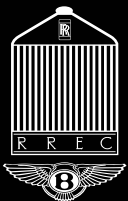


# STRIVE FOR PERFECTION

Celebrating 20 years of Goodwood, a champion of sustainable luxury



PUBLICITY MATERIALS



ST JAMES'S HOUSE



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# I. INTRODUCTION

With the launch of *Strive for Perfection: Celebrating 20 years of Goodwood* due to take place in October 2023, St James's House would like to help you make the most of your involvement in this prestigious project.

We have created this comprehensive publicity materials pack as part of the project's marketing campaign to help you promote your participation in the book.

This pack includes the following assets:

- book synopsis
- press release
- authorised wording to describe your involvement in the project
- list of social media handles and hashtags for the project
- official project logo
- project logo licensing agreement
- project logo guidelines

As a sponsor, you will receive your agreed number of complimentary copies of the book following its launch. Should you wish to obtain additional copies, please contact your dedicated account manager (please note that orders are subject to availability).

We would like to take this opportunity to thank you for your support and involvement in this publication and hope to have the pleasure of working with you again in the future.

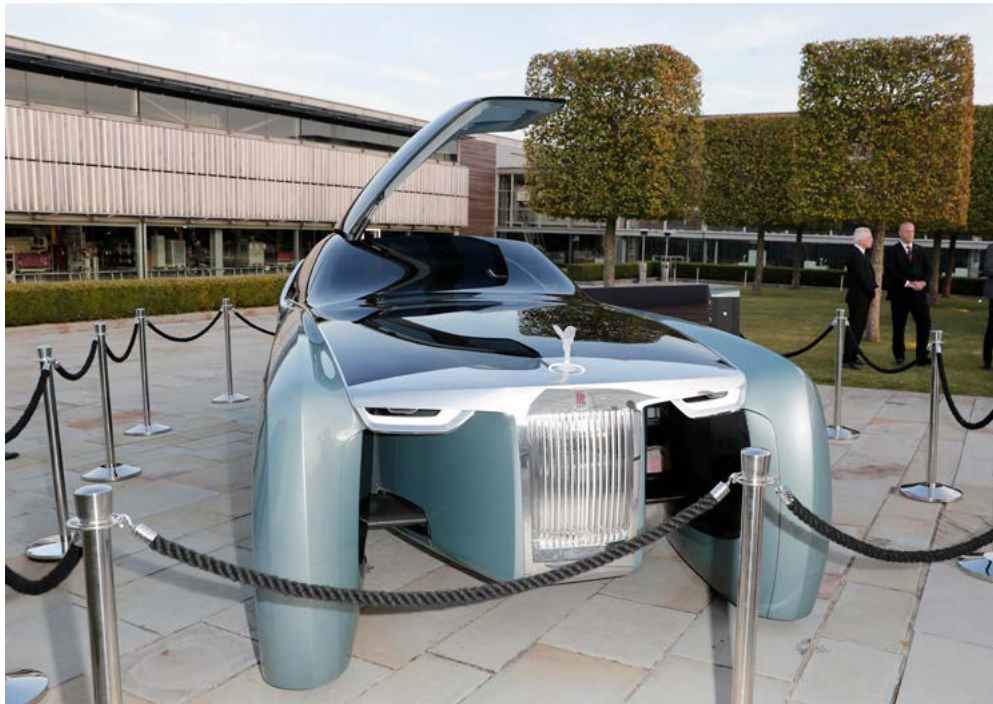
St James's House

+44 (0)20 8371 4000



## II. BOOK SYNOPSIS

*Strive for Perfection: Celebrating 20 years of Goodwood* is a beautifully presented, fully illustrated hardback book, authored by motoring experts and award-winning writers. Produced in partnership by the International Club for Rolls-Royce and Bentley Enthusiasts (or RREC) and publisher St James's House, the publication celebrates 20 years of Rolls-Royce's famous Goodwood production plant. The book's articles range from the history of Goodwood, to the latest innovations in sustainable luxury, to the marque's groundbreaking motor cars of the past, present and future. It also features a luxury lifestyle guide for ultra-high-net-worth individuals, which includes a select portfolio of exceptional products and services.



## III. SAMPLE PRESS RELEASE

### **Rolls-Royce car club launches Goodwood coffee-table book**

One of the world's oldest and most prestigious car clubs, the International Club for Rolls-Royce and Bentley Enthusiasts (or RREC), is delighted to announce the launch of the new illustrated coffee-table book *Strive for Perfection: Celebrating 20 years of Goodwood* at Grosvenor House hotel in central London on Friday, 6 October 2023.

The beautifully designed, 400-page hardback book is produced by leading publisher St James's House and written by an editorial team of renowned motoring journalists and industry experts. Launched to celebrate the 20th anniversary of Rolls-Royce's famous production plant at Goodwood in West Sussex, it explores the marque's commitment to sustainable luxury and eco-friendly values, as well as the facility's history to date, as the beating heart of Roll-Royce's production process.

