



BRAND STANDARDS



THE WHY

CREATING AN
EXHILARATING,
INTIMATE AND
AUTHENTIC SHARED
EXPERIENCE,
EXCLUSIVELY FOR
OUR MOTORSPORT
COMMUNITY

THE HISTORY

The Goodwood Members' Meeting is a weekend of motor racing quite unlike any other. It seeks to recreate the atmosphere and camaraderie of the original British Automobile Racing Club members' meetings held at the motor circuit throughout the 1950s and 1960s. There were 71 such meetings, the last one was held on 2 July 1966, and were revived in 2014 by The Duke of Richmond with the creation of the 72nd Members' Meeting – 2023 brings the 80th edition.





MEMBERS' MEETING

Members' Meeting is the coming together of an extraordinary community with some of the greatest wheel-to-wheel racing at its heart. It's an invitation-only weekend of motorsport action and fabulous entertainment, run exclusively for members of the Goodwood Road Racing Club and their guests, which means there's no crowds. It acts as the season-opener and is always held in spring amongst hundreds of thousands of daffodils, which carpet the motor circuit in a sea of yellow.

Over the course of the weekend, guests enjoy relentless close-fought action on the track, paddocks full of the world's most significant and valuable racing cars, and a series of remarkable demonstrations from the rarefied worlds of Formula 1, Le Mans and beyond.

In addition to the track action, the Members' Meeting is a quintessentially English event presented in Goodwood's own unique and inimitable style. It brings together like-minded people to share their passions and enthusiasms – everyone who attends is put into a house and invited to participate in team events throughout the weekend. At the heart of it is the Great Hall, a huge old-fashioned dining hall where all the drivers and spectators come and sit together, creating a genuinely authentic shared experience.

BRAND STANDARDS

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BRAND MARKS

- 1.1 LOGO
- 1.2 LOGO COLOURWAYS
- 1.3 MEETING LOCK-UP
- 1.4 MEETING LOCK-UP COLOURWAYS

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

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

1.1

LOGO

This brand comprises “GOODOOD Road Racing Company,” “GRRC” and “GOODWOOD MEMBERS’ MEETING” (“Wordmarks”) and the GRRC logo (“Logo”) – the Marks.

These Marks are registered in the UK and abroad and are owned by the Goodwood Estate Company Limited.

The Logos are exclusively for use in relation to the GRRC and GOODWOOD Members’ Meeting brand. The Logos should always have clear visual clarity within any artwork.

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

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

The Logos will be supplied as JPEG files on request, unless otherwise specified.

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

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

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



1.2

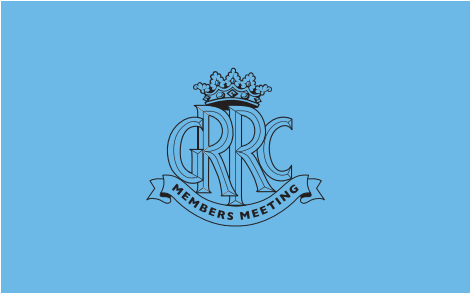
LOGO COLOURWAYS

Available colourways for the Logo.

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



01. MASTER LOGO



02. MASTER LOGO, FOR USE ON PANTONE 291U



03. MASTER LOGO, FOR USE ON LIGHT PHOTOGRAPHIC
BACKGROUNDS



04. MASTER LOGO, FOR USE ON DARK PHOTOGRAPHIC
BACKGROUNDS

1.3

In addition to the Logo, the Goodwood Members' Meeting brand identifies each event with a meeting specific brand, comprising three elements: the words 81st GOODWOOD MEMBERS' MEETING ("Wordmark"), the 81 logo ("Logo") and a combination of Wordmark + Logo ("Lock-up") – the Meeting Marks.

The Lock-up is exclusively for use in relation to the Members' Meeting brand. The Lock-Up 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 Meeting Mark (shown on this page) makes the Lock-up, Logo and Wordmark visually balanced in any format. The safe area is the same for the Lock-Up, Logo and Wordmark.

