

TENNIS OHIO

ATHLETIC FACILITY
COLUMBUS, OH

BRANDING CASE STUDY
ATHLETICS



Property of Continental Office™



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OVERVIEW

The Tennis Ohio brand was created after previous tenants vacated the athletic facility on Henderson Road. Stripped of its old identity, Tennis Ohio was in need of branding to bring life back to the space.

Continental Office's branding team delivered larger than life solutions to amplify the brand throughout the corridors and courts.

BEFORE



DESIGN

The Tennis Ohio brand balances a player's physical energy with their mental wellbeing. The brandmark itself symbolizes both the tennis ball and a yin-yang symbol. The dual shades of blue represent nature, such as the sky and sea, for a feeling of serenity.

BEFORE







BALANCING BRANDS

Kass Tennis Academy (KTA) is the main club team that plays at the Tennis Ohio Facility. A thoughtful blend of both brands can be found throughout the space.



SUPERGRAPHICS

Large vinyl messaging and graphics welcome and excite players, coaches, and fans as they enter Tennis Ohio.



