



THE TALL SHIPS RACES 2021

**BRAND
GUIDELINES
THE TALL SHIP RACES**

MESSAGE FROM THE CHAIRMAN

Dear colleagues,

These guidelines are the set of rules for correctly using The Tall Ships Races brand, to ensure The Tall Ships Races are represented clearly and consistently.

The Tall Ships Races and Regattas appeal to millions of European visitors and thousands of trainees across the world every year and have become Europe's largest, free, family festival.

Sail Training International, organisers of The Tall Ships Races, recognises that consistency of style and message are fundamental to maintaining this unique brand. As a participating host port you have made a commitment to using The Tall Ships Races logo on all the materials you produce in connection with the event and adhering to these rules. This is important because, by working together, we bring a consistent look to all our materials.

Do not hesitate to ask Sail Training International for further advice or assistance – contact details are on the back page of this document.



Jonathan Cheshire, Chairman

Sail Training International



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BRAND DEFINITION

Our logo is the most visible and recognisable part of our identity and this guide explains the different ways you are permitted to use the logo, which is provided in a variety of formats, by STI.



THE TALL SHIPS RACES 2021

- » The three different sized ships represent the diversity of The Tall Ships Races fleet and range of classes and sizes.
- » The title of the event is written under the ships
- » The red flags represent Sail Training International as the 'flagship' organiser of the event 'flying the flag' for sail training.

To reinforce this connection the words 'organised by Sail Training International' are always used in the same red underneath the event title – unless there are strong practical reasons not to.

USING THE TALL SHIPS RACES BRAND

The three ships logo is a registered trademark throughout Europe and these guidelines show how Sail Training International require the brand surrounding this trademark to be portrayed during any collaboration.

Host ports are licensed to use the logo on certain conditions and these include assisting in the protection of it from use by any other party not sub-licensed to use it, or abuse by anyone. If there is any infringement of these rules by another party the port in that country is responsible for enforcing the corrections.

While they are deliberately prescriptive, there remains scope for creativity in order to project your port messages in a way you think is most appropriate.

By implementing these brand guidelines you will be playing your part in supporting The Tall Ships Races brand values for trainees,

visitors, ships and everyone associated with the The Tall Ships Races.

This is important as it ensures that everyone using the brand identity does so in a consistent manner that will help build a strong Tall Ships Races brand, for everyone's mutual benefit.

All contracted ports and vessel operators should use the logo when producing any form of promotional or publicity material, including news releases, leaflets, posters, brochures, letters. The logo must be easily visible on all publications – and conform to our minimum size guidance.

The guidelines should be adhered to by all those preparing communications materials, including outside agencies or partner organisations. This will ensure that the messages, spirit and visual identity of The Tall Ships Races are explicitly communicated on every occasion.

BRAND VISION

The Tall Ships Races, organised by Sail Training International, bring international friendship and understanding, whilst changing young people's lives through sail training adventure.

BRAND VALUES

- » Fun, outdoor adventure activity
- » Self-discovery, teamwork and acceptance of others
- » Diversity, international friendship and understanding

BRAND MANAGEMENT

BRAND GUIDELINES

These brand guidelines can be found in the Host Port section of our website online at:

<https://sailtraininginternational.org/sailtraining/registration/>

This area requires you to register to access the documents

Any questions in connection with the guidelines should be addressed to:

vanessa.mori@sailtraininginternational.org

APPROVAL PROCEDURE

All uses of The Tall Ships Races logo, or any other elements of the brand identity, are subject to a checking and approval process by Sail Training International to ensure they are being used correctly.

All external parties producing branded products in relation to The Tall Ships Races must receive this document in full and comply with it when creating materials.

Please send all designs for approval to vanessa.mori@sailtraininginternational.org



THE TALL SHIPS RACES BRAND IDENTITY



GENERIC EVENT LOGO

The generic event logo is the default logo created for each Tall Ships Race or Regatta, which will predominantly be used by STI.

The generic logo is the permanent Tall Ships Races logo, which graphically represents the spirit of the Tall Ships Races, independent of a particular event location.

There is limited flexibility in the use of this logo and approval must be given.



HOST PORT LOGO

Used to promote the host cities Tall Ships Races event.

The host port logo will feature the name of the host port city and is to be used by all host port cities participating in a Tall Ships Race or Regatta. Sail Training International will create this bespoke event logo.

It will always be written in English and may not be translated into a local language.

Example uses: banners, websites, social media.



GENERIC EVENT LOGO (TITLE ONLY)

Used to represent the concept of The Tall Ships Races.

The title only logo has been created for use where greater legibility is called for and where The Tall Ships Races logo needs to be used for a functional purpose.

Logo maximum height size: 60mm

Example uses: badges, t-shirts, hats, wristbands, tickets or passes, or small items.



HOST PORT LOGO (TITLE ONLY)

A logo without “organised by Sail Training International” is supplied for use in special circumstances.

