# Brand guidelines

Version 5 October 2016

sport / nature / technology

World Sailing

# Welcome to our new brand

These guidelines are here to introduce you to our brand and its identity elements, showcasing best practice for creating engaging communications, spaces and experiences.

Our brand brings together everything World Sailing stands for and influences everything we do.

Following these guidelines will ensure all the communications we create reflect and reinforce our identity. It will allow us to stand out in a crowded market to reach a whole new audience.

# Contents

# Brand platform

These essential messages explain what we do,
how we operate and why we exist.

These key messages will help position World Sailing, accurately describe our unique offer and location and communicate in a consistent style across materials.

**For more information on our Brand platform and how to use it please see our brand book, 'A new vision'.**

# Vision

A world in which millions more people fall in love with sailing; inspired by the unique relationship between sport, technology and the forces of nature, we all work to protect the waters of the world.

# Mission

To make sailing more exciting and accessible for everyone to participate or watch; and use our reach and influence to create a sustainable future for our sport and the waters of the world:

- To create, and regulate, exciting competition events to showcase the natural power of wind driven water sport

- To build a strong profile and image for sailing – using our key points of difference to resonate with people and give them a lifetime of sport

- To create a tangible sustainability programme that maximises the positive effect that the sailing community can have on our environment

# Personality

Sailing has a rich history stretching back millennia - as long as mankind has ventured across the waters. This gives it a confidence and stature that perhaps other sports lack. It has substance, purpose and depth.

Sailing is not without jeopardy and sailors are seen as brave souls, who go where many fear to travel. It is tightly bound with adventure and exploration, and is clearly characterised by its broad scope of cultures, geographies and identities.

# Sailing is

**Confident and Strong**

**Brave and Adventurous**

**Energetic and Dynamic**

**Open and Friendly**

# Sport, technology & nature in powerful harmony

# Our identity

Our logo is the face by which we are recognised the world over. As our most valuable brand asset, it is important that we treat it with the care and respect it deserves.

The World Sailing logo is an integral part of our identity and must be highly visible at all times.

Logomark

Logotype

The logo consists of a sail-inspired logomark, combined with the 'World Sailing' logotype.

The logomark and logotype should appear together in nearly all instances; however, there are special circumstances when the logomark can be used on its own.
For more information go to page 13.

Never use the logomark without the logotype without seeking prior permission from the brand team.

The identity has been adapted for all possible uses. The wordmark can be stacked for usage in narrow spaces, and the mono version can be used in any one of our primary colours or black colour when printing requires.

Primary



Stacked



Primary / reversed



Primary / mono



Stacked / reversed



Stacked / mono

## Full colour with reversed logotype

This version is to be used when the primary logo is positioned over photography or a dark colour that is not in our colour palette (i.e. on a partner publication).

## Mono solid colour

This version is to be used when the reproduction method does not allow for changes in opacity/tint (i.e. screen printing or etching).

The versions of our logo shown on the previous page are our preferred options, but occasionally print techniques or specific design requirements may mean you need to use one of our alternative versions.

**Please check with brand team before using.**

As we look to expand our appeal to a wider range of audiences the logomark is intended to be open to a certain amount of interpretation to mirror those audiences.

Visually our logomark can be read in several ways:

Representing the main sail and spinnaker of a single boat in a similar fashion to our previous brand;

Showing the sails from a large yacht and a smaller vessel passing in opposite directions;

Expressing the wider range of disciplines that you might find at a regatta such as dingy sailing, windsurfing and kitesurfing.

A minimum area of surrounding space around the logo is required across all visual communication.

The clearance area must be relative to the size of the logo and is therefore equal to the width of the non overlapped 'spinnaker' section within the logomark (see diagram).

To preserve legibility, the primary logo should never be shown smaller than 20mm wide, while the stacked version should be shown at a minimum of 10mm.

20mm

10mm
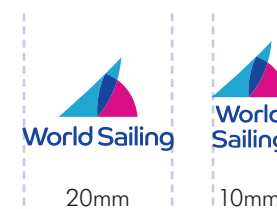
For social media profile pictures etc, the logomark can be used on its own and in place of the full logo (see examples).

This is the only instance when you do not need prior permission to use the logomark without the logotype.

# Brand Campaign

Derived from our brand platform, this single, concise expression is used across materials to engage with new audiences and highlight the properties that make the sport of sailing unique.

**Brand campaign**

At the heart of sailing is a simple, human desire which binds us all together and drives us to sail: the chance to feel sport, technology and nature in powerful harmony.

**Origin**

To keep this front of mind, at least once on every external communication we express this concept as 'sport / nature / technology'.

# sport / nature / technology

To bring the campaign together and create maximum impact, the brand campaign should always be shown:

- Using one of the original files provided (please do not attempt to redraw the expression)

- In the same colour as the logotype

- Positioned relative to our logo using one of the relationships shown below.

