

DESIGNER BRIEF
JANUARY 2026
DUE: FEBRUARY 7TH

The PlayBook
MEMBERSHIP



Brand Name: Rivage Tennis
Industry: Tennis & Lifestyle Club
Style: Refined leisure, editorial sport, quiet luxury

Meet your client:

Rivage Tennis is a modern tennis and lifestyle club inspired by European resort culture and the art of slow, elegant movement. Tennis is central to the experience, but the brand extends beyond the court, into leisure, ritual, and design.

The Rivage Tennis aesthetic is composed and architectural: muted green courts, stone textures, soft light, and a sense of calm sophistication. Sport is portrayed as graceful and intentional, never loud or overly competitive.

Rivage Tennis attracts a design-conscious audience who see tennis as both recreation and lifestyle, where movement, culture, and aesthetics exist in balance.

Brand Keywords:

- Refined
- Timeless
- Editorial
- Cultured
- Elevated

Deliverables (choose any):

- Logo + Submark
- Club crest or emblem
- Website homepage concept
- Instagram 9-tile grid
- Apparel or accessory mockups

Post your designs to Instagram - It may gain you a real client!

Have fun!