



Standard Event Venue Branding Plan Guidance 2026

sport / nature / technology



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Introduction

This guidance applies to all World Sailing sanctioned events and aims to provide event bidders with clear, scalable, and globally consistent direction on venue branding. It outlines the minimum requirements, best practices, and international standards to ensure uniformity and quality across all events.

Venue branding plays a critical role in:

- Ensuring consistent global presentation of the World Sailing brand.
- Enhancing the athlete, fan, media and stakeholder experience.
- Delivering value to World Sailing partners and event sponsors, supporting broadcast, digital and social media exposure.
- Reinforcing professionalism, credibility and commercial appeal.

All venue branding must align with the World Sailing Brand Guidelines, which will be provided to the successful bidder.



Branding Principles

All event venue branding must adhere to the following principles:



Consistency

Clear and correct use of World Sailing logos, colours, typography and visual language



Visibility

High-impact placement in key spectator, athlete and broadcast zones



Quality

Professional production, durable materials and clean installation



Scalability

Adaptable to different venue sizes and event categories



Sustainability

Preference for reusable, recyclable or low-impact materials

Branding Zones Overview

Venue branding is structured across the following core zones:



External & arrival zones



Competition & field of play areas



Athlete & team areas



Spectator & public areas



Media, broadcast & mixed zones



Official & VIP areas



Digital & temporary wayfinding

Each zone includes minimum requirements and best practice enhancements



Zone-Specific Requirements



External & arrival zones

► Minimum Requirements

- World Sailing event logo on main venue entrance signage.
- Event title signage visible from primary access points.
- Branded welcome banner or arch (where feasible).

► Best Practice

- Large-format venue façade branding or flags.
- Co-branded signage acknowledging title partners (subject to approvals).
- Photo backdrop at main arrival point for media and social content.



Competition & field of play areas

► Minimum Requirements

World Sailing branding on:

- Competitor and jury boats (where applicable).
- Start and finish infrastructure.
- Key onshore competition control points.
- Clear visibility of World Sailing branding in official event photography.

► Best Practice

- Consistent branding across start boats, finish gantries and course markers.
- Event-branded sails, flags or shoreline panels where permitted.
- Branded award presentation backdrop aligned to broadcast standards.



Athlete & team areas

► Minimum Requirements

World Sailing logo presence in:

- Boat park signage.
- Equipment inspection areas.
- Athlete registration and accreditation zones.
- Neutral, clean branding environment compliant with class rules.

► Best Practice

- Branded athlete information boards and schedules.
- Clearly branded recovery, medical and athlete services areas.
- Consistent visual identity across all athlete-facing materials.



Spectator & public areas

► Minimum Requirements

- World Sailing branding in main spectator viewing areas.
- Event-branded crowd barriers or panels where spectators gather.
- Branded information points or notice boards.

► Best Practice

- High-impact banners, flags and wind-blades throughout spectator zones.
- Branded fan engagement areas (e.g. try sailing, sponsor activations).
- Photo and social media activation points.



Media, Broadcast & Mixed Zones

► Minimum Requirements

- Official World Sailing-branded interview and mixed-zone backdrop.
- Branding visible behind podiums and medal ceremonies.
- Compliance with broadcast framing requirements.

► Best Practice

- Dedicated media centre branding package.
- Consistent branding in camera-facing positions.
- Sponsor integration in line with World Sailing commercial approvals.



Official & VIP Areas

► Minimum Requirements

- World Sailing branding in:
- VIP lounges.
 - Official meeting rooms.
 - Technical official areas.

► Best Practice

- Premium-look materials (fabric walls, tension frames).
- Co-branded elements recognising key stakeholders.
- Branded hospitality signage and menus.



Digital & Temporary Wayfinding

► Minimum Requirements

- Branded directional signage for:
- Registration.
 - Boat park.
 - Media centre.
 - Medical and official areas.

► Best Practice

- Consistent iconography and colour-coded wayfinding system.
- Integration with digital screens or LED boards (where available).
- QR-enabled signage linking to event schedules and results.



Partner & Sponsor Branding

- All sponsor branding must be approved by World Sailing.
- World Sailing retains final approval on placement, scale and hierarchy.
- Event sponsors must not conflict with World Sailing commercial partners.
- Clean venue principles may apply for certain event categories.

Detailed sponsor integration guidelines will be provided post-award.



Sustainability Considerations

Event bidders are required to:

- Use recyclable or reusable materials.
- Avoid single-use plastics.
- Re-purpose branding for future events.
- Minimise waste during installation and dismantling.

Sustainability initiatives form an integral part of the bid evaluation process.



Approval & Compliance

- A detailed Venue Branding Plan must be submitted by the Organising Authority for approval.
- All branding designs require written approval from World Sailing prior to production.
- World Sailing reserves the right to request changes to ensure compliance with global standards.

Non-compliance may result in corrective actions at the organiser's cost.



Scalability by Event Category

This branding framework is designed to scale across:

- World Sailing Championships (full implementation expected).
- World Cups and Special Events (enhanced or modular implementation).
- Smaller sanctioned events (minimum requirements mandatory).

Specific branding scopes will be confirmed during contracting.

Summary

This Standard Venue Branding Plan ensures that all World Sailing events present a consistent and professional global image, deliver value to athletes, fans, partners and media, and allow flexibility for different venues and budgets while protecting brand integrity.

This document forms an integral appendix to World Sailing event tender documentation.



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