This document has been developed to provide anyone using the Wimbledon logo with clear guidelines on how it can be applied correctly.

Our brand identity is a valuable asset, and we ask you to read these guidelines carefully to ensure it is applied correctly and consistently.
After more than 130 years, Wimbledon has become a British sporting institution and equally famous internationally. Royal patronage, the grass courts, the predominantly white rule for competitors, the ticket ballot, and the daily queue of loyal fans have become key attributes of Wimbledon’s unique character.
Official Suppliers to The All England Lawn Tennis Club and The Championships.

Wimbledon has remained independent from direct sponsorship, whilst developing long-term associations with a select group of international companies, who provide services essential to the tournament such as tennis balls, time-keeping, soft drinks, information technology and transport among others. The priority of the Club is to maintain its leadership throughout the 21st century, a major part of this objective will be achieved with the help of the Club’s Official Suppliers.
CORE ELEMENTS
Our identity is made up of the core elements: the logo, colour palette, graphic stripes, typography and imagery.

Our identity will only work effectively when all these elements work together to create a coherent and consistent visual language.
The Crossed Rackets Logo can be used by Official Suppliers on printed material, signage, web design and in advertising and promotional activities. Other applications must be approved on a case by case basis.

Our logo has been re-drawn to reflect a more classic, timeless look.

A clean sans-serif typeface has been used to improve legibility across sizes and platforms.

N.B. All logo artworks have a built-in white keyline around the edge.
To aid legibility and optimise reproduction quality, three sizes of logo have been created.

**MINIMUM SIZE**
Minimum recommended usage of the logo is 12mm diameter.
CORE ELEMENTS

LOGO
Sizes
Isolation area
Application sizes
Colour variations
What not to do
Logotypes
The 125th logotype
Official references
Official designation
Composite logo definitions
Promotions and advertising
THE STRIPES
COLOUR PALETTE
TYPOGRAPHY
IMAGERY

ISOLATION AREA

The Isolation Area is the space around the Crossed Rackets Logo in which no other text, graphic or photographic elements may encroach. The size of the isolation area is the distance of the purple outer band of the logo, marked as ‘X’ on the illustration to the left.
CORE ELEMENTS

LOGO
Sizes
Isolation area
Application sizes
Colour variations
What not to do
Logotypes
The 125th logotype
Official references
Official designation
Composite logo definitions
Promotions and advertising
THE STRIPES
COLOUR PALETTE
TYPOGRAPHY
IMAGERY

APPLICATION SIZES
For each format there is a recommended logo size.
COLOUR VARIATIONS

Where possible, the full colour version of the logo should be used.

Because of the built-in white key line it is legible on different backgrounds.

Keyline versions of the logo are available; in white and black. These can be used if the colour version is not appropriate or special print finishes are required.

Clockwise from top left:
Core logo using the core colours on picture background.
Core logo using the core colours on a colour background.
Where there is only black print available, the Keyline Black logo can be used on any light colour backgrounds.
This version can also be used for foil blocking and embossing.
There is also a Keyline White (reversed out) version which can be used on colour backgrounds or image.

N.B. Ensure the logo is legible on the background.
LOGO
Sizes
Isolation area
Application sizes
Colour variations
What not to do
Logotypes
The 125th logotype
Official references
Official designation
Composite logo definitions
Promotions and advertising
THE STRIPES
COLOUR PALETTE
TYPOGRAPHY
IMAGERY

INTRODUCTION
CORE ELEMENTS
CONTACT

WHAT NOT TO DO
Consistent use of the logo is crucial. Always use the logo as supplied, with the correct colours. It should never be recreated or altered.

Do not (clockwise from top left):
Flip the core colours of the logo
Use the logo at an angle
Use the logo in another colour
Distort the logo
**LOGO**
Sizes
Isolation area
Application sizes
Color variations
What not to do
Logotypes
The 125th logotype
Official references
Official designation
Composite logo definitions
Promotions and advertising
THE STRIPES
COLOUR PALETTE
TYPOGRAPHY
IMAGERY

**WHAT NOT TO DO**
Consistent use of the logo is crucial. Always use the logo as supplied, with the correct colours. It should never be recreated or altered.

