

BRAND STANDARDS

VERSION 2.0 | 2026

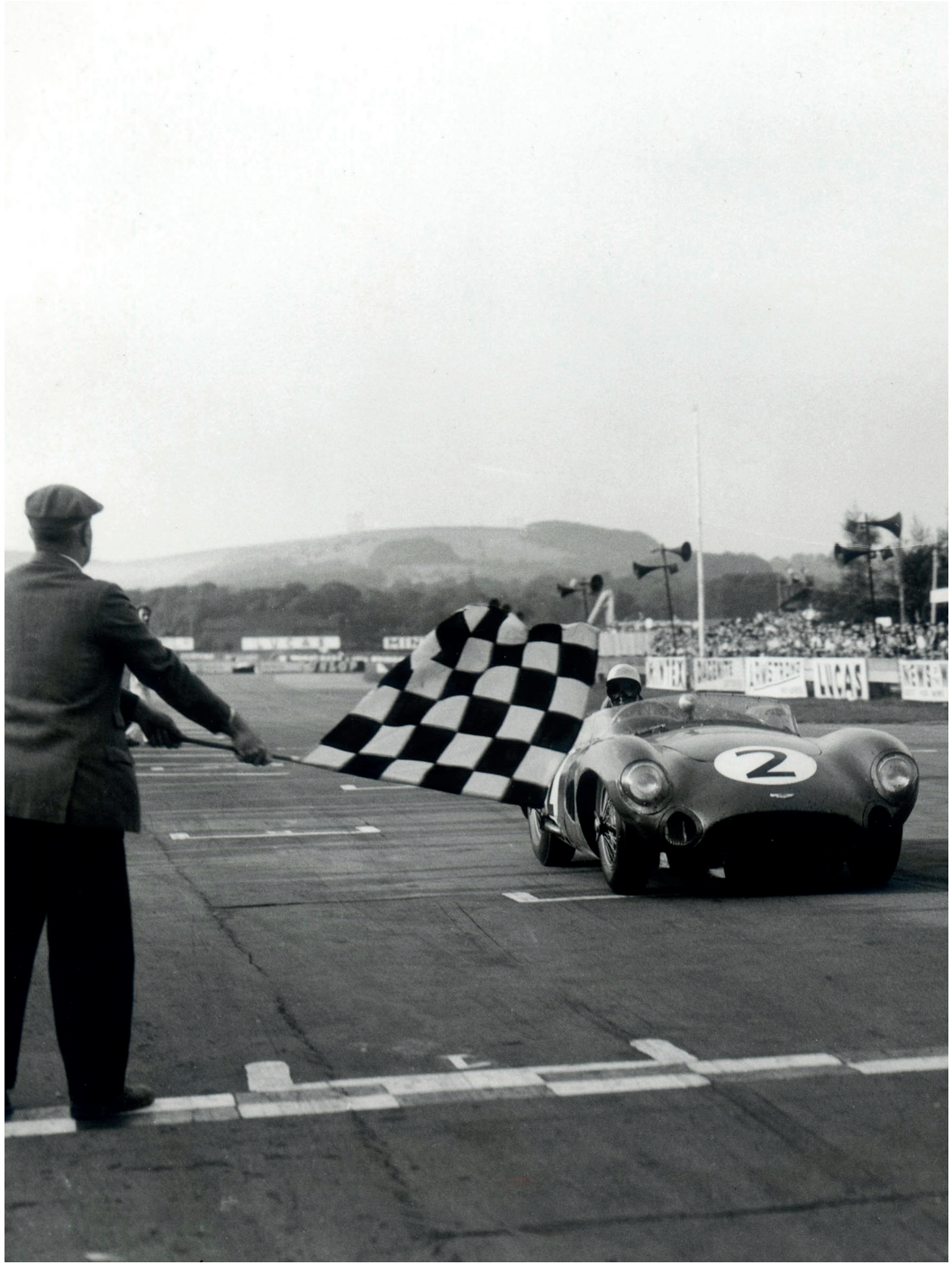


TAKING THE BEST OF THE PAST AND USING IT TO HELP US REINTERPRET AND INFLUENCE OUR FUTURE

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 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vintage style, not vintage values: we embrace those values that have a place in the future but consign regressive and outdated views to the past.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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01

BRAND MARKS

1.1 LOGO

1.2 COLOURWAYS

1.3 PARTNER LOCK-UP

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

LOGO

The GOODWOOD REVIVAL words (“Wordmark”), and the GOODWOOD REVIVAL MEETING (“Logo”) – The Marks areexclusively for use in relation to GOODWOOD REVIVAL brand and events. The 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



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

1.3

PARTNER LOCK-UP

The Sponsor grants to Goodwood a non-exclusive, perpetual worldwide, royalty-free, sub-licensable licence to use the Sponsor's name and the Sponsor Logo, as pre agreed in writing by the Sponsor, including:

a) the Content
b) any goods or promotional items relating to the Event
c) visual and/or audio-vidual coverage of, or relating to, the Event
d) presentational and other similar materials to be used by Goodwood in procuring arrangements with its potential sponsors and commercial partners
e) the official websites of Goodwood and the Event, and
f) any advertising and promotional material relating to the Event.

