



BRAND STANDARDS



THE WHY

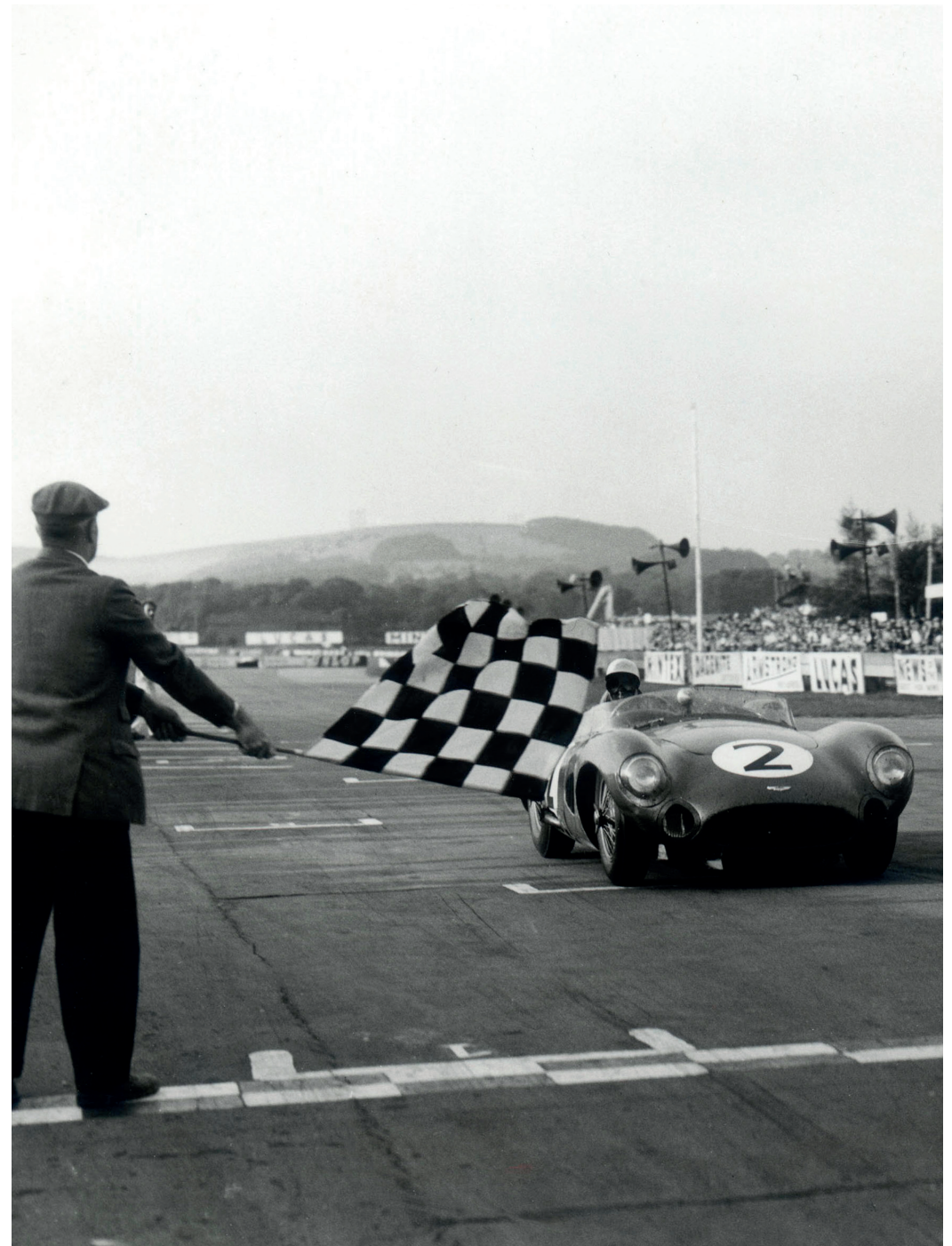
TAKING THE BEST
OF THE PAST AND
USING IT TO HELP
US REINTERPRET
AND INFLUENCE
OUR FUTURE

THE HISTORY

The Goodwood Motor Circuit was founded by the 9th 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 and its perimeter track became the racing circuit that we know today.

