



IN PURSUIT *of* GREATNESS

**WHAT DO TENNIS
AND DESIGN
VALUE THE MOST?**

CONSISTENCY.



BRAND HISTORY

After more than 130 years, Wimbledon is still a British sporting institution and is equally famous internationally. Royal patronage, the grass courts, white outfits for competitors, and the ticket ballot are key attributes of Wimbledon's unique character. Nourishing a brand with such heritage is a great challenge. And, after our visit to Quarter Finals, we believe it's executed really well!

Practice Courts
Court 18
Gate 1 Southfields
Langrangi Terrace
Large Screen Tv

→
No.2 and No.3 Court
Gate 13 Wimbledon
Gangways 501-523
Cafe Pergola
First Aid
Buses to Wimbledon

GATE

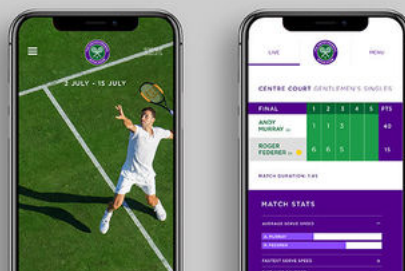
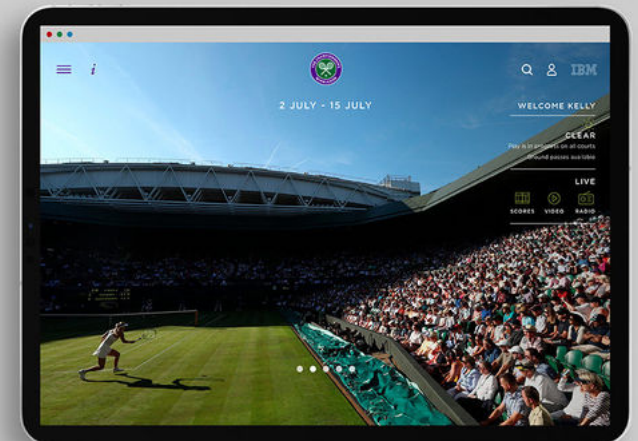
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WI-FI AREA



CENTRE COURT
LEVEL 1

gangway 202-318



In 2011, design agency Hat-Trick rebranded the iconic event. Then, a few years ago The Clearance partnered with the AELTC to solve brand challenges, evolve the visual identity, and brought the brand to life.



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#WIMBLEDON

The iconic green and purple — with plenty of white space — emphasises the quality and elegance of the competition. Mixing the geometric, brand font Gotham with italic typography and centre-aligned design reminds of classic, British designs and distinguish this iconic competition from other Grand Slam events.



THE ONE TO WATCH

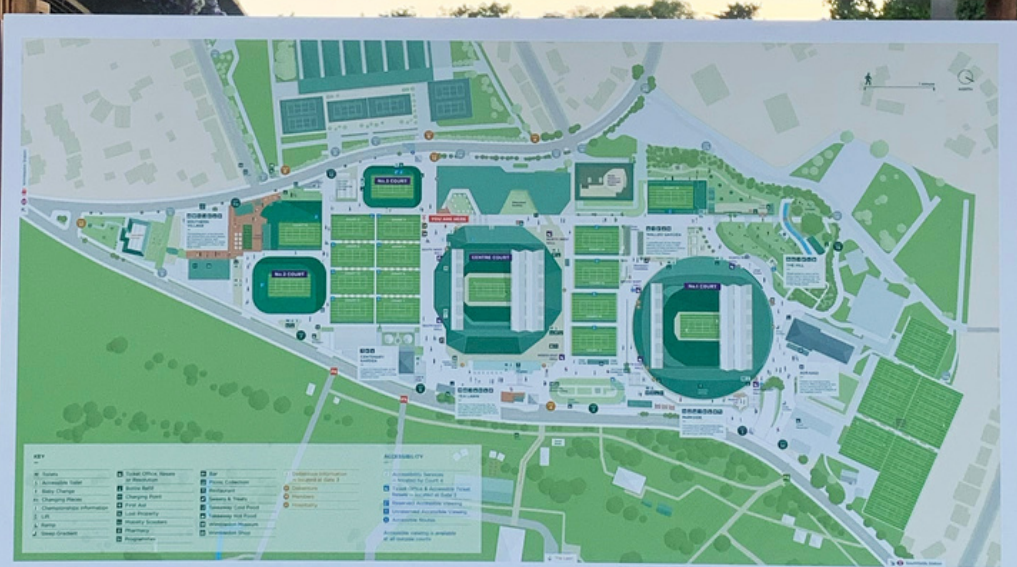
COCO GAUFF, AGE 15

By simplifying the design architecture and creating a solid visual system, The Clearance ensured that the Wimbledon brand speaks to its audience in the same way regardless of its medium.



How does it look on the courts? From screens and wayfinding, to flower choice and recycling bins, on the Wimbledon courts every little detail is considered and beautifully branded.

