BRAND STANDARDS

CELEBRATING THE
UNIQUE RELATIONSHIP
BETWEEN OWNER AND
DOG THAT'S INTEGRAL
TO GOODWOOD'S
HISTORY

Dogs have been at the heart of life at Goodwood since the first Duke of Richmond bought a house here over three hundred years ago, to join the nearby Charlton Hunt, the world's very first fox-hunt. Then, in 1787, the third Duke commissioned well-known architect James Wyatt to create the most luxurious dog kennels in the world. They boasted a central heating system for the dogs, a hundred years before it was installed at Goodwood House. Throughout the centuries at Goodwood, dogs have remained a steadfast part of family life; a fact evidenced by their frequent appearances in the portraits that hang in Goodwood House.

Today, dogs remain beloved members of the household and are welcome everywhere across the Estate. They can even have their own membership to The Kennels, where personalized dog bowls are kept ready for whenever they visit!

The Kennels provides the perfect backdrop for this annual event, which is held over the course of a weekend in early summer.

Goodwoof is designed to celebrate our long-standing love affair with the dog, highlighting the many ways in which dogs bring joy into our lives and how they are good for both our physical and mental health. From their role as lifelong companions to valued members of the community and as partners in various sporting pursuits, the story of dogs at Goodwood is integral to our history.

Goodwoof is both a digital community and an event. Online it's a convener and curator of the world's coolest, most compelling canine content; while the annual event is a grand celebration of all things dog. We are building a community of like-minded dog-lovers, with the aim being to inspire, explore and entertain.

Goodwoof also brings together everything it takes to give our dogs the greatest lives possible: mind, body and bowl. The event showcases the best of everything: world-class competitors, top athletes from the most captivating disciplines, the highest level of experts and therapists, whether veterinary, behavioural or holistic; and a vast array of fun activities for dogs and their humans. Goodwoof is quite unlike anything else!

BRAND STANDARDS

CONTENTS

BRAND MARKS

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

LOGO

The GOODWOOF brand comprises two elements: the crest logo ("Logo") and the word GOODWOOF ("Wordmark") – the Marks. Both of which are trade marks registered in the UK and owned by the Goodwood Estate Company Limited.

The Marks are exclusively for use in relation to the GOODWOOF brand and event. The Marks should always have clear visual clarity within any artwork. In restricted spaces, the Logo or the Wordmark may appear alone. When used in copy, the word "GOODWOOF" should always be distinguished from surrounding text (e.g. as caps or in italics) and use of "the" beforehand should be avoided.

The safe area around each Mark (shown on this page) makes the Logo and Wordmark visually balanced in any format. The safe area is the same for the 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 Logo and/or Wordmark 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 or Device; and/or
– put any other mark, word or image over the Marks or in the safe area unless an official "lock-up" is fully approved by the Chief Designer.

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

1.1

LOGO COLOURWAYS

Available colourways for the Goodwoof Logo.

For further advice and approval of use, please contact:

design@goodwood.com

01. MASTER LOGO

02. MASTER LOGO, MONO

03. MASTER LOGO, WHITE, FOR USE PANTONE 717 BACKGROUND

04. MASTER LOGO, MONO, FOR USE PANTONE 717 BACKGROUND

1.2

WORDMARK

The GOODWOOF brand comprises two elements: the crest logo ("Logo") and the word GOODWOOF ("Wordmark") – the Marks. Both of which are trade marks registered in the UK and owned by the Goodwood Estate Company Limited.

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–   put any other mark, word or image over the Marks or in the safe area unless an official "lock-up" is fully approved by the Chief Designer.

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

2x

GOODWOOF

2x

x = G

1.2

WORDMARK COLOURWAYS

Available colourways for the Goodwoof Wordmark.

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

01. WORDMARK

02. WORDMARK, MONO

03. WORDMARK, WHITE, FOR USE PANTONE 717 BACKGROUND

04. WORDMARK, MONO, FOR USE PANTONE 717 BACKGROUND

1.3

DEVICE

The GOODWOOF Marks may in some instances be used as a combined device with a the official GOODWOOF strapline ("Device").

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

The Device should always have clear visual clarity within any artwork.
The safe area around the Device (shown on this page) makes the Device visually balanced in any format.

