STYLE GUIDE

MARCH 2009

EQUESTRIAN
AUSTRALIA

WELCOME

This guide contains specific standards and instructions for representing Equestrian Australia in all forms of written, printed and electronic communications 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.

I EQUESTRIAN AUSTRALIA BRAND

EQUESTRIAN
AUSTRALIA

1.0 THE BRAND MARK

The Equestrian Australia brand mark is 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 interpretation of 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

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.

1.1 COLOUR APPLICATION PRIMARY

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

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

EQUESTRIAN
AUSTRALIA

Pantone 539	Pantone 180	Pantone 124

C.	100	C.	0	C.	0
M.	49	M.	79	M.	28
Y.	0	Y.	100	Y.	100
K.	70	K.	11	K.	6
WEB.	002b54	WEB.	d9531e	WEB.	eeb111

1.2 COLOUR APPLICATION SECONDARY

In those cases where the logo cannot be applied in its primary colour, it can 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 ochre (PMS 180)

Reversed gold (PMS 124)

1.3 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 colour logo would be hard
to see.

All black logo on light, solid or
complex background where
the colour logo would be hard
to see.

1.4 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 shown here.

X

X

EQUESTRIAN
AUSTRALIA

X

Where X is the height of the logotype

1.5 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

Do not use a drop shadow

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

1.6 MINIMUM SIZE REQUIREMENTS

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 less than 16mm wide in any usage.

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

ORIGINAL LOGO

16 mm

LANDSCAPE LOGO

32 mm

1.7 TYPOGRAPHIC APPLICATION

Standardising 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.

Use of 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 brand cohesion.

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

1.8 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
from this document.

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 to inspire
and influence your design.

1.8.0 LETTERHEAD

TECHNICAL SPECIFICATIONS

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

DESIGN ELEMENTS

Equestrian Australia logo, contact details
and sponsor logos.

TYPOGRAPHY

Refer to body copy in example to the right
as a guide.

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.

An electronic version has been supplied and
can be found in the digital library.

31mm   25.5 mm   34 mm   15 mm

Logo and copy to be
vertically centred

1.5 mm

Unit 7, 11–21 Underwood Road
Homebush NSW 2140
PO Box 673
Sydney Markets NSW 2129
P +61 2 8762 7777
F +61 2 9763 2466
E info@efanational.com
I www.equestrian.org.au
ABN 19 077 455 755

EQUESTRIAN
AUSTRALIA

Date Details

Contact Name
Contact Address
Street Number/Name
Suburb State/Territory Code

Dear Sir/Madam,

Re: Details

Thank you for your time today. The body copy uses the style "Normal" for all standard text. It is set to use
Arial regular 9pt on 13pt leading. The 'Normal' style is used for the date, contact name & address, "Dear Sir/
Madam" and the from name.

As seen above and below, the 'Re: Details' use the style "Heading 1" which is set in Arial Bold. Between the
date details and address allow for one full return. Between the address and "Dear Sir/Madam" allow two full
returns.

When typeset correctly, the paragraphs should have a 6pt space after them which should look like this. This
setting is already included in the 'Normal' styling. Bullets are styled using the "Bullets" styling. This includes
a 5 mm indent and the same spacing before and after as the standard paragraphs. These will look like the
following:

• Here is a bullet point
• Here is a bullet point
• Here is a bullet point
• Here is a bullet point

Any new headings should use the 'Heading 1' styling. This would look something like this typeset in Arial
Bold:

A BOLD HEADLINE

When signing off a letter it is important to keep a standardised format which will follow these simple formats.
These will start as a Regards, or Yours sincerely which is styled in 'Regards'. This style features a 20pt
space before and a 60pt space after. The space between "Regards," and "A Name" is where the signature is
signed. The name & position is styled in 'Normal'. It will look something like this.

Regards,

A Name
Position

EQUESTRIAN AUSTRALIA GRATEFULLY ACKNOWLEDGES THE SUPPORT
PROVIDED BY ITS PRINCIPAL SPONSOR, THE AUSTRALIAN SPORTS COMMISSION

Australian Government
Australian Sports Commission

31mm   15mm

1.8.1 PRESS RELEASE

TECHNICAL SPECIFICATIONS

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

DESIGN ELEMENTS

Equestrian Australia logo, contact details
and sponsor logos.

TYPOGRAPHY

Refer to body copy in example to the right
as a guide.

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.

An electronic version has been supplied and
can be found in the digital library.

31mm   25.5mm   34mm   15mm

Logo and copy to be
vertically centred

1.5mm

Unit 7, 11–21 Underwood Road
Homebush NSW 2140
PO Box 673
Sydney Markets NSW 2129
P +61 2 8762 7777
F +61 2 9763 2466
E info@efanational.com
I www.equestrian.org.au
ABN 19 077 455 755

PRESS RELEASE

13 January 2009

AYOF Equestrian Teams
meet their mounts

Today the Equestrian competitors participating in the 2009 Australian Olympic
Youth Festival rode their borrowed horse for the first time.

It was the first day of three days of familiarsation for the riders and their new
competition partners. Competition will begin on Friday. "It went well today",
said AYOF Jumping coordinator Edwena Mitchell, "we have a really good group
of horses here and we have been careful that each team gets horses of similar
standard."

Today the Equestrian competitors participating in the 2009 Australian Olympic
Youth Festival rode their borrowed horse for the first time.

It was the first day of three days of familiarsation for the riders and their new
competition partners. Competition will begin on Friday.

"It went well today", said AYOF Jumping coordinator Edwena Mitchell, "we have
a really good group of horses here and we have been careful that each team
gets horses of similar standard."

