



# VISUAL IDENTITY 2024

# OUR AIM

## A compliant circuit

*The experience of playing the same tournament in different parts of the globe.*

This brand book is planned to promote the image of the PROMISES FIP TOUR 2024 in the world, sharing the application of a one international visual identity that will be declined according to common rules.

FIP, Global and Local Partners and Organizers will be part of the same project with relevant economic opportunities.

# INDEX

## ADVERTISING COURT PLAN

<b>MAIN BRAND.....</b>	<b>5</b>	<b>FIP Promises .....</b>	<b>14</b>	<b>SPONSOR OPPORTUNITIES.....</b>	<b>25</b>
Logotype.....	6	Artwork.....	15	Local Title sponsor.....	26
Monochromatic applications.....	7	Court branding.....	17	Local Main sponsor.....	27
Promises FIP Tour 2024.....	9	Lower Sticker.....	18	Local Official sponsor.....	28
Typeface.....	10	Upper Fence.....	19	Sponsorship model.....	29
Main and secondary chromatism.....	11	Net Cover.....	20		
Sponsor brands - Composite.....	13	Advertising Court Plan.....	21	<b>PHOTO SHOOTING GUIDELINES.....</b>	<b>30</b>
		Backdrop/Photocall.....	22		
		Totem/Rollup.....	23		
		Signage.....	23		
		Resume.....	24		



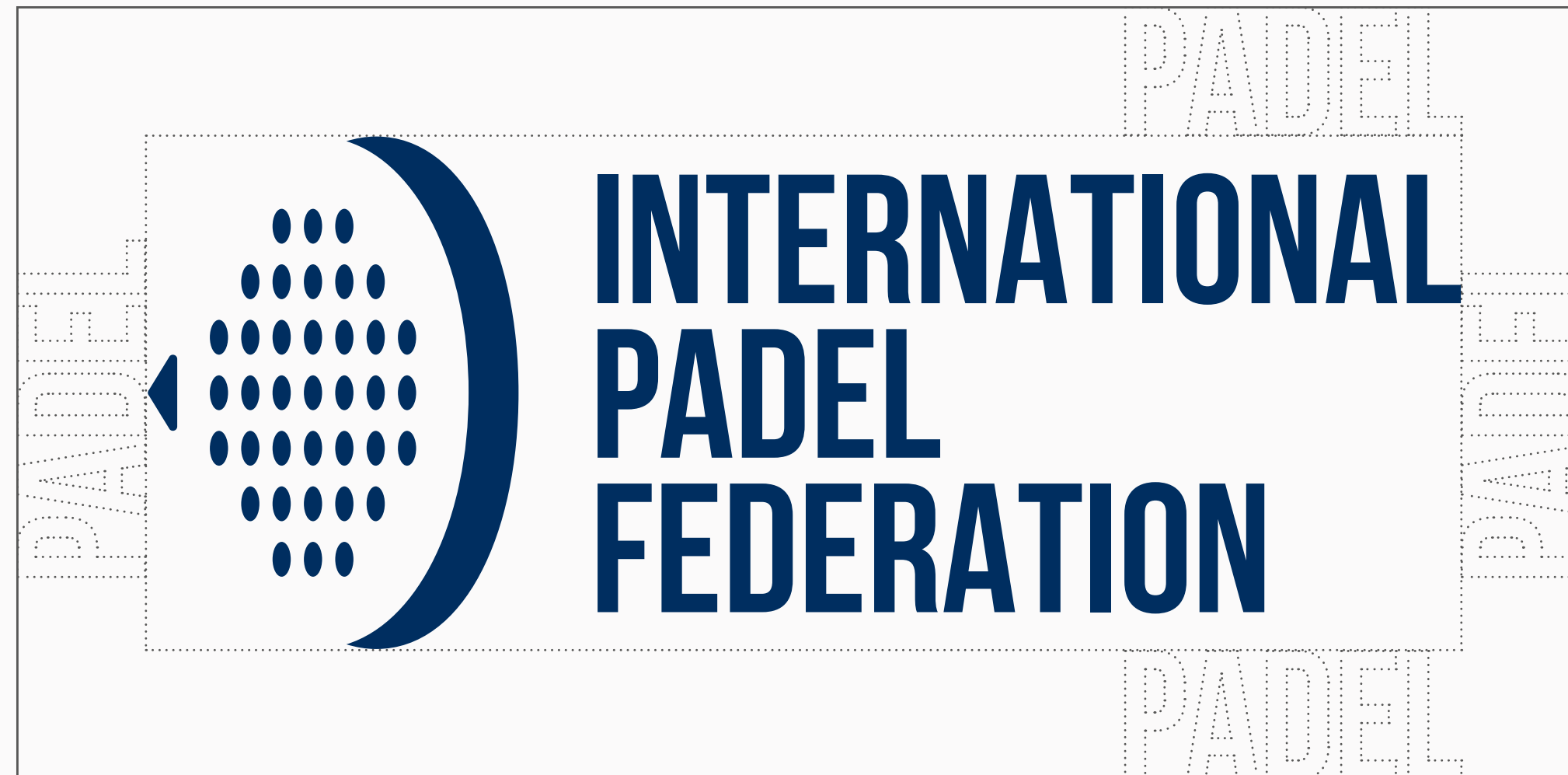
# LOGO TYPE

MAIN BRAND

## VECTOR RESOURCE

This is the official main version of the logotype for International Padel Federation.





### EXCLUSION ZONE

Always ensure there is sufficient clear space around the FIP badge. Do not allow any other logos or graphics to extend into the exclusion zone, as seen on this page.

### MINIMUM SIZE

The FIP badge should not be printed or displayed any smaller than 10mm wide.

### HORIZONTAL USE

#### Monochromatic applications

The dominant color of the logotype is blue but it is possible to use the negative version in white on dark backgrounds.



### HORIZONTAL USE

#### B/W Monochromatic applications

The dominant color of the logotype is blue but it is possible to use the negative version in white on dark backgrounds.