The PARTNER DEVICE is the principle mark, and must be used with, but not positioned next to the Revival Master Logo.

The PARTNER LOCK-UP is for use when there is limited space and therefore the Partner Device and Revival Master Logo may not both be used.

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



01. PARTNER DEVICE, MONO



02. PARTNER DEVICE, WHITE



03. PARTNER LOCK-UP, FULL COLOUR



04. PARTNER LOCK-UP, MONO



05. PARTNER LOCK-UP, WHITE



06. PARTNER LOCK-UP, GOLD FOIL

02

COLOUR AND FINISHES

2.1 COLOUR

2.2 SPECIAL FINISHES

2.3 TEXTURES

2.1

COLOUR

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.**

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

SPECIAL FINISHES

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.

FOIL

GOLD LUXOR 220

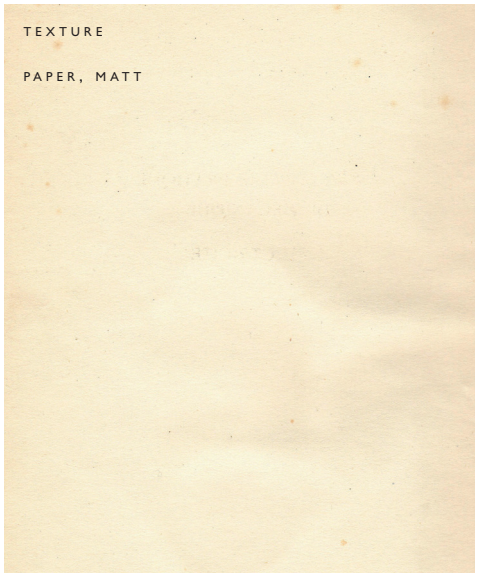
2.3

TEXTURES

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.





03

TYPOGRAPHY

3.1 CORE BRAND FONT

3.2 TYPOGRAPHY HIERARCHY

3.1

BRAND FONT

Gill Sans is the 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.

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

HIERARCHY

This is a guide to show how 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.

LARGE HEADING

HEADING
GILL SANS BOLD CONDENSED
UPPERCASE, TRACKING +40

Alternative Heading

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

SUB-HEADING

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

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
GILL SANS LIGHT
SENTENCE CASE, TRACKING 0

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.

"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

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

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

8 · 9 · 10 SEPTEMBER 2023

EVENT DATE
GILL SANS BOLD CONDENSED
UPPERCASE, TRACKING VARIABLE

GOODWOOD.COM

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

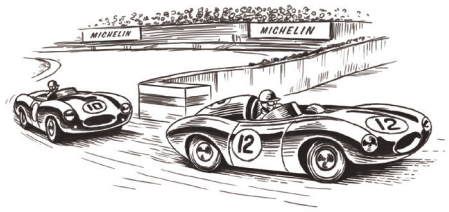
5.1

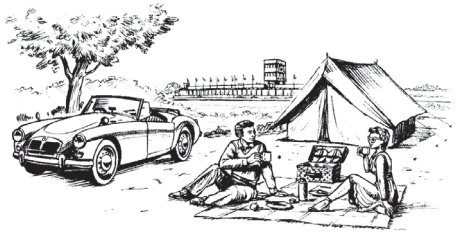
ILLUSTRATION STYLE

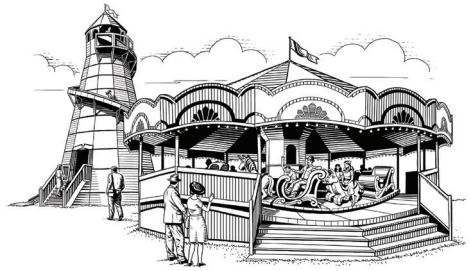
This is a selection of illustrations specifically commissioned for Goodwood Revival.

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.