For further information and photos, please contact:

Nicky Turner – Publicity & Promotions Officer (02) 8762 7777 or after hours on 0404 496 182
nicky_turner@efanational.com

EQUESTRIAN AUSTRALIA GRATEFULLY ACKNOWLEDGES THE SUPPORT
PROVIDED BY ITS PRINCIPAL SPONSOR, THE AUSTRALIAN SPORTS COMMISSION

Australian Government
Australian Sports Commission

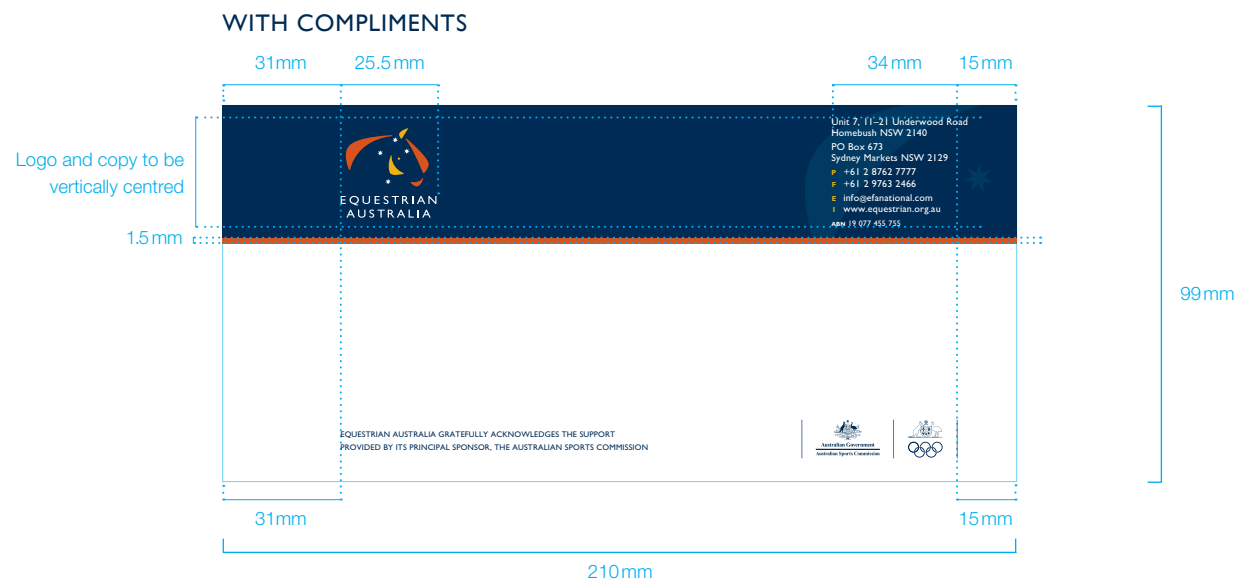31mm   15mm

1.8.2 WITH COMPLIMENTS / ENVELOPE

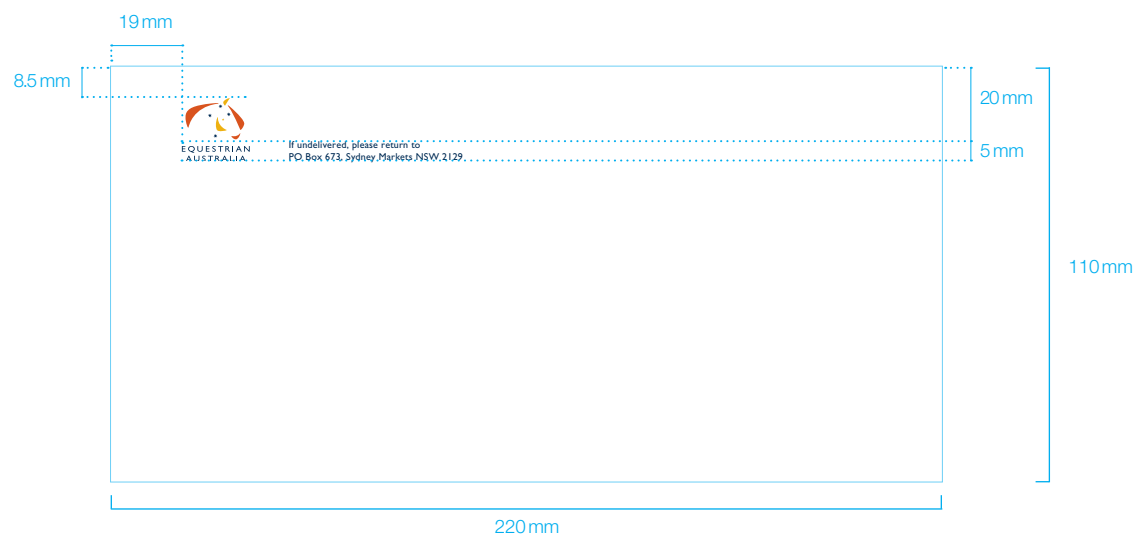## TECHNICAL SPECIFICATIONS

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.

WITH COMPLIMENTS

31mm 25.5mm 34mm 15mm

Logo and copy to be vertically centred

Unit 7, 11–21 Underwood Road
Homebush NSW 2140
PO Box 673
Sydney Markets NSW 2129
P +61 2 8762 7777
F +61 2 9763 2466
E info@efanational.com
I www.equestrian.org.au
ABN 19 077 455 755

EQUESTRIAN AUSTRALIA

1.5mm

99mm

EQUESTRIAN AUSTRALIA GRATEFULLY ACKNOWLEDGES THE SUPPORT
PROVIDED BY ITS PRINCIPAL SPONSOR, THE AUSTRALIAN SPORTS COMMISSION

31mm 15mm

210mm

ENVELOPE – DL

19mm

8.5mm

EQUESTRIAN AUSTRALIA

If undelivered, please return to
PO Box 673, Sydney Markets NSW 2129

20mm

5mm

110mm

220mm

1.8.3 BUSINESS CARD – LANDSCAPE

TECHNICAL SPECIFICATIONS

88mm x 50mm landscape paper size.

DESIGN ELEMENTS

Equestrian Australia logo, contact details
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.

8.6mm   25.5mm

Logo and copy to be
vertically centred

NAME HERE
Title to go here

Unit 7, 11–21 Underwood Road
Homebush NSW 2140

PO Box 673
Sydney Markets NSW 2129

P +61 2 8762 7777
M +61 412 345 678
F +61 2 9763 2466

E namehere@efanational.com
I www.equestrian.org.au

EQUESTRIAN
AUSTRALIA

50mm

8.5mm
1.5mm

46mm

88mm

8.6mm   25.5mm

Logo and copy to be
vertically centred

The Equestrian Australia Vision
To have a vibrant Equestrian
Community with increasing
participation in a professionally-run
sport where all members have the
opportunity to fulfil their aspirations.

