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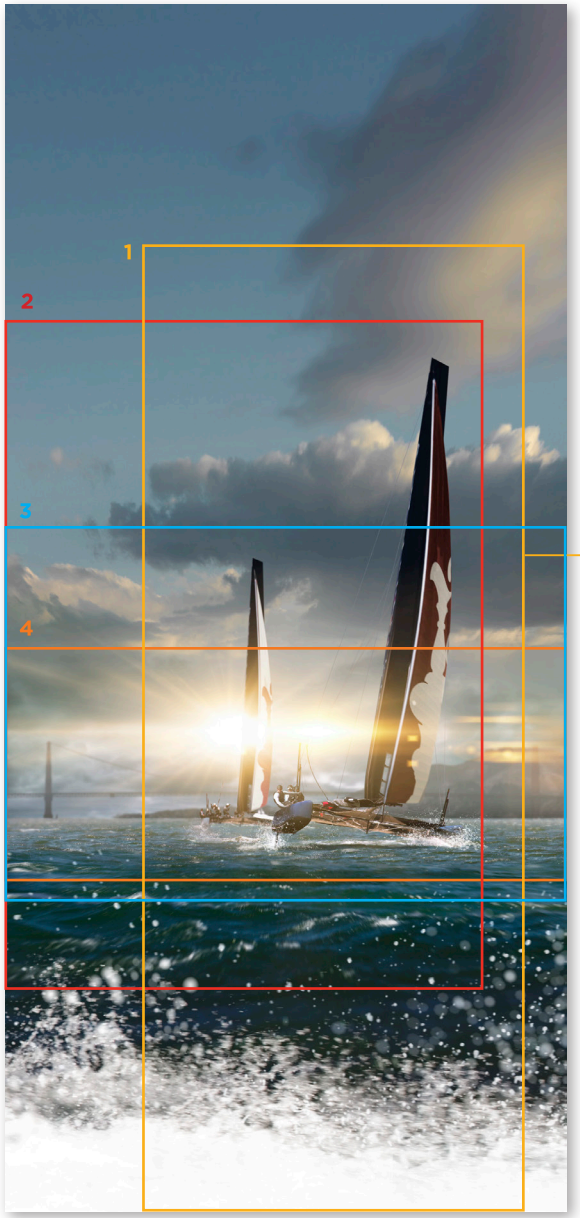

LOGO HOLDING DEVICE

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HOLDING DEVICES FOR ALL SERIES

LOGO HOLDING DEVICE

There will be a holding device for each one of the upcoming venues. This device is to place the logo on all the different designs, working both as a background as well as a recognizable branding element.

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Space between supporting device and margin is 50% of the size of the holding device.

Logos will only be used on top of very dark or very light photographic background.

EXAMPLE OF BASIC LAYOUT

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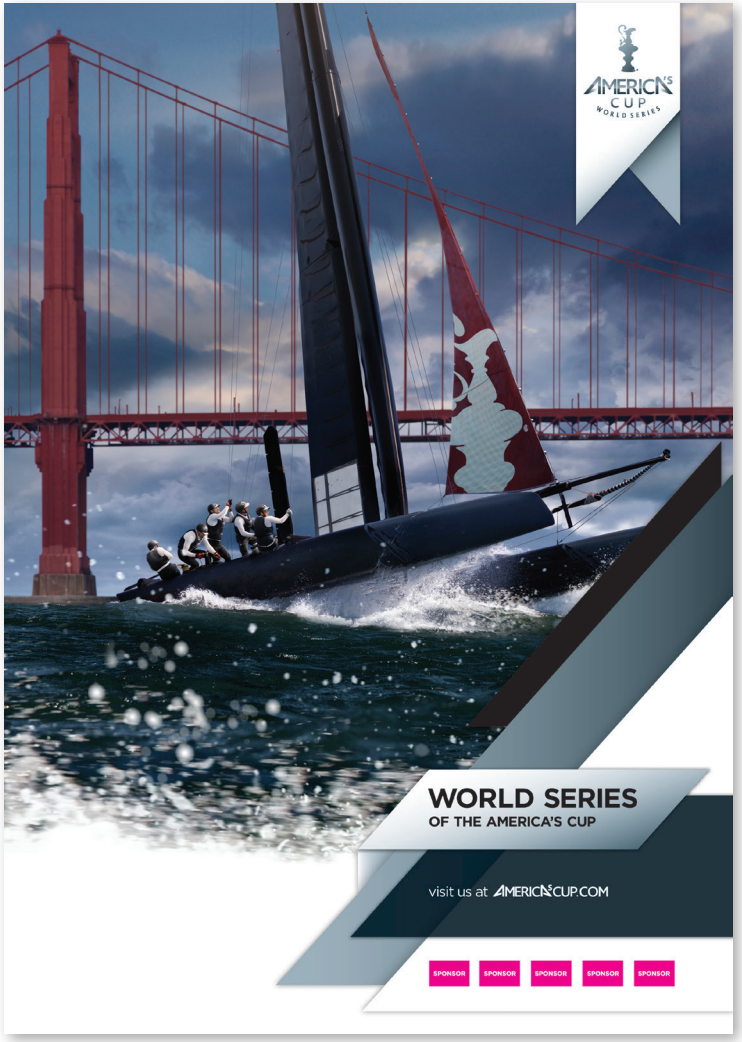

