



GOODWOOD

BRAND STANDARDS



THE WHY

WE BELIEVE IN SHARING
THE FAMILY'S PASSIONS
WITH THE WORLD

INTRODUCTION

The Goodwood brand is key to everything we do. It embraces every aspect of the business from print to digital, architecture to interior design, how we conduct ourselves to how we treat our guests. A huge amount of time and effort has gone into creating the brand, which now has a global presence.

The Goodwood brand is not just about the logos that we use or the correct typeface (although these are certainly important) it is the very heart of our business and fuels everything we do. And we want everything we do to be beautifully done, just as well as we possibly can.

In order to help you do that, we have created brand standards for each part of the business. If our brand is to stay strong, trusted and distinctive, our communications should be designed and written in a consistent way. Consistency makes us more identifiable, more memorable, and above all, more connected to our audience and straight forward with our guests and customers.

These guidelines are to help you maintain and strengthen the Goodwood brand. They will in turn help our various audiences identify, remember and respond to everything that we do. Our brand – our unique visual identity and tone of voice – is one of the most valuable assets that Goodwood has.



THE FOUNDATIONS

WHAT IS GOODWOOD?

At its core, Goodwood has been shaped by the interests, hobbies and passions of the family over generations.

WHAT DO WE DO?

We share the family's passions with the world.

WHAT IS OUR VISION?

To be the world's leading luxury experience brand and to be recognised as the best in the world at whatever we do.

WHAT DO WE DELIVER?

A perfectly crafted, quintessentially English experience
– always delivered with a twist.

OUR VALUES

OBSESSION FOR PERFECTION

Quality

THE REAL THING

Authenticity

DERRING DO

The “Wow”

SHEER LOVE OF LIFE

Infectious Enthusiasm



THE HISTORY

Goodwood is England's greatest sporting estate. Seat of the Dukes of Richmond for over three centuries, the family has always welcomed their friends and guests to share in their love of sport.

The first Duke of Richmond, illegitimate son of Charles II by his French mistress, Louise de K rouaille, originally came to Goodwood to enjoy the hunting with the nearby Charlton Hunt, hugely fashionable at the time and widely regarded as the first fox hunt in the world. He bought the house in 1697 and later the hunt was moved here.

From that time on, Goodwood was shaped over generations by the interests, hobbies and passions of various members of the family who, over the years, have introduced horseracing, motorsport, golf, flying, shooting and cricket. The family's willingness to share their passions with the rest of the world has led to Goodwood becoming home to some of the most exceptional events and experiences in the world.



The 3rd Duke of Richmond with the Charlton Hunt, by George Stubbs, 1759–60, oil on canvas. The Duke, the tall figure on the horse at the centre, is turning towards his brother, Lord George Lennox, whose back is slightly towards the viewer. On the left is General (or Captain?) Jones, his horse leaping over a gate. The gentleman at the gallop beyond may be Sir John Miller. Every hound is a portrait. The hunt is seen beyond, in full cry.

GOODWOOD

Goodwood has been at the heart of the English summer season for over two hundred years. It has become famous for its thrilling motorsport and horseracing and hosts the Festival of Speed, the Qatar Goodwood Festival and Goodwood Revival, three of the largest events in the British sporting and social calendar.

Within its 12,000 acres, Goodwood is also home to one of the largest lowland organic farms in Europe, a famous Battle of Britain airfield, an historic racecourse and motor circuit, two golf courses and one of the oldest cricket grounds in the country, all centred around Goodwood House.

Goodwood embraces change, the modern world and the role of technology in shaping our lives for the better yet it also celebrates the traditions of the past, with a strong awareness of what they bring to the future. We welcome everyone – from members, friends and guests, to Royalty, sporting heroes, film stars and the most influential people on the planet, who all come to be part of an extraordinary community and experience this magical corner of England.



BRAND STANDARDS

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BRAND MARKS

- 1.1 DEVICE
- 1.2 COLOURWAYS
- 1.3 SUB-BRANDS

These pages have been prepared to provide anyone using the Goodwood brand 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

DEVICE

GOODWOOD core brand comprises three elements: the word GOODWOOD (“Wordmark”), the crest logo (“Logo”) and a combination of Wordmark + Logo (“Device”) – the Marks. All of which are trade marks registered extensively in the UK and abroad and are owned by the Goodwood Estate Company Limited.

The Device is exclusively for use in relation to the Goodwood brand.

The Device should always have clear visual clarity within any artwork.

In restricted spaces, the Logo or the Wordmark may appear alone.

The safe area around each Mark (shown on this page) makes the Device, Logo and Wordmark visually balanced in any format. The safe area is the same for the Device, Logo and Wordmark.

The safe area must always be used with all Marks and no other visible element should be included within the safe area.

