



**“The Ball in the Sky With the Stars of Tennis” :  
A New Logo for Davis Cup by BNP Paribas**

In 2002, BNP Paribas became the title sponsor of Davis Cup Tennis which was re-named : **Davis Cup by BNP Paribas**.

All the major sporting events – *i.e.*, The Olympic Games, The World Soccer Championship – are associated with logos that tell their story. A new story of the Davis Cup in partnership with BNP Paribas started last year and a fresh new logo was designed to celebrate it.

The **Davis Cup by BNP Paribas** logo, designed by the Altaï Agency, combines two symbols: on the one hand the Davis Cup symbol, and on the other BNP Paribas' symbol. The former is a symbol of a tennis ball, and the latter the trajectory of the ball tossed up for a serve, consisting of stars and a bird. Their association conjures up the story of “the ball in the sky with the stars of tennis.”

This logo is being rolled out across all the tennis courts where Davis Cup matches are played, and used on all advertising and communications materials related to the event in over 140 countries worldwide.

Each year, from February to December, Davis Cup matches are televised on the leading national TV networks with an audience of around 2.0 billion global TV viewers.

