



PROTÉGÉ

BRAND GUIDE / 2024

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CONTENTS

CONTENTS	3	LOGO	9	BRAND ELEMENTS	14
<hr/>					
ORIGIN	5	COLOUR PALETTE	10	TONE	15
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PURPOSE & IMPACT	7	LOGO USAGE	12	TYPOGRAPHY	16
<hr/>					
VALUES & MISSION	8	LOGO MISUSAGE	13	BRAND IN ACTION	17
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'Tennis should be played with a bright warm sun overhead. There should be a cool shadow of a tree, strawberries and cream, an iced claret mug and a few spectators who do not want to play but are lovers of the game.'

ORIGIN

This view of the game is associated with the upper ranks of society, a society that seemingly “made tennis” but if one looks beyond the surface they will discover a different history of tennis. One that has witnessed struggles around sexuality, gender, class and race which all have transformed the nature of the sport.

Tennis as a sport can claim over the last 150 years to be as much a force for social change as one that upholds a class-ridden sense of entitlement. Much of the criticism that the sport has received has come

back to the private clubs in Britain that have a history of having a smug complacency of being exclusive to higher ranks of people and through that have been a model for many tennis clubs across the world promoting inequality and hatred at their worst.

At their best, however, tennis clubs have kept alive the spirit of voluntary endeavour. They have offered a place to take pleasure in the company of strangers. It is the easiest place to develop a special relationship where your opponent becomes your most intimate friend.

NO
STRAWBERRIES
& CREAM

PURPOSE & IMPACT

Protégé is a tennis club that celebrates tennis clubs at their best. Swerving away from tennis whites, strawberries and cream, the brand promotes inclusivity, sportsmanship, diversity and greatness.

The club pays homage to players whose victories have evoked changes beyond just tennis lawns and who once were protégés and can now be seen as prodigies of the past. Those include but are not exclusive to players who took part in Workers Wimbledon; trailblazers and rebels like Billie Jean King, Suzanne Lenglen, Athea Gibson, Angela Buxton; trainers with determination alike Cas Fish and Richard Williams; and showmen who made sure to make everyone want to follow and play tennis like Bjorn Borg and John McEnroe.

VALUES & MISSION

Powerful

Alternative

Modern

Athletic


Expressive

Progressive

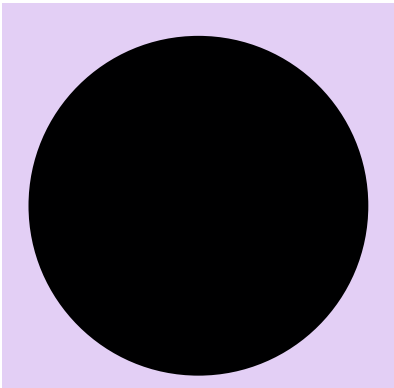
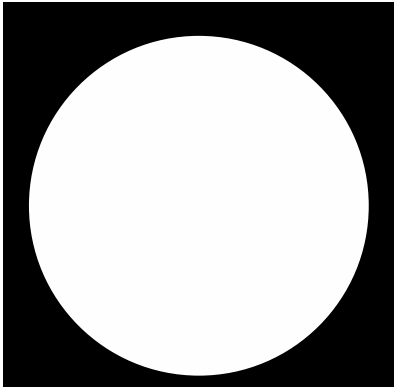
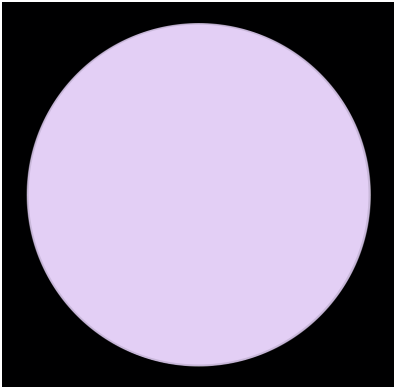
The word protégé is used for someone who is trained and whose career is furthered by a person of great experience or prominence. Its use implies great potential on the part of the protégé.

The brand sees potential in every aspiring player and aims to grow and strengthen interest in tennis in the United Kingdom. This is done through presenting a club that stands out from the rest and through offering opportunities to get involved for old tennis pros, new stars or people who just want to experience the joys of casual play.

