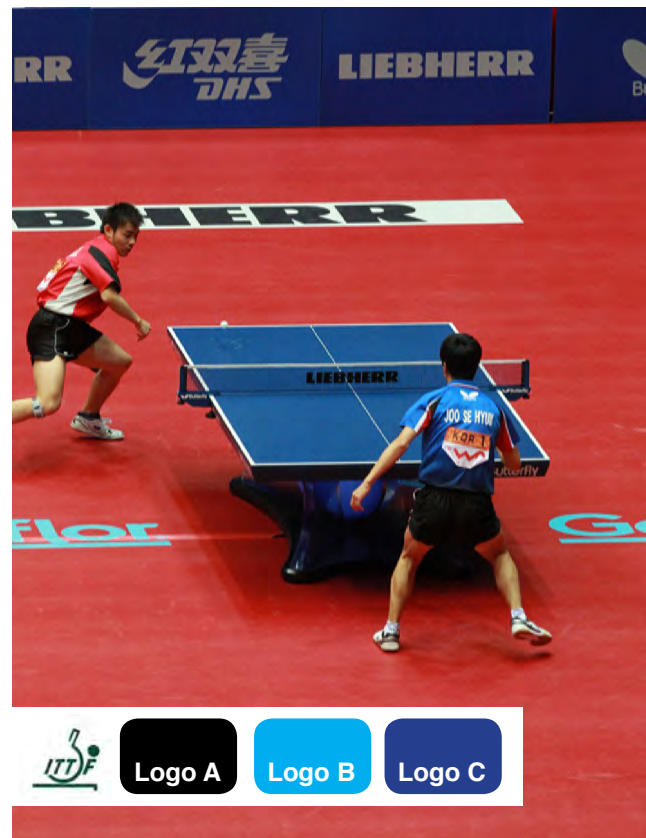
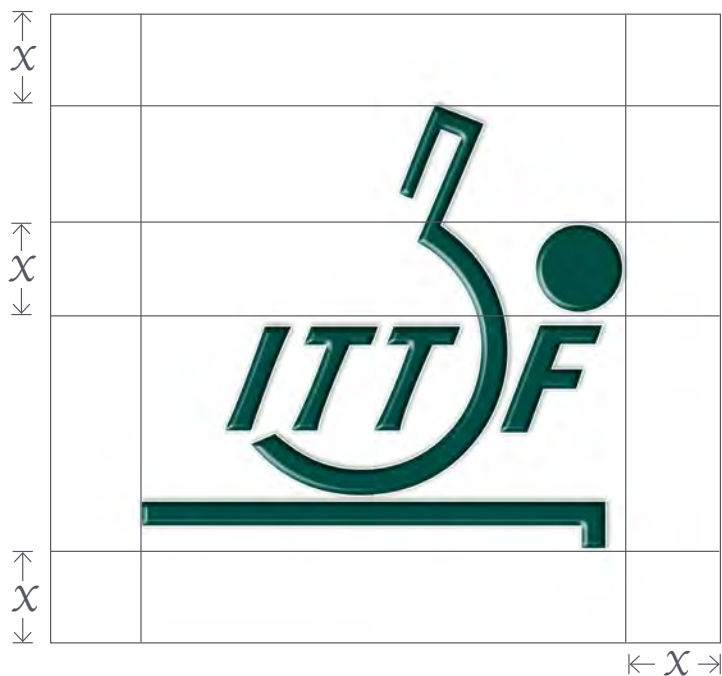
ITTF Logo ® is a registered trademark of the International Table Tennis Federation



# SAFETY AREA ON 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.

Example:



\*\* 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

© International Table Tennis Federation 2013

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

# 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 as the base. A version of the logo with the white ball incorporated is available in various file formats (eg .png).

Example:



\*\* 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

© International Table Tennis Federation 2013

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



# ITTF LOGO: 3D



## Most Preferred

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

3D LOGO: BLACK ON WHITE BACKGROUND

When using this logo, the **background must be white**, and the **safety area must be observed**. This logo should **only be used when color is not available**.

# ITTF LOGO: Line Art



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 printing on fabric etc. When using this logo, the **background must be white**, and the **safety area must be observed**.



general logo | logo 4

LINE ART VERSION: BLACK ON WHITE


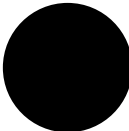
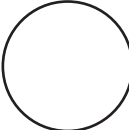
This is the Line Art version of Logo 2. **Used only when logos 1 to 4 are not suitable** - such as printing on fabric etc. When using this logo, the **background must be white/light gray**, and the **safety area must be observed**. This logo should **only be used when color is not available**.