TITLE & SUB-TITLE

THE LOGO IS THE EVENT TITLE TO BE USED AS THE HEADER FOR ALL MATERIALS.

If you need to write the title outside of the logo for practical reasons the following rules apply.

The title of the event is:

THE TALL SHIPS RACES 2021

The sub-title is:

organised by **Sail Training International**

The typeface that must be used for the Title (when not used in the logo) is Univers LT Std 67 Bold Condensed, alternatively you must use Oswald Bold.

The typeface that must be used for the sub-title (when not used in the logo) is Futura Medium, alternatively you must use Open Sans Semibold (600).

The size ratio between the title of the event and sub-title is: 6:4

S s



THE TALL SHIPS RACES 2021
organised by **Sail Training International**

LOGO RESTRICTIONS



All logos will be supplied by Sail Training International in a variety of file formats. Use the correct format for your purpose and please do not obtain the logo from any other source for professional use.

MINIMUM SIZE

To make sure the logo is clear and easy to read, ensure it is used appropriate to the sizes of the item it is being printed on.

The logo can be increased and decreased in size, but the proportions must remain consistent. Please do not stretch the logo or crop it to fit into a small space.

See above - this 'a' should be no smaller than font size - 8pt.

MINIMUM LOGO SIZE GUIDE

33mm x 22mm (300dpi)

141mm x 94mm (72dpi)

EXCLUSION ZONE

We have defined an exclusion zone to protect the logo from other graphic elements like type, image boxes or lines. Leave clear space the height of the 'A' in 'TALL' as a guide all around the logo.

FORMATS & RESOLUTION



PRINT

Formats provided:

- » .eps
- » .jpg

Characteristics:

- » Working in CMYK Mode with large resolution images and vectors.
- » File size greater than 1GB
- » Resolution above 300dpi

Good for:

- » Banners & signs
- » Posters
- » Merchandise
- » Stationery



VECTORS

Formats provided:

- » .eps

Characteristics:

- » Clean lines and sharp clarity possible in vector art hold up even at enormous billboard sizes.
- » As you zoom closer and closer to a point primitive in your vector image, you realize you can never really get any “closer” to it than you originally were.

Good for:

- » Large format media
- » Merchandise
- » Animations
- » Signs



DIGITAL

Formats provided:

- » .jpg

Characteristics:

- » Working in RGB Mode with pixels
- » File size less than 1GB
- » Resolution 72dpi

Good for:

- » PowerPoint
- » Electronic templates
- » Websites
- » Social media



PIXELS

Format provided:

- » .jpg

Characteristics:

- » Pixels on monitors are collections of red green and blue points of light, combining in various brightnesses to create the RGB color model.
- » Raster is a term for all images that fit inside this model, and rasterization is the process of turning any sort of non-pixel based image into a digital pixel-based image.

TYPOGRAPHY

We encourage contracted host ports to use these fonts in as much of their design as possible to maintain a consistent style for the event.

HEADLINES

Univers LT Standard 57 Condensed

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789*#@+<=>'"

÷±%/?£&

Univers LT Standard 67 Bold Condensed

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789*#@+<=>'"

÷±%/?£&

Oswald Bold (700)

abcdefghijklmnopqrstuvwxy



Headlines should always be set using Univers (67 Bold) and always in title case. If this is unavailable you can use Oswald Bold.

Subheadings consist of (57 condensed)

The leading for headlines should be determined by the following equation:

Leading = Font size - 10pt

For example:

font size = 70pt

leading = 60pt

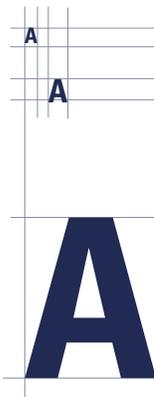
Smallest font size:

8pt (2.8mm)

Most used body text size:

12pt (4.2mm)

There isn't a largest font size, just make sure it has the correct leading - see text above



TYPE

Futura Medium

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789*#@+<=>'"

÷±%/?£&



Open Sans Semibold (600)

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789*#@+<=>'"

÷±%/?£&

Body copy should always be set using Futura Medium. If this is unavailable you can use Open Sans Semibold.

As there is no italic version of this font, Futura Medium (with +8 skew false italic) can be used instead. The leading for all body copy should be determined by the following equation:
Leading = Font size + 4pt

For example:

font size = 11pt

leading = 15pt

Type should never appear below 8pt. There is no maximum limit to type size.



GOOGLE FONT SUBSTITUTES

Oswald Bold (700) and Open Sans Semibold (600) are free to download from Google Fonts.

<https://www.google.com/fonts/>

BRAND COLOURS

PRIMARY COLOURS



SAIL RED

C: 3 M: 92 Y: 87 K: 8
R: 212 G: 45 B: 37
#: d42d25



TALL SHIPS NAVY

C: 100 M: 90 Y: 38 K: 32
R: 33 G: 43 B: 83
#: 212a53

SECONDARY COLOUR



WHITE

C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
#: ffffff

LOGO COLOUR OPTIONS

By default, please use the logo in colour wherever possible. The logo can appear on colour, illustration, or photographic backgrounds, as long as the legibility and integrity of the logo is not diminished.



