



# Brand Toolkit



# Welcome

**We're British Horse Society, and we're here for you, the horses you love, and the special feeling we share.**

Together with your support, we campaign. We train. We help. We inform. We uphold the highest standards. We help people of all backgrounds to connect with the joy of horses. We keep you and your horse safe on and off the road every day. And we help ensure all horses have the best possible care.

We can only do this with your support, and we'd love you to be a part of this with us. That's why we've created this toolkit to help you use our new look and feel, and bring to life our work.

By following these guidelines when using our logo, you'll play your part in making sure everything we do as a collective team reflects who we are, makes us even more recognisable, reaches new people and increases our impact, together.

**For horses. For people. For life.**

# Our logo

**Our logo reflects who we are and is how people recognise us.**

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

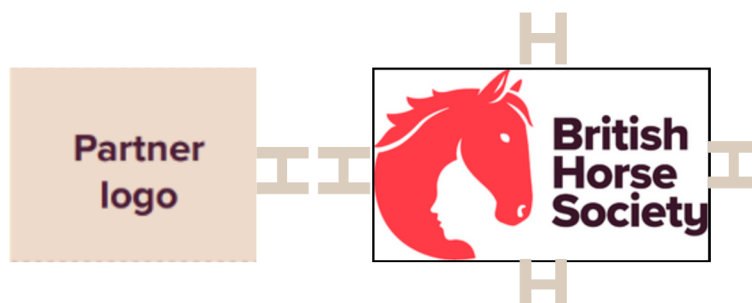
Minimum size is 70 pixels in width





## 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're happy for 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**

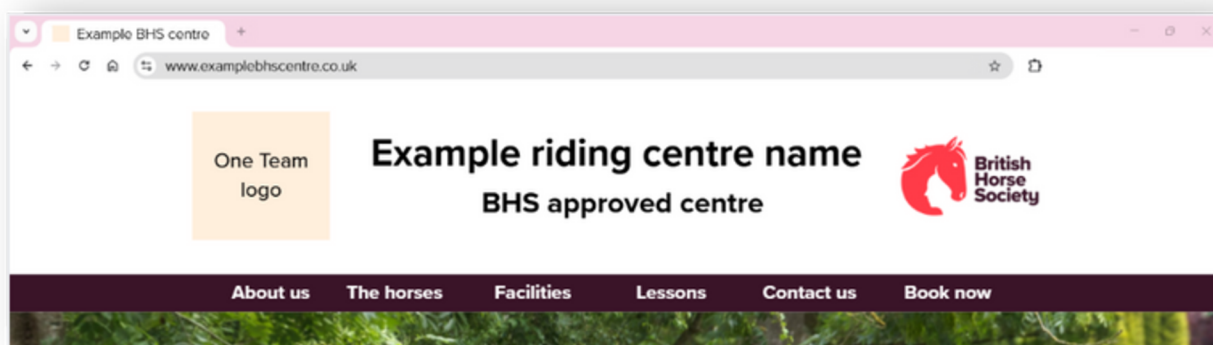


# Logo examples

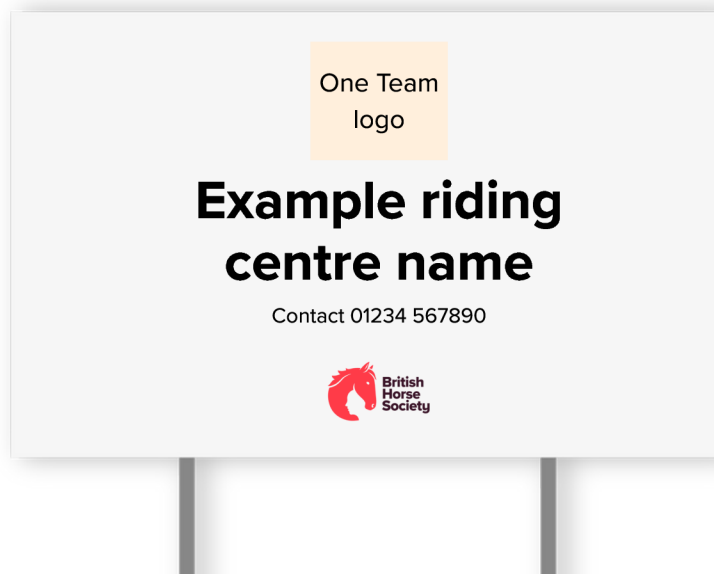
## Business cards



## Website



## Yard signs



# How you can support us

**We're stronger when we work together. Our new look and feel will only remain strong if it's used consistently, so we've put together these useful guidelines to help you.**

## When do I need to make changes?

We're not asking you to make changes straight away. Updating our look and feel is a phased approach, and changes will happen gradually, rolled out in a responsible and ethical way to minimise waste.

Our logo is available now for you to update any digital assets such as your website. We're happy for all changes to be made as and when you're making updates, for example printing new business cards or refreshing signage.

## What should I be changing?

Our new look and feel includes our new logo, new colours and changing our name to drop "The" - it's a subtle change, but so much friendlier and more approachable. For the most part, it will just be our logo that you'll change, whether that's on your website, business cards, clothing, signage or other ways you use it.

If you usually have branded BHS clothing, signage or plaques - we're not asking you to replace these straight away. Please keep using everything you have, and we'll soon have updated items ready to order on the BHS Shop for when you need a replacement.

## How else can I offer support?

You'll see our new look and feel gradually coming in across everything we do. Please support us where you can by sharing our posts on social, visiting our stand at events and sharing news of our new look and feel within your community.

# Summary

How we look and feel is one of our most valuable assets. Together, by following these guidelines, we can be more recognisable, reach new people and have even more impact.

**Together, we can help everyone find the feeling. Protect it. Share it – and keep it going for future generations, together.**

## **Got a question?**

Please drop an email to [brand@bhs.org.uk](mailto:brand@bhs.org.uk) - we'll be happy to help.