

THE INTERNATIONAL SAIL TRAINING & TALL SHIPS CONFERENCE 2023

1C: How to Create a Visual Identity for The Tall Ships Races that adds Value to your Event



How to Create a Visual Identity for The Tall Ships Races that adds Value to your Event

**Ben Clark
Kristian Thrane
Sverre Knutsen
Tora Klevas**



VISUAL IDENTITY: WHAT'S INVOLVED?

- **Brand Identity:** Who are you? What is your vision?
What are your values?
- **Audience Awareness:** Create a profile of your target audience/customer
- **Establish Audience Touchpoints:** When, where and how will your audience encounter your brand?
- **Create Visual Identity:** Colour palette, design elements, typography



THE TALL SHIPS RACES: THE BRAND



THE TALL SHIPS RACES
Le Havre 2025

organised by Sail Training International



THE TALL SHIPS RACES
AND REGATTAS

organised by Sail Training International



THE TALL SHIPS RACES
Szczecin 2024

organised by Sail Training International



THE TALL SHIPS RACES
Hartlepool 2023

organised by Sail Training International



THE TALL SHIPS RACES
Aarhus 2026

organised by Sail Training International



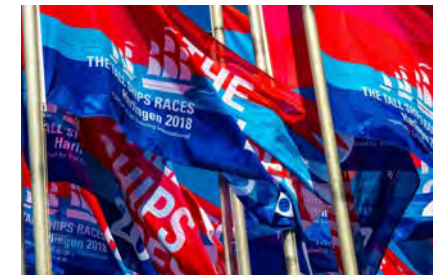
THEME & BRANDING

- **Consistent Brand: Uniform representation across races and events**
- **Build Brand Awareness: Clear differentiation from other civic/visitor events**
- **Charitable Affiliation: The Tall Ships Races stand out from traditional civic events**
- **Deliver Brand Value for Stakeholders: Association with marquee international event**



SUPPORT

- + Branding Guidelines
- + Assets
- + Clear Expectations
- + Best Practice Examples



VISUAL IDENTITY: BEST PRACTICES




THE TALL SHIPS RACES
Lerwick 2023
organised by Sail Training International

 **Victoria Pier**
Albert Wharf
Alexandra Wharf
Laurenson Quay

 **Holmsgarth**
Morrison Dock

 **Mareel**
Hay's Dock
Shetland Museum & Archives

 Crew Activities & Tours Pick-up Point

 Sail Training International Office
Media Centre

 Crew Centre & Liaison HQ





THE TALL SHIPS RACES
Mariehamn 2021
organised by Sail Training International

Ömsen




THE TALL SHIPS RACES 2018
organised by Sail Training International

SUNDERLAND
11-14 JULY 2018

**WEAR
ON BOARD**

www.tallshipssunderland.com

Sunderland City Council





How to create a visual identity for The Tall Ships Races that adds value to your event

Kristian Thrane, Aarhus Events, krtr@aarhus.dk

AARHUS
KOMMUNE





TOPICS

City dressing / Venue dressing

- Creating a long-term messaging and identity building
- Immersing the city into the event – what possibilities and limitations do we as event organizers face?
- Maintaining a strong visual identity and clear messaging from venue to city and back again

Sustainability:

- Can we create designs that both communicate the present event and have a longevity that surpasses the event?





**DO THE CITIZENS OF AARHUS LOOOOOOVE
THE TALL SHIPS RACES?**



CITY AND VENUE DRESSING



LONG-TERM EXPOSURE



SHORT-TERM EXPOSURE



UNIQUE OPPORTUNITIES AS A MUNICIPAL ENTITY



HOW IT STARTED





HOW IT DEVELOPED



HOW IT ENDED

SUSTAINABILITY

We know why - but how?



LOW-BUDGET EXAMPLE

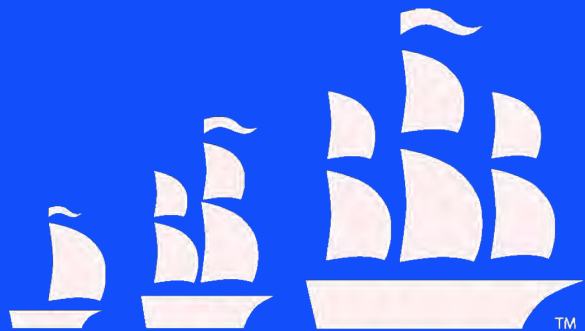


SUSTAINABILITY – what's realistic?





SEE YOU IN 2026!



THE TALL SHIPS RACES
Arendal 2023

organised by Sail Training International

VISUAL IDENTITY

DUNKERQUE

17th Nov.

Sverre Knutsen

**AH
OY!**



How to create a visual identity for The Tall Ships Races that adds value to your event

17.11.23 - Sverre Knutsen, Arendal

АНОУ!

