



WIMBLEDON WINDOW COMPETITION 2026: BRAND GUIDELINES





INTRODUCTION

We hope that you as a local business is as excited as we are that The Championships 2026 are approaching.

With that in mind, and given that many of the businesses in Wimbledon Village, Southfields and Wimbledon Town Centre will be taking part in the Wimbledon Window Decorating Competition, we wanted to send you some useful guidelines to bear in mind if you are decorating your window and being part of the competition.

As you can imagine, we are both proud and protective of our brand and the logos that relate to the All England Club, The Championships and the Wimbledon Foundation – just like you are proud of your own business brand. Therefore, even if you are not taking part in the competition we kindly ask that you read through these guidelines.

If you have any questions at all, please do get in touch with us by emailing community@aeltc.com

Thank you,

Ulrika, Johnny and Cassandra, the AELTC Community Team





CONTEXT

The All England Lawn Tennis Club (Championships) Limited (the “AELTC”) organises and stages the annual Wimbledon Championships international tennis tournament (“**The Championships**”). In turn, the AELTC exclusively owns and/or controls all rights in relation to The Championships including all intellectual property, marketing, media, licensing, ticketing and other commercial rights.

We have developed a range of brand assets including logos, words, titles, symbols and other identifiers in connection with The Championships (“**AELTC Intellectual Property**”). The AELTC, together with its group affiliate The All England Lawn Tennis Club (Wimbledon) Limited, invest significant resources in protecting the AELTC Intellectual Property and only grants rights to use of the AELTC Intellectual Property to selected authorised users, including to our Official Partners and Exclusive Suppliers.




This means that it is strictly prohibited for any business that is not an Official Partner or Exclusive Supplier, or any other person, to use any of the AELTC Intellectual Property.





OUR INTELLECTUAL PROPERTY

The table below sets out a non-exhaustive list of word marks and figurative marks/logos/theme colours owned and/or controlled by the AELTC and which are protected as registered trademarks in a variety of classes of goods and services in the United Kingdom (as well as other territories):

Word marks	Figurative marks
Wimbledon	
The Championships Wimbledon	
Wimbledon Foundation	



OUR OFFICIAL PARTNERS AND EXCLUSIVE SUPPLIERS

These are all our Official Partners and Exclusive Suppliers who we are proud to be working with.

- | | |
|--------------|------------------|
| Rolex | American Express |
| Slazenger | Keith Prowse |
| IBM | Vodafone |
| Lanson | Babolat |
| Ralph Lauren | Barclays |
| Evian | Stella Artois |
| Lavazza | Emirates |
| Range Rover | |

https://www.wimbledon.com/en_GB/atoz/official_partners.html





THE WIMBLEDON WINDOW COMPETITION

The annual Wimbledon Window Decorating Competition offers businesses in Wimbledon Village, Southfields and Wimbledon Town Centre the opportunity to win prizes by dressing their windows in tennis themes in support of The Championships. The window dressing period for the competition in 2026 runs from Monday 15 June 2026 to Monday 13 July 2026.

Please note that we ask all businesses (whether participating in the competition or not) to observe the AELTC's rights to the AELTC Intellectual Property, as outlined in this document, and comply with these circulated Brand Guidelines.

Participating businesses will have an official marker / sticker of taking part in the competition. It is only those businesses who are participating in the competition that are permitted to generally decorate their display windows in a 'green and purple' colour palette, provided at all times that such use of colours does not create, nor could likely be seen as creating, any form of formal association between The Championships and any third party other than an AELTC Official Partner.

Please note that other than as described above, businesses, again whether participating in the competition or not, are not permitted to use or exploit any AELTC Intellectual Property. To be clear, this includes any uses of the official logo of The Championships. The AELTC reserves the right to take legal action against any misuse of AELTC Intellectual Property.

Please note that the AELTC supplies the Wimbledon Village Business Association with Championships-themed flags which are displayed around Wimbledon Village throughout The Championships. This display of flags constitutes permitted use of AELTC Intellectual Property.






HELPFUL POINTERS FOR WINDOW DRESSING

This table provides practical guidance relating to permitted and prohibited window displays of businesses taking part in the competition.




If you as a business, whether you are taking part in the competition or not, has any questions relating to AELTC Intellectual Property, please do contact community@aeltc.com and we will do our very best to answer your question.

Overleaf we have included some examples of great use of the table below.

Please do:

-  Incorporate generic/unbranded tennis imagery, e.g. tennis whites, unbranded tennis racquets, tennis court imagery.
-  Display products of AELTC's Official Partners or Exclusive Suppliers (e.g. Slazenger tennis balls, Babolat tennis racquets, Lanson champagne).
-  Incorporate a general green and purple colour palette inspired by the Championships (in accordance with these AELTC Guidelines).

Please do not:

-  Incorporate any AELTC Intellectual Property (including any of the above AELTC Word Marks or AELTC Figurative Marks) other than as specifically permitted under these AELTC Guidelines.
-  Incorporate any images or features which look confusingly similar to any AELTC Intellectual Property (e.g. artwork depicting The Championships trophies).
-  Include in Competition display, any products manufactured or sold by businesses other than AELTC's Official Partners and Exclusive Suppliers (e.g. tennis balls branded with any brand other than Slazenger).



HELPFUL POINTERS FOR WINDOW DRESSING

- ✓ Good use of green and purple colour theme through artwork
- ✓ Good use of unbranded tennis equipment within the artwork





HELPFUL POINTERS FOR WINDOW DRESSING

- ✓ Good use of the green and purple colour theme through flowers plus use of strawberries
- ✓ Good use of unbranded tennis equipment





HELPFUL POINTERS FOR WINDOW DRESSING

- ✓ Good use of the green and purple colour theme through flowers and artwork
- ✓ Good use of unbranded tennis equipment, umbrellas and tennis court imagery





HELPFUL POINTERS FOR WINDOW DRESSING

- ✓ Good use of unbranded tennis equipment alongside products of AELTC's Official Partner, Slazenger





AELTC CONTACT DETAILS

If you have any questions at all, please do get in touch with us and we will do our very best to answer your question.

You can reach us at community@aeltc.com

