



CONCOURS OF ELEGANCE
HAMPTON COURT PALACE
4-6 SEPTEMBER 2026

BRAND STANDARDS

VERSION 1.0 | CONCOURS OF ELEGANCE 2026

CONCOURS OF ELEGANCE

Set within one of Britain's most iconic royal settings, **Concours of Elegance** is an exclusive celebration of the world's rarest and most significant automobiles.

Each year, a carefully curated selection of rare and significant cars is assembled to tell a story of design, heritage and engineering excellence, brought together in an atmosphere that blends refinement with a distinctly relaxed sense of occasion.

Since its inception, the event has established itself as a highlight of the international automotive calendar, attracting collectors, manufacturers and enthusiasts from around the world.

Alongside the exceptional display of vehicles, guests are immersed in a full social experience, an intersection of automotive excellence and modern occasion.





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01 - BRAND LOGO

The Concours of Elegance brand mark is the definitive visual expression of the event.

It features Pegasus, symbolic of heritage, strength and civic prestige, positioned above the official event venue and date.

Together, these elements anchor the event firmly within it's Royal setting, while reflecting the exclusivity, authority and curatorial excellence synonymous with Concours of Elegance.

The logo must always be reproduced with precision and respect. It is a hallmark of quality and should be treated as such across all communications.

To request access to Official Concours of Elegance logo suite please contact:

Becky Grant
Marketing Account Manager
becky@thoroughevents.co.uk
M: +44 (0)7990 758220

1.1 - BRAND LOGO

COE LOGO - PRIMARY



CONCOURS OF ELEGANCE
HAMPTON COURT PALACE
4-6 SEPTEMBER 2026

The primary logo should be used wherever possible across all marketing, advertising and promotional materials. The logo includes the official event date and must be deployed in any instance where the date does not appear in clear proximity elsewhere within the same communication. The logo may be scaled proportionally to a minimum width of 50mm for print.



CONCOURS OF ELEGANCE
HAMPTON COURT PALACE
4-6 SEPTEMBER 2026

Minimum width 50mm

COE LOGO - SECONDARY



CONCOURS OF ELEGANCE
HAMPTON COURT PALACE

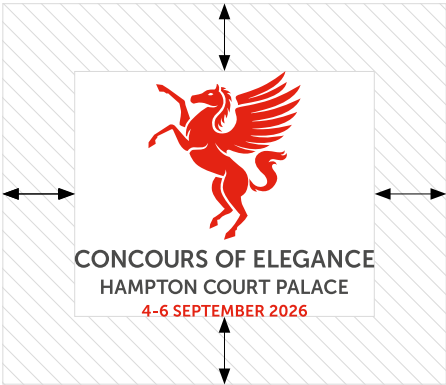
The secondary logo may be used across promotional materials, merchandise and digital applications where the official event date is already clearly established and positioned in close proximity within the same communication. This version offers greater flexibility while maintaining brand integrity. The logo may be scaled proportionally to a minimum width of 40mm for print.



CONCOURS OF ELEGANCE
HAMPTON COURT PALACE
4-6 SEPTEMBER 2026

Minimum width 40mm

COE LOGO - CLEAR SPACE APPLICATION



This padding indicates the logo clear space, no typography, imagery or graphic devices may encroach upon this protection area.

The minimum clear space should be equal to the height of the typography for the official event venue and date, this applies to all sides.

COE LOGO - SOCIAL MEDIA ICON

The Pegasus is used as a standalone icon for social media only.



The Concours of Elegance logo is available in a selection of approved colourways to ensure flexibility across different design applications while maintaining brand consistency and visual integrity.

The logo must always be clearly visible and positioned on a clean white or light-coloured background wherever possible. When placed on a dark solid background, an approved white or light grey version of the logo may be used to maintain clarity and contrast.

Single-colour grey and black executions are also permitted; no other colour variations are allowed.

Care must be taken to ensure sufficient contrast at all times — backgrounds must not be too light when using a reversed (white) logo, nor too dark when using the standard positive version.

1.2 - BRAND LOGO - COLOUR USAGE

COE LOGO - RED & GREY



COE LOGO - DARK GREY



COE LOGO - MID GREY



COE LOGO - BLACK



COE LOGO - DO'S AND DONT'S FOR CORRECT USAGE OF THE BRAND LOGO ON COLOURED BACKGROUNDS



02 - COLOUR

The Concours of Elegance colour palette is composed of four primary colours and three secondary colours.

Together, they create a cohesive and distinctive visual identity across all brand communications.

PRIMARY COLOURS

The primary colours form the foundation of the Concours of Elegance visual identity. They must be used consistently across all print and digital collateral to ensure clarity, recognition and brand continuity.

SECONDARY COLOURS

The secondary colours provide additional flexibility within the system. Used selectively, they introduce energy and visual contrast, particularly across advertising campaigns, social media and promotional materials, while remaining complementary to the core palette. The secondary colours are carefully curated to reflect the character of the event while maintaining alignment with the Concours of Elegance brand identity.

BLACK

Black is used for the majority of copy for both digital and print. This helps maintain the clarity of text especially body copy where typography is presented at a smaller size. Headings and sub-headings in Cormorant Garamond can be presented in Imperial Slate or Palace Pewter if required.