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

The Device 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 Device is 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/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 or Device; and/or
–   put any other mark, word or image over the Marks or in the safe area unless an official "lock-up" is fully approved by the Chief Designer.

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

1.3

DEVICE COLOURWAYS

Available colourways for the Goodwoof Device.

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

01. DEVICE

02. DEVICE, MONO

03. DEVICE, WHITE, FOR USE PANTONE 717 BACKGROUND

04. DEVICE, MONO, FOR USE PANTONE 717 BACKGROUND

O2

COLOUR AND FINISHES

2.1

COLOUR

The Goodwoof brand colour palette consists of three colours; orange, black and white.

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.**

ORANGE

PANTONE 717 U
CMYK   7, 71, 100, 3
RGB   213, 97, 20
HEX   #D56114
RAL   2010

100%

BLACK

CMYK   0, 0, 0, 100
RGB   0, 0, 0
HEX   #000000
RAL   9017

100%

WHITE

CMYK   0, 0, 0, 0
RGB   255, 255, 255
HEX   #FFFFFF
RAL   9016

100%

2.2

SPECIAL FINISHES

To enhance the high quality characteristics of the Goodwoof brand, we strongly advise using a black foil block on the Logo.

When hot stamping, use Black Luxor 362.

FOIL

BLACK LUXOR 362

03

TYPOGRAPHY

3.1
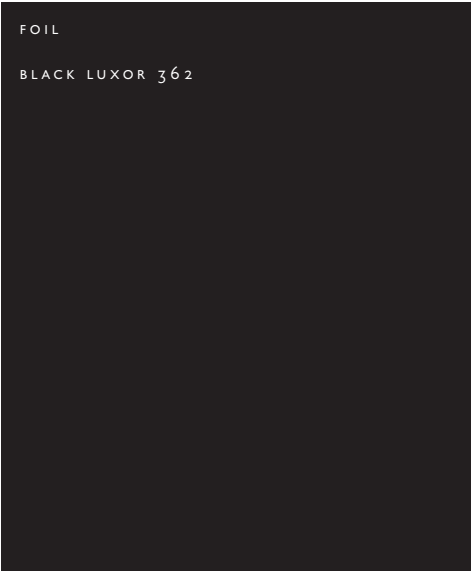
BRAND FONT

Chronicle Text in various weights, as shown here, makes up our suite of Goodwoof brand fonts and should be used across all our communications. This ensures consistency across the Goodwoof brand.

We primarily use; Chronicle Text Roman for body copy, Chronicle Text Semibold for sub-headings, secondary sub-headings and event dates, Chronicle Text Bold for headings, call to actions and website URLs and Chronicle Text Italic for quotes and pull out copy.

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

Refer to the next page for details on how we use Chronicle Text within communications.

CHRONICLE TEXT

Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BODY COPY

Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

QUOTES
PULL-OUT COPY

Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SUB-HEADINGS
SECONDARY SUB-HEADING
EVENT DATES

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADINGS
CALL TO ACTIONS

3.2

HIERARCHY

This is a guide to show how the brand fonts 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, aligned with these guidelines. The hierarchy, fonts, case and tracking must adhere to these guidelines.

large heading

HEADING
CHRONICLE BOLD
LOWERCASE, TRACKING 0
VERTICAL SCALE 90%

sub-heading

SUB-HEADING
CHRONICLE SEMIBOLD
TITLE OR SENTENCE CASE, TRACKING 0
VERTICAL SCALE 90%

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.

INTRODUCTORY COPY
CHRONICLE REGULAR
SENTENCE CASE, TRACKING 0
VERTICAL SCALE 90%

Secondary sub-heading

SECONDARY SUB-HEADING
CHRONICLE SEMIBOLD
TITLE OR SENTENCE CASE, TRACKING 0
VERTICAL SCALE 90%

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."

CAPTION CREDIT

QUOTES / PULL OUT COPY
CHRONICLE ITALIC
SENTENCE CASE, TRACKING 0
QUOTATION MARKS MUST BE SET TO
OPTICAL MARGIN ALIGNMENT

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.

