



BRAND STANDARDS



THE WHY

CELEBRATING A
PASSION FOR THE JOY
OF DRIVING AND THE
BEAUTY AND DYNAMISM
OF THE MOTOR CAR
IN ALL ITS VARIOUS
AND DIFFERENT FORMS
– PAST, PRESENT AND
FUTURE

THE HISTORY

In 1936, the former Earl of March Freddie March, better known as a racing driver and Brooklands winner, staged a private hill climb for the Lancia Car Club up the sweeping drive in front of Goodwood House. Almost 60 years later, in the summer of 1993, his grandson, the current Duke of Richmond, held the first-ever Festival of Speed – an event that has become a major part of the British social and sporting calendar.





FESTIVAL OF SPEED

Festival of Speed is the largest and greatest celebration of car culture in the world and why Goodwood is perceived as an institution in the automotive world. There's no other brand associated with motorsport that brings all genres together in one place: from Indy car to Nascar, F1 to rally stage – the lawns of Goodwood House have welcomed more of the planet's greatest cars and drivers than anywhere else in the world.

Supported by current F1 teams and attracting the most famous drivers and the rarest, most exotic machines to compete up Goodwood's legendary 1.16-mile hill, Festival of Speed breathes life into the entire history of the automobile – over 100 years of taking the best of the past and using it to understand the future. Through Future Lab, a uniquely curated exhibition of the latest technology, there's a particular focus on the future of mobility and connectivity.

Widely considered to be the largest green field site-build in the world, the vast scale of the event means there's an endless amount for even the most determined fan to see and do over four action-packed days. The atmosphere is highly charged, a thrilling mix of ear-splitting noise and intoxicating fumes that create an "all-out assault on the senses and a mayhem of motoring heaven." (Keanu Reeves)

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	EVENT SUB-BRANDS	29
09	HOSPITALITY SUB-BRANDS	35
10	TONE OF VOICE	43
11	CONTACTS	45

O 1

BRAND MARKS

- 1.1 LOGO
- 1.2 COLOURWAYS
- 1.3 PARTNER LOCK-UP

These pages have been prepared to provide anyone using the Festival of Speed 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 FESTIVAL OF SPEED logo (“Logo”) is exclusively for use in relation to the GOODWOOD FESTIVAL OF SPEED Event. The Wordmark and Logo are registered as UK trade marks 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.

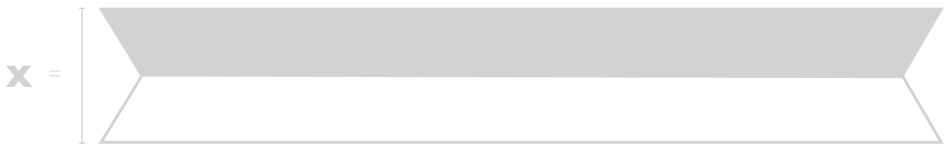
In order to maintain the validity of our registered trade marks and ensure that the Brand retains its strength and value it is vital that the Marks are used in a way that is consistent with the registered version of the Marks, distinctly and clearly throughout the business. Therefore, please do not:

- 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.”].
- 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



1.2

COLOURWAYS

Available colourways for the Festival of Speed Logo.

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



01. MASTER LOGO



02. MASTER LOGO, FOR USE ON DARK BACKGROUNDS



03. MASTER LOGO, FOR USE ON LIGHT PHOTOGRAPHIC BACKGROUNDS



04. MASTER LOGO, FOR USE ON DARK PHOTOGRAPHIC BACKGROUNDS



05. ALTERNATIVE LOGO FOR PRINT APPLICATION, FOIL COLLAR

02

COLOUR AND FINISHES

2.1 COLOUR

2.2 SPECIAL FINISHES

2.1

Festival of Speed brand colour palette consists of two 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

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%

GREY

CMYK	0, 0, 0, 50
RGB	147, 147, 146
HEX	#9D9D9C
RAL	7005

100%

2.2

To enhance the high quality characteristics of the Festival of Speed brand, we strongly advise using a silver foil block on the collar of the logo, please see section 1.2 for reference.

When hot stamping, use Kurz Alufin Mat.

