



# BRAND STANDARDS



THE WHY

A UNIQUE AND MODERN  
APPROACH TO GOLF  
THAT MAKES THE  
SPORT ENJOYABLE AND  
ACCESSIBLE AT THE  
HIGHEST LEVEL.



#### THE HISTORY

Golf has been played at Goodwood for over a century. There are two Championship golf courses: the Downs course and the Park course.

The Downs course was originally designed for the seventh Duke of Richmond's golf-mad children by world-renowned golfer James Braid in 1914. It has been described as the finest downland course in England and offers panoramic views across the Goodwood Estate to Chichester Cathedral, the South Downs and the Solent beyond.

The Park course is situated within the stunning parkland surrounding Goodwood House, overlooked by some of the majestic Cedars of Lebanon first planted by the third Duke in 1760.







#### GOLF AT GOODWOOD

Goodwood has a very different, modern approach to golf membership that allows great flexibility. The club is the epitome of unstuffy, providing members with a relaxed environment in which to play, with no strict dress code. Dogs are also welcome on both courses.

The Downs course is considered the more challenging, with its tricky doglegs and dramatic changes of level, while the Park course offers easy walking and suits all levels of ability. There's a great focus on young golfers with a strong programme at the Academy that has delivered some outstanding results from our junior members.



# BRAND STANDARDS

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O 1

# BRAND MARKS

- 1.1 DEVICE
- 1.2 DEVICE ELEMENTS
- 1.3 COLOURWAYS

These pages have been prepared to provide anyone using the Golf At 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

The GOLF AT GOODWOOD brand comprises three elements: the words GOLF AT GOODWOOD (“Wordmark”), the GG 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 Golf At 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**

DEVICE





1.2

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

For further advice and approval of use, please contact:  
[design@goodwood.com](mailto:design@goodwood.com)

LOGO-UP ELEMENTS



01. MASTER DEVICE



02. LOGO



02. WORDMARK

1.3

Available colourways for the Golf At Goodwood Device.

For further advice and approval of use, please contact:  
[design@goodwood.com](mailto:design@goodwood.com)

COLOURWAYS



01. MASTER DEVICE, MONO



01. MASTER DEVICE, COLOUR



02. MASTER DEVICE, WHITE



01. MASTER DEVICE, MONO, FOR USE ON LIGHT BACKGROUNDS



02. MASTER DEVICE, WHITE, FOR USE ON DARK BACKGROUNDS



02

# COLOUR AND FINISHES

2.1 COLOUR

2.2 SPECIAL FINISHES

2.1

The Golf At Goodwood brand colour palette consists of five colours:

Black is used for the logotype and copy only.

A 45% tint of black may be used when colour or a metallic pantone is available.

White is used for the logotype when black is not suitable.

A 90% tint of black may be used for backgrounds only.

Gold may be used for headings and quotes / pull out copy on either a white background or 90% tint of black background.

COLOUR

BLACK

CMYK

0, 0, 0, 100

RGB

0, 0, 0

HEX

#000000

RAL

9017

100%

BLACK 45% TINT

PANTONE

877

CMYK

0, 0, 0, 45

RGB

168, 168, 167

HEX

#A8A8A7

RAL

7045

45%

WHITE

CMYK

0, 0, 0, 0

RGB

255, 255, 255

HEX

#FFFFFF

RAL

9016

100%

BLACK 90% TINT

CMYK

0, 0, 0, 90

RGB

60, 60, 59

HEX

#3C3C3B

RAL

7021

90%

GOLD

CMYK

20, 29, 50, 4

RGB

207, 178, 135

HEX

#CFB287

RAL

7021

100%

2.2

To enhance the high quality characteristics of the Golf At Goodwood brand, we strongly advise using a foil block on the Device, Logo or Wordmark where appropriate.

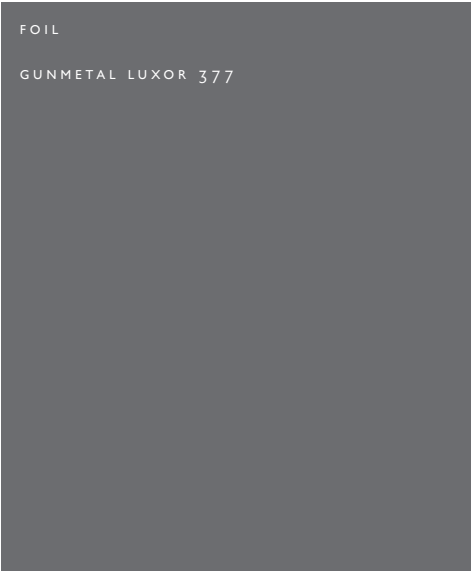
When hot stamping on White, use Gunmetal Luxor 377.

