

TENNIS AFRICA

BRAND GUIDELINES

SERVING AFRICA, INSPIRING THE WORLD



TENNIS AFRICA

Brand Guidelines

Version 2.0

October 2026

Document Control

Owner: Tennis Africa

Status: Active

Tennis Africa represents the evolution of the **Confederation of African Tennis** into a modern, ambitious and globally competitive organisation.

As the regional association for Africa, affiliated with World Tennis, Tennis Africa is committed to developing, promoting and governing tennis across the continent. This brand book outlines the strategic vision, identity, personality and visual system that will guide the future of tennis across Africa.

Tennis Africa is the public-facing brand of the Confederation of African Tennis (CAT). The organisation's legal name and legal identity remain unchanged.

SERVING AFRICA INSPIRING THE WORLD



SOMMAIRE

TABLE OF CONTENTS

01	Introduction	2	07	Color System	22
02	The Evolution of the Brand	3	08	Typography System	27
03	Why We Are Rebranding	4	09	Graphic System	29
04	Brand Strategy	8	10	Brand Application	32
05	Why Tennis Africa	12	11	Digital Application	33
06	Visual Identity	14	12	Print Application	42

THE EVOLUTION OF THE BRAND

For more than 50 years, the Confederation of African Tennis has united the continent through sport. We have developed generations of players and provided steadfast leadership for tennis across Africa. Through collaboration with World Tennis, member federations, coaches, officials and partners, CAT built a powerful foundation on which the future of African tennis will stand.

1973

— We bring African tennis together.

1984

— We put Africa on the tennis map.

1995

— We develop African talent and professionalise the game.

2006

— We build stability, credibility and trust.

2017

— We increase Africa's impact and global competitiveness.

2026

— **TENNIS AFRICA**

WHY
WE ARE REBRANDING

AFRICA HAS EVOLVED

The continent is rapidly emerging as a dynamic hub for tennis talent and international events.



TENNIS

Has Evolved

The sport is increasingly driven by digital engagement and borderless global communities.

OUR AMBITIONS

Have Evolved

We aspire to:

Support and guide
our top talents toward
the professional
circuit.

Increase the number
of junior and profes-
sional tournaments
and elevate our event
standards.

Assist member
federations in mo-
dernizing their sports
facilities.

Secure strategic regio-
nal sponsors to fund
tennis development.

Advocate for Africa's
interests and
influence within global
governing bodies.

TENNIS AFRICA

Reflects :

Excellence | Professionalism| Unity | Global competitiveness

A young boy with short dark hair, wearing a white t-shirt and dark shorts, stands on a rocky hillside. He is holding a tennis racket in his left hand and a yellow tennis ball in his right. He is looking back over his shoulder with a smile. In the background, a city is visible at sunset, with the sun low on the horizon over the ocean, casting a golden glow over the scene. The sky is filled with soft, orange-tinted clouds.

THE REBRAND

is not about changing our logo. It is about changing how African tennis is seen, experienced and valued across the world.

BRAND Strategy



01

PURPOSE

To unite, develop and elevate tennis across Africa, creating a sustainable pathway for every player, coach, official and federation to thrive.

02

VISION

To be the world's fastest-growing and most influential tennis region.

03

MISSION

To build a united and thriving African tennis ecosystem that develops champions, empowers federations and creates sustainable opportunities through development, education, competition and innovation.

STRATEGIC GOALS

- 01 | Governance & Unity:** Unify African tennis by strengthening member federations and ensuring transparent, collaborative leadership across all 54 nations.
- 02 | Growth & Participation:** Massively grow tennis participation by making the sport accessible and inclusive at the grassroots level.
- 03 | High-Performance & Competitiveness:** Build robust development pathways, develop world-class people, and create major African tennis events to increase our global competitiveness.
- 04 | Sustainable Ecosystem:** Accelerate digital transformation and build a sustainable tennis ecosystem.

VALUES

EXCELLENCE & AMBITION:

We continuously raise standards, believing African players, teams and organisations can compete and succeed at the highest level in the world.

INCLUSION & EMPOWERMENT:

We believe tennis should be accessible to everyone. We develop people and federations so they have the knowledge and resources to lead their own growth.

UNITY & COLLABORATION:

We bring together 54 member nations under one vision, celebrating Africa's diversity and knowing we are strongest when acting together.

INNOVATION & SUSTAINABILITY:

We embrace new technology and ideas, acting transparently and responsibly to build programmes that create a lasting, measurable impact.

