



Branding Design and Guidelines

MAY 2021



tabletennisengland.co.uk

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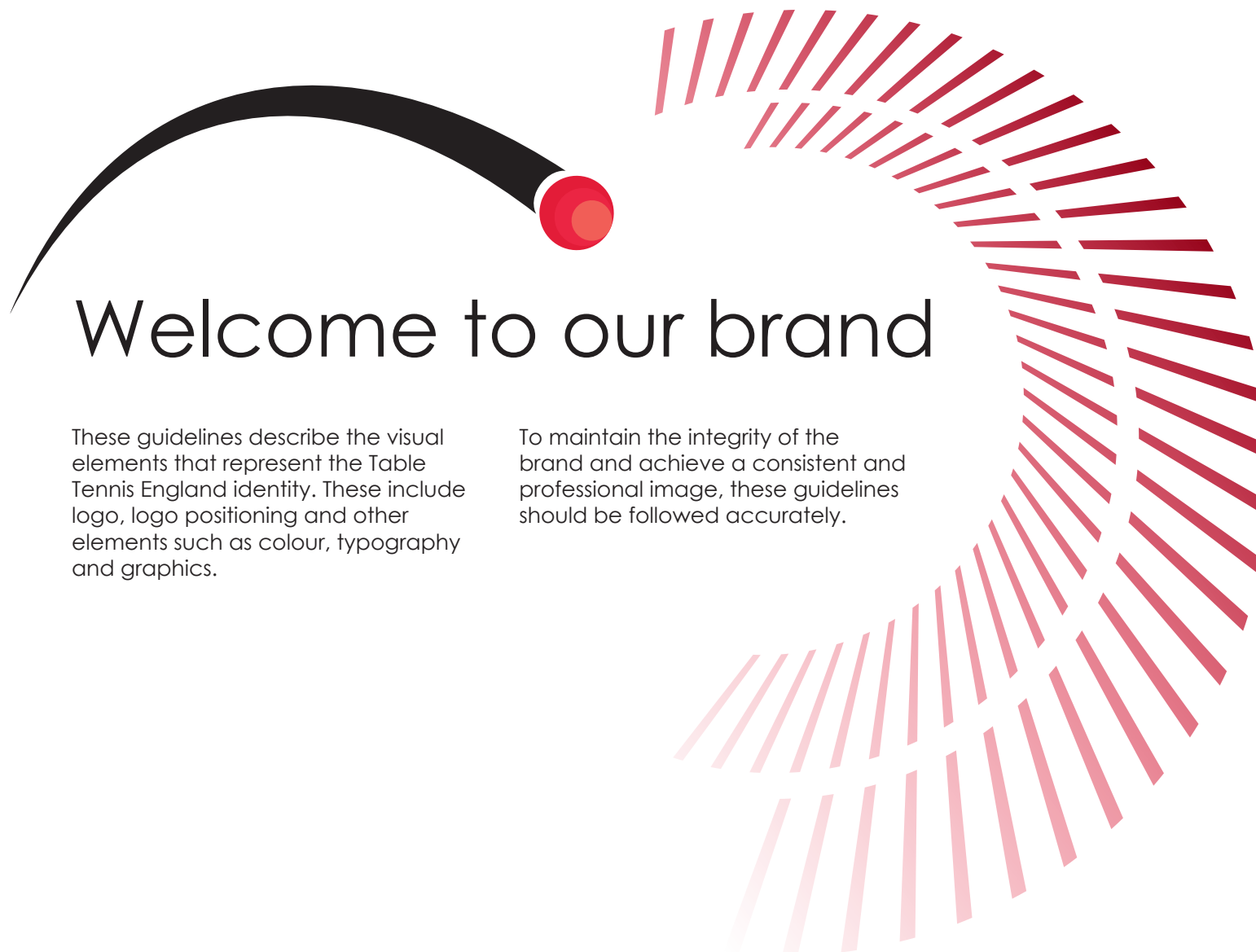
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A decorative graphic consisting of a thick black curved line that starts from the left, dips down, and then curves back up to end at a small grey circle.

• SECTION 1

Introducing the Table Tennis England brand



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

Our vision, values and strategy

WHAT DO WE DO?

Table Tennis England exists to create an increasing number of outstanding and exciting opportunities for everyone to enjoy and achieve in table tennis.

Our vision

Everybody is talking about table tennis.

Table Tennis England aspires to be recognised as a world leading National Governing Body, delivering a diverse and dynamic sport that transforms lives, connects communities, achieves excellence and inspires medal-winning performances.

Our values

Respect

Ambition

Inclusion

Teamwork

Focus

Excellence

Our strategy

Our strategy is based on four pillars that underpin the whole purpose of Table Tennis England.

Our four P's are:

- 1. Participation**
- 2. Places**
- 3. People**
- 4. Performance**

Each pillar supports the structure – if one is weak, the others will wobble.



A decorative graphic consisting of a thick, black, curved line that starts from the left, dips down, and then curves back up to the right, ending in a small white circle.

