



BLOODHOUND SSC

ENGINEERING ADVENTURE

THE BLOODHOUND EXPERIENCE

2016

INSPIRING GENERATIONS



INTRODUCTION

This pack explains the elements you need to communicate the BLOODHOUND experience and style effectively and consistently.

DESCRIPTION

The BLOODHOUND Project is a global engineering adventure, using a 1000mph World Land Speed Record attempt to inspire the generations about science, technology, engineering and mathematics.

OBJECTIVES

- Inspire the next generation about science, technology, engineering and mathematics.
- Share an iconic research and development programme with a global audience.
- Set a new World Land Speed Record of 1000 mph.

THE PACK

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BLOODHOUND OVERVIEW



1

WE ARE BLOODHOUND

OUR MISSION

Create a unique, high-technology project, focused around a 1000mph World Land Speed Record attempt. Share this Engineering Adventure with a global audience and inspire the next generation by bringing science, technology, engineering and mathematics to life in the most exciting way possible.

OBJECTIVES

INSPIRE the next generation about science, technology, engineering and mathematics.

SHARE an iconic research and development program with a global audience.

Set a new World Land Speed Record of **1000mph**.

DELIVER exceptional returns to our Sponsors.

WHY BLOODHOUND?

BLOODHOUND is an **EXPERIENCE** a can-not buy, authentic opportunity for sponsors to activate.

We have **PROVEN** global reach and engagement with the brand beyond passive impressions.

We are **ORGANIC** – retweets, shares, viral capability of our content re-writes the paid 'blogger' and 'influencer' market.



THE BLOODHOUND EXPERIENCE

WE ARE THE EXPERIENCE

AUTHENTIC

ORGANIC

PROVEN

BLOODHOUND = INSPIRATION

ENGAGEMENT

EDUCATION

MEDIA



THE BLOODHOUND ETHOS

The BLOODHOUND Project exists primarily to inspire young people about science, technology, engineering and mathematics.

Our mission is to show these subjects in the most exciting way possible, using a 1000mph land speed record project as the focal point. We are therefore seen to be doing something bold and innovative for 'the greater good', furthering education and pushing the boundaries of exploration, and not operating simply for profit or to promote brands. This underpins the special relationships we have with governments, the public, schools and media.

BLOODHOUND is open and inclusive, sharing its story as it progresses and presenting real information; this includes photographs, films, telemetry data from the car and biometric read-outs from the driver, as well as updates on social media and proactively placed stories in conventional media.

BLOODHOUND has no need for hyperbole and does not court false celebrity. We don't dumb down the facts. We invite people to 'think up' instead. Our audiences - including media - trust us to be honest and authentic, which means our stories have substance and we present bad news openly. We may be world-leaders in our field but this means we understand the challenges better than anyone else. Our approach – to engineering and communications - is therefore 'confident but humble'.

Engineering is the hero, not any one individual. BLOODHOUND is a team of passionate, expert people who have made the Project a reality. We have many spokespeople, not just one spokesperson. The Project is a human endeavor not a faceless corporate entity and it has warmth and personality because of this. This is again manifested in our communications and reflected by our media coverage.

Add together partners, suppliers and supporters and the greater BLOODHOUND team would fill a football stadium. We have a responsibility to all of them not just to succeed, but also to do so responsibly. We do not want to achieve 1000mph... we want to do so safely, sharing the adventure as we go.

We work collaboratively with partners, suppliers and media. We are guests in South Africa and respectful of the local community and environment. Mindful of our primary audience, we reject behavior or associations that could be construed as racist, sexist or sexualized.

Richard Knight
Communications Director



THE BLOODHOUND IMAGE

The first impression should be fresh and exciting, conveying the dynamism of the project as well as the professionalism and rigour of the team and the programmes associated with the Project.





GOVERNANCE

2

BLOODHOUND IP: SUMMARY

1. BLOODHOUND is the primary owner and beneficiary of all BLOODHOUND Branded items in relation to promotion and commercial gain from the BLOODHOUND Experience.