FINISHES



03

TYPOGRAPHY

- 3.1 CORE BRAND FONT
- 3.2 TYPOGRAPHY HIERARCHY

3.1

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

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

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 +100

SUB-HEADING

SUB-HEADING
GILL SANS BOLD
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. Xeriores autem sandelit velenis dolectur.

INTRODUCTORY COPY
GILL SANS REGULAR
SENTENCE CASE, TRACKING 0

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. Xeriores autem sandelit
velenis dolectur.

“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.”

CAPTION CREDIT

SECONDARY SUB-HEADING
GILL SANS REGULAR
SENTENCE CASE, TRACKING +100

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

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.

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

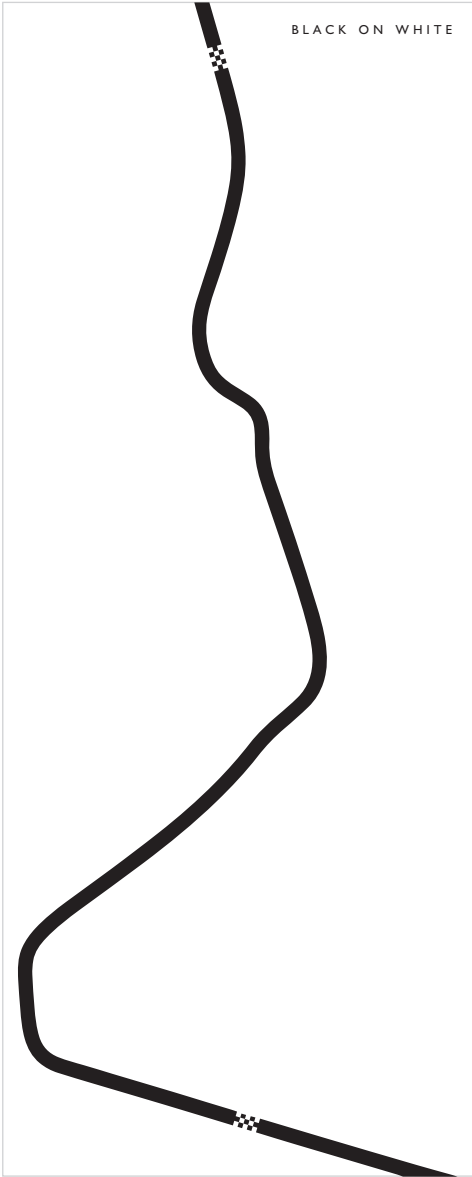
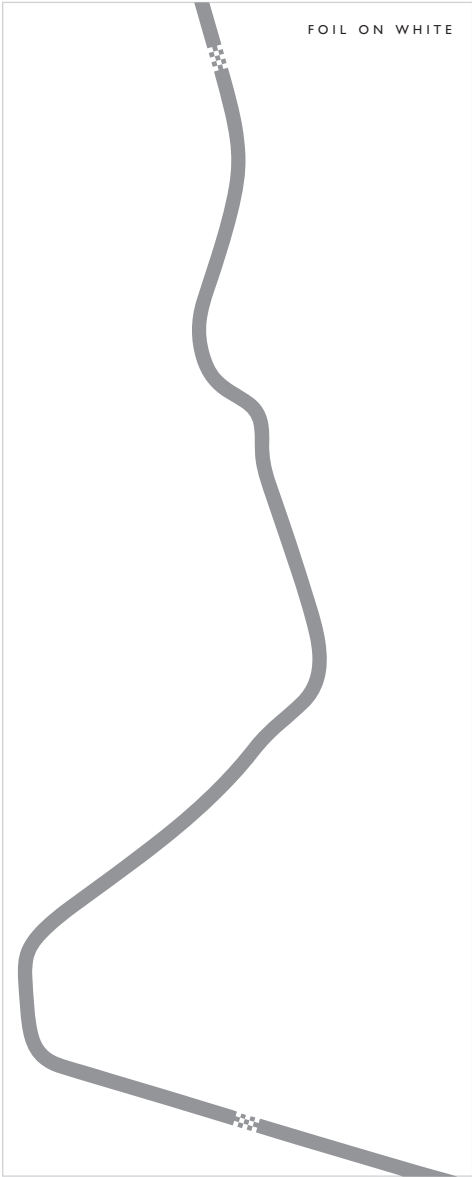
GRAPHICS

5.1

THE HILLCLIMB

A vector graphic of the Hillclimb is available.

