



BRAND STANDARDS



THE WHY

ONE OF THE ONLY
SELF-SUSTAINING
ORGANIC FARMS IN
EUROPE, GOODWOOD
HOME FARM PROVIDES
EXCEPTIONAL FARM-TO-
FORK PRODUCE FOR
THE ENTIRE ESTATE.

THE HISTORY

Goodwood has been farmed for over 300 years and sustainable, regenerative farming practices have been passed on generation after generation. Interest in organic farming has been of vital importance to the family for many years. As one of the founding members of the Soil Association in the 1950s, Duchess Susan was instrumental in ensuring the commitment to environmental enrichment, sustainability and the importance of good, healthy food.

The farm has a long history of rearing cows, sheep and pigs, nurturing and sustaining native breeds who are particularly adapted to the environment. The deep-red Sussex, Goodwood's beef cattle have been farmed on the land for centuries, providing the estate with high quality cuts of award-winning meat with an exceptional marbling of fat. The Southdown sheep flock on the estate has existed for over 200 years and is considered one of the best examples of the breed. Southdowns are known for their ability to produce high-quality, marbled, sweet meat, even from poorer grasslands. Goodwood's pigs are a mixture of two traditional breeds: Gloucester Old Spots and Saddlebacks and these hardy, outdoor breeds live on the farm's grasslands. Their natural rooting habits rid the field of weeds and their waste product adds nutrients to the ground, which is subsequently sown with cereals for two years before reverting to grass.





GOODWOOD HOME FARM

All Goodwood produce can be traced every step of the way, from field to fork. There is an absolute commitment to the care of the livestock and the sustainability of the countryside. No pesticides or fertilisers are used on the estate, ensuring that the wildlife, hedgerows and centuries old natural ecosystem is protected and the produce is as wholesome as the land from which it comes.

Set at the heart of the 11,000 acre estate, the farm is nestled at the foot of the Sussex Downs and has soil which is mainly free draining chalk, ideal for spring malting barley, used to brew Goodwood ale and lager, and for the grazing of sheep and cattle. The arable acreage provides the animals with organically grown cereals to balance home-grown forage, fed to them in the winter months. Crops are grown in rotation, a traditional system helping prevent disease and maximising the soil's nutrients.

Good soil health is key to the nutrition of livestock and plants on any successful organic farm, so the condition of the soil is a primary focus at Goodwood. It influences crop quality and production, as well as having a direct benefit to both animal and human health.

Goodwood Home Farm raises native breeds in order to offer the best tasting meats and dairy products and has a firm commitment to securing the future of these breeds; maintaining the heritage, cultural identity and dedication to conservation, landscape management and the future of agriculture.

The farm's produce features on menus in restaurants across the estate and at the events. In particular, Farmer, Butcher, Chef, the estate's flagship restaurant, is a celebration of the beef, pork and lamb reared on the estate. The farm also provides produce sold at the Farm Shop, including meat, milk, cheeses, beer and gin. With an in-house butchery and dairy there is an assurance that customers will have travelled further than the food.

BRAND GUIDELINES

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O 1

BRAND MARKS

- 1.1 LOGO
- 1.2 COLOURWAY
- 1.3 ALTERNATIVE LOGOS

These pages have been prepared to provide anyone using the Goodwood Home Farm 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

The GOODWOOD HOME FARM brand comprises one element: the crest logo ("Logo") – the Mark. Which is a trade mark registered extensively in the UK and abroad and are owned by the Goodwood Estate Company Limited.

The Logo is exclusively for use in relation to the the Goodwood Home Farm brand.