2. Any Sponsor provided material that includes the BLOODHOUND brand is owned by the sponsor but can not be produced without prior agreement from BLOODHOUND as specified in this pack.

3. Any BLOODHOUND branded material produced by a sponsor for commercial gain is subject to a separate agreement (if not already defined in original sponsorship agreement) and specific guidelines detailed herein.

BLOODHOUND PRODUCED ASSETS AND CONTENT

- 1. All assets and content adhere to the guidelines outlined in this pack.**
- 2. Where an asset or piece of content features a sponsor image, reference or text this is circulated to the sponsor for approval before release.**
- 3. Where an asset or piece of content features all sponsors this is reviewed and approved at the monthly Main Sponsor Meetings.**
- 4. All lock-ups and composite logos are agreed as part of this pack.**
- 5. All assets, designs, guidelines and content will be made available online for sponsors to download or/and reference.**
- 6. Sponsors can leverage imagery, video and content for distribution on their channels but not for commercial use.**
- 7. Service Level Agreement: All parties agree to a sign-off / feedback turn-around time up to 5 working days maximum.**



BLOODHOUND IP: SPONSOR USAGE

2. "Any Sponsor provided material that includes the BLOODHOUND brand is owned by the sponsor but can not be produced without prior agreement from BLOODHOUND as specified in this pack."

SPONSOR ASSET AND CONTENT GUIDELINES

- 1.** All assets and content adhere to the guidelines outlined in this pack. Including:
 - i. Agreement by sponsors to adhere to the shared suite detailed herein
 - ii. All shared design elements to be approved by BLOODHOUND before being produced independently
- 2.** Where an asset or piece of content features one or more other sponsor's logo or information this is to be reviewed and approved by said sponsor(s).
- 3.** All assets produced must adhere to current Health and Safety regulations and where applicable risk assessments conducted.
- 4.** All digital content must be accessible in line with W3C compliant standards.

ASSET AND CONTENT DELIVERY AND MANAGEMENT

- 1.** All assets and content produced must clearly state its intended audience and use at design stage.
- 2.** Delivery of content or asset needs to align with BLOODHOUND activity to optimise opportunity.
- 3.** All assets and content subject to alteration through the lifetime of the programme must be managed by the sponsor to ensure legacy items are updated where reasonably possible.
- 4.** The same guidelines and requirements apply to the global market-place.
- 5.** It is the responsibility of the sponsor to ensure these guidelines are communicated throughout their company.



BLOODHOUND IP:

COMMERCIAL USAGE

"3. Any BLOODHOUND branded material produced by a sponsor for commercial gain is subject to a separate agreement (if not already defined in original sponsorship agreement) and specific guidelines detailed herein"

SPONSOR AND BLOODHOUND ONLY ASSETS, IMAGERY AND CONTENT

- 1.** All assets and content must be branded in adherence to the lock-up for commercial use detailed in this pack.
- 2.** Any commercial use is subject to the approval of BLOODHOUND
- 3.** If not already defined in existing agreement a separate agreement with BLOODHOUND is required for the right to use commercially.
- 4.** The sponsor can not commercially promote on any products that are associated with other sponsor's exclusive rights.
- 5.** The use of BLOODHOUND branding commercially excludes the following categories:
 - i. Alcohol,
 - ii. Fast food / Fizzy Drinks
 - iii. Cigarettes
 - iv. Products of a sexual nature

COMBINED ASSETS, IMAGERY AND CONTENT

- 1.** Where imagery of the car is being used all other logos to be removed except BLOODHOUND and the sponsor. This will require approval from all parties at the main sponsor meeting.
- 2.** Where assets, imagery, content include reference to another sponsor these need to be removed and will require approval from all parties at the main sponsor meeting.
- 3.** The sponsor can not use any of the shared suite of assets for commercial purposes.
- 4.** Where commercial use of BLOODHOUND IP is being used without other sponsor logos they need to be given visibility to the main sponsor meeting and exceptions called out can not progress.



