

# **IDENTITY GUIDELINES FOR THE NORTH SEA TALL SHIPS REGATTA 2016**

**Issued: August 2014**

## **1. INTRODUCTION**

The NORTH SEA TALL SHIPS REGATTA 2016 is organised by Tall Ships International Ltd, a wholly owned subsidiary company of Sail Training International.

A key element of the 'equity' Sail Training International has in NORTH SEA TALL SHIPS REGATTA 2016 is its identity. This has a considerable value that we must protect, to the benefit of the event itself, the title sponsor and everyone involved in the event: notably participating host ports and sail training vessels. To provide this protection it is critical that Tall Ships International Ltd and contracted host ports comply with certain rules and guidelines governing the identity of the Regatta, and how this is expressed in promotional, informational and other materials.

Identity, so far as these materials are concerned, is embodied in the Title, Sub-Titles and Logo of the event. These Identity Guidelines set out how these elements are to be used in any materials relating to the Regatta. It also deals with the relationship that must exist between the identity of the Regatta and the local port interests (eg port sponsors).

**PLEASE NOTE THAT ANY DEVIATION FROM THESE GUIDELINES MUST BE APPROVED IN ADVANCE AND IN WRITING BY TALL SHIPS INTERNATIONAL LTD, AND ALL MATERIALS USING THE IDENTITY MUST BE APPROVED IN ADVANCE BY TALL SHIPS INTERNATIONAL LTD.**

## 2. TITLE, SUB-TITLES AND STRAP-LINES

The title of the event is: NORTH SEA TALL SHIPS REGATTA 2016

The sub-title is: Organised by Sail Training International

The typeface that must be used for the title is Universe 67 Condensed

The typeface that must be used for the sub-title is Universe 57 Condensed

The size and ratio between the title and sub-title of the Regatta are illustrated here:

# NORTH SEA TALL SHIPS REGATTA 2016

**Organised by Sail Training International**

Guidelines for the use of the title and subtitle on print, banners, merchandise, etc are given in Section 4.

## 3. LOGO

The logo for the NORTH SEA TALL SHIPS REGATTA 2016 is illustrated below. Host ports are entitled and encouraged to use the logo, and must assist in protecting against its unauthorised use by third parties.

3.1 This is the generic logo for the Regatta as a whole. This must be used on all materials produced in relation to the Regatta as a whole.



3.2 The RGB Colour code for the blue background is: 194f90. The red colour code is ed412b.

## **4. GUIDELINES FOR USE OF THE TITLE, SUB-TITLE AND LOGO**

Host ports must use the title and sub-title or the logo for the NORTH SEA TALL SHIPS REGATTA 2016 on all materials relating to the event, and are encouraged to use both.

### **4.1 Advertising**

We encourage the use of the title NORTH SEA TALL SHIPS REGATTA 2016 in the headlines for advertisements in print media; but this is not mandatory. However, any such advertisements in relation to the Regatta must include prominent reference in at least the text, or a 'signature' paragraph at the bottom of the advertisement, to the title and sub-title. The logo must be prominent in advertisements.

### **4.2 Banners and signage**

Banners and signage for the Regatta must include the title and sub-title. Prominent use of the Regatta logo on banners and signage is also encouraged.

### **4.3 Posters and print**

The title and sub-title of the Regatta must be used on all posters and in other print in a prominent position, and ideally in headlines (where applicable). Prominent use of the Regatta logo on posters and print is also encouraged.

### **4.4 Press Releases**

The use of the title of the Regatta in press release headlines is encouraged, but not mandatory. Use of the title and sub-title in the text of press releases is mandatory. As well as appearing in the text they must also appear prominently at the foot of a press release, as follows:

**\* The NORTH SEA TALL SHIPS REGATTA 2016 is organised by Sail Training International**

### **4.5 Internet / websites**

The official website is: [www.tallshipsraces.com](http://www.tallshipsraces.com). Ports are welcome to create their own website but the url must be approved by Sail Training International in advance. Also, the design of the port website should be approved by Sail Training International before being published and must follow these guidelines and must provide a link to [www.tallshipsraces.com](http://www.tallshipsraces.com).

### **4.6 Merchandise**

Host ports are encouraged to sub-licence use of the title, sub-title and logo of the NORTH SEA TALL SHIPS REGATTA 2016 for use on merchandise for sale to the public. Any such sub-licence is subject to the rules and guidelines contained herein. Merchandise must include

prominent use of the title and sub-title and/or the Regatta logo. All designs must be submitted for prior approval to Sail Training International.

## **5. USE OF THE IDENTITY OF THE NORTH SEA TALL SHIPS REGATTA 2016 WITH OTHER IDENTITIES / LOGOS**

The identity of the NORTH SEA TALL SHIPS REGATTA 2016 , either through use of its title and sub-title, or its logo, or a combination of these elements, **MUST** predominate on all materials produced by a host port, its sub-licensees and its port sponsors unless otherwise agreed in advance and in writing by Tall Ships International Ltd.

It is recognised that local port sponsors will also feature on materials in connection with the Regatta. Unless otherwise approved, a maximum of five such logos will be permitted. In all cases, such logos must never individually exceed 25 per cent of the surface area of the official Regatta logo used on the same materials, and collectively shall not exceed 60 per cent of the signage available in a host port.

Logos and local/port sponsors may not be identified as a 'sponsor' (or any equivalent title) of the NORTH SEA TALL SHIPS REGATTA 2016 . They may however be identified as 'Port Sponsor', 'Chief Port Sponsor', etc, to recognise their role in relation to the port.

These Identity Guidelines for the NORTH SEA TALL SHIPS REGATTA 2016 are issued by Tall Ships International Limited, a wholly owned subsidiary company of Sail Training International, whose offices are at:

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