

Dragon Class Identity Guidelines



DRAGON•ONE DESIGN RACING

What exactly is our brand?

Quite simply it's our reputation. It's what comes to mind when people hear the name International Dragon Association [IDA] or any National Dragon Association [NDA] or view the Dragon at rest in a marina, or being towed on a trailer or, and particularly, under sail. It's those things that make our class special, that make us different from any other class of yacht.

So in what way are the Dragon, the people who sail her and our Class Associations different?

We know that our hull shape and sail plan is the number one factor that defines us and makes our beautiful vessel truly unique, but it is not all, consider ...

- our long and proud heritage of metre and one design racing,
- the important history of our Olympic years,
- the people who own and race Dragons including a century Champions and Royalty,
- the enviable penetration of the class into 30 countries,
- the worlds largest One Design keel boat class,
- careful evolutionary management of the class rules, the boat and sail design and materials,
- the quality management of International and National Dragon Class Associations.

These are the things that make us unique. They are also things that can be marketed to attract more sailors, more owners, more sponsors and bring more value and prestige to our class.

Our challenge then is to make sure that people associate the Dragon, and our Associations with the things that make our class special.

We do that by promoting our qualities as much as we can in conjunction with a strong and memorable Dragon Class brand identity. And that's what these guidelines are about. They will help us to promote our class clearly and consistently as 'one voice' and to ensure that our promotional messages are seen, understood and remembered.

As Dragon sailors and Class Administrators, this class identity is yours to use widely and creatively. It will be the glue that binds us together as International Dragon sailors. Wear it proudly like a badge of honour.

Great identity programs have been likened to the kitchen table around which the family gather.

We want the International Dragon brand identity to be seen everywhere. We propose you use it to brand your Association and promote the International Dragon brand via your web site, promotional materials, merchandise items, all literature and stationery.

Importantly the International Dragon brand identity should be used correctly, in a logical and disciplined way. Only then will our visibility be greater and the International Dragon brand be more widely recognised and remembered.

When used correctly and often, perceptions of Dragon Associations and Regattas as a smart and organised One Design Racing class is reinforced and our brand strengthened.

On the following pages you'll see how the International Dragon, The International Dragon Association [IDA] and the National Dragon Associations [NDA's] brand identity should be used.

The International Dragon brand identity is protected by copyright and should only be used as illustrated and outlined in this document.

There are an assortment of digital and template elements that go with the branding including:

- MS Word Templates for stationery items
- iDragon typefaces for sailmakers and Associations
- Other recommended fonts
- EPS, PNG, TIFF & JPG files of the Logo and Insignia.

If you require these items, or if you wish to use the International Dragon brand identity differently from how it is shown here or if you have any questions about its use, please contact the IDA Brand Manager per:

IDA Brand Manager

E-mail: branding@intdragon.org

... or contact the IDA Secretary.

Our Vision Statement

A Vision is defined as 'An Image of the future we seek to create'. Our vision statement answers the question, "Where do we want to go?" It articulates the dreams and hopes for the Dragon Class. It reminds us of what we are trying to build and in our case, identifies the principals used to get there.

The vision statement is for the IDA and member Associations around the World. It's for all Dragon Sailors everywhere.

By pursuing the Corinthian principles of:

- careful worldwide Class stewardship,
- honourable, competitive One-Design racing,
- evolutionary modernisation of the boat,
- upholding Class traditions,
- supporting ISAF, and
- enjoying the fellowship of our global sailing fraternity ...

the International Dragon shall be the World's pre-eminent One-Design keelboat Class.

By pursuing the Corinthian principles of careful worldwide Class stewardship, honourable, competitive One-Design racing, evolutionary modernisation of the boat, upholding Class traditions, supporting ISAF, and enjoying the fellowship of our global sailing fraternity ... the International Dragon shall be the World's pre-eminent One-Design keelboat Class.

Our Brand Elements

There are four Brand elements:

1. International Dragon Class Logo [IDA Logo]
2. International Dragon Class Insignia [Dragon Insignia]
3. International Dragon Class Taglines
4. Sailcloth Letters and Numbers [iDragon Typeface]

The following pages outline a few simple guidelines about using the logo, the Insignia on merchandise, Class Taglines, specific ISAF rule references about using the Insignia and how and where the iDragon typeface shall be used.

Please take your time to understand how these guidelines are applied so that our branding will always appear in a clear and consistent way.

