

BHS brand playbook

For the feeling



Photography

– safety and wellbeing

These guidelines will help to make sure horses and people in our photography are healthy, happy and safe.

Applying the guidelines

Every image you use needs to meet our two overarching principles:

1. Are there any horse welfare or care concerns?

- Does the horse look healthy and well cared for?
- Is the horse showing any signs of distress?

2. Is it safe?

- Is the environment safe?
- Is the horse safe within the environment?
- Do the people meet our safety requirements?

Photography checklist

When checking an image for safety and wellbeing of horses and people:

- 1. Look at the whole image, not just the focal point.**
- 2. Check the background and make sure there's nothing unsafe (like poor fencing).**
- 3. The image needs to be high resolution to check thoroughly.**

Photography

– safety and wellbeing

Horses in Society

– our social license to operate

We advocate for positive connections between horses and people – the horse-human bond. Anything contradictory to this, for example any misuse of tack, whips, spurs and training aids, has no place in our imagery.

Horse wellbeing checklist

Check every image for the following non-negotiables:

The horse(s):

- All horses pictured should be healthy and in good condition:
 - No health concerns (sores, wounds, poor coat, poor feet, runny nose or eyes).
 - Not overweight or underweight.
- Horses should have no obvious signs of distress.
- Whiskers should not be removed and ears should not be clipped out.
- Tack and equipment (headcollar, bridle, saddle, harness) should fit correctly and look comfortable.
- The saddle should be a good fit for both horse and rider.
- Horse and rider combinations should look appropriately matched (the rider shouldn't be too tall or large for the horse, and children should be on suitably sized ponies).

The environment:

- Ensure there are no poisonous plants (like ragwort or buttercups) in grazing images.
- Fencing should be well maintained (no broken rails or sagging electric fencing).
- There shouldn't be any barbed wire or stock fencing, unless fitted with offset electric fencing.
- Make sure the environment is suitable – for example, stables shouldn't look dirty or poorly maintained.

Photography

– safety and wellbeing

Safety checklist

These are non-negotiables that should apply to all our images.

Riding:

- Correctly fastened riding hat.
- Correct footwear: riding boots, jodhpur boots or yard boots designed for riding.
- Anyone jumping cross country obstacles must wear a body protector.

Hi vis:

- On the road (all images)
 - Hi vis on rider (minimum of tabard).
 - Hi vis on horse (minimum of four leg wraps).
- Off-road (expert images)
 - Hi vis on rider (minimum of tabard).
 - Hi vis on horse (minimum of four leg wraps).
- Off-road (recreational images)
 - Hi vis on rider (minimum of tabard).

In expert images (like those for education or safety purposes), we should highlight best practice with the horse and rider both wearing hi vis.

Driving:

- People should wear a correctly fastened riding hat and the driver should be wearing gloves.
- All harnesses must be correctly fitted.
- If on the road, the carriage must be roadworthy with hi vis on both the horse and the rear of the carriage.

- The carriage should not be close to obstacles and fencing.
- Whips should be pictured in a neutral position.

Lungeing:

- Riders should be wearing a correctly fastened riding hat, gloves and boots (riding boots, jodhpur boots or yard boots).
- The horse should have correctly fitted lungeing equipment (for example, the side reins and lunge cavesson).
- There should be no lunge lines fitted over the horse's head.

Leading:

For expert images where a person is leading a horse we should show best practice, including:

- A correctly fastened riding hat.
- Gloves.
- Correct footwear: riding boots, jodhpur boots, yard boots or wellies.

For recreational or emotive images of leading:

- A riding hat and gloves are preferred but not essential – unless showing trotting up, leading on or off a horsebox, on or off a horse walker.
- Correct footwear must be worn.

Think about the image purpose. For example, children at a riding school will need to wear hat and gloves to lead.

Other things to look out for...

