



## USA WORKING EQUITATION LOGO AND BRAND GUIDELINES

Creating and adhering to guidelines for USA Working Equitation's (USAWE) logo usage and brand management is an important aspect of establishing how the organization will be represented. The benefit of a robust brand management strategy reaches far beyond simple logo usage, and will support clearer, stronger, and more effective external communications for the organization.

These guidelines are informational in nature and cannot cover all situations or circumstances. If there is any uncertainty regarding your intended usage, please contact USAWE for additional information and assistance.

### **USA Working Equitation Name:**

The organization's full name (USA Working Equitation) should be used in most written instances. The full name should appear in an initial reference in text documents or longer copy. If there are subsequent name references, USAWE may be used provided it was defined in parenthesis following the initial full name. Example: USA Working Equitation (USAWE). For print and graphic purposes (flyers, brochures, websites, etc.), the full name should appear at least once. In most cases, the logo also should be used. In some instances, such as smaller promotional items, it may not be feasible to display both the full name and logo. Consult with USAWE before ordering such items.

### **Official Logo Usage:**

The official USAWE logo consists of the three horse graphic, USAWE enclosed with stars, and the name USA Working Equitation. Sample below.



The logo always must be used in its entirety. Using pieces of the logo independently is not allowed. High resolution and quality imagery, as well as the proper proportions, are important and must be adhered to. To preserve the true logo colors and proportions, use an official image file whenever possible. This can be obtained from the USAWE Marketing Committee or Board of Director members. When recreating the logo for printing or other purposes, the specified color values are below and must be used. If there's an instance where these exact colors are not available, contact USAWE for alternate information before proceeding. The logo may be used in black and white form, with all elements of the logo in 100% black, or reversed with white on black. Grayscale treatment of the logo is discouraged, but may be used in some situations.



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### OFFICIAL COLOR PALETTE

#### BLUE

**Pantone: 2119C**

**RGB: 44 46 101**

**HEX/HTML: 2c2e65**

**CMYK: 100 96 0 32**

#### RED

**Pantone: 186C**

**RGB: 200 16 46**

**HEX/HTML: c8102e**

**CMYK: 0 100 80 5**

[Color values above are Pantone conversions. Value percentages will differ between the PANTONE Color Finder and the PANTONE Color Bridge Guides due to different standards for print and digital use. Other conversion applications also may vary.]

**Logo Users:**

The following individuals and groups are authorized to use the USAWE logo ***within the parameters of these guidelines*** for official organization business, promotions and communications. All other uses (e.g. for personal promotion) and other individuals/entities need USAWE approval.

USAWE Executive Committee Members  
USAWE Regional Directors  
USAWE Committee Chairs  
USAWE Licensed Shows and Sanctioned Events

USAWE Instructors (PI) may display the USAWE logo for training or promotion efforts, provided it is clearly specified they are a recognized

Affiliate Organizations: USAWE Affiliate Organizations with current status may use the USAWE logo to promote events and activities, provided it is clearly specified they are a USAWE Affiliate Organization.

**With prior approval**, the USAWE name and logo may be used to help promote the sport of working equitation at trade shows, non-USAWE horse shows, and other such events.

**When the use of the USAWE logo is not permitted:**

The USAWE logo may not be used for promoting non-USAWE sanctioned events, including schooling shows, clinics, and personal web pages/materials regardless of membership in the organization. Doing so implies USAWE approves your event or activity and assumes liability.

**Questions regarding usage of the USAWE official logo can be directed to:**

**marketing@usawe.org © 2021-2024 USA Working Equitation**