\*\* 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

© International Table Tennis Federation 2013

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

# ITTF COLORS

Signature Colors	Pantone Color (for color matching)	PRINT				DIGITAL				
		Process Colour Equivalent				RGB Equivalent			HEX Equivalent	
		C	M	Y	K	R	G	B	# _ _ _ _ _	
	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

\*\* 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

© International Table Tennis Federation 2013

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

# ITTF TYPOGRAPHY: 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.

## Layout 1: Text under Logo



**INTERNATIONAL TABLE TENNIS FEDERATION**  
**ITTF.com**

Centre Line

All text should have the same font size & should be centralised with the Logo.

Font:

**VERDANA, Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

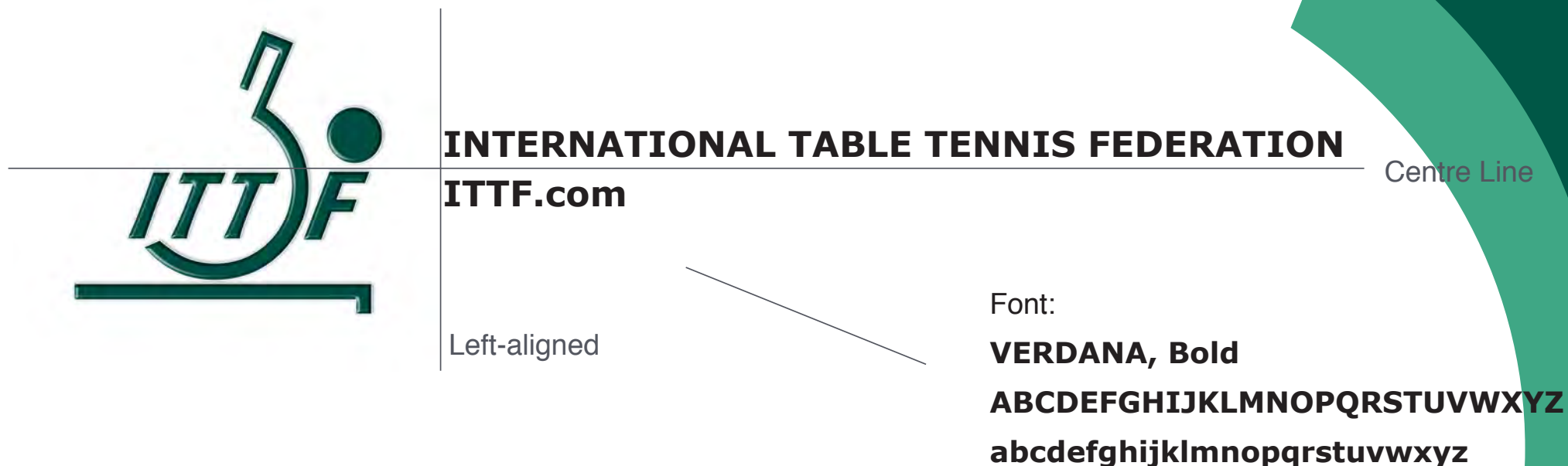
\*\* In case of any doubt over the usage of the ITTF's brand or any new initiative is undertaken, then the ITTF Marketing Division must be consulted