- Lead ropes. They should always be in good condition and held correctly – not wrapped around the handler's hand, dragging on the floor or being held by the clip.
- Unsuitable rider clothing and accessories – like clothing that's flapping (with the exception of riders who are wearing traditional dress) or jewellery that could catch.
- Excessive branding either on clothing or in the background.
- Hazards around the horse, like tools, wheelbarrows or dogs.
- Poorly stacked hay bales or other hazards in the background of images of yards.
- Chemicals that aren't stored properly, or bags of feed accessible to horses.
- Correct use of the arena. There shouldn't be any open gates when riding, badly erected jumps or jump cups on the ground or on jump wings.
- The proximity and position of people around horses. Is there a risk of them being kicked, knocked over or trapped?
- Showing reasonable safety precautions for people with additional needs, for example close, safe access to the horse for a wheelchair user.

Photography

– safety and wellbeing

Additional tack and equipment guidelines

Additional guidelines apply for tack and equipment. Some apply to all images, some just apply to images of best practice.

All images:

- Headcollars should be fully fastened.
- Only a leather headcollar or field safe headcollar should be used when a horse is loose in a field.
- Bits shouldn't be too strong.
- The bit must be suitable for the horse and activity.
- The horse should not be being forced into an unnatural contact or outline.
- The saddle should fit both horse and rider.
- The saddle pad or numnah should be correctly fitted under the saddle, as should the martingales and breastplates, horse boots and bandages.
- Rugs should be appropriate for the season and weather (for example, the image should show turnout rugs when wet and fly rugs in the summer).
- Images should never show over rugging in warm weather.
- Rug should fit well and not look like it will rub.
- All straps and buckles should be correctly fastened. Clip type fastenings must be towards the horse.
- Travel equipment should be correctly fitted.
- The horse should be shown loading or unloading in a safe area.

- The trailer or lorry must be large enough to accommodate the horse.
- Trailers or lorries should never be overloaded.
- The whip must be the correct type for the activity, if it needs to be included at all. For example, it should be a padded baton for jumping or a schooling whip for dressage or flatwork.
- You should avoid using hacking images where the rider is using a whip or spurs. This is so we can show that the use of artificial aids isn't the norm.

Images of best practice

- For training manuals and education images, all tack and equipment should be clean, correct for its purpose and in a good condition.
- In other situations, like at the end of a cross country round, tack can be muddy and sweaty.
- Buckles and keepers should be secure and in the correct place, and reins should be straight and not twisted.
- The noseband should be suitable for the horse and the activity – flash nosebands shouldn't be shown, unless the horse is in competition.
- There can be instances where bridles aren't "perfect", like in a competition environment when a keeper may have slipped, or the reins may be twisted.
- The stirrup irons should be big enough to accommodate the rider's foot, with a gap on each side.

- The stirrup leathers shouldn't be twisted.
- You should never show a person riding in wellies.
- Only use spurs in formal images, like in competitions, but make sure they're the correct type – and that they're fitted properly.

Exceptions

There may be situations where exceptions to guidelines can be made, for example, when we're:

- Showing people from different faiths riding in traditional dress.
- Showing people with disabilities or additional needs.
- Using images for education purposes to show negative experiences, an overweight or distressed horse.
- Demonstrating our care and welfare work and support of hard to reach communities, by showing horses being kept in less-than-ideal environments.

These types of images will be **approved on a case-by-case basis** and should be used for a dedicated purpose, rather than for general use.

Photography principles

Our photography principles should apply to all our photography, helping to create a distinctive approach.

Our photography should be: emotive, inclusive, real and connected.

The following pages go into more detail about each of these principles.

