


INTERSCHOLASTIC EQUESTRIAN ASSOCIATION™

IT'S YOUR FUTURE. TAKE THE REINS.

# IEA BRAND MANUAL

## & STYLE GUIDELINES

Created January 2023

Updated November 2026

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# Brand Guidelines

# Table of Contents


Introduction..... 3

## LOGO

Standard Logo Basics (*Full Horizontal Logo*)..... 4
Standard Logo Basics (*Full Vertical Logo*)..... 5
Standard Logo Basics (*Round Logo & Variations*)..... 6
Color Applications & Logo Overlay..... 7
Retired Logos..... 8
Co-branding..... 9
Team Logos..... 10
National Finals & Limited Use Logos..... 11
Incorrect Logo Applications..... 12

## COLOR PALETTE

Primary & Secondary Colors..... 13

## TYPOGRAPHY

Standard IEA Typeface..... 14

## ORGANIZATION APPLICATION

Printed Materials..... 15-16
Stationery - Letterhead & Envelopes..... 17
Stationery - Business Cards & Thank You Cards..... 18
Email Signature..... 19
Print Advertisements..... 20
Social Media..... 21
Embroidery..... 22

## LOGO LICENSING

Logo License Agreement..... 23
Staff Contacts..... 24


## Mission Statement and Purpose

IEA's mission is to promote lifelong involvement in equestrian athletics. IEA wishes to introduce students in grades 4-8 (Future) and 9-12 (Upper School) to equestrian sports and to develop understanding and appreciation of equestrian sports through organized competitions and educational opportunities. IEA further wishes to inspire and facilitate adults to continue their journey in equestrian athletics for a lifetime.

Organized to promote and expand access to quality team and individual equestrian competition and instruction, IEA's purpose shall be to set standards for competition; to provide information concerning the creation and development of equestrian sport programs; to promote the common interests of safe riding instruction; and to educate on matters related to horsemanship.

## For Internal Organizational Use Only

The information contained in this document is intended for internal organizational use only as it pertains to staff, board of directors, vendors, sponsors and IEA members who are authorized or have purchased the rights to use the IEA logo(s).
This information is not to be used with others unless special authorization is granted.

# Introduction

## About IEA

Since its founding in 2002, the **Interscholastic Equestrian Assocation (IEA)** has developed into one of the most significant youth equestrian organizations in the United States with over 14,000 members participating annually. Among the reasons for this success is that the participants *(founders, staff, coaches, teams, riders, and sponsors)* have taken "ownership" of the association and devoted 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 components of the IEA brand are the organization logos. As such, it is imperative to exhibit the IEA logos, tag line and related promotional graphics in the correct form, every time.

### WHY ARE STANDARDS IMPORTANT?

Over the past 25 years, IEA has adapted our logos and branding style several times to meet the needs of expanded programming and a rapidly growing organization. As we enter the next chapter in our journey to a more powerful brand, we've refreshed our organizational identity to help reach our communication goals and deliver significant value to our members and sponsors by association.

The IEA Marketing & Communications Department *(with approval of the IEA Board of Directors)* has created this updated Brand Style Guide to assist the IEA membership in assuring the logos are used correctly for both internal *(staff/board)* and external *(teams, vendors, sponsors)* usage.

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 logos remain legally correct and graphically attached to the Interscholastic Equestrian Association.

### Brand Manual Questions

The following guidelines will answer the most common questions concerning the use of IEA identity.

While we believe these guidelines will cover the majority of applications, certain issues or special applications may arise that may not be covered in this manual. Should this occur, please contact:

Kimber Whanger
Director of Marketing & Communications
kimber@rideiea.org
614.542.9415

# Logo

## Standard Logo Basics

### IEA FULL HORIZONTAL LOGO

IEA Full Logo
2-Color Horizontal
with Tagline

IEA Full Logo
Black Horizontal
with Tagline

IEA Full Logo
2-Color Horizontal
without Tagline

IEA Full Logo
Reversed Horizontal
with Tagline

### Colors & Tagline

The IEA Full Horizontal Logo, as shown in the following illustrations, may be used in one color (black) or two colors (blue and black) and in reverse (white on another color).

It is important to use the full logo with all the words and graphics whenever possible. However, there will be instances in which the logo will be too small in size for the tagline, **IT'S YOUR FUTURE. TAKE THE REINS**. to be readable. Only in that situation, the tagline may be eliminated.

**NOTE:** The updated tagline purposefully does not include the previous tagline text stating FOR RIDERS IN GRADES 4-12.

### Minimum Size

The full horizontal logo minimum size should be no less than 1.5" across. The full vertical logo minimum size should be no less than 1" tall. *(shown below at actual minimum sizes)*. The tagline should not be used if not readable with the naked eye.






# Logo

## Standard Logo Basics

### IEA FULL VERTICAL LOGO

IEA Full Logo
2-Color Vertical with Tagline

IEA Full Logo
Black Vertical with Tagline

IEA Full Logo Reversed
Vertical with Tagline




### Colors & Tagline

The IEA Full Vertical Logo, as shown in the following illustrations, may be used in one color (black) or two colors (blue and black) and in reverse (white on another color).

**NOTE:** The Trademark "TM" should be visible in two places as both the round IEA logo by itself is trademarked as is the name of the organization. In the event that space does not allow, the "TM" can be removed next to the word Equestrian, but must never be removed from inside the circle.

### Clear Space Protection

Display the IEA logo prominently, keeping it isolated from all other words and designs. The protection area provided around the IEA logo must never be less than the minimum space of the x-height demonstrated here.

