

# International *49er Class* Association

## Branding Guidelines

# Branding guidelines

- This guide establishes the standards for the consistent, accurate application of the *49er class* logo, its brand and its supporting elements
- The logo must be reproduced only in the format displayed in these guidelines
- For questions or concerns about the usage of the elements in these standards, approval of artwork or additional branded items, please contact:

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# Colours



Pantone 428 C / EC

CMYK conversion

C: 10%

M: 4%

Y: 4%

K: 14%

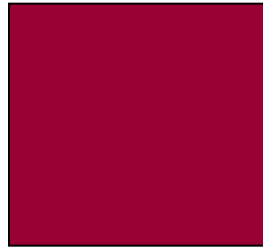
RGB conversion

R: 195%

G: 200%

B: 200%

HTML: C3C8C8



Pantone 506 C / EC

CMYK conversion

C: 20%

M: 86%

Y: 38%

K: 62%

RGB conversion

R: 131%

G: 51%

B: 74%

HTML: 83334A

- If possible always reproduce the logo using the Pantone colour-matching system. For more information visit [www.pantone.com](http://www.pantone.com)
- When reproducing the logo, only the approved colours may be used. Please choose an appropriate colour based on where the logo will be used

# Primary logo



- The primary version of the logo should be used for branding purposes
- The background should be white, full flood
- At all times use Times New Roman italic font, all lower case letters
- This should be used in a consistent manner to maintain the class identity

# Primary logo formats



Grey background



Black background



Red background

- When reproduction on a white background is not possible, choose the correct primary logo colour breakdown
- 'class' should never be grey in colour when not on a solid white background

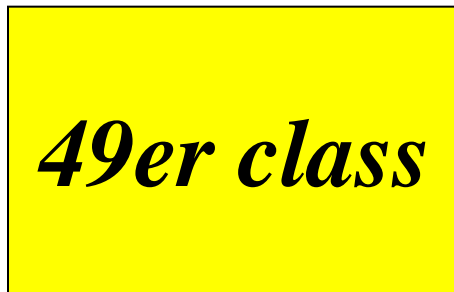
# Primary logo and supporting colours



- If the logo is presented on a full flood primary coloured background, then it must be either all white or all black, which ever creates most impact in contrast to the colour behind



- Lower case, Times New Roman, Italic font rules still apply



## Primary logo violations

~~**49ER CLASS**~~

~~**49er class**~~

~~**49er class**~~

~~**49erclass**~~

- DO NOT use capital letters
- ALWAYS use italics
- DO NOT change the colour scheme
- ALWAYS put a space between '49er' and 'class'