LOGO

sport / nature / technology

LOGO

sport / nature / technology

sport / nature / technology

LOGO

LOGO

sport / nature / technology    LOGO
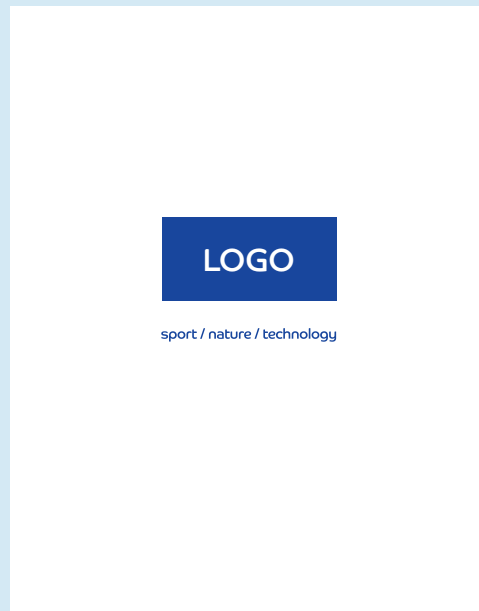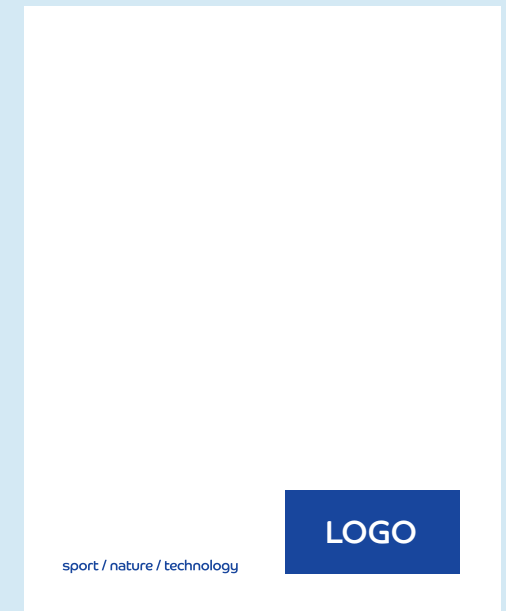
As a traditional 'strapline' underneath, equal width and close to the logo.
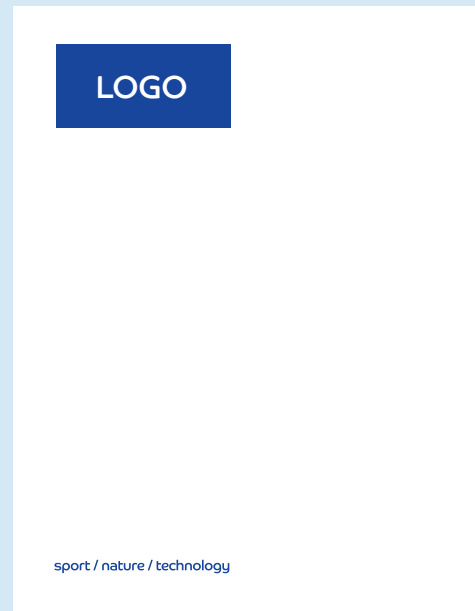
As a sign off, underneath and equal width to the logo but at the bottom of the page. Or reversed with the logo at the bottom of the page and the expression at the top.
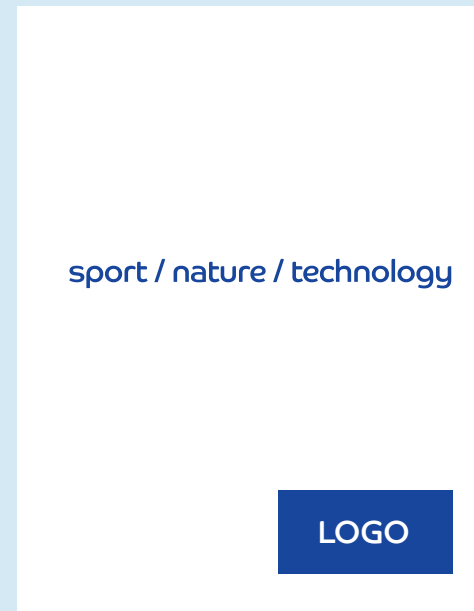
As a headline in its own right.

As a supporting line positioned on the same baseline and set to the same 'x' height as the logo type within the logo.
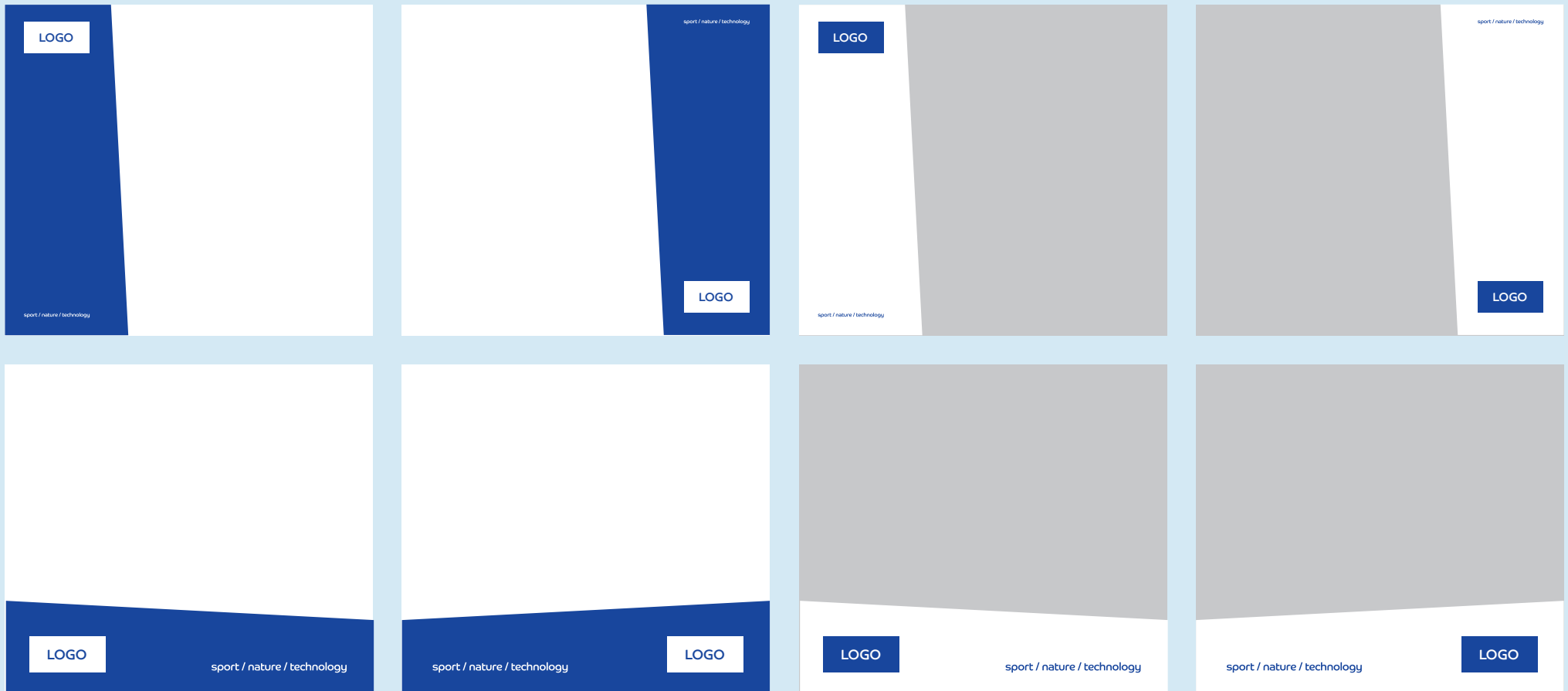
When we wish to place extra emphasis on the logo and brand campaign, we use our cut-off device to link them together.

