

BRAND STANDARDS



THE WHY

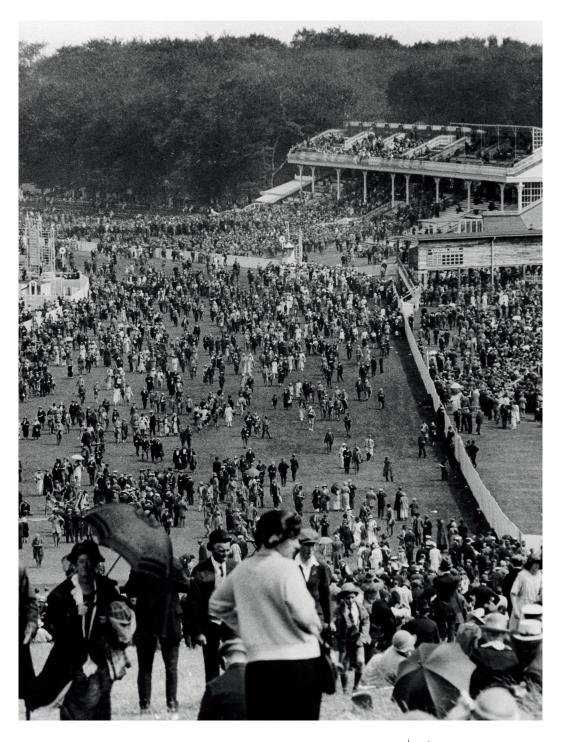
CONTINUING THE
LONGSTANDING TRADITION
OF HORSERACING AT
GOODWOOD AS A RELAXED
AND CONVIVIAL EXPERIENCE
THAT EPITOMIZES ENGLAND
IN THE SUMMER.

THE HISTORY

The first Duke of Richmond's father, King Charles II loved horseracing and the Duke was famously conceived during a house party where everyone was staying for racing at Newmarket. Match racing between two horses was a fashionable sport enjoyed by the early Dukes on the Harroway, the open stretch of land on the South Downs above Goodwood. In 1801, the third Duke of Richmond held a private race meeting for the Sussex Militia. The event was such a success that the following year he held Goodwood's first ever public race meeting.

From those early days, 'Raceweek' became a highlight of the English social and summer season, when the cream of society descended upon Goodwood for the racing. Held during the last week of July, it marked the end of 'the London season,' immediately after which, everyone departed for Scotland to shoot grouse.

King Edward VII, who attended every year, famously dubbed the festival meeting 'a garden party with racing tacked on'. Dress was very formal, similar to Ascot, until the King made it more relaxed, which led to what it has become known for today – a quintessentially English summer look of floral dresses, Panama hats and linen suits.





GOODWOOD RACECOURSE

Horseracing at Goodwood is dominated by the Qatar Goodwood Festival, which has become a much-loved fixture in the English social season. It boasts a number of Group 1 races, including the Sussex Stakes, which is worth over a million pounds in prize money. During five days of exceptional racing, many of the world's greatest horses battle it out for honours at what is widely thought to be the most beautiful racecourse in the world.

Goodwood has played a significant part in Britain's racing history. Lord George Bentinck commissioned the first ever horsebox to take his horse, Elis, in secret from Goodwood to Doncaster to win the 1836 St. Leger. In 1952, Goodwood became the first British racecourse to provide racegoers with live commentary. Racing commentary on BBC radio had begun five years earlier, again here at Goodwood. It was also here that Her Majesty The Queen had her last winner with her horse Love Affair. The Queen was a regular visitor and had many winners at Goodwood, after which they'd always put the cup on the table of the Egyptian dining room at dinner.

Over and above what has become known as 'Glorious Goodwood', the racecourse enjoys 15 further days' racing, which includes the famous Three Friday Nights (3FN) where world-renowned DJs take to the decks after racing in June.

BRAND GUIDELINES

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BRAND MARKS

1.1 DEVICE

1.2 DEVICE ELEMENTS

1.3 COLOURWAYS

These pages have been prepared to provide anyone using the Goodwood Racecourse 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.

The GOODWOOD RACECOURSE brand comprises two elements: 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 Racecourse brand.

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

In restricted spaces, the Logo 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 and Logo.

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 and/or 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 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



 $X = \begin{bmatrix} G \end{bmatrix}$

DEVICE ELEMENTS

In restricted spaces, the Logo may appear alone.

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





O1. DEVICE O2. LOGO

COLOURWAYS

Available colourways for the Goodwood Racecourse Device.

