

GOODWOOD HOUSE

BRAND STANDARDS



THE WHY

SHARING THE FAMILY
HOME OF THE DUKES
OF RICHMOND AND
CONTINUING IN A WARM
HOSPITALITY THAT HAS
EXISTED FOR CENTURIES

THE HISTORY

The first Duke of Richmond, illegitimate son of Charles II, came to Goodwood to enjoy the famous Charlton Hunt, the first fox hunt in the world. He bought Goodwood House in 1697 and it has remained seat of the Dukes of Richmond ever since.

The second and third Dukes enlarged the house considerably in the eighteenth and early nineteenth centuries and built the State Apartments, which boast magnificent Regency interiors specially designed for entertaining.

The second and third Dukes also went on the customary Grand Tour of Europe and the works that they commissioned form the core of Goodwood's art collection today. These include paintings of London by Canaletto showing the view from Richmond House in Whitehall; three celebrated paintings by George Stubbs of sporting scenes on the estate; and a collection of Sèvres porcelain commissioned by the third Duke when he was Ambassador in Paris. There is a distinguished collection of French and English furniture and an important set of four Gobelin tapestries that were given to the third Duke by King Louis XV of France.

Goodwood has always been somewhere that brings together people of power and influence, from artists to sportsman, film stars to Royalty. Ever since the time of the first Duke of Richmond, visitors have enthused about the hospitality shown to them at Goodwood. In 1740, the actor Colley Cibber came to stay and wrote to his host, "Good God! How I will rejoice with you! For who can want spirits at Goodwood? Such a Place, and such company!"





GOODWOOD HOUSE

Goodwood House has been the private home of the Dukes of Richmond and Gordon for over three hundred years.

The State Apartments were restored to their full Regency splendour in the 1990s by the current Duke and reflect the exoticism and opulence of this period. They form a backdrop to one of the most significant private art collections in the country, which is open to the public on a regular basis. In addition, a specialist exhibition is produced each summer that relates to the history of Goodwood and the Dukes of Richmond.

The State Apartments can be booked for a wide variety of events, from intimate dinners to huge parties and weddings, as well as afternoon teas and tours. Guests are looked after by Goodwood's own team of chefs and butlers.

BRAND STANDARDS

CONTENTS

01	BRAND MARKS	07
02	COLOUR AND FINISHES	11
03	TYPOGRAPHY	14
04	PHOTOGRAPHY	17
04	ILLUSTRATION	19
06	QR CODES	21
07	APPLICATION	23
08	TONE OF VOICE	28
09	CONTACTS	30

O 1

BRAND MARKS

1.1 DEVICE

1.2 COLOURWAYS

These pages have been prepared to provide anyone using the Goodwood House 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

GOODWOOD HOUSE brand comprises three elements: the words GOODWOOD HOUSE (“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 Goodwood House 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

COLOURWAYS

Available colourways for the Device, Logo and Wordmark.

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



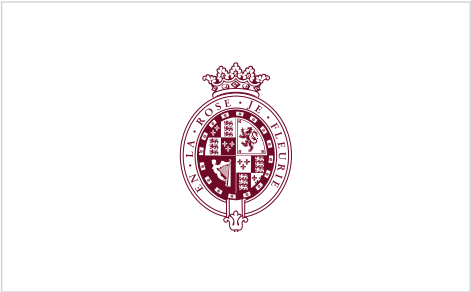
01. MASTER DEVICE



02. MASTER DEVICE, MONO



03. MASTER DEVICE, WHITE



04. LOGO ONLY



05. LOGO ONLY, MONO



06. LOGO ONLY, WHITE



07. WORDMARK ONLY



08. WORDMARK ONLY, MONO



09. WORDMARK ONLY, WHITE

1.2

COLOURWAYS

Available colourways for the Device, Logo and Wordmark for use over light and dark photography.

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



01. MASTER DEVICE, MONO



02. MASTER DEVICE, WHITE



03. LOGO ONLY, MONO



04. LOGO ONLY, WHITE



05. WORDMARK ONLY, WHITE



06. WORDMARK ONLY, MONO

02

COLOUR AND FINISHES

2.1 COLOUR

2.2 SPECIAL FINISHES

2.1

The Goodwood House brand colour palette consists of two colours:

- Claret is the main colour.
- Black is used only when printing in colour is not available.

