



FISU WORLD UNIVERSITY GAMES **LOOK OF VENUE GUIDELINES** **TENNIS**

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FISU WORLD UNIVERSITY GAMES
LOOK OF VENUE GUIDELINES

TENNIS

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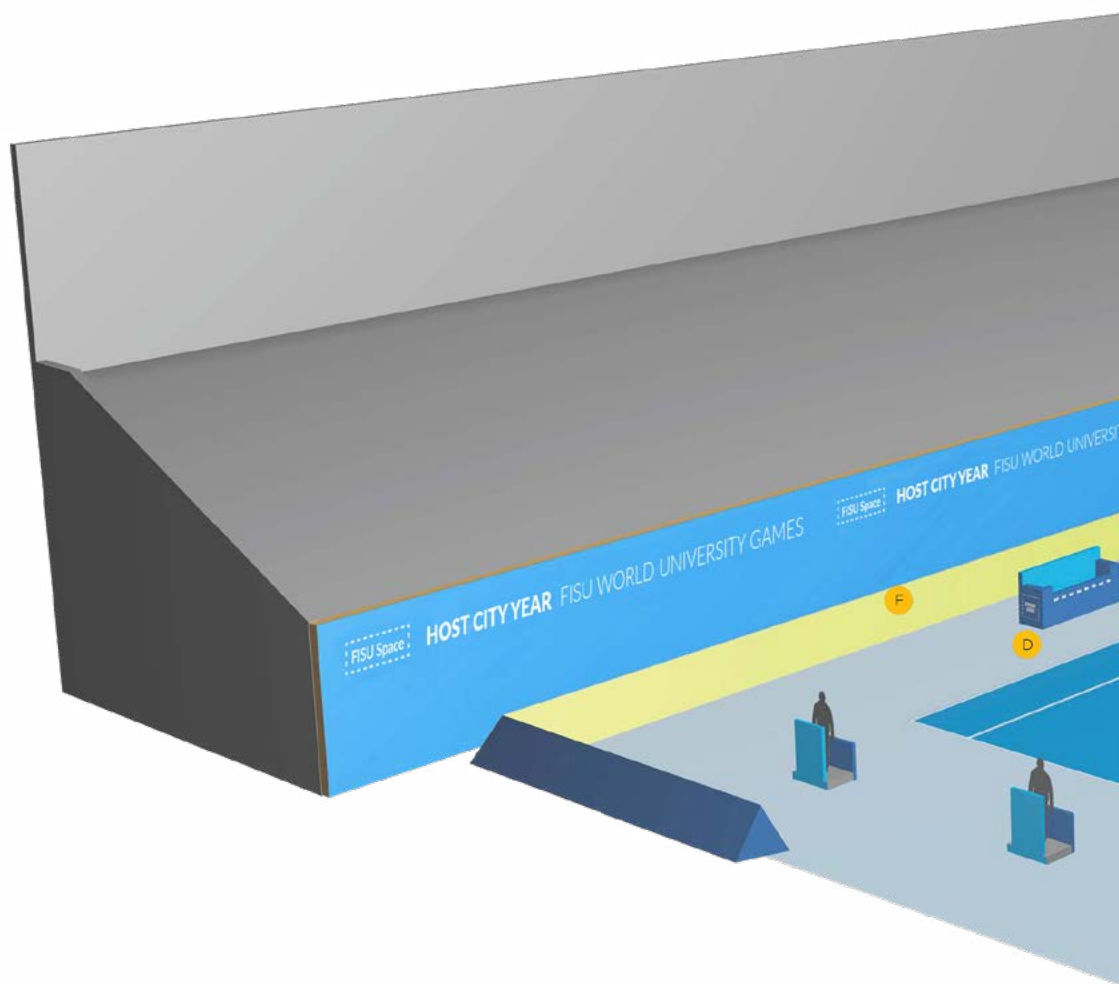
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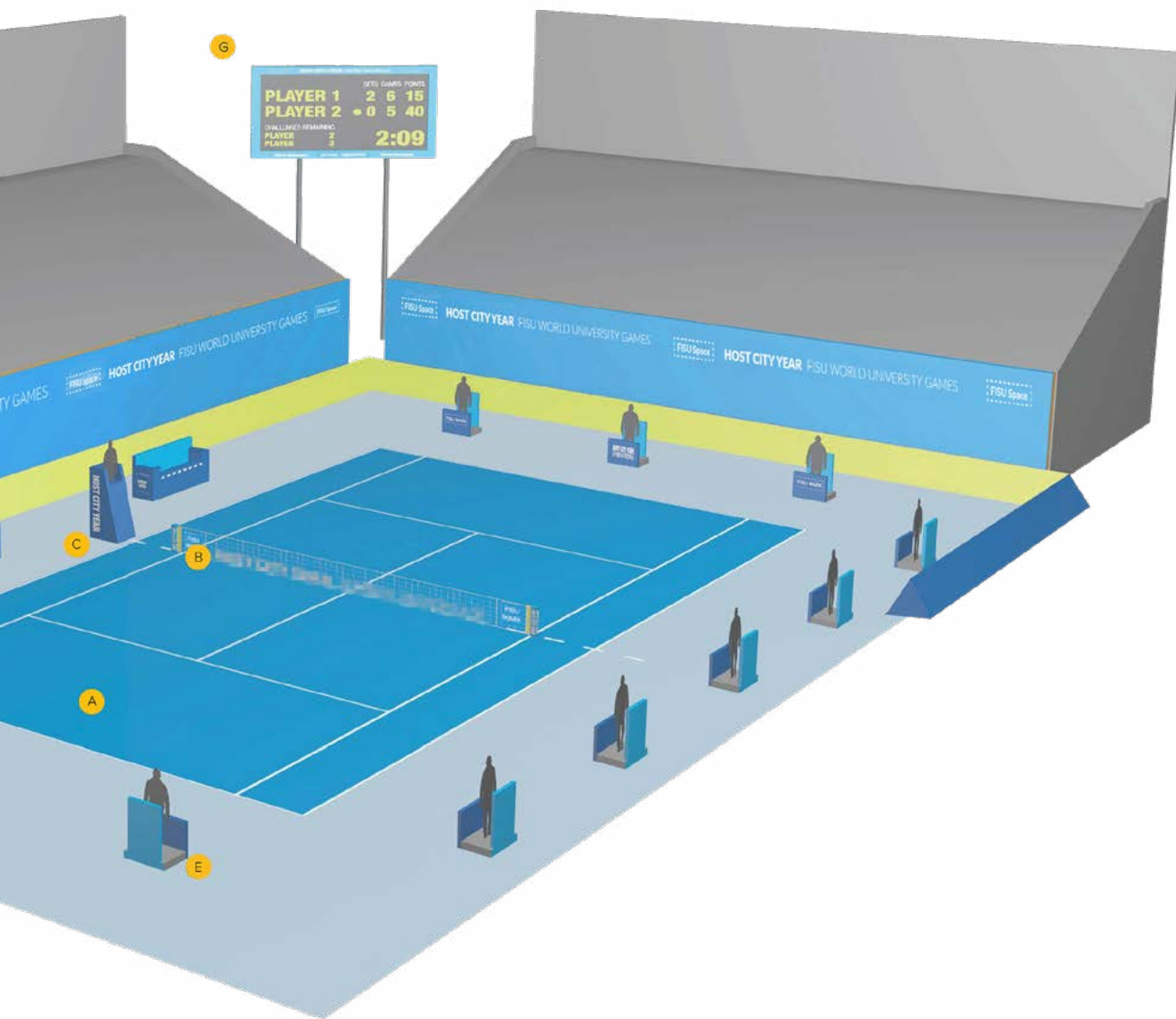
GENERAL RECOMMANDATIONS