- This can be placed on the left, right or bottom edges

- It is white or navy coloured

- For horizontal boxes, the top line should be rotated plus or minus 3 degrees from horizontal

- For vertical boxes, the edge facing inwards should be rotated plus or minus 3 degrees from the vertical

- The cut off area should take up no more than an eight of the page.

LOGO

sport / nature / technology

sport / nature / technology

LOGO

LOGO

sport / nature / technology

sport / nature / technology

LOGO

LOGO

sport / nature / technology

sport / nature / technology

LOGO

LOGO

sport / nature / technology

sport / nature / technology

LOGO

# Colours

Our colours have been carefully chosen to engage and represent the world of sailing, appealing to new audiences and resonating with long-time partners. To achieve this, it is important they are used both carefully and accurately.

Colours

Primary

Navy shows the continuity with our rich heritage. Aqua brings the cool, calming nature of an idealised crystal sea, and magenta represents the hot, turbulent energy of sport.

The two new colours demonstrate the prevailing view in sailing that 'we are all equal in the eyes of the sea', which has lead to sailing leading the way in gender equality.

| | CMYK | RGB | Web | Print |
|---|---|---|---|---|
| **Navy** | C 100<br>M 85<br>Y 0<br>K 0 | R 23<br>G 71<br>B 158 | #17479e | Pantone 7687 C |
| **Cool Aqua** | C 70<br>M 10<br>Y 5<br>K 6 | R 37<br>G 167<br>B 208 | #25a7d0 | Pantone 7702 C |
| **Hot Magenta** | C 10<br>M 100<br>Y 5<br>K 0 | R 216<br>G 13<br>B 134 | #d80d86 | Pantone 233 C |
| **Dark Navy** | C 100<br>M 85<br>Y 5<br>K 35 | R 13<br>G 14<br>B 108 | #0d2c6c | Pantone 281 C |

Dark Navy is our traditional blue colour. Whilst it is a primary colour, it is to be used only when a darker colour is required (for example for small body copy when black is not used). It must never appear next to the Navy and should never be used as a sail or sheet colour.

World Sailing Brand Guidelines

Colours

Secondary

To allow greater definition for our sub brands, we have created a secondary colour palette designed to compliment our primary colours when a wider range is required.

These are evocative colours, bringing to mind the wide gamut of natural conditions offered by the ocean.

| | CMYK | RGB | Web | Print |
|---|---|---|---|---|
| **Marine** | C 48<br>M 0<br>Y 24<br>K 0 | R 128<br>G 206<br>B 202 | #80ceca | Pantone 324 C |
| **Mist** | C 30<br>M 30<br>Y 0<br>K 0 | R 176<br>G 171<br>B 213 | #b0acd5 | Pantone 270 C |
| **Sunset** | C 0<br>M 0<br>Y 100<br>K 5 | R 249<br>G 229<br>B 0 | #f9e500 | Pantone 3955 C |

## Tints

**Cool Aqua at 20%**

**Navy at 15%**

'Navy' and 'Cool Aqua' are the only colours we tint. Tints of Navy can be used in the graphic sail shapes but tints of Aqua are only used as a tertiary colours for marking out background areas.

Magenta is our primary highlight colour, but in order to keep our communications feeling fresh it is important that we vary the highlights within our design and do not become a 'magenta' brand, the diagrams below give an indication of how the amount of each colour that should be used across different sceneries.

Over a page

or

or

or

Over a document for the main brand

Over a document for a youth event

For special occasions

Over a document for the a Para event

Over a document for the Championships sub brand

Over our brand as a whole

As our message has evolved, so has the way we present it.
Used correctly, our new fonts add dynamism and drama to what we say.

# Typography

To give our external materials a distinctively fluid feel, we use our primary font 'Co Headline'.

The characters work together to create a pleasing harmony between their soft, organic side and the starker underlying structure. The ends of the letters mirror the curved shape of our sail motif, making the font friendly and welcoming, while the harder overall style of the font maintains the gravitas required for an organisation of our stature.

We only ever use the weights shown right, and we only use them for the uses stated, never for body copy.

'Co Headline' is available at www.daltonmaag.com/library/co

# ABCdef

**Co Headline Regular**

Used for headlines and titles.
Tracking should be set to '0'

# ABCdef

**Co Headline Light**

Used for pull quotes and display.
Tracking should be set to '0'

Our body copy font is Futura, it offers stylish formality to compliment our more open headline font.

Futura is carried over from the previous brand bringing a consistency to our communications.

**Alternative font**

In situations where our headline or body font are not available, it is possible to use Arial. However, if your material is to be public facing please check the use of Arial with the communications department.

# ABCdef

**Futura Bold**
Used for titles and subtitles.
Tracking should be set to '0'

# ABCdef

**Futura Medium**
Used for variety i.e. bullet points, pull quotes and annotation.
Tracking should be set to '0'

# ABCdef

**Futura Bold**
Used for body copy.
Tracking should be set to '0'

# ABCdef

**Arial**
Used for non-professionally produced or Microsoft Office based materials.

# Photography

Good photography plays a fundamental role in bringing our brand to life and is pivotal to our new brand identity.

Our photography brings to life the skill, effort and drive inherent in the sport element of our new positioning.

It also demonstrates the power, drama and unpredictability provided by nature.