Using the x-height of the word "Association" within the logotype as "x", the clearspace is a 1x area around the logo which should appear clear of any type or graphic elements.

# Logo

## Standard Logo Basics

### IEA ROUND LOGO & VARIATIONS

IEA 2-Color **PRIMARY** Round Logo

IEA 2-Color **DISCIPLINE** Round Logo

IEA 2-Color **ZONE** Round Logo

IEA 1-Color **WEBSITE** Round Logo

The IEA Round Logo has many applications and is easily recognizable. Due to its simplicity, it is often the easiest logo to use. Note that when using a DISCIPINE or ZONE variation, the font used is Avenir Medium in all capital letters. When using the WEBSITE varation, the font is Avenir Medium with a capital "R" and capital "IEA" with no "www"prefix. Only one line of text should be centered under the IEA letters. The font size should be no less than 7pt as shown in the 1-Color WEBSITE example.




### ROUND LOGO

The IEA Round Logo, as shown in the following illustrations, may be used in one color (black) or two colors (blue and black) and in reverse (white on another color).

**NOTE:** The Trademark "TM" should be visible in all cases. If the logo is being used for embroidery, or a medium that doesn't allow for tiny font, it may be removed only in these rare cases. Otherwise, all effort should be made to keep the trademark visible.

### Clear Space Protection

As with the full logo, display the IEA round logo prominently, keeping it isolated from all other words and designs. The protection area provided around the IEA logo must never be less than the minimum space of the x-height demonstrated here.

Using the thickness of the width of the circle as "x", the clearspace is a 1x area around the logo which should be clear of any type or graphic elements.

# Logo

## Color Applications

### Three-Color *Primary Identity*

On white backgrounds.

- Pantone 633 C
- Black
- White




### Three-Color *Primary Identity*

On light or dark backgrounds

- Pantone 633 C
- Black
- White







### Two-Color *Primary Identity*

On light or dark backgrounds

- Black
- White

**Note that the center of the circle is always white when using a two or three-color option.*







### One-Color *Primary Identity*

On any color background

- Black
- White

**Note that the center of the circle matches the background color when using a one-color option.*







### Grayscale & Logo Overlay

IEA logo(s) may need to be placed on top of photos or other graphics such as video or transparent items. In this case, the opacity of the logo may be changed to suit the specific situation. The opacity of the logo should never be less than 25%.




White logo at
25% Opacity




Black logo at
25% Opacity




Place the logo over an area that allows for maximum readability. If none is available, the image immediately behind the logo can be screened to allow for logo readability.

# Retired Logos - Use or Toss?

Since 2015, IEA has utilized the 2-horse full logo as well as the newer round IEA logo in all of our marketing and promotional materials. These logos have been steadfast in branding the organization and are themselves variations on earlier designs in the company history.

With the permanent addition of Dressage to our program disciplines, the 2-horse IEA logo depicting a hunt seat jumper and a western reining horse no longer accurately represents the entire IEA membership. Instead of trying to squeeze in a third horse to the logo (*which we did attempt*), we opted to take out the horses entirely and combine the round logo with the existing font and updated tagline to streamline the new logos as seen on pages 4 and 5.

In order to phase out the old logo(s), we have put together the following guidelines for using existing logos. There are logos which should definitely not be used and have been "retired" for awhile (*but still pop up occasionally*) and logos that can be utilized until new materials are ordered.

**IN ALL CASES, WE REQUEST THAT ANY NEW MATERIALS ORDERED UTILIZE THE NEW OFFICIAL LOGOS.** This includes, but is not limited to ribbons, signage, stationary, prizes and awards, prize lists and programs, apparel, and other IEA merchandise. Items that were ordered prior to January 1, 2023 with older/retired logos should no longer be used at this point as the logo is now 4 years retired.

## DEFINITELY TOSS.

In addition to the newly retired logos, there are several older IEA logos which are *very* out-dated and should no longer be used in any situation - including signage, banners, documents, etc. These logos were phased out 4 years ago or more and should be discontinued immediately.

- Any round logo with the gradient blue lines.
- Any logo that says "GRADES 6-12."
- Any materials with the old gradient blue bar.
- Any logo that is teal colored.
- Any materials (letterhead, envelopes, labels) with old IEA addresses.
- Any logo that just has one Hunt Seat horse in the design (*now, that IS a relic.*)

**THE FOLLOWING LOGOS ARE RETIRED AND PHASED AS OF JANUARY 2023. DO NOT USE.**

INTERSCHOLASTIC EQUESTRIAN ASSOCIATION™
IT'S YOUR FUTURE. TAKE THE REINS.
GRADES 4-12.

**IEA FULL LOGO**

INTERSCHOLASTIC EQUESTRIAN ASSOCIATION™
WESTERN

**DISCIPLINE LOGOS**

INTERSCHOLASTIC EQUESTRIAN ASSOCIATION™
IT'S YOUR FUTURE. TAKE THE REINS.
ZONE THREE

**ZONE LOGOS**

2002-2022 IEA 20 YEARS
INTERSCHOLASTIC EQUESTRIAN ASSOCIATION

**IEA 20th ANNIVERSARY LOGO**

# Co-Branding

## PARTNER LOGO ALIGNMENT

When illustrating a business relationship, aim for a slightly larger IEA logo or an equality in visual impact. The two logos should be arranged using the guidelines below. Depending on the application, the IEA logo should appear in the dominant position (above or on the left side).










Partner Logo should be centered within the height or width of the IEA logo.