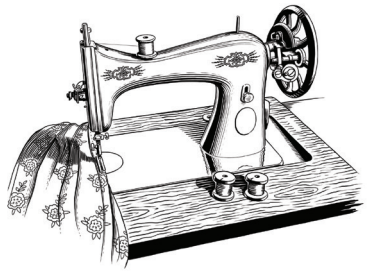
Should you require any illustrations, please contact:
design@goodwood.com













06

QR CODES

6.1

DESIGN STYLE

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:

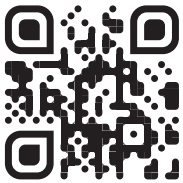
The QR code may be used in mono, white or brand colour. For print application they may be foiled using the correct brand foil reference.

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.



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

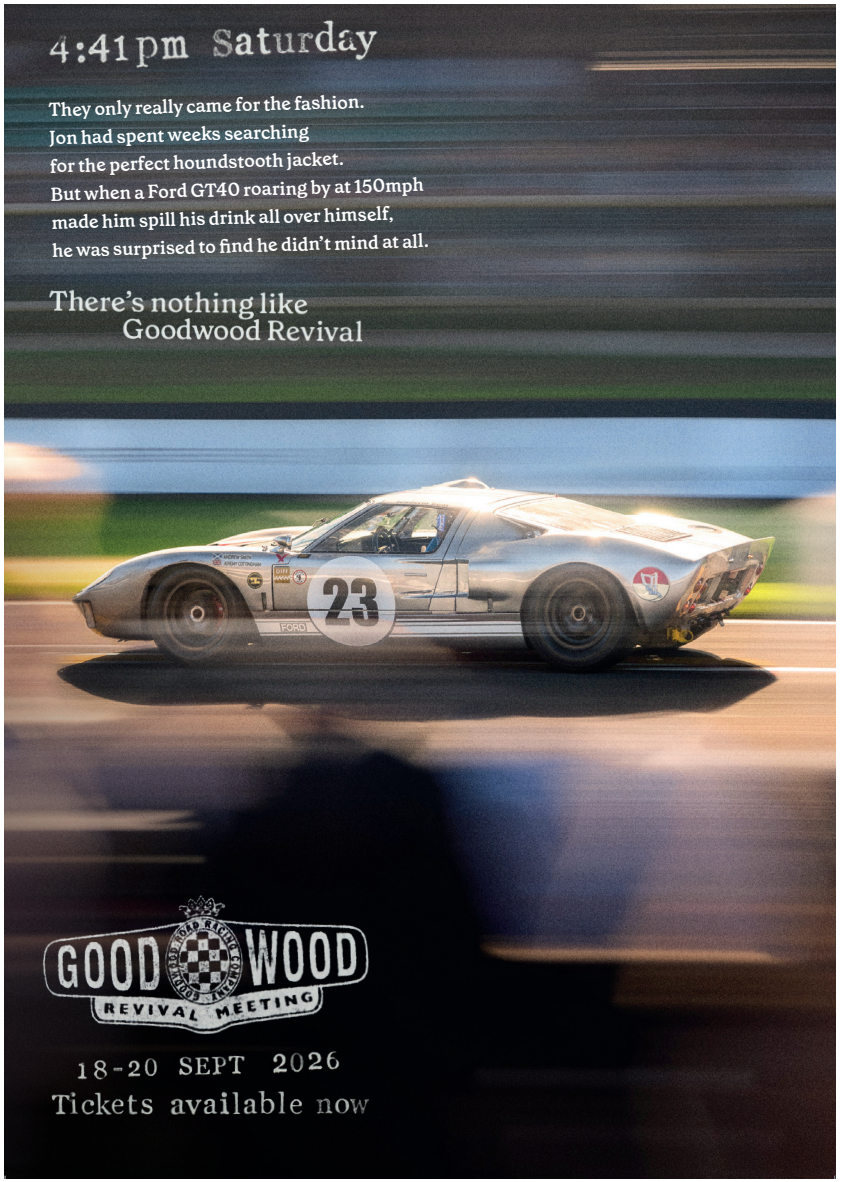
7.7 VIDEO SLATES

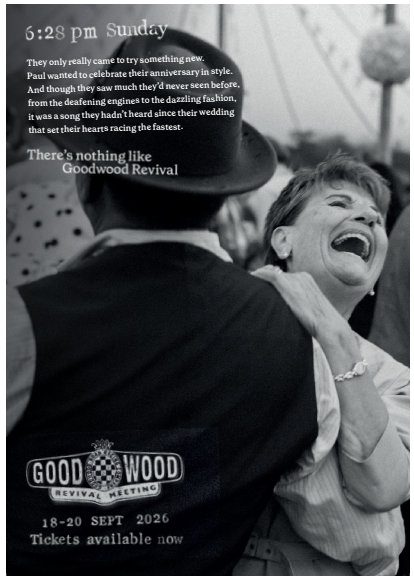
We need to protect the integrity of our brand by ensuring it is consistently applied across all of our communications.