Do not (clockwise from top left):
Crop the logo
Use effects on the logo
Key-line the racquet and ball
Alter the typeface
CORE ELEMENTS

LOGO
- Sizes
- Isolation area
- Application sizes
- Colour variations
- What not to do

Logotypes
- The 125th logotype
- Official references
- Official designation
- Composite logo definitions
- Promotions and advertising

THE STRIPES
COLOUR PALETTE
TYPOGRAPHY
IMAGERY

WIMBLEDON LOGOTYPE
A logotype for the Wimbledon name has been drawn for use on applications where it needs to be incorporated with the logo.

Official Suppliers can use the word mark however it must always be featured with the core logo.

It is scaled proportionally, and follows the same principles as the stand alone mark.
THE 125TH LOGOTYPE

For the 125th Championships a specific logotype has been drawn as a lock-up. This can also be used separately from the logo, as text in titling (e.g. on a leaflet) it should be written as illustrated.
These are ways of writing the official name references in text:

**OFFICIAL TITLE:**
The Championships, Wimbledon
The Championships
Wimbledon

**OTHER REFERENCES:**
the Fortnight, the Wimbledon Fortnight
the Grounds

**NAME OF THE CLUB:**
The All England Lawn Tennis & Croquet Club
or The All England Lawn Tennis Club
or the All England Club
or the Club
or AELTC
OFFICIAL DESIGNATION

The All England Club’s Official Suppliers are permitted to use the Club’s Crossed Rackets Logo in advertising and promotional activities subject to the Club’s prior approval.

Use of the logo in advertising should always be accompanied by an agreed designation indicating that the company is “The Official (product category) Supplier to The Championships” or a similarly worded pre-agreed designation.

Suppliers are not permitted to use the designations other than those defined in their Wimbledon agreements.

The logos and designations of other sporting events should never be featured alongside the Wimbledon logo without the Club’s approval.

Official Supplier stationery, press information releases, invitations to Wimbledon marquees and suites may all feature the Wimbledon logo, the official colours and the Wimbledon designation.

Wimbledon is proud to have maintained its independence of sponsorship over its 30 year history and is one of the few sporting events to have done so. Official Suppliers are therefore not permitted to refer to their role at Wimbledon as that of sponsors. The official designation should be used where possible, supported by terminology such as ‘a Wimbledon association’ or ‘partnership with Wimbledon’.

Official Supplier designations may appear in three agreed categories as follows:

1. General:
   Official Supplier to The Championships, Wimbledon

2. Specific:
   Official Information Technology Supplier

3. Special:
   The Taste of Wimbledon

They should be set in Gotham Book all caps:

- OFFICIAL SUPPLIER TO THE CHAMPIONSHIPS, WIMBLEDON
- OFFICIAL BALL SUPPLIER
- OFFICIAL STILL SOFT DRINK
The Club permits certain of its Official Suppliers to develop a Wimbledon composite logo which combines the Crossed Rackets Logo and supplier’s logo.

In developing composite logos for the Club’s approval, the supplier’s logo should cover a surface area no larger than that of the Crossed Rackets Logo (unless otherwise agreed). The supplier’s logo should not appear above the Crossed Rackets Logo.

There are several ways of doing this, as shown, but any application must be approved by the Club.

When the composite logo is used in print advertising, it must always be accompanied by the Official Supplier designation.
PROMOTIONS

Official Suppliers are permitted to use the Wimbledon association outside the Club’s grounds in promotions linked to their product category over the course of the year in which they are contracted as an Official Supplier. Such uses include point of sale stands, brochures, trade shows and exhibitions, display material amongst others.

The Club has merchandising agreements with some thirty companies worldwide, who have exclusive rights to the Wimbledon trademarks in agreed product categories and territories. Official Suppliers wishing to develop or purchase merchandise featuring the Wimbledon Logo as premiums for giveaway must do so via one of the Club’s official merchandising licensees. The marketing of any Wimbledon merchandise, which is dual branded with the Official Supplier’s logo, is subject to the Club’s prior approval.

ADVERTISING

Wimbledon themes and imagery may be used in the print advertising of Official Suppliers and the Club retains a digital photo library to assist Official Suppliers in developing promotional materials. Such advertising should always include the Championships Logo and the Official Designation. Photography of players at Wimbledon may not be used without the specific permission of the players or their managers.

All promotional and advertising Wimbledon material should be submitted to the All England Club for the attention of the Commercial Director prior to the development of artwork.
THE STRIPES
A stripe system has been developed to bring an added optional graphic element to the identity.

