



SheSAILS@NCYC

Style Guide

Introduction

Veteran Sydney to Hobart sailors, Jan Howard and Mary Holley, had a vision to get more women involved in the sport they love, sailing. In 2010, based at Newcastle Cruising Yacht Club, they began taking women out on their yacht's teaching them to sail in a supportive and encouraging environment surrounded by other like-minded women.

From these humble beginnings the group has evolved into *SheSAILS@NCYC*. This brand now incorporates formally recognised women's sail training programs, involvement in regular club racing and the participation of all female crews in many successful regatta campaigns both nationally and internationally.

The *SheSAILS@NCYC* group encourages women and girls of all ages to try sailing at NCYC Discover Sailing days, through sailing courses offered by the NCYC Sailing Academy or during one off events where they can join a crew on one of the yachts racing at the club. Women of all ages are inspired when they can see people who are like themselves getting involved in sailing.

Our Vision

The *SheSAILS@NCYC* group encourages women and girls of all ages to try sailing at NCYC. We offer Discover Sailing days, structured Learn To Sail courses through the NCYC Sailing Academy and a variety of *SheSAILS@NCYC* events. We hope to **inspire** women of all ages to step outside of their comfort zone, learn to sail and **experience** the physical, psychological, social and health benefits of the sport.

Our Mission:

The *SheSAILS@NCYC* Committee meet on the first Monday of the month to discuss and plan all *SheSAILS@NCYC* events, sponsorship and fund-raising activities.

Contact details for enquiries:

SheSAILS@NCYC Committee

Brand Elements

Brand elements comprise the essence of the brand.

These include the *SheSAILS@NCYC* logo, colours, typefaces, and visual language.

The Logo

Standard Logo

The *SheSAILS@NCYC* logo consists of the *SheSAILS@NCYC* brand mark and the *SheSAILS@NCYC* logo type text. Care must be taken to use both marks appropriately. The *SheSAILS@NCYC* logo should always appear as per the following examples, using the *SheSAILS@NCYC* colour values.

The colour logo should always appear with adequate clear space.

Use the CMYK colour values in full colour print applications, and the PMS colour value if using spot inks, or for applications such as embroidered merchandise.

For digital applications, and documents created in the Microsoft Office suite of applications, use the RGB/hexadecimal values.

For any enquiries about digital formats and approval to use the stacked colour logo, please contact the *SheSAILS@NCYC* Committee



Logo Variations

On special occasions and on certain backgrounds the *SheSAILS@NCYC* Committee can approve the use of a clean line logo and the replacement of the Teal or Pink colour with White.



The Colours



Pink

Color values:

RGB

239 66 111

HEX/HTML

#EF426F

CMYK

0 85 30 0



Teal

Color values:

RGB

64 193 172

HEX/HTML

#40C1AC

CMYK

65 0 38 0

The Font

Headline Typeface

The professional headline font for *SheSAILS* is 'Dear Annabelle'.

The font must be used on the *SheSAILS* text. It can be also used as a headline typeface and should be used on all external and professionally designed materials.

Body Copy Typeface

A professional sans-serif font,
- Regular is the brand's body copy typeface and should be used on all external and professionally designed materials.

SheSAILS

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

A b c d e f g h i j k l m

n o p q r s t u v w x y z

A B C D E F G H I J K

L M N O P Q U S T U

V W X Y Z

A b c d e f g h i j k l m

n o p q r s t u v w x y z

Brand Elements

The Logo

Correct Usage

Care should be taken to use the *SheSAILS@NCYC* logo correctly.

A few examples of misuse are shown here. If you are unsure of an application, please consult the *SheSAILS@NCYC* Committee.



✘ Don't Change Colours



✘ Don't Add Text

Brand Elements

The Logo

Logo Size

The minimum recommended width for the *SheSAILS@NCYC* logo is 20mm.

Clear space of logo lockup

The *SheSAILS@NCYC* logo lockup must always include a clear space area around the logo. The clear space is equal to the height of the second panel in the sail. This space must also apply when used in the logo lockup between the divider line and the secondary logo.



Co-Branding

Keeping in mind the clear space around the *SheSAILS@NCYC* logo. This space must also apply when used in the logo lockup between the divider line and the secondary logo.



Logo Application Options

- Apparel
- Boat Stickers
- Flags
- Stationary
- Drinking mugs
- Tote bags

Photography

Please ensure all participants have completed the privacy form and given permissions to use any photos taken at *SheSAILS@NCYC* events. The *SheSAILS@NCYC* brand includes a library of images which can be used across appropriate applications.

All images for print should be supplied as CMYK at 300dpi, 100% of print size.
All images for web and screen should be supplied as RGB at 72dpi, 100% of screen size.

Please take care to use images that are sailing specific and approved for use. To source any images from our library, please contact the *SheSAILS@NCYC* committee or the NCYC Sailing Coordinator.



Sponsorship Promotion Permission

The privacy form should also seek approval to share participant's emails with the *SheSAILS@NCYC* sponsors. The *SheSAILS@NCYC* committee will ensure the sponsors have complied with the Australian Privacy Act.