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

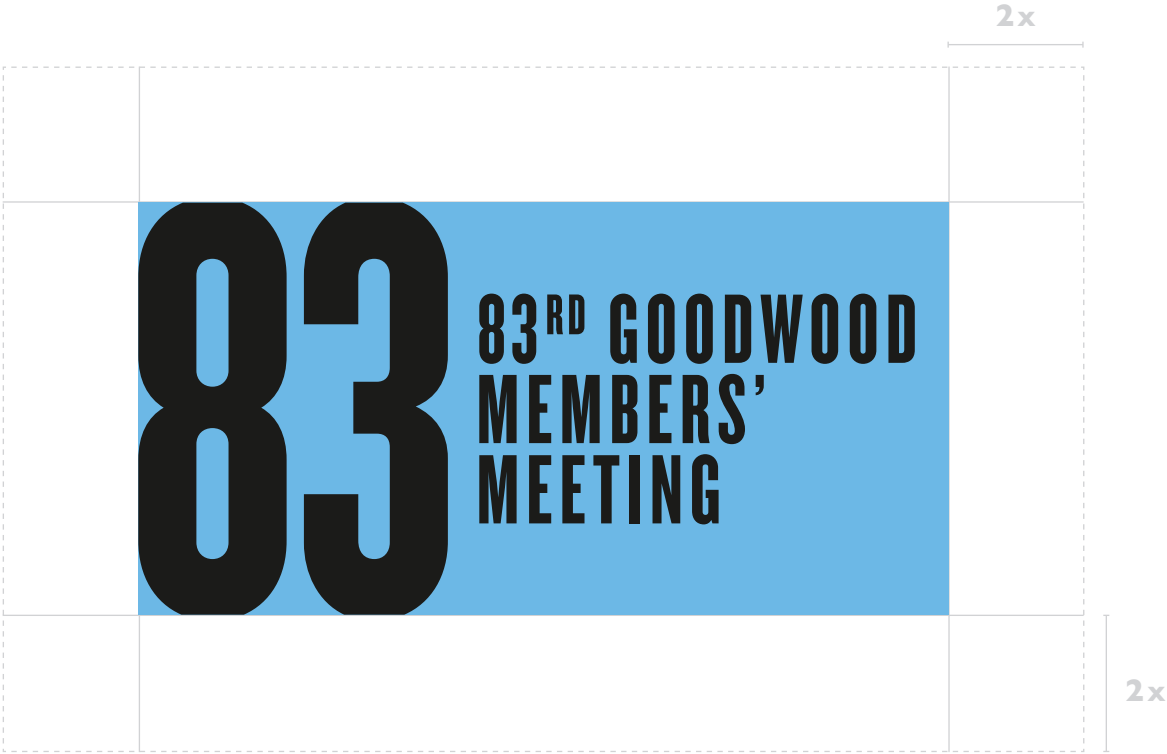
All Meeting Marks will be supplied as JPEG files on request, unless otherwise specified.

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 Meeting Marks are used in a way that is consistent with the registered version of the Meeting Marks, distinctly and clearly throughout the business. Therefore, please do not:

- alter the Lock-up, 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 Lock-up;
- put any other mark, word or image over the Meeting Marks or in the safe area unless an official lock-up is fully approved by the Chief Designer.
- use any other style or colour-way for the Meeting Marks

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

MEETING LOCK-UP



1.3

There are three variations for the Meeting Marks that may be used exclusively for use in relation to the Goodwood Members' Meeting.

- 01. Master Lock-Up
- 02. Alternative Lock-Up, for use in brand campaigns, social media and email newsletters
- 03. Logo only, for use as a bold graphic device, in both print and digital

The Meeting specific Marks are designed to be positioned to bleed off the artwork/frame area, cropping into the Logo. However, where necessary the meeting specific Lock-Up and Logo may be positioned within the trim area, in this instance, the uncropped version of the Lock-Up and Logo should be used.

