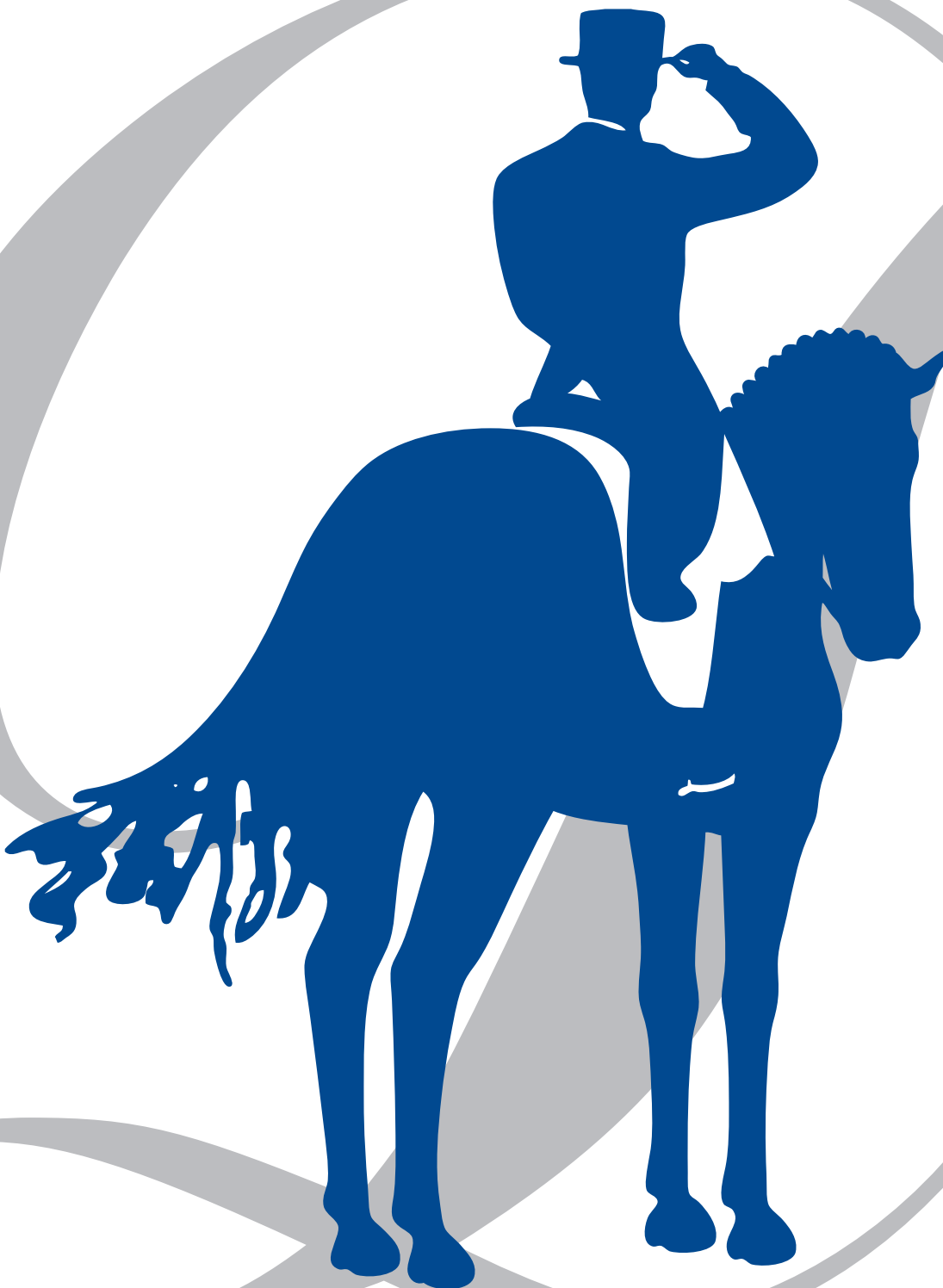


United States Dressage Federation™

Official Logo Usage Guide

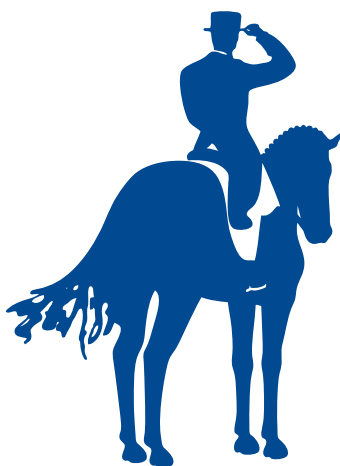
for print and promotional items



USDF Official Logo Usage Guide

Official USDF Logo

Adopted in 1973, the official USDF logo, commonly referred to as the 'Salute Horse' depicts a mounted rider in tails and top hat, mid salute, in silhouette, from a 3/4 rear view.