## PARTNER TEXT ALIGNMENT

In the case of sponsorships or other partnerships where text is needed, the IEA full horizontal logo is preferred. Text should appear in black or greyscale using IEA official fonts. Do not use the color scheme/font of the partner.







## Tagline - Use it? or Not?

Whenever possible, the IEA tagline should be used with the logo. However, in many cases, due to the amount of space available or the size of the tagline font, it may be eliminated.

The tagline should NOT be used if you cannot read it with the naked eye. In other words, if the tagline becomes smaller than 6pt. font - it should not be used.

In most cases, the tagline should be centered below the word "Association" and not exceed the width of the word "Equestrian". In rare cases, the tagline may be used by itself as text only in graphic elements.

If space is limited, the IEA website may be substituted in place of the tagline using the same spacing rules.

The tagline and/or the website should always be displayed in capital letters using Avenier Medium font and should be consistent with the color of the other words.




RIDEIEA.ORG




IT'S YOUR FUTURE.
TAKE THE REINS.

# Team Logos

## TEAM LOGOS WITH THE IEA LOGO

As a general rule, team logos partnered with the IEA logo would follow the same Partner Alignment guidelines as found on the Co-branding page. However, many teams ask if they can purchase the IEA logo for use on their own banners, apparel, signage, etc. When a team purchases the rights to use the IEA logo, the brand guidelines must be followed. If the logo is not purchased, the following text examples may be used to indicate IEA membership.

**Use of the IEA logo without permission or used incorrectly is subject to fines.**

IEA logos may be used without purchase if the logo is to be used on awards, ribbons, show signage, forms, or other IEA show materials. IEA encourages members to utilize products offered by our national logo license vendors to avoid any potential issues. These vendors have been pre-approved to print, embroider, or engrave the proper IEA logos on products.

Personal use of the IEA logo is prohibited without prior purchase or authorization by the IEA Marketing Department. See page 23 for more details on logo license use.

Grier SCHOOL
A MEMBER OF IEA

Grier SCHOOL
PROUD MEMBER OF IEA

Grier SCHOOL
A MEMBER OF THE INTERSCHOLASTIC EQUESTRIAN ASSOCIATION

HYH
HOLD YOUR HORSES
EQUESTRIAN TEAM
PROUD MEMBER OF THE IEA

GARRISON FOREST SCHOOL · ESSE QUAM VIDERI · 1910
A MEMBER OF IEA

Belmore Equestrian
PROUD MEMBER OF THE IEA

### Highlighting IEA Membership within a Team Logo

As the examples below show, any team or business that is a member of IEA may use text to indicate membership.

The IEA encourages this practice, but does not regulate font type, size, or color as this is not a trademarked statement. Teams should use their best judgement when placing any text above, below, or beside their team/business logo that best suits their needs and application.

Permission is not required if Teams choose to use the official IEA fonts with their team logos.

Teams should ***never*** try to replicate the IEA logo on their own for personal use on signage, apparel, or awards. An exception to this rule would be when creating something like IEA cookies or other baked goods.

IEA

Just no.

IEA
INTERSCHOLASTIC EQUESTRIAN ASSOCIATION

# Limited Use Logos




## NATIONAL FINALS and PROGRAM LOGOS

The IEA sometimes utilizes "limited use" logos for specific events, projects, or celebrations. As with the most recent 25th Anniversary, IEA created a special 25th Anniversary logo that will be used for a limited time and then discontinued. IEA uses these logos as part of the overall IEA brand and to draw attention. While not officially trademarked, they still fall under the same usage guidelines as official logos. These logos may be used by the IEA staff or selected vendors for National Finals, Youth Board, or National Sportsmanship and should only be used when representing the specific IEA event, project, or program. For example, the National Final horse head logo should not be used on membership paperwork, but could be used on National Finals prize list entry forms.




IEA 6-Color **NATIONAL FINALS**
Horse Head Shield Logo

NOTE: The date and location on this logo changes from year to year.




IEA 3-Color **NATIONAL HIPPOLOGY ACADEMY**
Horse Shoe Round Logo

NOTE: This logo is used for the IEA Online Hippology Program (*previously called the Horsemanship Program*).




IEA 4-Color **YOUTH BOARD**
Round Logo with Banner

NOTE: This logo is an exception to the rule that a graphic element can be placed on top of the IEA round logo.




A newly designed logo was created in 2024 for the **NATIONAL SPORTSMANSHIP AWARD** patches. The previous logo/patch contained the now retired 2-horse logo.

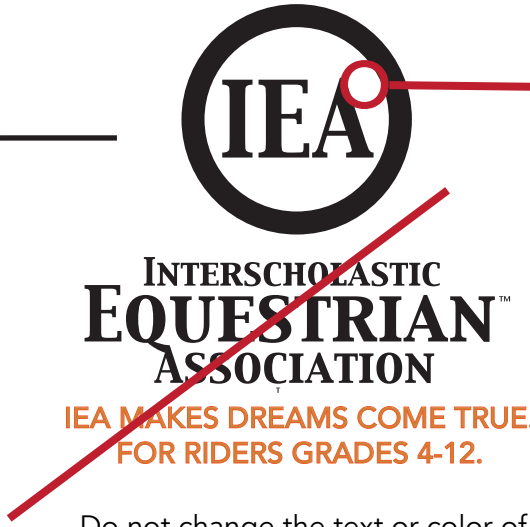
# Incorrect Logo Applications




Do not alter the typography.




Do not put the logo in a containing shape.