When hot stamping on 90% Black, use Silver Alufin Matt.

When hot stamping on G.F. Smith Colorplan, Dark Grey, use Silver Alufin Matt.

When hot stamping the Device and/or Logo, the logo element must be embossed to further enhance the quality of the brand and to give a moulded look to the shape of the hound.

SPECIAL FINISHES



03

# TYPOGRAPHY

- 3.1 BRAND FONT
- 3.2 TYPOGRAPHY HIERARCHY



3.1

Stempel Garamond is Golf At Goodwood brand font and should be used across all communications. This ensures consistency across Golf At 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.

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

3.2

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.

TYPOGRAPHY

HIERARCHY

LARGE  
HEADING

HEADING  
STEMPEL GARAMOND REGULAR  
SMALL CAPS, TRACKING +50

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. Xeriere 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.  
Xeriere autem sandelit velenis dolectur.

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. Xeriere autem sandelit velenis  
dolectur. Cerciis iunt eos quam doluptur susdaeceat  
atiiscium niendel igentem.

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.”

CAPTION CREDIT

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

BODY COPY  
STEMPEL GARAMOND REGULAR  
SENTENCE CASE, TRACKING +20

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

BULLET POINTS  
STEMPEL GARAMOND REGULAR  
SENTENCE CASE, TRACKING +20  
BULLET POINTS MUST BE DASHES, NEVER DOTS  
45% TINT OF BLACK

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 Golf At 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](mailto: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](mailto: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

06

# APPLICATION

- 6.1 POSTERS
- 6.2 POSTER LAYOUT
- 6.3 VIDEO SLATES
- 6.4 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.

POSTERS



## PRO'S CHALLENGE DAY


Saturday 23 September  
THE DOWNS COURSE

Our very own PGA Professionals will be participating in a Texas Scramble fourball trying to set the best on course score. From there all other fourballs will attempt to beat their score, can you beat the pro's?

Format  
Texas Scramble – Stroke Play

To book, please visit Intelligent Golf  
goodwood.com






## ORDER OF MERIT: THE RACE TO ANTIGNOLLA

The winner of this year's Order of Merit will win a three-night stay for four which includes three rounds of golf on the beautiful Antignolla Golf course in Italy.

Royal Sussex Cup Sunday 1 April The Downs Course	Chester Cup Saturday 24 June The Park Course	Royal Airforce Cup Sunday 20 August The Park Course
Goodwood Cup Saturday 6 May The Park Course	Valdœ Trophy Sunday 1 July The Downs Course	Caledonian Cup Saturday 2 September The Downs Course
Fryer Cup Saturday 28 May The Downs Course	Club Championships Saturday 12 – Sunday 13 August The Park and Downs Course	Lord Esme Cup Saturday 7 October The Park Course

For more information or to sign up, please visit Intelligent Golf  
goodwood.com





## CHRISTMAS ROLL UP

Saturday 9 December  
SHOTGUN START 9.30AM

Theme  
Deck the Halls

Entry Fee  
Braid Members – 4 Credits or £16.00  
Credit Members – 9 Credits

Format  
Individual Stableford

To book, please visit Intelligent Golf.  
goodwood.com





6.2

All posters for the Golf At Goodwood should follow the same design layout, to ensure brand consistency. The principles to follow are shown here.

A subtle linear black-white gradient may be used behind the Device and content, should legibility be compromised by the image.

Content should be kept to a minimum where possible, with body copy kept to a maximum of 50-60 words.