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

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 the Goodwood Revival.





REVIVAL

Revival is the most important and celebrated historic race meeting in the world and is the only major sporting event to take place completely to a period theme. By encouraging everyone to dress in period, our visitors feel completely immersed in the experience and become part of the show themselves.

Revival is, by its very definition, an authentic shared experience that embodies the heart of what we do at Goodwood and we plan to make Revival the biggest 'second-hand' event in the world. The core message of Revive and Thrive takes the best of the past and reinterprets it for the future. From the rarest racing cars in the world, built by master craftsmen with ownership spanning generations, to beautifully preserved vintage clothes passed down through the family, the ethos of Revival is thoroughly modern – it embodies the principles of reuse, recycle, repair, 'make do and mend' and 'made to last'.

Bringing together a dynamic community that shares a passion for true circular consumption, Revival is about vintage style, not vintage values: we embrace those values that have a place in the future but consign regressive and outdated views to the past.

BRAND STANDARDS

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O 1

BRAND MARKS

1.1 LOGO

1.2 COLOURWAYS

These pages have been prepared to provide anyone using the Goodwood Revival 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 GOODWOOD REVIVAL words (“Wordmark”), and the GOODWOOD REVIVAL MEETING (“Logo”) – The Marks are exclusively for use in relation to GOODWOOD REVIVAL brand and events. The Wordmark and Logo are both registered as trade marks in the UK and EU owned by Goodwood Estate Company Limited.

When used in copy, the words “GOODWOOD REVIVAL” [and “REVIVAL”] (“Wordmarks”) should avoid the use of “the” beforehand.

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 Device, Logo and/or Wordmark 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 or Device; and/or
- put any other mark, word or image over the Marks or in the safe area unless an official “lock-up” is fully approved by the Chief Designer.

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

LOGO



1.2

COLOURWAYS

Available colourways for the Logo.

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



01. MASTER LOGO, FULL COLOUR



02. MASTER LOGO, MONO



03. MASTER LOGO, MONO AND WHITE



04. MASTER LOGO, WHITE



05. MASTER LOGO, GOLD FOIL

02

COLOUR AND FINISHES

- 2.1 COLOUR
- 2.2 SPECIAL FINISHES
- 2.3 TEXTURES

2.1

The Goodwood Revival brand colour palette consists of three colours; green, black and grey, 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%

BLACK

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

100%

GREY

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

100%

2.3

To enhance the high quality of the Goodwood Revival brand, we strongly advise using the gold foil logo, please see section 1.2 for reference.

When hot stamping, use Gold Luxor 220.

SPECIAL FINISHES

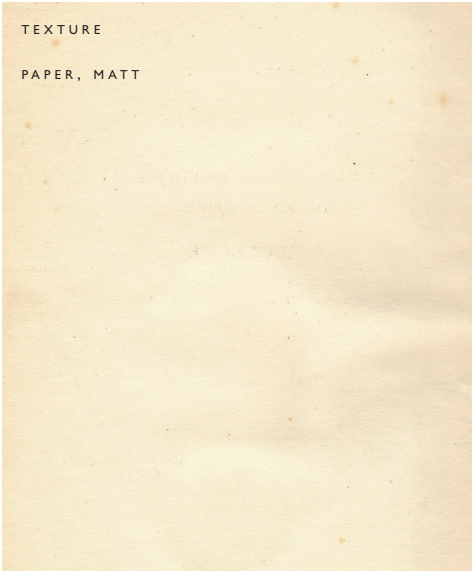


2.3

To enhance the high quality of the Goodwood Revival brand, we strongly advise using the gold foil logo, please see section 1.2 for reference.

When hot stamping, use Gold Luxor 220.

TEXTURES



03

TYPOGRAPHY

- 3.1 CORE BRAND FONT
- 3.2 TYPOGRAPHY HIERARCHY

3.1

Gill Sans is our Goodwood Revival brand font and should be used across all our communications. This ensures consistency across the Festival of Speed brand.

