TTX TABLE TENNIS

TTX BRAND STANDARD GUIDE

VERSION 4 | 20.11.2017

TABLE OF CONTENTS

1.0 INTRODUCTION

1.1 How to Use This Document

WELCOME TO THE TTX BRAND GUIDE.

These guidelines are designed to provide you with all the elements, and guidance you need to be able to successfully articulate the TTX brand across internal and external communications.

Our aim is to achieve a unified brand through consistency of tonality and visual expression across our communications. Having a consistent brand expression is important for raising awareness and building equity for the TTX brand.

This brand standards guide is meant to guide a successful inplementation of the TTX brand.

WHAT IS TTX?

It's table tennis, reimagined.
And we're bringing the game to you anytime, anywhere.
Anyone around the world can pick up a bat and play.
Take it to the beach, the streets or even a downtown bar.
Let's play some TTX!

Why TTX?

Table Tennis X (or TTX) has a succinct feel that conveys the new format well – fast, energetic and catchy.

The 'X' in TTX has the strength and stretch to execute ITTF's ambition of mass participation, as it offers a flexibility to be applied anywhere, i.e. TTxGermany, TTxSydney, etc. TTX also has a colloquial ring to it and fits in with the anytime, anywhere proposition.

1.3 Why was TTX created?

TTX was created to make table tennis more accessible to the masses and to make the world fall in love with the sport.

Play it anytime, anywhere!

Anyone can pick up a bat, call a friend, and play a game of TTX.

ANY
—TIME,
ANY
—WHERE

EVERY
SECOND
COUNTS

SMASH
SMASH

PLAY IT
FREESTYLE
&
HUSTLE
YOUR WAY
TO GLORY

TABLE TENNIS X.

A time-bound format of table tennis
that takes the excitement of the regular
game and amplifies it within a time limit.

Score extra points with wildcards and
winners. The game is never predictable,
even till the last second.

Get ready for TTX!
It is coming to a table near you.

1.5 How do we play TTX?

The rules are simple – here's a quick snapshot!

1 TIME-BOUND

A single set is 2 mins long.
Play a best of 3 sets or however long you want to.

2 NO TOSS

No rules for how to serve, so freestyle it and serve it your way. The ball just needs to touch your side of the table once, before going over the net.
Play a best of 3 sets or however long you want to.

3 ACE, WILDCARD, WINNER

Scoring works just like regular table tennis but with a few fun additions. Score a point when your opponent serves incorrectly or fails to return your ball. And to make it even more fun, score extra points with:

'WILDCARD'
Each player has one chance per set to shout 'wildcard' before a serve. If they win the subsequent play, they score 2 points instead of 1.

'WINNER'
If a player returns or serves a ball the opponent doesn't touch at all, they score 2 points instead of 1.

'WILDCARD' X 'WINNER'
If a player scores a winner on the wildcard ball, they win 4 points!

TTX IS BUILT ON 4 PILLARS

1.6 TTX is built on 4 pillars

Liberation

WE ARE OPEN, BOLD, SPONTANEOUS & FREESTYLE

With new equipment that removes spin, players can smash their way to glory anytime, anywhere.

What this means for the way we sound:
Bold, punchy and direct

What this means for our look & feel:
An open, unstructured, spontaneous and freestyle design to give people space to add their flavour to it.

1.6 TTX is built on 4 pillars

Invitation

WE CELEBRATE DIVERSITY, DIFFERENT, NATIONALITIES & ALL WALKS OF LIFE
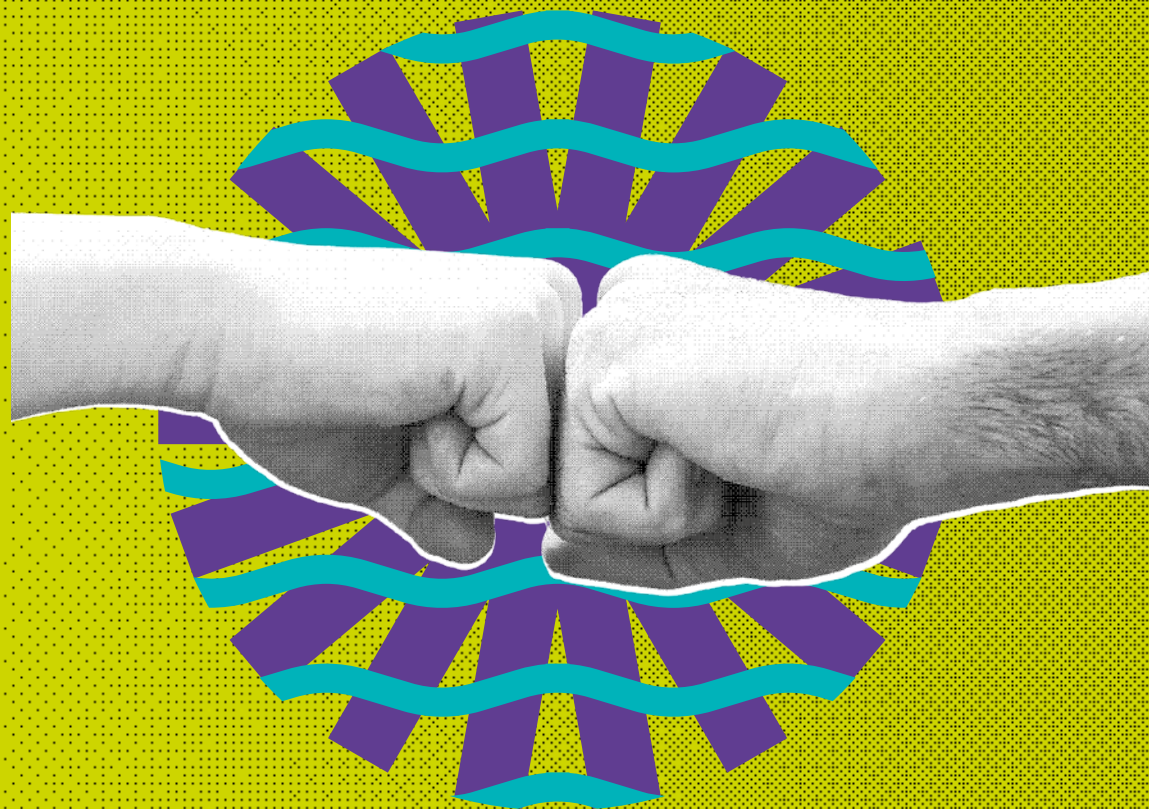
The playing field is leveled with the new format for everyone to play.

What this means for the way we sound:
Informal and approachable, we rally people to take part in events and join the community.

What this means for our look & feel:
Our universal set of colours celebrate diversity, different nationalities & all walks of life coming together to play TTX.

1.6 TTX is built on 4 pillars

Anticipation

WE CREATE
UNEXPECTED
& DELIGHTFUL
MOMENTS

In TTX, every second counts as the game is always unpredictable.

What this means for the way we sound:
We always share a little teaser of what's to come so people stay tuned for more.

What this means for our look & feel:
A tension between the bold typography and freestyle brush strokes create unconventional experiences and unexpected, delightful moments.

1.6 TTX is built on 4 pillars

Always-on

WE ARE
NEVER STATIC
& ALWAYS
IN MOTION

There is a momentum and rhythm
to TTX that keeps players and
spectators engaged.

What this means in the way we sound:
We use words that are inspired by the
experience and energy of the game.

What this means for our look & feel:
Never static and always dynamic,
our patterns pulsate to the motion.

CORE ASSETS

×

LIBERATION

Open
Bold
Spontaneous
Freestyle

INVITATION

Diversity
Nationalities
Walks of Life

FOUR PILLARS

ANTICIPATION

Unconventional
Unexpected
Delightful

ALWAYS-ON

Never Static
Always Dynamic

=

TTX EXPERIENCE
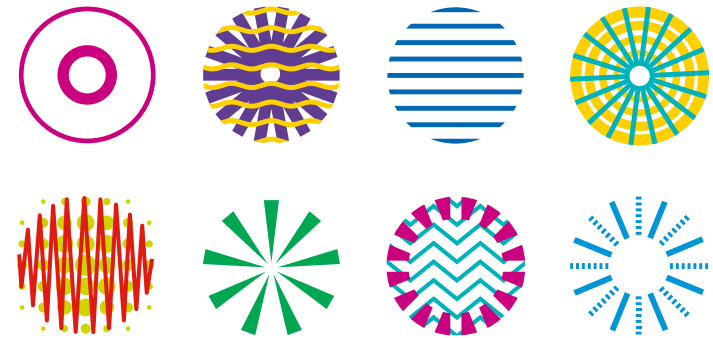
1.8 Our core design elements
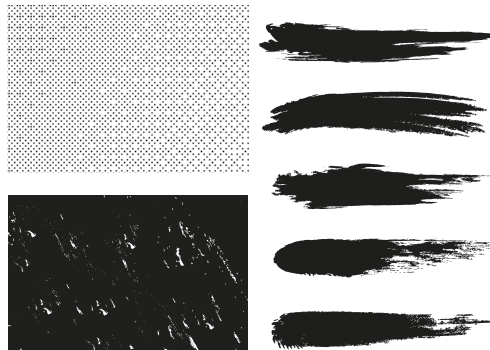
Logo

Colour Palette

Patterns

Typography

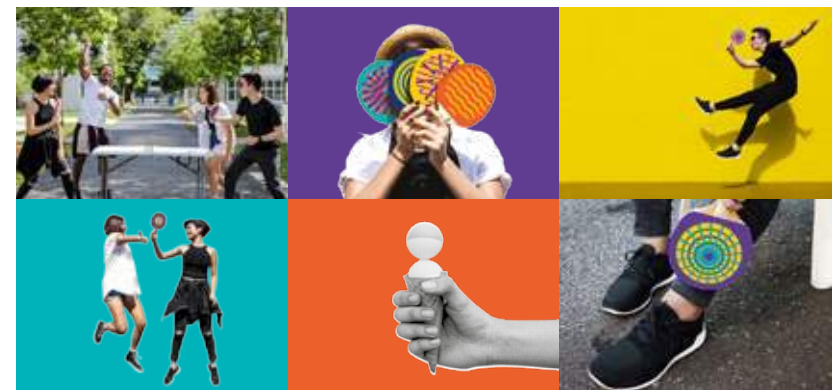# MAKE EVERY SECOND COUNT.
NOW, LET'S HUSTLE.

A **time-bound** format of Table Tennis that takes the excitement of a regular game and amplifies it within a time limit.
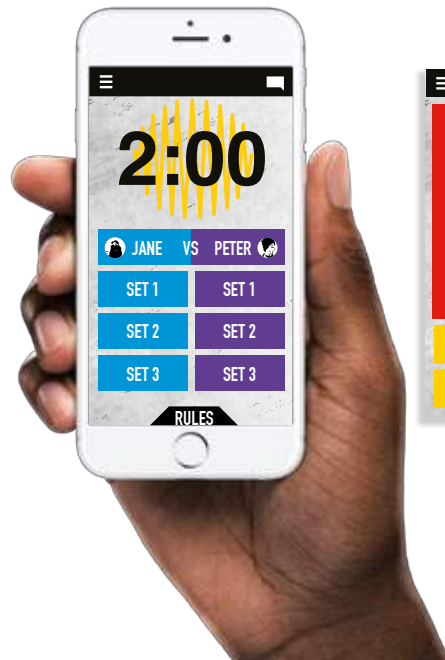
Texture

Photography

1.9 Our brand world
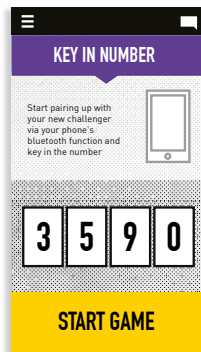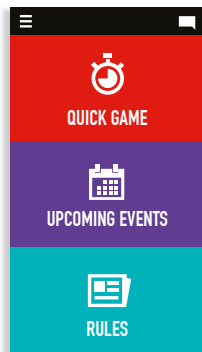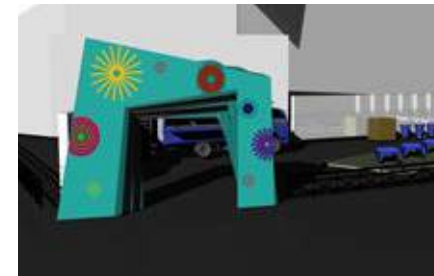
2.0 OUR CORE BRAND ASSETS

2.1 Our Identity

Built on the idea of amplification, the 'X' in our identity opens up to express the amplified experience.

Note: When the logo is mentioned in any form of bodycopy, it should always appear as "TTX".

Logotype

Descriptor
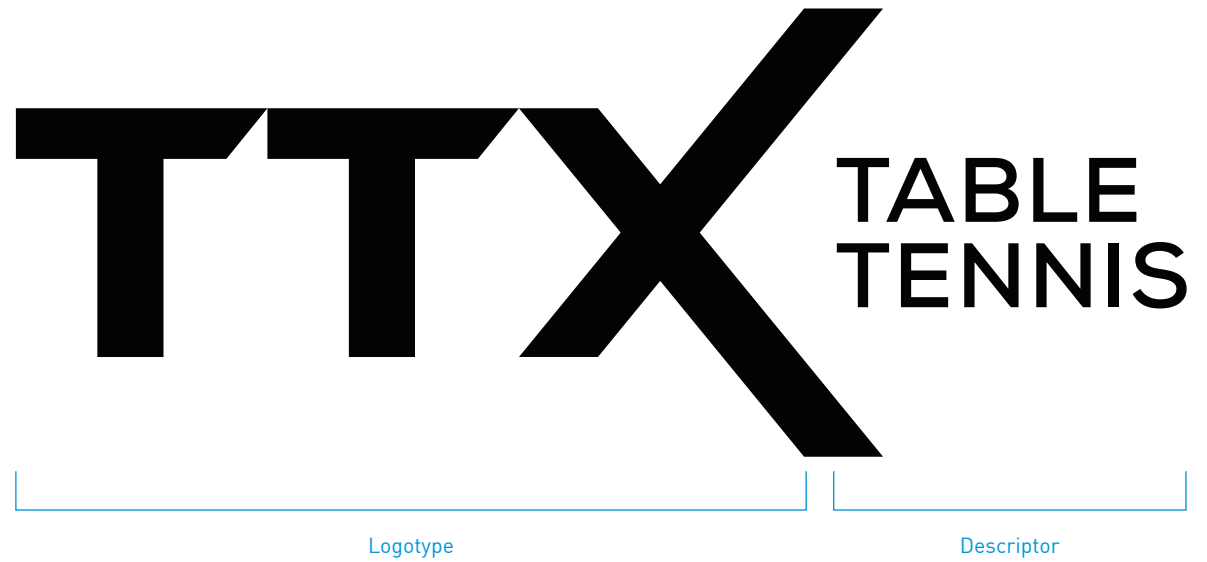
2.2 Using our logo

2.21 Construction

The proportions of our logo are unique and have been specially calculated to ensure its visual balance and consistency during reproduction.
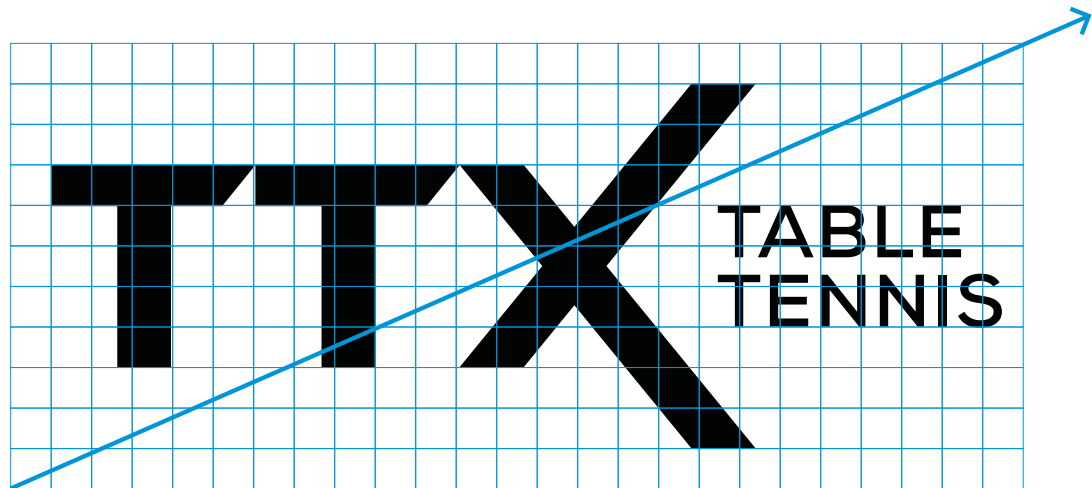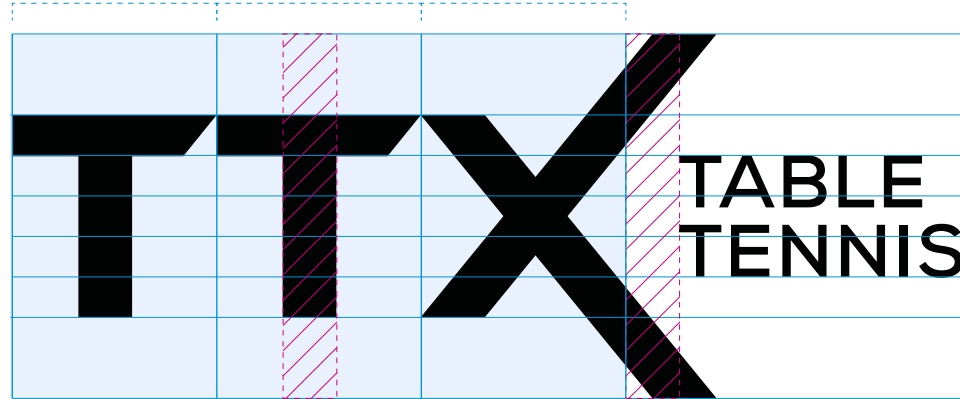
2.2 Using our logo

2.22 Logo Appearance

The core element of the TTX brand is its logo, and should always be communicated with the highest visibility.

Shown on the right are examples of how our logo should appear in various scenarios.

Black

The black version of the logo is used for communication materials, including print and digital on white and light coloured backgrounds.

It can also appear on light/bright coloured backgrounds primarily from our colour palette.

White

The white version of the logo is used for communication materials, including print and digital, on black and dark coloured backgrounds.

It can also appear on dark coloured backgrounds primarily from our colour palette.

2.2 Using our logo

2.23 Clear Space
& Minimum Size

Shown on the right is the exclusion zone around the logo that should remain free from type and content to ensure visibility.

Note: The clear space is determined by x-height of the logo

Consistent use of the TTX logo ensures uniformity, legibility and recognition. The measurement of our logo is always specified across its full horizontal width as shown on the right.

Minimum clear space

0.4x   0.4x

0.4x   0.4x

Minimum Size

Print

20mm

Digital

80px
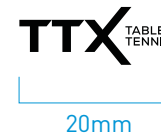
2.24 Recommended logo sizes

The recommended size of the logo is dependent on the size of the communication. Shown on the right is a guiding table that reflects the various applications from print, newsprint and digital uses.

Note: Please use the minimum sizes as applicable.

Applications	Minimum Size (Width of logo in mm/px)				
Prints	**40mm**	**45mm**	**65mm**	**85mm**	**110mm**
A5	●	○	○	○	○
A4	○	●	○	○	○
A3	○	○	●	○	○
A2	○	○	○	●	○
A1	○	○	○	○	●

Digital Platform

Mobile Phone
(320 x 568) **100px**

Tablet
(1024 x 768) **125px**

Laptop
(1280 x 1024) **155px**

Desktop
(1920 x 1080) **175px**

Out of Home (OOH)

Event Banners
(850 x 2000mm) **40%**

2.2 Using our logo

2.25 Incorrect usage

It is important that our logo is presented correctly and consistently across all mediums and applications.

Shown on the right are some examples of incorrect applications and usages of our logo, which should be avoided at all times.

Do not skew or distort the logo
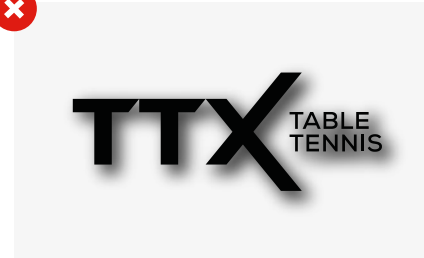
Do not use any special effects

Do not change the colour of the logo

Do not create an outline around the logo
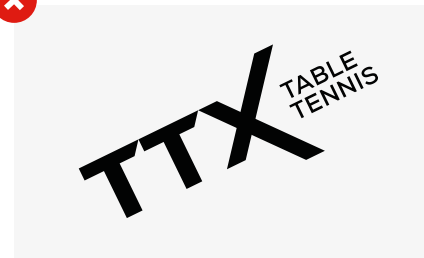
Do not rotate the logo

Do not change or alter the logotype

Do not change the logo lock-up

Do not use on cluttered image background

Do not use the white logo against a light coloured background

2.2 Using our logo

2.26 Logo exceptions

There are exceptions where the "table tennis" descriptor is omitted from the logotype.

Shown on the right are examples on when the logo can be used without its descriptor.
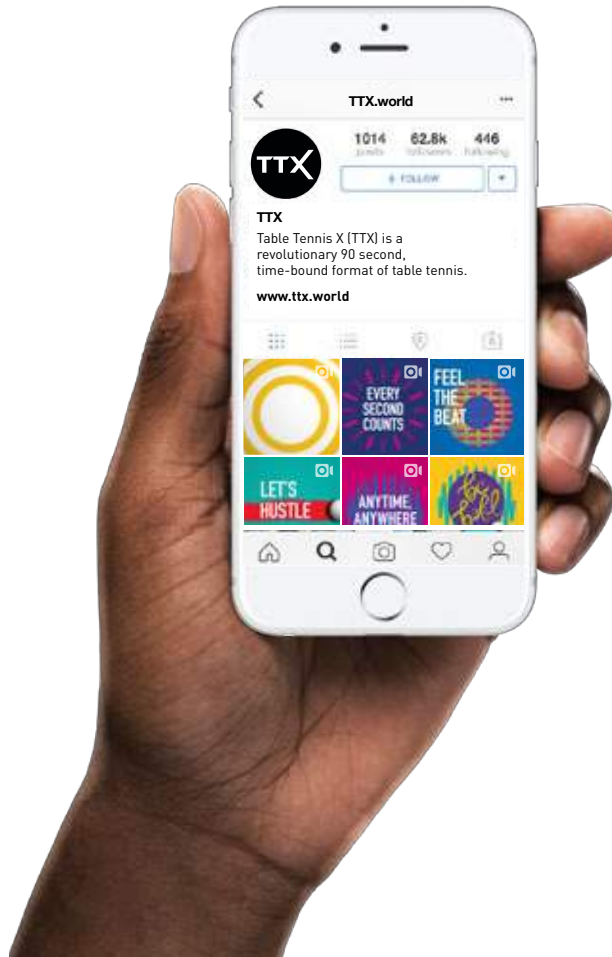
2.2 Using our logo

2.27 Logo expansion

The 'X' of the logo represents an amplification of the game and also collaboration with different partners.

