

SURREY.TENNIS

MEMBER VENUE

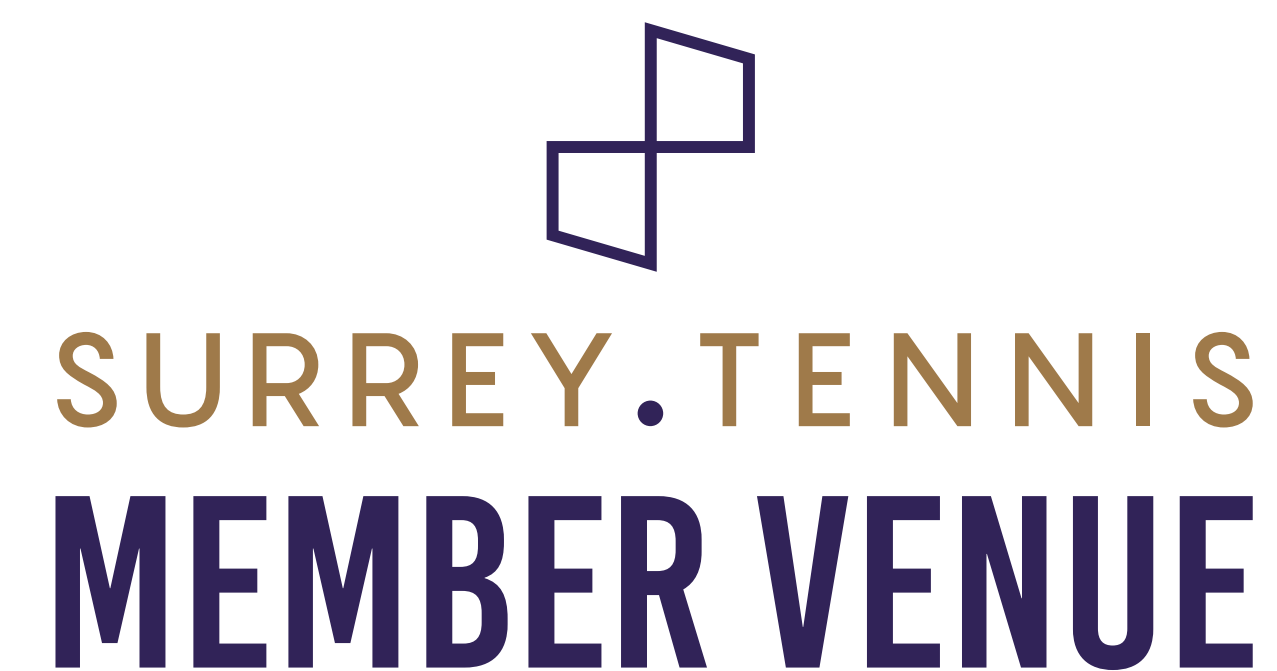
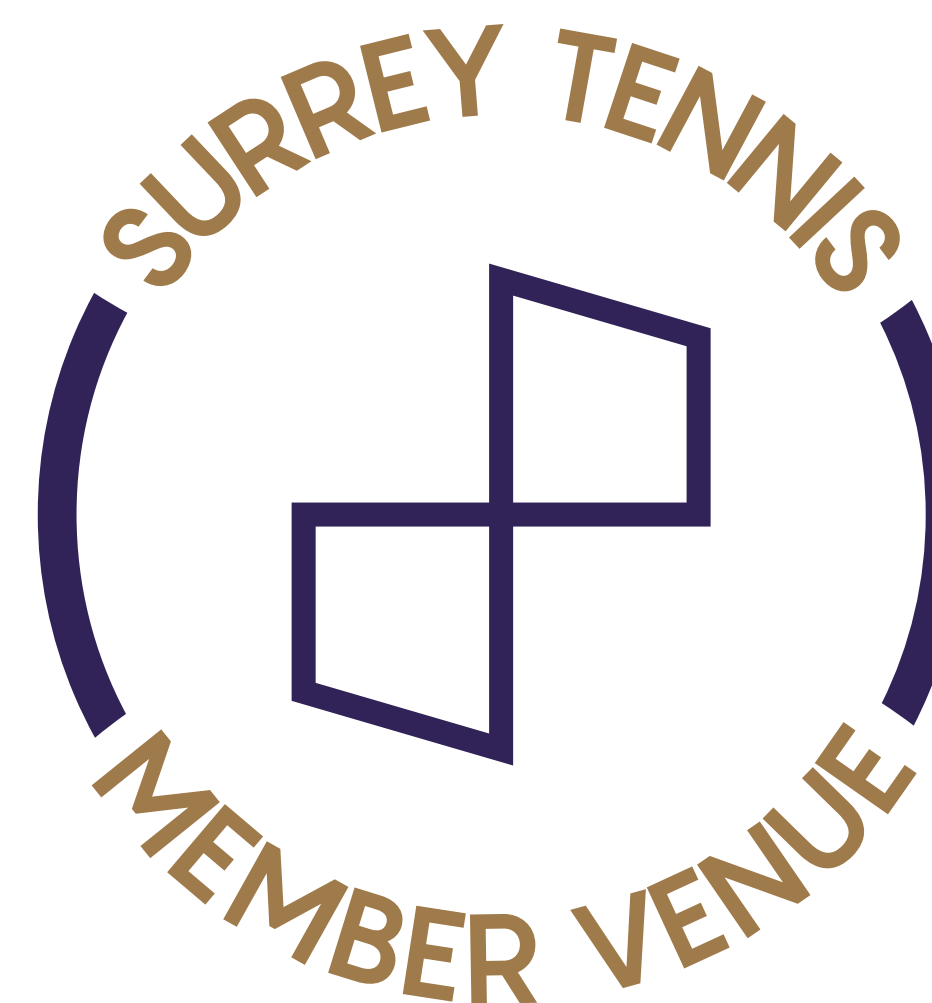
Guidelines