- The guidelines contained in this manual should be considered as general indications: the Organising Committee should define the customization project for each venue considering the planimetry of the sport venue and the customizable spaces.
- FISU recommends that the event organisers consider the camera plan for the sport discipline – presented by the broadcaster – to define the most visualised areas of the venue and decide the placement of structures, brands, logos and sponsors.
- In each venue FISU recommends that the event organisers reproduce the FISU logo in a leading position; the positioning suggestion must be approved by FISU.
- The customization project must be presented to FISU for approval, before printing and installing structures.
- The “FISU Space” is an area that belongs to FISU and only FISU can define a Mark placed there. In the different FISU spaces can be placed different FISU Marks. The Organising Committee and FISU should clarify it together before starting production process.
- For all technical topics related to FOP dimensions and venue preparation, the Organising Committee should refer to the technical regulations published by FISU and to the manuals published by the International Sports Federations.
- The Organising Committee can identify additional spaces for the venue customization; FISU recommends that the event organisers share with FISU the customization opportunities to define which graphic elements to reproduce.
- The Organising Committee should define the assignment of spaces for sponsors, considering the visibility rights defined in the sponsorship agreement. FISU recommends that the event organisers share with FISU the sponsors position, and to share with sponsors the visibility situation in each venue, in order to avoid potential claims or disputes relating to the visibility management.
- In this manual it is assumed that the Organising Committee has define a look of games with a dark colour background, in order to ensure visibility to graphic element reproduced in white. If the look of the games developed for the event uses clear colours as background, the Organising Committee should consider the possibility to use graphic element in dark colours instead of white.
- The Organising Committee should consider FISU logo guideline for the right use of FISU logo.