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

MEETING LOCK-UP VARIATIONS



01. MASTER MEETING LOCK-UP, CROPPED



02. ALTERNATIVE MEETING LOCK-UP, CROPPED



03. LOGO ONLY, CROPPED



04. MASTER MEETING LOCK-UP, UNCROPPED



05. ALTERNATIVE MEETING LOCK-UP, UNCROPPED



06. LOGO ONLY, UNCROPPED

1.4

Available colourways for the Meeting Marks.

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

MEETING LOCK-UP COLOURWAYS



01 A. MASTER MEETING LOCK-UP, BLACK ON PANTONE 291U



02. ALTERNATIVE MEETING LOCK-UP, BLACK / WHITE ON PANTONE 291U



03. LOGO ONLY, CROPPED



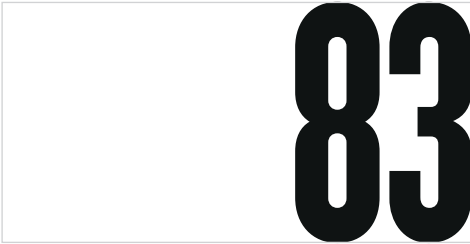
01 B. MASTER MEETING LOCK-UP, BLACK / WHITE ON PANTONE 291U



03. LOGO ONLY, CROPPED



03. LOGO ONLY, CROPPED



03. LOGO ONLY, CROPPED

02

COLOUR AND FINISHES

2.1 COLOUR

2.2 SPECIAL FINISHES

2.1

The Goodwood Members' Meeting brand colour palette consists of three colours; black, white and blue, which make up the brand colour palette. A 10% tint of black may be used for backgrounds where appropriate.

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

BLUE

PANTONE 291 U

CMYK 47, 4, 0, 0

RGB 125, 189, 236

HEX #7CBDEB

100%

GREY

PANTONE COOL GRAY 2 U

CMYK 0, 0, 0, 10

RGB 237, 237, 237

HEX #EDED ED

RAL 9002

100%

BLACK

CMYK 0, 0, 0, 100

RGB 0, 0, 0

HEX #000000

RAL 9017

100%

WHITE

CMYK 0, 0, 0, 0

RGB 255, 255, 255

HEX #FFFFFF

RAL 9016

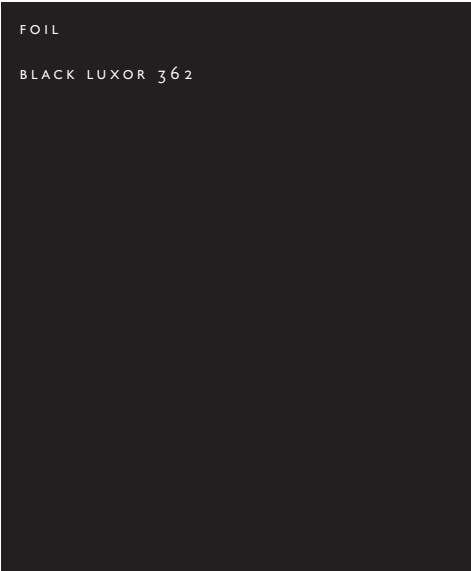
100%

2.2

To enhance the high quality characteristics of the Goodwood Members' Meeting brand, we strongly advise using a black foil block on the principle logo, meeting specific logo and / or headings where appropriate.

When hot stamping, use Black Luxor 362.

SPECIAL FINISHES



03

TYPOGRAPHY

- 3.1 CORE BRAND FONT
- 3.2 TYPOGRAPHY HIERARCHY

3.1

Gill Sans, Warnock Pro and Knockout make up our suite of Goodwood Members' Meeting brand fonts and should be used across all our communications. This ensures consistency across the Goodwood Members' Meeting brand.

We primarily use; Warnock Pro Light for body copy, Warnock Pro Semibold for secondary sub-headings, Gill Sans Light for quotes and pull out copy, Gill Sans Bold for website URLs, Knockout 66 Full Flyweight for headings, sub-headings and event dates.

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

Refer to the next page for details on how we use Gill Sans within communications.