BRAND POSITIONING

TENNIS AFRICA is the leading organisation driving the growth, professionalization and global competitiveness of tennis across Africa. **TENNIS AFRICA** brings together the Continent's Federations, players, coaches, officials, administrators, partners and communities to create one stronger, more connected and more ambitious African tennis ecosystem.

BRAND PERSONALITY

Our brand personality is defined by three core attitudes that must shine through in everything we do (from our design to our communication):

- 01 Proudly African & Bold:** We embrace the energy, diversity, and vibrancy of our continent. We are confident in our vision and not afraid to take bold steps to elevate African tennis.
- 02 Modern & Progressive:** We are visionary and forward-thinking. We embrace innovation and digital transformation to bring African tennis into a new era.
- 03 Professional & Collaborative:** We are the reliable, inclusive, and uniting force for 54 nations. We act with the highest standards of global sports governance.

WHY
**TENNIS
AFRICA**

TENNIS AFRICA

- ✓ Simpler
- ✓ Stronger
- ✓ Easier to remember
- ✓ More globally aligned
- ✓ More commercially attractive
- ✓ Represents a continental movement



LEGACY



**TENNIS
AFRICA**

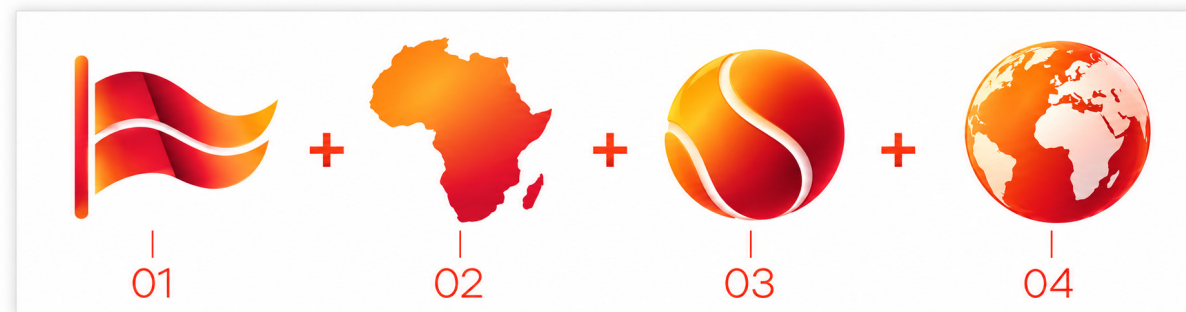
FUTURE

VISUAL IDENTITY



LOGO STORY

The **Tennis Africa logo** brings together four symbolic elements into a **single dynamic identity**. Inspired by the colours of African national flags, the silhouette of the African continent, the shape of a tennis ball and the image of the Earth, it reflects the organisation's mission to unite Africa through tennis while strengthening its presence on the global stage.



The colours of
African national flags

The silhouette of
the African continent

The shape of
a tennis ball

The image
of the Earth

CORE LOGO

The **Tennis Africa logo** is more than just a symbol; it is the **visual embodiment of our new era**. Designed to reflect movement, progress, and unity, it captures the momentum of our players and the collective strength of our 54 member nations. It subtly integrates African heritage without relying on past clichés, projecting a modern, globally competitive organisation ready to shape the future of the sport.

The logo symbolises the unity of African nations through tennis, reflecting a modern, dynamic and confident identity. The shape and colour palette represent the diversity of the African continent, while the dynamic lines symbolise development, forward movement and growth.



MAIN VERSION

VERSIONS OF LOGO

- ✓ The official logo is available in **three formats**: Stacked , centralised and horizontal version.
- ✓ It is available on **two background** options: white and black.
- ✓ The official logo is available in one language only: English.

 **STACKED
FORMAT**



**CENTRALISED
FORMAT**



**HORIZONTAL
FORMAT**



MONOCHROME LOGO

The official **Black and White** versions should only be used in situations where using the color version is not possible. Ensure that readability is optimized by selecting either the white or black version based on the context



STACKED
FORMAT



CENTRALISED
FORMAT



HORIZONTAL
FORMAT



LOGO SHORTHAND

In certain cases, the abbreviated logo is used.

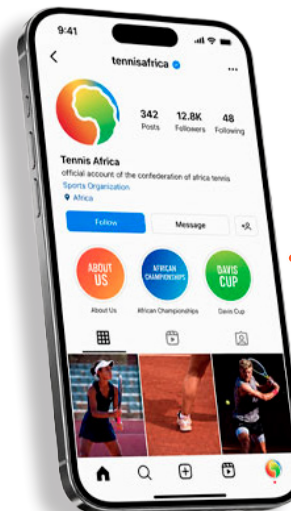
This simplified logo maintains brand recognition and dynamism when space or size constraints limit legibility.

