



HOUND LODGE

AT THE KENNELS

BRAND STANDARDS



THE WHY

CREATING AN ESCAPE
FROM THE REAL
WORLD WHERE GUESTS
CAN EXPERIENCE THE
HIGHEST LEVELS OF
SERVICE AND COMFORT.

THE HISTORY

As the home of the world's first foxhunt and the very reason the first Duke of Richmond bought a house at Goodwood in 1697, The Kennels, and later Hound Lodge, were considered to be 'the most luxurious dog houses in the world'.

The Dukes' hounds were treated like royalty, enjoying spacious living quarters, first at the Kennels and later at Hound Lodge after the former was turned into accommodation. The hunt would often last for days at a time, with guests and hounds returning in an equal state of excitement.

Hound Lodge was re-designed as a 10-bedroom luxury sporting lodge in 2015 and the bedrooms are named after ten hounds of the 'Glorious Twenty-Three' of 1738. Writing in his journal at the time, the 2nd Duke of Richmond described their 57-mile chase from 7.45am to 5.50pm on Friday, 26 January 1738 as "the greatest chase that ever was."





HOUND LODGE

A magnificent 10-bedroom country retreat positioned at the highest level of luxury and situated in the heart of the Goodwood Estate, Hound Lodge is such an exceptional place to stay that no one ever wants to leave! Guests can pursue any sporting passion or simply enjoy time away from the hectic pace of modern life.

Each of the ten bedrooms exhibit carefully chosen pieces to reflect the sporting history of the estate. The walls of the Boot Room ‘loo’ are hung with framed handwritten extracts from the hunting journals of the 7th Duke of Richmond, describing some of the most glorious days out riding. In the Dining Room, the Georgian table dates from the late eighteenth century and was previously used at Gordon Castle for the family’s entertaining in Scotland.

The Hound Lodge butler and staff ensure that guests are looked after in a way that one rarely experiences these days, everything about staying here is relaxed and special; from the comfy beds made up with eiderdown quilts and proper blankets with mattresses stuffed with wool from sheep that graze on the estate, to special homely touches such as mini decanters of whisky and hot water bottles. The Hound Lodge chef will design a seasonal menu that reflects the tastes and preferences of the guests, using meats, cheeses and other fresh produce from Goodwood’s organic Home Farm.

BRAND STANDARDS

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O 1

BRAND MARKS

- 1.1 DEVICE
- 1.2 DEVICE ELEMENTS
- 1.3 COLOURWAYS

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

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

1.1

The HOUNBD LODGE brand comprises three elements: the words HOUND LODGE AT THE KENNELS (“Wordmark”), the hound 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 Hound Lodge brand.

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

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

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

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

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

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

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

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

DEVICE



1.2

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

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

DEVICE ELEMENTS



01. MASTER DEVICE



02. LOGO ONLY



03. WORDMARK ONLY



04. FULL WORDMARK

1.3

Available colourways for the Hound Lodge Device.

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

COLOURWAYS



01. MASTER DEVICE



02. MASTER DEVICE, MONO



03. MASTER DEVICE, WHITE



04. MASTER DEVICE, MONO ON LIGHT BACKGROUNDS



05. MASTER DEVICE, WHITE, ON DARK BACKGROUNDS

02

COLOUR AND FINISHES

- 2.1 COLOUR
- 2.2 SPECIAL FINISHES
- 2.3 TEXTURES

2.1

The Hound Lodge brand colour palette consists of four colours:

- Gold is used for the logotype only.
- Navy is used only for full bleed background colour, for digital or print application where a fabric covering may not be used.
- Off-white may be used only for full bleed background colour, for digital or print application.

COLOUR

GOLD

PANTONE METALLIC 8582

CMYK 34, 57, 77, 40

RGB 127, 87, 51

HEX #7F5733

RAL 1036

100%

NAVY

PANTONE 2767

CMYK 100, 86, 41, 41

RGB 18, 40, 75

HEX #122848

RAL 5011

100%

OFF-WHITE

PANTONE COOL GRAY 1

CMYK 08, 07, 09, 00

RGB 238, 235, 232

HEX #EEEE88

RAL 9002

100%

2.2

To enhance the high quality characteristics of the Hound Lodge brand, we strongly advise using a foil block on the Device where appropriate.