BODY COPY
CHRONICLE REGULAR
SENTENCE CASE, TRACKING 0
VERTICAL SCALE 90%

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

BULLET POINTS
CHRONICLE REGULAR
SENTENCE CASE, TRACKING 0
VERTICAL SCALE 90%
BULLET POINTS MUST BE DASHES, NEVER DOTS

20 | 21 May 2023

EVENT DATE
CHRONICLE SEMIBOLD
TITLECASE, TRACKING 0
VERTICAL SCALE 90%

goodwood.com

WEBSITE URL
CHRONICLE BOLD
LOWERCASE, TRACKING 0
VERTICAL SCALE 90%

04

PHOTOGRAPHY

4.1

PHOTOGRAPHY

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

Only official photography approved by The Duke of Richmond may be used in Goodwoof 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

ILLUSTRATION

5.1

ILLUSTRATION

The Goodwoof brand does not use illustration, with exception of the event programme only.

There is no set illustration style, however it should always reflect the tone of the event.

All illustration must be approved by The Duke of Richmond.

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

06

GRAPHICS

6.1

GOODWOOF HOUNDS

All three hounds shown here may be used in relation to Goodwoof.

For examples of their use, please see the *Application* section.
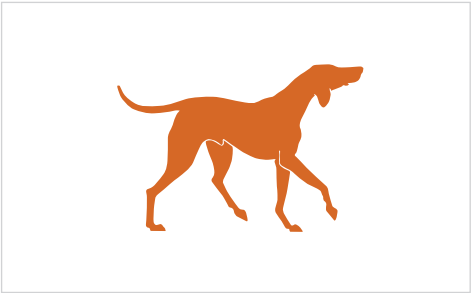
01. GOODWOOF HOUND, WALKING

02. GOODWOOF HOUND, SITTING

03. GOODWOOF HOUND, SNIFFING

01. GOODWOOF HOUND, WALKING, MONO

02. GOODWOOF HOUND, SITTING, MONO
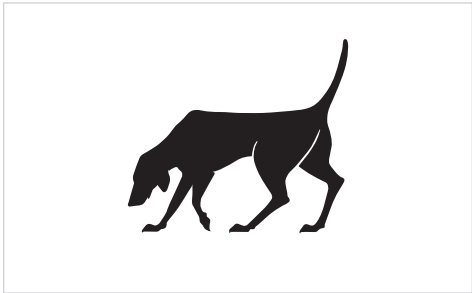
03. GOODWOOF HOUND, SNIFFING, MONO

6.2

EVENT MAP

The Goodwoof event map is specific to the Goodwoof event and should follow the same style at all times.