LOGO

PROTÉGÉ 

PROTÉGÉ 

					
Black		White		Lilac	
CMYK	0; 0; 0; 100	CMYK	0; 0; 0; 0	CMYK	9; 19; 0; 0
RGB	0; 0; 0	RGB	254; 254; 254	RGB	227; 207; 245
HEX	#000000	HEX	#fefefe	HEX	#e3cff5

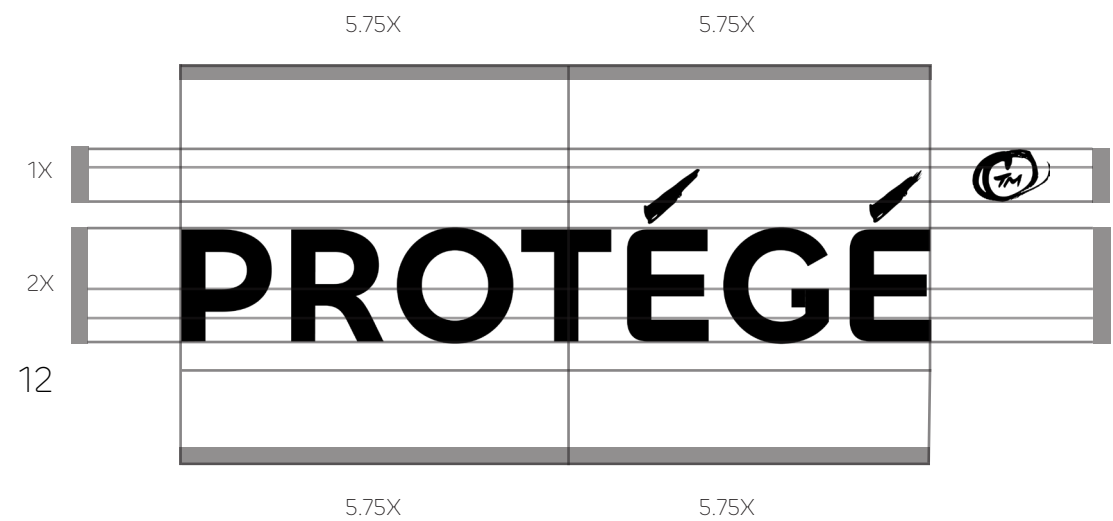
PROTÉGÉ 

PROTÉGÉ 

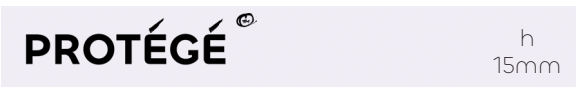
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PROTÉGÉ 

LOGO USAGE

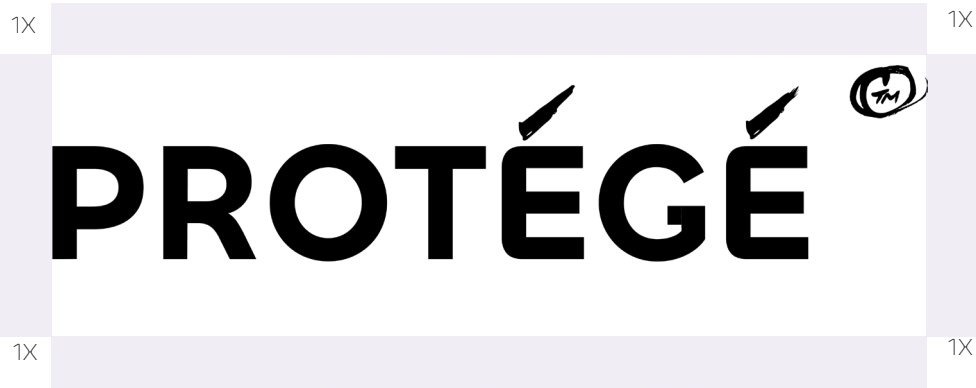


The average height of a signature for a website is usually between 20px to 30px.



Minimum logo height for printing

A clear area around the tennis club's logo will ensure it has maximum visibility and impact in every format. Avoid crowding the logo with other graphic elements such as typography and imagery.



LOGO MISUSAGE



PROTÉGÉ®



PROTÉGÉ®

In any promotional materials or means of presenting the logo, illustrative lines or other brand elements should not be added near the logo.



PROTÉGÉ®



PROTÉGÉ

The brand's colours are white, black and lilac. When using those, in no instance should lilac colour be shown on top of white or on any other colour than black as the presentation and tone of the brand would be misrepresented.