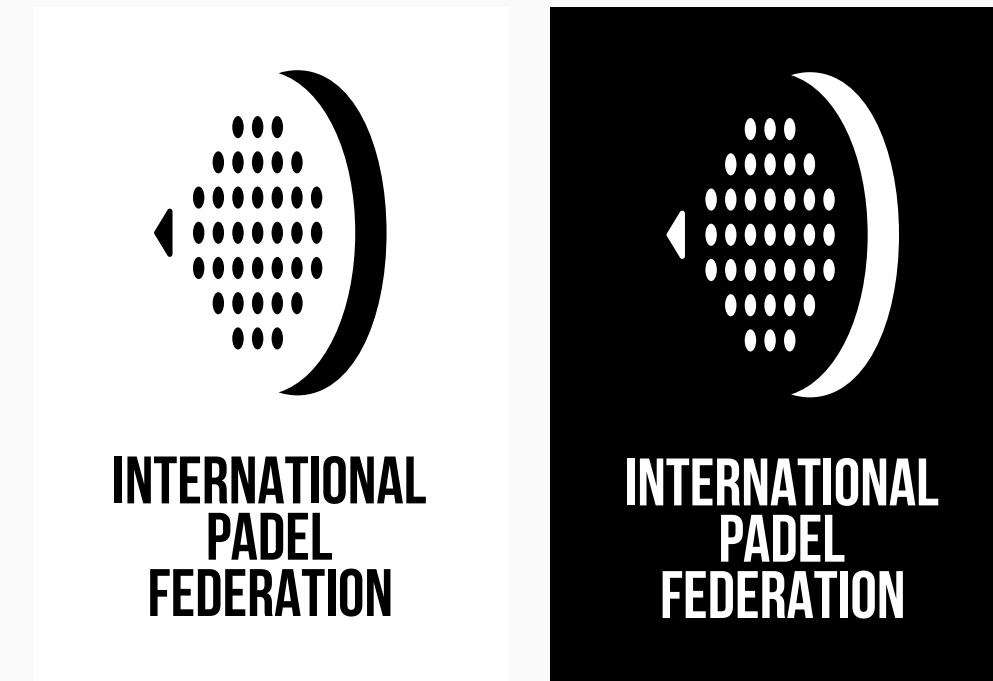
## VERTICAL USE Monochromatic applications

The dominant color of the logotype is blue but it is possible to use the negative version in white on dark backgrounds.



## VERTICAL USE B/W Monochromatic applications

The dominant color of the logotype is blue but it is possible to use the negative version in white on dark backgrounds.



Logo on light photograph or texture backgrounds



## INCORRECT USES

01. Extension or disproportion of the original logotype.
02. Orientation or inclination of the original logotype.
03. Altering the typeface.
04. Altering the composition.
05. Add effects or shadows.
06. Edit the corporate colors.
07. Combination of colors with little contrast.
08. Using the logotype over unsuitable backgrounds.



# Bebas Neue Pro

**Bebas Neue** is a sans serif font family based on the original Bebas Neue free font by Ryoichi Tsunekawa. It has grown in popularity and become something like the “Helvetica of the free fonts”.

Bebas Neue Pro Light  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890?!\*+[.,]

Bebas Neue Pro Book  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890?!\*+[.,]

Bebas Neue Pro Regular  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890?!\*+[.,]

Bebas Neue Pro Bold  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890?!\*+[.,]

Light

Book

Regular

Bold

SemiExpanded Light

SemiExpanded Book

SemiExpanded Regular

SemiExpanded ExtraBold

# The primary color system Logo color system The secondary color system

The colors in PANTONE/CMYK are used for printed pieces  
(canvases, banners, posters, etc.).

The colors in RGB/WEB are used for parts with on-screen  
applications (web, networks, streaming, etc.).

# PANTONE 648 C

PANTONE 648 C

C 100 M 69 Y 00 K 56

R 0 G 46 B 93

# 10

VISUAL  
IDENTITY  
2024  
GUIDELINES

The Color System can be used to create a color theme that reflects your brand or style.

*PROMISES*

C 00 M 60 Y 100 K 0  
R 239 G 125 B 0  
#ef7d00

11

VISUAL  
IDENTITY  
2024  
GUIDELINES

**FIP Global Sponsor Brands – Composite**

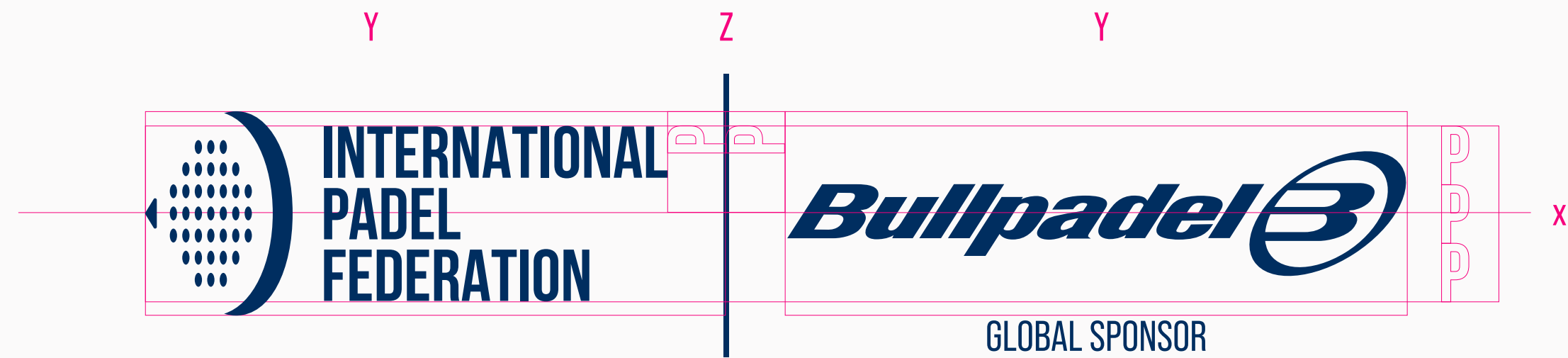
Only FIP Global Partners have the right to use FIP logo in a composite artwork, with the indication of the sponsorship category.