Marketing team

Goals

Position

Visual identity

Analytics

Target groups

Content

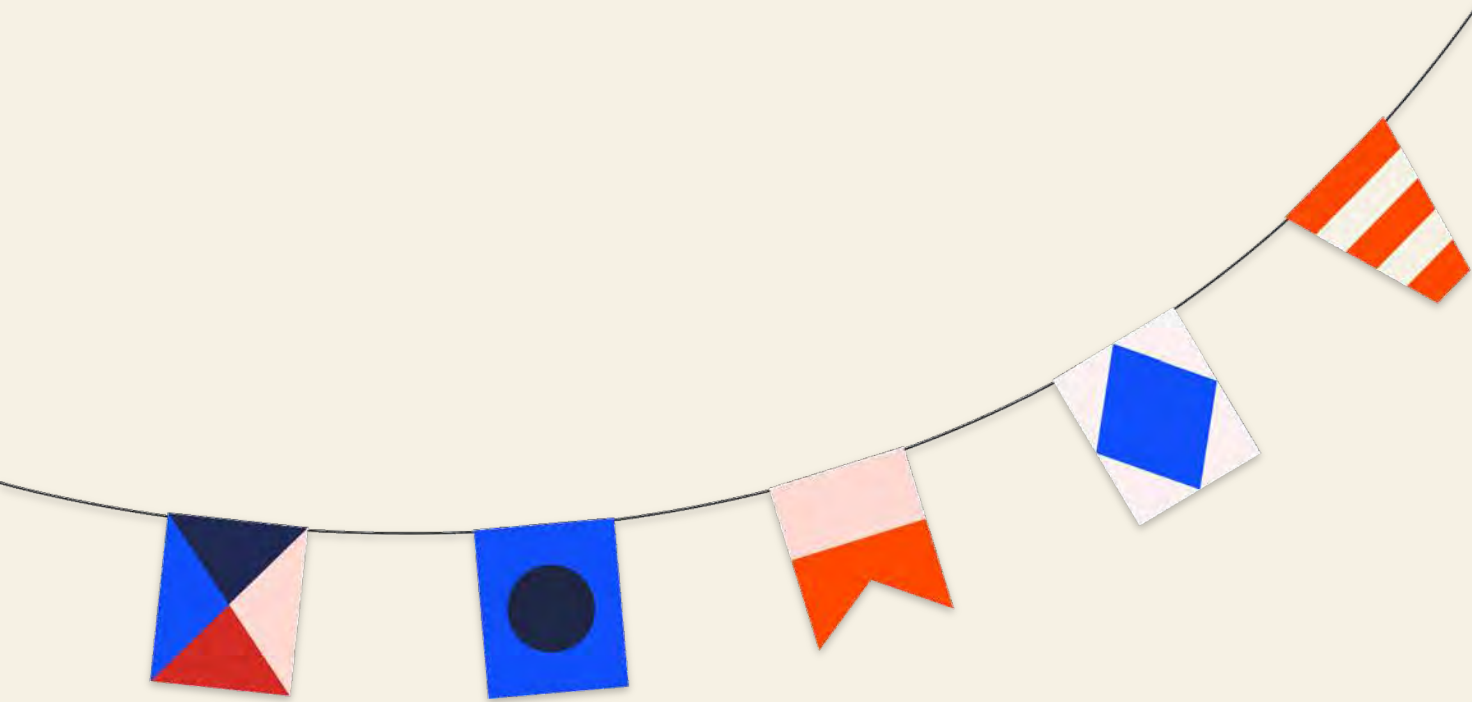
Channels

Ads

Creativity

**Visual identity
needs to be a
part of the
marketing
strategy.**

**Our position:
We want to be the
the big “peoples Festival”,
made by local forces!**



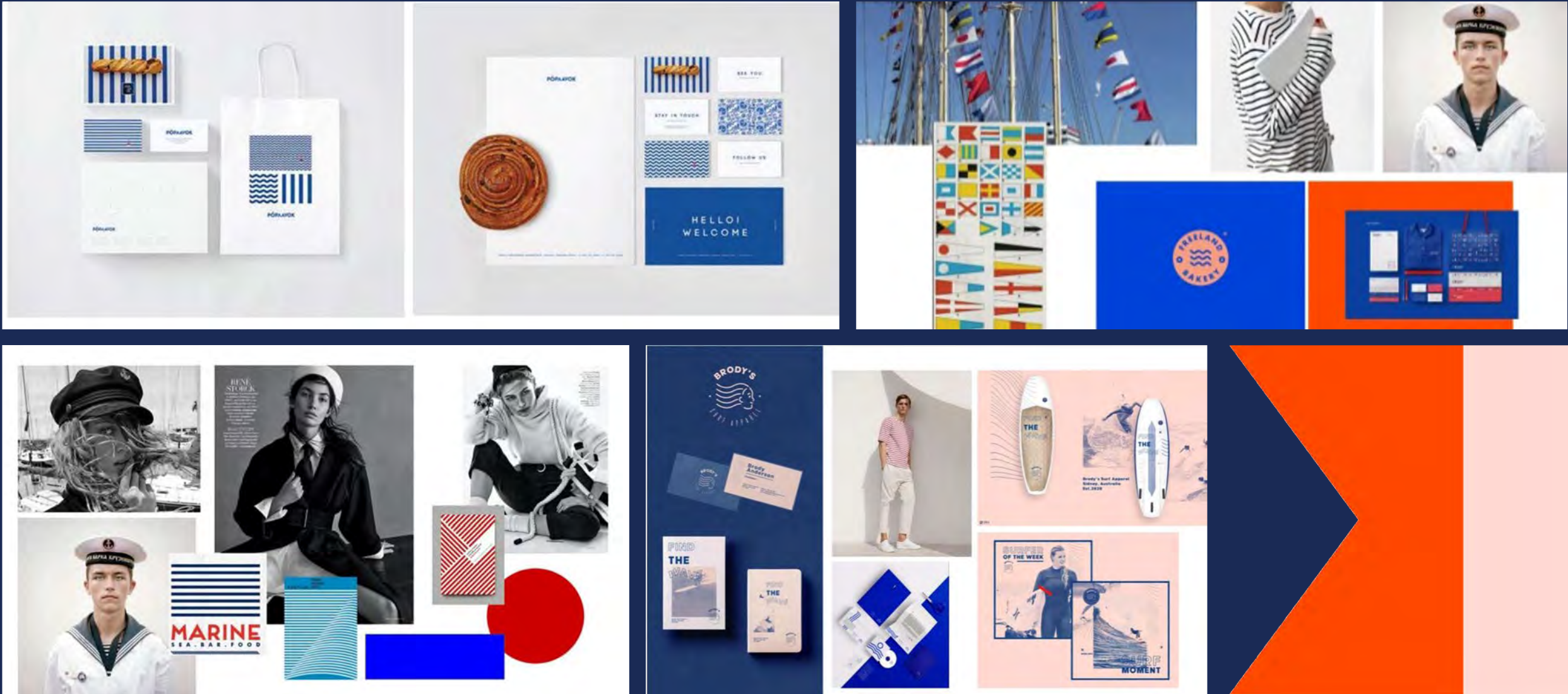
The Identity process

A decorative pennant graphic consisting of a dark blue triangle on the left and a white triangle on the right, pointing to the right.

The brief

- Part of the Identity/strategy
- Needs to work with TSR profile
- Need design elements to make a lot of content,fast!
- Needs to stand out and be brave.

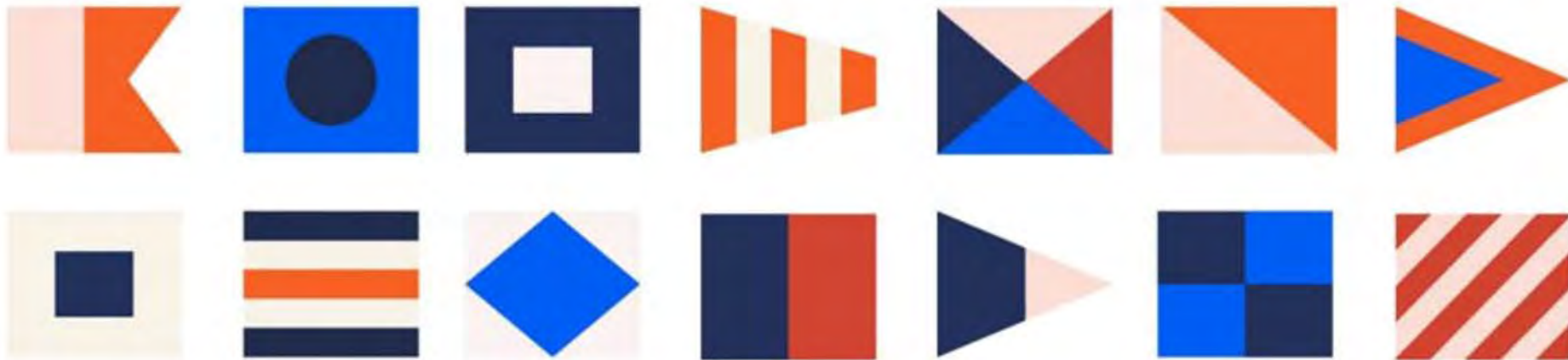
Inspiration: Modern maritim and signal flags.



