

# MARKETING TOOLKIT



**WE DO  
TENNIS**

# DOCUMENT FONTS

**Titles & Headings - Winner Sans**

AB



**Subheadings - Gotham Bold**  
Letter Spacing -51, line spacing 1

Ab



**Body - Gotham**  
Letter Spacing -51, line spacing 1

Ab



All We Do Tennis fonts are accessible & downloadable in the Shared Drive. To find them, navigate to

Documents -> Artwork -> Document Fonts

# COLOUR CODES



#E94A35

#C13923

#384862



#EF563F

#334A63

#20344A



#DF3E69

#BB3664

#61B77B



#EF563F

#334A63

#20344A



#F99D26

#EC6028

#030201



#F99D26

#EC6028

#030201



#28B298

#1B997D

#364863



#955AA1

#7F4D88

#F0C513



#233059

#171E3C

#C9D203

These colour codes are used throughout our flyers and social media assets and define the We Do Tennis brand

# PRODUCT COLOURS

## Adult Products (Red)



**ADULT TENNIS COACHING**  
**THINGWALL TENNIS CLUB**  
**JOIN ANYTIME!**

**SATURDAY**  
12.15-1.15pm for beginner players

**SUNDAY**  
9-10am for inter/advanced players

**WEDNESDAY**  
6-7pm for Cardio Tennis  
7-8pm team practice

**SCAN ME**

**BOOK OR CONTACT US:**  
01952 984 894  
enquiries@wedotennis.co.uk  
wedotennis.co.uk/thingwall

**DUNLOP**

**WE DO TENNIS** | **Allendale**

## LTA Youth (LTA Orange)



**LTA YOUTH START**

**THINGWALL TENNIS CLUB**  
**L15 7JX**  
**STARTING 17TH JULY**

**£34.99 GETS YOU >** 6 COACHING LESSONS • RACKET • TENNIS BALLS • BRANDED T-SHIRT • ACTIVITY CARDS • LANYARD • CERTIFICATE • STICKERS

**SPACES AVAILABLE // BOOK NOW**

**6 WEEK COURSES START ON 3RD AND 4TH MAY 2024**

Friday 6-7pm for 6 to 11 Year Olds  
Saturday 12-1pm for 5 to 8 Year Olds  
Saturday 1-2pm for 9 to 10 Year Olds  
Saturday 1-2pm for 9 to 10 Year Olds

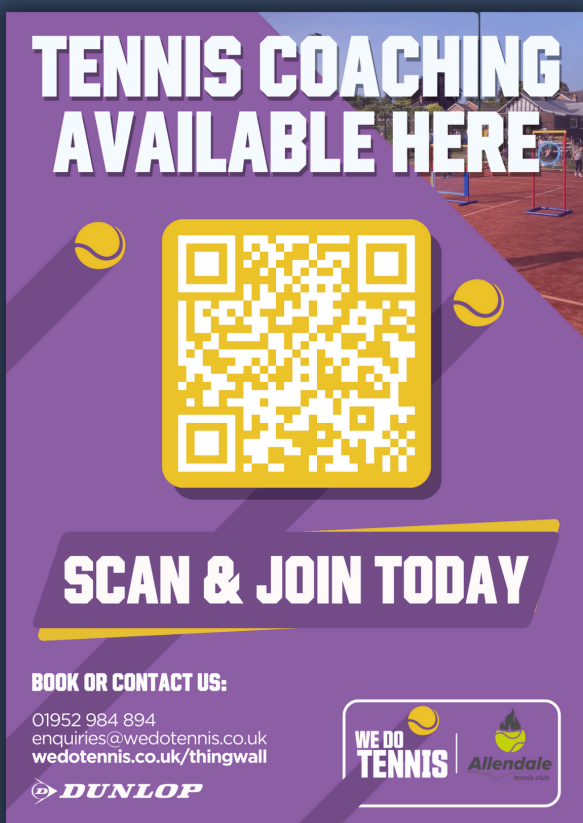
**SCAN ME**

**BOOK OR CONTACT US:**  
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enquiries@wedotennis.co.uk  
wedotennis.co.uk/thingwall