When hot stamping use Matt Gold Luxor 428.

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

SPECIAL FINISHES

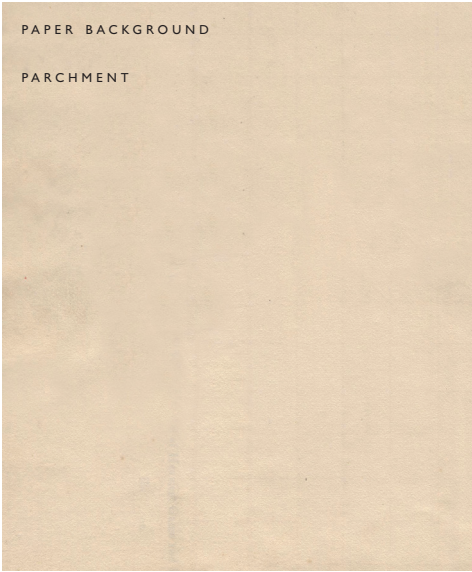


2.3

To enhance the high quality characteristics of the Hound Lodge brand, the Hound Lodge fabric may be used for hardback covers with a gold foil Logo.

Where appropriate, the paper background may be used for both print or digital application.

TEXTURES



03

TYPOGRAPHY

- 3.1 BRAND FONT
- 3.2 TYPOGRAPHY HIERARCHY

3.1

Adobe Garamond Pro is the Hound Lodge brand font and should be used across all communications. This ensures consistency across the Hound Lodge brand.

We primarily use two weights of Adobe Garamond: Adobe Garamond Pro Regular for main headings, sub-headings, quotes/pull out copy and body copy and Adobe Garamond Pro Bold for website URLs.

Adobe Garamond Pro Italic can only be used to denote titles of particular works or objects in order to allow that title or name to stand out from the surrounding sentence.

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

Refer to the next page for details on how we use Adobe Garamond Pro within communications.

BRAND FONT

ADOBE GARAMOND PRO

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADINGS
SUB-HEADINGS
QUOTES
PULL OUT COPY
BODY COPY

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SUB-HEADINGS
WEBSITE URLS

Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

QUOTES
PULL OUT COPY

3.2

This is a guide to show how Adobe Garamond Pro 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
ADOBE GARAMOND PRO REGULAR
UPPERCASE, TRACKING +240

SUB-HEADING

SUB-HEADING
ADOBE GARAMOND PRO REGULAR
UPPERCASE, TRACKING +240

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
ADOBE GARAMOND PRO REGULAR
SENTENCE CASE, TRACKING 0
JUSTIFY WITH LAST LINE ALIGNED LEFT

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.

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

SECONDARY SUB-HEADING
ADOBE GARAMOND PRO REGULAR
UPPERCASE, TRACKING +240

QUOTES / PULL OUT COPY
ADOBE GARAMOND PRO REGULAR
SENTENCE CASE, TRACKING 0
QUOTATION MARKS MUST BE SET TO
OPTICAL MARGIN ALIGNMENT

BODY COPY
ADOBE GARAMOND PRO REGULAR
SENTENCE CASE, TRACKING 0
JUSTIFY WITH LAST LINE ALIGNED LEFT

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

BULLET POINTS
ADOBE GARAMOND PRO REGULAR
SENTENCE CASE, TRACKING 0
BULLET POINTS MUST BE DASHES, NEVER DOTS

POSTAL ADDRESS

POSTAL ADDRESS
ADOBE GARAMOND PRO REGULAR
UPPERCASE, TRACKING +240

goodwood.com

WEBSITE URLS
ADOBE GARAMOND PRO BOLD
LOWERCASE, TRACKING +50

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 Hound Lodge 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