The Hillclimb 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 DIRECT MAIL POSTCARD
- 7.4 VISITOR INFORMATION LEAFLET
- 7.5 EVENT SIGNAGE
- 7.6 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 Festival of Speed 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.

BRAND CAMPAIGN LAYOUT

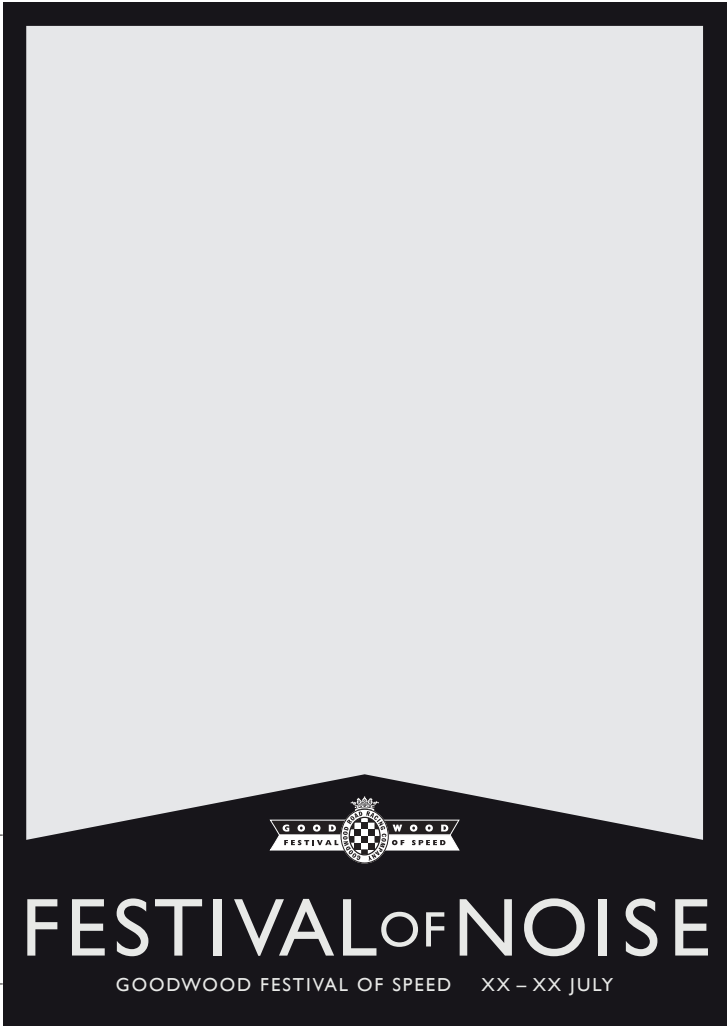
SIZE
A4
210 X 297MM

MARGINS
TOP 17MM
BOTTOM 20MM

FESTIVAL OF SPEED LOGO
WIDTH 55MM

EVENT NAME AND DATE
GILL SANS REGULAR
UPPERCASE
SIZE 15.5PT
TRACKING +100

THE POSITION OF THE HEADING AND EVENT NAME AND DATE IS CENTRED TO THE HEIGHT BETWEEN THE BOTTOM ON THE LOGO AND THE BOTTOM OF THE PAGE.



HEADING
GILL SANS REGULAR
UPPERCASE
'FESTIVAL' AND 'NOISE' SIZE 68PT
'OF' SIZE 55PT BASELINE SHIFT 7.5PT
TRACKING +100

NB: THE HEADING IS FULLY JUSTIFIED TO THE MARGIN WIDTH, FONT SIZES WILL CHANGE TO ACCOMMODATE THIS.

7.3

DIRECT MAIL POSTCARD



Name

Address Line 1,

Address Line 2,

Address Line 3,

Address Line 4.

Postcode

Delivered by

POSTAGE PAID GB
Oxford 190

You arrive at the gates.

The noise is nerve-tingling. The roar from the V8 engine immediately pulls you towards the action on the hill.