SECTION 2

Using the Table Tennis England logos

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 7 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 'Flick' symbol
see section 4 for details
of its use

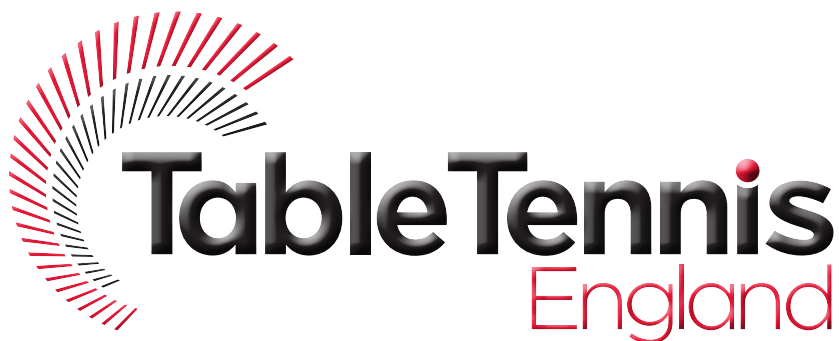
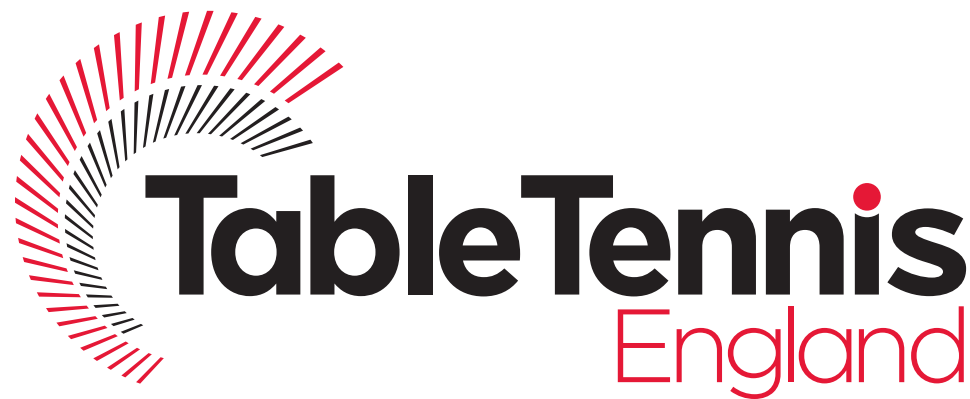
The logotype

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 bevelled logo:

The bevelled logo can be used where desirable, but this version should not be used for logos of less than 30mm, and for print purposes a proof should always be requested to ensure the replication is acceptable.

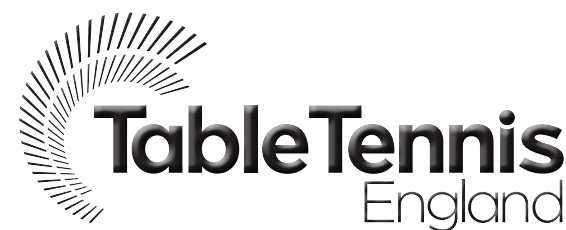
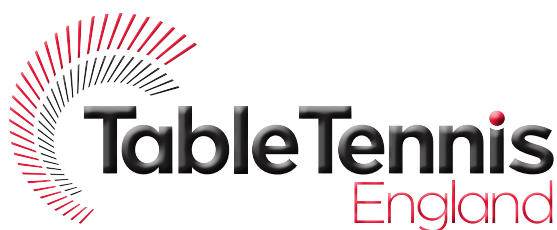
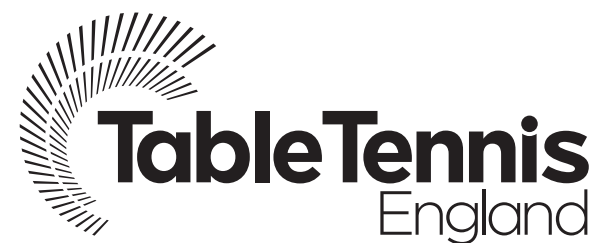
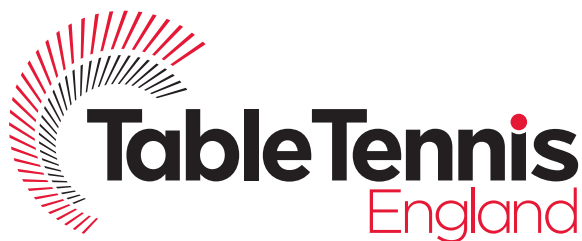


The logos

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 16). However, for third party applications where the palette may be limited, it may be used white-out on an alternative solid colour.

See Section 6 for examples of branded materials which have been produced.

