# II. BRANDING

## 2.01 Identification - ATP World Tour Tournaments

**A.** Each ATP World Tour tournament shall identify itself clearly to the public as being part of the ATP World Tour and shall cooperate fully with the ATP in furthering public awareness of the ATP World Tour. Participation in the ATP World Tour shall not restrict the right of the tournament to obtain individual sponsorship or to retain its usual title.

**B. Trademark and Logo Identification**. Each ATP World Tour tournament and ATP Challenger Tour tournament shall comply with the terms and conditions for the use of the ATP World Tour and the ATP Challenger Tour trademark and logo outlined in Exhibit B.

**C.** Except as otherwise approved by the ATP, each ATP World Tour tournament shall comply with the ATP World Tour Branding Application Requirements and shall assume all costs associated with such compliance. Branded nets and microphone flags will be provided, without cost, to all tournaments by the ATP. ATP World Tour and ATP Challenger Tour Application Requirements will be provided to each tournament by the ATP.

**1) ATP World Tour Official Tournament Stamps: Application Rules (Exhibit A.01)**

All ATP World Tour tournaments must display the appropriate ATP World Tour Official Tournament Stamp (Masters 1000, 500, or 250) on all compulsory materials containing the tournament logo, as identified in the rules below. The tournament logo is the official identity of the tournament that includes the tournament name. When a text alternative to the tournament logo is used, it will be regarded as the tournament logo and the rules below will continue to apply. When a tournament logo is used repeatedly, or if both tournament logo and tournament title are used, application rules will apply to the largest tournament logo or title. For multiple page external documents, the ATP World Tour Official Tournament Stamp must be applied on the front page in accordance with the rules below.

**a) Size Relationship**

**i) Men only events (Exhibit A.02)**

The ATP World Tour Official Tournament Stamp must be a minimum of 60% of the surface area of the tournament logo or tournament title, whichever is larger. This is subject to the minimum size rules for the ATP World Tour Official Tournament Stamps below.

**ii) Combined events (Exhibit A.03)**

The ATP World Tour Official Tournament Stamp should be presented with the WTA Tour logo to communicate to audiences that the tournament is part of both tours.

- **Size relationship: WTA Tour Logo**
  The ATP World Tour Official Tournament Stamp must be the same visual size (cover the same surface area) as the WTA Tour logo.
- **Size Relationship: Tournament Logo**
  When the ATP World Tour Official Tournament Stamp is used in conjunction with the WTA Tour logo, the Official Stamp must be at a minimum equal size to the WTA Tour logo or 30% of the surface area

of the tournament logo, whichever is greater. This is subject to the minimum size rules for Official Stamps below.

**iii) Minimum Size**

To ensure the ATP World Tour Official Tournament Stamps are reproduced to best effect, the tournaments must adhere to the application rules stated in i) and ii) above or the following minimum sizes, whichever is greater:

| | |
|---|---|
| In quality print | 9mm wide |
| In newsprint | 13mm wide |
| On screen | 45 pixels wide |

**Size Requirements**

Below are the minimum size requirements for using the ATP World Tour Official Tournament Stamps on printed materials.

| | |
|---|---|
| A7 | 9mm wide |
| A6 | 11mm wide |
| A5 | 14mm wide |
| A4 | 18mm wide |
| A3 | 26mm wide |
| A2 | 36mm wide |
| A1 | 51mm wide |

In non 'A' format communications the width of the ATP World Tour Official Tournament Stamps should be no smaller than 6% of the longest side of the layout.

**b) Positioning (Exhibit A.04)**

**i) Proximity to the tournament logo**

The ATP World Tour Official Tournament Stamp must be placed closest to the tournament logo. No sponsor (with exception of the presenting sponsor), federation, series logo or any other logo may be closer to the tournament logo than the ATP World Tour Official Tournament Stamp. Tournament logo cannot include any series name, federation name or any other name or brand mark.

