THE TALL SHIPS RACES
Aberdeen 2025
organised by Sail Training International

BRAND GUIDELINES

VERSION 2.0

TALLSHIPSABERDEEN.COM

INTRODUCTION

BRAND GUIDELINES ARE ESSENTIAL IN KEEPING OUR BRAND CONSISTENT AND ENSURING THAT EVERY TOUCHPOINT HITS THE MARK

BRAND GUIDELINES ENABLE US TO MAKE SURE OUR BRAND VOICE AND VISUALS STAY ON POINT.

These guidelines help us create a cohesive and engaging experience for our city, fostering a sense of unity, celebration, and distinctiveness that resonates with all visitors and partners alike.

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LOGO

Our logo is the visual centerpiece of our brand.

When using our logo, follow these guidelines to ensure its impact:

• Use the provided logo files for consistent reproduction
• Maintain the integrity of the logotype by avoiding any alterations or distortions
• Place the logo in a prominent position, ensuring it stands out and grabs attention

The logo should never be displayed any smaller than 12.5mm in width.

MIN SIZE 12.5mm

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INVERTED LOGOS

Make a bold statement with our inverted coloured logos.

With its striking contrast, this version is perfect for dark or busy backgrounds. Use it to create visual impact and grab attention. Remember, even in reverse, our logos should be easily recognisable and legible.

Our inverted logos should also never be displayed any smaller than 15mm in width.

MIN SIZE 15mm

MONO LOGOS

Sometimes, simplicity is key.

Our mono logos are a stripped-down versions of our full colour logo, focusing on a single colour. Use the mono logo when options are limited or when a more minimalist look is desired.

The mono version should also be used on specialist print such as Spot-UV, engraving, embossing or cutouts.

Mono logos should also never be displayed any smaller than 15mm in width.

EXCLUSION ZONE

Give our logotypes clear space to make a statement.

The exclusion zone ensures no visual clutter distracts from its impact. Keep other elements, such as text or graphics, a safe distance away to maintain our brand's visibility and legibility.

The height of the exclusion zone is proportionate to the height of the largest sail of the biggest ship in The Tall Ships Race Aberdeen logo.

So, please always ensure that there is clear space at least the height of the largest sail around all branding.

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MISUSE

Our brand elements should always be used correctly and consistently to ensure it resonates with every attendee.

Avoid any misuse or improper handling of our logotype, colours, or type. Stick to the guidelines provided to maintain consistency and preserve the integrity of our brand.

Never use any effects

Never rotate

Never rearrange elements

Do not apply a stroke

Never distort

Never recreate in a **different typeface**

Never recolour logos

Never incorporate a strapline

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TYPOGRAPHY

LEXEND

Lexend should be used consistently for titling, body text, paragraphs, and supporting content. This typeface ensures readability and enhances the overall brand experience.

Lexend is available to download for print and web use from Google Fonts here.

Alternatively, for Microsoft applications please use the fallback font of Arial.

SEA YOU THERE

Light

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
01234567890!@£/&%

Regular

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
01234567890!@£/&%

Bold

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
01234567890!@£/&%

COLOUR PALETTE

Colours are a major part of the language of our brand - they evoke emotions, tell stories, and create connections.

Our brand colour palette has been carefully curated to represent our story, maritime heritage and our city.

NAVY

#1A2B55
C100 M89 Y38 K33
R26 G43 B85
PANTONE 534 C

RED

#ED2139
C1 M98 Y81 K0
R237 G33 B57
PANTONE 1788 C

WAKE

#EDE6D9
C6 M7 Y13 K0
R237 G230 B217
PANTONE 434 C

GRANITE

#A9A9A9
C35 M28 Y29 K0
R169 G169 B169
PANTONE 422 C

SAND

#FFC745
C0 M23 Y83 K0
R255 G199 B69
PANTONE 1225 C

WHITE

#FFFFFF
C0 M0 Y0 K0
R255 G255 B255

SEA

#8ED5DF
C42 M0 Y13 K0
R142 G213 B233
PANTONE 629 C

LAND

#44B6AC
C68 M5 Y38 K0
R68 G182 B172
PANTONE 7465 C

MARITIME STRIPES

Incorporating maritime Breton stripes into the branding for the Tall Ships Races Aberdeen 2025 is a nod to the deep-rooted traditions and cultural significance of maritime life.

As per its origins in the French Navy, the Breton stripe is developed to be half the thickness of the colour behind it. There are 2 versions of the stripe, one with a navy backing and an inverted version on a wake backing, both of which contrast well against the bold red and sand colours from our palette.

It serves as a visual link to the seafaring heritage, honoring the history and the people who have shaped it. For events like the Tall Ships Races, incorporating maritime stripes into the brand not only pays homage to this rich heritage but also connects the past with the present, celebrating the ongoing spirit of maritime adventure.

ILLUSTRATIONS

Branded illustrations for Tall Ships Races Aberdeen 2025 will add a unique and artistic touch to the event's visual identity.

Local artist Louisa Birdsall has been commissioned to create bespoke illustrations for the event, depicting the grandeur of the tall ships, the buzz around the city, and elements of Aberdeen's rich maritime history.