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

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

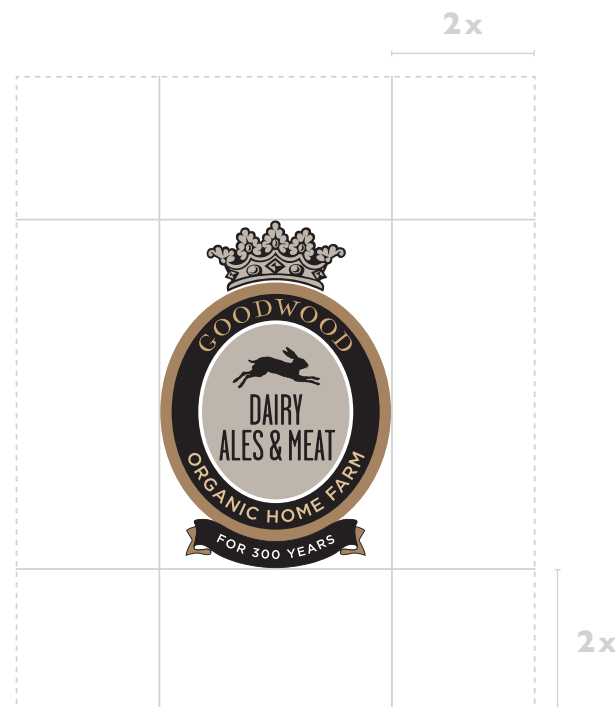
The safe area must always be used and no other visible element should be included within the safe area.

The Mark will be supplied as a JPEG file 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 Mark 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 Mark 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 Mark

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



1.2

The Goodwood Home Farm Logo only comes in one colourway and should not be altered in anyway.

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

COLOURWAYS



01. MASTER DEVICE, FULL COLOUR

1.3

ALTERNATIVE LOGOS

There are three versions of the Logo, to be used according to size...

- Small: 30-50mm height
- Medium: 50-100mm height
- Large: 100mm height or greater

The small logo, must not be used any smaller than 20mm height.

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



01. SMALL



02. MEDIUM



02. LARGE

02

COLOUR

2.1

The Goodwood Home Farm brand colour palette consists of five core colours:

- Wheat may be used for headings.
- Oat may be used for headings.
- Barley may be used for headings.
- Chalk may be used for backgrounds.
- Black may be used for body copy.

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

WHEAT

PANTONE 7504

CMYK 0, 25, 45, 40

RGB 173, 143, 108

HEX #AD8F6C

RAL 1019

100%

OAT

PANTONE 465

CMYK 20, 32, 58, 0

RGB 213, 176, 121

HEX #D5B079

RAL 1001

100%

BARLEY

PANTONE 466

CMYK 12, 22, 43, 0

RGB 230, 201, 157

HEX #E6C99D

RAL 1014

100%

CHALK

PANTONE WARM GRAY 5

CMYK 0, 5, 10, 29

RGB 199, 192, 184

HEX #C7C0B8

RAL 7038

100%

BLACK

CMYK 0, 0, 0, 100

RGB 0, 0, 0

HEX #000000

RAL 9017

100%

03

TYPOGRAPHY

- 3.1 BRAND FONTS
- 3.2 TYPOGRAPHY HIERARCHY
- 3.3 PACKAGING FONTS
- 3.4 PACKAGING FONT HIERARCHY

3.1

LTC Nicolas Cochin Pro and Stempel Garamond are the Goodwood Home Farm brand fonts used within all communications. This ensures consistency across the Goodwood Home Farm brand.

LTC Nicolas Cochin Pro Regular should be used for headings and caption credits.

When using LTC Nicolas Cochin Pro Regular for numbers, use small caps for the entire text and adjust font size accordingly.

We primarily use two weights of Stempel Garamond: Stempel Garamond Regular for sub-headings, body copy and quotes/pull out copy and Stempel Garamond Bold for secondary 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 each font within communications.

BRAND FONTS

LTC NICOLAS COCHIN PRO

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1 2 3 4 5 6 7 8 9 0

HEADINGS
CAPTION CREDITS

STEMPEL GARAMOND

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SUB-HEADINGS
BODY COPY
QUOTES
PULL OUT COPY

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SECONDARY SUB-HEADINGS
WEBSITE URLS

Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

QUOTES
PULL OUT COPY

3.2

This is a guide to show how Stempel Garamond and Nicolas Cochin 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
LTC NICOLAS COCHIN PRO REGULAR
UPPERCASE, TRACKING +150

SUB-HEADING

SUB-HEADING
STEMPEL GARAMOND REGULAR
UPPERCASE, TRACKING +100

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
STEMPEL GARAMOND REGULAR
SENTENCE CASE, TRACKING +20

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
STEMPEL GARAMOND BOLD
SMALL CAPS, TRACKING +150

“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.”