**ii) Proximity to Sponsor logos**

The ATP World Tour Official Tournament Stamps are used as an endorsement of the quality and authenticity of a tournament and its inclusion within the ATP World Tour. The ATP World Tour Official Tournament Stamps should never be placed alongside sponsor logos or added to sponsor logo strips.

**c) Exclusion Area (Exhibit A.05)**

**i) Exclusion Area 1: For graphics, images, text, WTA Tour and tournament logos (including 'presented by' sponsor)**

A minimum exclusion area equal to the height of the ATP type has been established around the ATP World Tour Official Tournament Stamps. No graphics, images, text, WTA Tour or tournament logos must appear in this area. This exclusion area must be maintained.

**ii) Exclusion Area 2: For sponsor, federation and series logos**

A minimum exclusion area equal to the width of two ATP World Tour Official Tournament Stamps has been established around the ATP World Tour Official Tournament Stamps. No sponsor, federation or series logos must appear in this area. This exclusion area must be maintained.

**d) Acceptable and unacceptable applications (Exhibit A.06.1 to A.06.06)**

# II. BRANDING

**2) ATP World Tour Official Tournament Stamps : Compulsory Applications**

An ATP World Tour tournament must identify itself as an ATP World Tour event by applying the appropriate ATP World Tour Official Tournament Stamp, in accordance with the rules listed in section 1) above, in the following compulsory applications:

**a) Promotion**

**i) Advertising**

The ATP World Tour Official Tournament Stamp must be applied to all tournament advertising communications.

**ii) Communication / Administration / Presentations**

The ATP World Tour Official Tournament Stamp must be applied to all external tournament communications. To include but not limited to: stationery, memos, powerpoint's, documents and press releases. For multiple page documents, the ATP World Tour Official Tournament Stamp need only be applied on the front page that contains tournament logo or tournament name.

**iii) Website / Other Digital Products - Exhibit A.07)**

The ATP World Tour Official Tournament Stamp must be displayed on all pages of the tournament website and other digital products intended for large format display, e.g. desktop, laptop, tablet computers, and be located within the upper 20% of the pages within the masthead area as the closest logo to the tournament logo. The ATP World Tour Official Tournament Stamp should be no smaller than 45 pixels wide for websites and other digital products intended for large format display and follow the C. 1) a) Size Relationship rule for mobile websites and other digital products intended for small format display, e.g. mobile handsets.

**iv) Promotional Materials**

The ATP World Tour Official Tournament Stamp need only be applied to the front page of all promotional communications. To include but not limited to: tournament programs, daily programs, leaflets, draw sheets, announcements and notices. For multiple page documents, the ATP World Tour Official Tournament Stamp need only be applied on the front page that contains tournament logo or tournament name.

**v) ATP Advertisement.**

Three (3) full pages of ATP World Tour advertisements must be included in the tournament program with two (2) of the three (3) pages within the first third (1/3) of the tournament program to be used to promote and advertise the ATP World Tour. (The three (3) pages are separate from any other page requirements specified in an ATP Sponsorship Agreement between a tournament and the ATP).

The ATP will supply the advertisement and it shall be printed without expense to the ATP. One (1) of the three (3) pages must be the doubles program ad as furnished by the ATP.

**Violations.**

Violation of this section shall subject a tournament to a fine up to $50,000 for each violation. In cases that are flagrant and particularly injurious to the success of the ATP World Tour, the Executive Vice-President Rules & Competition may refer the matter to the ATP Board for further action which could include additional fines and/or change in membership status.

# II. BRANDING

**Note:** When possible, tournaments will be given notice of and the opportunity to correct any issues that would put them in a violation of the above rules.

**b) Compulsory Application: On-site**

**i) Entrance**

The ATP World Tour Official Tournament Stamp must be displayed at all entrances to the tournament that include the tournament logo or the tournament title, unless otherwise approved by the ATP. To include but not limited to: car parks, main stadium, press, player and VIP entrances.