© International Table Tennis Federation 2013

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

# ITTF TYPOGRAPHY: LOGO

## Layout 2: Text on right of Logo

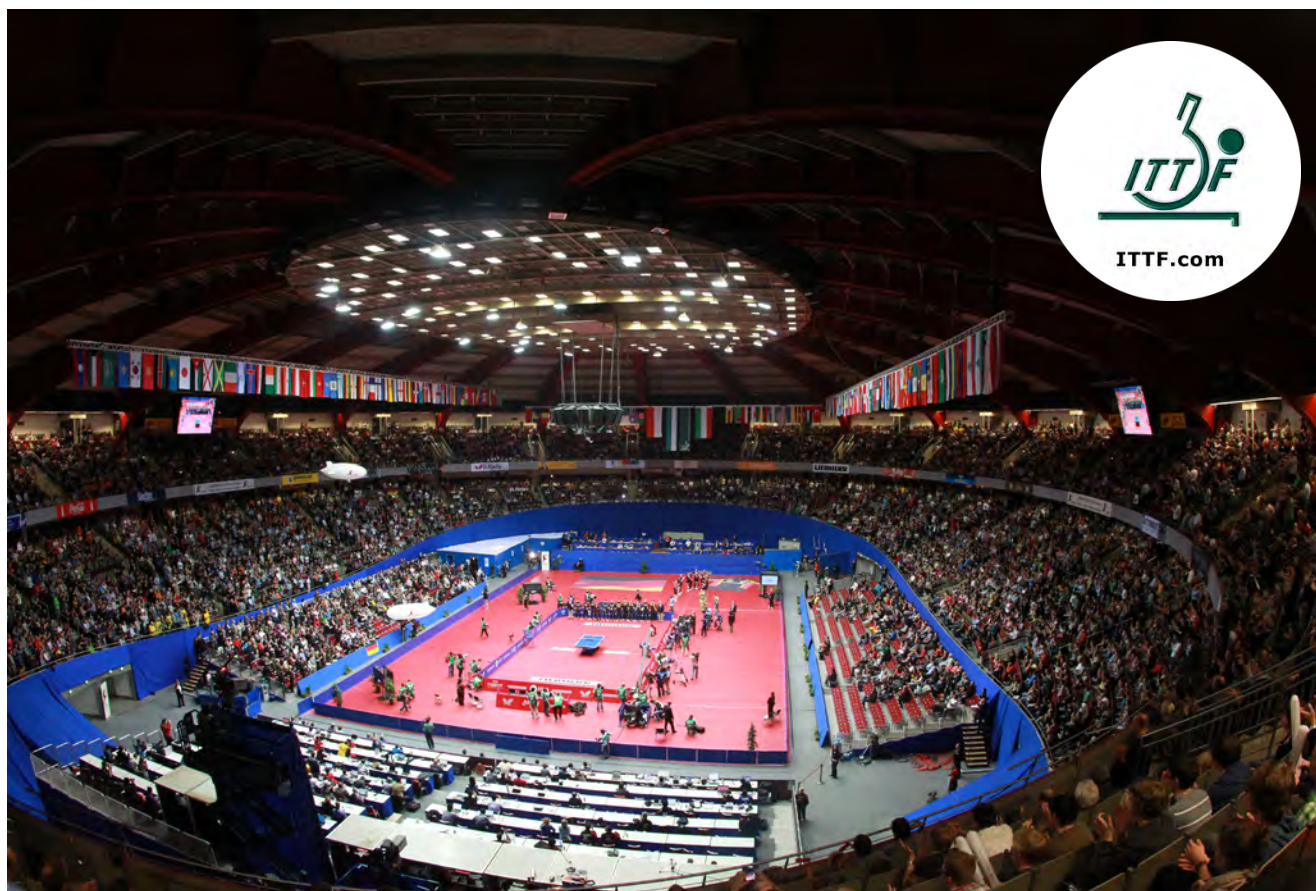


All text (left-aligned) should have the same font size  
& should be centralised with the logo.



# ITTF TYPOGRAPHY: RECOMMENDED TEXT WITH LOGO

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**.



\*\* 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  
© International Table Tennis Federation 2013  
ITTF Logo ® is a registered trademark of the International Table Tennis Federation

# ITTF TYPOGRAPHY: OTHER RECOMMENDED TEXT

Below are examples of other recommended text. Note that “Interenational 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**

\*\* 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

© International Table Tennis Federation 2013

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

# 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***

# 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 Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz***



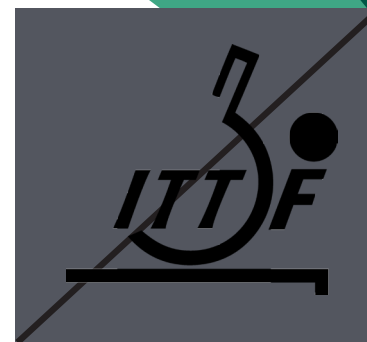
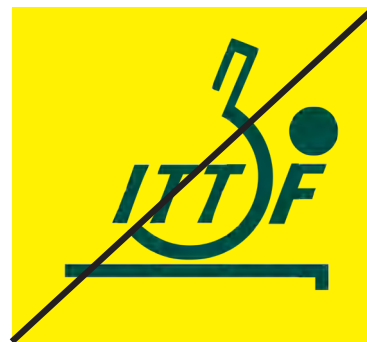
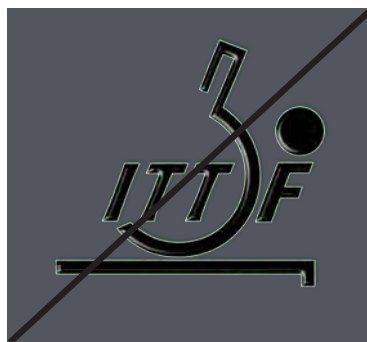
## 2 INCORRECT USAGE



# INCORRECT USAGE

The appropriate Logo should be chosen such that the Logos are clear and distinctive.

Below are a few examples of incorrect usage:



Do not use Logos 1 to 4 on a non-white background.



