



# Steering the Course Logo usage Mini Guide

March 2021

## Welcome

These guidelines are designed to make it easy for all MNAs to use the Steering the Course lock-up logo.

We've condensed everything you need to know into a short PDF but, if any questions do crop up, please don't hesitate to contact us by emailing [rob.holden@sailing.org](mailto:rob.holden@sailing.org) or [catherine.duncan@sailing.org](mailto:catherine.duncan@sailing.org)



Steering  
the Course  
Women's Sailing  
Festival



# Steering the Course - introduction guidelines



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 'rose compass' section within the logomark (see diagram).

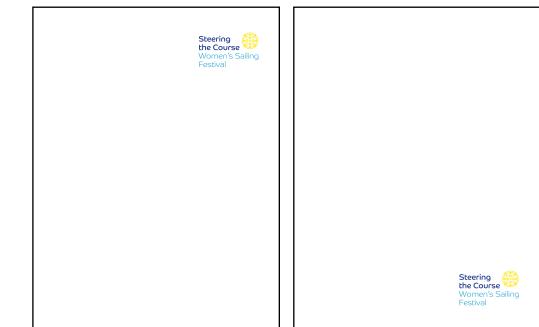


To preserve legibility, the lock-up should never be shown smaller than 15mm wide.

## Scaling and positioning the logo



Ideally, the Steering the Course logo 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 Steering the Course logo 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 full-colour version of the logo should be used, and placed onto a light-coloured background.

### SECONDARY: Mid-coloured backgrounds



For mid-coloured backgrounds, please lighten or darken the background to enable use of our primary or secondary logo.



### 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 [catherine.duncan@sailing.org](mailto:catherine.duncan@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 logo.

The logo should remain non-class specific.



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.

# Steering the Course - introduction guidelines

## Versions of the logo

STANDALONE logo



LOCK-UP logo



## Minimum size and clearance space for the lock-ups



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20mm

Please remember, to preserve legibility the lock-up logo should never be shown smaller than 20mm wide for World Sailing.



Also remember, please adhere to clearance space needed around the lock-up logos.



Don't move elements of the lock-up.  
Please don't modify the artwork in any way.

# Steering the Course - introduction guidelines

Lock-up logo + MNA



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Steering the Course lock-up logo

Steering the Course lock-up logo + MNA

Minimum size and clearance space for the lock-ups



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20mm

Please remember, to preserve legibility the World Sailing logo should never be shown smaller than 20mm wide.



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# Steering the Course - introduction guidelines

## Steering the Course Colours

	CMYK	RGB	Web	Print
<b>Navy</b>	C 100 M 85 Y 0 K 0	R 23 G 71 B 158	#17479e	Pantone 7687 C
<b>Cool Aqua</b>	C 70 M 10 Y 5 K 6	R 37 G 167 B 208	#25a7d0	Pantone 7702 C
<b>Sunset</b>	C 0 M 0 Y 100 K 5	R 249 G 229 B 0	#f9e500	Pantone 3955 C

## World Sailing Magenta

	CMYK	RGB	Web	Print
<b>Hot Magenta</b>	C 10 M 100 Y 5 K 0	R 216 G 13 B 134	#d80d86	Pantone 233 C

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[www.sailing.org](http://www.sailing.org)



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