GOVERNANCE

SCENARIOS TO USE THIS PROCESS

Any BLOODHOUND related content

DEFINITION

BLOODHOUND
EARLY INVOLVEMENT

At brief stage – initial review:

- Messaging
- Look & Feel
- Timing
- Duration
- Frequency
- Channels
- Level of involvement
(defining individuals involved and roles)

DEVELOPMENT

BLOODHOUND
ITERATIVE FEEDBACK

Informing design through development:

- Messaging
- Look & Feel

QUALITY ASSURANCE

BLOODHOUND
SIGN OFF

Final sign off before distribution:

- Messaging
- Look & Feel
- Timing
- Duration
- Frequency
- Channels
- Level of involvement
(and who)

ASSET MANAGEMENT

BLOODHOUND
MANAGEMENT

Storage, distribution, tracking of the asset:

If shared content, BLOODHOUND stores in shared location and makes available to sponsors.

If independent sponsor asset, store and provide access / asset to BH.

If the asset/content is produced by a sponsor, this needs to be made available to BLOODHOUND and other sponsors where applicable.



ROLES

Throughout the process key individuals from BLOODHOUND and the sponsor need to be involved as detailed here.

DEFINITION

BLOODHOUND: Sponsor Manager,
Comms Director, Marketing Director
SPONSOR: Sponsor Manager, Brand & Comms Manager
AGENCY: Account Manager

DEVELOPMENT

BLOODHOUND: Sponsor Manager, Engineers / Driver as required
SPONSOR: Sponsor Manager, Designers, Developers
AGENCY: Designers, Developers, Account Manager

QUALITY ASSURANCE

BLOODHOUND: Sponsor Manager, Comms Director, Marketing Director, BLOODHOUND Executive (as required)
SPONSOR: Sponsor Manager, Brand & Comms Manager, Legal Manager, Design Manager, Development Manager
AGENCY: Design Lead, Development Lead, Account Manager

MANAGEMENT

BLOODHOUND: Sponsor Manager
SPONSOR: Sponsor Manager, Brand & Comms Manager, Legal Manager, Design Manager, Development Manager
AGENCY: Design Lead, Development Lead, Account Manager



ASSET MANAGEMENT

BLOODHOUND will make applicable images, guidelines, footage and designs available in the BLOODHOUND Sponsors Area: www.bloodhoundssc.com/sponsor

THE BLOODHOUND PROJECT

BLOODHOUND SPONSOR AREA

You are here: [Sponsors](#) > Bloodhound Sponsor Area

> Main Sponsors
> Official Timing Partner
> Founder Sponsors
> Stripe Sponsors
> Product Sponsors
> Network and Video Partner
> SME Sponsors
> Composite Club
> Past sponsors
> [Sponsors' Area](#)

The following set of files are designed to get you started.
If you need any help or would like and additional resources, please email [Tony](#) or [Kim](#), or call 01179856236.

BLOODHOUND SSC Branding

Bloodhound Branding Guidelines

Download:
[BLOODHOUND_Branding_Guidelines_04.06.2015 V5.pdf](#)



DESIGN

3

LOCK-UP GUIDE

USING LOCK-UPS

The use of lock-up logos and composites should only be applied to a white background unless otherwise authorised or agreed.

To create a lock-up, use the guide shown right and the following rules:

- The 'x' size of margin, equals that of half the BLOODHOUNDS crest width.
- The accompanying partner logo must not exceed the height and/or depth of the BLOODHOUND crest adjacent.
- The "BLOODHOUND SSC - ENGINEERING ADVENTURE" strapline should then be adapted in proportion to be the full width of the completed lockup to form an orderly and aligned layout.



THE BLOODHOUND CAR

USE OF IMAGE

Use of the BLOODHOUND car image as part of a non-Bloodhound approved asset/s must be removed of all logos excluding BLOODHOUND and agreed partner. Images are accessible through the BLOODHOUND website in the sponsors area.