\*\* 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

© International Table Tennis Federation 2013

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

# INCORRECT USAGE

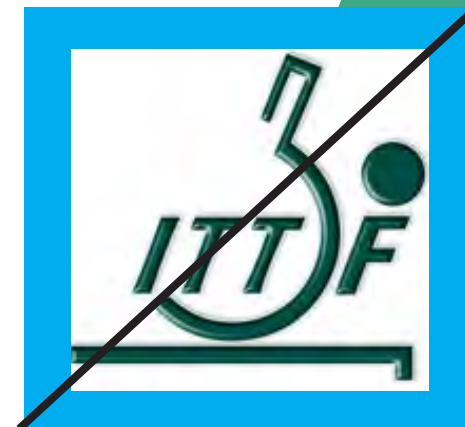
The appropriate Logo should be chosen such that the Logos are clear and distinctive.

Below are a few examples of incorrect usage:

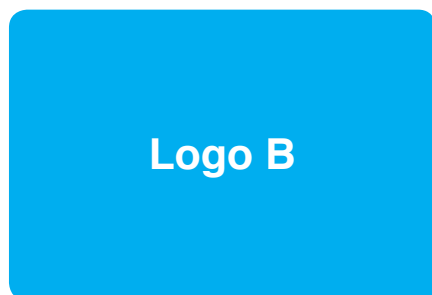


This is an incorrect demonstration of how to place text and other graphics next to the Logos.

Do not use the logos without sufficient safety area.



Do not crop the logos.



This is the correct way to place text and other graphics next to the Logos.



\*\* 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

© International Table Tennis Federation 2013

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

# INCORRECT USAGE

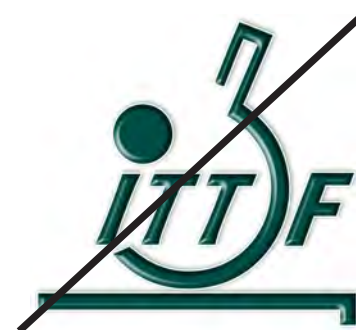
The Logo should not be stretched, cut apart , altered or changed in any way. Below are a few examples of incorrect usage:



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.

\*\* 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

© International Table Tennis Federation 2013

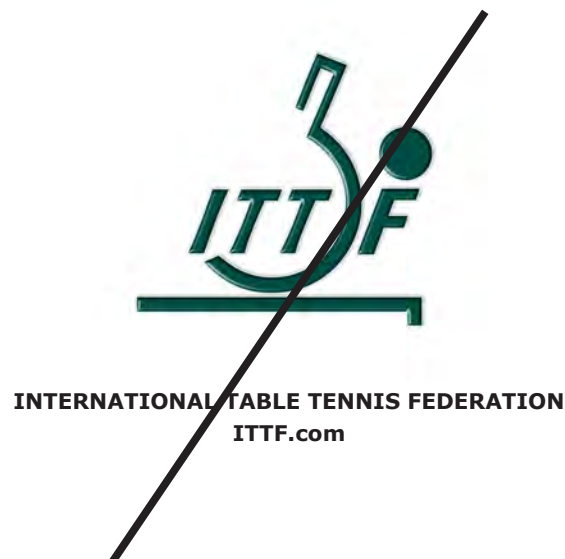
ITTF Logo ® is a registered trademark of the International Table Tennis Federation

# INCORRECT USAGE

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



Do not split up “Table Tennis”.



Do not use font sizes that are too small.

# INCORRECT USAGE

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



Do not use fonts other than Verdana.



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





## **3 APPLICATION OVERVIEW**

# ADVERTISEMENT ARTWORK

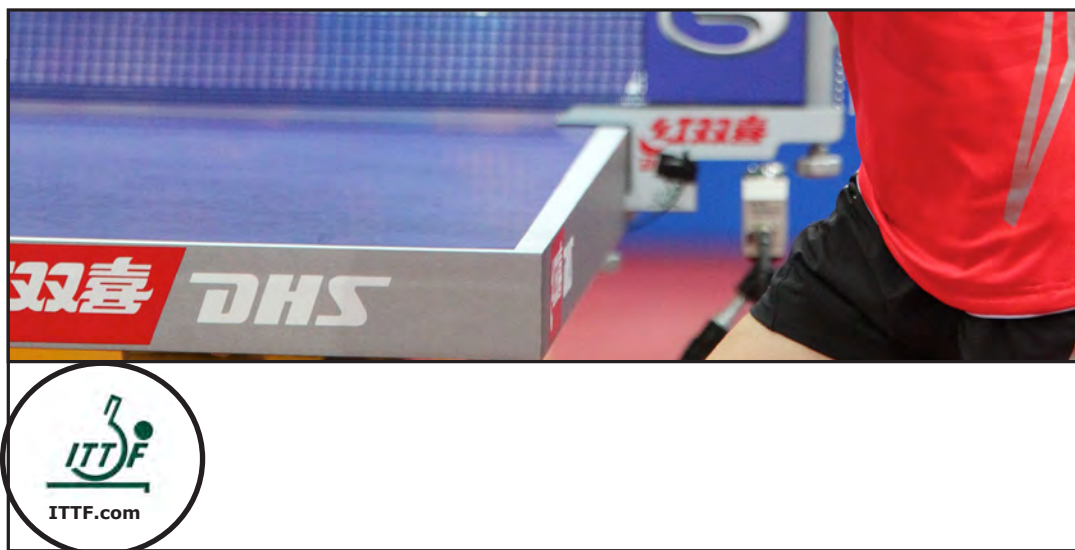
All Advertisement Artworks should be approved by the Marketing Office of the ITTF.