To resonate with the book's theme of sustainable luxury, a carefully curated selection of high-end brands will be present at the launch, enabling guests to immerse themselves in a world of luxurious tastes, products and experiences.

Richard Freed, CEO of St James's House, said: "We're delighted to have worked with the RREC to produce this beautiful book, which celebrates 20 years of Rolls-Royce's Goodwood production plant and highlights the very best of sustainable luxury."

Notes to editors:

For further information, contact Claire Godeaux, Head of Marketing, on +44 (0)20 8371 4026 or at [claire.godeaux@sjhgroup.com](mailto:claire.godeaux@sjhgroup.com)

## IV. MEDIA ASSETS

### Messaging

To help you promote your involvement in this project and ensure consistency in how it is represented across multiple media formats around the world, we have created the following selection of authorised straplines for you to use in your marketing materials:

- A brand showcased in *Strive for Perfection: Celebrating 20 years of Goodwood* – an official publication for the International Club for Rolls-Royce and Bentley Enthusiasts
- An editorial partner for *Strive for Perfection: Celebrating 20 years of Goodwood* – an official publication for the International Club for Rolls-Royce and Bentley Enthusiasts
- A company featured in *Strive for Perfection: Celebrating 20 years of Goodwood* – an official publication for the International Club for Rolls-Royce and Bentley Enthusiasts
- A sponsor of *Strive for Perfection: Celebrating 20 years of Goodwood* – an official publication for the International Club for Rolls-Royce and Bentley Enthusiasts
- A patron of *Strive for Perfection: Celebrating 20 years of Goodwood* – an official publication for the International Club for Rolls-Royce and Bentley Enthusiasts

### Contact

Claire Godeaux  
Head of Marketing  
claire.godeaux@sjhgroup.com

## V. DIGITAL ASSETS

### Project handles and hashtags

We would encourage you to use the following handles and hashtags in your social media messaging:

Twitter: @sjhouseofficial and @rrecltd

Facebook: @stjameshouseofficial and @rrecltd

Instagram: @stjameshouseofficial and @rrecltd

#LuxuryLifestyle

#SustainableLuxury

#RollsRoyce

#Bentley

#Goodwood

#RREC

#CarEnthusiasts

#StriveForPerfection

#HeritageClassic

#ClassicCars

#ExcellenceMatters

#VintageCars



## VI. LOGO LICENSING AGREEMENT AND TERMS OF USE

This agreement between St James's House and The Client/RREC Showcase Partner applies to the logo in section VII.

Please read the following agreement terms carefully before using the RREC Showcase logo (The Logo). Use of The Logo is expressly subject to and conditioned on your agreement to these Terms of Usage. If you do not agree to abide by these Terms of Usage, do not acquire or use The Logo.

This Logo is provided to The Client by St James's House on behalf of the RREC, and The Logo has no association with Rolls-Royce Motor Cars Limited, Rolls-Royce PLC or Bentley Motors Limited.

The Logo is protected under UK and international trademark law. Use of The Logo, other than in accordance with these Terms of Usage and the Logo Guidelines, or as otherwise authorised by law, is strictly prohibited, may constitute infringement of the proprietary rights of St James's House, the RREC, and may be actionable under relevant civil and/or criminal laws.

The brand name Rolls-Royce, the Rolls-Royce interlocking RR badge and the RR monogram are the property of Rolls-Royce Motor Cars Limited and Rolls-Royce PLC, and are protected under international trademark law. The brand name Bentley and its trademarks are the property of Bentley Motors, and are protected under international trademark law. Activation of this agreement does not grant to The Client any permission to use the brand names or trademarks of Rolls-Royce Motor Cars Limited, Rolls-Royce PLC or Bentley Motors Limited. Any unauthorised usage of these brand names and trademarks constitutes an infringement of the proprietary rights of the owner, and may be actionable under relevant civil and/or criminal laws.

St James's House reserves the right to alter or amend these Terms of Usage at any time.

### Terms of Usage

1. The Logo and the following Terms of Usage are provided by St James's House to The Client to ensure that The Logo is used correctly by The Client, and The Client agrees to abide by these Terms of Usage for The Logo.
2. The Client is permitted to use The Logo in accordance with the provisions set out in these Terms of Usage and in the accompanying Logo Guidelines.
3. The Logo may be used by The Client to support and enhance its reputation among existing and potential customers, suppliers, business partners, the media and the general public.
4. Unless agreed otherwise with St James's House and confirmed in writing, The Client is permitted to use The Logo until (and including) the final day of November 2024.
5. The Logo may be used by The Client only (the brand featured in the publication and/or exhibition) and not by any parent company, subsidiary, supplier, business partner or other affiliated person or organisation, and The Logo may be used in conjunction with The Client's name only.
6. The Logo is available for use in print and digital media, and may be used on The Client's website, headed paper, email footers, email marketing, press releases, advertorials and advertisements provided always that:
  - i. The Logo is not altered in any way; it must be displayed in the same form as provided by St James's House.
  - ii. The Client uses the Showcase logo only and does not use the logos of St James's House, the RREC, Rolls-Royce Motor Cars Limited, Rolls-Royce PLC, Bentley Motors Limited or other Showcase partners.
  - iii. The Logo is not used in any way to imply that St James's House, the RREC,



