

STYLE GUIDE

FEBRUARY 2009



EQUESTRIAN
AUSTRALIA

WELCOME

This guide contains specific standards and instructions for representing Equestrian Australia in all forms of written, printed and electronic communications whether for internal or external use. Adherence to these standards is mandatory and should not be interpreted as mere suggestion.

The objective is to build a strong Equestrian Australia brand identity. Consistent application of standards contained in this document will help us achieve that goal.

Specifications have been defined for Equestrian Australia and apply correspondingly to its Branches and disciplines/sports.

At Equestrian Australia, our identity is an extremely valuable asset. Our appearance on screen, in print, at events and digitally, forms our public face. Together these brand applications influence the way we are perceived by the National Federations, organisers, sponsors, riders, the media and the public. We aim to maximise the impact and the value of our identity by presenting a professional and consistent public face that is strongly and uniquely Equestrian Australia's.

These guidelines are your tool for using the Equestrian Australia identity in a broad range of applications. They contain the design controls and examples of their application which will both inspire and help you to achieve the required level of consistency. The key lies in 'consistent flexibility' – giving you the tools to create what you need whilst remaining true to the values of the Equestrian Australia brand.

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I EQUESTRIAN AUSTRALIA BRAND



EQUESTRIAN
AUSTRALIA

I.0 THE BRAND MARK

A sleek, modern and fresh approach to the silhouette of a horse head and map of Australia.

Ochre, gold and navy have been used as a modern take on Australian colours.

Using stylised, boomerang-like shapes, this logo has qualities that project the organisation as:

- Precise
- Streamlined
- Effective
- Striving for excellence

The Equestrian Australia logo is made up of the symbol and logotype. These two elements should always appear together and only in one of the formats provided in this manual.

Whenever possible, this is the preferred logo and must be used in its entirety and on a clean white background.

Master artwork is to be used for the reproduction of all elements.

ORIGINAL LOGO

Symbol



Logotype

EQUESTRIAN
AUSTRALIA

LANDSCAPE LOGO

This version of the logo has been created for unique instances where the original logo will not fit.

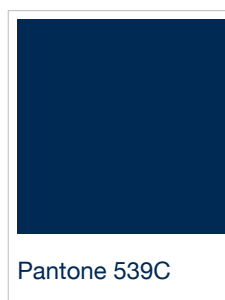
Whenever possible, the original logo is the preferred option.



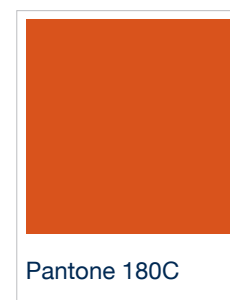
I.I COLOUR APPLICATION PRIMARY

Our specified colours are Pantone 539C (Navy),
Pantone 180C (Ocre) and Pantone 124C (Gold).

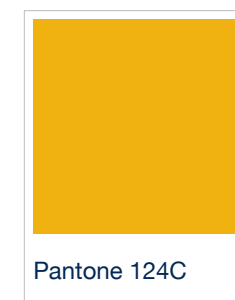
When using these colours for 4 colour (CMYK)
reproduction or for the web, please use the
appropriate breakdown in the code to the right.



C. 100
M. 49
Y. 0
K. 70
WEB. 002942



C. 0
M. 79
Y. 100
K. 11
WEB. c13832



C. 0
M. 28
Y. 100
K. 6
WEB. ecac00

I.2 COLOUR APPLICATION SECONDARY

In those cases where the logo cannot be applied in its primary colour, it should be used in solid black. Both positive and negative versions are allowed. However the positive version is preferred.

The logo can also appear reversed on each of the primary colours as a background, when required.

Master artwork is to be used for the reproduction of all elements.



Positive



Mono



Reversed mono



Reversed navy (PMS 539)



Reversed ocre (PMS 180)



Reversed gold (PMS 124)

I.3 USE ON BACKGROUNDS

When absolutely necessary, the Equestrian Australia logo may appear on backgrounds such as the examples on this page. However, you **MUST** use the preferred logos wherever possible.



All white logo on dark, solid or complex background where the blue of the logo would be hard to see



All black logo on light, solid or complex background where the blue of the logo would clash

I.4 CLEAR SPACE

The Equestrian Australia brand mark must be surrounded by adequate clear space.

The clear space is the distance allowed between the brand mark and other elements such as typography, illustrations, other marks, or the trim edge of a printed item.

The minimum clearance between the logo and other elements should be one times the 'x' height of the typeface.

The grid construction on this page is for reference purposes only, and no attempt should be made to reproduce the brand mark from this grid.



I.5 INCORRECT LOGO USAGE

The Equestrian Australia logo should never be modified or applied to unspecified backgrounds. On this page are some examples of what NOT to do.

Please adhere to the logo usage on previous pages.



Do not distort the logo in any way



Do not change opacity or tint of logo



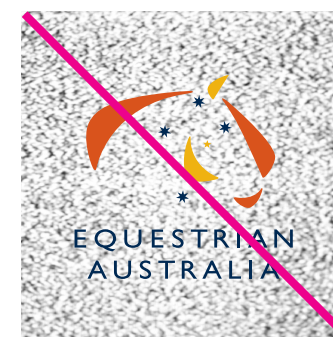
Do not place logo on non complimentary backgrounds or those with low contrast



Do not tilt the logo



Never use a drop shadow



Do not place the logo on backgrounds where it will become lost

I.6 MINIMUM SIZE REQUIREMENTS

ORIGINAL LOGO

The Equestrian Australia logo may not be reproduced on printed material any smaller than set out on this page.

The original logo must not be smaller than 16mm wide in any usage.

The landscape logo not be smaller than 32mm wide in any usage.



LANDSCAPE LOGO



I.7 TYPOGRAPHIC APPLICATION

Standardising on a single set of typefaces creates a consistent and cohesive image for Equestrian Australia for use in all brand correspondence.

The typeface for titles, headlines and subheads in printed material should be Gill Sans in all its weights and versions. The typeface for body or paragraph copy should be Arial or Arial Italic. However, in cases where the suggested font isn't legible on certain backgrounds e.g.. small point size of Gill Sans reversed on a black background, an alternate font from this guide may be used.

All capital letters is suggested for major headings.