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

CLARET - SPECIAL FORMULATION

CMYK	33, 100, 71, 45
RGB	113, 14, 32
HEX	#700F20
RAL	3005

100%

BLACK

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

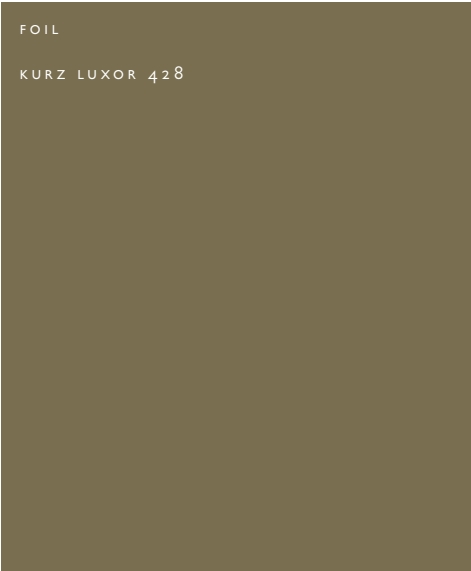
100%

2.2

To enhance the high quality characteristics of the Goodwood House brand, we strongly advise using a foil block.

When hot stamping on Claret, use Kurz Luxor 428.
When hot stamping on Black, use Kurz Alufin Mat.

SPECIAL FINISHES



03

TYPOGRAPHY

- 3.1 CORE BRAND FONT
- 3.2 TYPOGRAPHY HIERARCHY

3.1

Stempel Garamond is our Goodwood House brand font and should be used across all our communications. This ensures consistency across the Goodwood House brand.

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

CORE BRAND FONT

STEMPEL GARAMOND

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 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
STEMPEL GARAMOND REGULAR
UPPERCASE, TRACKING +100

SUB-HEADING

SUB-HEADING
STEMPEL GARAMOND REGULAR
UPPERCASE, TRACKING +100

Introductory copy. Cerciis iunt eos quam doluptur susdaeceat atiiscium niendel igentem.
Eceate di vendi aut offic tem eatquos et que prem samet reperov idunt, ipiciaerum repro il
et hit rere re molorio. Xeriores autem sandelit velenis dolectur.

INTRODUCTORY COPY
STEMPEL GARAMOND REGULAR
SENTENCE CASE, TRACKING +20

Secondary sub-heading

Body copy. Cerciis iunt eos quam doluptur
susdaeceat atiiscium niendel igentem. Eceate di vendi
aut offic tem eatquos et que prem samet reperov
idunt, ipiciaerum repro il et hit rere re molorio.
Xeriores autem sandelit velenis dolectur.

SECONDARY SUB-HEADING
STEMPEL GARAMOND BOLD
SENTENCE CASE, TRACKING +20

“Quote / pull out. Cerciis iunt eos
quam doluptur susdaeceat 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

Cerciis iunt eos quam doluptur susdaeceat atiiscium
niendel igentem. Eceate di vendi aut offic tem eatquos
et que prem samet reperov idunt, ipiciaerum repro il
et hit rere re molorio. Xeriores autem sandelit velenis
dolectur. Cerciis iunt eos quam doluptur susdaeceat
atiiscium niendel igentem.

BODY COPY
STEMPEL GARAMOND REGULAR
SENTENCE CASE, TRACKING +20

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

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

goodwood.com

WEBSITE URLS
STEMPEL GARAMOND BOLD
LOWERCASE, TRACKING +20

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 Goodwood 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