1. VENUE OVERVIEW

- A Playing court
- B Net
- C Referee stand
- D Benches
- E Line judges positions
- F Advertising boards
- G Scoreboard/Videoboard

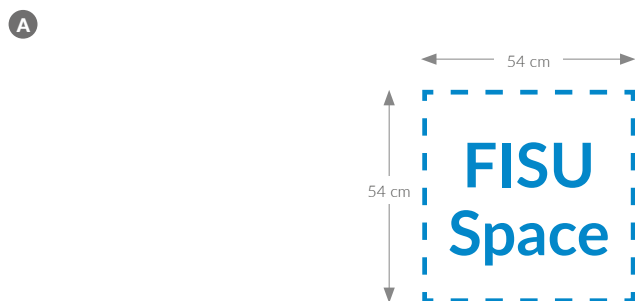
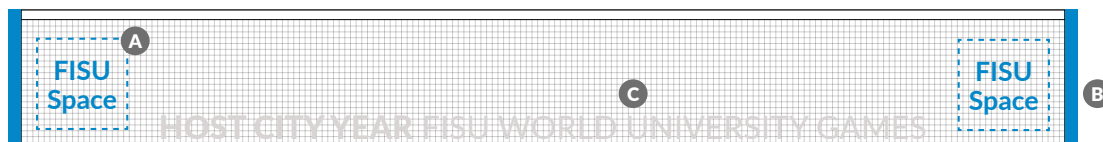




2. NET AND REFEREES STAND

NET

The Organising Committee should customize the net reproducing the name of the event and 2 FISU Spaces, as described in the following illustrations



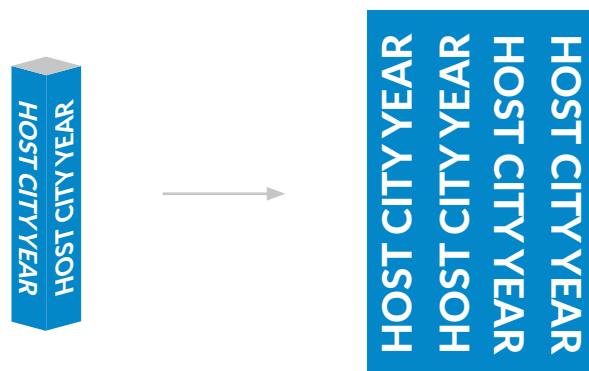
Technical information

Design: FISU Space in full colour version on transparent background (net)

Dimension: 54x54 cm wide

Alignment: vertically centered - distance from poles: 10 cm

B POLES



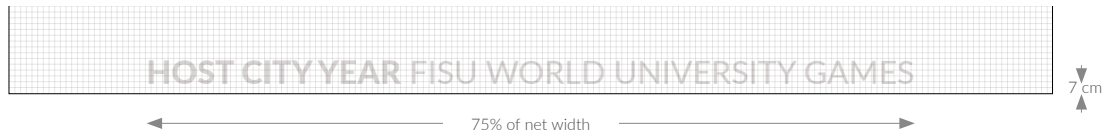
Technical information

Design: "host city year" in white on coloured background (colour from event brand)