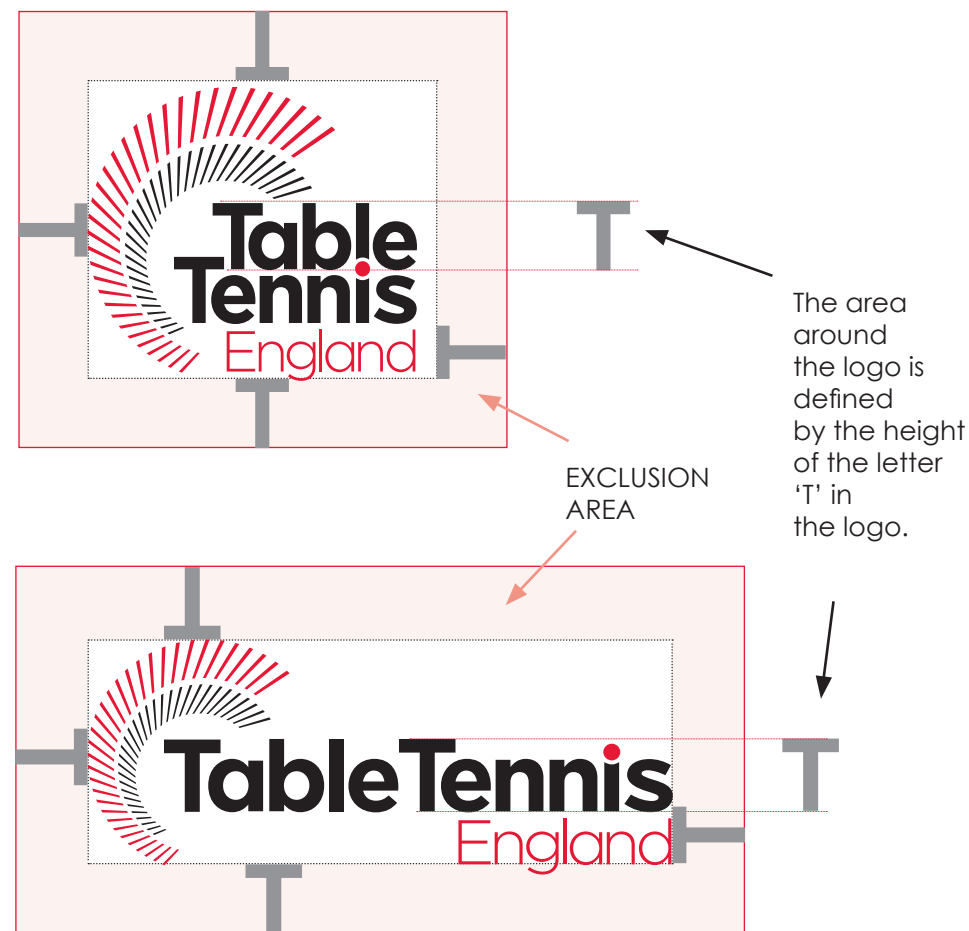


Logo exclusion area

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.



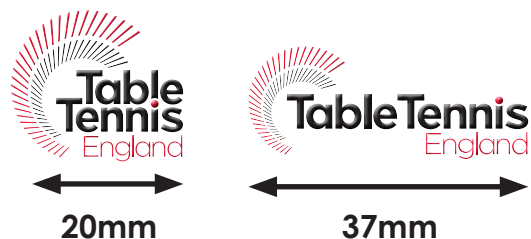
Logo sizing and positioning

MINIMUM LOGO SIZES

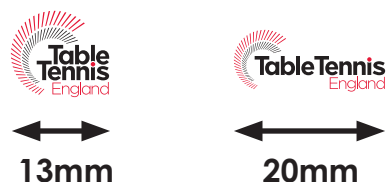
To ensure that Table Tennis England logos remain legible, it is necessary to specify minimum sizes for the two versions of the logo.

The logos should not be reproduced smaller than the dimensions shown below.

Minimum size for bevelled logo:

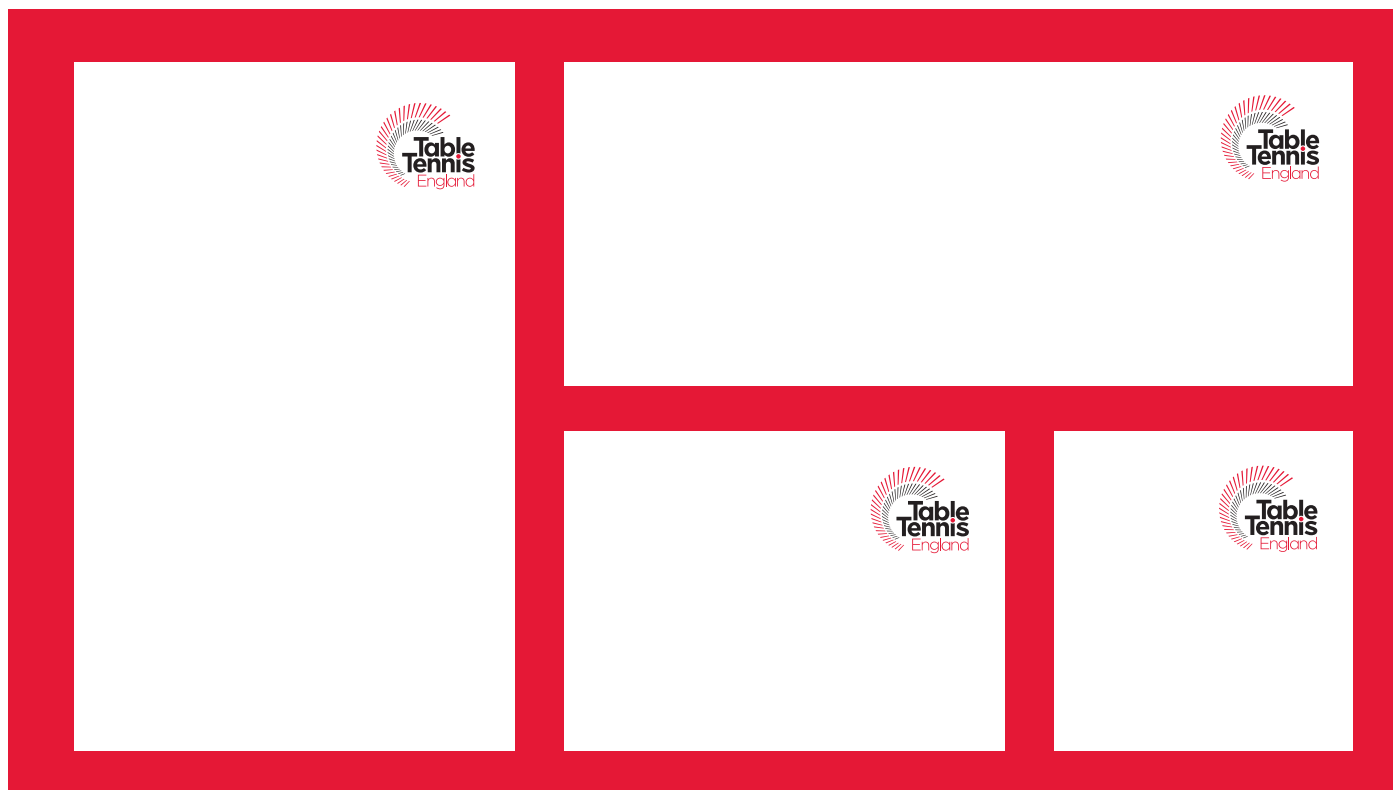


Minimum size for solid logo:



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.

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



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.

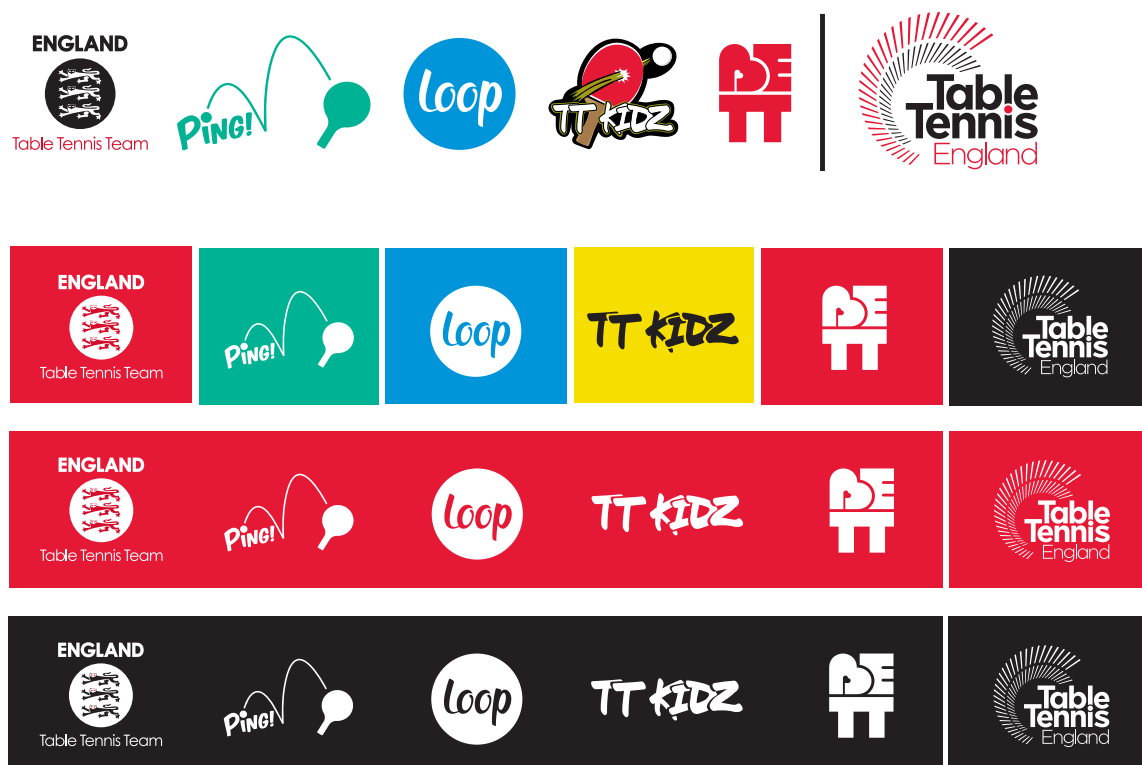


The colour version of the logo must not be displayed on any background other than white. The white-out versions of the logo should be displayed on a black or red, solid background. However, for third party applications where the palette may be limited, a white-out version may be used out of another solid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



A decorative graphic consisting of a thick, black, curved line that starts from the left, dips down, and then curves back up to the right, ending in a small white circle.

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



LOOP BLUE

Pantone:
CMYK: 100/20/0/0
RGB: 0/139/210
Hex: #0095da

Typography

OUR FAMILY OF FONTS

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 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



A decorative graphic consisting of a thick black curved line that starts from the left, dips down, and then curves back up to end at a small grey circle.

• SECTION 4

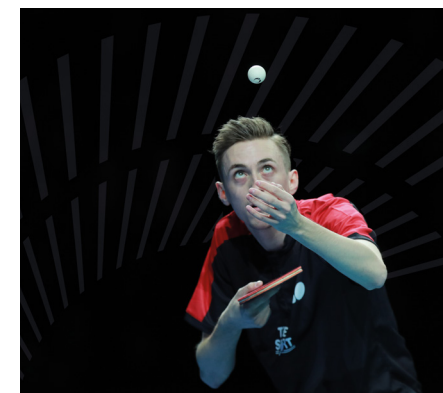
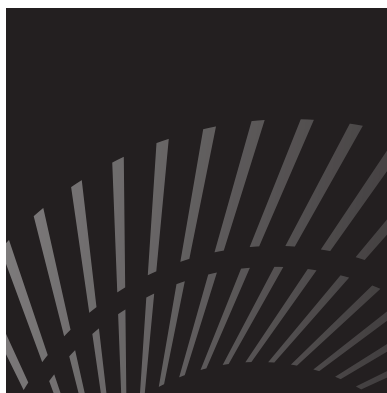
Using the Table Tennis England brand elements

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 in 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.