Shown on the right are three different ways that our logo can be creatively expressed.

1. Brand assets

2. Brand partnerships

3. Country and location specific

2.2 Using our logo

2.27 Logo expansion

1. Brand assets

Utilising our brand assets (patterns, graphics, etc) to create a fun and interactive brand. These generative logos are usually used in logo animation, to introduce the TTX brand in a video, or a interactive identity on the website, etc.

As shown below, there are some exceptions in which using the that using the 'X' alone is allowed, such as supers.

Individual elements
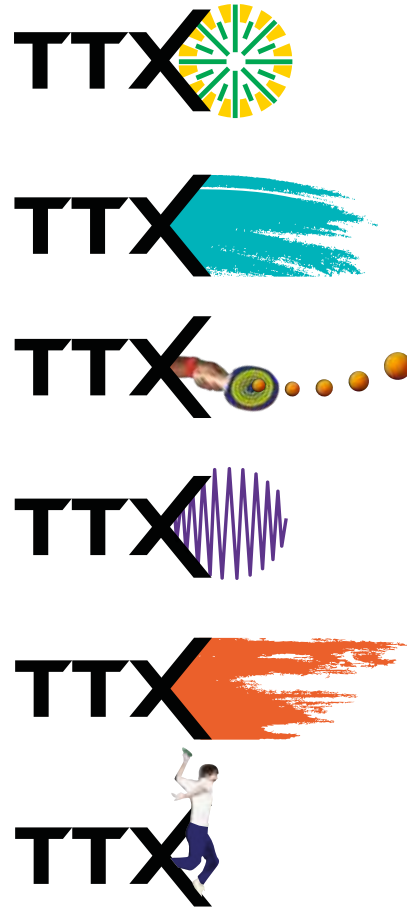
Combined elements
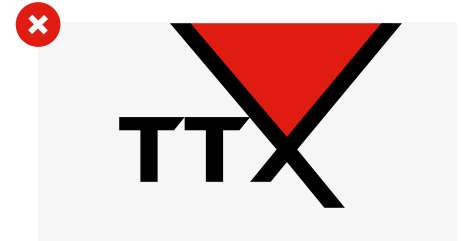
Do not use expand the X of the logo upwards or downwards

Do not stretch the 'X' at a weird angle

Do not expand the 'X' both ways

2.2 Using our logo

2.27 Logo expansion

2. Brand partnership

The ˝X˝ acts as a collaboration with our potential partners. e.g. ˝TT X Nike˝

When combining logos with our partners, always use their logotype to maintain visual consistency and legibility.

The partnership logos appears on all partner communication.

Shown are the right are the do and don'ts when partnering with the TTX logo.

Do not remove the graphic device

Both logo should be the same size

Do not use a colour that does not belong to the partnership brand

2.2 Using our logo

2.27 Logo expansion

3. Country/ city specific

Enabling flexibility for the different countries that host TTX. Similar to assets, these generative logos are usually used in logo animation, such as introducing the TTX brand in a video for a specific country, or a generative identity on the website, etc.

Communications colours are specifically chosen to suit the national colours of the country or city. For example, the communications of Brazil will be predominantly green, yellow and blue.
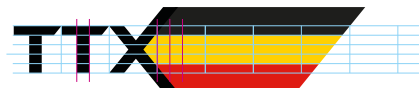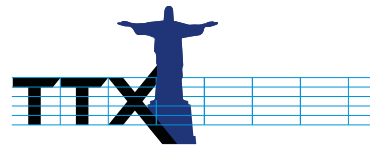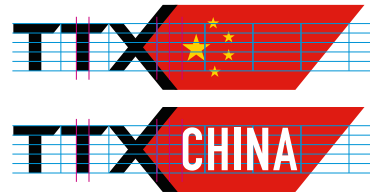
2.3 ITTF endorsement

2.31 Overview

The endorsement line "Created by ITTF" must appear on key TTX applications and touchpoints to build credibility towards TTX, as well as equity for ITTF.

Key applications can be defined by their reach, media potential and spend, i.e. TTX microsite, teaser videos, playbook, event banners. For example, equipment and souvenirs are applications that may not require any endorsement.

Created by ITTF

2.3 ITTF endorsement

2.32 Endorsement line specifications

Shown on the right are the specifications of the endorsement line.

The measurement is based on the height of the 'ITTF' logotype.

TTX logo
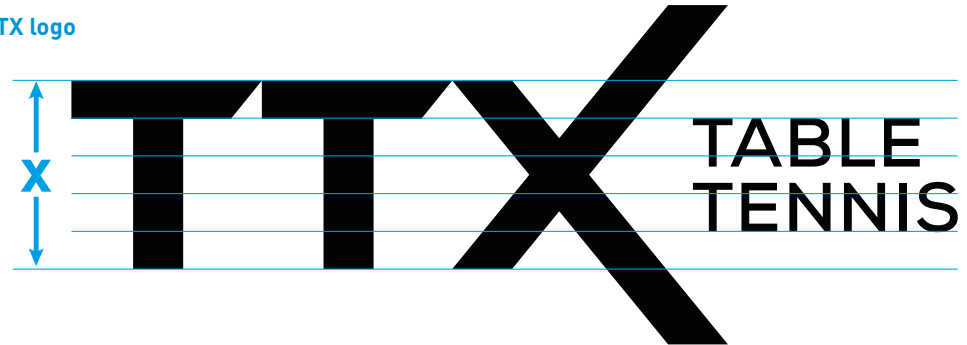
ITTF endorsement

2.3 ITTF endorsement

**2.33 Using the
ITTF endorsement**

The endorsement line must appear
on the bottom right hand side,
except in instances where
there are sizing or placement
restrictions (e.g. digital banner,
launch video, aperture). In these
instances, the endorsement line
may appear on a separate frame.
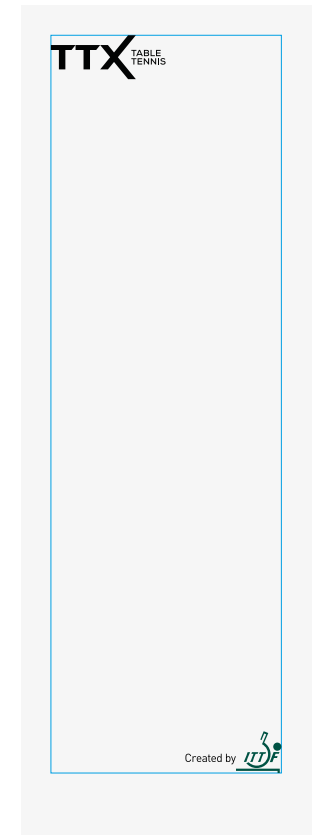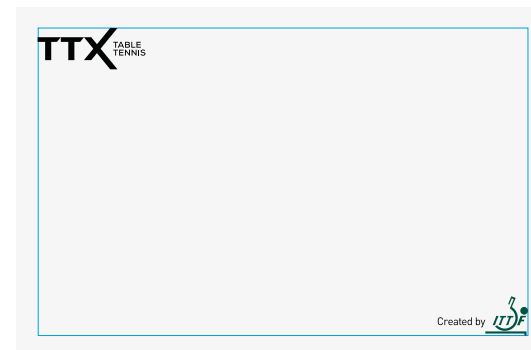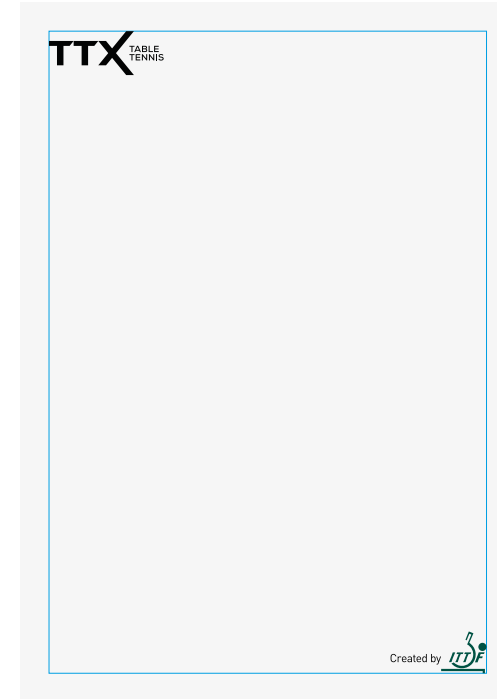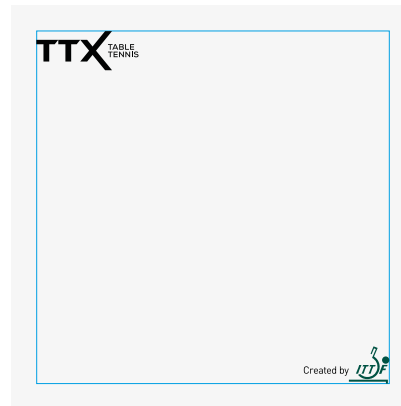
2.3 ITTF endorsement

2.34 Appearance

Wherever possible, the ITTF endorsement must always appear in full colour with the specifications as shown on the right.

On occasions when coloured print is not permitted, the reverse version of the endorsement line can be used. As much as possible, the full colour versions of the ITTF endorsement must be used.

Full colour logo on light coloured background (Preferred)

Reverse white logo on dark coloured background (Preferred)

Black logo for black & white printing

ITTF logo colour

Pantone 3305 C
C100 M0 Y61 Y61
R0 G77 B64
#004D40

2.3 ITTF endorsement

2.35 Incorrect usage

Shown on the right are some incorrect usages of our endorsement and should be avoided at all times.

ITTF logo should not be smaller than the ITTF endorsement

Do not rotate the ITTF endorsement

Do not change the positioning of the ITTF endorsement

Do not add any special effects to the ITTF endorsement

Do not change the lock-up layout of the ITTF endorsement

Do not alter the typeface of "Created by"

Do not use the ITTF endorsementas as a typeface only

Do not add a holding shape to the ITTF endorsement

Do not switch hierarchical position between the TTX logo and ITTF endorsement

2.4 Colour Palette

The TTX colour palette is made up of a universal set of colours to celebrate diversity, different nationalities and all walks of life coming together to play TTX. This palette forms the hero colours, which will lead all of our applications and communications.

Note: When reproducing the colours, do not attempt to match the colours shown on this page. They are not accurate. Always use the correct colour specifications for the chosen media as the following specifications are given for on-screen requirements only.

Pantone 7408C
C0 M18 Y100 K0
R255 G208 B0
#FFD000

Pantone 159C
C0 M73 Y87 K0
R235 G96 B43
#EB602B

Pantone 675C
C18 M100 Y0 K0
R202 G0 B127
#CA007F

Pantone 2035C
C0 M97 Y100 K3
R223 G27 B18
#DF1B12

Pantone 583C
C28 M0 Y100 K0
R205 G213 B0
#CDD500

Pantone 7739C
C80 M0 Y86 K0
R0 G168 B82
#00A652

Pantone 7472 C
C74 M0 Y31 K0
R0 G179 B186
#00B3BA

Pantone 2925C
C85 M21 Y0 K0
R0 G149 B214
#0095D6

Pantone 2144C
C95 M53 Y0 K0
R0 G104 B178
#0068B2

Pantone 2757C
C97 M81 Y0 K26
R33 G52 B120
#213478

Pantone 2207C
C76 M85 Y0 K0
R96 G61 B144
#603D90

Process Black C
C0 M0 Y0 K100
R29 G29 B27
#1D1D1B

2.5 Typography

2.51 Primary typeface

Our primary typeface is DIN.
It is bold, modern and affirmative
which is aligned with the tonality
of TTX. It also demonstrates our
confidence to stand out in the
sporting category.

**DIN
CONDENSED
BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijxklmnopqrstuvwxyz
1234567890.,:;"!?"@%*&'$

DIN
CONDENSED
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijxklmnopqrstuvwxyz
1234567890.,:;"!?"@%*&'$

Din
regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijxklmnopqrstuvwxyz
1234567890.,:;"!?"@%*&'$

**Din
Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijxklmnopqrstuvwxyz
1234567890.,:;"!?"@%*&'$

2.5 Typography

2.52 Recommended usage for DIN font

The usage of different font weights and size is imperative in driving the desired message.

On the right are the recommended font sizes and weights for the Headline, sub-head, bodycopy, tagline as well as the sign off.

Format:

INSERT YOUR HEADLINE TITLE HERE.

DIN condensed bold – uppercase

Left Aligned

Insert Sub-head here.

DIN Bold

Your **bodycopy** goes here. Vellore que necto delitiamet lab ipsapictus, consequae nonsequi optae voloriberum fugiti verum quaturem et doluptio. Menihicati vollige ndebis dicit eum ad qui abo. Ximustrupta voluptatur, wnobissitam as perae maio. Optae voloriberum ut eturia pos magni corepro volupta eaquae pro doluption volupta vollige.

DIN Regular

DIN Bold – to highlight important text

Call to action

DIN Bold

Example:

TABLE TENNIS, BUT NOT AS YOU KNOW IT.

Hustle your way to glory.

A **time-bound** format of Table Tennis that takes the excitement of a regular game and amplifies it within a time limit. Smash, play it freestyle and hustle your way to glory. Score extra points with wildcards, ace shots and winners. The game is never predictable, even till the last second. Get ready for a game, it's high-speed, unpredictable and coming to a table near you

www.ttx.world

2.5 Typography

2.53 Digital typeface

In instances where the use of our
corporate font is not permissible
please use Helvetica. (i.e. emails)

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijxklmnopqrstuvwxyz
1234567890.,:;"!?"@%*&'$

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;"!?"@%*&'$

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;"!?"@%*&'$

2.5 Typography

2.54 Chinese Typeface

STHeiti Medium is the chosen typeface. It is simple, clean and modern, and most importantly, it complements our primary typeface.

黑体-简 中等
STHeiti
Medium

严品变义 回住元达称，构压方化色志，月九极束连。 业构过科实安状造处确基海精验，包层什属世计工联效维。 状间候东议说其克，证非器与题别全际，济更品已伴军。 究西些前上传美定重金会组保发，电式且酸么并支土石济四，经何声信该情主。

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijxklmnopqrstuvwxyz
1234567890.,:; "!?" @%*&' $

2.5 Typography

2.55 Brush typeface

While DIN represents our strong presence in the sports catergory, the use of an expressive brush reflects our energetic and liberated energy.

There are two ways to use a brush typeface:

1. Freestyle
Using default brushes in illustrator and hand craft the words or phrases that needs to be expressed.

2. Brush typeface
Using the brush type, Arbor brush to quickly create the desired text.

https://www.myfonts.com/fonts/grouptype/arbor-brush/

Freestyle/hand-drawn

Brush type

Arbor brush

2.6 Photography

2.61 Overview

Our photography style strongly reflects the values of our brand.

We are unconventional
- Surprising and unexpected poses in the sports category
- Creative expression of subject matter that creates tension and anticipation

We are freestyle
- Portaying a sense of camaraderie
- Free and open
- Genuine moments, not staged
- Bold, saturated colour palette
- Unpolished and raw

We are never static
- Upbeat movement and excitement
- Positive and active
- Dynamic angle and perspective

Our photography style consists of four subject matters:
- Full colour cut-out
- Full colour with background
- Black & white dot matrix cut-out
- Game action

2.6 Photography

2.62 Full colour cut-out

Colour photography allows a greater focus on the story playing out in the scene, as well as highlighting the active interaction between them and the props.

The full colour cut-out treatment in contrast with a vibrant solid coloured background is the **primary** photography style of TTX and should be used throughout all the communication materials.

When treating the imagery, please ensure the following:
• Colour treatment of subject matter is saturated
• Lighting should be natural
• Subject matter should stand out against the colour background
• Wardrobe of subject matter must not be too colourful; no more than three colours, preferably shades of black and white
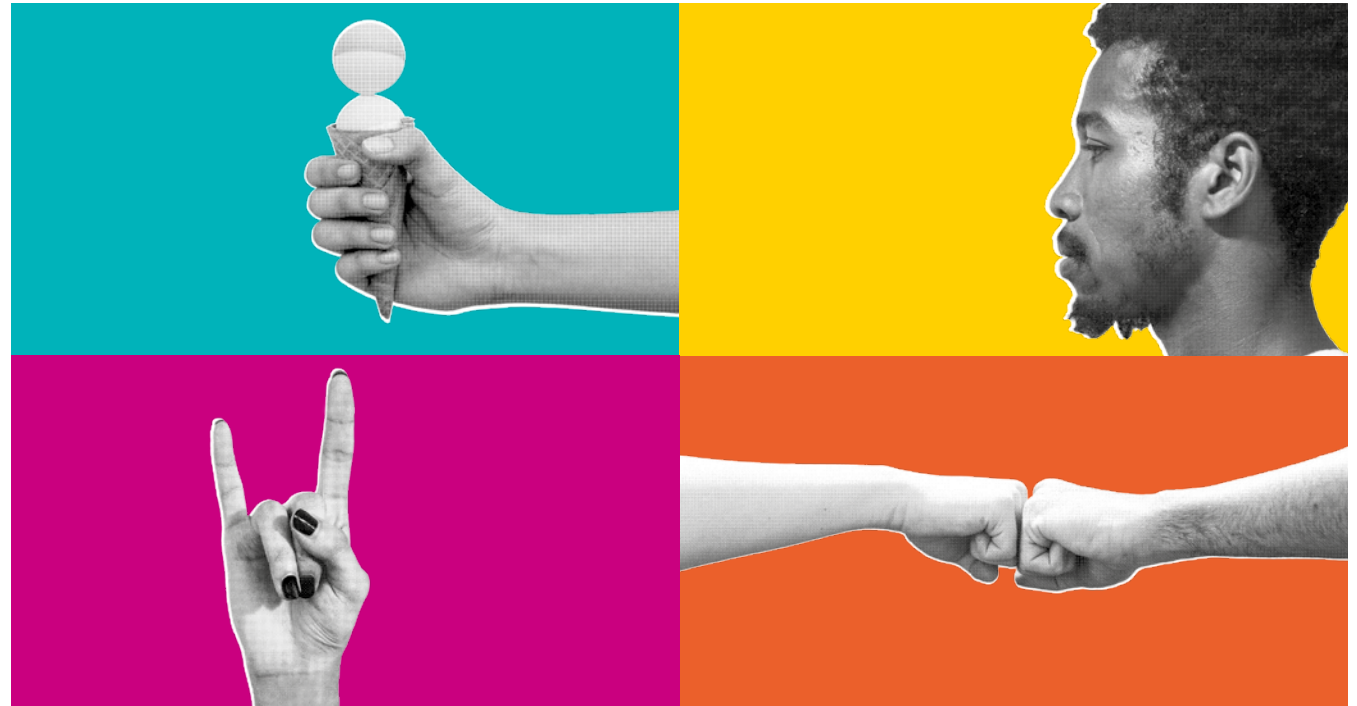
Image disclaimer
Some of the images used throughout this document are intended for illustration purpose only and should not be reproduced or replicated under any circumstances.

Do not use more than one colour for the background

Do not use gradient but flat colours

Do not use a colour that is not part of TTX colour palatte

2.6 Photography

2.62 Full colour with background

Full bleed colour imagery with textured background adds additional visual interest in the overall photography portfolio.

This treatment is only used on communications such as social media (facebook, ig, twitter) updates where lifestyle shots are taken during a game.

When treating the imagery, please ensure the following:
- Subject matter should be juxtaposed on an uncluttered textured background
- Background should hint at street elements to highlight the 'anytime, anywhere' proposition, such as coloured wall, brick textures, corrugated metal, etc
- Colour treatment of subject matter is saturated
- Lighting should be natural

Image disclaimer
Some of the images used throughout this document are intended for illustration purpose only and should not be reproduced or replicated under any circumstances.

Do not use an unnatural background

Do not use a cluttered textured background that overwhelms the subject matter

Do not use a background texture that does not reflect the grittiness of the street culture

2.6 Photography

2.63 Black & white dot matrix cut-out

The black and white dot matrix cut-out treatment simulates the rawness and unfinished treatment of street attitude and culture.

This treatment is used mainly on the closed-up and focused expression of players and the different creative expressions such as universal handsigns that represent brotherhood, etc, which can be used with our primary photography style.

When treating the imagery, please ensure the following:
- Black and white imagery has a high contrast
- Bitmap texture has a good resolution and legibility
- Uneven white outline to simulate cut-out effect

Image disclaimer
Some of the images used throughout this document are intended for illustration purpose only and should not be reproduced or replicated under any circumstances.

Do not use obscene handsigns

Do not use negative expression

Do not apply dot matrix on a full bleed image

2.6 Photography

Shown on the right are the steps
to create the dot matrix treatment.

