



## QUALITY STANDARDS FOR KIDS TENNIS



Quality programming to inspire  
a life-long love of tennis

## COMMUNICATION KIT 2018



## BACKGROUND INFORMATION

**Quality Standards for Kids Tennis** is a joint initiative between Tennis Canada, the Provincial Tennis Associations (TC/PTA) and supported by the Tennis Professionals Associations (TPA).

The goal is to raise the quality and consistency of children's tennis programs in an effort to provide safe environments and positive experiences that promote life-long participation in tennis.

With more and more kids participating in both recreational and competitive tennis in Canada, the next step to nurture the advancement of our sport is to ensure that consistent, quality programming is delivered regardless of where a child decides to play tennis; so that kids that play tennis, stay in tennis.

As clubs and facilities commit to the Quality Standards for Kids Tennis, we believe that coaches and tennis programs from coast-to-coast will have the tools and information to:

- ✓ Provide the best programming
- ✓ Maximize player retention in their programs
- ✓ Ensure positive experiences
- ✓ Create tennis players for life!

## KEY MESSAGES

- A child's early experience in sport matters! Positive early experiences create a foundation for lifelong participation and physical activity. Negative experiences have long term effects on decisions to participate.
- Kids experience sports differently than adults and have different priorities. There are 6 Key Characteristics that lead to positive experiences and increase the likelihood that kids will stay active and keep playing tennis:

1) Caring Instructor	2) Make Friends	3) Active Participation
4) Appropriate Challenge	5) Improvement	6) Fun
- When a quality program is delivered, kids experience fun and success and they are inspired to keep playing tennis
- Quality tennis programs will do the following:
  1. Adopt the 6 Key Characteristics
  2. Evaluate their Performance
  3. Communicate their Commitment
  4. Seek new information and education

# LOGOS – GUIDING PRINCIPLES OF LOGO USE

Logo Quality Standards for kids tennis - Eng version - 19 / 04 / 2018



Colours



PMS 485 C  
CMYK 5 100 90 0  
RGB 226 30 48



PMS 285 C  
CMYK 90 48 0 0  
RGB 43 116 183



PMS 376 C  
CMYK 54 0 100 0  
RGB 152 193 29



PMS 533 C  
CMYK 95 72 15 67  
RGB 38 49 71



PMS BLACK C  
CMYK 0 0 0 100  
RGB 35 31 32

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Logo Quality Standards for kids tennis - Eng Horizontal version



Font

**PT SANS CAPTION**

Lorem ipsum dolor sit amet, consectetur adipiscing elit,  
sed diam nonummy nibh euismod tincidunt ut laoreet dolore  
magna aliquam erat volutpat.

Normes de qualité de tennis pour enfant - Version fr - 19 / 04 / 2018



## Additional Guidelines:

- Using the logo on your communication materials means that you have pledged to:
  - 1) Adopt the 6 Key Characteristics in your program delivery
  - 2) Engage in Self-Assessment on a continuous basis
  - 3) Communicate your commitment
  - 4) Continually seek information and education
- Do not change the colours of the logos
- Do not stretch or skew the logos
- Do not add new design elements to the logos
- Do not remove the white background of the logo on a coloured background

Normes de qualité de tennis pour enfant - fr Version horizontale



**PT SANS CAPTION**

Lorem ipsum dolor sit amet, consectetur adipiscing elit,  
sed diam nonummy nibh euismod tincidunt ut laoreet dolore  
magna aliquam erat volutpat.

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## PRINT MATERIALS

### Campaign Pledge Poster



[Click to Download](#)

### Self Assessment Checklist

[Click to Download](#)

### Powerpoint presentation for Tennis Leaders



[Click to Download](#)

## VIDEOS



[https://youtu.be/M\\_whMOvT-NM](https://youtu.be/M_whMOvT-NM)



<https://www.youtube.com/watch?v=98nPVoHVJyo>



[https://www.youtube.com/watch?v=6D\\_p4H3-73I](https://www.youtube.com/watch?v=6D_p4H3-73I)



<https://www.youtube.com/watch?v=yFZUpbnoEEE>



<https://www.youtube.com/watch?v=n5q1QirhuaE>



<https://www.youtube.com/watch?v=n5q1QirhuaE>



<https://www.youtube.com/watch?v=8vpBPsyfiwk>

## GRAPHICS MATERIALS

### Banners



**We made the pledge**



**Nous prenons l'engagement!**



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