



Logo guidelines

Equestrian Australia makes the NCAS logo freely available to all current EA NCAS accredited coaches.

EA accredited coaches are encouraged to make use of this free resource by using it to promote their coaching services.

Please note EA offers the NCAS logo to accredited coaches in good faith and strictly for the use of the promotion of NCAS coaching services. Ownership of the logo remains with EA and as such EA can revoke this permission at any time.

When the logo is used the following guidelines should be adhered to:

- The EA NCAS logo is strictly for the use of current and accredited EA NCAS coaches and must only be used to promote their coaching services
- The logo must not be used in conjunction with business names or logos that imply EA's endorsement of such business or brand
- The logo must not be used on products intended for sale
- The logo should be used as it appears – it should not be modified or cropped. The logo must not appear without the supporting text and the colour of the logo may not be altered
- If using the landscape logo it should always be greater than 32 mm in width; when using the portrait version it should appear greater than 16 mm in width
- An adequate amount of clear space and text or other graphics should surround the logo.

EA NCAS accredited coaches are welcome to use the logo in a variety of settings, including but not limited to:

- Flyers
- Signage – posters; banners
- Clothing – t-shirts; caps
- Website
- Email signature
- Stationary

You have been provided with two formats of logos: JPG and EPS. You will receive both portrait and landscape versions as well colour and black & white varieties.

The jpg version can be used for web based promotions and low print quality resources (ie. promotional material that will be printed from a standard office or home printer). The eps and pdf versions are best for high quality (offset) printing and are files that would be required by a designer.

COLOURS

If you wish to match your designs with EA's colour palette, you may wish to use the following colours:

Pantone 539C
C.100 M.49 Y.0 K.70

Pantone 124C
C.0 M. 28 Y.100 K.6

Pantone 180C
C.0 M.79 Y.100 K.11

EA would appreciate copies or images of any promotions or resources that feature the EA NCAS logo. Please feel free to send these to info@equestrian.org.au or to PO Box 673, Sydney Markets NSW 2129.



FONTS

For titles, headlines and subheads EA uses Gill Sans. For body or paragraph copy Arial is used.

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