Inspiration:

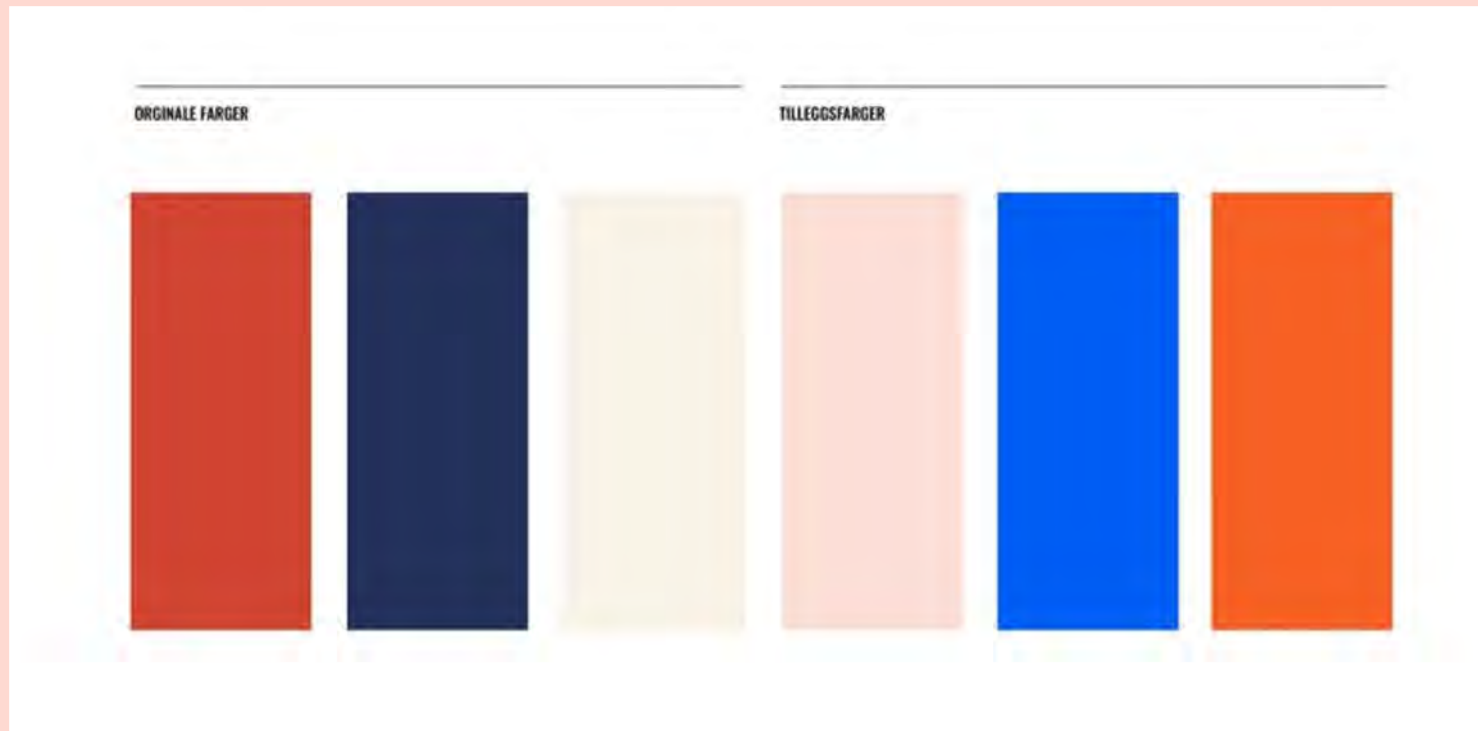
Modern maritim and signal flags.

SIGNALFLAGG



Colors

modern martitim



AHOY!

We went «all in» on the AHOY!





AHOY! 3-6 AUG. ALLT ER GRATIS

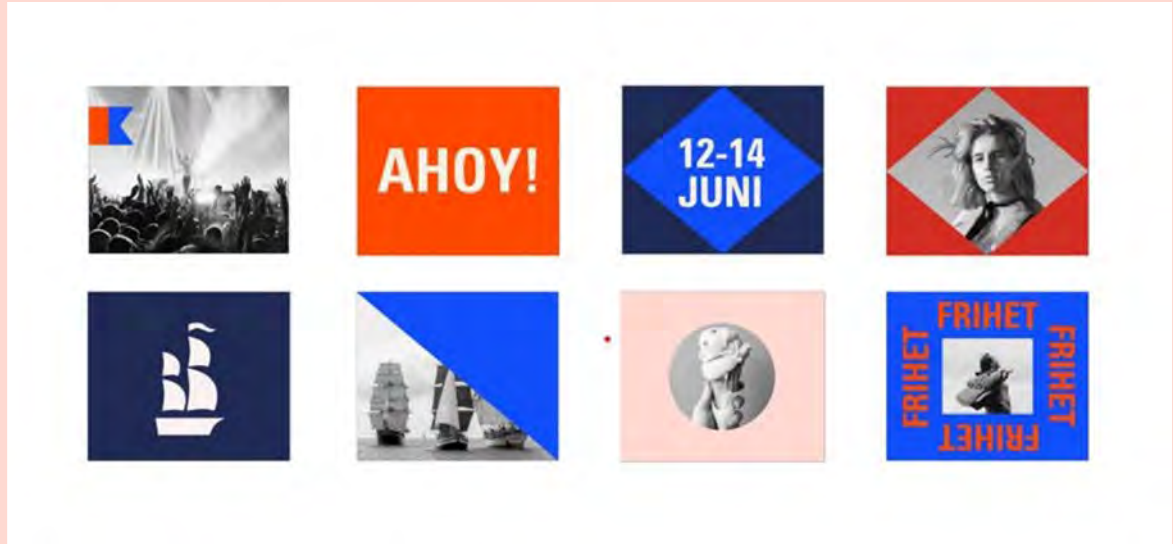
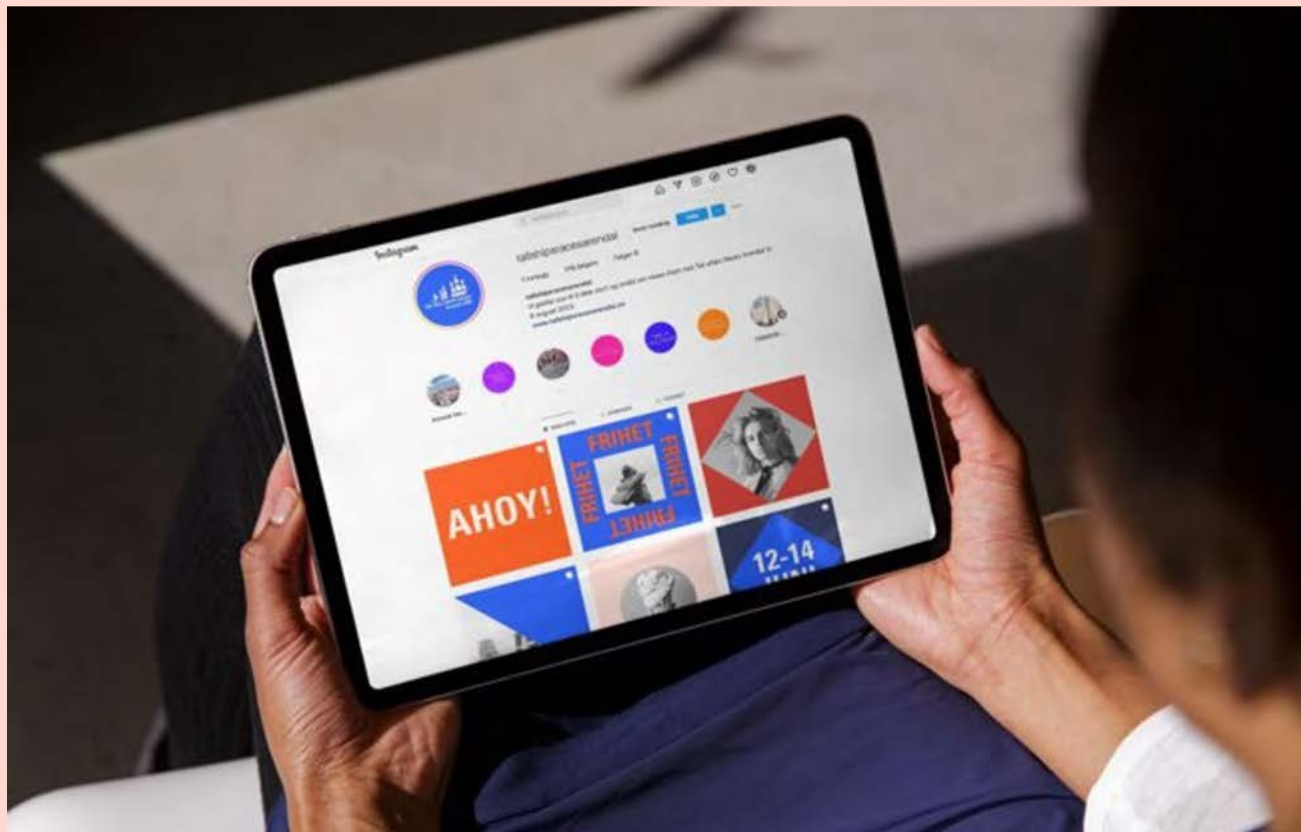
AHOY!