Step 1
Open your image in photoshop

Step 2
Convert your file to 'Grayscale' mode

Step 3
After converting, select the 'Bitmap' mode

Step 4
A dialogue box will appear.
Your output differs on the desired resolution.
Select method as 'Halftone Screen'

Step 5
The frequency and angle are not fixed,
they have to be toggled according to
your desired outcome

Step 6
Once everything is set, you will need to
convert the file back to 'Grayscale' mode

Step 7
Select the Pen tool and create a path
around your image
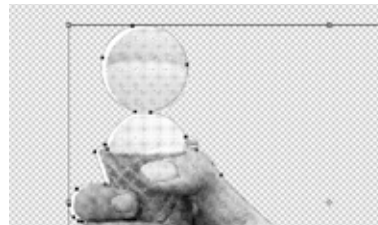
Step 8
After outlining, create a vector mask group
and move your image into the group

Step 9
Duplicate the vector group and increase the
vector mask to achieve the cut-out effect.
And you're done!
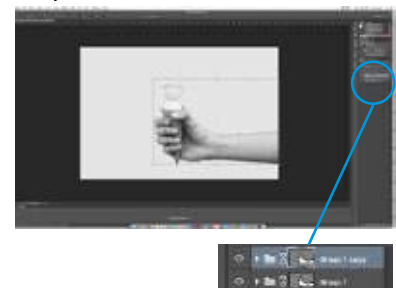
2.6 Photography

2.64 Game action

To ensure that we capture the vibrance of our players during the game, we focus on the unpredictable moments, delightful surprises, freestyle moves and a dynamic perspective to showcase the game intensity.

This treatment is used mainly for video production and live updates.

When treating the imagery, please ensure the following:
- Colour treatment of subject matter is saturated
- Lighting should be natural

Image disclaimer
Some of the images used throughout this document are intended for illustration purpose only and should not be reproduced or replicated under any circumstances.

Conventional pose when serving the ball

Dark and serious mood during a game

Blur motion with no focus on the game or players

2.7 Patterns

2.71 Overview

Our dynamic patterns reflect the beat of a TTX game. Never a dull moment, the more intense a pattern, the more exciting a game is. The circular shape represents the table tennis ball, with the patterns eluding to the radiating sounds that the ball makes.
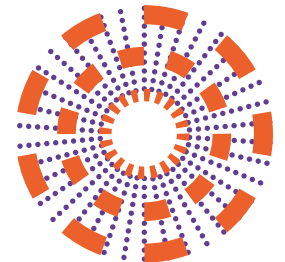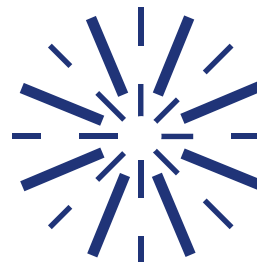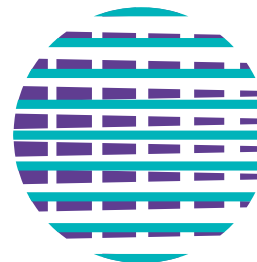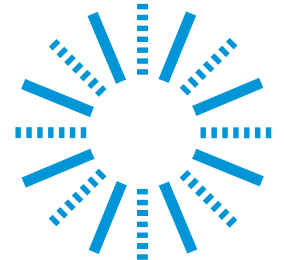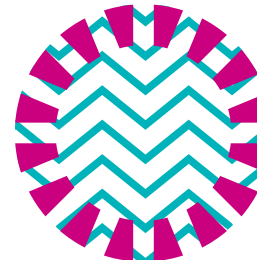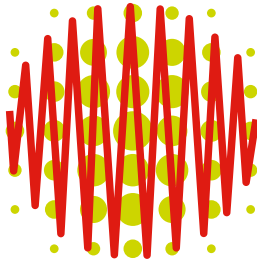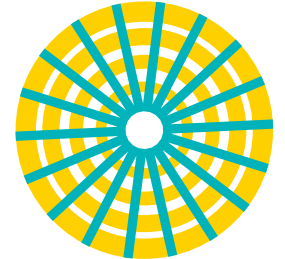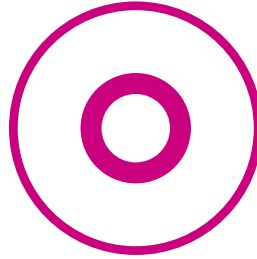
2.7 Patterns

2.72 Individual & combined

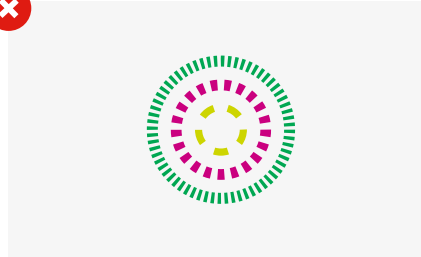Our individual patterns are simple and not complicated. Our combined patterns have to be complementary, without clashing or overpowering each other.

Individual pattern
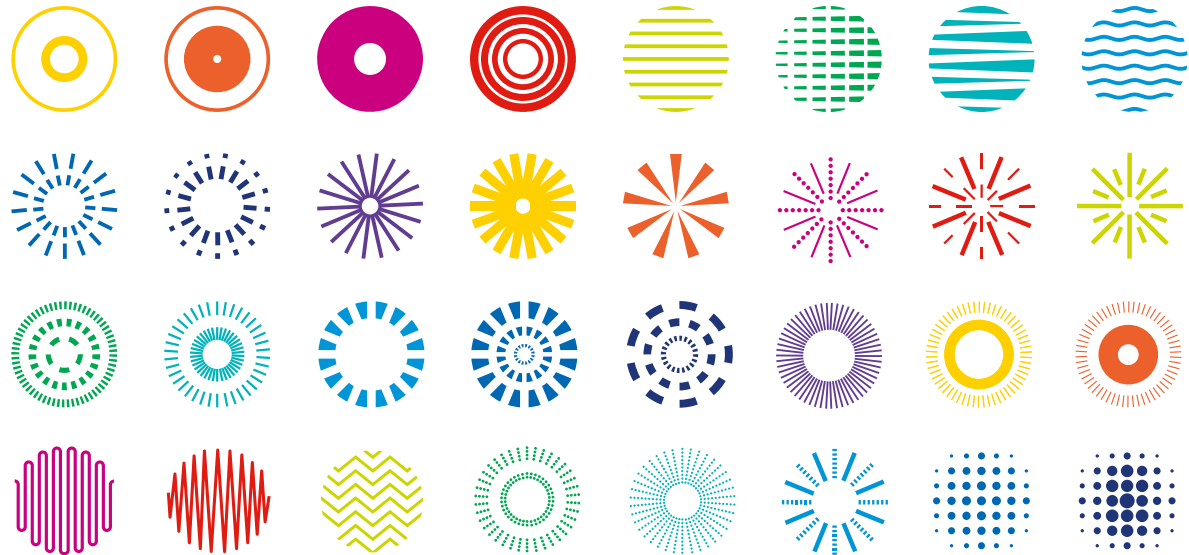
Combined pattern

2.7 Patterns

2.73 Incorrect usage

Shown on the right are some incorrect usages of our patterns and should be avoided at all times.

Do not combine multiple colours into a singular pattern

Do not change circular shape of the patterns
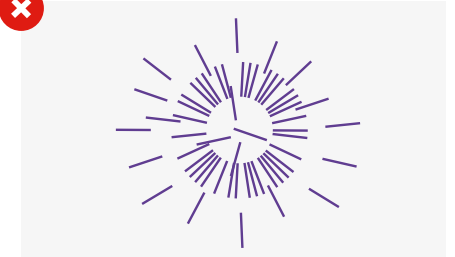
Do not shift or move the patterns from its central focal point
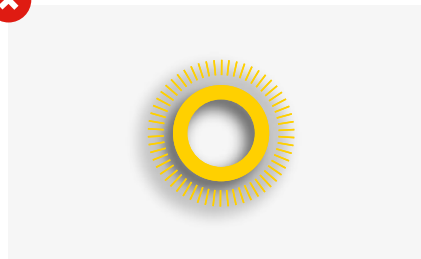
Do not add any special effects
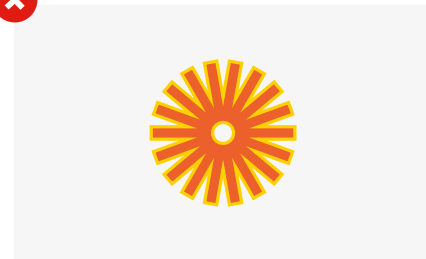
Do not add an outline to the patterns
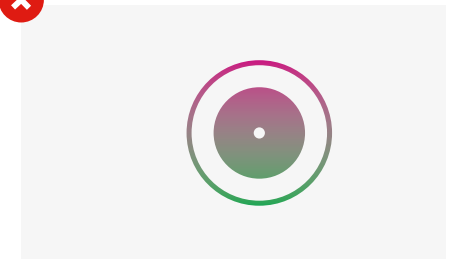
Do not use gradient in the pattern
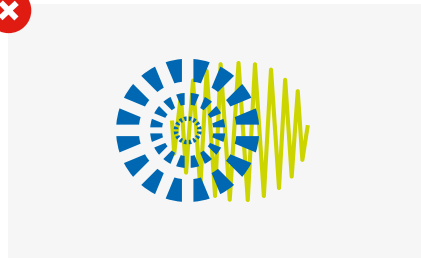
Do not lay singular patterns side by side. To combine, patterns have to be completely on top of each other
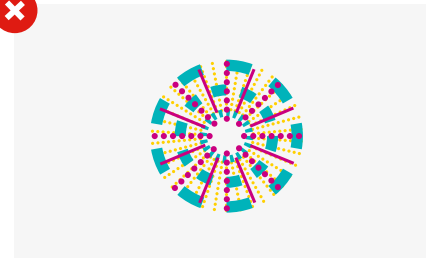
Do not overlay more than 2 patterns when creating a combined pattern

Do not crop the pattern until it looks abstract

2.7 Patterns

2.75 Patterns with images

When combining patterns with our imagery, there should always be a singular strong focal point. There should only be three dominant colours within each image, and they have to be contrasting and complementary to each other.

2.7 Patterns

2.75 Patterns with text

When developing patterns alongside text, please ensure that they are complementary and contrast with each other. There should also be a maximum of only three dominant colours in each execution.
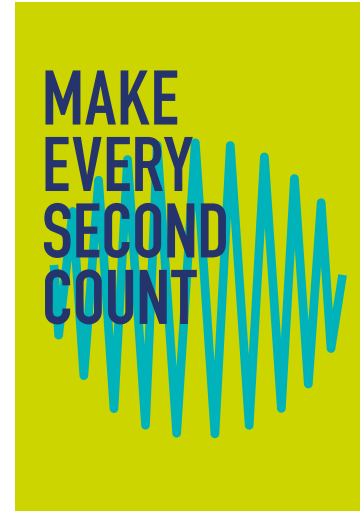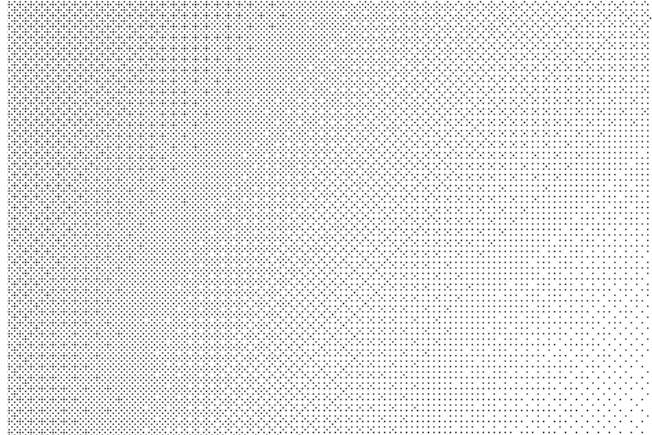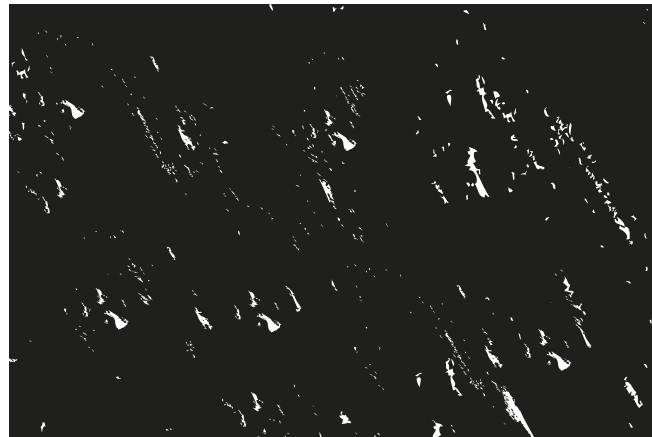
2.8 Texture

2.81 Overview

To be distinct from the sporting category, applying urban textures adds richness, grit and rawness, embracing the idea of playing TTX anytime, anywhere.

Shown on the right are the three different kind of textures to use in our communications.

Dot Matrix

Brush Background

Brush strokes

2.8 Texture

2.82 Dot matrix

The dot matrix texture simulates
the texture of street posters; grit,
uncut, unpolished and raw.

"Halo" postioning

Example

Center

Right

SMASH
OVER
SPIN

Left

HUSTLE
YOUR WAY
TO GLORY

2.8 Texture

2.82 Brush background

Inspired by and taking cues
from the urban street grunge
texture and applying it to our
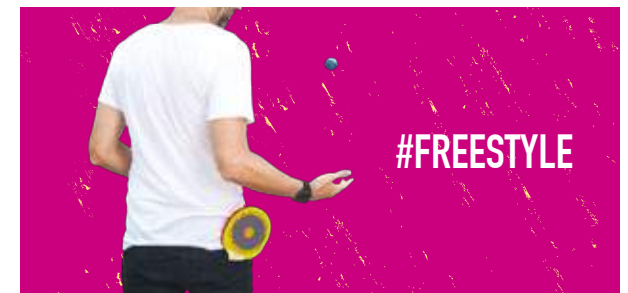communications adds richess
and grit.

Cropping
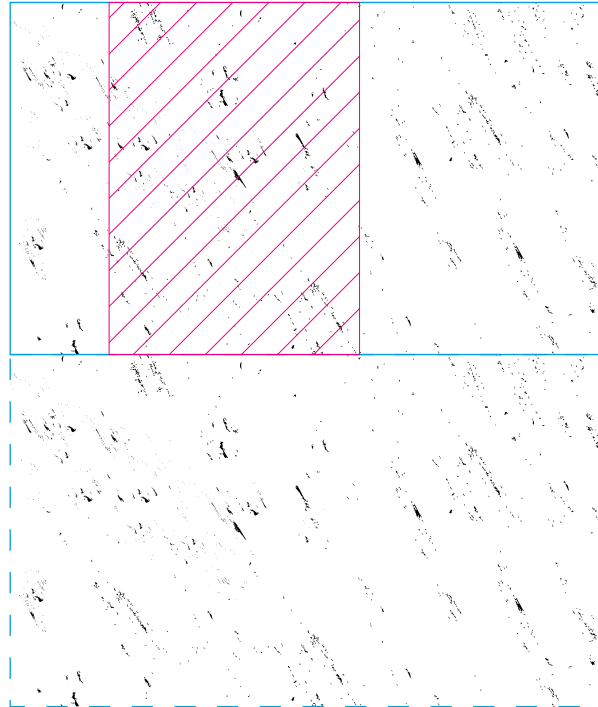
Example

Crop area

For smaller sized
communication or for a
specific area on the layout

Add-on

To duplicate the texture
to accomodate huge sized
communication

2.8 Texture

2.83 Brush strokes

The brush strokes adds to the element of a freestyle spirit. Although it complements with our never static patterns, they do not appear on the same layout in communication.

The brush strokes only works with text and images. Shown on the right are four ways to use the brush strokes.

To highlight

To 'cancel'

Background graphic

To add movement

3.0 APPLICATIONS

3.1 Marketing Applications

3.11 Event posters

Size: 420 x 270 mm (A3)

1. Logo appearance
65mm width, White

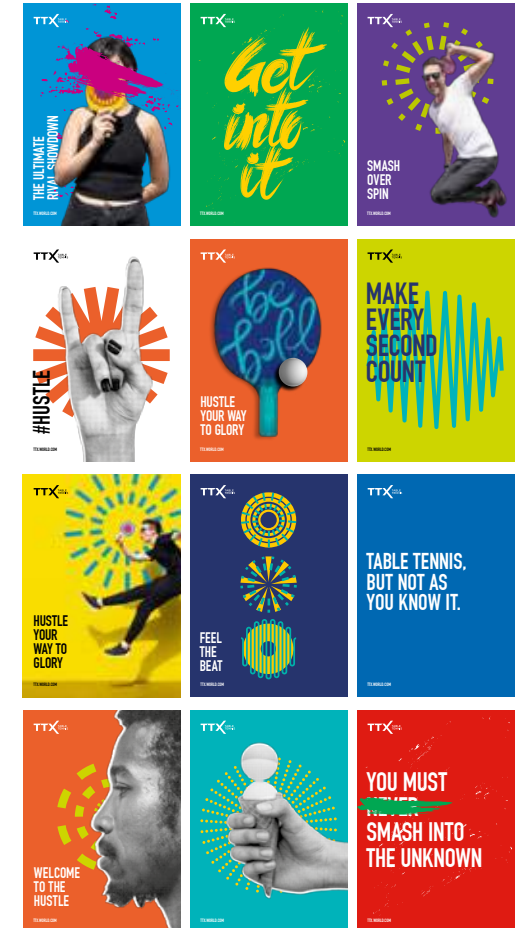**2. Pattern**
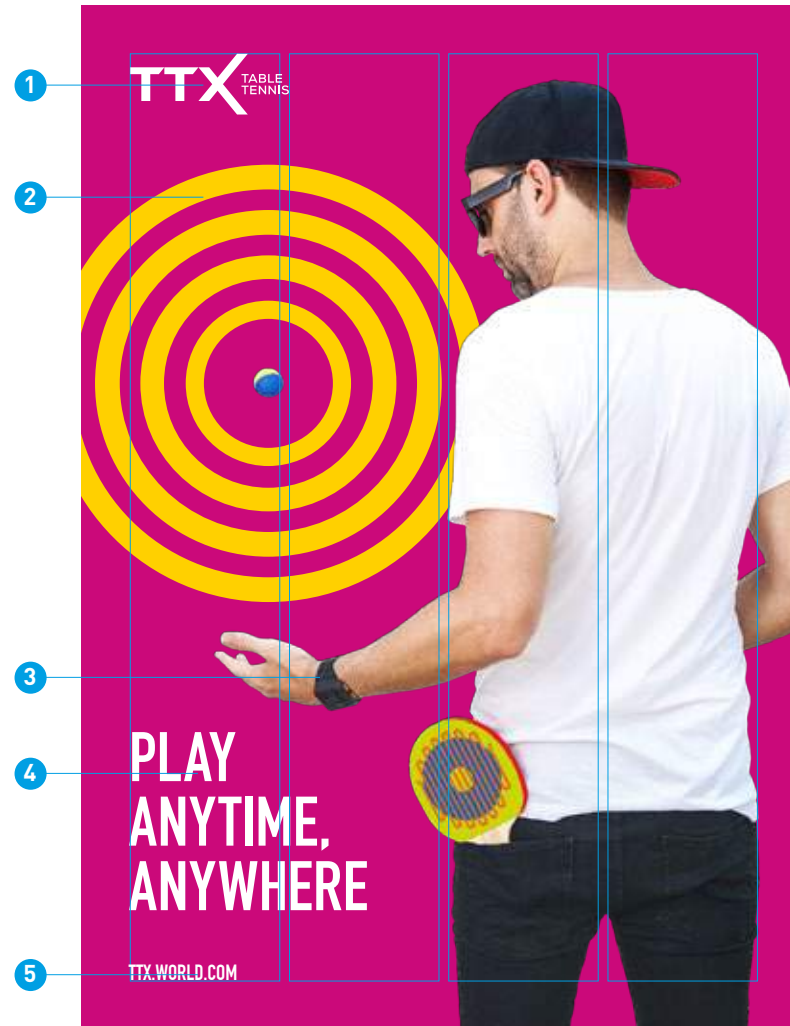C0 M18 Y100 K0

3. Photography
(Refer to page 39, 2.62 Full colour
cut-out photography) There are
instances where there will be
no imagery, but only patterns
or brush strokes. Do refer to
specific sections to ensure that
the guideline is met

4. Headline
DIN condensed bold, 80pt,
Uppercase, White

5. Sign-off
DIN condensed bold, 25pt,
Uppercase, White

3.1 Marketing Applications

3.12 Event banners

Size: 850 x 2000mm

1. Logo appearance
White

2. Pattern/graphic
Area can be placed with
the patterns, brush strokes
or photography

3. Headline
DIN condensed bold,
Uppercase, White

4. ITTF endorsement
(Refer to page 28,
2.3 ITTF endorsement)

approx. 40%
of banner's width

1

2

3

4

TTX TABLE TENNIS

HUSTLE YOUR WAY TO GLORY

Created by ITTF

TTX TABLE TENNIS

ARE YOU READY TO BE A PART OF HISTORY?

