

OPEN OPEN Identity Guidelines

OVERVIEW

OPEN OPEN is a tennis tournament that is open to anyone and everyone—amateurs, pros, people who have never picked up a racquet.

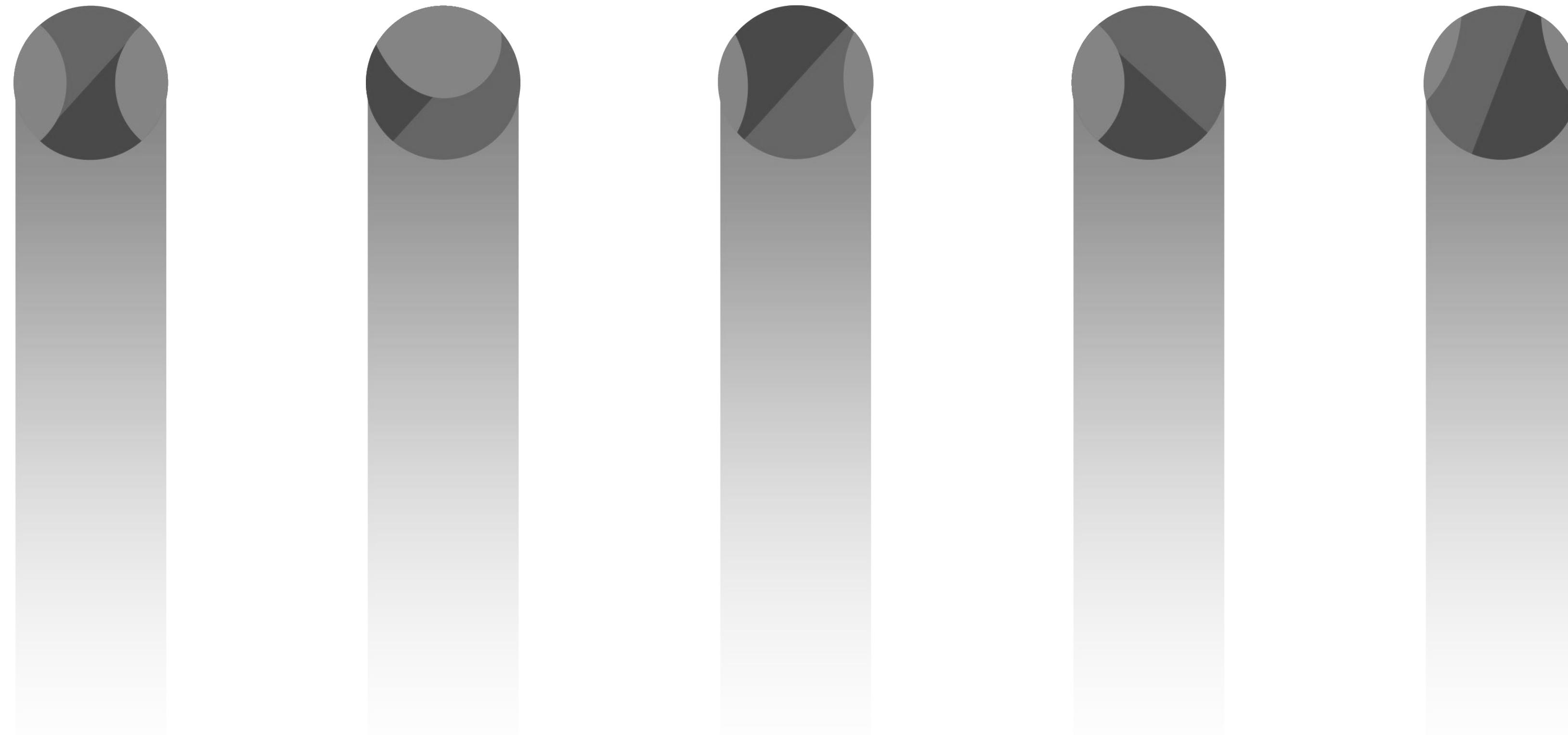
Unlike existing tennis opens, this tournament isn't driven by competition and accolades: there are no elimination rounds, barriers, or hierarchy. Instead, it's driven by community connections and learning from one another through play, fun, and inclusivity.



KIT OF PARTS

The OPEN OPEN mark is comprised of tennis balls in motion, each ball with a different face.

Keep the motion streak rectilinear to preserve the geometric nature of the parts. Do not add any curvature to the streaks.