At the buzzing Formula 1 paddocks, you can spot a couple of your motorsport heroes in the crowds. You even manage to get a selfie. The excitement from Electric Avenue grabs your attention.

Next up – a gaze into the future. Exploring the mind-blowing autonomous technology, robotics and jet packs at the immersive exhibition that is Future Lab.

The Festival of Speed presented by Mastercard.

A day to remember.

See you in June!

Tickets and packages available at

GOODWOOD.COM/FOS

Plus, save by booking before 31 March 2022



7.5

EVENT SIGNAGE

MAIN
INCLUDING
FI PITLANE
PADDOCK



PRESENTED BY


FI PITLANE



PRESENTED BY


RALLY



7.6

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
100PX

FRONT SLATE

LOGO TO SUIT USE OVER DARK BACKGROUND
HEIGHT 364PX

EVENT DATE
GILL SANS BOLD
UPPERCASE
SIZE 69PT
TRACKING 0



BACK SLATE

LOGO TO SUIT USE OVER DARK BACKGROUND
HEIGHT 240PX

EVENT DATE
GILL SANS BOLD
UPPERCASE
SIZE 69PT
TRACKING 0

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

7.6

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 END SLATES



SIZE
1920 X 1080PX

MARGINS
ALL 100PX

TEXT OVERLAY

GILL SANS REGULAR
UPPERCASE
SIZE 45PT
TRACKING +100



NONEMO VELLIT FUGIT HIL INCTUS

o8

EVENT SUB-BRANDS

- 8.1 FOS TECH
- 8.2 FOS FUTURE LAB
- 8.3 ELECTRIC AVENUE
- 8.4 GOODWOOD ACTION SPORTS
- 8.5 FOS FAN ZONE

8.1

The word mark “FOS TECH” (“Wordmark”) and the “FOS TECH” logo (“Logo”) – the Marks are exclusively for use in relation to Goodwood Festival of Speed [or “the Goodwood Festival of Speed event”], FOS Future Lab and Electric Avenue.

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”].

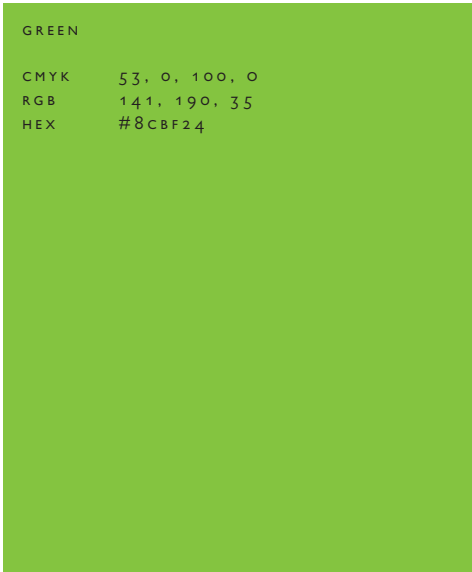
For further advice and approval of use, please contact:
design@goodwood.com

FOS TECH

LOGO



COLOUR



TYPOGRAPHY: GILL SANS

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BODY COPY
TRACKING 0

SemiBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADINGS
SUB-HEADINGS
TRACKING +100

8.2

The “FOS FUTURE LAB” [and “FUTURE LAB”] words (“Wordmarks”) and “FOS Future Lab” logo (“Logo” – the Marks are exclusively for use in relation to Goodwood Festival of Speed [or “the Goodwood Festival of Speed event”], FOS Tech and FOS Future Lab events.

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

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

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- 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 Future Lab].
- 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

FOS FUTURE LAB

LOGO



COLOUR



BLACK
CMYK 0, 0, 0, 100
RGB 0, 0, 0
HEX #000000



RED
CMYK 0, 85, 84, 0
RGB 254, 59, 31
HEX #FE3B1F

TYPOGRAPHY: GILL SANS

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BODY COPY
TRACKING 0

SemiBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADINGS
SUB-HEADINGS
TRACKING +100

8.3

The word mark “ELECTRIC AVENUE” (“Wordmark”) and the ELECTRIC AVENUE logo (“Logo”) – Trade Marks are Exclusively for use in relation to Goodwood Festival of Speed [or “the Goodwood Festival of Speed event”], FOS Tech and Electric Avenue events.