TORS 3/8 11:00 VIKINGMARKED 12:00 ANKOMST 13:00 UNGDOMSOMRÅDE 14:00 APFVINGSSEREMONI 15:00 KAPTEIN RØSK-JEGG 17:00 STYRNE VO 19:00 SØN 6/8 19:00 MADISK SKUTEPARADE UT GÅLTESTAND	FRØ 4/8 11:00 APFVINGSSEREMONI 12:00 VIKINGMARKED 13:00 UNGDOMSOMRÅDE 14:00 SKATEJAKT 15:00 MÅNNSKAPSPARADE 17:00 DI DEERSE	LØR 5/8 11:00 VIKINGMARKED 12:00 APFVINGSSEREMONI 13:00 UNGDOMSOMRÅDE 14:00 SKATEJAKT 15:00 MÅNNSKAPSPARADE 17:00 DI DEERSE
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Se hele programmet på salthogstovene.no

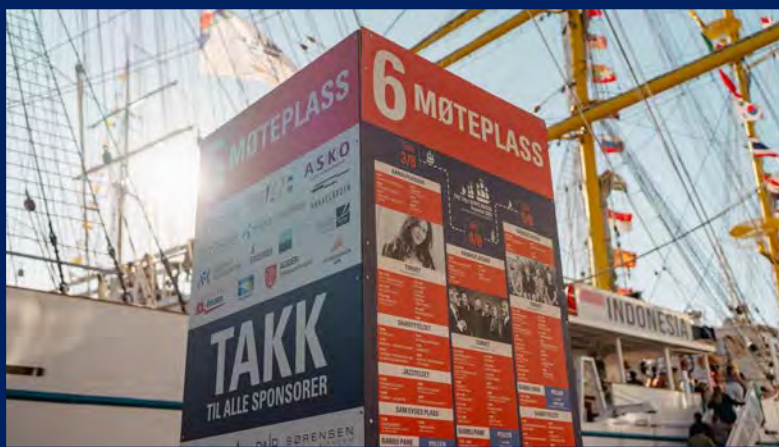














TORVET

THE TALL SHIPS RACES
Arendal 2023
organised by Sail Training International

TORSDAG 3/8	FRIDAG 4/8	LØRDAG 5/8
11:00 FROSTEN 12:00 FROSTEN 13:00 FROSTEN	11:00 FROSTEN 12:00 FROSTEN 13:00 FROSTEN	11:00 FROSTEN 12:00 FROSTEN 13:00 FROSTEN

SE HELE PROGRAMMET FOR BARN PÅ [TALLEPPENSAERANDAL.NO](#)



JAZZ TELLET

THE TALL SHIPS RACES
Arendal 2023

TORSDAG 3/8	FRIDAG 4/8	LØRDAG 5/8
18:00 MICHAEL VILMANN & NORWEGIAN ENSEMBLE 19:00 MICHAEL VILMANN & NORWEGIAN ENSEMBLE 20:00 MICHAEL VILMANN & NORWEGIAN ENSEMBLE	18:00 TORJE SANDEN & NORWEGIAN ENSEMBLE 19:00 TORJE SANDEN & NORWEGIAN ENSEMBLE 20:00 TORJE SANDEN & NORWEGIAN ENSEMBLE	18:00 TORJE SANDEN & NORWEGIAN ENSEMBLE 19:00 TORJE SANDEN & NORWEGIAN ENSEMBLE 20:00 TORJE SANDEN & NORWEGIAN ENSEMBLE

SE HELE PROGRAMMET PÅ [TALLEPPENSAERANDAL.NO](#)

SHANTY TELLET

THE TALL SHIPS RACES
Arendal 2023

TORSDAG 3/8	FRIDAG 4/8	LØRDAG 5/8
18:00 STINE GÅR 19:00 STINE GÅR 20:00 STINE GÅR	18:00 STINE GÅR 19:00 STINE GÅR 20:00 STINE GÅR	18:00 STINE GÅR 19:00 STINE GÅR 20:00 STINE GÅR

SE HELE PROGRAMMET PÅ [TALLEPPENSAERANDAL.NO](#)

KANAL Plassen

THE TALL SHIPS RACES
Arendal 2023

TORSDAG 3/8	FRIDAG 4/8	LØRDAG 5/8
11:00 FROSTEN 12:00 FROSTEN 13:00 FROSTEN	11:00 FROSTEN 12:00 FROSTEN 13:00 FROSTEN	11:00 FROSTEN 12:00 FROSTEN 13:00 FROSTEN

SE HELE PROGRAMMET PÅ [TALLEPPENSAERANDAL.NO](#)



DI DERRE



GRATIS
KONSERT
KANALPLASSEN

4.AUG
21:00



THE TALL SHIPS RACES
Arendal 2023
organized by Sail Training International



KJÆRE ÆNDALITT,
IKKE TA BILEN TIL TALL SHIPS RACES



BÅTINFORMASJON
under Tall Ships Races

1. Det er ingen mulighet for å legge til langs bryggekanalen.
2. Drop off zone på bunnpris i Barbu, Kittelsbukta eller Gjesthavna.

TSR frivillig

Sidsel Skagen

Cheif liaison officer

"Gleder meg veldig til arrangementet, se alle seilskutene komme til havn, møte mannskap og crew og få oppleve den enorme stemningen i byen som dette arrangementet fører med seg."