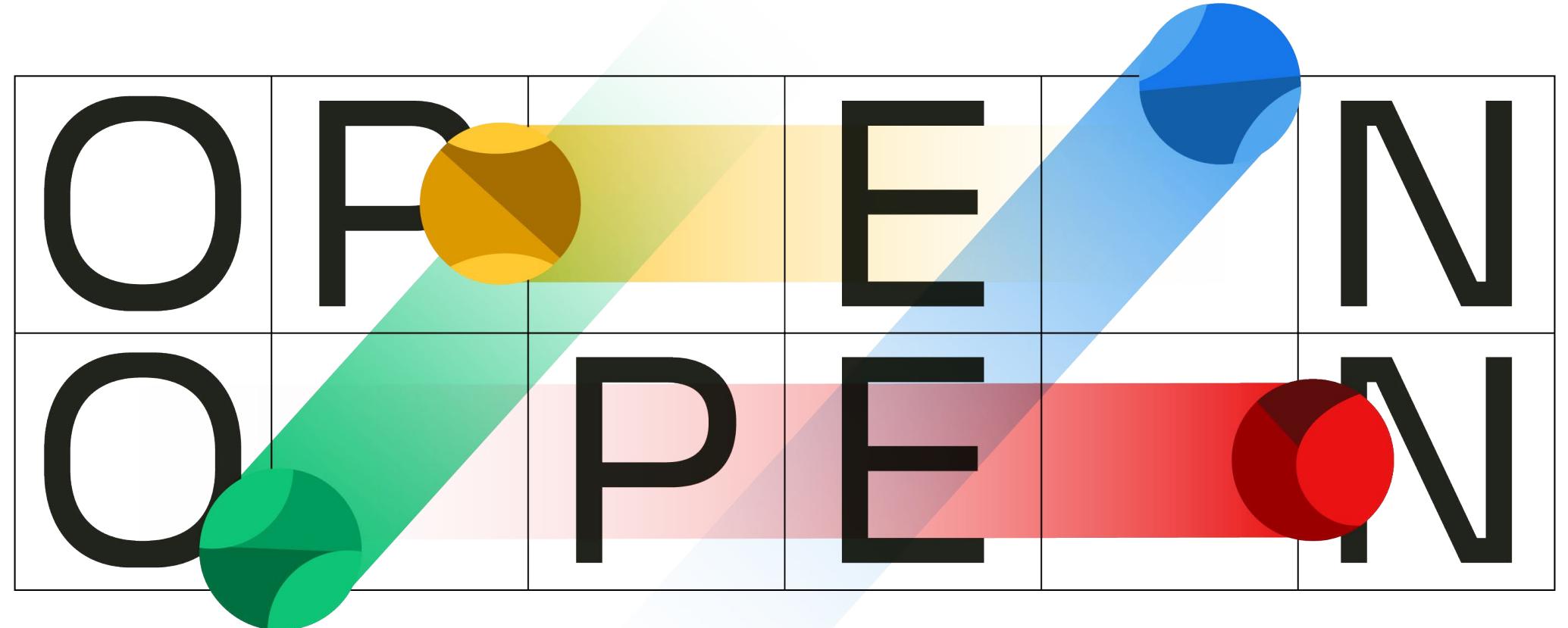


CONSTRUCTION

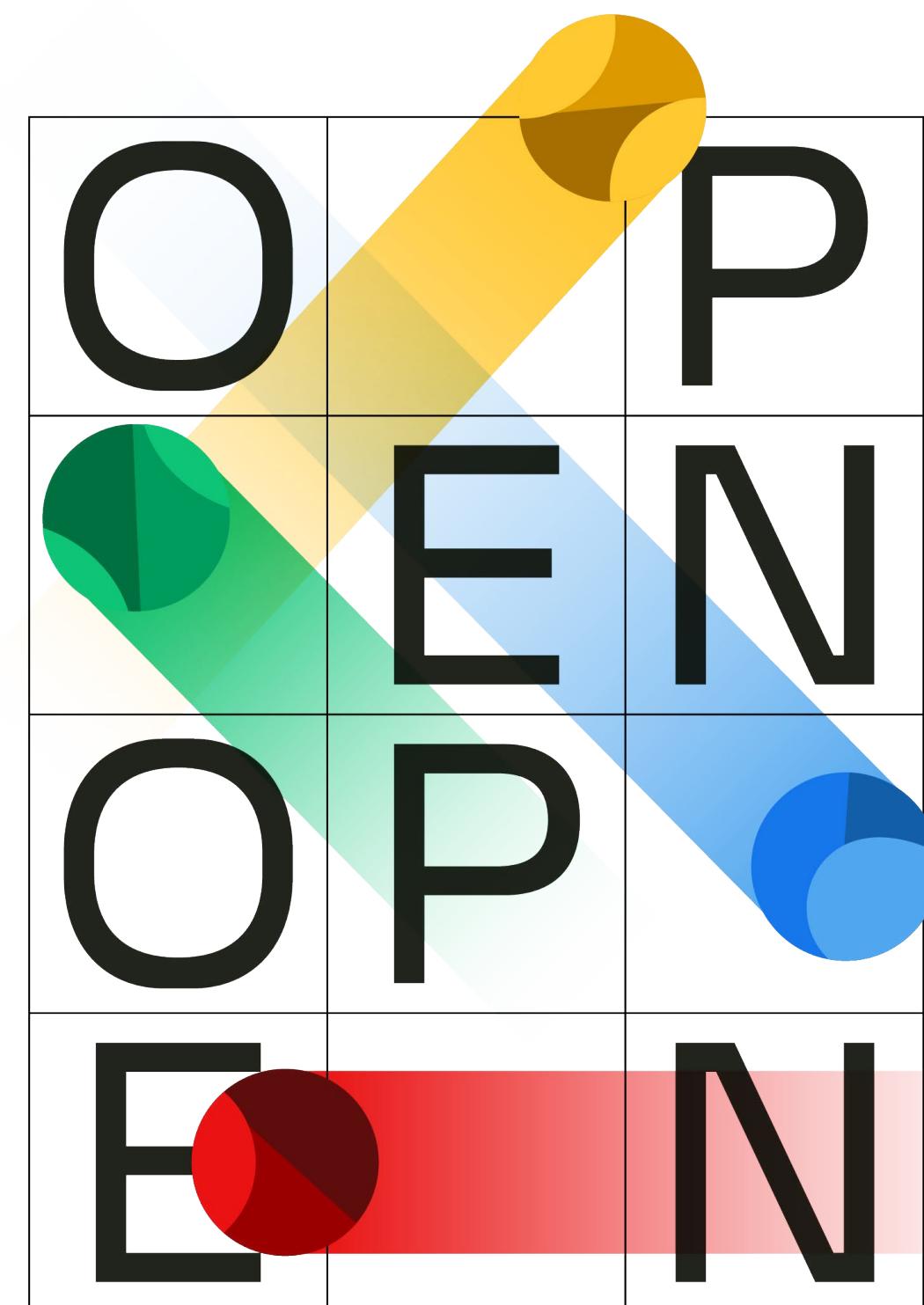
The structure of the mark is comprised of either a 6x2 (horizontal) or 3x4 (vertical) grid. Each letter should be centered within each square, though use your own discretion when it comes to alignment. Depending on the medium or platform, use the appropriate grid.

Create openings within the mark where you see fit, so long as it stays within the respective grid. Incorporate tennis balls within the openings. Try to avoid leaving a stark amount of negative space. Having the balls escape the confines of the grid is encouraged.

6x2 GRID (HORIZONTAL)