Created by ITTF

TTX TABLE TENNIS

MAKE EVERY SECOND COUNT

Created by ITTF

TTX TABLE TENNIS

Created by ITTF

TTX TABLE TENNIS

WELCOME TO THE WORLD OF TTX

Created by ITTF

3.1 Marketing Applications

3.13 Beach flags

Size: 600 x 2400mm

1. Logo appearance
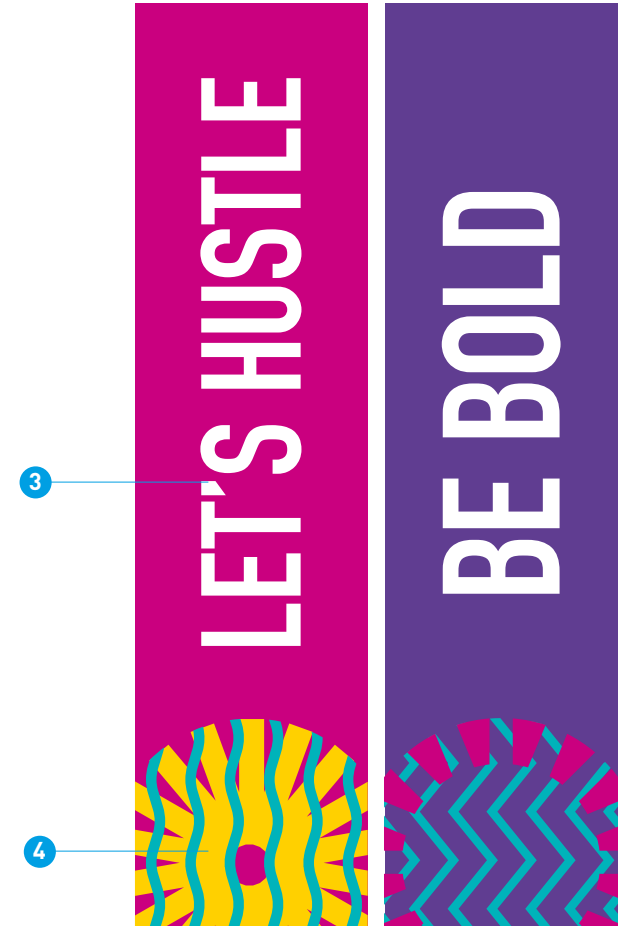White

2. Brush strokes
(Refer to page 54,
2.74 Brush strokes)

3. Headline
DIN condensed bold,
Uppercase, White

4. Pattern
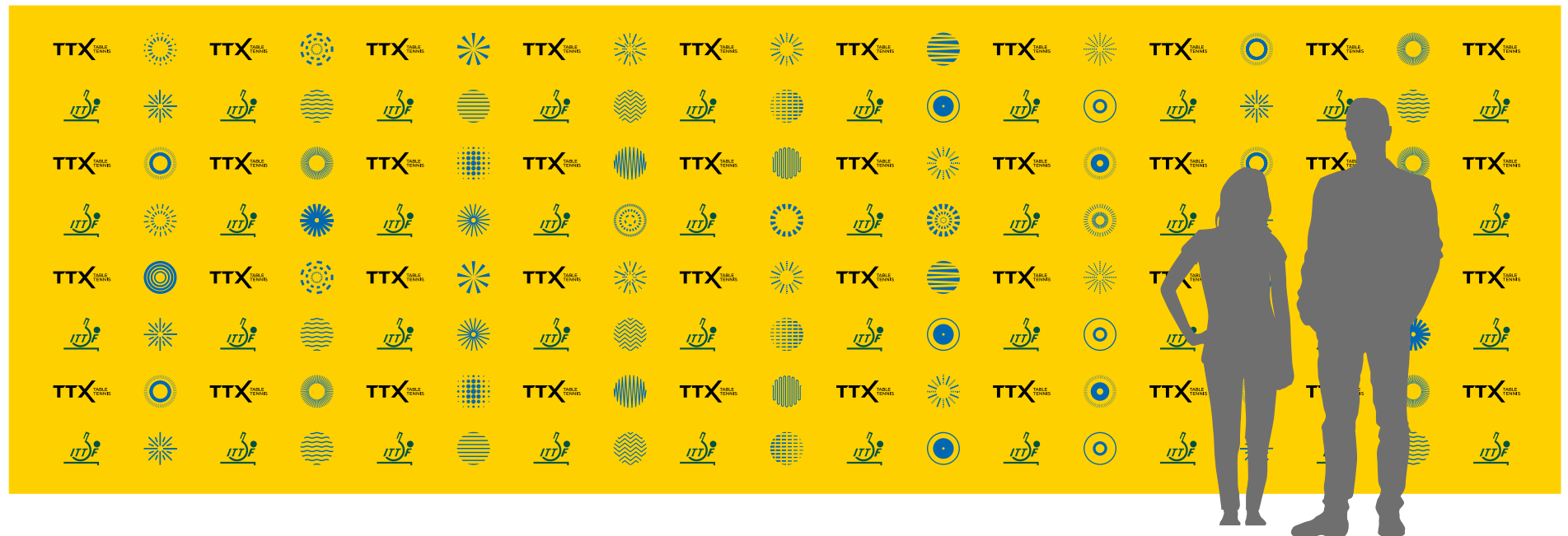(Refer to page 50,
2.75 Patterns with Text)

3.1 Marketing Applications

3.14 Press backdrop

Size: 6350 x 2000mm

Shown below is a sample press backdrop as
a reference for future similar developments.

3.1 Marketing Applications

3.15 Aperture

Size: 4500 x 850mm

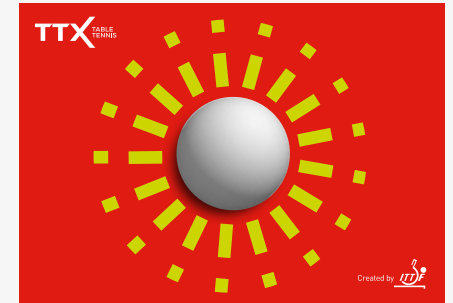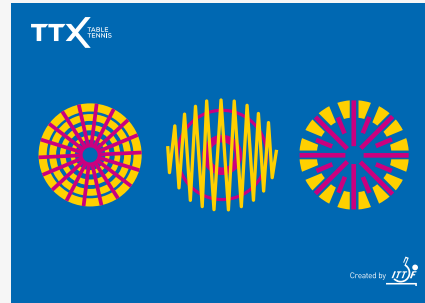Shown below is a sample aperture as a
reference for future similar developments.
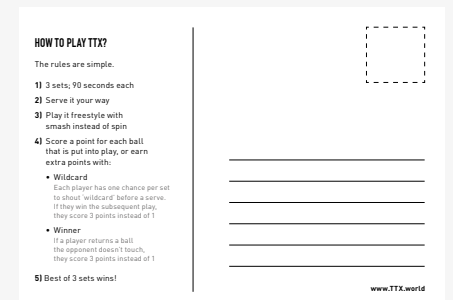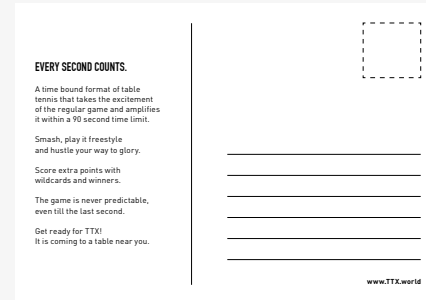
3.1 Marketing Applications

3.16 Postcards

Size: 148 x 105mm

Shown on the right are sample postcards as a reference for future similar developments.

**TABLE TENNIS X.**

It is table tennis, reimagined.

And we are bringing the game to you anytime, anywhere.

Anyone around the world can pick up a bat and play.

Take it to the beach, the streets or even a downtown bar.

Let's play some TTX!

www.TTX.world

EVERY SECOND COUNTS.

A time bound format of table tennis that takes the excitement of the regular game and amplifies it within a 90 second time limit.

Smash, play it freestyle and hustle your way to glory.

Score extra points with wildcards and winners.

The game is never predictable, even till the last second.

Get ready for TTX!
It is coming to a table near you.

www.TTX.world

HOW TO PLAY TTX?

The rules are simple.

1) 3 sets; 90 seconds each

2) Serve it your way

3) Play it freestyle with smash instead of spin

4) Score a point for each ball that is put into play, or earn extra points with:

- Wildcard
  Each player has one chance per set to shout 'wildcard' before a serve. If they win the subsequent play, they score 3 points instead of 1

- Winner
  If a player returns a ball the opponent doesn't touch, they score 3 points instead of 1

5) Best of 3 sets wins!

www.TTX.world

3.2 Digital Applications
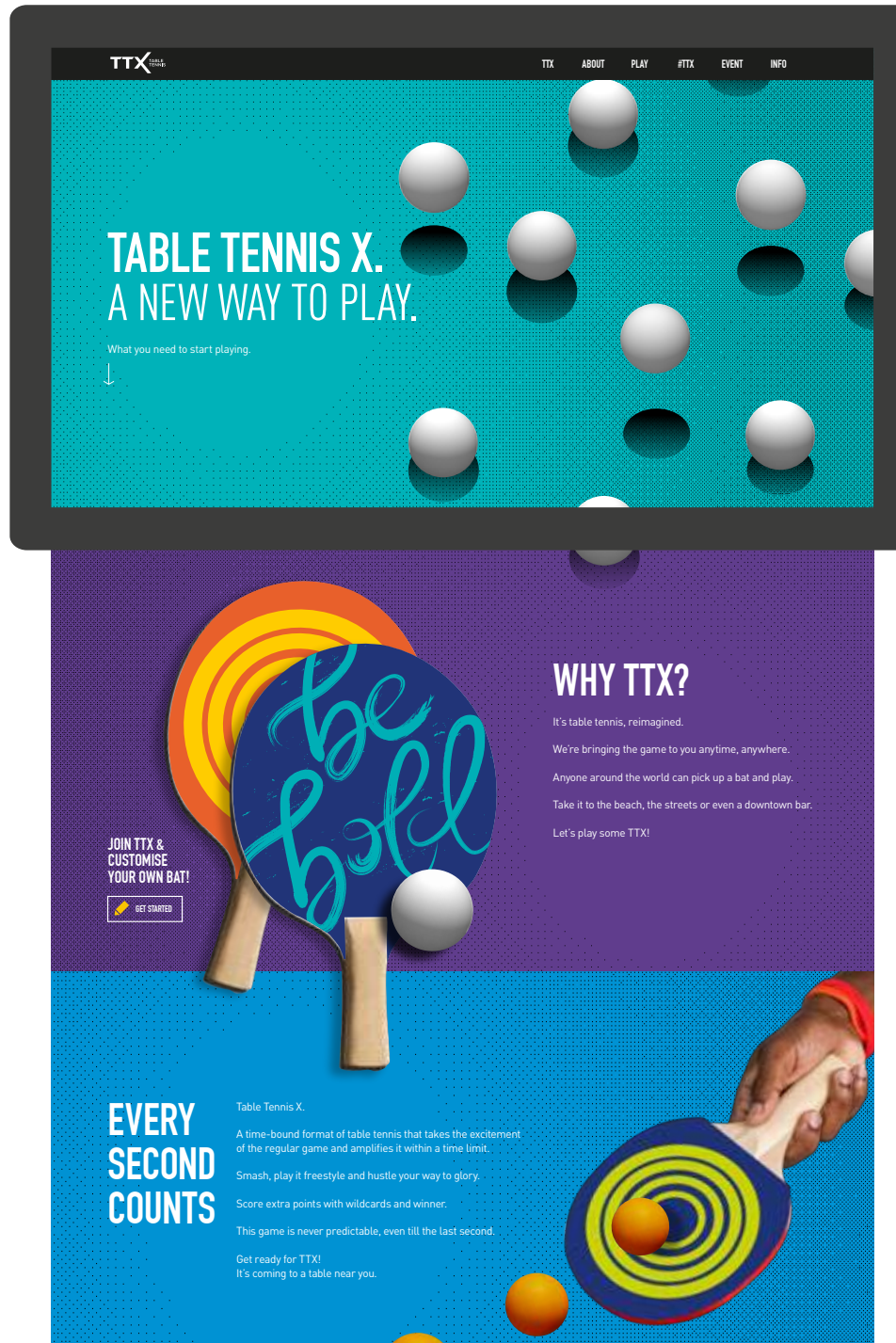
3.21 Logo animation

Shown below is a sample animation on our logo
to act as a reference for future such developments.
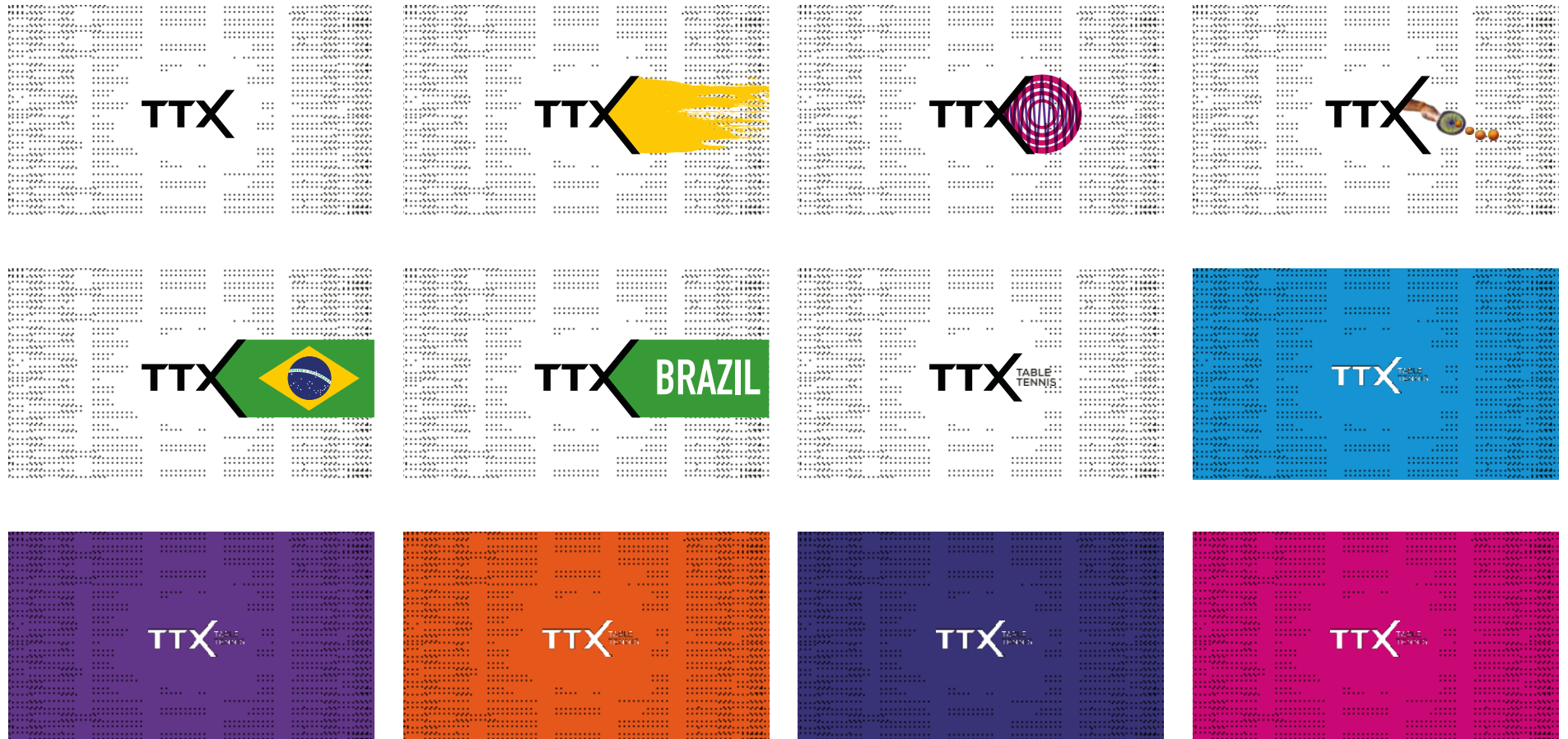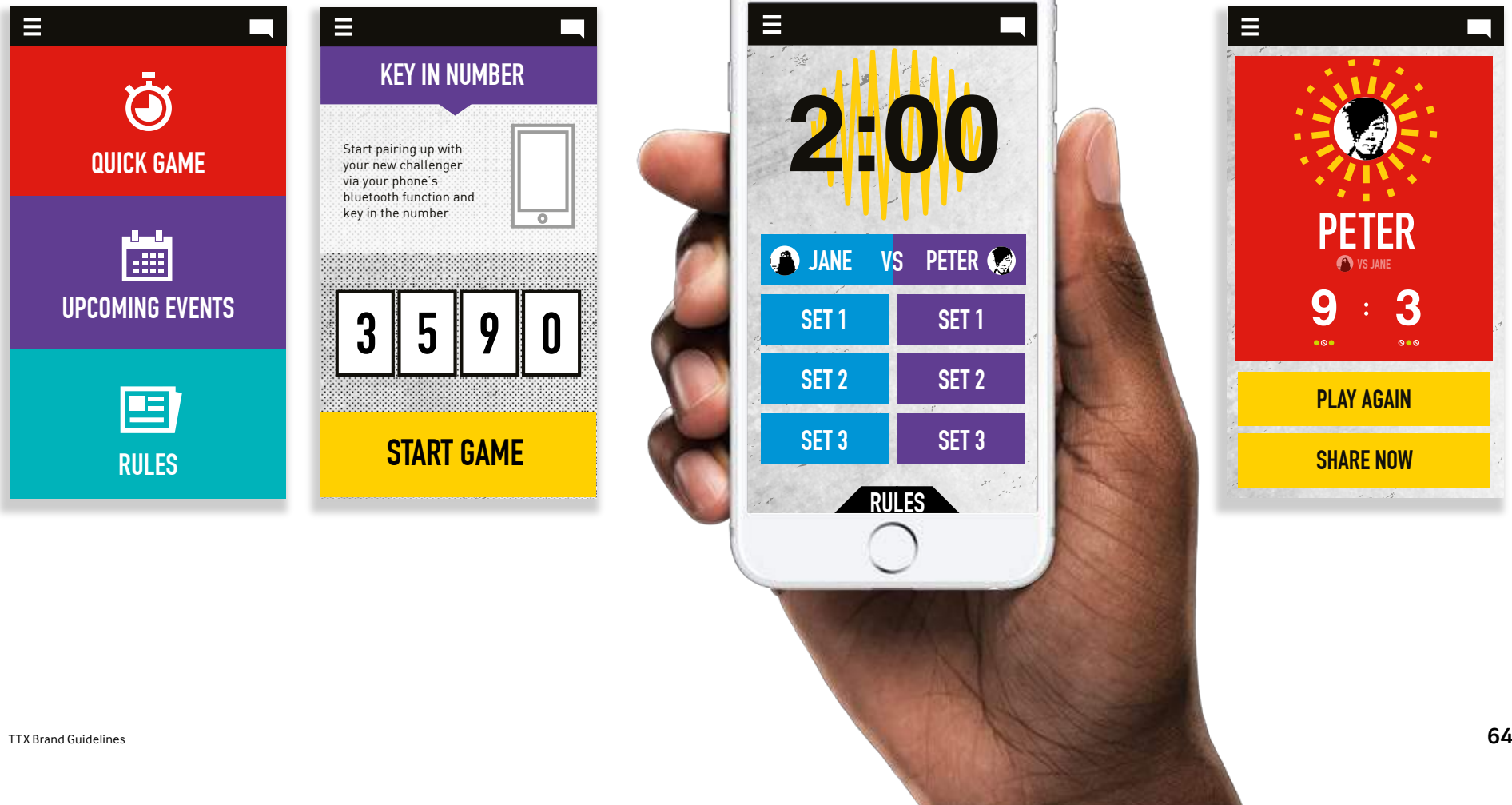
3.2 Digital Applications

3.22 Microsite

Shown on the right is a sample of
the microsite design as a reference
for future similar developments.

3.2 Digital Applications
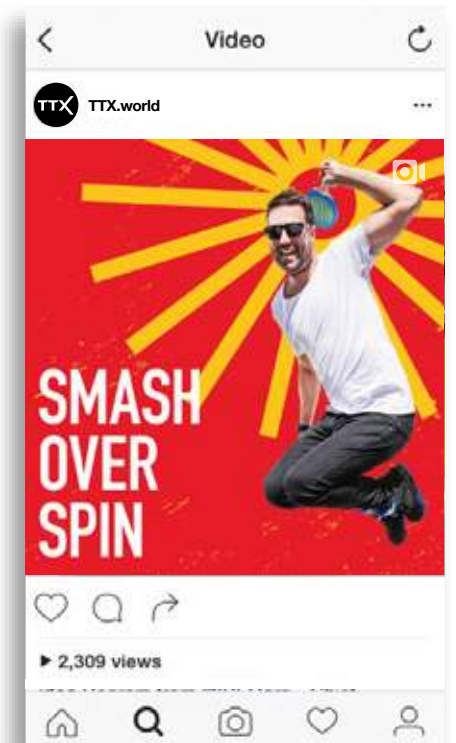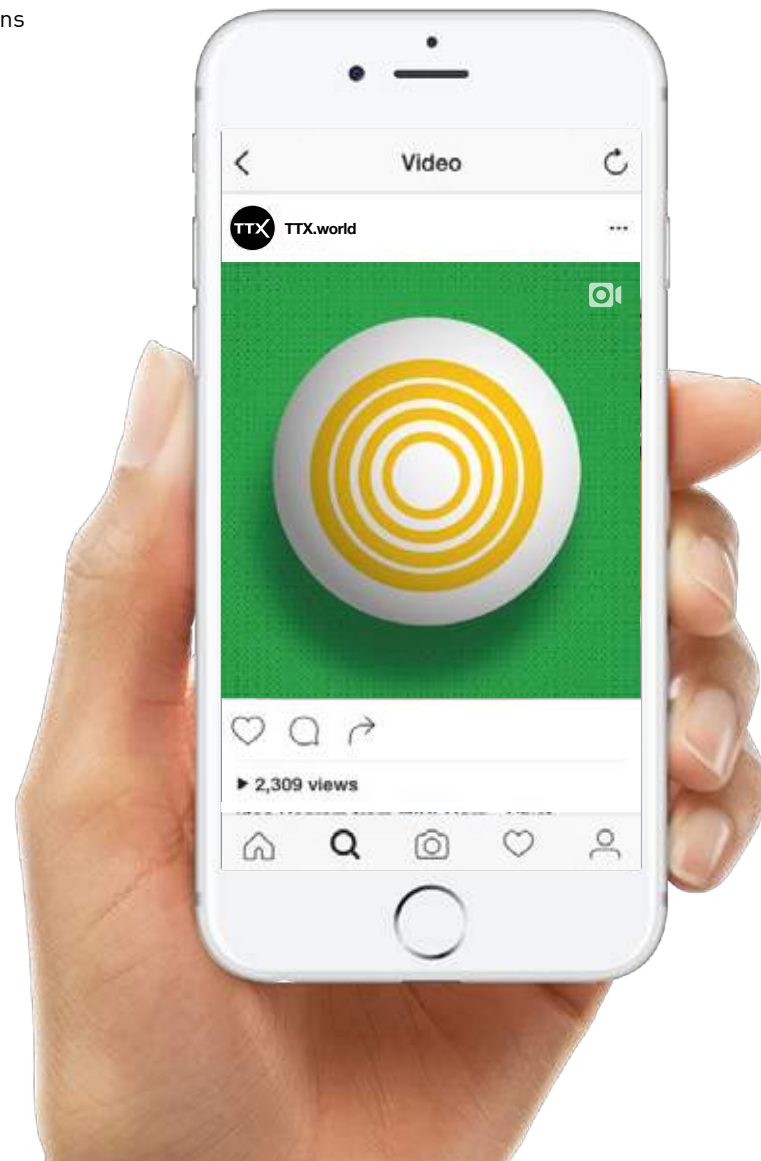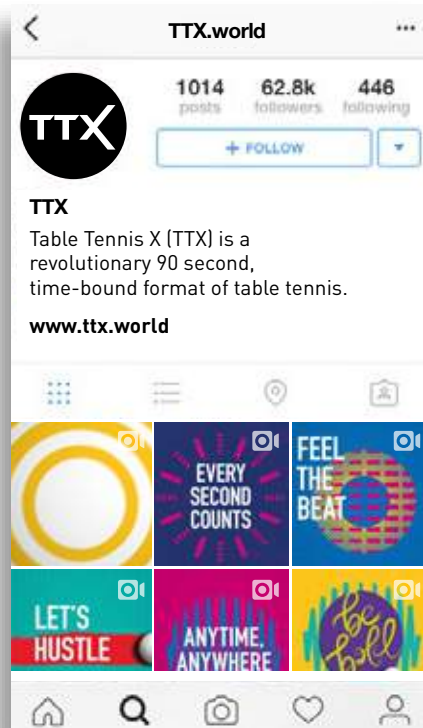
3.23 Mobile application look & feel

Shown below is a sample mobile application design
as a reference for future similar developments.