Colours correct using illustrator version CC2015.

LOGO RULES FOR SUCCESS

The Tall Ships Races logo has been specially created so please don't redraw or alter it as this weakens The Tall Ships Races brand and what it stands for and will infringe the registered trademark.

Do not stretch the logo or crop it to fit into a small space. The following examples show you how misusing the logo can affect its impact, and should not be replicated.



RULES FOR SUCCESS

1. Never use any effects
2. Never bound the logo with a box
3. Never rotate
4. Never use with a re-arrangement of the logo elements
5. Do not apply a stroke around the text or logo
6. Never distort
7. Never recreate in a different typeface
8. Always use in correct colours
9. Never incorporate a strapline

LOGO MISUSE

1.



2.



3.



4.



5.



6.



7.



8.



9.



LOGO USE

BANNERS, SIGNAGE AND POSTERS

The Tall Ships Races logo must be prominent on all banners, signage and posters. The subtitle must also be included.

It is not mandatory that the title acts as the headline, however it must be equal in size or larger than all other text on the material being produced.

ADVERTISING, PRINT AND DIGITAL TEMPLATES

The Tall Ships Races generic or host port logo should be prominent in all advertisements and print.

We encourage the use of The Tall Ships Races logo in the headlines for advertisements in print media, but this is not mandatory.

It is mandatory that the title and subtitles are included within the text or in a prominent signature paragraph at the bottom of the advertisement or printed material.

NEWS RELEASES

The Tall Ships Races logo, with subtitle, must be prominent in the header of the News Release. All editor's notes must additionally include further information about Sail Training International, with contact details and the website address.

STATIONERY

You should use the logo on all stationery; there are two ways of doing this. You can incorporate the logo into your digital letter templates, or you can have the logos printed on your letterhead, compliments slips, name badges, business cards etc.

ONLINE & SOCIAL PLATFORMS

Host ports are not permitted to set up a joint website, but are encouraged to set up their own port specific websites.

Where appropriate these should include a link from The Tall Ships Races logo to www.tallshipsraces.com (owned and operated by Sail Training International). You should display your URL on all your promotional materials.

The host port logo should appear on the home page of your website and social media channels and on the header bar across all pages of your website.

Please ensure that the logo is used at a sufficient size for all elements to be legible on screen.

IMAGERY



The brand imagery allows for the combination of aspirational, conceptual imagery and dynamic lifestyle photography that is authentic, meaningful, memorable and immersive.

- » The perfect day, calm blue skies and tall ships.
- » Reportage lifestyle photography to document the customer experience.
- » Trainee photography in action shots.
- » Night-time photography that shows celebration and great atmosphere.
- » Photographs should aim to represent a full range of age, genders, ethnicities and cultures.

PORT BRANDING

This guide is deliberately prescriptive in order to retain the brand values of The Tall Ships Races and as a general guiding principal there is no creative flexibility in the application of the event logo.

However, creative possibilities exist for the ports to project their own themes and messages with the creation of their own unique identity, which makes each port different and special. This event theme needs to be able to work well with the permanent brand identity of The Tall Ships Races.

EXAMPLES

As you can see from our branded examples, The Tall Ships Races logo is displayed prominently in ratio to the supporting logos.

The remaining design is unique to the port.

Poster/Advert example



Banner example



SPONSORSHIP AND DUAL BRANDING

You will need to show the support of other organisations, but it is important that when producing items in partnership with another organisations the other brands do not diminish the strength of The Tall Ships Races brand.

In the spirit of partnership and co-operation The Tall Ships Races brand acknowledges our partners branding requirements, but the basics of The Tall Ships Races branding guidelines should be implemented and not appear to be lesser in impact.

The Tall Ships Races logo should be the prominent logo on all materials relating to The Tall Ships Races. Host ports are permitted to display port sponsors logos on the same materials but these must not exceed 25% of the size of The Tall Ships Races logo or appear in close proximity to the Tall Ships Races logo.

If an event title sponsor is secured all variants of The Tall Ships Races logo, and event title, will be updated and designed to show this and Sail Training International will supply new logo designs.



The generic event or host port logo should be the prominent logo on all materials relating to The Tall Ships Races.

Host ports are permitted to display port sponsors logos on the same materials but these must not exceed 25% of the size of The Tall Ships Races logo.

Unless otherwise approved, a maximum of five logos will be permitted on materials in connection with The Tall Ships Races. In all cases, such logos must never collectively exceed 60% of the signage available in a host port.

EXAMPLE BRANDING

SUB LICENSE

Host ports are encouraged to sub license use of the generic event logo, generic event logo (title only), host port logo and host port logo (title only) for use by sponsors and on merchandise for sale to the public where agreed. Any such sub-licence is subject to the rules contained in this document, which should be given by the host port. All designs are subject to the approval process.







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