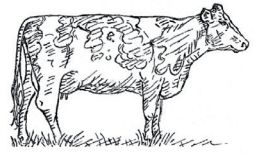
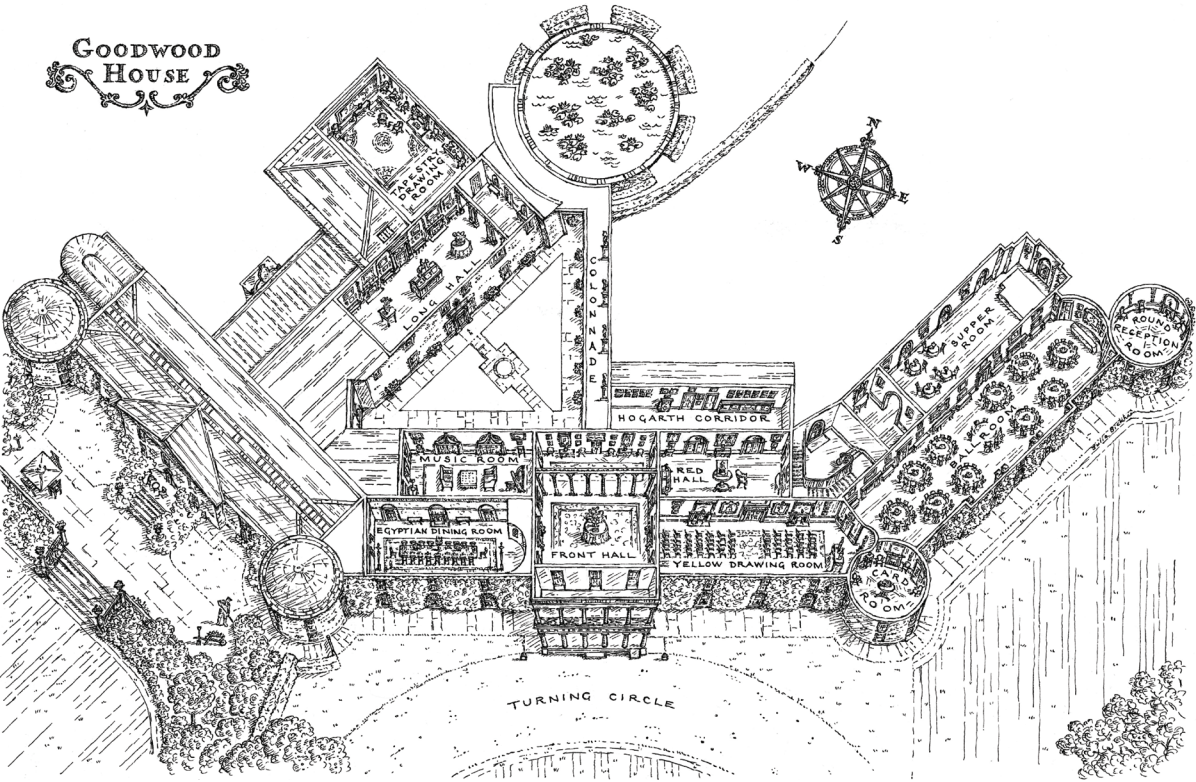
5.1

ILLUSTRATION

Illustration is occasionally used within Goodwood House 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 House 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.

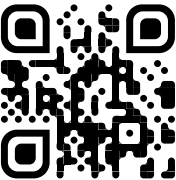
To ensure optimum quality for scanning, the minimum size for a standard QR code is 10mm for print application and 50px for digital application.

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 POSTERS
- 7.2 POSTER LAYOUT
- 7.3 VIDEO SLATES
- 7.4 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

POSTERS



AFTERNOON TEA
AND TOUR

AT
GOODWOOD HOUSE

Goodwood House combines the glamour of a great English country house with the warmth of a family home. It also provides a dramatic setting for one of the most significant private art collections in the country. After a guided tour of the House, enjoy a splendid Afternoon Tea in the Ballroom, made using estate-reared, organic produce from Goodwood Home Farm.

goodwood.com

7.2

All advertising for Goodwood House 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 logo should legibility be compromised by the image.

Content should be kept to a minimum where possible, with body copy kept to a maximum of 50-60 words.

POSTER LAYOUT

SIZE
A4
210 X 297MM

MARGINS
TOP 20MM
BOTTOM 12MM
LEFT 20MM
RIGHT 20MM

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

WEBSITE URL
STEMPEL GARAMOND BOLD
LOWER CASE
SIZE 13PT, TRACKING +20



PRINCIPLE LOGO
HEIGHT 33MM

HEADING
STEMPEL GARAMOND REGULAR
UPPERCASE
SIZE 23PT, LEADING 25PT
TRACKING +100

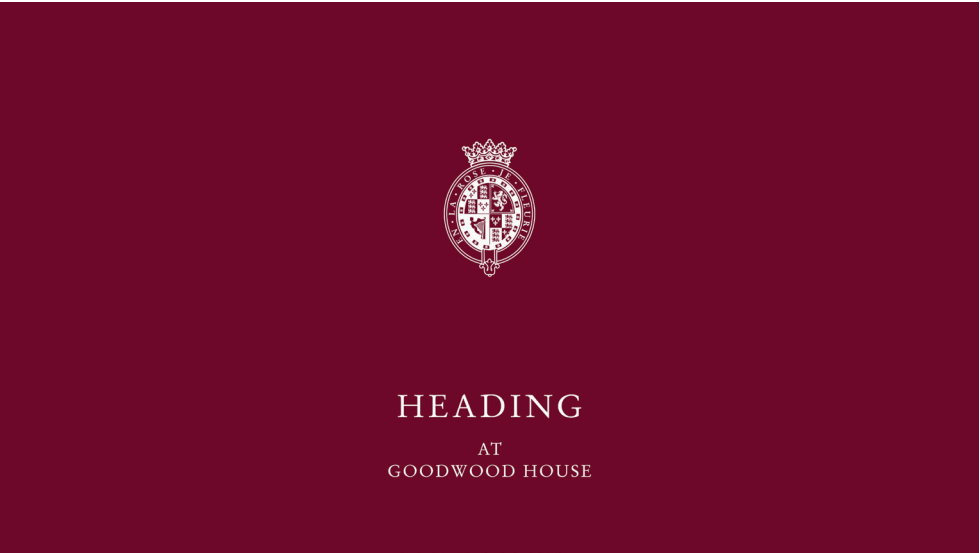
SUB-HEADING
STEMPEL GARAMOND REGULAR
UPPERCASE
SIZE 12PT, LEADING 16PT
TRACKING +100