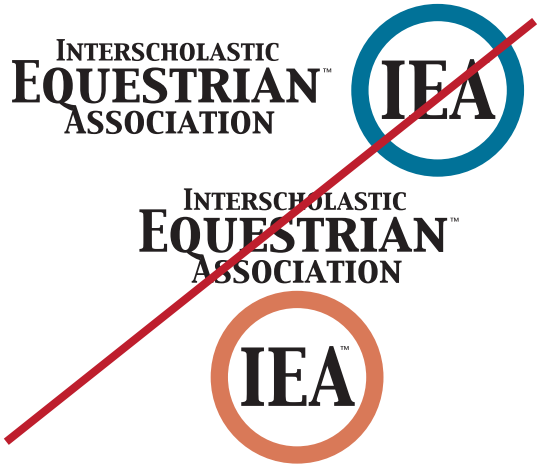

Do not change the text or color of the official tagline. Tagline should not exceed the width of the word 'Equestrian' and should match the color of the logo used.




Do not place logo on competing colors.




Do not change the angle of the logo.




Do not change the placement of the round logo and the text. Do not put the words above or to the left of the round logo. Do not place the round logo too close to the words or change the circle color - even to one of the official IEA colors.




Do not apply tints to the logo unless it is necessary to brand a photo.

The round logo should **ALWAYS** include the Trademark "TM" letters when printed. Only in *very rare* cases may it be eliminated such as small embroidery, metalwork, or other tiny applications. The "TM" should also be placed after the word Equestrian. Both the round logo and the name of the organization have a trademark.

# Color Palette

## Primary Colors

IEA Primary Blue
PANTONE® 633 C
RGB: 1, 114, 152
CMYK: 100, 48, 22,4
HSB: 194, 99, 59
HEX: #007297

White
PANTONE®
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HSB: 194, 0, 100
HEX: #FFFFFF

Black
PANTONE® Process Black C
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100
HSB: 344, 11, 0
HEX: #000000

## Secondary Colors

IEA Dark Orange
PANTONE® 7585 C
RGB: 183, 107, 81
CMYK: 23, 64, 71, 8
HSB: 14, 55, 71
HEX: #B76B51

IEA Light Orange
PANTONE® 7618 C
RGB: 217,121, 88
CMYK: 12, 62, 68, 1
HSB: 14, 59, 85
HEX: #D97959

IEA Dark Purple
PANTONE® 5195 C
RGB: 94, 64, 88
CMYK: 62, 77, 43, 29
HSB: 312, 31, 36
HEX: #5E4058

IEA Light Purple
PANTONE® 5131 C
RGB: 128, 87, 121
CMYK: 52, 72, 32, 9
HSB: 309, 31, 01
HEX: #805779

IEA Cyan Blue*
PANTONE® 2995 C
RGB: 0, 174, 239
CMYK: 100, 27, 0, 6
HSB: 196, 100, 93
HEX: #00AEEF

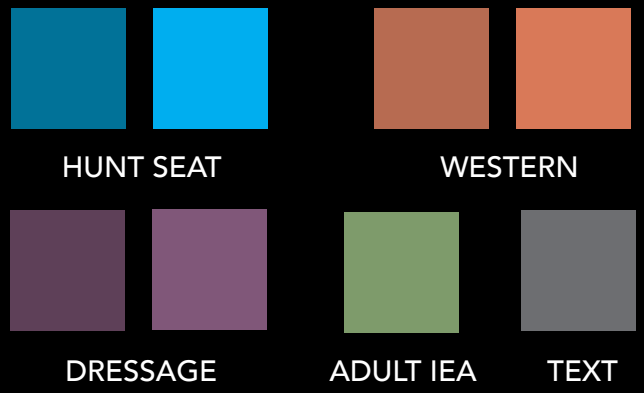
IEA Grey
PANTONE® Cool Gray 10 C
RGB: 109, 110, 113
CMYK: 4, 3, 0, 56
HSB: 224, 3, 44
HEX: #6D6E71

IEA Green
PANTONE® 5773 C
RGB: 126, 155, 107
CMYK: 19, 0, 31, 39
HSB: 96, 30, 60
HEX: #7E9B6B

* IEA Cyan Blue is an accent color to the standard IEA Blue and should be used sparingly only as needed. This blue should not be used alone to represent IEA.

### WHAT THE COLORS REPRESENT

The IEA Primary Blue color is the primary color for the entire organization and should be the dominant color used when representing IEA, just Hunt Seat or the three disciplines together. The other colors are discipline specific as listed.



# Fonts

## Standard IEA Typeface

IEA uses three corporate fonts - **Capitals**, **Avenir** and **Avenir Next Condensed**. Within the Avenir Font families, there are several various weights that have been provided to allow for communication hierachy. These font families should be used for all print and digital communication with exceptions noted at right.

### 1 - Capitals Font

The Capitals Font is the official font of the IEA text inside the circle logo and the text on the main full logo. Capitals Font should be used for Headlines, Subheads for emphasis, or single line statements. It should not be used for body copy as it becomes difficult to read in large amounts. Capitals Font only has one weight.

ABCDEFGHIJKLMNOPQRSTUVWZYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*(?

Capitals 14pt

### 2 - AVENIR FONT

Avenir Font is the official font used in the logo tagline and underneath the IEA letters within the round logo. Avenir is a very useful, clean font with a wide variety of weights and variations. It can be used for body copy and emphasized in size and weight for Headlines where Capitals may not be appropriate. Within this font family, IEA utilizes **Avenir Book** and **Avenir Medium**.

abcdefghijklmnopqrstuvwzyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*(?

Avenir Book 14pt

abcdefghijklmnopqrstuvwzyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*(?

