



GRAPHIC CHARTER

This charter is intended as a guide to aid understanding and to facilitate the reading of the Class Rules, but it does not constitute an official document. In the event of any discrepancy, only the Class Rules shall prevail.

ÉDITORIAL

Class40 has wished to regulate the use of its new logo with a graphic charter, a truly visual reference designed to standardise and enhance the Class40 brand image.

The purpose of this charter is to ensure the consistency of the Class40 identity across all materials intended to feature the Class40 brand, in order to strengthen the class's recognition and awareness.

It is intended for all those who use the Class40 brand and logo: skippers, partners, organisers, graphic designers, media and service providers, etc.

It sets out the rules for using the logo, the colour codes and fonts, as well as the fundamental principles to be observed in order to preserve the integrity of the brand's visual identity.

Under this charter, anything that is not authorised is prohibited.



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01

LOGO & VARIATIONS

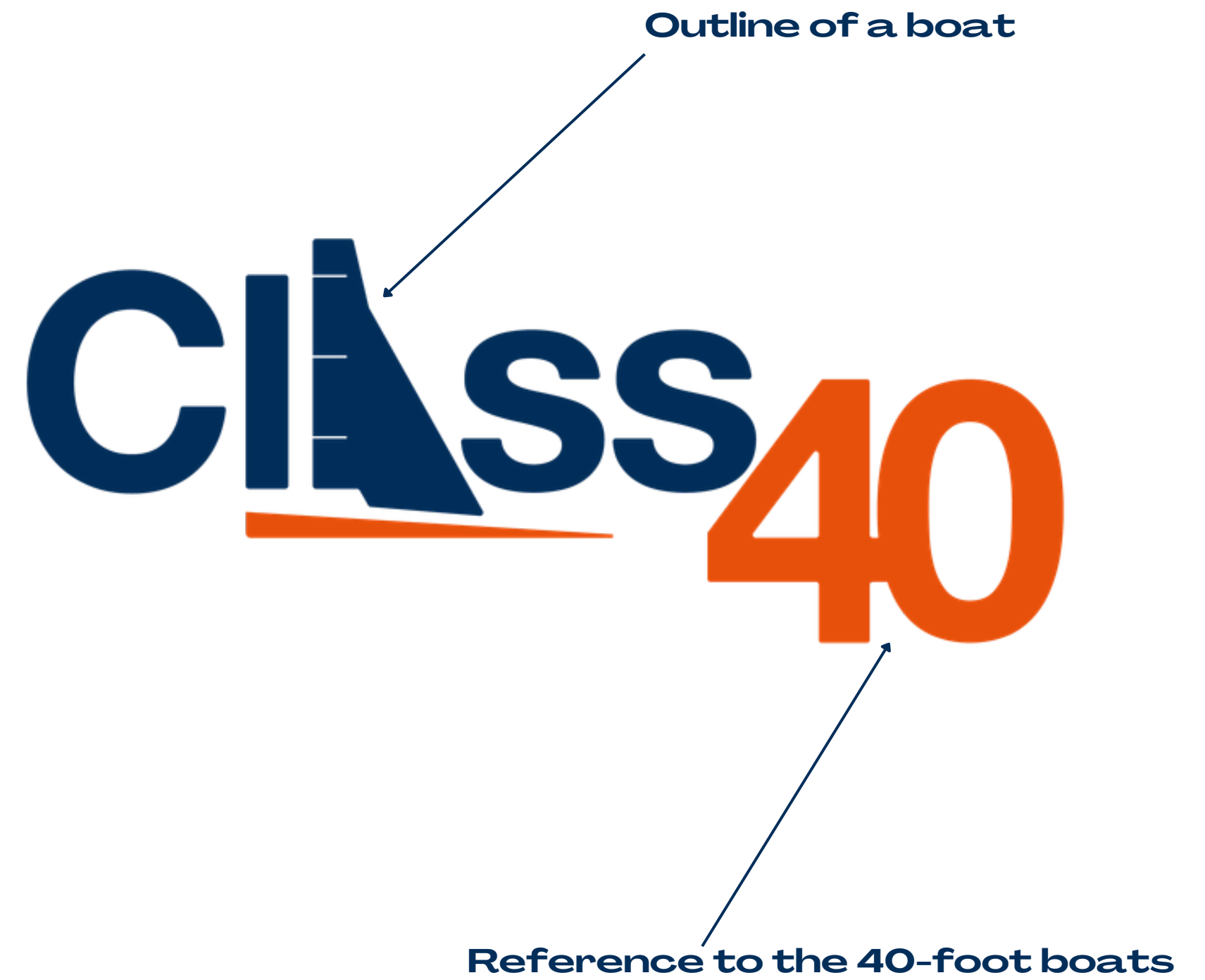


THE LOGO

The logo is a graphic representation of the name 'Class40', in which the letter 'A' symbolises a boat with its mast and sail.

The logo is an unalterable graphic element and may not be modified under any circumstances, except in cases where express authorisation has been granted.

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RULES OF USE

EXCLUSION ZONE

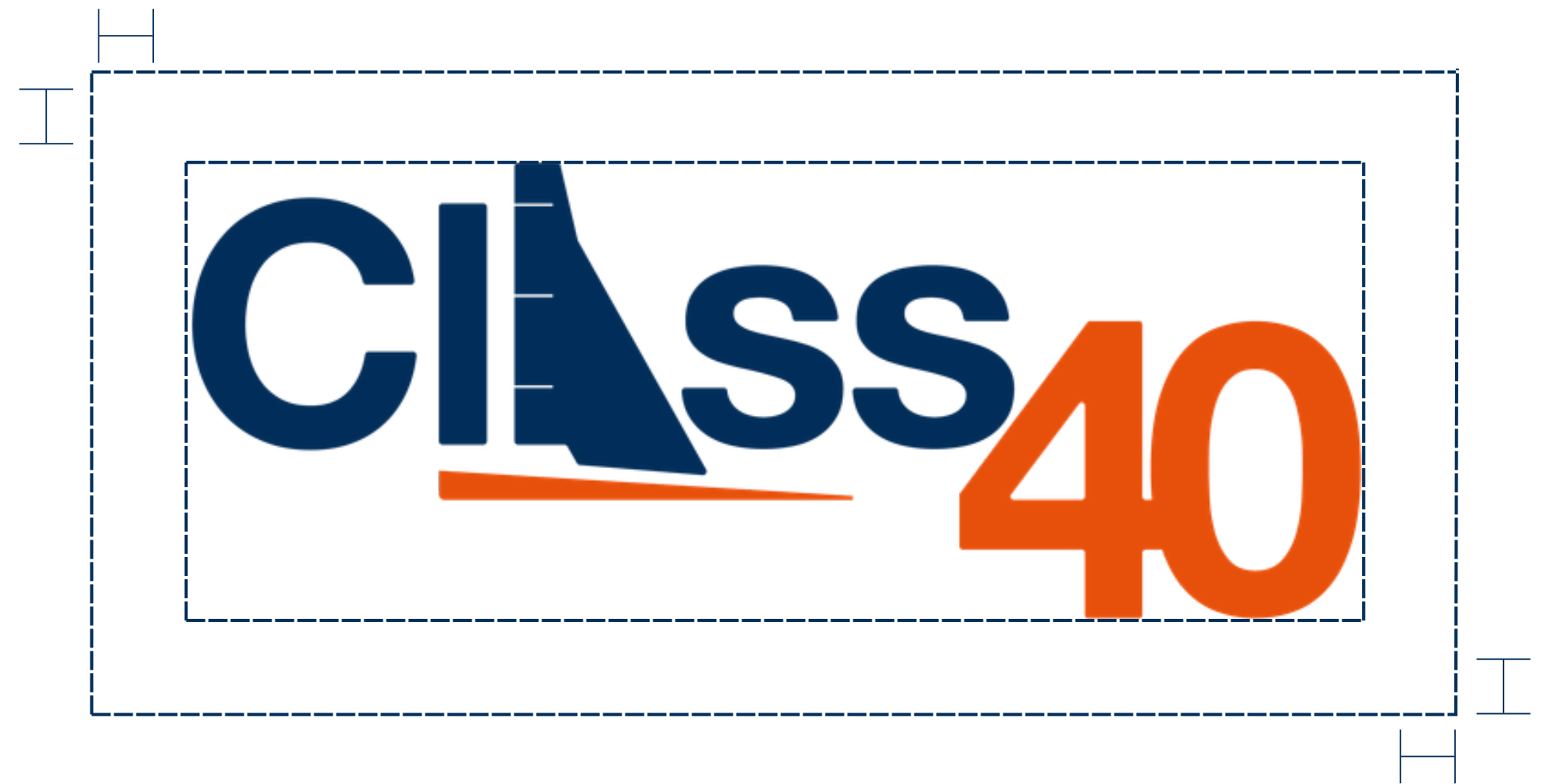
The free space around the logo is defined by twice the width of the letter 'L' in the word 'CLASS'.

