

BRAND STANDARDS



THE WHY

A CLUBHOUSE THAT
FEELS LIKE HOME FOR
OUR MEMBERS, WITH
AN ENVIRONMENT
THAT REFLECTS ALL
GOODWOOD STANDS
FOR: WELCOMING,
WARM, AND RELAXED.

THE HISTORY

The first fox hunt in the world, the Charlton Hunt, was moved from the nearby village of Charlton by the second Duke of Richmond to Goodwood in the mid-eighteenth century. He built The Kennels to house the hounds, which became known as 'the most luxurious dog house in the world'. The building was designed by celebrated architect James Wyatt and boasted a central heating system for the hounds, a hundred years before any such thing was installed at Goodwood House.





THE KENNELS

The Kennels has been designed to reflect the whole sporting history of Goodwood and is a perfect example of one of Goodwood's fundamental principles, which is to bring both old and new together. The interior features modern touches within an historic environment, executed in a way that sympathetically blends the original architectural form with bold, contemporary design. It demonstrates great style, delivered with a twist.

This magnificent grade one listed building is one of the finest on the estate and is the clubhouse for all Goodwood members – both sporting and social – as well as home to over five hundred dog members. It's because of The Kennels that Goodwoof was born; dogs are an essential part of life here.

The bar and restaurant serve fresh, delicious food, much of which is sourced from Goodwood Home Farm, and the menu offers a choice of uncomplicated, beautifully-cooked dishes.

In addition to the supremely comfortable surroundings in which to relax, meet with friends or family and hold business or personal gatherings, there is a calendar of events for members that runs throughout the year.

The Kennels is also the home for Golf At Goodwood.

BRAND GUIDELINES

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O 1

BRAND MARKS

- 1.1 DEVICE
- 1.2 DEVICE ELEMENTS
- 1.3 COLOURWAYS
- 1.4 ALTERNATIVE LOGOS

These pages have been prepared to provide anyone using The Kennels 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

DEVICE

The KENNELS brand comprises three elements: the words THE KENNELS (“Wordmark”), the hound 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 The Kennels brand.

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

In restricted spaces, the Logo or the Wordmark may appear alone.

The safe area around each Mark (shown on this page) makes the Device, Logo and Wordmark visually balanced in any format. The safe area is the same for the Device, Logo and Wordmark.

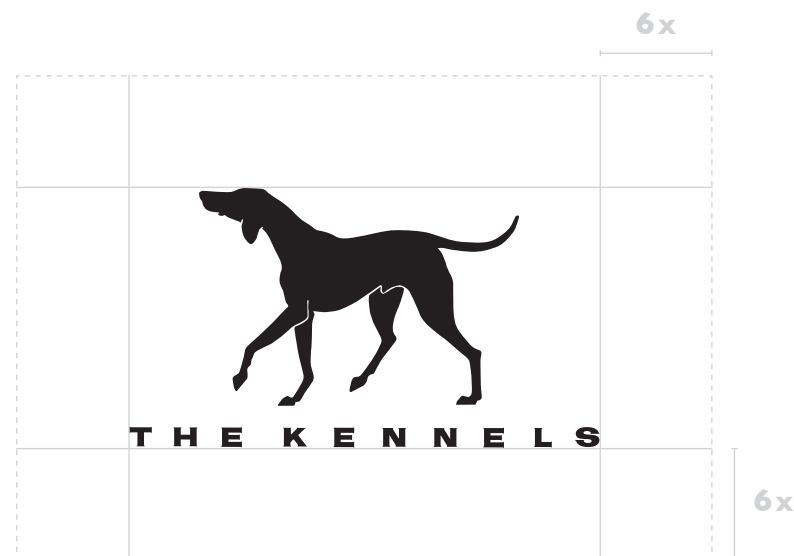
The safe area must always be used with all Marks and no other visible element should be included within the safe area.

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

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

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

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



X = I K

1.2

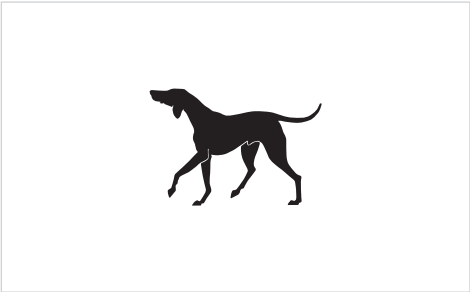
In restricted spaces, the Logo or the Wordmark may appear alone.

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

DEVICE ELEMENTS



01. DEVICE



02. LOGO



03. WORDMARK

1.3

Available colourways for The Kennels Device.