7.3

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

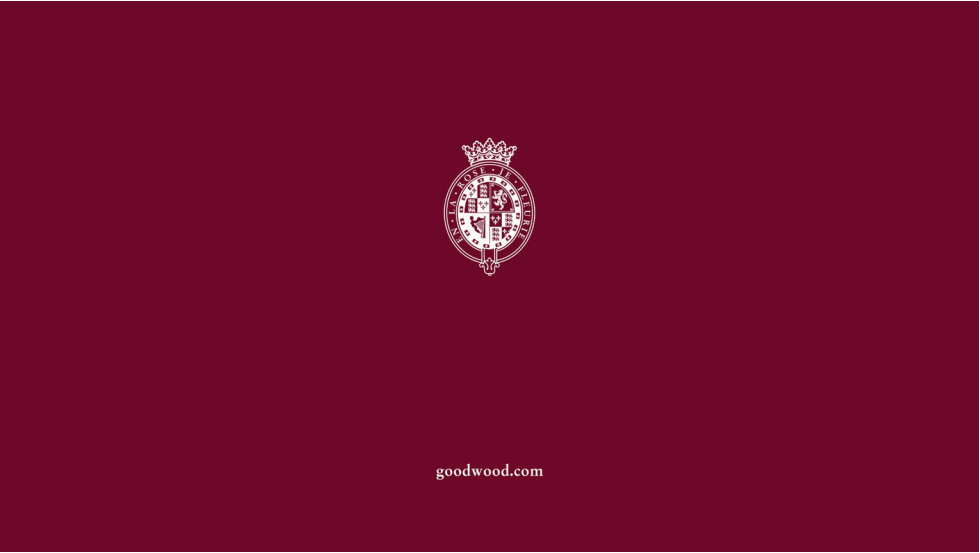
MARGINS
TOP 270PX
BOTTOM 150PX
LEFT 100PX
RIGHT 100PX

FRONT SLATE

DEVICE
HEIGHT 270PX

HEADING
STEMPEL GARAMOND REGULAR
TITLE CAPS
SIZE 62PT, TRACKING +50

SUB-HEADING
STEMPEL GARAMOND REGULAR
UPPERCASE
SIZE 32PT, TRACKING +100



BACK SLATE

DEVICE
HEIGHT 220PX

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

7.4

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%



SIZE
1920 X 1080PX

MARGINS
ALL 100PX



TEXT OVERLAY

WHITE

STEMPEL GARAMOND REGULAR
UPPERCASE
SIZE 55PT, TRACKING +100

o8

TONE OF VOICE

8.1

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

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

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

GOOD AND NOT-SO-GOOD WORDS

GOOD WORDS TO USE

Authentic
Afternoon Tea
Beautiful
British
Convenor
Celebrate
Champagne
Dramatic
English
Exoticism
Exhibition
Entertaining
Fascinating
Fabulous
Glorious
Genuine
Heritage
Historic
Hospitality
Home
Inspiring
Integrity
Magnificent
Memorable
Opulence
Regency
Remarkable
Spectacular
Stunning
Significant
Splendour
State Apartments
Tradition
Unforgettable
Warm

NOT-SO-GOOD WORDS

Aristocratic
Awesome
Back in the day
Bubbly
Chic
Classy
Discounted
Delegates
Enhancements
Eye catching
Fizz
Harking back to
High net worth individuals
High-end
Indulge yourself
Indulgent
Personable
Premium
Plays host to
Posh
Privileged
Splendid
Steeped in a rich history
Stylish
Sumptuous
Superb
Regal
Top end
Totally unique
Tremendous
Venue
Wannabe
Wonderful

09

CONTACTS

9.1

CONTACTS

GENERAL

Please contact The Goodwood House Marketing Team with any queries:

Kate Taylor
Entertaining & Hospitality Marketing Executive
kate.taylor@goodwood.com
01243 755000 ext. 1516

SOCIAL

Instagram:
@Goodwood
instagram.com/goodwood

Facebook:
Goodwood Estate
facebook.com/GoodwoodEstate