We primarily use two weights of Gill Sans: Gill Sans Light for body copy and Gill Sans Bold Condensed for headings, sub-headings, event dates and website URLs.

In addition to this, Leisure Script may be used for headings and Kaufmann Bold may be used for the event strapline 'Revive & Thrive' only.

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.

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

Bold Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADINGS
SUB-HEADINGS
EVENT DATES
WEBSITE URLS

LEISURE SCRIPT

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADINGS ALTERNATIVE

KAUFMANN SCRIPT

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

EVENT STRAPLINE ONLY

3.2

This is a guide to show how the Goodwood Revival 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.

HIERARCHY

LARGE
HEADING

Alternative Heading

SUB-HEADING

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.

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.

- Bullet point
- Cerciis iunt eos quam

8 • 9 • 10 SEPTEMBER 2023

GOODWOOD.COM

HEADING
GILL SANS BOLD CONDENSED
UPPERCASE, TRACKING +40

ALTERNATIVE HEADING
LEISURE SCRIPT
TITLE CASE, TRACKING +20
ROTATION ANGLE 2°
SHEAR X ANGLE 2°

SUB-HEADING
GILL SANS BOLD CONDENSED
UPPERCASE, TRACKING +40

INTRODUCTORY COPY
GILL SANS LIGHT
SENTENCE CASE, TRACKING 0

“Quote / pull out. Cerciis iunt eos quam
doluptur susdaecest atiiscium niendel
igentem. Eceate di vendi aut.”

CAPTION CREDIT

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

BODY COPY
GILL SANS LIGHT
SENTENCE CASE, TRACKING 0

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

EVENT DATE
GILL SANS BOLD CONDENSED
UPPERCASE, TRACKING VARIABLE

WEBSITE URLS
GILL SANS BOLD CONDENSED
UPPERCASE, TRACKING +40

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

ILLUSTRATION

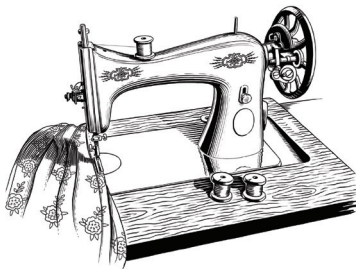
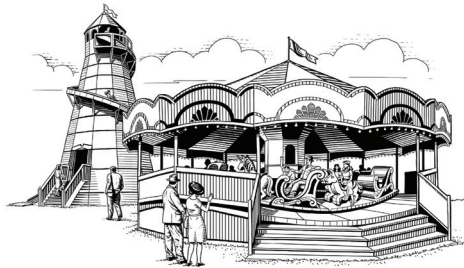
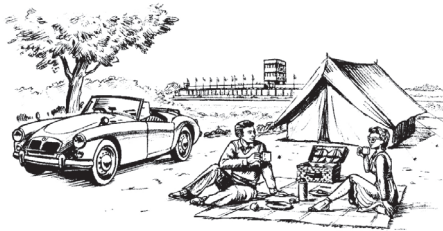
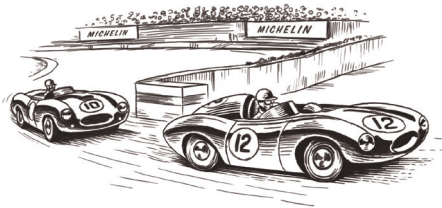
5.1

ILLUSTRATION STYLE

This is a selection of illustrations specifically commissioned for the Goodwood Revival.

