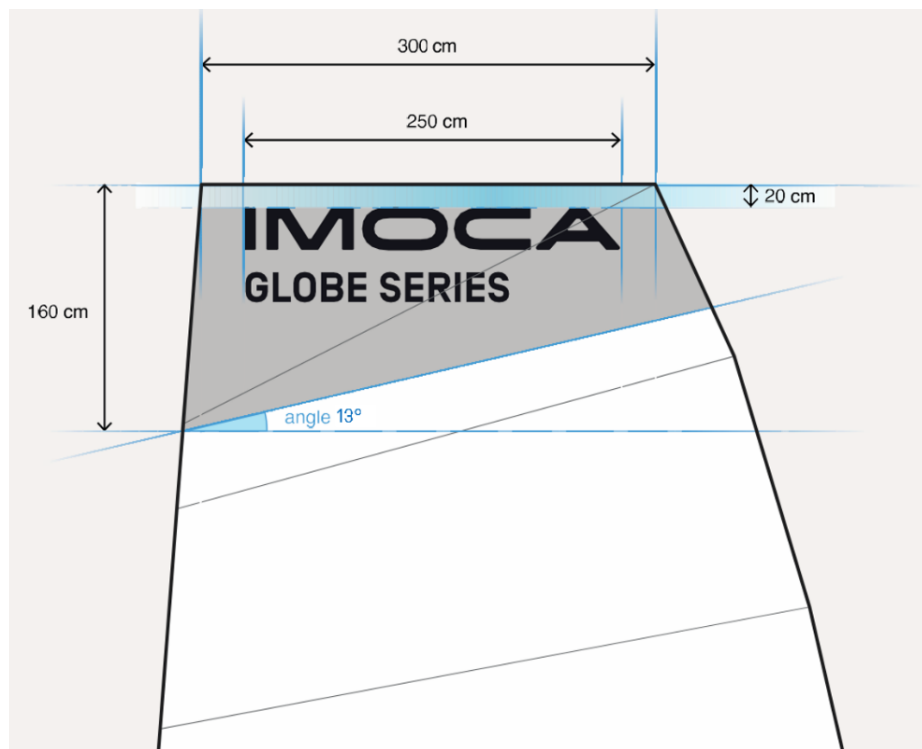


Appendix E: Branding plan

The branding plan for the mainsail, the clothing of the *skipper*, crew and associated shore team, as well as the specifications of the *dock sail* shall adhere to the following requirements:

AE.1 Mainsail branding

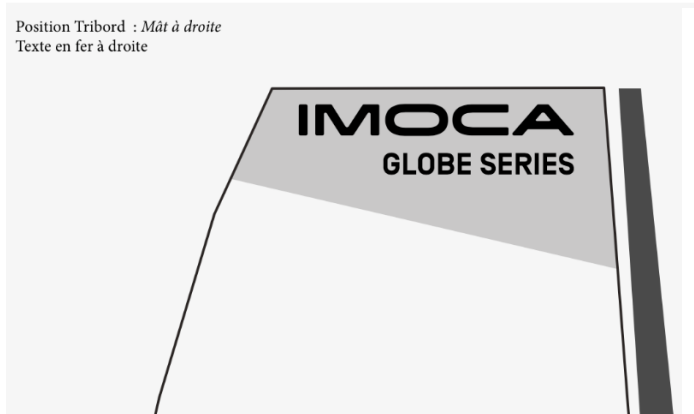
[a] Minimum dimension of the branding and positioning



Vectorised logo available as a download in [official documents at imoca.org](https://www.imoca.org/official-documents) or upon request to contact@imoca.org

Use homothety where the width of the head of the sail is less than or greater than 300 cm.

[b] Adaptation to Port and Starboard



[c] Mainsail logo colour specifications

IMOCA title block

- Coloured title block + white typology + no line of separation between the rest of the mainsail + compulsory colour contrast between the IMOCA title block and the rest of the mainsail
- Coloured title block + coloured typology + no line of separation between the rest of the mainsail + compulsory colour contrast between the IMOCA title block and the mainsail

The decoration plan must be submitted via email to contact@imoca.org for validation by *IMOCA* before it is created.

AE.2 Branding on the clothing of the skipper, the crew and the associated shore team

The *skipper*, the crew and the associated shore team shall ensure the 'IMOCA GLOBE SERIES' branding referred to in AE.2 (b) & (d) is visible on their clothing.

[a] Logo colour specifications

- White or bright colour clothing + IMOCA GLOBE SERIES colour logo
- Coloured clothing colour + IMOCA GLOBE SERIES colour logo
- Coloured clothing in dark colours + IMOCA GLOBE SERIES white or bright logo

[b] Black or White logotype version



Vectorised logo available as a download in [official documents at imoca.org](https://www.imoca.org/en/official-documents) or upon request to contact@imoca.org

(c) Recommended dimensions

- For women and S size clothing: 7.5 cm wide
- For men and clothing from size M up: 8.5 cm wide

(d) For white or bright coloured clothing:



- It is considered advisable to use the black monochrome version or exploit the possibilities set out in the *IMOCA* graphic charter accessible in [official documents at imoca.org](https://www.imoca.org/en/official-documents)

(e) For red, navy blue or dark coloured clothing:



- It is considered advisable to use the white monochrome version or exploit the possibilities set out in the *IMOCA* graphic charter accessible in [official documents at imoca.org](https://www.imoca.org/en/official-documents)

AE.3 Specifications of the dock sail

From the next solo round the world race, the *dock sail* must be the standardised dock sail and it must adhere to the following requirements:

(a) Dimensions

- 12 metres high
- 2.5 metres wide at the top
- 5 metres wide at the bottom

It is considered advisable to hook the *dock sail* onto the 3rd reef.