The abbreviated logo is reserved for official brand channels—such as social media—where the primary logo might not be clearly visible.

When used intentionally, it ensures clarity without compromising our identity.



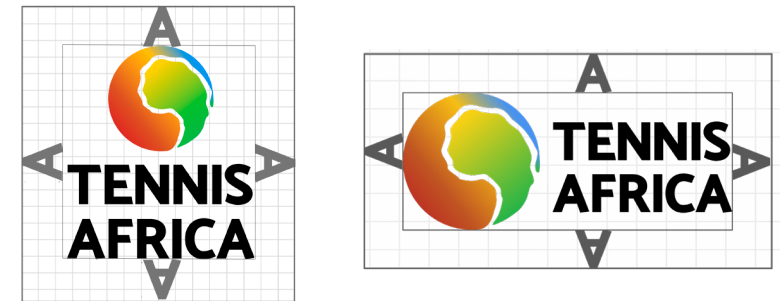
ICON Format



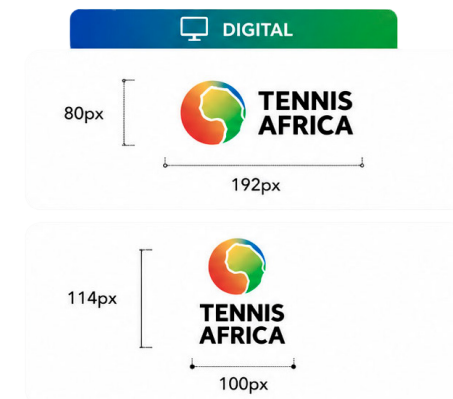
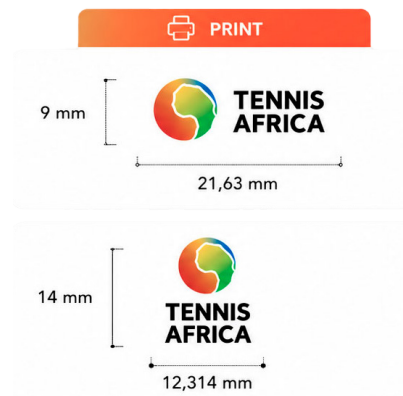
ICON in use

SPACING & SIZING

Our logo requires clear space to maintain its full impact. This space is determined by the distance separating the letter «A» in the logotype, thereby defining the minimum exclusion zone around the entire logo. This space corresponds to one unit of measurement.



Clear space = 1 A



The logo **MUST NOT** be reproduced below the defined **MINIMUM SIZE**

INCORRECT USAGE

- ❗ Use of the emblem is strictly restricted to the previously established rules. The use of other colors, proportions, or orientations is prohibited.



Don't change
the colors of the logo



Do not distort the proportions
of the logo



Do not change the orientation of
the logo



Do not create color gradients



Do not modify the
size of the elements



Do not apply
effects (such as blur)



Do not change
the typeface of the logo



Do not add outlines
or contours



Do not place the logo
on busy backgrounds

COLOR SYSTEM



OUR COLORS

Our colour palette is vibrant, purposeful, and deeply rooted in the African landscape and our vision for the sport:

They can be used for:

- **Orange (Energy):** Represents the raw energy, passion, and vitality of our players and fans across the continent.
- **Yellow (Opportunity):** Symbolises the African sun, optimism, and the bright opportunities we are creating for the next generation.
- **Green (Growth):** Stands for grassroots development, the flourishing of our sustainable tennis ecosystem, and the courts on which our athletes train.
- **Blue (Global Connection):** Represents excellence, professionalism, and our deep connection to World Tennis and the international stage.

COLOR PALETTE

RGB :
#BC2E2B

CMYK:
5:90:85:20

RGB :
#DA861D

CMYK:
4:50:95:10

RGB :
#EFBD20

CMYK:
2:25:95:5

RGB :
#34B645

CMYK:
80:0:90:0

RGB :
#4893F0

CMYK:
80:20:0:0

RGB :
#31729F

CMYK:
80:40:10:20

RGB :
#FFFFFF

CMYK:
0:0:0:0

RGB :
#000000

CMYK:
0:0:0:100

COLOR PALETTE

MAIN COLORS

RGB :
#EFBD20

CMYK:
2:25:95:5

RGB :
#34B645

CMYK:
80:0:90:0

RGB :
#4893F0

CMYK:
80:20:0:0

SECONDARY COLORS

RGB :
#BC2E2B

CMYK:
5:90:85:20

RGB :
#DA861D

CMYK:
4:50:95:10

RGB :
#31729F

CMYK:
80:40:10:20

GRADIENTS COLORS

Gradient colors are used primarily for digital applications, adding dynamism and visual depth to the brand identity.