HEADINGS AND TYPEFACES

FONTS

SPACE AGE

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Space Age font to be used in upper case for the
BLOODHOUND SSC logo lock ups only.

STRAPLINES : ENGINEERING ADVENTURE

always appear in orange (C2 M61 Y100 K0) capital letters below the main title.

VERDANA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Verdana Bold Italic to be used in upper case for headers.

ARIAL Regular to be used for body copy in all communications
e.g. presentations, email footers, website.



PARALLELOGRAM

The **parallelogram** is our core-shape of choice, performing as the main place holder element in our brand identity.

The sloped sides should also raise from low bottom left to high top right. With an elevation angle of 40 degrees.

When incorporating text into a parallelogram as a place-holder, it should also read from left to right.

PARALLELOGRAM IN PRACTICE



Always wider than the height, can be any proportions as long as it remains rectangular and at the angle specified



COLOUR PALETTE

PRIMARY PALETTE

BLOODHOUND BLUE

PANTONE 5255C
C100 M98 Y33 K32
RGB 19, 26, 87

BLOODHOUND ORANGE

PANTONE 716C
C2 M61 Y100 K0
RGB 250, 99, 0

COLOUR GRADIENT

- C100 M98 Y33 K32
RGB 19, 26 87
- C100 M90 Y10 K0
RGB 36, 42, 115
- C67 M5 Y0 K0
RGB 35, 186, 237

Any gradation of colour should only flow from BLOODHOUND BLUE at the top, down to LIGHT BLUE at the bottom. A third colour exists in the middle (colour ratings shown left), but is not part of the core palette.

Colour gradients should only be used full bleed on titles pages and never contained inside a shape or a parallelogram holder.

SECONDARY PALETTE

LIGHT BLUE

PANTONE 298C
C67 M5 Y0 K0
RGB 35, 186, 237

LIGHT GREY

PANTONE 877C
C0 M0 Y0 K60
RGB 143, 143, 140



LOGO USAGE

BLOODHOUND Project has two logos; the Main project logo and the 1K Club Logo, as below. The guidelines for logo usage apply to all variations of the BLOODHOUND Project logo.

MAIN PROJECT LOGO

The maximum size of the Verdana font under the logo must be the width of the BLOODHOUND logo and still kept with the 2 x A exclusion zone.

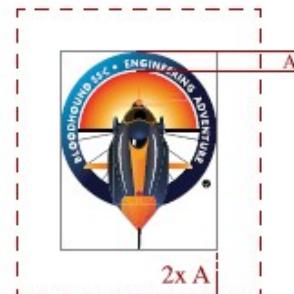


1K CLUB LOGO



EXCLUSION ZONE

The exclusion zone is the minimum area around the logo that must remain clear of typography or any other graphic device.



MINIMUM SIZE

The logo should never be smaller than the minimum size.



INCORRECT LOGO USAGE

LOGO POSITION

Logo should never be represented slanted or at any angle other than vertical.



BACKGROUND

The logos may appear on a full page or blended blue, white or orange background (see colour palette) only, never on busy background.



COLOURING

The BLOODHOUND logo and the BLOODHOUND SSC 1K CLUB logo appear in colour only, never as an outline. An outline is only to be used for etching materials.



PROPORTIONS

Proportions of the logo must never be changed by stretching or reducing it either vertically or horizontally.



SPONSOR HIERARCHY: OVERVIEW

MAIN PARTNERS



Rolls-Royce®



Nammo

FOUNDER PARTNERS



University of
the
West of
England

EPSRC

OFFICIAL PARTNERS



OFFICIAL SUPPORTERS



mazepoint



MOORE STEPHENS



SOUTH AFRICAN PARTNERS



SOLUTION
TECHNIQUES



NOTE: Made in reference to actual time of document creation - sponsor images are subject to change.