Avenir Medium 14pt

### Alternative Font Use

Capitals and the Avenir Font Family should be used in all graphically designed ads and IEA generated materials designed by the IEA Marketing Department Staff and internal/external Graphic Designers.

In instances (such as websites) or older computers that do not support the Avenir font family, the IEA default alternative font (for Word Documents, Powerpoints, Forms, etc.) is HELVETICA - REGULAR.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*(?

### 3 - AVENIR NEXT CONDENSED

Easily the most useful font for large amounts of text in limited spaces, AVENIR NEXT CONDENSED is the IEA go-to font for documents, forms, graphics, and presentations.

As part of the Avenir Font Family, it can be interchangeable on the same documents or advertisements. IEA utilizes all of the Avenir Next Condensed weights, but primarily uses Avenir Next Condensed Medium and Avenir Next Condensed Demi-Bold.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*(?

Medium 14pt

**abcdefghijklmnopqrstuvwxyz**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**1234567890!@#$%^&*(?**

Demi-Bold 14pt

# Organization Application

## Printed Materials

The examples in this section are a guide for maintaining a consistent style across IEA communications. In general, our writing style follows the Associated Press (AP) style guidelines.

### COMPANY NAME

- The official name of the organization is Interscholastic Equestrian Assocation.
- When writing the official name in materials such as press releases, the first listing should be spelled out in full and bolded with the abbreviation in parenthesis as such - **Interscholastic Equestrian Association (IEA)**.
- Subsequent listings of the organization within the document may use "IEA".

### LEGAL COPY

- The following are guidelines when using the trademark and copyright text on print materials. The copyright symbol and the year along with the full name of the organization should appear at the bottom of marketing materials and membership related documents.
  *Example:* © 2026 Interscholastic Equestrian Association (IEA). All rights reserved. The IEA logo is a trademark of IEA and may not be used without written permission.

### COPY: BULLETS

- Always capitalize the first letter of the first word of bulleted text.
- Use solid round bullets.
- Bullets should always be justified with the left edge of the text box; they should not hang over the edge.
- Additional lines of copy under each bullet should be indented to align with the first letter of the bulleted text.

### COPY: TEXT

- Use oxford commas as the final comma in a list of things. Though AP Style does not require the use of the Oxford comma, it helps eliminate misunderstandings.
  *Example:* "horses, riders, coaches, and adult contributing members"
- Periods are to be used in photo captions and in bulleted lists.
- Try to eliminate orphan words on a line and hyphenated words.

### DASHES

- - Hyphen, use with a word break
- – En dash, use for data or date ranges
- — Em dash, use for breaks in thought



### IEA Forms and Documents

As a general rule, all IEA forms and documents used on the website, for horse shows, membership, coorespondance, or other official IEA business should always have the IEA logo at the top of the page, or on Page 1 of a multi-page document.

The full color vertical or horizontal logo should be used whenever room allows.

The IEA logo should be visible on the front of each IEA Prize List. A new prize list template will be created for the 2023-2024 season with the proper logo.

### FOOTERS

As a general practice, it is a good idea to use a footer on multi-page documents in the event that pages become separated or distributed outside of IEA.

A sample footer might include the page number, title of document, IEA, or Interscholastic Equestrian Association, or the website.

# Organization Application

## Printed Materials (Continued)

### DATES

- Spell out all dates unless character space is limited.
  *Example:* February 24, 2026, should be written as Feb. 24 when space is limited.

### NUMERALS

- Spell out numbers one through nine.
- Quantities larger than nine should be displayed as a numeral, except at the beginning of a sentence.
- When a number exceeds 999, insert a comma or use a capital "K" to indicate thousands.
- For monetary amounts equal to or greater than $1 million, use the dollar sign ($) and numerals.
  *Examples:* IEA offers three disciplines across 11 zones nationwide. 14,575 *instead of* 14575
  Advertising sales are expected to exceed $4K this season. Revenue topped $4 million for the first time.

### PERCENT

- Use figures followed by the percent symbol.
  *Examples:* 25% instead of 25 percent 0.345% instead of 0.345 percent

### WEB ADDRESS

- Capitalize the letter "R" and IEA in our website address. The prefix "www" is not needed.
  *Example:* RideIEA.org
  *Only drop the prefix "www" when referring to the IEA website. External websites should be spelled out true to form.*

### EMAIL ADDRESSES

- Capitalize the letter "R" and IEA in our email address. *Example:* kimber@RideIEA.org

### TELEPHONE NUMBERS

- Digits of telephone numbers should be separated with periods, as shown on business cards and stationary.
  *Example:* 877.743.3432