## 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 page 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.



**ITTF.com**

general logo | logo 1

3D LOGO: GREEN ON WHITE BACKGROUND


\*\* 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

© International Table Tennis Federation 2013

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

# STATIONERY

## LETTERHEAD



**INTERNATIONAL TABLE TENNIS FEDERATION**  
Marketing and Asia Pacific Headquarters

International Table Tennis Federation Asia-Pacific Ltd | Co. Regn No. 201104886R  
352 Tanglin Road #02-04/05 Singapore 247671 | Phone: +65 6473 8022 | Fax: +65 6473 8033 | www.ittf.com

**INTERNATIONAL TABLE TENNIS FEDERATION**

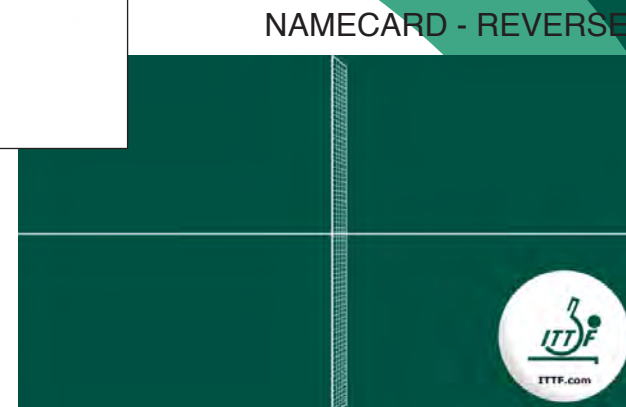
Office Name

  
ITTF.com

Insert NAME  
Position

email : email@ittf.com  
office : +00 0000 0000  
mobile : +00 0000 0000  
address : Insert Address

NAMECARD - FRONT



## ENVELOPE



International Table Tennis Federation Asia-Pacific Ltd  
Regn No. 201104886R  
352 Tanglin Road #02-04/05, Singapore 247671  
Tel: +65 6473 8022 Fax: +65 6473 8033

\*\* 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

© International Table Tennis Federation 2013

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

# 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.

\*\* 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

© International Table Tennis Federation 2013

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

# COMPETITION-RELATED DOCUMENTS

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

**INTERNATIONAL TABLE TENNIS FEDERATION**  
**LIEBHERR 2013 World Table Tennis Championships**  
13 – 20 May 2013, Paris, France

**PROSPECTUS INFORMATION**

- Host Association** ??  
Address  
Telephone  
Email
- Playing Venue** ??  
Address
- Prize Money** Total: US\$ ?  

Position	Prize Money
Winner	US\$ ??,???
Runner-up	US\$ ??,???
3 <sup>rd</sup> place	US\$ ??,???
4 <sup>th</sup> place	US\$ ??,???
- Playing System** ??
- Draw** Date, time, place
- Press Conference** Date, time, place, attendance requirements
- Equipment** Tables  
Balls  
Sports Floor
- Official Hotel** Name  
Address
- Hospitality** ?
- Travel** ?
- Participation Confirmation** Deadline  
Contact email
- Miscellaneous** Doping controls shall be carried out in accordance with ITTF Anti Doping rules. Other relevant information such as travel, draw, press conference and practice time will be provided on

Page 1 of 3

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.

\*\* 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

© International Table Tennis Federation 2013

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



# 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:

The diagram illustrates the header format for competition-related documents. It features a white background with a black border. On the left, two logos are displayed: the ITTF logo (a stylized '3' with a table tennis ball) and the event logo (a colorful table tennis ball with the text 'PARIS PING MONDIAL 2013 LIEBHERR'). To the right of the logos, the event name, date, and venue are listed: 'INTERNATIONAL TABLE TENNIS FEDERATION', 'LIEBHERR 2013 World Table Tennis Championships', and '13 – 20 May 2013, Paris, France'. Below these elements is a dark grey horizontal bar with the text 'PROSPECTUS INFORMATION' in white. Underneath the bar, the text '1 Host Association' is followed by a list of fields: '??', 'Address', 'Telephone', and 'Email'. Labels with lines pointing to the corresponding elements are provided: 'ITTF Logo' points to the ITTF logo, 'Event Logo' points to the event logo, 'Event Name' points to the event name, 'Date, Venue' points to the date and venue, and 'PROSPECTUS INFORMATION' points to the dark grey bar.