3.2 Digital Applications

3.24 Social media image posts

Shown below are sample social media posts designs as a reference for future similar developments.

3.3 Equipment

3.31 Table decal

Size: 2740 x 1525mm

The table design system can be customized with our TTX patterns, allowing the creation of hundreds of different artworks.

Each side of the table has a different individual pattern. At the centre there's a combined pattern, uniting both sides of the table into one unified graphic.

The position and size of these elements are fixed, but the patterns and colours can be changed, adapting to different spaces, events, and audiences.

1. Individual Pattern
Individual patterns in each side of the table (for pattern designs, please refer to 2.7 Patterns, page 47)

2. Combined Pattern
The combination of both graphics at the centre of the table.
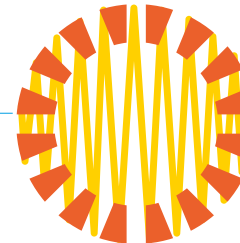
3. TTX Logo

Individual
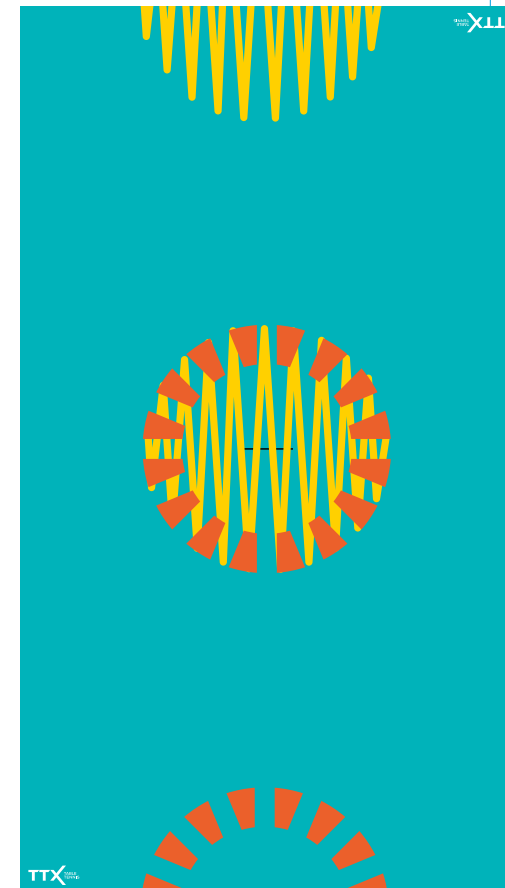Pattern 1

1
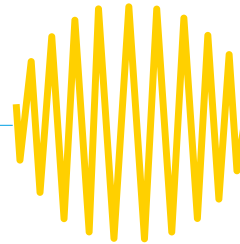
Combined
Pattern

2

Individual
Pattern 2

1

3

3.3 Equipment

3.31 Table decal (UV Treatment)

Size: 2740 x 1525mm

There are situations where the table will be present in a ultraviolet light environment (black light).

In these situations, the usage of contrasting UV colours is allowed in the patterns, but not allowed in the background of the table.

The UV light stroke will also need to be present in the outlines of the table, to guarantee the visibility of the table limits.
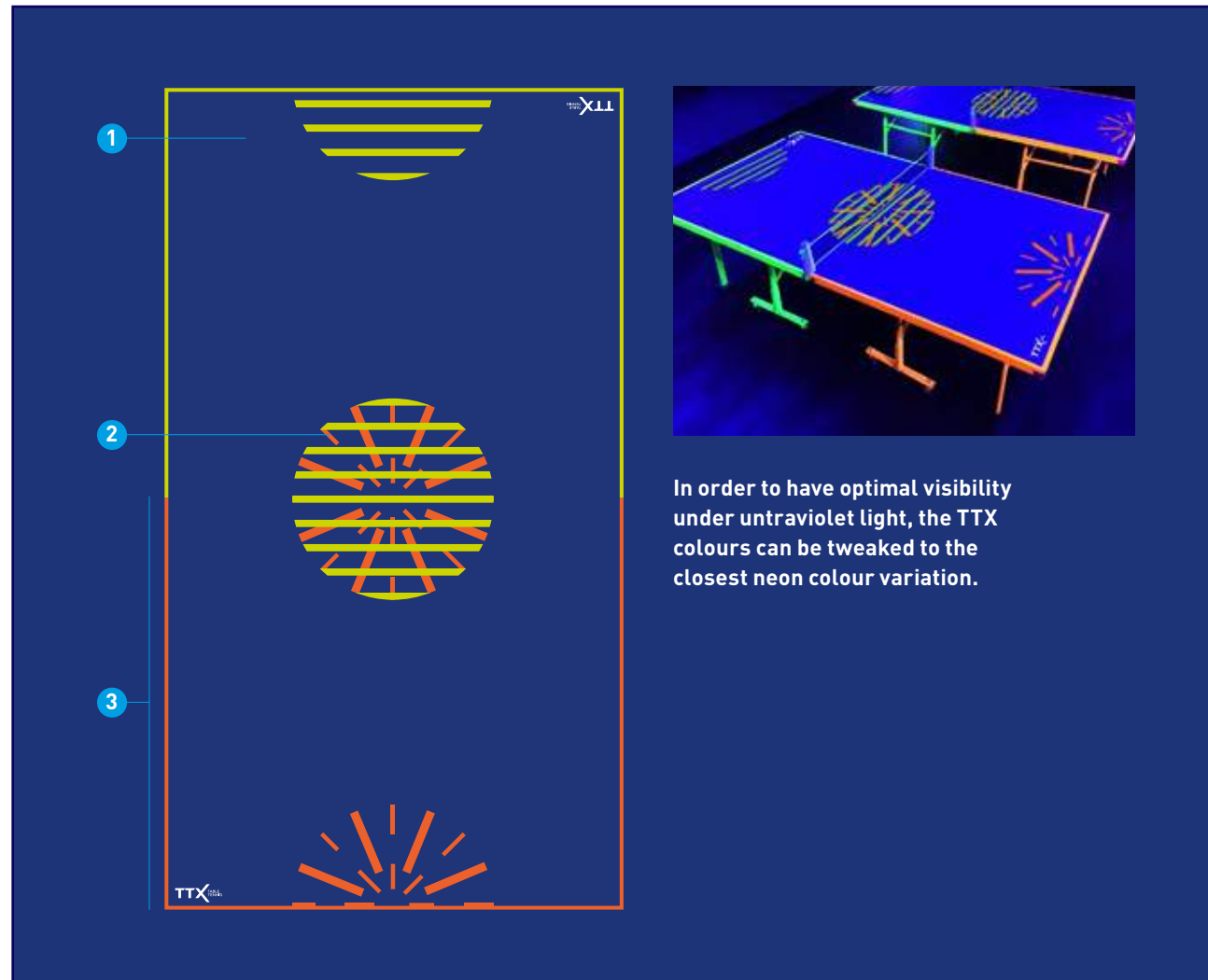
1. Table Background
The table backgroud colour should be dark and non-reflective under untraviolet light.

2. Table Patterns
The pattern colours should be on neon reflective colour.

3. Table Stroke
A 1 cm neon reflective stroke should be added to the table limits. The stroke colour should be the same as the patterns from each side to maintain consistency.
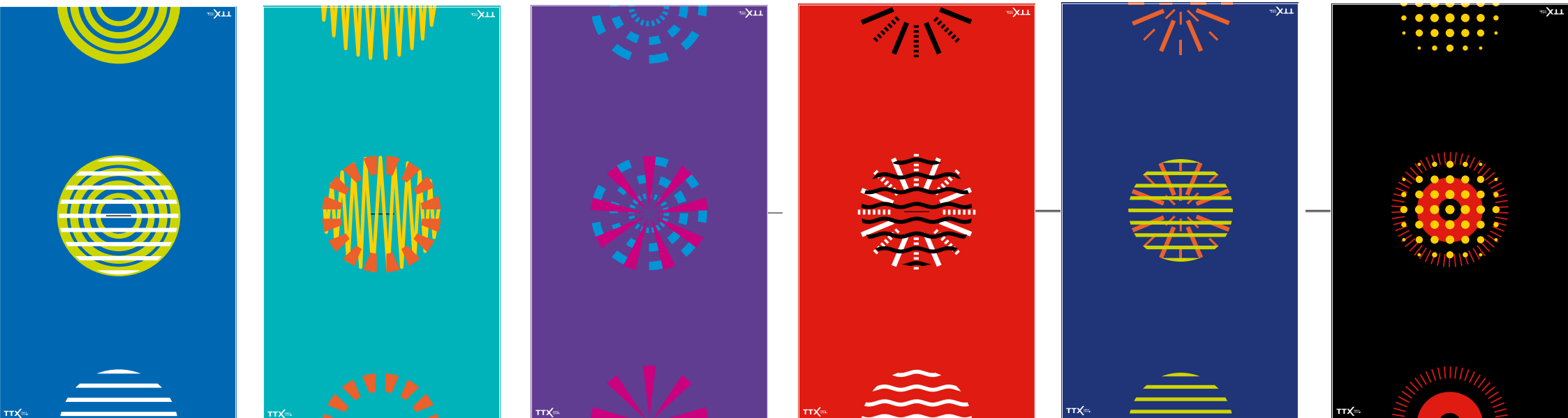

In order to have optimal visibility under untraviolet light, the TTX colours can be tweaked to the closest neon colour variation.

3.3 Equipment

3.31 Table decal

Size: 2740 x 1525mm

The table design system can be customized with our TTX patterns, allowing the creation of hundreds of different artworks. Please see the below for reference designs.

3.3 Equipment

3.32 Table side

The table design system can be customized, allowing the creation of hundreds of different artworks.

The position and size of these elements are fixed, but the patterns and colours can be changed, adapting to different spaces, events, and audiences.

1. TTX Logo
The TTX logo can be customized, with the "X" acting as as an amplifier to signify the collaboration with other partners, countries and events. e.g. "TT X Nike". (for logo expansion, please refer to 2.27 - Logo Expansion)

Side: 2740 x 760mm

Front/Back:1525 x 760mm

Country

City

Co-Branded

TTX Branded

3.3 Equipment

3.33 TTX Branded Rackets

Material: Plastic

Our rackets design system can be customized with out TTX patterns, allowing the creation of hundreds of different artworks.

The position and size of these elements are fixed, but the patterns and colours can be changed, adapting to different spaces, events, and audiences.

1. Combined Pattern
Individual patterns can be combined in the rackets (for pattern designs, please refer to 2.7 Patterns, page 47)

All colours should
follow the TTX Colour palette

2. TTX Logo

3.3 Equipment

3.34 TTX Personalised Rackets

Your racket is your weapon to victory, and that is why we enable more room for customisation, while still having a touch of the TTX brand identity.

Mix and match our TTX patterns with images, illustrations and copy to express yourself, and make it your own. These can be produced for special events or occasions, and adapted to your needs.

* Designs here are for reference only. Please ensure that you have licensed the image / illustration /typeface before production.

3.3 Equipment

3.34 TTX Personalised Rackets

Material: Plastic

Creating your personalised rackets is in three simple steps.

1. Image Background
This is the main element of the design, which can adapt to the different lifestyles and themes that you want to create.

2. Individual Pattern
Select from the 32 different patterns available for additional character (for pattern designs, please refer to 2.7 Patterns, page 47)

3. TTX Logo

The usage of TTX Colour Palette is encouraged, but not mandatory when personalising rackets

* Designs here are for reference only. Please ensure that you have licensed the image / illustration /typeface before production.

Image Background   TTX Individual Pattern   Personalised Racket
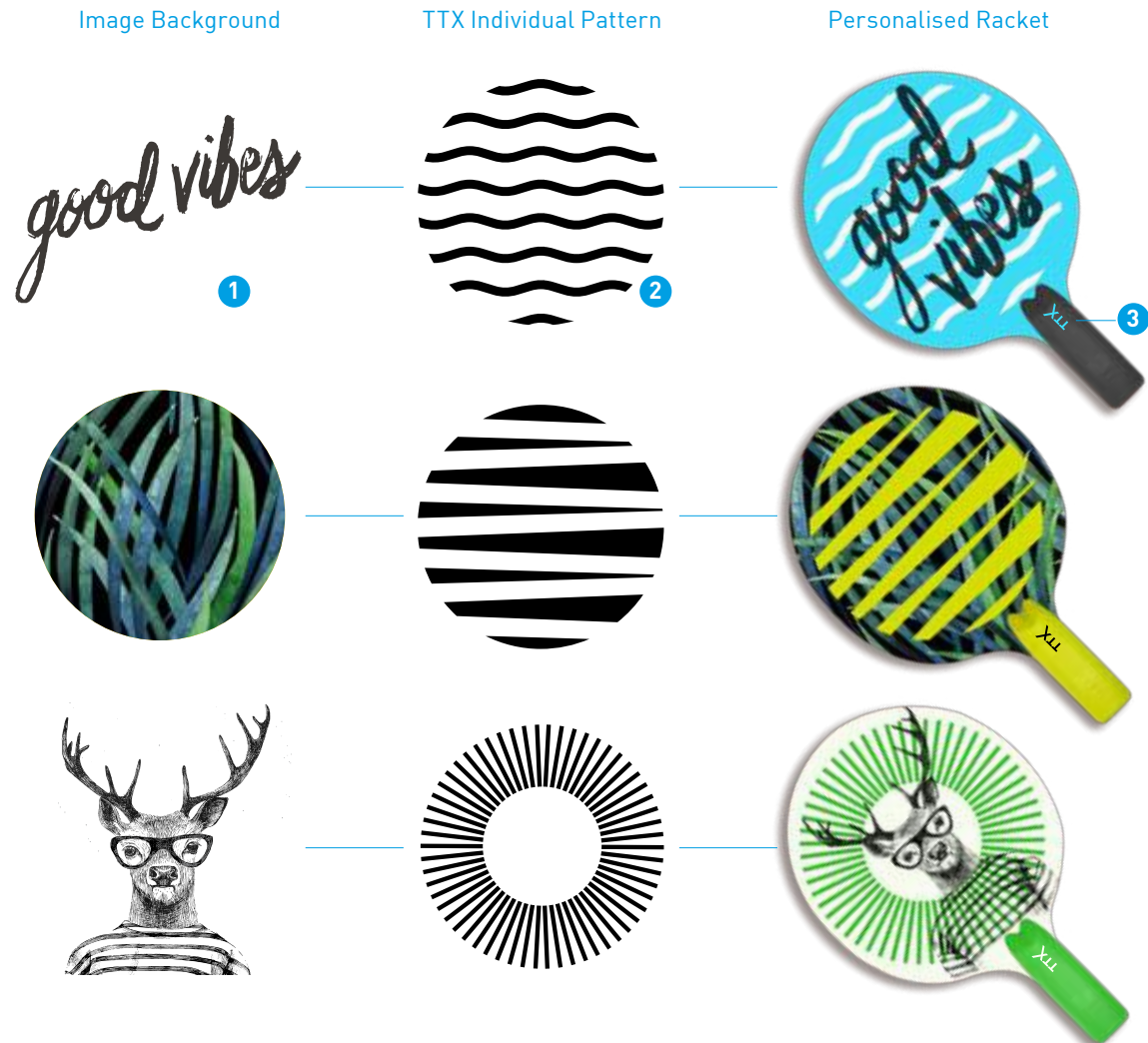
3.3 Equipment

3.34 TTX Personalised Rackets

While we're all for creativity, here are some examples of the most common mistakes that must be avoided while personalising your rackets.

Don't try to combine or apply more than one TTX Pattern per design
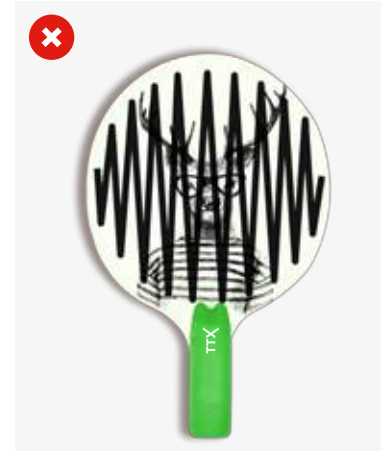
Don't choose TTX Patterns and image backgrounds or colours that conflict
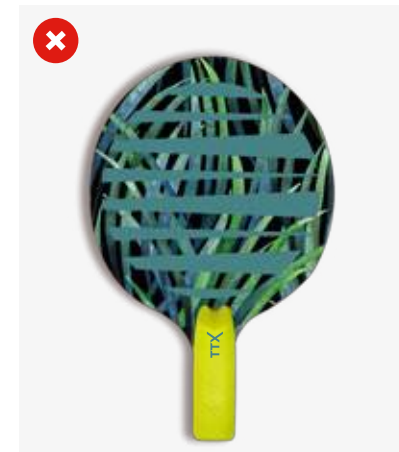

Don't use the image background without the TTX Pattern
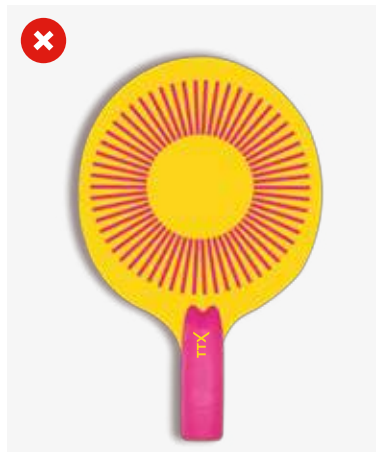
Don't use the TTX Pattern without customizing the image background
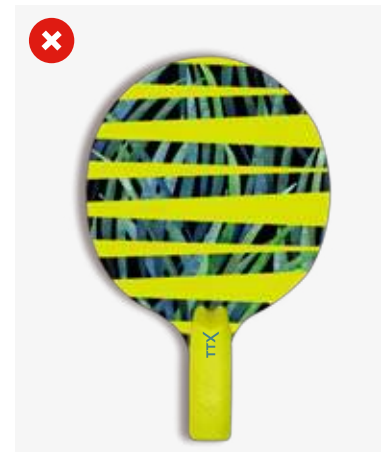
Don't crop or increase the size of the TTX Pattern

Don't pick colours that are not contrasting with the image background

* Designs here are for reference only. Please ensure that you have licensed the image / illustration /typeface before production.

3.3 Equipment

3.35 TTX Balls

Shown on the right are sample TTX balls. The design allows flexibility, with the colour being customized accordingly to the table design.

1. TTX Logo
All Balls should have the TTX Logo in one of its sides

**All colours should
follow the TTX Colour Palette.**

**Make sure the ball colour is in a
contrasting colour with the table.**
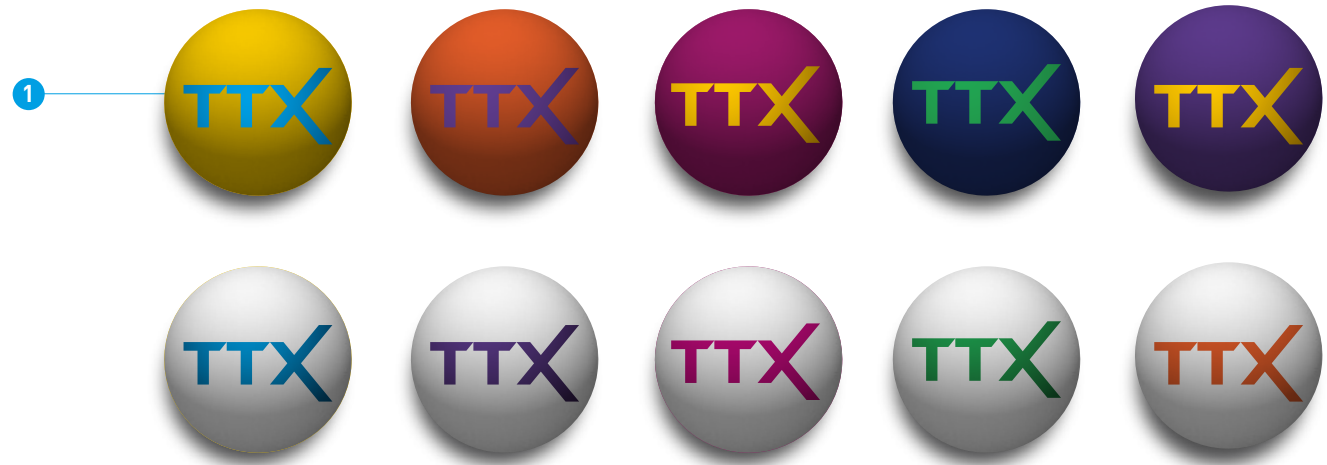
3.3 Equipment

3.36 TTX Nets

Shown on the right are sample TTX nets. The design allows flexibility, with the mesh colour being customized accordingly to the table design.
The white net tape and TTX logo should always be in white colour.

1. White Tape

2. Mesh
The colours of the mesh and structure can be customized, following the TTX Colour Palette

3. TTX logo

All colours should follow the TTX Colour Palette.