1. International Dragon Class Logo [IDA Logo]

As the visual consolidation of the Dragon brand; the IDA Logo, depicts themes that uniquely identify with our history and fully represent Class aspirations and values. The IDA Logo shall be used on any element that is not sailcloth, or class merchandise.



2. International Dragon Class Insignia

The International Dragon Class Insignia is the IDA Logo without the ® mark. The Insignia shall be used on Class merchandise in any appropriate colour, or white on a dark background, or in silver or gold.



3. International Dragon Class Taglines

Our Taglines helps us position our class and the Dragon herself the way 'we' want in the minds of Dragon sailors, non-Dragon sailors, suppliers, sponsors and anyone viewing our Logo. They reflects, our personality, our core values, and the brand message of the Class. Any single Tagline is able to communicate a core message of the Class, which otherwise may difficult to communicate through any other channel or mode of communication. Our taglines will help attract, reinforce and educate potential Sponsors about the Class.

Dragon • One-Design

Dragon • One-Design Competition

Dragon • One-Design Sophistication

Dragon • One-Design Perfection

Dragon • One-Design Racing

Dragon • One Design Challenge

4a. Dragon Sailcloth Insignia, Letters & Numbers

The Dragon Insignia shall be used to identify an International Dragon on its sailcloth. The height of the insignia shall be not less than 495mm.

It is recommended that it be supported by a unique set of Numerals and Uppercase Letters optically designed for improved visibility over current Numerals and Letters. The new characters shall have a single application, on Dragon Mainsails and Spinners. No other use is permitted.

The positioning of these letters and numbers and the new Dragon Class Insignia on our sailcloth is specified in the ISAF Rules of Racing: Appendix G, Identification of Sails, Positioning, G1.3. a & b and may only be applied and positioned in accordance with these directives.



4b. iDragon Typefaces

To assist the uniform implementation of the Identity, typefaces called iDragon have been developed. They contain the characters on these pages.

Importantly, the iDragon Typeface includes the IDA Logo and the Dragon Mainsail Insignia.

iDragonSAIL: containing no lower case characters. This sail maker version is supplied for the purposes of delivering the correct Letters and Numerals and the correct Insignia on our sails every time. It is available from the IDA to sail makers at a nominal cost in PC or MAC TrueType format.

iDragonIDA, iDragonGER, iDragonFRA etc, are unique typefaces for each National Association and the IDA. They will include all the Sail Numbers, Letters, Logo and Insignia in iDragonSAIL above, plus your Association Name in the 'Wave' format, and three or four Taglines in the 'Wave' format. Your iDragon Association typeface is available from the IDA at no cost for the first year in the OpenType format for installation in Windows and Macintosh Operating Systems. iDragon typeface software is licensed to 5 computers.

The right key illustrates which computer key-strokes are required to access each character.

After the first year your Dragon Association may purchase the iDragon typeface, uniquely named and customised for your Association. It will include all the Sail Numbers and Letters, plus your Association Name in the 'Wave' format, and three or four Taglines in the 'Wave' format. Importantly, the latter 'Wave' elements will be provided in your language and come complete with appropriate diacritical marks and letter forms. It is software, so comes with an EndUser License that stipulates each purchase is for 5 users.

iDragonSAIL typeface for sailmakers contains ...

<i>Key</i>	—	<i>Get</i>	<i>Key</i>	—	<i>Get</i>	<i>Key</i>	—	<i>Get</i>
<i>A</i>	—	A	<i>N</i>	—	N	-	—	-
<i>B</i>	—	B	<i>O</i>	—	O	1	—	1
<i>C</i>	—	C	<i>P</i>	—	P	2	—	2
<i>D</i>	—	D	<i>Q</i>	—	Q	3	—	3
<i>E</i>	—	E	<i>R</i>	—	R	4	—	4
<i>F</i>	—	F	<i>S</i>	—	S	5	—	5
<i>G</i>	—	G	<i>T</i>	—	T	6	—	6
<i>H</i>	—	H	<i>U</i>	—	U	7	—	7
<i>I</i>	—	I	<i>V</i>	—	V	8	—	8
<i>J</i>	—	J	<i>W</i>	—	W	9	—	9
<i>K</i>	—	K	<i>X</i>	—	X	0	—	0
<i>L</i>	—	L	<i>Y</i>	—	Y	[<i>Logo</i>	<u>D</u>
<i>M</i>	—	M	<i>Z</i>	—	Z]	<i>Insignia</i>	<u>D</u>

iDragonIDA, iDragonGER, iDragonFRA etc typefaces, contain all iDragonBold characters plus ...