They can be used for:

- Social media stories
- Story highlights
- Publication backgrounds
- Digital content and visual assets



Gradients should not be used for print applications.



TYPOGRAPHY SYSTEM



TYPOGRAPHY SYSTEM

BEBAS
FOR THE HEADER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Avenir next Cyr
FOR THE MAIN TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Avenir next Lt Pro cn
for small text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

For greater visual impact on digital content (posts, stories), these two complementary fonts can also be used :

DRUK WIDE BOLD
FOR TITLES

MONTERRAT (OTF) regular
FOR TEXT

GRAPHIC SYSTEM



GRAPHIC SYSTEM

A visual language built on **African geometric heritage** and the lines of the tennis court.

The brand pattern is built from traditional African geometric motifs, combined with a straight rectilinear stroke referencing tennis court lines. Together, they form a two-part visual system representing African heritage and the sport of tennis.

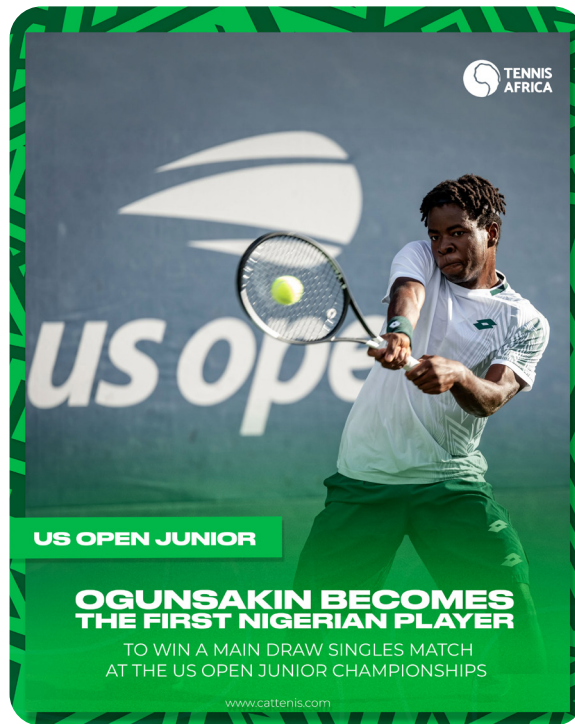
The pattern is designed to work across two registers – a strong, full-color application and a quiet, textured background – so it remains legible at any scale, from a full campaign key visual down to a template header.



MAIN COLORS

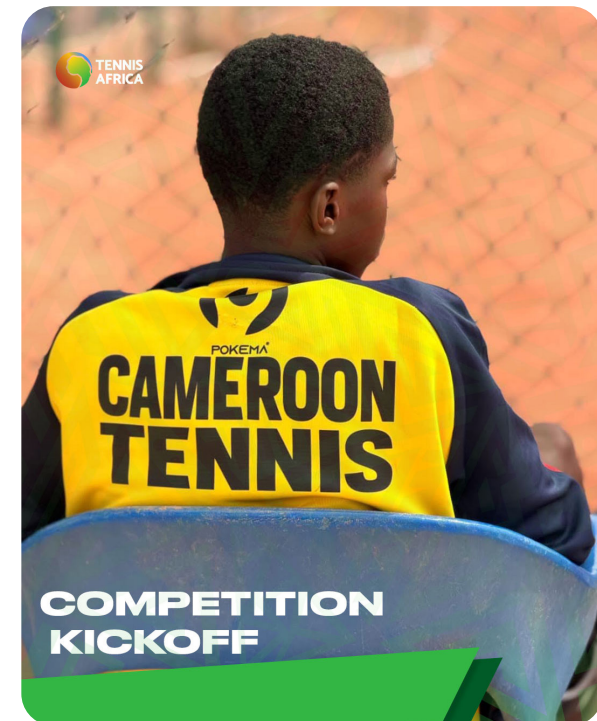
GRAPHIC SYSTEM

TWO WAYS to Apply the Pattern:



SOLID **FILL**

Applied at full opacity in one of the brand's primary colors – blue, green or yellow. Used as a background fill or as a border/frame around a design.



TRANSPARENT **WATERMARK**

Applied as a subtle watermark over a solid or photographic background, combined with two straight court-line strokes used as framing elements.