PARADE

4. AUG
KL.16:00



23:00 fra Knubben, 5.aug
FYRVERKERI



SYNNE VO



GRATIS
KONSERT
KANALPLASSEN

3.AUG
22:00



KAPTEIN RØDSKJEGG

3. & 4.
AUG



GRATIS
FORESTILLING
TORVET & KANALPLASSEN



BJØRNIS



GRATIS
FORESTILLING
TORVET



5.AUG
13:30

VI SEES I ARENDAL
TALLSHIPRACEARENDAL.NO

TORS
3/8

KANALPLASSEN

11:00 KANALPLASSEN APRIK
11:30 KANALPLASSEN VOK
12:00 KANALPLASSEN TONNE
12:30 KANALPLASSEN TONNE



TORVET

11:00 TORMEN
11:30 TORMEN
12:00 TORMEN
12:30 TORMEN

SHANTYTILTET

12:00 SHANTYTILTET
12:30 SHANTYTILTET
13:00 SHANTYTILTET
13:30 SHANTYTILTET

JAZZTILTET

12:00 JAZZTILTET
12:30 JAZZTILTET
13:00 JAZZTILTET
13:30 JAZZTILTET

SAM EYDES Plass

11:00 SAM EYDES Plass
11:30 SAM EYDES Plass
12:00 SAM EYDES Plass
12:30 SAM EYDES Plass

BARBU PARK

11:00 BARBU PARK
11:30 BARBU PARK
12:00 BARBU PARK
12:30 BARBU PARK

ANDRE ARENAER

11:00 ANDRE ARENAER
11:30 ANDRE ARENAER
12:00 ANDRE ARENAER
12:30 ANDRE ARENAER

TORVET

11:00 TORVET
11:30 TORVET
12:00 TORVET
12:30 TORVET

POLLEN

11:00 POLLEN
11:30 POLLEN
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12:30 POLLEN

SAM EYDES Plass

11:00 SAM EYDES Plass
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12:30 SAM EYDES Plass

ANDRE ARENAER

11:00 ANDRE ARENAER
11:30 ANDRE ARENAER
12:00 ANDRE ARENAER
12:30 ANDRE ARENAER



FRE
4/8

KANALPLASSEN

11:00 KANALPLASSEN APRIK
11:30 KANALPLASSEN VOK
12:00 KANALPLASSEN TONNE
12:30 KANALPLASSEN TONNE



TORVET

11:00 TORMEN
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12:00 TORMEN
12:30 TORMEN

SHANTYTILTET

12:00 SHANTYTILTET
12:30 SHANTYTILTET
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SAM EYDES Plass

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12:30 SAM EYDES Plass

BARBU PARK

11:00 BARBU PARK
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12:30 BARBU PARK

ANDRE ARENAER

11:00 ANDRE ARENAER
11:30 ANDRE ARENAER
12:00 ANDRE ARENAER
12:30 ANDRE ARENAER

TORVET

11:00 TORVET
11:30 TORVET
12:00 TORVET
12:30 TORVET

POLLEN

11:00 POLLEN
11:30 POLLEN
12:00 POLLEN
12:30 POLLEN

SAM EYDES Plass

11:00 SAM EYDES Plass
11:30 SAM EYDES Plass
12:00 SAM EYDES Plass
12:30 SAM EYDES Plass

LØR
5/8

KANALPLASSEN

11:00 KANALPLASSEN APRIK
11:30 KANALPLASSEN VOK
12:00 KANALPLASSEN TONNE
12:30 KANALPLASSEN TONNE



TORVET

11:00 TORMEN
11:30 TORMEN
12:00 TORMEN
12:30 TORMEN

SHANTYTILTET

12:00 SHANTYTILTET
12:30 SHANTYTILTET
13:00 SHANTYTILTET
13:30 SHANTYTILTET

JAZZTILTET

12:00 JAZZTILTET
12:30 JAZZTILTET
13:00 JAZZTILTET
13:30 JAZZTILTET

SAM EYDES Plass

11:00 SAM EYDES Plass
11:30 SAM EYDES Plass
12:00 SAM EYDES Plass
12:30 SAM EYDES Plass

BARBU PARK

11:00 BARBU PARK
11:30 BARBU PARK
12:00 BARBU PARK
12:30 BARBU PARK

ANDRE ARENAER

11:00 ANDRE ARENAER
11:30 ANDRE ARENAER
12:00 ANDRE ARENAER
12:30 ANDRE ARENAER

TORVET

11:00 TORVET
11:30 TORVET
12:00 TORVET
12:30 TORVET

POLLEN

11:00 POLLEN
11:30 POLLEN
12:00 POLLEN
12:30 POLLEN

SAM EYDES Plass

11:00 SAM EYDES Plass
11:30 SAM EYDES Plass
12:00 SAM EYDES Plass
12:30 SAM EYDES Plass

ANDRE ARENAER

11:00 ANDRE ARENAER
11:30 ANDRE ARENAER
12:00 ANDRE ARENAER
12:30 ANDRE ARENAER

AHOY!

3TH-6TH
OFAUG.

THUR
3/8

11:00 VIKING MARKET

13:00 ARRIVAL
The ships are docking

From 13:00 YOUTH AREA

16:00 OPENING CEREMONY

17:30 KAPTEIN RØDSKJEGG



21:30 SYNNE VO



SUN
6/8

From 13:00 MAGIC SHIP PARADE THROUGH GALTESUND



THE TALL SHIPS RACES
Arendal 2023

FRI
4/8

From 10:00 OPEN SHIPS

11:00 VIKING MARKET

From 13:00 YOUTH AREA

14:00 TREASURE HUNT

16:00 CREW PARADE

21:00 DI DERRE



SAT
5/8

From 10:00 OPEN SHIPS

11:00 VIKING MARKET

11:00 BLEKKULF



From 13:00 YOUTH AREA

20:00 SILYA & THE SAILORS



21:45 deLillos



EVERYTHING
IS FREE

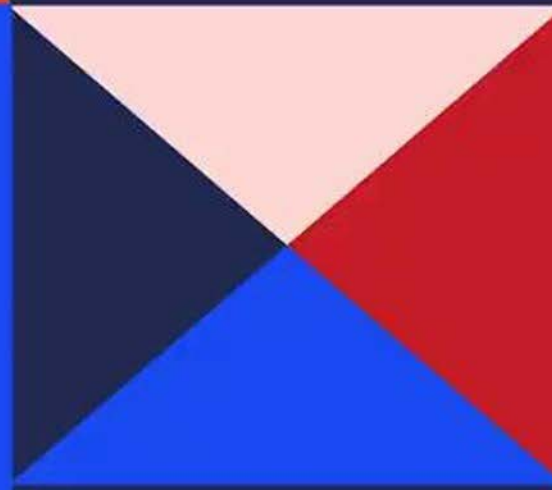
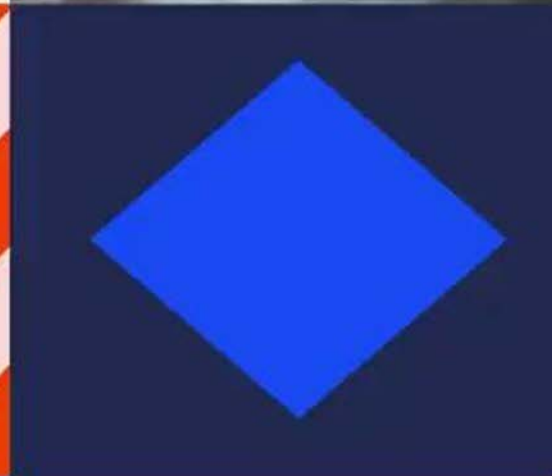
THE TALL SHIPS RACES
Arendal 2023

See the full program on tallshipsracesarendal.no





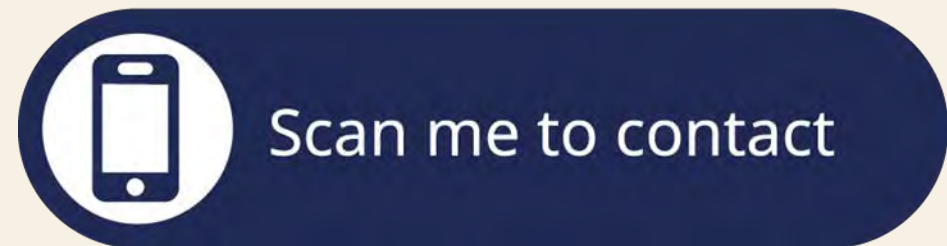
THE TALL SHIPS RACES
Arendal 2023





Thank you!

