



BRAND STANDARDS



THE WHY

CONTINUING THE
LEGACY OF THE NINTH
DUKE OF RICHMOND'S
PASSION FOR FLIGHT
AND LOVE OF AIRCRAFT
– PAST, PRESENT AND
FUTURE.

THE HISTORY

Flying began at Goodwood in the 1930s with the ninth Duke of Richmond, a keen amateur engineer and pilot who both designed and built his own aircraft.

Consequently, during the Second World War, the Duke was more than willing to allow Goodwood land to be requisitioned. RAF Westhampnett, as it was known, was the airbase for some legendary pilots, including Douglas Bader, Johnnie Johnson and Billy Fiske (the first American pilot killed in action), who flew Hurricanes, Mustangs and Spitfires from this famous Battle of Britain aerodrome.

After the War, the Duke realised that the perimeter track around the airfield would make a great racetrack and the Goodwood Aerodrome was officially opened in September 1948, when it hosted Britain's very first post-war motor race. Goodwood became the home of British motorsport and the natural successor to Brooklands, which was the very first racetrack in the world but never reopened after suffering extensive damage during the Second World War.





GOODWOOD AERODROME

This uniquely beautiful Battle of Britain airfield exists in its original form with two grass runways. In addition, it boasts a fabulous glass-fronted Aerodrome building with a rooftop viewing platform that provides a focal point for observing aircraft flying in and out of the airfield.

Goodwood is the only place in the country where you can learn to fly a Spitfire and many historic aircraft are based here. The greatest number of spitfires ever gathered since the Second World War took off from Goodwood on the 75th anniversary of the Battle of Britain.

Home to Goodwood Aero Club, the Aerodrome also provides excellent hangarage and aircraft engineering services. There's been a flying school at Goodwood for over 50 years, which offers everything from trial lessons to advanced courses for qualified pilots. In addition, there are many thrilling flying experiences available.

BRAND STANDARDS

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BRAND MARKS

- 1.1 AERODROME LOGO
- 1.2 COLOURWAYS
- 1.3 LOGO VARIATIONS

These pages have been prepared to provide anyone using the Goodwood Aerodrome logo, and associated marks, with clear guidelines on how they should be applied, whether for print or digital.

Our brand identity is a valuable asset and we ask that you read these guidelines carefully to ensure they are used correctly and consistently.

1.1

AERODROME LOGO

The GOODWOOD AERODROME logo (“Logo”) is exclusively for use in relation to the GOODWOOD AERODROME. The Logo is registered as a UK trade mark owned by the Goodwood Estate Company Limited.

The Logo should always have clear visual clarity within the artwork. Unless agreed, the Logo must be centred in all applications.

The safe area always makes the Logo visually balanced in any format. No visible element should be included within the safe area.

All Logos will be supplied as JPEG files on request, unless otherwise specified. Please see overleaf for all available colourways for the Logo.

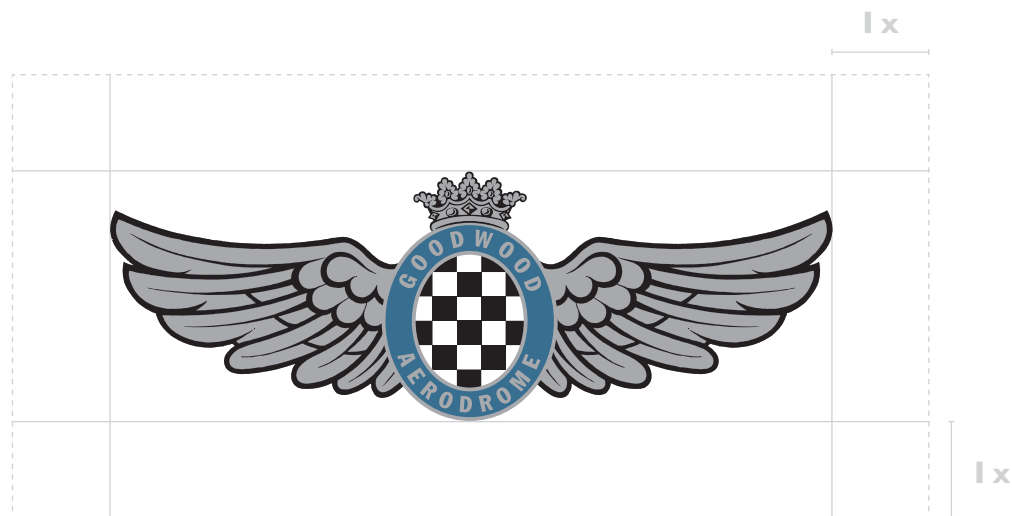
In order to maintain the validity of our registered trade marks and ensure that the Brand retains its strength and value it is vital that the Marks are used in a way that is consistent with the registered version of the Marks, distinctly and clearly throughout the business. Therefore, please do not:

- alter the Logo in any way i.e. do not crop, stretch, rotate or adjust/change the colours, add drop shadows;
- remove words or add additional words;
- change the font or style;
- re-arrange or adjust the elements of the Logo; and/or
- put any other mark, word or image over the Logo or in the safe area unless an official “lock-up” is fully approved by the Chief Designer.