These illustrations will be integrated across various media, including promotional materials, merchandise, and digital platforms, creating a distinctive and memorable brand aesthetic.

The consistent style of these illustrations will ensure they complement the overall branding and appeal to a wide audience.

The illustrations are available to download **here**

BRAND IMAGERY

Capture the magic of Tall Ships Races Aberdeen 2025 with vibrant and evocative brand imagery.

The brand imagery for Tall Ships Races Aberdeen 2025 should be vibrant, dynamic, and evocative, capturing the essence of the event and the beauty of the ships and the city.

High-quality photographs of tall ships in full sail, bustling event scenes, and the scenic Aberdeen coastline will be central to the visual narrative. These images should be used across all marketing and communication channels, from the website and social media to printed brochures and advertisements.

Consistent use of the image library will ensure a cohesive visual identity, enhancing the storytelling and emotional connection with the audience.

The event image library can be found **here**

QR CODE

Engage visitors with our custom branded QR code that links directly to the Tall Ships Races Aberdeen 2025 website.

A unique QR code, incorporating the event's visual identity, will be strategically placed on promotional materials, advertising, signage, wayfinding, and merchandise. This QR code will seamlessly connect users to the official event site, providing instant access to detailed information, maps, schedules, and updates.

By scanning the code, attendees can enhance their experience, ensuring they have all necessary resources at their fingertips, fostering greater engagement and connectivity.

Alternative version without ship

CLOTHING

Our range of apparel and products is crafted to celebrate the unique spirit of the Tall Ships Races and Aberdeen's vibrant maritime legacy.

The designs blend timeless nautical motifs with contemporary flair, ensuring each item is not only a memento of the event but also a stylish piece of maritime heritage. By wearing and using these branded items, you become an ambassador of Tall Ships Aberdeen 2025, helping to spread the excitement around the city.

Let's make Tall Ships Aberdeen 2025 an event to remember!

**CAPTAIN
CHIEF MATE
CADET
DECKHAND
SAILOR**

**SHIPMATE
PIRATE
DOLPHIN
SEA DOG
MERMAID**

EVENT COLLATERAL

First impressions matter, especially at community events and exhibitions.

Our event collateral captures the essence of maritime tradition while incorporating modern design elements, ensuring every piece is both functional and visually appealing. By utilising these materials, we create a unified and memorable experience for all attendees, partners, and stakeholders.

Together, let's ensure our event is as organized, impactful, and unforgettable as the maritime heritage it celebrates!

ENVIRO. GRAPHICS

For the Tall Ships Races Aberdeen 2025, environmental graphics will play a pivotal role in creating an immersive and cohesive event atmosphere in the city.

These graphics should reflect the maritime heritage and vibrant spirit of Aberdeen, utilising brand colors, nautical illustrations, and bold designs that echo the grandeur of the tall ships. Large-scale banners, murals, and wraps will adorn key locations such as the port area, event stages, and main thoroughfares, guiding visitors through a visually stimulating journey.

Consistent use of the event's branding elements, including logos, typography, and color palettes, will ensure a unified look across all touchpoints, enhancing the visitor experience and reinforcing the event's identity.

WAYFINDING

Guide visitors effortlessly with clear and cohesive wayfinding for an unforgettable Tall Ships Races Aberdeen 2025 experience.

Effective wayfinding for Tall Ships Races Aberdeen 2025 will be crucial in ensuring a smooth and enjoyable experience for all attendees. Signage should be clear, legible, and strategically placed to guide visitors through event spaces, from entry points to key attractions and amenities.

Utilising a consistent visuals that includes the event's color scheme, illustrations, and typography will enhance navigability and brand cohesion. Maps, directional signs, and event staff will help visitors easily locate ships, event stages, food vendors, toilets, and other essential areas, making their journey seamless and stress-free.

ADVERTISING

Captivate audiences with dynamic OOH advertising that brings the excitement of Tall Ships Races Aberdeen 2025 to life.

Out-of-home (OOH) advertising for the Tall Ships Races Aberdeen 2025 should capture the excitement and scale of the event, attracting both locals and tourists. Billboards, transit ads, and digital displays will feature striking images of tall ships, dynamic race scenes, and vibrant event activities, accompanied by key information such as dates, location, and highlights.

The advertising campaign should evoke a sense of adventure and community, encouraging widespread participation and attendance. Consistent branding across all OOH platforms will ensure high visibility and recognition, driving anticipation and engagement.
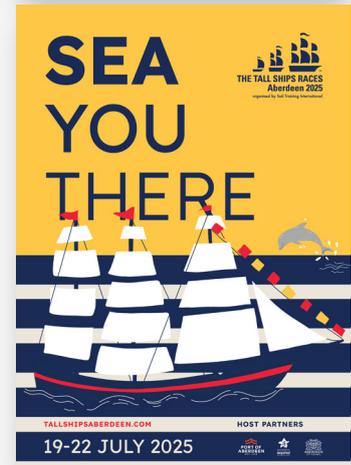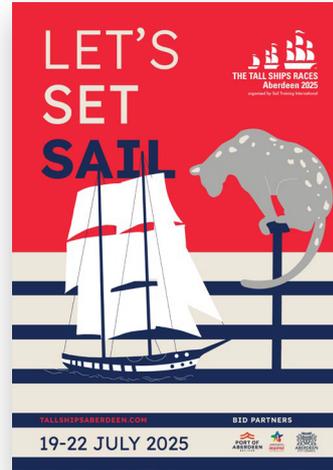
SOCIALS

Ignite excitement and connect with a global audience through engaging social media content for Tall Ships Races Aberdeen 2025.