ITTF Logo

Event Logo

INTERNATIONAL TABLE TENNIS FEDERATION  
LIEBHERR 2013 World Table Tennis Championships  
13 – 20 May 2013, Paris, France

Event Name  
Date, Venue

**PROSPECTUS INFORMATION**

1 **Host Association** ??  
Address  
Telephone  
Email

\*\* 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

© International Table Tennis Federation 2013

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

# 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:

The diagram illustrates the header format for competition-related documents. It includes the ITTF Logo, Tour Logo, and Event Logo. The text to the right of the logos specifies the event details: INTERNATIONAL TABLE TENNIS FEDERATION, GAC Group 2013 ITTF World Tour, Qatar Open (Super Series), 20 - 24 February 2013, Doha, Qatar. Below this is a dark bar with the text PROSPECTUS INFORMATION. At the bottom, there is a section for Host Association information.

Labels pointing to the diagram:

- ITTF Logo
- Tour Logo
- Event Logo
- Tour Name
- Event Name
- Date, Venue

**PROSPECTUS INFORMATION**

1 **Host Association** ??  
Address  
Telephone  
Email

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

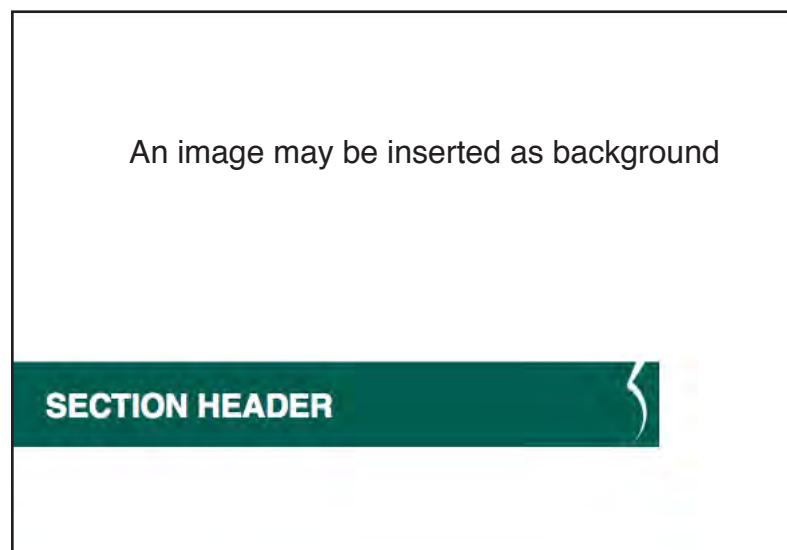
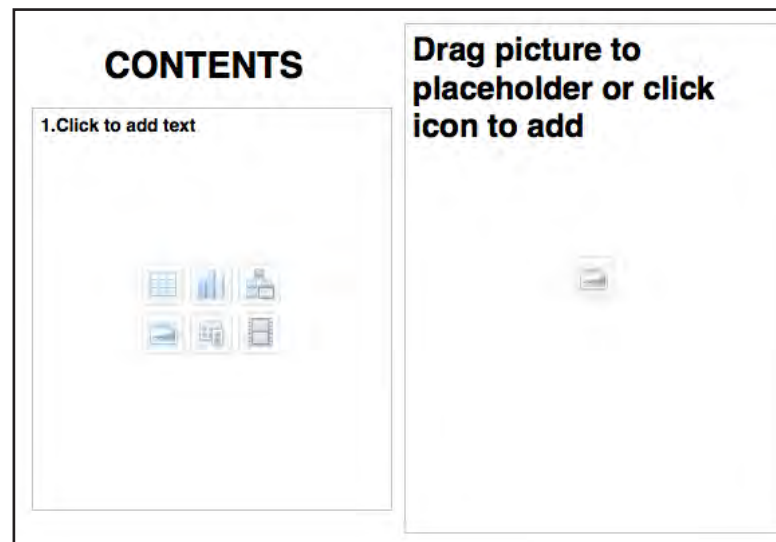
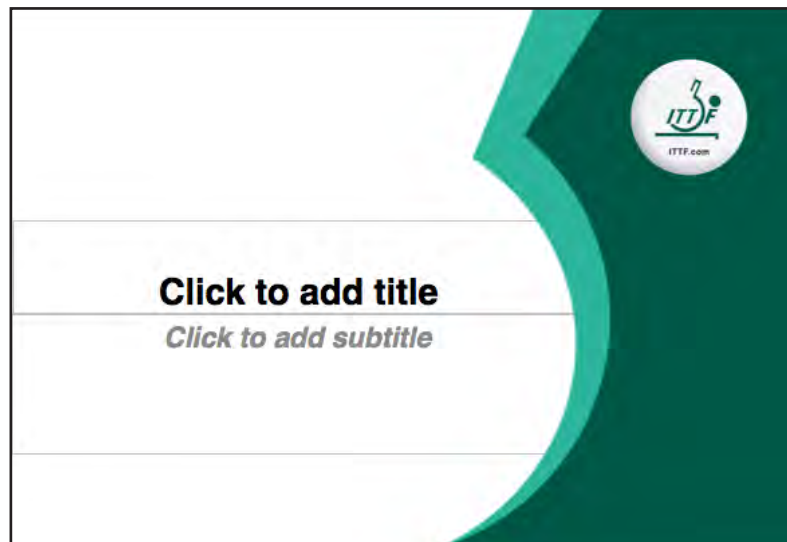
\*\* In case of any doubt over the usage of the ITTF's brand or any new initiative is undertaken, then the ITTF Marketing Division must be consulted