When using fonts for web, you should use a font from the Arial family. Arial is a web safe font and will maintain the Brand cohesion as close as possible.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Arial Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gill Sans Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Gill Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Gill Sans Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

I.8 APPLICATIONS

The following pages contain examples of Equestrian Australia design collateral.

They are for reference purposes only, and no attempt should be made to reproduce them.

Master artwork is to be used for the reproduction of all elements.

When creating new artwork, the following examples should be used as a guide and should influence your design.

I.8.0 LETTERHEAD

Technical specifications

A4 (210mm x 297mm) portrait paper size.

Design elements

Equestrian Australia logo, address and sponsor logos.

Typography

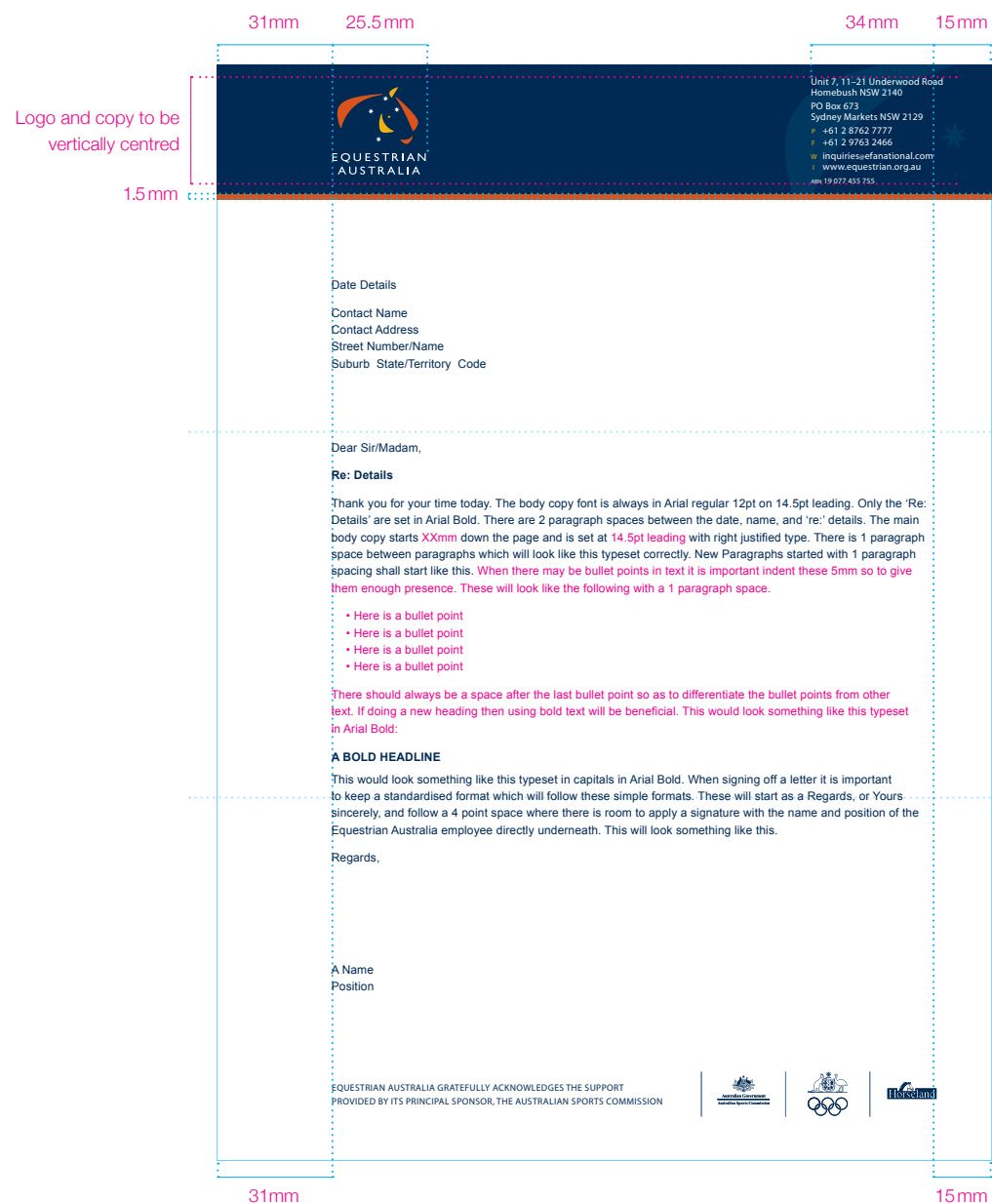
Refer to body copy in example to the right.

Notes

Never replace corporate fonts with fonts that appear similar.

Master artwork must be used for reproduction of all elements.

The example shown is not actual size.



I.8.1 PRESS RELEASE

Technical specifications

A4 (210mm x 297mm) portrait paper size.

Design elements

Equestrian Australia logo, address and sponsor logos.

Typography

Refer to body copy in example to the right.

Notes

Never replace corporate fonts with fonts that appear similar.

Master artwork must be used for reproduction of all elements.

The example shown is not actual size.



I.8.2 WITH COMPLIMENTS / ENVELOPE

Technical specifications

With compliments – DL 210mm x 99mm paper size.

Envelope – 220mm x 110mm paper size.