Furthermore, accent lines on top of the E letters and designed trademark should not be altered or replaced by any other design.



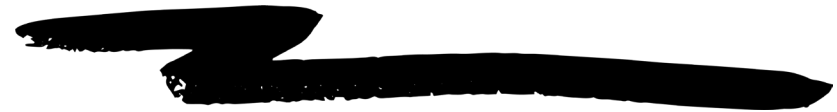
PRO
PROTÉGÉ®

In addition to not overcrowding the area around the logo, usage of brand elements should be kept to a minimum and only used if presented with an image and paired with lilac brand colour.

BRAND ELEMENTS

14

Branded illustrations are used in all materials of communication of the audience with the brand. It plays a key role in conveying the idea of an alternative tennis club identity.



TONE

When presenting the brand, encouraging, confident and inviting tone is used. In promotional materials slogans evoking interest in the brand are presented such as:

CLUB TENNIS IS NOT DEAD

or

BECOME A PRO

Slogans are accompanied by keywords that either characterise the players the club would want to see or show what the club would offer its players. Those keywords would be:

CAMARADERIE, PASSION, JOY

DETERMINATION, CRIT, CHARACTER

The real importance with the tone is that it should not shun anyone away. The brand emphasises its encouragement in getting people involved who would not usually see themselves as members of a tennis club due to different reasons. While intriguing those new members, the brand does not use statements that could potentially make crowds that are already fans of tennis and avid players disinterested or discriminated against.

TYPOGRAPHY

A A A

Chillax Variable is a sans font family. Combining geometric and modernistic elements it is usable in online as well as print mediums. As the typeface has round letters and curves it promotes movement and fluidity which is appropriate for the sport brand that values diversity and movement. The font is mainly used in all caps and semibold to convey the brand's daringness and strong presence.

A A A

16

EXTRALIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

BRAND IN ACTION



The following pages go over the presentation of the brand: how it would be promoted, what merchandise would the club offer their players, where would it be located and what would the club look like.

CHARACTER CRIT
DETERMINATION

PASSION JOY
CAMARADERIE

PROTÉGÉ

A silhouette of a tennis player in mid-swing, integrated into the letter 'É' of the word 'PROTÉGÉ'.A small icon of a tennis racket, integrated into the letter 'É' of the word 'PROTÉGÉ'.A small circular trademark logo with the letters 'TM' inside, located to the right of the word 'PROTÉGÉ'.

CLUB TENNIS IS NOT DEAD

JOIN NOW AT:
WWW.PROTECE.EE

BECOME A PRO



CAMARADERIE

PASSION



PROTÉGÉ

BECOME A PRO









Having the most diversified crowd in the UK, high interest in tennis and lack of courts, London is the place to be and the place to create a change.

Both the look of the club as well as its location reflect its values. The club has a free atmosphere and spaces for players to spend their time on and off the court encouraging opportunities to connect with fellow lovers of the game.



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PROTÉGÉ[®]



PROTÉGÉ[®]

PROTÉGÉ[®]



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PROTÉGÉ®

PLAY TENNIS

WANT TO

TO
TENNIS
WANT TO



PROTÉGÉ 

A HOMAGE



Billie Jean King is an iconic American former world number one tennis player. Besides belonging to the list of the greatest for her astounding career in tennis, she is known for her role in advocating for LGBTQ+ rights and for promoting gender equality.

Image on the left is taken at the famous "Battle of the Sexes" match in 1973, where King faced off against Bobby Riggs, a former men's champion who claimed that the women's game was inferior.

Demonstrating her skill, King defeated Riggs in straight sets in a globally televised event that drew attention to the issue of gender disparity in professional sports.

King is in many ways the face of Protégé as changes she has made coincide with the brand's mission and values.

On the left: Athea Gibson

On the right: Richard & Venus Williams, Suzonne Lenglen & Helen Wills, Fred Perry





On the left: Betty Nuthall,
Arthur Ashe, Alice Marble

On the right: May Sutton





On the right: Billie Jean King



On the left: Rosie Casals,
Angela Buxton & Athea Gibson





On the left: YOU

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I JUST WANT TO
PLAY TENNIS

I JUST WANT TO
PLAY TENNIS

I JUST WANT TO
PLAY TENNIS