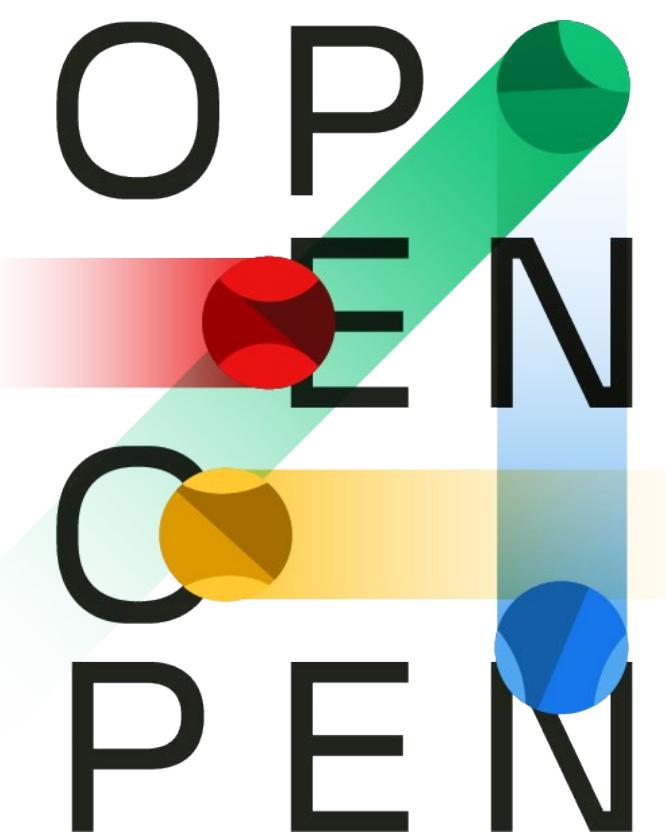
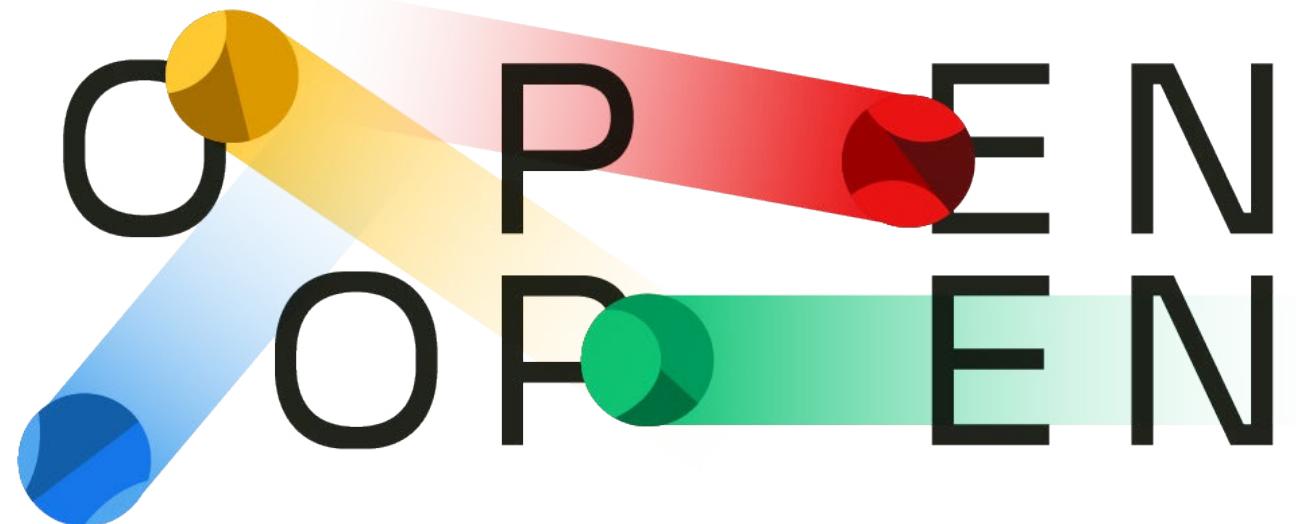


3x4 GRID (VERTICAL)



ITERATIONS

Below are different possible iterations of the mark using either the horizontal or vertical grid.



TYPOGRAPHY

Violet Sans Regular is the primary typeface and is always set in UPPERCASE.

Create openings within the mark where you see fit, so long as it stays within the respective grid. Incorporate tennis balls within the openings. Try to avoid leaving a stark amount of negative space. Having the balls escape the confines of the grid is encouraged.