Design elements

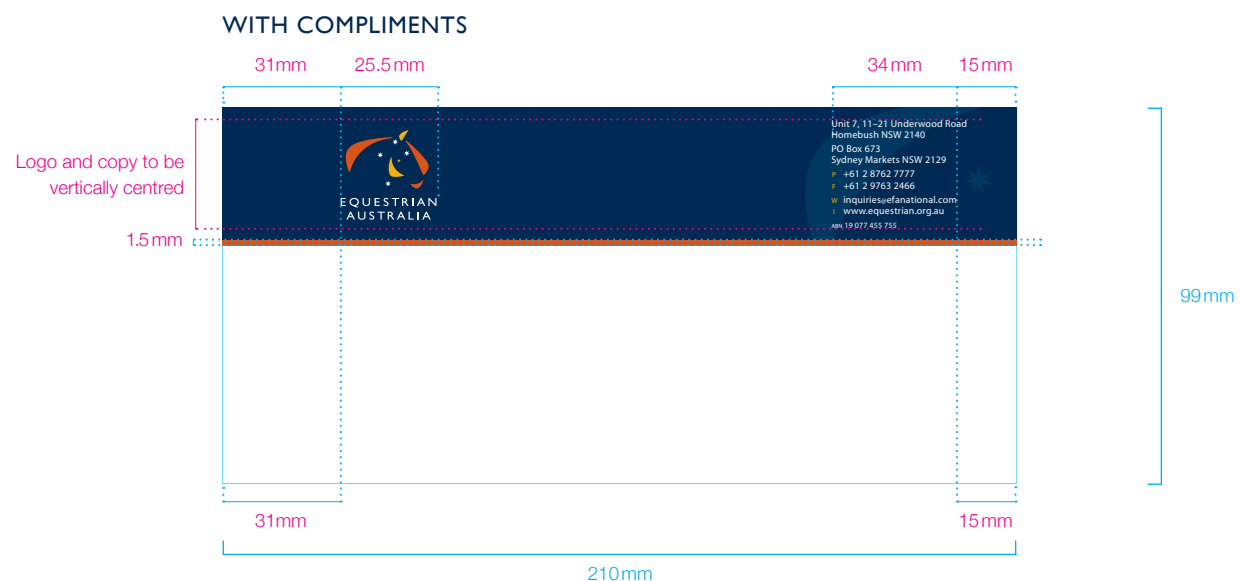
Equestrian Australia logo and contact details.

Notes

Never replace corporate fonts with fonts that appear similar.

Master artwork must be used for reproduction of all elements.

The example shown is not actual size.



I.8.3 BUSINESS CARD – LANDSCAPE

Technical specifications

88mm x 50mm landscape paper size.

Design elements

Equestrian Australia logo, ocre strip, contact details, tinted detail and The Equestrian Australia Vision.



Notes

Never replace corporate fonts with fonts that appear similar.

Master artwork must be used for reproduction of all elements.

The example shown is actual size.



I.8.4 BUSINESS CARD – PORTRAIT

Technical specifications

88mm x 50mm landscape paper size.

Design elements

Equestrian Australia logo, ocre strip, contact details, tinted detail and The Equestrian Australia Vision.

Notes

Never replace corporate fonts with fonts that appear similar.

Master artwork must be used for reproduction of all elements.

The example shown is actual size.



I.8.5 BANNERS – LANDSCAPE

Xxxxxx



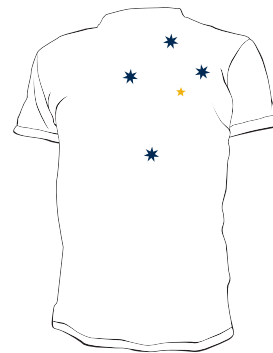
I.8.6 BANNERS – PORTRAIT

Xxxxxx



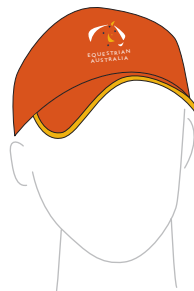
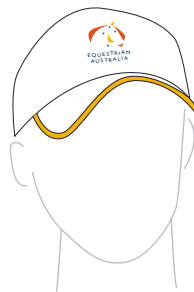
I.8.7 UNIFORMS