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

CAPTION CREDIT

CREDIT
LTC NICOLAS COCHIN PRO REGULAR
SMALL CAPS, TRACKING +80

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. Cerciis iunt eos quam doluptur susdaecest
atiiscium niendel igentem.

BODY COPY
STEMPEL GARAMOND REGULAR
SENTENCE CASE, TRACKING +20

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

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

goodwood.com

WEBSITE URLS
STEMPEL GARAMOND BOLD
LOWERCASE, TRACKING +20

3.3

Home Farm uses a distinct packaging design across its produce, using the Logo crest and fonts to create a suite of products.

LTC Nicolas Cochin Pro Regular is used from the Logo.

Garage Gothic is used for the product name, description and weight.

Gotham Medium is used for the product type.

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

Refer to the next page for details on how we use each font within communications.

PACKAGING FONTS

LTC NICOLAS COCHIN PRO

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

GARAGE GOTHIC

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

GOTHAM

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

3.4

This is a guide to show how Stempel Garamond and Nicolas Cochin 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.

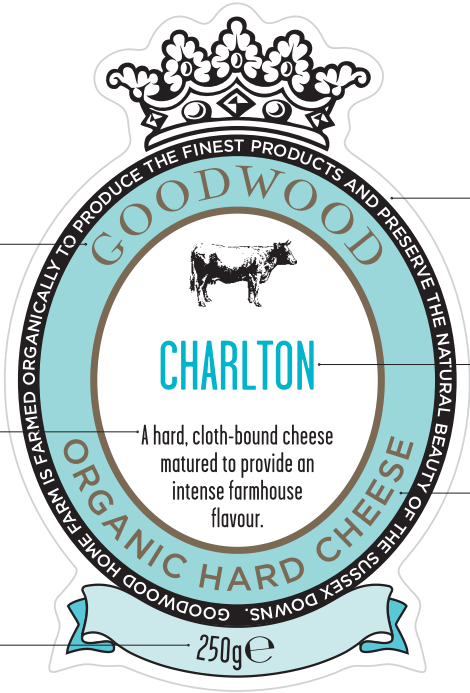
TYPOGRAPHY

PACKAGING HIERARCHY

GOODWOOD
LTC NICOLAS COCHIN PRO REGULAR
FROM LOGO

PRODUCT DESCRIPTION
GARAGE GOTHIC REGULAR
SENTENCE CASE, TRACKING +9

PRODUCT WEIGHT
GARAGE GOTHIC REGULAR
SENTENCE CASE, TRACKING +9



HOME FARM VISION
GOTHAM MEDIUM
FROM LOGO

PRODUCT NAME
GARAGE GOTHIC REGULAR
UPPERCASE, TRACKING 0

PRODUCT TYPE
GOTHAM MEDIUM
UPPERCASE, TRACKING +70

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 Home Farm 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