EXAMPLES OF DIFFERNET LEVELS OF INFORMATION

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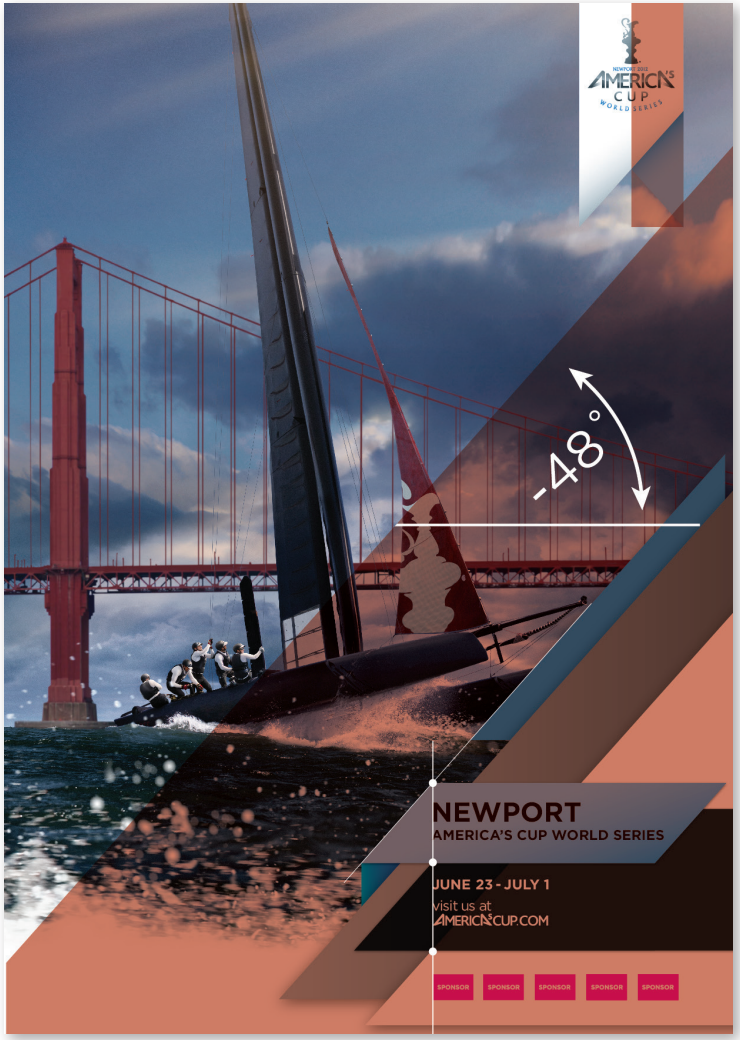
All the graphic elements have an angle of 48° or -48°

Elements will be aligned as accurate as possible. The more aligned points the better the result.



The logo and its holding device can be located on the top left as well as on the top right, depending on what is more suitable for the background.

Text will always start aligned to the above corner angle.

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All the graphic elements will have an inclination of 48° or -48°

In case graphics are aligned to the left side, the text will be aligned to the corner angle below.

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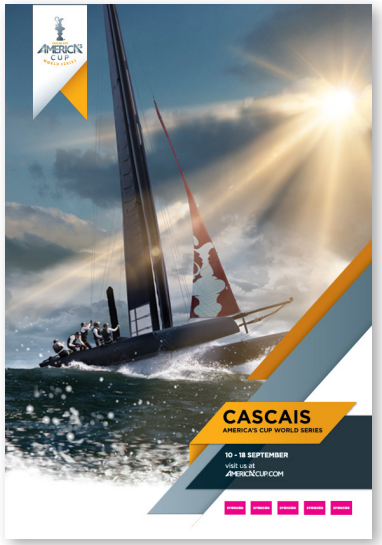

C0 M35 Y100 K0 C0 M50 Y100 K20

C100 M0 Y0 K0 C100 M70 Y0 K0

C0 M65 Y100 K0 C0 M85 Y100 K25

C55 M19 Y0 K0 C89 M43 Y0 K0

FURTHER EXAMPLE UPON REQUEST

COLOR USAGE FOR THE DIFFERENT VENUES

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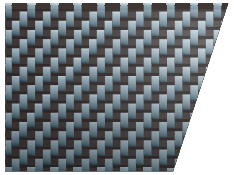
AC GREY TONE



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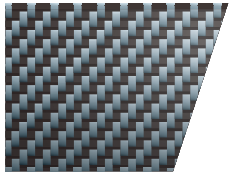

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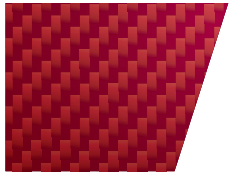
AC RED TONE



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Please note:

Any use of the Official America's Cup logos must abide by the guidelines set out in this document.

Any use of the America's Cup Logos must be approved by the America's Cup Event Authority.

Please send all usage requests to brand@americascup.com

Minimum approval process requires 3 working days.

Please note all comments and/or amendments received from the America's Cup Event Authority are final.

FOR FURTHER INFORMATION PLEASE CONTACT:
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