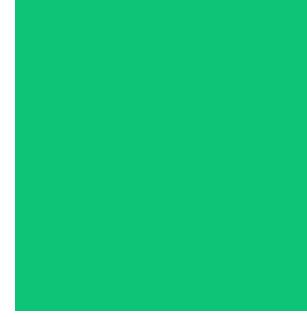
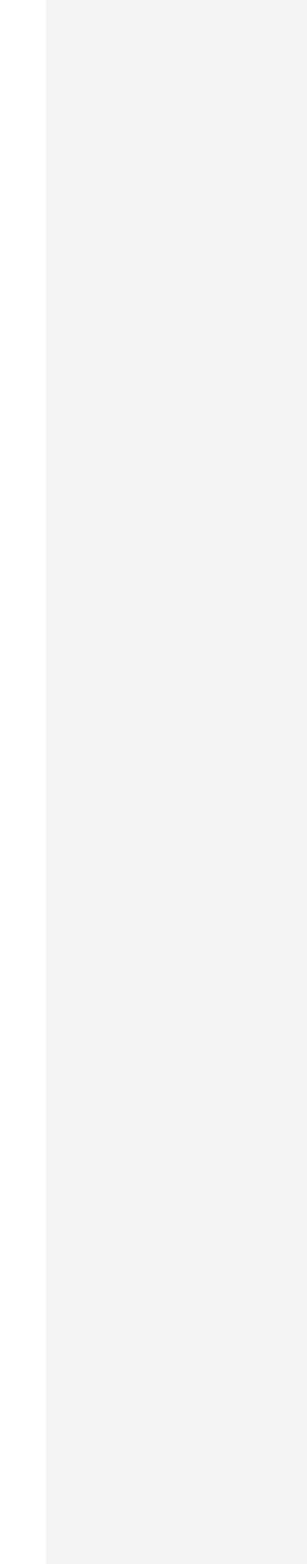
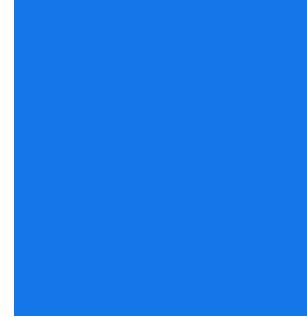
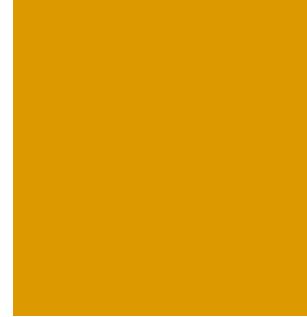
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
XYZØ123456789

VIOLET SANS REGULAR IS
THE OFFICIAL TYPEFACE
OF OPEN OPEN.

COLORS

Below is the OPEN OPEN color palette. The secondary colors should only be used in a monochromatic-like fashion for the kit of parts and should not be used for text. However, they can be used as accent colors for secondary elements such as buttons and hyperlinks.

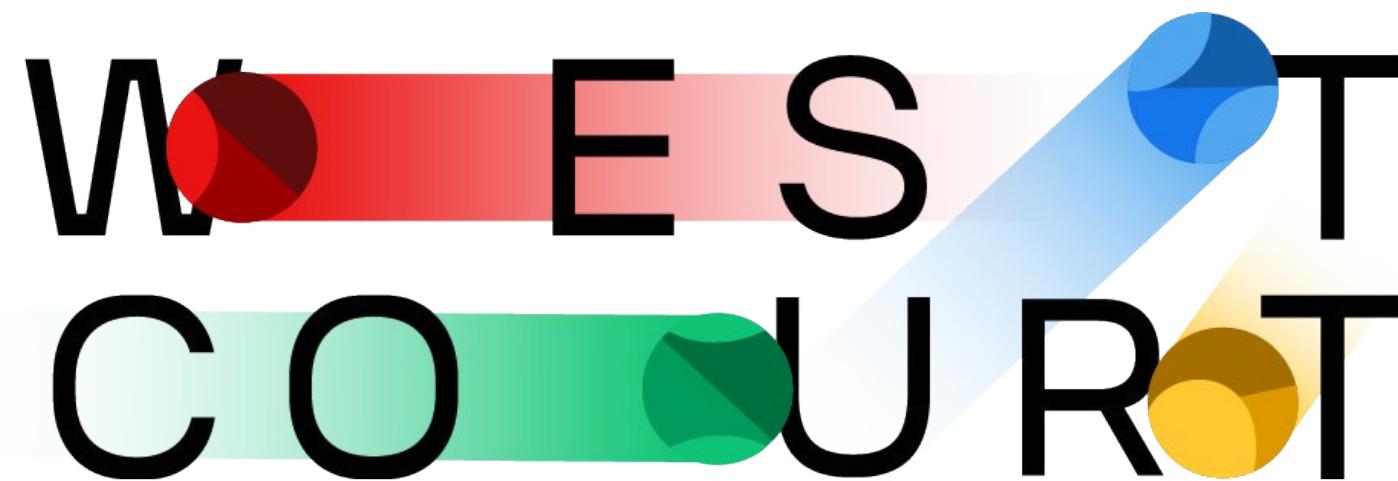
The primary colors can be used for text and backgrounds. Invert the colors so the text and background colors are never the same.

