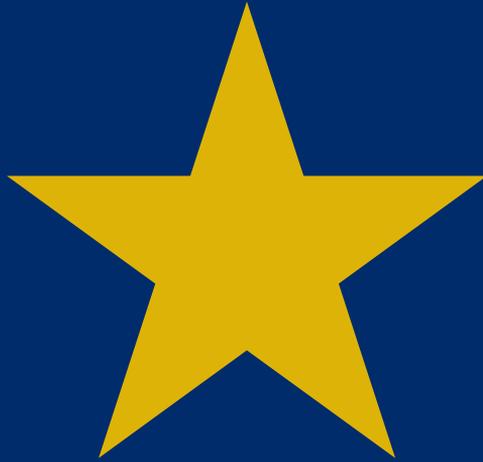


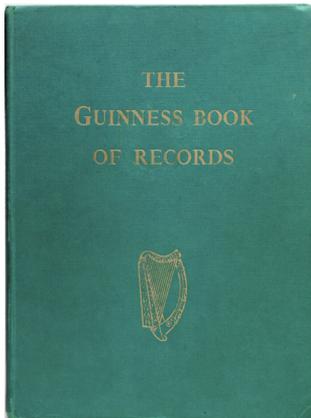


TM

Style Guide



History of GUINNESS WORLD RECORDS™



**THE FIRST GUINNESS
WORLD RECORDS™
WAS PUBLISHED ON
AUGUST 27, 1955**

IN 1951, SIR HUGH BEAVER, THEN THE MANAGING director of the Guinness Brewery, went on a shooting party and became involved in an argument. Which was the fastest game bird in Europe – the golden plover or the grouse? He realized then that a book supplying the answers to this sort of question might prove popular. He was right!

Sir Hugh's idea became reality when Norris and Ross McWhirter, who had been running a fact-finding agency in London, were commissioned to compile what became The Guinness Book of Records. The first edition was bound on August 27, 1955, and went to the top of the British bestseller lists by Christmas that year.

Since then, GUINNESS WORLD RECORDS™ has become a household name and the global leader in world records. No other enterprise collects, confirms, accredits and presents world record data with the same investment in comprehensiveness and authenticity.

The Records Management Team maintains a vigilant watch to guarantee the accuracy and relevance of each and every GUINNESS WORLD RECORD, the team of Records Managers operates with unswerving impartiality and commitment to veracity. A fact may only become a GUINNESS WORLD RECORD when it's tested, verified and elevated above all suspicion.

The book has gone on to become a record breaker in its own right. With sales of more than 100 million copies in 100 different countries and 24 languages, GUINNESS WORLD RECORDS is the world's best ever selling copyrighted book!



Introduction

The GUINNESS WORLD RECORDS identity has been carefully designed to communicate the values and aspirations of our business. It is our primary means of expressing our corporate identity, both our public and private face, and as such deserves consistent and considerate handling. The detailed instructions and general principles set out in this manual comprise a comprehensive system intended to achieve just that.

This document is for the information of the person, company or firm to whom it has been directly delivered and is confidential property of Guinness World Records Limited. As such it is not to be distributed to any person, company or firm other than the recipient without the prior written permission of Guinness World Records Limited which is the copyright owner.

APPROVAL PROCESS

The process for obtaining approval for your licensed products is set forth in the agreement you have with Guinness World Records Limited. For further information and/or clarification about anything contained in this Style Guide, please contact our global headquarters at:

Guinness World Records
184-192 Drummond Street
London NW1 3HP, UK



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The following pages will help you understand and apply the requirements for the use of trademarks, and copyright lines relating to GUINNESS WORLD RECORDS. They are intended to help you get it right the first time, saving you time and money during the approval process.



Trademark Usage

The GUINNESS WORLD RECORDS trademark includes the word mark GUINNESS WORLD RECORDS, the star and pedestal logo, and a block style logo that may only be used in limited circumstances. Special and important rules apply to each.

GUINNESS WORLD RECORDS™

When used as a trademark, GUINNESS WORLD RECORDS should always be used in all capital letters and/or in bold font so that it is visually distinct from all text around it (permission from your Licensing Manager is required for lowercase usage). Whenever possible, it should be used as an adjective rather than a noun. It should not be used in the possessive or plural form. All three words of the mark must be used, and be of equal size and emphasis. It is not permissible to make one word larger or more distinctive than the other two words in the mark.

Examples of appropriate use are:

- GUINNESS WORLD RECORDS™ record-breaking achievements are featured in this DVD.
- GUINNESS WORLD RECORDS™ apparel shows the world that you know the score.
- GUINNESS WORLD RECORDS™ factual information is carefully checked and verified.



The GUINNESS WORLD RECORDS mark must not be shortened, rearranged or changed in any way. No shorthand references or additional words are ever allowed. To illustrate, you must never use:

Guinness

Guinness Book

Guinness Book of Records

Guinness Book of World Records

Guinness Records Book

The first or most prominent use of the mark GUINNESS WORLD RECORDS on any page or item should be marked with superscript TM symbol, indicating its status as a trademark.

When used as part of the company name, the mark is not treated as a trademark. Hence: Guinness World Records Limited.



Logo Usage

This logo's architecture is classic, signifying our commitment to the timelessness of knowledge and its transmission between generations. The single gold star represents the accomplishment that every GUINNESS WORLD RECORD achievement represents and the status that every record-holder attains. This is the logo of the market leader.

The GUINNESS WORLD RECORDS logo must always be permanently affixed to all promotional and packaging materials, appear at least 10mm high and bear the TM symbol.



- The primary logo is the full color logo.
- The preferred version, for printing, is spot color using the Pantone® color-matching system. Please use spot color whenever your print production process allows. Alternatively, four-color process may be used.
- For other media and production processes, please match the Pantone® callouts.