**ii) Scoreboards / Drawboards (Exhibit A.08)**

If a scoreboard / drawboard includes the tournament logo or tournament title then the ATP World Tour Official Tournament Stamp must be displayed.

**iii) Singles / Doubles Leader Boards (Exhibit A.09)**

The current standings of the 2013 Emirates ATP Rankings and 2013 Emirates ATP Doubles Team Rankings must be placed prominently in the tournament stadium grounds. Artwork will be provided by the ATP. Preferred position is in the main welcome area.

**iv) Vehicles**

The ATP World Tour Official Tournament Stamp must be applied to any vehicle that displays the tournament logo or the tournament title.

**c) Compulsory Application: On-court**

**i) The Court**

No commercial branding (sponsor, series or federation), court manufacturer branding or any other mark may be placed on the surface of the court, with the exception of "Host Locality" (See 3.b.) unless otherwise approved by the ATP.

**ii) Net (Exhibit A.10)**

All ATP World Tour tournaments must use the ATP World Tour branded net on all courts, as determined and provided by the ATP. Branded nets will be provided, without cost, to all tournaments by the ATP. No commercial or other branding is allowed on the net or net posts other than that specified or otherwise approved solely by the ATP.

**Violation of this requirement (c. ii.) shall subject a tournament to a fine up to $50,000 per day for each day the tournament is in non-compliance. In cases that are flagrant and particularly injurious to the success of the ATP World Tour, the Executive Vice-President Rules & Competition may refer the matter to the ATP Board for further action which could include additional fines and/or change in membership status.**

**Note:** When possible, tournaments will be given notice of and the opportunity to correct any issues that would put them in a violation of the above rules.

- **Net Example 1: Net without sponsor branding**
  At tournaments where the ATP World Tour premier partner branding is not used, ATP net signage shall be displayed on the left and right sides of the net on all match courts.
- **Net Example 2: Net with sponsor branding**
  At tournaments where the ATP World Tour premier partner branding

is used, net signage will be displayed on the left and right sides of the net on all match courts.

- **Positioning of net signage (ATP or ATP World Tour premier partner)**
  - For singles matches using a doubles net, net signage must be centered between the singles stick and the net post.
  - For singles nets, net signage must be centered between the singles sideline and the net post.

**iii) ATP Supervisors / ATP Designated Chair Umpires**

The officiating uniform provided by the ATP must be worn. No other commercial branding may be applied to the uniform without prior approval from the ATP.

**iv) ATP Physiotherapists**

The uniform provided by the ATP must be worn.

**v) Chair Umpire Microphones**

An ATP World Tour microphone cover must be used on the chair umpire's microphone. The appropriate ATP World Tour Official Tournament Stamp must appear on all four sides. Microphone flags will be provided by the ATP.

**Violations.**

Violation of this section (with the exception of c. ii) shall subject a tournament to a fine up to $50,000 for each violation. In cases that are flagrant and particularly injurious to the success of the ATP World Tour, the Executive Vice-President Rules & Competition may refer the matter to the ATP Board for further action which could include additional fines and/or change in membership status.

**Note:** When possible, tournaments will be given notice of and the opportunity to correct any issues that would put them in a violation of the above rules.

**d) Compulsory Application: Media & Broadcast**

**i) Media Backdrop (Exhibit A.11)**

The ATP World Tour Official Tournament Stamp must be displayed on the official tournament media backdrop in such a way that it is clearly visible during the actual interview, in accordance with size, positioning and exclusion area rules.

**ii) Interview Room Microphone**

An ATP World Tour microphone cover must be used on all player interview microphones. The appropriate ATP World Tour Official Tournament Stamp must appear on all four sides. Microphone flags will be provided by the ATP.

**iii) Broadcast**

The ATP World Tour Official Tournament Stamp must be displayed on all tournament broadcasts on any screen where the tournament logo is featured, unless otherwise approved by the ATP.