MEMBER VENUE Introduction

Our Surrey Tennis Member Venue logos consist of two key elements – the Surrey Tennis symbol and a membership designation. These elements must always be used together in a fixed relationship to maintain brand consistency. There are three versions of the Member Venue logo available:

- **Member Venue Badge:** This circular lockup includes the Surrey Tennis mark surrounded by the words “Surrey Tennis Member Venue.” Ideal for use on social media, printed materials, and venue signage.
- **Member Venue Stacked Logo:** A horizontal format featuring the Surrey Tennis mark alongside the words “Surrey Tennis Member Venue.” This version is best for website footers, email signatures, and documents.
- **Member Venue Monochrome Variants:** Both the Badge and Stacked logos are available in full colour, black, and white to ensure clarity across different backgrounds and print materials.

NOTE: Ensure the logo remains clear and legible across all uses.

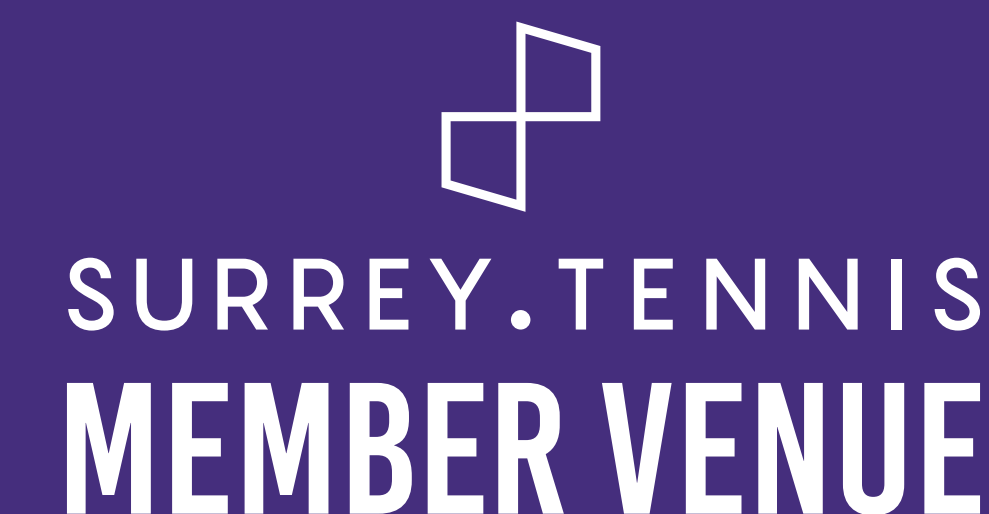
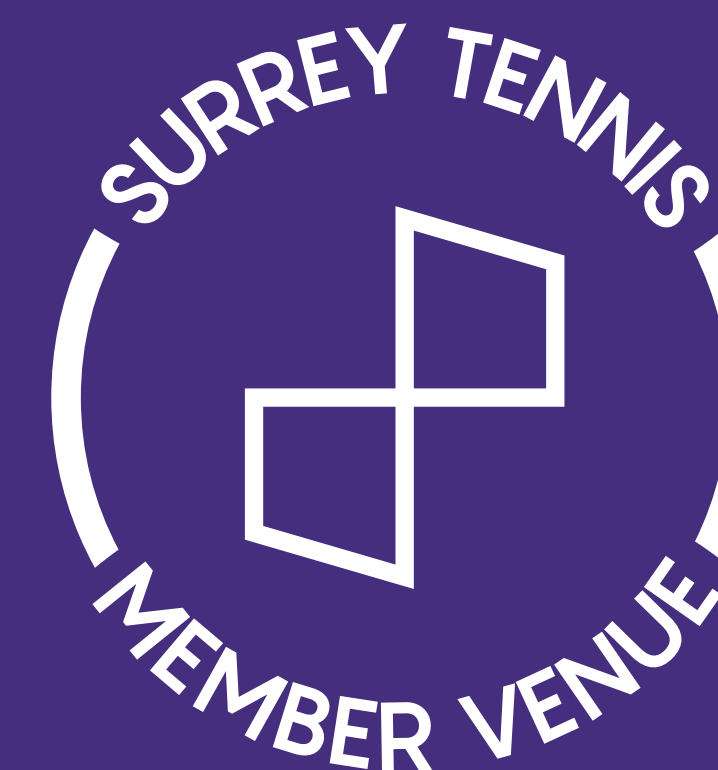
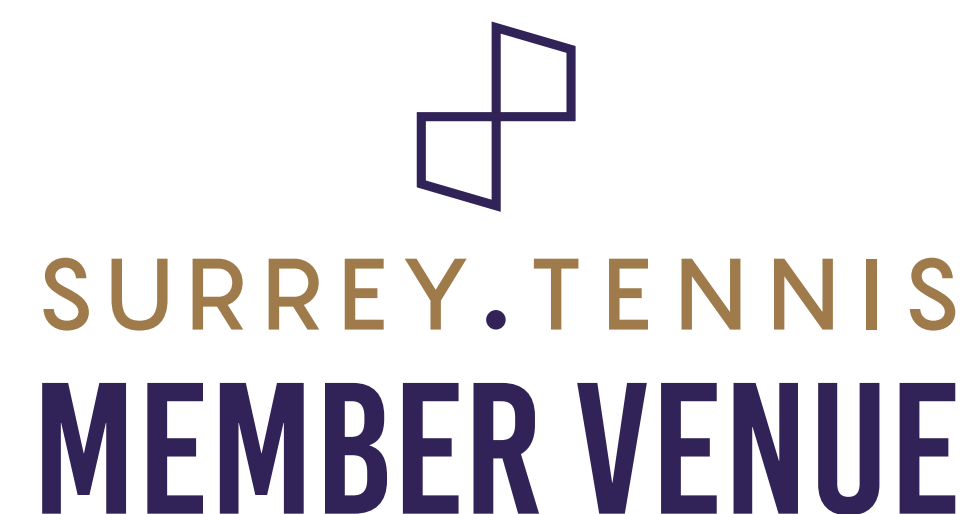
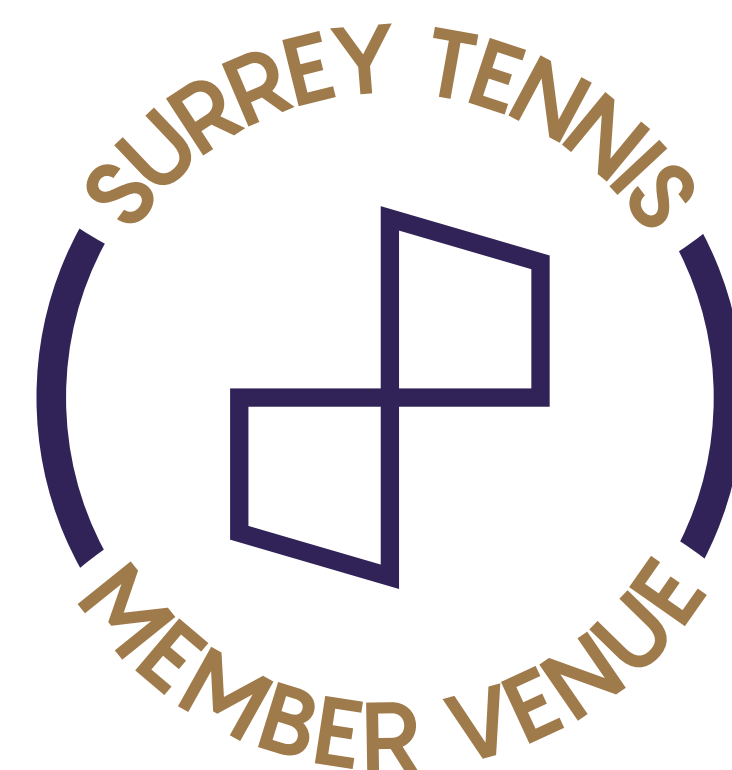