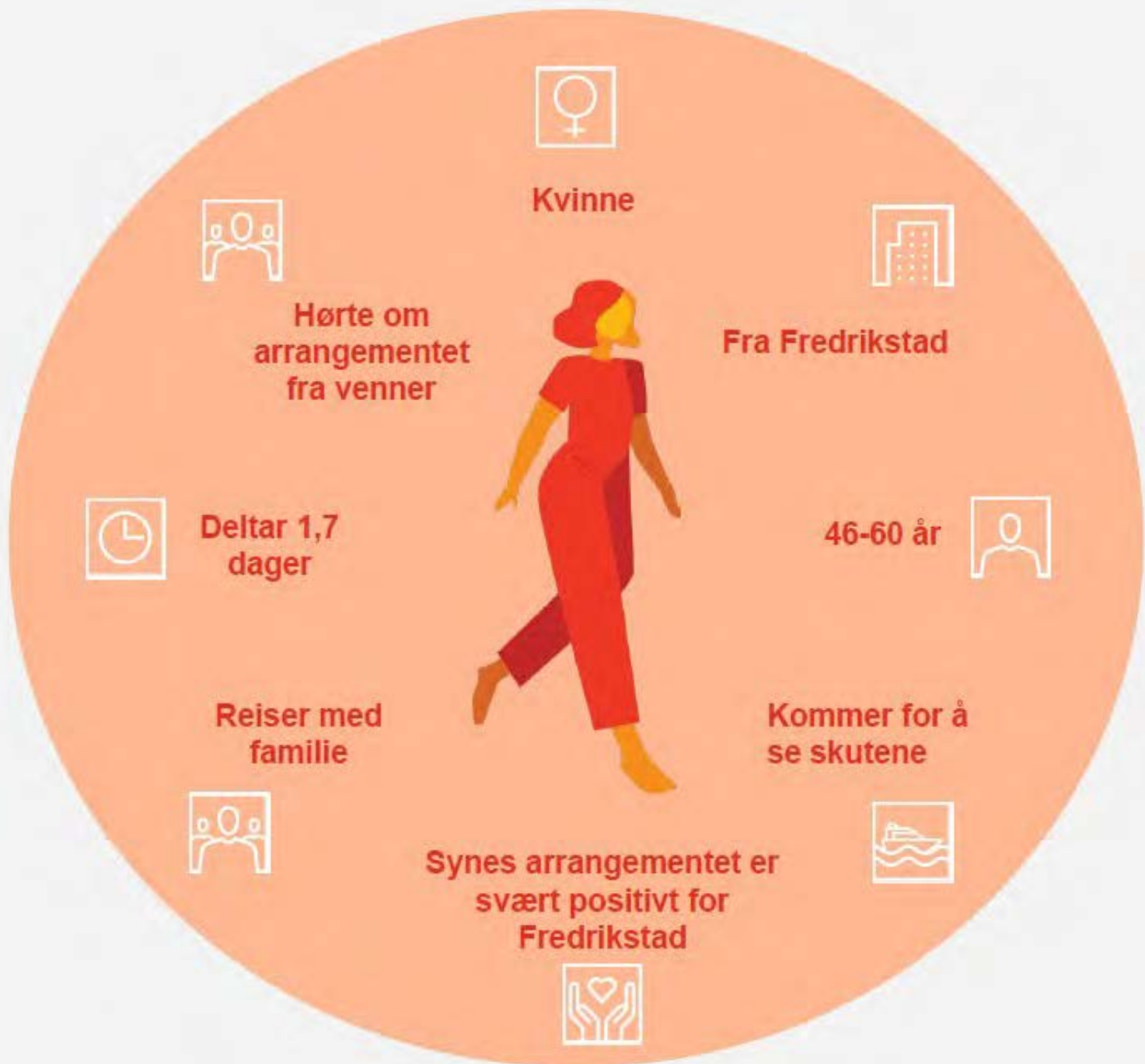
Sverre Knutsen, Tall Ships Races Arendal 2023.
sverre@arendal-by-no
+47 94474070



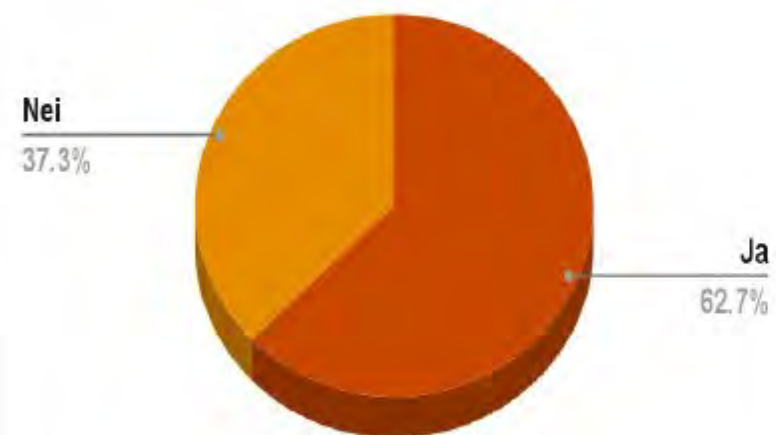


Branding for a younger audience and did it work?

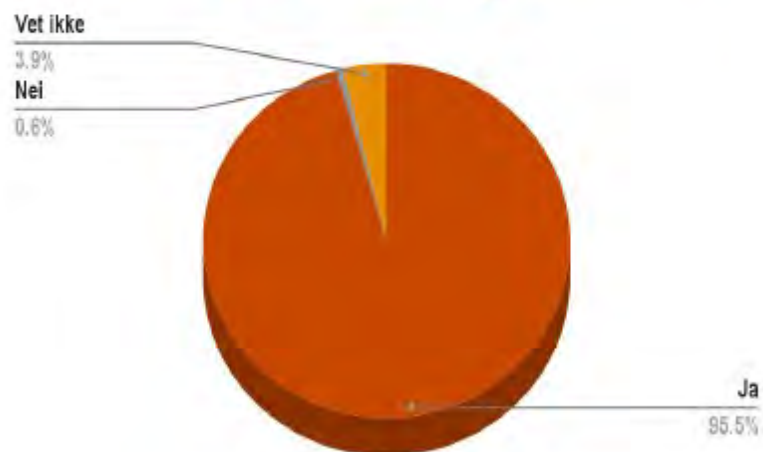
November 2023



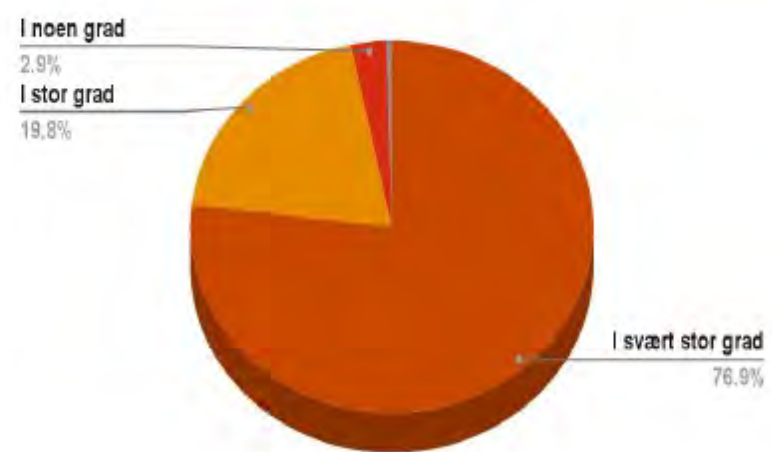
Deltatt på TSRF tidligere



Har opplevelsen din ved å besøke TSRF gitt deg lyst til å besøke Fredrikstad igjen?