**DUNLOP**

**WE DO TENNIS** | **THOROW CASTLE TENNIS CLUB**

## QR Posters (Purple/Yellow)



**TENNIS COACHING AVAILABLE HERE**

**SCAN & JOIN TODAY**

**BOOK OR CONTACT US:**  
01952 984 894  
enquiries@wedotennis.co.uk  
wedotennis.co.uk/thingwall

**DUNLOP**

**WE DO TENNIS** | **Allendale**

## Junior Products (Orange)



**TENNIS CAMPS**

**THINGWALL TENNIS CLUB**  
**L15 7JX**  
**W/C MONDAY 25TH JULY**

For 4 - 16 years - All Equipment Provided.  
Open to Members & Non-Members.  
All Standards Welcome. Choose from mornings, afternoons, all day or all week!

Monday 25th July  
Monday 1st August  
Monday 8th August

**SCAN ME**

All camps are delivered by an LTA Accredited tennis coach

**BOOK OR CONTACT US:**  
01952 984 894  
enquiries@wedotennis.co.uk  
wedotennis.co.uk/thingwall

**DUNLOP**

**WE DO TENNIS** | **Allendale**



## Padel (Pink)



**PADEL SESSIONS**  
**LIVERPOOL CRICKET CLUB**  
**L15 7JX**

**TUESDAY**  
 6-7pm beginner coaching  
 6-7pm intermediate coaching  
 7-8pm beginner coaching  
 7-8pm intermediate coaching

**THURSDAY**  
 7-8.30pm Social Americano

**SUNDAY**  
 10-11am Social Americano

**SCAN ME**

**BOOK OR CONTACT US:**  
 01952 984 894  
 enquiries@wedotennis.co.uk  
 matchi.com

**DUNLOP**

**WE DO PADEL** | Liverpool Cricket Club

## Parks (White)



**PARKS TENNIS**  
**FAMILY FUN DAY**  
**LITTLEBOY PARK & ROPNER PARK**

**Saturday 1st of July, 9-3pm**

Equipment will be provided and our friendly coaches will be on hand to help and answer any questions you have about tennis in Stockton-on-Tees Parks

**LET US KNOW YOU'RE COMING**

**SCAN ME**

Book a one hour slot via our website:  
[wdtvenues.co.uk/stockton-parks](http://wdtvenues.co.uk/stockton-parks)

**BOOK OR CONTACT US:**  
 01952 984 894  
 enquiries@wedotennis.co.uk  
[wedotennis.co.uk/stockton-parks](http://wedotennis.co.uk/stockton-parks)

**DUNLOP**

**WE DO TENNIS** | Allendale tennis club

## Events (Blue)



**COMPETITION**  
**THINGWALL TENNIS CLUB**  
**L15 7JX**  
**SATURDAY 17TH JULY**

Join us for a fun and friendly junior tennis tournament at Thingwall Tennis Club!

9-12pm for 8 to 12 year olds  
 12-3pm for 13-16 year olds

Come down and give it a try, or book on via the QR code below or visiting our website

Our coaching team will be on hand to support you through the competition, so don't worry if you have never played competitively before!

**SCAN ME**

**BOOK OR CONTACT US:**  
 01952 984 894  
 enquiries@wedotennis.co.uk  
[wedotennis.co.uk/thingwall](http://wedotennis.co.uk/thingwall)

**DUNLOP**

**WE DO TENNIS** | Allendale tennis club

## New Coaching (Green)



**NEW SESSIONS AVAILABLE HERE**  
**THINGWALL TENNIS CLUB**  
**L15 7JX**  
**STARTING 17TH JULY**

**£34.99 6 WEEKS OF TENNIS LESSONS**

**WE DO TEEN TENNIS**  
 Six weeks of coaching plus a tennis racket  
 Sunday 1-2pm for 12 to 16 Year Olds

**WE DO ADULT TENNIS**  
 Six weeks of fantastic sessions with our coaches  
 Sunday 10-11am for 18+ Year Olds

**SCAN ME**

**BOOK OR CONTACT US:**  
 01952 984 894  
 enquiries@wedotennis.co.uk  
[wedotennis.co.uk/thingwall](http://wedotennis.co.uk/thingwall)