2.1 - BRAND COLOUR PALETTE

COE COLOURS - PRIMARY



PEGASUS RED

CMYK 0 95 100 0
RGB 238 50 36
HEX #ee3224



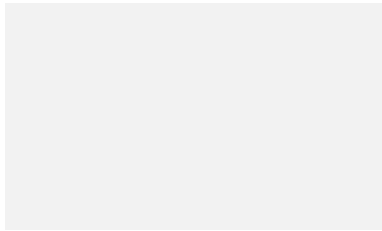
IMPERIAL SLATE

CMYK 0 0 0 85
RGB 77 77 79
HEX #4d4d4f



PALACE PEWTER

CMYK 0 0 0 30
RGB 194 194 194
HEX #c2c2c2



HAMPTON MIST

CMYK 0 0 0 7
RGB 242 242 242
HEX f2f2f2

COE COLOURS - SECONDARY FOR 2026



HYPERION GILD

CMYK 19 40 66 9
RGB 191 151 93
HEX #c0975d



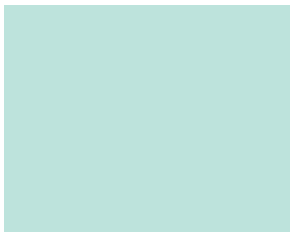
MIDNIGHT VEIL

CMYK 75 54 31 69
RGB 0 36 71
HEX #002447



VELVET ECLIPSE

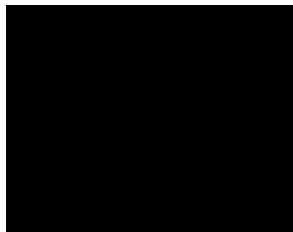
CMYK 74 100 11 2
RGB 102 6 114
HEX #660672



GRAND SERENE

CMYK 29 1 17 0
RGB 189 227 220
HEX #bde3dc

COE COLOURS - BLACK



E-INK

CMYK 0 0 0 100
RGB 00 00 00
HEX #000000

03 - TYPOGRAPHY

Cormorant Garamond is the official Concours of Elegance brand typeface and must be used consistently across all communications.

It is a refined, high-contrast serif typeface inspired by Claude Garamond's 16th-century legacy which reinforces the distinctive and elegant character of the Concours of Elegance brand.

Cormorant Garamond Medium is used primarily for high-impact headings. This classic serif typeface delivers a strong visual presence and clarity which makes it particularly effective for headlines, digital applications and user interface environments.

Open Sans serves as the supporting typeface and is used for all body copy. Open Sans Light is the preferred weight for long-form text, maintaining a refined and contemporary aesthetic. Open Sans Light Italic may be used selectively for short quotations, pull-out statements or captions.

Opens Sans Medium is used to highlight within the body copy context. Opens Sans Bold is used for smaller headings, sub headings.

Typography must always be applied consistently within any single piece of communication to maintain clarity, professionalism and brand integrity.

3.1 - BRAND FONTS

CORMORANT GARAMOND - MEDIUM - USED FOR MAIN HEADINGS AND SUB-HEADINGS

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

OPEN SANS - LIGHT - USED FOR BODY COPY

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

OPEN SANS - MEDIUM - USED FOR HIGHLIGHTS

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

OPEN SANS - BOLD - USED FOR SMALLER HEADINGS, SUB-HEADINGS

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

OPEN SANS - LIGHT ITALIC

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

OPEN SANS - MEDIUM ITALIC

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

OPEN SANS - MEDIUM ITALIC

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

This section provides guidance on the correct use of Concours of Elegance brand typography within communications.

The example shown is taken from the Concours of Elegance website homepage and demonstrates the intended typographic hierarchy. While font sizes and leading may vary depending on the format, layout or communication channel, the proportional relationship between elements must always be maintained.

Typography should consistently follow the established hierarchy, including approved fonts, case usage and tracking, to ensure clarity, cohesion and a consistent Concours of Elegance brand presentation.

3.2 - BRAND FONTS - HIERARCHY

ILLUSTRATIVE EXAMPLE OF FONT HIERARCHY FROM THE CONCOURS OF ELEGANCE HOMEPAGE

CONCOURS OF ELEGANCE

FRIDAY 4TH - SUNDAY 6TH SEPTEMBER 2026

The Concours of Elegance at Hampton Court Palace brings together a selection of 60 of the rarest cars from around the world – many of which will never have been seen before in the UK.

BUY TICKETS

← Heading - Cormorant Garamond Medium.

← Date line - Cormorant Garamond Medium.

← Supporting text - Open Sans Light.

04 - PHOTOGRAPHY

The imagery presented within this document represents a curated selection from the wider Concours of Elegance photographic archive.

Each image has been chosen to reflect the quality, atmosphere and prestige synonymous with the event.

Concours of Elegance maintains a comprehensive digital image library, providing access to an extensive collection of high-resolution photography spanning vehicles, guests, hospitality, partner activations and the event setting. This resource ensures visual consistency across all communications and supports partners, media and stakeholders in accurately representing the brand.

The full image archive is hosted on Flickr and can be accessed via the official link provided. All imagery must be used in accordance with brand guidelines and relevant usage permissions.

4.1 - PHOTOGRAPHY - IMAGE USAGE



05 - APPLICATION

A clear set of design principles underpins all Concours of Elegance advertising. These standards apply across every tier and format to ensure consistency, clarity and brand integrity.