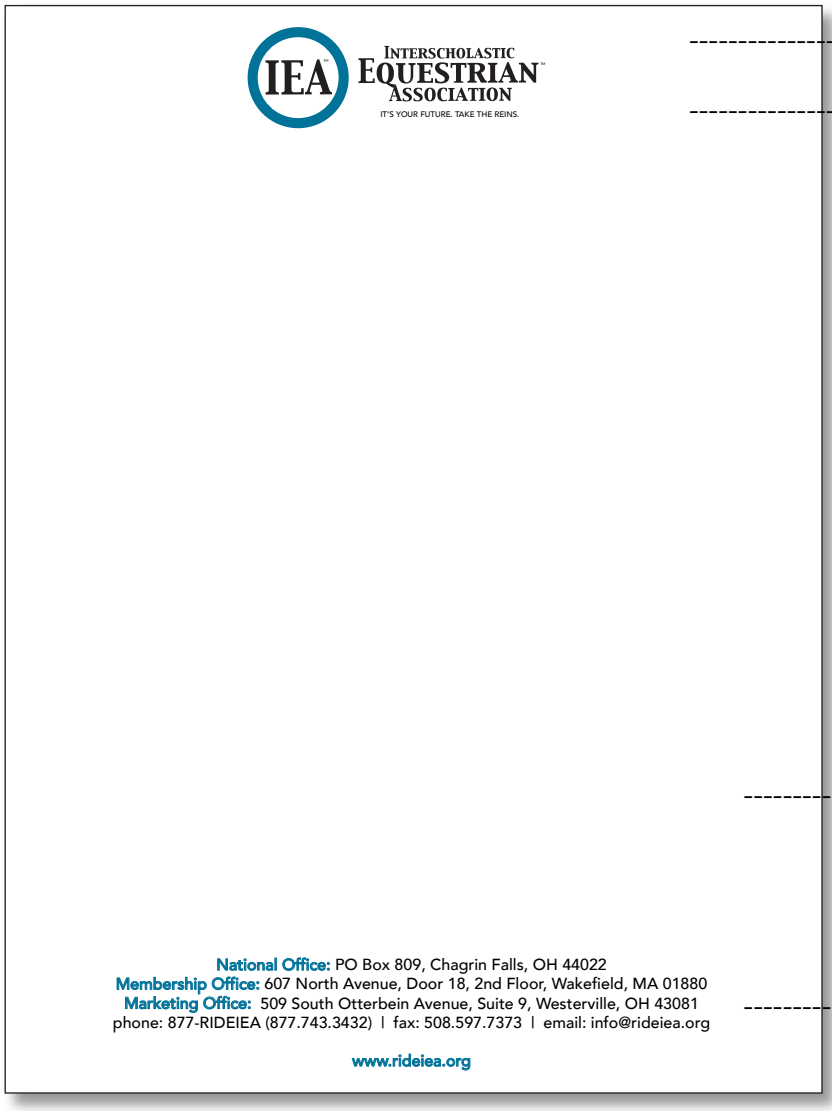
### TIME

- Use numerals except for reference to noon and midnight, which are always lowercase unless they begin a sentence.
  Separate hours from minutes with a colon, but do not use a colon with two zeros if the event occurs on the hour.
  Always lowercase and include periods in "a.m." and "p.m." leaving a space after the numeral.
  *Examples:* Noon *instead of* 12 p.m. 3 p.m. *instead of* 3:00 p.m.
  6:45 p.m. *instead of* 6:45 PM 4 – 7 p.m., *not* 4 p.m. – 7 p.m.

# Organization Application

## STATIONERY

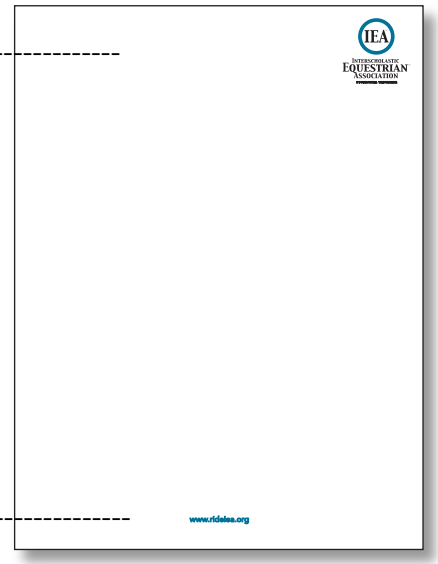
### LETTERHEAD
First Page




- **Size:** 8.5" w x 11" h
- **Logo:** Two-Color Horizontal with tagline centered on page
- **Office Locations:** Avenir Medium 9 points Black and Pantone 633; All three main IEA addresses should be included.
- **Website & Office Names:** Avenir Medium Bold 9 points Pantone 633

- **Logo:** Two-Color Stacked logo with tagline placed in right hand corner of page. Logo is 1" tall.

### LETTERHEAD
Second Page




- **Website:** Avenir Medium Bold 9 points Pantone 633




- **Size:** #10 Business
- **Logo:** Two-Color Horizontal; no tagline
- **Address:** Specific Office or Zone Address
- **Tagline:** Avenir Medium Bold White on PMS 633

**NOTE: All Official IEA Stationery including letterhead, envelopes, thank you cards, business cards, mailing labels, and stickers should be ordered through the Marketing Office. Contact Kimber for details.**

# Organization Application

## Business Cards

**BUSINESS CARD**
Front (Matte with rounded corners)




- **Size:** 3" w x 2.5" h
- **Logo:** Two-Color Vertical Stacked no tagline
- **Name:** Avenir Next Condensed (ANC) Regular 14 points Black with 0.5 stroke
- **Title:** ANC Regular 9 points PMS 633 with 0.25 stroke
- **Address:** ANC Regular 9 points Black no stroke
- **Contact:** ANC Regular 9 points Black no stroke on type, 0.25 on contact
- **Footer:** ANC Regular 10 points White 0.25 stroke on PMS 633 Color Bar