PRIMARY	SECONDARY	SECONDARY	SECONDARY
			
BLACKTOP HEX #20231B	GRASS 1 HEX #0EC476	ATLANTIC 1 HEX #38A4FC	CLAY 1 HEX #DB3737
			
EGGSHELL HEX #F2F2EB	GRASS 2 HEX #009B5D	ATLANTIC 2 HEX #1576EA	SANDSTONE 1 HEX #FFC931
			
	GRASS 3 HEX #007040	ATLANTIC 3 HEX #135EA8	CLAY 2 HEX #EA1313
			
			SANDSTONE 2 HEX #DD9900
			
			SANDSTONE 3 HEX #A56E00

EVENT SIGNANGE

Follow the 6x2 or 3x4 grids that are used for the mark lockups.

Depending on the size of the base, use the most appropriate grid orientation (horizontal or vertical).



PHOTOGRAPHY

Photography should be greyscale and have halftone texture applied. When applying the mark to photographs, a border that leaves about a 10% margin of the width or height of the image should be considered. The mark should unapologetically take

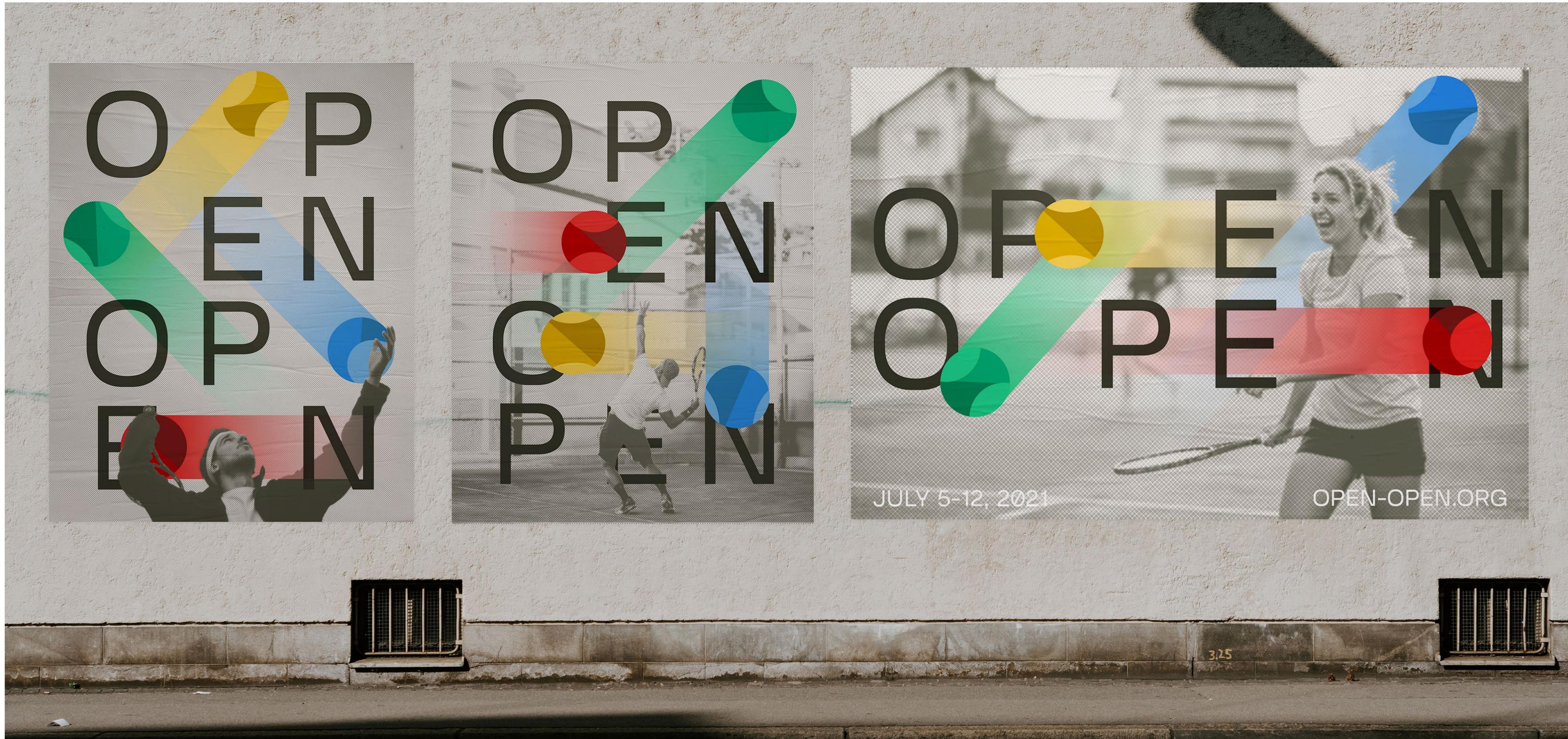
up the live area within the frame, with portions of the ball “escaping” the border where possible. Consider situating the subjects of the photographs within the openings of the mark. Mask elements of the photos to create dimension.