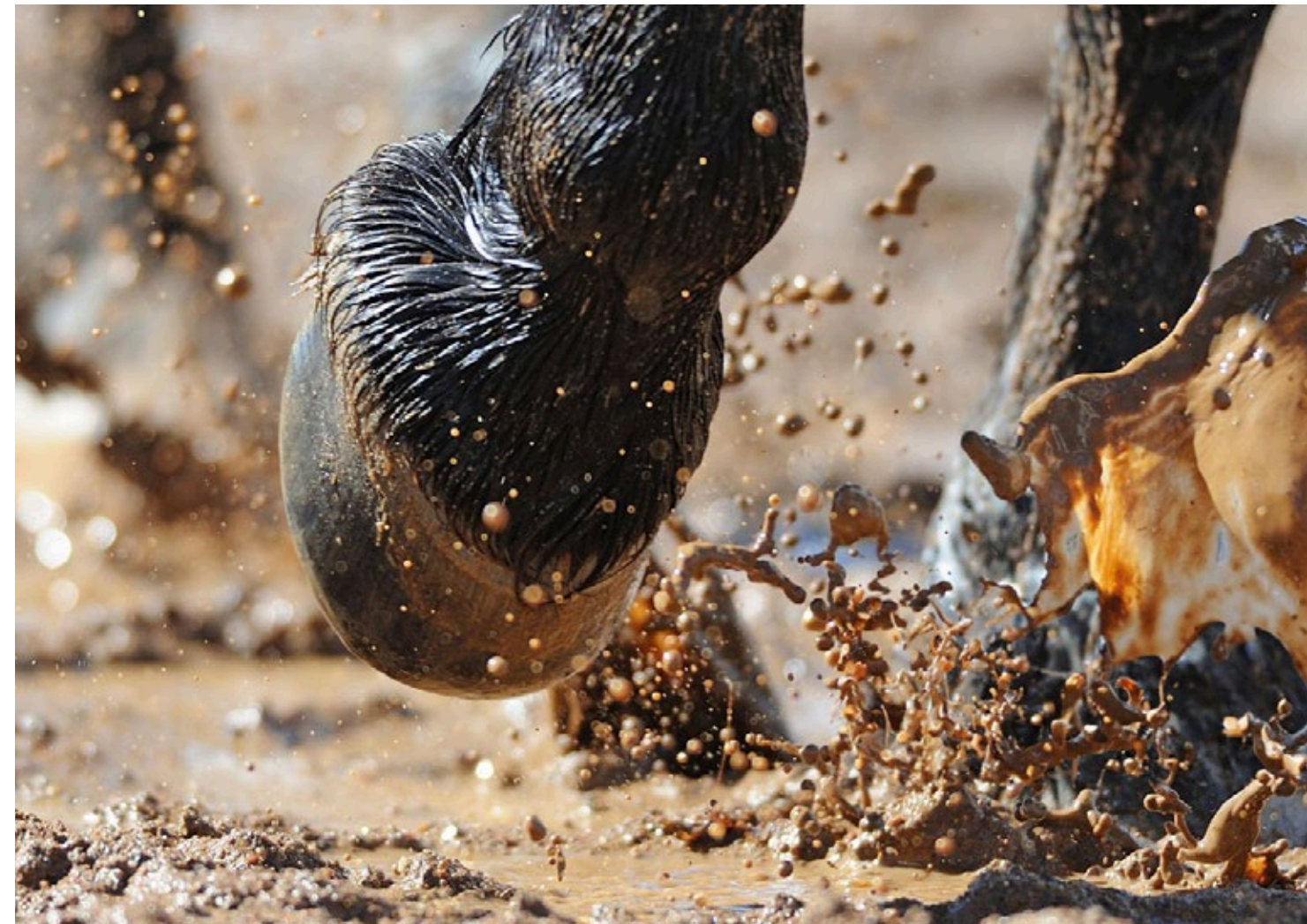
Emotive



Inclusive



Real



Connected



Photography principles – emotive

Our photography always needs to make the viewer feel an emotional connection with every image.

Whether it's the emotional bond between horse and human or horses with other horses, the thrill of leaping over a jump or the determination felt by a young person taking up riding for the first time.

Capturing facial expressions, body language, and ensuring the composition echoes the feeling are key considerations for creating emotive photography.



Photography principles

– inclusive

Our photography needs to be inclusive. This means representing everyone, so that all who want to have involvement with horses feel welcome – from competing, to riding out or handling.

When casting or searching for images, we should always try to show a balanced approach including different types of diversity and ensure that we are representing a range of genders, ethnicities, abilities and capabilities, religious traditions, sexualities and ages.