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: Electric Avenue].
- 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

ELECTRIC AVENUE

LOGO



COLOUR



TYPOGRAPHY: GILL SANS

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BODY COPY
TRACKING 0

SemiBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADINGS
SUB-HEADINGS
TRACKING +100

8.4

The word marks “GOODWOOD ACTION SPORTS” and “GAS” (“Wordmarks”) and [GAS or G.A.S.] logo (“the Logo”) – the Marks are exclusively for use in relation to Goodwood Festival of Speed [or “the Goodwood Festival of Speed event”] and Goodwood Action Sports events.

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: Goodwood Action Sports].
- 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

GOODWOOD ACTION SPORTS

LOGO



COLOUR

BLACK

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

DARK GREY

CMYK	0, 0, 0, 90
RGB	60, 60, 59
HEX	#3C3C3B

LIGHT GREY

CMYK	0, 0, 0, 31
RGB	196, 196, 196
HEX	#C4C4C4

WHITE

CMYK	0, 0, 0, 0
RGB	255, 255, 255
HEX	#FFFFFF
RAL	9016

TYPOGRAPHY: GILL SANS

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BODY COPY
TRACKING 0

SemiBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADINGS
SUB-HEADINGS
TRACKING +100

8.3

The word mark “FOS FAN ZONE” (“Wordmark”) and the FOS FAN ZONE logo (“Logo”) – Trade Marks are Exclusively for use in relation to Goodwood Festival of Speed [or “the Goodwood Festival of Speed event”], FOS FAN ZONE events.

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:

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- 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:

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- The words should always appear with initial capitals [Example: Electric Avenue].
- 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”].

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design@goodwood.com

FOS FAN ZONE

LOGO

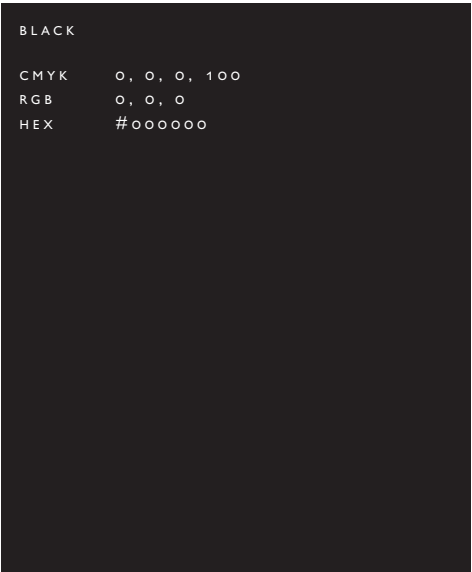


TYPOGRAPHY: GILL SANS

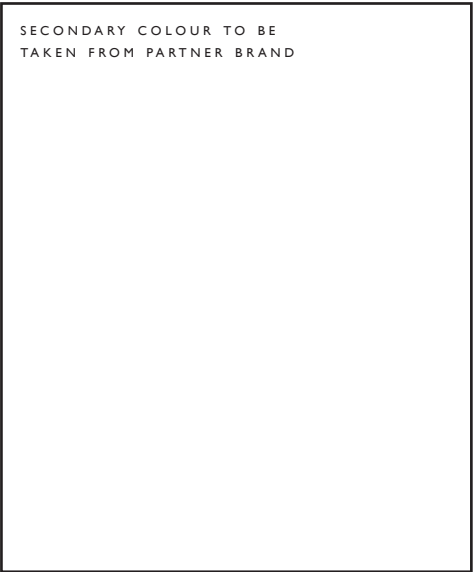
Light

SemiBold

COLOUR



BLACK
CMYK 0, 0, 0, 100
RGB 0, 0, 0
HEX #000000



SECONDARY COLOUR TO BE
TAKEN FROM PARTNER BRAND

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BODY COPY
TRACKING 0

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADINGS
SUB-HEADINGS
TRACKING +100

09

HOSPITALITY SUB-BRANDS

- 9.1 CLARK
- 9.2 GURNEY
- 9.3 HILL
- 9.4 MOSS
- 9.5 FARMER, BUTCHER, CHEF
- 9.6 THE KENNELS
- 9.7 STARTLINE CLUB

9.1

The “CLARK” word (“Wordmark”) – the Mark is exclusively for use in relation to Goodwood Festival of Speed or “the Goodwood Festival of Speed event”.