**Violations.**

Violation of this section shall subject a tournament to a fine up to $50,000 for each violation. In cases that are flagrant and particularly injurious to the success of the ATP World Tour, the Executive Vice-President Rules

& Competition may refer the matter to the ATP Board for further action which could include additional fines and/or change in membership status. **Note:** When possible, tournaments will be given notice of and the opportunity to correct any issues that would put them in a violation of the above rules.

**3) ATP World Tour Branding: Optional Applications**

An ATP World Tour tournament may wish to further identify itself as an ATP World Tour event by applying the appropriate ATP World Tour Official Tournament Stamp in the following optional applications:

**a) Court Surface Color (Exhibit A.12)**
The preferred hard court surface color for all ATP World Tour events is a match to PMS 281, to be used inside the court lines and a match to PMS Cyan, used outside the court lines.

**b) Court Host Locality (Exhibit A.13)**
Tournaments may feature only the name of the country, city or region (example: Germany, Munich or Bavaria) on the court surface in the approved ATP World Tour font - 77 Helvetica Neue Bold Condensed as illustrated. The on-court logo must be consistent with the texture and feel of the court surface so as not to affect play or be a safety hazard.

**i) Host Locality Option 1**
Host country/city/region must be written in upper case in white on both sides of the court at the service line.
Host country/city/region can be displayed on one or two lines, facing the main camera.
Text height must be 40cms (16”).
Text should not be placed further than 40cms (16”) from the doubles line.
When text is displayed on two lines, they should together be centered on the service line.
Line spacing should be 20cms (8”).
Host country/city text should be elongated by 27% for improved television visibility.
If used on a clay surface, the text must not protrude above the surface of the court.

**ii) Host Locality Option 2 (Not for use on clay)**
Host country/city/region must be written in upper case in white on both sides of the court, centered between the singles sidelines.
Host country/city/region must be displayed on one line, facing the main camera.
Text height must be 50cms (20”).
The closest distance permitted from the baseline is 300cms (9’ 10”).

**c) Court Backdrops – Color (Exhibit A.14)**
The preferred backdrop color for all ATP World Tour tournaments is the closest match to PMS 281.

**i) Lettering.**
PMS Cool Grey 5 is the preferred color used for lettering. If the tournament selects color combinations other than those outlined in the previous sentence, then such color combinations may not include shades of white, yellow or other light colors and must be approved in advance by the ATP.

ii) **Rotating / LED Banners.**
Background and lettering on Rotating / LED Banners should be consistent with the color of the back walls. Rotating / LED Banners can change between games.

d) **Court Backdrops – ATP World Tour Official Tournament Stamps (Exhibit A.14)**

i) **ATP World Tour Men Only Events.**
The ATP World Tour Official Tournament Stamp may be used in the left and right corners of the backdrop, facing the main camera. If a tournament decides to do so, the ATP World Tour Official Tournament Stamp must be placed in a non-obstructed position, away from ball persons, scoreboards or corner camera positions. The ATP World Tour Official Tournament Stamp must be 40% of the height of the board, and placed in the top 60% of the board.

ii) **Combined Events.**
If the WTA logo is placed on the back wall of the court then the ATP World Tour Official Tournament Stamp must also be placed on the back wall in equal size and with equal television visibility.

e) **On-court Ball Persons / Linesmen**
If a tournament wishes to use the appropriate ATP World Tour Official Tournament Stamp on the uniforms of ball persons or linesmen, the application of the ATP World Tour Official Tournament Stamp must be approved in advance by the ATP.

f) **Merchandise**
The ATP World Tour Official Tournament Stamp may be used on tournament merchandise only in conjunction with the official Tournament logo, provided that such a use complies with the terms and conditions set forth in the ATP Rulebook. Specific application requirements will be provided to tournaments separately. Any and all applications must be approved by the ATP's retail merchandise consultant, at a minimum three (3) months in advance. No approval is required if merchandise is obtained from an approved ATP licensee.

