



BRAND STANDARDS



THE WHY

OFFERING OUR VISITORS
SOMEWHERE RELAXED AND
COMFORTABLE TO STAY
WHEN AT GOODWOOD,
WITH THE OPPORTUNITY
TO ACCESS EVERYTHING
THAT HAPPENS ACROSS
THE ESTATE.

THE HISTORY

The oldest part of the hotel is the original coaching inn, which was built for guests who came to visit Goodwood over two hundred years ago. It was positioned right by the gates to the park, as was customary at the time. The inn sat on the edge of a spectacularly productive seven-acre walled garden, which provided fruits, vegetables and cut flowers to the House during the eighteenth and nineteenth centuries.

The site also housed a real tennis court, which was built in 1761 for the third Duke of Richmond, as well as a cock-fighting pit, which had become a Royal sport during the reign of King Henry VIII.





THE GOODWOOD HOTEL

The hotel has been run by Goodwood since 2008 and is designed to reflect the estate whilst supporting over a million visitors throughout the year. The charm of the hotel is that it's personal, not corporate, offering a relaxed and comfortable environment to all its guests.

At the heart of the original eighteenth-century inn is Farmer, Butcher, Chef, an award-winning restaurant that makes the most of the delicious, nutritious food produced by Goodwood Home Farm, England's largest lowland organic farm located just outside the hotel. It showcases the finest organic meat produced from a field-to-fork philosophy that encompasses everything from the welfare of our livestock to the careful preservation of Goodwood's countryside.

The hotel is also home to Goodwood Health & Wellbeing, which has a particular focus on gut health. This is a fundamental part of Goodwood's holistic philosophy and is designed to help you live a healthier and happier life. In addition to various wellness retreats, there's a gym and pool and many unique activities and classes are held outdoors amongst stunning surroundings.

BRAND GUIDELINES

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O 1

BRAND MARKS

- 1.1 DEVICE
- 1.2 DEVICE ELEMENTS
- 1.3 COLOURWAYS
- 1.4 ALTERNATIVE LOGOS

These pages have been prepared to provide anyone using The Goodwood Hotel brand logo, and associated marks, with clear guidelines on how they should be applied, whether for print or digital.

Our brand identity is a valuable asset and we ask that you read these guidelines carefully to ensure they are used correctly and consistently.

1.1

DEVICE

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

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

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

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

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

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

All Marks will be supplied as JPEG files on request, unless otherwise specified.

In order to maintain the validity of our registered trade marks and ensure that the brand retains its strength and value it is vital that the Marks are used in a way that is consistent with the registered version of the Marks, distinctly and clearly throughout the business. Therefore, please do not:

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

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



1.2

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

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

DEVICE ELEMENTS



01. DEVICE



02. LOGO



03. WORDMARK

1.3

COLOURWAYS

Available colourways for The Goodwood Hotel Device.

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



01. MASTER DEVICE, DARK PIGEON



02. MASTER DEVICE, LIGHT PIGEON



03. MASTER DEVICE, MONO



04. MASTER DEVICE, WHITE



05. MASTER DEVICE, FOR USE ON LIGHT BACKGROUNDS



06. MASTER DEVICE, FOR USE ON DARK BACKGROUNDS

02

COLOUR

2.1

The Goodwood Hotel brand colour palette consists of two colours:

Dark Pigeon may be used for the logotype, headings and/or as a background.
Light Pigeon may be used for the logotype or as a background.

The PANTONE colour references are an indication of the right tones to match.
Never use Coated PANTONE Ink on uncoated paper. Always colour match the PANTONE with your medium.

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

COLOUR

DARK PIGEON

PANTONE

418

CMYK

29, 24, 39, 65

RGB

81, 83, 75

HEX

#515348

RAL

7009

100%

LIGHT PIGEON

SPECIAL FORMULATION

CMYK

26, 19, 27, 3

RGB

196, 194, 184

HEX

#C4C2B8

RAL

7030

100%

03

TYPOGRAPHY

- 3.1 BRAND FONT
- 3.2 TYPOGRAPHY HIERARCHY

3.1

Stempel Garamond and Gill Sans MT Pro are The Goodwood Hotel brand fonts used within all communications. This ensures consistency across The Goodwood Hotel brand.

Gill Sans MT Pro Book should be used for headings, sub-headings, caption credits and website URLs.

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

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.