**We achieve this by:**

- Focusing, as far as possible, away from references to a particular class or discipline

- Demonstrating the impact of movement in the water, whether that be a bow wave, spray from impact or motion blur as the water rushes past

- Using lighting to add drama by obscuring faces, reflecting off the myriad surface or create an atmosphere through a sense weather or time of day

- Using close ups to show the raw emotion and effort in racing.

# Graphic elements

An important part of our visual identity is centred around the use of 'sails' and 'sheets' to support and focus attention on content.

Originating from the shapes within the logomark, our 'sails' and 'sheets' provide a way to bring movement, energy and drama to our materials and create a brand that is recognisable even when the logo isn't present.

They must be used with careful consideration on all applications to make sure they are not over used.

Over the following pages, we'll explore each one in detail and how to use them effectively.

Sails



Each of the individual 'sails' contained within our logomark becomes a shape to be coloured, rotated and scaled.

Sheets



The leading edge of the two primary 'sails' become lines or 'sheets' to be coloured rotated and scaled.

## Option 1:
## Drawing focus

At least two shapes are positioned onto the page in such a way that they create a V between their inside edges. The arms of the V should sit either side of the section of the area you wish to draw attention to i.e. a person or face.
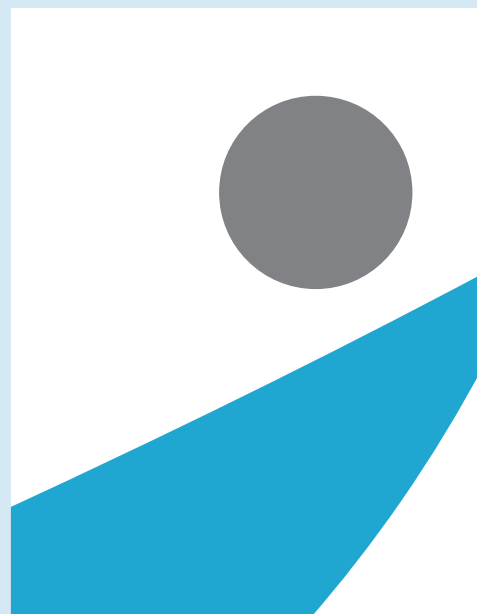
**Do** always bleed the shapes off the bottom of the page.

**Don't** rotate the shapes past 90 degrees in either direction.

**Do** try to show the top of at least one of the sails.
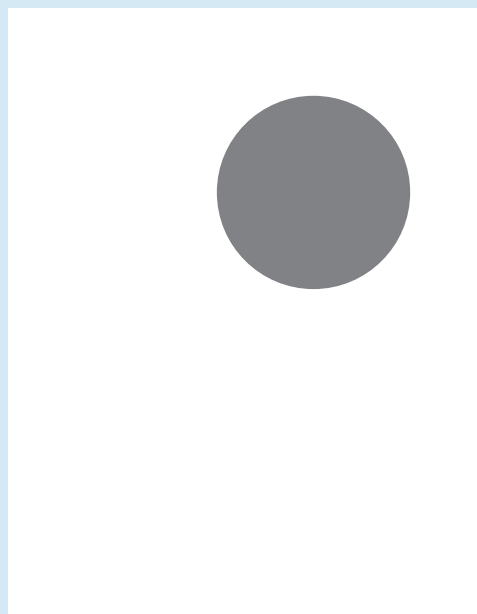
**Step 1:**
Start with a page design or image with an area you wish to draw focus to.

**Step 2:**
Add your first shape to one side of the focus area.

**Step 3:**
Add your second shape to the other side of the focus area.

## Option 2:
## Building on a background

The shapes are positioned so that at least one edge forms a relationship with an existing angled line within the photo, such as a wave, hull or the horizon.

**Do** always bleed the shapes off the bottom of the page.

**Don't** rotate the shapes past 90 degrees in either direction.

**Do** try to show the top of at least one of the sails.

**Step 1:**
Start with an image containing a strong line such as an horizon or wave.

**Step 2:**
Add your first shape so the leading edge is close to this line but at a slightly reduced angle.

**Step 3:**
Add your second shape so the leading edge is close to this line but at a slightly increased angle.
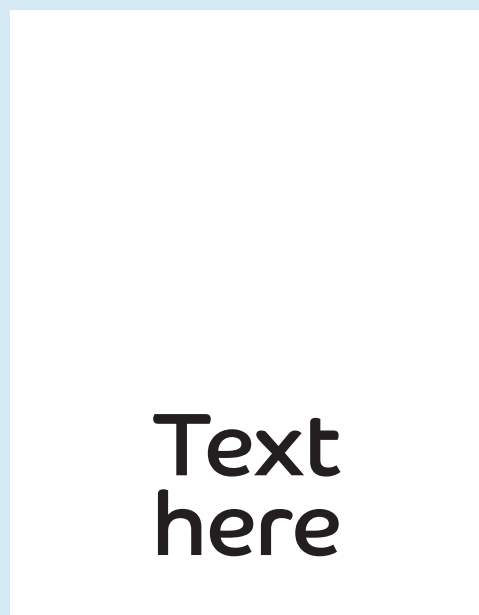
## Option 3:
## Framing text

Once you have decided on your headline, shapes can be used to create a window for that text to sit within. Ideally, you should position the shapes so that the text doesn't flow over the edge of any one shape.

**Do** always bleed the shapes off the bottom of the page.

**Don't** rotate the shapes past 90 degrees in either direction.

**Do** try to show the top of at least one of the sails.



**Text here**

**Text here**

**Text here**

**Step 1:**
Position your text on the page.

**Step 2:**
Add your first shape so the text is contained within it.

**Step 3:**
Add your second shape so text is contained within it and the first shape.

## Option 4:
## Creating structure

When you have a lot of information in one go, it is possible to use multiple shapes to create a framework for your page.
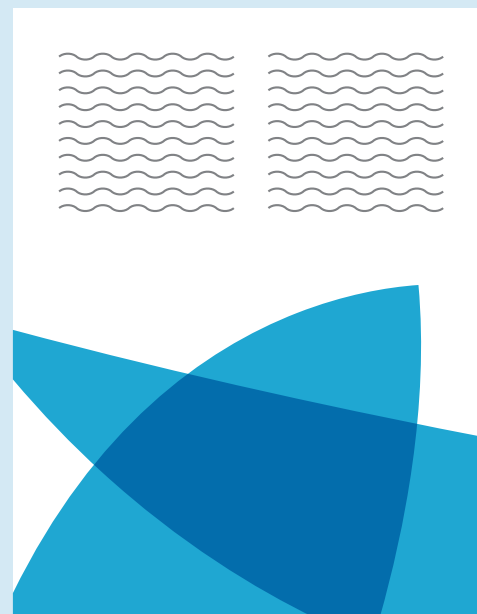
**Do** always bleed the shapes off the bottom of the page.

