

Tournament Banner Guidelines

Background

Since 1 August 2022, the ITF Seniors Tour has been re-named the ITF World Tennis Masters Tour (“WTMT”). More details of this [change can be found here](#).

This document provides guidelines for Tournament Directors of ITF World Tennis Masters Tour events.

ITF World Tennis Masters Tour Brand & Resources

As part of the re-naming of the Tour, a renewed brand and brand resources have been made available to National Associations and Tournament Organisers to support the promotion and delivery of the Tour.

A new FTP web site area, for Tournament Organisers of ITF WTMT tournaments only, is now available to obtain new brand resources for the Tour. This includes:

1. **Brand Guidelines** – This important document states how any print or digital branded items that use the WTMT brand must be used.
2. **Noticeboard & Age Category Headers** – These are useful items for tournament draw noticeboards
3. **Standard Banner & Net Signage Artwork** – These are non-specific to a tournament and can be used to produce ITF WTMT net signage and/or banners for your tournament. These are produced in the recommended dimensions of 3 metres x 1 metre for courtside banners, and 0.8 metres x 0.6 metres for net signage.
4. **General & Tournament Logos** – A specific logo for your tournament is available. For example, ITF World Tennis Masters Tour MT400 Alicante (see example image below).



Login Area

To access the FTP area, please use the login details below:

Website Link: <https://ftp.itftennis.com/login>
Login: WorldTennisMastersTour
Password: MastersTOur!



Example Net Signage

Artwork is provided in portrait and landscape versions, with options to use CMYK (for physical print) or RGB (for digital use) file types depending on the item you wish to produce. It is recommended that you share the login details above with your chosen artwork designer who will be able to produce branded items for your tournament, in line with the WTMT brand guidelines.

Banner Requirements

The ITF WTMT Regulations state that all tournaments must produce and display ITF World Tennis Masters Tour banners at their tournament. Regulation 59 outlines the banner requirements at each grade of tournament:

MT1000 Tournaments

A minimum of 3 banners featuring the WTMT logo and name at prominent locations on site with dimensions of 3 metres x 1 metre (or similar), with WTMT net signage of 0.8 metres x 0.6 metres (or similar) included on at least 2 show courts. Net signage must be placed on both sides of the net and can face in one direction only. Additional banners may be produced at the discretion of the tournament organisers.

MT700 Tournaments

A minimum of 2 banners featuring the WTMT logo and name at prominent locations on site with dimensions of 3 metres x 1 metre (or similar), with WTMT net signage of 0.8 metres x 0.6 metres (or similar) included on at least 2 show courts. Net signage must be placed on both sides of the net and can face in one direction only. Additional banners may be produced at the discretion of the tournament organisers.

MT100, MT200 and MT400 Tournaments

A minimum of 1 banner featuring the WTMT logo and name at prominent locations on site with dimensions of at least 3 metres x 1 metre (or similar). Net signage is recommended on the show court. Additional banners may be produced at the discretion of the tournament organisers.

Guidance and Frequently Asked Questions

Which banner materials can we use?

Vinyl banners (PVC or PVC Free), or Mesh banners are recommended. Mesh banners allow air to pass through causing less disruption if there is wind, although Vinyl banners may be available at a lower cost to you. Other materials may be selected provided they can be fixed securely to the net and provide a good visual effect, although they should have some flexibility in the material to avoid them breaking when balls are hit at them.

Which colour should banners be made in?

The WTMT Brand Guidelines state the colour options. The primary colour option for WTMT tournaments is the 'bright purple' background colour with black or white text. Please note that any on-court banners, such as net signage, must not consist of white or yellow as the primary colour.

How should banners be fixed to fences or nets?

Banners will need holes in corners to be fixed using zip/cable ties or similar. Banners should be stretched before they are tied to ensure the optimal visual effect. Net signage should be sized to fit the position between the net post, and the doubles side line (see example image).



Can I still use ITF Seniors Branding and/or Banners?

From 1 January 2023, all tournaments must use ITF World Tennis Masters Tour branding only. This means that any existing ITF Seniors branding, such as banners, must not be used.

Will the ITF send printed banners to my tournaments? If not, why not?

No, the ITF will not send printed banners. In previous years the ITF have sent banners to all tournaments. The significantly high shipping costs to distribute physical banners to the 500+ tournaments around the world means this is no longer viable. The production costs of banners are relatively affordable and as such it is appropriate for Tournaments to produce banners locally, with flexibility to produce bespoke banner sizes which are most appropriate for the venue and be used for several years. The ITF is providing general artwork to all tournaments at no cost, including banners and net signage, as well as unique logos for each tournament.

Will our tournament be penalised if we do not produce banners?

It is a requirement for all tournaments to produce banners in line with the Regulations. Tournament Directors will be asked to submit a photo of the banner(s) produced in their post-event report. As a delivery requirement, the production of banners will be assessed as part of the Grading Review.

If you have any questions, please do not hesitate to contact the ITF by email: masters@itftennis.com