PHOTOGRAPHY

Avoid photography with extremely busy backgrounds, but use photos that showcase regular people playing tennis.

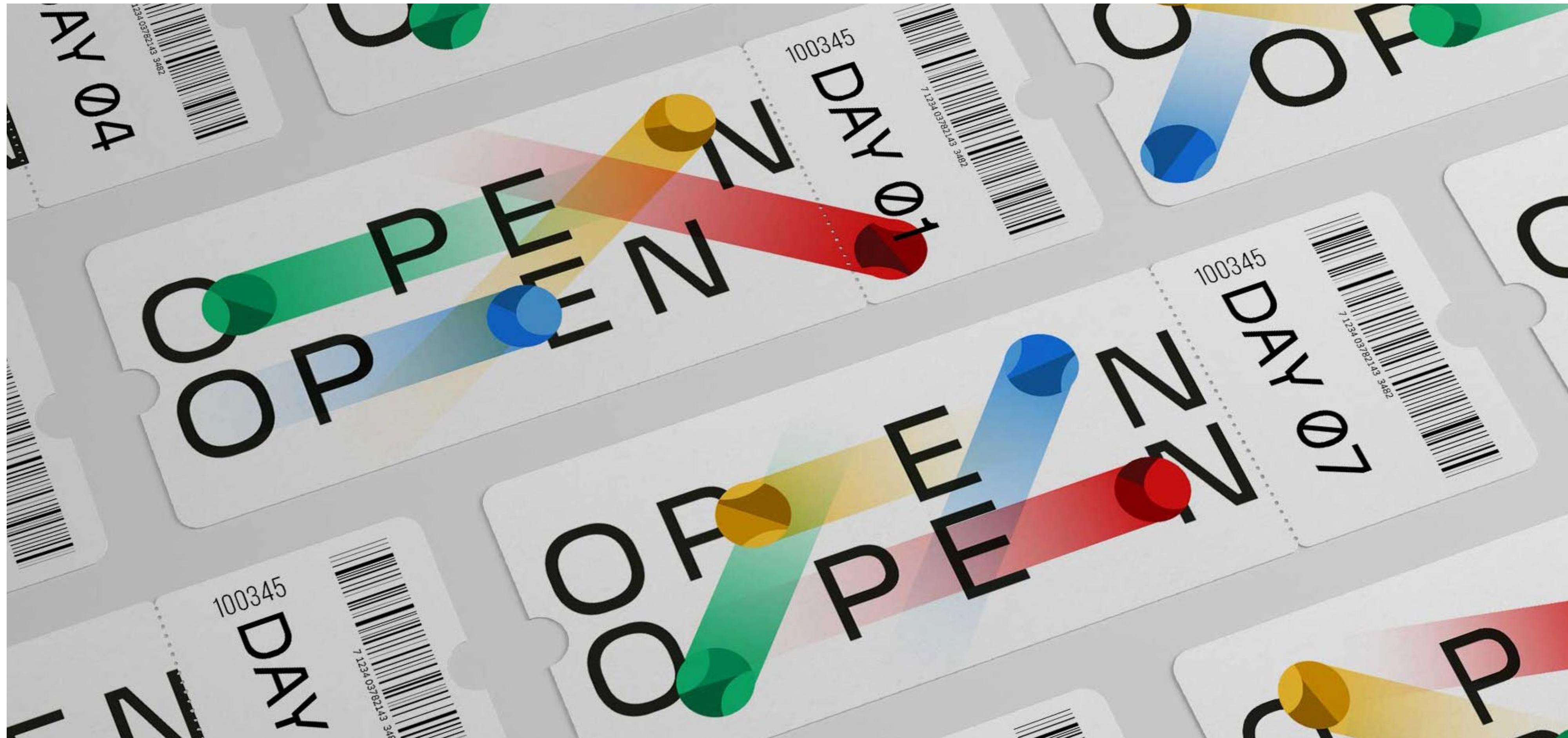
Secondary information and copy can be positioned outside of the invisible frame. Feel free to alternate between the two primary colors (BLACKTOP and EGGSHELL) for text where doing so is appropriate.



