



BRAND STANDARDS



THE WHY

THE ONLY CLASSIC
RACETRACK IN THE
WORLD STILL IN ITS
ORIGINAL FORM

THE HISTORY

The Goodwood Motor Circuit was founded by Freddie March, later the ninth Duke of Richmond, at the end of the Second World War. It began life as a war-time airfield that played a major part in the Battle of Britain. RAF pilots used to race their cars around the perimeter track, inspiring the Duke with the idea to turn it into a motor circuit.

Goodwood Motor Circuit opened in 1948 and closed in 1966, which meant that Goodwood was the home of British motorsport during the sports most exciting and glamorous era, when legendary drivers competed in what are now some of the most desirable and valuable cars in the world.

Freddie March was far-sighted in terms of safety precautions and introduced concrete barriers to protect the crowds as early as 1950, with a chicane introduced the following year. It was the first time a chicane had been added to a circuit to slow cars down rather than simply to add interest.

Early Scalextric was entirely modelled on Goodwood and you could even buy the Goodwood Chicane complete with hay bales.

Fifty years to the day after its original opening, the current Duke of Richmond re-opened the circuit in 1998 with a three-day event now known as Goodwood Revival.





GOODWOOD MOTOR CIRCUIT

Goodwood is the only classic circuit in the world to remain entirely in its original form and has been meticulously restored; everything from the track itself to the many authentic wartime buildings that still stand on the site.

Home to Goodwood Revival and Members' Meeting, the motor circuit is open throughout the year for special track days and driving experiences. It also hosts the Goodwood Breakfast club, which brings anyone and everyone who loves cars together on a Sunday morning to enjoy breakfast and share their passion for the automobile in all its various forms.

BRAND STANDARDS

CONTENTS

01	BRAND MARKS	7
02	COLOUR AND FINISHES	10
03	TYPOGRAPHY	13
04	PHOTOGRAPHY	16
05	GRAPHICS	18
06	QR CODES	20
07	APPLICATION	22
08	MOTOR CIRCUIT SUB-BRANDS	28
09	TONE OF VOICE	32
10	CONTACTS	34

O 1

BRAND MARKS

1.1 LOGO

1.2 COLOURWAYS

These pages have been prepared to provide anyone using the Goodwood Motor Circuit 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 MOTOR CIRCUIT logo (“Logo”) is exclusively for use in relation to the GOODWOOD MOTOR CIRCUIT. The Logo is registered as a UK trade mark owned by the Goodwood Estate Company Limited.

The Logo should always have clear visual clarity within the artwork. Unless agreed, the Logo must be centred in all applications.

The safe area always makes the Logo visually balanced in any format. No visible element should be included within the safe area.

All Logos will be supplied as JPEG files on request, unless otherwise specified. Please see overleaf for all available colourways for the Logo.

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 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: Festival of Speed].
- 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.”].

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



1.2

COLOURWAYS

Available colourways for the Goodwood Motor Circuit Logo.

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



01. MASTER LOGO, FULL COLOUR



01. MASTER LOGO, FULL COLOUR ON GREEN



01. MASTER LOGO, FULL COLOUR ON BLACK



02. GREEN



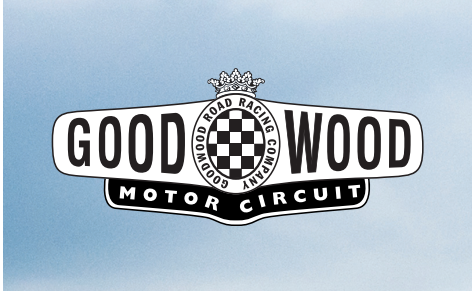
03. MONO



04. WHITE



05. BLACK AND WHITE



05. BLACK AND WHITE ON LIGHT BACKGROUNDS



05. BLACK AND WHITE ON DARK BACKGROUNDS

02

COLOUR AND FINISHES

2.1 COLOUR

2.2 SPECIAL FINISHES

2.1

The Goodwood Motor Circuit brand colour palette consists of three colours; black and white, which make up the brand colour palette.