TYPOGRAPHY

BRAND FONT

WARNOCK PRO

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BODY COPY

Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SECONDARY SUB-HEADINGS

GILL SANS

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

INTRODUCTORY COPY
QUOTES
PULL OUT COPY

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

WEBSITE URLS

KNOCKOUT 66

FLYWEIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADINGS
SUB-HEADINGS
EVENT DATES

3.2

This is a guide to show how the three brand fonts should be used within communications.

The font size and leading may vary depending on the communication or design / layout, however should always be in proportion to each other, in align with these guidelines. The hierarchy, fonts, case and tracking must adhere to these guidelines.

TYPOGRAPHY

HIERARCHY

LARGE
HEADING

HEADING
KNOCKOUT 66 FULL FLYWEIGHT
UPPERCASE, TRACKING +120

SUB-HEADING

SUB-HEADING
KNOCKOUT 66 FULL FLYWEIGHT
UPPERCASE, TRACKING +120

Introductory copy. Cerciis iunt eos quam doluptur susdaeceat atiscium 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
GILL SANS LIGHT
SENTENCE CASE, TRACKING +10

Secondary sub-heading

Body copy. Cerciis iunt eos quam doluptur susdaeceat atiscium 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
WARNOCK PRO SEMIBOLD
SENTENCE CASE, TRACKING +100

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

QUOTES / PULL OUT COPY
GILL SANS LIGHT
SENTENCE CASE, TRACKING +10
QUOTATION MARKS MUST BE SET TO
OPTICAL MARGIN ALIGNMENT

CAPTION CREDIT

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

BODY COPY
WARNOCK PRO LIGHT
SENTENCE CASE, TRACKING +100

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

BULLET POINTS
WARNOCK PRO LIGHT
SENTENCE CASE, TRACKING +100
BULLET POINTS MUST BE DASHES, NEVER DOTS

15-16 APRIL 2023

EVENT DATE
KNOCKOUT 66 FULL FLYWEIGHT
UPPERCASE, TRACKING +120

goodwood.com

WEBSITE URL
GILL SANS BOLD
LOWERCASE, TRACKING +80

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 Members' Meeting 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

PHOTOGRAPHY



05

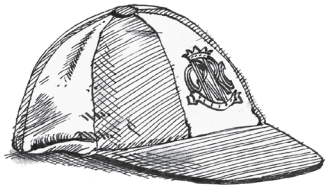
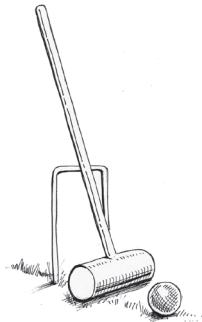
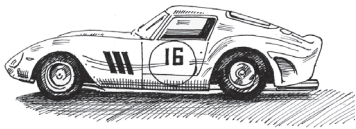
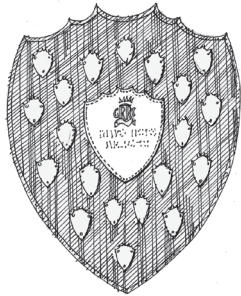
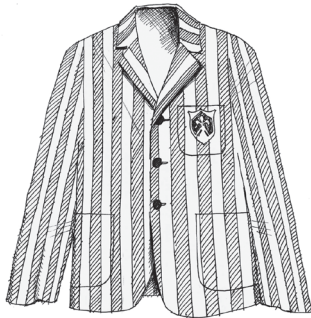
ILLUSTRATION

5.1 ILLUSTRATION STYLE

This is a selection from a resource of illustrations specifically commissioned for the Goodwood Members' Meeting.

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

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



o6

GRAPHICS

- 6.1 AUBIGNY
- 6.2 DARNLEY
- 6.3 METHUEN
- 6.4 TORBOLTON

6.1

Each house has its own house captain, emblem, badge and colourway, only to be used in relation to their house.

For examples of their use, please see the *Application* section.