07

QR CODES

7.1

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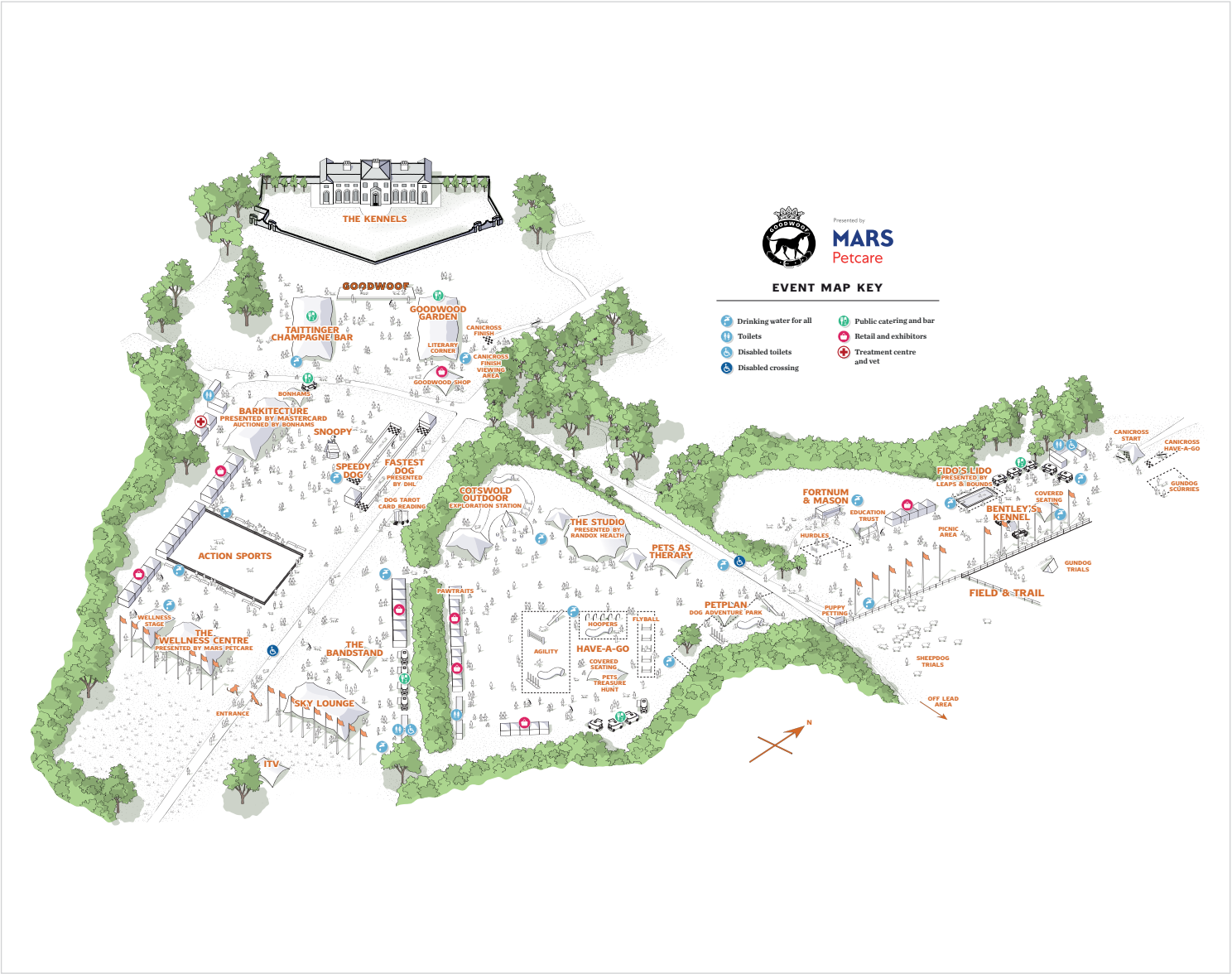
QR codes may be used where appropriate in both digital and print applications.

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 that 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.

PRINT

DIGITAL

SMALLEST SIZE = 10MM

SMALLEST SIZE = 50PX

o8

APPLICATION

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.

8.1

BRAND CAMPAIGN

8.2

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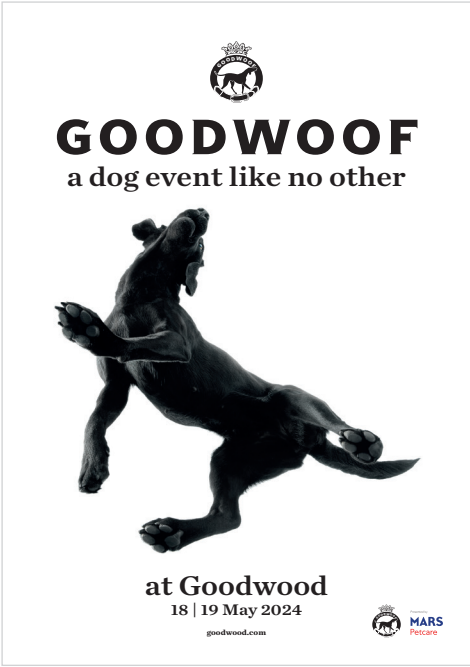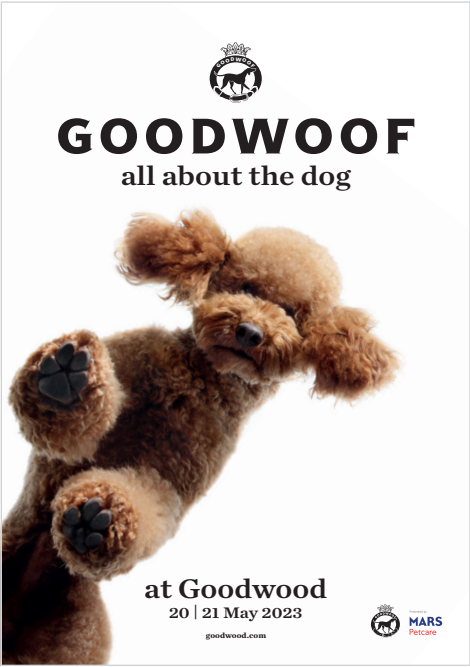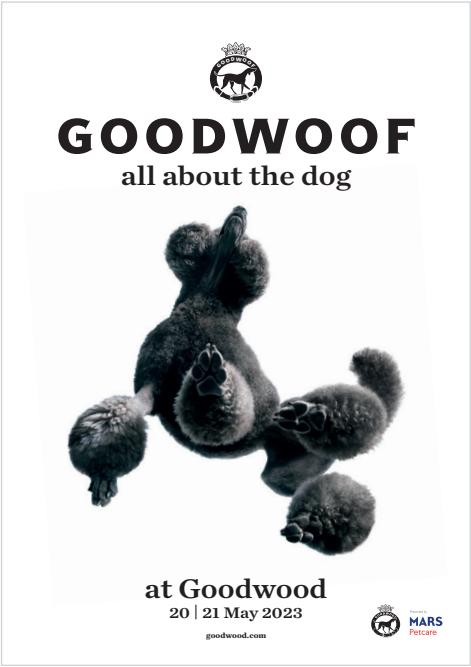
There are a number of different rules for designing an advert. The principles to follow are shown here. These principles apply across all tiers of advertising, to ensure brand consistency.