As a reminder, no graphic elements should appear in this zone. The diagram opposite illustrates this exclusion zone.

The logo must be used without a background to ensure its legibility and harmonious integration on all materials.

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EXCLUSION ZONE



PROHIBITIONS

The logo cannot be modified or distorted in any way and must always comply with the charter as well as the proportions.

The following are prohibited:

- Distorting the logo
- Making the logo difficult to read
- Cutting off part of the logo
- Changing the logo's font

A list of logo **prohibitions** is provided opposite. This list is **not exhaustive**.

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VARIATIONS

The logo represents the **Class40** association, with the letter ‘A’ symbolising a boat, its mast and sail.

The logo is a **fixed** graphic element that cannot **be modified under any circumstances**, as mentioned above.

The only fifteen **authorised** uses of the logo are those **shown on the right**, using the **official colours**.

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02 COLOUR PALETTE

CROSSCALL 166

COULOUR PALETTE

The colour palette consists of dark blue and orange.

The colours allow for several variations of the logo.

Colour references



C : 100%
M : 69%
J : 08%
N : 54%

#002E5A



C : 0%
M : 79%
J : 100%
N : 0%

#E9500E

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03

TYPOGRAPHY



TYPOGRAPHY

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HELVETICA

Helvatica is the font used for the logo

LIGHT (Class)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

REGULAR (40)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

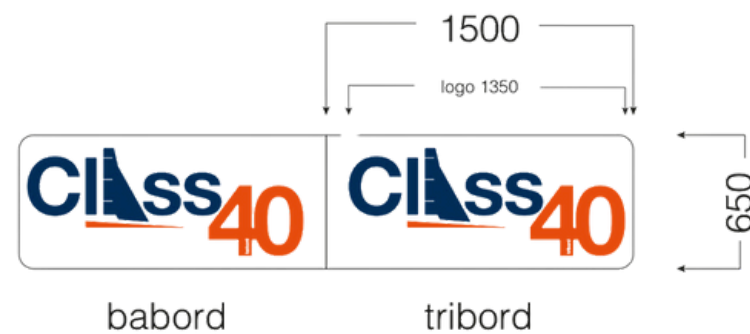
04 SIGNAGE



SIGNAGE

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To ensure a consistent and recognizable visual identity across the entire fleet.



The Class40 **logo** must be affixed to the boat's mast, on both sides, **2,50 metres above the deck**, with a width of **16 cm**.