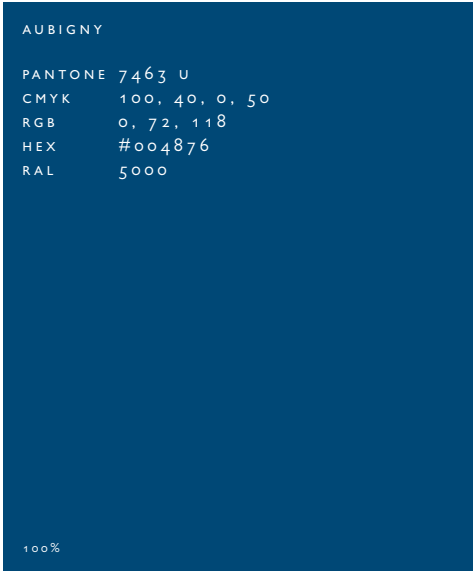
HOUSE GRAPHICS – AUBIGNY



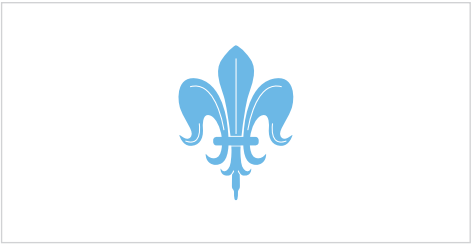
HOUSE SHIELD – THE FLEUR DE LIS



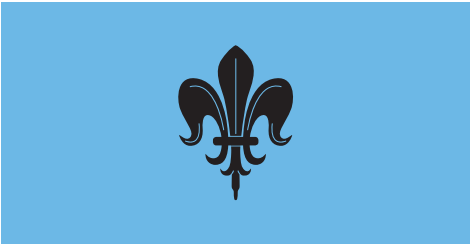
HOUSE BADGE – THE FLEUR DE LIS



HOUSE COLOUR



HOUSE EMBLEM, PANTONE 291 U



HOUSE EMBLEM, MONO



HOUSE EMBLEM, WHITE

6.2

Each house has its own house captain, emblem, badge and colourway, only to be used in relation to their house.

For examples of their use, please see the *Application* section.

HOUSE GRAPHICS – DARNLEY



HOUSE SHIELD – THE BULL



HOUSE BADGE – THE BULL

DARNLEY

PANTONE 4276 U

CMYK 0, 0, 0, 40

RGB 178, 178, 178

HEX #B2B2B2

RAL 7045

100%

HOUSE COLOUR



HOUSE EMBLEM, PANTONE 291 U



HOUSE EMBLEM, MONO



HOUSE EMBLEM, WHITE

6.3

Each house has its own house captain, emblem, badge and colourway, only to be used in relation to their house.

For examples of their use, please see the *Application* section.

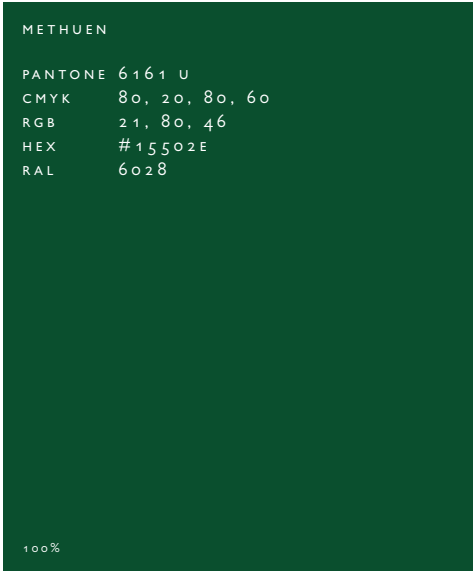
HOUSE GRAPHICS – METHUEN



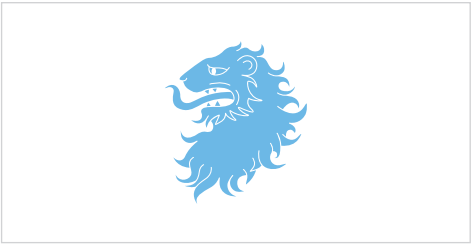
HOUSE SHIELD – THE LION



HOUSE BADGE – THE LION



HOUSE COLOUR



HOUSE EMBLEM, PANTONE 291 U



HOUSE EMBLEM, MONO



HOUSE EMBLEM, WHITE

6.4

Each house has its own house captain, emblem, badge and colourway, only to be used in relation to their house.