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- Please try and avoid the use of “The” in front [Example “FESTIVAL OF SPEED” not “the FESTIVAL OF SPEED”].

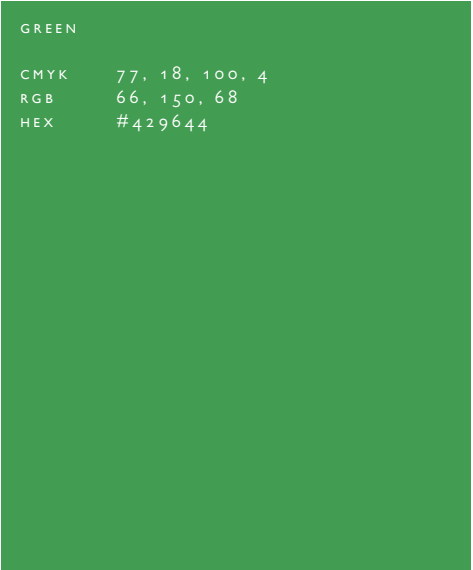
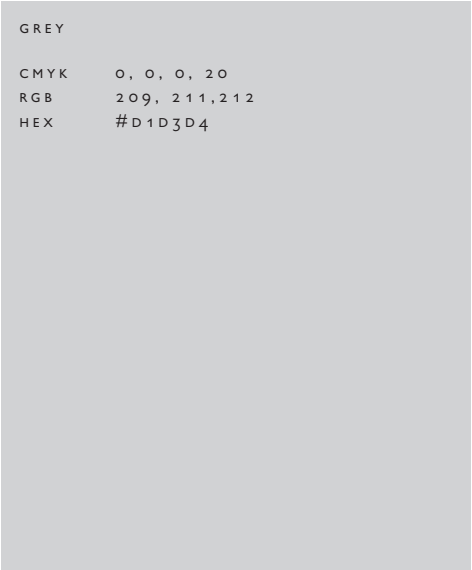
For further advice and approval of use, please contact:
design@goodwood.com

CLARK

LOGO



COLOUR



TYPOGRAPHY: GILL SANS

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BODY COPY
TRACKING 0

BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADINGS
SUB-HEADINGS
TRACKING +100

9.2

The “GURNEY” word (“Wordmark”) – the Mark is exclusively for use in relation to Goodwood Festival of Speed or “the Goodwood Festival of Speed event”.

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- Please try and avoid the use of “The” in front [Example “FESTIVAL OF SPEED” not “the FESTIVAL OF SPEED”].

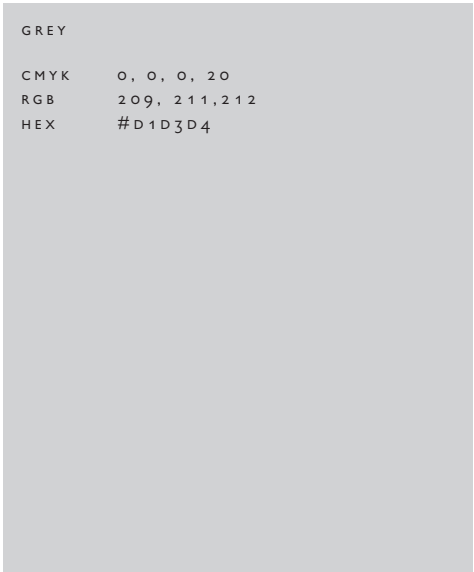
For further advice and approval of use, please contact:
design@goodwood.com