For example of applications of the flick, please see section 5.

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, see section 6 for examples of its application.



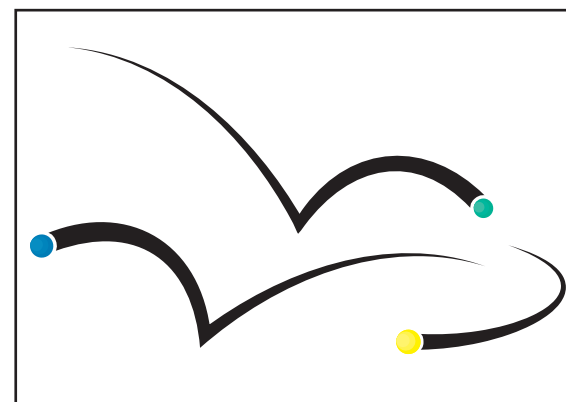
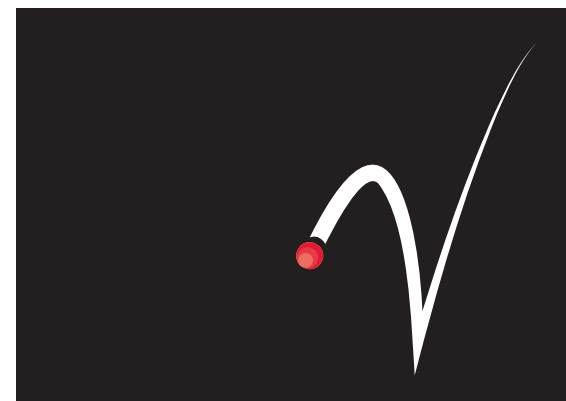
Sphere shading:

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.



A decorative graphic consisting of a thick, black, curved line that starts from the left, dips down, and then curves back up to end at a small white circle. This circle is positioned to the left of the text "SECTION 5".

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

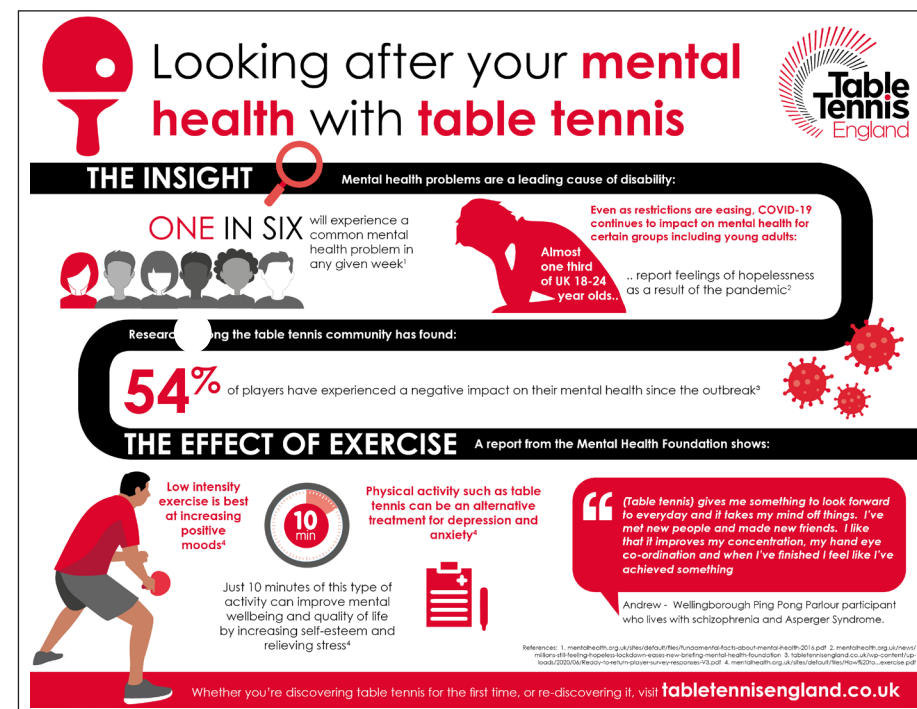
- Using 'real people' is far better than stock imagery, use authentic photographs that capture a moment in time and aren't staged or fake
- Use high resolution imagery to ensure they're not pixelated
- Make sure social media and web images are sized and optimised correctly
- Use photographs that show 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
- See pages 23-25 for examples of our imagery style

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

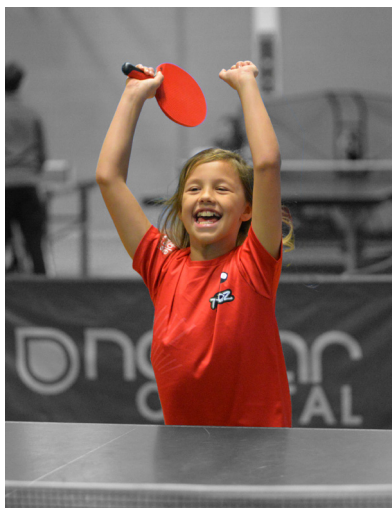


Images

HERO SHOTS

Subject picked out in colour - background black and white.