Xxxxxx



I.8.7 UNIFORMS

Xxxxxx



I.8.8 PIN

Xxxxxx

I.8.9 TIE

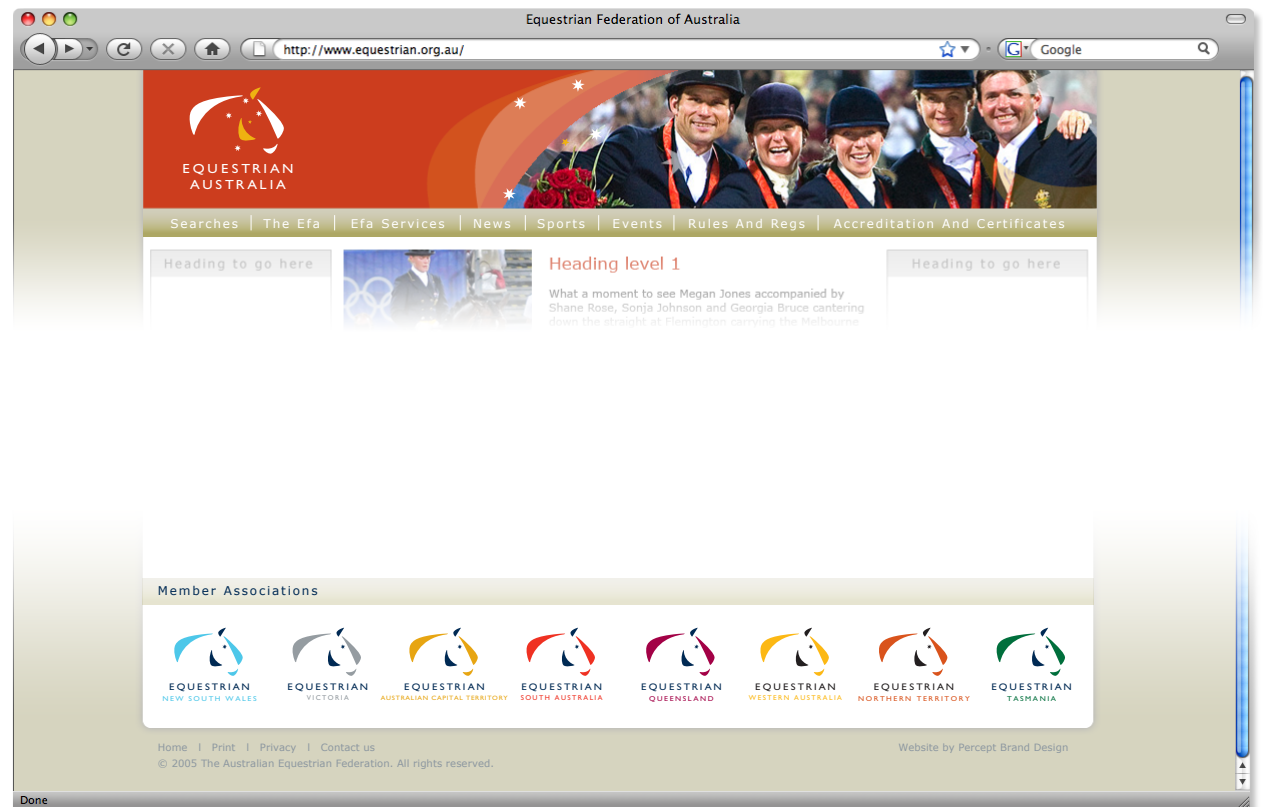
Xxxxxx

I.8.10 SCARF

Xxxxxx

I.8.II WEB

Xxxxxx



I.8.12 CERTIFICATE

Xxxxxx

I.8.13 AWARD

Xxxxxx

2 EQUESTRIAN AUSTRALIA BRANCH SPECIFIC



EQUESTRIAN
AUSTRALIA



EQUESTRIAN
NEW SOUTH WALES



EQUESTRIAN
VICTORIA



EQUESTRIAN
AUSTRALIAN CAPITAL TERRITORY



EQUESTRIAN
SOUTH AUSTRALIA



EQUESTRIAN
QUEENSLAND



EQUESTRIAN
WESTERN AUSTRALIA



EQUESTRIAN
NORTHERN TERRITORY



EQUESTRIAN
TASMANIA

2.0 THE BRAND MARK

An identity has been created for each State Branch. They are based on the Equestrian Australia logo itself and will leverage its exposure and recognition.

They omit the full Southern Cross as they are used within Australia. Only the eye was retained.

A decision was made to use 2 colours for the State logos. For design consistency, the lighter colour is used on the 'outside' of the logo (including the Tasmanian lip) and for the name of the State/Territory. The darker colour is used for the 'top end' (ear), the cheek/chest in the centre and the word 'Equestrian'.

The lighter colour was chosen by each State, while the darker colour is either navy or black, matching in most cases one of the other State colours.



2.1 COLOUR APPLICATION PRIMARY

To allow differentiation between the Branches, a State/Territory specific colour has been attributed to each of them. These colours should be used as their primary Branch colour.

When using these colours for 4 colour (CMYK) reproduction or for the web, please use the appropriate breakdown in the code to the right.

	BRANCH COLOUR		EQUESTRIAN	
EQUESTRIAN VICTORIA		Pantone 430C C. 5 M. 0 Y. 0 K. 45 WEB. 828a8f		Pantone 539C C. 100 M. 49 Y. 0 K. 70 WEB. 002942
EQUESTRIAN NEW SOUTH WALES		Pantone 2985C C. 59 M. 0 Y. 6 K. 0 WEB. 55c5e9		Pantone 539C C. 100 M. 49 Y. 0 K. 70 WEB. 002942
EQUESTRIAN QUEENSLAND		Pantone 202C C. 0 M. 100 Y. 61 K. 43 WEB. 872434		Pantone 539C C. 100 M. 49 Y. 0 K. 70 WEB. 002942
EQUESTRIAN WESTERN AUSTRALIA		Pantone 130C C. 0 M. 30 Y. 100 K. 0 WEB. f4aa00		Black C. 0 M. 0 Y. 0 K. 100 WEB. 000000
EQUESTRIAN NORTHERN TERRITORY		Pantone 180C C. 0 M. 79 Y. 100 K. 11 WEB. c13832		Black C. 0 M. 0 Y. 0 K. 100 WEB. 000000
EQUESTRIAN TASMANIA		Pantone 349C C. 100 M. 0 Y. 91 K. 42 WEB. 00693e		Pantone 539C C. 100 M. 49 Y. 0 K. 70 WEB. 002942
EQUESTRIAN SOUTH AUSTRALIA		Pantone 1795C C. 0 M. 94 Y. 100 K. 0 WEB. d3222a		Pantone 539C C. 100 M. 49 Y. 0 K. 70 WEB. 002942
EQUESTRIAN AUSTRALIAN CAPITAL TERRITORY		Pantone 131C C. 0 M. 32 Y. 100 K. 9 WEB. d28e00		Pantone 539C C. 100 M. 49 Y. 0 K. 70 WEB. 002942

2.2 COLOUR APPLICATION SECONDARY

In those cases where the logo cannot be applied in its primary colour, it should be used in solid black. Both positive and negative versions are allowed. However the positive version is preferred.

The logo can also appear reversed on each of the primary colours as a background, when required.

Master artwork is to be used for the reproduction of all elements.



Positive



Mono



Reversed mono



Reversed Branch colour



PMS 2985



PMS 202



PMS 130



PMS 180



PMS 349



PMS 131



PMS 1795

2.3 LETTERHEAD

Technical specifications

A4 (210mm x 297mm) portrait paper size.

Design elements

Relevant Equestrian Branch logo, Branch specific colour strip, contact details and sponsor logos.