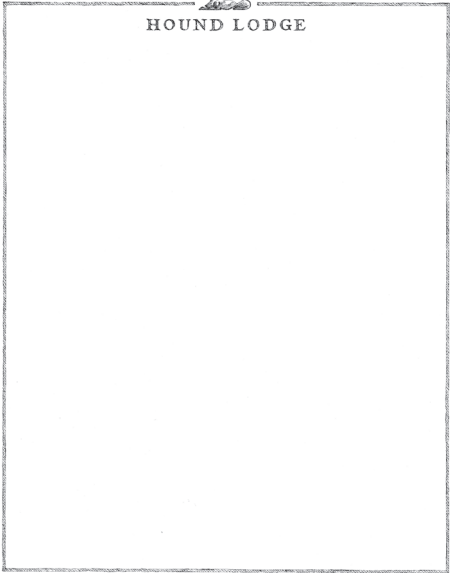
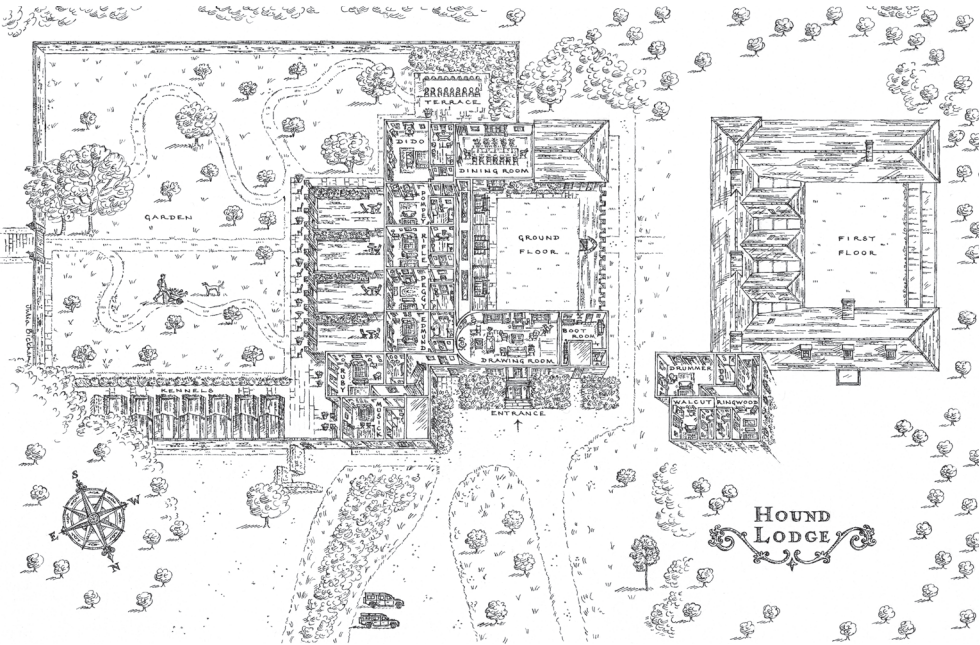
5.1

ILLUSTRATION STYLE

Illustration may be used with the Hound Lodge brand to further enhance the look and feel of the brand.

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

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 can only be used in the brand colour gold. For print application the QR code 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 BROCHURE
- 7.4 ALL ABOUT CARDS
- 7.5 MENUS
- 7.6 INVITATIONS
- 7.7 VIDEO SLATES
- 7.8 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



7.2

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

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

Content should be kept to a minimum where possible, with a short heading only.