BRAND APPLICATION

DIGITAL APPLICATION

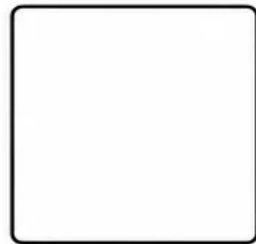


SOCIAL FORMATS



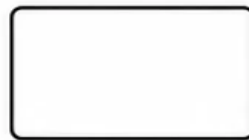
POST

1080 × 1350 · 4:5
The house format.
Fills the most
height in the feed.



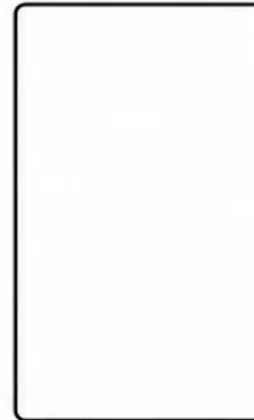
POST SQUARE

1080 × 1080 · 1:1
Series and carou-
sels only.



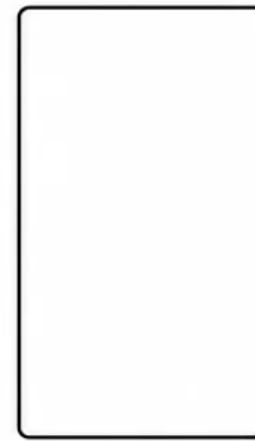
POST WIDE

1080 × 566 · 1.91:1
Photography. Crops
badly in the grid.



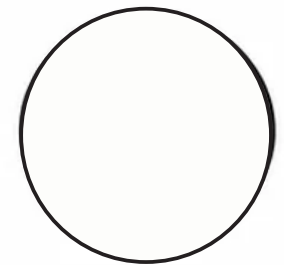
STORY

1080 × 1920 · 9:16
Daily posting, links,
polls.



REEL

1080 × 1920 · 9:16
Video. Least usable
area of all.



HIGHLIGHT

1080 × 1080 · 1:1
Cropped to a circle.
Icon only.

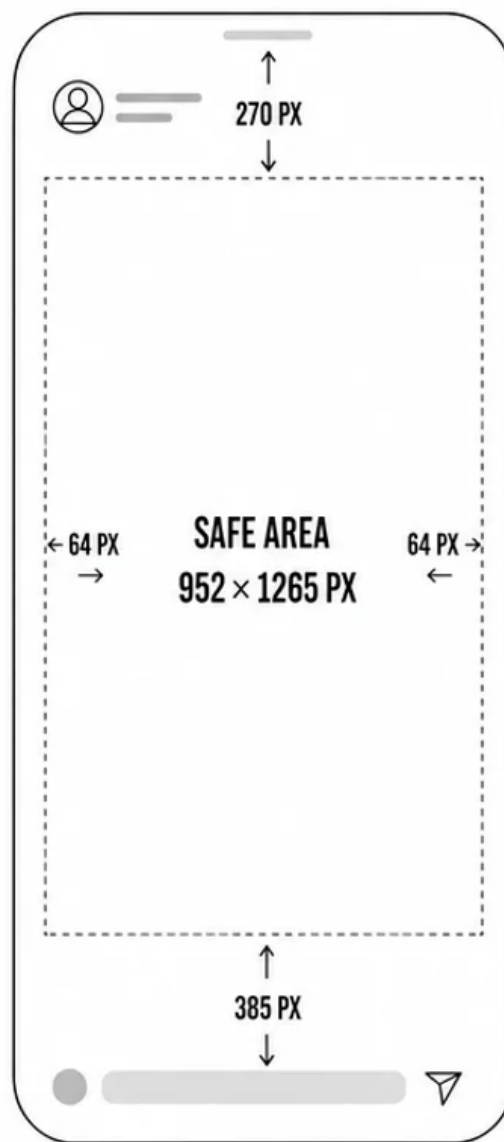
SAFE ZONES

Both formats share the same 1080×1920 canvas, but the interface covers a very different amount of it.

A Reel loses more than a third of its height at the bottom.