## 2.02 Identification - ATP Challenger Tour Tournaments

### A. Challenger Tournaments. (Exhibit A.15)

Each Challenger tournament shall identify itself as an ATP Challenger Tour tournament and shall use the ATP Challenger Tour Brand Mark as presented in Exhibit A.15 (the "Brand Mark").

1) **ATP Challenger Tour Brand Mark: Compulsory Applications**

An ATP Challenger Tour tournament must identify itself as an ATP Challenger Tour tournament by applying the Brand Mark in the following compulsory applications:

a) **Website / Other Digital Products (Exhibit A.16)**
The Brand Mark must be displayed on all pages of the tournament website and other digital products intended for large format display, e.g. desktop, laptop, tablet computers, and be located within the upper 20% of the pages within the masthead area as the closest logo to the tournament logo. It must not be smaller than 112 pixels wide for websites and other digital products intended for large format display and follow the 2.01 C. 1) a) Size Relationship

rule for mobile websites and other digital products intended for small format display, e.g. mobile handsets.

**b) Program**
The Brand Mark must be displayed on the cover in the top 40%. It must not be smaller than 28mm (1.1”) wide.

**c) Drawsheets**
The Brand Mark must be displayed in the top 40%. It must not be smaller than 28mm (1.1”) wide.

**d) Entrance**
The Brand Mark must be displayed prominently at the main entrance to the tournament.

**e) Court Backdrops (Exhibit A.17)**
The Brand Mark must be displayed in the left and right corners of the court backdrops (back fences or back walls), it must not be used smaller than 60cm (23.625”) wide. Brand Marks must be placed in a non-obstructed position.

**Violations.**
Violation of this section shall subject a tournament to a fine up to $10,000 for each violation. In cases that are flagrant and particularly injurious to the success of the ATP World Tour, the Executive Vice-President Rules & Competition may refer the matter to the ATP Challenger Committee for further action which could include additional fines and/or loss of sanction.

**2) ATP Challenger Tour Brand Mark: Optional Applications**

An ATP Challenger Tour tournament may wish to identify itself as an ATP Challenger Tour event by applying the Brand Mark in the following optional applications:

**a) Advertising**
The Brand Mark may be applied to any advertising where the tournament logo is featured.

**b) On-Site**
The Brand Mark may be applied to any on-site drawboards, scoreboards, vehicles, banners, flags or signage featuring the tournament logo.

**c) Media Center**
The Brand Mark may be displayed on tournament media backdrops.

**d) Broadcast**
The Brand Mark may be displayed on any tournament broadcasts where the tournament logo is featured.

**e) Merchandise**
The Brand Mark may be used on tournament t-shirts and sweatshirts (not collared shirts). The Brand Mark must not exceed 100mm (3.937”) wide. Written approval is required from ATP if producing these items yourself. No approval is required if merchandise is obtained from an approved ATP licensee.

**f) Net.**
There shall be no advertising on the net or net posts without the prior approval of the ATP.

**i)** Requests for approval must be sent to the ATP Challenger Tour Administrator, Monte Carlo.

**ii)** Requests for approval must be received no later than three (3) weeks prior to the Monday of the event week.

**iii)** Request must include:

# II. BRANDING

- Name of sponsor
- Business type
- Dimensions of proposed signage
- Color rendition of proposed signage.

**iv)** Requests and approval are on an annual basis.

**B. ATP Challenger Tour Tournaments - The Court**

No commercial branding (sponsor, series or federation) or any other mark may be placed on the surface of the court, except as follows:

**1)** “Host Locality” (See 2.01 C. 3.b. and Exhibit A.13).

**2)** Court Surface Manufacturer-Branding. ATP Challenger Tour tournaments are allowed to place the court surface manufacturer’s name on the surface of the court. The size and placement must be approved three (3) months in advance by the ATP. (See Exhibit AB)