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

GREEN

PANTONE	343
CMYK	89, 19, 72, 60
RGB	0, 83, 61
HEX	#00533D
RAL	6005

100%

OFF-BLACK

CMYK	0, 0, 0, 95
RGB	40, 39, 39
HEX	#282727
RAL	9004

95%

GREY

PANTONE	877
CMYK	0, 0, 0, 55
RGB	152, 148, 150
HEX	#989496
RAL	7005

100%

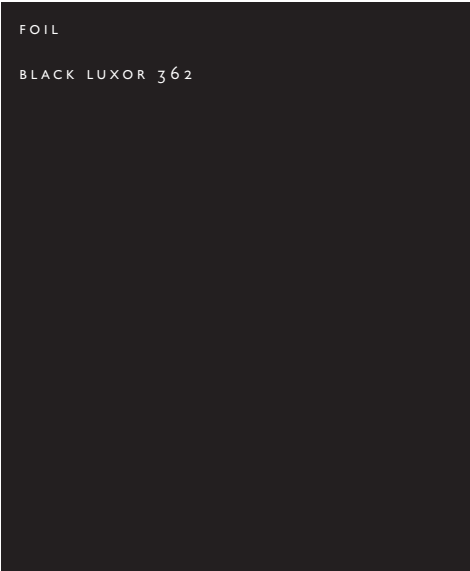
2.2

To enhance the high quality characteristics of the Goodwood Motor Circuit brand, we strongly advise using a silver or black foil block for the logo, please see section 1.2 for reference.

Depending on the desired finish, when hot stamping, use Kurz Alufin Mat or Black Luxor 362.

For guidance on which foil is best, please contact:
design@goodwood.com

SPECIAL FINISHES



03

TYPOGRAPHY

- 3.1 CORE BRAND FONT
- 3.2 TYPOGRAPHY HIERARCHY

3.1

Gill Sans is our Goodwood Motor Circuit brand font and should be used across all our communications. This ensures consistency across the Goodwood Motor Circuit brand.

We primarily use three weights of Gill Sans: Gill Sans Light for body copy, Gill Sans Regular for introductory copy and secondary sub-headings, Gill Sans Bold for headings, sub-headings, event dates and website URLs.

Gill Sans Light Italic can be used for short quotes, pull-out copy or captions. Gill Sans Light Italic must not be used for body copy.

Bebas Neue Regular may be used for large graphical numbers, such as statistics.

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.

BRAND FONT

GILL SANS

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BODY COPY

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SUB-HEADINGS
SECONDARY SUB-HEADINGS

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADINGS
SUB-HEADINGS
EVENT DATES
WEBSITE URLS

Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

QUOTES
PULL OUT COPY

BEBAS NEUE

REGULAR

1234567890

GRAPHIC NUMBERS ONLY

3.2

This is a guide to show how Gill Sans 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.

HIERARCHY

LARGE
HEADING

HEADING
GILL SANS BOLD
UPPERCASE, TRACKING +20

SUB-HEADING

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.

SUB-HEADING
GILL SANS REGULAR
UPPERCASE, TRACKING +300

INTRODUCTORY COPY
GILL SANS LIGHT
SENTENCE CASE, TRACKING 0

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
GILL SANS REGULAR
SENTENCE CASE, TRACKING +100

“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.”

QUOTES / PULL OUT COPY
GILL SANS LIGHT ITALIC
SENTENCE CASE, TRACKING 0
QUOTATION MARKS MUST BE SET TO
OPTICAL MARGIN ALIGNMENT

CAPTION CREDIT

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

BODY COPY
GILL SANS LIGHT
SENTENCE CASE, TRACKING 0

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

BULLET POINTS
GILL SANS LIGHT
SENTENCE CASE, TRACKING 0
BULLET POINTS MUST BE DASHES, NEVER DOTS

13 – 16 JULY

EVENT DATE
GILL SANS BOLD
UPPERCASE, TRACKING 0

GOODWOOD.COM

WEBSITE URLS
GILL SANS BOLD
UPPERCASE, TRACKING +80

04

PHOTOGRAPHY

4.1

PHOTOGRAPHY

This is a curated selection from an extensive resource of photography.