EQUESTRIAN
AUSTRALIA

The Equestrian Australia Vision

1.5mm

46mm

1.8.4 BUSINESS CARD – PORTRAIT

TECHNICAL SPECIFICATIONS
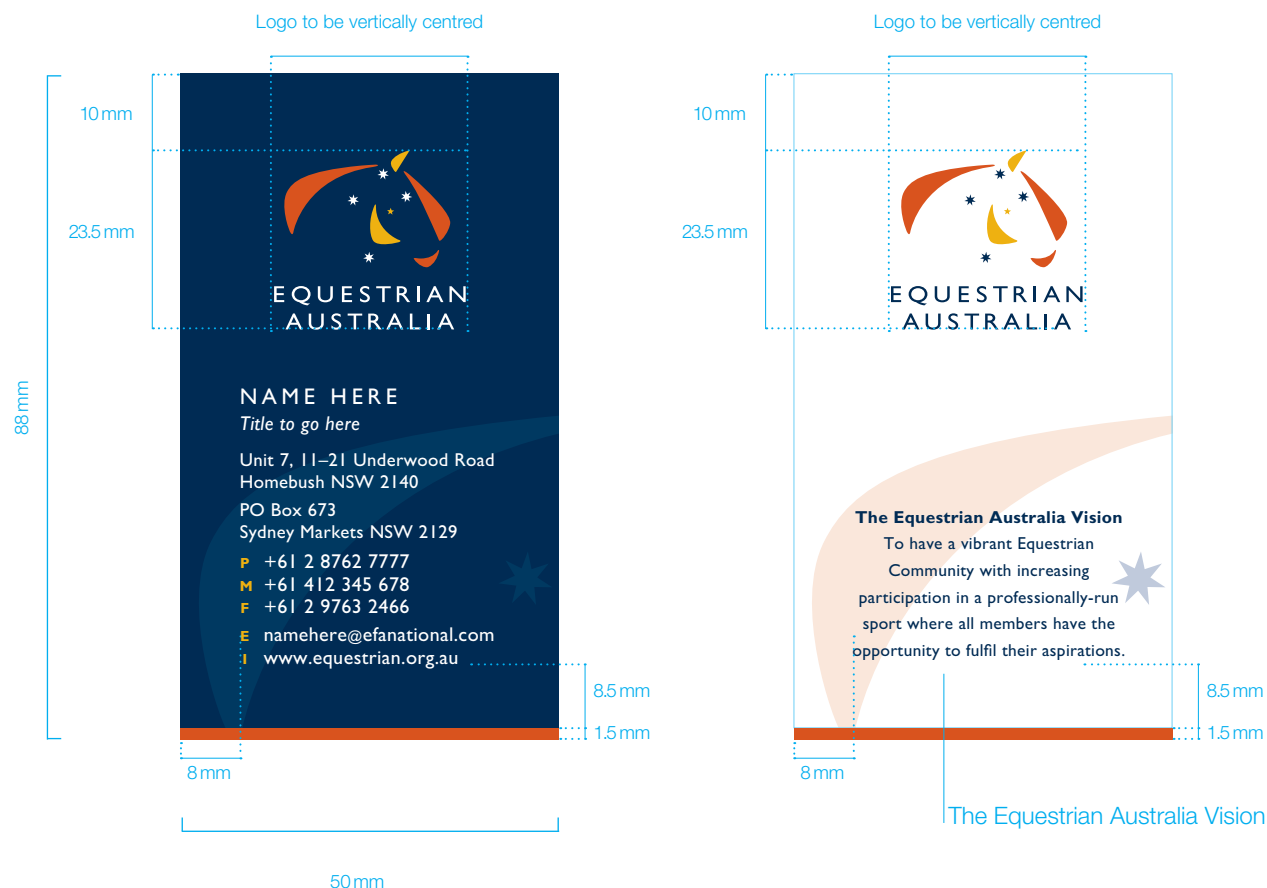
88mm x 50mm portrait paper size.

DESIGN ELEMENTS

Equestrian Australia logo, contact details, 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.

Logo to be vertically centred

10 mm

23.5 mm

88 mm

EQUESTRIAN AUSTRALIA

NAME HERE
Title to go here

Unit 7, 11–21 Underwood Road
Homebush NSW 2140

PO Box 673
Sydney Markets NSW 2129

P +61 2 8762 7777
M +61 412 345 678
F +61 2 9763 2466
E namehere@efanational.com
I www.equestrian.org.au

8.5 mm

1.5 mm

8 mm

50 mm

Logo to be vertically centred

10 mm

23.5 mm

EQUESTRIAN AUSTRALIA

The Equestrian Australia Vision
To have a vibrant Equestrian Community with increasing participation in a professionally-run sport where all members have the opportunity to fulfil their aspirations.

8.5 mm

1.5 mm

8 mm

The Equestrian Australia Vision

1.8.5 BANNERS – LANDSCAPE

TECHNICAL SPECIFICATIONS

Landscape size as required.

DESIGN ELEMENTS

Equestrian Australia logo, tinted detail
and headline.

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.

1.8.6 BANNERS – PORTRAIT

TECHNICAL SPECIFICATIONS

Portrait size as required.

DESIGN ELEMENTS

Equestrian Australia logo, tinted detail
and headline (vertically).

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.

1.8.7 UNIFORMS

TECHNICAL SPECIFICATIONS

Size of design elements to reflect images seen here.