MEMBER VENUE Variations

The Surrey Tennis Member Venue logo is available in different versions to ensure versatility across various applications. There is no preferred version—venues should select the most appropriate option based on the background and usage.

Two versions of these logos have been created for different applications:

- **Full-Colour Version:** Best suited for white or light backgrounds where colours are clearly visible. Ideal for use on digital assets, websites, social media, and printed materials where full colour is available.
- **Negative (White) Version:** Designed for dark or complex backgrounds to maintain legibility. Recommended for overlaying on images, social graphics, signage, and branded merchandise.

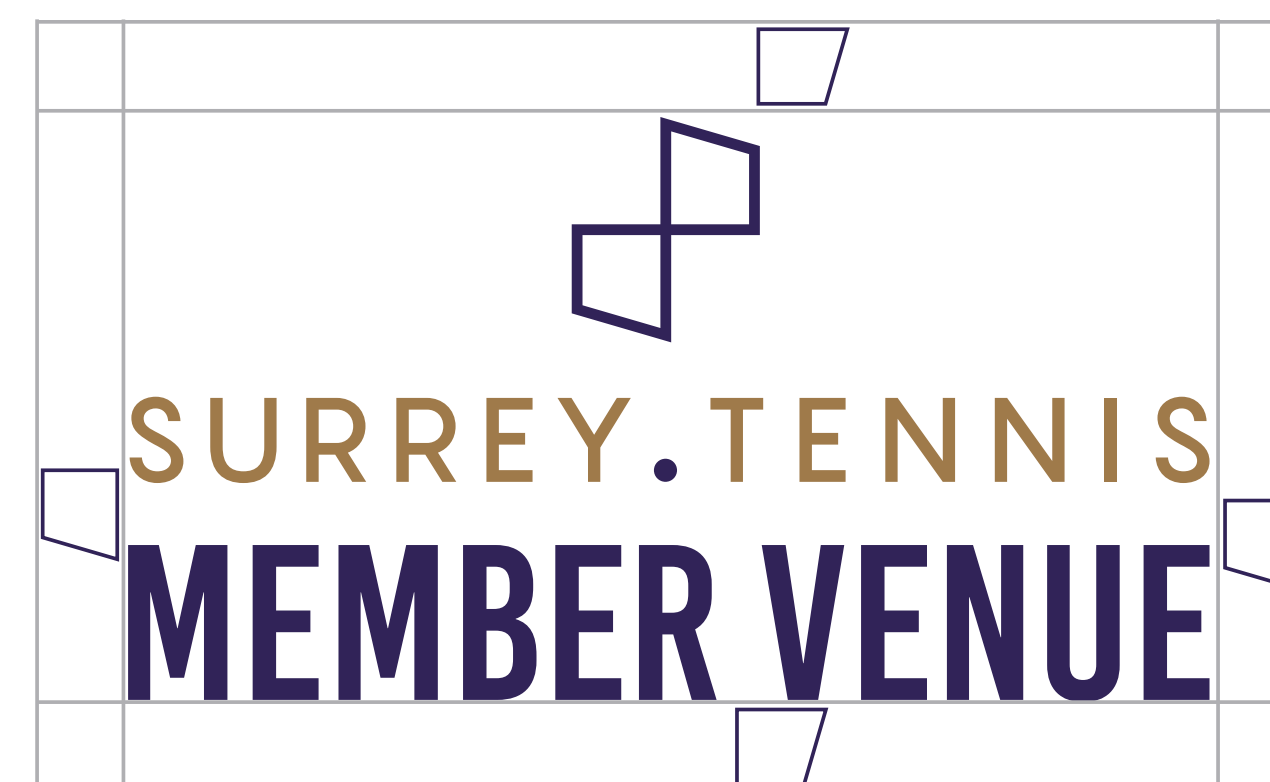
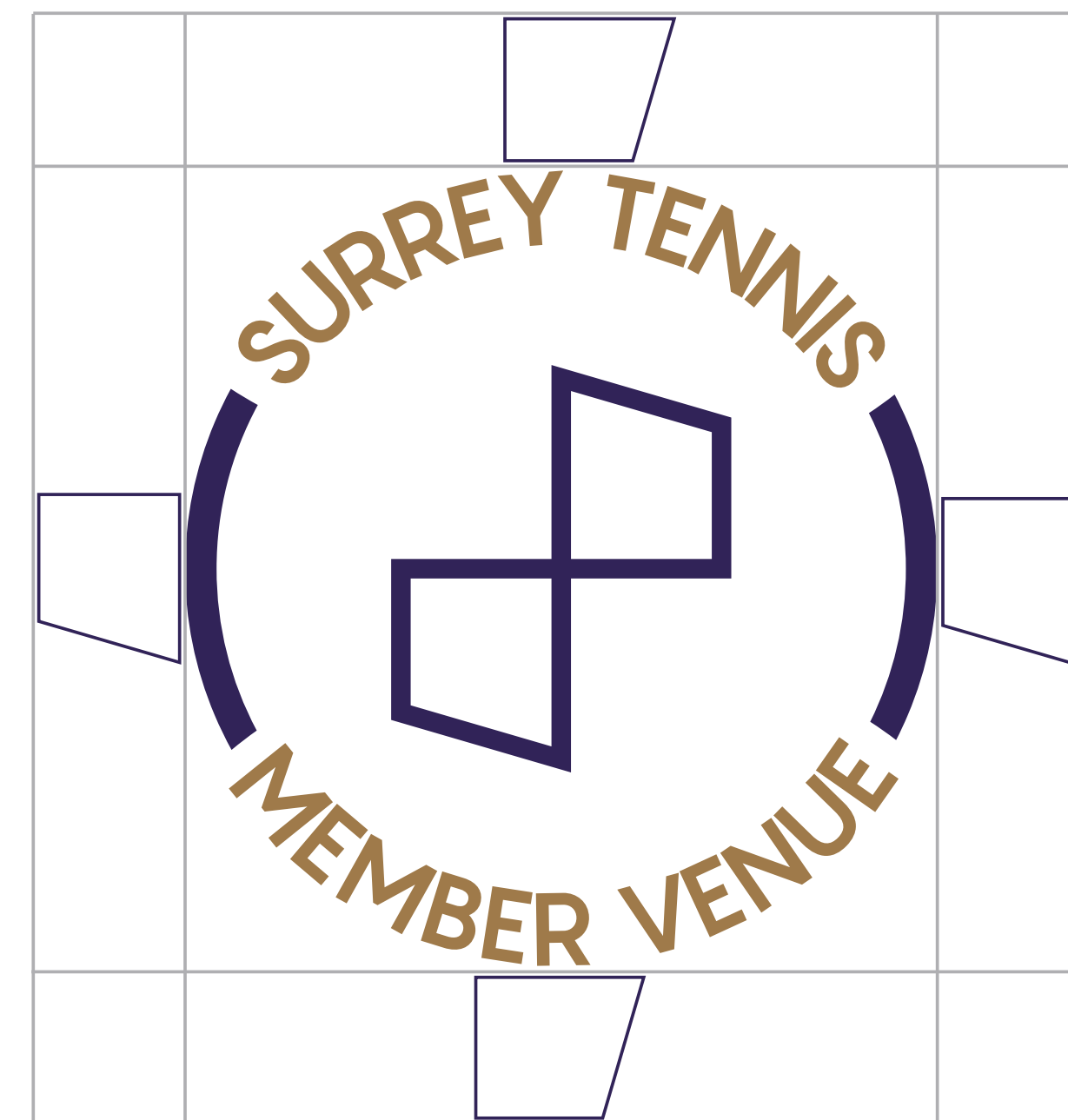