The following pages show examples of best practice of how these guidelines have been implemented correctly.

7.1

BRAND CAMPAIGN

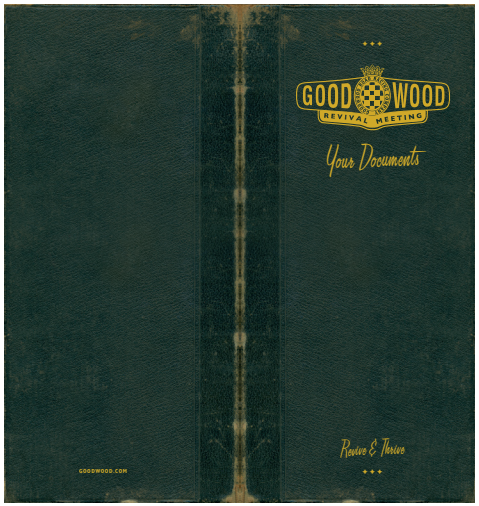


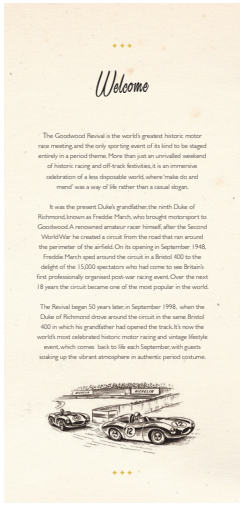




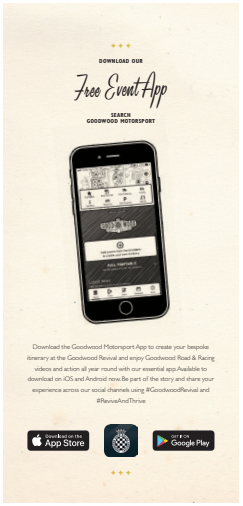
7.3

VISITOR INFORMATION LEAFLET









7.4

LEAFLETS

Due to the need for authenticity of the era with 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.



7.5

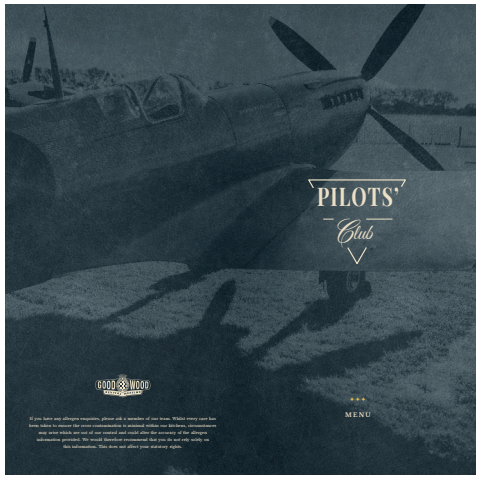
MENUS

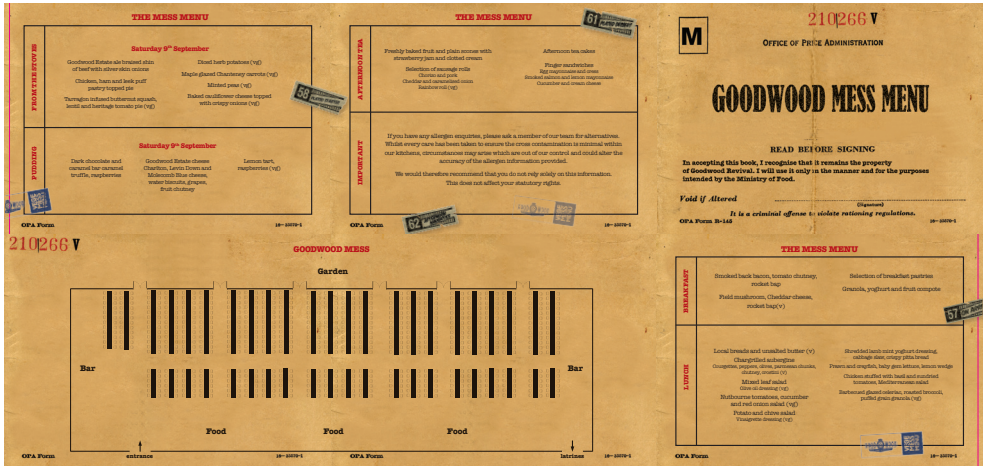
Due to the need for authenticity of the era with Goodwood Revival, there may be the option to look at other colours and styles to suit particular areas and uses within the event.