**Don't** rotate the shapes past 90 degrees in either direction.
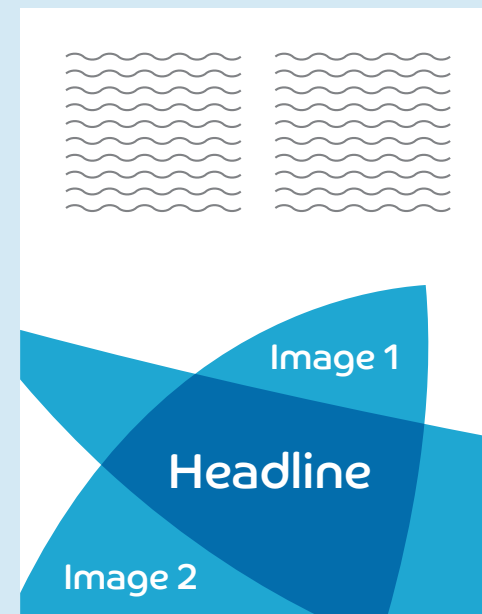
**Do** try to show the top of at least one of the sails.
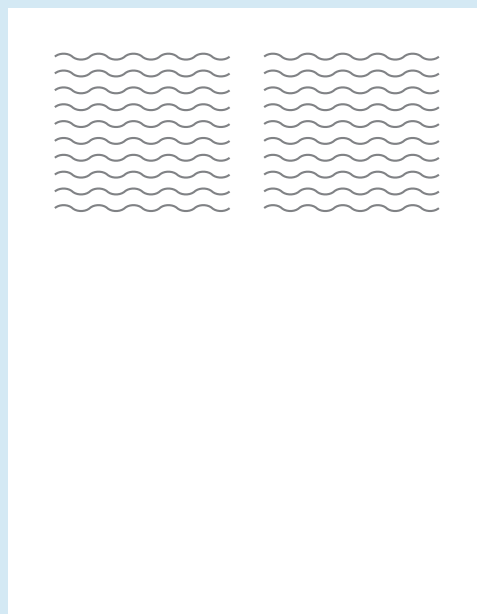


**Step 1:**
Staring with a page of laid out body copy.



**Step 2:**
Add at least two shapes in the remaining space.



Image 1

Headline

Image 2

**Step 3:**
Use pathfinder tool to break the over-lapped shape into separate elements and add copy, such as headlines or pull quotes and images, into the new smaller shapes.

How we colour our shapes depends
a number of factors.

- Is it over a background image?
- Is the image busy or plain?
- Is the image light or dark?
- Are we looking to show diversity
  or to represent the brand formally?
- Is it for the master brand or one of
  our sub brands?
- Are we using type over the shapes?
- Are the shapes animating?

To enable us to meet all these disparate
needs, we have two possible methods
for colouring our shapes, which you
use and how you use it must be
decided on a case by case basis.

## Method A

**Step 1:**
Start with at least two
overlapping shapes.

**Step 2:**
Use the pathfinder tool to break the shapes
into separate pieces.

**Step 3:**
Colour up each individual piece.

## Method B

**Step 1:**
Start with at least two
overlapping shapes.

**Step 2:**
Colour up each piece.

**Step 3:**
Apply a colour effect such as multiply,
or reduce the opacity so that the colours
interact with each other.

As a finishing touch, we use the sheet lines to add extra drama or finesse to our design. They should be approached very carefully following the guide below, which best matches the situation you are using them in.
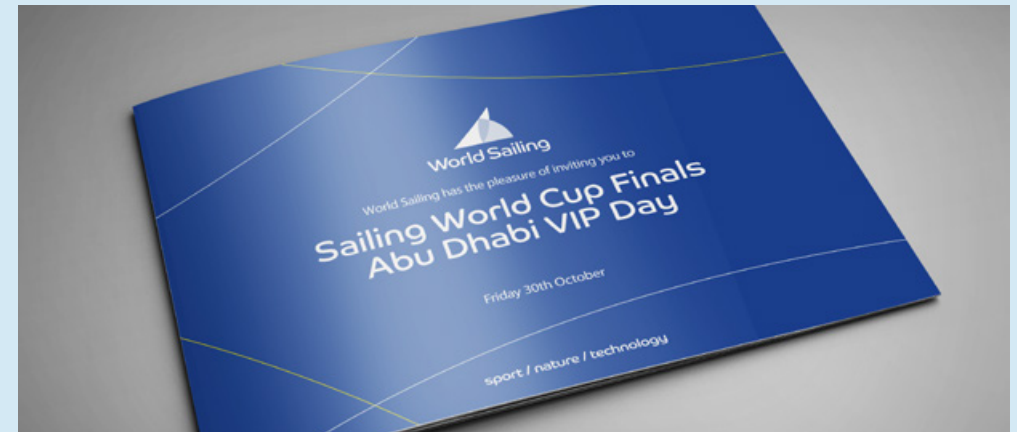




## When used with sails

- Add these to your design last
- Make them white or navy in colour
- Position them to overlap the shapes
- Only use a maximum of two lines
- The lines should be different in weight

## When used on their own

- Make them any colour
- Position them to overlap at least one other line
- Only use a maximum of four lines
- The lines should be different in weight

# Sub brands

We are responsible for a wide range of events and competitions, each with its own needs and audience, but all part of the World Sailing family. Here, we look at how we maintain a consistent look and feel without compromising each event's individuality.

