



Brand Guidelines

June 2026

Welcome



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

Who are we?

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

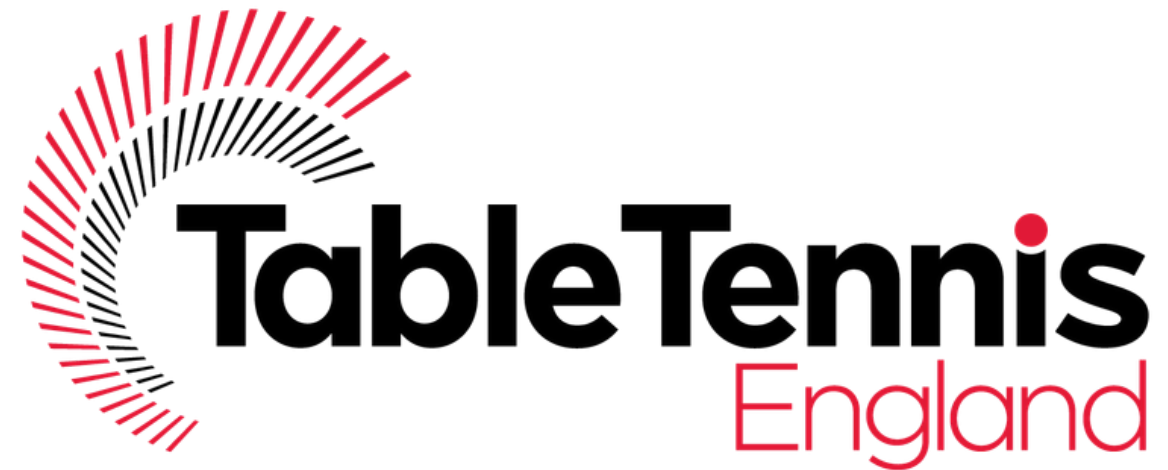
- Table tennis first!
- Olympic first!
- Meet people where they are at'
- Open to everyone; adaptive to attract diverse communities
- Customer focused, with people at the heart of the design and delivery
- Data and insight led making evidence based decisions
- Embracing digital and technology to reach 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