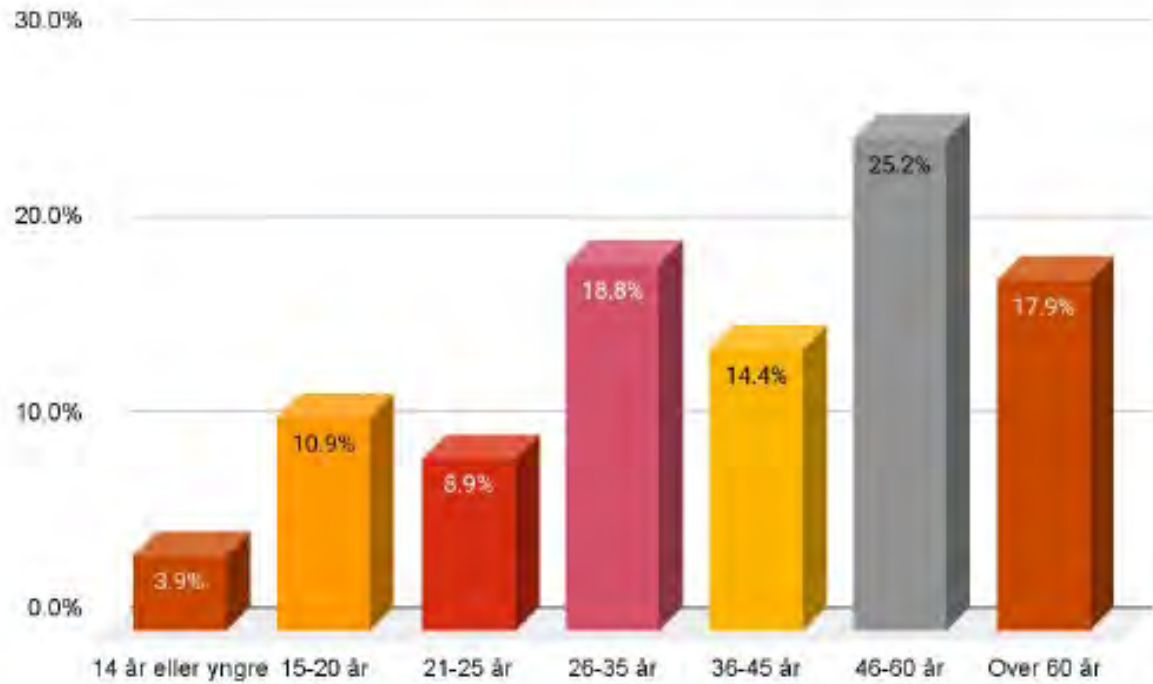


I hvilken grad synes du TSRF er positivt for Fredrikstad?

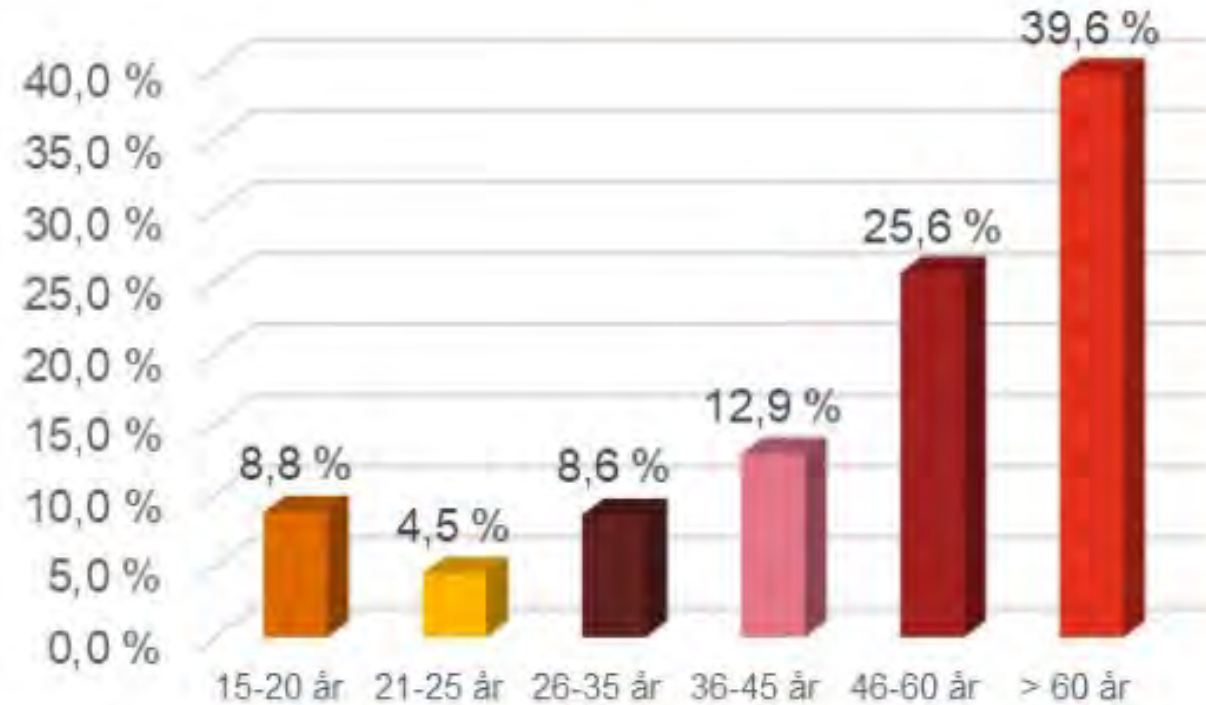


Who visited Fredrikstad 2023?