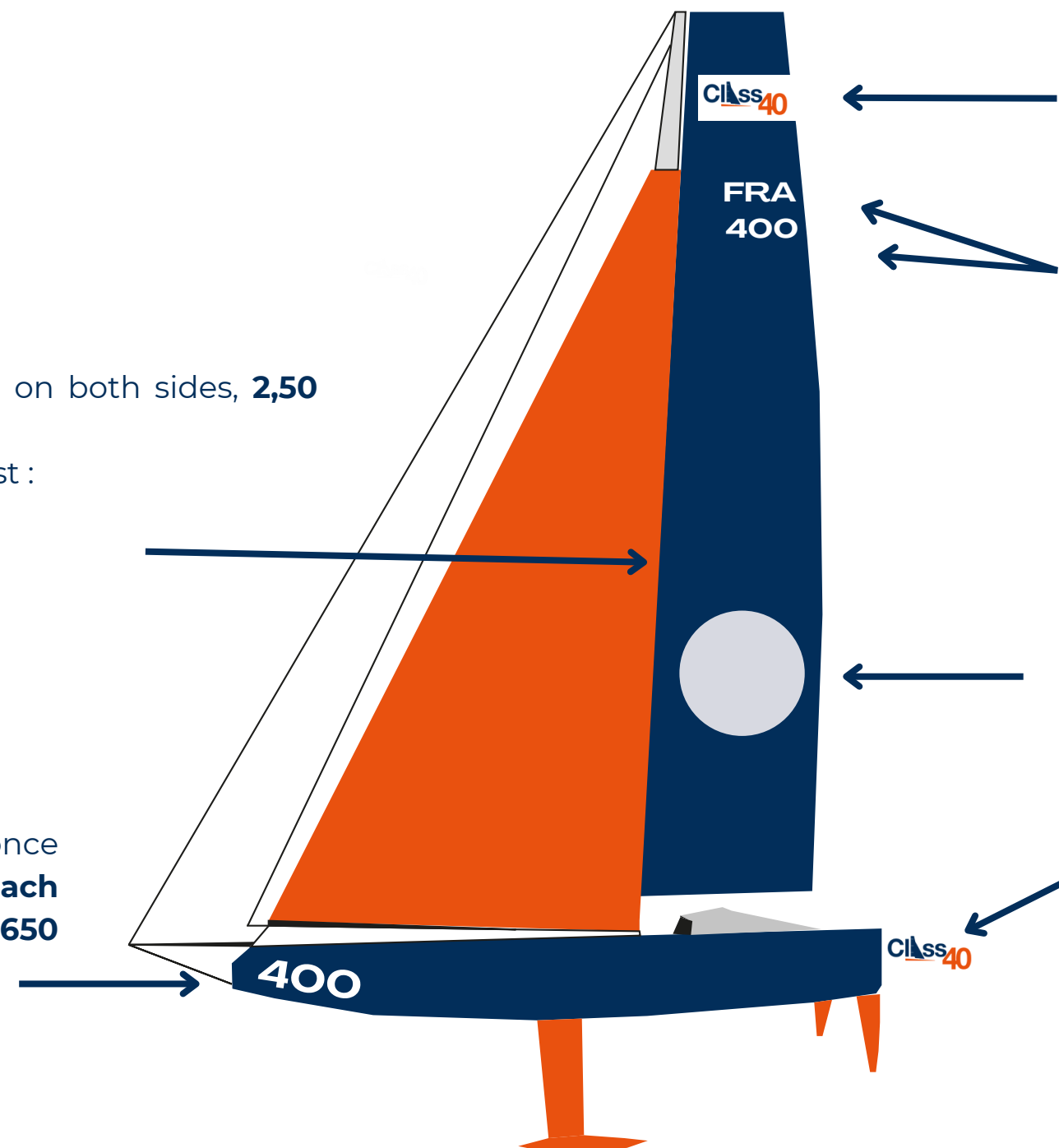
The colours to be used depend on the colour of the mast :

Black mast : white and orange logo

White mast : blue and orange logo

Logos are available exclusively from Class40.

The **sail number** (without is root) must be displayed once **on the deck** (minimum height **450 mm**) and once on **each side of the hull**, in the forward third (minimum height **650 mm**), in a clear visible manner.



The **mainsail logos** for the class will be provided by the **association** and must be placed as indicated in the class rules.