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







O1. MASTER DEVICE



O1. MASTER DEVICE, FOR USE ON LIGHT BACKGROUNDS



O2. MASTER DEVICE, WHITE, FOR USE ON DARK BACKGROUNDS

COLOUR AND FINISHES

- 2.1 COLOUR
- 2.2 SPECIAL FINISHES

COLOUR

The Goodwood Racecourse brand colour palette consists of two colours:

Red is used for the logotype and headings only. Yellow is used for backgrounds only.

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.



PANTONE 109
CMYK 0, 28, 98, 0
RGB 252, 190, 0
HEX #FCBEOO
RAL 1003

SPECIAL FINISHES

To enhance the high quality characteristics of the Goodwood Racecourse brand, we strongly advise embossing the Logo and applying a clear foil block to the Device or Logo where appropriate.

When hot stamping the Device and/or Logo, the Logo element must be embossed to further enhance the quality of the brand.

FOIL			
CLEAR GLOSS	5		

TYPOGRAPHY

- 3.1 BRAND FONT
- 3.2 TYPOGRAPHY HIERARCHY

Trajan Pro and Stempel Garamond make up our suite of Goodwood Racecourse brand fonts and should be used across all our communications. This ensures consistency across the Goodwood Racecourse brand.

We primarily use; Trajan Pro Bold for headings and sub-headings; Stempel Garamond Regular for body copy; Stempel Garamond Bold for website URLs and Stempel Garamond Italic for quotes and pull out copy.

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

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

BRAND FONT

TRAJAN PRO

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

HEADINGS SUB-HEADINGS

STEMPEL GARAMOND

Regular

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

BODY COPY

Bold

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

SUB-HEADINGS WEBSITE URLS

Italic

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

INTRODUCTORY COPY
QUOTES
PULL OUT COPY

This is a guide to show how Trajan Pro and 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
TRAJAN PRO BOLD
UPPERCASE, TRACKING +130

SUB-HEADING -

SUB-HEADING
TRAJAN PRO BOLD
TITLE CAPS, TRACKING +130

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 ITALIC
SENTENCE CASE. TRACKING +20

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."

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

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

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

31 JULY - 4 AUGUST -

EVENT DATES

TRAJAN PRO BOLD

TITLE CAPS, TRACKING +130

goodwood.com ----

STEMPEL GARAMOND BOLD
LOWERCASE, TRACKING +20

PHOTOGRAPHY

PHOTOGRAPHY

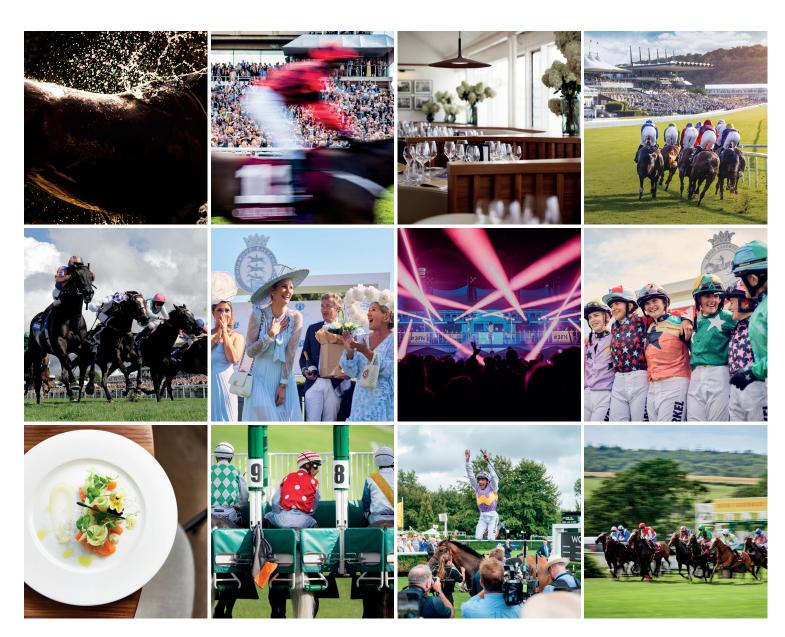
This is a curated selection from an extensive resource of photography.

Only official photography approved by The Duke of Richmond may be used in Goodwood Racecourse 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



ILLUSTRATION

Illustration is used sparingly within the Goodwood Racecourse brand, for the event maps only.

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 Racecourse brand.

