

SB20 Class Association's Brand Guidelines

These brand guidelines aim to define the SB20 International Class logo and advise how this and other content is to be used to best reflect the brand.

1. Brand Overview

The SB20 international Class Association (SB20 Class) is responsible for defining and maintaining its brand and ensuring that the logo and any associated visual content reflect the value of the brand

The SB20 Class Association represents a dynamic and competitive sailing community. Consistency in our visual presentation reinforces our commitment to unity across international fleets.

2. SB20 Logo Usage

Primary Logo



- Design: The logo features the "SB20" wordmark that can be accompanied by the tagline "The One-Design Sportboat".
- Usage: Utilise the primary logo on official documents, merchandise and digital platforms to ensure brand recognition.

Clear Space and Sizing

- Clear Space: Maintain a clear space around the logo equivalent to the height of the "20" letters to prevent visual clutter.
- Minimum Size: Ensure the logo is legible; do not reduce its width below 100 pixels for digital use or 25mm for print.
- Background: It should only be used on a background which provides sufficient contrast to ensure the clarity remains. If you have doubts, please contact the Class at info@sb20class.org

Logo Typeface

- The SB20 logo uses a custom typeface:

Enter Sansman Bold Italic

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

- Weight: 700
- Style: Italic
- Used exclusively in the SB20 logo and must not be replaced by web fonts or approximations.
- Do not use this font for body copy, headings or digital text.

Incorrect Usage

Avoid the following to maintain brand integrity:

- Altering the logo's colours.
- Distorting or stretching the logo.
- Adding effects like shadows or gradients.
- Placing the logo on backgrounds that hinder readability.

For every official use whether on digital platforms or printing, please confirm with the SB20 Class marketing team by sending the final version of the logo application via email (info@sb20class.org).

3. Typography

Consistent typography enhances brand coherence across all communications. The following typography should be used in all collateral which relates to the SB20 class.

Primary Typeface

- Font: Montserrat
- Usage: Headlines, subheadings and body text in digital and print materials.

Secondary Typeface

- Font: Open Sans
- Usage: Supporting text, captions, and instances where Montserrat is unavailable.

Note: If Montserrat and Open Sans are not available, suitable alternatives include Arial or Helvetica. Montserrat is publicly available for download.

4. Colour Palette

Primary Colours*

Colour	Hex	RGB	Use
Dark Blue	#1E3866	(30, 56, 102)	Logos, headings, backgrounds
Light Blue	#00A3CC	(0, 163, 204)	Accents, buttons, highlights

Secondary Colours*

Colour Name	Hex	RGB	Suggested Use
Light Grey	#F2F2F2	(242, 242, 242)	Text body, dividers
Dark Grey	#4D4D4D	(77, 77, 77)	Titles text, secondary headings
Orange	#FF6600	(255, 102, 0)	Accents, calls to action and highlights.
Soft black	#222222	(34, 34, 34)	Website background (menu, footer, blocks)
White	#FFFFFF	(255, 255, 255)	Website background (behind text and transparent buttons)

*Ensure sufficient contrast between text and background colours for readability.

5. Imagery

Imagery should capture the essence of SB20 sailing — competitive spirit, teamwork and the thrill of one-design sail racing.

- Style: High-resolution action shots, candid moments and scenic views of sailing events.
- Usage: Website banners, promotional materials and social media content.
- Guidelines:
 - Use images that are vibrant and dynamic.
 - Avoid overly staged or generic stock photos.
 - Ensure images align with the brand's colour palette and overall aesthetic.
 - Make sure to check copyright status and rules before using any images.

6. Applications

Digital Platforms

- Website: Maintain consistency in typography, colour usage and logo placement.
- Social Media: Use the primary logo as profile images; adhere to colour and typography guidelines in posts.
- Ensure to place a copyright mark on content where the logo is to be used

Print Materials

- Document & Stationery: Incorporate the primary logo, brand colours and approved typefaces: i.e. use the logo colours and Montserrat for titles.
- Merchandise: Use high-contrast logo versions for visibility on various backgrounds or fabric.

For further details or specific use cases, please contact the SB20 Class Association marketing team at info@sb20class.org