



Branding guidelines

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Introduction

Loop is the recreational table tennis brand from Table Tennis England, that underpins a number of initiatives to get people playing ping pong for fun at work, universities, sports clubs, bars and cafes.

The bright, fun and quirky nature of the brand encapsulates the social, vibrant inclusive nature of the sport.

We want as many organisations and clubs as possible to use the assets we have created to help promote their own Loop initiatives. This set of guidelines sets out how the brand should be used – from using the mark correctly to making the most out of the fun aspect of the brand.

Initially, Loop is only to be used for the Table Tennis England products and programmes in the portfolio. Once all products and programmes have been rolled out, Loop's reach will extend to include activities being run in the social environments that Loop covers, but not necessarily using a Table Tennis England product or programme. A decision on when the timing is right for this will be made by the team at Table Tennis England HQ.

Any queries please contact **Loop@tabletennisengland.co.uk**

Loop brand mark: Colour variations

Please use this lone brand mark version if you don't want to use the partner version (see page 8).

1. Blue



C:100 M:20 Y:0 K:0

Match to PMS 306c solid coated

R:0 G:139 B:210

HEX: 008BD2

*Best used against a white background
in colour publications/advertising*

2. Black



C:0 M:0 Y:0 K:100

R:0 G:0 B:0

Match to PMS process black

Best used where colour isn't an option

3. White-out



C:0 M:0 Y:0 K:0

R:255 G:255 B:255

*Ideal for use against coloured, dark
or photographic backgrounds or
where colour isn't an option.*

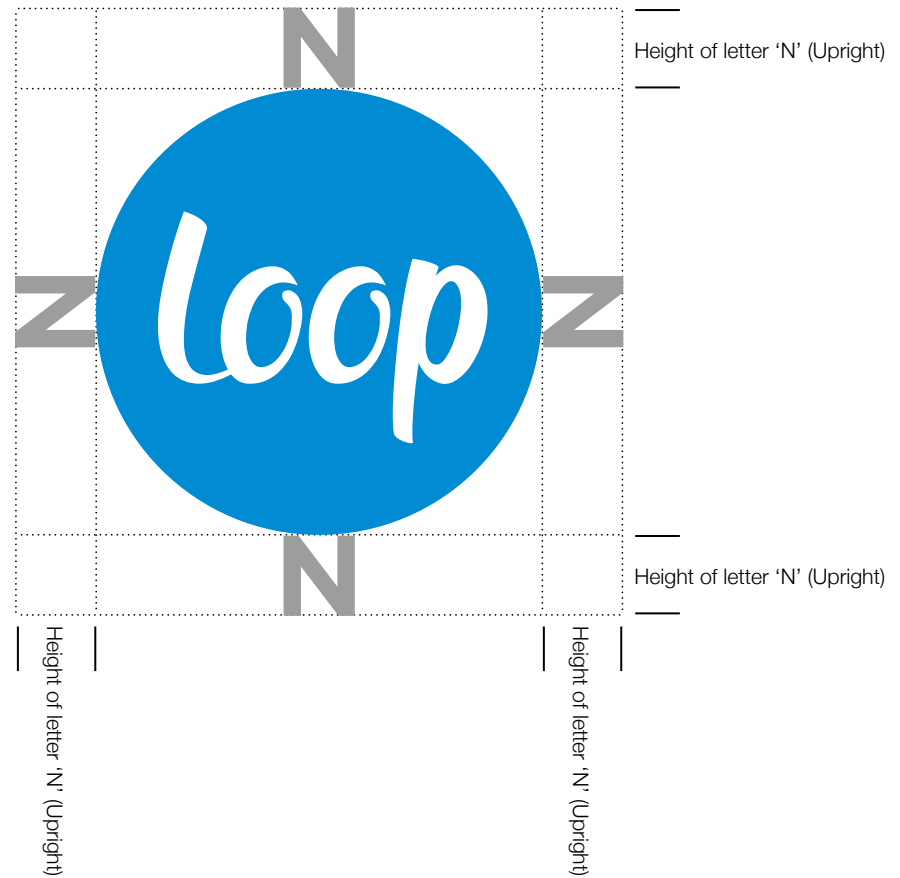
Loop brand mark: Size guidelines

Loop brand mark can be as big as you like but can be no smaller than:



15 mm

Loop brand mark: Exclusion zones



Loop brand mark: - what NOT to do

The brand mark has been created to work with our partners.