APPLICATION

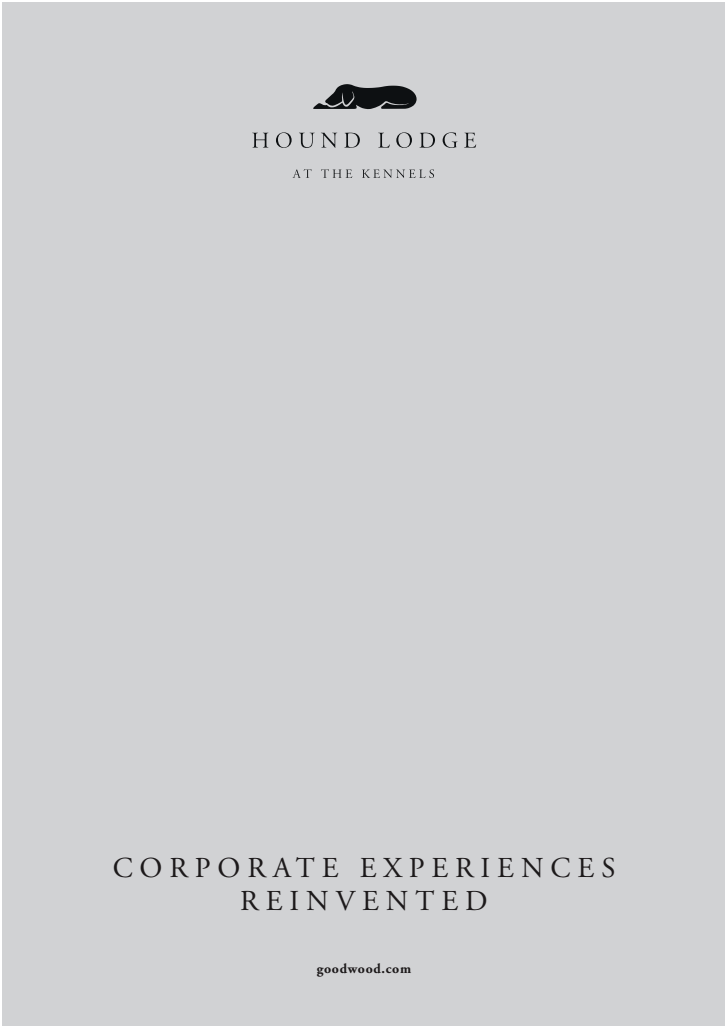
ADVERT LAYOUT

SIZE
A4
210 X 297MM

MARGINS
TOP 23MM
BOTTOM 15MM
LEFT 15MM
RIGHT 15MM

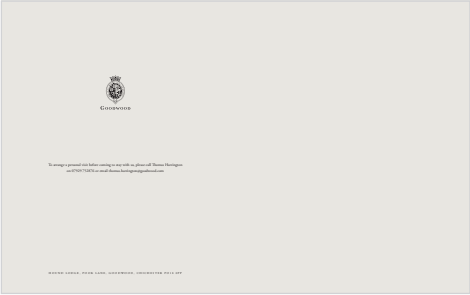
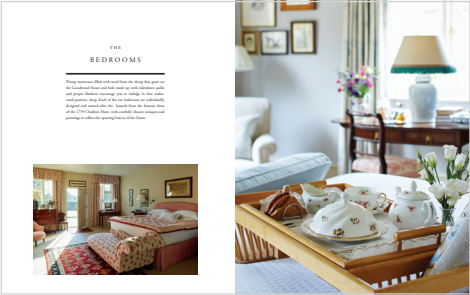
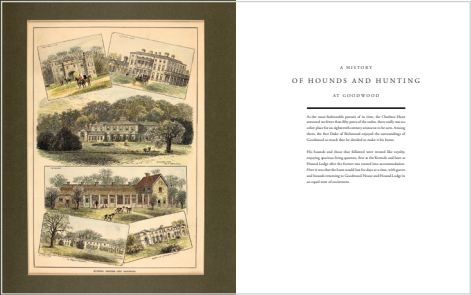
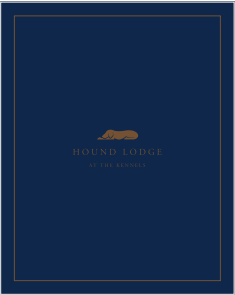
HEADING
STEMPEL GARAMOND REGULAR
UPPERCASE
SIZE 23PT, TRACKING +240

WEBSITE URL
STEMPEL GARAMOND BOLD
LOWER CASE
SIZE 11PT, TRACKING +50



PRINCIPLE LOGO
HEIGHT 26MM

BROCHURE



7.4

ALL ABOUT CARDS

ALL ABOUT BUSINESS

Discover time, space and inspiration at Hound Lodge in the midst of Goodwood's spectacular 12,000-acre Estate.

Ten bedrooms for one night with a relaxed English breakfast. Take time out of the office to allow your mind and soul to thrive in the spacious and stunning, Hound Lodge. Allow space and time to be inspired and have focus restored for you and your team, without the frantic, hectic nature of the day-to-day office. Whether a strategic planning meeting, team building day, or simply the chance to share creative ideas, Hound Lodge is a completely private space offering a very special experience unlike anywhere else.