Alignment: centered

Font: official font of the event or FISU Lato medium

C



Technical information

Design: name of the event in black 10% on transparent background (net)

Dimension: 75% of net width

Alignment: horizontally centered - distance from bottom border : 7cm

Font: official font of the event or FISU Lato medium

REFEREE STAND

The referee stand should be customized with the name of the event on each side of the structure (HOST CITY YEAR + FISU WORLD UNIVERSITY GAMES). The shape and the dimensions of the stand are at discretion of the Organising Committee, according to the look of the games developed for the event.

The layout proposal must be presented to FISU for approval.

RIGHT SIDE



LEFT SIDE

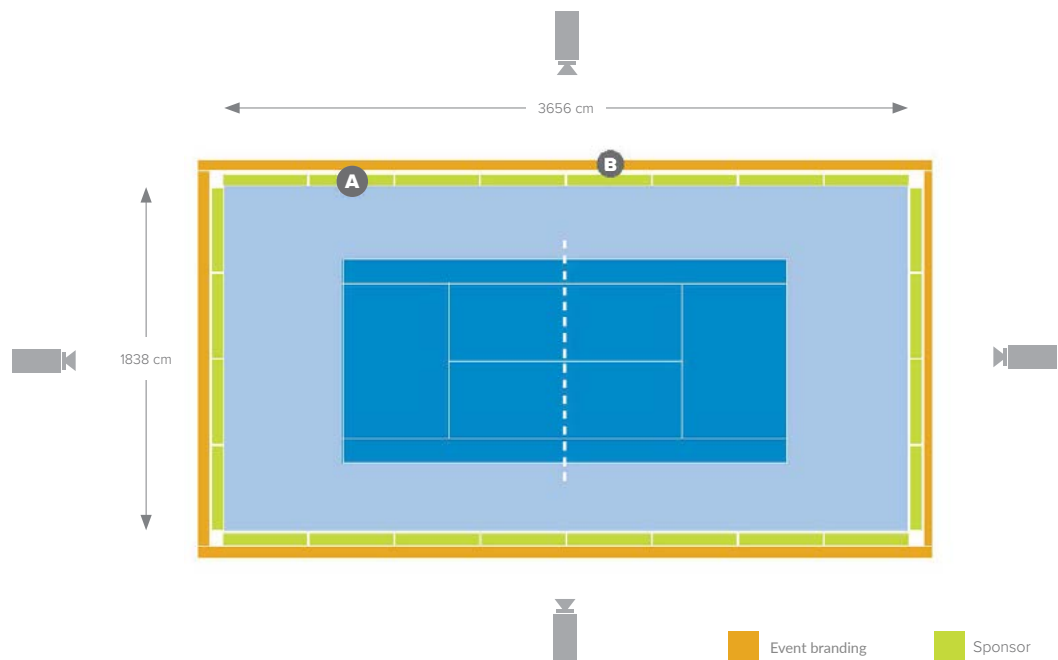


3. ADVERTISING BOARDS

In order to allow the best visibility to sponsors, FISU and host city, the Organising Committee should develop a solution for the assignment of the advertising spaces on boards, considering the visibility rights defined with each partner.

Such solution must be presented to FISU for approval.

FISU recommends that the event organisers adapt the solution to the real venue, considering the exact available spaces for advertising and reproducing brands with the right proportions.