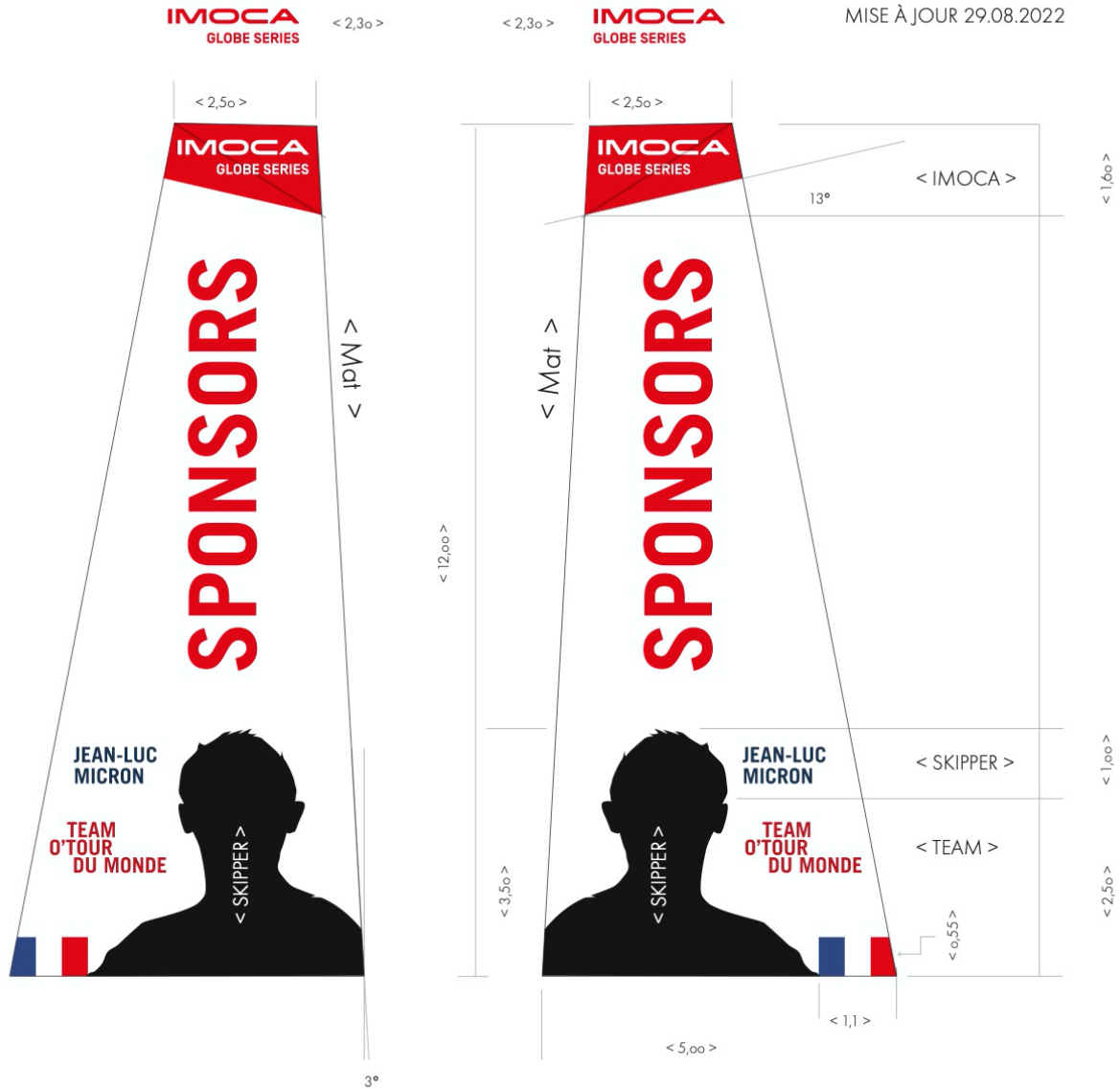
(b) Branding

The IMOCA GLOBE SERIES logo at the top of the *dock sail* shall comply with AE.1 [a].

The siting and dimensions of the elements below

- Portrait
- Skipper’s name
- Team’s name
- National flag

shall adhere to the following plan:



- The national flag can be chosen by the *skipper* or the team
- The choice of colours, font and general decoration are open and according to preference to be in line with the project’s identity
- The choice of a coloured, black or white portrait of the skipper is open and according to preference.

The decoration plan must be submitted via email to contact@imoca.org for validation by *IMOCA* before it is created.