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

COLOURWAYS



01. MASTER DEVICE, MONO



02. MASTER DEVICE, WHITE



01. MASTER DEVICE, MONO, FOR USE ON LIGHT BACKGROUNDS



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

1.4

ALTERNATIVE LOGOS

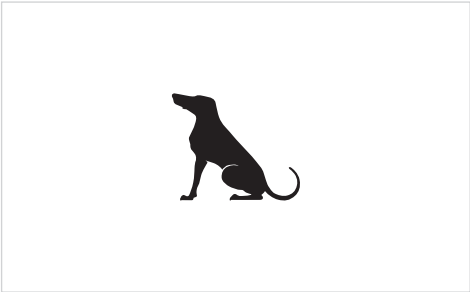
There are three alternative Devices and logos available for use.

The principle Device and logo should be used when in isolation, however when creating a suite of collateral, the alternative Devices and logos may be used to add variety.

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



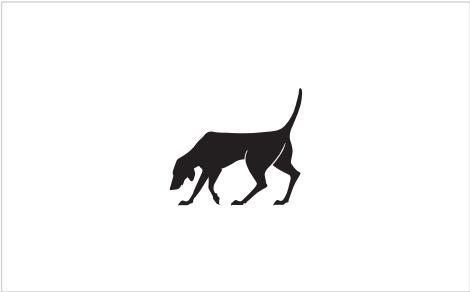
01. SITTING HOUND, DEVICE



02. SITTING HOUND, LOGO



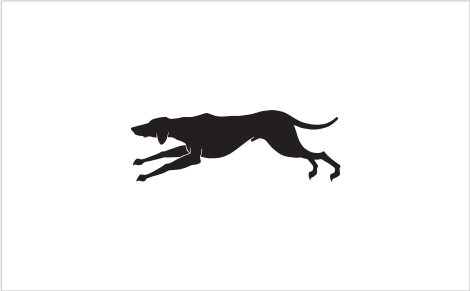
03. SNIFFING HOUND, DEVICE



04. SNIFFING HOUND, LOGO



05. RUNNING HOUND, DEVICE



06. RUNNING HOUND, LOGO

02

COLOUR AND FINISHES

2.1 COLOUR

2.2 SPECIAL FINISHES

2.1

The Kennels brand colour palette consists of four colours:

- Black is used for the logotype and copy only.
- White is used for the logotype when black is not suitable.
- A 95% tint of black may be used for backgrounds only.
- A 45% tint of black may be used for headings and quotes / pull out copy on either a white background or 95% tint of black background.

COLOUR

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%

BLACK 95% TINT

CMYK

0, 0, 0, 95

RGB

27, 27, 27

HEX

#1B1B1B

RAL

7021

95%

BLACK 45% TINT

CMYK

0, 0, 0, 45

RGB

168, 168, 167

HEX

#A8A8A7

RAL

7045

45%

2.2

To enhance the high quality characteristics of The Kennels brand, we strongly advise using a foil block on the Device, logo or wordmark where appropriate.

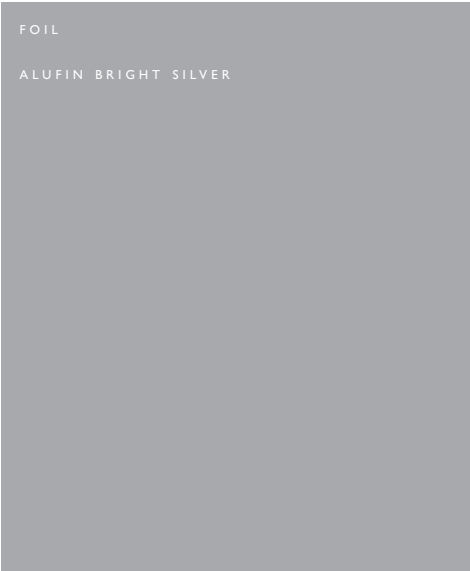
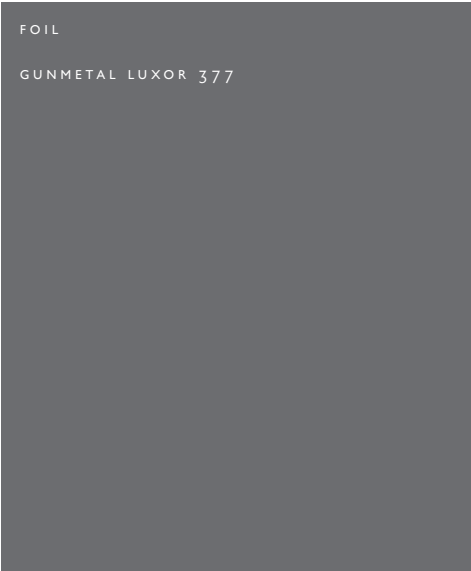
When hot stamping on White, use Gunmetal Luxor 377.