Technical information:

Design: sponsor brand in white on coloured background (from event brand)

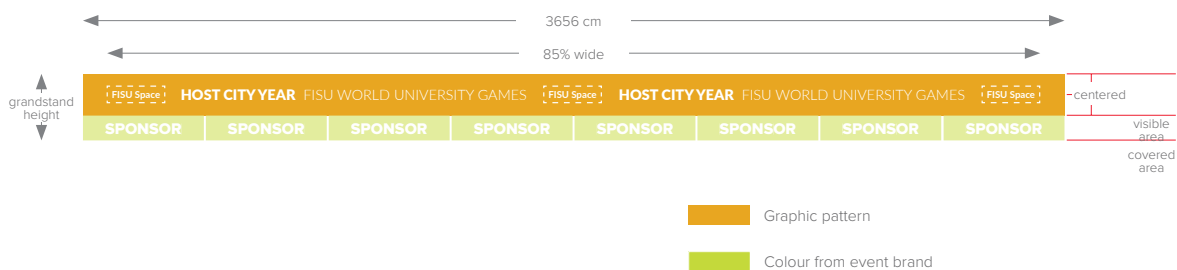
Dimension: 460x60 cm

Alignment: centered

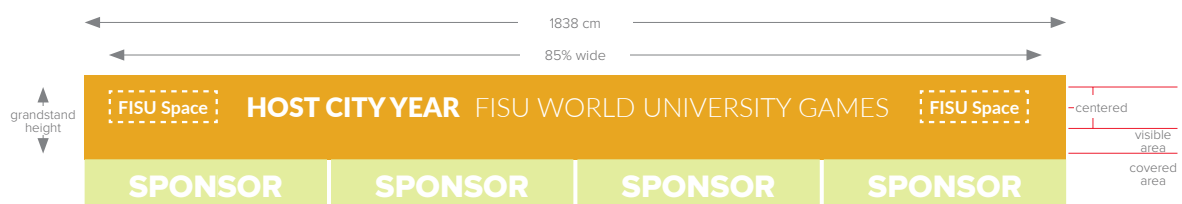
B

The Organising Committee should install banners on the grandstands, reproducing the event branding.

LONG SIDES



SHORT SIDES



Technical information:

Design: event branding on coloured background (graphic pattern)

Dimensions (event branding): 93% wide (3400 cm) for long sides; 85% wide (1560 cm) for short sides

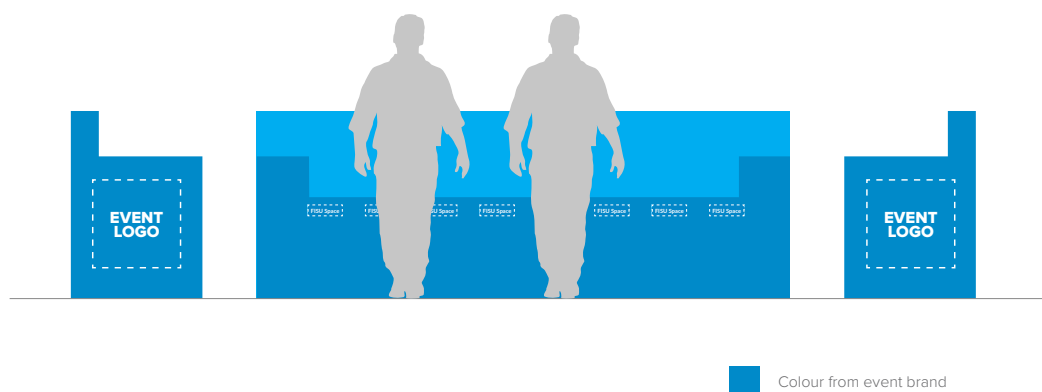
Alignment: centered in visible area (grandstand's height - 60 cm)

Font: official font of the event or FISU Lato medium

4. BENCHES

The customization of the players benches should be done on the two sides (right and left) reproducing the event logo. The graphic elements should be printed on a colour background (colour from event brand). The Organising Committee should reproduce a sequence of FISU Space on the benches front.

Shape and dimensions of benches are at discretion of the Organising Committee, according to the look of the games. The layout proposal must be presented to FISU for approval.



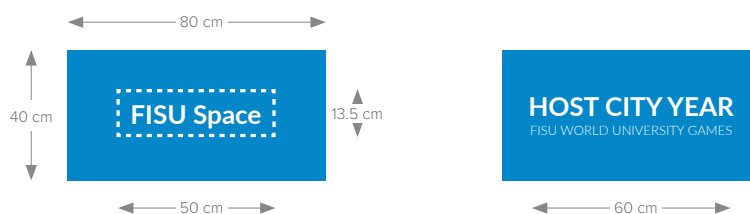
Technical information:

Design: event logo and FISU Space in white on coloured background (colour from event brand)

Alignment: centered

5. LINE JUDGES POSITIONS

The Organising Committee should place a banner in front of each judges position (center line and lines judges) with the FISU Space and the name of the event. The sequence is composed by banners with FISU Space (lines men) and banners with the name of the event (center line judge).



