

Our logo

Our logo reflects who we are and is how people recognise us. It puts horses and people at the heart of everything we do.

It's a key element of our identity, and so it's important we use it consistently and correctly. By using our logo in the right way, we can all benefit together.

Our primary logo, this horizontal version, is the logo we use most often:



Our secondary logo, this vertically stacked version, is only used if we can't use the primary version:



White versions of both logos are available to be used in place of our coloured logo when it doesn't stand out enough or work against the background.

Logo use

Sizing

Minimum sizes of our logo ensure good reproduction, on screen and in print. Please follow the guidance below:

In print

Minimum size is 12mm in width



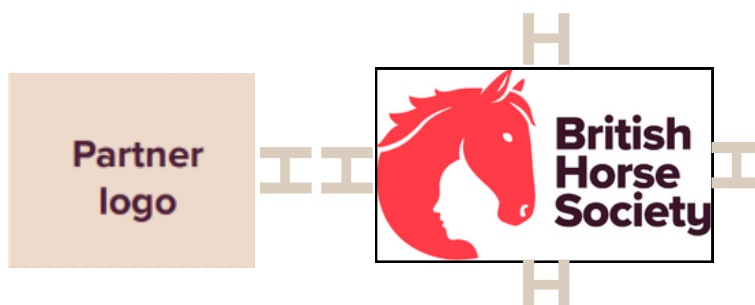
On screen

Minimum size is 70 pixels in width



Using our logo alongside yours

We couldn't do what we do without you, and we're proud of the impact we achieve together. We would love you to use our logo alongside yours - where you can please position your logo to the left of the BHS logo, and ideally centre it at the bottom of your asset.



Please give the logo breathing space from your own logo and from other elements such as text and imagery. The clear space is defined by the height of the letter "H" in the logo, scaled up to 150% of its original size.



Logo placement

Depending on where you're using our logo, ideally it needs to be placed either in one of the corners, or centrally.



What not to do

To ensure we can continue to have the impact we do together, it's important we use our logo consistently.

Please don't distort or change it in any way. When using our logo, please:

- A** Don't stretch or condense our logo
- B** Don't rotate the logo
- C** Don't add shadows or effects
- D** Don't change the colour
- E** Don't put the logo on another coloured background

We now have one logo that encompasses all areas of our work to help us have even more impact. Our logo should never have any additions or alterations.

A



B



C



D



E

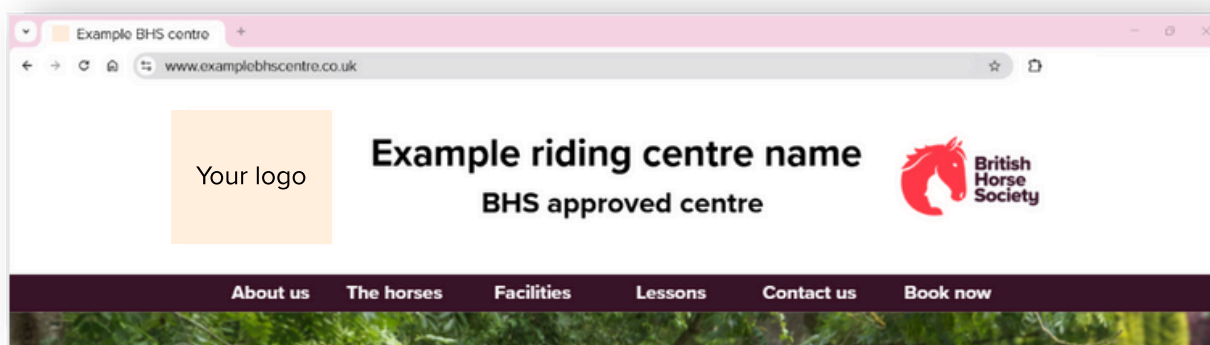


Logo examples

Business cards



Website



Yard signs