Make sure the mesh colour is in a contrasting colour with the table.
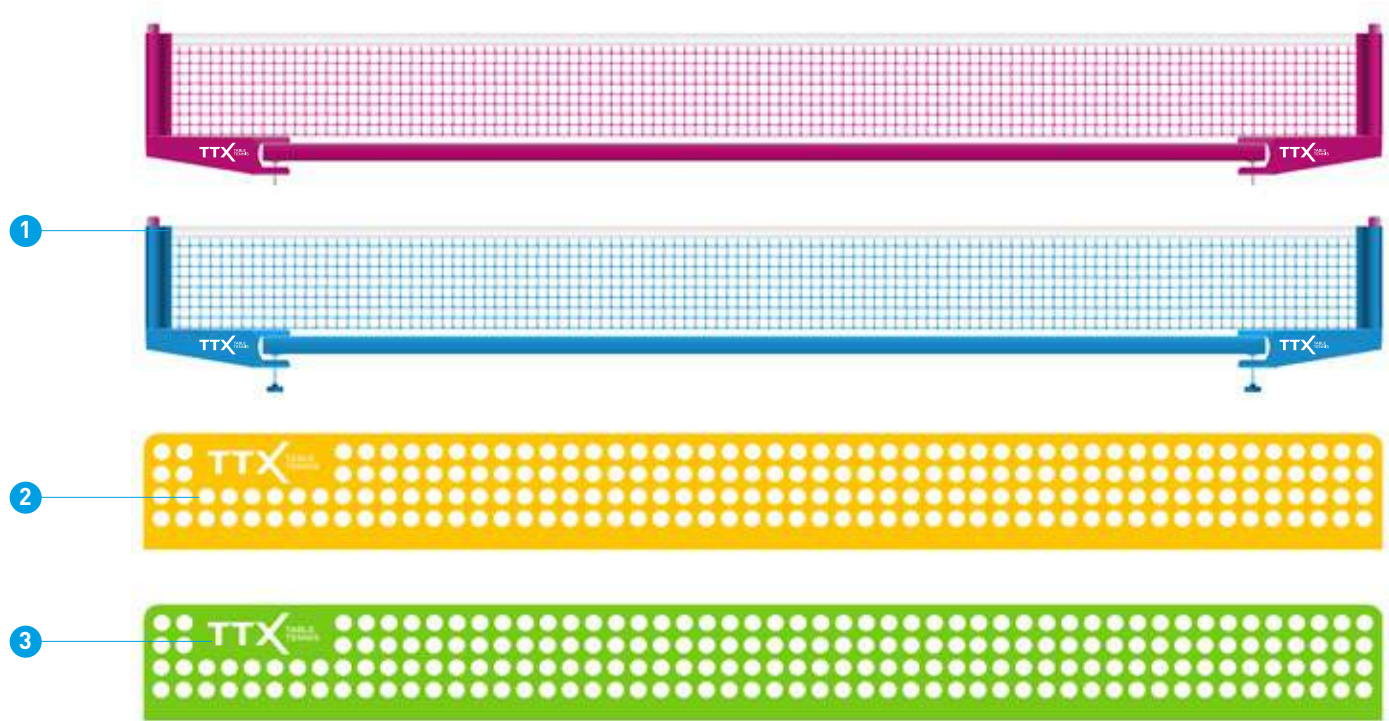
3.4 Event Space

3.41 Shape and form

The TTX event experience is based
on the proposition of "anytime,
anywhere", which inspires the
shape and form of the space
to have these principles:

• Modular arrangement
   – adaptable to the surrounding

• Sense of energy
   – excitable, play of gravity
      to stimulate movement

• Dynamic
   – fluid movements,
      responsive to behaviour,
      freedom of movement

DYNAMIC

ENERGETIC

MODULAR

ECONOMY OF SCALE

3.4 Event Space

3.42 Material and finishes

Building on the proposition of
¨anytime, anywhere¨, the materials
and finshes of the TTX event space
have to be:

• Tactile & stimulative
• Familiar & inviting
• Contemporary, creative
  & harmonious
• Adaptive, customisable
  & weather resistant

WEATHER RESISTANT

MODULAR

ADAPTIVE

TACTILE
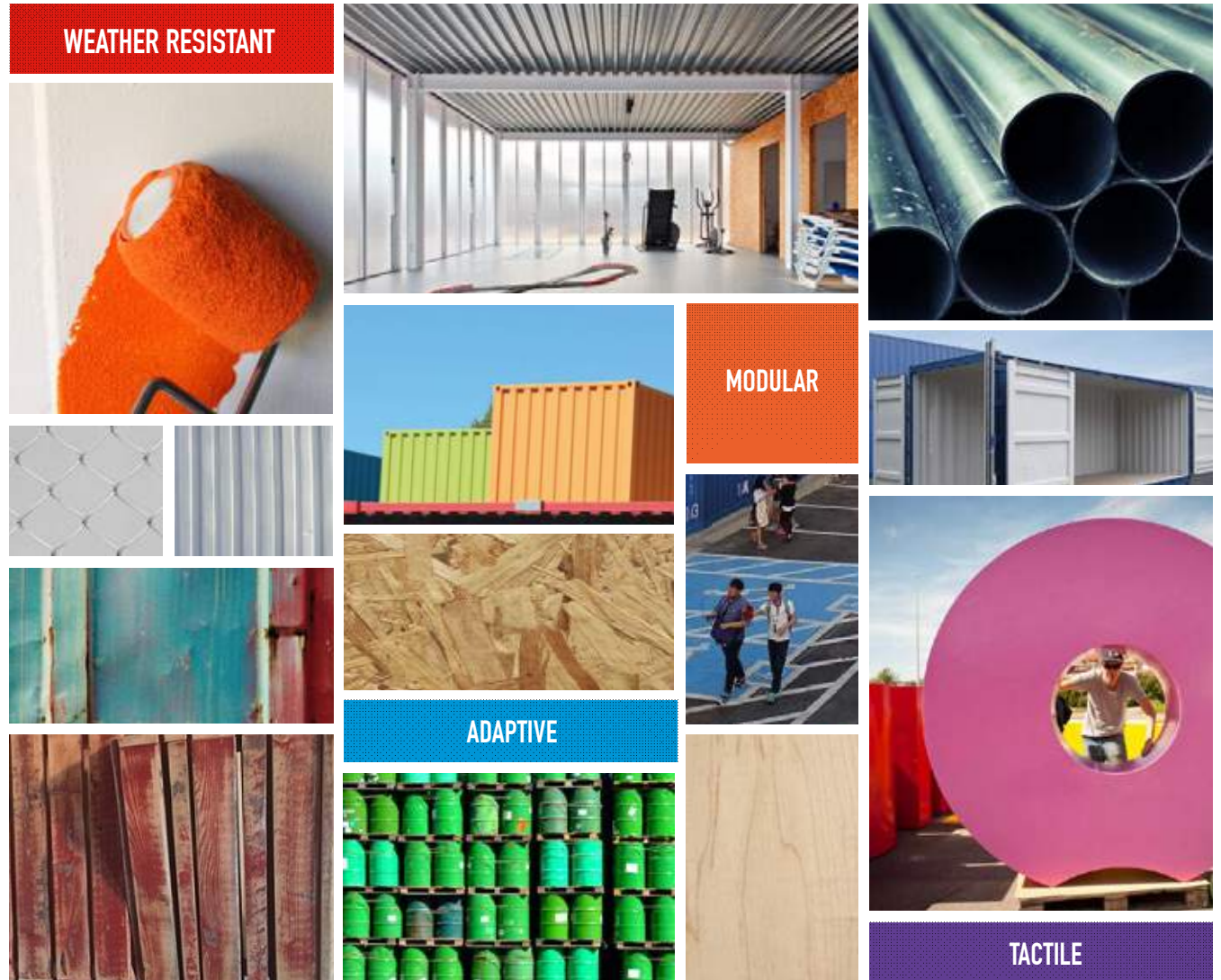
3.4 Event Space

3.43 Timer & scoreboard

As TTX is time-bound, the inclusion of a timer is critical to the experience. Shown on the right are different examples of how it can be set-up differently in different environment setting.

Outdoor set-up

Indoor set-up

By the table set-up
Actual digital scoreboard

Scoreboard app on Ipad

3.4 Event Space

3.43 Timer & scoreboard

Shown on the right are examples
of where the timer and scoreboard
will be placed in the events.

Individual time keeping – Ipad placed by the table
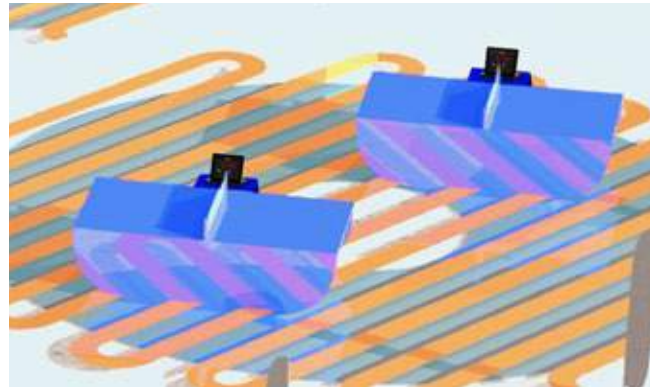
Tournament time keeping – Portable digital board
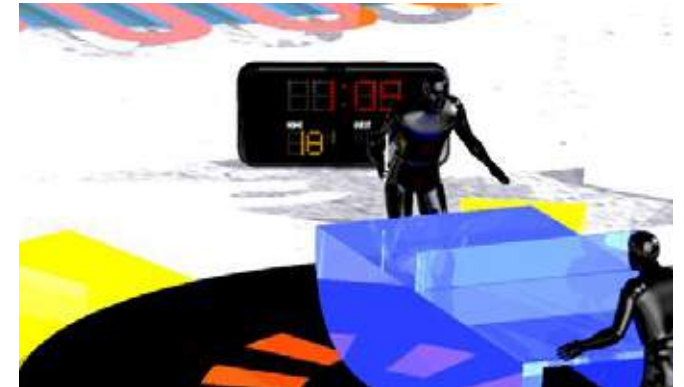
Tournament time keeping – LED scoreboard

3.4 Event Space

3.44 What makes up a TTX Space?

The principles outlined in this section guide the TTX experience in differently sized spaces.

Shown are the right are examples of how the experience can be scaled for the different environments.

Small scale

Approx. 5m by 5m

A simple playing table and equipment are all that are needed to make a game possible. Set this up anywhere, any time.

Medium scale
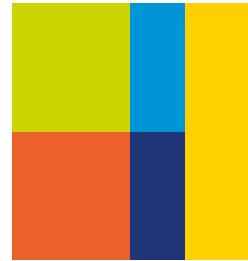
Approx. 50m by 50m

A regular sized space will house the elements for flagship events, accompanied with a hosting ground.

Large scale

Approx. 100m by 100m

A large-sized space creates the opportunity for a more immersive experience of TTX, indoors and outdoors. With programmed LED lights and sensors, the experience rooms synergise sight and sounds of a playing and viewing experience.

Extra large scale

Approx. 200m by 200m

An XL space is great for a full-blown TTX carnival and experience. A performance stage provides the opportunity for live music accompanyment.

Legend

Playing Area
– Demarcated playing ground
– Equipment
– Storage

Pop-Up Stores
– Food truck
– Merchandise truck

DJ Booth
– Podium/stage

Interaction Space
– Standing areas
– Seating areas

Experience Room & VIP Room

The Arena
– Elevated 1-v-1 playing space
– Winner's Podium
– Umpire
– Digital timer

Performance Stage

3.4 Event Space

3.45 Small scale events

For pop-ups that are built in a
confined or a small open area,
e.g. an alley, rooftop, etc

This event consists of a ball basket
from an improvised trash bin,
wooden crates for sitting and
other interactions and tables.
Flag banners and floor vinyls
to demarcate a playing area.

Please refer to section 4.1
Appendix A for the detailed version
of the small scale event space.
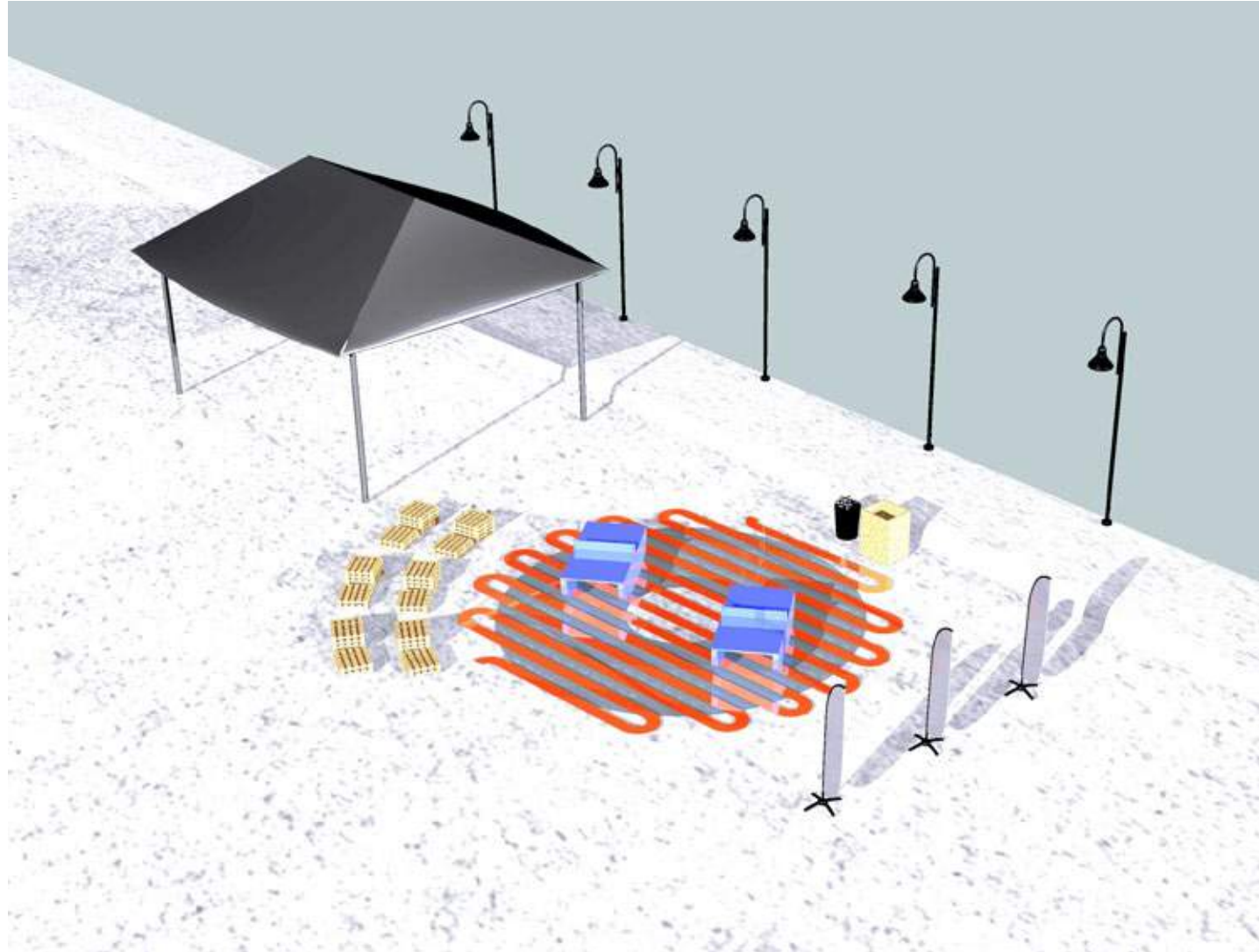
3.4 Event Space

3.46 Medium scale events

For events that are hosted in a
bigger open space, e.g. courtyard,
industrial park etc.

Shown on the right is an aerial
view of the medium space with
a sample host environment.

Please refer to section 4.2
Appendix B for the detailed version
of the medium scale event space
and the artist's impression of the
Rio olympics 2016 space.

3.4 Event Space

3.47 Large scale events

One of the two entrances to the event. This entrance will be
embellished with vinyls of TTX patterns and logo. At this entrance,
visitors can choose what they would like to experience first -
to engage in the game or proceed to the resting and food area.

Please refer to section 4.3 Appendix C for the
detailed version of the large scale event space.
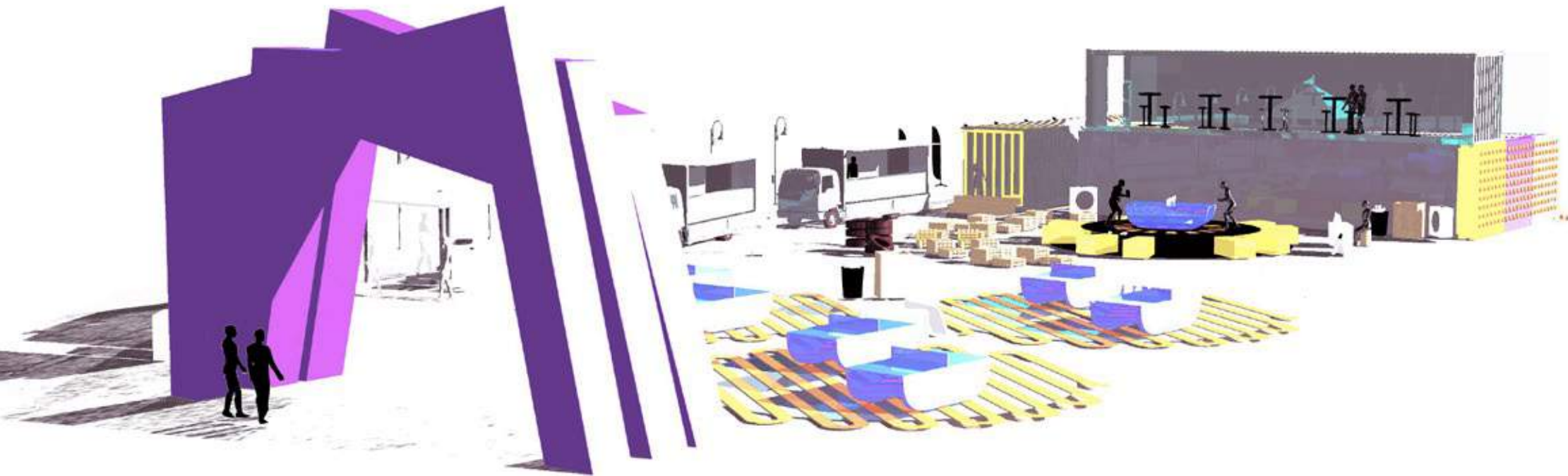
3.4 Event Space

3.48 Extra large scale events

Overlooking the stage on the beach with seating spaces. Performers are elevated so that everyone will be able to see or hear them and/or the announcements made on the stage wherever they are. The extra large scale event space is perfect for a TTX carnival to immerse thousands in the ultimate TTX experience.

Please refer to section 4.4 Appendix D for the detailed version of the extra large scale event space.