There are two variations of the stripes:

• Standard stripes
• Thin stripes

As a preference the green stripe should be to the left of the purple stripe when used vertically, and above the purple stripe when used horizontally. There are however exceptions where the order can change.
CORE ELEMENTS

THE STRIPES

A stripe system has been developed to bring an added optional graphic element to the identity.

There are two variations of the stripes:

• Standard stripes
• Thin stripes

As a preference the green stripe should be to the left of the purple stripe when used vertically, and above the purple stripe when used horizontally. There are however exceptions where the order can change.
REGULAR STRIPES

The regular stripe is a holding device for the logo.

This can be used for applications where there is sufficient space and to allow the brand identity to be more prominent.

The distance the logo sits from the top is determined by the distance of the bottom of the ball to the bottom key-line in the outer roundel.
THIN STRIPES

This version of the stripes is when they need to be expressed in a more subtle way, or if space won’t allow for other stripe variants.
There are two distinctive colours in our primary colour palette: Wimbledon Green, and Wimbledon Purple. These are a crucial part of the identity.

If possible, an element of white should be used alongside the two primary colours to add freshness and modernity.
Typography and a consistent use of typeface is a key element in creating a cohesive look across all the Wimbledon identity.

The brand typeface is Gotham. This has been chosen because it is clean, legible and classic.

Gotham is a sans-serif typeface. It has a family of weights: thin, light, book, medium and bold. Italic versions of these weights can also be used.
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**Gotham Thin**
AaBbCcDdEeFfGgHhIjJkKkLmMnNoOpPpQqRrSs TtUuVvWwXxYyZz1234567890!&

**Gotham Light**
AaBbCcDdEeFfGgHhIjJkKkLmMnNoOpPpQqRrSs TtUuVvWwXxYyZz1234567890!&

**Gotham Book**
AaBbCcDdEeFfGgHhIjJkKkLmMnNoOpPpQqRrSs TtUuVvWwXxYyZz1234567890!&

**Gotham Medium**
AaBbCcDdEeFfGgHhIjJkKkLmMnNoOpPpQqRrSs TtUuVvWwXxYyZz1234567890!&

**Gotham Bold**
AaBbCcDdEeFfGgHhIjJkKkLmMnNoOpPpQqRrSs TtUuVvWwXxYyZz1234567890!&
IMAGERY

Use of imagery is a key part of the Wimbledon identity, as it can help communicate the personality and atmosphere of the event.

Wimbledon themes and imagery may be used in the print advertising of Official Suppliers and the Club retains a digital photo library to assist Official Suppliers in developing promotional materials. Photography of players at Wimbledon may not be used without the specific permission of the players or their managers.

The photography should be inspirational and aspirational: engaging and exciting. Avoid the obvious and clichéd.

Cropping a photograph well can have a dramatic effect on its impact, drawing the viewers eye and excluding visual “clutter”.

Photographs should be of the highest possible quality - never use pictures which look slightly out of focus or dull.
CORE ELEMENTS

LOGO
THE STRIPES
COLOUR PALETTE
TYPOGRAPHY
IMAGERY
- The Championships
- Partners
- What not to do

INTRODUCTION
CORE ELEMENTS
CONTACT

OFFICIAL SUPPLIERS & PARTNERS

Partner products should ideally be shown in the context of The Championships: e.g. The Rolex clock on the wall of Centre Court, or a ball boy holding a Slazenger ball.
WHAT NOT TO DO

Do not (clockwise from top left):

- Use static, empty imagery
- Use imagery where your eye is drawn to many elements
- Crop an image badly
- Use dull, busy imagery where there is no central focus
CORE ELEMENTS

LOGO
THE STRIPES
COLOUR PALETTE
TYPOGRAPHY
IMAGERY
The Championships
Partners
What not to do

WHAT NOT TO DO
Do not (clockwise from top left):
Use imagery where the action is shown at a distance
Use bad quality images in terms of resolution
Use boring, unimaginative imagery
Use clip art

INTRODUCTION
CORE ELEMENTS
CONTACT
All promotional and advertising Wimbledon material should be submitted to the All England Club for the attention of the Commercial Director prior to the development of artwork.

The Club is pleased to assist with any questions on the guidelines in this manual.

For further information, please contact Claire Pardew or Jill Thompson:

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