



AMERICA'S  
CUP

THE BEST SAILORS.  
THE FASTEST BOATS.



## BRAND GUIDELINES

ISSUE 27.08.12 V6.0

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# A revolutionary new competition demands an exciting visual identity.

In every sense, the America's Cup is about to reinvent itself. The 34th America's Cup heralds a new beginning in nautical racing. The visual identity for the America's Cup must champion the progressive revolutionary new format, technologies, and viewing platforms premiering in the World Series competition, building to the final in San Francisco 2013.



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Any uses or reproductions of such elements (including partial uses or adaptations thereof) are strictly reserved to ACEA and its licensed partners and affiliates, within the strict parameters of these guidelines and of the agreements entered into with ACEA.

This Document outlines the graphic and design principles and rules that apply to the authorized use of America's Cup-related marks and imagery. Each individual use should be approved through the Approval Process described herein.



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# THE BEST SAILORS. THE FASTEST BOATS.

As we head towards 2013, our brand will continue to appeal to the ever expanding extreme sports market while maintaining a high level of sophistication, modernity and cleanliness inherent to the competition.

It should be clear this a competition for the ultimate trophy in sailing, but however prestigious and sought after, it remains accessible to the masses.

Our goal is to present sailing as it truly is, a challenging and demanding world class racing event. We will champion our sailors and they will put a face on our sport. Together the heart-pounding challenge of sailing comes across in the action, imagery, and language to describe the America's Cup.

**The Best Sailors means:**

- **Beyond Racing**
- **Non-stop action upon the elements**
- **Athletes on the open sea**

**The Fastest Boats means:**

- **Extreme Velocity**
- **Pushed to the Edge of Control**
- **World Leading Technology**

## AMERICA'S CUP LOGO: TYPE + GRAPHIC = LOGO

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REGISTRATION MARK

WORD MARK

AMERICA'S  
CUP

**LOGOTYPE**

The official logo shown here is the America's Cup graphic identity system. This distinctive symbol consists of three elements.

**ENSURING CONSISTENCY**

The colors and proportions of the logotype must not be altered. Consistent usage of the marks helps build recognition. The America's Cup logo (trophy icon + wordmark) or the America's Cup wordmark by itself are both acceptable uses. When applying the logos, always use the reproduction artwork supplied by the America's Cup.

Do not redraw or in any way alter the artwork.

**REGISTRATION MARK**

It is mandatory that the ® mark always be used in all versions of the logo.

LANDSCAPE LOGO

AMERICA'S  
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## 34th AMERICA'S CUP LOGO: TYPE + GRAPHIC + VENUE = LOGO

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REGISTRATION MARK

HOST CITY & YEAR/  
ORGANISATION NAME34<sup>TH</sup> MARK (SAN FRANCISCO ONLY)

WORD MARK

SAN FRANCISCO 2013  
34 AMERICA'S  
CUP

## LOGOTYPE

The official logo shown here is the 34th America's Cup graphic identity system. This distinctive symbol consists of five elements.

## ENSURING CONSISTENCY

The colors and proportions of the logotype must not be altered. Consistent usage of the marks helps build recognition. The America's Cup logo (trophy icon + wordmark) or the America's Cup wordmark by itself are both acceptable uses. When applying the logos, always use the reproduction artwork supplied by the America's Cup.

Do not redraw or in any way alter the artwork.

## REGISTRATION MARK

It is mandatory that the ® mark always be used in all versions of the logo.

LANDSCAPE LOGO

SAN FRANCISCO 2013  
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34<sup>TH</sup> FINAL BRAND



### BRAND HIERARCHY

The America's Cup has evolved into multiple events spanning the globe in the lead up to San Francisco. With that in mind we have created specific logos for each of the events. While keeping the base elements of the trophy icon and logotype we have come up with a uniform approach that also exhibits versatility.

# DEFINING COLORS

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PANTONES / TPX

AMERICA'S CUP MASTER

AC DARK GREY



AC DARK GREY  
PANTONE 7545 C  
19-4015 BLUE GRAPHITE

AC GREY



AC GREY  
PANTONE 7544 C  
17-4405 MONUMENT

AC LIGHT GREY



AC LIGHT GREY  
PANTONE 7542 C  
13-4404 ICE FLOW

AC RED (ACCENT COLOUR TO BE USED IN MODERATION)