Arrive in the afternoon for tea and homemade cake in the drawing room, before beginning a creative session with your guests. Following an afternoon of inspiration and creativity, take time to unwind before the butler calls for a delicious dinner in the dining room, inspired by organic produce from Goodwood Home Farm. A relaxed breakfast will be served the following morning, getting your brain in gear for a day of succession planning and seminars. Invite a motivational guest speaker or life coach to no doubt entice your mind with advice positively desired for a good business.

Productivity often derives from balance. Make the most of your private outdoor space with a yoga session out on the courtyard, or walk for miles up the infamous Goodwood Hills/limb and across the breathtakingly beautiful countryside, covered in ancient woodland. Rest, recharge and re-fuel with locally grown organic food, designed specifically to nourish your mind and create genuine headspace and time for reconnection. The Hound Lodge butler and chef will make sure you and your guests are discretely taken care of at all times, leaving you free to enjoy every moment. The service is warm yet understated, just like staying in the very smartest house parties of the nineteenth century.

ALL ABOUT CHRISTMAS

Spend your Christmas at Hound Lodge, in the midst of Goodwood's spectacular 12,000-acre estate.

Ten bedrooms for up to 20 people for three nights. Three dinners and two lunches, including a traditional Christmas feast, all served by the Hound Lodge butler. A full, classic bar will be included for you and your guests to enjoy.

After the frantic build up to Christmas, we often desperately need to spend some precious time with family and friends. Arrive to tea and homemade cake in the drawing room, served by our butler. Take a walk into the ancient woodland of the Valdey, or explore some of the picturesque parkland of the Estate. Return to Hound Lodge for a few drinks before an intimate Christmas Eve supper. If you wish, you will be driven to Midlight Mass or any of the Christmas church services at Chichester Cathedral.

Wade to the serenity of a winter scene, perhaps the Sussex countryside will be spiritualised with snow. Christmas day promises to be a convivial affair with a traditional lunch. After, put your feet up in front of the Queen's Speech or play cards and board games. Christmas will be magical for any little ones coming to stay with plenty of special treats, including vintage stockings hung above the fireplace. Enjoy a delicious Boxing Day lunch with your guests and continue the festive celebrations. Dogs are warmly welcomed to Hound Lodge and will be made to feel at home with a plush dog bed and their own craned personalised dog bowl available during their stay. The Hound Lodge butler and chef will make sure you and your guests are discretely taken care of at all times, leaving you free to enjoy every moment. The service is warm yet understated, just like staying in the very smartest house parties of the nineteenth century.

ALL ABOUT GOLF


Spend a relaxing golf break at Hound Lodge, in the midst of Goodwood's spectacular 12,000-acre estate.

Ten bedrooms for up to 20 people for one night and two rounds of golf. A picnic hamper lunch brought to you on the golf course by the Hound Lodge butler. After a day's golf, return to enjoy drinks and an intimate dinner.

Invite your family, friends and colleagues to spend some time away at Goodwood's private country retreat. Goodwood is home to one of the oldest golf courses in Sussex and designed originally for the pleasure of the seventh Duke of Richmond's golf-mad children by James Braid in 1914. Described as the finest Downton course in Britain, it rises steeply from the clubhouse up towards the racemouse and offers dramatic changes in elevation, fast running fairways and plenty of challenges for even the most experienced golfer. The Park course is a gentler option, although can still present some challenges.

Arrive early in the morning as the mist rises above the South Downs for a breakfast with your guests. Your picnic hamper will be delivered to you on course, either with a bottle of champagne or Goodwood ale which can be kept in wicker coolers within our iconic Woolly golf baggies. Return to Hound Lodge and enjoy drinks by the fire or on the terrace, before an intimate dinner with drinks inspired by the organic produce from Goodwood Home Farm. After, relax in the drawing room perhaps play cards or board games, with your favourite drinks from the bar. Breakfast the following day will be served in the dining room for you to enjoy in your own time, before another fantastic day out on the course. The Hound Lodge butler and chef will make sure you and your guests are discretely taken care of at all times, leaving you free to savour every moment. The service is warm yet understated, just like staying in the very smartest house parties of the nineteenth century.

MENUS



HOUND LODGE
AT THE KENNELS

DINNER MENU

Created by Hound Lodge Head Chef, Ben Hwang, our Summer dinner menu uses Goodwood Estate produce alongside the very best seasonal ingredients.