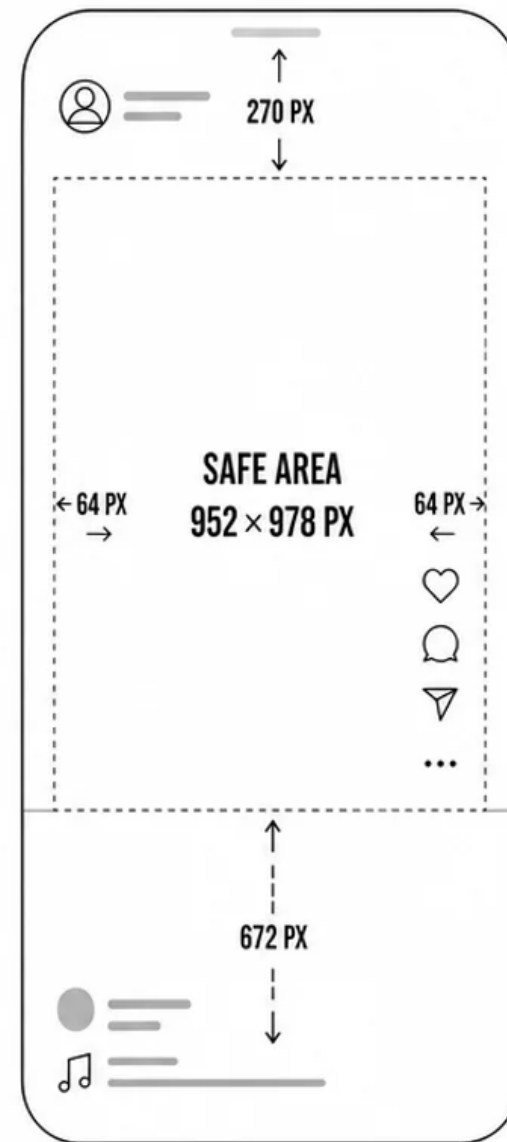
Inside the safe area, at least 270 px from the top and 64 px from the left.

Placed anywhere lower it collides with stickers, captions or the reply bar.



STORY

SAFE AREA 952×1265 PX



REEL

SAFE AREA 952×978 PX

SAFE ZONES



STORY

SAFE AREA 952 × 1265 PX

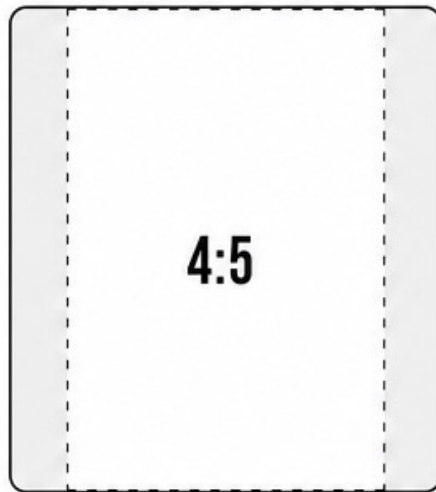


REEL

SAFE AREA 952 × 978 PX

SAFE ZONES

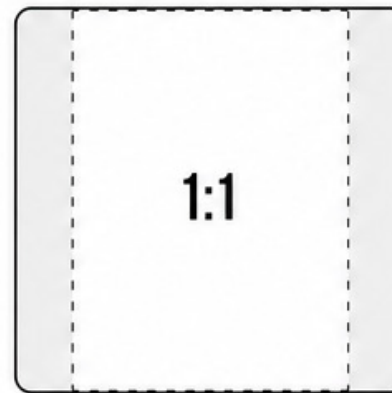
On the profile grid every post is re-cropped to 3:4, and the cut is taken from the sides, never the top or bottom. How much disappears depends entirely on the ratio you started from.



PORTRAIT

1080 × 1350 PX

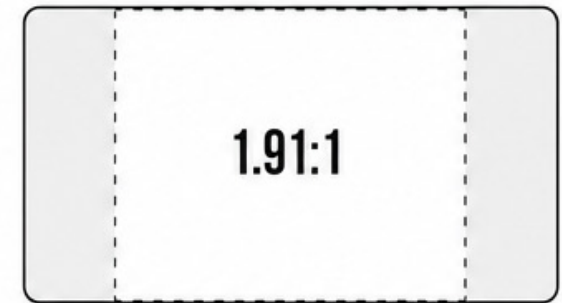
Loses 34 px each side –
already inside the margin.



SQUARE

1080 × 1080 PX

Loses 135 px each side.
Keep the logo inside 810
px.



LANDSCAPE

1080 × 566 PX

Loses 328 px each side –
nearly two thirds gone.