Nationality letters and **sail numbers** must be in capital letters, clearly legible and of the same colour.

Minimum height : **450 mm**

Minimum space between characters and sail edge : **90 mm**

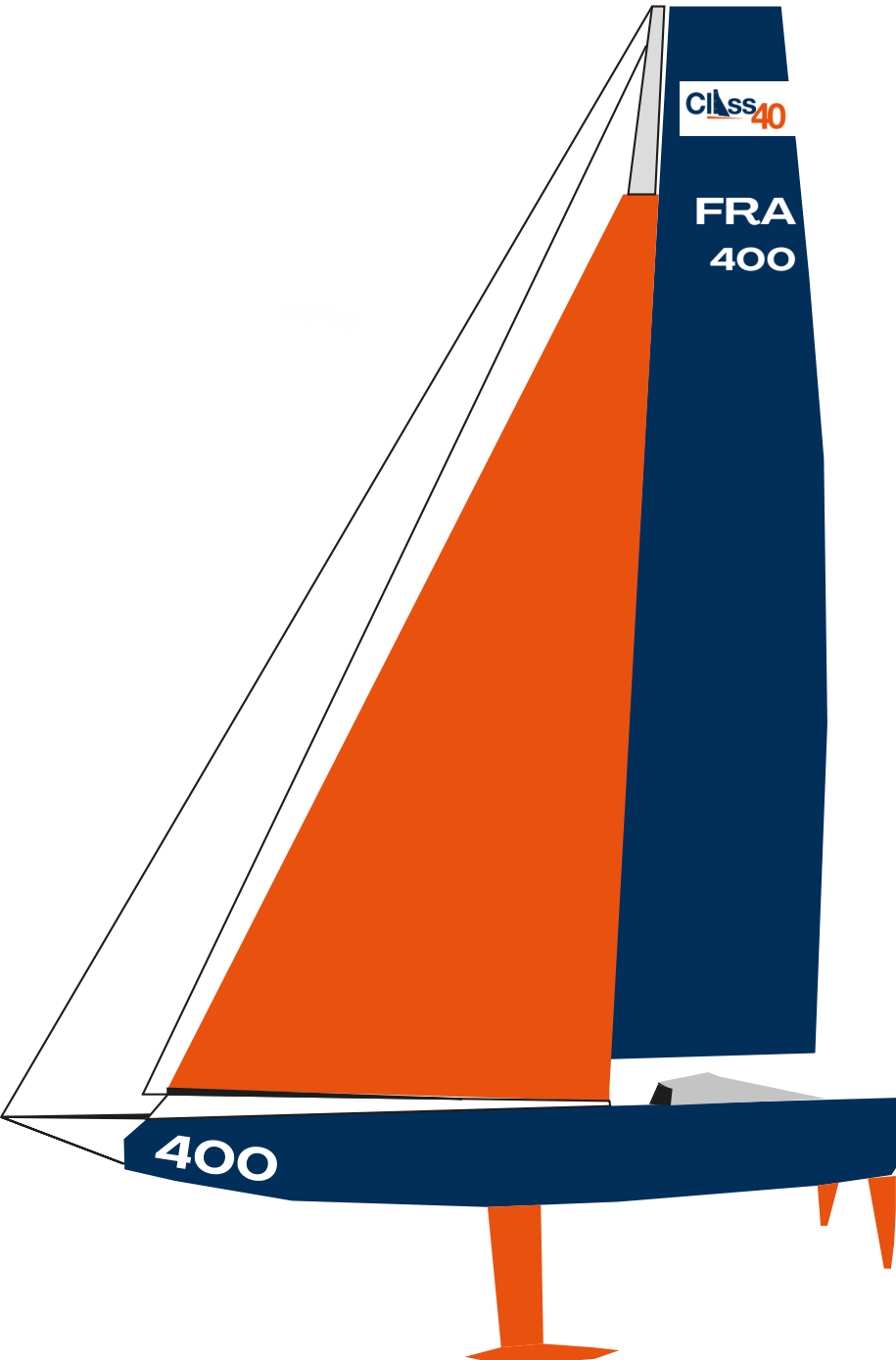
Theoretical **location** of the race **logo**. It will be inscribed in a circle with a diameter of **1.50 m**. The centre of this circle will be located at a height corresponding to one.