GURNEY

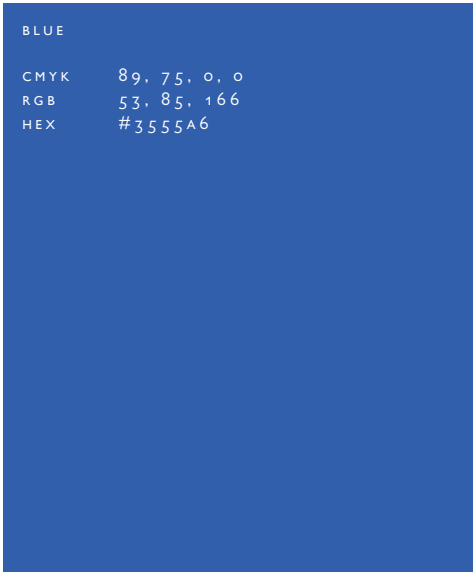
LOGO



COLOUR



GREY
CMYK 0, 0, 0, 20
RGB 209, 211, 212
HEX #D1D3D4



BLUE
CMYK 89, 75, 0, 0
RGB 53, 85, 166
HEX #3555A6

TYPOGRAPHY: GILL SANS

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BODY COPY
TRACKING 0

BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADINGS
SUB-HEADINGS
TRACKING +100

9.3

The “HILL” word (“Wordmark”) – the Mark is exclusively for use in relation to Goodwood Festival of Speed or “the Goodwood Festival of Speed event”.

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- Please try and avoid the use of “The” in front [Example “FESTIVAL OF SPEED” not “the FESTIVAL OF SPEED”].

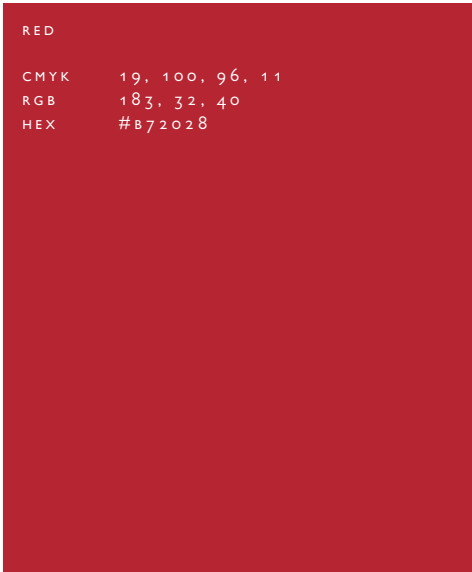
For further advice and approval of use, please contact:
design@goodwood.com

HILL

LOGO



COLOUR



TYPOGRAPHY: GILL SANS

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BODY COPY
TRACKING 0

BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADINGS
SUB-HEADINGS
TRACKING +100

9.4

The “MOSS” word (“Wordmark”) – the Mark is exclusively for use in relation to Goodwood Festival of Speed or “the Goodwood Festival of Speed event”.

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- 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

MOSS

LOGO



COLOUR

GREY

CMYK	0, 0, 0, 20
RGB	209, 211, 212
HEX	#D1D3D4

RED

CMYK	19, 100, 96, 11
RGB	183, 32, 40
HEX	#B72028

TYPOGRAPHY: GILL SANS

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BODY COPY
TRACKING 0

BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADINGS
SUB-HEADINGS
TRACKING +100

9.5

The “FARMER BUTCHER CHEF AT GOODWOOD FESTIVAL OF SPEED” words (“Wordmarks”) – the Mark is exclusively for use in relation to Goodwood Festival of Speed or “the Goodwood Festival of Speed event”.

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- Please try and avoid the use of “The” in front [Example “FESTIVAL OF SPEED” not “the FESTIVAL OF SPEED”].

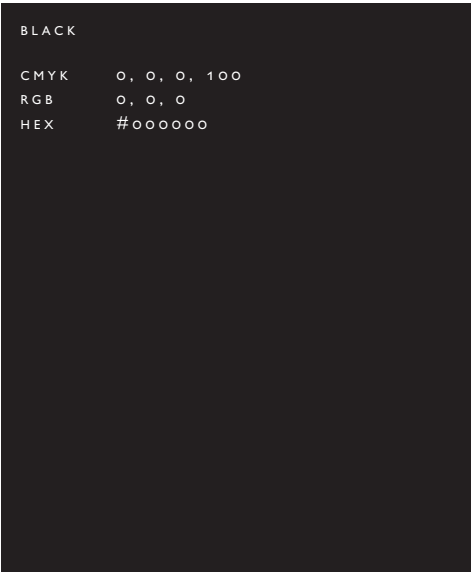
For further advice and approval of use, please contact:
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FARMER, BUTCHER, CHEF

LOGO



COLOUR



TYPOGRAPHY: GILL SANS

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BODY COPY
TRACKING 0

BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADINGS
SUB-HEADINGS
TRACKING +100

9.6

“THE KENNELS AT GOODWOOD FESTIVAL OF SPEED” words (“Wordmarks”) – the Mark is exclusively for use in relation to Goodwood Festival of Speed or “the Goodwood Festival of Speed event”.