Typography

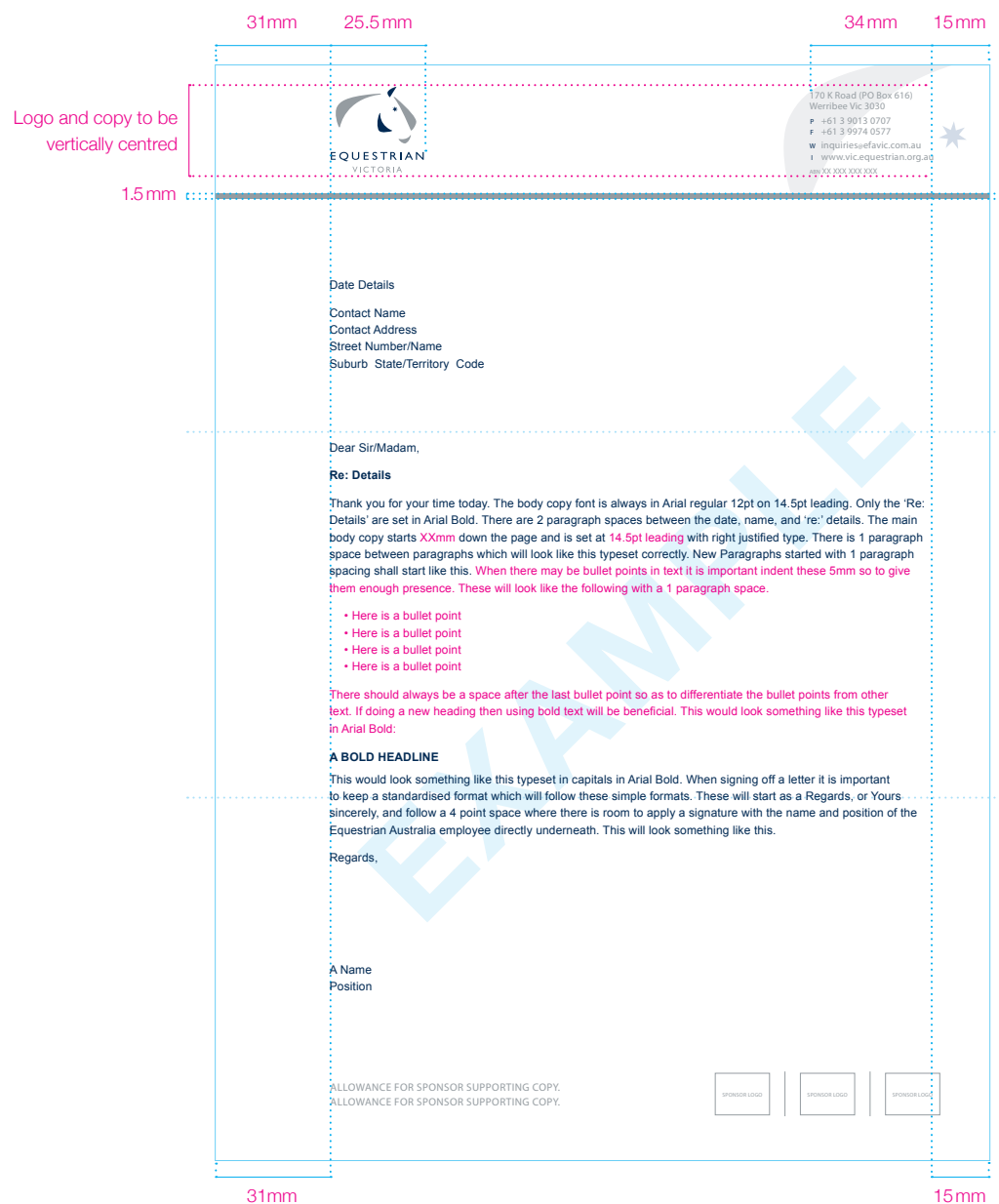
Refer to body copy in example to the right.

Notes

Never replace corporate fonts with fonts that appear similar.

Master artwork must be used for reproduction of all elements.

The example shown is not actual size.



2.4 WITH COMPLIMENTS / ENVELOPE

Technical specifications

With compliments – DL 210mm x 99mm paper size.

Envelope – 220mm x 110mm paper size.

Design elements

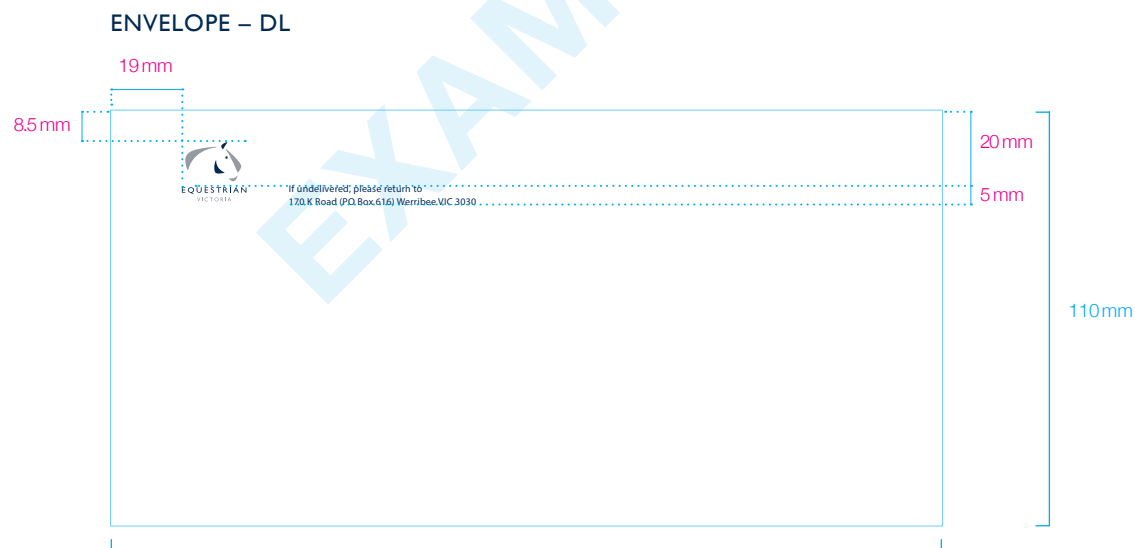
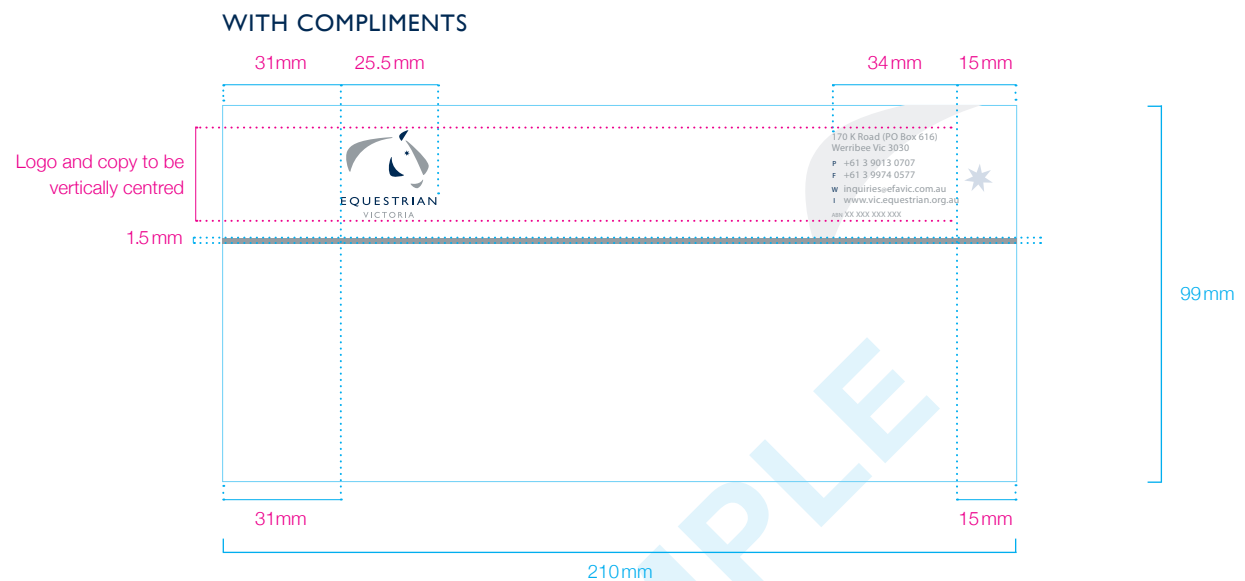
Relevant Equestrian Branch logo, Branch specific colour strip and contact details.