BANNERS STRUCTURE



Technical information:

Design: name of the event and FISU Space in white on coloured background (colour from event brand)

Dimension: 80x40 cm - FISU Space: 50x13.5 cm - name of the event: 26 cm high

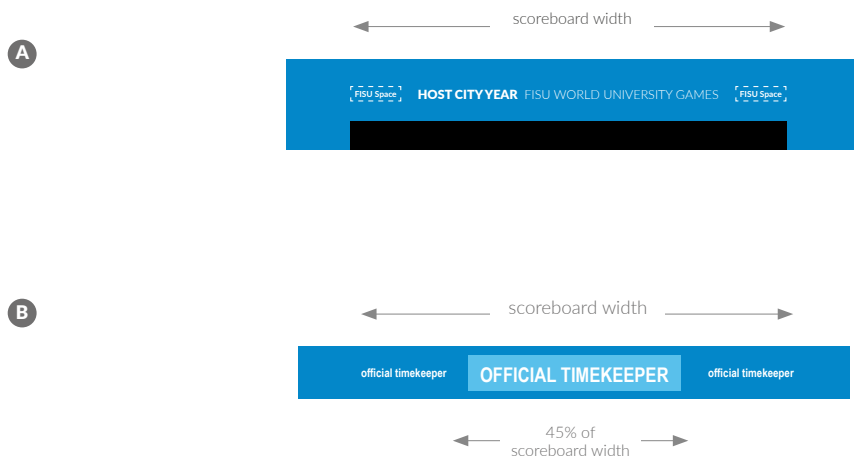
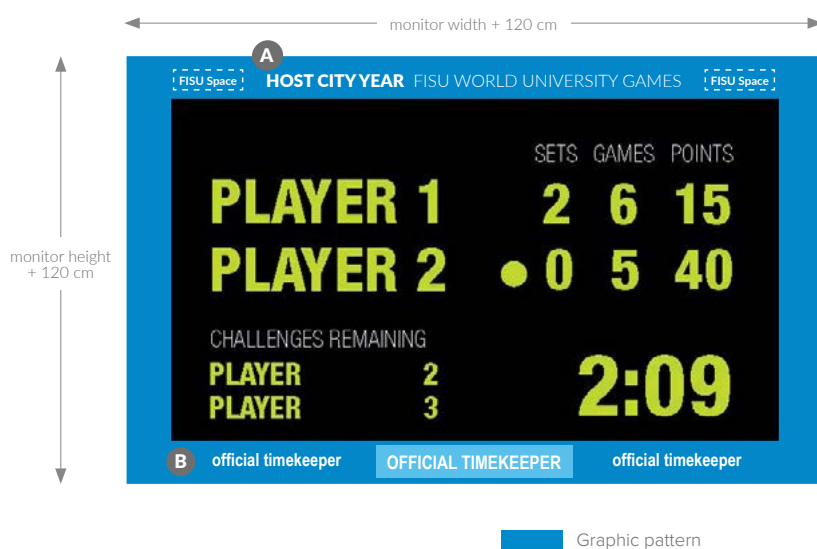
Alignment: centered

Font: official font of the event or FISU Lato medium

6. SCOREBOARD

The scoreboard should be dressed with unified FISU World University Games look. The Organising Committee should apply a graphic frame around the monitor, reproducing the event branding and the timekeeper logo.

FISU recommends that the event organisers share the customization project with the supplier of the scoreboard, in order to define a proportionate solution.