When locking up the FIP logo with an International Sponsor logo, it is important that the FIP logo dominates the relationship

between both and takes visual priority. The distance between FIP, divider and the sponsor logo is given by the size Z.

The sponsor logo is horizontally centered with the divider, scaled to the width of Y and the height of X

The sponsor brands of said events must use the composition provided by FIP



**International Events – Application of the logo**

The Local Partners have the right to use the tournament logo in a composite artwork, with the indication of the sponsorship category.

*If the Partner has the rights to commercialize his products using the image of the Event, the sale is allowed just in the country in which the event is held. Any non-compliance will be reported by the organization.*

**FIP STAR  
GOTHENBURG**

**lab**

TITLE SPONSOR

*The sponsor brands of said events must use the composition provided by FIP*



# *FIP* *PROMISES*

*LOOK & FEEL*  
*COURT LAYOUT*  
*BROADCASTING*

14

VISUAL  
IDENTITY  
2024  
GUIDELINES

# ARTWORK

White logos on the official coordinated texture.

For the correct insertion of the logos it is recommended to use files in vector format (.ai, .eps, .pdf).

Artwork elements for **FIP PROMISES Tournaments.**

Orange texture on blue FIP background that identifies the tournament category.

The sections dedicated to FIP Sponsors (Global and Official), Institutions and Local Sponsors are clearly divided on the poster, backdrop and dressing materials according to the different sponsorship level.



GLOBAL FIP SPONSORS AREA

PROMISES FIP TOUR LOGO AREA

NAMING  
+ LOCAL TITLE SPONSOR  
AREA



INSTITUTIONAL LOGOS AREA

HOSTING and DATE AREA

LOCAL SPONSORS AREA

Artwork elements for  
**FIP PROMISES Tournaments.**

Green texture on Blue FIP  
background that identifies the  
tournament category.

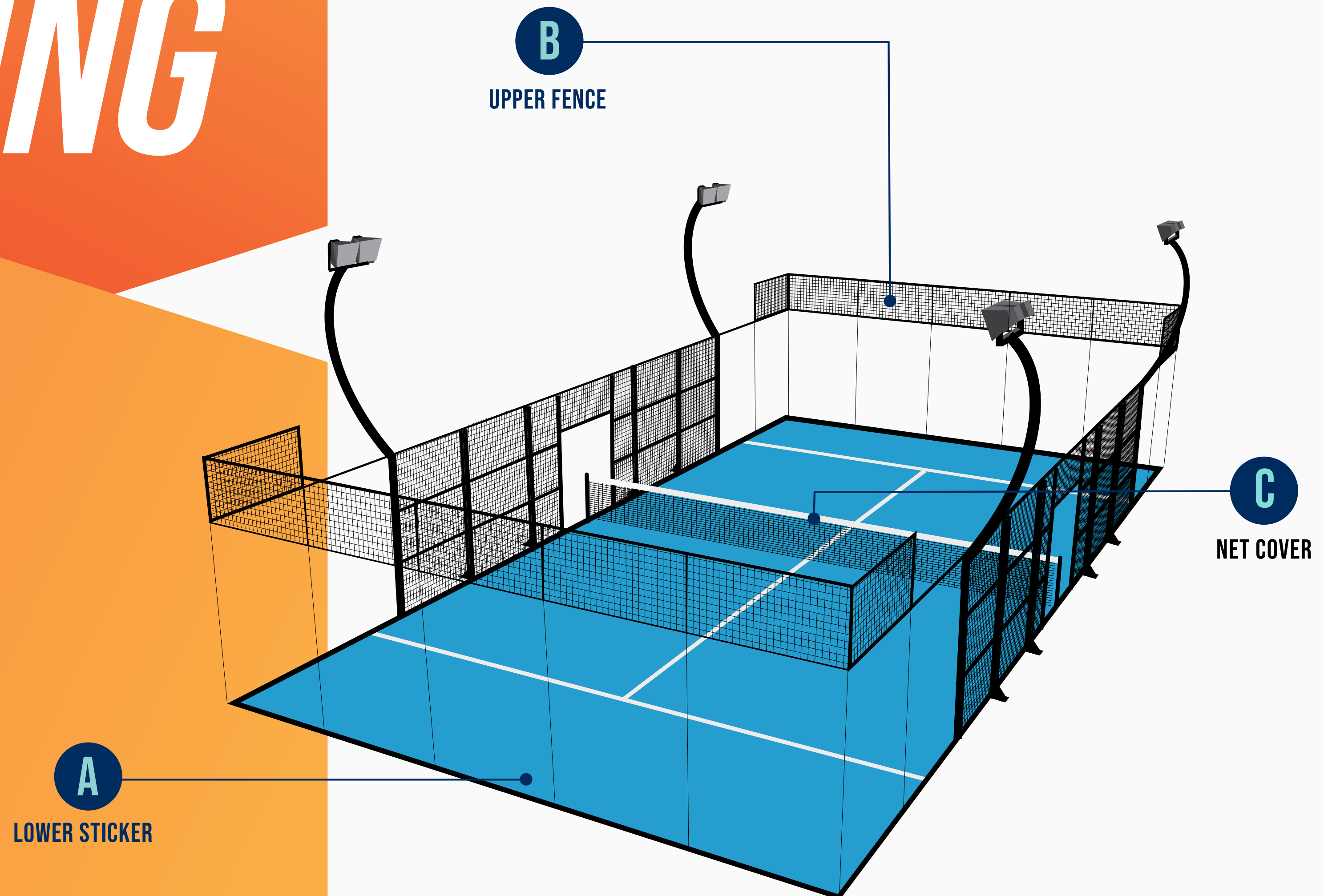
The sections dedicated to FIP  
Sponsors (Global and Official),  
Institutions and Local Sponsors  
are clearly divided on the poster,  
backdrop and dressing materials  
according to the different  
sponsorship level.



# COURT BRANDING

Mandatory guidelines for brands exposure on the main court with TV broadcasting or photoshooting.