The examples shown illustrate a double-page A4 magazine advertisement. The left-hand page features a close-up rear view of a car, with the focus on the driver and his attire, epitomising the elegance, prestige, and sophistication of the event. The right-hand page presents a simple yet timeless supporting graphic (cartouche), reinforcing the event's distinctive character while conveying its key message with clarity and understated style.

Typography and graphic elements are positioned within generous white space, ensuring the content remains accessible, balanced and easy to navigate. This considered use of space allows the imagery to command attention while expressing the class and sophistication synonymous with Concours of Elegance.

Two further examples are shown using different imagery with car profiles that also adhere to design philosophy already outlined.

APPLICATION

5.1 - BRAND CAMPAIGN - MAGAZINE ADVERTISING



- 1. Social Media Handle - Open Sans Medium, 10pt.
- 2. QR Code - Set at a width of 18mm.
- 3. Web URL - Open Sans Medium, 10pt.

- 4. Message Cartouche - Border set at a width & height of 85mm.
- 5. Event Sponsor Logo - Set at a width of 55mm.

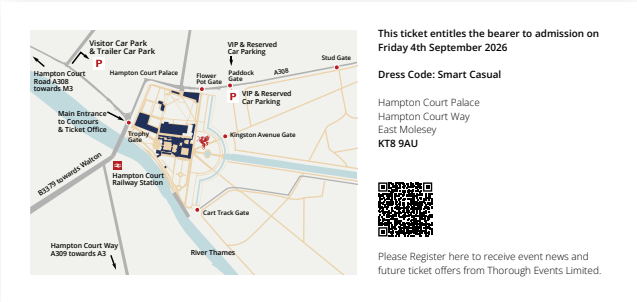
Concours of Elegance tickets follow the same design philosophy established within the event's magazine advertising.

This approach helps create a striking and cohesive visual identity, ensuring the brand is consistently represented across all elements of the campaign.

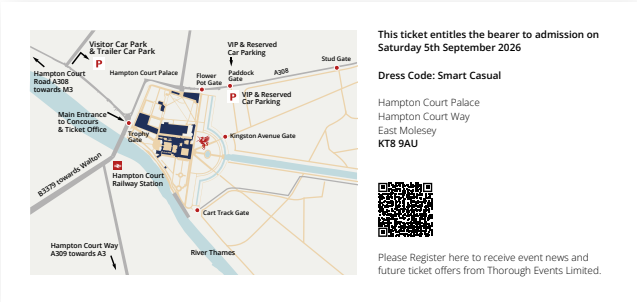
APPLICATION

5.2 - BRAND CAMPAIGN - EVENT TICKETS

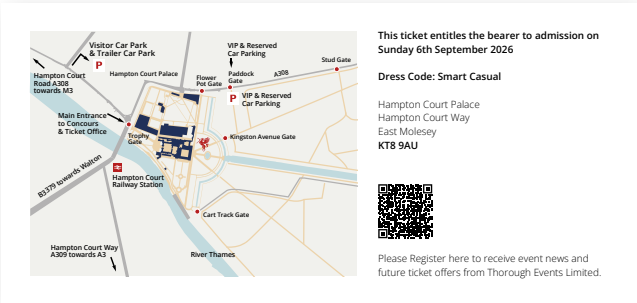
FRIDAY TICKET (180mmx85mm)



SATURDAY TICKET (180mmx85mm)



SUNDAY TICKET (180mmx85mm)



Complimentary catalogue and picnic vouchers have been designed to be distributed with discretion during the event.

They are to be given as a gesture of goodwill, enhancing the guest experience while maintaining the refined and welcoming atmosphere of Concours of Elegance.

5.3 - BRAND CAMPAIGN - EVENT VOUCHERS

CATALOGUE VOUCHER - (80mmx146mm)



PICNIC VOUCHERS - DAY SPECIFIC (80mmx146mm)



The swing tickets are designed with a clear and considered design philosophy, balancing visual impact with practical functionality.

Their clean, structured layout ensures key information is communicated effectively, while the refined aesthetic aligns with the premium Concours of Elegance brand identity. This approach allows the tickets to stand out within the event environment while remaining easy to read, handle and use.

5.4 - BRAND CAMPAIGN - SWING TICKETS

VAROUS EXAMPLES OF SWING TICKETS - 90mmx238mm)



These swing badges have been designed for Members, Officials, Partners, Hospitality and the Club Trophy.

They provide clear identification while maintaining a consistent and professional presentation aligned with the Concours of Elegance brand.

5.5 - BRAND CAMPAIGN - SWING BADGES

MEMEBRS, OFFICIALS & PARTNERS



HOSPITALITY



CLUB TROPHY



Static Social Media Post - 1:1 Ratio (1080x1080px)

Social media communications must align with the Concours of Elegance brand standards to ensure a consistent, recognisable and credible presence across all platforms.

That said, social channels operate within a uniquely dynamic environment. They are immediate, conversational and audience-driven, requiring agility in tone and execution. While the core brand identity remains constant, its expression on social media should feel responsive, contemporary and human.

Clarity of purpose is essential. A strong strategic foundation enables thoughtful experimentation allowing the brand to adapt its voice, respond to relevant cultural moments and engage with trends selectively, without compromising integrity.