## VI. LOGO LICENSING AGREEMENT AND TERMS OF USE (PAGE 2)

- Rolls-Royce Motor Cars Limited, Rolls-Royce PLC, Bentley Motors Limited or another Showcase partner endorses The Client, its products and/or its services.
- iv. The Client does not use The Logo in any manner likely to confuse, mislead or deceive existing or potential customers, suppliers, business partners or the general public.
7. In the event that The Client wishes to use The Logo in a manner not provided for in this document which includes the Logo Guidelines, The Client must obtain prior written approval to do so from St James's House. Such written approval must be obtained before the materials are used and/or released to the public.
8. The Logo may not appear in any unauthorised, controversial or inappropriate content, and St James's House reserves the right to withdraw the use of The Logo at any time.
9. No person/organisation gains any rights whatsoever to The Logo or its use; it remains the property of St James's House and the RREC, who reserve the right at their sole discretion to require the removal of The Logo from any location or item that they feel does not comply with these Terms of Usage, or which could reflect negatively on the RREC, St James's House, Rolls-Royce Motor Cars Limited, Rolls-Royce PLC or Bentley Motors Limited.
10. If St James's House, the RREC gives notice to The Client to remove The Logo from materials, or to cease using The Logo, The Client must do so immediately. No related expenses will be covered by St James's House, the RREC.
11. St James's House may alter or modify these Terms of Usage at any time at its sole discretion, and will notify The Client of any changes made to the Terms of Usage for The Logo.
12. St James's House licenses The Logo for use "as is" and makes no warranties, representations or statements, express or implied, with respect to The Logo. St James's House will not be responsible for any loss or damages of any kind whatsoever sustained by any party, howsoever caused, as regards to use of The Logo. This disclaimer shall survive the termination or expiration of this Licence Agreement.
13. St James's House will take reasonable steps to ensure that information and documents supplied by The Client in connection with its involvement in the Showcase project, or about The Client's intended use of The Logo, are kept confidential. However, St James's House will not be liable to The Client for any damages or loss suffered by The Client as a result of any breach of this provision.
14. These Terms of Usage will:
- be governed by and construed in accordance with the laws of England, and the parties submit to the non-exclusive jurisdiction of the English courts.
  - constitute the complete and entire expression of the agreement between St James's House and The Client for use of this logo.
  - supersede all other prior understandings, commitments, agreements and (unless made fraudulently) representations, whether written or oral between the parties.
15. If any provision of these Terms of Usage is held invalid, illegal or unenforceable for any reason by any court of competent jurisdiction, such provision shall be severed and the remainder of the provisions herein shall continue in full force and effect as if these Terms of Usage had been supplied with the invalid illegal or unenforceable provision eliminated. agreement between St James's House and The Client/RREC Showcase Partner applies to the logo in section VII.



# VII. PROJECT LOGO AND LOGO GUIDELINES

(SEE AGREEMENT ON PAGES 6 AND 7)

There are two project logos available to sponsors: option 1 and option 2. Whenever possible, the logo should be represented by one of these versions rather than the greyscale version (see page 9). These are the primary versions of the logo.



OPTION 1



OPTION 2

## a. EXCLUSION ZONE

It is important to ensure that the logo is clearly reproduced and prominent. Therefore, an exclusion zone has been created in which no other graphics or text should feature.



## b. LOGO SIZE

The logo can be used at a variety of sizes and while there is no maximum size, it must always stay in proportion when enlarged or reduced in size.

### Minimum size

The minimum size is 40mm in width.



## c. COLOURS

The logo can be used in the following shades:

CMYK: 80/70/50/40  
RGB: 59/61/76

CMYK: 65/40/35/20  
RGB: 92/118/131

CMYK: 42/15/20/0  
RGB: 161/192/201

It is not acceptable to:

- match the logo to your brand's corporate colours
- reverse out the logo on a coloured background
- use more than one colour within the logo

## d. GREYSCALE OPTION

If printing in black and white, the logo is available in greyscale and attached with this document.



## e. DOS AND DON'TS

It is important that the authenticity of the logo is protected.  
It should not be stretched, distorted or used incorrectly.

Below are several examples of improper use.



**PIXELATED**



**ROTATED**



**COLOUR CHANGE**



**SQUASHED**



**ELEMENTS REMOVED**



**BELOW MINIMUM SIZE**

## f. IMAGES

The logo can be used on images but should always sit in an area of clear space so that all text is legible.