When used in copy:

- Please do NOT use any form of logo within written text.
- The words should always appear with initial capitals [Example: Festival of Speed].
- Please respect all spaces, full stops and commas between words or letters in Wordmarks (don’t add or take away). Also, where there is an ampersand, “&”, between the words please do not use “and” in place of “&” [Example: “REVIVE & THRIVE” not “REVIVE AND THRIVE” “GAS” not “G.A.S.”].

For further advice and approval of use, please contact:
design@goodwood.com



1.2

COLOURWAYS

Available colourways for the Goodwood Aerodrome Logo.

For further advice and approval of use, please contact:
design@goodwood.com



01. MASTER LOGO, FULL COLOUR



01. MASTER LOGO, FULL COLOUR ON BLUE



01. MASTER LOGO, FOIL



02. SILVER



03. MONO



04. WHITE



01. MASTER LOGO, FULL COLOUR ON LIGHT BACKGROUNDS



01. MASTER LOGO, FULL COLOUR ON DARK BACKGROUNDS



04. MASTER LOGO, WHITE ON DARK BACKGROUNDS

1.3

There are three alternative Devices available for use.

- 01. Goodwood Aero Club
- 01. Goodwood Flying School
- 01. Goodwood Engineering

The alternative Devices may be used in relation to the correct departments within the Goodwood Aerodrome only.

For further advice and approval of use, please contact:
design@goodwood.com

LOGO VARIATIONS



01. GOODWOOD AERO CLUB



02. GOODWOOD FLYING SCHOOL



03. GOODWOOD ENGINEERING

02

COLOUR AND FINISHES

2.1 COLOUR

2.2 SPECIAL FINISHES

2.1

The Goodwood Aerodrome brand colour palette consists of three colours; blue, silver and cream, which make up the brand colour palette.

The PANTONE colour references are an indication of the right tones to match. **Never use Coated Pantone Ink on uncoated paper. Always colour match the Pantone with your medium.**

COLOUR

BLUE

PANTONE	5405
CMYK	66, 46, 34, 19
RGB	92, 111, 128
HEX	#5C6F80
RAL	5007

100%

SILVER

PANTONE	877
CMYK	0, 0, 0, 40
RGB	178, 178, 178
HEX	#B2B2B2
RAL	7040

100%

CREAM

CMYK	1, 4, 13, 0
RGB	254, 245, 229
HEX	#FEF5E5
RAL	9001

100%

2.2

To enhance the high quality characteristics of the Goodwood Aerodrome brand, we strongly advise using a silver foil block for the logo, please see section 1.2 for reference.

For guidance on which foil is best, please contact:
design@goodwood.com

SPECIAL FINISHES



03

TYPOGRAPHY

- 3.1 CORE BRAND FONT
- 3.2 TYPOGRAPHY HIERARCHY

3.1

Gill Sans is our Goodwood Aerodrome brand font and should be used across all our communications. This ensures consistency across the Goodwood Aerodrome brand.

We primarily use three weights of Gill Sans: Gill Sans Light for body copy, Gill Sans Regular for introductory copy and secondary sub-headings, Gill Sans Bold for headings, sub-headings, event dates and website URLs.

Gill Sans Light Italic can be used for short quotes, pull-out copy or captions. Gill Sans Light Italic must not be used for body copy.

Fonts should always be used consistently throughout any single piece of communication.

Refer to the next page for details on how we use Gill Sans within communications.

BRAND FONT

GILL SANS

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BODY COPY

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SUB-HEADINGS
SECONDARY SUB-HEADINGS

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADINGS
SUB-HEADINGS
EVENT DATES
WEBSITE URLS

Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

QUOTES
PULL OUT COPY

3.2

This is a guide to show how Gill Sans should be used within communications.

The font size and leading may vary depending on the communication or design/layout, however should always be in proportion to each other, in align with these guidelines. The hierarchy, fonts, case and tracking must adhere to these guidelines.

HIERARCHY

LARGE
HEADING

HEADING
GILL SANS BOLD
UPPERCASE, TRACKING +100

SUB-HEADING

Introductory copy. Cerciis iunt eos quam doluptur susdaecest atiiscium niendel igentem.
Eceate di vendi aut offic tem eatquos et que prem samet reperov idunt, ipiciaerum repro
il et hit rere re molorio. Xeriore autem sandelit velenis dolectur.

