



# BRAND STANDARDS



THE WHY

CREATING AUTHENTIC  
SHARED EXPERIENCES  
FOR A SPECIAL  
COMMUNITY OF  
MOTORSPORT FANS



#### THE HISTORY

75 years ago, in September 1948, Freddie March, the ninth Duke of Richmond and a renowned amateur racing driver, drove around Goodwood Motor Circuit in a Bristol 400 to mark the opening of Britain's first post-war motor racing meeting. Over 15,000 spectators gathered to watch 85 drivers including Stirling Moss, who won his first ever race that day, sparking a lifelong association with Goodwood. From that day on, Goodwood became the social and spiritual home of British motorsport, up until 1966 when the circuit closed.

When the motor circuit finally reopened in 1998, exactly 50 years to the day from its original opening, The Duke of Richmond created The Goodwood Road and Racing Club. The idea was to bring together everyone who had played such a big part in getting the circuit open and the Goodwood Supporters Association became its founding members.





#### GOODWOOD ROAD RACING CLUB

The GRRC celebrates the tradition of motor racing at Goodwood and continues its legacy, while embracing the innovative and exciting developments of all things automotive.

It's the most exciting motorsport community in the world and its members are a special group of fans who want to share in the entire Goodwood automotive experience. They receive a wide range of benefits, including special access to our flagship motorsport events and an exciting calendar of events, which includes track days and driving tours. Members also have access to The Kennels and enjoy various privileges across the estate.

Membership is limited, allowing the club to maintain an intimate and exclusive feel and an incredible 98% retention rate of its 10,000 members. Membership is only available to those who are part of the GRRC Fellowship, which is the first step on the membership ladder.



# BRAND STANDARDS

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O 1

# BRAND MARKS

- 1.1 LOGO
- 1.2 LOGO COLOURWAYS
- 1.3 LOGO VARIATIONS

These pages have been prepared to provide anyone using the GRRC 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

LOGO

This brand comprises the GRRC logo (“Logo”) – the Mark.

The Mark is registered in the UK and abroad and owned by the Goodwood Estate Company Limited.

The Logo is exclusively for use in relation to the GRRC. The Logo should always have clear visual clarity within any artwork.

The safe area around the Logo (shown on this page) make the Logo visually balanced in any format.

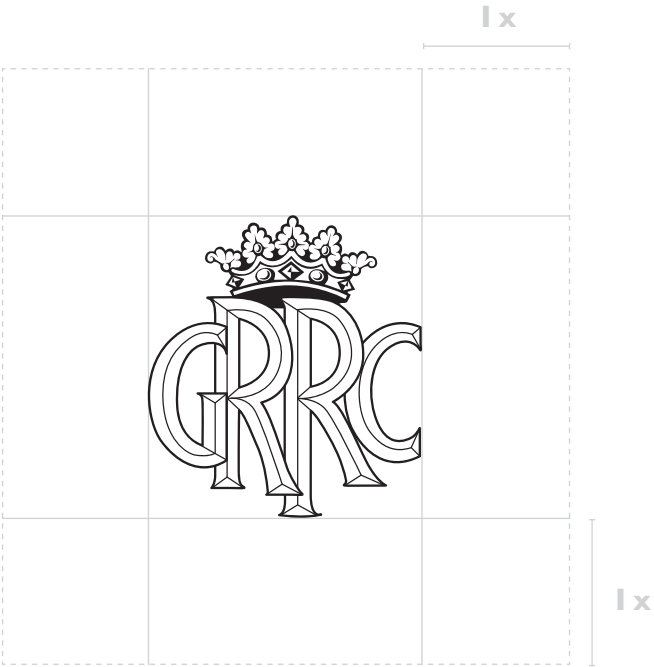
The safe area must always be used with the Logo and no other visible element should be included within the safe area.

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 brand retains its strength and value it is vital that the Logo is used in a way that is consistent with the registered version of the Mark, 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 the colours, add drop shadows;
- add additional words;
- change the font;
- re-arrange or adjust the elements of the Logo;
- 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.
- use any other style or colour-way for the Logo

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





1.2

LOGO COLOURWAYS

Available colourways for the Logo.