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

VIDEO TEXT OVERLAYS

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%



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

08

HOSPITALITY SUB-BRANDS

8.1 COMMANDING OFFICERS TABLE

8.2 OFFICERS' CLUB

8.3 SALVADORI

8.4 THE BARRACKS

8.5 THE MESS

8.6 VILLAGE HALL

8.1

COMMANDING OFFICERS TABLE

The logo "COMMANDING OFFICERS TABLE" ("Logo") – the Trade Marks are Exclusively for use in relation to Goodwood Revival or "the Goodwood Revival event".

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

LOGO



COLOUR

RED

CMYK	3, 92, 86, 0
RGB	232, 58, 54
HEX	#E83A36

BLUE

CMYK	93, 89, 0, 0
RGB	53, 61, 160
HEX	#353DA0

GOLD

CMYK	26, 19, 71, 0
RGB	196, 188, 108
HEX	#C4BC6C

DARK RED

CMYK	25, 96, 92, 22
RGB	155, 38, 38
HEX	#9B2626

8.2

OFFICERS' CLUB

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

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LOGO

OFFICERS CLUB

MENU WORDMARK

Officers' Club

COLOUR

BLACK

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

8.3

SALVADORI

The wordmark "SALVADORI" ("Wordmark") – the Trade Marks are Exclusively for use in relation to Goodwood Revival or "the Goodwood Revival event".

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LOGO



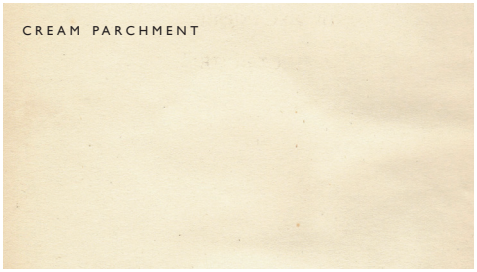
COLOUR

BLACK

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

TEXTURE

CREAM PARCHMENT



PEACH PARCHMENT



8.4

THE BARRACKS

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- change the font or style;
- re-arrange or adjust the elements of the Wordmark; and/or
- put any other mark, word or image over the Wordmark 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

LOGO

THE BARRACKS

THE BARRACKS

COLOUR

BLACK

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

TEXTURE



8.5

THE MESS

The wordmark "THE MESS" ("Wordmark") – the Trade Marks are Exclusively for use in relation to Goodwood Revival or "the Goodwood Revival event".

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

The Wordmark 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 Wordmark 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 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 Wordmark; and/or
- put any other mark, word or image over the Wordmark 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

LOGO

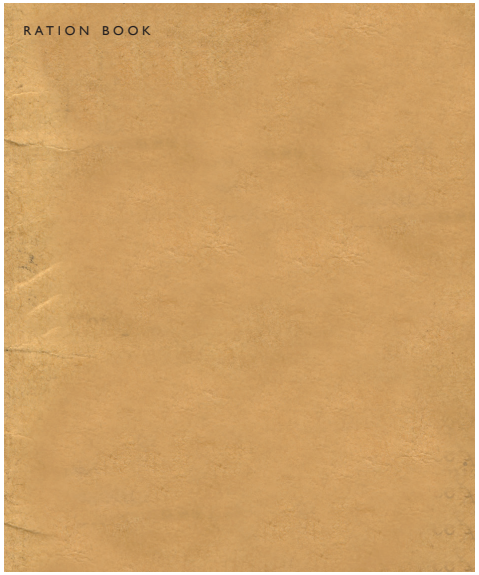
THE MESS

COLOUR

BLACK

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

TEXTURE



8.6

VILLAGE HALL

The logo "REVIVAL VILLAGE HALL" ("Logo") – the Trade Marks are Exclusively for use in relation to Goodwood Revival or "the Goodwood Revival event".

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

LOGO

REVIVAL
VILLAGE HALL

COLOUR

BLACK

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

09

TONE OF VOICE

9.1

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

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

10

CONTACTS

10.1

CONTACTS

GENERAL

Please contact the Revival 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
@goodwoodrevival
instagram.com/goodwoodrevival

Facebook
The Goodwood Revival
facebook.com/goodwood.revival

X (not Twitter anymore)
@goodwoodrevival
twitter.com/goodwoodrevival

TikTok
@goodwoodrevival
tiktok.com/@goodwoodrevival