SUB-HEADING
GILL SANS REGULAR
UPPERCASE, TRACKING +300

SECONDARY SUB-HEADING

Body copy. Cerciis iunt eos quam doluptur
susdaecest atiiscium niendel igentem. Eceate di
vendi aut offic tem eatquos et que prem samet
reperov idunt, ipiciaerum repro il et hit rere re
molorio. Xeriore autem sandelit velenis dolectur.

“Quote / pull out. Cerciis iunt eos quam
doluptur susdaecest atiiscium niendel
igentem. Eceate di vendi aut offic tem
eatquos et que prem samet reperov idunt.”

CAPTION CREDIT

SECONDARY SUB-HEADING
GILL SANS REGULAR
SENTENCE CASE, TRACKING +100

QUOTES / PULL OUT COPY
GILL SANS LIGHT ITALIC
SENTENCE CASE, TRACKING +10
QUOTATION MARKS MUST BE SET TO
OPTICAL MARGIN ALIGNMENT

Cerciis iunt eos quam doluptur susdaecest atiiscium
niendel igentem. Eceate di vendi aut offic tem eatq
uos et que prem samet reperov idunt, ipiciaerum
repro il et hit rere re molorio.

BODY COPY
GILL SANS LIGHT
SENTENCE CASE, TRACKING +10

- Bullet point
- Cerciis iunt eos quam
- Xeriore autem sandelit velenis

BULLET POINTS
GILL SANS LIGHT
SENTENCE CASE, TRACKING +10
BULLET POINTS MUST BE DASHES, NEVER DOTS

13 – 16 JULY

EVENT DATE
GILL SANS BOLD
UPPERCASE, TRACKING +100

GOODWOOD.COM

WEBSITE URLS
GILL SANS BOLD
UPPERCASE, TRACKING +80

04

PHOTOGRAPHY

4.1

PHOTOGRAPHY

This is a curated selection from an extensive resource of photography.

Only our official photography approved by The Duke of Richmond may be used in Goodwood communications.

Goodwood retains a digital image library, Third Light, to help ensure consistency and appropriate imagery is used.

Should you need access to Third Light or help selecting more imagery, please contact:
images@goodwood.com