For examples of their use, please see the *Application* section.

HOUSE GRAPHICS – TORBOLTON



HOUSE SHIELD – THE HARP



HOUSE BADGE – THE HARP

TORBOLTON

PANTONE	187 U
CMYK	20, 100, 100, 10
RGB	183, 25, 24
HEX	#B71918
RAL	3001

100%

HOUSE COLOUR



HOUSE EMBLEM, PANTONE 291 U



HOUSE EMBLEM, MONO



HOUSE EMBLEM, WHITE

07

QR CODES

7.1

QR codes may be used where appropriate in both digital and print applications.

They must be used in a specific style, as shown here.

Unless agreed, they must be centred in all applications.

In order to make sure the QR code is visible for scanning, please ensure the following:

The QR code may be used in mono, white or brand colour. For print application they may be foiled using the correct brand foil reference.

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

To enable best user experience on event, large screen digital advertisements featuring QR codes should not be smaller than 750px.

For all internal Goodwood QR code requirements, please contact design@goodwood.com with your requirements.

For Goodwood Partners, we ask that you follow the same style as the Goodwood QR codes as closely as possible.

DESIGN STYLE



PRINT



SMALLEST SIZE = 10MM

DIGITAL



SMALLEST SIZE = 50PX

08

APPLICATION

- 8.1 BRAND CAMPAIGN
- 8.2 BRAND CAMPAIGN LAYOUT
- 8.3 CAR STICKER
- 8.4 VISITOR INFORMATION LEAFLET
- 8.5 HOUSE BADGE CARDS
- 8.6 VIDEO SLATES
- 8.7 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.

8.1

BRAND CAMPAIGN



8.2

There are a number of different rules for designing an advert. The principles to follow are shown here. These principles apply across all tiers of advertising, to ensure brand consistency.

