



Tokyo 2020 Olympic Sailing

Boat Branding Guide

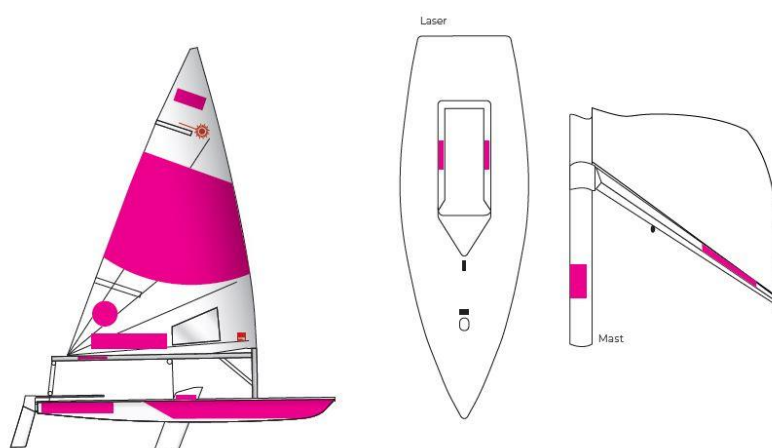
18 November 2020

1. General

- 1.1 Tokyo 2020 have contracted Grapefruit to design, produce and apply the Games look to all vessels, including athlete boats. Grapefruit may be assisted by Tokyo 2020 field cast.
- 1.2 The Look will be applied to each boat prior to her Equipment Inspection.
- 1.3 The Look for the Supplied Equipment (Lasers and Radials) will be applied after the Draw and may be done without an athlete present. Full details will be set out in the Supplied Equipment distribution information.
- 1.4 The Look for all boats of the same class will have the same amount of material applied, regardless of the NOC code or flag thereby maintaining equal weight for all boats.
- 1.5 As a guide, the following samples show the approximate locations the Look will be applied to each class and their approximate sizes.
- 1.6 The final Look for the boats is being kept confidential until its public release much closer to the Games.