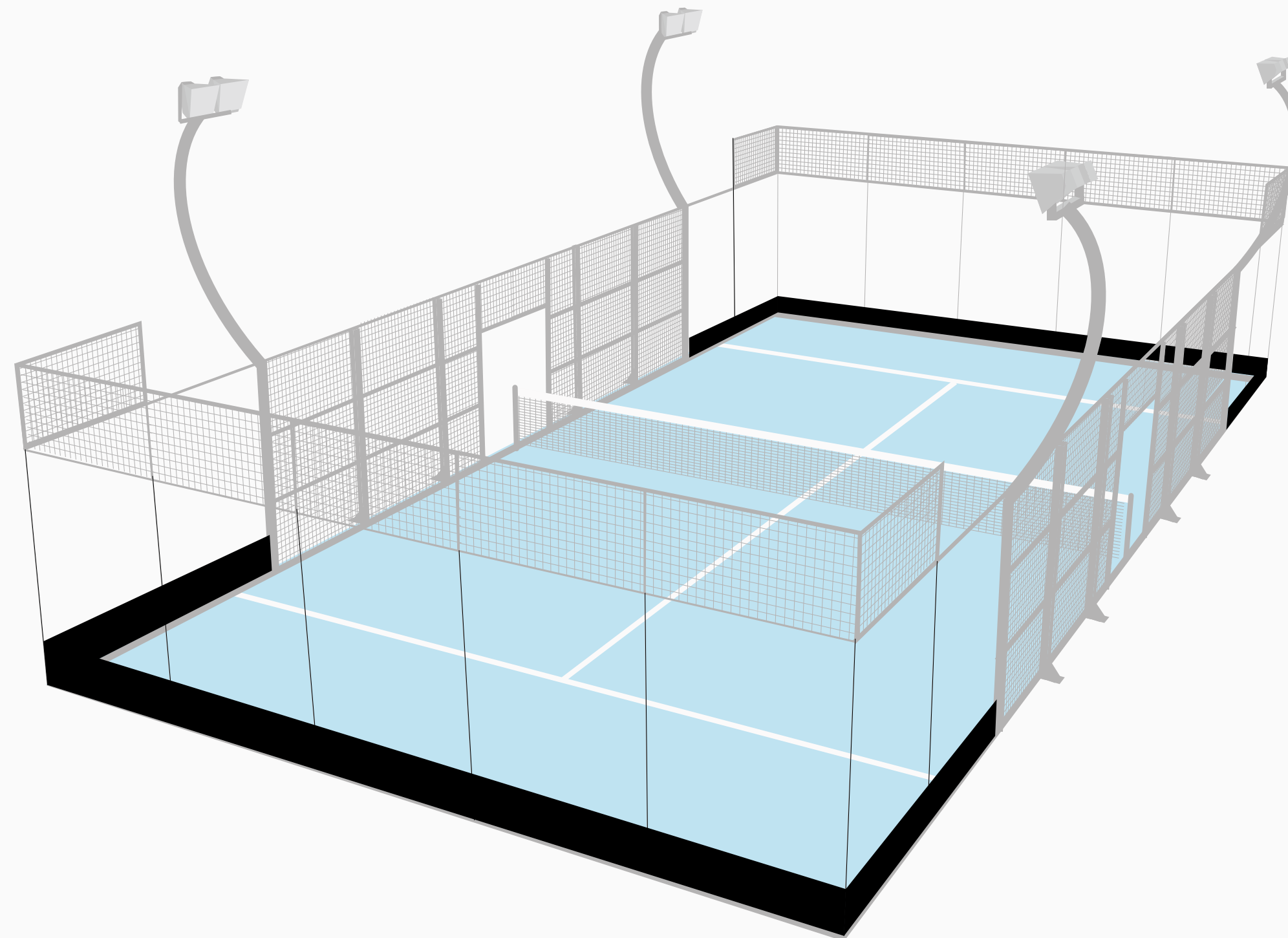
Optional: It is advisable to repeat the same layout on the secondary courts in order to enforce the general look&feel of the tournament identity.



SECTION **A**

# LOWER STICKER

Strongly recommended guidelines for brands exposition on the secondary court with TV broadcasting or photoshooting in order to enforce the general look&feel of the tournament identity.



## STICKER

Following the base grid, the brand logo in white on the main blue of FIP.