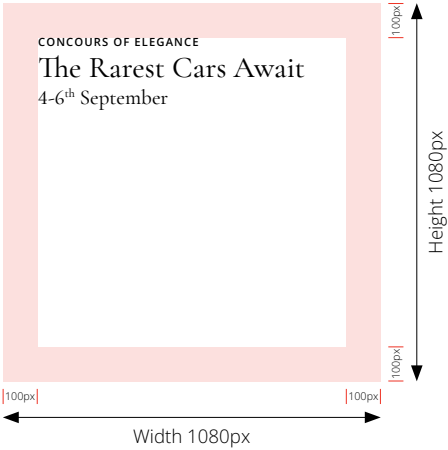
Above all, social media is audience-centric. It is not solely a broadcast channel, but a space for connection and resonance. Content should be crafted to evoke genuine interest and emotion, delivering value to the audience first. Attention is earned through relevance, authenticity and considered engagement.

This section provides guidance on the use of imagery and typography for 1:1 ratio posts across social media to ensure a consistent, recognisable and premium Concours of Elegance brand presence on all platforms.

By applying these standards with discipline and clarity, we reinforce visual cohesion, strengthen brand recall and preserve the integrity of the Concours of Elegance identity across all digital touch points.

5.6 - BRAND CAMPAIGN - SOCIAL POSTS - 1:1

TEMPLATE - 1:1 RATIO (1080x1080px)



Safe Zone
All graphic content including typography and logo's must remain within the safe zone. This safe zone is outlined by the red area on the template example above.

EXAMPLE POSTS - 1:1 RATIO (1080x1080px)



CONCOURS OF ELEGANCE ← **Leader** - Open Sans Semi-Bold, 32pt with 40pt line spacing.
The Rarest Cars Await ← **Heading** - Cormorant Garamond Medium, 86pt with 90pt line spacing.
4-6th September ← **Sub-heading** - Cormorant Garamond Medium, 60pt with 70pt line spacing.

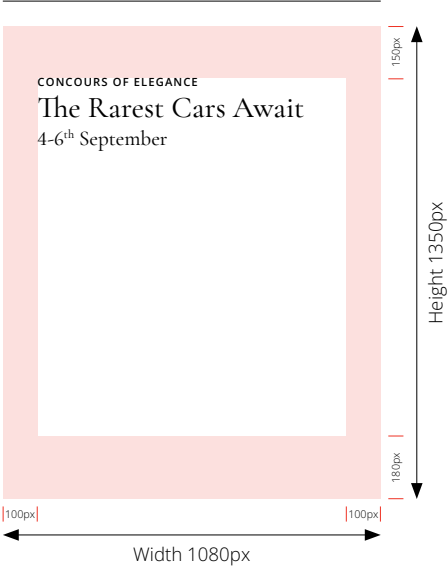
Social Media Post - 4:5 Ratio (1080x1350px)

This section provides guidance on the use of imagery and typography for 4:5 ratio posts which is the new recommended size for facebook and instagram ads.

APPLICATION

5.7 - BRAND CAMPAIGN - SOCIAL POSTS - 4:5

TEMPLATE - 3:4 RATIO (1080x1350px)



Safe Zone
All graphic content including typography and logo's must remain within the safe zone. This safe zone is outlined by the red area on the template example above.

EXAMPLE POSTS - 3:4 RATIO (1080x1350px)



CONCOURS OF ELEGANCE ← **Leader** - Open Sans Semi-Bold, 32pt with 40pt line spacing.
The Rarest Cars Await ← **Heading** - Cormorant Garamond Medium, 86pt with 90pt line spacing.
4-6th September ← **Sub-heading** - Cormorant Garamond Medium, 60pt with 70pt line spacing.

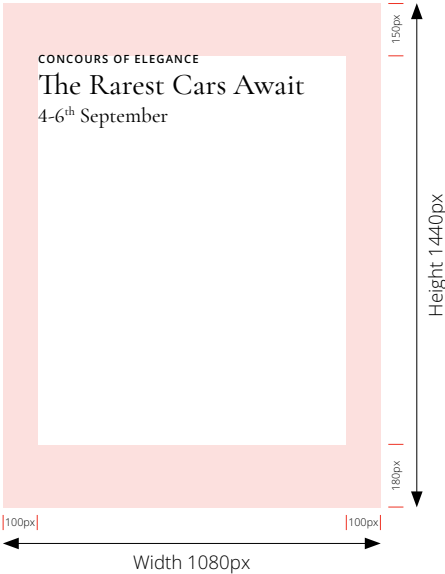
Social Media Post - 3:4 Ratio (1080x1440px)

This section provides guidance on the use of imagery and typography for 3:4 ratio posts which is the new recommended size for instagram posts.

APPLICATION

5.8 - BRAND CAMPAIGN - SOCIAL POSTS - 3:4

TEMPLATE - 3:4 RATIO (1080x1440px)



Safe Zone
All graphic content including typography and logo's must remain within the safe zone. This safe zone is outlined by the red area on the template example above.

EXAMPLE POSTS - 3:4 RATIO (1080x1440px)



CONCOURS OF ELEGANCE ← **Leader** - Open Sans Semi-Bold, 32pt with 40pt line spacing.
The Rarest Cars Await ← **Heading** - Cormorant Garamond Medium, 86pt with 90pt line spacing.
4-6th September ← **Sub-heading** - Cormorant Garamond Medium, 60pt with 70pt line spacing.