DESIGN ELEMENTS

Equestrian Australia logo and Southern Cross.
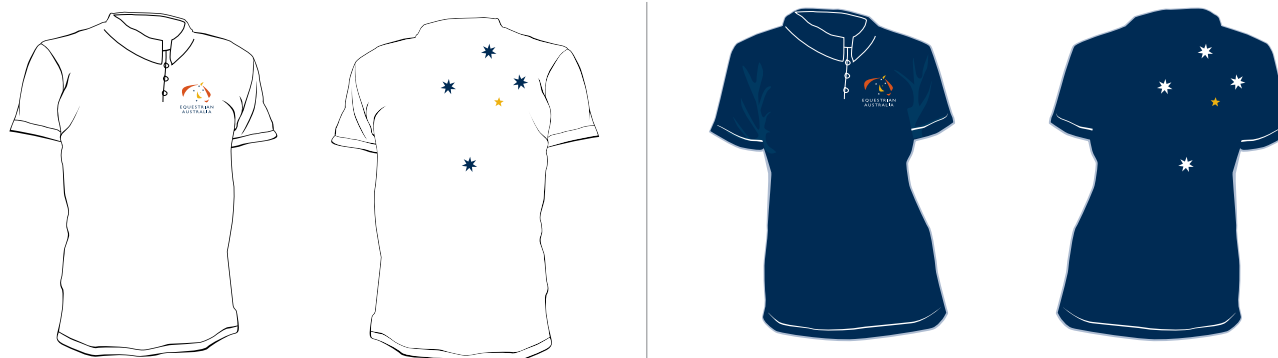
NOTES

Master artwork must be used for reproduction of all elements.

1.8.7 UNIFORMS

TECHNICAL SPECIFICATIONS

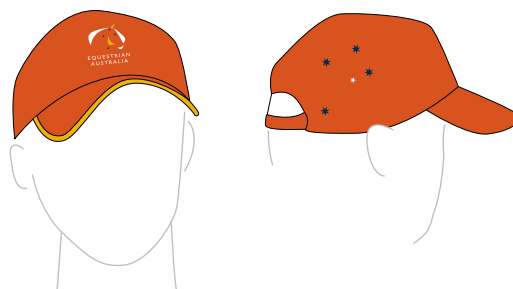Size of design elements to reflect images seen here.

DESIGN ELEMENTS

Equestrian Australia logo and Southern Cross.
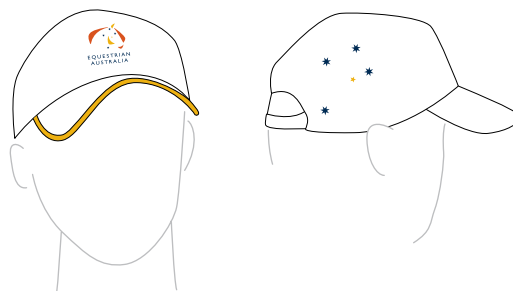
NOTES

Master artwork must be used for reproduction of all elements.

1.8.8 PIN

TECHNICAL SPECIFICATIONS

Size as specified here. Printed or enamelled on gold surface (ie. blue, ochre and white are the print colours).

DESIGN ELEMENTS

Equestrian Australia logo and type.

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.

Generic Pin
- Reversed navy logo on gold
- 17mm x 17mm

Australian Pin
- Reversed navy logo on gold
- 17mm x 17mm

Official's Pin
- Reversed navy logo on gold
- 35mm x 32mm

1.8.9 PLAQUE

TECHNICAL SPECIFICATIONS

Size as specified here. Printed or enamelled
on gold surface (ie. blue, ochre and white are
the print colours).

DESIGN ELEMENTS

Equestrian Australia logo and logotype.

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.

Plaque
- Reversed navy logo on gold
- 90mm x 90mm

1.8.10 WEB

The website has been designed using the principles of this style guide.

1.8.11 CERTIFICATE

TECHNICAL SPECIFICATIONS

250mm x 170mm landscape paper size.

DESIGN ELEMENTS

Equestrian Australia logo, awards heading 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.
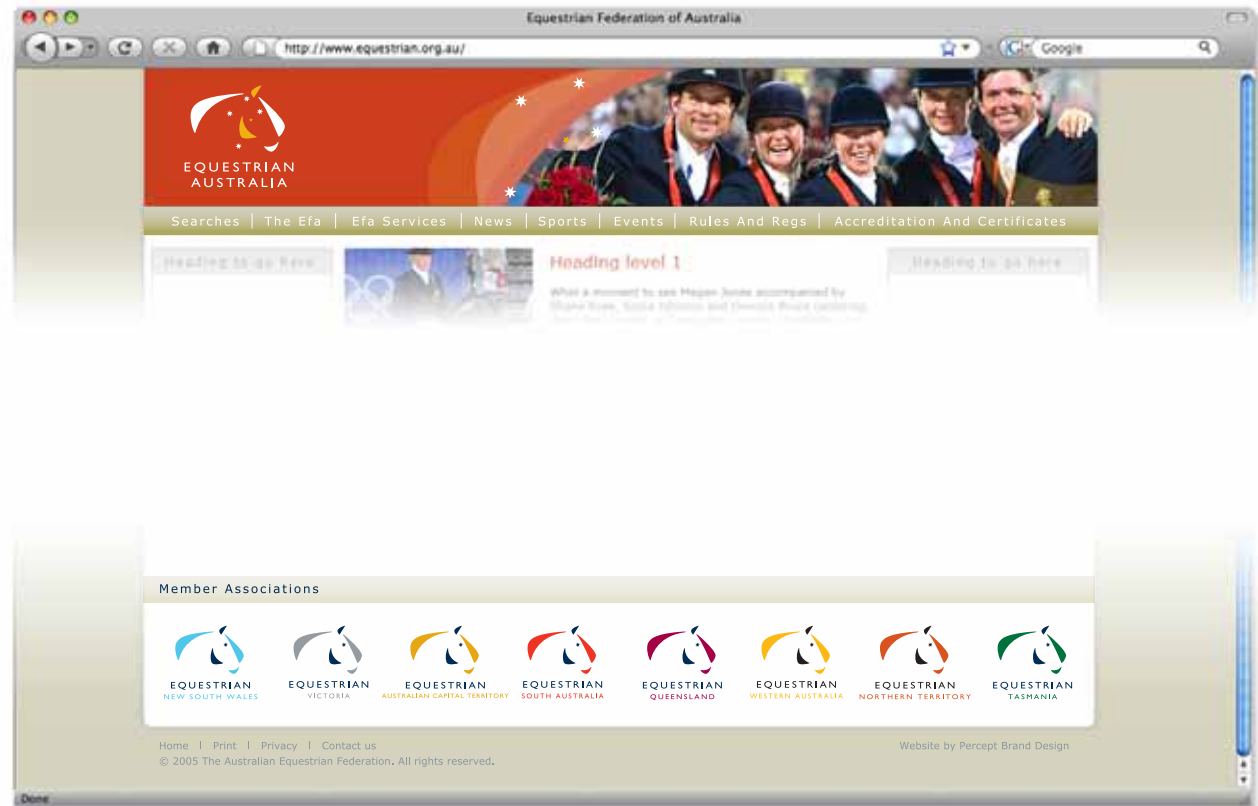
The example shown is not actual size.