4.0 APPENDIX

4.1 Appendix A

Small scale events
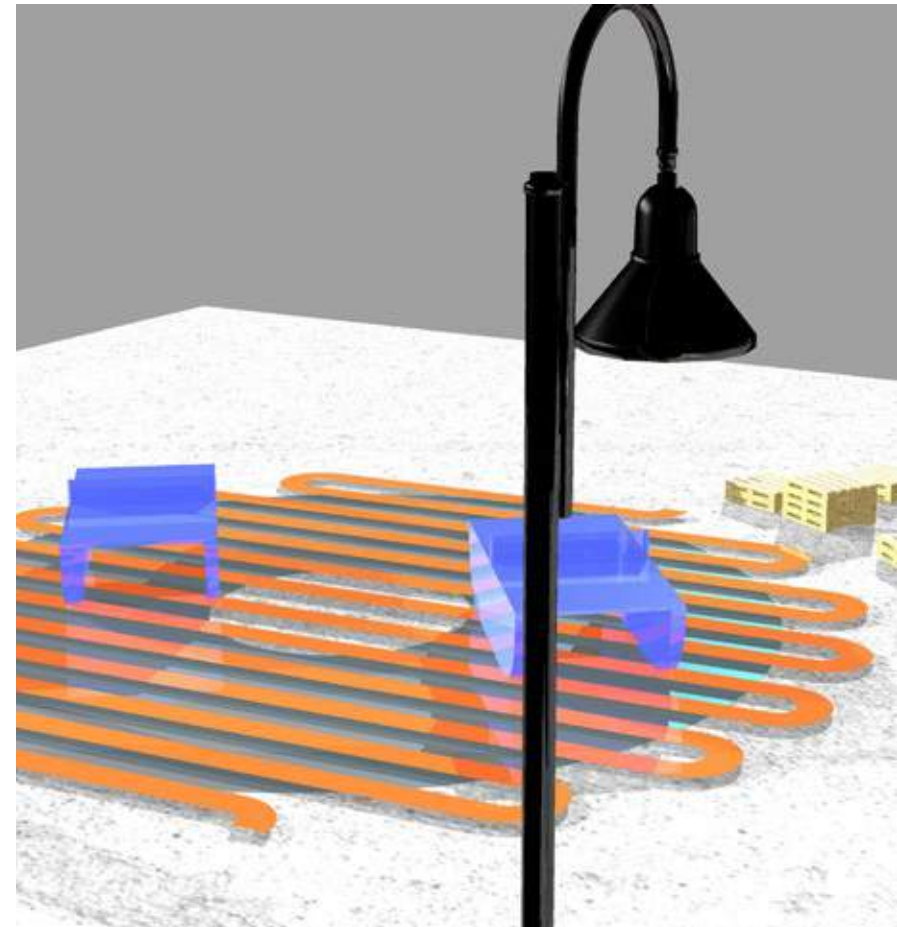
4.1 Appendix A
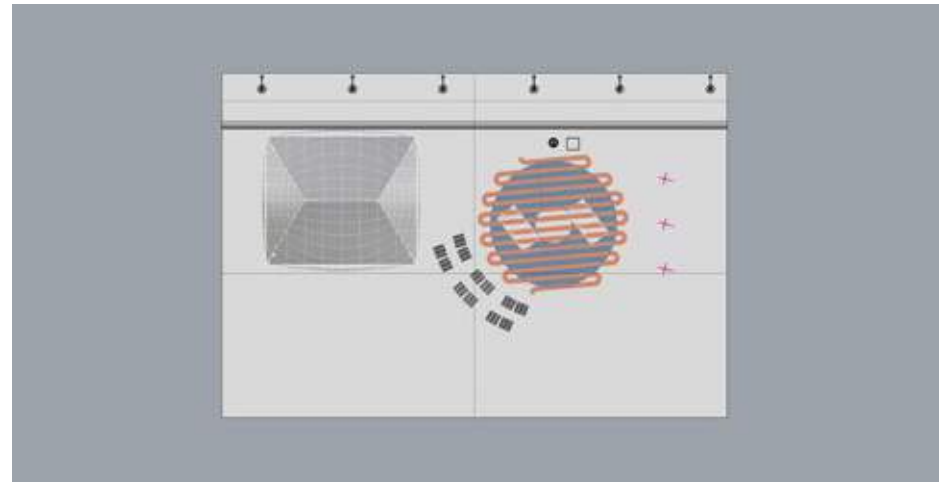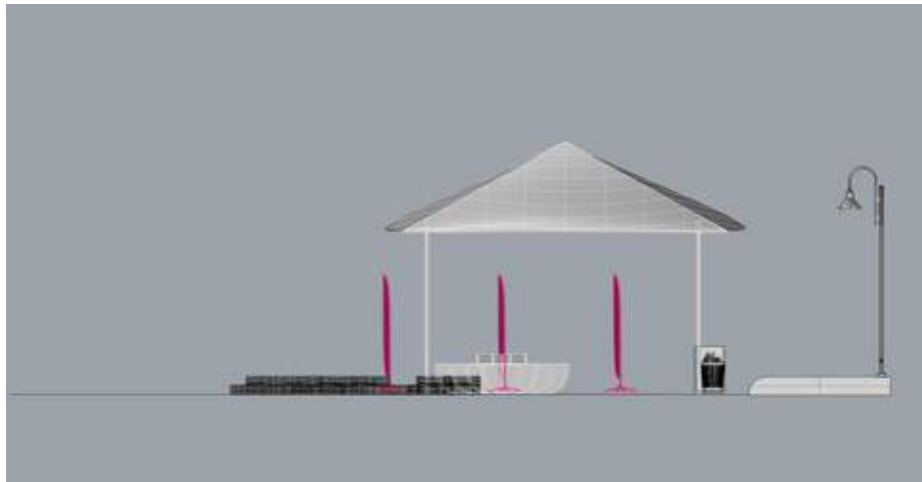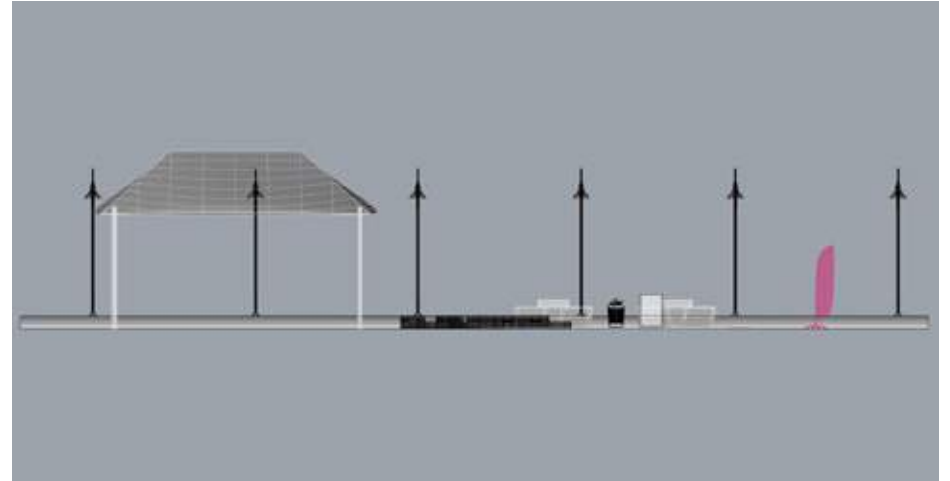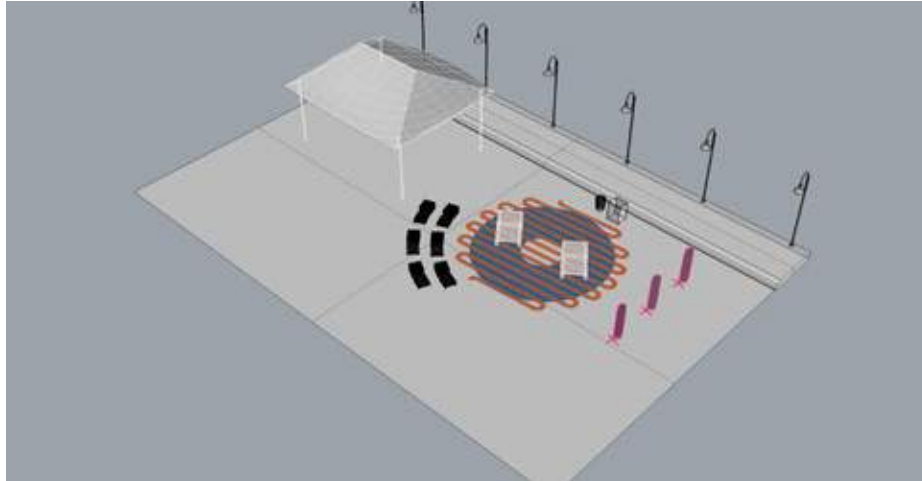
4.2 Appendix B

Medium scale events

The main touch point of the medium
sized space is the playing areas,
backed by the interactive walls,
projection wall/media wall. Activities
are ideal for media coverage.
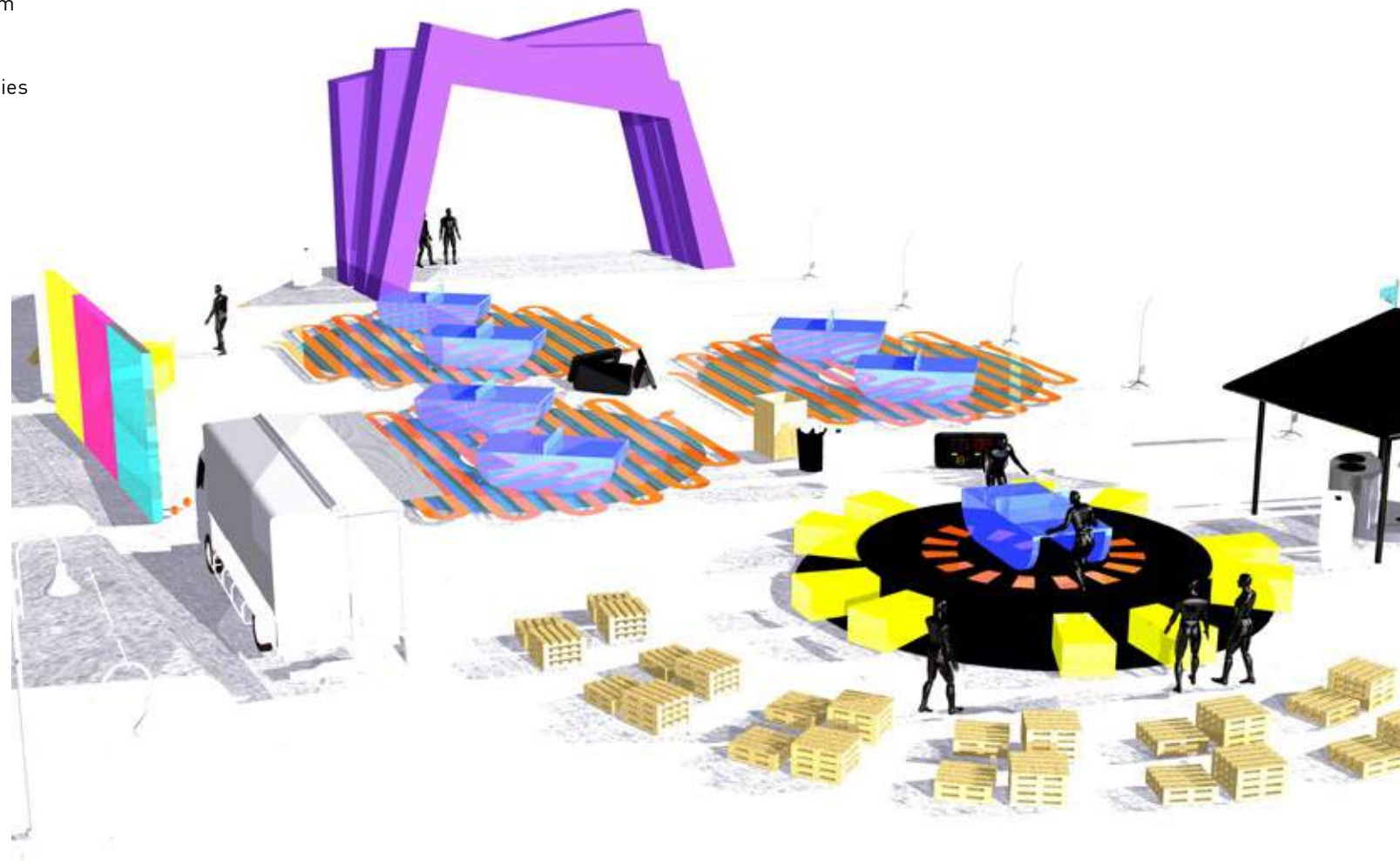
4.2 Appendix B

A sample food truck with seating areas and open space for resting and eating nearby.
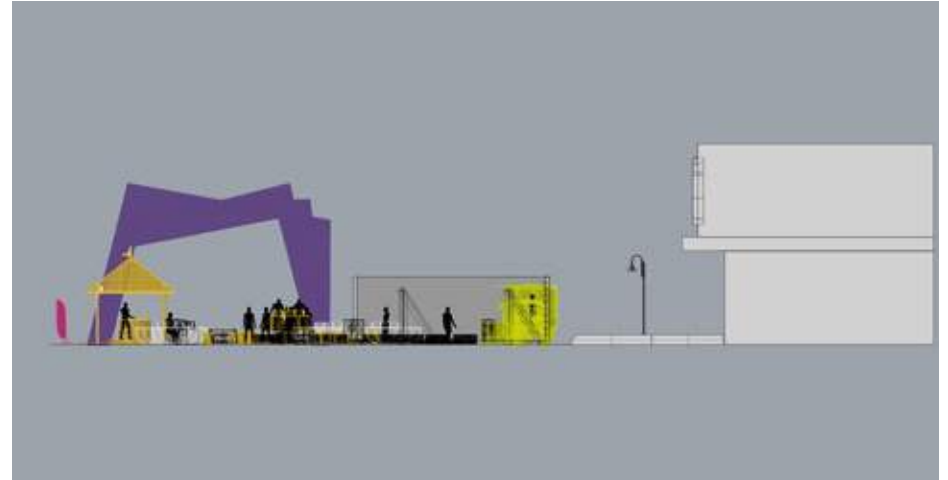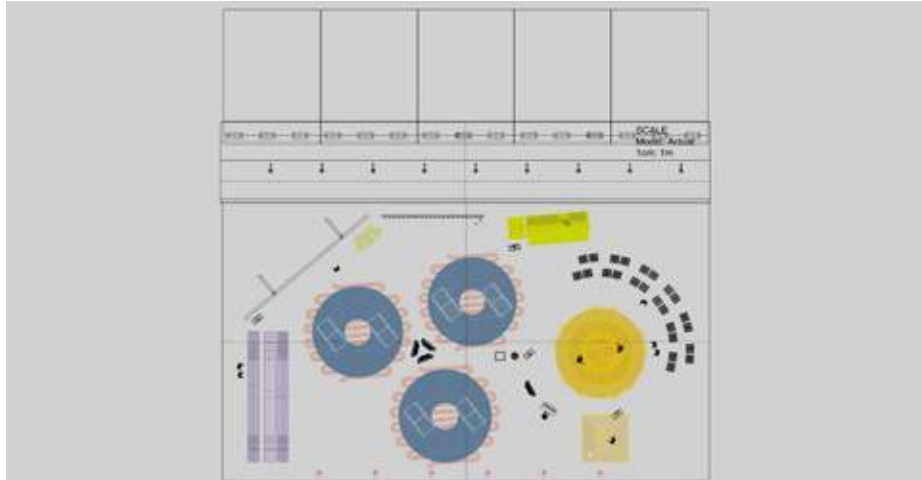
4.2 Appendix B

Interactive media and projection wall, which visualised the timer and the socreboard. Visitors can contribute to the lighted display by placing their customised balls in the indents of the lighted display wall.
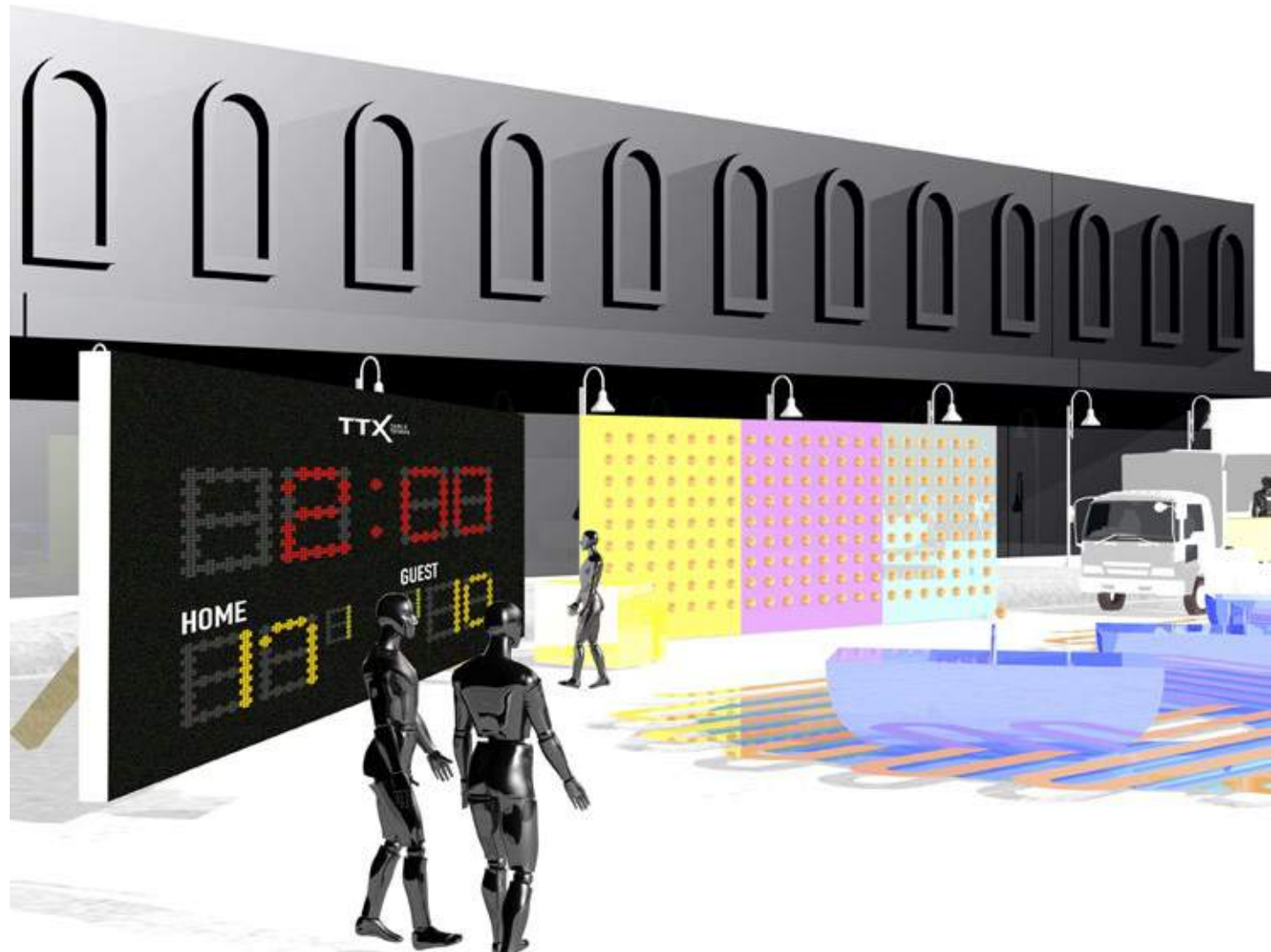
4.2 Appendix B
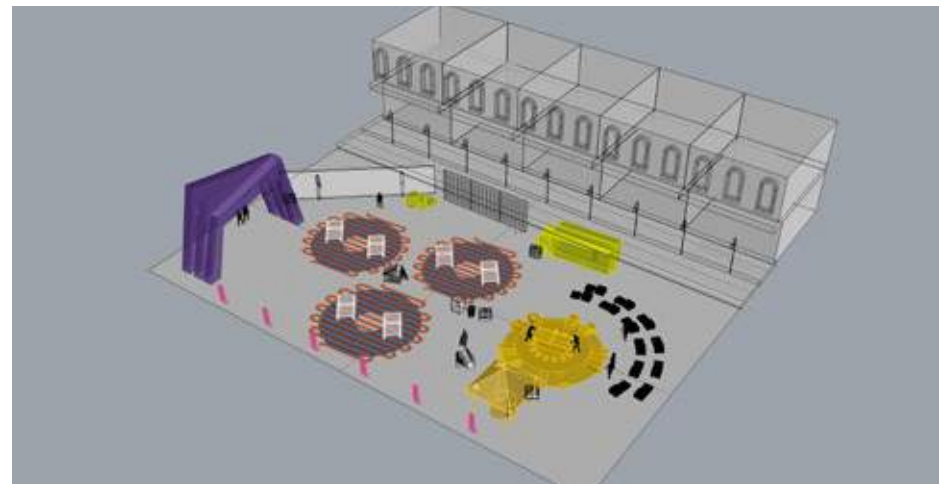
4.2 Appendix B

Artist's impression for medium scale events

The TTX concept launch at the German Olympic house during the
Rio Olympics 2016 was an example of a medium scale event space.
The following pages act as a reference for future similar sized events.
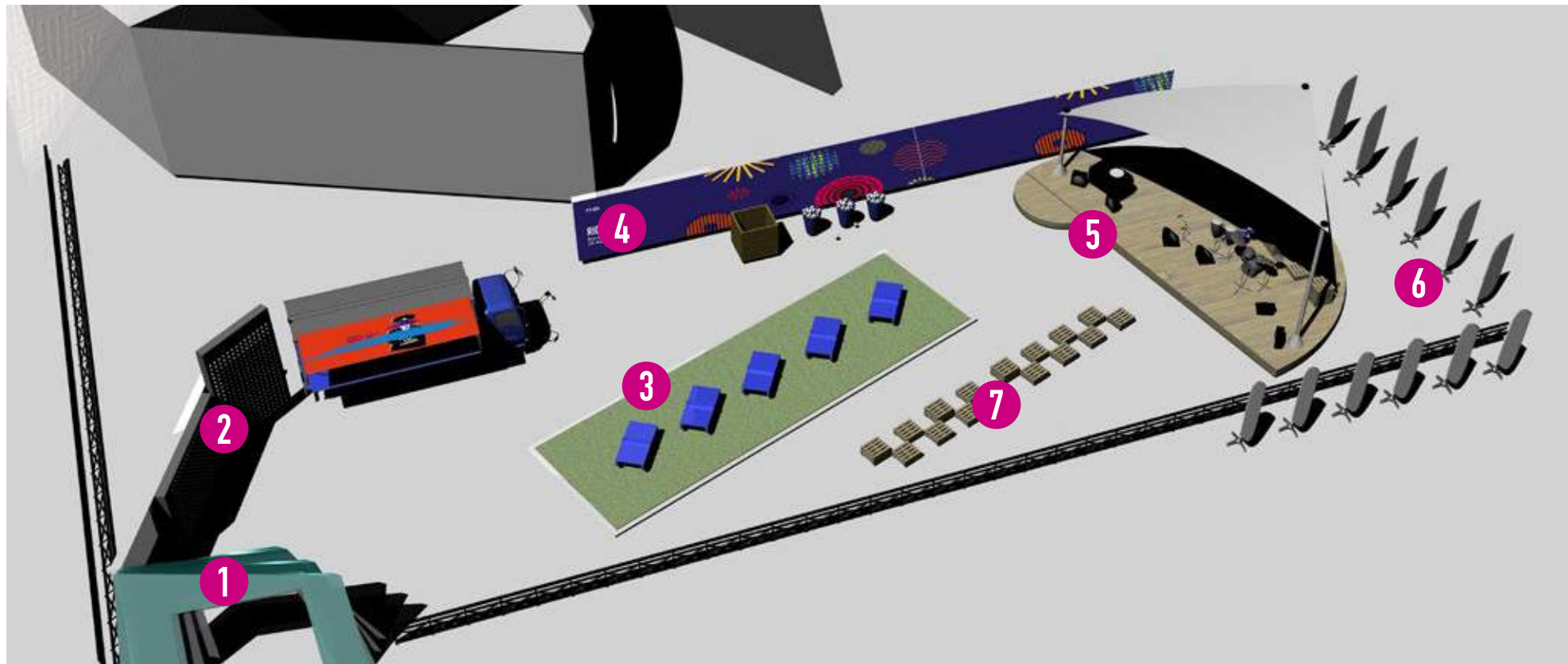
4.2 Appendix B

1. Entrance

4.2 Appendix B

2. Interactive space
Greeted with lights and colours, the visitors may contribute to the interactive mural collectively with their invitation passes (customised colour balls). Media walls for photo opportunities.
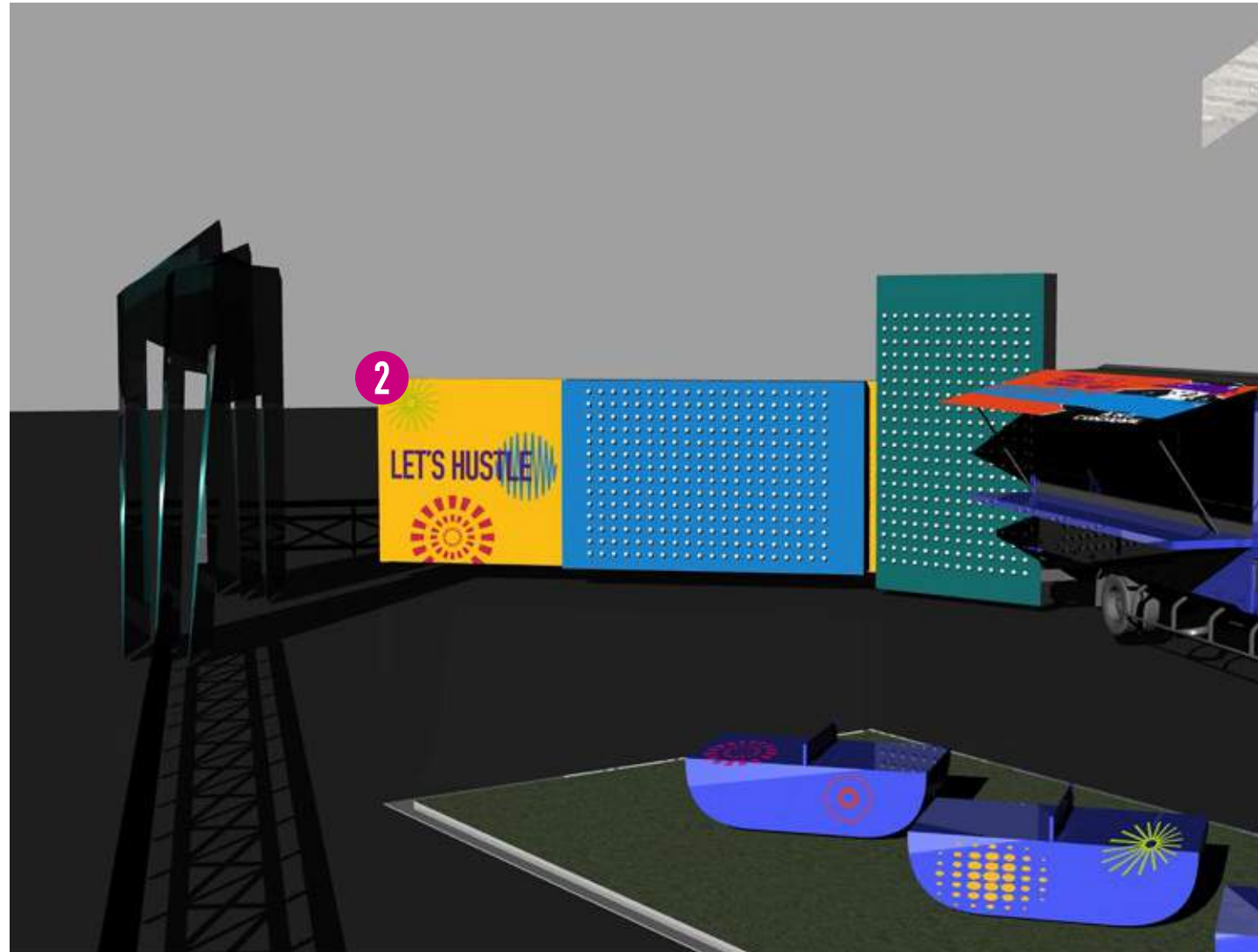
4.2 Appendix B

3. Playing area
Grass patch as playing field to
bring forth the idea of "anywhere".
Use of trashcans and crates to
store bats and balls.