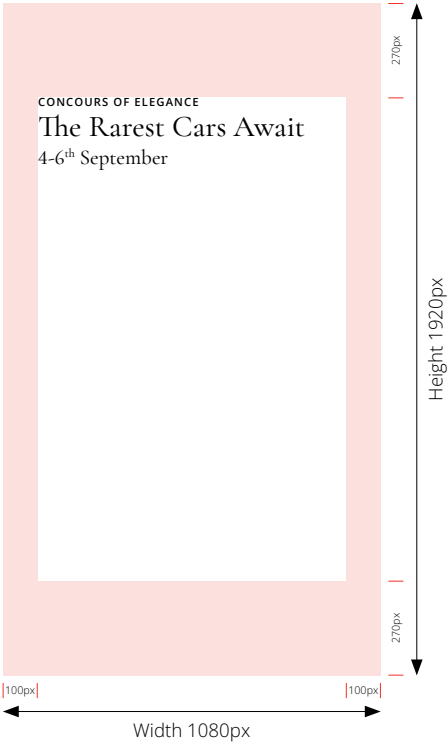
Social Media Post - 9:16 Ratio (1080x1920px)

This section provides guidance on the use of imagery, typography and iconography for 9:16 format content, specifically designed for stories on Facebook and Instagram. These guidelines ensure a consistent and recognisable Concours of Elegance brand presentation while optimising content for vertical, full-screen viewing on social media platforms.

APPLICATION

5.9 - BRAND CAMPAIGN - SOCIAL STORIES - 9:16

TEMPLATE - 9:16 RATIO (1080x1920px)



Safe Zone
All graphic content including typography and logo's must remain within the safe zone. This safe zone is outlined by the red area on the template example above.

EXAMPLE POSTS - 9:16 RATIO (1080x1920px)



CONCOURS OF ELEGANCE ← **Leader** - Open Sans Semi-Bold, 32pt with 40pt line spacing.
The Rarest Cars Await ← **Heading** - Cormorant Garamond Medium, 86pt with 90pt line spacing.
4-6th September ← **Sub-heading** - Cormorant Garamond Medium, 60pt with 70pt line spacing.

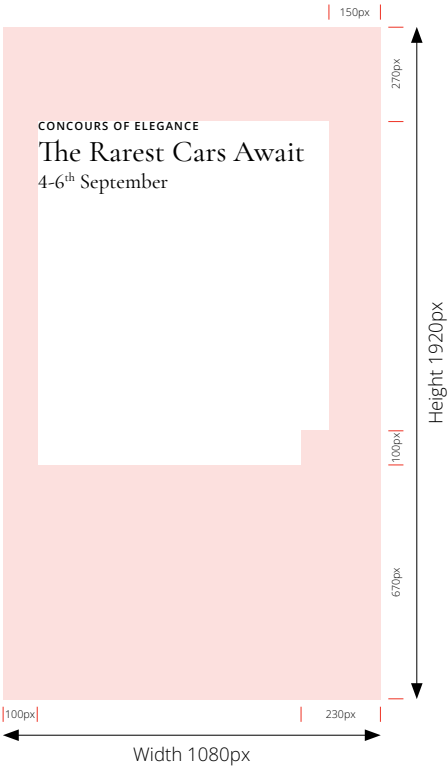
Social Media Post - 9:16 Ratio (1080x1920px)

This section provides guidance on the use of imagery, typography and iconography for 9:16 format content, specifically designed for reels on Facebook and Instagram. These guidelines ensure a consistent and recognisable Concours of Elegance brand presentation while optimising content for vertical, full-screen viewing on social media platforms.

APPLICATION

5.10 - BRAND CAMPAIGN - SOCIAL REELS - 9:16

TEMPLATE - 9:16 RATIO (1080x1920px)



Safe Zone
All graphic content including typography and logo's must remain within the safe zone. This safe zone is outlined by the red area on the template example above.

EXAMPLE POSTS - 9:16 RATIO (1080x1920px)



CONCOURS OF ELEGANCE ← **Leader** - Open Sans Semi-Bold, 32pt with 40pt line spacing.
The Rarest Cars Await ← **Heading** - Cormorant Garamond Medium, 86pt with 90pt line spacing.
4-6th September ← **Sub-heading** - Cormorant Garamond Medium, 60pt with 70pt line spacing.

Social Media Post - 3:4 Ratio (1080x1440px)

This section provides guidance on the use of imagery, typography and iconography for 3:4 ratio posts across social media to ensure a consistent, recognisable and premium Concours of Elegance brand presence on all platforms.

By applying these standards with discipline and clarity, we reinforce visual cohesion, strengthen brand recall and preserve the integrity of the Concours of Elegance identity across all digital touch points.