<i>Key</i>	<i>Get</i>
<i>a</i>	INTE
<i>ab</i>	INTERNAT
<i>abcdefgh</i>	INTERNATIONAL DRAGON ASSOCIATION
<i>ijklmno</i>	DRAGON-ONE DESIGN COMPETITION
<i>pqrstuv</i>	DRAGON-ONE DESIGN RACING

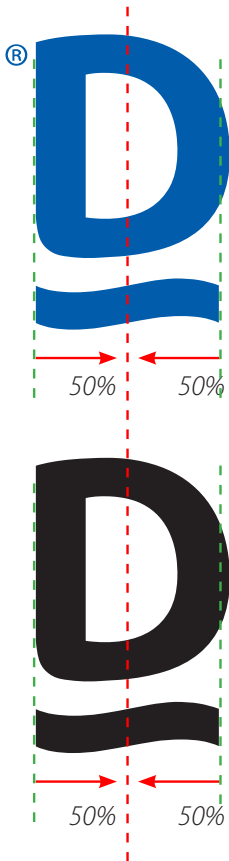
iDragonIDA typeface example illustrated

Using Brand Elements

Logo and Insignia Construction

This illustrates how the IDA logo and Dragon Insignia is constructed and how the elements are aligned. It also shows the vertical centre point to help you and sail makers align the logo centrally on a page, sign or sail.

Note the vertical centre alignment of the Logo and Insignia always excludes the ® making the centre alignment the same for both elements. It is centred on the wave line under the 'D'.



Logo Colours and Effects

The IDA logo shall only be used in the Pantone Matching System colour: PMS 286, [sometimes referred to as Royal Blue] or in Black and shades of Black. It may be used in reverse, in white, out of the Pantone Matching System colour: PMS 286 or out of solid Black. It may also be reversed in white out of an appropriate image or superimposed in PMS 286, or in Black over the image. It may also be embossed for effect.

Common Colour Profiles

- PMS = Pantone Matching System 286C
- RGB = Red - 0 Green - 93 Blue - 170
- CMYK = Cyan - 100 Magenta - 66
Yellow - 0 Black - 2
- HTML = 005daa

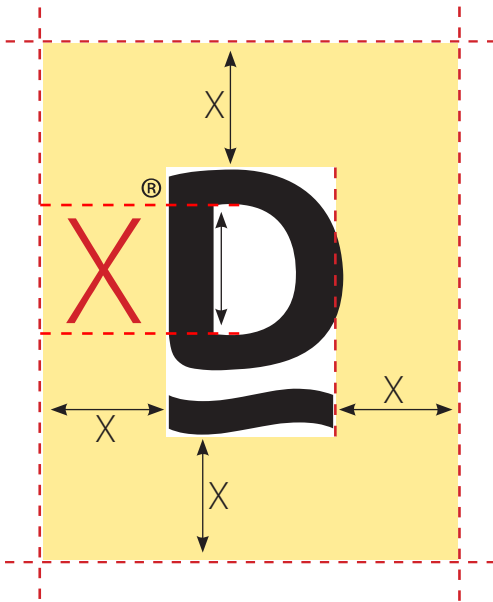


General Exclusion Zone

An area of clear space equal to depth of the inside stem of the **D** letter should surround the IDA Logo on all sides. Use the Wave Bar to measure out from, rather than the **D**.

Note, the ® always remains inside the exclusion zone.

This exclusion zone prevents interference from other graphic elements (text, pictures and other logos) and also ensures the IDA logo never gets too close to the edge of the page.



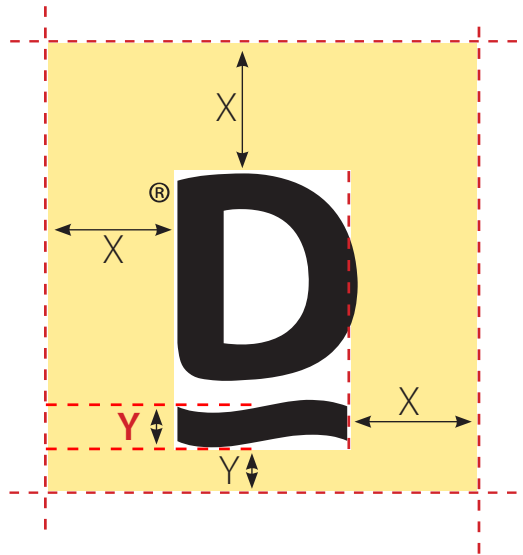
Measure **X** to obtain General Exclusion Zone.