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



01. MASTER LOGO



02. MONO / WHITE, FOR USE ON DARK COLOUR BACKGROUNDS



03. WHITE, FOR USE ON DARK COLOUR BACKGROUNDS

1.3

The Goodwood Road Racing Club is made up of two groups: the Membership and the Fellowship, both of which

There are four logo marks, which may be used in connection with the Membership and Fellowship.

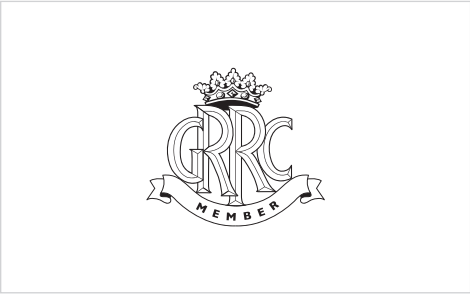
Titlecase should be used when referring to the ‘GRRC Membership’ or the ‘GRRC Fellowship’ within written copy.

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

LOGO VARIATIONS



01. GRRC MEMBERSHIP



02. GRRC MEMBER



03. GRRC FELLOWSHIP



04. GRRC FELLOW



02

# COLOUR AND FINISHES

2.1 COLOUR

2.2 SPECIAL FINISHES

2.1

The GRRC brand colour palette consists of four colours; black, white, racing green and forest green.

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.**

Forest Green is for use in small areas of coverage, such as headings and subheadings.  
Racing Green is for use in large areas of coverage, such as backgrounds.

COLOUR

FOREST GREEN

PANTONE 7483 U  
CMYK 90, 20, 100, 45  
RGB 0, 94, 44  
HEX #005E27  
RAL 6028

100%

RACING GREEN

PANTONE 553 U  
CMYK 78, 48, 76, 49  
RGB 40, 70, 52  
HEX #314A35  
RAL 6020

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%

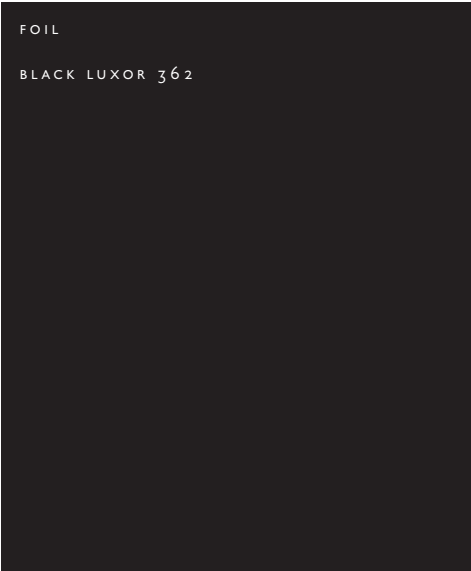


2.2

To enhance the high quality characteristics of the GRRC brand, a black foil block on the logo and headings may be used where appropriate.

When hot stamping, use Black Luxor 362.

SPECIAL FINISHES



03

# TYPOGRAPHY

- 3.1 CORE BRAND FONT
- 3.2 TYPOGRAPHY HIERARCHY

3.1

Knockout and Chronicle Text make up our suite of GRRC brand fonts and should be used across all our communications. This ensures consistency across the GRRC brand.

We primarily use; Knockout 69 Liteweight for headings and sub-headings; Chronicle Text Roman for body copy, quotes and pull out copy; Chronicle Text Italic for introductory copy; Chronicle Text Semibold for secondary sub-headings, website URLs.

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

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

BRAND FONT

CHRONICLE TEXT

Roman

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

BODY COPY  
QUOTES / PULL OUT COPY

Italic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

INTRODUCTION COPY

Semibold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

SECONDARY SUB-HEADINGS  
URLS

KNOCKOUT 69

LITEWEIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

HEADINGS  
SUB-HEADINGS



3.2

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

HIERARCHY

LARGE  
HEADING

HEADING  
KNOCKOUT 69 FULL LITEWEIGHT  
UPPERCASE, TRACKING +80

SUB-HEADING

SUB-HEADING  
KNOCKOUT 69 FULL LITEWEIGHT  
UPPERCASE, TRACKING +80

*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 TEXT ITALIC  
SENTENCE CASE, TRACKING 0

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.