A subtle drop shadow may be used for the key message positioned over the image, should legibility be compromised by the image.

All drop shadows should follow the following settings:

Blending
Mode: Multiply
Colour: 75% Black

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

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

SIZE
A4
210 X 297MM

MARGINS
TOP   18MM
BOTTOM   12.7MM
LEFT   12.7MM
RIGHT   12.7MM

TITLE
CHRONICLE SEMIBOLD
LOWERCASE
SIZE 39.5PT, TRACKING 0
VERTICAL SCALE 90%

EVENT DATE
CHRONICLE SEMIBOLD
TITLECASE
SIZE 22.5PT, TRACKING 0
VERTICAL SCALE 90%

WEBSITE URL
CHRONICLE BOLD
LOWERCASE
SIZE 11PT, TRACKING 0
VERTICAL SCALE 90%

GOODWOOF
a dog event like no other

at Goodwood
XX | XX Month XXXX

goodwood.com

MARS Petcare
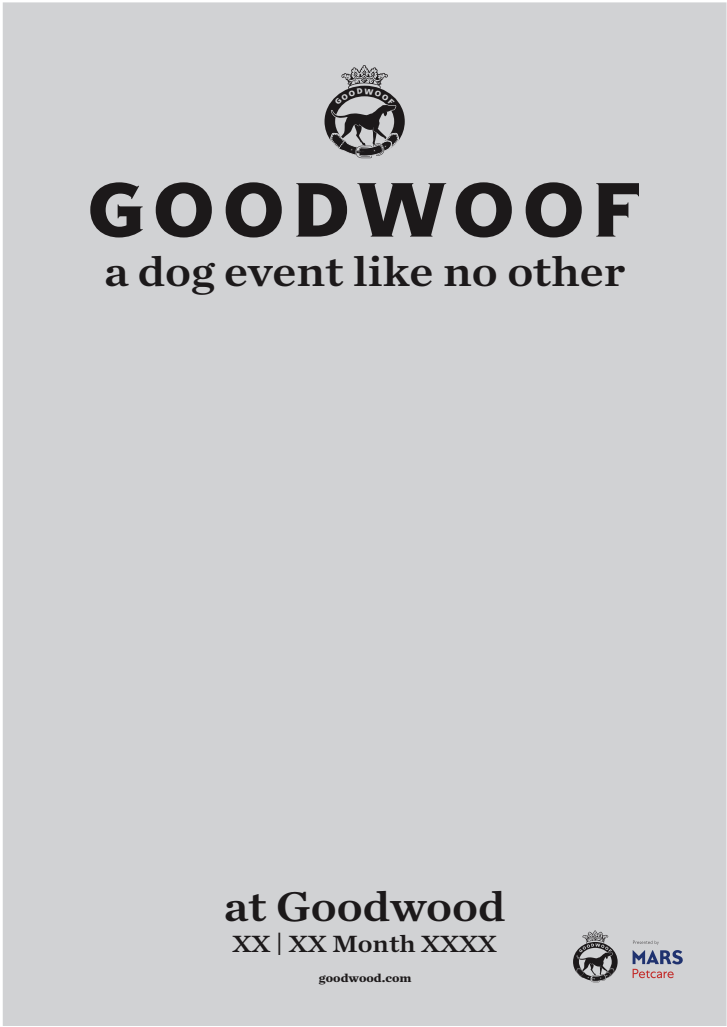
DEVICE
HEIGHT 64MM

PARTNER LOCK-UP
HEIGHT 15MM

8.3

VISITOR INFORMATION LEAFLET

MARS
Petcare

A grand celebration of all things dog, Goodwoof
is an event dedicated to our canine companions.
Delivered with the boundless enthusiasm of dog
lovers and presented in inimitable Goodwood
style, Goodwoof will feature a fantastic line-up of
activities to entertain dogs and their humans.

Location and Opening Times
Goodwoof is an outdoor event located in the
beautiful fields surrounding The Kennels. The event
will open at 10am. Gates will close at 5pm.

Parking
Parking is free and open from 8.30am each day.
Please note that all parking will be in grass fields
and appropriate footwear is recommended. There
is a 20 minute scenic stroll from the car park to the
event or you can use our 'Bark & Ride' shuttle bus
service. Overnight parking / camping will not be
permitted in any car park.

There is Blue Badge forward parking within the car
park and an accessible minibus is available from the
car park to the event.

Scan here to plan your day.

We do kindly ask that dogs remain on a short lead
at all times during the event. Dogs should not be
left in cars at any time during the event.

8.4

EVENT LEAFLET

8.5

EVENT SIGNAGE

THE STUDIO
PRESENTED BY RANDOX

THE
STUDIO
PRESENTED BY **RANDOX**
HEALTH

10:15   Dog Yoga
11:00   Meditation
11:30   Dog Massage
12:05   Pilates
12:40   Reiki & Breathwork
13:05   Sound Bathing
13:40   Dog Yoga
14:25   Meditation
14:55   Dog Massage
15:30   Pilates