05

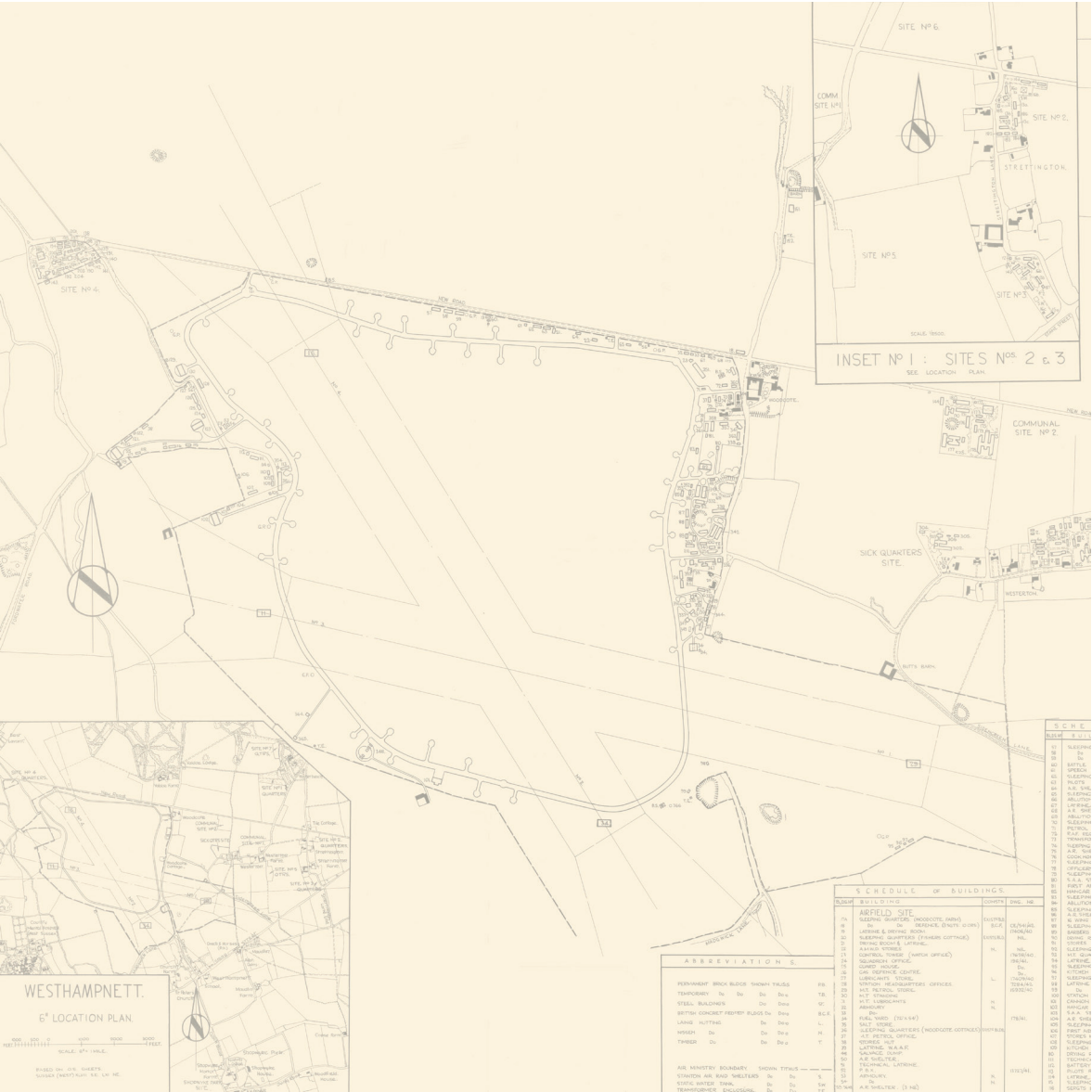
GRAPHICS

5.1

GRAPHICS

A map graphic of the Aerodrome and surrounding area is available.

The map must be used at 100% opacity.



o6

QR CODES

6.1

QR codes may be used where appropriate in both digital and print applications.

They must be used in a specific style, as shown here.

Unless agreed, they must be centred in all applications.

In order to make sure the QR code is visible for scanning, please ensure the following:

The QR code may be used in mono, white or brand colour. For print application they may be foiled using the correct brand foil reference.

To ensure optimum quality for scanning, the minimum size for a standard QR code is 10mm for print application and 50px for digital application.

To enable best user experience on event, large screen digital advertisements featuring QR codes should not be smaller than 750px.

For all internal Goodwood QR code requirements, please contact design@goodwood.com with your requirements.

For Goodwood Partners, we ask that you follow the same style as the Goodwood QR codes as closely as possible.

DESIGN STYLE



PRINT



SMALLEST SIZE = 10MM

DIGITAL



SMALLEST SIZE = 50PX

07

APPLICATION

- 7.1 ADVERT
- 7.2 ADVERT LAYOUT
- 7.3 MEMBERSHIP PACK
- 7.4 CALENDAR OF EVENTS
- 7.5 VIDEO END SLATES
- 7.6 VIDEO TEXT OVERLAYS

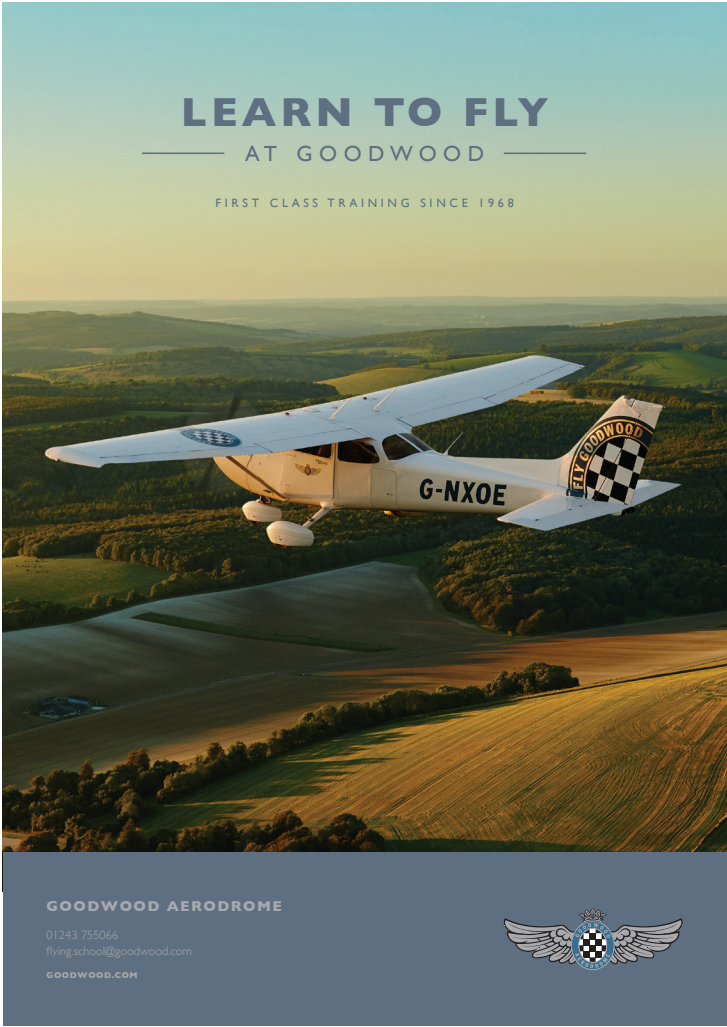
We need to protect the integrity of our brand by ensuring it is consistently applied across all of our communications.