SECONDARY SUB-HEADING  
CHRONICLE TEXT SEMIBOLD  
SENTENCE CASE, TRACKING 0

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

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

CAPTION CREDIT

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 TEXT ROMAN  
SENTENCE CASE, TRACKING 0

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

BULLET POINTS  
CHRONICLE TEXT ROMAN  
SENTENCE CASE, TRACKING 0  
BULLET POINTS MUST BE DASHES, NEVER DOTS

11 JULY 2024

DATES  
CHRONICLE TEXT ROMAN  
UPPERCASE, TRACKING +400

CALL TO ACTION

CALL TO ACTION  
KNOCKOUT 69 FULL LITEWEIGHT  
UPPERCASE, TRACKING +50

goodwood.com

WEBSITE URL  
CHRONICLE TEXT ITALIC  
LOWERCASE, TRACKING 0

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 GRRC 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)



05

# ILLUSTRATION



# 5.1 ILLUSTRATION STYLE

This is a selection from a resource of illustrations specifically commissioned for the GRRC.

All illustrations must be created by the approved illustrator. Only our official illustrations approved by The Duke of Richmond may be used in GRRC communications.

Should you require any illustrations, please contact:  
[design@goodwood.com](mailto:design@goodwood.com)



o6

# LAYOUT

6.1

The GRRC brand has a very specific layout using a group of borders, that should be used at all times to keep a consistent look and feel.