16:05   Reiki & Breathwork
16:30   Sound Bathing

Presented by
MARS
Petcare

Please keep your dog on
a lead at all times.

THE WELLNESS CENTRE
PRESENTED BY MARS PETCARE

THE
WELLNESS
CENTRE

10:15   Dog First Aid
10:55   The weird & wonderful
        secrets of dogs body
        language
11:30   Bizarre behaviours
        explained
12:05   Pure breed or
        crossbreed
12:40   Unleash your inner
        dog trainer
13:15   Loose lead walking,
        urban myth or reality?
13:50   Pain management 101
14:25   Vet Q&A
14:55   Signs of anxiety in dogs
15:35   Shake it, move it, show
        how good you are
16:10   Dog's Trust

Presented by
MARS
Petcare

Please keep your dog on
a lead at all times.

8.6

EVENT INFORMATION BOARDS

ACTION SPORTS

MARS Petcare

Action Sports Arena

TIMETABLE

Saturday

10:10	Agility Demonstrations
10:25	Barkour
10:45	Spot the Dog
11:00	Ministry of Hound
11:45	Flyball Demonstration
12:30	Gundog Demonstration
13:25	Agility Demonstration
13:40	Barkour
15:00	Ministry of Hound
15:45	Spot the Dog
16:15	Flyball Demonstration
16:40	Pets Treasure Hunt and Fastest Dog Prize Giving

Sunday

09:50	Agility Demonstration
10:05	Barkour
10:25	Spot the Dog
11:00	Ministry of Hound
11:45	Flyball Competition
12:50	Spot the Dog
13:20	Agility Demonstration
13:35	Barkour
15:00	Ministry of Hound
16:05	Barkour
16:45	Winners announced at the Goodwoof Prize Giving, Goodwoof Letters

WHATS ON

Agility

Agility consists of various obstacles for your dog to run, jump over, and weave in and out, usually against the clock. Not only does agility challenge your dog's fitness, it measures the ability of the handler directing the dog.

Barkour

Parkour is a training discipline where humans move from one place to another in a complex environment, in the fastest and most efficient way possible. By comparison, Barkour (also known as dog/canine parkour), introduces dogs to the world of jumping, climbing, balancing over, crawling under, and going around different obstacles in their everyday world. A high energy demonstration of Barkour here at Goodwoof will be performed on a cleverly designed course that utilises obstacles, props, space and height, to push the limits on showcasing the incredible skill, speed and daring adventure of these highly trained athletes.