**DUNLOP**

**WE DO TENNIS** | Allendale tennis club

All new flyers can be found in Canva under Projects -> Folders -> New Flyers. Each product is organised into folders

**Duplicate the template file before adding adjustments to ensure you are using the latest version**

# EVERY VENUE SHOULD HAVE

Fence Banner



## TENNIS? WE DO IT!

**TENNIS COACHING - AVAILABLE HERE**

**nigel@wedotennis.co.uk // 07810 308 283 // wedotennis.co.uk**

**WE DO  
TENNIS**

## Coaching Schedule

## QR Poster

## 9 Week Scheme

### WE DO TENNIS

**JOIN NOW**

#### 2024 COACHING SCHEDULE

BLOCK 1	Saturday 6th January to Sunday 3rd March
BLOCK 2a	Monday 11th March to Wednesday 27th March
BLOCK 2b	Thursday 4th April to Sunday 19th May
FAMILY CUP	Monday 20th May to Sunday 26th May (Extra LTA Tournament Week)
BLOCK 3	Monday 3rd June to Sunday 4th August
TEAM CHALLENGE	Monday 5th August to Sunday 17th August (Extra LTA Tournament Week)
BLOCK 4	Monday 19th August to Sunday 20th October
MONSTER SQUAD	Monday 21st October to Sunday 27th October (Extra LTA Tournament Week)
BLOCK 5	Monday 4th November to Friday 20th December

**2024 BREAKS - NO COACHING THESE WEEKS**  
\*Please note - coaches may choose to adjust the company wide breaks. These will be communicated separately for each venue.

MONDAY 4TH MARCH TO SUNDAY 10TH MARCH
THURSDAY 28TH MARCH TO WEDNESDAY 3RD APRIL
MONDAY 27TH MAY TO SUNDAY 2ND JUNE
MONDAY 12TH AUGUST TO SUNDAY 18TH AUGUST
MONDAY 28TH OCTOBER TO SUNDAY 3RD NOVEMBER

**YOU CAN JOIN OUR SESSIONS AT ANY TIME**

EMAIL US AT [enquiries@wedotennis.co.uk](mailto:enquiries@wedotennis.co.uk)  
OR PHONE **01952 984894**

[@wedotennis.co.uk](#) [@wedotennisuk](#) [@wedotennis](#)

## TENNIS COACHING AVAILABLE HERE

**SCAN & JOIN TODAY**

**BOOK OR CONTACT US:**

01952 984 894  
[enquiries@wedotennis.co.uk](mailto:enquiries@wedotennis.co.uk)  
[wedotennis.co.uk/thingwall](http://wedotennis.co.uk/thingwall)

### HOW WE COACH

**JOIN NOW**

- Fun and engaging lessons
- Teach the game, not just the strokes
- Encourage independent decision making
- Using external focuses and variable skill acquisition

JUNIORS		ADULTS	
WEEKS 1 & 2	SERVE & RETURN	WEEKS 1 & 2	SERVE & RETURN
WEEKS 3 & 4	RALLY SKILLS	WEEKS 3 & 4	THE RED ZONE & DEFENDING THE BACKHAND
WEEK 5 & 6	TECHNICAL SKILLS	WEEK 5 & 6	GRID OF NINE & NET STRAP GROUNDIES
WEEKS 7 & 8	ATTACK THE NET	WEEKS 7 & 8	TAKE THE STINGS & ATTACK THE GAPS
WEEK 9	MATCH WEEK	WEEK 9	MATCH WEEK

**OUR SCHEME**

Our junior coaching is derived from the industry leading LTA Youth programme, while our adult scheme tailors drills straight from the professional game. Our coaching guarantees fun and improvements to your game.

**JOIN ANYTIME**

There is never a bad time to join our coaching programme. We run all year round and you can join at any time, regardless of where we are in our coaching calendar. Scan the QR code or visit our website to book.