*Front & back printed*

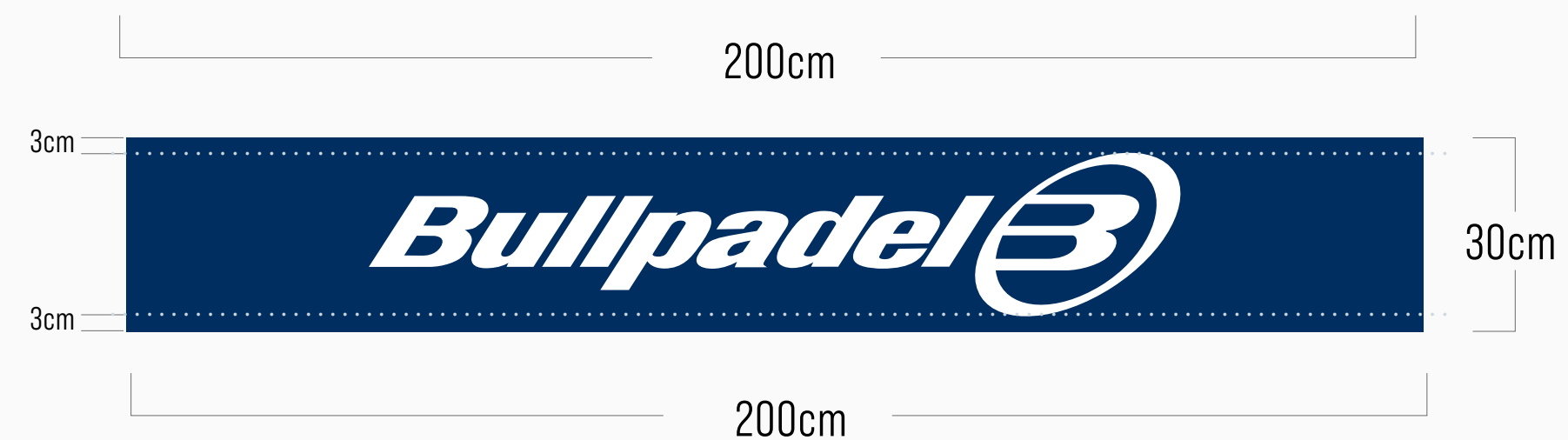
## Color

**PANTONE 648 C**

PANTONE  
648 C  
C 100 M 69 Y 0 K 56  
R 0 G 46 B 93

## Size

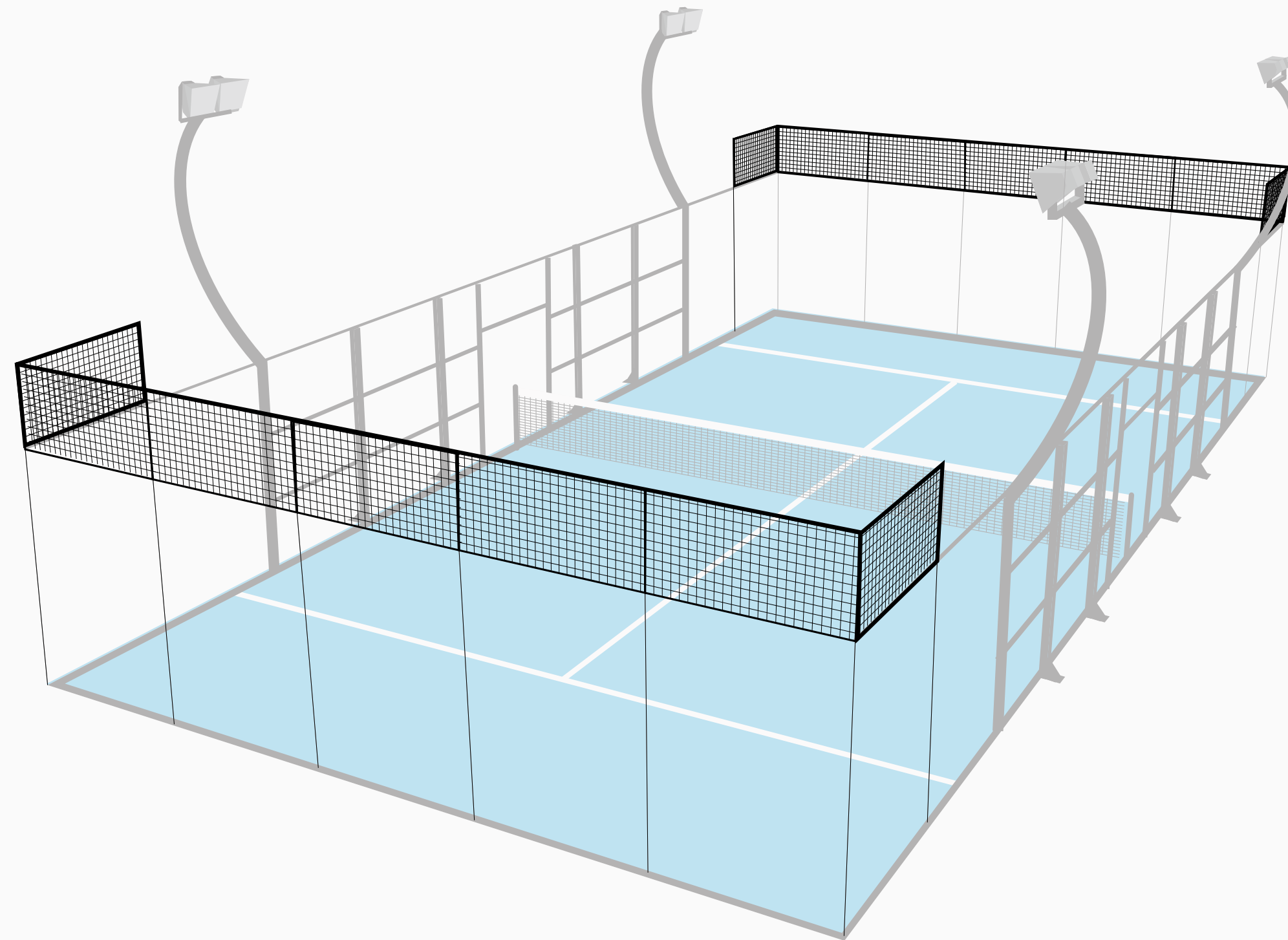
200x30cm



## SECTION B

# UPPER FENCE

“Upper fence” refers to the branded PVC banner placed on the upper grates of the court. The organizers are asked to produce printed applications both on the front and on the back, following the color and material indications as described in the following pages.



### PVC banners

Following the base grid, the brand logo in white on the main blue of FIP.

