

# Port of Dartmouth Royal Regatta

Brand Book

Feb 2026



# Introduction

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These guidelines ensure consistency and professionalism in how our brand is represented across various platforms.

By following these standards; the team, agencies, sponsors and exhibitors will maintain the integrity of our visual identity.



# Regatta Logos

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There are two Dartmouth Regatta logos:



Formal logo



Everyday logo

# Logo Variations

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The logo comes in a full colour and black or white versions.



# Logo Variations

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The logo can be paired to the R oar R versions too, as required.



# Logo Exclusion Zone

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A minimum exclusion zone of the width of the RR design is created around our primary logo.





# Colour Pallet

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## Primary Colours:

	RGB	HEX	CMYK
 Navy Blue:	30/32/64	#1E2040	100/95/43/46
 Blood Red:	150/40/43	#96282B	27/93/78/27
 Seal Grey:	168/167/167	#A8A7A7	37/28/29/7

## Secondary Colours:

 Dark grey:	38/38/38	#262626	
 White:	255/255/255	#FFFFFF	

# Typeface

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Our brand typeface is Aptos. Aptos is robust, confident, with slight character on certain letters showcasing a human element

When Aptos is not available, Ariel should be used in its place. It contains similar characteristics as our brand typeface, but is widely available on all computers and removes the need to download a specific typeface.



# Logo Usage

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- The Dartmouth Regatta logo must always be used in its original form and must not be distorted, stretched, or recoloured.
- Minimum clear space(1) 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.
- Logo download available on website

1. See Logo Exclusion Zone



# Brand Positioning

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Established over almost 200 years, our core values are:

- Community.
- Heritage, and
- Excitement.



# Regatta Tone of Voice

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- The way in which we communicate to our audiences is critical.
- All marketing and communications should maintain a consistent tone of voice:
  - **Friendly:** We invite all to experience what's great about Dartmouth.
  - **Professional:** why
  - **Celebratory:** why
- All messaging should align with our core values: community, heritage, and excitement.



# Imagery & Photography

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- Images should reflect the spirit and vibrancy of the Regatta.
- Only high-resolution images should be used to maintain quality.
- Do not use using low-quality, stretched, or pixelated images.
- We always acknowledge the photographer.



# Imagery & Photography Examples

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Photographer: Amelia Wright

Highlight people

# Digital & Social Media

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- 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.



# Digital & Social Media examples

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Ariel



Calibri



Aptos



# Sponsors, Exhibitors & Traders

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- Entitlement to use the Dartmouth Regatta logos is specified within the Sponsor / Exhibitor / Trader agreements
- Sponsors may use the logo in approved promotional materials, but they must adhere to these guidelines and must be pre-approved by the Dartmouth Regatta team to ensure alignment with our brand identity.



# Contact Information

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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