# World Sailing Brand Guidelines

Each sub brand has its own lead accent colour used within the logomark. This accent colour becomes a primary colour for materials produced for that sub brand.

These master lock ups should be used from the original artwork available through the brand team. Please do not attempt to recreate them yourself.

## Sub brands

For each lock up, the logo 'clear space' guidelines should be applied to the lock up as a whole, and minimum size rules should still be applied to the logo.

## Our brands

### Championships


World Sailing | Sailing World Championship


World Sailing | Womens Match Racing World Championship


World Sailing | Offshore Team World Championship


World Sailing | Team Racing World Championship

### Cups


World Sailing | Sailing World Cup


World Sailing | Nations Cup

### Youth


World Sailing | Youth Sailing World Championship


World Sailing | Youth Match Racing World Championship

### Para


World Sailing | Para World Sailing Championship


World Sailing | Blind Match Racing World Championship

Each sub brand can be regionalised for a particular event. This should be done using the master files available from the brand team and only with express permission.

These files are available as landscape and stacked options as shown in the Auckland 2016 examples below.

## Sub brands

When editing the master file, there are some important things to remember:
- Please ensure that the distance either side of the diving line 'z' remains consistent
- Please do not increase or decrease the height of the letters 'y'
- Please do not increase or decrease the distance 'x' between the regional line and the event title.

## Regionalising

Landscape

Stacked

For the stacked version:
- Please ensure that, should your regional name and date exceed the width 'w', you place it over two or more lines until it fits within this width.

## World Sailing Brand Guidelines

Each sub brand can be regionalised further by the addition of a venue logo. This should be done using the master files available from the brand team and only with express permission.

These files are available as landscape and stacked options as shown in the Denmark 2018 examples below.

## Sub brands

When editing the master file, there are some important things to remember:
- Please ensure that the distance 'z' either side of the additional diving line remains consistent
- For the landscape version please ensure the venue logo fits within the box 'x' and with the left edge of the venue logo sitting on the left edge of the box.

## Venue logos



Landscape



Stacked

For the stacked version:
- For the stacked version please ensure the venue logo fits within the box 'y' which is of equal size to the World Sailing logo and with the top edge of the venue logo sitting on the top edge of the box.

Alternatively we can add partner organisations to the event lock up.

This should be done using the files from the previous page and following the aforementioned guidelines, as well as the following:

- Moving the World Sailing logo to the other end of the lock up
- Making sure the distance 'z' either side of both dividing lines is consistent
- If possible, align the top of the partner logo with the top of the event title, and the baseline of the partner logo with the baseline of the second line of text within the event title, to create the height 'h'
- In the stacked version, the partner logo needs to be slightly higher than the distance 'z' above the divider line, so should be set to the distance 'h2' above the divider line, equal to the cap height within the event title.

Occasionally you may need to show both a venue logo and a title sponsor's logo. The master files for these will be created on a case by case basis by the World Sailing brand team but will follow the same basic principles as those shown below. Where the title sponsor's logo fits in the box 'x' and the venue logo fits in the box 'y'.

**Title Sponsor LOGO** | Denmark 2018 Sailing World Championship | World Sailing | AARHUS DENMARK 2018

Landscape

x | Denmark 2018 Sailing World Championship | World Sailing | y

**Title Sponsor LOGO** | Denmark 2018 Sailing World Championship

Stacked

World Sailing | AARHUS DENMARK 2018

x | Denmark 2018 Sailing World Championship

World Sailing | y

Please contact the World Sailing brand team as soon as possible to allow us to develop this important asset and create a lock up that satisfies the needs of all key stakeholders.