*Front & back printed*

### Color

**PANTONE  
648 C**

PANTONE  
648 C  
C 100 M 69 Y 0 K 56  
R 0 G 46 B 93

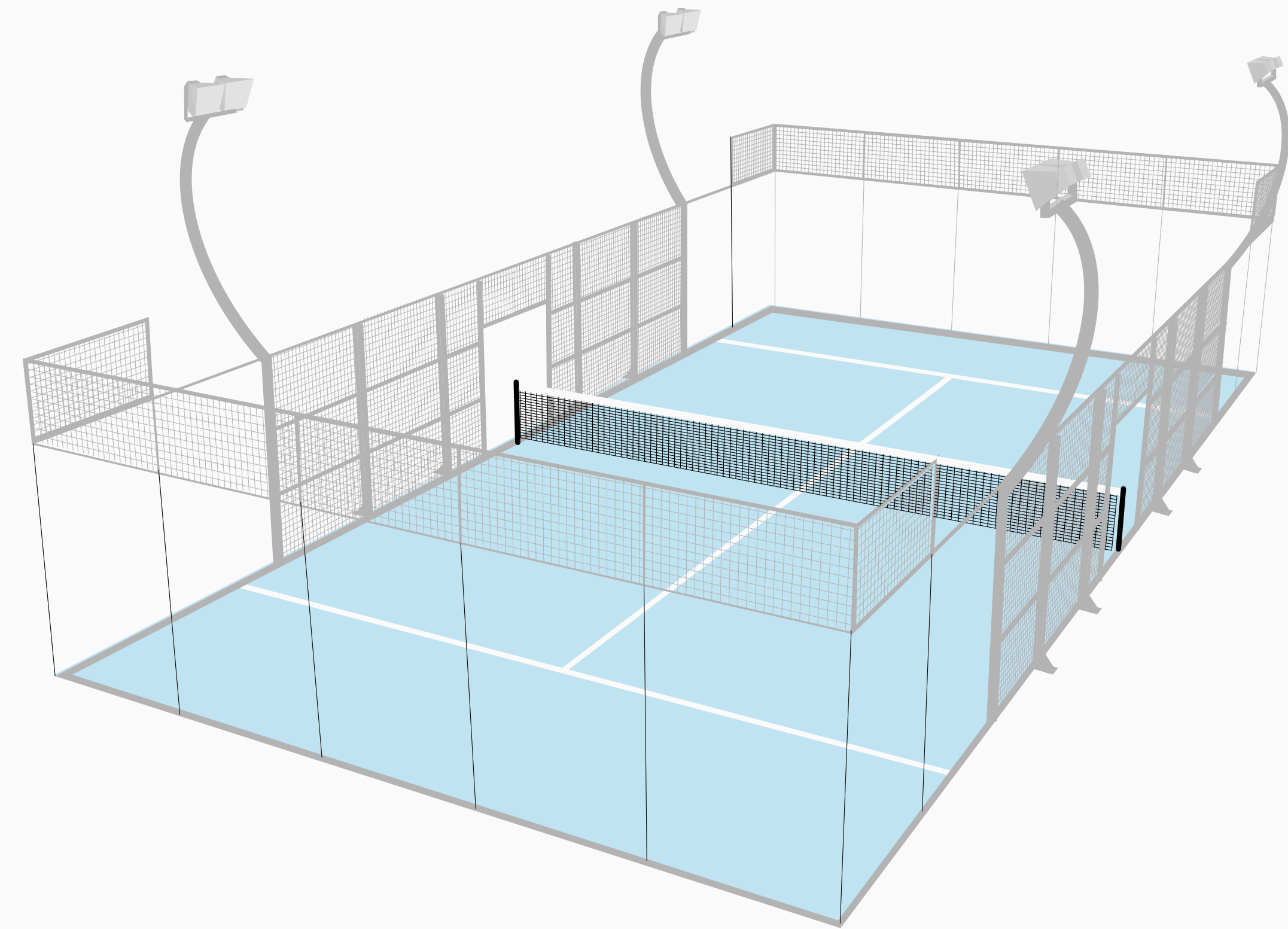
### Size

190x90cm

SECTION **C**

# NET COVER

Size 1000x20cm



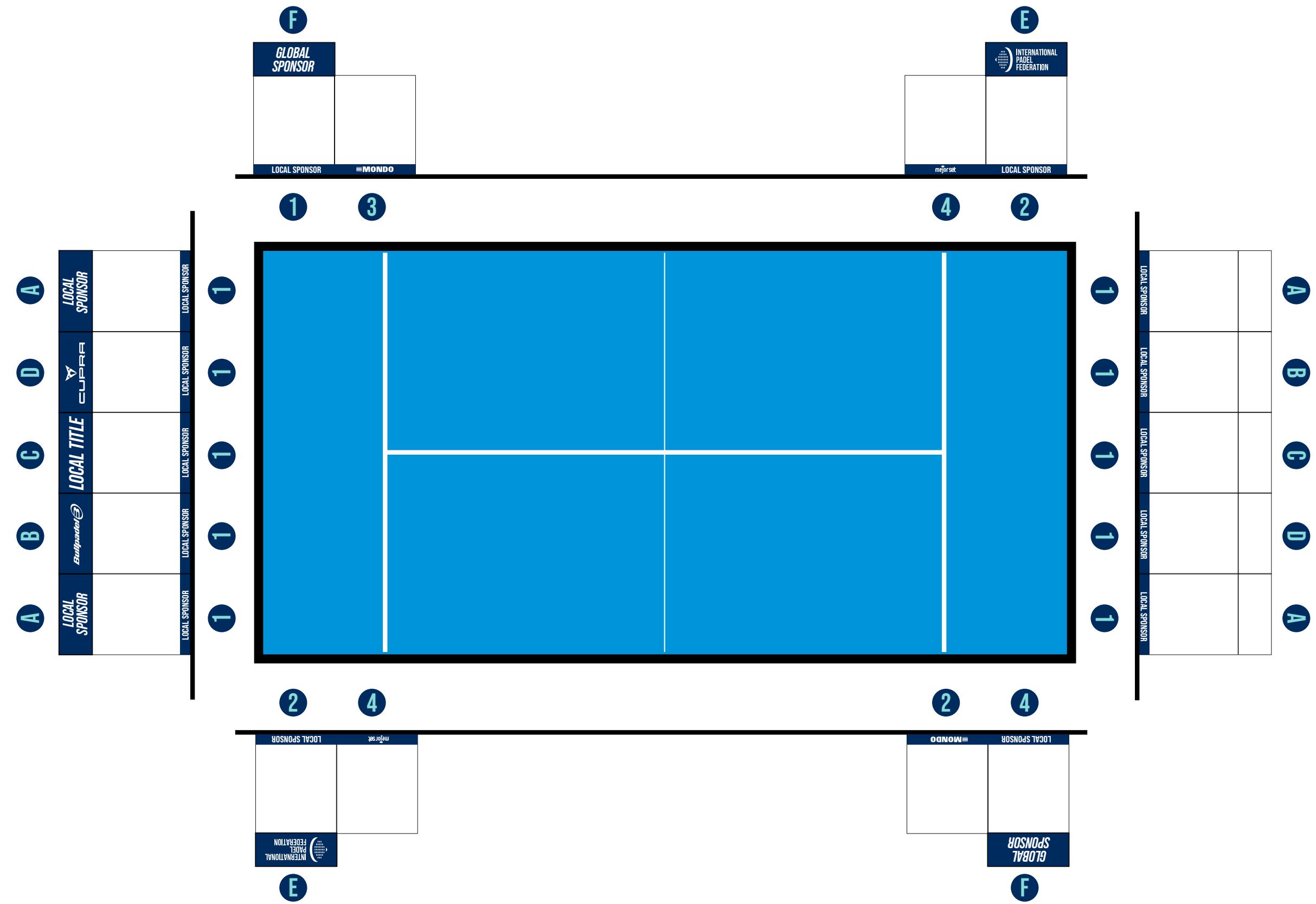
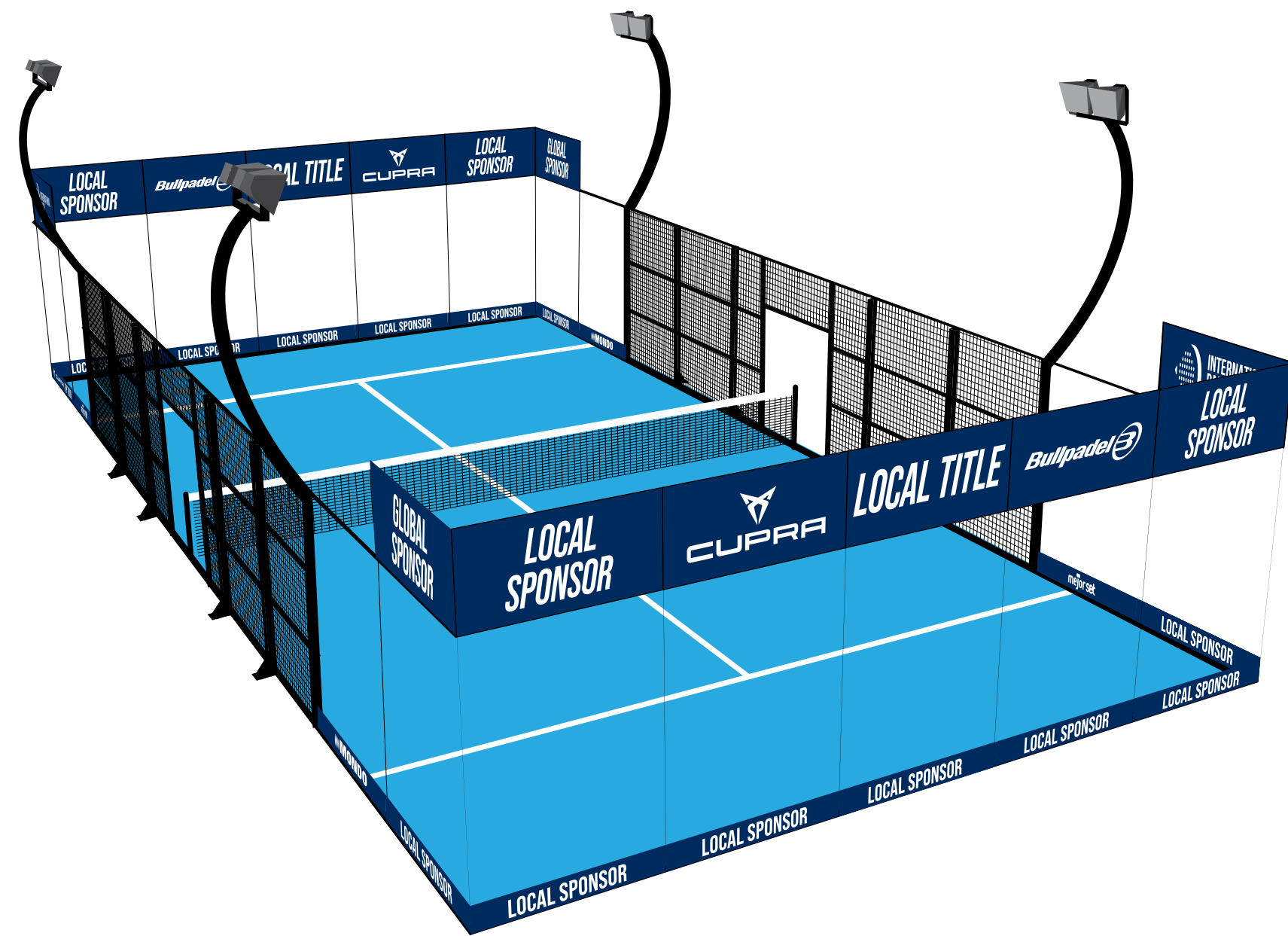
### Modular repetition of logos

Space for local sponsors