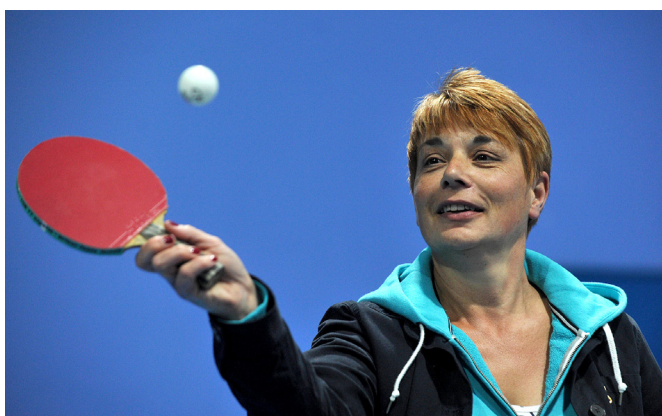
Where possible 80% upper body, subject not looking directly into camera, subject placed in centre.



Images

MAIN IMAGERY STYLE

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

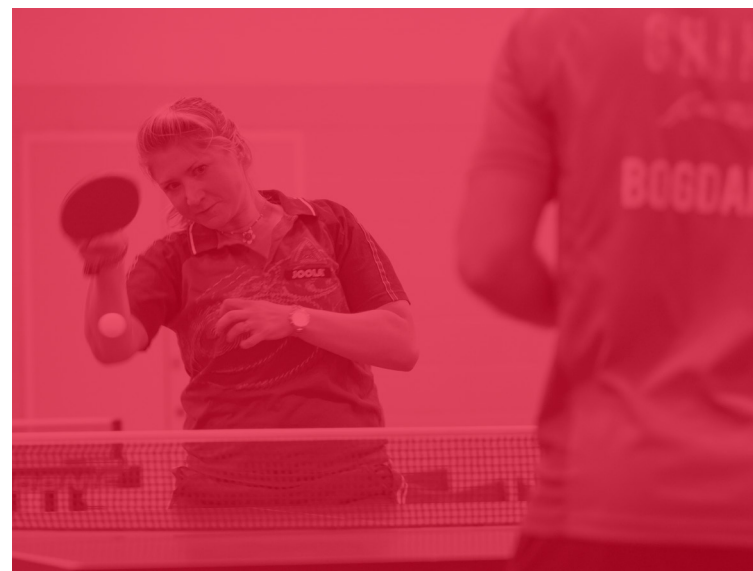
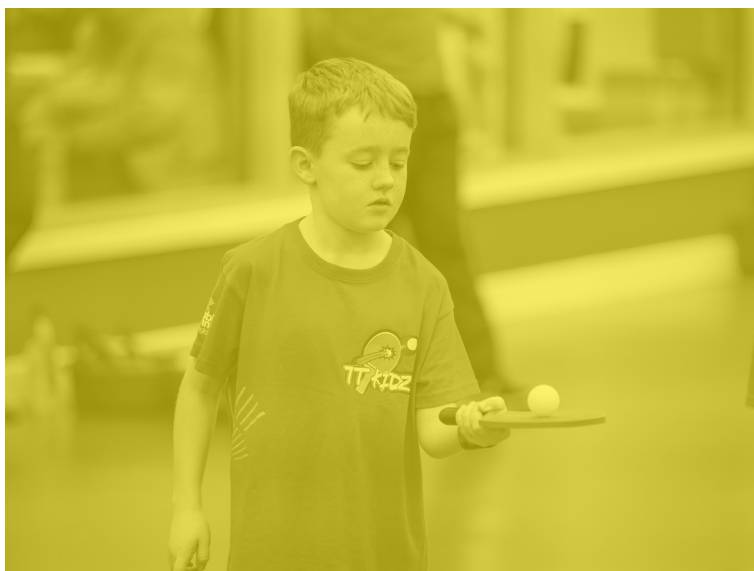
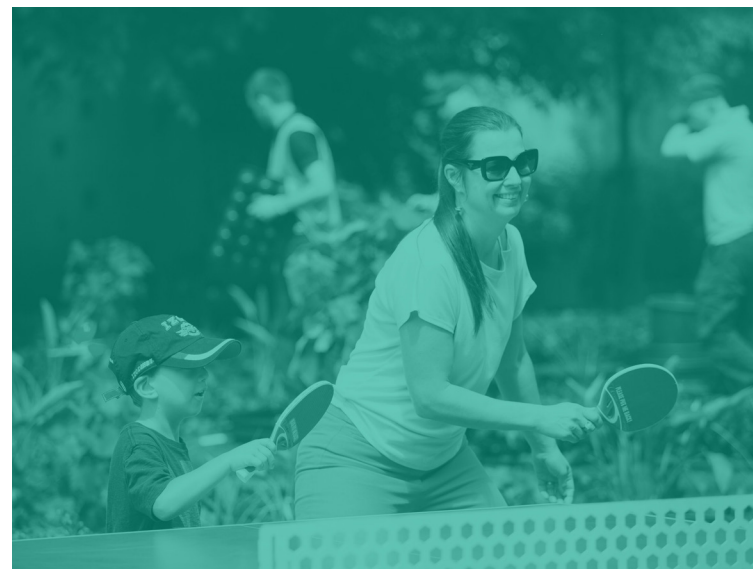


Images

SECONDARY IMAGE STYLE

Colour tint applied according to subject matter.

For occasional use and in place of flick watermark on other media where appropriate.



A decorative graphic consisting of a thick black curved line that starts from the left, dips down, and then curves back up to end at a small grey circle.