However, there are certain parameters to this flexibility that must be adhered to.

1.

Distort the brand mark in any way.



2.

Change the elements within the round graphic.



3.

Reduce the brand mark smaller than 15mm in width.



Loop brand mark: Positioning backgrounds

Please choose wisely the version of the brand mark that will look best on a particular background.

Here are some examples on what works best and what doesn't.

✓ Good:



✓ Blue or black brand marks on white backgrounds



✓ Blue or black brand marks on light, neutral colours



✓ White out brand mark on dark toned/coloured backgrounds



✓ White out brand mark on dark photographic backgrounds/textures

✗ Please do not do this:



✗ Blue brand mark on pattered backgrounds



✗ White out brand mark on light toned/coloured backgrounds



✗ White out brand mark on light photographic backgrounds

Partner lock-up with brand mark: Introduction

We have designed this lock-up for partners of Loop to visually combine your branding with ours.

Its elongated design allows it to fit into most formats.

Presently the Table Tennis England logo is locked with the Loop logo to give context and gravitas to the brand. Initially the Table Tennis England logo will always be used alongside the Loop logo, always to the right and always the same size as the Loop logo. The logos will either both be white, or both colour. Eventually the Table Tennis England logo will be removed and all partners will be informed when this happens and will receive updated brand guidelines.

Your logo must be no bigger (proportionally) to the Loop logo.

PNG and vector files of this logo are available to download in the partner section of the Loop website.



Partner lock-up with brand mark:
Logo only version
- In association with



You will have the default typeface 'Arial' on your computer, you are allowed to use this as a linking phrase to help endorse partner brands (see below).

Please be respectful to our brand mark and not include any words or phrases that may offend.

..... Linking phrase:

..... PNG and vector files of this logo are available to download in the partner section of the website



..... Logo of your brand/association/club:

Partner lock-up with brand mark:
Text only version
- In association with



You will have the default typeface 'Arial' on your computer, you are allowed to use this as a linking phrase and as a name of your brand/association/club to help endorse partner brands (see below).

Please do not use any other typeface to accomplish this.

..... Linking phrase:

..... PNG and vector files of this logo are available to download in the partner section of the website



..... Name of your brand/association/club:

Partner lock-up with brand mark:
Logo only version
- In partnership with



You will have the default typeface 'Arial' on your computer, you are allowed to use this as a linking phrase to help endorse partner brands (see below).

Please be respectful to our brand mark and not include any words or phrases that may offend.

PNG and vector files of this logo are available to download in the partner section of the website



Logo of your brand/association/club:

Partner lock-up with brand mark:
Text only version
- In partnership with



You will have the default typeface 'Arial' on your computer, you are allowed to use this as a linking phrase and as a name of your brand/association/club to help endorse partner brands (see below).

Please do not use any other typeface to accomplish this.

PNG and vector files of this logo are available to download in the partner section of the website



Name of your brand/association/club:

Loop brand mark: Position and relationship

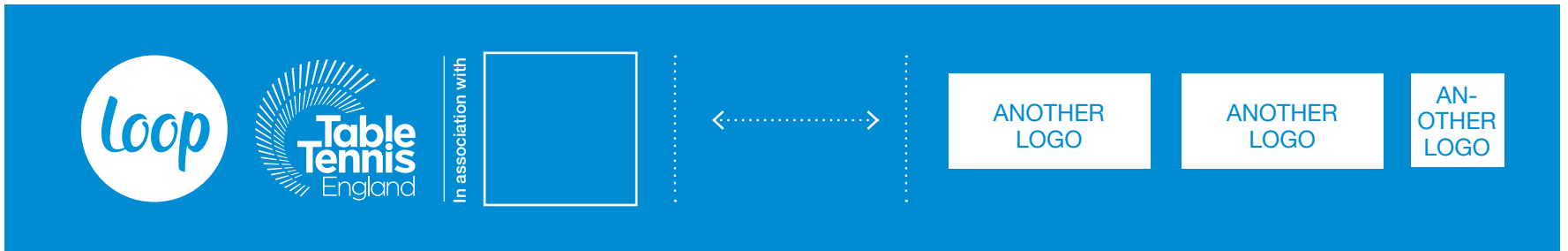
Please choose wisely the version of the brand mark that will look best on a particular background.