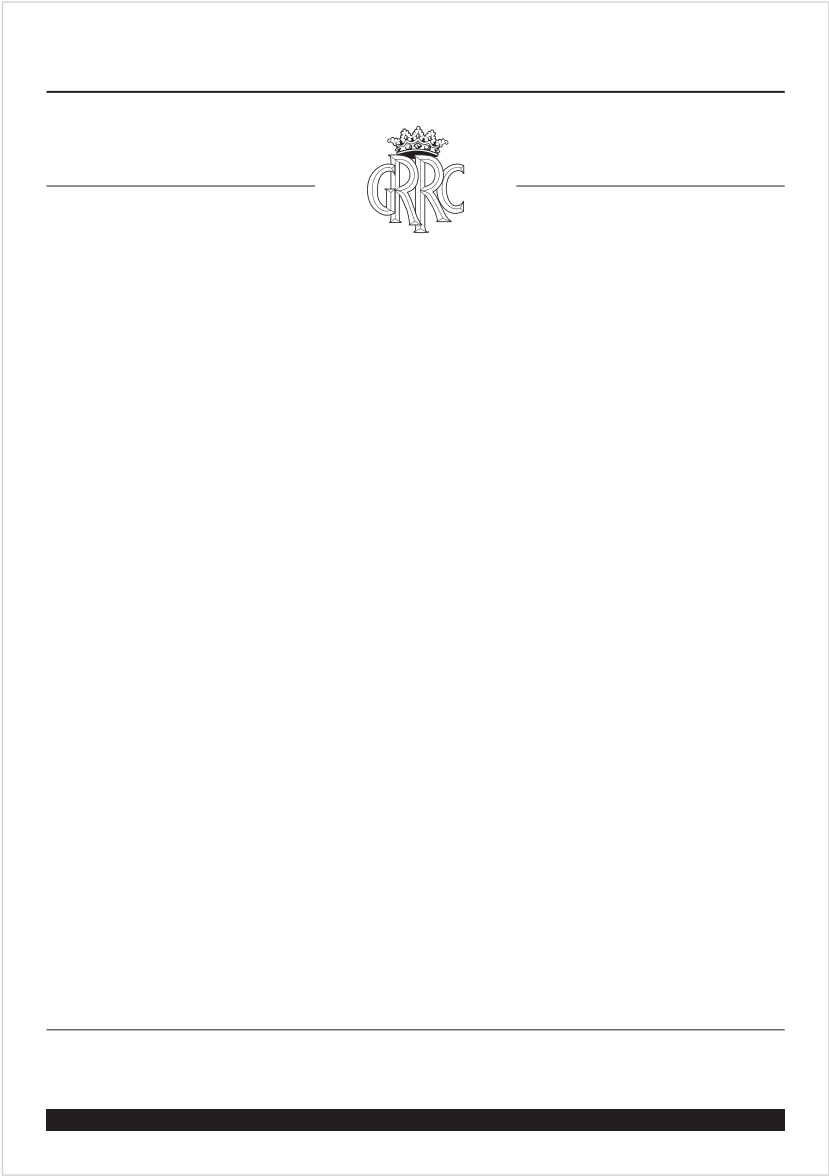
LAYOUT

LAYOUT

SIZE  
A4 | A5

MARGINS  
TOP 16MM  
BOTTOM 8MM  
LEFT 8MM  
RIGHT 8MM

LOGO  
A4 - HEIGHT 25MM  
A5 - HEIGHT 19MM



16MM  
1PT  
0.25PT

0.25PT

11PT

07

# QR CODES

7.1

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

08

# APPLICATION

- 8.1 BRAND ADVERTISING
- 8.2 BRAND ADVERTISING LAYOUT
- 8.3 LETTERS
- 8.4 EVENT BROCHURE
- 8.5 VIDEO SLATES
- 8.6 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.



8.1

BRAND ADVERTISING

There are two options for ad layouts for the Goodwood Road Racing Club.

- 01. Master layout – This is the primary layout and should use minimal content with a single full bleed image for high impact.
- 02. Alternative layout – The alternative layout should only be used when more content must be included. The content should still be limited to one to two lines in addition to the heading and call to action.



01. MASTER LAYOUT



01. ALTERNATIVE LAYOUT

8.2

BRAND CAMPAIGN – MASTER 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.

SIZE  
A4  
210 X 297MM

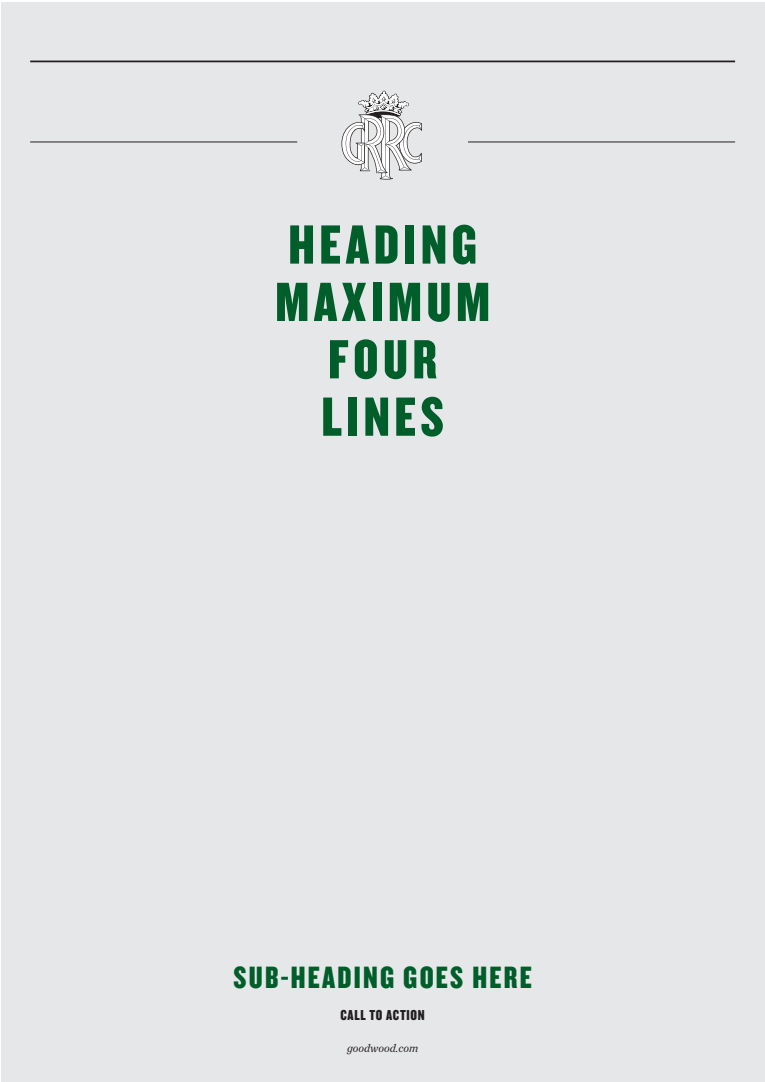
MARGINS  
TOP 16MM  
BOTTOM 8MM  
LEFT 8MM  
RIGHT 8MM

HEADING  
KNOCKOUT 69 FULL LITEWEIGHT  
UPPERCASE  
SIZE 45PT, TRACKING +80

SUB-HEADING  
KNOCKOUT 69 FULL LITEWEIGHT  
UPPERCASE,  
SIZE 25PT, TRACKING +80

CALL TO ACTION  
KNOCKOUT 69 FULL  
LITEWEIGHT  
UPPERCASE,  
SIZE 12PT, TRACKING +50

WEBSITE URL  
CHRONICLE TEXT ITALIC  
LOWERCASE  
SIZE 9PT, TRACKING 0



STROKE  
1.37 PT

MASTER LOGO  
HEIGHT 25MM  
MARGIN EITHER SIDE OF  
THE LOGO EQUAL TO X  
AS SHOWN ON PAGE 8

STROKE  
0.312 PT

8.2

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.

