

GRAPHIC STANDARDS MANUAL

JULY, 2008



OVERVIEW

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SINCE ITS FOUNDING IN 2002, THE INTERSCHOLASTIC EQUESTRIAN ASSOCIATION (IEA) HAS DEVELOPED INTO THE MOST SIGNIFICANT EQUESTRIAN ORGANIZATION FOR CHILDREN IN MIDDLE AND HIGH SCHOOL IN NORTH AMERICA. IT IS AN ACCOMPLISHMENT OF WHICH THE FOUNDERS, COACHES, TEAMS, SCHOOLS, PARENTS, SPONSORS AND RIDERS ARE PROUD. AMONG THE REASONS FOR THIS SUCCESS IS THESE PARTICIPANTS HAVE TAKEN “OWNERSHIP” OF THE ASSOCIATION AND DEVOTE MUCH TIME, HARD WORK AND FINANCIAL RESOURCES TO ITS CONTINUED IMPROVEMENT.

THIS DEDICATION HAS AND WILL CONTINUE TO BUILD THE IEA BRAND. BECAUSE BRAND IS SYNONYMOUS WITH REPUTATION, IT IS IMPORTANT TO PROTECT EVERY ASPECT OF THE IEA OPERATION. VISUALLY, THE MOST IMPORTANT COMPONENT OF THE IEA BRAND IS THE ORGANIZATION’S LOGO. AS SUCH, IT IS IMPERATIVE TO EXHIBIT THE IEA LOGO, TAG LINE AND RELATED PROMOTIONAL GRAPHICS IN THE CORRECT FORM, EVERY TIME.

THEREFORE, TO ASSIST THE IEA MEMBERSHIP IN ASSURING THE LOGO IS USED CORRECTLY FOR TEAM, ZONE AND NATIONAL APPLICATIONS, THE IEA BOARD HAS CREATED THIS GRAPHIC STANDARDS MANUAL. EVERY IEA TEAM AND SUPPLIER IS TO FOLLOW THE GUIDELINES WITHIN THE MANUAL. PREPARING IEA ASSOCIATED GRAPHICS IN THE MANNER AS DETAILED ENSURES THE TRADEMARKED LOGO REMAINS LEGALLY CORRECT AND GRAPHICALLY ATTACHED TO THE INTERSCHOLASTIC EQUESTRIAN ASSOCIATION.

LOGO ART FILES MAY BE DOWNLOADED FROM THIS WEBSITE. THE LOGOS ARE IN .JPEG (WORD PROCESSING), .GIF (HTML) AND .EPS (COMMERCIAL PRINTING) FORMATS.

LOGO

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IT IS RECOMMENDED THE IEA LOGO APPEAR IN ALL OF YOUR CORRESPONDENCE AND ON ALL OF YOUR PRINTED AND MANUFACTURED MATERIALS INCLUDING, BUT NOT LIMITED TO, STATIONERY, HATS, JACKETS, RIBBONS AND OTHER LIKE ITEMS. OF COURSE, YOUR TEAM LOGO SHOULD ALSO APPEAR ON THESE ITEMS, AS WELL.

THE IEA LOGO, AS SHOWN IN THE FOLLOWING ILLUSTRATIONS, MAY BE USED IN ONE COLOR (BLACK) OR TWO COLORS (TEAL AND BLACK) AND IN REVERSE (WHITE ON ANOTHER COLOR). IT IS IMPORTANT TO USE THE ENTIRE LOGO WITH ALL THE WORDS AND GRAPHICS. HOWEVER, THERE WILL BE RARE INSTANCES IN WHICH THE LOGO WILL BE TOO SMALL IN SIZE FOR THE TAGLINE, IT'S YOUR FUTURE. TAKE THE REINS. GRADE 6-12., TO BE READABLE. ONLY IN THAT SITUATION, THE TAGLINE SHOULD BE ELIMINATED.

IT IS ALSO IMPORTANT YOUR TEAM LOGO INCLUDE REFERENCE TO YOUR MEMBERSHIP IN THE IEA. ILLUSTRATIONS REGARDING THE PROPER DESIGN ARE INCLUDED WITHIN THIS LOGO SECTION.

UNDER NO CIRCUMSTANCES ARE THE GRAPHIC ELEMENTS OF THE IEA LOGO BE SEPARATED AND USED IN AN UNIQUE MANNER OTHER THAN SHOWN WITHIN THIS MANUAL. YOUR COOPERATION IS APPRECIATED.

THE TEAL COLOR IS PMS 633; RGB-R=0, G=138, B=176; CMYK-C=100, M=0, Y=10, K=25; WEB-#006699. YOUR PRINTERS AND OTHER SUPPLIERS WILL UNDERSTAND THESE COLOR CODE DESIGNATIONS.