ILLUSTRATION

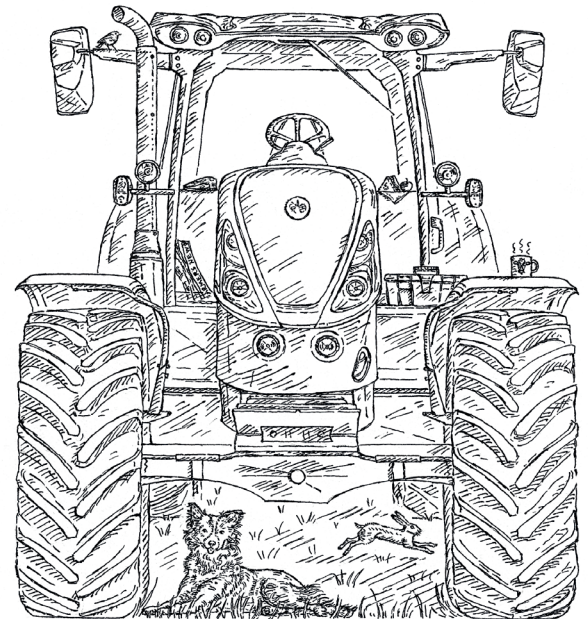
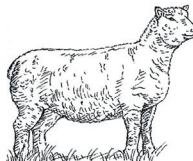
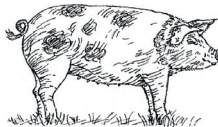
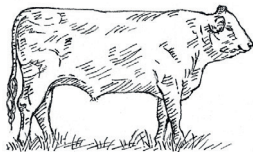
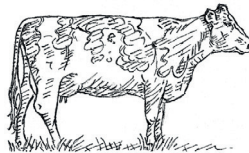
5.1

ILLUSTRATION STYLE

Illustration may be used for the Goodwood Home Farm brand.

All illustrations must be created by the approved illustrator. Only our official illustrations approved by The Duke of Richmond may be used for the Goodwood Home Farm brand.

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



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 LEAFLET
- 7.4 POSTCARDS
- 7.5 LABELS
- 7.6 VIDEO SLATES
- 7.7 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

ADVERT



Set at the heart of the 11,000 acre Sussex estate, Goodwood Home Farm is one of the largest lowland organic farms in the UK. Our careful approach to farming is sustainable, sensitive to the environment and above all results in delicious, high-quality, award-winning produce.

Goodwood organic meat, dairy, beer, gin and our new gut health range of products are available to buy online and directly from our Farm Shop.

Opening hours
Monday to Friday – 9am to 5pm
Saturday – 9am to 3pm | Sunday – 10am to 3pm

Please see our website or visit our shop to find out more.
goodwood.com/farmshop

7.2

All adverts for the Goodwood Home Farm should follow the same design layout, to ensure brand consistency. The principles to follow are shown here.

Content should be kept to a minimum where possible, with a short and impactful quote/heading no more than 8-10 words.

APPLICATION

ADVERT LAYOUT

SIZE
A4
210 X 297MM


MARGINS
ALL 12.7MM

LOGO
HEIGHT 32MM

INTRODUCTORY COPY
STEMPEL GARAMOND REGULAR
SENTENCE CASE
SIZE 12PT, TRACKING +20

OPENING HOURS
STEMPEL GARAMOND REGULAR/BOLD
SENTENCE CASE
SIZE 10PT, TRACKING +20

WEBSITE URL
STEMPEL GARAMOND BOLD
LOWERCASE
SIZE 10PT, TRACKING +20



Set at the heart of the 11,000 acre Sussex estate, Goodwood Home Farm is one of the largest lowland organic farms in the UK. Our careful approach to farming is sustainable, sensitive to the environment and above all results in delicious, high-quality, award-winning produce.

Goodwood organic meat, dairy, beer, gin and our new gut health range of products are available to buy online and directly from our Farm Shop.

Opening hours
Monday to Friday – 9am to 5pm
Saturday – 9am to 3pm | Sunday – 10am to 3pm

Please see our website or visit our shop to find out more.
goodwood.com/farmshop

BODY COPY
STEMPEL GARAMOND REGULAR
SENTENCE CASE
SIZE 10PT, TRACKING +20

CALL TO ACTION
STEMPEL GARAMOND REGULAR
SENTENCE CASE
SIZE 8PT, TRACKING +20

LEAFLET





DAIRY

Deliciously rich and creamy, Goodwood organic milk is available as whole, semi-skimmed and skimmed. Our various Goodwood cheeses are also available, made at our own dairy.



HEALTH & WELLBEING

We stock a variety of products that support good gut health including kombucha, fermented vegetables and our own creamy Goodwood Kefir.



ALES

Brewed using home-grown malted barley from Home Farm and organic hops, each of our Goodwood beers is authentic and full of character.