BRAND CAMPAIGN – ALTERNATIVE LAYOUT

SIZE  
A4  
210 X 297MM


MARGINS  
TOP 16MM  
BOTTOM 8MM  
LEFT 8MM  
RIGHT 8MM

HEADING  
KNOCKOUT 69 FULL LITEWEIGHT  
UPPERCASE  
SIZE 45PT, TRACKING +80

BODY COPY  
CHRONICLE TEXT ITALIC  
UPPERCASE,  
SIZE 9PT, TRACKING 0

CALL TO ACTION  
KNOCKOUT 69 FULL  
LITEWEIGHT  
UPPERCASE,  
SIZE 12PT, TRACKING +50

WEBSITE URL  
CHRONICLE TEXT ITALIC  
LOWERCASE  
SIZE 9PT, TRACKING 0



HEADING GOES HERE  
TWO LINES MAXIMUM

1-2 lines of body text can go here. Minum quunt odistoribus consequi doluptat quis quosae nimoluptiis ut qui ulparchit etur  
Ictibus, nonsequi nemporu ptamentist quis natum quam resequam essitas nos sitemol uptatu

**CALL TO ACTION**  
goodwood.com

MASTER LOGO  
HEIGHT 25MM  
MARGIN EITHER SIDE OF  
THE LOGO EQUAL TO X  
AS SHOWN ON PAGE 8

8.3

LETTERS



WELCOME

*Welcome to Goodwood Road Racing Club's 2024 season*

I'd like to welcome both old and new members to the Goodwood Road Racing Club ahead of our 2024 motorsport season. It was really great to celebrate so many anniversaries with you all last year, not least the club's own 25th anniversary and it was wonderful to see so many of you at our headline events, regional drives, track days, social get-togethers, the open day in August, and our members-only Breakfast Club.

The GRRC team is thrilled to be putting on even more of the events you love, including the increasingly popular regional drives, alongside all your favourite GRRC activities. The GRRC event booklet, as well as your monthly and digital newsletters, will keep you informed of all the great events we have planned for the year ahead.

Kicking off the new season will be the 81st Members Meeting, presented by Audrain Motorsport, on April 13th and 14th. As ever, this will be a thrilling weekend of epic motor racing, high speed demonstrations, and the competition for the House Shield. Members have "Access All Areas" at this most intimate and exclusive event.

The Festival of Speed, presented by MasterCard, will be from July 11th to 14th. Held in the parkland surrounding Goodwood House, this is motor racing's ultimate summer garden party, an intoxicating celebration of the world's most glamorous sport. Nowhere else will you get so close to the cars and bikes as they blast up the famous Goodwood hill. Nowhere else will you enjoy such unrestricted access to the cars, bikes, riders and the machinery that made them famous.

The Revival, on September 6th to 8th, is the only historic race meeting to be staged entirely in period dress, a return to the halcyon days when the circuit was the spiritual home of British motor racing. The 'Revive and Thrive' ethos of the Revival will again underline the importance of sustainability and the need to repair and recycle.


I want to thank you all so much for your continued support of the GRRC and I very much look forward to welcoming you to Goodwood soon.

The Duke of Richmond and Gordon, CBE DL

Telephone: +44 (0)1243 755057 Ticket Office: +44 (0)1243 755055 Email: [grrc@goodwood.com](mailto:grrc@goodwood.com)


[goodwood.com/GRRC](https://goodwood.com/GRRC)


EVENT BROCHURE



MEMBER EVENTS

2024






ON TRACK AND ROAD

We have something on offer for all tastes and experience levels.