1.1mm

52mm   20mm

EQUESTRIAN
AUSTRALIA

CERTIFICATE

Type to go here

Name

1.8.12 AWARD

TECHNICAL SPECIFICATIONS

250mm x 170mm landscape paper size.

DESIGN ELEMENTS

Equestrian Australia logo, awards heading and sponsor logos.
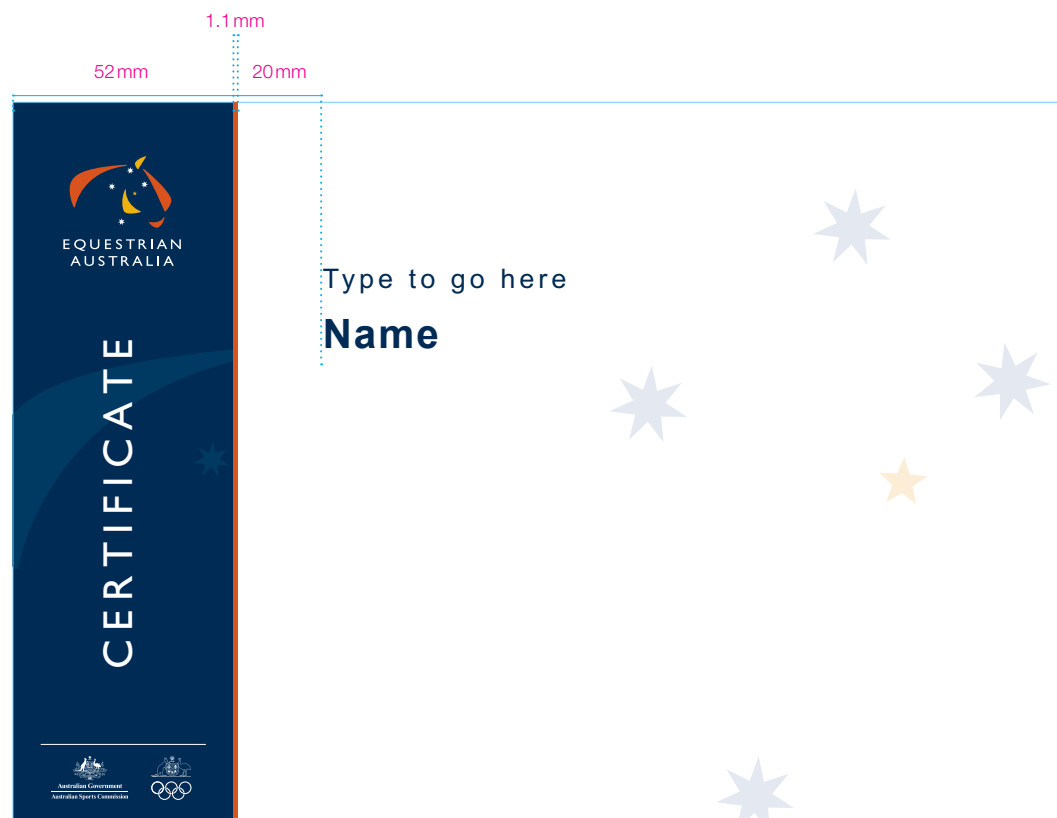
TYPOGRAPHY

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.

1.1mm

52mm   20mm

EQUESTRIAN
AUSTRALIA

EFA NATIONAL SPORT ACHIEVEMENT

AWARDS 2009

Administrator of the Year

Winner Name

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 and will leverage its exposure and recognition.

They omit the full Southern Cross as they are used within Australia. Only the star in 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 the Equestrian Australia Navy or Black.

EQUESTRIAN
VICTORIA

EQUESTRIAN
WESTERN AUSTRALIA

EQUESTRIAN
SOUTH AUSTRALIA

EQUESTRIAN
NEW SOUTH WALES

EQUESTRIAN
NORTHERN TERRITORY

EQUESTRIAN
AUSTRALIAN CAPITAL TERRITORY

EQUESTRIAN
QUEENSLAND

EQUESTRIAN
TASMANIA

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 to the right.

	BRANCH COLOUR		EQUESTRIAN	
EQUESTRIAN VICTORIA		Pantone 430 C. 5 M. 0 Y. 0 K. 45 WEB. 999999		Pantone 539 C. 100 M. 49 Y. 0 K. 70 WEB. 003366
EQUESTRIAN NEW SOUTH WALES		Pantone 2985 C. 59 M. 0 Y. 6 K. 0 WEB. 51c8e8		Pantone 539 C. 100 M. 49 Y. 0 K. 70 WEB. 003366
EQUESTRIAN QUEENSLAND		Pantone 202 C. 0 M. 100 Y. 61 K. 43 WEB. 98002e		Pantone 539 C. 100 M. 49 Y. 0 K. 70 WEB. 003366
EQUESTRIAN WESTERN AUSTRALIA		Pantone 130 C. 0 M. 30 Y. 100 K. 0 WEB. fdb913		Black C. 0 M. 0 Y. 0 K. 100 WEB. 000000
EQUESTRIAN NORTHERN TERRITORY		Pantone 180 C. 0 M. 79 Y. 100 K. 11 WEB. d9551e		Black C. 0 M. 0 Y. 0 K. 100 WEB. 000000
EQUESTRIAN TASMANIA		Pantone 349 C.100 M. 0 Y. 91 K. 42 WEB. 00703d		Pantone 539 C. 100 M. 49 Y. 0 K. 70 WEB. 003366
EQUESTRIAN SOUTH AUSTRALIA		Pantone 1795 C. 0 M. 94 Y. 100 K. 0 WEB. ee3624		Pantone 539 C. 100 M. 49 Y. 0 K. 70 WEB. 003366
EQUESTRIAN AUSTRALIAN CAPITAL TERRITORY		Pantone 131 C. 0 M. 32 Y. 100 K. 9 WEB. e7a614		Pantone 539 C. 100 M. 49 Y. 0 K. 70 WEB. 003366

2.2 COLOUR APPLICATION SECONDARY

In those cases where the logo cannot be applied in its primary colour, it can 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

THIS IS THE PREFERRED LETTERHEAD LAYOUT.