Only our official photography approved by The Duke of Richmond may be used in Goodwood communications.

Goodwood retains a digital image library, Third Light, to help ensure consistency and appropriate imagery is used.

Should you need access to Third Light or help selecting more imagery, please contact:
images@goodwood.com



05

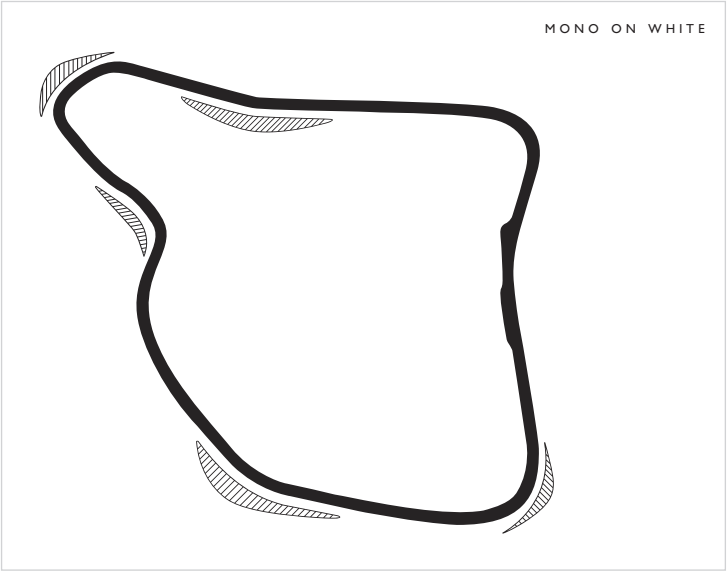
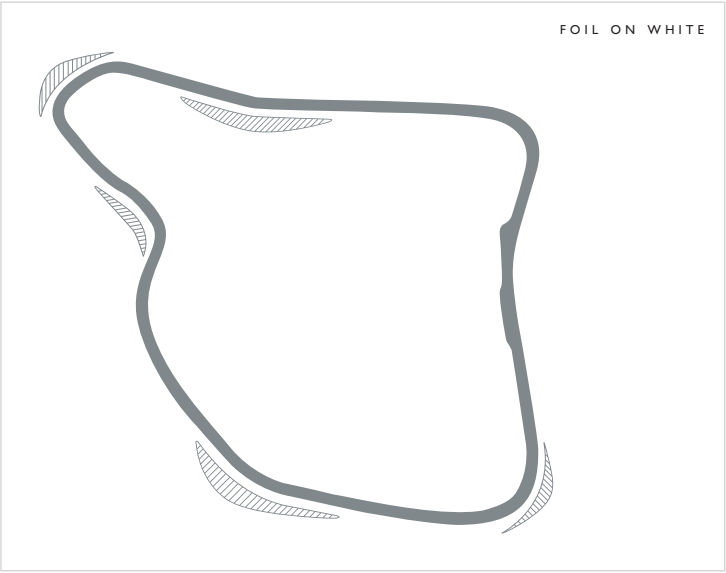
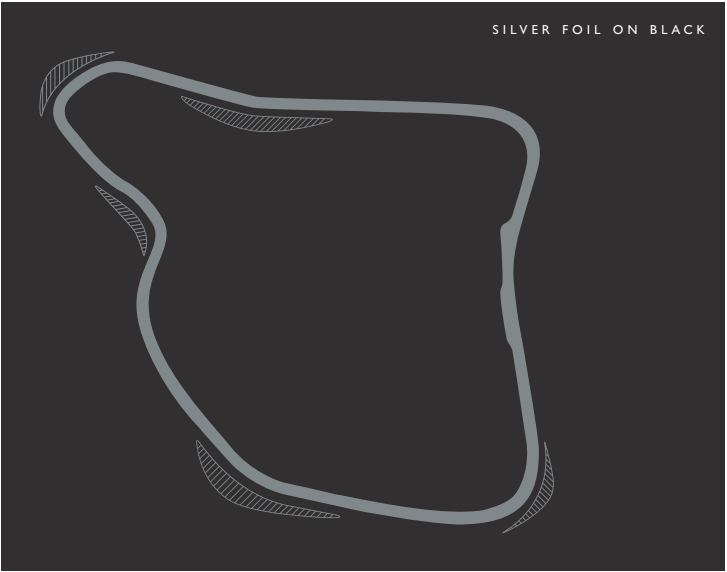
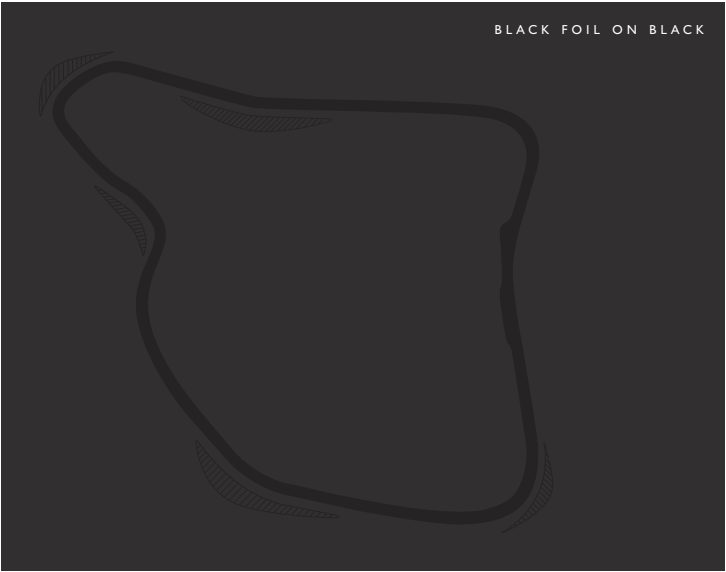
GRAPHICS