Please select the same course each course and dinner for the whole party and advise us if any guests with special dietary requirements, intolerances or allergies so we can cater for them accordingly.

STARTERS

Char-grilled octopus, romesco sauce, pickled celery

Handmade tomato gazpacho, marinated courtes, Goodwood kale

Goodwood pork, herb and apricot sorbet, wild garlic croutons

Slow cooked Goodwood lamb neck, anchovy, lamb fat crumb

Tempura courgette flowers, match coast crab, avocado, pickled shall

MAINS

Goodwood lamb breast, baby artichokes, cresson

Herb crusted cod loin, lent, mussels, broad bean, white wine sauce

Four range chicken, truffled Jersey Royals, fresh pea ficasse

Luck Duck salmon, braised fennel, sea vegetables, shall and dill butter

Goodwood pork, maple glaze, Hal Gate fern asparagus, roast turkey

All main courses are offered by the Hound Lodge butler in our country house style service.

Dishes are all accompanied by fresh seasonal vegetables and potatoes.

DESSERTS

Raspberry and basil citrus terrine, ascert chocolate

Dark chocolate citrus, basilise fennel, yogurt aspara

Goodwood honey and milk panna cotta, new season strawberries

Pearls pearls, whipped cream, caramel, banana sorbet

Seasonal poached stone fruit, Goodwood milk ice cream, caramelised nuts

TO FINISH

Goodwood cheese, fruit, cherry chutney and homemade biscuits, served with port

After dinner coffee served in the Drawing Room.

		Barrel
126	TERRAZAS DE LOS ANDES Tortugas, Mendoza, Argentina	65.00
128	OHMARINE "Excellence Les Clavelines", Picpoul de Pinet, Languedoc, France	39.00
138	PODERI FARPINELLO Ala Bianca, Vermentino di Sardegna, Italy	56.00
135	COLLAVINI "Bore", Pinotino Chardonnay, Collin, Friuli-Venezia Giulia, Italy	90.00
142	ANDREW MURRAY VINIYARDS Viognier, Santa Barbara, USA	75.00
145	ROGER SAGON "Renaissance", Chateau de Du-Pape, Rhone, France	72.00
168	BERNARD CHÉREAU Chateau de Chaudes, Muscadet Sève et Main sur lie, France	46.00
164	DOMAINE GÉRARD MILLET Sancerre, France	60.00
165	CLOUDY BAY "Te Koko", Sauvignon Blanc, Marlborough, New Zealand	90.00
168	JULES TAYLOR Sauvignon Blanc, Marlborough, New Zealand	42.00
169	BARON DE T DE LADOUETTE Pauilly Fumé, France	130.00

INVITATIONS

THE DUKE AND DUCHESS OF RICHMOND

INVITE YOU TO EXPERIENCE

HOUND LODGE

AT THE KENNELS

MONDAY 14 - TUESDAY 15 MARCH 2022

We are delighted to invite you for 24 hours at Hound Lodge, set in the midst of Goodwood's spectacular 12,000 acre estate, to enjoy a taste of what Goodwood could deliver for future launches and press trips.

PLEASE RSVP TO GRACE TIMOTHY
GRACE.TIMOTHY@GOODWOOD.COM

HOUND LODGE, POOK LANE, GOODWOOD, CHICHESTER PO18 0PP

ITINERARY

Monday 14 March

From 3pm – Arrivals and welcome tea at Hound Lodge
7pm – Pre-dinner drinks in the Drawing Room
8pm – Dinner in the Dining Room

Tuesday 15 March

7.30am – Optional session of forest bathing will take place in the Valdoe woodland
8am – Breakfast like no other served in the Dining Room
9.30am – Tour of the Goodwood Estate
12pm – Light lunch hosted by The Duchess of Richmond at Hound Lodge before departures

TRAVEL

You are more than welcome to drive to Hound Lodge – there is ample private parking. However, if you prefer to take the train, transfers can be provided from Haslemere and Chichester Stations. The direct train from London Victoria to Chichester is between 1hr30 and 1hr45, with a transfer of 10 minutes to Hound Lodge. The direct train from London Waterloo to Haslemere is around 50 minutes, with a transfer time of 30 minutes to Hound Lodge.