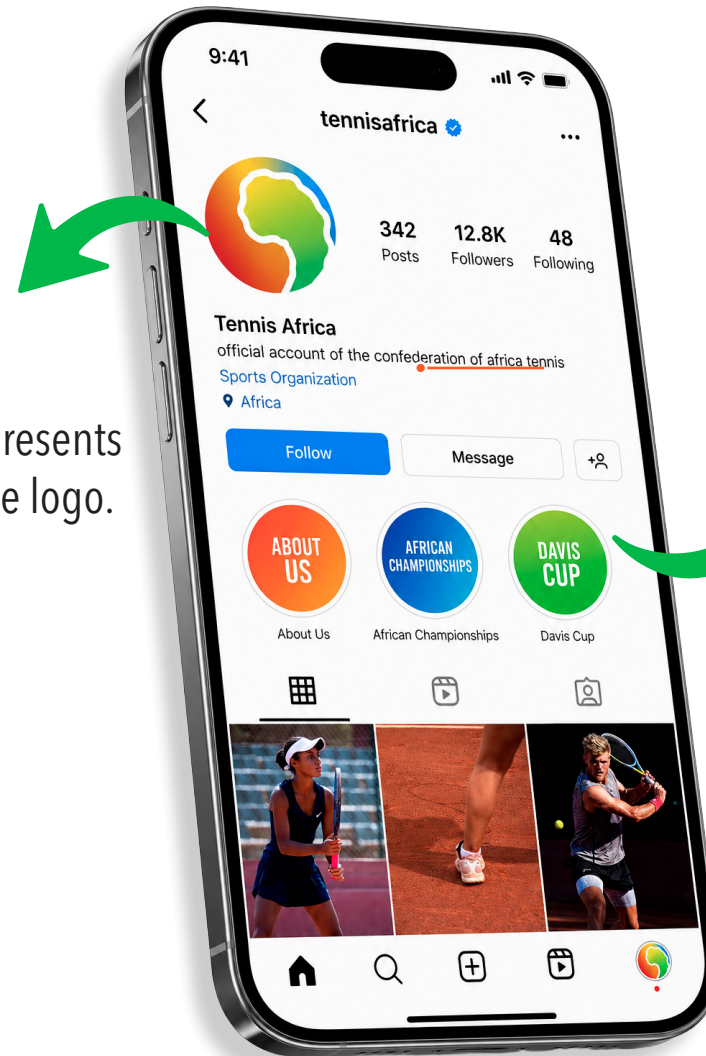
⚠ NEVER PLACE THE LOGO IN THE OUTER CORNER

Keep it at least 64 px in from the edge on a 4:5 post, and 135 px on a square one. A logo pushed to the extreme corner is present in the post itself but missing from the profile grid preview – the first thing a visitor sees.

DIGITAL APPLICATION

PROFILE PICTURE

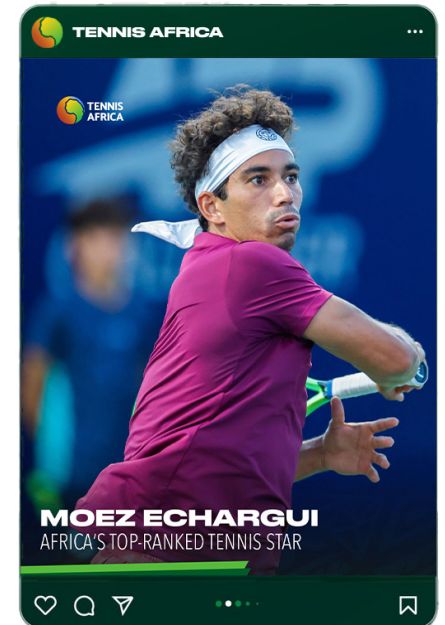
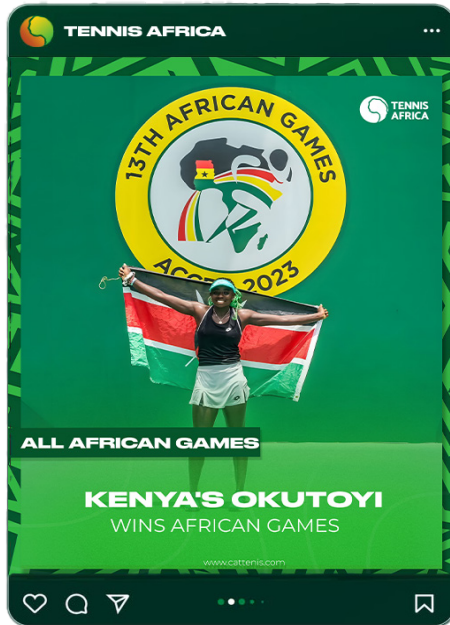
The profile picture represents the short version of the logo.



HIGHLIGHT STORIES

Each highlight story represents one of the gradient colors of the logo. The typography used is Bebas, for a strong and consistent identity.

DESIGN POSTS



POST DESIGN

Every post published to the feed must follow the brand charter: the dominant color should be one of the three primary brand colors, and the pattern should be applied – either as a solid background or in transparency – following the Pattern System rules. This applies first to the cover image (the first photo shown in the feed). When the photo itself is visually busy, use the transparent version of the pattern instead, placed as a band at the bottom of the composition rather than as a full background.