All Marks 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 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 Device, Logo and/or Wordmark in any way i.e. do not crop, stretch, rotate or adjust the colours, add drop shadows;
- add additional words;
- change the font;
- re-arrange or adjust the elements of the Device;
- put any other mark, word or image over the Marks or in the safe area unless an official Device is fully approved by the Chief Designer.
- use any other style or colour-way for the Marks

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



1.2

COLOURWAYS

Available colourways for the Device, Logo and Wordmark.

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



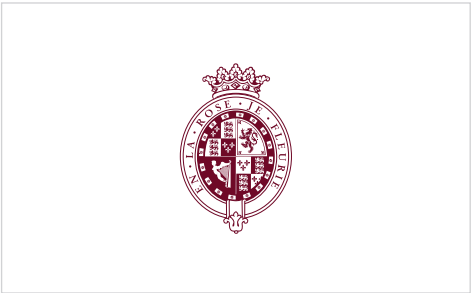
01. MASTER DEVICE



02. MASTER DEVICE, MONO



03. MASTER DEVICE, WHITE



04. LOGO ONLY



05. LOGO ONLY, MONO



06. LOGO ONLY, WHITE



07. WORDMARK ONLY



08. WORDMARK ONLY, MONO



09. WORDMARK ONLY, WHITE

1.2

COLOURWAYS

Available colourways for the Device, Logo and Wordmark for use over light and dark photography.

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



01. MASTER DEVICE, MONO



02. MASTER DEVICE, WHITE



03. LOGO ONLY, MONO



04. LOGO ONLY, WHITE



05. WORDMARK ONLY, WHITE



06. WORDMARK ONLY, MONO

1.2

SUB-BRANDS

There are a number of business areas within the Goodwood Estate Company, where the same brand principles apply.

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



GOODWOOD EDUCATION TRUST



GOODWOOD SHOOT



GOODWOOD FORESTRY



GOODWOOD CONSULTING



GOODWOOD TRAVEL



GOODWOOD FOOD



GOODWOOD CHEF'S ACADEMY



GOODWOOD EVENT CATERING

02

COLOUR AND FINISHES

2.1 COLOUR

2.2 SPECIAL FINISHES

2.1

The Goodwood Core brand colour palette consists of two colours:

- Claret is the main colour.
- Black is used only when printing in colour is not available.

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.**

Special Formulation colours are only available with our print supplier Fine Print.

COLOUR

CLARET - SPECIAL FORMULATION

CMYK

RGB

HEX

RAL

33, 100, 71, 45

113, 14, 32

#700F20

3005

100%

BLACK

CMYK

RGB

HEX

RAL

0, 0, 0, 100

0, 0, 0

#000000

9017

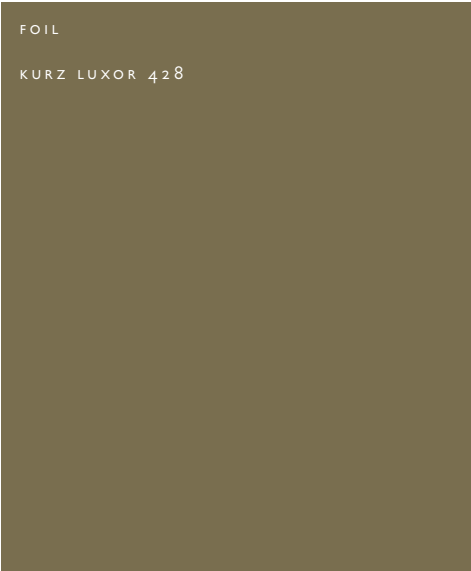
100%

2.2

To enhance the high quality characteristics of the Goodwood core brand, we strongly advise using a foil block.

When hot stamping on Claret, use Kurz Luxor 428.
When hot stamping on Black, use Kurz Alufin Mat.

SPECIAL FINISHES



03

TYPOGRAPHY

- 3.1 CORE BRAND FONT
- 3.2 TYPOGRAPHY HIERARCHY

3.1

Stempel Garamond is our Core Brand font and should be used across all our communications. This ensures consistency across the Goodwood brand.

We primarily use two weights of Stempel Garamond: Stempel Garamond Regular for main headings, quotes/pull out copy and body copy and Stempel Garamond Bold for sub-headings and website URLs.

Stempel Garamond Regular Italic can be used for short quotes, pull-out copy or captions. Stempel Garamond Regular 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 Stempel Garamond within communications.

CORE BRAND FONT

STEMPEL GARAMOND

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADINGS
SUB-HEADINGS
QUOTES
PULL OUT COPY
BODY COPY

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SUB-HEADINGS
WEBSITE URLS

Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

QUOTES
PULL OUT COPY

This is a guide to show how Stempel Garamond should be used within communications.