Our Logos

Primary Logo



Landscape Logo



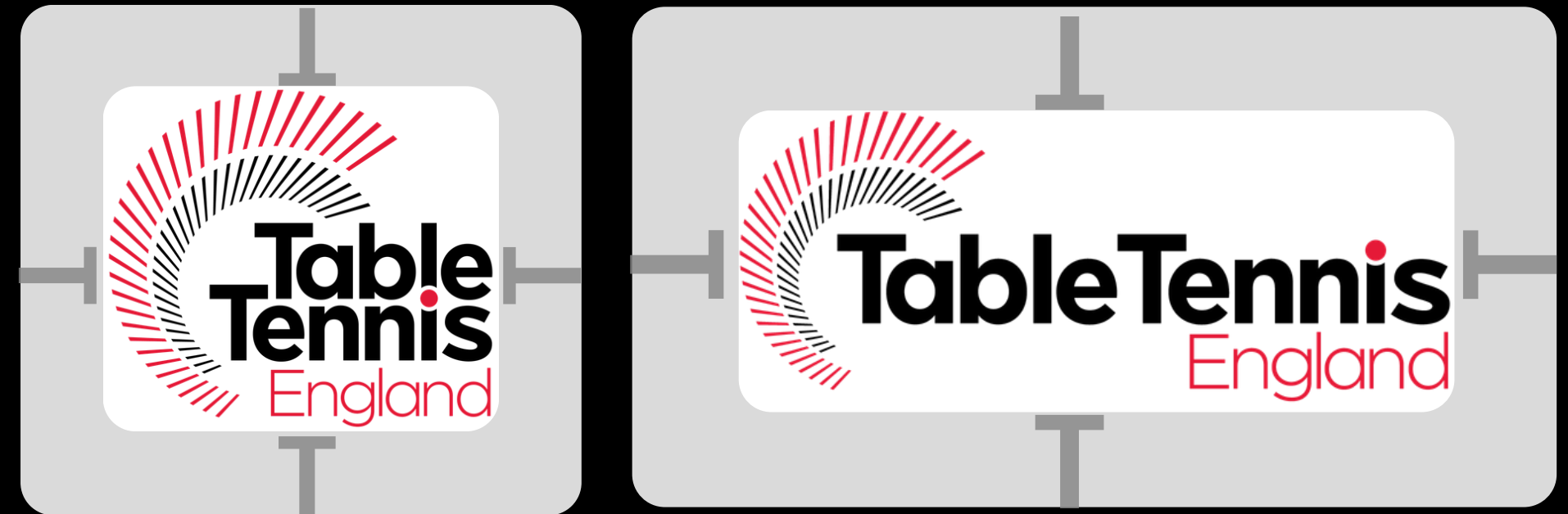
Mono Primary Logo



Mono Landscape Logo



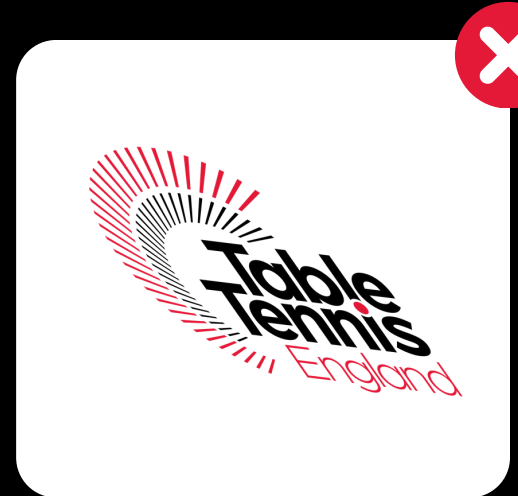
Logo Guidelines



The logo should always appear with a clear distance 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. Below are examples of incorrect logo usage



Do not rotate or flip the logo



Do not skew or distort



Do not recolour any of the logo elements



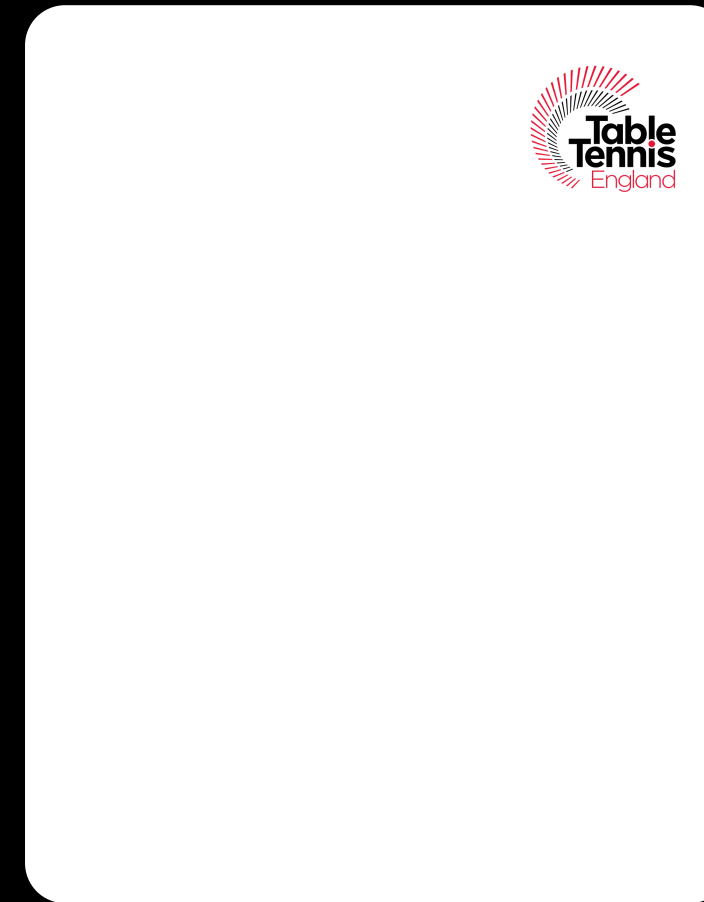
Do not remove or rescale any of the logo elements., do not change the font



Do not add graphic distortions such as outlines, shadows or fades

Logo Placement

The logo should always appear on an uncluttered background. If the logo needs to be displayed over a busy background, then it must be displayed either in a white block, or white-out in a red or black block.



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



Using with other logos

When using another 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 here.



