Brand Guide

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MISSION

USAWE's purpose is to promote the sport of Working Equitation through educational initiatives, community outreach, and the organization of Working Equitation competitions throughout the United States in a way that promotes the welfare of the horse and the practice of good horsemanship

02
VISION

VISION

To foster camaraderie and support the development of all athletes.

03

2025
Campaign

DISCOVER THE VERSATILITY OF WORKING EQUITATION

Enhance your horsemanship and develop a stronger partnership.

WE welcome all breeds, disciplines, horse and rider ages, and skill.

04

Logo Usage

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.

PRIMARY

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

All official USAWE activities must adhere to brand usage and guidelines by prominently displaying the full color logo. 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.

SPACING

0.4in

The Official USAWE 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 "W" in a given logo variation, and must remain so in proportion to the size of the logo or logotype used.

Width of logo: 2.25"

Minimum Sizing Requirements

In some cases, the Official logo may be used without the "USA WORKING EQUITATION" text. This is typically acceptable for very small logo applications, such as those at 30% size or smaller, often found on items like hats, ribbons, stickers, and website favicons.

NAME FORMALITY

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 COLOR

Primary

When recreating the logo for printing or other purposes, the specified color values on page 22 and must be used. If there's an instance where these exact colors are not available, contact USAWE for alternate information before proceeding.

Background Changes

LOGO COLORS

Black and White

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, please use the black and white logo when printing in black and white.

LOGO COLORS

In limited instances, a single-color or white logo may be used against a secondary color background.

Rare Occasions

05

Incorrect
Usage

INCORRECT USAGE

X   Do not alter the proportions.

X   Do not place a white box around the logo for use on a dark background. Use the correct logo found on page 13.

X   Do not use logo as watermark or transparency. Or add logo on top of a photo.

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

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

X   Do not use any effects on logo (E.x. drop shadow or bevel and emboss.)

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Region Logos

MAIN USAGE

Please note that these logos are designed for vertical use and will most likely be the more commonly used logo.

PROFILE USAGE

Please note that these logos are specifically designed for social media profile use. The use of region logos with round backgrounds is restricted to social media platforms only.

HORIZONTIAL LOGOS

 R1

 R2

 R3

 R4

 R5

 R6

 R7

Horizontial logos options are provided for banners, signage, and formats that require a landscape layout.

Full color, single color, and black and white versions of the logos will be available in the near future.

*Committee logos are currently a work in progress, however will have a similar layout and look to the region logos.

07
Colors

Katherine E

PRIMARY

Primary colors are the stars of a brand's visual identity. They are the core, most recognizable colors, consistently present and crucial for quick brand identification. Think of them as the main characters in a story.

CMYK: 100, 100, 25, 25
Hex: #262261
PMS: P2119C

CMYK: 0, 0, 0, 90
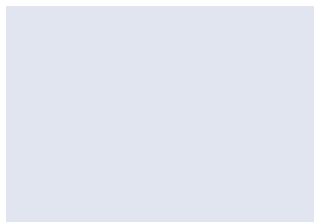HEX: #404041
PMS: P446C
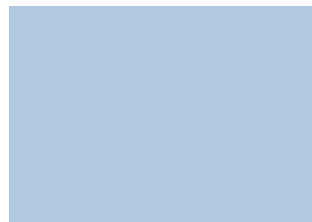
CMYK: 15, 100, 90, 10
Hex: #BE1E2D
PMS: P186C

CMYK: 0, 0, 0, 60
HEX: #808284
PMS: P4278C

SECONDARY

Secondary brand colors should complement, not compete with, the primary palette. Apply these colors sparingly as accents for key elements (e.g., calls to action, charts) or subtle backgrounds. Examples of correct usage are provided on page 26.

CMYK: 11, 7, 2, 0
HEX: #DFE4EE
PMS: 656 C

CMYK: 29, 13, 3, 0
HEX: #B1C9E3
PMS: 658 C

CMYK: 100, 96, 34, 48
HEX: #001047
PMS: 2768 C

CMYK: 26, 100, 91, 23
HEX: #991B26
PMS: 7628 C

08

Fonts

TYPEFACES

Promotional Typefaces

The following fonts have been selected for official use: Proxima Nova and Futura. These fonts should be used on Canva and Adobe Creative Suite, and for all external promotional materials. This is because these fonts are free without subscription to the services.

Proxima is allowed to be replaced with Helvetica for us in Newsletter (Canva: Helvetica Now Display).

PROXIMA NOVA

Proxima Nova - Light
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!?&

Proxima Nova - Regular
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!?&

Proxima Nova - Bold
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!?&

HELVETICA

Proxima Nova - Light
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!?&

Proxima Nova - Regular
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!?&

Proxima Nova - Bold
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!?&

FUTURA

Futura - Heavy
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!?&

Futura - Heavy Oblique/ ExtraBold
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!?&

TYPEFACES

Official Documentation Typefaces

Official USAWE fonts are Roboto and Times New Roman. Use these fonts consistently across all official documentation (internal and external), and internal communications.

ROBOTO

Roboto - Bold
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!?&

Roboto - Medium
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!?&

Roboto - Regular
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!?&

TIMES NEW ROMAN

Times New Roman - Bold
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!?&

Times New Roman - Regular
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!?&

TYPOGRAPHY HIERARCHY

Below are suggestions on how different weights should be used.

USAWE TITLES
Proxima Nova Bold
Minimum type size 20pt
Leading multiplier: 0.9

USAWE HEADLINES
Proxima Nova
Minimum type size 24pt
Leading multiplier: 0.6

USAWE Suheadlines
Proxima Nova Bold
Minimum type size 14pt
Leading multiplier: 1

USAWE Body Text
Proxima Nova Regular
Minimum type size 8pt
Leading multiplier: 1.16

Proxima Nova Black 48pt **Title**

Proxima Nova Light 36pt HEADLINE

Proxima Nova Bold 24pt **Subhead**

Proxima Nova Bold 16pt **PARAGRAPH SECTION**

Proxima Nova Medium 12pt Body Copy

Futura Heavy 24pt **123456789**

Futura Heavy Oblique 24pt *Quote Large*

Futura Heavy Oblique 10pt *Small Quote*

09
Photos and
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.

WINE COUNTRY CLASSIC
BROOKELOUISECREATIVE.COM

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Apperance

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

Competition photos must adhere to the rulebook requirements in effect at the time of publication.

The following individuals and groups are permitted to use the USAWE logo within the parameters of these guidelines for all 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 Recognized Professional Instructors (PI) may display the USAWE logo for training or promotion efforts, provided it is clearly specified they are a Recognized Professional Instructor.

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 through Marketing and Promotions Committee, 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