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 as a guide.

EXAMPLE

Victoria is used here as an example. For branch specific artwork and instructions please refer to digital library.

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.

An electronic version has been supplied and can be found in the digital library.

Logo and copy to be vertically centred

31mm 25.5mm 34 mm 15mm

1.5 mm

170 K Road
Werribee VIC 3030

PO Box 616
Werribee VIC 3030

P 03 9013 0707
F 03 9974 0577
E info@efavic.com.au
I vic.equestrian.org.au
ABN 80 362 146 367

EQUESTRIAN
VICTORIA

Date Details

Contact Name
Contact Address
Street Number/Name
Suburb State/Territory Code

Dear Sir/Madam,

Re: Details

Thank you for your time today. The body copy uses the style "Normal" for all standard text. It is set to use Arial regular 9pt on 13pt leading. The 'Normal' style is used for the date, contact name & address, "Dear Sir/ Madam" and the from name.

As seen above and below, the 'Re: Details' use the style "Heading 1" which is set in Arial Bold. Between the date details and address allow for one full return. Between the address and "Dear Sir/Madam" allow two full returns.

When typeset correctly, the paragraphs should have a 6pt space after them which should look like this. This setting is already included in the 'Normal' styling. Bullets are styled using the "Bullets" styling. This includes a 5 mm indent and the same spacing before and after as the standard paragraphs. These will look like the following:

• Here is a bullet point
• Here is a bullet point
• Here is a bullet point
• Here is a bullet point

Any new headings should use the 'Heading 1' styling. This would look something like this typeset in Arial Bold:

A BOLD HEADLINE

When signing off a letter it is important to keep a standardised format which will follow these simple formats. These will start as a Regards, or Yours sincerely which is styled in 'Regards'. This style features a 20pt space before and a 60pt space after. The space between "Regards," and "A Name" is where the signature is signed. The name & position is styled in 'Normal'. It will look something like this.

Regards,

A Name
Position

ALLOWANCE FOR SPONSOR SUPPORTING COPY.
ALLOWANCE FOR SPONSOR SUPPORTING COPY.

SPONSOR LOGO   SPONSOR LOGO   SPONSOR LOGO

31mm 15mm

2.4 LETTERHEAD REVERSED

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 as a guide.

EXAMPLE

Victoria is used here as an example. For branch specific artwork and instructions please refer to digital library.

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.

An electronic version has been supplied and can be found in the digital library.

31mm 25.5mm 34mm 15mm

Logo and copy to be vertically centred

170 K Road
Werribee VIC 3030
PO Box 616
Werribee VIC 3030
P 03 9013 0707
F 03 9974 0577
E info@efavic.com.au
I. vic.equestrian.org.au
ABN 80 362 146 367

EQUESTRIAN
VICTORIA

1.5mm

Date Details

Contact Name
Contact Address
Street Number/Name
Suburb State/Territory Code

Dear Sir/Madam,

Re: Details

Thank you for your time today. The body copy uses the style "Normal" for all standard text. It is set to use Arial regular 9pt on 13pt leading. The 'Normal' style is used for the date, contact name & address, "Dear Sir/Madam" and the from name.

As seen above and below, the 'Re: Details' use the style "Heading 1" which is set in Arial Bold. Between the date details and address allow for one full return. Between the address and "Dear Sir/Madam" allow two full returns.

When typeset correctly, the paragraphs should have a 6pt space after them which should look like this. This setting is already included in the 'Normal' styling. Bullets are styled using the "Bullets" styling. This includes a 5 mm indent and the same spacing before and after as the standard paragraphs. These will look like the following:

• Here is a bullet point
• Here is a bullet point
• Here is a bullet point
• Here is a bullet point

Any new headings should use the 'Heading 1' styling. This would look something like this typeset in Arial Bold:

A BOLD HEADLINE

When signing off a letter it is important to keep a standardised format which will follow these simple formats. These will start as a Regards, or Yours sincerely which is styled in 'Regards'. This style features a 20pt space before and a 60pt space after. The space between "Regards," and "A Name" is where the signature is signed. The name & position is styled in 'Normal'. It will look something like this.

Regards,

A Name
Position

ALLOWANCE FOR SPONSOR SUPPORTING COPY.
ALLOWANCE FOR SPONSOR SUPPORTING COPY.