 = Exclusion Zone

Special Exclusion Zone

In the case of specialised text like an Association Name, Event Name or the IDA Tagline being used next to the IDA Logo, the area of clear space is the same as the General Exclusion Zone to the top, right and left sides but it is different for the bottom side. This is reduced to the depth of the wave bar.

Again, the ® always remains inside the exclusion zone.



Measure **Y** to obtain Special Exclusion Zone.

 = Exclusion Zone



Example

Everyday Typeface

For the generation of letters, Notices of Race, Sailing Instructions, promotional items, literature etc, we should use the San Serif typeface, Myriad Pro as our everyday typeface.

It covers the following languages: Afrikaans, Basque, Breton, Catalan, Danish, Dutch, English, Finnish, French, Gaelic, German, Icelandic, Indonesian, Irish, Italian, Norwegian, Portuguese, Sami, Spanish, Swahili and Swedish. Plus 17 additional symbol characters: euro, litre, estimated, omega, pi, partialdiff, delta, product, summation, radical, infinity, integral, approxequal, notequal, lessequal, greaterequal, and lozenge.

It also covers Central European languages: Croatian, Czech, Estonian, Hungarian, Latvian, Lithuanian, Polish, Romanian, Serbian (Latin), Slovak, Slovenian and Turkish, plus more East European languages including: Russian, Adyge, Avarish, Balkarian, Belorussian, Bulgarian, Chechen, Darginish, Ingushian, Kabardino-Cherkessian, Kumykish, Lakish, Lesginian, Macedonian, Mordovsko-Ersatian, Mordovsko-Mokshanian, Nanaish, Nenish, Nivkh, Nogaian, Selkup, Serbian, Tabasaranish, and Ukrainian.

Finally, it covers Greek, Welsh, archaic Danish, Esperanto and Vietnamese.

The Myriad Pro family contains the following styles:

- *Myriad Pro Light & Light Italic*
- *Myriad Pro Regular & Italic*
- *Myriad Pro Semi bold & Semi bold Italic*
- *Myriad Pro Bold & Bold Italic*
- *Myriad Pro Black & Black Italic*

We recommend the primary use of the following styles in your everyday and literature communications:

- *Myriad Pro Regular & Italic*
- *Myriad Pro Bold & Bold Italic*

Please note; iDragon typeface sailcloth letter forms referred to earlier are based on Myriad Pro. It is therefore important that we use Myriad Pro as our everyday typeface to consolidate our branding.

Where a Serif typeface is required, please use the Times New Roman family that comes with all computer Operating Systems.

Everyday Stationery items

It is necessary to present our identity in a consistent manner across all items we use everyday. To achieve this the following Five Principles give you maximum flexibility to construct stationery and associated items that suit your individual needs. The following 5 Class Identity Logo construction principles shall be followed in the design of all stationery, literature, web and associated items.

Principle 1 - combine elements to communicate

Whenever the IDA Logo 'D' is shown, one of the following two elements shall be presented with it;

- An Association Name, or
- An approved Dragon Class Tagline

Why? Members of the Dragon class know what the Logo means and stands for, but not so most people outside the class. Therefore when an Association Name or an approved Dragon Class Tagline is associated with the logo, it communicates relevance and information about the Class. It educates and informs!



Principle 2 - combine elements in sympathy

The 'Wave' execution of the Name or Tagline mimics the 'Bar' in the IDA Logo 'D' adding to its nautical expression.

Your Association Name or an approved Dragon Class Tagline shall be graphically presented in the same location in relation to the IDA Logo, and in the 'Wave' execution as illustrated below.