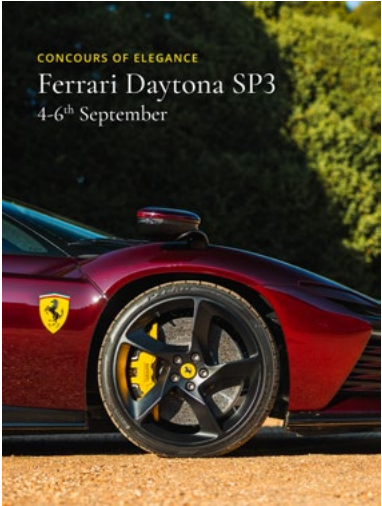
APPLICATION

5.11 - BRAND CAMPAIGN - SOCIAL POSTS - ADDITIONAL CONTENT TYPES

EXAMPLE POSTS OF STATIC SINGLE IMAGE - 3:4 RATIO (1080x1440px)



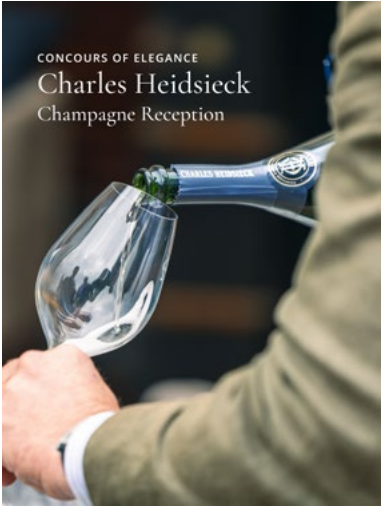
Entertaining at the Concours
The exclusive hospitality enclosure is on the East front lawn of the Palace. A stunning marquee and garden, incorporating a private lounge area, provides guests with a perfect view of the cars. Visual communications should focus on imagery that captures guests enjoying the space, or imagery of the high quality food and drink within the concours hospitality setting. Accompanying messaging should convey a sense of invitation and exclusivity, encouraging audiences to be part of this elevated event experience.



Car Announcements
Cars at Concours of Elegance are a defining feature of the event and play a central role in its identity. Promotional content for car announcements should therefore be bold and visually striking. Accompanying copy should remain concise and direct, ensuring the focus remains on the significance and appeal of the car while maintaining clarity for the audience.



Levitt Concours
Levitt Concours is a dedicated feature of Concours of Elegance, curated by women and designed to celebrate female enthusiasm, expertise and participation within the automotive world. This initiative provides a platform to showcase both exceptional vehicles and the individuals behind them. The Levitt Concours logo should be used as the primary visual identifier, ensuring a distinct presence while remaining cohesive with the wider event identity.



Champagne Partner
The Champagne partner, Charles Heidsieck, should be supported by high-quality, brand-appropriate photography that reflects the premium nature of both the partner and the event. A subtle dark vignette may be applied to the upper portion of the image to create contrast and ensure that the accompanying message remains clear and prominent. This approach helps maintain visual balance while allowing the partnership announcement to stand out within the overall composition.

Social Media Post - 3:4 Ratio (1080x1440px)

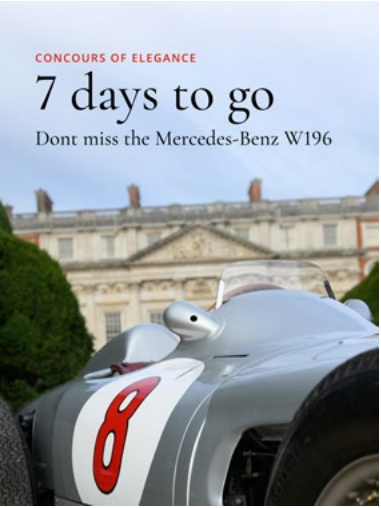
This section provides guidance on the use of imagery, typography and iconography for 3:4 ratio posts across social media to ensure a consistent, recognisable and premium Concours of Elegance brand presence on all platforms.

By applying these standards with discipline and clarity, we reinforce visual cohesion, strengthen brand recall and preserve the integrity of the Concours of Elegance identity across all digital touch points.

APPLICATION

5.12 - BRAND CAMPAIGN - SOCIAL MEDIA POSTS - EVENT COUNTDOWN

EXAMPLE POSTS OF STATIC SINGLE IMAGE - 3:4 RATIO (1080x1440px)



Concours Countdown Posts

Countdown posts provide a clear and engaging way to build anticipation in the lead-up to the event, while maintaining a consistent and visible brand presence across social media. These executions should clearly communicate the time remaining until the event opens, reinforcing awareness and encouraging audience engagement. Typography is typically presented at a larger scale to maximise impact and immediacy, helping to capture attention and prompt ticket purchase through clear, focused messaging.

CONCOURS OF ELEGANCE ← Leader - Open Sans Semi-Bold, 32pt with 40pt line spacing.

7 days to go ← Heading - Cormorant Garamond Medium, 150pt with 135pt line spacing.

4-6th September ← Sub-heading - Cormorant Garamond Medium, 60pt with 70pt line spacing.

Social Media Video - 9:16 Ratio (1080x1920px)

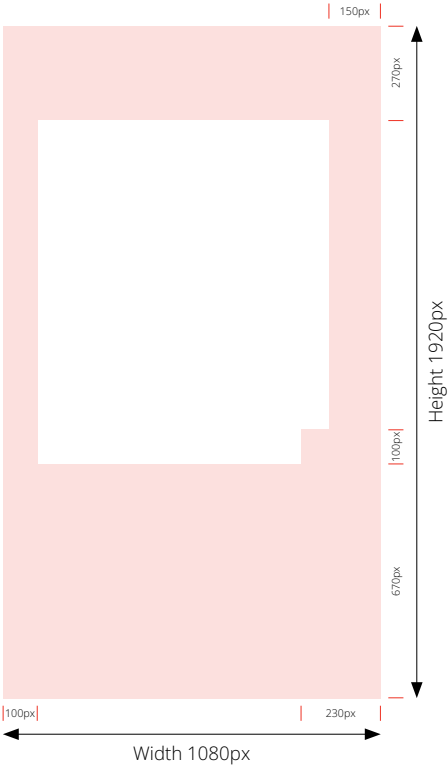
When creating video content for Reels and Stories, careful consideration must be given to the placement of typography and graphic elements. As these formats have a reduced safe viewing area, all text and graphics should be positioned within the designated safe zone to ensure they remain clearly visible across all platforms.