EMAIL US AT [enquiries@wedotennis.co.uk](mailto:enquiries@wedotennis.co.uk)  
OR PHONE **01952 984894**

[@wedotennis.co.uk](#) [@wedotennisuk](#) [@wedotennis](#)

## TENNIS COACHING AVAILABLE HERE

**SCAN & JOIN TODAY**

**BOOK OR CONTACT US:**

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[enquiries@wedotennis.co.uk](mailto:enquiries@wedotennis.co.uk)  
[wedotennis.co.uk/thingwall](http://wedotennis.co.uk/thingwall)

Each venue can have customised venue posters featuring their logo and QR to the website

There are two colour options for the QR poster, yellow and purple. The venue or coach can make a decision as to which they prefer

These venue essentials can be found in **Projects -> Folders -> New Flyers**



# GENERIC POSTERS



**LTA** — **YOUTH | START**

£ **34.99** **GETS YOU** >

- 6 COACHING LESSONS • RACKET • TENNIS BALLS • BRANDED T-SHIRT • ACTIVITY CARDS • LANYARD • CERTIFICATE • STICKERS

**6 WEEK COURSES STARTING ALL YEAR ROUND!**

ALL SESSIONS ARE DELIVERED BY LTA ACCREDITED COACHES

**SCAN & FIND YOUR NEAREST COURSE**



**WE DO TENNIS**



**WE DO TENNIS**

**TENNIS HOLIDAYS**



**SCAN & BOOK YOUR NEXT GETAWAY**

**MASTER YOUR TECHNIQUE IN THE PORTUGUESE SUN**



**GROWING THE GAME**

WE DELIVER COACHING ALL OVER THE UK. WE WORK IN TENNIS CLUBS, PARKS, AND OTHER VENUES TO RAISE STANDARDS AND GET MORE PEOPLE PLAYING TENNIS. GET IN TOUCH TO DISCUSS HOW WE CAN HELP

**FIND A SESSION NEAR YOU**



**WE DO TENNIS**

**COURT EXPERTS**

WORKING TO ENSURE THE LONGEVITY OF TENNIS VENUES WITH OUR COMPREHENSIVE MAINTENANCE PROGRAMME AND FACILITY ADVICE

**SCAN ME**



**GET IN TOUCH TODAY**

Official equipment partner **DUNLOP**

We have created a range of 'generic' posters that can be used to advertise our different products and partnerships.

These are designed to be used on the reverse side of print material, or when a handout is required at an event or open day



# SOCIAL MEDIA ASSETS



We have developed social media assets for each of our products. These assets share the same colours as the correlating flyers

**The title is not to be adjusted**

However, the subheading can be freely manipulated to suit the request of each coach or venue



These social media assets can be found in Canva



**Navigate to Projects -> Folders -> Social Media Assets**



# WE DO CAMPS

USE CODE **JUNES** TO GET 5% OFF CAMPS THIS MONTH

WE DO TENNIS



# NEW SESSIONS AVAILABLE

NEW COACHING SESSIONS COMING TO THINGWALL

WE DO TENNIS



# TENNIS HOLIDAYS

DEVELOP YOUR GAME IN THE ALGARVE SUNSHINE

WE DO TENNIS



# WE DO PADEL

JOIN US AT **LIVERPOOL CRICKET CLUB** OR **WEST VIEW**



# DOUBLES ACADEMY

JOIN US AND **START WINNING** YOUR MATCHES

WE DO TENNIS



# TENNIS FOR TOTS

NEW SESSIONS **COMING SOON**

WE DO TENNIS




**LTA**

# YOUTH START

NEW SESSIONS COMING TO THINGWALL TENNIS CLUB

£**34.99** GETS YOU > 6 COACHING LESSONS • RACKET • TENNIS BALLS • BRANDED T-SHIRT • ACTIVITY CARDS • LANYARD • CERTIFICATE • STICKERS