DRESS CODE

The general dress code for the two days is 'relaxed'. You may want to bring a warm winter coat and all-weather footwear for our tour of the estate, but otherwise please do wear whatever you feel comfortable in.

For dinner at Hound Lodge, we recommend smart-casual attire. If you would like any guidance or clarification, Grace will be more than happy to help.

Forest bathing is best enjoyed in gym attire, but please note this activity is optional.

DIETARY REQUIREMENTS

Please notify Grace of any special requirements or allergies as soon as possible.

GRACE.TIMOTHY@GOODWOOD.COM | 07813 685605

HOUND LODGE, POOK LANE, GOODWOOD, CHICHESTER PO18 0PP

7.7

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

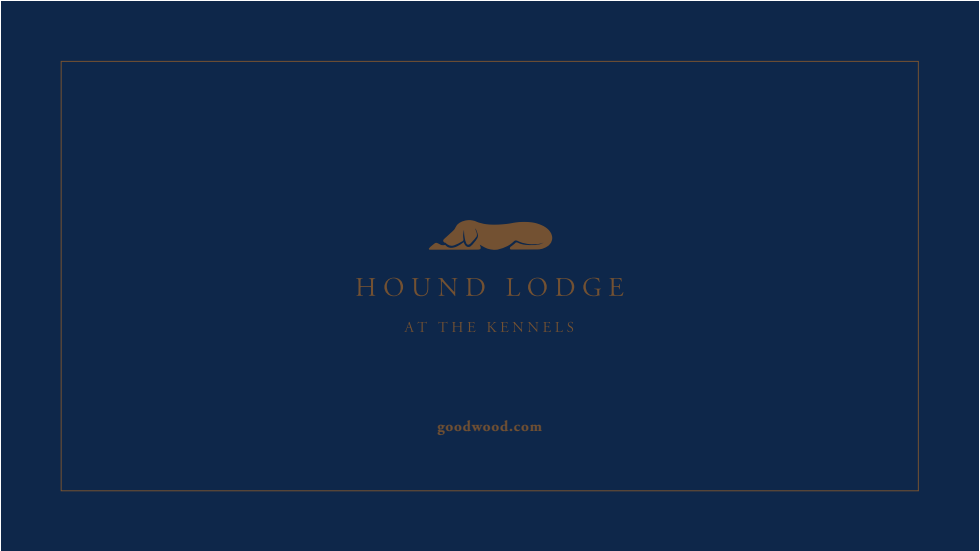


SIZE
1920 X 1080PX

MARGINS
ALL 118PX

FRONT SLATE

DEVICE
HEIGHT 220PX



BACK SLATE

DEVICE
HEIGHT 220PX

WEBSITE URL
ADOBE GARAMOND PRO BOLD
LOWERCASE
SIZE 30PT, TRACKING +50

7.8

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. 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%



SITUATED IN THE HEART OF
THE GOODWOOD ESTATE

SIZE
1920 X 1080PX

MARGINS
ALL 118PX



SPECIAL HOMELY TOUCHES

TEXT OVERLAY

WHITE

ADOBE GARAMOND PRO REGULAR
UPPERCASE
SIZE 50PT, TRACKING +240

o8

TONE OF VOICE

8.1

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

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

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

GOOD AND NOT-SO-GOOD WORDS

GOOD WORDS TO USE

Away from it all
Beautiful
Comfort
Country retreat
Countryside
England
Enjoy
Escape
Exceptional
Glorious
Highest level of service
Hound Lodge butler
Hound Lodge chef
Intimate
Luxury / luxurious
Magnificent
Peace / peaceful
Personal
Relaxed
Special
Spectacular
Sporting lodge
Sporting pursuits

NOT-SO-GOOD WORDS

Aristocratic
Aspirational
Awesome
Expensive
Fine Dining
High net worth individuals
Lush
Plenteous
Posh
Premium
Privileged
Something for everyone
Steeped in history
Superb
Top end
Totally unique
Uber
Warm welcome
World-renowned

09

CONTACTS

CONTACTS

GENERAL

Please contact The Hound Lodge Marketing Team with any queries:

Miranda Witchell
Head of Marketing & PR – Entertaining & Hospitality
miranda.witchell@goodwood.com
01243 755000 ext 1195