SPONSOR LOGO SPONSOR LOGO SPONSOR LOGO

31mm 15mm

2.5 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.
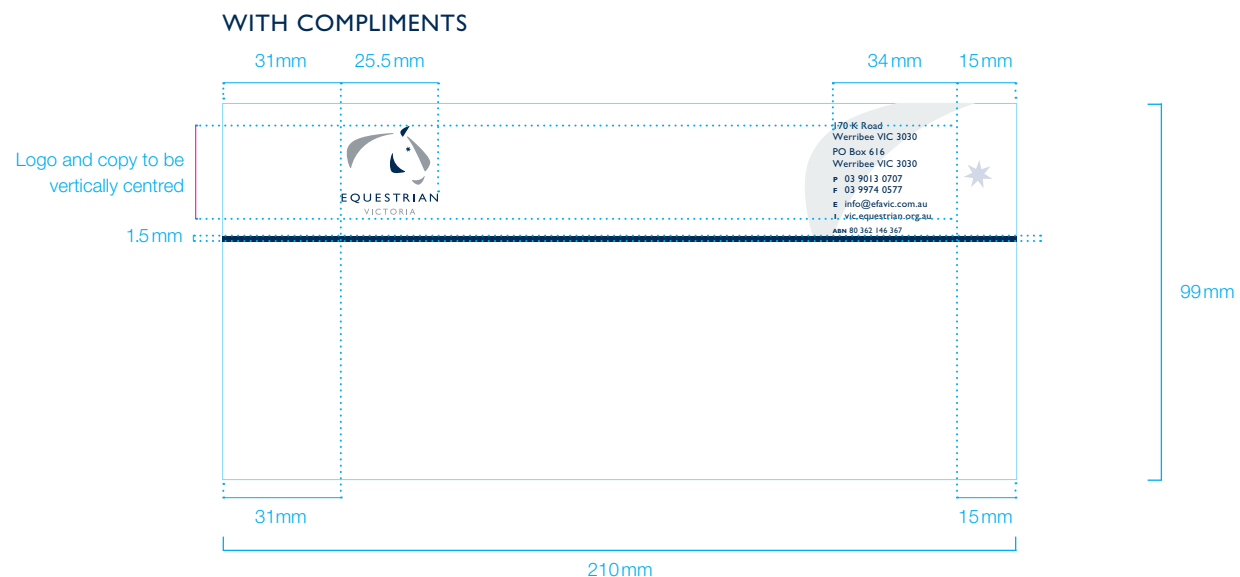
EXAMPLE

Victoria is used here as an example. For branch specific artwork and instructions please refer to digital library.

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.

WITH COMPLIMENTS

31mm   25.5mm   34mm   15mm

Logo and copy to be
vertically centred

170 K Road
Werribee VIC 3030

PO Box 616
Werribee VIC 3030

P 03 9013 0707
F 03 9974 0577
E info@efavic.com.au
I. vic.equestrian.org.au
ABN 80 362 146 367

EQUESTRIAN
VICTORIA

1.5mm

99mm

31mm   15mm

210mm

ENVELOPE – DL

19mm

8.5mm

20mm

5mm

EQUESTRIAN
VICTORIA

If undelivered, please return to
PO Box 616, Werribee, VIC, 3030.

110mm

2.6 BUSINESS CARD – LANDSCAPE

TECHNICAL SPECIFICATIONS

88mm x 50mm landscape paper size.

DESIGN ELEMENTS

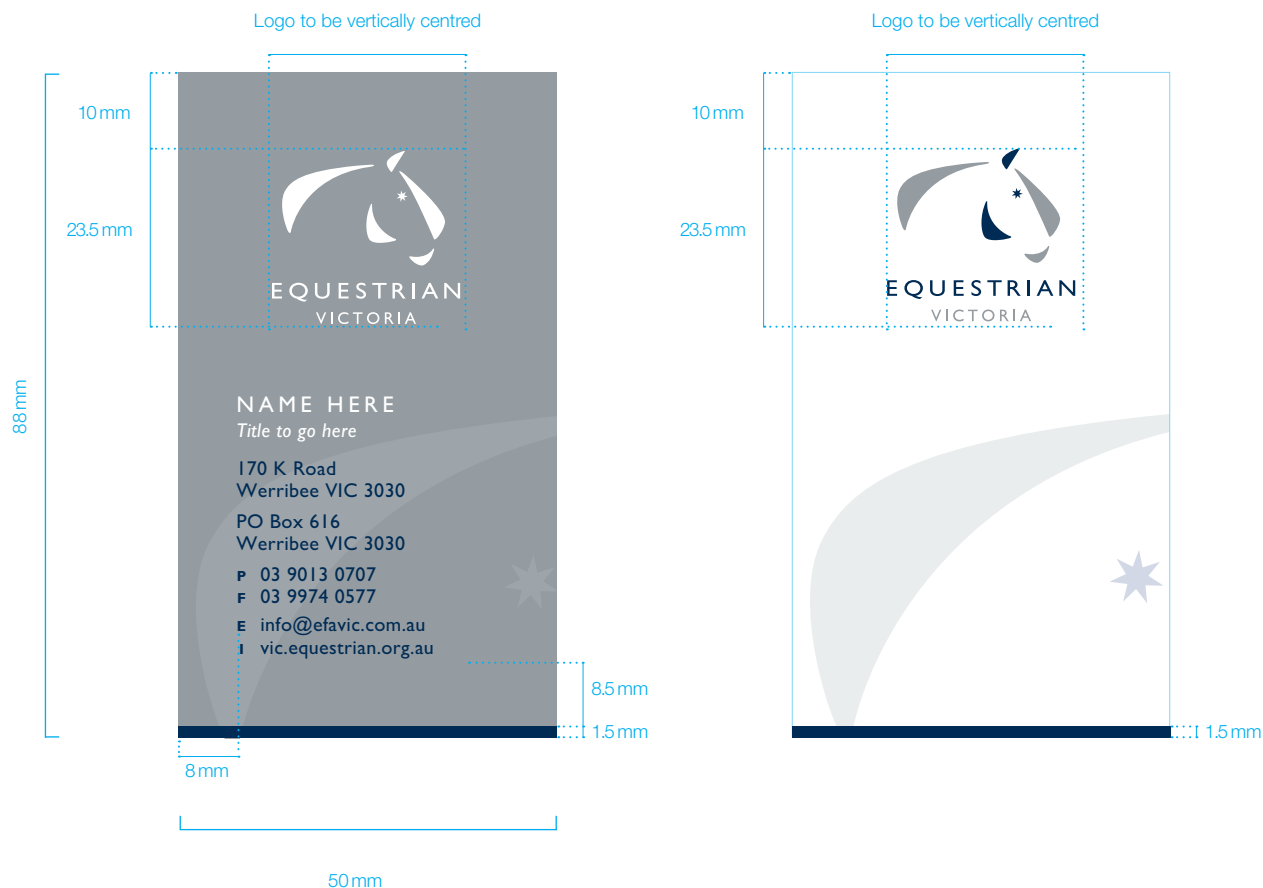Equestrian Australia Branch logo and contact details.

EXAMPLE

Victoria is used here as an example. For branch specific artwork and instructions please refer to digital library.

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.