**Example execution**

Sub brands

World Sailing Class

The World Sailing Approved Class seal of approval is to be used for official World Sailing class associations, which offer a high standard of international competitive sailing and satisfy the criteria set out in World Sailing regulation 10. The logo is to be employed on approved class websites.
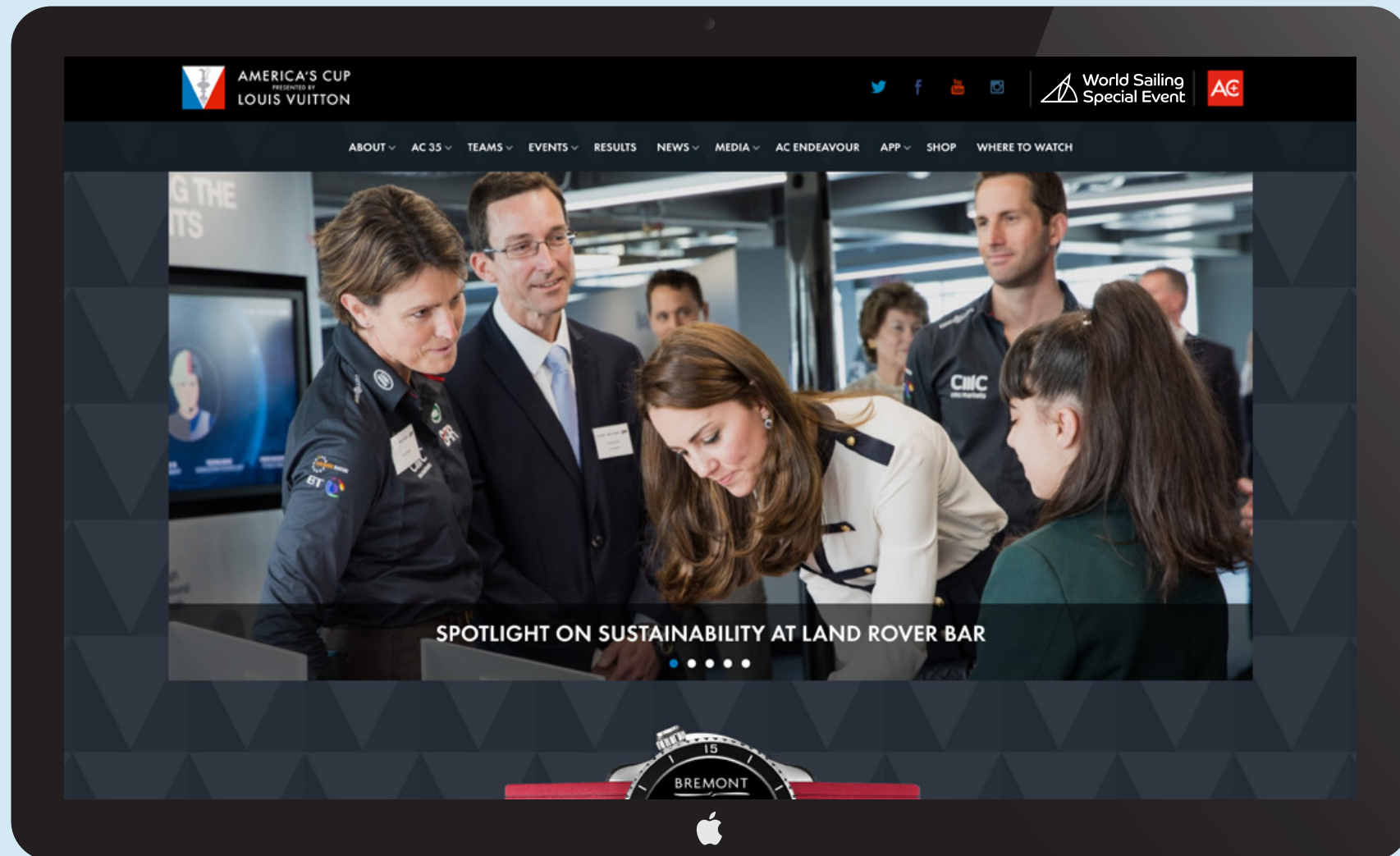
Classes should use this logo on the following: official websites, notices of race, sailing instructions, posts, results, programmes and event websites of its world and continental championships. Classes should fly the World Sailing Official Class flag (the appropriate number of which will be provided by World Sailing once per year at World Sailing's cost) prominently at its world and continental championships.
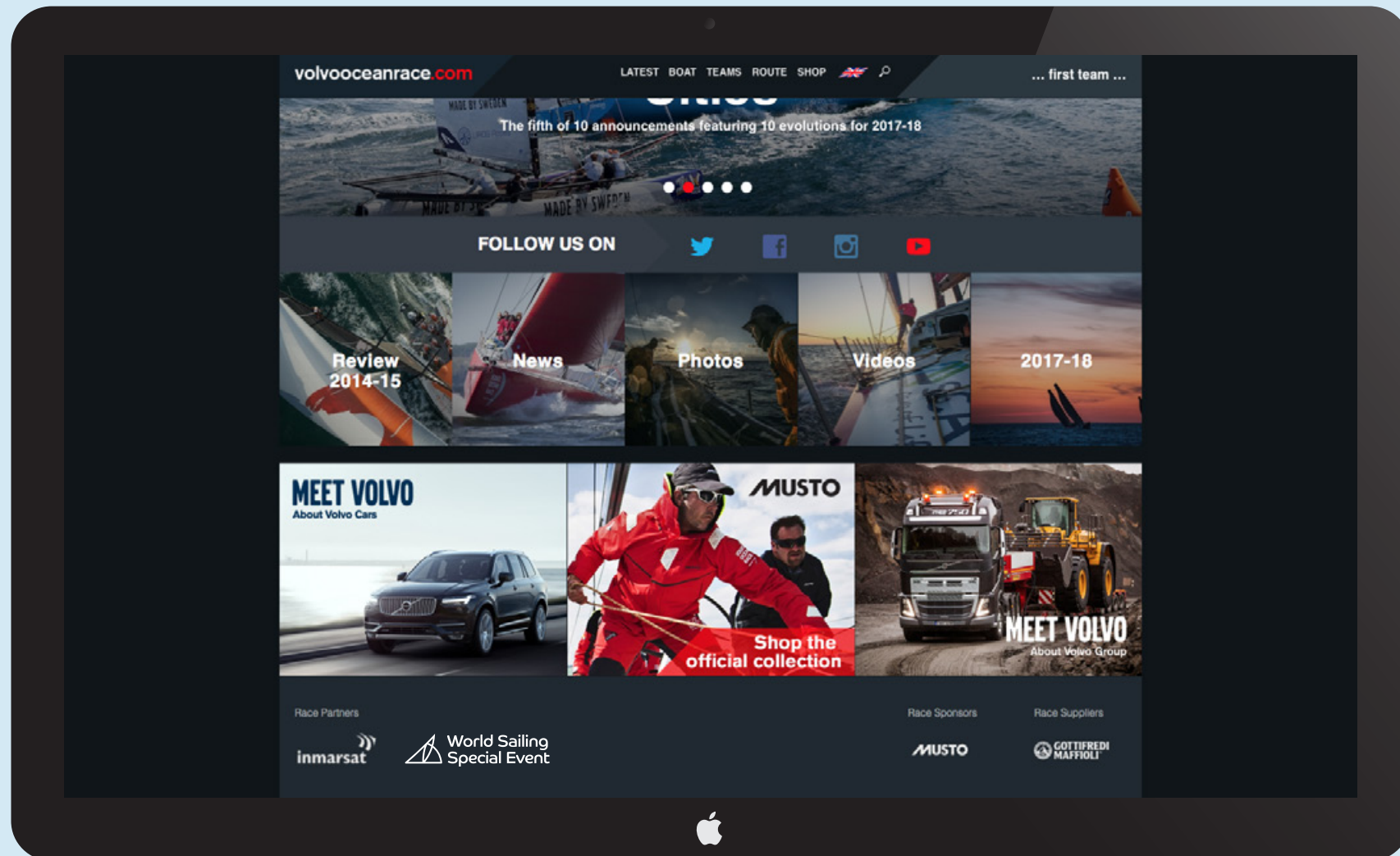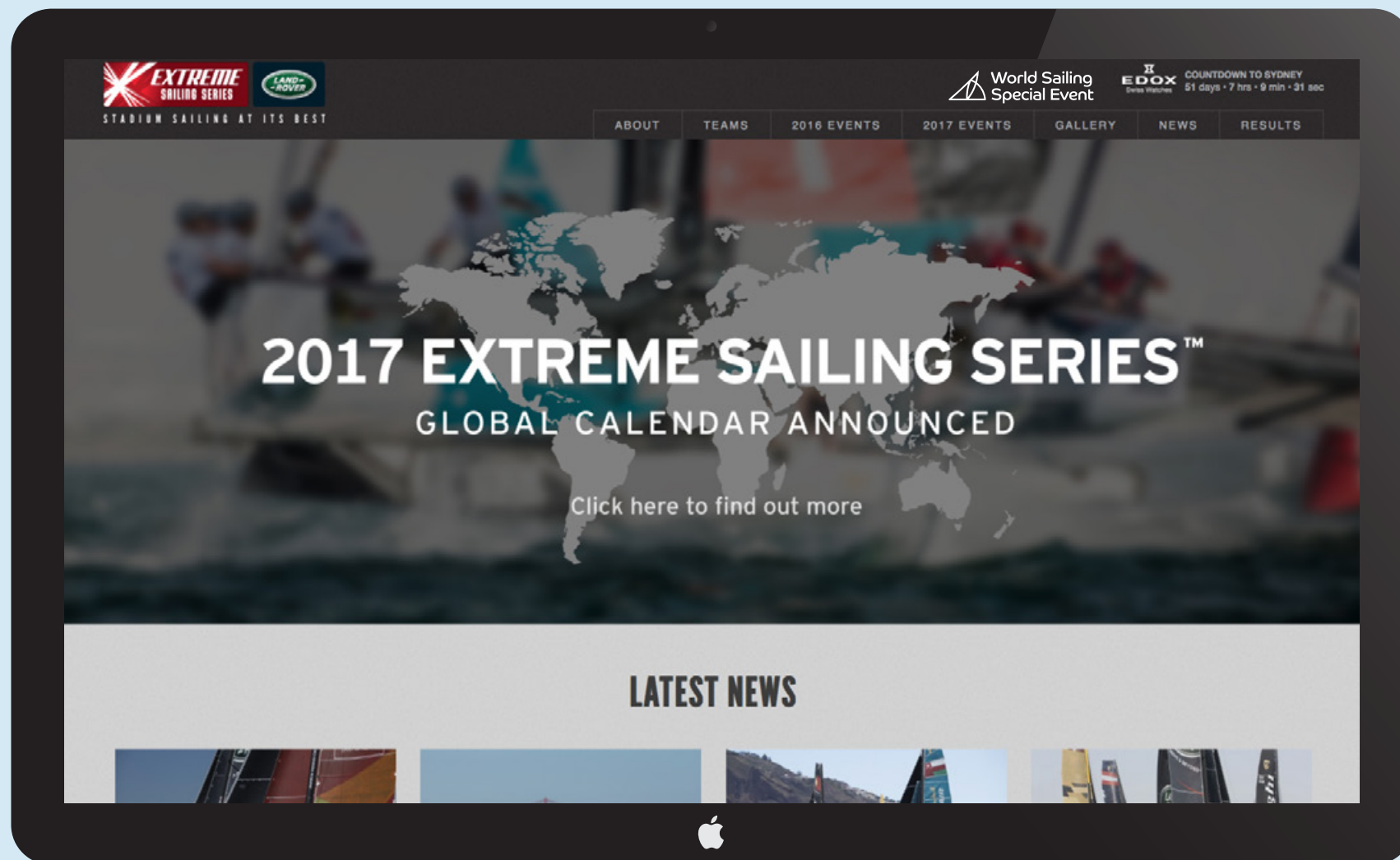
The World Sailing Special Event status is granted to a select number of
international sailing events. The Special Events logo is to be used by World
Sailing approved events, on their website and any other digital / printed material.
Currently, there are six events with this seal: America's Cup, the World Match
Racing Tour, PWA World Tour, Volvo Ocean Race, Extreme Sailing Series and the
Virgin Kitesurfing series.