CONTACT

Goodwood Farm Shop
Chichester, West Sussex, PO18 2QF
01243 755153 | farinfood@goodwood.com

Opening Hours
Monday to Friday, 9am to 5pm
Saturday, 9am to 3pm

Click and collect now available. Order online and collect your Goodwood organic produce in just 48 hours.

goodwood.com







TAKE THE TASTE OF GOODWOOD HOME

All Goodwood organic produce is available to buy online and in person from our Farm Shop, so you can be sure you've travelled further than your food.

Goodwood Home Farm has been providing food for the estate for over three hundred years.

Our field-to-fork philosophy is at the heart of everything we do, from the care of our Breckland to the sustainability of the countryside, resulting in delicious organic produce that's celebrated in all our restaurants.

Due to our dedication to sustainability, all produce is subject to availability.



BEEF

Our beautiful beef cattle are bred to give high quality cuts of award-winning meat. They are fed on forage grown on the estate; a mix of clovers, oats, whole crop barley and wheat.



PORK

Our free-range pigs are a mixture of Gloucester Old Spot, Saddlebacks and Large Whites. These hardy outdoor breeds live a happy life on the Home Farm grassland.



LAMB

The Southdown breed, by definition, has flourished on the South Downs for hundreds of years and graze particularly well on the chalk ground surrounding the estate.

POSTCARD



Set at the heart of the 12,000-acre estate, Goodwood Home Farm is one of the largest lowland organic farms in the UK. We are committed to the care of our livestock and soils and continue to build a traditional system to provide wholesome food, as well as maintaining the perfect conditions for the increase of natural flora and fauna across the estate.

MEAT

The beautiful deep-red Saxons, our beef cattle, thrive on the chalk downland, having been farmed on the land at Goodwood for centuries. Our Southdown lambs are bred purely for their meat and produce some of the best quality lamb in the South of England. The free-range pigs at Goodwood are a mixture of two traditional breeds: Gloucester Old Spots and Saddlebacks. These hardy outdoor breeds live a happy life on the grassland with their natural rooting habits ridding the fields of weeds.

DAIRY

Deliciously rich and creamy, Goodwood organic milk is available as whole, semi-skimmed and skimmed and is processed here on the farm, together with our cream. Our organic milk is used to make a range of handmade chesens in our very own Cheese Room: Charlton, Levin Down and Molecomb Blue.

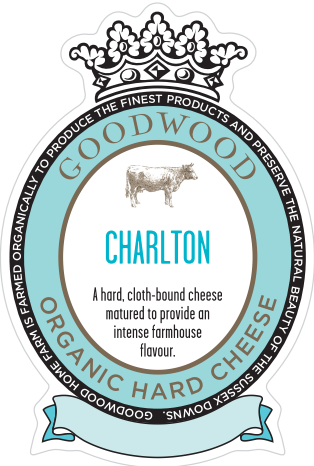
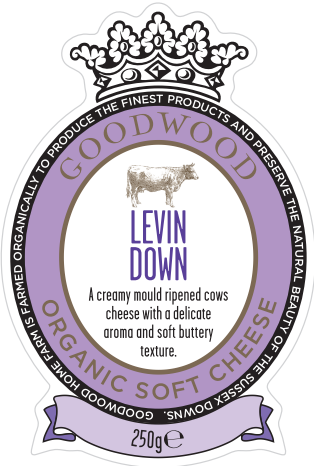
THE GOODWOOD BREWERY

The Dukes of the Goodwood Estate have been brewing for centuries, with recipes and tasting notes on record since 1738. The Goodwood Brewery, in conjunction with Hepworth & Co, combines organic hops with home-grown malted organic barley and a touch of Goodwood magic for authentic beers full of character: St. Simon Lager, Lucky Leap APA and Grogger Pale Ale.

For more information about Home Farm produce and open days, visit goodwood.com

7.5

LABELS



7.6

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.

When using LTC Nicolas Cochin Pro Regular for numbers, use small caps for the entire text.