Technical information:

Design: white event branding and timekeeper logo on coloured background (graphic pattern)

Dimensions: - Frame: 115% of scoreboard height/width

- event branding: 100% of scoreboard width - timekeeper logo: 45% of scoreboard width

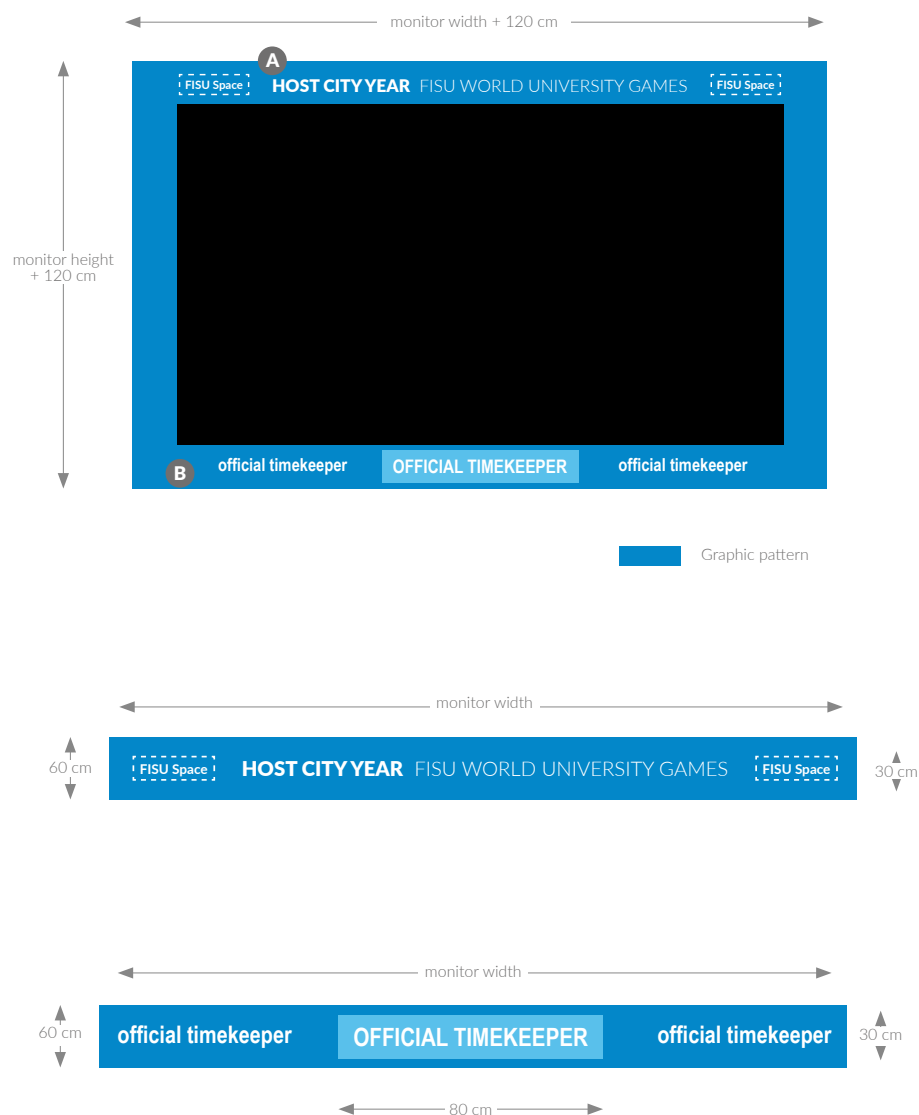
Alignment: centered

Font: official font of the event or FISU Lato medium

7. VIDEOBOARD

The Organising Committee should apply a graphic frame around the videoboard installed in the venue, reproducing the event branding and the timekeeper logo.

FISU recommends that the event organisers share the customization project with the supplier of the videoboard, in order to define a proportionate solution.