TYPOGRAPHY

BRAND FONT

STEMPEL GARAMOND

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

QUOTES
PULL OUT COPY
BODY COPY

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SUB-HEADINGS

Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

QUOTES
PULL OUT COPY

GILL SANS MT PRO

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1 2 3 4 5 6 7 8 9 0

HEADINGS
SUB-HEADINGS
CAPTION CREDITS
WEBSITE URLS

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.

HIERARCHY

LARGE
HEADING

HEADING
GILL SANS MT PRO BOOK
SMALL CAPS, 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

SECONDARY SUB-HEADING
GILL SANS MT PRO BOOK
SMALL CAPS, TRACKING +150

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.

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.

“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.”

CAPTION CREDIT

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

CREDIT
GILL SANS MT PRO BOOK
SMALL CAPS, TRACKING +80

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
45% TINT OF BLACK

GOODWOOD.COM

WEBSITE URLS
GILL SANS MT PRO BOOK
SMALL CAPS, TRACKING +80

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 The Goodwood Hotel 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



05

ILLUSTRATION

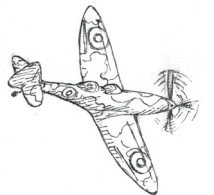
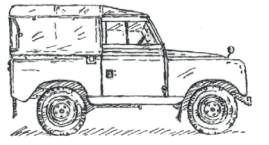
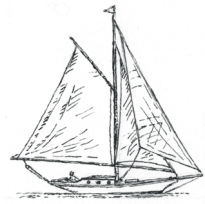
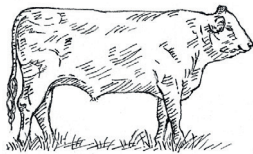
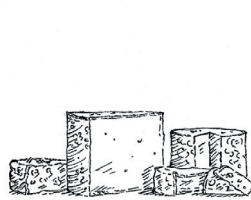
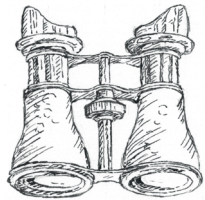
5.1

ILLUSTRATION STYLE

Illustration may be used for The Goodwood Hotel 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 Hotel brand.