- ← Courts 2 and 3
- ← Southern Village
- ← Toilets
- ← Centenary Garden
- ← Parkside
- ← Tea Lawn
- Courts 14-18
- No. 1 Court
- Aorangi
- The Hill
- Walled Garden



- | | | | | | | | |
|---|--|--|---|--|---|---|--|
| <p>AORANGI</p> <p>A place for trial tennis fans, Aorangi offers a fantastic as well as the opportunity to get up close to your favourite players at the Practice Courts.</p> <p>Essential Shop Bar Santitas Espresso Hogan Serving Ace Planting Tree</p> <p>Player Practice Courts Get up close and see if you can beat your favourite players on the practice courts.</p> <p>H 3 1</p> | <p>CENTENARY GARDEN</p> <p>A place to relax and soak up the atmosphere whenever it rains & coffee, a drink, a snack or more substantial lunch.</p> <p>Bronze Seafood Bar Cafe Pizzeria Pizzeria Bar by Spinelli Champagne Lounge Bar Coffee by Lavazza</p> <p>H 3</p> | <p>THE HILL</p> <p>Where better to watch all the action than on top of the big screen on the Hillside. This is also where you will find the Rapid Refresh Booth.</p> <p>Lavazza Bar Coffee by Lavazza Pizzeria on the Hill The Official Spanish Sweet Treats Large Screen Treat Refresh Large Screen Espresso Shop Cafebar</p> <p>H 3 H 3 H</p> | <p>PARKSIDE</p> <p>The busy part of the Grounds often features food and drink options including bars, restaurants, as well as the No. 1 Court Official Shop.</p> <p>Parkside Kitchen Food Market Larder Bar Sweets & Cream Parkside Pizzeria No. 1 Court Wine Shop Barley's Clubhouse Cafe Pizzeria</p> <p>H 3 H 3 H 3</p> | <p>SOUTHERN VILLAGE</p> <p>This building part of the Grounds has several food and drink options, fast casual options, tech activations and shopping. Or simply relax in a distributor in front of the large screen.</p> <p>Pizzeria Larder Bar The Cafe at High Laurel The Official Spanish Sweet Treats Used Bar Large Screen American Espresso Cafébar Lounge Ballroom Experience Ralph Lauren Store Woolworth Connection Experience Guest House</p> <p>H 3 H 3 H 3 H 3 H 3</p> | <p>TEA LAWN</p> <p>The heart of the Grounds, the Tea Lawn offers access to the Museum, Official Shop and the renowned Wingfield Restaurant. Stop for some wine & cheese!</p> <p>The Wingfield Larder Long Bar by State Anxiety The Lawn Bar Sweets & Cream Pizzeria on the Tea Lawn Light Experience</p> <p>Woolworth Museum & Shop Visit this year's exhibition, Michael Cook: Capturing the Moment, to see some of the most iconic images in the history of The Championships. See the trophies and secure tickets and gifts from former players past and present.</p> <p>H 3 H 3</p> | <p>WALLED GARDEN</p> <p>A beautiful part of the Grounds offering space to enjoy a wide selection of food and drink options surrounded by Wimbledon's historic stone masonry.</p> <p>Food Market Larder Bar The Official Spanish Sweet Treats</p> <p>Woolworth Foundation Visit the Woolworth Foundation Shop to see a piece of 'The Court', pick up an Exhibition, Woolworth quality clothing and find out more about how we champion opportunity for all.</p> <p>H 3 H 3</p> | <p>MEMBERS, DESENTURE & HOSPITALITY GUESTS</p> <p>Debutante Curtain Habitability Curtain Court No. 1 Court Southern Village Woolworth Park Habitability Curtain Woolworth Building</p> <p>H 3 H 3 H 3 H 3 H 3</p> |
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SOUTHERN VILLAGE

In 1922 the All England Lawn Tennis Club moved to Church Road when it outgrew its original grounds at Worple Road.

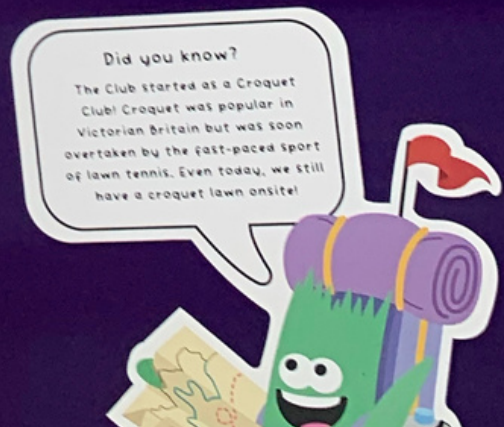
The southern section has been part of the Church Road ground since 1922. Between 1957 and 2007, the Club's croquet lawn was located at the southern end of the Grounds.

The gates at the southern tip of the grounds are the Doherty Memorial Gates, erected in honour of Reggie and Laurie Doherty, who dominated The Championships at the turn of the 20th Century. The brothers won nine singles titles between them, as well as a record eight doubles titles.

From 1931 to 2006, these Gates were located at the main Church Road entrance, before being relocated here to make way for new, wider gates.

Did you know?

The Club started as a Croquet Club! Croquet was popular in Victorian Britain but was soon overtaken by the fast-paced sport of lawn tennis. Even today, we still have a croquet lawn onsite!





CONSISTENCY IS THE KEY TO SUCCESS.

In tennis, consistent effort and intensity leads to significant improvement over time. The same rule applies to branding – focusing on the connections between the brand elements allows you to build a solid visual hierarchy. Functional, internal, and external consistency makes brands thrive and be memorable to its audience.