Norway example

NORSK DRAKEKLUBB
DRAKE•ONE DESIGN RACING

United Kingdom example

BRITISH DRAGON ASSOCIATION
DRAGON•ONE DESIGN COMPETITION

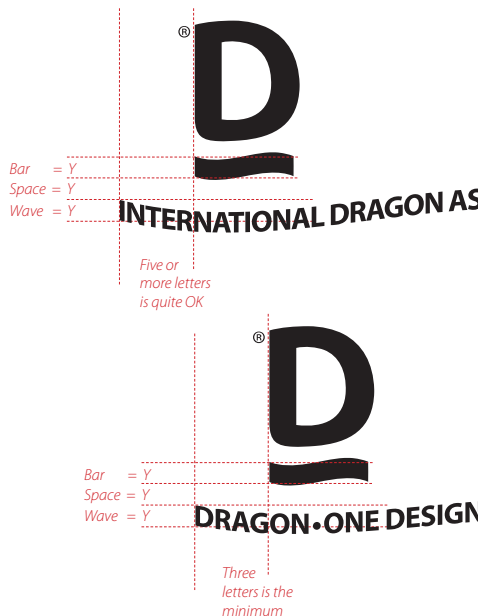
The 'Wave' execution of the Name or Tagline shall be in upper case text, not a mix of upper and lower case text, or lower case text only. This will achieve a uniform height of the letters in the 'Wave' line. The height of every letter in the 'Wave' shall be the same as the depth of the 'Bar' in the IDA Logo **D**.

The typeface used in the 'Wave' execution of an Association Name or the approved IDA Tagline shall be Myriad Pro Bold.

Principle 3 - combine elements optically

The positioning of the IDA Logo over the 'Wave' execution of the Association name and/or an IDA Tagline is critical to the optical strength of the two elements together. Ideally, the wave shall be positioned in the middle of the concave portion of the 'Wave' and not closer to the **D** than the depth of the IDA Logo 'Bar'. There can be no fixed horizontal positioning rule here for a number of reasons, but principally:

- the number of letters in INTERNATIONAL DRAGON ASSOCIATION in English, may or may not be the same length as say, RUSSIAN DRAGON ASSOCIATION in Cyrillic, and is definitely fewer characters than, AUSTRALIAN INTERNATIONAL DRAGON ASSOCIATION. Therefore the length of the line determines where the middle position of the concave area of the Wave is located,
- an optical determination of the correct position of the **D** over the 'Wave' is often appropriate. Please ensure at least 3-4 letters of the first word in the 'Wave' protrudes to the left of the outside edge of the **D** and an approximate centre of the concave portion of the 'Wave' is optically maintained.



Principle 4 - combine elements colourfully

As previously indicated in these guidelines, the IDA Logo shall only be published in PMS 286 Blue or Black or shades of Black. It is the same for the Association Name or IDA Tagline when published together with the IDA Logo. These elements should never be in different colours.



Principle 5 - combine elements as a statement

The essence of effective Logo presentation is to make it the 'defining' element in all executions. To this end, all stationery items, signage, literature and official documents shall use a hard edge/soft edge approach to layout. This simply means all primary elements on a page, sign or in literature [where the IDA Logo is used] shall align to the hard edge allowing the soft edge to range left of it.

- The hard edge is the outside left edge of the **D**
- the soft edge is the left edge of the 'Wave' that protrudes left of the **D** logo.

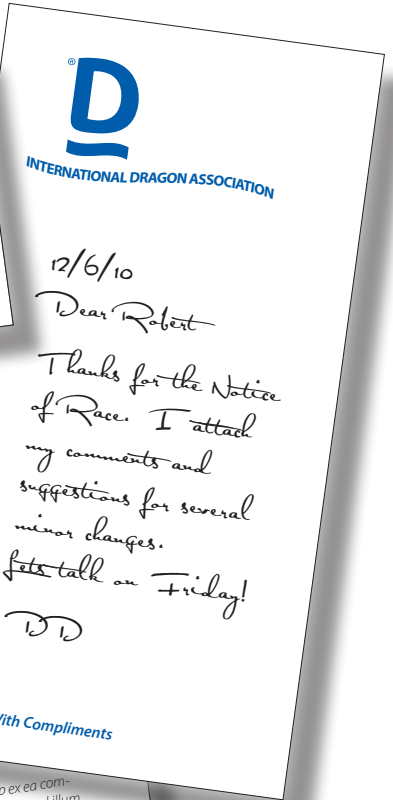
Principle 5 - combine elements as a statement cont.



Example



Sample Stationery Signage & Merchandise



Mr. Robert Alpe
 IDA Vice Chairman
 47 Sheelberightmate Ave
 San Susi NSW 2214
 AUSTRALIA

October 7, 2010.

Dear Mr. Alpe,

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugiat nulla facilisis.