The following pages show examples of best practice of how these guidelines have been implemented correctly.

7.1

There are a number of different rules for designing the Goodwood Aerodrome brand campaign. The principles to follow are shown on the next page. These principles apply across all tiers of advertising, to ensure brand consistency.

ADVERT



7.2

There are a number of different rules for designing an advert. The principles to follow are shown here. These principles apply across all tiers of advertising, to ensure brand consistency.

A subtle drop shadow may be used for the heading and sub-headings places over an image, should legibility be compromised by the image. All drop shadows should follow these settings:

Blending
Mode: Multiply
Colour: 80% Black

Position
Distance: 0
Angle: 180
X Offset: 0
Y Offset: 0

Options
Size: 3mm
Spread: 0%
Noise: 0%

ADVERT LAYOUT

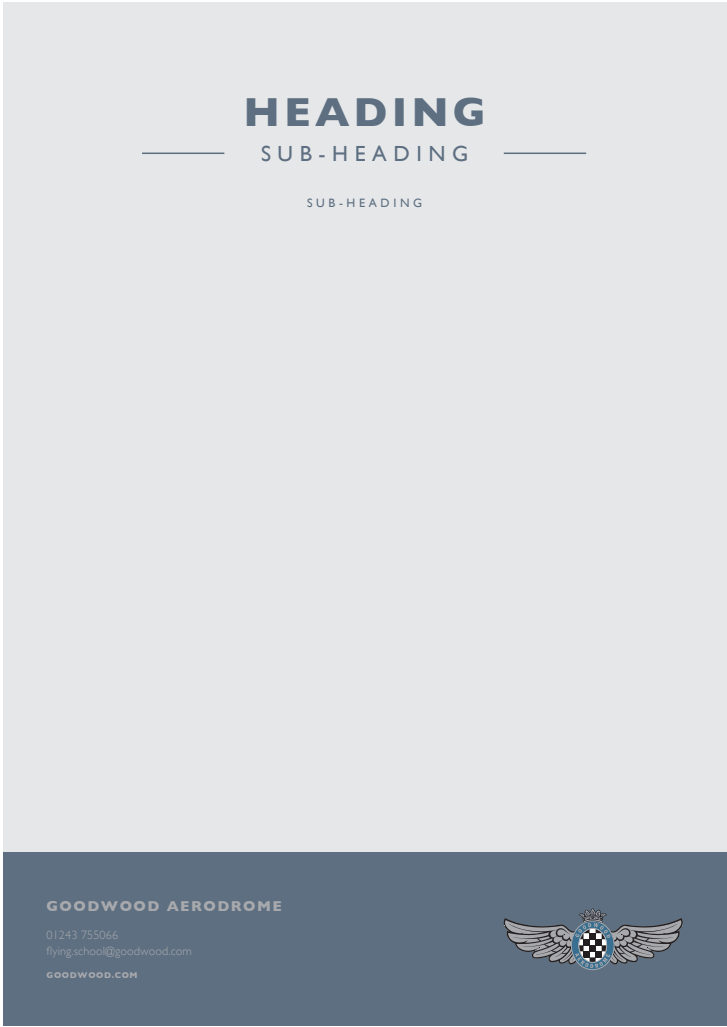
SIZE
A4
210 X 297MM

MARGINS
TOP 28MM
LEFT 12.7MM
RIGHT 12.7MM
BOTTOM 14MM

GOODWOOD AERODROME
GILL SANS BOLD
UPPERCASE
SIZE 12PT
TRACKING +100

CONTACT DETAILS
GILL SANS LIGHT
LOWERCASE
SIZE 10PT
TRACKING +10

WEBSITE URL
GILL SANS BOLD
UPPERCASE
SIZE 7PT
TRACKING +80



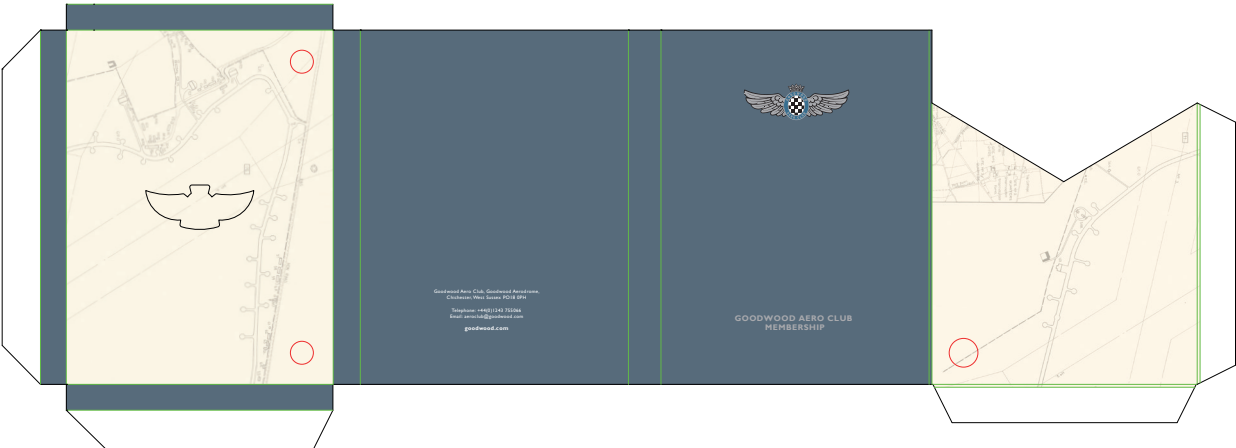
HEADING
GILL SANS BOLD
UPPERCASE
SIZE 34PT
TRACKING +100

SUB-HEADINGS
GILL SANS REGULAR
UPPERCASE
SIZE 18PT AND 10PT
TRACKING +300

LOGO
WIDTH 52MM

7.3

MEMBERSHIP PACK



7.4 CALENDAR OF EVENTS



GOODWOOD AERO CLUB
CALENDAR OF EVENTS
2024



Aero Club Member,
I am delighted to introduce to you the Goodwood Aero Club calendar of events for 2024.
Thank you to all of those Club members who joined us at some remarkable aviation events during the course of 2023. The coming year will see many memorable moments take place at Goodwood, including being the host Aerodrome for the launch of aeroplanes taking part in the prestigious 2024 Schneider Trophy. To mark this, we will be inviting our Club members to share a special evening at the Solent Sky museum with a talk dedicated to the Schneider Trophy Air Race.