IEA Two-COLOR LOGO



IEA BLACK AND WHITE LOGO



IEA LOGO WITHOUT TAGLINE



IEA REVERSE LOGO

LOGO CLEARSPACE AND SIZING

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IN ORDER TO GAIN MAXIMUM VISIBILITY, THE IEA LOGO SHOULD ALWAYS APPEAR WITH A MINIMUM AREA OF CLEARSPACE AROUND THE LOGO. THIS AREA SHOULD BE FREE OF ANY TYPE OR GRAPHIC ELEMENTS.

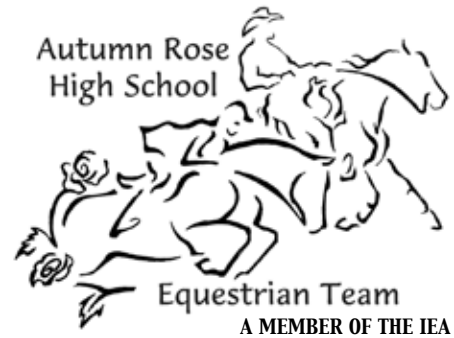
USING THE X-HEIGHT OF THE WORD "ASSOCIATION" WITHIN THE LOGOTYPE AS "X", THE CLEARSPACE IS A 1X AREA AROUND THE LOGO WHICH SHOULD BE CLEAR OF ANY TYPE OR GRAPHIC ELEMENTS.



THE IEA LOGO SHOULD NEVER APPEAR SMALLER THAN THE MINIMUM SIZE SHOWN HERE IN ORDER TO ENSURE LEGIBILITY AND VISUAL PRESENCE.

THE MINIMUM SIZE AT WHICH THE LOGO MAY APPEAR WITH THE TAGLINE IS 1.6 INCHES IN WIDTH, MEASURED FROM THE LEFT TAIL TIP OF THE ENGLISH HORSE TO THE RIGHT TAIL TIP OF THE WESTERN HORSE. THE LOGO CAN ONLY BE USED AT A SMALLER SIZE IF THE TAGLINE IS REMOVED.

TEAM LOGO WITH IEA MEMBERSHIP TAGLINE- A MEMBER OF THE IEA



TYPOGRAPHY

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THE IEA FAMILY OF FONTS IS FROM THE TYPE NAMED CAPITAL REGULAR. THIS MANUAL HAS BEEN PREPARED USING THIS TYPE STYLE. PLEASE DESIGNATE THIS FONT WHEN WORKING WITH YOUR SUPPLIERS. THE TYPE CAN BE DOWNLOADED INEXPENSIVELY FROM MULTIPLE ON-LINE WEBSITES.

GOOGLE SEARCH: FONTS

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

1234567890

THE SECONDARY IEA FONT IS TRADE GOTHIC LIGHT. IT SHOULD BE USED ONLY IN BODY COPY AND SMALLER TYPE WHERE READABILITY BECOMES AN ISSUE. AGAIN, THE TYPE CAN BE DOWNLOADED INEXPENSIVELY FROM MULTIPLE ON-LINE WEBSITES.

GOOGLE SEARCH: FONTS

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
1234567890

IMPROPER USE OF THE IEA LOGO

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DO NOT ALTER THE TYPOGRAPHY.



DO NOT PUT THE LOGO IN A CONTAINING SHAPE.



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GRADES 6-12.

THE TEXT SHOULD NEVER APPEAR ON ITS OWN.



DO NOT PLACE THE LOGO ON COMPETING COLORS.



DO NOT CHANGE THE HORIZONTAL SCALE.



DO NOT CHANGE THE VERTICAL SCALE.



DO NOT CHANGE THE ANGLE OF THE LOGO.



DO NOT CROP THE LOGO.



DO NOT ALTER LOGO COLORS.



DO NOT APPLY ANY TINTS TO LOGO.



DO NOT PLACE THE LOGO ON A COMPLEX PATTERN.

PROPER USE OF THE IEA LOGO

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**THE LOGO ART ELEMENTS MAY BE USED AS A
BACKGROUND ELEMENT PROVIDED THEY ARE
TINTED BACK SUFFICIENTLY AND ALWAYS USED
WITH THE FULL LOGO IN CLOSE PROXIMITY.**

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**THE LOGO SHOULD ALWAYS BE PLACED
ON A WHITE BACKGROUND WHEN POSSIBLE.**

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GRADES 6-12.

**IT IS OK TO USE THE LOGO ON A COMPLEMENTARY
BACKGROUND COLOR.**



THE LOGO MAY BE PLACED ON A PHOTO AS LONG AS IT IS NOT PLACED OVER A BUSY PORTION OF THE IMAGE. PLACE THE LOGO OVER AN AREA IN THE PHOTO THAT ALLOWS MAXIMUM READABILITY OF THE LOGO. IF NONE IS AVAILABLE, THE IMAGE IMMEDIATELY BEHIND THE LOGO CAN BE SCREENED BACK TO ALLOW LOGO READABILITY.