APPLICATION

POSTER LAYOUT

SIZE  
A4  
210 X 297MM

MARGINS  
BORDER 5MM  
CONTENT 13MM

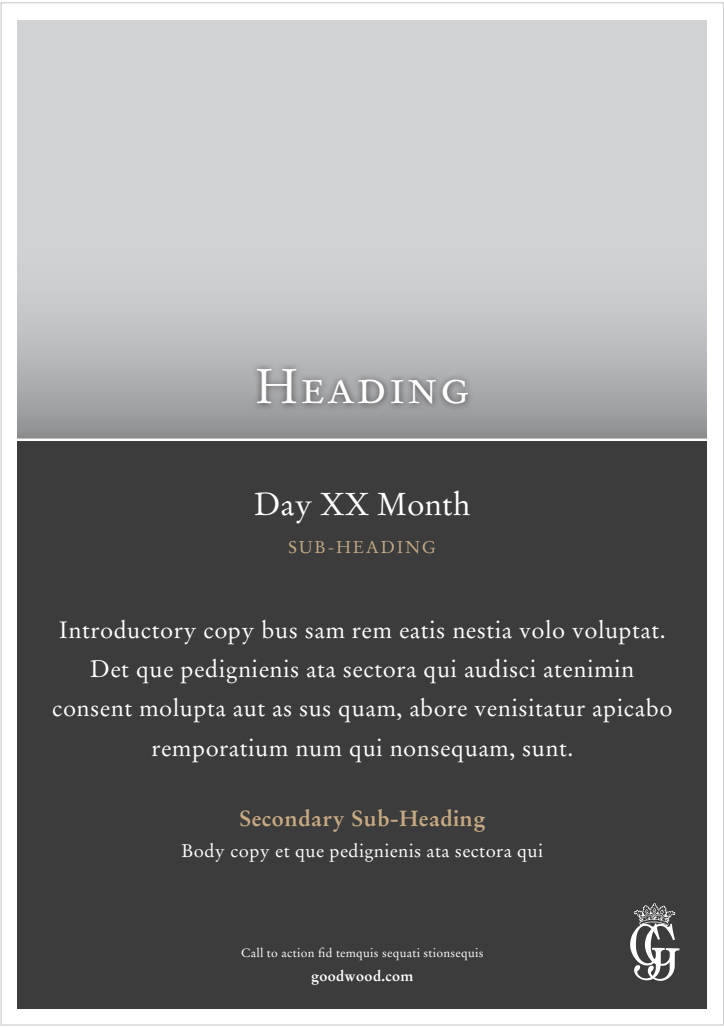
INTRODUCTORY COPY  
STEMPEL GARAMOND REGULAR  
SENTENCE CASE  
SIZE 19PT, TRACKING +20

SECONDARY SUB-HEADING  
STEMPEL GARAMOND BOLD  
SENTENCE CASE  
SIZE 18PT, TRACKING +20

BODY COPY  
STEMPEL GARAMOND REGULAR  
SENTENCE CASE  
SIZE 15PT, TRACKING +20

CALL TO ACTION  
STEMPEL GARAMOND REGULAR  
SENTENCE CASE  
SIZE 10PT, TRACKING +20

WEBSITE URL  
STEMPEL GARAMOND BOLD  
LOWER CASE  
SIZE 12PT, TRACKING +20



HEADING  
STEMPEL GARAMOND REGULAR  
TITLE CAPS  
SIZE 40PT, TRACKING +50

DATE  
STEMPEL GARAMOND REGULAR  
SENTENCE CASE  
SIZE 26PT, TRACKING +20

SUB-HEADING  
STEMPEL GARAMOND REGULAR  
UPPERCASE  
SIZE 14PT, TRACKING +100

GG LOGO  
HEIGHT 22.5MM

6.3

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.

APPLICATION

VIDEO SLATES



SIZE  
1920 X 1080PX

MARGINS  
TOP 320PX  
BOTTOM 150PX  
LEFT 100PX  
RIGHT 100PX

FRONT SLATE

DEVICE  
HEIGHT 265PX

SUB-HEADING  
STEMPEL GARAMOND REGULAR  
UPPERCASE  
SIZE 28PT, TRACKING +100

HEADING  
STEMPEL GARAMOND REGULAR  
TITLE CAPS  
SIZE 60PT, TRACKING +50



BACK SLATE

DEVICE  
HEIGHT 220PX

WEBSITE URL  
STEMPEL GARAMOND BOLD  
LOWERCASE  
SIZE 30PT, TRACKING +20

6.4

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

The text overlay where possible should be limited to one line of text to allow the audience time to read the text in full.

The position of the text overlay must always sit in the centre of the shot.

APPLICATION

VIDEO TEXT OVERLAYS



SIZE  
1920 X 1080PX

MARGINS  
ALL 100PX



TEXT OVERLAY

GOLD

STEMPEL GARAMOND REGULAR  
UPPERCASE  
SIZE 50PT, TRACKING +100

07

## SUB-BRANDS

7.1 JUNIOR GOLF

7.2 LEVEL-UP



7.1

The Junior Golf Logo is exclusively for use in relation to the Golf At Goodwood brand.

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

The Logo will be supplied as a JPEG file on request.

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

JUNIOR GOLF

LOGO



COLOUR

<p>YELLOW</p> <p>CMYK 9, 17, 74, 0</p> <p>RGB 239, 206, 88</p> <p>HEX #EFCE58</p>	<p>BLUE</p> <p>CMYK 53, 8, 16, 0</p> <p>RGB 128, 192, 211</p> <p>HEX #80C0D3</p> <p>85%</p>
---	---

TYPOGRAPHY: DUPER

Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

BODY COPY  
TRACKING +30

Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

HEADINGS  
SUB-HEADINGS  
TRACKING +40

7.2

The Level-Up Marks are exclusively for use in relation to the Golf At Goodwood brand.

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

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

All Marks will be supplied as JPEG files on request.