2023



2019

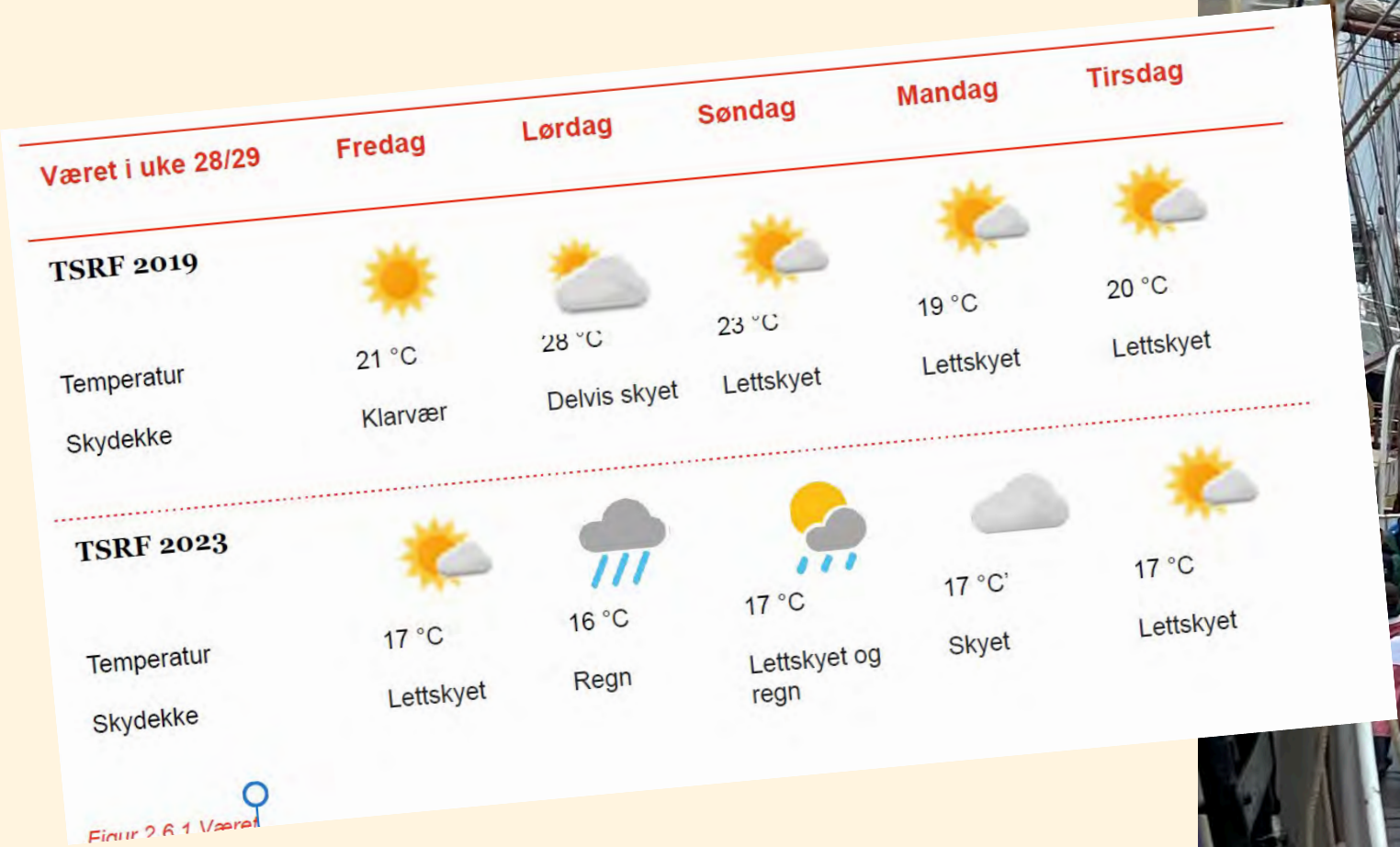


How many attended?

- TSR Fredrikstad 2019 143 528
- **TSR Fredrikstad 2023 153 597 – unique**
- **In total 357 501 over 16 years**



How important is the weather?



How to attract trainees – tips and tricks



Strategy 2022

- Recruitment of trainees
 - Series of quotes and pictures from trainees
 - Video
 - Articles on our website
- Recruitment of volunteers
 - Photos from TSRF19
 - Articles on our website
- Advent calendar
- -24 days of contests, pictures and information about the event



What we have done

- Visual profile





The Tall Ships Races Fredrikstad 2023
 Published by Guro Ihler · 24 December 2022 ·

Gledelig jul fra The Tall Ships Races Fredrikstad! 🎄
 🌟 Nå nærmer det seg et nytt år og det er på tide å se fremover og begynne å planlegge alt det vakre som skal komme i 2023! Vi gleder oss til sommer, sol og skutefest! 🌊
 ❤️ Men først skal vi fylle magen med julemat, ørene med vakker musikk, nesa med herlige dufter, og hjertet med kjærlighet! ... [See more](#)



The Tall Ships Races Fredrikstad 2023
 Published by Henriette Naess Forsetlund · 16 December 2022 ·

Flaskepost fra The Tall Ships Races 📦
 🌟🎄 15.-18. juli vil unge seilere fra hele verden komme til Fredrikstad for å oppleve alt vi har å by på av opplevelser, kultur og aktiviteter under skutefesten!
 📍🌊 I sommer sendte vi 20 unge seilere på tur fra Esbjerg i Danmark til Harlingen i Nederland. Neste år skal 135 nye unge seilere av gårde fra Fredrikstad, fordelt på to strekk: Race fra Hartlepool til Fredrikstad og Cruise in Company fra Fredrikstad til Vestkysten av Norge!... [See more](#)

Flaskepost fra The Tall Ships Races 📦
 🏃‍♂️ I løpet av fire dager i juli tar vi verden til byen og vi får virkelig oppleve at Fredrikstad lever, og ommer til sin fulle rett som kulturarena!
 🏁 Frem mot skutefesten vil vi slippe alt det spennende som står på programmet. I dag får du en niktitt! ... [See more](#)



Lørdag 15. juli

Skutene ankommer byen
 Åpne skuter – velkommen om bord
 Maritim opplevelsespark Isegran
 Konserter og aktiviteter
 Åpningsseremoni
 Kveldskonserter



Søndag 16. juli

Udstjeneste utendørs
 Åpne skuter – velkommen om bord
 Maritim opplevelsespark Isegran
 Konserter og aktiviteter
 Følningsparade gjennom sentrum
 Utdeling for mannskap/skuter
 Kveldskonserter

Mandag 17. juli

Maritim opplevelsespark Isegran
 Åpne skuter
 Konserter og aktiviteter
Avslutningskonsert

Tirsdag 18. juli

Arrangementsområdet er åpent
 12:00 - Skutene legger til fra kai
 14:00 - Seilparade
+2

Social media

- Facebook – 11,148 followers
- Instagram – 1822 followers
- 123 posts since september



What we have done


- Cothing design



Strategy 2023

- The event – save the date
- Event programme
- Concerts



 **The Tall Ships Races Fredrikstad 2023**
Published by Henriette Næss Forsetlund · 22 March · 🌐

👉 Visste du at det går an å leie et skutedekk til sommerfest eller feiring av et jubileum under The Tall Ships Races Fredrikstad 2023?

👉 Sammen med familie, venner, kollegaer eller forretningsforbindelser kan du oppleve skutene fra innsiden. Nyt mat, drikke og underholdning på en skute - og se folkefesten fra orkesterplass på dekk!

Mer informasjon finner du her 📌
h... See more

 **The Tall Ships Races Fredrikstad 2023**
Published by Guro Ihler · 31 January · 🌐

Lurer du på hva som skjer i Fredrikstad til sommeren? Skutene kommer til byen 15.-18. juli 2023

👉 Kulturetaten i Fredrikstad kommune jobber med programmet, og lover aktiviteter og opplevelser for alle mellom 0-100 år!

👉 Her kan du få en liten smakebit: https://cms.fredrikstad.kommune.no/_/opplev... See more









Reach out

Tora Klevås

toklsc@fredrikstad.kommune.no

+47 95859317



www.tallshipsfredrikstad.no

Facebook: TheTallShipsRacesFredrikstad

Instagram: tallshipsfredrikstad



Identify the core values, mission, and vision of your organisation when delivering your event

- **Do you have event partners?**
- **Do you have stakeholder requirements (Public Celebrations/Anniversaries/Future Plans)?**
- **Do you have an existing brand/partnership?**

5 MINUTES



List what design elements need to be considered when creating a visual identity - discuss how these elements can influence the perception of the brand

- **Colours**
- **Typography**
- **Imagery**

5 MINUTES



Create a list of touchpoints and important steps to consider when creating your visual identity

- **Event announcement**
- **Website**
- **Advertisements**

5 MINUTES