APPLICATION

BRAND CAMPAIGN LAYOUT

SIZE
A4
210 X 297MM

MARGINS
ALL 12.7MM

STRAPLINE
GILL SANS LIGHT
UPPERCASE
SIZE 9PT, TRACKING +200



PRINCIPLE LOGO
HEIGHT 19MM

ALTERNATIVE MEETING WORDMARK
HEIGHT 10.5MM

EVENT DATE
KNOCKOUT 66 FULL FLYWEIGHT
UPPERCASE
SIZE 20PT, TRACKING +120

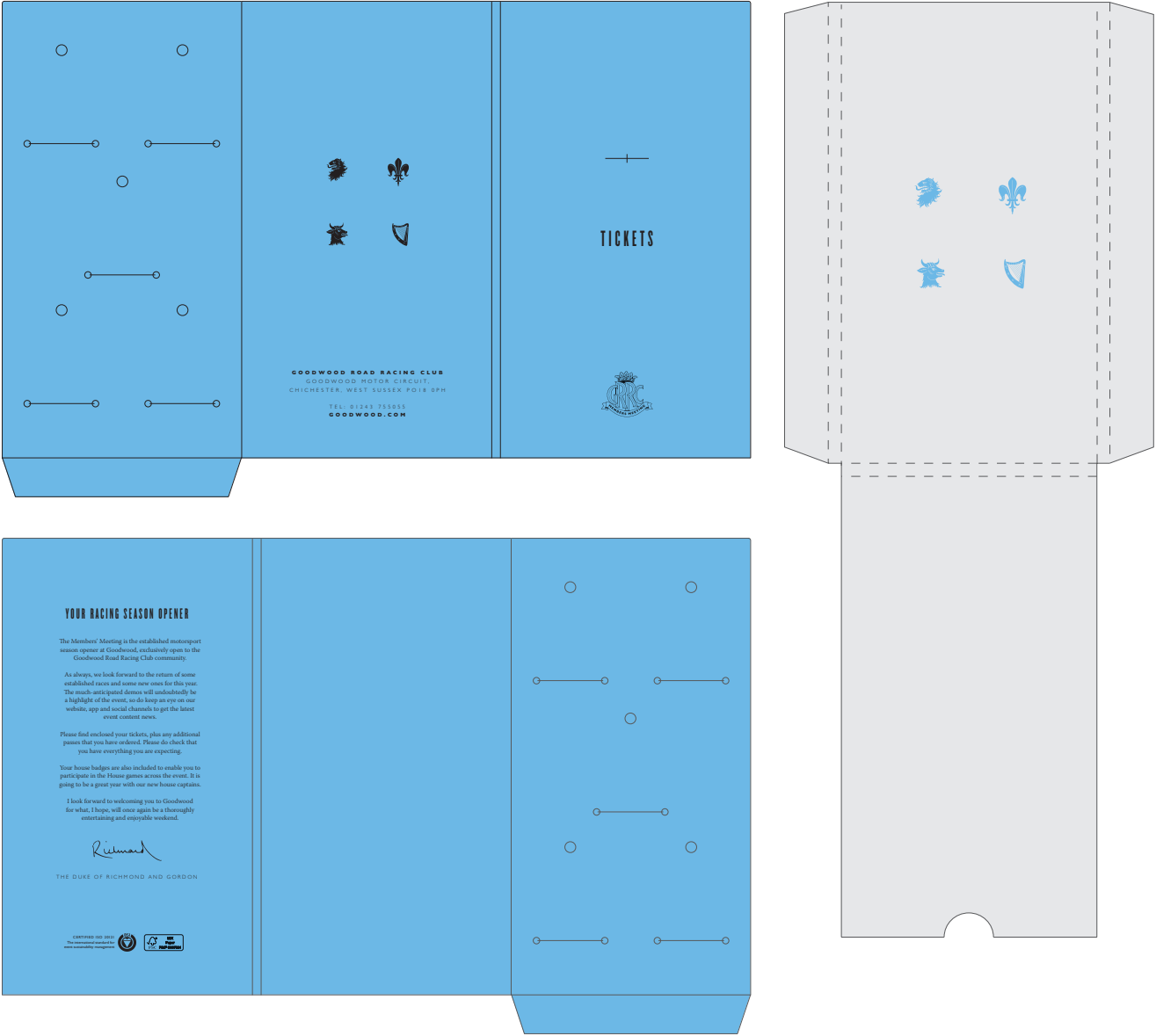
8.3

CAR STICKER



8.4

VISITOR INFORMATION LEAFLET



8.5

HOUSE BADGE CARDS



8.6

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.

VIDEO SLATES



SIZE
1920 X 1080PX

MARGINS
TOP 200PX
BOTTOM 150PX
LEFT 100PX
RIGHT 100PX

FRONT SLATE

PRINCIPLE LOGO
HEIGHT 355PX

TITLE
KNOCKOUT 66 FULL FLYWEIGHT
UPPERCASE
SIZE 118PT, LEADING 126PT
TRACKING +120



BACK SLATE

PRINCIPLE LOGO
HEIGHT 355PX

EVENT DATE
KNOCKOUT 66 FULL FLYWEIGHT
UPPERCASE
SIZE 118PT, LEADING 126PT
TRACKING +120

CALL TO ACTION
KNOCKOUT 66 FULL FLYWEIGHT
UPPERCASE
SIZE 80PT, LEADING 55PT
TRACKING +100

WEBSITE URL
GILL SANS BOLD
LOWERCASE
SIZE 30PT, LEADING 45PT
TRACKING +80

8.7

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

Where possible the primary text overlay style must be used.

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

The text overlay where possible should be limited to one line of text to allow the audience time to read the text in full.

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

Special effects such as drop shadows, are not permitted.