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

SUB-BRANDS

LEVEL-UP

LOGO



COLOUR

LIME	GREEN	TURQUOISE	YELLOW
CMYK 53, 0, 73, 0	CMYK 73, 0, 66, 0	CMYK 81, 21, 46, 5	CMYK 9, 17, 74, 0
RGB 147, 196, 103	RGB 55, 175, 120	RGB 0, 144, 142	RGB 239, 206, 88
HEX #91C368	HEX #36AF79	HEX #00908E	HEX #EFCF58

TYPOGRAPHY: DUPER

Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

BODY COPY  
TRACKING +30

Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

HEADINGS  
SUB-HEADINGS  
TRACKING +40

7.2

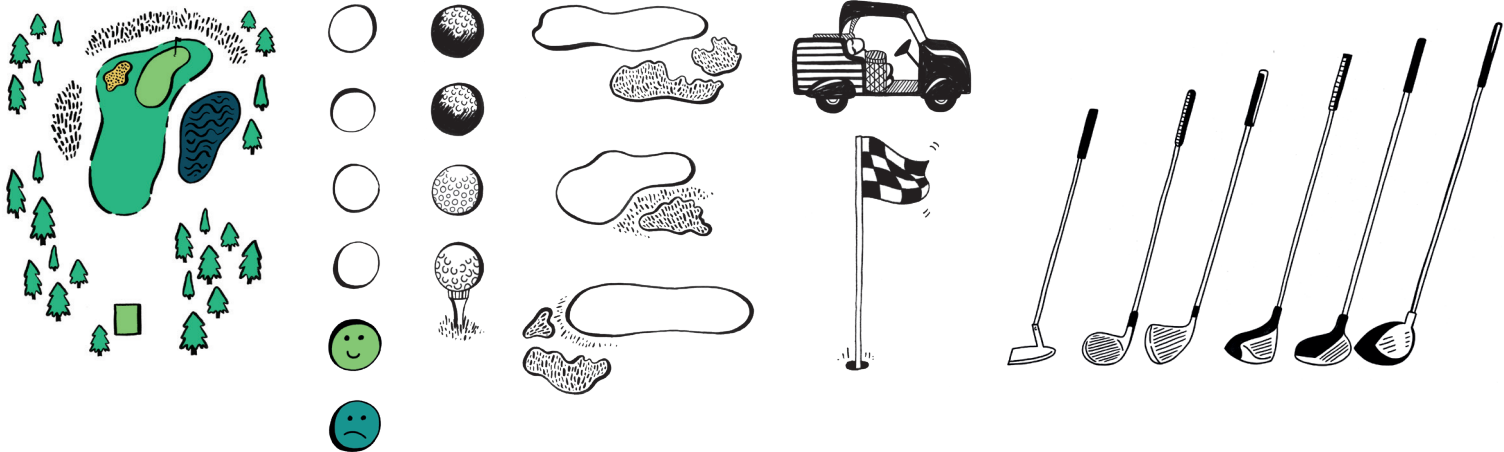
Illustration is used only for the Level-Up junior programme.

All illustrations must be created by the approved illustrator. Only our official illustrations approved by The Duke of Richmond may be used for the Level-Up brand.

Should you require any illustrations, please contact:  
design@goodwood.com

LEVEL-UP ILLUSTRATION

ILLO'S



LETTERING



o8

# TONE OF VOICE

8.1

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

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

For further advice, please contact:  
[courtney.clelland@goodwood.com](mailto:courtney.clelland@goodwood.com)

GOOD AND NOT-SO-GOOD WORDS

GOOD WORDS TO USE

Accessible  
Attention to detail  
Authentic  
Dramatic  
Enjoyable  
Exceptional  
Finest  
Flexible  
Friendly  
Fun  
Genuine  
Highest level  
Historic  
Informal  
Modern  
Outstanding  
Panoramic  
Passions  
Relaxed  
Spectacular  
Stunning  
Unique

NOT-SO-GOOD WORDS

Awesome  
Best kept secret  
Boasts  
Classy  
Customer  
Discount  
Elite  
Facility  
Gorgeous  
High net worth individuals  
High-end  
Plays host to  
Posh  
Prestigious  
Privileged  
Something for everyone  
Steeped in a rich history  
Terrific  
Top end  
Value for money  
Venue

09

# CONTACTS



9.1

CONTACTS

GENERAL

Please contact the Golf At Goodwood Marketing Team with any queries:

**Kate Taylor**  
Entertaining & Hospitality Marketing Executive  
kate.taylor@goodwood.com  
01243 755000 ext. 1516

SOCIAL

**Instagram:**  
@golf\_goodwood  
instagram.com/golf\_goodwood

**X:**  
goodwood\_golf  
Twitter.com/goodwood\_golf