In September 2024, the Freddie March Spirit of Aviation Launch Party is also set to be a special event as we commemorate the 80th anniversary of D-Day. Our team has been working hard on the display of aeroplanes for the Revival, and we sincerely hope you can join us on this memorable occasion. Please do look out for our regular email updates, as they will keep you informed of any changes to Club activities and bring you new and exciting events and opportunities added throughout the year. If you have any queries regarding your Aero Club membership or any of these events, please do contact the Aero Club team at **+44 (0)1243 755066** or via email at **aeroclub@goodwood.com**
I very much look forward to seeing you at Goodwood in the coming year.

Richmond
The Duke of Richmond and Gordon, CBE DL

END OF SEASON AWARDS

EVENT **DATE:** Tuesday 10 December
LOCATION: Goodwood Aerodrome
TIME: 1900 – 2100hrs

Celebrate the achievements from the year with a focus on our flying students. The evening will consist of a relaxed drinks reception and an awards ceremony.



MEMBERS' CHRISTMAS LUNCH

EVENT **DATE:** Thursday 12 December
LOCATION: Goodwood Aerodrome
TIME: 1200 – 1330hrs

Get us all in the festive spirit, come and join us for a traditional Christmas lunch at the Goodwood Aerodrome cafe.

MEMBERS' BENEFITS

BENEFITS

- All Aero Club members receive a 30% discount on landing fees.
- Periodic local and regulatory updates from the Aerodrome.
- Selected reciprocal benefits with other aerodromes throughout the year.**
- Free landing fees for pre-'66 aircraft at all times – please note this offer does not apply to revenue generating flights nor those during Goodwood's headline events.
- Access to an expanded fleet of self-fly hire aircraft through Goodwood Flying School. For details, please call Goodwood Flying School on **+44 (0)1243 755066**.
- 10% discount on up to two of any Goodwood Flying School experiences available at the time.

AERO CLUB AND EVENTS

- A membership pack, which includes an enamel lapel badge, a membership card and a car sticker (this enables access to the Aerodrome on busy days).
- Membership of The Kennels – a beautifully restored Grade I listed Georgian building and members' private club.
- Talks on many aviation subjects throughout the year.**
- A range of social events, which include the Freddie March Spirit of Aviation Launch Party on the eve of the Goodwood Revival, a Christmas Ball at Goodwood House, and End of Season Celebrations.**
- Members' newsletters with all the latest information on club events.