Notes

Never replace corporate fonts with fonts that appear similar.

Master artwork must be used for reproduction of all elements.

The example shown is not actual size.



2.4 BUSINESS CARD – LANDSCAPE

Technical specifications

88mm x 50mm landscape paper size.

Design elements

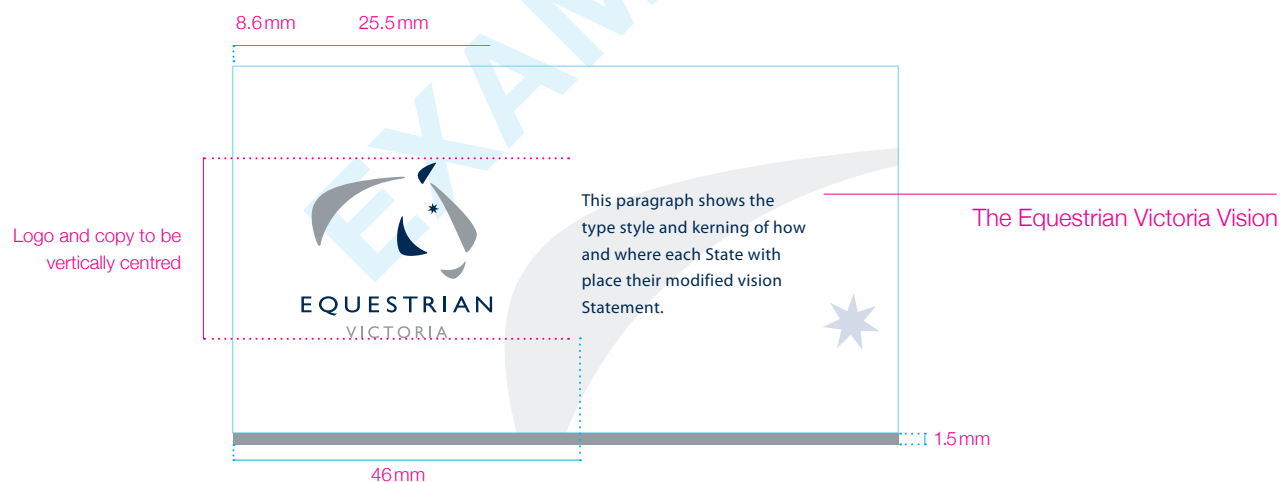
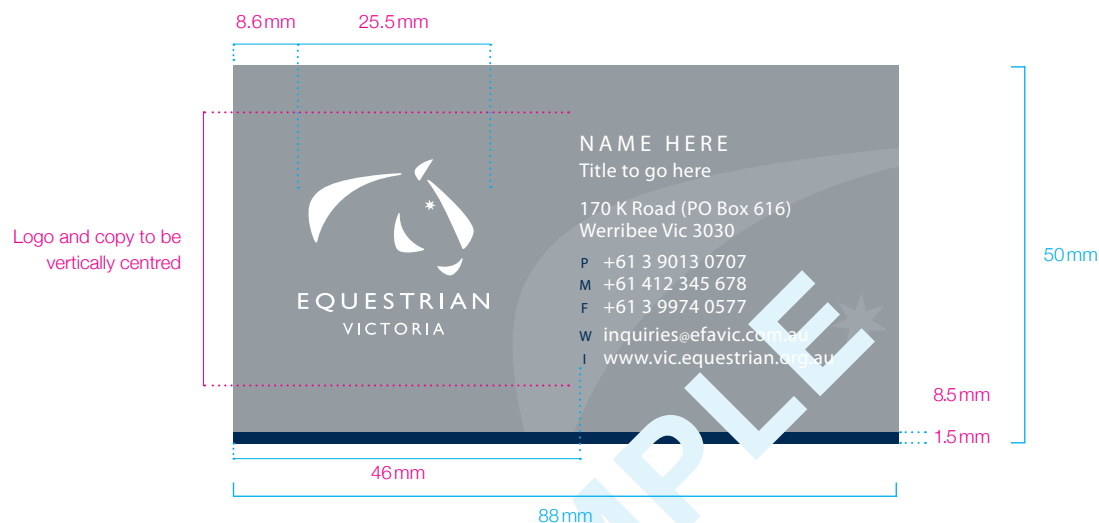
Equestrian Australia Branch logo. Logo, ocre strip, contact details, tinted detail and The Equestrian Australia Vision. Equestrian Australia Vision or Branch equivalent is optional.

Notes

Never replace corporate fonts with fonts that appear similar.

Master artwork must be used for reproduction of all elements.

The example shown is actual size.



2.6 BUSINESS CARD – PORTRAIT

Technical specifications

88mm x 50mm landscape paper size.