PANTONE® is a registered trademark of Pantone, Inc. Whichever printing process or materials you use, please match your colors to the Pantone numbers for coated stock listed in the Pantone Formula Guide 1000.



PMS 117
C:0 M:18 Y:100 K:15



PMS 306
C:100 M:16 Y:0 K:27



PMS 2768
C:100 M:78 Y:0 K:44



When the full-color logo cannot be used, for example where color printing is unavailable or photocopying is likely to be the principal method of reproduction, the black and white logo may be used as shown here. Please note the border is an integral part of the trademark and must always be used. Whenever possible use an appropriate screen or dpi to create a smooth grey border using 50% black as shown in the example.



Under no circumstances can the word “Guinness” be used alone or other than in conjunction with the words “World Records”. Under no circumstances can the words “Guinness World Records” as they appear in the logo be translated into a language other than English.

Please note that these trademarks should be used as supplied on the enclosed CD-ROM and cannot be re-created in your design studio.

Unacceptable Logo Usage

- You may not change the color of any element in the color logo (A, B and C).
- You may not change the proportions of the elements in the logo (D).
- You may not change the shape of the logo (E).
- The logo should only be used as shown in (F).

A



B



C



D



E



F



Block Logo Usage

- The star and pedestal logo is the primary logo and is to be used whenever possible.
- A block version may be used for special situations, with the prior permission of your Licensing Manager. The two logos should never appear together.
- You may not change the proportions of the block or type.
- This logo may be used in black and white or in one of the three basic colors shown and should appear at least 10mm in height.

Remember this logo may only be used with permission in advance from your Licensing Manager.



Minimum height: 10mm





Gamer's Edition Block Logo Usage

If you are working with the GUINNESS WORLD RECORDS Gamer's Edition you must use the Gamer's Block Logo.

This logo (version A) is to be used with the words GUINNESS WORLD RECORDS in black and the words Gamer's Edition in red.



This logo (version B) is to be used with the words GUINNESS WORLD RECORDS Gamer's Edition in black.



You may not change the proportions of the block or type.

The following reference to the GUINNESS WORLD RECORDS Gamer's Edition website must appear clearly in at least one place on all promotional materials:

www.guinnessworldrecords.com/gamers



Fonts and Font Usage

- Use Univers 55 Regular for body copy and Univers 65 Bold for emphasis.
- Use Univers 67 Bold Condensed for headlines
- Use of any other font style requires special prior permission.

Univers 55 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Univers 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Univers 65 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Use of Records as Text in a Document

Whenever a licensee or media agency chooses to use one of our records on packaging, within an article, etc. credit should be listed:

The featured record(s) have been supplied courtesy of Guinness World Records Limited

Also, when referencing a specific record, the first letter of each word in the title needs to be capitalized or bold (the words “the world” preceding the record do not need to be capitalized).

Example:

- The world’s Tallest Man
- Highest Score For Video Games

Example (bold)

- The world’s **Tallest Man**

Guinness World Records Photos

Whenever an image is used that has been supplied by Guinness World Records credits are as follows:

Commissioned Photos

©200X Photographer name / Guinness World Records

All other images supplied by Guinness World Records

©200X Guinness World Records



Legal Guidelines

The following will help you understand and apply the requirements for the use of copyright lines and contractual credits relating to the GUINNESS WORLD RECORDS property.

COPYRIGHT LINES

A copyright line indicates who owns the copyright in the item to which it is applied and the date of the first publication. In order to protect the rights in GUINNESS WORLD RECORDS, licensees assign the copyright in all GUINNESS WORLD RECORDS items to Guinness World Records Limited. The copyright line states this fact.

A copyright line looks like this:

© 200X Guinness World Records Limited

The date specified in the copyright line should be the year in which the material under copyright (the product, packaging, promotional item, etc.) is first “published.” This is normally the year in which it is first sold to the public. If you develop an item in one year for launch the next, your Licensing Manager will usually advise you to use the later date.

If you redesign or refresh any aspect of a product, packaging or promotional item, the copyright date must be amended to reflect the change.

The copyright line provides full legal protection only when used in its entirety. Therefore it must appear as shown in these guidelines, even when space is restricted.

Abbreviations MUST NOT be substituted!

The copyright line can appear very small as long as it is legible: 3pt font can be acceptable.

CONTRACTUAL CREDITS AND INSTRUCTION FOR THEIR APPLICATION

All licensed products

For all products except moving images and publishing (see below), each separate item of product should have the following copyright line on it:

©200X Guinness World Records Limited

All packaging

No other copyright notices may appear on the packaging. In particular, a copyright notice from the manufacturer is not allowed.

All publishing

The GUINNESS WORLD RECORDS logo must appear on the book back cover and on the imprint page as set out above. The copyright notice may be small, so long as it is legible and should be written as follows:

©200X Guinness World Records Limited

The year specified in the copyright line should be the year in which the product is first launched.

TV and moving images

Where the GUINNESS WORLD RECORDS trademark or logo is used on or in relation to moving images including television, video and DVD, specific guidelines may apply. Your Licensing Manager will advise you of the correct representation in each case.



Legal Guidelines (Cont.)

All promotional, advertising and publicity materials

Each separate promotional, advertising and publicity item should have the following copyright line on it:

©200X Guinness World Records Limited

The following reference to the GUINNESS WORLD RECORDS website must appear clearly in at least one place on all promotional materials:

www.guinnessworldrecords.com





www.guinnessworldrecords.com

©2008 Guinness World Records Limited

Guinness World Records, 184-192 Drummond Street, London NW1 3HP, UK