**BUSINESS CARD**
Back (Glossy with rounded corners)







- **Logo:** Two-Color Horizontal reverse white with tagline centered on card

## Thank You Cards







**THANK YOU CARDS** are 5.5" wide by 4.0" tall folded on premium white card-stock. Can be ordered in quantities of 10.

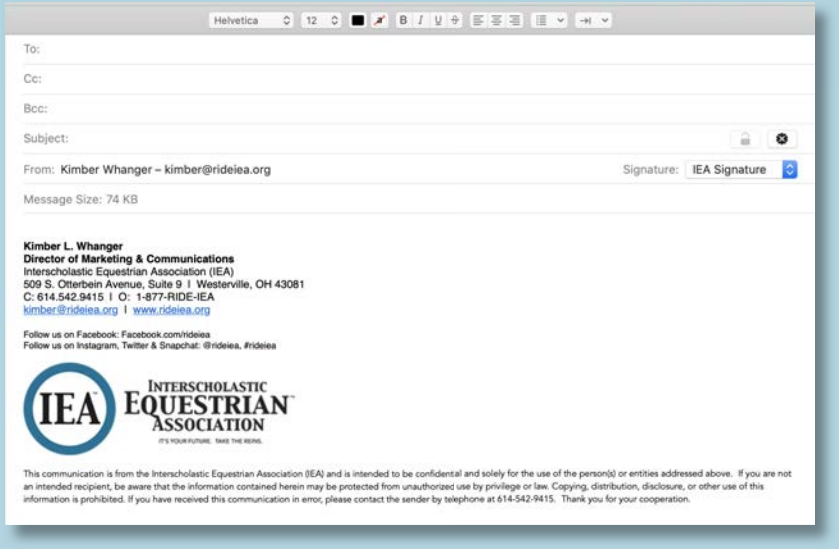
Envelopes can be customized with office or Zone address.

# Organization Application

## Email Signatures

Our employee email signature sends an impactful brand message hundreds of times a day. While it needs to be consistent, there are a couple of options that can be added to your email signature. Most IEA emails are Gmail based, so this format should work in the email settings. For those employees who do not use an official IEA email address, please replicate this format as closely as possible. Please do not deviate from the prescribed format without approval.

If you need assistance setting up your signature, contact **Kimber Whanger** or **Kathryn Quinlan** for directions.




**Kimber L. Whanger**
**Director of Marketing & Communications**
Interscholastic Equestrian Association (IEA)
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**Follow us on Facebook: Facebook.com/rideiea**
**Follow us on Instagram, Twitter & Snapchat: @rideiea, #rideiea**

IEA
INTERSCHOLASTIC EQUESTRIAN ASSOCIATION
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**Name:** Helvetica Bold Black 12 points
**Title:** Helvetica Bold Black 12 points
**Company:** Helvetica Black 12 points
**Address:** Helvetica Black 12 points; Use 'l' to divide address
**Phone:** Helvetica Black 12 points; Use periods in number
**Email/Website:** Helvetica Bold 12 points PMS 633

**Social Media:** Helvetica Black 10 points

**Logo:** Horizontal Full Color with tagline; Logo should not exceed the width of the text directly above it

**Disclaimer:** Avenir Book 10 points (or Helvetica if Avenir is not available). Disclaimer should include employee phone number or main IEA number.

This communication is from the Interscholastic Equestrian Association (IEA) and is intended to be confidential and solely for the use of the person(s) or entities addressed above. If you are not an intended recipient, be aware that the information contained herein may be protected from unauthorized use by privilege or law. Copying, distribution, disclosure, or other use of this information is prohibited. If you have received this communication in error, please contact the sender by telephone at **614.542.9415**. Thank you for your cooperation.

# Organization Application

## Advertising & Promotional Materials

### PRINT ADVERTISEMENTS

The following are sample ads from 2025-2026. Ads and flyers are constantly changing as far as photos and content, but the basic layout and color scheme applies regardless of size, orientation, or publication with the IEA Blue being the dominant color.
























# IEA Social Media

## GENERAL GUIDELINES FOR POSTING TO IEA SOCIAL MEDIA

The IEA Marketing Office oversees the vast majority of IEA social media pages on multiple platforms. As of 2026, IEA has active official social media on Facebook (3), Instagram (3), TikTok (1), YouTube (1), TurnoutHQ (20+), and LinkedIn (1). Additionally, IEA Marketing staff also oversees more than a dozen Zone and Regional pages, primarily on Facebook, Instagram and TurnoutHQ. IEA has an estimated 80,000 to 85,000 followers on all social media pages combined. These tools are extremely important assets in managing and sharing information, branding, member retention, perception, and membership growth. It is important that anyone outside of the Marketing Office that manages or assists with any IEA related social media be aware of the social media policy found in the IEA Rulebook, as well as some basic practices that continue to strengthen the IEA brand while sharing both fun and serious social content.

We strongly encourage IEA Board and Staff Members as well as the general membership to follow at least one or more IEA social media platforms - to be aware of the latest news - but also to aid in sharing content as desired. More IEA information is shared on social media than through any other form of internal or external communication channels - so stay informed. The following are some helpful tips when posting...




### 1. ACCURACY IS THE #1 PRIORITY.

Before "going live" with your post - *triple* check for accuracy in your typing. Be sure all hyperlinks are correct and lead you to the desired place. A good suggestion is to type your post into a Word document to check spelling and grammar, make edits, add desired hashtags and spacing and then copy and paste it into your social media.

### 2. BEING SQUARE IS COOL.

In order to avoid duplication of design when posting to multiple platforms, it is recommended to design your posts within a square of at least 600x600 pixels. This size can easily be transfered on Facebook, Instagram, and Twitter without having to make size adjustments. It also creates a uniform and visually pleasing look to the page.

### 3. DON'T FORGO THE LOGO.

In 2018, IEA began the practice of placing the round logo on every social media post (*similar to the example at left*) to brand the post. The logo should be small but appropriately placed somewhere within the design of the graphic or over a photo.