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



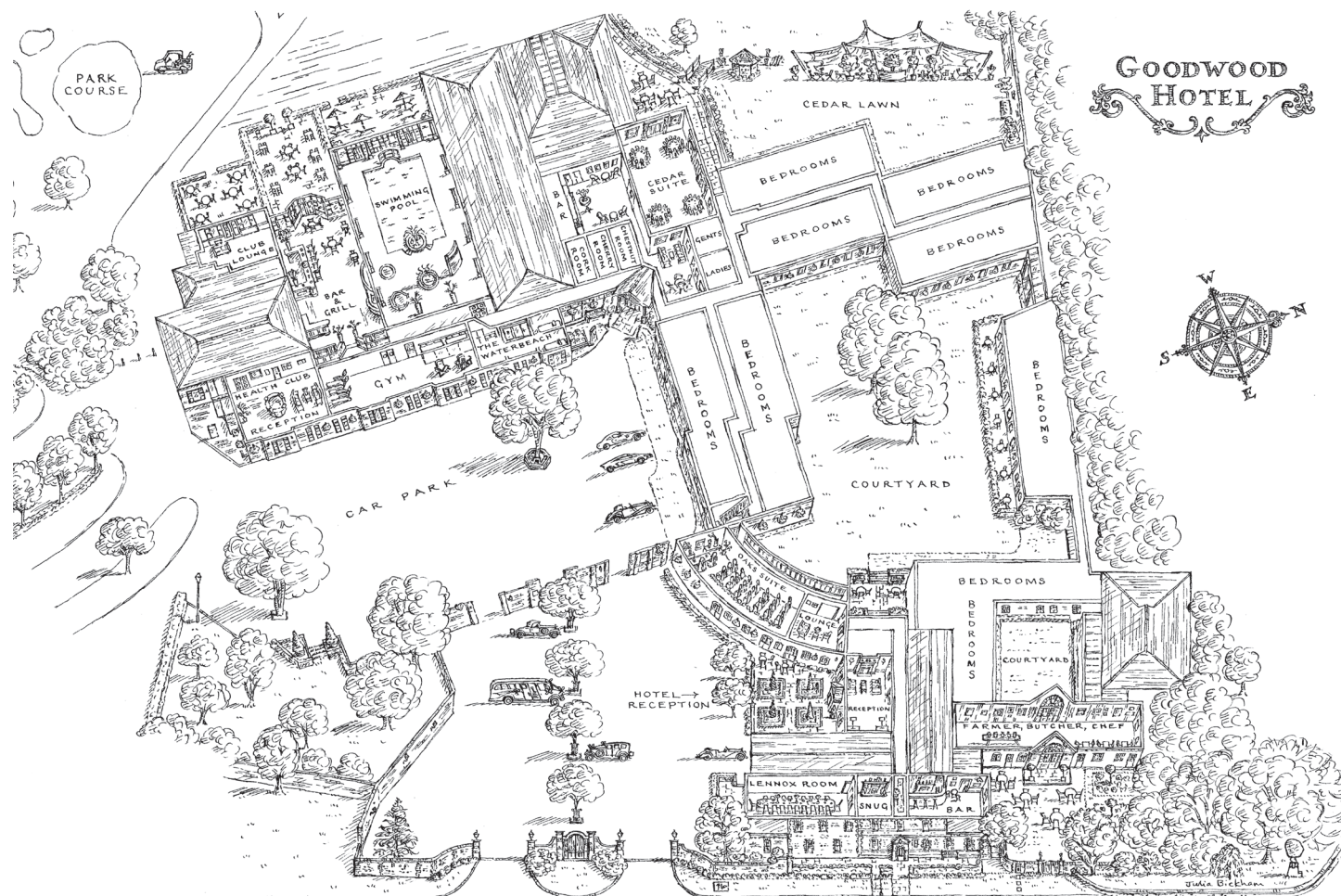
5.1

ILLUSTRATION STYLE

Illustration may be used for The Goodwood Hotel 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 Hotel brand.

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



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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 POSTCARDS
- 7.4 KEY WALLET
- 7.5 GUEST DIRECTORY
- 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

GOODWOOD

“ONE
OF
THE
BEST
HOTELS
IN
THE
COUNTRY”

DUNCAN CRAIG, TRAVEL EDITOR, THE TIMES AND SUNDAY TIMES



GOODWOOD.COM

7.2

All adverts for The Goodwood Hotel 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
TOP 25MM
ALL OTHERS 15MM

HEADING
STEMPEL GARAMOND
UPPERCASE
SIZE 17PT, LEADING 20PT
TRACKING +100

THE HEADING MUST BE VERTICALLY CENTRED TO THE QUOTATION MARKS. THE QUOTATION MARKS MAY BE MOVED UP/DOWN SHOULD THE QUOTE OR HEADING BE LONGER