5.1

THE TRACK

A vector graphic of the Motor Circuit track is available.

The track can be foil blocked onto black or white, or printed in black on a white background.



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 BRAND CAMPAIGN
- 7.2 BRAND CAMPAIGN LAYOUT
- 7.3 BROCHURE
- 7.4 VIDEO SLATES
- 7.5 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

BRAND CAMPAIGN

There are a number of different rules for designing the Goodwood Motor Circuit brand campaign. The principles to follow are shown on the next page. These principles apply across all tiers of advertising, to ensure brand consistency.



7.2

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.

A subtle drop shadow may be used for the event date, call to action and website URL should legibility be compromised by the image. All drop shadows should follow these settings:

Blending
Mode: Multiply
Colour: 80% Black

Position
Distance: 0
Angle: 180
X Offset: 0
Y Offset: 0

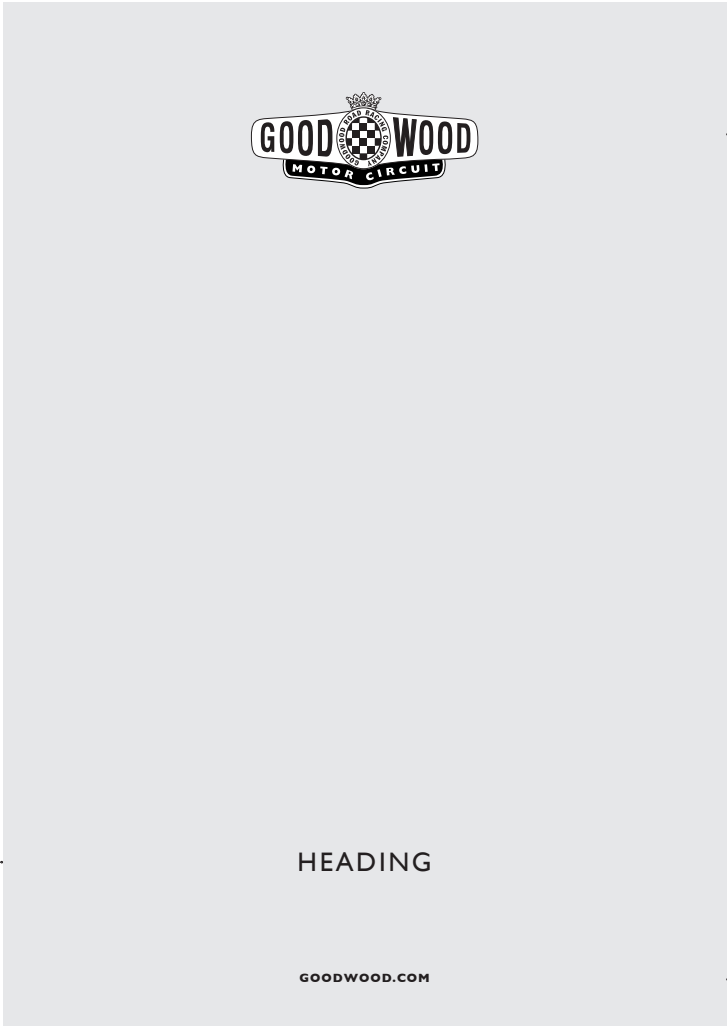
Options
Size: 3mm
Spread: 0%
Noise: 0%

BRAND CAMPAIGN LAYOUT

SIZE
A4
210 X 297MM

MARGINS
TOP 26MM
BOTTOM 12.7MM



HEADING
GILL SANS REGULAR
UPPERCASE
SIZE 22PT
TRACKING +100



LOGO
HEIGHT 28MM

WEBSITE URL
GILL SANS BOLD
UPPERCASE
SIZE 10PT
TRACKING +80

BROCHURE



**A DRIVE
LIKE NO OTHER**

ON THE WORLD'S ONLY ORIGINAL CLASSIC RACE TRACK

**YOU'VE DREAMED
IT – NOW DRIVE IT**

Home to Revival, the Goodwood Motor Circuit is the only classic race track in the world to remain entirely in its original form; it's also the one circuit that represents the most glamorous and thrilling period in motorsport history.

Here you can follow in the tracks of such racing heroes as Jim Clark, Sir Stirling Moss and Sir Jackie Stewart. The historic two-and-a-half-mile circuit, with its famously demanding bumps and curves, provides a real challenge and joy for any driver who loves the feeling of high speed.


Goodwood's passion for driving and wealth of motorsport knowledge has created extraordinary driving experiences. Here you have the chance to drive an impressive fleet of BMW M Performance models, classic saloons, GTs, and iconic Land Rovers.



GROUP EXPERIENCES

**STEP IT UP
A GEAR**

Gather your friends or colleagues and elevate your group experience with an exhilarating day at the iconic Goodwood Motor Circuit. Whether you're seeking camaraderie or a bit of friendly competition, our wider range of driving experiences caters to all. Choose from the latest BMWs or indulge in the nostalgia of classic saloons, GTs, and Land Rovers from the 1950s and 1960s. With bespoke packages available, we ensure your day is tailored to perfection, promising an unforgettable journey for every driver.



