



## Port of Dartmouth Royal Regatta Brand Guidelines

**1. Introduction** These guidelines ensure consistency and professionalism in how our brand is represented across various platforms. By following these standards, sponsors and exhibitors can maintain the integrity of our visual identity.

### 2. Logo Usage

- The Dartmouth Regatta logo must always be used in its original form and should not be distorted, stretched, or recoloured. [Logo download available on website](#)
- Minimum clear space around the logo should be maintained to ensure visibility and impact.
- Do not place the logo on overly busy backgrounds or rotate, skew, or modify it in any way.

### 3. Logo Variations

- **Primary Logo:** The full-colour version should be used whenever possible.
- **Monochrome Logo:** A black or white version is available for limited colour applications.

**4. Colour Palette** To maintain consistency, please use the official Dartmouth Regatta colours:

- **Primary Colours RGB:**
  - Navy Blue: #1E2040
  - Red: #96282B
  - Grey: # A8A7A7

### 5. Imagery & Photography

- Images should reflect the spirit and vibrancy of Dartmouth Regatta.
- Only high-resolution images should be used to maintain quality.
- Avoid using low-quality, stretched, or pixelated images.

### 6. Brand Tone & Messaging

- The Dartmouth Regatta brand tone should be friendly, professional, and celebratory.
- All messaging should align with our core values: community, heritage, and excitement.

### 7. Sponsor & Exhibitor Applications

- Sponsors may use the logo in approved promotional materials, but they must adhere to all guidelines and must be pre-approved by the Dartmouth Regatta team to ensure alignment with our brand identity.

### 8. Digital & Social Media Guidelines

- The logo should be used as provided and not manipulated for online use.
- Hashtags and social media tags should be used appropriately to enhance engagement.

**Contact Information** For further clarification or approval of brand use, please contact: **Email:** [marketing@dartmouthregatta.co.uk](mailto:marketing@dartmouthregatta.co.uk) **Website:** [www.dartmouthregatta.co.uk](http://www.dartmouthregatta.co.uk)

Thank you for supporting Dartmouth Regatta and for respecting our brand identity!