Design elements

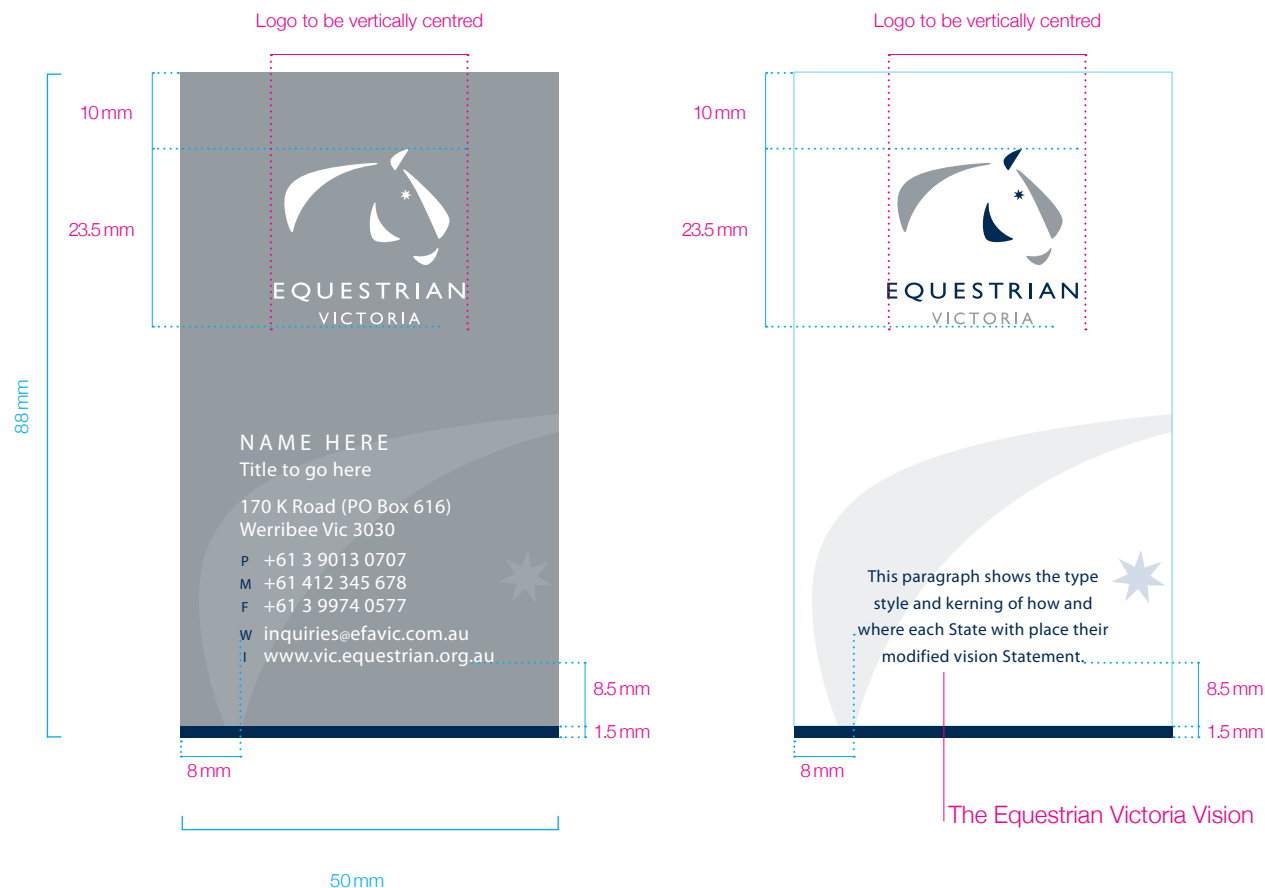
Equestrian Australia Branch logo. Logo, ocre strip, contact details, tinted detail and The Equestrian Australia Vision. Equestrian Australia Vision or Branch equivalent is optional.

Notes

Never replace corporate fonts with fonts that appear similar.

Master artwork must be used for reproduction of all elements.

The example shown is actual size.



3 EQUESTRIAN AUSTRALIA DISCIPLINE/SPORT SPECIFIC



3.0 THE BRAND MARK – NATIONAL DISCIPLINE/SPORTS

To allow differentiation in communication for the different National disciplines, a distinct colour has been attributed to each of them.



Please note: Show Horse is used for all States/ Territories except in NSW where it will be Saddlehorse.



3.0 THE BRAND MARK – NATIONAL DISCIPLINE/SPORTS

To allow differentiation in communication for the different Branch disciplines, a distinct colour has been attributed to each of them.

These are the same colours used for National disciplines.




Please note: Show Horse is used for all States/ Territories except in NSW where it will be Saddlehorse.



3.1 COLOUR APPLICATION

When using these colours for 4 colour (CMYK) reproduction or for the web, please use the appropriate breakdown in the code to the right.

Please note: Show Horse is used for all States/Territories except in NSW where it will be Saddlehorse.

JUMPING		Pantone 202C C. 0 M. 100 Y. 61 K. 43 WEB. 872434
DRESSAGE		Pantone 294C C. 100 M. 58 Y. 0 K. 21 WEB. 003479
EVENTING		Pantone 555C C. 75 M. 0 Y. 60 K. 55 WEB. 226b49
DRIVING		Pantone 613C C. 0 M. 4 Y. 100 K. 30 WEB. b19b00
ENDURANCE		Pantone 124C C. 0 M. 28 Y. 100 K. 6 WEB. ecac00
VAULTING		Pantone 659C C.55 M. 30 Y. 0 K. 0 WEB. 6e99d4
REINING		Pantone Warm Gray 9 C C. 0 M. 11 Y. 20 K. 47 WEB. 837870
PARA-EQUESTRIAN		Pantone 7413C C. 0 M. 53 Y. 100 K. 4 WEB. d97a23
SHOW HORSE (SADDLEHORSE – NSW)		Pantone Red 032C C. 0 M. 90 Y. 86 K. 0 WEB. f32837

4 AUSTRALIAN EQUESTRIAN TEAM



4.0 THE BRANDMARK

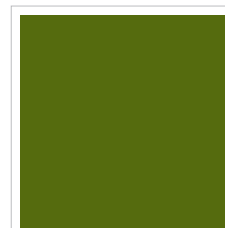
Xxxx



4.I COLOUR APPLICATION – PRIMARY

Our specified colours are Pantone 378 C (olive green) Pantone and Pantone 124C (gold).

When using these colours for 4 colour (CMYK) reproduction or for the web, please use the appropriate breakdown in the code to the right.



Pantone 379C

C. x
M. x
Y. x
K. x

WEB. x



Pantone 124C

C. x
M. x
Y. x
K. x

WEB. x

4.2 COLOUR APPLICATION – SECONDARY

In those cases where the logo cannot be applied in its primary colour, it should be used in solid black. Both positive and negative versions are allowed. However the positive version is preferred.

The logo can also appear reversed on each of the primary colours as a background, when required.

Master artwork is to be used for the reproduction of all elements.