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

ILLUSTRATION STYLE



QR CODES

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 that 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



DIGITAL



SMALLEST SIZE = 50PX

APPLICATION

7.1	DL	LEAFI	LET

- 7.2 BROCHURE
- 7.3 NEWSLETTER
- 7.4 RACE CARDS
- 7.5 MAP BOARD
- 7.6 TRACK AND ROADSIDE BANNERS
- 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.

DL LEAFLET













SEASON OPENER Friday 3 – Saturday 4 May

MAY FESTIVAL Friday 24 – Saturday 25 May

THREE FRIDAY NIGHTS Friday 7, 14 and 21 June

FAMILY RACE DAY Sunday 9 June

QATAR GOODWOOD FESTIVAL Tuesday 30 July - Saturday 3 August

MIDWEEK RACING Tuesday 3 and Wednesday 25 September





TUESDAY 30 JULY

TUESDAY 30 JULY
Goodwood Cup Day
The Quar Goodwood Fastel kicks off in style as fashion
enthusiasts revei in the Goodwood Talent in Fashion
Award. On the track, enjoy a feast of top-quality racing
with the Al Shaqah Goodwood Cup. Cap off the day
with our annual cricker match se at Goodwood House.

WEDNESDAY 31 JULY Susses Stakes Day
The Quater Susses Stakes, Good wood's race of champions, has a reputation for bringing together some of the most outstanding horses in training year-on-year, often referred to as the 'Duel on the Downs'. Previous winners include the mighty Paddington and the peerless Frankel.

THURSDAY 1 AUGUST

Ladies Day
Witness the unique Markel Magnolia Cup, featuring a field of inspirational women, who set aside their day jobs to become jockeys for the occasion and race in a bid to raise over £200,000 for charity. The action doesn't stop there. with the Nassau Stakes, worth in the region of £500,000

FRIDAY 2 AUGUST

FRIDAY 2 AUGUST
King Goorge Day
Make it a long weekend and start your summer
eclebrations with son Priday. The Group 2 King George
Qatar Stakes sees the world's top sprinters do battle in a
race made famous by superstar Battank. Off the track,
receptors are encouraged to embrace the Goodwood
look* and take part in our Best Dressed competition.

SATURDAY 3 AUGUST

SATURDAY 3 AUGUST
Stewards' Cap Day
A fitting finale to a fantasic week where the emphasis is
on socialising. The Coral Stewards' Cap takes centre stage
with a field of 50 thoroughbreds racing for victory. Off the
track, enjoy all the delights that Glorious Goodwood has
to offer for the final day.

RACING FIXTURES

● EVENING * FIREWORKS

BROCHURES







2024 FIXTURES

	Prize Money	Time	Gates Open
Friday 3 May	\$152,000	Afternoon	11:30
Saturday 4 May	\$250,000	Afternoon	11:30
Friday 24 May	\$197,000	Afternoon	11:30
Saturday 25 May •	5340,000	Afternoon	11:30
Friday 7 June	569,000	Evening	16:30
Sunday 9 June •	5240,000	Afternoon	11:30
Friday 14th June	171,000	Evening	16:30
Friday 21 June	576,000	Evening	16:30
Tuesday 30 July ◆	\$1,145,000	Afternoon	11:00
Wednesday 31 July ◆	\$1,445,000	Afternoon	11:00
Thursday I August •	\$1,265,000	Afternoon	11:00
Friday 2 August •	1795,000	Afternoon	11:00
Saturday 3 August ◆	5905,000	Afternoon	11:00
Friday 23 August	584,000	Evening	15:30
Saturday 24 August •	5315,000	Afternoon	11:30
Sunday 25 August •	5275,000	Afternoon	11:30
Tuesday 3 September	\$130,400	Afternoon	11:30
Wednesday 25 September	5294,000	Afternoon	11:30
Sunday 13 October	\$119,000	Afternoon	11:30

Promier Recodays



SPRING RACING

OPENING WEEKEND Friday 3 – Saturday 4 May Our feature races on the opening weekenc are devoted to fillies and mares, with two Listed contents restricted exclusively

This year, both the Linted EBF Daisy Warwick Stakes and the Linted Conqueror Fillins Stakes will be run on Staurday. The former has seen some promising winners down the years, but none more so than Alpinites (raned 113), who was successful in 2021. She shot to frame in the Quare Prix de l'Arc de l'itomphe and set has madrid in neces in more particular des particular des particular de l'arc de l'itomphe and set has madrid in neces in more de l'arc de l'itomphe and set has madrid in neces in more de l'arc de l'itomphe and set has madrid in neces in more de l'itomphe and set has madrid in neces in more de l'itomphe and set has madrid in neces in more de l'itomphe and set has madrid in neces in more de l'itomphe and set l'itom

Meanwhile, the Conqueror Stakes, which received about in prine money hast year to 840,000 where it remains, it run for there-year-olds and upwards over a mile. Nyaleti was the 2011 renoval on votes to claiming the German 1,200 Cuincas, while the year's winner, Roman Min; proved consistent after that, finishing second in the Group 3 Valant Stakes of the property of Germany in Group be Company.