WE DO TENNIS



# UPCOMING COMPETITION

JOIN US FOR A FRIENDLY COMPETITION AT THINGWALL TENNIS CLUB

WE DO TENNIS

# USING SOCIAL MEDIA ASSETS



LTA —  
**YOUTH | START**  
**COMING SOON**

**£34.99** GETS YOU > 6 COACHING LESSONS • RACKET • TENNIS BALLS • BRANDED T-SHIRT • ACTIVITY CARDS • LANYARD • CERTIFICATE • STICKERS

**WE DO TENNIS**

The title is not to be adjusted

The subheading can be freely manipulated to suit the request of each coach or venue

These social media assets can be found in Canva

Navigate to Projects -> Folders -> Social Media Assets



LTA —  
**YOUTH | START**  
**DIFFERENT AGE GROUPS AVAILABLE**

**£34.99** GETS YOU > 6 COACHING LESSONS • RACKET • TENNIS BALLS • BRANDED T-SHIRT • ACTIVITY CARDS • LANYARD • CERTIFICATE • STICKERS

**WE DO TENNIS**



LTA —  
**YOUTH | START**  
**ONE WEEK TO GO**

**£34.99** GETS YOU > 6 COACHING LESSONS • RACKET • TENNIS BALLS • BRANDED T-SHIRT • ACTIVITY CARDS • LANYARD • CERTIFICATE • STICKERS

**WE DO TENNIS**



**WE DO  
TENNIS**



# TESTIMONIALS



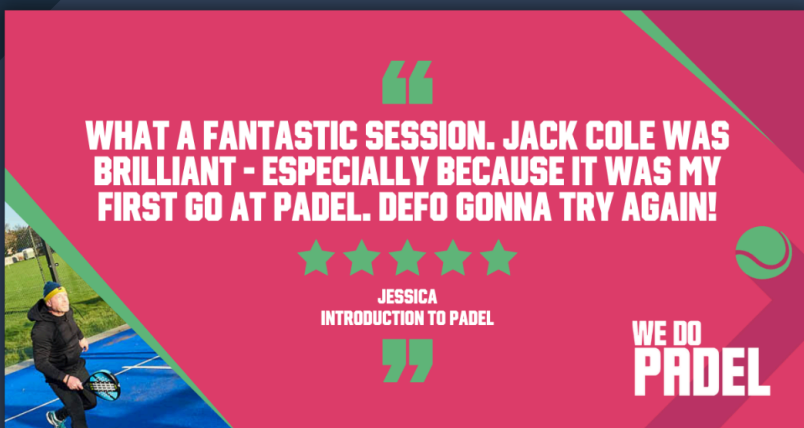
Similarly to our social media assets, we have created testimonial templates that can be updated and manipulated after events or courses

These testimonial templates can be accessed under

**Navigate to Projects -> Folders -> Social Media Assets -> Testimonials**



If new templates need to be created, ensure that the same colour codes are used between the product poster and testimonial template



# A COACH CAN REQUEST

**LTA** — **YOUTH | START**

**£34.99 GETS YOU** > 6 COACHING LESSONS • RACKET • TENNIS BALLS • BRANDED T-SHIRT • ACTIVITY CARDS • LANYARD • CERTIFICATE • STICKERS

**6 WEEK COURSES STARTING ALL YEAR ROUND!**

ALL SESSIONS ARE DELIVERED BY LTA ACCREDITED COACHES

SCAN & FIND YOUR NEAREST COURSE



**WE DO TENNIS**




**REFER A FRIEND**

**GET A MONTH OF FREE TENNIS**

**WE DO TENNIS**




**TENNIS COACHING AVAILABLE HERE**





**SCAN & JOIN TODAY**

**BOOK OR CONTACT US:**

01952 984 894  
enquiries@wedotennis.co.uk  
wedotennis.co.uk/thingwall

 **DUNLOP**

**WE DO TENNIS** |  **Allendale**  
tennis club



**TENNIS?**  
**WE DO IT!**

**TENNIS COACHING - AVAILABLE HERE**

nigel@wedotennis.co.uk // 07810 308 283 // wedotennis.co.uk

**WE DO TENNIS**



Generic Poster  
Refer a Friend Card  
School Certificates  
Youth Start Packs  
Box of Tournament Shit  
Three Posters & Banner





**WE DO  
TENNIS**