NOTE: Always ensure the logo has sufficient contrast for visibility and remains clear and unobstructed in all applications.

MEMBER VENUE Clearspace

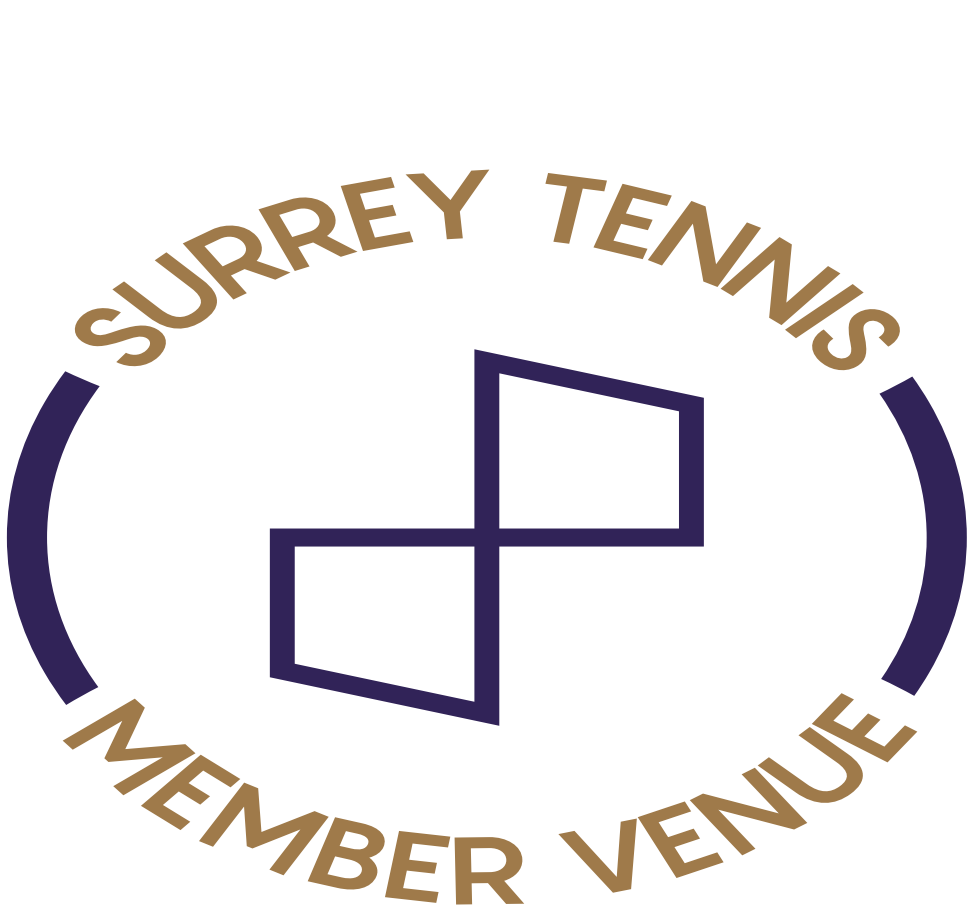
This measure is the minimum distance that the lockup should appear in relation to other design elements. If possible we prefer more clearspace around the logo.

To calculate the clearspace, measure the width of the bottom left quadrant in the Surrey icon.

