



The  
British  
Horse  
Society

# Brand Guidelines

March 2023

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## About us

The British Horse Society is the largest equestrian charity in the UK. Established in 1947, we work to improve standards and educate to improve the lives of all horses, doing everything in our power to help horses to flourish and lead happy, healthy and productive lives.

Our thriving and active community supports horses, horse lovers and professionals through local events, campaigning and education. We also offer a wide range of membership benefits. As guardians of this country's horses, their heritage and their future, we rely on people to support and join us. Together we can help secure a brighter future for all horses.

# Vision

Every horse is respected, protected  
and enjoyed by knowledgeable  
caring people.

Horses First

Team

# Mission

We are the charity dedicated to knowledge,  
encouraging people and horses to enjoy  
life together.

# Overview

## Font

Our primary typeface is Vag Rounded.  
Bold should be used sparingly to highlight URLs and important details.

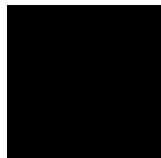
## Vag Rounded

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

## Primary colour palette



BHS Red  
Pantone 1759C  
C:2 M:98 Y:85 K:7  
R: R:217 G:34 B:49  
#d92231



BHS Black  
Pantone 1759C  
C:2 M:98 Y:85 K:7  
R: R:217 G:34 B:49  
#d92231

## Logo



## Tone of voice

Approachable

Inclusive

Friendly

Welcoming

# The British Horse Society logo

This is our primary BHS logo.

There is a red version for using against a white background or picture, and an outlined version for use against a red background, or where it may not be possible to use the red version.

Please do not change the colour of our logo and keep the size to a minimum of 31mm<sup>2</sup>

The logo should be positioned top right of a document as much as possible, as shown in the example below.



## Clear space

Whenever you use the logo, it should be surrounded with clear space to ensure it's visibility and impact. No graphic elements of any kind should invade this zone.

Please make sure there is a minimum amount of clear space at all times, as defined by the black squares in the example below.



# Typography

Our primary font is Vag Rounded.  
We always use the light version for standard copy and headings.

Bold should only be used very sparingly to highlight key information.

## VAG Rounded

Regular	Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii	Jj	Kk	Ll	Mm
	Nn	Oo	Pp	Qq	Rr	Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz
<b>Bol</b>	<b>Aa</b>	<b>Bb</b>	<b>Cc</b>	<b>Dd</b>	<b>E</b>	<b>Ff</b>	<b>Gg</b>	<b>Hh</b>	<b>Ii</b>	<b>Jj</b>	<b>K</b>	<b>Ll</b>	<b>Mm</b>
	<b>Nn</b>	<b>Oo</b>	<b>Pp</b>	<b>Qq</b>	<b>e</b>	<b>Ss</b>	<b>Tt</b>	<b>Uu</b>	<b>V</b>	<b>Ww</b>	<b>k</b>	<b>Y</b>	<b>Zz</b>

# Typography

Headlines and titles

Vag rounded Std Thin  
Size 20pt  
Leading - 24pt

Sub headings

Vag rounded Std Thin  
Size 14pt  
Leading - 16pt

Copy text

Vag Rounded Std Thin  
Size 10pt  
Leading 11.5

# Palette

## Primary

### BHS Red

Pantone 1759C  
C:2 M:98 Y:85 K:7  
R: 217 G:34 B:49  
#d92231

### BHS Black

C:0 M:0 Y:0 K:100  
R:0 G:0 B:0  
#000000

### BHS Dark Grey

C:0 M:0 Y:0 K:60  
R: 124 G:124 B:124  
#7c7c7c

## Secondary

### BHS Duck Green

Pantone 5753C  
C:56 M:31 Y:74 K:40  
R:96 G:108 B:56  
#5f6c42

### BHS Rusty Red

Pantone 7623C  
C:28 M:91 Y:77 K:31  
R:143 G:42 B:43  
#8f2a2b

### BHS Slate Blue

Pantone 432C  
C:79 M:61 Y:49 K:50  
R:50 G:62 B:72  
#323e48

### BHS Straw Brown

Pantone 7531C  
C:41 M:46 Y:55 K:36  
R:217 G:34 B:49  
#7b6856



# Language, grammar and tone of voice

## Dates

Dates must appear as a number and then the month, with no 'st', 'nd', 'rd', or 'th' (7 March and NOT 7th March).

3 February 2019

Not 3rd February 2019

## Telephone numbers

No brackets around area codes.

Six digit numbers have no space in the middle, for example 01598 568741.

London numbers have four digits, space, three digits, space, four digits, for instance 0207 845 6321.

## Email addresses

Spell email as email, not e-mail, nor E-mail.

Style for spelling website is website, not web site, nor web-site.

Style for website addresses is [www.bhs.org.uk](http://www.bhs.org.uk), not <http://www.bhs.org.uk/>

## Tone of voice

We must always communicate clearly and consistently in a **friendly, approachable, welcoming** and **inclusive** tone. We don't want to sound old-fashioned, formal or distant – for example, that's why we say 'Riding Centres' rather than 'Riding Establishments'. Our writing should sound like we're speaking, having a conversation with those people we engage with, and should encourage the reader to respond. Be personal – use terms like you, us and we. However, we should always balance this tone by communicating with confidence and authority.



# Canva/ Canva Pro

## What is it?

A graphic design platform that allows users to create various designs, such as social media graphics, posters, presentations, and logos.

## Canva individual account (free)

Regional Managers/ Communication & Marketing Volunteers can utilise the tools to aide content creation. HQ can support by providing branding/ style checks by using the MediaFiler 'to be checked folder' (Image guidelines for more details).

## Crazy for Canva?

If you are a regular user of Canva, then we can add you to the BHS Canva Pro account. The main benefits of this are:

- Access to the BHS Branding Toolkit (Logos, colours & font)
- Easier sharing of projects for checking/ adding comments

Contact the BHS Social Media Manager  
(alan.raffery@bhs.org.uk)