All illustrations must be created by the approved illustrator. Only our official illustrations approved by The Duke of Richmond may be used in Goodwood Revival 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 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 VISITOR INFORMATION LEAFLET
- 7.4 LEAFLETS
- 7.5 MENUS
- 7.6 EVENT SIGNAGE
- 7.7 VIDEO SLATES

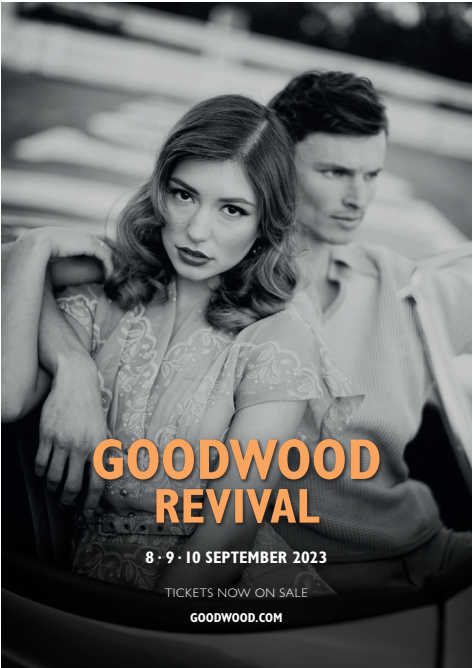
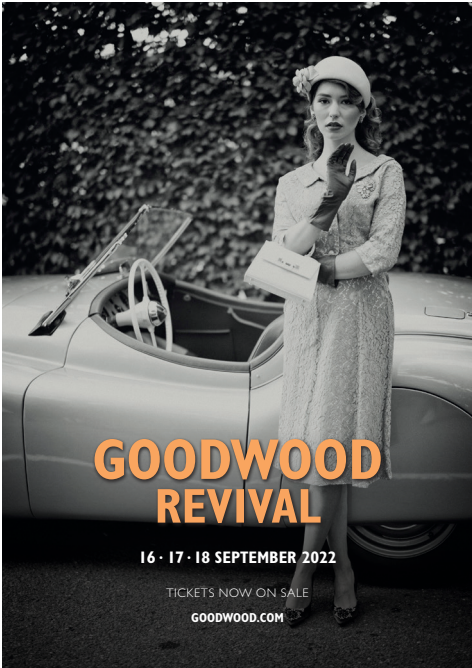
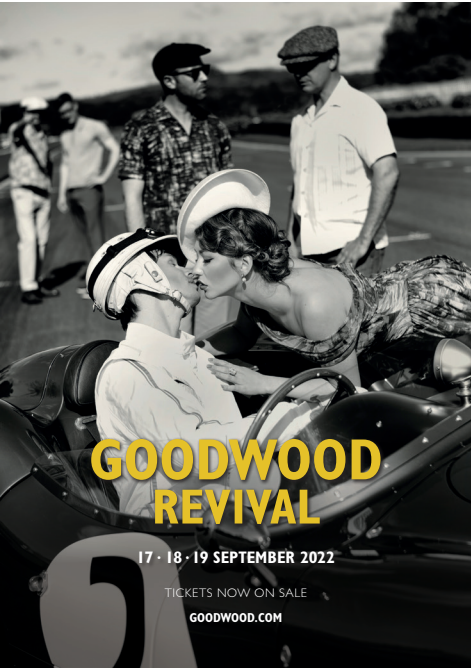
We need to protect the integrity of our brand by ensuring it is consistently applied across all of our communications.

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 Revival 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 for Goodwood Revival brand campaign. The principles to follow are shown on the next page. These principles apply across all tiers of advertising, to ensure brand consistency.

For the Goodwood Revival brand campaign, the Revival logo is replaced with the wordmark version. The colour of the wordmark may change colour, so long as it is keeping with the theme.

A subtle drop shadow may be used for the wordmark should legibility be compromised by the image. The drop shadows should follow these settings:

Blending
Mode: Multiply
Colour: 60% Black

Position
Distance: 1.044mm
Angle: 135
X Offset: 0.738mm
Y Offset: 0.738mm

Options
Size: 1.566mm
Spread: 0%
Noise: 0%

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

Blending
Mode: Multiply
Colour: 50% Black

Position
Distance: 1.472mm
Angle: 135
X Offset: 1.041mm
Y Offset: 1.041mm

Options
Size: 1.472mm
Spread: 0%
Noise: 0%

BRAND CAMPAIGN LAYOUT

SIZE
A4
210 X 297MM

MARGINS
TOP 18MM
LEFT 18MM
RIGHT 18MM
BOTTOM 20MM

CALL TO ACTION
GILL SANS REGULAR
UPPERCASE
SIZE 16PT, TRACKING +50

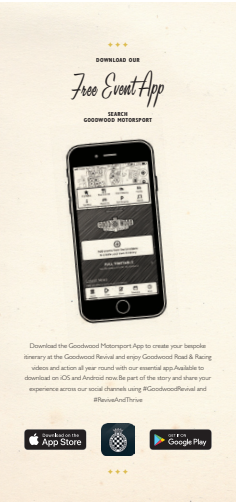
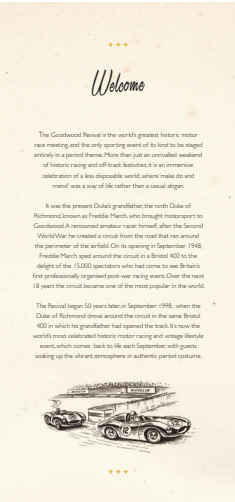
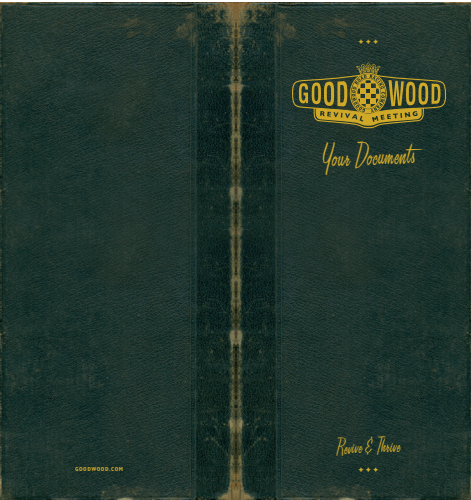


WORDMARK
WIDTH 128MM

EVENT DATE
GILL SANS BOLD CONDENSED
UPPERCASE
SIZE 21PT, TRACKING VARIABLE

WEBSITE URL
GILL SANS BOLD CONDENSED
UPPERCASE
SIZE 16PT, TRACKING +40

VISITOR INFORMATION LEAFLET



Due to the need for authenticity of the era with the Goodwood Revival, there may be the option to look at other colours and styles to suit particular areas and uses within the event.

Plesae contact design@goodwood.com for further advice.

LEAFLETS



*A guide to
camping at the*
Revival

During your stay

OVER THE ROAD
This area of the Revival is open from 4pm until 10pm on Thursday night, until 10.30pm on Friday and Saturday (last orders at 10pm) and 9.30pm on Sunday (last orders at 9pm), offering an exciting array of vintage stores, live music, food, drink and much more.

SHUTTLE SERVICE
A courtesy shuttle service of tractors/buses will run daily from 7.30am to 10.30pm.

TRAFFIC AND TRANSPORT
To avoid any conflict with the pedestrian traffic around the campsites, it's recommended that you avoid using your car. Please be advised that many of the roads surrounding the campsites will be closed during the live hours of the events. If you do leave your campsite, please be aware that your return journey may involve congestion and/or diversions. There is no vehicle movement permitted between 10pm to 7am.

Welcome

This camping information has been set out to help maximise your comfort and enjoyment of the campsites during the Revival weekend.

Please remember that entry to the Revival is by advance ticket only, with no ticket sales available at the entry gates during the event.

Campers are welcome to join us at the Revival from 12 noon on Thursday until 12 noon on Monday so you can make the most of your stay and help avoid traffic congestion.

If you require more tickets ahead of the event, please call our Ticket Office on 01243 755055, or book online at goodwood.com

If you have any comments regarding the Goodwood camping facilities and how we might improve them in the future, please email us at ticket.office@goodwood.com

I hope you enjoy your stay at Goodwood, and we all look forward to welcoming you to the Estate.