Spot the Dog

Kindly provided by IBM, Spot is an agile mobile robot that navigates terrain with unprecedented mobility, allowing you to automate routine inspection tasks and data capture safely, accurately, and frequently.

Ministry of Hound

Ready your dancing feet... fresh for 2023, Goodwoof is launching a sensational dog disco in collaboration with the London Club Ministry of Sound. Ministry of Hound is the place for humans and hounds to party, learn to dance with your dog with a dancing expert Curtis Pritchard with soundtracks supplied by world-class DJ's! In addition to their musical styling, Ministry of Sound supports Thai-based charity, Jai Dog Rescue. The disco is open to everyone, whether you have a dog or not, so let loose and have fun – see you on the dancefloor!

Flyball

Flyball is a high adrenaline, energetic, fast paced sport for your canines. The aim of the sport is for each dog to pass through a set of jumps and hurdles, catch the ball and then return over all four jumps carrying ball with them. All different sizes and breeds of dogs can compete with each other in a flyball competition. We have demonstration and a flyball competition right here in Action Sports.

Gundog Training

Gundogs are working dogs who assist with the finding and retrieving of game. Gundog demonstrations provide a rare opportunity to see these stunning and highly intelligent dogs working to the whistle, out of their usual field setting.

FIELD & TRAIL

MARS Petcare

Sheepdog Trials

TIMETABLE

Saturday

|	
10:00	Sheepdog Demonstration
13:00	Singles Competition
14:45	Double Gather Competition
15:30	Double Run Demonstration

Sunday

10:00	Singles Competition
11:45	Double Gather Competition
12:30	Double Run Demonstration
14:30	Sheepdog Demonstration
16:45	Winners announced at the Goodwoof Prize Giving, Goodwoof Letters

JUDGE & COMMENTARY

Judge: Richard Smith

Richard is a senior farm manager at the Saylesford Farm. Attending sheepdog trials and training is his passion having won several awards himself over the years. He competed internationally in the first World Trial and twice in One Man and His Dog.

Commentary: Andy Jackman

Andy Jackman commentates One Man and His Dog, alongside Matt Baker. Andy began trialling in 1982. His finest moment was when he represented England in the Supreme final at Armathwaite in 1993 having already won over 200 trials accepting many placings.

TRAINERS

Kevin Evans – Wales

Kevin trained the International Supreme Stage and Double Champion in 2019 and 2016. He has been described as one of the most talented young handlers of his generation. Having grown up on the family farm in the spectacular landscape of the Brecon Beacons, Kevin was keen to become a top handler and trainer. In 1996 aged just 15, he won the One Man and His Dog "Young Handler" competition with Mtask. He currently owns over 25 border collies.

Robert Ellis – Wales

Robert is a multiple Welsh National Winner and twice One Man and His Dog representing Wales in 1995. That same year he took the young handler prize at the International in Scotland. He's represented his country many times and in 2013 was the reserve Supreme Champion at the world trial in Ireland.

Aled Owen – Wales

Aled is Former World Champion, three times Supreme Singles Champion, Welsh National Singles Champion and multiple Welsh team member. He had success in the World Sheepdog Trial Championship in 2014 and 2008 and won International Sheep Society Supreme Champion in 1999, 2000 and 2007.

Dewi Jenkins – Wales

Dewi lives on the family farm in the hills above Aberystwyth learning prime-winning Welsh Mountain sheep and Welsh Black cattle carrying the profile of Cymgarig, which is also used on the dogs he breeds. Despite speaking Welsh on the farm, Dewi notes his dogs in English. 2020 was a stellar year for Dewi as he won the International Supreme Championship Sheep Dog Trials with Jock in Castle Howard, Yorkshire. He also represented Wales in One Man and His Dog and won the North Wales Victor Ludorum due to his many successes.

Teddy Lauder – Ireland

Teddy was the winner of the International Sheepdog Trial Supreme as well as picking up several National Sheepdog Trials so far. He has also judged nationally as well as in Europe and in the US as has a great empathy with competitors and organisers alike.