FRIDAY 3 MAY	Rating	Class	Distance	Age	Prize Money
EBF Juddmonte Novice	C,D	2	56	2	£30,000
Handicap	0-105	2	56	4+	140,000
Handicap	71-90	3	6ć	4+	120,000
EBF Conditions		2	Im	3	£30,000
Handicap	56-75	5	Im 2i	4+	£10,000
Handicap	51-70	4	Im	3	£10,000
Handicap	61-80	4	Im 66	4+	£12,000
TOTAL					\$152,000

SATURDAY 4 MAY	Rating	Class	Distance	Age	Prize Mone
Handicap	71-90	3	71	3	120,000
The Conqueror Fillies Stakes		1 (L)	Im	3+	160,000
Maiden	BCD	4	Im	3,4,5	120,000
The EBF Daisy Warwick Fillies Stakes		1 (L)	Im 4f	4+	160,000
Handicap	66-85	4	2m	4+	120,000
Handicap	79-98	2	Im 2i	4+	150,000
Handicap	61-80	4	56	3	120,000
TOTAL					1250,000

~

NEWSLETTER







MARKEL MAGNOLIA CUP

Olivia Kimber set to become the first female rider with multiple sclerosis to ride an a British horserace

RACE CARDS







RICHMOND ENCLOSURE

Veuve Clicquot Champagne & Seafood Bar Situated on the Richmond Laws with trutaning views of the finish line enjoy a glass of Veuve Cicquet whilst relating on the Laws. Perfect for pairing with a bottle of Veuve Cicquet, the Seafood Bar will be efficing a from terrumer mean.

March Coffee Shop

Locard on the ground floor of the March Stand, the perfect place to grab a drink
and a light hist so set. Cast Iron Coffee Reastern have collaborated with Goodwood
Raccourse to create a bespoke Goodwood Coffee Blend for the March Coffee Shop
this states.

The Double Trigger Restaurant
The Double Trigger Restaurant is the perfect way to enhance a day at the races. With
views of the horsewalk is the perfect spot to enjoy a three course à la carte menu and
soak up the atmosphere.

DRINK

1812 Bar and Conservatory
Situated on the ground floor of the March Stand, this is the perfect location to study
the form and gather with friends over a glass of Goodwood beer.

The Ridgeview Pavilion
Capturing the source of a summer guiden party, the Ridgeview Pavilion is located within the Richmond Euclimous above the Parada Ring, Serving Ridgeview vlaguar, complex, and globally ward-winning English sparkling wine, it is a beautiful upon to collecture, relax with friends, or admins the start on the option world up close.







MAP BOARDS





TRACK AND ROADSIDE BANNERS



QATAR GOODWOOD FESTIVAL

TUESDAY 30 JULY - SATURDAY 3 AUGUST 2024







QATAR GOODWOOD FESTIVAL

30 JULY - 3 AUGUST 2024

BOOK NOW AT GOODWOOD.COM



SEASON FINALE SUNDAY 13 OCTOBER

TICKETS FROM £28 | GOODWOOD.COM



FAMILY RACE DAY SUNDAY 8 JUNE

TICKETS FROM £28 | GOODWOOD.COM

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 320PX
BOTTOM 120PX
LEFT 100PX
RIGHT 100PX

