

Approved Series Production logo guidelines

February 2025

Welcome

These guidelines are designed to make it easy for all Approved Series Production suppliers to correctly use the logo. We've condensed everything you need to know into a short guide, but if any questions do crop up, please don't hesitate to contact us by emailing marketing@sailing.org



World Sailing - Approved Series Production: logo guidelines



Scaling and positioning the lock-up



A minimum area of surrounding space is required around the logo. 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 logo (see diagram).



To preserve legibility, the logo should never be shown smaller than 20mm wide.

Choosing the right version of the logo

PRIMARY FLAT FULL COLOUR: Light coloured backgrounds



Wherever possible, the flat full colour version of the logo should be used and placed onto a light coloured background. However, if doing so would be prohibitively costly, you may use the secondary option shown far right.

WHITE OUT LOGO: Mid coloured backgrounds



On occasions when it is not possible to lighten the background (and use our primary full flat colour logo), we have provided a white out version of the logo for you to use.

SECONDARY REVERSED COLOUR LOGO: Dark coloured backgrounds



Where existing design dictates a dark-coloured background, and it would be costly or difficult to create a light background for the logo, then you may use our secondary reversed colour logo version with white text.



Restricted printing

When screen-printing or engraving, you may be asked for artwork that meets specific technical requirements. These can be easily catered for. For help with this, please contact us by emailing marketing@sailing.org

What NOT to do



Don't create new logo with your own logo.

Please ensure that clearance area guidelines are followed at all times.



Don't change or add to the text within the logo.

The logo should always be as provided.



Don't change the colour of the logo to match your brand colours.

Please don't modify the artwork to match your brand in any way.



Don't separate the artwork into separate pieces.

The whole logo should be shown at all times.



Don't place the logo onto a similar colour.

Refer to the guide above to help you with choosing the right version.