Posts will feature the event's color palette and maritime stripes, showcasing vibrant images from the image library and exclusive illustrations by Louisa Birdsall.

Interactive elements like live streams, countdowns, and user-generated content will foster community involvement and anticipation. Consistent use of branding elements across Instagram, Facebook, X, LinkedIn and TikTok will amplify the event's reach, ensuring a cohesive and captivating online presence.
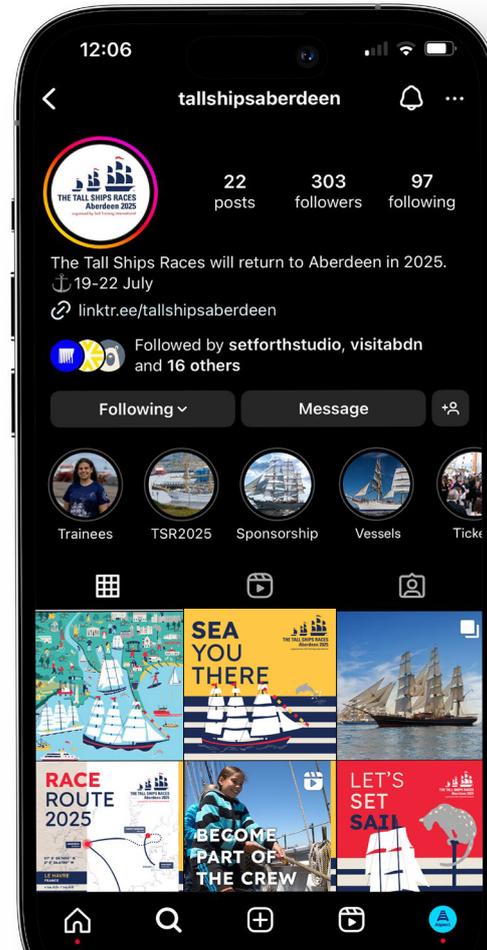
WEBSITE ELEMENTS

Make our digital presence distinctive with thoughtfully designed web-specific visual elements that enhance user experience and maintain brand consistency.

PEBBLE IMAGE FRAMES

Our website imagery adopts a unique pebble- shaped frame treatment, reflecting Aberdeen's coastal heritage and creating visual interest. These organic, fluid shapes serve as containers for photographs showing:

• Real people engaging with the event

• Aberdeen's iconic cityscape

• Maritime activities and experiences

The pebble frames should:

• Be used consistently across the website

• Maintain smooth, natural curves

• Never appear stretched or distorted

• Keep images clearly visible and focused

WAVY LINE DIVIDERS

Incorporate flowing wavy lines to guide users through content-rich pages, echoing maritime themes and improving readability. These dividers should:

• Use subtle curves that mimic ocean waves

• Appear in our brand colors (primarily Sea and Wake tones)

• Create natural breaks between content sections

• Maintain consistent thickness and style

• Never interfere with text legibility

These website-specific elements are intended exclusively for digital platforms including the main website and associated landing pages. They should not be extended to:

• Print materials (brochures, posters, flyers)

• Social media graphics and content

• Environmental graphics and signage

• Digital advertising banners

• Event collateral

• Email marketing templates

• PowerPoint presentations

• External partner communications

LET'S SET SAIL
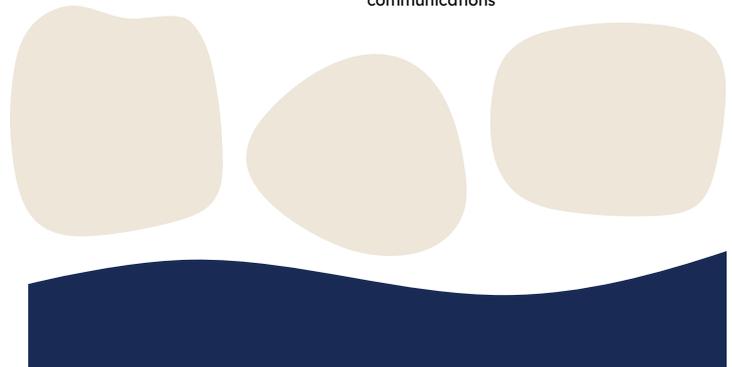
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QUESTIONS?

For any questions on utilising the brand, support needs, or inquiries about commissioned work related to our brand, please don't hesitate to contact our team at tallshipsaberdeen@gmail.com

19-22 JULY 2025

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