Please limit partner logos to three or contact Table Tennis England to discuss requirements where more than three partner logos need to be advertised.

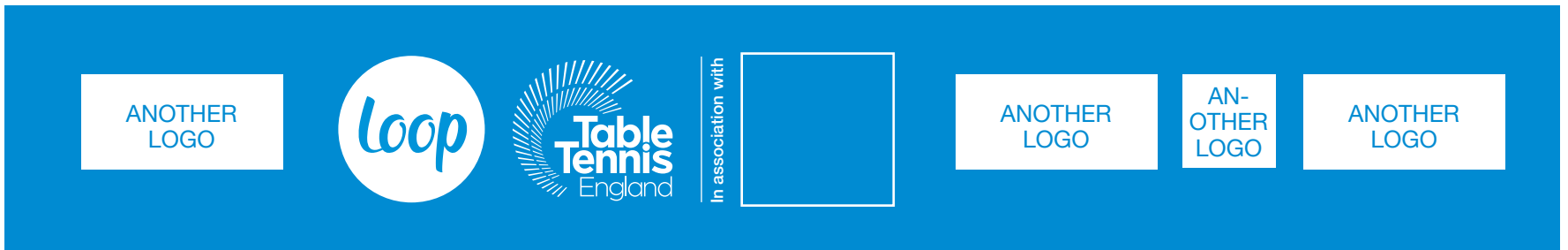
Here are some examples on what works best and what doesn't.

Keep mark
away from
co-branding

✓ Good:



✗ Not recommended:



Using our photography and creating your own

Image bank usage:

Images from Loop (Table Tennis England) should be used when using the Loop logo in communications, across all media excluding TV. If you wish to use these images, please contact Table Tennis England directly and they will assist you in using the accurate image for the initiative it represents. The images themselves will need to be treated as per the template guides. i.e rotated to 15.5 degrees (see page 16 for more information). This will create the dramatic visual quality Loop requires. If you cannot rotate images, please contact table Tennis England for further assistance.



ad

Full page template

Image

Text

Info



ad

Full page example 1

Font to be used on posters for the strapline and social media hashtag is Helvetica Neue Condensed Bold, in 100% white.

The website address features Helvetica Neue Light, 100% white.



A SLICE OF ACTION

#INTHELOOP
www.keepintheLOOP.co.uk



ad

Full page example 2



GET YOUR PING ON

#INTHELOOP
www.keepintheLOOP.co.uk



Belly ad

Full page template

Belly advertisements have a unique angled content area for titles and generic messages. As show opposite (and on subsequent pages) you will see that a clear, large white area has been left open for generic messages for you to promote within.

This area is angled at 15.5 degrees. Please do not deviate when setting copy on your computer.

Copy should be written in Arial and Arial Bold and in 100% Black.

Belly Ad templates are available to download in the partner section of the website.