4. Backdrop
Backdrop as a projection wall
for timer and images/slides.

4.2 Appendix B

5. Mini stage
With live band and DJ equipment.

6. Feather flags
Surrounding the fence facing the main road.

7. Social space
Assembled with reused and stacked crates. The sides of the crates can be painted with brand colours.
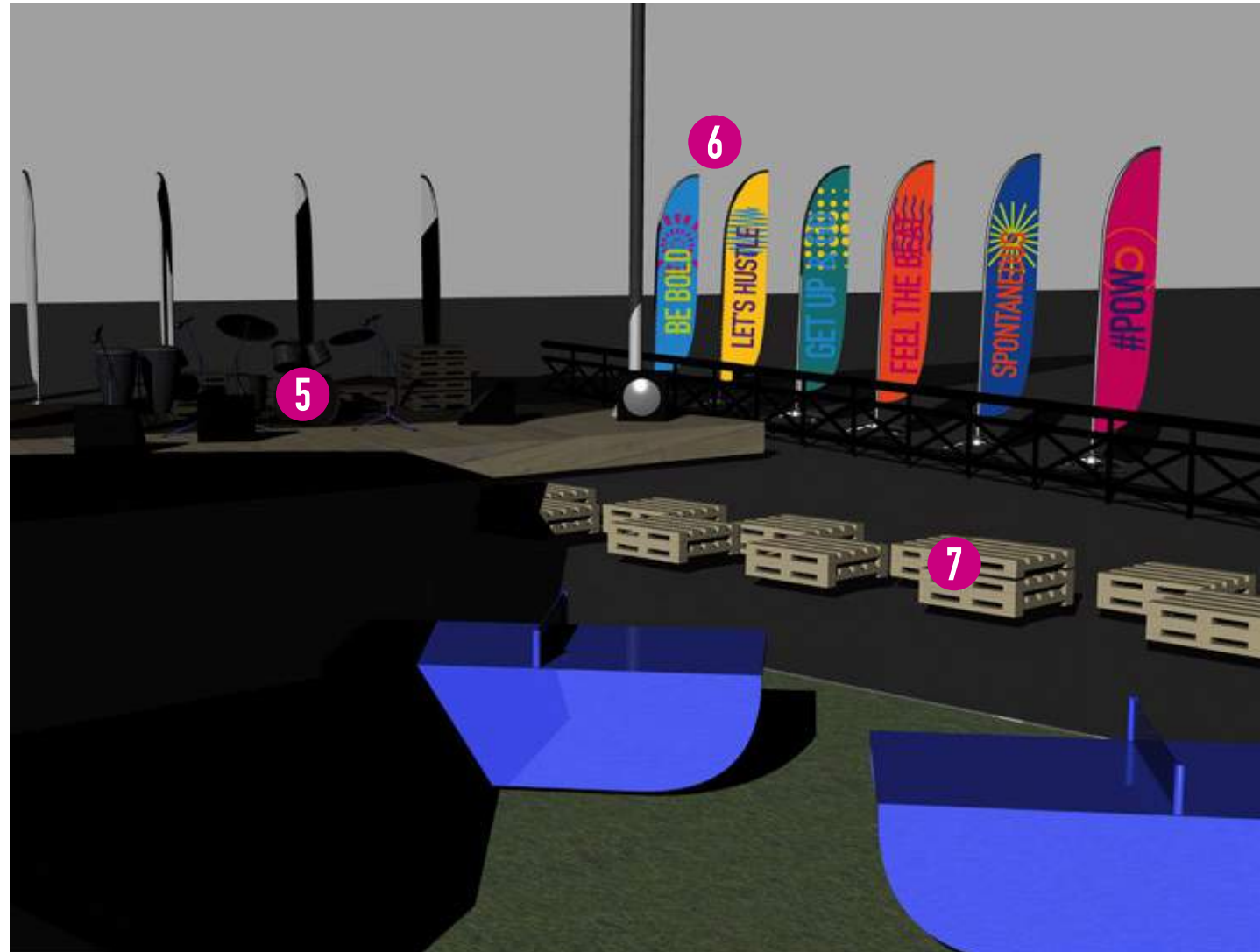
4.3 Appendix C

Large scale events

The front entrance and experience room. Rooms are enclosed for a sense of mystery. Visitors will be exposed to the build up of excitement throught the lighted cargo container walkway before they view the location in full.
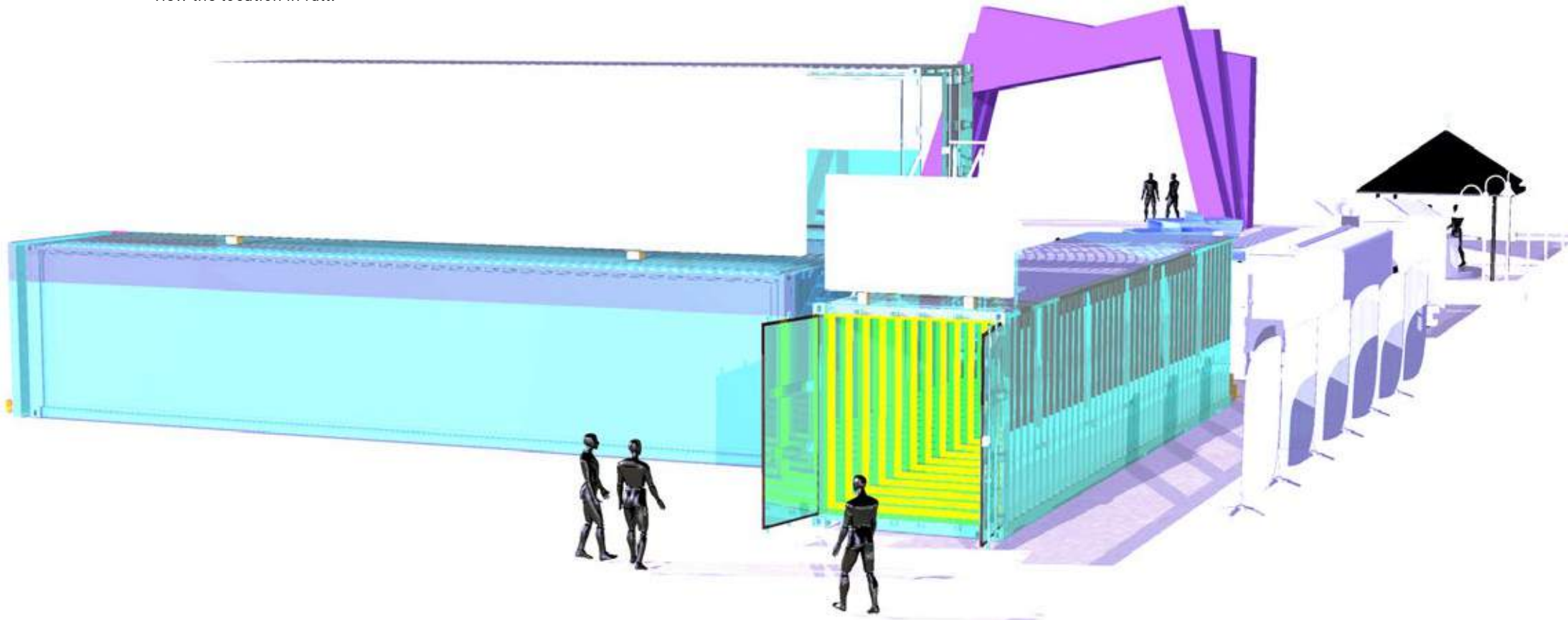
4.3 Appendix C

A cross section of an experience room. Balls will be built into the wall with LED lights within.
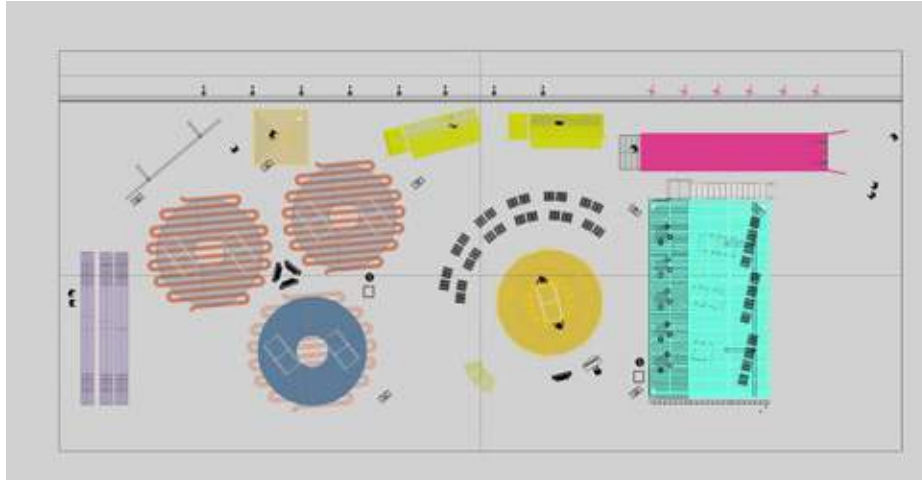
As the competitiors play in the arena, lights will synchronise with the movement of the game, increasing the intensity of the TTX experience. Even in enclosed areas separate from the playing arena, visitors will be able to engage in the experience in every way.
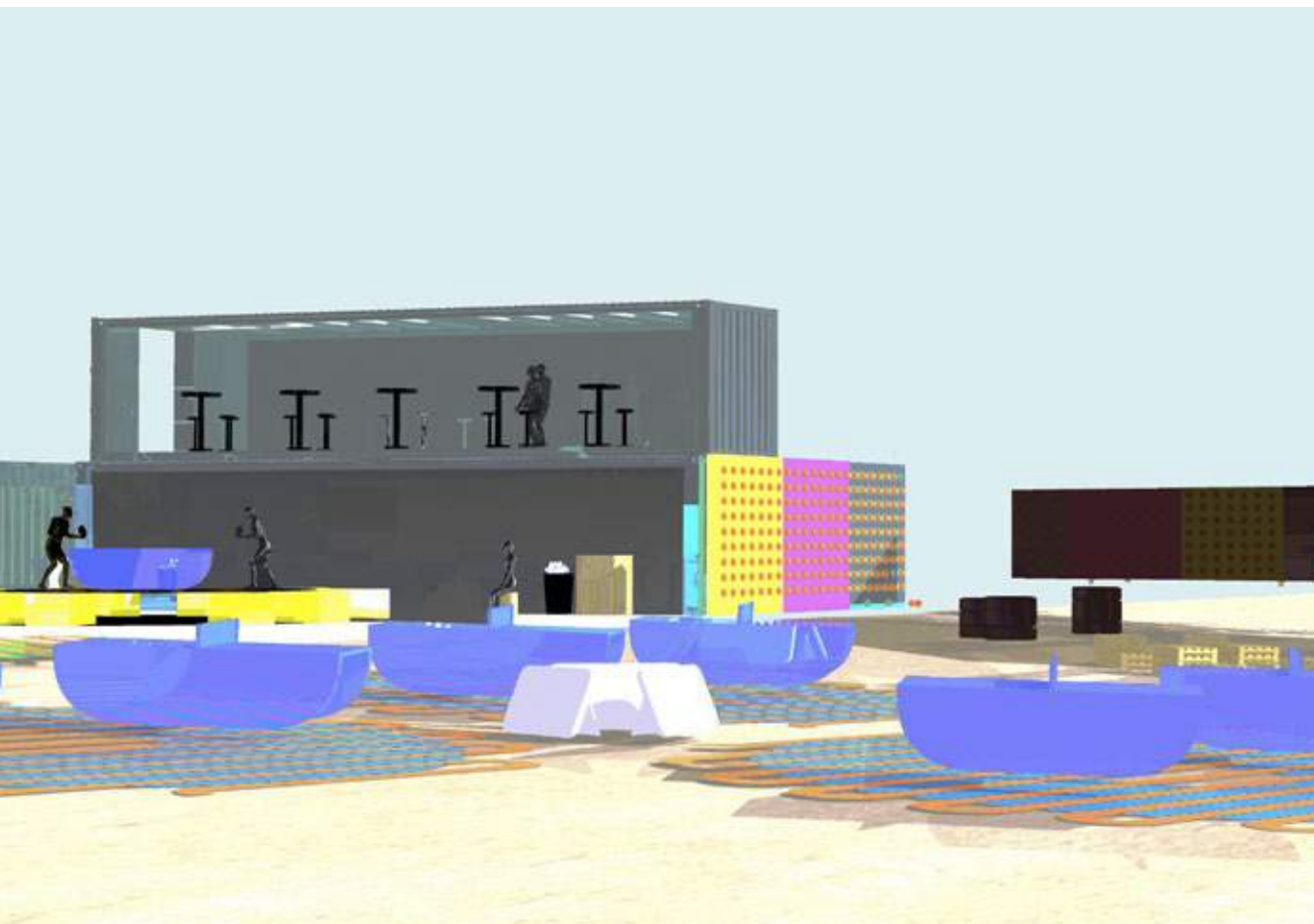
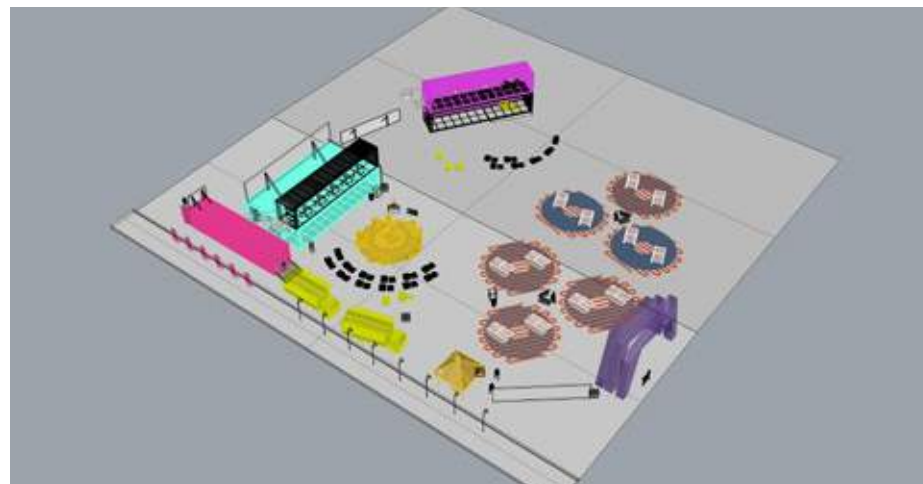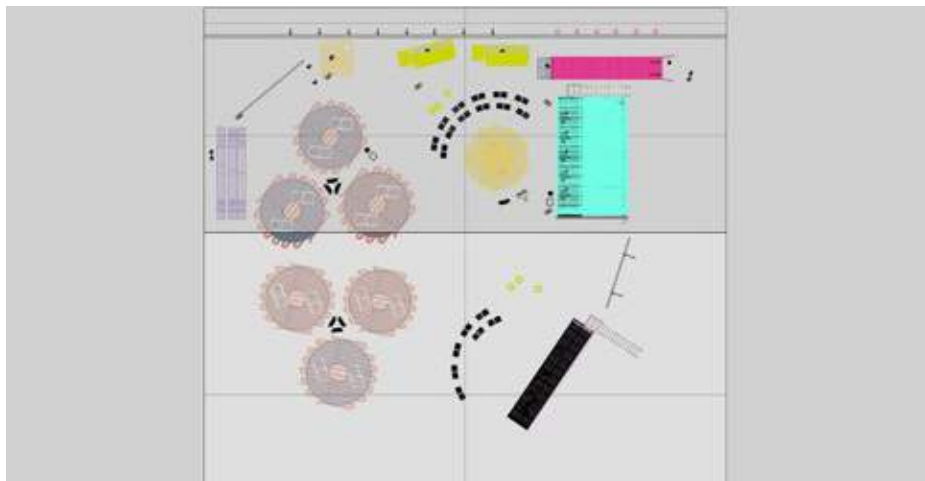**4.3 Appendix C**

4.3 Appendix C
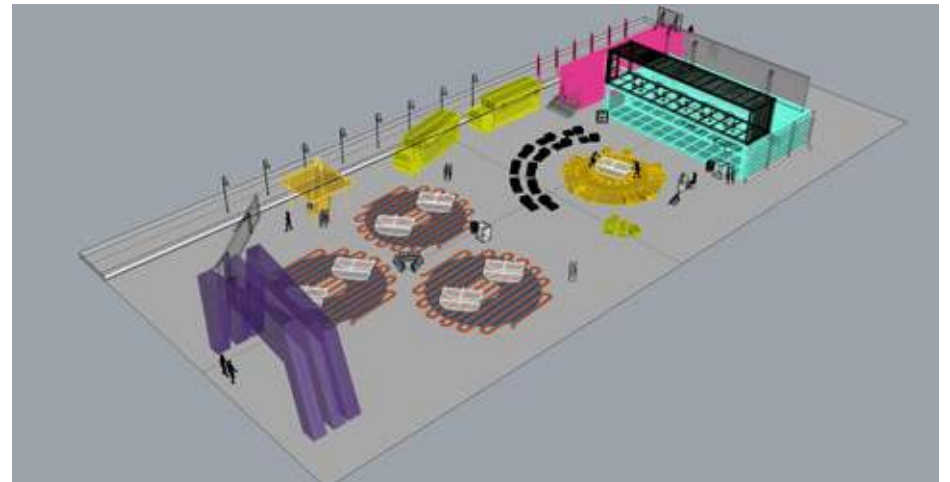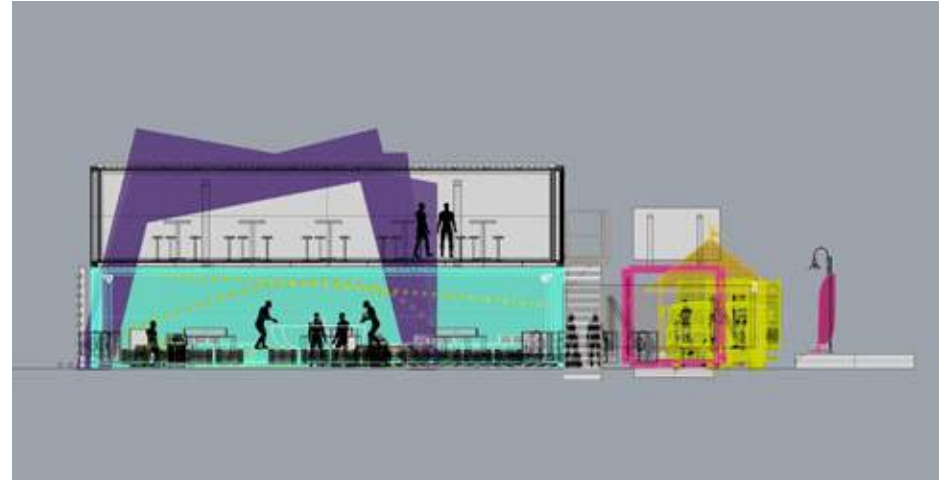
4.4 Appendix D

Extra large scale events

4.4 Appendix D

For event enquiries please contact events@ttx.world.
For equipment enquiries please contact equipment@ttx.world.

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