

PlayTennis.com Logo & Brand Guidelines

Logo Color Palette



PT Green

Hexadecimal: #6AA14C

RGB: (105, 160, 75) HSV: (99, 53, 63)

CMYK: C=64%, M=17%, Y=92%, K=2%



PT Black

Hexadecimal: #000000

RGB: (0, 0, 0) HSV: (0, 0, 0)

CMYK: C=0%, M=0%, Y=0%, K=100%



PT Gray

Hexadecimal: #A7A9AC

RGB: (167, 169, 172) HSV: (216, 3, 67)

CMYK: C=0%, M=0%, Y=0%, K=40%



PT White

Hexadecimal: #FFFFFF

RGB: (255, 255, 255)

HSV: (0, 0, 100)

CMYK: C=0%, M=0%,
Y=0%, K=0%

Logo Variations

PT Logo Primary

Size: 1341 x 183 pixels/ 4.47" x
0.61' 300 DPI

THE IDENTITY SYSTEM

The PlayTennis brand marque:
Definition

Logo and Wordmark - The type "playtennis.com"

playtennis.com

PT Logo KO (Note black background not part of variation, for
example only)

Size: 1341 x 183 pixels/ 4.47" x 0.61'
300 DPI



PT Logo KO Bold (Note black background not part of variation, for
example only)

Size: 1341 x 183 pixels/ 4.47" x 0.61'
300 DPI



Logo Usage Guidelines

“White” or “Free” Space Surrounding Logo

When utilizing the playtennis.com logo in your marketing material(s), please allow for approximately ½” of free or white space surrounding the logo. The box below indicates an example of minimum desired free or white space surrounding the playtennis.com logo.



When using the playtennis.com logo, please maintain the width and height aspect ratio of the image.

Recommended Minimum Logo Size: 200 x 27 pixels OR 0.667” x .091” @ 300 DPI

When to Use: In small spaces, or when imagery/text that is very similar to the logo is present.

Preferred Maximim Logo Size: 1341 X 183 pixels OR 4.47” x 0.61” @ 300 DPI

When to Use: This primary brand logo is for use in all applications. When applicable, use this version first.

Other logo size variations (in pixels only):

800 X 109 @ 300 DPI

650 X 89 @ 300 DPI

500 x 68 @ 300 DPI

350 X 48 @ 300 DPI

225 X 31 @ 300 DPI

Questions?

For questions and/or comments on these brand guidelines and on the usage of the playtennis.com logo, contact the Tennis Industry Association at (843) 686.3036