# Bringing it all together

Towards
a more
sustainable
future

**World Sailing**

sport / nature / technology

# 2017-20
## Equipment Rules
## of Sailing

/ technology

A new vision
For our sustainable future

power
in
harmony

Fall in love with sailing's unique
relationship between sport, technology
and nature

World Sailing

We are guardians of the world's oceans,
using our voice to speak up for the vast
natural resource we rely on.

sport
in
nature

World Sailing

Harnessing the natural power
of wind driven water sport.

technology
in
action

World Sailing

# Our vision

A world in which millions more people fall in love with sailing; inspired by the unique relationship between sport, technology and the forces of nature, we all work to protect the waters of the world.

We bring together a global community of like-minded people who share in a deep passion for their sport, the quest for competitive success and a deep love of the natural environment.

Through us, the global sport of sailing is well organised with strong governance and a thriving and growing membership of over 140 Member National Associations.

Day 2

Sailing World Cup Report

World Sailing

Results by class
Tomorrow's fixtures
Venue details
Latest news

**Marino Gil, Miguel Chapuis & Noah Vocker Roche win opening Youth Eliminations**

The second day of the Gran Canaria Wind & Waves Festival saw the Youth's take centre stage again in the late afternoon.

**Guichard comes from behind to win breezy first day in Marstrand**

The forecast for tomorrow looks similar to today so the youth's may well be given more opportunity to show what they are capable of.

more >

## World Sailing

Invites you

sport / nature / technolo...

## COCKTAILS & GALA DINNER

At the Olympic Museum, Lausanne

Saturday 7th May
18:00 Cocktails 19:15 Dinner

Dress code - blazer and tie

### Rsvp

Please confirm your attendance and the
name of any guest you may be bringing
by email to fi.edwards@sailing.org

World Sailing | Sailing World Cup

Melbourne 2016

See sport in nature
4-11 December 2016

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**World Sailing**

For more information or advice
about using our brand identity,
please contact the Marketing
team at World Sailing:

P: +44 (0)2380 635 111
E: marketing@sailing.org

www.sailing.org