A Class40 **logo** must be **visible** from the rear when boats are moored "stern-to". The location is unrestricted (transom, horseshoe buoy cover, cockpit, etc.)

The **dimensions** and **colours** are the same as for the mast/

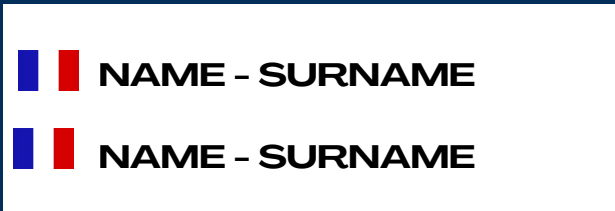
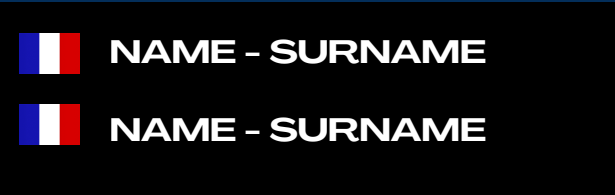
All Class40 logos (main, sail, mast, stern) are available exclusively from Class40.

SIGNAGE



It is mandatory for transatlantic races to display the name(s) of the skipper(s) on each side of the roof along with the nationality flag.

EXAMPLES :



Internal marking :

The registration number (character height 1 cm, line thickness 0,1 cm) must appear near the pilot station or inside the cockpit.

External marking (Division 240) :

The name of the boat and the name or initials of the registration authority must appear on the stern of the boat.

The characters must be at least 7 cm high and 3 cm wide per character. Line thickness: 0.8 cm minimum.

NB: Decree recommended but not mandatory for registered boats.

DOCK SAIL

The Class40 logo must be affixed to the upper part of the sail, with the following dimension: **1 metre wide**.

It **must be blue** and **orange** on a white background.

The dimensions of the dock sail must be **8 metres high**, with a **3-metre foot** and a **1.2-metre gaff**.

The logo or logos of the partners of the boat must appear in a **5m high frame**.