FRONT SLATE

DEVICE HEIGHT 290PX

HEADING
TRAJAN PRO REGULAR
UPPERCASE
SIZE 60PT, TRACKING +130

SUB-HEADING

STEMPEL GARAMOND REGULAR

TITLE CAPS

SIZE 35PT, TRACKING +130



BACK SLATE

DEVICE HEIGHT 290PX

SOCIAL HANDLES
TRAJAN PRO REGULAR
TITLECAPS
SIZE 25PT, TRACKING +130

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

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: 35% Black

Position

Distance: 0

Angle: 180

X Offset: 0

Y Offset: 0

Options

Size: 20px

Spread: 0%

Noise: 0%

VIDEO TEXT OVERLAYS



SIZE 1920 X 1080PX

MARGINS ALL 100PX



TEXT OVERLAY

WHITE, WITH DROP SHADOW

TRAJAN PRO BOLD

UPPERCASE
SIZE 52PT, TRACKING +130

RACECOURSE SUB-BRANDS

- 8.1 QATAR GOODWOOD FESTIVAL
- 8.2 THREE FRIDAY NIGHTS

The "QATAR GOODWOOD FESTIVAL" logo ("Logo") – the Mark is exclusively for use in relation to Goodwood Racecourse.

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"].

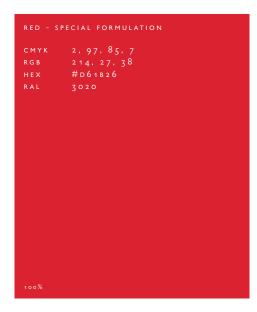
For further advice and approval of use, please contact: design@goodwood.com

QATAR GOODWOOD FESTIVAL

LOGO

COLOUR





PANTONE 109
CMYK 0, 28, 98, 0
RGB 252, 190, 0
HEX #FCBE00
RAL 1003

TYPOGRAPHY: TRAJAN PRO AND STEMPEL GARAMOND SUITE



ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

HEADINGS SUB-HEADINGS TRACKING +130

STEMPEL GARAMOND



abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

BODY COPY TRACKING +20

The word mark "THREE FRIDAY NIGHTS" ("Wordmark") and the "THREE FRIDAY NIGHTS" device ("Device") – the Marks are exclusively for use in relation to Goodwood Motor Circuit.

This Device should always have clear visual clarity within the artwork.

The Device 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 Device retains its strength and value it is vital that the Device is used in a way that is consistent, distinct and clear throughout the business. Therefore, please do not:

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- remove words or add additional words;
- change the font or style;
- re-arrange or adjust the elements of the Device; and/or
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- 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

THREE FRIDAY NIGHTS

OGO COLOUR GRAPHIC ELEMENT



INDIGO

CMYK 89, 100, 35, 41

RGB 53, 28, 71

HEX #351C47

MAGENTA

CMYK 1, 97, 4, 0

RGB 229, 11, 126

HEX #E50B7E

CMYK 19, 0, 94, 0
RGB 224, 222, 8
HEX #EODEO8

CMYK 8, 100, 47, 1 RGB 216, 7, 84 HEX #D80754

PURPLE

CMYK 84, 100, 3, 1

RGB 84, 37, 128

HEX #542580

YELLOW

CMYK 0, 28, 94, 0

RGB 252, 190, 4

HEX #FCBE04



TYPOGRAPHY: ITC AVANT GARDE PRO



abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

BODY COPY TRACKING -25

Bold

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

HEADINGS SUB-HEADINGS EVENT DATES TRACKING -25

TONE OF VOICE

GOOD AND NOT-SO-GOOD WORDS

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 WORDS TO USE

Adventurous Battle Beautiful Breathtaking British

Celebration / celebrate

Drama
English
Escape
Excitement
Exhilarating
Friendly
Fun

Galloping hooves Glamorous Glorious / glory Historic Informal Magnificent Passion

Picturesque

Party

Quintessentially English

Relaxed
Sensational
Spectacle
Spectacular
Speed
Spirit / spirited
Summer garden party

Tradition
Triumph
Thrilling
Unconventional
Unforgettable
Uninterrupted views

NOT-SO-GOOD WORDS

Aspirational
Awesome
Back in the day
Celebrity
Classy
Customer
Discount
Eye-catching
Exclusive offer
Harking back to
High-end

High net worth individuals

Indulge yourself
Plays host to
Plenty of attractions

Posh
Pretentious
Privileges
Promotions
Royalty
Sale

Something for everyone

Stylish
Totally unique
Value for money
Wannabe
Warm welcome
World-renowned

CONTACTS

CONTACTS

GENERAL

Please contact the Goodwood Racecourse Marketing Team with any queries:

Emma Chamings

Marketing and Communications Manager emma.chamings@goodwood.com 01243 755000 ext. 1085

SOCIAL

Instagram:

@goodwood_races instagram.com/goodwood_races

Facebook:

Goodwood Racecourse

Facebook.com/GoodwoodRacecourse

Twitter/X:

@Goodwood_Races