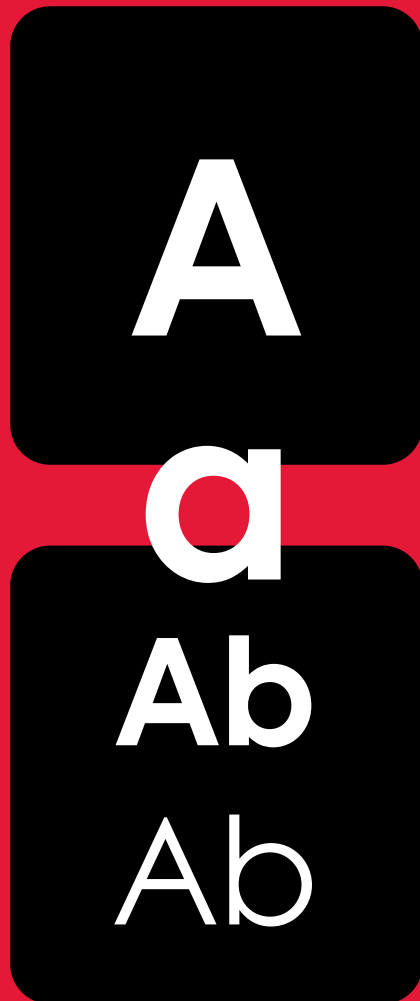
Colour Palette

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.

TTE Red PANTONE: 186 HEX: #E31937 RGB: 227,25,55 CMYK: 0,100,81,4	Red 20% HEX: #F8D0C5 RGB: 248,208,197 CMYK: 0,20,16,0	Gradient Start: #e31937 End: #220303
Black PANTONE: Process black HEX: #000000 RGB: 0,0,0 CMYK: 0,0,0,100	Red 40% HEX: #F2A598 RGB: 242,165,152 CMYK: 0,40,32,0	Pure White HEX: #FFFFFF RGB: 255,255,255 CMYK: 0,0,0,0
	Black 20% HEX: #DADADA RGB: 218,218,218 CMYK: 0,0,0,20	
	Black 80% HEX: #58595B RGB: 88,89,91 CMYK: 0,0,0,80	

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 web and digital purposes the Poppins is the preferred typeface.



Printed Typeface

Century Gothic Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Century Gothic Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Secondary Typeface

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Digital Typeface

Poppins Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Poppins Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Typography Hierarchy

HEADLINE

Headline

SUBHEADER

Sub-header

Body copy

Use of Imagery

- Use high resolution imagery, preferably by a professional photographer*
- Avoid using stock imagery, use authentic photographs that capture a moment in time and aren't staged or fake
- Use imagery that reflects the diversity and inclusivity of table tennis (people of different ages, ethnicity, genders and physical abilities)
- Use imagery that is relevant to the content
- Don't stretch or alter the original aspect ratio
- If children are the subject of the image, ensure you have parental permission



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

Brand in Action



A vertical promotional poster for the DISE (Diploma in Sporting Excellence) program. The top section has a red background with the text "DISE TableTennisDiploma in SportingExcellence". Below this is a photograph of a young woman in a black and white table tennis uniform, holding a paddle and looking intently. A white line connects her to a QR code labeled "SCAN ME" with the URL "tabletennisengland.co.uk/dise". To the right of the QR code is a red box with white text: "A two-year programme designed for young talented athletes". Below the QR code is a black box with white text: "This unique programme supports athlete development by enhancing the athlete's knowledge, skills, and competency in their sport, whilst gaining a prestigious recognised qualification." At the bottom, there are three logos: the SGS logo, the DISE logo (Diploma in Sporting Excellence), and the Table Tennis England logo.











Branding checklist



Do's

Don'ts

 Use official colours, fonts and logo styles	 Alter or recolour the logo.
 Keep logo spacing and check placement	 Use unapproved fonts or colours.
 Use high-quality, on-brand images	 Add effects to the logo.
 Send your artwork to us for approval	 Use poor-quality or off-brand visuals.

Contact us

Advice

For any advice relating to the Table Tennis England brand, please contact:
marketing@tabletennisengland.co.uk

Artwork Files

To ensure that the integrity of the Table Tennis England brand is maintained, and that reproduction of the logo is correct, only the official artwork files should be used. These are available to download [here](#)

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