SECTION 6

Application of elements

Examples of printed collateral

BROCHURES, FOLDERS AND PROGRAMMES

Over the next few pages, you will find examples of marketing materials that have been produced, including brochures, posters, document covers and banners, to show the flexibility of the Table Tennis England brand.



Folder cover



The bottom of the bounce should always be at the foot of the page or image.



BROCHURES, FOLDERS AND PROGRAMMES

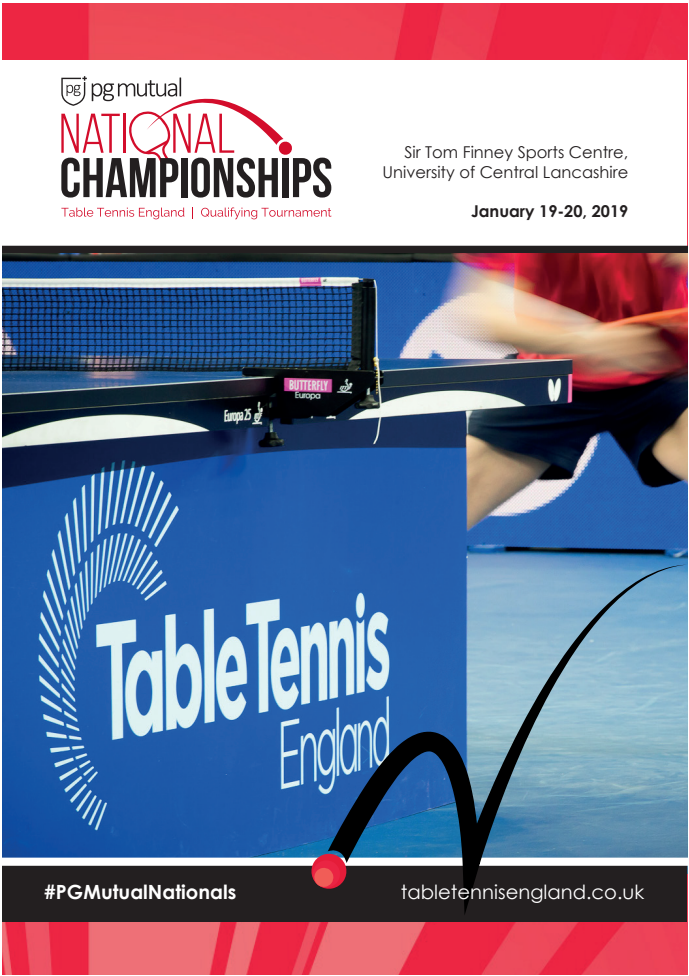


Table Tennis England

Tutor, Assessor and Internal Verifier Training

Table Tennis England are putting on two separate workforce training days for the tutors, assessors and internal verifiers.

The aim of the training is to share best practice and develop and train the workforce, but also to share Table Tennis England's new processes. Attendance to one of these two days is mandatory if you would like to be considered to be part of coach education workforce.

Content: Table Tennis England update
Generic Tutor, Assessor and IV content update
Active Tutor, Assessor and IV sessions
New processes moving forward
Q&A session

Dates: March 2021

Location: National Badminton Centre, Milton Keynes

tabletennisengland.co.uk

Mission 2025

THE 10-YEAR PLAN

Table Tennis England

Table Tennis England | tabletennisengland.co.uk

Table tennis... a sport for all, for life!

Participation: We will increase participation among adults, disabled people, in schools, and our own membership.

Places: We will grow the numbers of clubs and facilities within competitive league table tennis and of a social level.

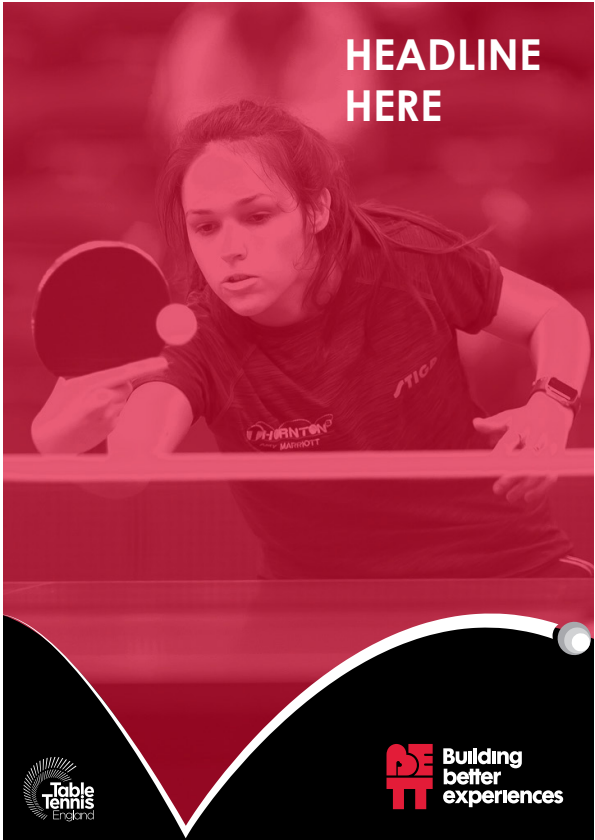
People: We will increase the number of qualified coaches, provide support for lower levels, 'volunteers', and grow the number of volunteers and officials and provide excellent training and support.

Performance: We want our elite athletes performing at a world class level, and will provide the support and competition that they need to achieve their potential.