GOODWOOD.COM

7.4

VIDEO END 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 250PX
BOTTOM 150PX
LEFT 100PX
RIGHT 100PX

FRONT SLATE

LOGO TO SUIT USE OVER DARK BACKGROUND
HEIGHT 290PX

HEADING
GILL SANS BOLD
UPPERCASE
SIZE 70PT
TRACKING +20

SUB-HEADING
GILL SANS REGULAR
UPPERCASE
SIZE 36PT
TRACKING +300



BACK SLATE

LOGO TO SUIT USE OVER DARK BACKGROUND
HEIGHT 240PX

WEBSITE URL
GILL SANS BOLD
UPPERCASE
SIZE 36PT
TRACKING +80

7.5

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

When using the Text Overlay style, 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 text overlay may be used in either the black or the white design.

The position of the text overlay may change to suit the accompanying footage.

VIDEO TEXT OVERLAYS



SIZE
1920 X 1080PX

MARGINS
ALL 100PX



TEXT OVERLAY

GILL SANS REGULAR
UPPERCASE
SIZE 45PT
TRACKING +100

o8

MOTOR CIRCUIT SUB-BRANDS

- 8.1 BREAKFAST CLUB
- 8.2 ULTIMATE DRIVING AT GOODWOOD
- 8.3 MOTOR CIRCUIT CAFÉ

8.1

The “BREAKFAST CLUB” logo (“Logo”) – the Mark is exclusively for use in relation to Goodwood Motor Circuit.

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”].

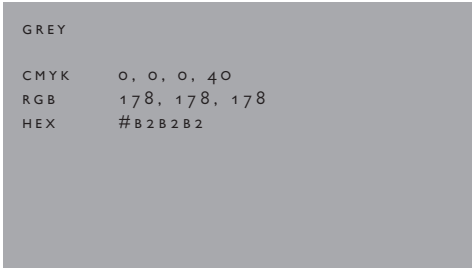
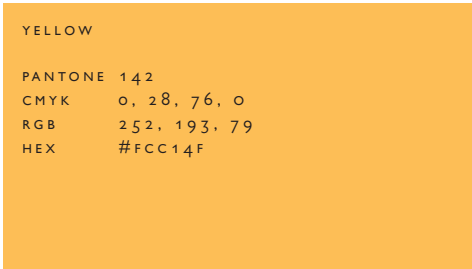
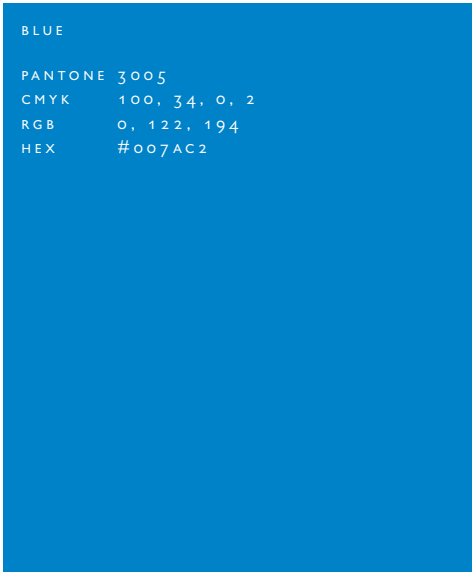
For further advice and approval of use, please contact:
design@goodwood.com

BREAKFAST CLUB

LOGO



COLOUR



TYPOGRAPHY: GILL SANS

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BODY COPY
TRACKING 0

Bold Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADINGS
SUB-HEADINGS
EVENT DATES
WEBSITE URLS
TRACKING +40

8.2

The word mark “ULTIMATE DRIVING AT GOODWOOD” (“Wordmark”) and the “ULTIMATE DRIVING AT GOODWOOD” logo (“Logo”) – the Marks are exclusively for use in relation to Goodwood Motor Circuit.

