

Branding on Boats

INTRODUCTION

The branding on the sailors equipment (supplied by the sailors themselves or the OCOG) provides a number of unique functions:

- A means of identification of for the race Committee to identify individual boats / boards
- Integration with the Look of the Games
- Individual boat / board identification from a distance for spectators and TV

This concept is further challenged by the fact that the marine environment is a harsh environment for sticker application which is the likely chosen method. Historically this area is fraught with issues from a company who were awarded the contract basing their quote on a PDF file that showed one side of a boat - they did not understand that it had two sides, to the wrong material being used and the country flags failing to stay attached.

If a sticker does start to peel then it will have an impact on performance and the International Jury will need to become involved as it will be a claim for redress, based upon the action of the organising committee. Consequently extreme care needs to be taken in selecting your supplier and I strongly recommend that they have worked with the sailors prior to the event. In London 2012 we ran a tender between three specialist companies and Grapefruit Graphics (GG) won the bid and delivered an amazing service and product.

The LOCOG Branding DOC shows how the various elements were signed off by ISAF top make sure that performance was equal and the branding performed its primary task of making race management recognition of individual boats.

LOCOG tested colours, fonts and flags at the test Event two years before the Olympics, to check application and start the sign off process with ISAF. They then tested again certain elements where the technology did not have a 100% proven track record (in this case it was the use of vinyl on woven sail material).

Final design drawing were released to the teams on a confidential basis to allow them to test with sails covered in similar areas of vinyl material. This worked well in giving the sailors confidence in the system of not changing the performance aspects while allowing the OCOG to use large areas of Look on competitors boats, even if they were supplied for a class by the competitor.

Below is a table showing how different elements were branded in 2012 and showing the expected options for 2016.

Class	Hull	main	jib	spinnaker	spars +
RSX Men (supplied)	supplied, so bespoke colours applied in manufacture	Bespoke design - long lead time as needed sign of from OCOG brand and ISAF and supplier			
RSX Women (supplied)	same as the men - RSX logo to comply with IOC rule 50	Same as above but different colours to aid recognition			
Laser (supplied)	supplied so bespoke stickers applied by GG	applied by GG at Laser factory			Logo on boom + Olympic rings on head of c/ board
Radial (supplied)	Different colour stickers to men to aid recognition	As above but different colours to aid recognition across the classes			Logo on boom, as above
Finn	applied at equipment inspection				Logo on mast and boom
49er	applied at equipment inspection	All classes had country flag, country code and Look	No branding	In the class rules that sailors use sails with flags, built by one design manu	logos on booms
470 Men	applied at equipment inspection	applied at equipment inspection	No branding	self applied with ink - needs a rule prior to the event	logos on boom

Class	Hull	main	jib	spinnaker	spars +
470 Women	applied at equipment inspection	applied at equipment inspection	No branding	self applied with ink - needs a rule prior to the event	logos on booms
49er FX	applied at equipment inspection	applied at equipment inspection	No branding	In the class rules that sailors use sails with flags, built by one design manu (can the current design incorporate this?)	logos on booms
Nacra 17 (supplied?)	Supplied so can be applied in factory	Supplied so can be applied in factory		In the class rules that sailors use sails with flags, built by one design manu (can the current design incorporate this?)	logos on boom and mast?