WEBSITE URL
GILL SANS MT PRO BOOK
SMALL CAPS
SIZE 10PT
TRACKING +80



GOODWOOD WORKMARK
HEIGHT 17.5MM

MARGIN BETWEEN WORDMARK AND QUOTE/HEADING SHOULD ALWAYS BE 25MM OR IN PROPORTION TO THE TOP MARGIN

THE HEIGHT OF THE IMAGE MAY BE ADJUSTED DEPENDING ON THE LENGTH OF THE QUOTE/HEADING AND THE OF THE ADVERT

LOGO
HEIGHT 18MM

7.3

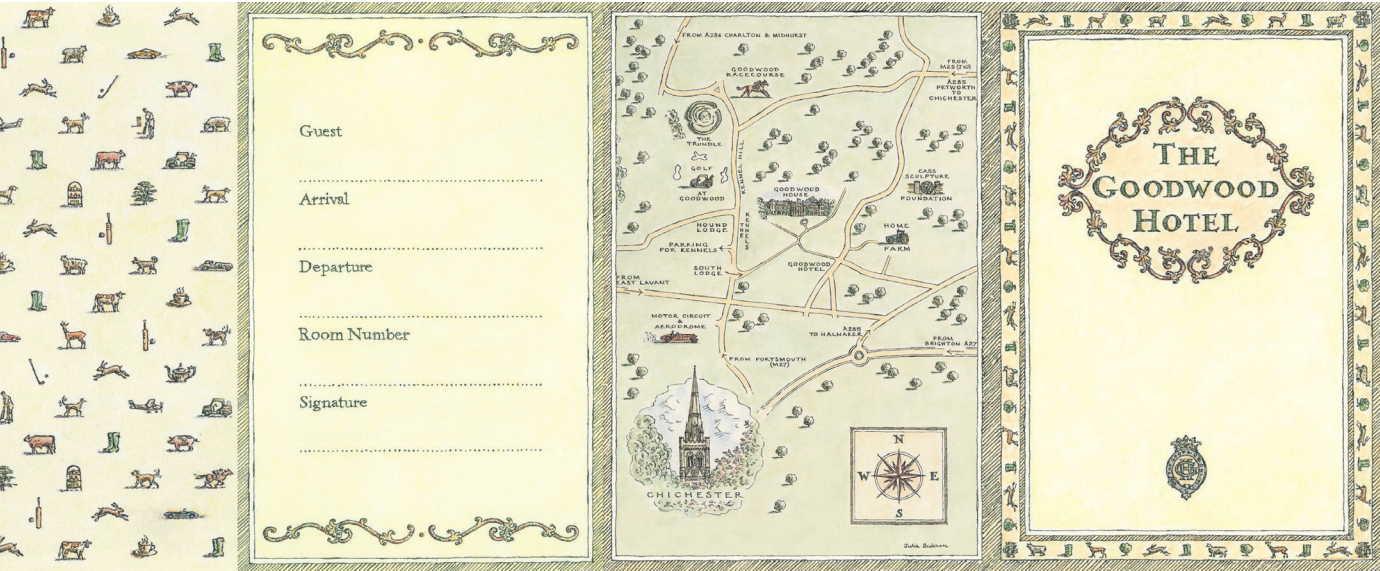
Postcards can be sized to either A5 or A6 and should follow the brand guideline typesetting hierarchy, to ensure brand consistency.

POSTCARDS



7.4

KEY CARD WALLET



GUEST DIRECTORY

01

WELCOME

Welcome to The Goodwood Hotel, your gateway to Goodwood. We are delighted to see you, and whether your stay is for business or pleasure, we hope that you have the chance to enjoy the wealth of experiences on offer throughout the Estate.

We have created this little guide to help you get the most from your stay with us; it contains all sorts of information, from what time breakfast is served to how to get the creases out of your shirt.

We want you to have the best stay possible, so whatever you need, dial 0 on the telephone in your room to speak to our friendly Front Desk team.

BREAKFAST

Breakfast is served each morning at Farmer, Butcher, Chef. Help yourself to an array of fruit, pastries, cereals and yoghurt and order a delicious cooked breakfast, with ingredients from Goodwood Home Farm.

Monday to Friday
6.30am to 10.30am

Saturdays, Sundays and Bank Holidays
7am to 11am

THE KENNELS

For the duration of your stay with us, you are an honorary member of The Kennels, Goodwood's stylish members' clubhouse. Here, you can enjoy classic British dishes, executed perfectly with a Goodwood twist. The Kennels restaurant is closed on Sunday – Wednesday evenings.

Call the Front Desk by dialling 0 on your telephonenumber to book a table.

FARMER, BUTCHER, CHEF

Pre-dinner drinks, expertly mixed cocktails and delicious bar snacks are a speciality at the Farmer, Butcher, Chef bar. Open late for nightcaps before you turn in. The bar is open Thursday – Sunday, from 12pm until late. The Farmer, Butcher, Chef restaurant has a unique and innovative approach to dining. The frequently changing menu champions seasonal English fare, showcasing our own, organic, Home Farm meat along with selected ingredients from local suppliers. With a 'nose-to-tail' ethos, our farmer, butcher and chef work closely together to really make the most of the animals born and raised on the Estate. We guarantee that you will have travelled further than your meal!

Reservations recommended. Dial 0 on the telephone and the front desk team can arrange a table for you.

Lunch
Thursday – Sunday
12pm to 2.30pm (subject to change)

Dinner
Monday – Sunday
6pm to 9.30pm

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7.6

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.



SIZE
1920 X 1080PX

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

FRONT SLATE

LOGO
HEIGHT 290PX

HEADING
GILL SANS MT PRO BOOK
SMALL CAPS
SIZE 68PT, TRACKING +150

SUB-HEADING
STEMPEL GARAMOND REGULAR
UPPERCASE
SIZE 30PT, TRACKING +100



BACK SLATE

LOGO
HEIGHT 290PX

WEBSITE URL
GILL SANS MT PRO BOOK
SMALL CAPS
SIZE 31PT, TRACKING +80

7.7

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%

VIDEO TEXT OVERLAYS



SIZE
1920 X 1080PX

MARGINS
ALL 100PX



TEXT OVERLAY

WHITE OR DARK PIGEON

STEMPEL GARAMOND REGULAR
UPPERCASE
SIZE 70PT, LEADING 80PT
TRACKING +100

o8

SUB-BRANDS

- 8.1 GOODWOOD HEALTH & WELLBEING
- 8.2 FARMER, BUTCHER, CHEF
- 8.3 GOODWOOD BAR & GRILL

8.1

Goodwood Health & Wellbeing comprises three elements: the words GOODWOOD HEALTH & WELLBEING (“Wordmark”), the hare logo (“Logo”) and a combination of Wordmark + Logo (“Device”) – the Marks.