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- 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

THE KENNELS

LOGO



COLOUR

BLACK	
CMYK	0, 0, 0, 100
RGB	0, 0, 0
HEX	#000000

TYPOGRAPHY: GILL SANS

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BODY COPY
TRACKING 0

BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADINGS
SUB-HEADINGS
TRACKING +100

9.7

The “GOODWOOD FESTIVAL OF SPEED STARTLINE CLUB” words (“Wordmarks”) – the Mark is exclusively for use in relation to Goodwood Festival of Speed or “the Goodwood Festival of Speed event”.

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STARTLINE CLUB

LOGO

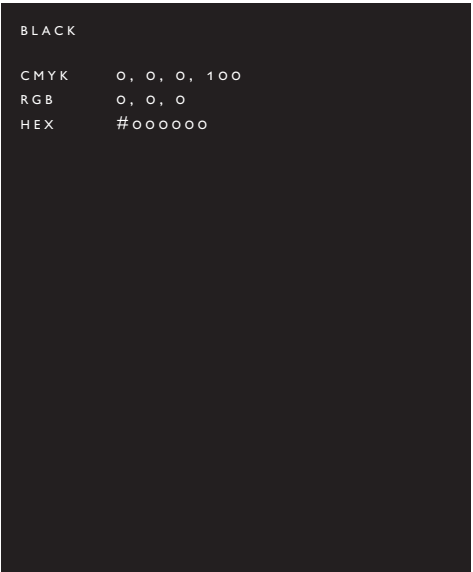


TYPOGRAPHY: GILL SANS

Light

BOLD

COLOUR



abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BODY COPY
TRACKING 0

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADINGS
SUB-HEADINGS
TRACKING +100

10

TONE OF VOICE

10.1

When talking about the event, the first mention is always “the Goodwood Festival of Speed presented by Mastercard”.

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

Thereafter it is “the Festival” (capital F), “Goodwood”, “the event”, “the weekend”, or variations on that theme.

The abbreviation “FOS” (all caps) is only to be used in short form social media where words/characters are limited, or in hashtags.

The abbreviation “FoS” (lower case ‘o’) is not to be used in any external communications.

Please ensure that voice is consistent with Festival of Speed.

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

GOOD AND NOT-SO-GOOD WORDS

GOOD WORDS TO USE

- Authentic
- Celebration
- Dynamic
- Electrifying
- Fascinating
- Ferocious
- Fierce
- Full throttle assault on the senses
- Greatest
- Hillclimb (written as one word, capital ‘H’)
- The hill (lower case ‘h’)
- Immersive
- Innovative
- Intimate
- Intoxicating
- Motorsport heroes
- Motorsport enthusiasts
- Motorsport garden party
- Nerve-tingling
- Passion
- Petrolhead
- Power
- Rush
- Spectacular
- Speed
- Thrilling
- Unforgettable

NOT SO GOOD WORDS

- Brainchild of the Duke of Richmond
- Celebrity
- Fashionable
- Super premium
- Totally unique
- Vehicle

1 1

CONTACTS

CONTACTS

GENERAL

Please contact the Festival of Speed Marketing Team with any queries:

Thomas Drinkwater
Senior Marketing Manager
thomas.drinkwater@goodwood.com
01243 755000 ext. 2924

GOODWOOD PARTNER

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

SOCIAL

Instagram:
@fosgoodwood
instagram.com/fosgoodwood

Facebook:
Goodwood Festival of Speed
facebook.com/festivalofspeed

Twitter:
@fosgoodwood
twitter.com/fosgoodwood