8.6mm   25.5mm

Logo and copy to be vertically centred

NAME HERE
Title to go here

170 K Road
Werribee VIC 3030

PO Box 616
Werribee VIC 3030

P 03 9013 0707
F 03 9974 0577

E info@efavic.com.au
I vic.equestrian.org.au

EQUESTRIAN
VICTORIA

50mm

8.5mm

1.5mm

46mm

88mm

8.6mm   25.5mm

Logo and copy to be vertically centred

EQUESTRIAN
VICTORIA

1.5mm

46mm

2.7 BUSINESS CARD – PORTRAIT

TECHNICAL SPECIFICATIONS

50mm x 88mm Portrait paper size.

DESIGN ELEMENTS

Equestrian Australia Branch logo and contact details.

EXAMPLE

Victoria is used here as an example. For branch specific artwork and instructions please refer to digital library.

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.

Logo to be vertically centred

10 mm

23.5 mm

88 mm

EQUESTRIAN
VICTORIA

NAME HERE
Title to go here

170 K Road
Werribee VIC 3030

PO Box 616
Werribee VIC 3030

P   03 9013 0707
F   03 9974 0577

E   info@efavic.com.au
I   vic.equestrian.org.au

8.5 mm
1.5 mm

8 mm

50 mm

Logo to be vertically centred

10 mm

23.5 mm

EQUESTRIAN
VICTORIA

1.5 mm

3 EQUESTRIAN AUSTRALIA
DISCIPLINE/SPORT SPECIFIC

EQUESTRIAN
AUSTRALIA

JUMPING
AUSTRALIA

DRESSAGE
AUSTRALIA

EVENTING
AUSTRALIA

DRIVING
AUSTRALIA

ENDURANCE
AUSTRALIA

VAULTING
AUSTRALIA

REINING
AUSTRALIA

PARA-EQUESTRIAN
AUSTRALIA

SHOW HORSE
AUSTRALIA

INTERSCHOOL
AUSTRALIA

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.

NOTES

Show Horse is used for all States/Territories except in NSW where it will be Saddle Horse.

JUMPING
AUSTRALIA

ENDURANCE
AUSTRALIA

PARA-EQUESTRIAN
AUSTRALIA

DRESSAGE
AUSTRALIA

VAULTING
AUSTRALIA

DRIVING
AUSTRALIA

EVENTING
AUSTRALIA

REINING
AUSTRALIA

SHOW HORSE
AUSTRALIA

INTERSCHOOL
AUSTRALIA

3.1 THE BRAND MARK – BRANCH 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, without the Southern Cross, except for the eye.

NOTES

Show Horse is used for all States/Territories except in NSW where it will be Saddle Horse.

JUMPING
VICTORIA

ENDURANCE
WESTERN AUSTRALIA

PARA-EQUESTRIAN
SOUTH AUSTRALIA

DRESSAGE
NEW SOUTH WALES

VAULTING
NORTHERN TERRITORY

DRIVING
AUSTRALIAN CAPITAL TERRITORY

EVENTING
QUEENSLAND

REINING
TASMANIA

SHOW HORSE
VICTORIA

INTERSCHOOL
TASMANIA

3.2 COLOUR APPLICATION

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

JUMPING

Pantone 202
C. 0 M. 100 Y. 61 K. 43
WEB. 872434

DRESSAGE

Pantone 294
C. 100 M. 58 Y. 0 K. 21
WEB. 003479

EVENTING

Pantone 555
C. 75 M. 0 Y. 60 K. 55
WEB. 226b49

DRIVING

Pantone 613
C. 0 M. 4 Y. 100 K. 30
WEB. b19b00

ENDURANCE

Pantone 124
C. 0 M. 28 Y. 100 K. 6
WEB. ecac00

VAULTING

Pantone 659
C.55 M. 30 Y. 0 K. 0
WEB. 6e99d4

DRESSAGE

Pantone Warm Gray 9
C. 0 M. 11 Y. 20 K. 47
WEB. 837870

PARA-EQUESTRIAN

Pantone 7413
C. 0 M. 53 Y. 100 K. 4
WEB. d97a23

**SHOW HORSE
(SADDLE HORSE – NSW)**

Pantone Red 032
C. 0 M. 90 Y. 86 K. 0
WEB. f32837

INTERSCHOOL

Pantone 2602
C. 63 M. 100 Y. 5 K. 0
WEB. 77278b

AUSTRALIAN
EQUESTRIAN
TEAM

4.0 THE BRAND MARK

The Australian Equestrian Team brand mark consits of a stylised, modern interpretation of the silhouette of a horse's head and the letter A.

Olive green and gold have been used as a modern interpretation of Australian Team colours.

Using sleek arc-like shapes, this logo has qualities that project the team as:

– Cohesive

– Fine tuned

– Effective

– Striving for excellence

The Australian Equestrian Team 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.

4.1 COLOUR APPLICATION – PRIMARY

Our specified colours are Pantone 378 (Olive Green) Pantone and Pantone 124 (Gold).

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

Pantone 378

Pantone 124

C. 34
M. 0
Y. 100
K. 60

WEB. 566c11

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

WEB. eeb111

4.2 COLOUR APPLICATION – SECONDARY

In those cases where the logo cannot be applied in its primary colour, it can 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 olive (PMS 378)

Reversed gold (PMS 124)

4.3 USE ON BACKGROUNDS

When absolutely necessary, the Australian Equestrian Team 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 colour logo would be hard to see.

All black logo on light, solid or complex background where the colour logo would be hard to see.

4.4 CLEARANCE AREA

The Australian 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 shown here.

Where X is the height from the bottom of "Australian" to the bottom of "Team"

4.5 INCORRECT LOGO USAGE

The Australian 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

Do not use a drop shadow

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

4.6 MINIMUM SIZE REQUIREMENTS

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

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

AUSTRALIAN
EQUESTRIAN
TEAM

16 mm

STYLE GUIDE
CONTACT

HEAD OFFICE

Chief Executive Officer

PO Box 673
Sydney Markets NSW 2129

T +61 2 8762 7777
E ceo@efanational.com

EQUESTRIAN
AUSTRALIA