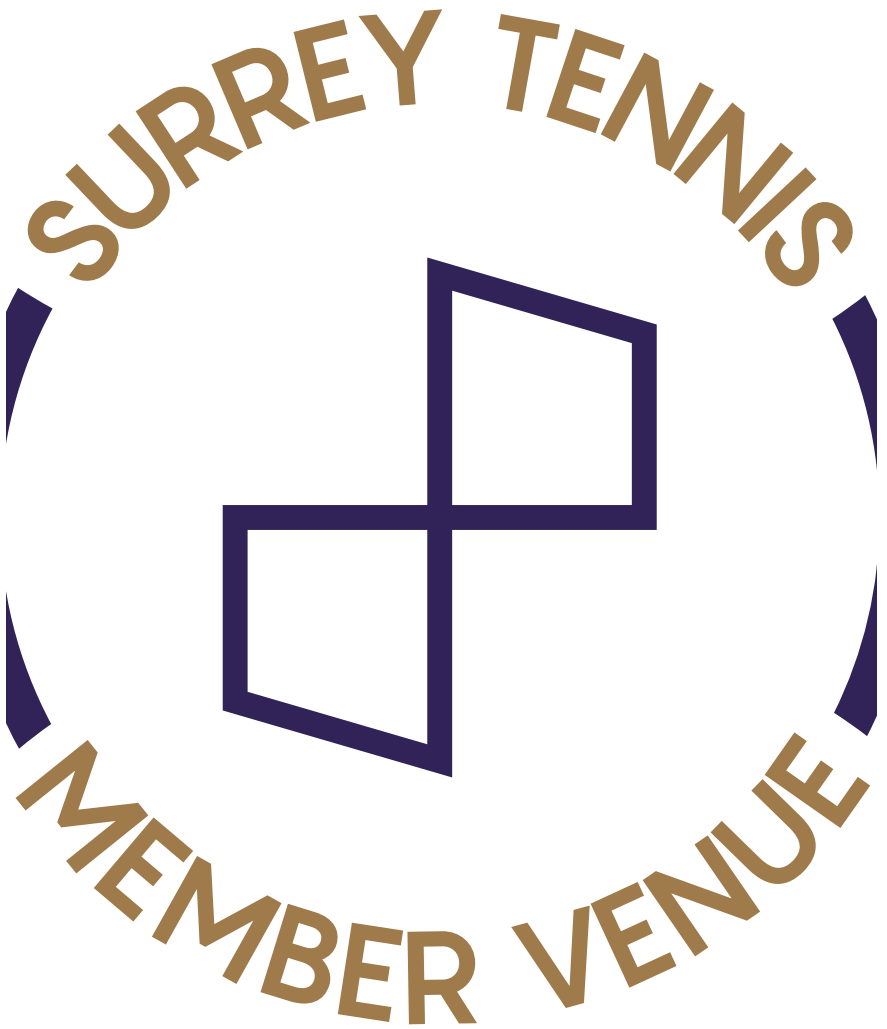


NOTE: Ensure the logo remains clear and legible across all uses.