*The blue version of the logos may be used on the network cover.*

# ADVERTISING COURT PLAN



**UPPER FENCES**

- A** LOCAL SPONSOR
- B** BULLPADEL
- C** LOCAL TITLE
- D** CUPRA
- E** FIP
- F** GLOBAL SPONSOR

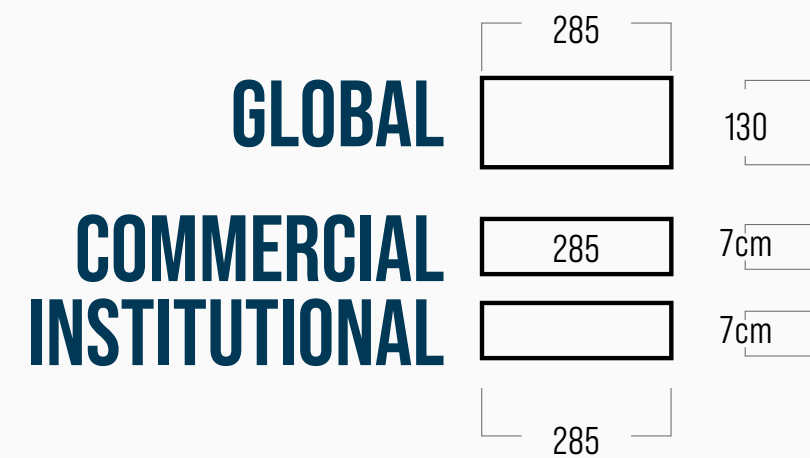
**LOWER STICKERS**

- 1** LOCAL SPONSOR
- 2** MONDO
- 3** MEJORSET

# BACKDROP/PHOTOCALL

**Material**

Polycarbonate, forex or similar. Self-supporting.