HEADLINE EVENTS

- 10% discount on two entrance and grandstand tickets each day for the Festival of Speed and Goodwood Revival.
- Aircraft with six seats or less can enjoy a 30% discount on landing fees during the Festival of Speed and Qatar Goodwood Festival (one landing per day at the Aerodrome).
- 10% discount on private hospitality bookings for up to ten people at the Festival of Speed and Goodwood Revival.
- 10% discount on private hospitality bookings for up to ten people at Qatar Goodwood Festival week.

Goodwood Aero Club, Goodwood Aerodrome,
Chichester, West Sussex PO18 9PH
Telephone +44(0)1243 755066
Email aeroclub@goodwood.com
goodwood.com

7.5

VIDEO END SLATES

When creating video content, the video must use end slates to ensure the brand is clearly represented.

The layout of the end slates must comply with these guidelines to ensure consistency across all video content.



SIZE
1920 X 1080PX

MARGINS
TOP 250PX
BOTTOM 150PX
LEFT 100PX
RIGHT 100PX

FRONT SLATE

LOGO TO SUIT USE OVER DARK BACKGROUND
WIDTH 740PX

HEADING
GILL SANS BOLD
UPPERCASE
SIZE 80PT
TRACKING +100

SUB-HEADING
GILL SANS REGULAR
UPPERCASE
SIZE 42PT
TRACKING +300



BACK SLATE

LOGO TO SUIT USE OVER DARK BACKGROUND
WIDTH 577PX

SUB-HEADING
GILL SANS REGULAR
UPPERCASE
SIZE 30PT
TRACKING +300

WEBSITE URL
GILL SANS BOLD
UPPERCASE
SIZE 36PT
TRACKING +80

7.6

When creating video content with text overlays, the style of the text overlays must comply to these guidelines.

When using the Text Overlay style, the text overlay where possible should be limited to one line of text to allow the audience time to read the text in full. If the text must go over two lines, position the hairline to the shortest line of text.

The text overlay may be used in either Goodwood Aerodrome blue, black or the white.

The position of the text overlay may change to suit the accompanying footage and add variety and movement.

Visual effects maybe used on the hairlines to add movement when as they appear in the frame, drawing the eye to the text overlay.

A drop shadow may be used. All drop shadows should have the following settings:

Blending
Mode: Multiply
Colour: 50% Black

Position
Distance: 0
Angle: 180
X Offset: 0
Y Offset: 0

Options
Size: 30px
Spread: 0%
Noise: 0%

VIDEO END SLATES



SIZE
1920 X 1080PX

MARGINS
ALL 100PX



TEXT OVERLAY

GILL SANS REGULAR
UPPERCASE
SIZE 42PT
TRACKING +300

o8

AERODROME SUB-BRANDS

8.1 FREDDIE MARCH SPIRIT OF AVIATION

8.2 AERODROME CAFÉ

8.1

The Logo “FREDDIE MARCH SPIRIT OF AVIATION” (“Logo”) – the Mark ia exclusively for use in relation to Goodwood Aerodrome.

This Logo should always have clear visual clarity within the artwork.

The Logo will be supplied as JPEG files on request, unless otherwise specified.

In order to maintain the validity of our registered trade marks and ensure that the Logo retains its strength and value it is vital that the Logo is used in a way that is consistent, distinct and clear throughout the business. Therefore, please do not:

- alter the Logo in any way i.e. do not crop, stretch, rotate or adjust/change the colours, add drop shadows;
- remove words or add additional words;
- change the font or style;
- re-arrange or adjust the elements of the Logo; and/or
- put any other mark, word or image over the Logo or in the safe area unless an official “lock-up” is fully approved by the Chief Designer.

When used in copy:

- Please do NOT use any form of logo within written text.
- The words should always appear with initial capitals [Example: FOS Tech].
- Please respect all spaces, full stops and commas between words or letters in Wordmarks (don’t add or take away). Also, where there is an ampersand, “&”, between the words please do not use “and” in place of “&” [Example: “REVIVE & THRIVE” not “REVIVE AND THRIVE” “GAS” not “G.A.S.”].
- Please try and avoid the use of “The” in front [Example “FESTIVAL OF SPEED” not “the FESTIVAL OF SPEED”].

For further advice and approval of use, please contact:
design@goodwood.com

FREDDIE MARCH SPIRIT OF AVIATION

LOGO



COLOUR

BLUE

PANTONE 5405

CMYK 66, 46, 34, 19

RGB 92, 111, 128

HEX #5C6F80

RAL 5007

100%

SILVER

PANTONE 877

CMYK 0, 0, 0, 40

RGB 178, 178, 178

HEX #B2B2B2

RAL 7040

100%

TYPOGRAPHY: GILL SANS

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BODY COPY
TRACKING 0

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADINGS
SUB-HEADINGS
TRACKING +100

8.2

The Logo “AERODROME CAFÉ” (“Logo”) – the Mark ia exclusively for use in relation to Goodwood Aerodrome.