Adhering to these guidelines helps maintain readability and ensures content is presented consistently on platforms such as Instagram and Facebook.

APPLICATION

5.13 - BRAND CAMPAIGN - SOCIAL MEDIA VIDEOS - 9:16

TEMPLATE - 9:16 RATIO (1080x1920px)



Safe Zone
All graphic content including typography and logo's must remain within the safe zone. This safe zone is outlined by the red area on the template example above.

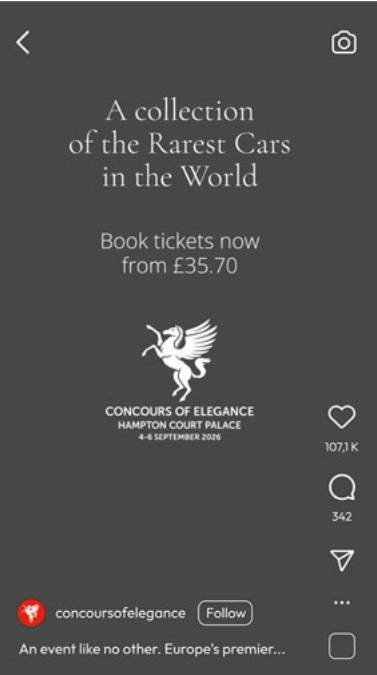
EXAMPLE VIDEO SCREENSHOTS - 9:16 RATIO (1080x1920px)



Video Cover
The opening of the video should feature a the event logo to establish immediate brand recognition. Where possible, the first edit should include visually engaging footage in which the logo is clearly visible, helping to reinforce the Concours of Elegance identity while capturing the viewer's attention.



Text Highlights
Text highlights may be used throughout the video to emphasise key messages and complement the supporting imagery. When applied effectively, they help guide the viewer's attention and provide a clear sense of what to expect from the event.



Video End Card
The end card serves as the closing element of the video and should include a clear call to action. It provides a final opportunity to reinforce the message and guide the viewer towards the desired next step. This example, promotes an upcoming Concours of Elegance event, encouraging viewers to book tickets.

06 - SPONSORS AND PARTNERS

Sponsor and partner tiles are composed of two elements: a representative image and the sponsor or partner logo, as illustrated in the accompanying examples.

To maintain a consistent and balanced visual presentation across the Concours of Elegance website, all sponsor and partner logos must be supplied as white-only vector artwork in either .EPS or .AI format. This ensures a uniform and unbiased appearance on the dedicated Sponsors and Partners page, where all brands are presented with equal prominence.

Sponsor and partner logos will also appear within a rotating carousel on the Concours of Elegance homepage.

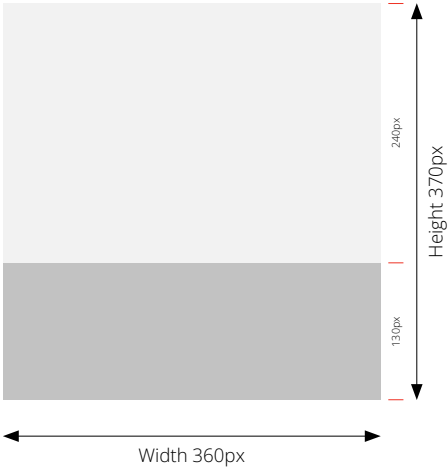
Supporting imagery should be supplied in .JPEG or .PNG format with a 3:2 aspect ratio and a minimum resolution of 720 × 480 pixels. This ensures optimal image quality and consistent presentation across high-resolution displays and digital platforms.

For more information about sponsors and partner tiles please contact:

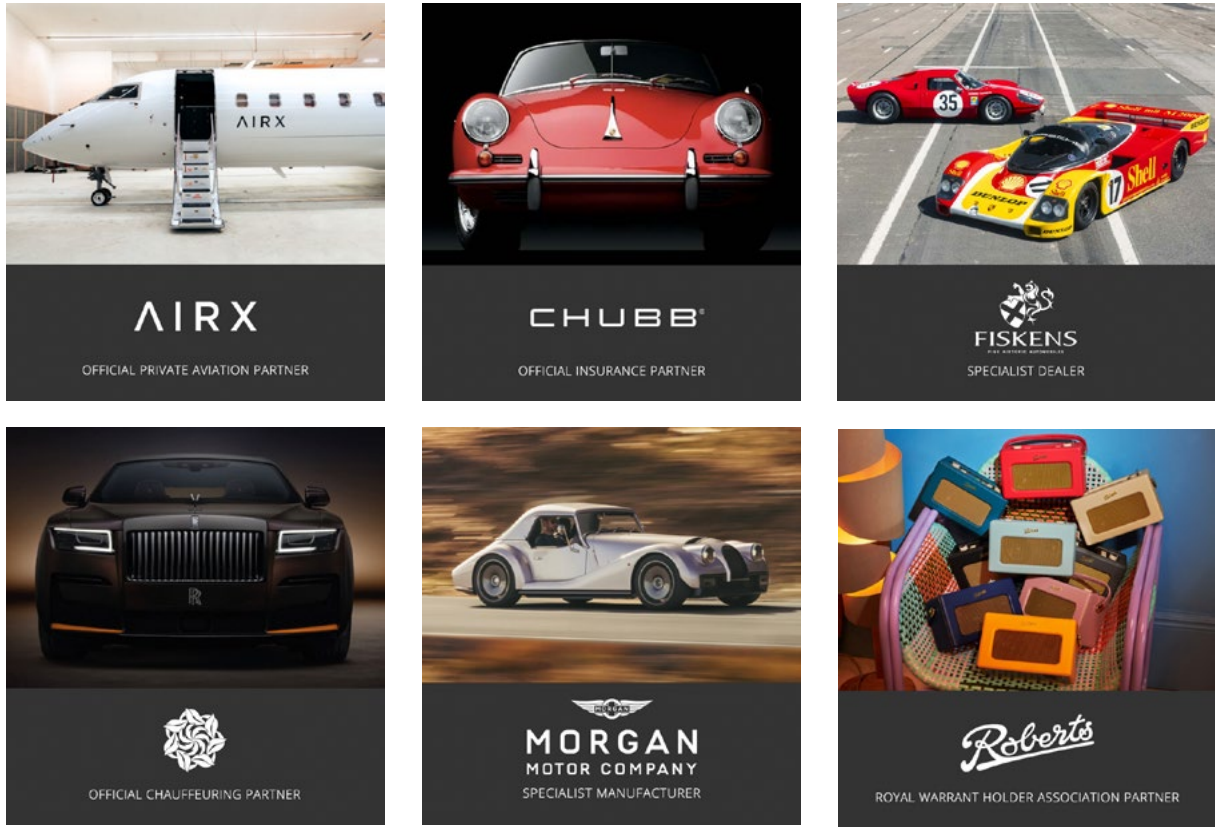
Becky Grant
Marketing Account Manager
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M: +44 (0)7990 758220

6.1 - SPONSORS AND PARTNERS - SHOWCASE TILES

SPONSOR AND PARTNER TILE TEMPLATE



SPONSOR AND PARTNER TILE EXAMPLES



Concours of Elegance actively promotes its sponsors and partners across its social media channels, providing valuable exposure to a highly engaged and relevant audience.

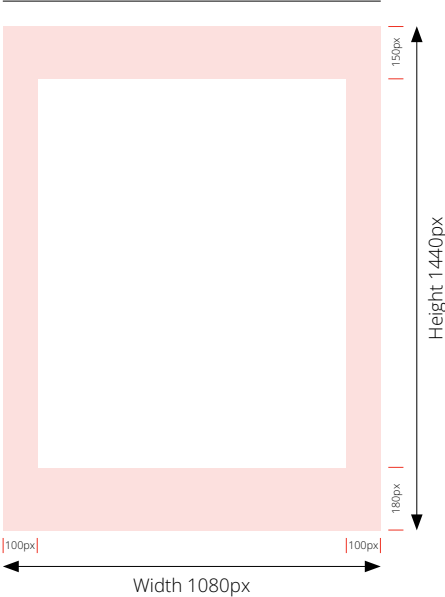
These communications play an important role in recognising those partnerships and reinforcing the collaborative nature of the event.

Social media announcements typically feature the sponsor or partner logo along with a representative image selected by the partner. This visual pairing is supported by accompanying copy that formally introduces or highlights the partnership, ensuring the collaboration is clearly communicated to the Concours of Elegance audience.

All content should align with Concours of Elegance brand guidelines to maintain a consistent, premium presentation while showcasing partners in a professional and engaging manner across digital platforms.

6.2 - SPONSORS AND PARTNERS - STATIC SOCIAL MEDIA POSTS

TEMPLATE - 3:4 RATIO (1080x1440px)



Safe Zone

All graphic content including typography and logo's must remain within the safe zone. This safe zone is outlined by the red area on the template example above.

EXAMPLE POSTS - 3:4 RATIO (1080x1440px)



07 - QR CODES

QR codes may be incorporated into both print and digital communications where appropriate, providing a seamless link between physical materials and digital experiences.

All QR codes must adhere to the approved Concours of Elegance visual style to ensure consistency with the wider brand identity. They should be reproduced only in mono, white, or an approved brand colour.

To maintain reliable scan performance, minimum size requirements must be observed. For print applications, QR codes must not appear smaller than 15mm in width. For digital use, a minimum size of 50 pixels in width is required. Adequate contrast between the QR code and its background must always be ensured to optimise visibility and functionality.

Consistent application safeguards both brand presentation and user experience.

For more information on QR Codes please contact:

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Marketing Account Manager
becky@thoroughevents.co.uk
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7.1 - QR CODE APPLICATION

QR CODE - STYLE



QR CODE- MINIMUM SIZES



QR CODE - APPLICATION IN PRINT MAGAZINE



The QR code in this instance is placed with a width of 18mm.

08 - CONTACTS

For any queries relating to these guidelines,
please contact the Concours of Elegance
Marketing Account Manager.

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8.1 - CONTACTS





CONCOURS OF ELEGANCE
HAMPTON COURT PALACE
4-6 SEPTEMBER 2026