



Class Association lock-up guidelines

January 2017

Welcome

These guidelines are designed to make it easy for all our accredited Classes to use the World Sailing Class Association lock-up as part of their communications.

We've condensed everything you need to know into one clear page but, if any questions do crop up, please don't hesitate to contact us by emailing marketing@sailing.org

World Sailing - Class Association lock-up guidelines

Scaling and positioning the lock-up



A minimum area of surrounding space around the lock-up is required across all visual communication.

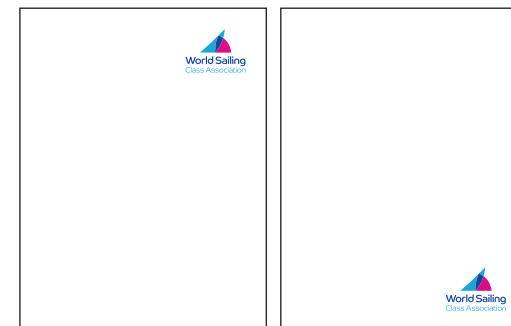
The clearance area must be relative to the size of the lock-up and is therefore equal to the width of the non-overlapped 'spinnaker' section within the logomark (see diagram).



To preserve legibility, the lock-up should never be shown smaller than 20mm wide.



Ideally, the Class Association lock-up should appear in your website header, separated from your brand elements and the main navigation bar. Our suggested position would be in the top right corner of your website and of a similar scale to your logo.



The Class Association lock-up should appear once within any printed communication, ideally on the front cover of any material with multiple pages. Our suggested position would be in the top right or bottom right corner of the page. It should be of a similar scale to your logo.

Choosing the right version of the logo

PRIMARY: Light-coloured backgrounds



Wherever possible, the non-gradient, flat, full-colour version of the lock-up 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.

TERTIARY: Mid-coloured backgrounds



For mid-coloured backgrounds, **please lighten or darken the background to enable use of our primary or secondary lock-ups.** On occasions when this isn't possible, we have provided a tertiary mono version of the lock-up for you to use.

SECONDARY: 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 lock-up, then you may use our secondary version of the non-gradient, flat, full-colour lock-up 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 lock-ups 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 lock-up.

The logo should remain non-class specific.



Don't change the colour of the lock-up 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 lock-up should be shown at all times.



Don't place the lock-up onto a similar colour.

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