

Brand Guidelines

Guidelines for the application & use of Brand Marks belonging to Affinity Partnerships Ltd / Powerboat GP

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Introduction

Powerboat GP is the brand used to identify the most prestigious Circuit Powerboat Racing competition in the UK and is extremely valuable to us.

Affinity Partnerships Ltd is granted the contracted rights in and to the Powerboat GP brand including reserving the right to commercially exploit it.

The mark used to identify the brand is the ‘Powerboat GP ‘ logo.

We offer our promoters, title sponsors, global partners, suppliers and licensees exclusive rights to use our marks and associate themselves with our brand and we take great care to protect the reputation of our brand by ensuring the proper use of our brand marks. As such our brand marks cannot be used by third parties without a specific licence or permission from us.

However, the main brand mark of the Powerboat Championship can be used to provide information or news reports about the events & promotional activities of Powerboat GP.

These guidelines (which may be updated from time to time) are provided to help you use our brand marks properly and in a clear and consistent way for this purpose.

As it is impossible to provide guidance on all possible uses, we reserve our right to take action against unauthorised usage which we consider to infringe our rights.

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Section 1 - Our Marks

The core Brand Marks and corporate identities of Powerboat GP are listed below.

The Logo



Permitted Word Marks

Powerboat GP
PowerboatGP
Powerboat GP RYA British Championship
Powerboat GP RYA British Sprint Championship

Championship Titles 2013

Powerboat GP RYA British Championship 2013
Powerboat GP RYA British Sprint Championship 2013
Powerboat GP British Masters Championship 2013

Event Titles 2013

Powerboat GP – Lancashire Grand Prix
Powerboat GP – Lowestoft Grand Prix
Powerboat GP – Kingsbury Grand Prix
Powerboat GP – Bedford Sprint Grand Prix
Powerboat GP – Bedford Grand Prix

Class Championship Titles 2013

Powerboat GP RYA British GT15 , GT30, OSY400, T850, F4, F4s, F2 ,
O/Hydro Championship

Powerboat GP RYA British GT15 , GT30, OSY400, T850, F4, F4s, F2 ,
O/Hydro, S/Cat Sprint Championship

Corporate Identity (our company names and official websites that contain our trade marks)

Affinity Partnerships Ltd
Powerboat GP

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Section 2 - Using Our Marks

The Logos

You may not use, for any purpose, in any medium, any of our Logos without an express written licence or permission from Affinity Partnerships Ltd or Powerboat GP.

The logo may not be altered in anyway from its official form without the express written permission of Affinity Partnerships Ltd or Powerboat GP.

Editorial use

Our Permitted Word Marks can be used editorially to report on and provide information about Powerboat GP events so long as such use does not create any unauthorised association between Affinity Partnerships Ltd, Powerboat GP, its brand and any third party, their products or services.

This includes use on front covers of publications/a website page so long as the use is to inform or report and not to brand the publication/website page.

See section 4 for guidance on using the Permitted Word marks editorially.

Internet

As noted above, our Permitted Word Marks can be used editorially on a website so long as the use is to inform or report and not to brand the website. Care must be taken by third parties who publish information relating to the brand that their website publication is clearly stated to be unofficial.

Domain names

Our Permitted Word Marks cannot be incorporated into or registered as domain names. This also extends to the brand as a sub-domain name. For example: www.racerfan.co.uk/powerboatgp.

Social media and Mobile Services

Our Permitted Word Marks can be used editorially on social media platforms and on mobile services such as SMS so long as the use is to inform or report and not to brand.

Advertisements and promotions Our Permitted Word Marks cannot be used in advertisements or commercials so as to create an unauthorised association between the Powerboat GP brand and a third party or their products or services. For example, in advertorials.

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Endorsement or sponsorship Our Permitted Word Marks cannot be used in any manner, in any medium, that implies Powerboat GP or Affinity Partnership Ltd's affiliation with or endorsement, sponsorship, support of any third party or their products or services. They cannot be used in conjunction with an unauthorised third party's brand or logo.

Commercial use

Our Permitted Word Marks cannot be used on any goods or in relation to services provided for sale/promotional giveaways without an express licence from Affinity Partnerships or Powerboat GP. This includes but is not limited to the manufacturing, distributing and promoting of goods or services.

Company name, product name, trade mark

Our Permitted Word marks cannot be used or registered as part of a company name, trade name, product name or service name, nor can they be used or registered in any trade mark or service mark.

Variations

Our Permitted Word Marks, including variants, misspellings and derivatives, cannot be incorporated into logos, composite logos, website icons, or used to create a brand identity.

Section 3 - Other Guidance

Ticket giveaways

Powerboat GP Event tickets cannot be used for prizes in any competitions or giveaways unless the activity has been organised by an authorised party.

Timing Data & Results

Our Results and Timing Data is created for our exclusive use and protected by our database rights. It can be used editorially to genuinely inform but cannot be used commercially.

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Section 4 - Using our Permitted Word Marks Editorially

The following guidelines will help to ensure that you use the Permitted Word Marks properly in editorial copy.

Appearance Event Titles should always be written in Title Case or BLOCK CAPITALS.

In almost every circumstance e.g. in press releases, advertising materials, strap lines, titles, headlines of news and race reports and website menus, where the surrounding text is written in Sentence case, Word Marks should be either:

- a) written in Title Case
- b) in BLOCK CAPITALS

Whichever approach is taken please be consistent.

Permitted Word Marks should not be stylised or written in a font style that is different to the surrounding text.

For further information or enquiries, please do not hesitate to contact us :

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