TICKETS

For collateral that comes in multiples, use different iterations of the mark where possible.

Below is an example of the system applied to tickets. Consider the perforated lines as a border for the balls to “escape.”

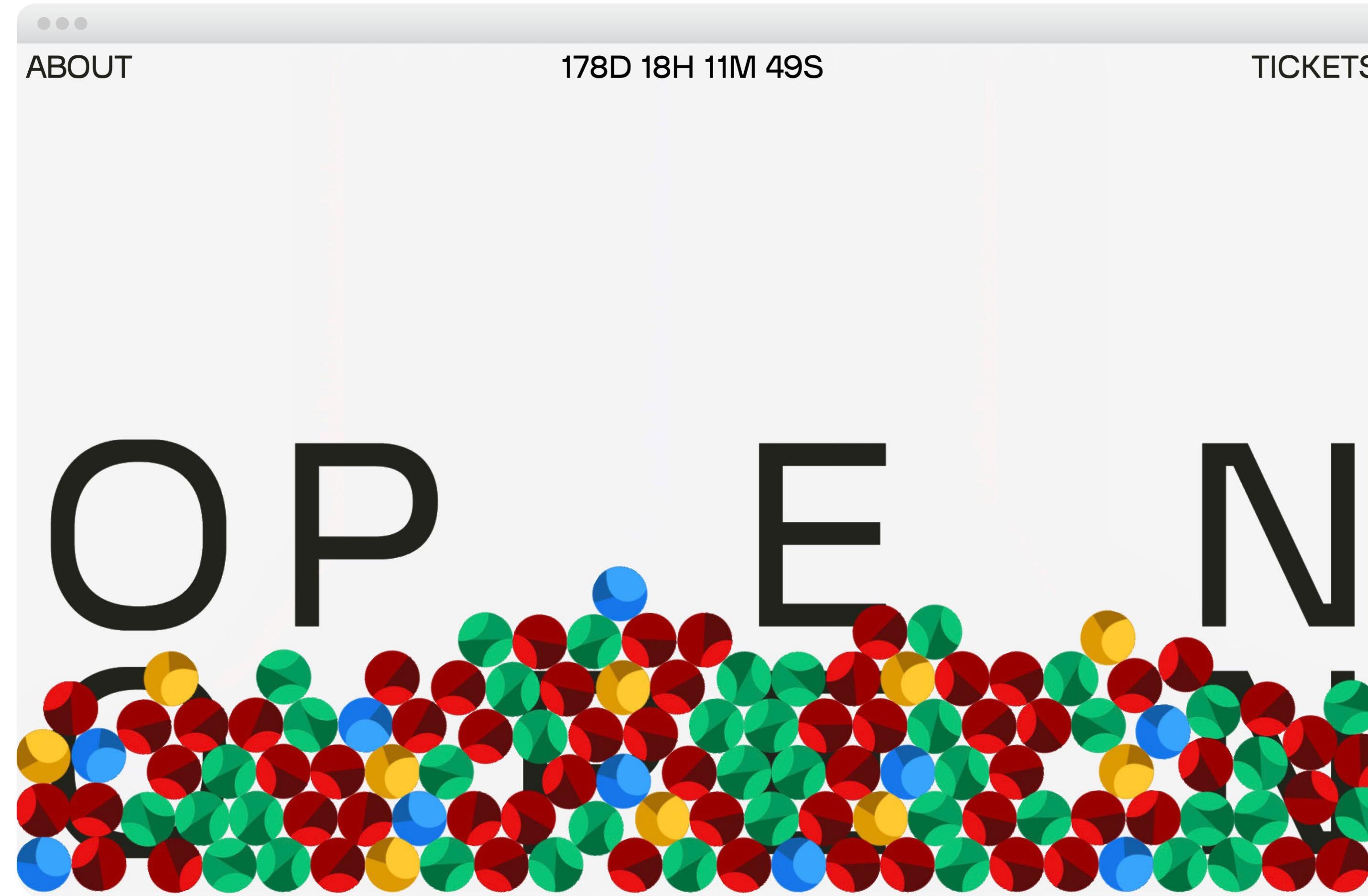


WEBSITE

Add motion to the balls where possible in the web environment. Feel free to use the secondary colors as accents for elements such as buttons, hyperlinks, or hover states.

Below is an example of the system applied to a website landing page.

[See here](#) for the live prototype of the landing page.



Thank you!