The Marks are exclusively for use in relation to the Goodwood Health & Wellbeing 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 retains 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 HEALTH & WELLBEING

LOGO



STEMPEL GARAMOND

Regular

GILL SANS MT PRO

BOOK

DIDOT

Bold

COLOUR

GREEN

PANTONE	577
CMYK	49, 15, 63, 2
RGB	148, 178, 119
HEX	#94B277
RAL	6021

WHITE

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

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

HEADINGS
QUOTES
PULL OUT COPY
BODY COPY
TRACKING +20

SUB-HEADINGS
INTRODUCTORY COPY
CAPTION CREDITS
WEBSITE URLS
TRACKING +80

SECTION NUMBERS

8.2

The Logo “FARMER, BUTCHER, CHEF” (“Logo”) – the Mark ia exclusively for use in relation to Farmer, Butcher, Chef.

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”].

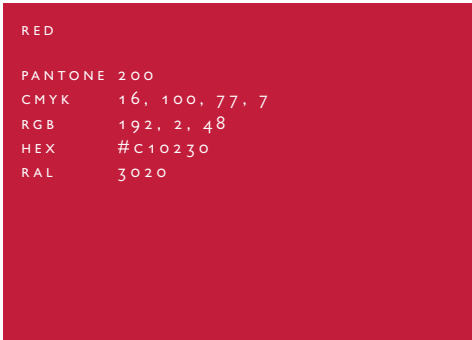
For further advice and approval of use, please contact:
design@goodwood.com

FARMER, BUTCHER, CHEF

LOGO



COLOUR



TRADE GOTHIC LT STD

Cond. No 18

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

MENU ACCOMPANIMENTS
MENU PRICES
CONTACT DETAILS
TRACKING +57

Bold Cond. No 20

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADINGS
SUB-HEADINGS
TRACKING +10

BODONI BK BT

Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BODY COPY
MENU DISH TITLES
TRACKING 0

8.3

Goodwood Bar & Grill comprises three elements: the words BAR & GRILL (“Wordmark”), the crest logo (“Logo”) and a combination of Wordmark + Logo (“Device”) – the Marks.

The Marks are exclusively for use in relation to the Goodwood Bar & Grill 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 retains 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 BAR & GRILL

LOGO



COLOUR

TURQUOISE

PANTONE	3 2 8 8
CMYK	1 0 0 , 1 9 , 7 0 , 7
RGB	0 , 1 2 9 , 1 0 2
HEX	# 0 0 8 1 6 6
RAL	6 0 1 6

CHARCOAL

CMYK	7 9 , 6 8 , 5 8 , 6 7
RGB	3 9 , 4 1 , 4 6
HEX	# 2 7 2 9 2 E

GILL SANS

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

INTRODUCTORY COPY
MENU ACCOMPANIMENTS
TRACKING +60

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BODY COPY
MENU DISH TITLES
TRACKING +60

GILL SANS CONDENSED

Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADINGS
SUB-HEADINGS
TRACKING +100

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

GOOD AND NOT-SO-GOOD WORDS

GOOD WORDS TO USE

Authentic
Award-winning (restaurant)
British
Celebrate
Charm
Coaching Inn
Comfortable
Delicious food
English
Entertaining
Field-to-Fork
Goodwood Health & Wellbeing
Hospitality
Integrity
Memorable
Organic meat
Original
Personal
Relaxed
South Downs Natural Park
Stunning
Understated
Warm
Welcoming

NOT-SO-GOOD WORDS

Awesome
Chic
Classy
Corporate
Delegates
Discounted
Elegant
Enhancements
Eye catching
Four star
Harking back to
Indulgent
Personable
Plays host to
Posh
State of the Art
Steeped in history
Stylish
Sumptuous
Superb
Top end
Totally unique
Tremendous
Venue
Wonderful

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CONTACTS

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GENERAL

Please contact The Goodwood Hotel Marketing Team with any queries:

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