

Image Guidelines

March 2023

Intro

How to use the guidelines?

The BHS image guidelines are to be read and referred to before collecting content and also pre-publishing online.

Not sure? No image? Do not worry!

You have access to BHS MediaFiler which allows you to:

- **Download** from a folder of BHS stock images
- **Upload** images/ graphics to a 'To be checked' folder within your respective region which will be checked by HQ
- **Upload** any images for sharing with the wider BHS team e.g., Photos from major event for the main page

[Refer to the MediaFiler User Guide](#)

When should you check an image with HQ?

The vast majority of images will **not** need to be checked by HQ. The tool is there for the times that you are:

- Not sure if the image meets the guidelines
- The image does not meet the guidelines, but it is the only image available. HQ can advise what can be done.
- Have produced a graphic and would like a branding check



Imagery

IMPORTANT: Many people around the world look to The British Horse Society for best practice on all things equine. It is therefore very important that any image we portray represents The BHS standards.

We are however aware that many people who attend our events do not portray these 'gold standards' and so it can be difficult to capture real life content to use in our marketing and promotion.

In this document we will share the BHS 'Gold Standard' guidelines for reference, but highlighting the **'must haves'** when creating content for BHS 👍



Mounted riders



Must haves...

- Correctly fitting hat (not covering riders' eyes and no obvious damage). Chin strap must be fastened when mounted and not to be too long.
- Correct hat for discipline (skull cap for XC no fixed peaks)
- Suitable footwear (no trainers/wellies)
- Stirrups (feet in stirrups when mounted)
- Body protector for XC (if at a competition)
- Rider position must be in balance and not detrimental to the horse's way of going
- When hacking out the rider must be wearing a Hi Viz tabard or jacket.

Gold standard – must haves plus...

- Footwear - no yard boots
- Long hair tied back
- Clean kit (no muddy boots, mud marks on body protectors where they have fallen off) No jewellery
- Suitable clothing (riding gloves, arms covered in XC images, avoid strappy/ fashion tops)



This rider is not holding the reins, is not wearing gloves and has obvious jewellery.



This rider is wearing the correct equipment and is in balance the horse is alert and looks happy.



Rider using Hi Viz making them easily visible.

Horse equipment and tack



Must haves...

- Tack well-fitting e.g. nose bands not overly tight, grackle not to be half way down the horses face or off to one side, no overly tight breast plates or martingales
- Suitable for the rider e.g. Saddle correct size to accommodate the rider, stirrup irons correct size for the foot
- Well-fitting rugs appropriate to the weather. Straps to be appropriate length or secured if not done up

Gold standard – must haves plus...

- Clean tack with straps secured by keepers
- Numnahs and saddle pads in the correct position Headcollars to be correct size
- If travelling, some form of leg protection should be used e.g. Travel boots or bandages of the correct size
- Level stirrup leathers
- Short girth straps tucked into keepers
- Head collars on horses in field or in transportation should be leather



A cavesson nose band should not be overly tight, especially a crank noseband. The correct fitting is shown in the picture



The centre piece of a grackle nose band must not be too low and it should not be fitted overly tight. Similarly, with flash nose bands they should not be fitted overly tight and ensure they are the correct way around.

Handling horses



Must haves...

- Lead rope or reins must not be wrapped around the handlers' hands and must not be on the floor
- Hi Viz and bridle if handling horses on the road
- Horse positioned on the correct side on the road with handler on the right hand side of the horse
- Horses if tied should be tied to a quick release system or to halved baler twine (no full thickness twine)

Gold standard – must haves plus...

- Correct handler PPE e.g. correctly fastened hat & gloves, and secure footwear
- Safe clothing e.g. no coats tied round the waist, zips securely fastened
- If more than one person handling the horse they should ideally be positioned on the same side of the horse
- If the horse is pictured inside a trailer or lorry it must be safe and fit for purpose. Be careful to note the weight of horses will not be too much for the vehicle they are travelling in e.g. two 17HH horses in a 3.5T lorry will be over weight.



Handler wearing correct PPE and horse wearing correctly fitted bridle.

Welfare



Must haves...

- Healthy weight, not obese or skinny
- No distressed horses - e.g. harsh rein contact with ears pinned back
- Good pasture management - no poisonous plants
- Good fencing with no barbed wire and not in a state of disrepair
- Horse suited to pasture type e.g. no horses over 3.5 body condition in long grass
- Any other species features in the picture must be in good health
- No hazards in backgrounds
- Riders must be a suitable weight for the horse they are riding
- Good condition of feet and shoes
- If you are using a picture of a horse in bad health make sure there is an explanation as to why it is in bad health

Gold standard – must haves plus...

- Pasture management - no weeds or buttercups and field has been poo picked
- Body condition score 2.5 - 3/5
- Horses must be in good overall health with no nasal or eye discharge



Here is an alert horse in good health.