Photography principles – real

Achieving authenticity in our photography is key to ensuring we create a meaningful connection with our audiences.

We should reflect the uniqueness of people and horses personalities. We should show the grit and determination required to look after horses, as well as the fun.

Even when taking eye-to-camera portraits, expressions should be kept natural and honest.



Photography principles – connected

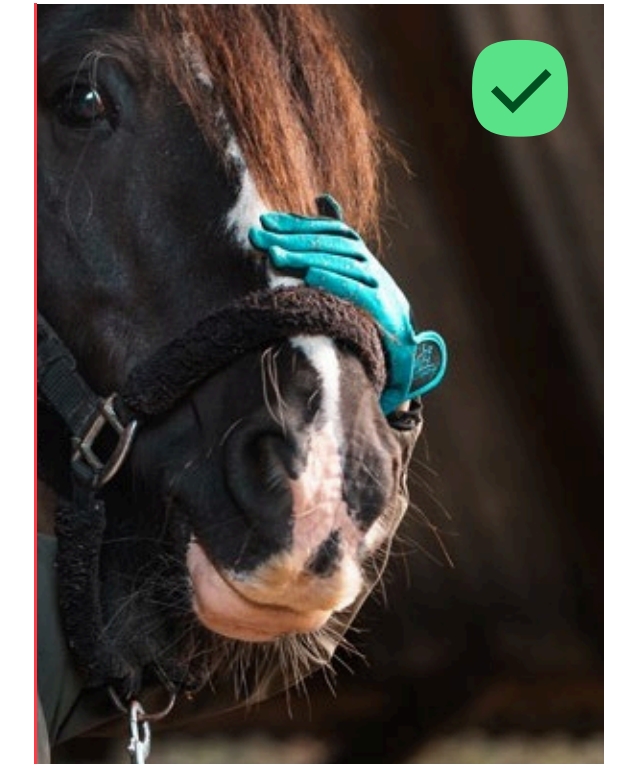
Spending time with horses can help people feel connected – with a community, with their environment and with horses.

We should show natural, intimate moments between people and between horse and human.

Capturing an image from someone's point of view can give the viewer a greater sense of connection to the image.



Photography techniques



Framing

The way that you frame an image can help to create more impact, generating a deeper emotional response.

To create a sense of connection, you can frame the image tightly around a subject so that you can see their expression.

Creating a wider frame, so that you can see more of an image, can generate a feeling of freedom and peace.

Framing an image so the ground isn't visible can create a sense of movement or scale.

Lighting

Make the most of natural lighting. Try taking photographs when the sun is low so that you can capture interesting shadows and contrast.

Avoid overly bright lighting that can appear cold and clinical.

Depth of field

Using a shallow depth of field creates a sense of closeness and helps draw the viewer into the scene.

Retouching

Avoid images that lack contrast and feel flat.

Try to pull out the blacks and whites in the image. You can do this through various adjustment slides or through "curve" adjustment in Adobe software.

Always avoid over-exposing parts of imagery that appear too "blown out" (a bright spot which is pure white with no detail visible).

Flexing photography

Our four photography principles should be applied to all our imagery. But we should also consider how it can flex for different audiences in relation to our Feeling to Expert scale.

Most of the time, we should lean towards showing our caring, supportive and approachable side – by dialling up the feeling.

But when we're campaigning, educating, talking about horse care and welfare, or safety – we should show our expert side by using photography that's clear and straightforward.

The purpose behind our images

When choosing images, ask yourself:

- What's the message we want to communicate?
- Does this image best reflect that message?

Feeling

Expert



Emotive and recreational

These images should be used in contexts such as:

- Membership and participation
- Brand and fundraising communications

The images are more relaxed. They show day-to-day, emotive and recreational experiences. We still need to show safe practice and good equine wellbeing, but some safety guidelines are less strict.



Informative and professional

These images should be used in contexts such as:

- Professional qualifications
- Working in the industry
- Safety
- Horse care and welfare

They show the more informative and expert side of our work.