AC RED  
PANTONE 485 C  
17-1564 FIESTA



AC DARK RED  
PANTONE 201 C  
19-1761 TANGO RED

CMYK/RGB BREAKDOWN



AC DARK GREY  
C = 30 R = 41  
M = 0 G = 54  
Y = 0 B = 63  
K = 90



AC GREY  
C = 30 R = 90  
M = 0 G = 111  
Y = 0 B = 122  
K = 65



AC LIGHT GREY  
C = 15 R = 174  
M = 0 G = 189  
Y = 0 B = 197  
K = 30



AC RED  
C = 0 R = 229  
M = 90 G = 53  
Y = 100 B = 23  
K = 0



AC DARK RED  
C = 0 R = 179  
M = 100 G = 8  
Y = 63 B = 56  
K = 29

GRADIENT BREAKDOWN



AC DARK GRADIENT  
FOR LIGHT  
BACKGROUNDS

100% AC DARK GREY  
100% AC LIGHT GREY



AC LIGHTGRADIENT  
FOR DARK  
BACKGROUNDS

10% AC LIGHT GREY  
70% AC GREY



AC RED GRADIENT

100% AC RED  
100% AC DARK RED

# CARBON FIBRE TEXTURE

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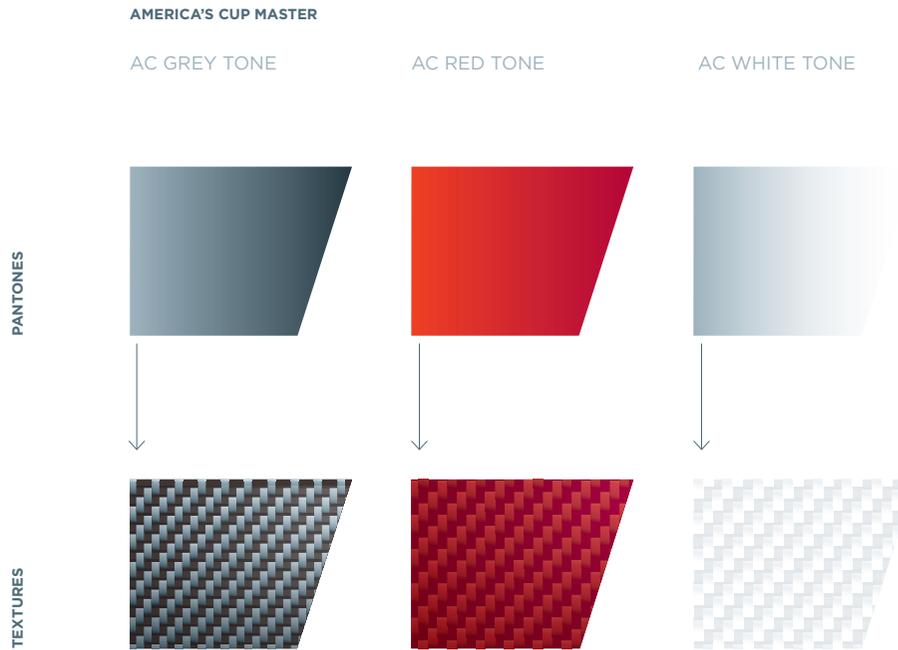
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EXISTING TEXTURES SO FAR

**CARBON FIBRE TEXTURES**

Textures are only to be used as background or secondary levels.

For more information about how to create, use and apply these textures, please go to page XXX. It is essential to read through those specifications in order to use these textures correctly.

## LOGO FORMAT USAGE

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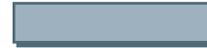
#### PORTRAIT FORMAT

The preferred format in every case, unless size constraints dictate otherwise.



#### EXTREME LANDSCAPE

Adapted for extreme landscape spatial constraints.



AMERICA'S CUP®

#### LANDSCAPE FORMAT

An alternate format for use when the trophy icon is not needed or space restrictions do not allow the use of the portrait format.



AMERICA'S CUP®

#### URL FORMAT

Formal application of the wordmark to the web address. Use as needed.



AMERICA'S CUP®.COM

## AREA + SIZE

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AREA OF ISOLATION



**AREA OF ISOLATION**  
The same rule applies to the wordmark when used by itself.

MINIMUM SIZES



**MINIMUM SIZES**

The logos should not be reproduced smaller than the minimum sizes listed to the left. Additionally, The limitations of various media should be considered when placing the logo—newsprint, for example, will not hold tiny marks cleanly. The America's Cup logo and wordmark must always appear as crisp and clean as possible.



PLEASE DON'T

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UNACCEPTABLE CONFIGURATIONS

Any deviation from the acceptable signature configurations — no matter how minor — tends to undermine or dilute the brand's equity and voids legal protection of our registered trademarks. Therefore, no other configuration or any variation on the signature is permitted under any circumstances. Examples of such variations are demonstrated at the left.

Artwork may be enlarged or reduced proportionately to satisfy design requirements; however, it may in no other way be altered.

EXAMPLES

These examples are meant to be representative and do not encompass all possible cases. To ensure proper application of the corporate signature and monogram, use only the official artwork supplied by the America's Cup Event Authority.

ROTATION OR PERSPECTIVE



ALTERED COLOURS



ANY PHOTOGRAPHIC BACKGROUND (OTHER THAN THOSE ISSUED BY AC - SUPPORTING GRAPHICS)



SCREENED OPACITY



HORIZONTAL OR VERTICAL DISTORTION



DROP SHADOW OR OTHER TYPE OF PHOTOSHOP EFFECT



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TYPES OF FONTS

GOTHAM



BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*(){};:.,?**

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*(){};:.,?

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*(){};:.,?

USING GOTHAM

Whenever possible the font "Gotham" should be used in America's Cup communications. Due to licensing restriction we are unable to provide you with this font but it is available for purchase and download [www.typography.com](http://www.typography.com)

ARIAL



REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*(){};:.,?

USING ARIAL

Should it prove to be impossible to find or use Gotham as in some web-based applications, the alternate font to be used for body text is Arial.