SPONSOR HIERARCHY:1

LEAD PARTNERS



Rolls-Royce

Pioneering the jet engine powering BLOODHOUND SSC



FOUNDER PARTNERS



University of the
West of England



OFFICIAL PARTNERS



SPONSOR HIERARCHY:2

OFFICIAL SUPPLIERS



MOORE STEPHENS



SOUTH AFRICAN SPONSORS



SOLUTION
TECHNIQUES



emcom



LOCK UPS

These can be used on internal and external materials.

All uses require BLOODHOUND approval / sign-off in advance.

If text and logo is used for the sponsor, both the BLOODHOUND logo and text "BLOODHOUND SSC" must be used.

1. Primary preferred lock-up combination of BLOODHOUND crest left with sponsor/partner logo right-adjacent



BLOODHOUND SSC
ENGINEERING ADVENTURE

At all times the BLOODHOUND trademark logo needs to be visible.

If stated, the partnership text i.e. "Chosen oil of The BLOODHOUND Project" needs to be agreed in advance.

2. 'Fall back lock-up' is for sponsor co-branded assets. Strictly for commercial use only, must seek approval prior to use - "BLOODHOUND SSC - ENGINEERING ADVENTURE" must be removed from this secondary combination lock-up



**SPONSOR
LOGO.**



COMPOSITE EMBLEMS

These can be used on internal and external materials, if part of additional BLOODHOUND promotion sign-off needs to be confirmed with BLOODHOUND in advance.

If text and logo is used for the sponsor, both the BLOODHOUND logo and text: "BLOODHOUND SSC Engineering Adventure" must be used.

At all times the BLOODHOUND trademark logo needs to be visible.



BLOODHOUND SSC
ENGINEERING ADVENTURE



BLOODHOUND SSC
ENGINEERING ADVENTURE



SHARED ASSETS

DESIGN PRODUCTION & MANAGEMENT

Shared design is agreed by all sponsors across all assets in advance. Sponsors can not create a shared design asset without prior agreement with relevant sponsors and BLOODHOUND.

ICON are official design partners of BLOODHOUND. All design, production & installation of shared assets is provided by them.

Any ongoing management of shared assets is through ICON.

DESIGN PRINCIPLES

- Sponsor logo runs are separated by the BLOODHOUND logo
- All image proportions to remain constant
- Logos to have white edging to differentiate from like / same colour backgrounds i.e. blue on blue
- Maintain constant look and feel across all assets



SHARED ASSETS

SAMPLE KIT OF PARTS 1

BANNER FLAGS



PERIMETER / SCRIM / PANEL RUN
CORE BRAND



SPONSOR SHARED DESIGN



SHARED ASSETS

SAMPLE KIT OF PARTS 2

PANELS / HANGING BANNERS

CORE BRAND



SPONSOR SHARED DESIGN



GRAPHIC PANELS

CORE BRAND



SPONSOR SHARED DESIGN



SPONSOR OWNERSHIP FEATURE



SHARED ASSETS

SAMPLE KIT OF PARTS 3

PRESS BACKDROP
& STAGE



BLOODHOUND SSC
ENGINEERING ADVENTURE

NOTE: This is an indicative design and not presently in circulation.



SHARED ASSETS

BLOODHOUND SSC



IMAGERY AND FOOTAGE: 1

IMAGERY

PHOTOGRAPHY

Images made available in the sponsors area, photo-shoots can be arranged on request.

Additional stylised images available for purchase from Stefan Marjoram, BLOODHOUND's official photographer.

Can only use current images of the car and other shared assets with correct logos.

CGI IMAGERY

Computer generated images of the Car should always appear with credit where applicable. All CGI renderings should be credited with "Imaging by Flock London".

Images of the Car should always appear with sponsors' logos featured.



FOOTAGE

ON FOOTAGE LOGOS

Animations will have a final lock-up screen of main sponsors (and others where applicable).

Individually sponsored videos will display sponsors logo on title and credit shots.

Unless otherwise agreed, footage will not carry logos as watermarks or subtitle frames in the footage.