Richmond
The Duke of Richmond & Gordon

LEAVING ON SUNDAY NIGHT
An alternative exit route is now in place after 3pm on Sunday night. We apologise for any inconvenience that this may cause, but this route will help you to have a safe departure.

BARBECUES
All guests are welcome to use the barbecues (see Warning – right). Those using disposable barbecues must use bricks from the Campsite Office to allow your barbecue to be clear of the grass, removing the risk of fire. Please let the coals cool prior to disposal, and put all coals into the barbecue disposal bin adjacent to the shower blocks.

GOODWOOD BAR AND GRILL (AT THE HOTEL)
Our relaxed brasserie-style restaurant provides a welcome break from campsite life. It's open for full English breakfasts and 'grab & go' options in the morning, while providing live entertainment in the evening.

FARMER, BUTCHER, CHEF BAR AND RESTAURANT (AT THE HOTEL)
From 12 noon each day you can enjoy a drink in the Farmer, Butcher, Chef Bar, where great live music will be performed every evening. Food is served in Farmer, Butcher, Chef Restaurant, but tables must be booked in advance on 01243 755057.

THE GOODWOOD HEALTHY SPA AND SPA (AT THE HOTEL)
You can buy a three-day weekend pass for the Goodwood Health Club for £85, available from the reception desk. The Spa offers a range of relaxing treatments. Please call for availability and prices on 01243 520114.

STANDPIPES
A network of standpipes providing fresh drinking water is provided throughout the campsites (see campsite maps).

Arrival and set-up

TRAVELLING TO THE EVENT
Goodwood is situated on the South Coast in West Sussex, three miles to the north of Chichester. For more detailed directions and a map, please visit goodwood.com/revival and look at the Getting Here section.

ARRIVALS
Please ensure your camping labels are clearly displayed on your windscreen on approach to Goodwood, and that you leave the label in the window of your vehicle for the duration of your stay on site. On your arrival, please report to the main Campsite Office and our team will carry out a swift registration process. All members of your party will be issued with wristbands. For security purposes, please wear this wristband for the duration of your stay, as access to the campsites may be denied without it.

There are two campsites:
Campsite H Public, electric
Campsite E Public, electric, non-electric

CAMPSITE OFFICE AND MANAGER
The Campsite Office is located near the main entrance to your campsite and is manned 24 hours a day from 12 noon on Thursday until 12 noon on Monday. Check-in is between 7am and 10pm (12 noon and 10pm on Thursday), otherwise we will not be able to put you in a pitch until the following day. Should you have any concerns, please see the Campsite Manager. Alternatively, please call the Ticket Office (open during the event between 7am and 6pm) on 01243 755055.

INFORMATION BOARD
An information board will be installed at the Campsite Office. This will have details of local taxi companies, fast food outlets and the emergency services.

ADDITIONAL CAMPERS
Each 9m x 7m pitch is for up to four people. Any extra people in your party will need to be paid for in advance (£49 per person) by calling the Goodwood Ticket Office on 01243 755055.

Children aged 12 and under are not charged for camping. Children on site must be accompanied by an adult. The Goodwood Road Racing Company Ltd will only sell camping pitches for the Revival weekend, and not on a nighty basis.

ADDITIONAL CARS
Only one car is allowed per pitch. Due to recommended fire regulations cars are not permitted to be within three metres of a sleeping unit (tent/campervan/caravan etc.). Therefore we recommend that you travel in one car wherever possible. If you are travelling in more than one car you will be asked to park additional vehicles in the public car parks.

VEHICLES
Your vehicle must be parked within your allocated pitch. We would recommend that use of your vehicle is kept to an absolute minimum during your stay. Curfew will be in place from 10pm till 7am. No car movement will be permitted in this time. Anyone witnessed to be driving inappropriately in the campsites may be charged a grass reinstatement fee based on the amount of damage to the grass. The minimum charge is £250.

EVENT TIMES
Gates to the Goodwood Revival will open at 7.30am and close at 7pm. Over The Road is open from 4pm until 10pm on Thursday until 10.30pm on Friday and Saturday, and 9.30pm on Sunday.

WARNING!