Tom O'Sullivan – Ireland

Tom was crowned International Supreme Champion at the 2015 International Sheepdog Trials as well as winning One Man and His Dog in 2022.

Nicholas Ausdoire – France

Nicholas is three times French National Champion, runner up in the Continental Championship and winner of the Mediterranean Open in April this year.

Joel Watson – England

Joel runs the family farm in Dartmoor as well as qualifying for many Nationals and representing England in many International competitions. He is the winner of over 100 trials as a top handler following in the footsteps of his equally well respected father before him.

Giles Ausdoire

Giles are young handler this year, at 18 years old, currently French National young handler and Continental young handler and winner of many trials. Learning from his father since the age of six years old.

COURSES

SINGLES RUN   DOUBLE GATHER   DOUBLE RUN

8.7

VIDEO 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.

GOODWOOF
all about the dog

Presented by
MARS
Petcare

Saturday 20 | Sunday 21 May

goodwood.com

SIZE
1920 X 1080PX

MARGINS
ALL 100PX

FRONT SLATE

DEVICE
HEIGHT 450PX

BACK SLATE

PARTNER LOCK-UP
HEIGHT 190PX

EVENT DATE
CHRONICLE SEMIBOLD
SENTENCE CASE
SIZE 98PT
TRACKING 0
VERTICAL SCALE 90%

WEBSITE URL
CHRONICLE BOLD
LOWERCASE
SIZE 38PT
TRACKING 0
VERTICAL SCALE 90%

8.8

VIDEO TEXT OVERLAYS

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.

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

Blending
Mode: Multiply
Colour: 50% Black

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

Options
Size: 33px
Spread: 0%
Noise: 0%

ultimate celebration of dogs

where the pack gathers

SIZE
1920 X 1080PX

MARGINS
ALL 100PX

TEXT OVERLAY

WHITE WITH DROP SHADOW

CHRONICLE SEMIBOLD
SENTENCE CASE
SIZE 98PT
TRACKING 0
VERTICAL SCALE 90%

09

EVENT SUB-BRANDS

9.1

EVENT SUB-BRANDS

The GOODWOOF event Sub-Brands are exclusively for use in relation to the GOODWOOF brand.

The Sub-Brands should always have clear visual clarity within any artwork.

All Sub-Brands will be supplied as JPEG files on request, unless otherwise specified.

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

– alter the Lock-Up 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 Lock-Up; and/or
– put any other mark, word or image over the Lock-Up or in the safe area unless an official "lock-up" is fully approved by the Chief Designer.

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

BARKITECTURE

01. BARKITECTURE

THE
STUDIO

02. THE STUDIO

THE
BANDSTAND

03. THE BANDSTAND

HAVE-A-GO

04. HAVE-A-GO

10

TONE OF VOICE

10.1

GOOD AND NOT-SO-GOOD WORDS

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.

Note:
Use puns and wordplay very sparingly; it is fine to use unique created concepts such as; 'Barkitecture'; and content 'Barkour'; 'Fido's Lido' etc.
Avoid using wordplay like 'pawsome', 'pawfect', 'wooftastic' or similar 'pup' and 'paw' related wordplay.

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

GOOD WORDS TO USE	NOT-SO-GOOD WORDS
All about the dog	Cute
Bond	Dog show
Brilliant	Doggy/doggie
Canine	Elitist
Captivating	Pawfect
Celebration	Pawsome
Community	Pooch
Convenor	Pup
Curator	Walkies
Distinctive	Wooftastic
Entertain	
Enthusiasm	
Exceptional	
Excitement	
Expert	
Explore	
Fun	
Grand	
Greatest	
Hounds	
Inspiring	
Joyful/joyous	
Original	
Playful	
Positive	
Sophisticated	
Specialist	
Unique	
Unmissable	
World-class	

11

CONTACTS

11.1

CONTACTS

GENERAL

Please contact the Goodwoof Marketing Team with
any queries:

Thomas Drinkwater
Event Marketing Manager
thomas.drinkwater@goodwood.com
01243 755000 ext. 2924

Dan Sykes
Marketing Assistant
dan.sykes@goodwood.com
01243 755000

GOODWOOD PARTNER

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

SOCIAL

Instagram:
@GoodwoofDogs
instagram.com/GoodwoofDogs

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