© International Table Tennis Federation 2013

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

# PRESENTATIONS - COVER, CONTENTS & SECTION HEADER

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



# EMAIL SIGNATURE

## SWITZERLAND

### HEADQUARTERS & OLYMPIC OFFICE

**Name**

Title

**INTERNATIONAL TABLE TENNIS FEDERATION**

Headquarters & Olympic Office

**a:** Chemin de la Roche, 11, 1020 Renens/Lausanne, Switzerland

**t:** +41 21 340 7090 | **f:** +41 21 340 7099

**e:** name@ittf.com | **w:** ITTF.com

Text template will be  
provided (Verdana)

### Other ITTF Offices:

## CANADA

### PRESIDENT'S OFFICE & MARKETING DIVISION

**Name**

Title

**INTERNATIONAL TABLE TENNIS FEDERATION**

President's Office & Marketing Division

**a:** 18 Louisa Street, Suite 180, Ottawa, ON Canada K1R 6Y6

**t:** +1 613 733 2468 | **f:** +1 613 733 4604

**e:** name@ittf.com | **w:** ITTF.com

## SINGAPORE

### MARKETING & ASIA PACIFIC HEADQUARTERS

**Name**

Title

**INTERNATIONAL TABLE TENNIS FEDERATION**

Marketing & Asia Pacific Headquarters

**a:** 352 Tanglin Road #02-04/05 Singapore 247671

**t:** +65 6473 8022 | **f:** +65 6473 8033

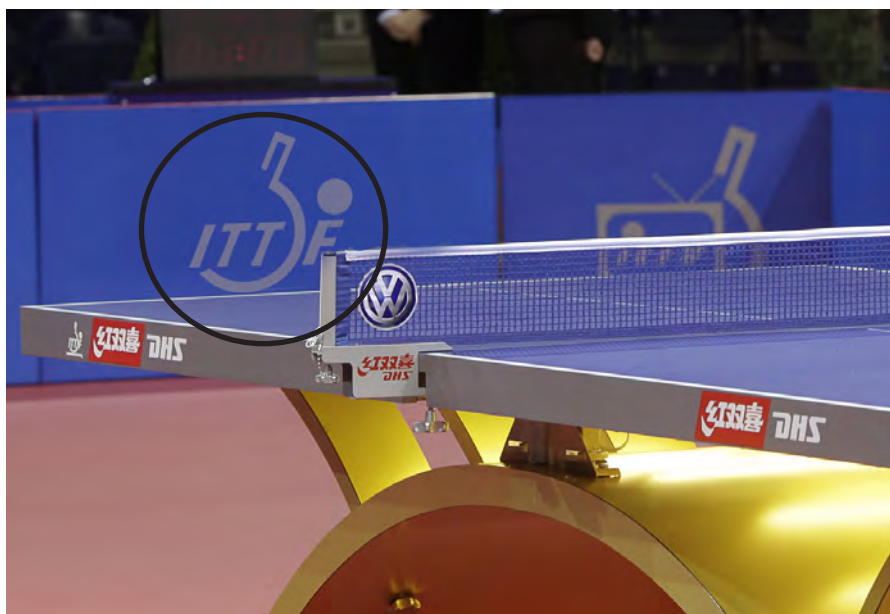
**e:** name@ittf.com | **w:** ITTF.com

\*\* 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

© International Table Tennis Federation 2013

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

# SURROUNDS (ADVERTISING BOARDS)



**ITTF.com**

general logo | logo 5

LINE ART VERSION: GREEN ON WHITE

(Colour changed to GREY Pantone # 415c to suit ITTF regulations for Advertising boards).