When hot stamping on Black or 95% Black, use Alufin Bright Silver.

When hot stamping on G.F. Smith Neenah Environment, Wrough Iron, use Alufin Bright Silver.

When hot stamping the Device and/or Logo, the Logo element must be embossed to further enhance the quality of the brand and to give a moulded look to the shape of the hound.

FINISHES



03

TYPOGRAPHY

- 3.1 BRAND FONT
- 3.2 TYPOGRAPHY HIERARCHY

3.1

Stempel Garamond is The Kennels brand font and should be used across all communications. This ensures consistency across The Kennels brand.

We primarily use two weights of Stempel Garamond: Stempel Garamond Regular for main headings, quotes/pull out copy and body copy and Stempel Garamond Bold for sub-headings and website URLs.

Stempel Garamond Regular Italic can be used for short quotes, pull-out copy or captions. Stempel Garamond Regular Italic must not be used for body copy.

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

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

BRAND FONT

STEMPEL GARAMOND

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADINGS
SUB-HEADINGS
QUOTES
PULL OUT COPY
BODY COPY

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SUB-HEADINGS
WEBSITE URLS

Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

QUOTES
PULL OUT COPY

3.2

This is a guide to show how Stempel Garamond should be used within communications.

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

TYPOGRAPHY

HIERARCHY

LARGE
HEADING

HEADING
STEMPEL GARAMOND REGULAR
SMALL CAPS, TRACKING +50

SUB-HEADING

SUB-HEADING
STEMPEL GARAMOND REGULAR
UPPERCASE, TRACKING +100

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 REGULAR
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.

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

“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.”

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

CAPTION CREDIT

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.

BODY COPY
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
45% TINT OF BLACK

goodwood.com

WEBSITE URLS
STEMPEL GARAMOND BOLD
LOWERCASE, TRACKING +20

04

PHOTOGRAPHY

4.1

PHOTOGRAPHY

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

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

Goodwood retains a digital image library, to ensure appropriate imagery is used.

Should you need access to the digital image library or help selecting imagery, please contact:
images@goodwood.com



05

ILLUSTRATION

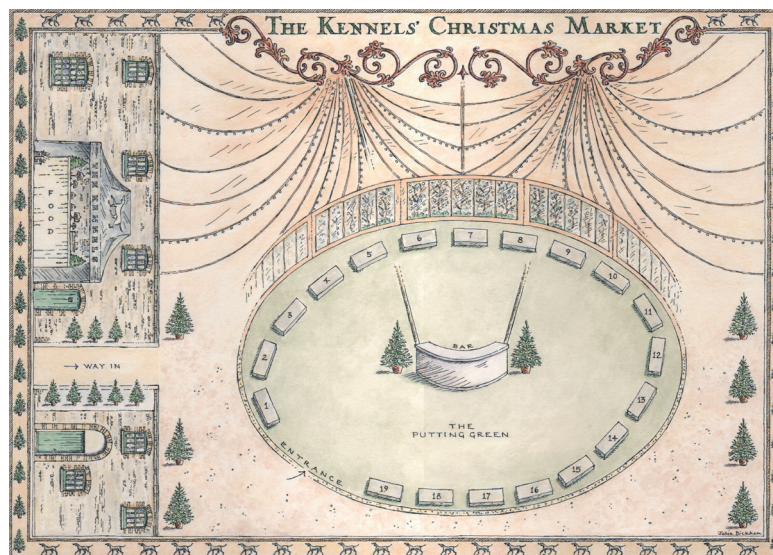
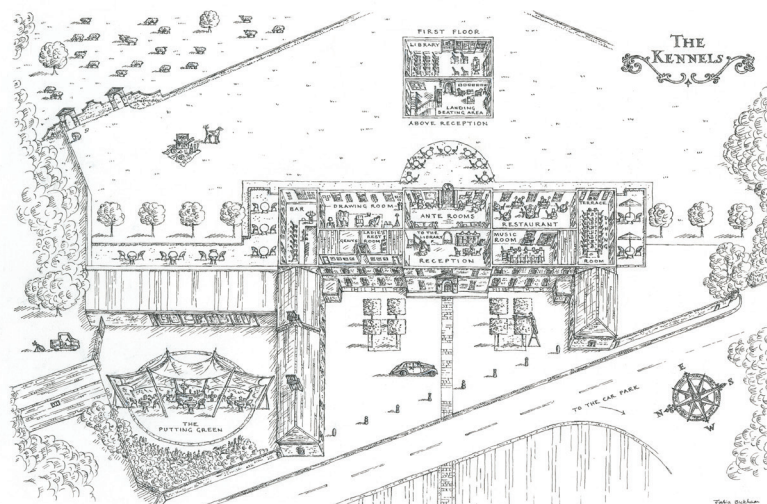
5.1

ILLUSTRATION STYLE

Illustration is used sparingly within The Kennels brand.

