AMERICA'S CUP

BRAND GUIDELINES
VISUAL IDENTITY

AMERICA'S CUP

IMAGE CROPPING

SPONSOR SPONSOR SPONSOR SPONSOR SPONSOR SPONSOR

IMAGE CROPPING

IMAGE CROPPING

IMAGE CROPPING

LOGO HOLDING DEVICE

64 mm for A4

48°

30 mm for A4

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.

BRAND GUIDELINES   VERSION 5.0   35

GRAPHIC LANGUAGE

Sponsor logos are min. 1/3 of the size.

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.
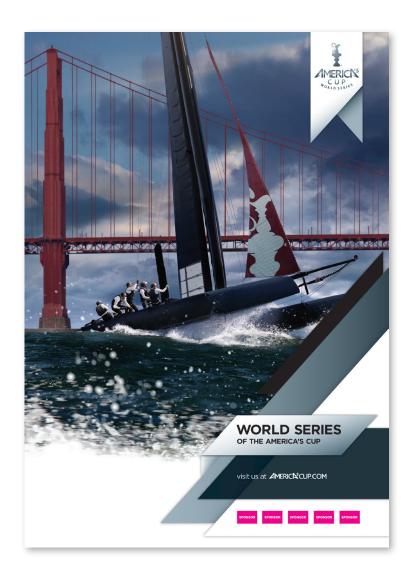
EXAMPLE OF BASIC LAYOUT

GRAPHIC LANGUAGE

EXAMPLES OF DIFFERNET LEVELS OF INFORMATION

GRAPHIC LANGUAGE

All the graphic elements have an angle of 48° or -48°
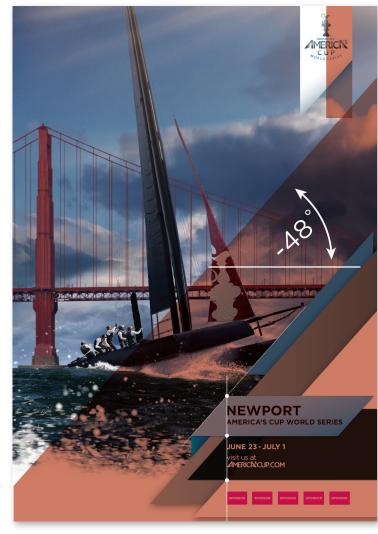
Elements will be aligned as accurate as possible. The more aligned points the better the result.

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.
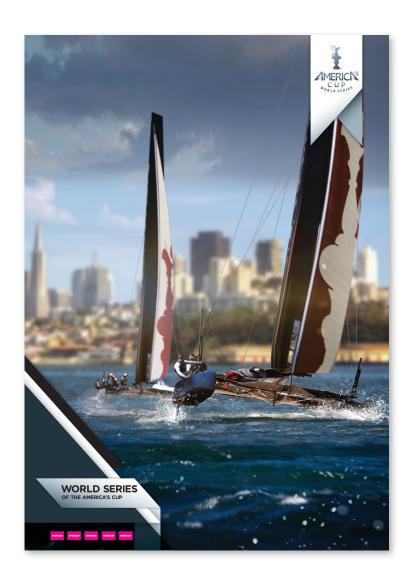
Text will always start aligned to the above corner angle.

GRAPHIC LANGUAGE

EXAMPLES OF DIFFERNET LEVELS OF INFORMATION

GRAPHIC LANGUAGE

-48°

WORLD SERIES
OF THE AMERICA'S CUP

SPONSOR SPONSOR SPONSOR SPONSOR

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

-48°

WORLD SERIES
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SPONSOR SPONSOR SPONSOR SPONSOR SPONSOR

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

EXAMPLES OF DIFFERNET LEVELS OF INFORMATION

GRAPHIC LANGUAGE – VENUE EXAMPLES

CASCAIS
AMERICA'S CUP WORLD SERIES
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PLYMOUTH
AMERICA'S CUP WORLD SERIES
10 - 18 SEPTEMBER
visit us at
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SAN DIEGO
AMERICA'S CUP WORLD SERIES
10 - 18 SEPTEMBER
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NEWPORT
AMERICA'S CUP WORLD SERIES
10 - 18 SEPTEMBER
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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

GRAPHIC LANGUAGE – FLAGS

VENUE FLAGS

GRAPHIC LANGUAGE – COVER UP DRESSING EXAMPLE – GRAY CARBON

AC GREY TONE

THE BEST SAILORS
THE FASTEST BOATS

FENCE FABRIC

GRAPHIC LANGUAGE – COVER UP DRESSING EXAMPLE – GRAY CARBON

AC GREY TONE

FENCE FABRIC

GRAPHIC LANGUAGE – COVER UP DRESSING EXAMPLE – RED CARBON

AC RED TONE

FENCE FABRIC

GRAPHIC LANGUAGE – COVER UP DRESSING EXAMPLE – WHITE CARBON

AC WHITE TONE

SAN FRANCISCO 2012
AMERICA'S CUP
WORLD SERIES

CLUB45
OFF SHORE

THUR 4 OCTOBER

SAN FRANCISCO 2012
AMERICA'S CUP
WORLD SERIES

CLUB45
ON SHORE

FRI 24 AUGUST

CLUB45 ITINERARY
1130 Club 45 opens
1200 America's Cup Show
1230 Casual buffet lunch
1400 Racing to begin
1530 Drinks reception
1830 Club 45 closes

Race times are approximate and subject
to change

By using this Ticket, the Ticket Holder
confirms that he/she has fully read and un-
derstood the Club 45 Terms and Conditions
(available online at www.americascup.com
or from ACEA upon request) and that
he/she accepts to be bound by them and
by any decision made by ACEA thereunder.

MADE OF RECYCLED MATERIALS
PLEASE RECYCLE WHEN FINISHED

CLUB45 ACCESS PASSES

GRAPHIC LANGUAGE – OTHER FORMATS

POSSIBLE BILLBOARD

GRAPHIC LANGUAGE – PUBLICATIONS

WORLD SERIES
OF THE AMERICA'S CUP

"Mauris aliquam libero ut nibh faucibus mattis. Pellentesque vitae dui urna. Nam sem dolor, laoreet in ornare eu, adipiscing quis est."

10 - 18 SEPTEMBER
visit us at AMERICA'SCUP.COM

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WORLD SERIES
OF THE AMERICA'S CUP

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla ut mi nibh, ut luctus tortor. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Pellentesque ac porttitor arcu. Curabitur euismod elementum libero sed sodales. Aenean ut dapibus est. Sed ante augue, tincidunt quis dictum eu, aliquam vitae arcu. Donec tincidunt ornare ligula eget venenatis. Aliquam nec porta tellus. Ut sit amet mi quis nibh tincidunt suscipit. Donec nibh augue, fermentum vel pulvinar in, cursus ut urna.

Mauris aliquam libero ut nibh faucibus mattis. Pellentesque vitae dui urna. Nam sem dolor, laoreet in ornare eu, adipiscing quis est. Morbi cursus eleifend orci, id varius risus laoreet ac. Quisque pulvinar enim sit amet nunc dignissim feugiat.

EXAMPLES OF POSSIBLE EDITORIAL POSSIBILITIES

AMERICA'S CUP LOGO USAGE AND ARTWORK APPROVAL

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.

AMERICA'S CUP

FOR FURTHER INFORMATION PLEASE CONTACT:
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