2. The Look samples

2.1 Laser Radial



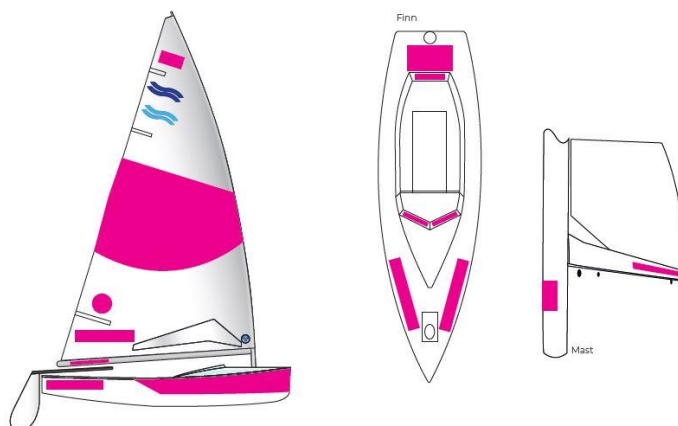
2.2 Laser



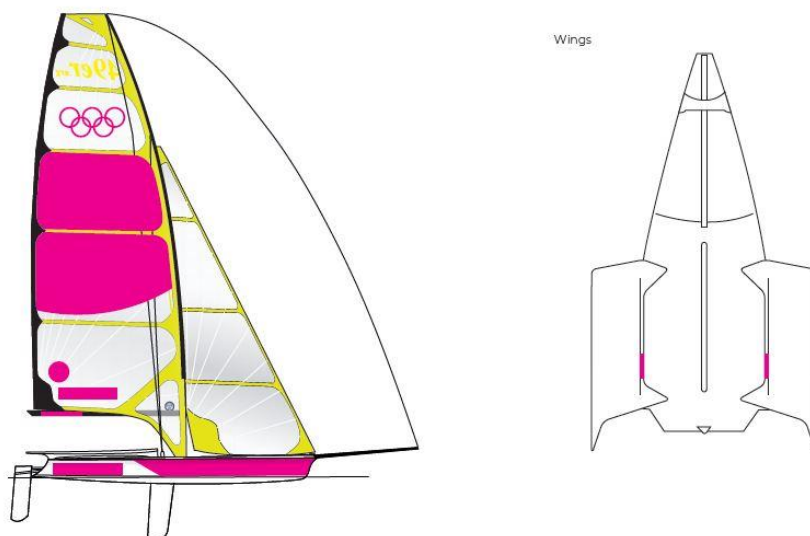
2.3 470 Men & Women



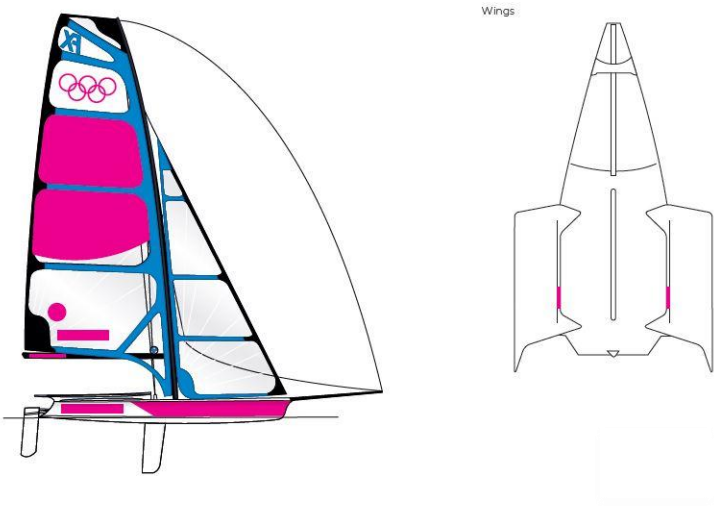
2.4 Finn



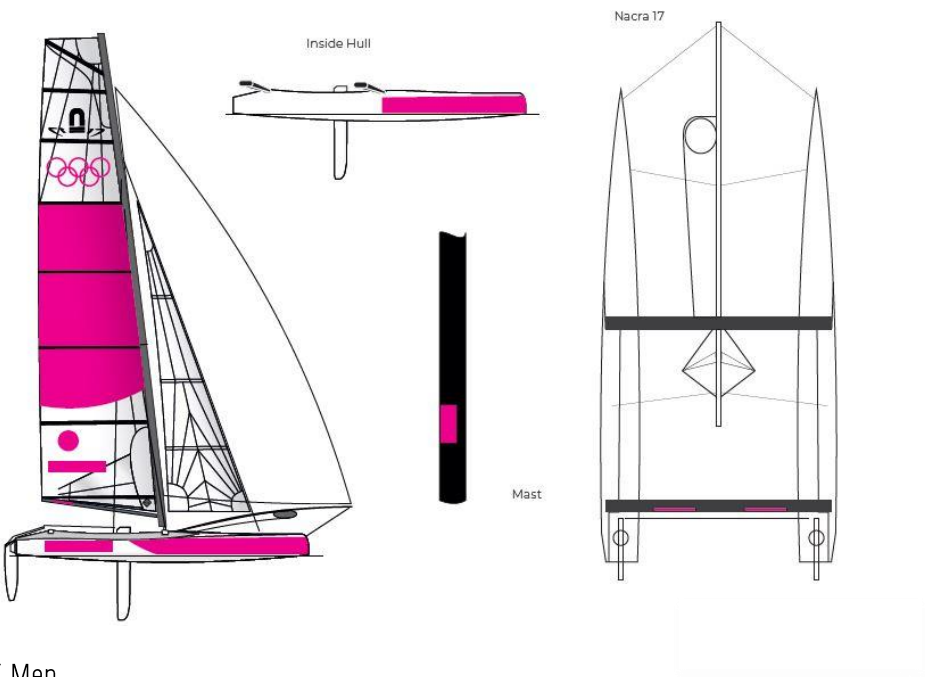
2.5 49er



2.6 49er FX



2.7 Nacra 17



2.8 RS:X Women & RS:X Men