OVERHEAD POWER LINES
Be advised that an overhead power line dissects the camping area. Please note the following guidelines and precautions:

- Before setting up camp, avoid pitching your tent or caravan directly under or close to an overhead power line. Be particularly aware when erecting TV aerials or radio masts.
- Overhead power lines are often uninsulated (bare) and can carry high voltages so always hold long objects horizontally parallel with the ground when walking under lines.
- The lowest-voltage overhead lines can produce 10,000 times more current than is required to kill a person. It can be fatal to touch electricity even if you are wearing shoes or have dry skin. Even domestic voltage (230 volts) can be lethal.
- Don't assume wires on wooden poles are telephone wires.
- Never assume electrical equipment is dead, even if wires have fallen or broken. Power can be switched back on without warning.
- Electricity can jump gaps.
- Metal and carbon-fibre tent poles, guy lines, TV aerials and almost any long object can conduct electricity.
- Rubber boots will not protect you.
- Don't light a fire/brazier under an overhead line, as the heat could cause the wires to sag dangerously low or to break.
- Electricity poles and pylons are usually fitted with yellow 'danger of death' notices, and lines should be seen. Take note of any warning signs and stay well away from the marked area.
- If there's a line close to where you are setting up your tent, awning or caravan, keep well away. Don't assume it's a telephone wire. If you have any doubts, please contact the Campsite Manager in the Campsite Office.
- Do not fly kites in the campsites under any circumstances.

WHAT TO DO IN AN EMERGENCY

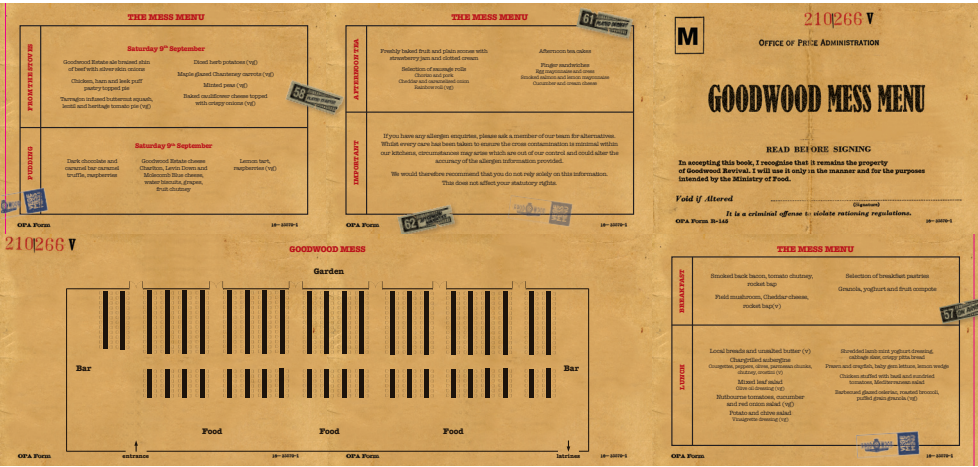
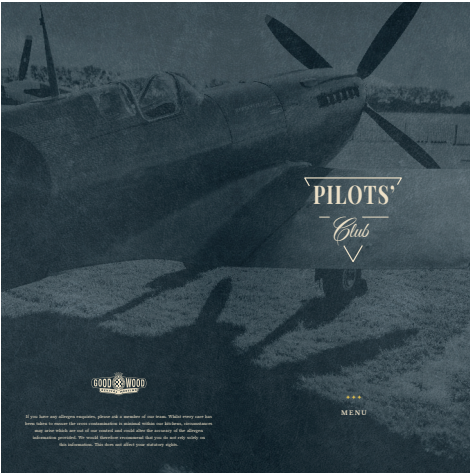
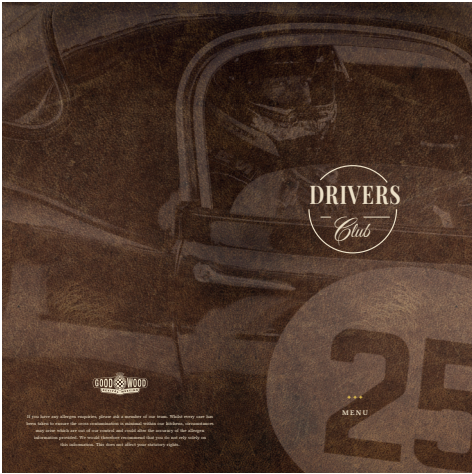
- If you come within five metres of a damaged wire, move away as quickly as you can, and warn others to stay well clear. You don't have to touch a wire that is on the ground to be injured or killed. Electrical current can travel a long way through the ground – even further if the wire falls on a fence or metal object.
- Always assume the lines are live, even if they're not sparking.
- If you have a mobile with you, call the emergency services.
- If you're inside a caravan (or tent or mobile home), stay inside until the emergency services arrive.
- Never touch a tent, awning, frame, caravan, post or fence you suspect is touching an electricity line.
- Wires can re-energise at any time without warning.