“ITTF.com” should be added under the logo.

\*\* 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

© International Table Tennis Federation 2013

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

# 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.**

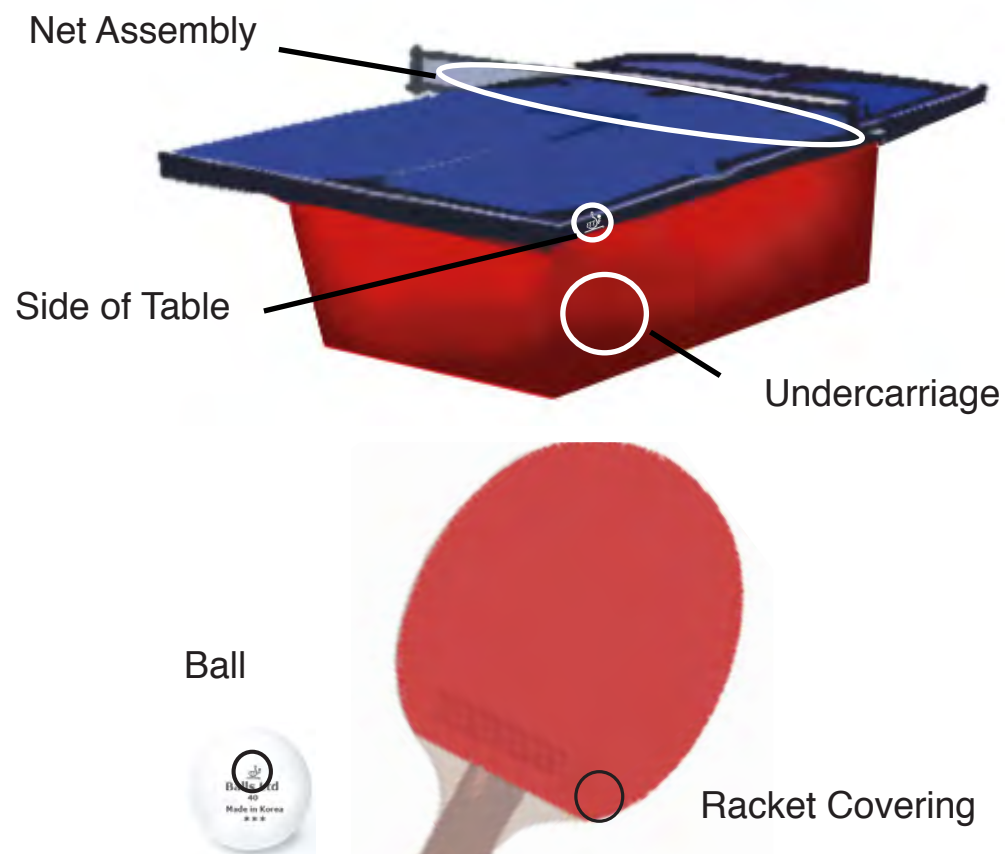
## NOTE:

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.



# EQUIPMENT (LOGOS ON EQUIPMENT)

It is **recommended that the ITTF Logo be used for printing/embossing** on all ITTF-approved/authorised equipments. 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

Colour can be changed to **black or white** if necessary, but no other colours should be used.

For racket coverings, the logo can be **embossed on the rubber in the same colour as the rubber**.

\*\* 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

© International Table Tennis Federation 2013

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

# EQUIPMENT (LOGOS & TYPOGRAPHY NOT ON EQUIPMENT)

This page summarises the use of ITTF's Logos & Typography on packagings, brochures and other promotional materials.

## Logo & Text under the Logo



**ITTF APPROVED**



**ITTF AUTHORISED**

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**.

## Logo for assembled rackets



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.**

\*\* 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

© International Table Tennis Federation 2013

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

# BANNERS & BACKDROP



general logo | logo 1

3D LOGO: GREEN ON WHITE BACKGROUND

Recommended:



**ITTF.com**



\*\* 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

© International Table Tennis Federation 2013

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

# APPAREL

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



general logo | logo 1  
3D LOGO: WHITE ON  
GREEN BACKGROUND



general logo | logo 3  
LINE ART VERSION:  
WHITE ON GREEN

\*\* 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

© International Table Tennis Federation 2013

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

# 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.

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 logos and templates can be found at: <http://bit.ly/ITTFBranding>



© International Table Tennis Federation Asia-Pacific Ltd

352 Tanglin Road #02-04/05, Singapore 247671

Tel: +65 6473 8022 Fax: +65 6473 8033

Email: [asiaoffice@ittf.com](mailto:asiaoffice@ittf.com) Website: [www.ittf.com](http://www.ittf.com)