VIDEO TEXT OVERLAYS



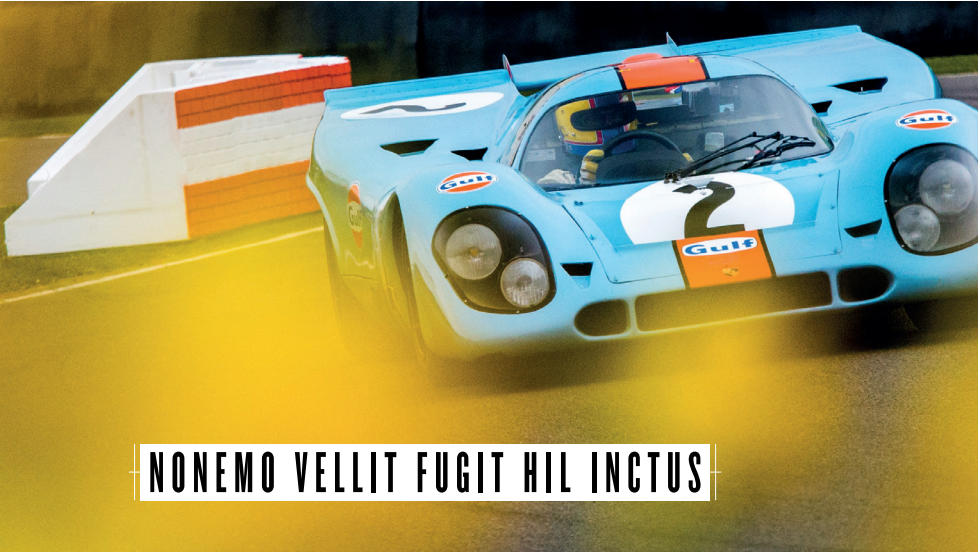
SIZE
1920 X 1080PX

MARGINS
ALL 100PX

PRIMARY TEXT OVERLAY

BLACK ON BLUE

KNOCKOUT 66 FULL FLYWEIGHT
UPPERCASE
SIZE 118PT, LEADING 126PT
TRACKING +120



ALTERNATIVE TEXT OVERLAY

BLACK ON WHITE

KNOCKOUT 66 FULL FLYWEIGHT
UPPERCASE
SIZE 118PT, LEADING 126PT
TRACKING +120

09

TONE OF VOICE

9.1

When talking about the event, the first mention is always “the Goodwood Members’ Meeting, presented by Audrain”.

Depending on the length of the document, it might feel right to use the full “Goodwood Members’ Meeting” or simply “Members’ Meeting”. This should only be done if it flows nicely, and repeat uses should be without “presented by...”

Thereafter it is “Members’ Meeting” (capital M), “Goodwood”, “the event”, “the weekend”, or variations on that theme.

Please note that the apostrophe after the ‘s’ of members must always be used when writing copy. The only time the apostrophe may be omitted is within the logo or word mark.

Please ensure that the copy is consistent.

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

GOOD AND NOT-SO-GOOD WORDS

GOOD WORDS TO USE

Adventurous
Authentic
Camaraderie
Celebrate
Community
Dedicated
Devoted
Engaged / engaging
Enthusiasms
Exciting
Exclusive
Exhilarating
Extraordinary
Fun
Genuine
Inimitable
Intimate
Invitation-only
Like-minded
Memorable
Passions
Quintessentially English
Remarkable
Shared experience
Thrilling
Unique
Wheel-to-wheel racing

NOT-SO-GOOD WORDS

Aspirational
Celebrity
Fashionable
High end
High net worth individuals
Member perks
Petrol head
Posh
Premium
Pretentious
Something for everyone
Rich
Totally unique
Truly
Value for money
Vehicle

10

CONTACTS

CONTACTS

GENERAL

Please contact the Goodwood Members' Meeting Marketing Team with any queries:

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

GOODWOOD PARTNER

Please contact your Goodwood Account Manager with any queries relating to these guidelines.

SOCIAL

Instagram:
@goodwoodrrc
instagram.com/goodwoodrrc

Facebook:
GoodwoodRRC
facebook.com/GoodwoodRRC

Twitter:
@GoodwoodRRC
twitter.com/GoodwoodRRC

YouTube
@GoodwoodRR
youtube.com/@GoodwoodRR