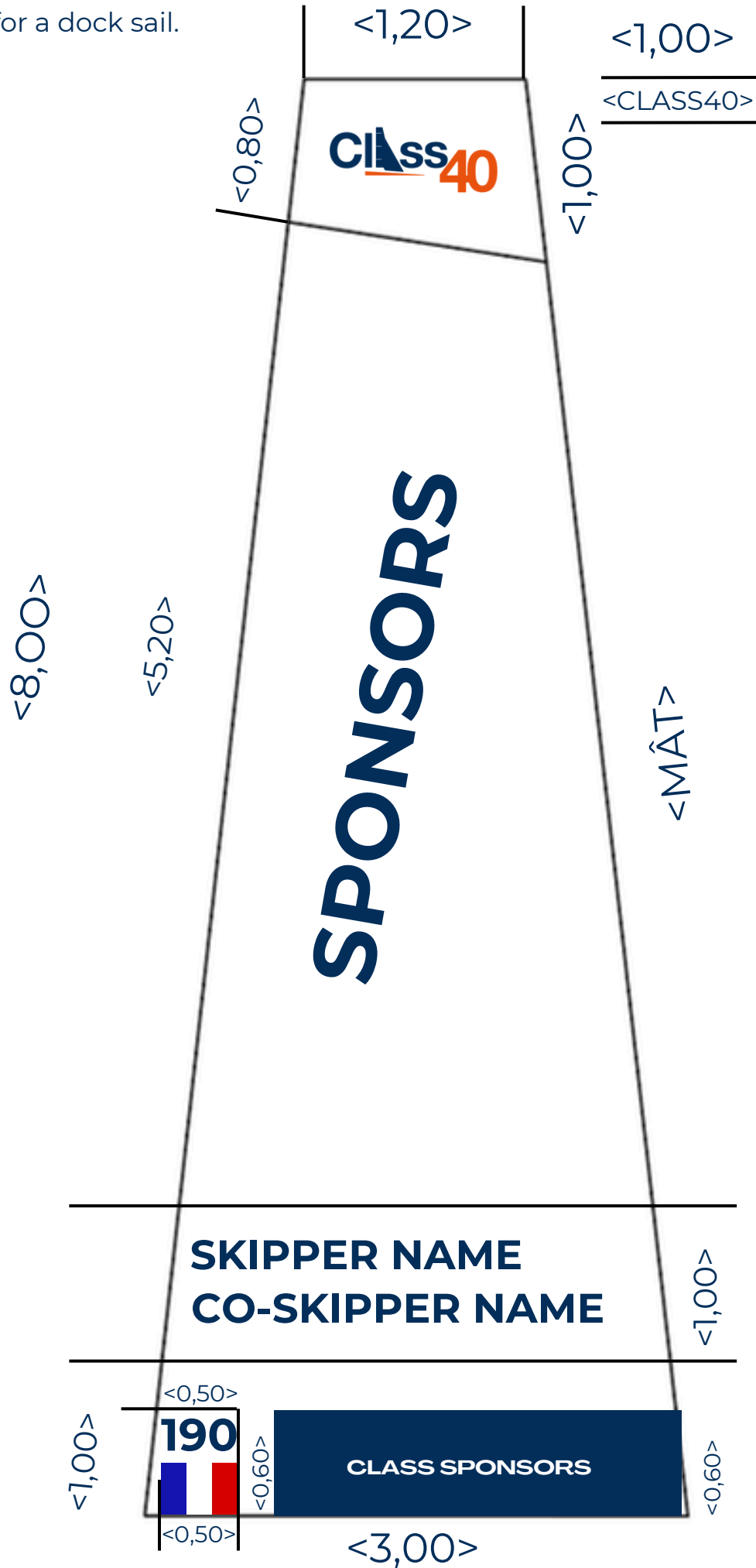
The name of the **main** skipper is **mandatory** and must be written in a **1m high** frame.

* *The name of the **co-skipper** is **optional**.

The boat **number** is **mandatory** and must measure **0.5m wide** by **0.3m high**, positioned above the nationality flag.

The **nationality flag** and boat number must measure **0.5m wide** by **0.3m high**.

*Example of rules to follow for a dock sail.



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*Example of a dockside sail for a boat with SLAM as a partner and Allianz as a class partner.

CLOTHING

In order to ensure consistency and visibility of the Class40 identity, all clothing bearing the Class40 logo must display it as follows, in accordance with the illustrative photos:

- The left sleeve (shoulder)
- And/or the back (lower back)
- And/or the collar
- And/or the right chest

Any type of logo shown on the “Variations” page may be used

The **logo** must **measure** at least **6 cm wide**, except on the lower back (10 cm wide), **by 4 cm high** for the horizontal version.



For white or light-colored equipment, the dark versions of the logo are recommended.



For red or dark-colored equipment, the version above is recommended.

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VÊTEMENTS

In order to ensure consistency and visibility of the Class40 identity, all clothing bearing the Class40 logo must display it as follows, in accordance with the illustrative photos:

- The left sleeve (shoulder)
- And/or the back (lower back)
- And/or the collar
- And/or the right chest

Any type of logo shown on the “Variations” page may be used

For the vertical version, the **logo** must **measure** at least **5 cm wide** and **5 cm high**. Except at **the bottom of the back**, where the **logo** must be **15 cm wide** by **15 cm high**.



Class
40

For white or light-colored equipment, the dark versions of the logo are recommended.

Class
40

For red or navy blue or dark-colored equipment, the version above is recommended.

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