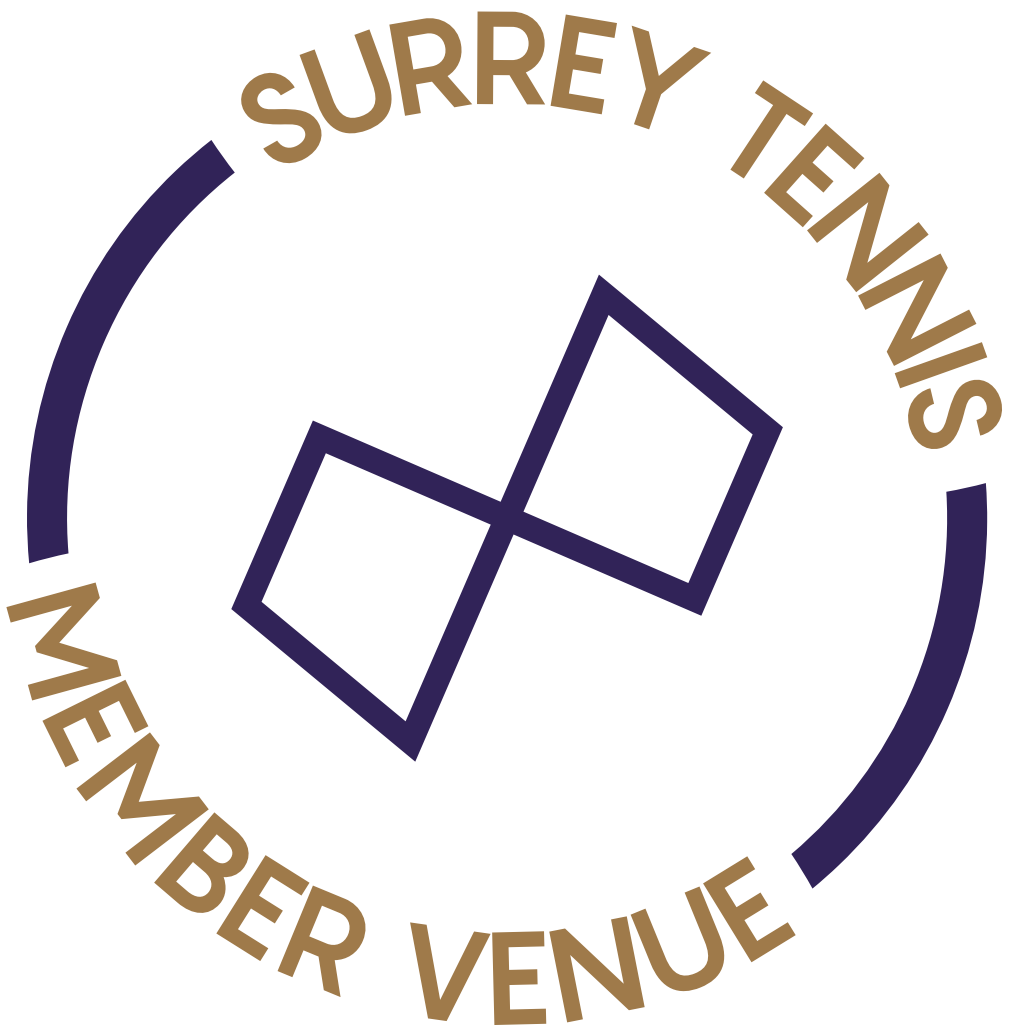
MEMBER VENUE DO NOT'S



Do not stretch or alter the logo in anyway



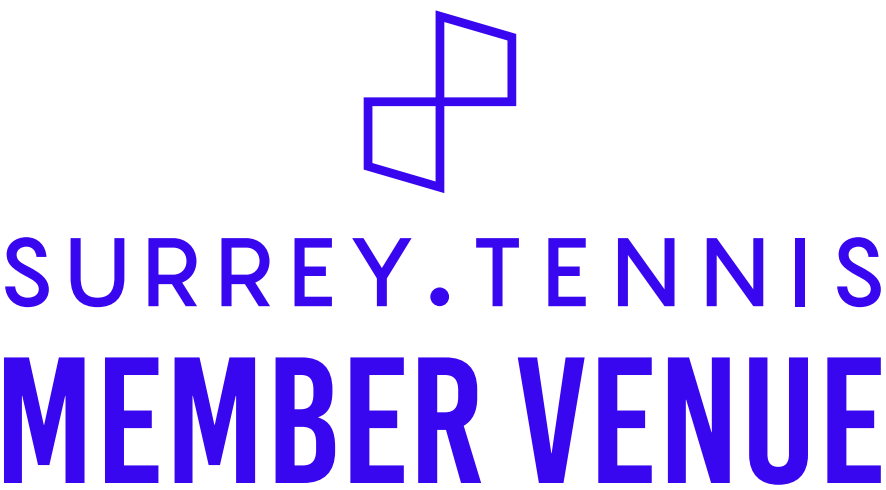
Do not crop the logo



Do not rotate the logo



Do not ad effects to the logo



Do not alter the colours of the logo



Do not use un-approved versions of the logo

If you have any questions about the use of our member venue toolkit, please email admin@surrey.tennis