Technical information:

Design: white event branding and timekeeper logo on coloured background (graphic pattern)

Dimensions: - frame: 100%+120 cm of monitor high/wide

- event branding: 100% of videoboard width - Timekeeper logo: 80x60 cm

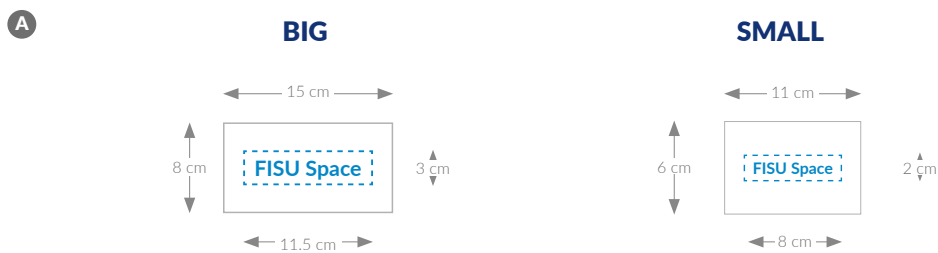
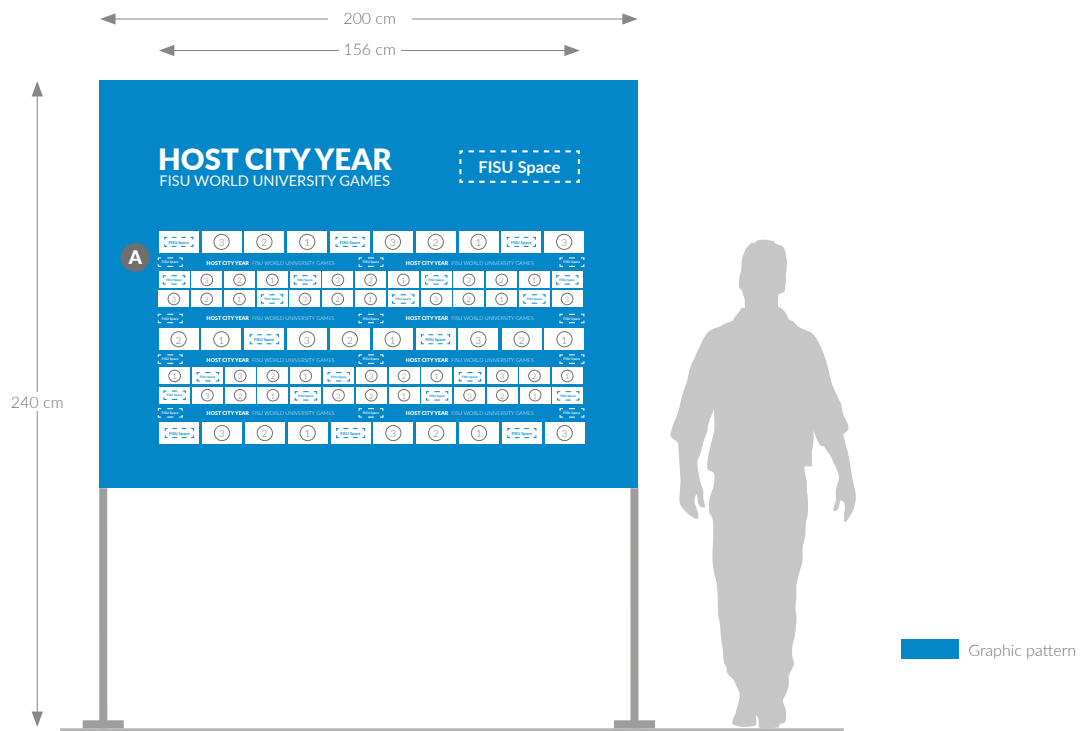
Alignment: centered

Font: official font of the event or FISU Lato medium

8. FLASH INTERVIEW BACKDROP

Particular attention should be paid to the flash interview backdrop customization. It is important to ensure visibility to sponsors and assign the advertising spaces considering the visibility rights defined with each partner.

The customization solution must be presented to FISU for approval.



Technical information:

Dimensions: - backdrop: 200x240 cm

- event branding: 156 cm wide
- distance from top border: 20 cm
- sponsor boxes: big 15x8 cm
- small 11x6 cm (FISU Space big 11.5x3 cm - small: 8x2 cm)
- sponsor logos: 22x16.5 cm
- distance between boxes: 4.2 cm
- distance from top border: 60 cm

Font: official font of the event or FISU Lato medium



FISU WORLD UNIVERSITY GAMES LOOK OF VENUE GUIDELINES TENNIS

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