All illustrations must be created by the approved illustrator. Only our official illustrations approved by The Duke of Richmond may be used for The Kennels brand.

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



o6

QR CODES

6.1

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

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

Unless agreed, they must be centred in all applications.

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

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

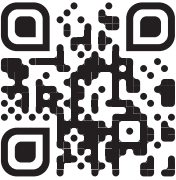
To ensure optimum quality for scanning, the minimum size for a standard QR code is 10mm for print application and 50px for digital application.

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

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

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

DESIGN STYLE



PRINT



SMALLEST SIZE = 10MM

DIGITAL



SMALLEST SIZE = 50PX

07

APPLICATION

- 7.1 POSTERS
- 7.2 POSTER LAYOUT
- 7.3 POSTCARDS
- 7.4 NEWSLETTER
- 7.5 VIDEO SLATES
- 7.6 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.

POSTERS



7.2

All posters for The Kennels should follow the same design layout, to ensure brand consistency. The principles to follow are shown here.

A subtle linear black-white gradient may be used behind the Device and content, should legibility be compromised by the image.

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

APPLICATION

POSTER LAYOUT

SIZE
A4
210 X 297MM

MARGINS
TOP 20MM
BOTTOM 12.7MM
LEFT 12.7MM
RIGHT 12.7MM

BODY COPY
STEMPEL GARAMOND REGULAR
SENTENCE CASE
SIZE 14PT, TRACKING +20

CALL TO ACTION
STEMPEL GARAMOND BOLD
SENTENCE CASE
SIZE 14PT, TRACKING +20

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



PRINCIPLE LOGO
HEIGHT 26MM

HEADING
STEMPEL GARAMOND REGULAR
TITLE CAPS
SIZE 32PT, TRACKING +50

DATE
STEMPEL GARAMOND REGULAR
SENTENCE CASE
SIZE 17PT, TRACKING +20

SOCIAL MEDIA
STEMPEL GARAMOND REGULAR
SENTENCE CASE
SIZE 8PT, TRACKING +20

7.3

Postcards can be sized to either A5 or A6 and should follow the brand guideline typesetting hierarchy, to ensure brand consistency.

POSTCARDS



As the central clubhouse for all of Goodwood's Sporting Members, The Kennels also offer Social Membership for those looking for somewhere to relax, entertain guests and enjoy superb food and events in stylish surroundings.

Being a Social Member also comes with many other benefits:

- Access to an array of The Kennels' events throughout the year
- Opportunity to hire The Kennels for private events and celebrations
- Complimentary Membership for your partner or spouse
- Discounts across a number of Goodwood events

Enjoy Social Membership for only £220*
*subject to £45 joining fee for the first year

For more information about The Kennels, please speak to our Reception team on 01243 755132 or visit goodwood.com



Offering an exclusive Calendar of Events throughout the year, including fascinating talks, masterclasses, dinners and parties to traditional favourites such as Bonfire Night celebrations and a wonderful Christmas Market, there is something for everyone.

With its seamless service and ebullient atmosphere, dining at The Kennels restaurant feels special, with a more relaxed feel than you would expect from such impressive surroundings. Or come and visit our bar. The perfect place to sample a sparkling English wine, a cocktail using Goodwood Gin and Estate-grown fruit and herbs, or simply enjoy a morning coffee.