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Yours faithfully,

David Dale

David Dale
 Secretary, IDA

2 Leelands, Lower Pennington Lane, Lymington, Hants SO41 8EY UNITED KINGDOM
 Phone/Fax: +44 (0)1590 689 704 • E-mail: dmdale@btinternet.com or David.Dale@ntdragon.org

D
COMPETITIVE ONE DESIGN RACING

Notice of Race

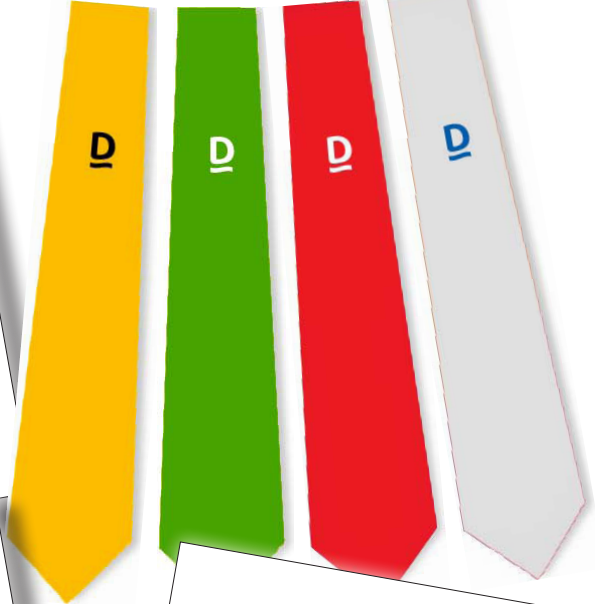
International Dragon Class
2009 Australasian Championships

Sydney Harbour, Australia 2nd - 14th January 2009

Incorporating the
Prince Phillip Cup and the Ted Albert Memorial Regatta

Conducted by the Organising Authority
Royal Sydney Yacht Squadron

And hosted by
International Dragon Association of New South Wales Inc.



D
BRITISH DRAGON ASSOCIATION

Presentation Dinner

Entrée

- Toasted Baguette Crostini melted brie & prosciutto di parma
- Foie Gras Terrine toasted bread and shallot confit
- Fillet Mignon Carpaccio greens and parmigiano reggiano
- Crispy Calamari sea salt and fresh lemon
- Salmon Tartare cream fraiche and wonton chip
- Rock Shrimp Pappardelle sweet chili lime sauce
- 2 1/2 Vegetables Tart Layered with warm goat cheese

Main

- Yellowfin Tuna Nicoise fingerling potatoes, tomatoes & olives
- Spit Style Tilapia steamed vegetables and fresh lemon
- Roasted Chicken wild mushrooms, shallots & capring mousseline
- Hanger Steak baby spinach and onion confit, balsamic reduction
- Nicoise Omelette roasted cherry tomatoes, sprouts & artichokes
- Swiss Omelette mushroom, sprouts & onion cheese
- Woodlands Omelette roasted tomatoes, artichokes & spinach
- Viral Milanese mixed field greens & cherry tomatoes
- Grilled Vegetables puree potato vinaigrette
- Grilled Chicken Paillard tomatoes & feta cheese

Duff Hall

D
BRITISH DRAGON ASSOCIATION

UK CHAMPIONSHIPS
SUNDAY SEPTEMBER 12

- 0900
1600 REGISTRATION - BROOK PAVILLION
- WEIGH IN - BROOK PAVILLION
- SAIL MEASUREMENT - DUFF HALL
- 1200
1600 BOAT MEASUREMENT - HARDSTAND
- [FRA 315, GER 996, RUS 41,
GBR 456, SWE 265, AUS 209]
- 1700 SAILORS BRIEFING - DUFF HALL
- 1930 TENT OPENING COCKTAIL PARTY - MAIN

D

DRAGON ONE DESIGN COMPETITION

TRAILER ENTRY →

Digital Templates

To further aid the implementation of this Identity Strategy, a series of Microsoft Word Templates are available on CD-ROM for your use.

Templates include:

- Association Letterheads
- With Compliment slips
- Business cards
- Notices of Race
- Sailing Instructions
- Invoices
- Measurer's Registration Form
- Regatta Regulations
- Rule Books
- IDA Constitution

To obtain a copy, please contact the IDA Secretary.

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OpenType® is either a registered trademark or a trademark of Microsoft Corporation in the United States and/or other countries

Pantone®, and the Pantone Matching System are the trademarks of Pantone Corporation.

This Dragon Class Identity and iDragon typefaces were conceived, designed published and donated to the IDA by IDA Vice Chariman Robert Alpe, for the International Dragon Association, 2010.