IMAGERY AND FOOTAGE: 2

DESCRIPTIONS & LINKING:

IMAGERY

All images to be tagged to include the terms 'BLOODHOUND' and 'BLOODHOUND SSC' and 'The BLOODHOUND Project'.

All images to include descriptive title. All shared images to be made available on the asset library.

Agreed imagery can be used for internal promotion and generic external distribution across social channels on sponsors site(s).

Imagery can be made available to media for distribution under the agreement they follow the above guidelines.

FOOTAGE

All footage to have agreed descriptors with text links to www.BLOODHOUNDSSC.com and relevant sponsor sites.

Meta-tagging on digital posts to include the terms 'BLOODHOUND' and 'BLOODHOUND SSC' and 'The BLOODHOUND Project'.

Agreed footage can be used for internal promotion and generic external distribution across social channels on sponsors site.

Use of the video for a product specific promotion is subject to agreement with BLOODHOUND in advance.



CLOTHING

TEAM KIT

Where agreed in the contract, logo's will be positioned on the arms of the team kit.

If outside of contract there is an opportunity to purchase an 80mm logo.

Visual shows interim team kit – please note desert kit will need to be confirmed.



DRIVER'S SUIT

Where agreed in the contract, an 80mm logo will be positioned in a relevant / prominent position as agreed with the Sponsors.

If outside of contract for main sponsor there is an opportunity to purchase an 80mm logo in position TBC.

There is an opportunity to purchase additional space in addition to baseline. Please note other sponsors will have opportunity to purchase based on 80mm non-prominent position only.

Please note there will be a new suit for the 1000mph run.

NOTE: Please note this is subject to change as new sponsors become involved.



COPY

4



MESSAGING

MESSAGING TONE

***Confident and humble.
We think up and don't
dumb down.***

VISION

To Inspire

MISSION

Create a unique, high-technology project, focused around a 1000 mph World Land Speed Record attempt.

POSITION

Engineering Adventure

Share this Engineering Adventure with a global audience and inspire the next generation by bringing science, technology, engineering and mathematics to life in the most exciting way possible.



BRAND NAMES

BLOODHOUND SSC should always be spelt out in capital letters and may appear in the following contexts:

BLOODHOUND SSC / BLOODHOUND SuperSonic Car

THE BLOODHOUND Project

BLOODHOUND Education Programme

BLOODHOUND 1K Club

BLOODHOUND@University

www.BLOODHOUND.com or WWW.BLOODHOUNDSSC.COM

BLOODHOUND PROGRAMME LIMITED

ENGINEERING ADVENTURE

#BLOODHOUNDISGO

NOTE: Please note the content guidelines take precedence in terms of brand names and copy across the BLOODHOUND programme.

To be used only when referring directly to the Car. When spelt out in full the name of the car should appear with the initial letters of 'Super' 'Sonic' and 'Car' in capitals.

The title of the entire Land Speed Record attempt. 'Project' should have an initial capital letter.

The name of the education programme managed by a team representing education. 'Education Programme' should have initial capital letters.

The title of the supporters club should always appear with an initial capital letter on 'Club'.

A higher education programme developed by UWE, Swansea, Southampton and EPSRC which uses BLOODHOUND Project as a focus for the delivery of engineering education. 'University' should have an initial capital letter.

The web domain name should appear in capitals.

The name of the organisation, BLOODHOUND the legal entity, 'Programme Limited' should have initial capital letters.



VIPS



5

VIP BOOKING

REQUIREMENTS

- Transport (assumed Business Class) to be offered in all instances
- Accommodation to be offered in all instances
- Booking is for a 9am-5pm period only (out of hours is at additional cost)
- Booking is for one public presentation in that time period only (multiple to be agreed at cost)
- Lunch break of 45mins minimum to be made available
- Single point of contact at event to greet and host the VIP
- Suitable breaks to be provided between event sessions
- Break out area provided for VIPs with internet connection

BOOKING PROCESS



JOIN THE ADVENTURE



BLOODHOUND SSC ENGINEERING ADVENTURE



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www.BLOODHOUNDSSC.com