Logo Treatment

Over the years the Salute Horse has been presented in a variety of treatments. The current preferred treatment has a cursive D, referred to as the 'Swirly D' behind the logo and is used with or without the USDF acronym below.



USDF



USDF Official Logo Usage Guide

Color Palate

The official USDF colors are blue and gray.

To maintain consistent color matching, the USDF Salute Horse should be printed in:

- PMS 280 (Pantone Matching System);
280 C on coated paper stock
280 U on uncoated paper stock
- Black
- Reversed in white on a solid dark color or photo

The Swirly D should be printed in:

- PMS 877
- PMS 280
- Black
- Reversed in white

Pantone 280

CMYK: 100 85 5 22

RGB: 1 33 105

HEX: #012169



USDF Official Logo Usage Guide

Typography

The official font for the phrase United States Dressage Federation™ and the acronym USDF is Times New Roman.

UNITED STATES DRESSAGE FEDERATION™



Trademark

The words United States Dressage Federation™ are trademarked by the United States Dressage Federation, Inc. Use of the wordmark without permission is prohibited except when used in reference to the United States Dressage Federation™, Inc.

Letter Head

The official design for the United States Dressage Federation™ letterhead has the wordmark displayed in Times New Roman using small caps, with the TM symbol. The salute Horse logo with acronym is displayed to the left.



UNITED STATES DRESSAGE FEDERATION™

4051 IRON WORKS PARKWAY, LEXINGTON, KY 40511

PHONE (859) 971-2277 • FAX (859) 971-7722

Wordmark

A stacked version of the wordmark has been created for use in advertising and when the wordmark needs to be displayed with the logo



USDF Official Logo Usage Guide

Usage Guidelines

Minimum Width of the logo

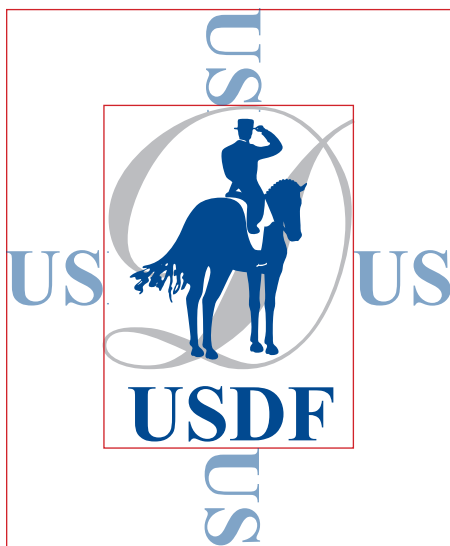
When reduced, the logo or the Salute Horse portion, should not be printed less than one half of an inch wide. Additionally, all marks should be kept proportional in width and height. If the width is reduced by 50%, the height should be reduced by 50% as well.



.5" wide

Clear Space

All words and images used near the logo, which are not part of the logo treatment, should be placed no closer than the width of the US around the logo and the width of the D around the wordmark. This creates a clear space so the logo/wordmark does not get lost in the design.



Copyright

The Salute Horse and USDF are the property of the United States Dressage Federation™, Inc. (USDF) and are protected by US and International copyright law. All Rights are reserved. Reproduction without permission is prohibited by law. USDF is not responsible for any use of its copyrighted materials in any unauthorized manner.

USDF Official Logo Usage Guide

Unapproved Usage of the USDF Logo

The following are examples of how not to use the USDF logo.

Do not place the logo in a box, use a reversed logo if needed.



Do not stretch or squeeze the logo



Do not combine with other elements



Do not break apart the logo and use individual elements



USDF Official Logo Usage Guide

Secondary Logos

USDF has created a limited number of secondary logos as subordinate logos for programs and entities within the organization. These logos have been designed to present a unified image for USDF while recognizing the individuality of each program and entity.

GMOs



USDF University



L Education Program



Instructor/Trainer Program



USDF Official Logo Usage Guide

Regional Logos