This Logo should always have clear visual clarity within the artwork.

The Logo will be supplied as JPEG files on request, unless otherwise specified.

In order to maintain the validity of our registered trade marks and ensure that the Logo retains its strength and value it is vital that the Logo is used in a way that is consistent, distinct and clear throughout the business. Therefore, please do not:

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- remove words or add additional words;
- change the font or style;
- re-arrange or adjust the elements of the Logo; and/or
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- Please try and avoid the use of “The” in front [Example “FESTIVAL OF SPEED” not “the FESTIVAL OF SPEED”].

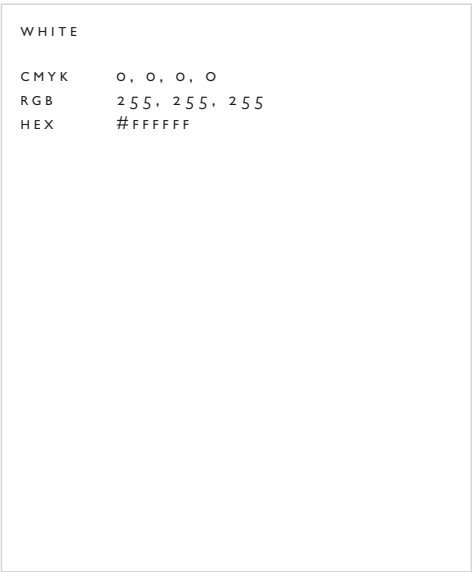
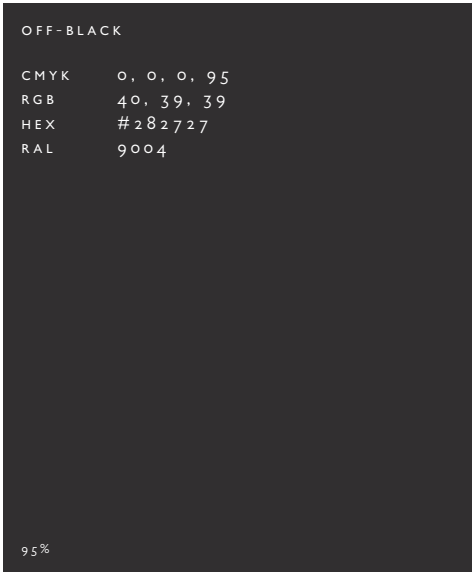
For further advice and approval of use, please contact:
design@goodwood.com

AERODROME CAFÉ

LOGO



COLOUR



TYPOGRAPHY: GILL SANS

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BODY COPY
TRACKING 0

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADINGS
SUB-HEADINGS
TRACKING +100

09

TONE OF VOICE

9.1

Please ensure that voice is consistent with Goodwood Aerodrome.

For further advice, please contact:
courtney.clelland@goodwood.com

GOOD AND NOT-SO-GOOD WORDS

GOOD WORDS TO USE

Adrenaline
Adventurous
Aeroplane
Aircraft
Airfield
Anticipation
Attention to detail
Authentic
Authority
Battle of Britain
Beautiful
Brave
Breath-taking
British
Challenging
Community
Daredevil
Daring
Dramatic
English
Excitement
Excellence
Exhilarating
Fascinating
Friendly
Fun
Genuine
Glass-fronted building
Heritage
Historic
Iconic
Inspirational
Integrity
Memorable
Modern
Original
Passion
Power
Rooftop viewing
Second World War
Thrill/Thrilling
Thriving
Unforgettable

NOT SO GOOD WORDS

Airplane
Airport
Awesome
Back in the day
Best kept secret
Boasts
Classy
Customer
Delightful
Discount
Expensive
Famous
Harking back to
High net worth individuals
High-end
Indulgent
Old
Plane
Plays host to
Plenteous
Plenty of attractions
Posh
Privileges
Promotions
Rich
Something for everyone
Top end
Totally unique
Traditional
Value for money
WW2 (write out)
World-renowned

10

CONTACTS

CONTACTS

GENERAL

Please contact the Goodwood Aerodrome Marketing Team with any queries:

Jade Callan
Head of Estate Marketing & PR
jade.callan@goodwood.com
01243 755000 ext. 3472

SOCIAL

Instagram:
@goodwoodaerodrome
instagram.com/goodwoodaerodrome

Facebook:
Goodwood Aerodrome
facebook.com/GoodwoodAerodrome