Image

This is your space

Info



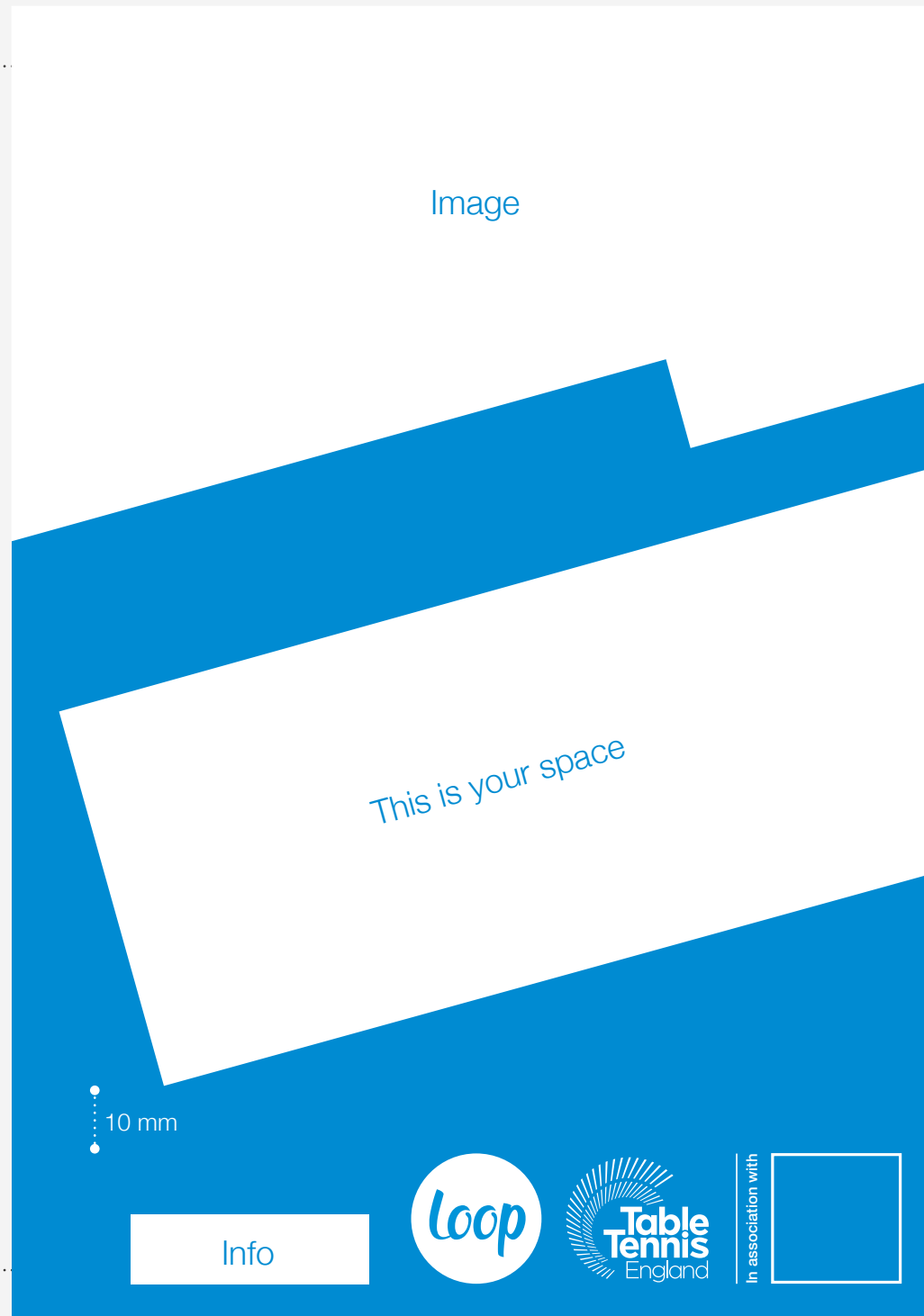
Belly ad

Full page template

For partner ads

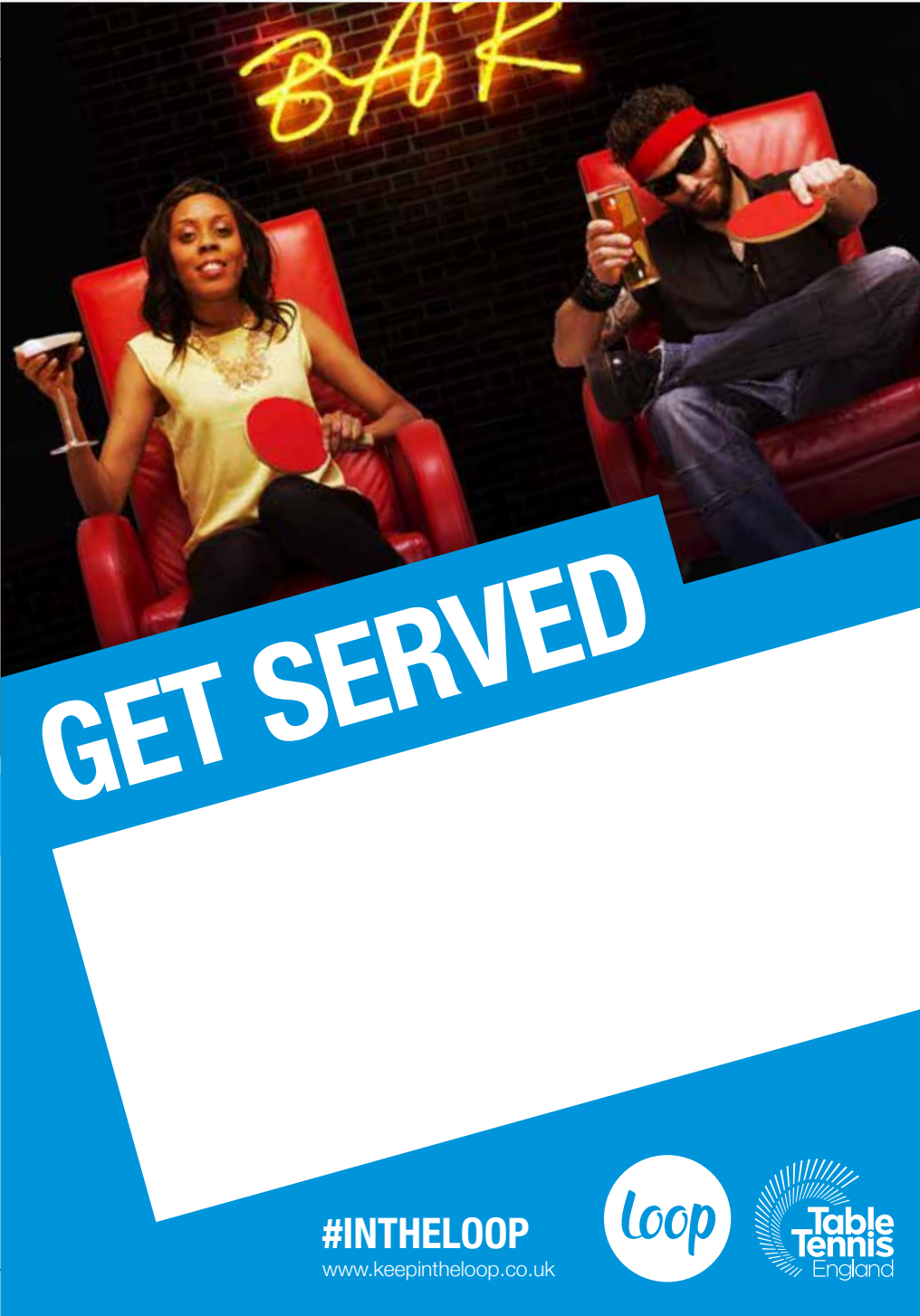
Belly advertisements that contain any partner information should be slightly raised from the baseline. This content should be a minimum of 10 mm from any information at the base of the advert (see opposite) so as not to infringe on the content promoting the Loop brand and partnerships.

Belly Ad templates are available to download in the partner section of the website.



Belly ad

Full page example 1



GET SERVED

#INTHELOOP
www.keepintheLOOP.co.uk

Loop

Table Tennis
England

Belly ad

Full page example 2



BEAT THE BOSS

#INTHELOOP
www.keepintheLOOP.co.uk

Loop

Table Tennis
England

How Loop talks: Copy guidelines for Loop

The tone of voice for the Loop brand is informal, fun and upbeat. The language should celebrate the vibrant social nature of the sport and should not come across as too official, competitive or negative.

Each initiative has its own caption to be used on any advertising material. These give you a feel for how Loop talks:

Product names

- Work
- Campus
- Clubhouse
- Bar
- Café

When used with Loop

- Loop at Work
- Loop on Campus
- Loop in the Clubhouse
- Loop in the Bar
- Loop in the Café

Through Loop we want to get people playing, talking and celebrating ping pong. When communicating through Loop please use language and a tone that is:

- Fun but not childish
- Informal but not inept
- Correct language and grammar
- Cool but not alienating
- Clever but not confusing
- Humorous but not offensive
- Familiar but not clichéd
- Informative and engaging
- Inclusive; appealing to all
- Add values to conversations it joins

Approval process

By downloading loop brand assets and materials, including but not restricted to the logo, you are agreeing to abide by the terms of use.

All artwork featuring Loop branding and/or assets must be submitted to Table Tennis England for approval via the email address below. Please allow five working days for approval.

Email: **Loop@tabletennisengland.co.uk**