7.5

MENUS

Due to the need for authenticity of the era with the Goodwood Revival, there may be the option to look at other colours and styles to suit particular areas and uses within the event.

Plesae contact design@goodwood.com for further advice.



7.6

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 280PX
BOTTOM 150PX
LEFT 100PX
RIGHT 100PX

FRONT SLATE

LOGO TO SUIT USE OVER BACKGROUND
HEIGHT 264PX

TITLE / DATE
GILL SANS BOLD CONDENSED
UPPERCASE
SIZE VARIABLE
TRACKING VARIABLE



BACK SLATE

LOGO TO SUIT USE OVER BACKGROUND
HEIGHT 175PX

STRAPLINE
TITLE CASE
SIZE 275PT
TRACKING +20

EVENT DATE
GILL SANS BOLD CONDENSED
UPPERCASE
SIZE VARIABLE
TRACKING VARIABLE

WEBSITE URL
GILL SANS BOLD CONDENSED
UPPERCASE
SIZE 56PT
TRACKING +40

7.7

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

When using the Primary 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.

When using the Alternative Text Overlay style, the text overlay may go over multiple lines of text.

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

A drop shadow may be used, following the settings. All drop shadows should follow the following settings:

Blending
Mode: Multiply
Colour: 30% Black

Position
Distance: 9.899px
Angle: 135
X Offset: 7px
Y Offset: 7px

Options
Size: 5px
Spread: 0%
Noise: 0%

VIDEO TEXT OVERLAYS



SIZE
1920 X 1080PX

MARGINS
ALL 100PX

PRIMARY TEXT OVERLAY

LEISURE SCRIPT
SENTENCE CASE
SIZE 250PT
TRACKING +20



ALTERNATIVE TEXT OVERLAY

GILL SANS BOLD CONDENSED
UPPERCASE
SIZE 80PT, LEADING 85PT
TRACKING +40

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

Authentic
Celebrate
Cherish
Community
Creative
Escapism
Fabulous
Fashion
Fun
Glamour
Heritage crafts
Historic
Iconic
Imaginative
Immersive
In period
Inclusive
Inspiring
Joyous
Lifetime of use
Magic
Pre-loved
Rare
Reconnect
Restore
Rethink, repair, re-wear
Revive and Thrive
Romance
Second-hand style
Spiritual home of British motorsport
Theatrical
Thrilling
Thrift
Tweeds and trilbies
Vibrant
Vintage
Vintage style not vintage values
Wheel-to-wheel racing

NOT-SO-GOOD WORDS

Aspirational
Back in the day
Dressing up
Eclectic mix
Fancy Dress
Harking back to
High end
Nostalgic
Magical step back in time
Old-fashioned
Petrol head
Plenty of attractions
Rich and glorious history
Something for everyone
Steeped in history
Superb
Time travel
Totally unique
Vehicle
Wannabe
Warm welcome
World-renowned

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CONTACTS

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CONTACTS

GENERAL

Please contact the Revival Marketing Team with any queries:

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GOODWOOD PARTNER

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

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