



NEWS RELEASE

5 NOVEMBER 2025

ATP UNVEILS EVOLVED LOGO & BRAND IDENTITY AHEAD OF 2026 SEASON

LONDON: The ATP has revealed the latest evolution of its iconic logo – the sixth in its 54-year history. The refreshed design modernises ATP’s visual identity while retaining the legacy and spirit that define men’s professional tennis.

Simplified and reimagined for the digital age, the new logo enhances versatility across platforms and products – from broadcast and social media to merchandise and tournament branding. The refreshed mark is designed to telegraph the energy of the sport, featuring a curved trajectory that reflects the motion of a tennis ball in play.

“Tennis is constantly evolving,” said [Eno Polo](#), ATP CEO. “To keep pace with our global fan base, we need to tell our story with creativity and energy. Our new identity captures the drama, precision, and momentum of the Tour, connecting with today’s fans while inspiring the next generation discovering tennis for the first time.”



1972



1990



2001



2009



2018



2025

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The brand refresh is part of ATP's long-term strategy to engage younger audiences and build deeper fan connections. Over the past year, ATP has launched content partnerships with TikTok and Overtime, alongside its global marketing campaign 'It All Adds Up', developed by Wieden+Kennedy.

Together, these initiatives underscore ATP's commitment to evolving the way tennis is experienced: faster, more digital, and more expressive than ever.

WATCH VIDEO

[A new era begins. Our new ATP Tour logo is revealed 🎥](#)

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About The ATP

The ATP's mission is to serve tennis. As governing body of the ATP Tour and Challenger Tour we entertain a billion global fans, showcase the world's greatest players at prestigious tournaments, and inspire the game's next generation. From the United Cup in Australia, to Europe, the Americas and Asia, the stars of the game battle for titles and PIF ATP Rankings points at ATP Masters 1000, 500 and 250 events, and Grand Slams. All roads lead to the Nitto ATP Finals, our prestigious season finale held in Turin, Italy. Featuring only the season's best 8 singles players and doubles teams, the tournament sees the crowning of the year-end ATP World No. 1, presented by PIF, the ultimate achievement in tennis. For more information, please visit www.ATPTour.com.

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