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

ULTIMATE DRIVING AT GOODWOOD

LOGO

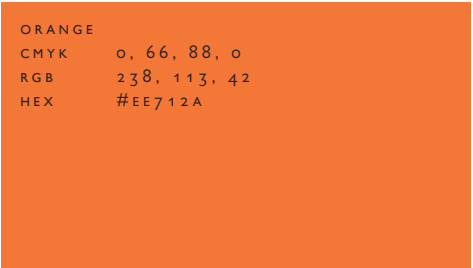
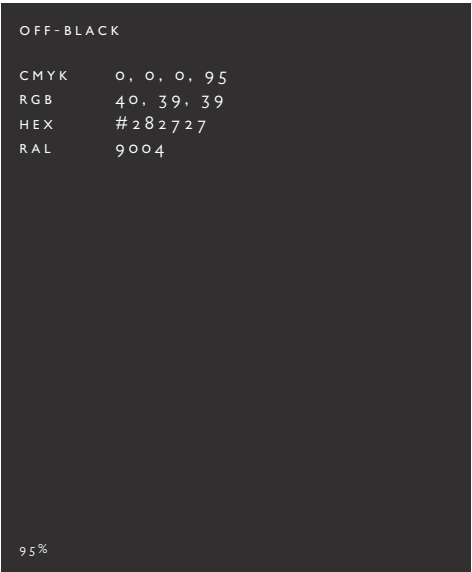


TYPOGRAPHY: GILL SANS

Light

Regular

COLOUR



abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BODY COPY
TRACKING 0

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADINGS
SUB-HEADINGS
EVENT DATES
TRACKING +100

8.3

The word mark “MOTOR CIRCUIT CAFÉ” (“Wordmark”) – the Mark ia exclusively for use in relation to Goodwood Motor Circuit.

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”].

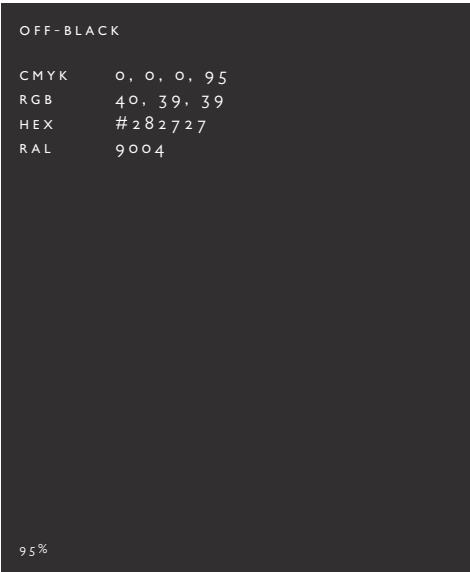
For further advice and approval of use, please contact:
design@goodwood.com

MOTOR CIRCUIT CAFÉ

LOGO



COLOUR



WHITE

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

TYPOGRAPHY: GILL SANS

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BODY COPY
TRACKING 0

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADINGS
SUB-HEADINGS
TRACKING +100

09

TONE OF VOICE

9.1

Please ensure that voice is consistent with Goodwood Motor Circuit.

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

GOOD AND NOT-SO-GOOD WORDS

GOOD WORDS TO USE

Accelerate
Action
Adrenaline-fuelled
Adventurous
Authentic
Challenging
Classic
Dynamic
Exciting/Excitement
Exhilarating
Expert
Fast/Fastest
Historic
Iconic
Memorable
Motorsport heroes
Motorsport legends
Original
Passion
Performance
Restored
Speed
Spiritual home of British motorsport
Thrilling
Ultimate
Unforgettable

NOT SO GOOD WORDS

Aspirational
Fun-fuelled/fun-filled
Nostalgic
Outrageous
Pedal to the metal
Petrol head
Premier
Prestigious
Super premium
The real deal
... to the max
Vehicle

10

CONTACTS

CONTACTS

GENERAL

Please contact the Goodwood Motor Circuit Marketing Team with any queries:

Jade Callan
Head of Estate Marketing & PR
jade.callan@goodwood.com
01243 755000 ext. 3472

SOCIAL

Instagram:
@goodwoodmotorcircuit
instagram.com/goodwoodmotorcircuit

Facebook:
Goodwood Motor Circuit
facebook.com/goodwoodmotorcircuit