DESIGN STORY

STORY DESIGN

Stories follow the same brand charter as posts, always in one of the three primary colors – used here as a gradient rather than a flat fill, since the format is full-screen and vertical. Two templates are available: the first frames the photo with the solid pattern border, title and subtitle placed at the bottom; the second uses a full-bleed photo with a color gradient overlay, logo in the top corner, and title with subtitle anchored at the bottom. When the photo itself is visually busy, use the transparent version of the pattern instead, placed as a band at the bottom of the composition rather than as a full background.



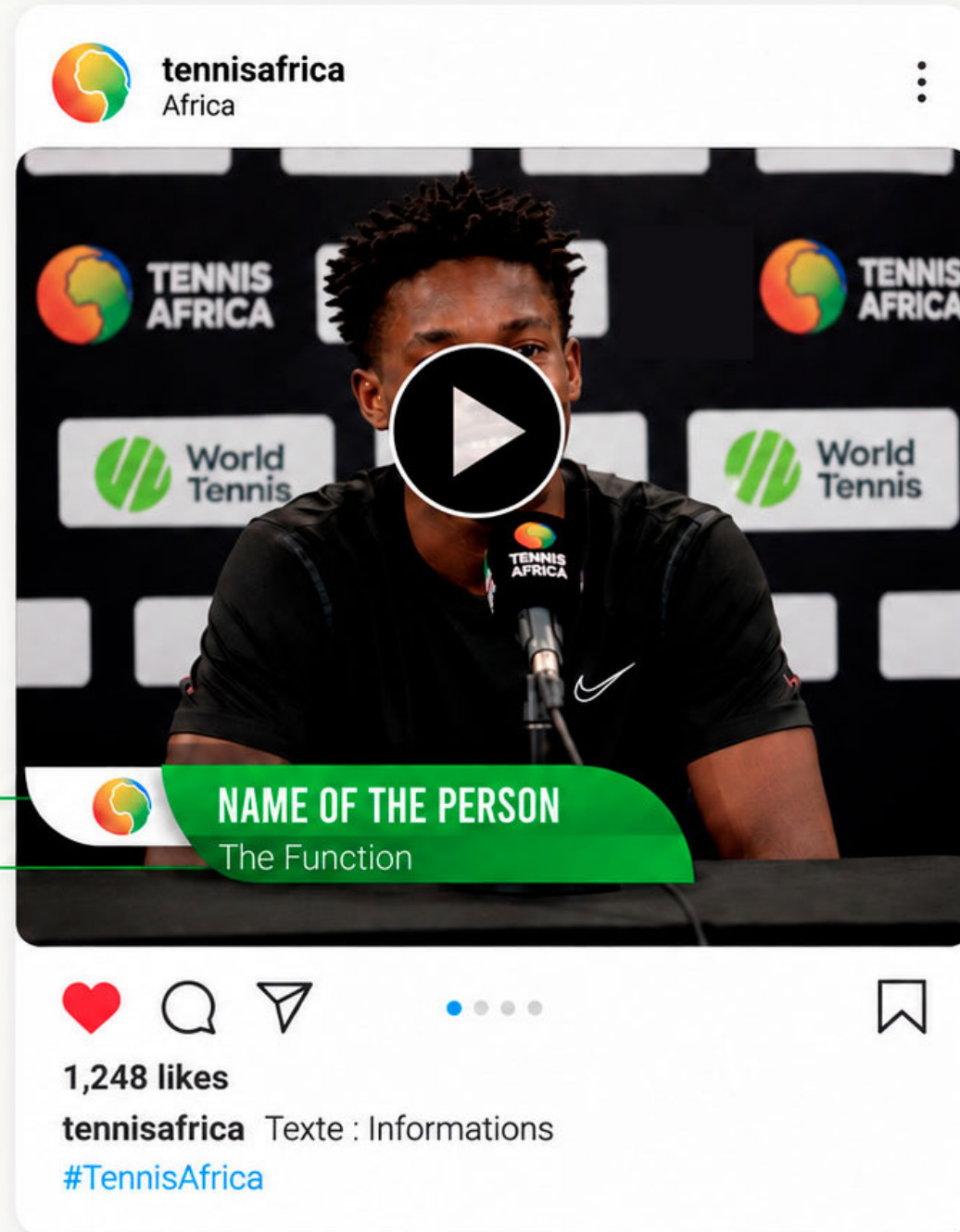
Lower THIRDS

1 TITLE FONT: BEBAS

Used for the main title to create a strong visual impact and hierarchy.

2 TEXT FONT: AVENIR NEXT

Used for secondary information to ensure clarity and readability.



PRINT APPLICATION









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