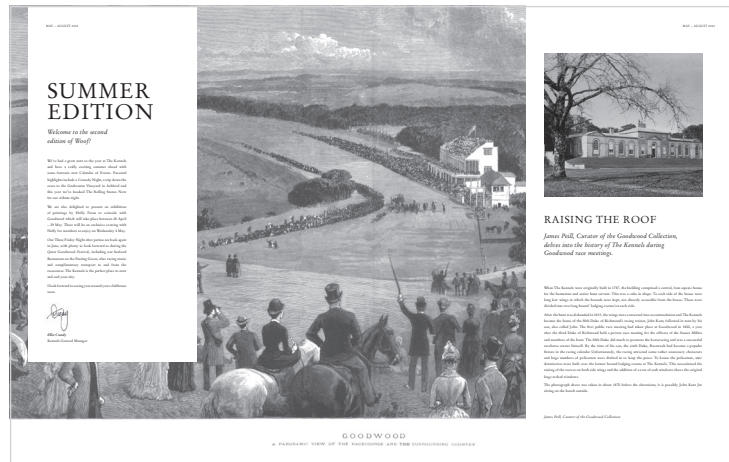
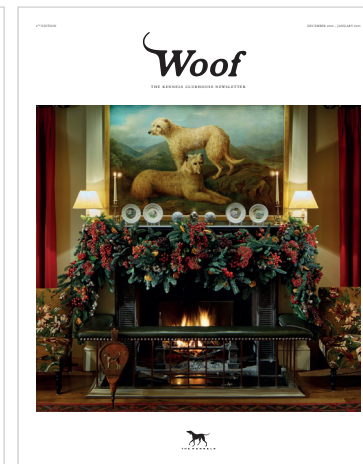
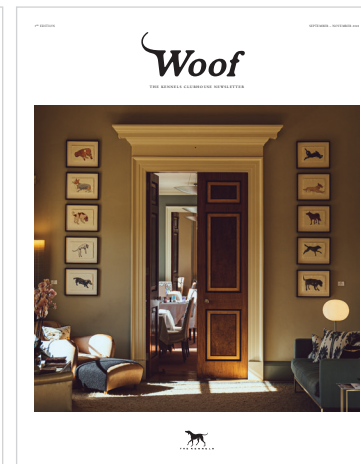
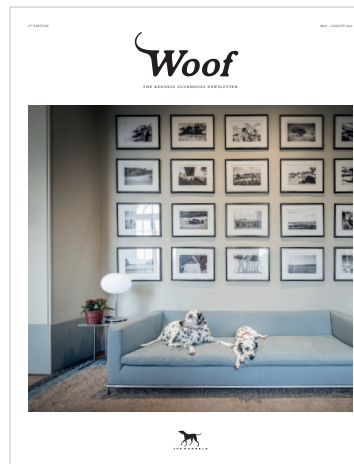
Did you know?

As a Member, you can also hire The Kennels exclusively for your wedding, celebration or business event, with a choice of stunning rooms, many of which enjoy splendid views across the park.

For more information about The Kennels, please speak to our Reception team on 01243 755132 or visit goodwood.com

7.4

NEWSLETTER



7.5

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.

APPLICATION

VIDEO SLATES



SIZE
1920 X 1080PX

MARGINS
TOP 320PX
BOTTOM 150PX
LEFT 100PX
RIGHT 100PX

FRONT SLATE

DEVICE
HEIGHT 220PX

SUB-HEADING
STEMPEL GARAMOND REGULAR
UPPERCASE
SIZE 28PT, TRACKING +100

HEADING
STEMPEL GARAMOND REGULAR
TITLE CAPS
SIZE 60PT, TRACKING +50



BACK SLATE

DEVICE
HEIGHT 220PX

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

7.6

VIDEO TEXT OVERLAYS

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

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

The position of the text overlay must always sit in the centre of the shot.

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

Blending
Mode: Multiply
Colour: 50% Black

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

Options
Size: 30px
Spread: 0%
Noise: 0%



SIZE
1920 X 1080PX

MARGINS
ALL 100PX



TEXT OVERLAY

WHITE

STEMPEL GARAMOND REGULAR
UPPERCASE
SIZE 50PT, TRACKING +100

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

- Calendar of events
- Comfort / comfortable
- Contemporary
- Escape
- Extraordinary
- Friendly
- Friends
- Feels like home
- Grade One listed
- Inspiring
- Quintessentially English
- Magnificent
- Modern
- Part of the Goodwood family
- Parties
- Passions
- Personal
- Relaxed
- Sporting history
- Fresh, delicious food
- Welcoming
- Warm
- Without formality
- Uncomplicated

NOT-SO-GOOD WORDS

- Civilised
- Fine dining
- Formal
- Grand
- Hushed
- Pretentious
- Private
- Quiet
- Special celebration restaurant
- Stuffy

09

CONTACTS

9.1

CONTACTS

CONTACTS

GENERAL

Please contact The Kennels Marketing Team with any queries:

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

SOCIAL

Instagram:
@kennelsgoodwood
instagram.com/kennelsgoodwood

Facebook:
The Kennels
Facebook.com/KennelsGoodwood