The font size and heading 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
STEMPEL GARAMOND REGULAR
UPPERCASE, TRACKING +100

SUB-HEADING

SUB-HEADING
STEMPEL GARAMOND REGULAR
UPPERCASE, TRACKING +100

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

INTRODUCTORY COPY
STEMPEL GARAMOND REGULAR
SENTENCE CASE, TRACKING +20

Secondary sub-heading

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

SECONDARY SUB-HEADING
STEMPEL GARAMOND BOLD
SENTENCE CASE, TRACKING +20

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

QUOTES / PULL OUT COPY
STEMPEL GARAMOND ITALIC
SENTENCE CASE, TRACKING +20
QUOTATION MARKS MUST BE SET TO
OPTICAL MARGIN ALIGNMENT

CAPTION CREDIT

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

BODY COPY
STEMPEL GARAMOND REGULAR
SENTENCE CASE, TRACKING +20

- Bullet point
- Cerciis iunt eos quam
- Xeriores autem sandelit velenis
- Eceate di

BULLET POINTS
STEMPEL GARAMOND REGULAR
SENTENCE CASE, TRACKING +20
BULLET POINTS MUST BE DASHES, NEVER DOTS

goodwood.com

WEBSITE URLS
STEMPEL GARAMOND BOLD
LOWERCASE, TRACKING +20

04

PHOTOGRAPHY

4.1

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

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

Goodwood retains a digital image library, to ensure appropriate imagery is used.

Should you need access to the digital image library or help selecting imagery, please contact:
images@goodwood.com

PHOTOGRAPHY



05

QR CODES

5.1

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.

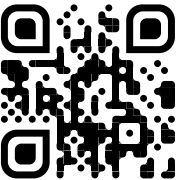
To ensure optimum quality for scanning, the minimum size for a standard QR code is 10mm for print application and 50px for digital application.

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

o6

TONE OF VOICE

6.1

For advice regarding Tone of Voice, please see our Tone of Voice document.

Please ensure that the tone of voice is consistent and follows these guidelines regarding good and not-so-good words.

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

GOOD AND NOT-SO-GOOD WORDS

GOOD WORDS TO USE

Aircraft
Authentic
Award-winning produce
Beautiful surroundings
Business
Buy
Celebrates
Champagne
Choices
Christmas Lunch
Close to Nature
Comfort/comfortable
Comfort food
Delicious
Drinks
Eating
Escape
Estate-reared

Friendly/Friends
Glass
Guests
Healthy
Highest quality
Historic origins
Homegrown
Inspiring/inspired
Intimate
Locally-sourced
Located
Nourishing
Organic
Original
Parties
Passion
Pioneering
Quintessentially English

Relaxed/Relaxing/Relax
Restful
Seasonal
Slow-grown
Spectacular
Sustainable
Thrilling
Ticket office
Unforgettable
Verdant
Warm
Warmth
Welcome/welcoming
Wholesome

NOT-SO-GOOD WORDS

Aeroplane
Accommodation
Beverage
Bubbly
Celebrity
Christmas Dinner with all the trimmings
Civilised
Corporate
Cosy
Crystal
Customer Sales
Customers
Dining
Expensive
Fashionable
Fine Dining
Fizz
Formal

Grand Getaway
Lush
Nestled
Nibbles
Options
Peckish
Purchase
Scrumptious
Stuffy
Stylish
Super premium
Vehicle

07

SIGNAGE

7.1

All signage across the Estate should use this colour palette (this excludes event specific signage), which consists of two colours:

Black Green must always be used for the background colour.
Off-white is used for all typography and branding.

All signage must be made in aluminium, with painted wooden posts.

Our signage supplier is Cathedral Signs, please contact:
info@cathedralsigns.co.uk

COLOUR AND MATERIALS

BLACK GREEN

RAL	6012 SEMI MATT
PAINT	DULUX WEATHERSHIELD
CMYK	100, 30, 80, 90

100%

ALMOND

RAL	1013 SEMI MATT
CMYK	0, 7, 20, 0

100%

o8

CONTACTS

CONTACTS

GENERAL

Please contact the Goodwood Brand Team with any queries:
design@goodwood.com
images@goodwood.com

GOODWOOD PARTNER

Please contact your Goodwood Account Manager with any queries relating to these guidelines.

SOCIAL

Instagram:
[@Goodwood](#)
[instagram.com/goodwood](https://www.instagram.com/goodwood)

Facebook:
Goodwood Estate
[facebook.com/GoodwoodEstate](https://www.facebook.com/GoodwoodEstate)

LinkedIn:
The Goodwood Group
[linkedin.com/company/thegoodwoodgroup](https://www.linkedin.com/company/thegoodwoodgroup)