Our targets are bold and ambitious. They are clear, measurable and achievable. They are achievable over the next ten years. Working together we can make table tennis a sport for all, for life.

Table Tennis England

POSTERS

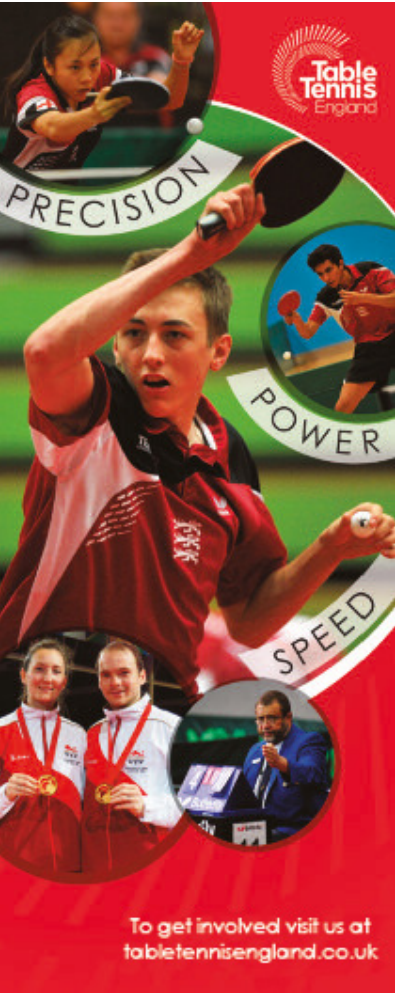




Using the effect to frame the subject.



EXHIBITIONS AND DISPLAYS



DIGITAL COLLATERAL



Email footer



Website graphic



Social square



Social rectangle



Website banner

APPLICATION IN SUB-BRANDS



A decorative graphic consisting of a thick, black, curved line that starts from the left, dips down, and then curves back up to the right, ending in a small white circle.

SECTION 7

Who to ask for advice when using the brand

Contact information

ADVICE

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

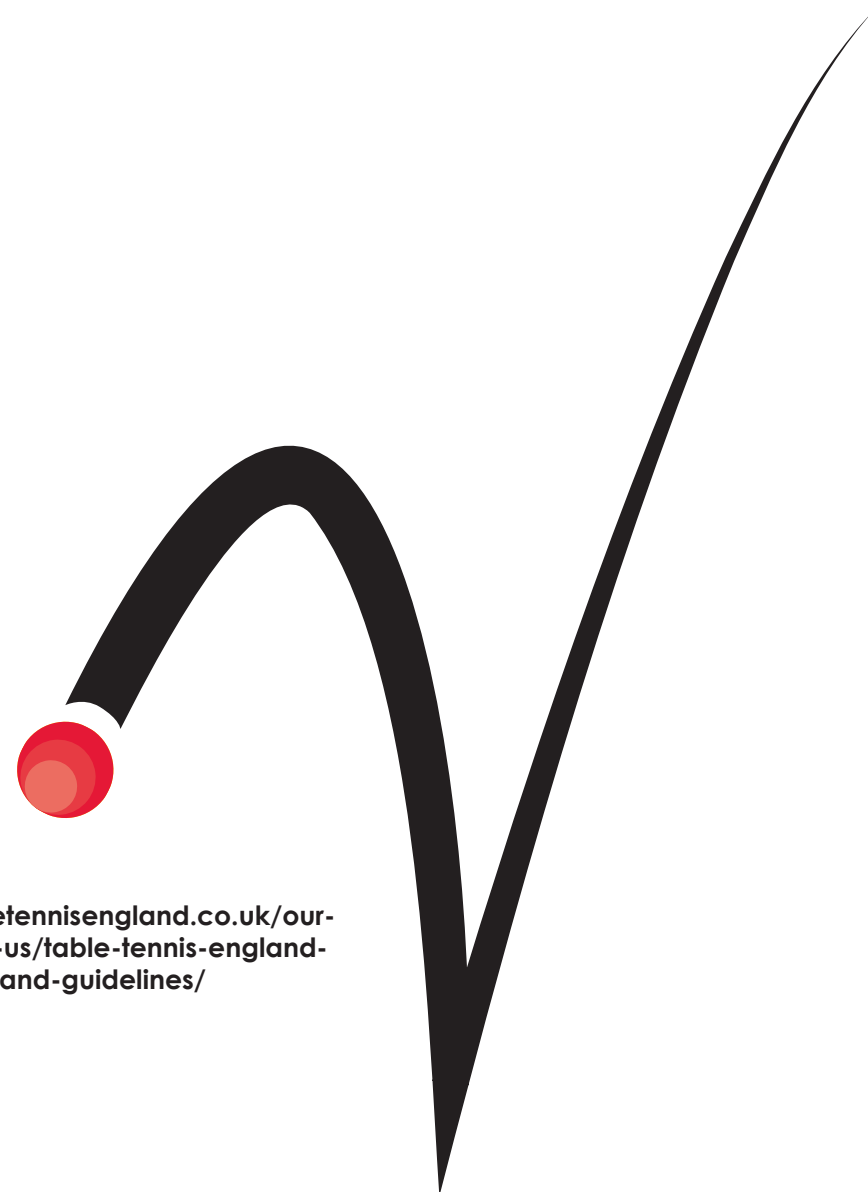
marketing@tabletennisengland.co.uk
Tel: 01908 208860

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.



Or visit: tabletennisengland.co.uk/our-sport/about-us/table-tennis-england-logo-and-brand-guidelines/