Getting into competitive motorsport is made easier than ever at Goodwood with four different experience level events for you to take part in. Autodrama gives budding racers the opportunity to compete without the expense of a purpose-built racing car, racewear and competitions license. If you're a competition license holder, the starting point is the event for you, with a timed competition against 100 members around the historic track. If you'd like to fulfil your dream of driving around the Goodwood Motor Circuit, then our GRRC Track Days are ideal. If you can't come to us, we'll take our best to go to you with one of our Regional Drives, which take place all over the UK. Finally, our multi-day Driving Weekends and Driving Tours are perfect for those looking to drive some of the most beautiful destinations in the world.




NORTHERN FRANCE DRIVING TOUR

Join the GRRC for a driving tour around Northern France in the beautiful champagne region.

The Champagne region offers over 600 km of breathtaking scenery, with winding roads through vineyards on rugged hillides, rustic villages, and breathtaking chateaux. Join the GRRC as we venture through the Vallée de la Marne and Côte des Blancs, two iconic sections of driving. This three-night, four-day tour will give you a taste of this world famous region of France, experiencing all that the area has to offer. Our beautiful driving routes will be paired perfectly with luxury accommodation, delicious gastronomy, and a visit to an authentic Champagne house.

**DATE:** Tuesday 7 - Friday 10 May\*  
**LOCATION:** Northern France

Further details will be released in due course. Please register your interest by sending the offer at GRRC@goodwood.com




WEEKEND IN WALES

Join the GRRC as we explore the beautiful Welsh roads in this weekend getaway.

Meet other GRRC members as we embark on a journey through Wales, discovering the vast mountains of Snowdonia, the rolling hills of the Brecon Beacons, and everything in between. This two-night tour will showcase this truly beautiful landscape, while allowing you to enjoy your car on some astounding roads.

**DATE:** Friday 17 May - Sunday 19 May\*  
**LOCATION:** Wales

For more information or to register your interest, email the GRRC at grrc@goodwood.com




81ST MEMBERS' MEETING

The Members' Meeting presented by Audrain Motorsport is a thrilling weekend of epic motor racing, high speed track demonstrations and fan-packed festivities.

The Members' Meeting is first and foremost a world-class historic race meeting, but other activities on and off the track make for a full weekend of entertainment. Uncrowded, intimate and access all areas, it is exclusively open to members of the Goodwood Road Racing Club community. The combination of like-minded friends enjoying motorsport, track demonstrations, access all areas, wonderful food and drink, fan-packed festivities, spectacular fireworks, and great entertainment is what sets the tone for Members' Meetings.

**DATE:** Saturday 13 - Sunday 14 April  
**TIME:** 07:00 - 18:00hrs (Saturday)  
**LOCATION:** 07:00 - 18:00hrs (Sunday)  
Goodwood Motor Circuit

To book your tickets, please call our Ticket Office team on +44 (0) 1342 755655




GOODWOOD FESTIVAL OF SPEED presented by Mastercard

The world's greatest celebration of motorsport where all variety of cars take on the world famous Hills100.

The world's greatest celebration of motorsport and our culture! Held in the beautiful parkland surrounding Goodwood House, Festival of Speed is motorsport's ultimate summer garden party, an intoxicating celebration of the world's most glamorous sport. Nowhere else will you get so close to the cars and bikes as they blast up the Hills100 track; nowhere else will you enjoy such unrestricted access to the machines and the drivers who made them famous.