Use of backdrop during interviews or photoshooting

The set-up is composed of two backdrops in central position and two side totems in line as the figure above.

**Total Size 600x200cm**

100x200cm



200x200cm



200x200cm



100x200cm



## CEREMONY OR PRIZE GIVING SET-UP

# TOTEM

For indoor or outdoor use.

Recommended size  
100x200cm

**Material**

Polycarbonate, forex or similar.  
Self-supporting.



# SIGNAGE

**Material**

Polycarbonate, forex or similar.



# RESUME

---

COURT	PROMISES
Banner	
Upper fence	●
Sticker	
Net cover	●
Net	
Net mast	
Door protector	
Ball cooler	●
Racket on totem	●
Bench	●
Referee Chair	●
Ballboys Chair	●
Refrigerator	
Led system	
Official car	
Maxiwall	

LOOK&FEEL	PROMISES
Totem	●
Photographic panel	
Lanyard	
Badge	
Backdrop	●
Flash Interview	



# *SPONSOR OPPORTUNITIES*

*COMMERCIAL SUGGESTIONS TO  
LOCAL ORGANIZING COMMITTEES*

# LOCAL TITLE SPONSOR

- Title Sponsor qualification of the Event
- The Tournament will have the brand as a part of the name of The Event (ex. "FIP PROMISES CUPRA TURIN")
- Right to use the tournament logo in a composite artwork
- Product exclusivity
- Nr. 2 Upper fence banners brand exposure on the main court, in central position
- Nr. 4 Lower Stickers brand exposure on the main court, in central position
- Front LED exposure (25% of the total time)\*
- Logo on the net cover
- Logo on the net mast
- Logo on the door protection (horizontal and vertical sections)
- Logo on Media Backdrop/Photo call, in central position
- Logo on all the official materials of the event in central position, on the sections dedicated to the Title Local Sponsor
- Nr. 2 commercial spots (15") per match with live audio on streaming TV
- Nr. 4 commercial spots per match on maxiwall/scoreboard\*
- Logo on the official website
- Access to a reserved area with exclusive catering service\*
- Commercial booth \*
- Nr. 1 VIP Box with Hospitality access
- Nr. 6 tickets per day
- Nr. 2 Invitation for the official pro-am or special events\*

*\* If the right/activation is foreseen for the tournament category.*

# LOCAL MAIN SPONSOR

- Main Sponsor qualification of the Event  
Right to use the tournament logo in a composite artwork
- Product exclusivity
- Nr. 1 Upper fence banner brand exposure on the main court
- Nr. 2 Lower Stickers brand exposure on the main court
- Front LED exposure (15% of the total time)\*
- Logo on the net cover
- Logo on net mast
- Logo on door protection (vertical sections)
- Logo on Media Backdrop/Photo call
- Logo on all the official materials of the event on the sections dedicated to Local Sponsors
- Nr. 1 commercial spots (15") per match with live audio on streaming TV
- Nr. 2 commercial spots per match on maxiwall/scoreboard\*
- Logo on the official website
- Access to a reserved area with exclusive catering service\*
- Commercial booth\*
- 1 VIP Box with Hospitality access
- Nr. 4 tickets per day
- 1 Invitation for the official pro-am or special events\*

*\* If the right/activation is foreseen for the tournament category.*

# LOCAL OFFICIAL SPONSOR

- Official Sponsor qualification of the Event
- Right to use the tournament logo in a composite artwork
- Nr. 1 Upper fence banner brand exposure on the main court
- Nr. 1 Lower Stickers brand exposure on the main court
- Front LED exposure (5 % of the total time)\*
- Nr. 1 commercial spot per match on maxiwall/scoreboard\*
- Logo on Media Backdrop/Photo call
- Logo on all the official materials of the event, on the sections dedicated to Local Sponsors
- Logo on the official website
- Nr. 2 tickets per day
- Access to a reserved area with exclusive catering service\*
- Commercial booth\*

*\* If the right/activation is foreseen for the tournament category.*

# SPONSORSHIP MODEL

		UPPER FENCE	LOWER STICKER	NET COVER	NET MAST	DOOR PROTECTION	OFFICIAL MATERIAL	SPOT ON STREAMING	BACKDROP	VIP BOX	TICKET	INVITATION SPECIAL EVENTS
PROMISES	TITLE	2	4	1			✓	2	✓	1	6	2
	MAIN	1	2	1			✓	1	✓	1	4	1
	OFFICIAL	1	1				✓		✓		2	1

# *PHOTO SHOOTING*

*GUIDELINES*

**30**

VISUAL  
IDENTITY  
2024  
GUIDELINES

# ACTIONS, EMOTIONS and REPORT



**Keywords:** Hugs between athletes, happiness, smiles, fatigue, drama, victory. Athletic gesture, jumps, reflections on the glass, player silhouette. Players with photocall behind. Winners, Runner-up and trophies. Photocall, banners, branding on court, led system, official balls, referee & ballboys, interview with panel, benches, panoramic, close-up trophies, club atmosphere, village, vip-area, supporters, spectators, people, press conference, badge, all official materials of the event.









**Legal Address**

Rue de l'Aurore n.1  
CH-1005 Lausanne  
Switzerland

**Operating Office**

[Presidence]  
Via Barberini, 95  
00187 Roma  
Italy

**Operating Office**

Wizink Center, Avenida de  
Felipe II s/n, Planta 1, 28009  
Madrid, España

