US EQUESTRIAN

BRAND ASSETS GUIDE

01
MISSION

MISSION:

To provide access to and increase participation in equestrian sports at all levels by ensuring **fairness, safety, and enjoyment.**

02
VISION

VISION:
To bring the **joy** of **horse sports** to as many **people** as possible

03
LOGO USAGE

COMMERCIAL USE
USEF.org/USequestrian.org
Apparel/Merchandise
Business Cards
Banners
Jumps

FORMAL USE
Official Business
Letterhead
Contracts
Rulebook
Licensed Officials Apparel
Membership
Flags/Banners

TEAM USE
US International
Olympic Teams
Official Team Gear
Apparel/Merchandise
Discipline Versions
Team Logos/Merchandise Exclusively

DOWNLOAD LOGO KIT

04 LOGO CLEARANCE

The USEF logo and logotype must be given the correct amount of space in use to remain singular and identifiable, and may not overlap or otherwise be impeded by photos, text, or other disruptive graphics.

The clearance area to be respected is equivalent to the vertical width of the U in a given logo variation, and must remain so in proportion to the size of the logo or logotype used.

The logo should be centered to the word 'equestrian', as the wing to the left creates an imbalance when the logo is centered as a whole.

05
STATIONERY

Letterhead - Official

Letterhead - Optional

Envelope

Business Card

Front

Back

06 INCORRECT USAGE

X Do not use drop shadow or bevel and emboss.

X Do not place a white box around the logo for use on a dark background.

X Do not use on distracting patterns.

X Do not use full color logo on clashing background colors.

X Do not overlay anything over the logo.

X Do not use logo as watermark or transparency.

X Do not rotate the logo to any orientation other than upright.

X Do not alter the proportions.

X Do not create outlines

Do Not:

Use colors other than those provided here.

Place the full color logo on backgrounds that impair readability.

Use excessive drop shadow.

Overlay the logo with a photo in any transparency or "watermark".

Rotate, squish or otherwise alter proportions.

Do not use the logo or any part of it as a repeating element of pattern.

Do not overlay images or patterns over the logo.

Do not create outlines of the logo

Do:

Reproduce the logo in full color wherever possible.
Use the single color version where appropriate.
Maintain proportions when scaling.
Keep logo in all forms upright.

07
COLORS

Pantone: 186c
HEX: #C8102E
C 2 **R** 200
M 100 **G** 16
Y 85 **B** 46
K 6

Pantone: 280c
HEX: #012169
C 100 **R** 1
M 85 **G** 33
Y 5 **B** 105
K 22

PHOTO: SHANNON BRINKMAN

08 FONTS

Primary

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
(, . ? ; ’ ” ! @ # $ % &)
0123456789

Alright Sans Extra Thin
Alright Sans Thin
Alright Sans Light
Alright Sans Regular
Alright Sans Medium
Alright Sans Bold
Alright Sans Black Italic
Alright Sans Ultra

Secondary

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
(, . ? ; ’ ” ! @ # $ % &)
0123456789

Eames Century Modern Thin
Eames Century Modern Light
Eames Century Modern Regular
Eames Century Modern Book
Eames Century Modern Medium
Eames Century Modern Bold
Eames Century Modern Extra Bold
Eames Century Modern Black

09
PHOTO & VIDEO USAGE

The logo should be utilized in the corner of least distraction in any photo, equidistant from both edges. The color logo should be used in light-colored areas of open space, and in any other instance the white logo should be used, particularly over areas of any pattern.

Video Bug
150px tall (at 1920x1080)
The bug should never be hidden by
the video player toolbars, top or bottom
Opacity: 80%

Full Overlay
(title slide and busy backgrounds)

PHOTO: DIANA DEROSA AND JENNIFER WOOD MEDIA, INC.

10 APPEARANCE

Horses should be healthy, happy, and with no violations in welfare or safety. Tack should be clean and appropriate to the breed or discipline.

People must wear helmets in accordance with the US Equestrian Federation rulebook.

11 CONTACT & INQUIRIES

For more information or for questions regarding the US Equestrian Brand, please contact:

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Candice McCown - *Creative Director*