STATEMENT OF PURPOSE
The purpose of this document is to ensure that the ITA brand is consistently and effectively portrayed, from social media graphics to tournament banners, whatever the various touchpoints may include.
Tennis is a timeless sport; it is both wonderfully classic and completely modern. The ITA brandmark reflects both of these ideals while demonstrating the strength and constant motion of tennis.
The ITA strives to serve college tennis and return the leaders of tomorrow. The organization’s brandmark expresses the power and beauty of tennis and the ITA’s prominence in the world of tennis.
BRANDMARK DESIGN PROCESS
BRANDMARK TRANSFORMATION

2.1
ITA & TENNIS

While the former ITA brandmark consisted of a net and a ball completing the “A”, it failed to express the relationship between the ITA and college tennis. Unlike the latter, this benchmark combines the ball and “ITA” in a way that symbolizes the ITA’s passion for developing leaders that excel on the court and beyond.
“ITA” CENTERED IN TENNIS, BUT ALSO EXTENDS OUTWARD

ITA BRANDMARK EXPRESSION:
“SERVING COLLEGE TENNIS, RETURNING THE LEADERS OF TOMORROW”
ITA BRAND COLOR

The blue encompasses the brandmark and consistently stands as a symbol of trust and intelligence; two things the ITA and its members strive to embody. The deep blue also compliments the blue tennis hardcourts seen across the nation, including those represented at the ITA’s own tournaments.

R: 21  G: 54  B: 94
C: 100  M: 83  Y: 37  K: 28

ITA ACCENT COLOR

Yellow is synonymous with tennis balls, but it also symbolizes energy, intellect, and happiness. Though in the background, the yellow emphasizes the tennis ball so that it is easily seen behind the “ITA” text.

R: 255  G: 210  B: 80
C: 1  M: 16  Y: 80  K: 0
ITA LOGO BREAKDOWN
1. A controlled background color
2. Two piece tennis ball
3. Tennis ball seam
4. Thick ITA border vector
5. Block ITA fill vector
THE ITA BRANDMARK
The new ITA brandmark improves aesthetics, usage, and most importantly, culture. Visually, the lines resemble those on a tennis court while the tilted letters show motion and reflect the former brandmark. It is recognizably a tennis organization and the yellow and white pop contrast against a navy background. All the while the culture and goal of the ITA stands as the new brandmark.
HEART OF TENNIS
(rational)

LEADERSHIP & ACTION
(emotional)

SIMPLY INFORMATIVE
(rational)

- Emphasizes desired action
- Creates branding shorthand for “New and Bold”
- Approachable in category, future tennis athletes
BRANDMARK LOCKUPS
BRANDMARK STAGING

Please use the version of the ITA logo that is appropriate for the background color for which it will be used on.

Version #1 of the logo is to be used on white/light-colored backgrounds. Version #2 of the logo is to be used on navy/dark-colored backgrounds.
BRANDMARK USAGE

Safe Area
To ensure a clean visual presence of the brandmark, it is recommended to have a distance of at least the capital “T” of “TENNIS” on each side of the brandmark.

Minimum Size
The brandmark can **never** be smaller than one inch wide. Generally, the brandmark should appear as large as visually appropriate.

Registered Trademark Indication
Use a ® near the mark shown.
BLACK AND WHITE BRANDMARK USAGE

If possible, black and white brandmark should be avoided. These brandmarks are most often appropriate for use with merchandise where certain restrictions may apply.
BRANDMARK DON’TS

Do not alter the seam color from the background color

Do not apply effects

Do not resize proportions

Do not alter proportions

Do not rotate

Do not alter type

Do not add words

Do not alter colors
CONTACT INFORMATION

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