**DATE:** Thursday 11 - Sunday 14 July  
**TIME:** 07:00 - 18:00hrs  
**LOCATION:** Goodwood House



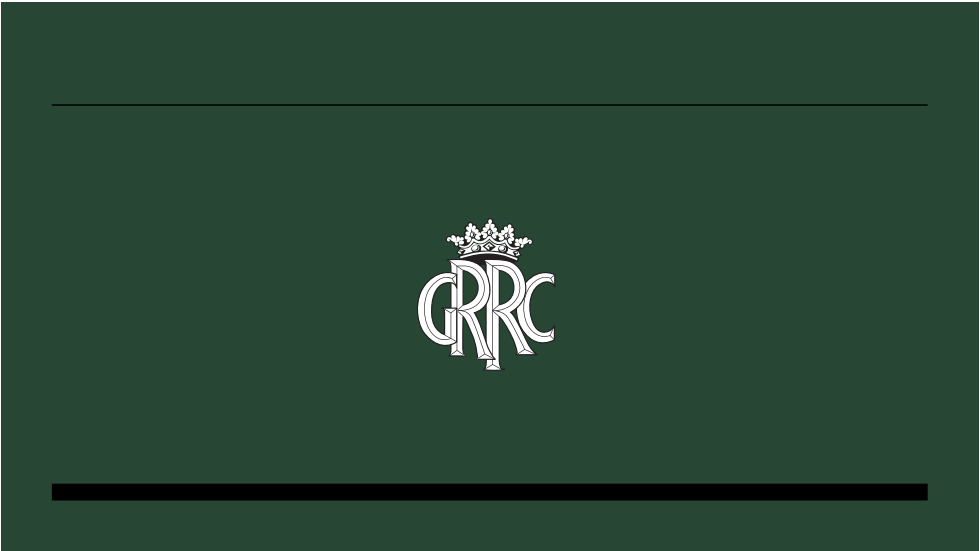
Goodwood Road Racing Club, Goodwood House,  
Chichester, West Sussex PO18 9PE  
Telephone: +44 (0)1243 755037 Ticket Office: +44 (0)1243 755655 Email: grrc@goodwood.com  
goodwood.com/GRRCevents

8.5

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.

VIDEO SLATES



SIZE  
1920 X 1080PX

MARGINS  
TOP 200PX  
BOTTOM 100PX  
LEFT 100PX  
RIGHT 100PX

FRONT SLATE

PRINCIPLE LOGO  
HEIGHT 300PX



BACK SLATE

PRINCIPLE LOGO  
HEIGHT 235PX

CALL TO ACTION  
KNOCKOUT 69 FULL LITEWEIGHT  
UPPERCASE  
SIZE 60PT, LEADING 67.5PT  
TRACKING +80

WEBSITE URL  
CHRONICLE TEXT SEMIBOLD  
LOWERCASE  
SIZE 44PT, TRACKING 0



8.6

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

Where possible the primary text overlay style must be used.

Instances where the primary text overlay does not work due to standout issues with the video content, the alternative text overlay may be used.

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 may be customised to best work with the video content. The overall height of the overlay is 110px. The length may change to custom fit the text.

Special effects such as drop shadows, are not permitted.

VIDEO TEXT OVERLAYS



SIZE  
1920 X 1080PX

MARGINS  
ALL 100PX

TEXT OVERLAY

WHITE ON FOREST GREEN, OPACITY 70%

KNOCKOUT 69 FULL FLYWEIGHT  
SENTENCE CASE  
SIZE 63PT, LEADING 126PT  
TRACKING +120

09

# TONE OF VOICE

9.1

When talking about the Goodwood Road Racing Club, the first mention is always “the Goodwood Road Racing Club”. Thereafter the club may be referred to as the “GRRC”, in full capitals.

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**

GOOD AND NOT-SO-GOOD WORDS

GOOD WORDS TO USE

- Member-in-waiting
- Membership / Fellowship
- Motorsport community
- Adventurous
- Fun
- Genuine
- Dedicated
- Enthusiastic / enthusiasts
- Passion / passionate
- Devoted
- Exclusive
- Exciting
- Enduring
- Engaged
- Celebrated / celebrate Innovative
- Intimate
- Unique
- Traditional
- English
- Carefully selected privileges
- Sharing / share
- Special

NOT-SO-GOOD WORDS

- Waiting list
- Member perks
- Aspirational
- Rich
- High-end
- High net worth individuals
- Petrol head
- Posh
- Pretentious
- Something for everyone
- Value for money
- Vehicle

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# CONTACTS

# CONTACTS

## GENERAL

Please contact the GRRC Marketing Team with any queries:

**Laura Jensen**  
Marketing Manager  
laura.jensen@goodwood.com  
01243 755000

## SOCIAL

**Instagram:**  
@goodwoodrrc  
instagram.com/goodwoodrrc

**Facebook:**  
GoodwoodRRC  
facebook.com/GoodwoodRRC

**Twitter:**  
@GoodwoodRRC  
twitter.com/GoodwoodRRC

**YouTube**  
@GoodwoodRR  
youtube.com/@GoodwoodRR

**GRRC Fellowship Facebook Group**  
grrcfellowship  
facebook.com/groups/grrcfellowship

**GRRC Membership Facebook Group**  
grrcmembership  
facebook.com/groups/grrcmembership