APPLICATION

VIDEO SLATES



SIZE
1920 X 1080PX

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

FRONT SLATE

LOGO
HEIGHT 290PX

HEADING
LTC NICOLAS COCHIN PRO REGULAR
UPPERCASE
SIZE 55PT, TRACKING +150



BACK SLATE

LOGO
HEIGHT 290PX

SUB-HEADING
LTC NICOLAS COCHIN PRO REGULAR
SMALL CAPS
SIZE 55PT, TRACKING +150

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

7.7

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 may be stacked as shown, and animation may be used to reveal one word at a time.

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%



SIZE
1920 X 1080PX

MARGINS
ALL 100PX



TEXT OVERLAY

LTC NICOLAS COCHIN PRO REGULAR
UPPERCASE
SIZE 48PT, LEADING 52PT
TRACKING +150

o8

SUB-BRANDS

8.1 GOODWOOD BREWERY

8.2 GOODWOOD GIN

8.1

Goodwood Brewery comprises three elements: the words GOODWOOD BREWERY (“Wordmark”), the coronet logo (“Logo”) and a combination of Wordmark + Logo (“Device”) – the Marks.

The Marks are exclusively for use in relation to the Goodwood Brewery brand.

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

The 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 Marks retain their strength and value it is vital that the Marks are used in a way that is consistent, distinct and clear throughout the business. Therefore, please do not:

- alter the Marks 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 Marks 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.

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

GOODWOOD BREWERY

LOGO



LEANDER

Regular

MARGOT

BOLD ITALIC

PHOSPHORUS TRIELENIDE

Bold

COLOUR

<p>PANTONE 10129</p> <p>CMYK 24, 44, 100, 14</p> <p>RGB 193, 134, 20</p> <p>HEX #C18714</p>	<p>CMYK 90, 34, 47, 24</p> <p>RGB 0, 106, 112</p> <p>HEX #006A70</p>	<p>CMYK 60, 20, 29, 3</p> <p>RGB 109, 165, 175</p> <p>HEX #6EA5AE</p>
<p>CMYK 33, 87, 37, 28</p> <p>RGB 142, 51, 85</p> <p>HEX #8F3254</p>	<p>CMYK 84, 53, 24, 8</p> <p>RGB 45, 103, 143</p> <p>HEX #306690</p>	<p>CMYK 0, 93, 96, 0</p> <p>RGB 228, 42, 26</p> <p>HEX #E52A1A</p>

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADINGS
BODY COPY
QUOTES
PULL OUT COPY
WEBSITE URLS
TRACKING +20

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SUB-HEADINGS
CAPTION CREDITS
TRACKING +90

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADINGS
TRACKING -9

8.2

The Logo “GOODWOOD GIN” (“Logo”) – the Mark ia exclusively for use in relation to Goodwood Gin.

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

GOODWOOD GIN

LOGO



GOTHAM

MEDIUM

NOTO SERIF

Regular

Bold

COLOUR

CMYK	25, 39, 75, 14	CMYK	32, 49, 89, 31	CMYK	85, 32, 40, 45
RGB	182, 143, 25	RGB	144, 106, 40	RGB	0, 89, 98
HEX	#B68F4B	HEX	#906A28	HEX	#005962

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADINGS
TRACKING +100

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BODY COPY
TRACKING 0

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SUB-HEADINGS
WEBSITE URLS
TRACKING 0

09

TONE OF VOICE

9.1

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

TONE OF VOICE

GOOD AND NOT-SO-GOOD WORDS

GOOD WORDS TO USE

- Award-winning
- Commitment
- Downland
- Estate-reared
- ‘Farm to Fork’
- Handmade
- Healthy
- Highest quality
- Homegrown
- Heritage
- Knowledge
- Nature
- Organic
- Principles
- Self-sustaining
- Sustainable
- Traditional
- Wholesome

NOT-SO-GOOD WORDS

- Lush
- Obsessive
- Old-fashioned
- Plenteous
- Top-notch

10

CONTACTS

CONTACTS

GENERAL

Please contact the Goodwood Home Farm Marketing Team with any queries:

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