Positive



Reversed navy (PMS 378)

Mono



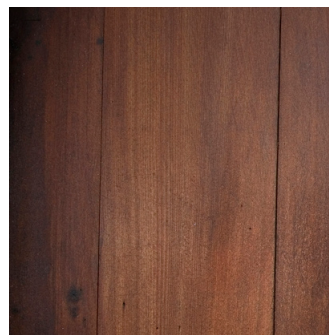
Reversed gold (PMS 124)

Reversed mono



4.3 USE ON BACKGROUNDS

When absolutely necessary, the Equestrian Australia logo may appear on backgrounds such as the examples on this page. However, you **MUST** use the preferred logos wherever possible.



All white logo on dark, solid or complex background where the blue of the logo would be hard to see



All black logo on light, solid or complex background where the blue of the logo would clash

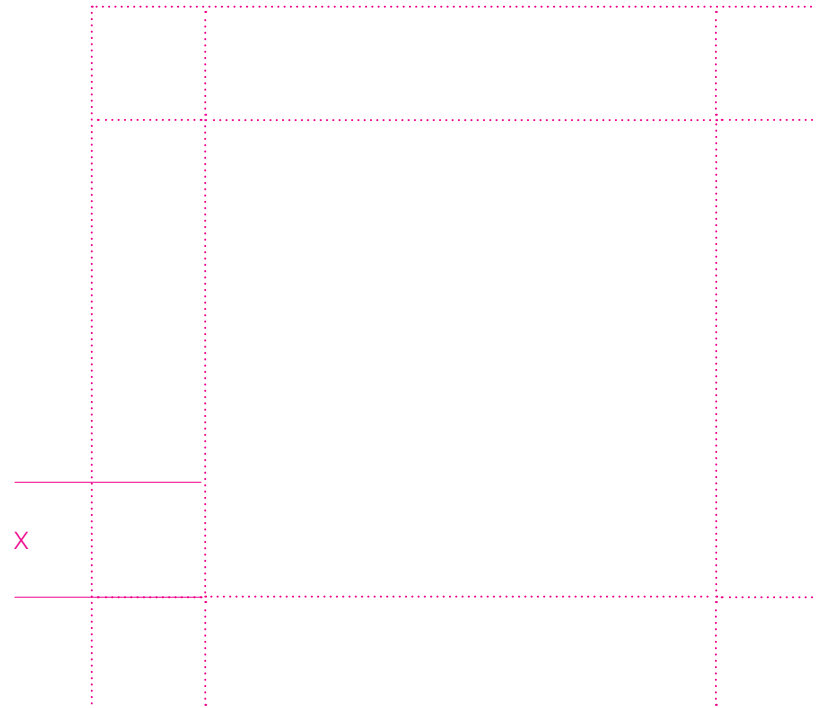
4.4 CLEARANCE AREA

The Australia Equestrian Team brand mark must be surrounded by adequate clear space.

The clear space is the distance allowed between the brand mark and other elements such as typography, illustrations, other marks, or the trim edge of a printed item.

The minimum clearance between the logo and other elements should be one times the 'x' height of the typeface.

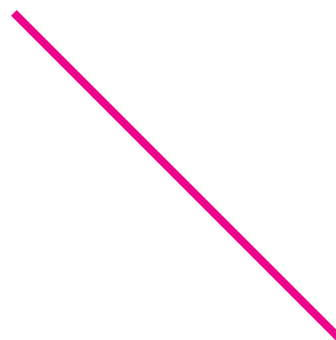
The grid construction on this page is for reference purposes only, and no attempt should be made to reproduce the brand mark from this grid.



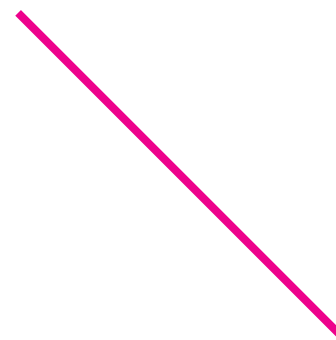
4.5 INCORRECT LOGO USAGE

The Australia Equestrian Team logo should never be modified or applied to unspecified backgrounds. On this page are some examples of what NOT to do.

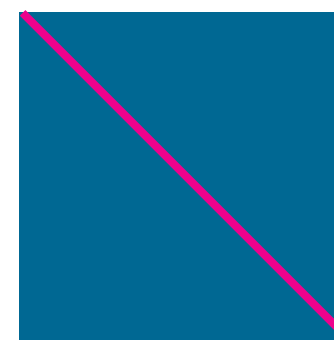
Please adhere to the logo usage on previous pages.



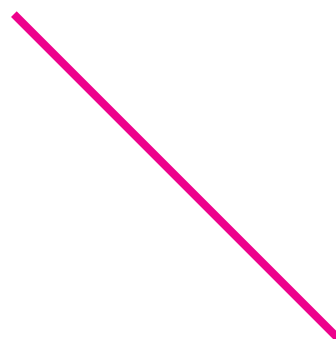
Do not distort the logo in any way



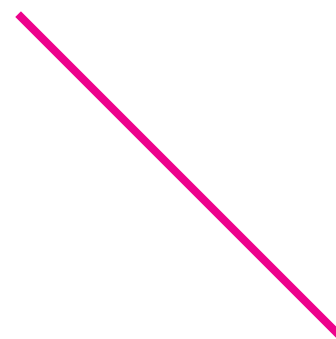
Do not change opacity or tint of logo



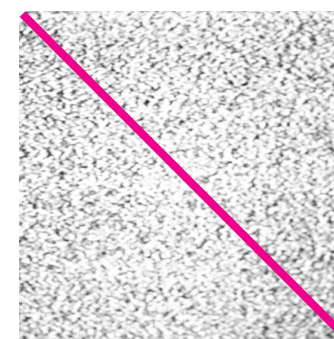
Do not place logo on non complimentary backgrounds or those with low contrast



Do not tilt the logo



Never use a drop shadow



Do not place the logo on backgrounds where it will become lost

4.6 MINIMUM SIZE REQUIREMENT

The Equestrian Australia logo may not be reproduced on printed material any smaller than set out on this page.

The logo must not be smaller than xxmm wide in any usage.



4.7 PIN

Xxxx

STYLE GUIDE CONTACT

HEAD OFFICE

Chief Executive Officer

PO Box 673
Sydney Markets NSW 2129

T +61 2 8762 7777

E franz@efanational.com

DESIGNED AND PRODUCED BY PERCEPT - www.percept.com.au