### 4. GIVE ME SOME CREDIT.

When using someone's photo to post/re-post, be sure to credit that person, professional photographer, or site where the image was found. DO NOT use professional photos with a photography watermark over the image. That indicates the photo was "stolen" and is not authorized for your use. Even if you intend to purchase the photo later, wait until the watermark is removed before using. Linking the photo to their social handle is always encouraged and appreciated.

# IEA Embroidery

## HOW DO I GET THE IEA LOGO ON MY TEAM JACKET?

Embroidered team wear, jackets, blankets, saddle pads, and awards are popular with IEA members. Embroidered items are often elegant, but more expensive than printed items. When someone purchases a logo license, the IEA releases the various official logo files in vector format, however IEA does not provide an embroidery file *(since everyone has different logo size needs.)*

Embroidery files are different than typical image files. A logo must be specially digitized by an embroidery company in order for it to be sewn on by the embroidery machine. Once a file is digitized for embroidery machines, it cannot be changed in size without creating a new larger/smaller digitized file. The larger the embroidery file, the more stitches it requires and the more expensive it will be to place on the apparel. It is common practice for embroidery companies to charge for each digitized file. These charges will vary and are in addition to the IEA logo license fee paid to IEA.

We strongly suggest using the IEA National Logo License Vendors who have purchased the rights to use the IEA logos on any product. These vendors can be found on the SHOP page of the IEA website at www.RideIEA.org.

## PATCHES VS. DIRECT EMBROIDERY




Sometimes it is easier/cheaper to use patches instead of direct embroidery. By using a white base patch, the IEA round logo uses less stitching for the blue circle and black lettering then stitching the entire thing.

Whenever possible, it is important to keep the center of the round logo white to maintain brand accuracy.







**YES.**
Both images at left show appropriate use of an embroidered IEA logo. When using one color thread, use either black or white against a complimentary color apparel for easiest readability.




**NO.**

- Do not reverse the logo colors.
- Do not place logo on competing pattern.
- Do not use incorrect color (blue). It is better to go with one color rather than inaccurate colors.
- Do not delete the trademark.

# IEA Logo Licensing

## So, You Want To Use Our Logo...

As previously mentioned in this standards guide, IEA is proud of the 25-year history of the IEA organization and development of the IEA brand. We are delighted that you are interested in partnering with us to preserve, protect, and promote the IEA by utilizing one or more of the official IEA logos. Below is some of the language and requirements found in the logo licensing contract.

IEA logo license agreements are good for **12 months from time of signing** and must be renewed annually to continue logo use.

**Questions about IEA logo licensing? Contact Megan Taylor - megan@rideiea.org to talk through the details of how you wish to use our logo**

### NATIONAL VENDOR - $4,500
*Unlimited sales territory within the US*

* National rights to IEA National logos
* Three consecutive months of banner ads on IEA website
* Complimentary vendor space at IEA National Finals
* 20% off IEA published advertising rates

### ZONE VENDOR - $1,000-$2,500
*Sales territory limited to designated Zone(s)*

* Zone rights to IEA National logos
* Three consecutive months of banner ads on IEA Zone page
* Complimentary vendor space at IEA Zone Finals
* 10% off IEA published advertising rates

### REGIONAL VENDOR - $750
*Sales territory limited to designated Region(s)*

* Regional rights to IEA National logos

### TEAM VENDOR - $175
*For one team up to 30 members*

* Team rights to IEA National logos

*Upon signature of this Agreement, Vendor agrees to pay the non-refundable fee(s) listed and provide a logo and banner advertisement (National and Zone vendors only). Vendor further agrees to abide by the terms and conditions as set forth in the IEA Brand Manual Deviations from the IEA Style Guidelines will be considered a breach of the material terms of this Agreement and will be cause for the immediate termination of this Agreement, with no refund.*

*Should any merchandise utilizing the IEA logo remain in inventory at the end of this Agreement, this Agreement must be renewed before Vendor can continue sales of such merchandise beyond the referenced membership date. Should Vendor use the IEA logo inappropriately, outside the bounds of the IEA Graphics Standards Manual, or continue to sell product with the IEA logo beyond the date of this Agreement, IEA will take all measures to protect its legal rights, up to and including filing suit for damages.*

## Commonly Asked Questions

**I'm a show host. Do I have to pay to use the logo on awards?**
*Not usually. If you are printing/embroidering/etching the IEA logo on awards you are purchasing for your show, and not for re-sale, you may request a one-time special use agreement. While there may not be a fee involved, there is still a contract that must be signed before logo files are released to you.*

**Do I need a license to use the logo on banners for my horse show?**
*See note above. The IEA Marketing Office is happy to help design or suggest layouts for ring signage for your show.*

**I want to do a fundraiser for my team by selling team apparel with the IEA logo - Do I need a license agreement?** *Yes. Because the IEA logo is being used for retail purposes, you must have a logo license agreement. If you plan to sell merchandise beyond your team, for example to your whole region, you must obtain a Regional license.*

**I only want to print/embroider in one color, can I get a discount on the license fee?** *Unfortunately not. The logo vector files are sent as a zip file that includes all the variations of the logos. We can not regulate who is using one or more colors, so everyone gets the same logo files upon purchase of the license.*

IEA

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# BRAND MANUAL

## & STYLE GUIDELINES

This style guide was conceptualized and designed by Kimber Whanger, IEA Director of Marketing and approved by the Board of Directors of the Interscholastic Equestrian Association for use beginning January 2023.

All logo files, fonts, and style tools will be made available via Google Drive to all IEA Board, Staff, and Zone Administrators for official IEA use.


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THQ

Find us on social media
@rideIEA #rideIEA