

Brand & Style Guide

(July 10, 2020)

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USHJA Mission

The United States Hunter Jumper Association, as the official hunter/jumper affiliate of the United States Equestrian Federation, is a competition-based sport organization that serves our members through educational programs, awards and recognition, communication and rules. We provide a wide array of programs for all hunter/jumper levels, and we are mindful of the well-being of our equine partners. Additionally, we are committed to preserving the history of our sport and through our Foundation we support charitable and benevolent services.

The Vision Statement focuses on the future and states our broad goals for the next five years.

USHJA Vision

Our vision is to increase awareness of and participation in programs and services for all involved in hunter/jumper competitive sport. We strive to provide value to our members, as well as strengthen the positive image of the USHJA with equestrian sport entities inside and outside the hunter/jumper sphere.

Our Strategic Intent is our long-range goal. It is our moon shot.

USHJA Strategic Intent

Anyone participating in hunter/jumper competitive sport within the United States or its nearby contiguous areas will be aware of the existence of the USHJA and will be partaking in or benefitting from at least one of its programs, services or offerings.

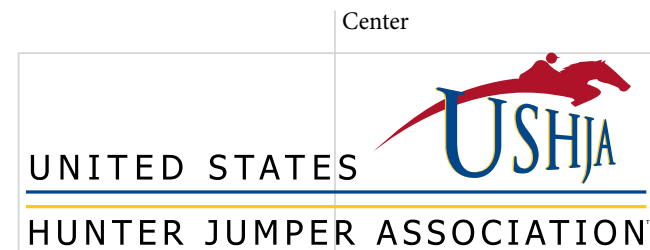
USHJA Core Value

USHJA's core value is the creation of member satisfaction through the delivery of excellent programs, competitions and educational opportunities based on the four Cornerstones (*Awards and Recognition, Communication, Education and Rules*).

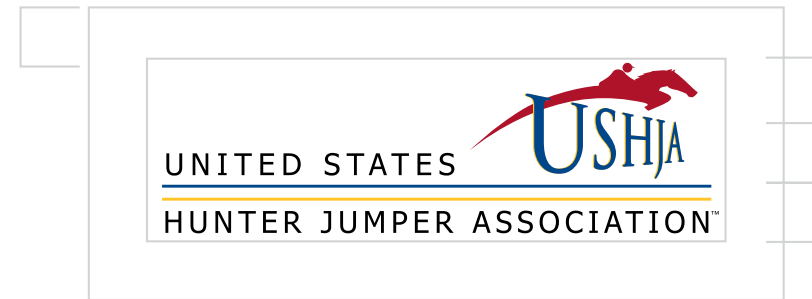
Brand & Style Guide

BRAND ELEMENTS

USHJA Logo (Full)



Space around the logo should be approximately 1/3 of the logo's final height.



The USHJA's full logo is the official logo representing the United States Hunter Jumper Association as a professional organization. This logo is a combination of a graphic mark (stylized horse and rider), the full name of the organization (divided by one yellow and one blue line) and a slightly skewed acronym for the organization's full name. This is the formal logo of the USHJA and is used on all professional documents as well as many other collateral items. The logo displays the three versions of the primary colors adopted by the USHJA as a color scheme that forms a basis for many of its graphics.

Pantone Colors

Red - Pantone 200 C

Blue - Pantone Reflex Blue C

Yellow - Pantone 123 C

CMYK Colors

Red 7C, 100M, 82Y, 26K

Blue 100C, 83M, 2Y, 18K

Yellow 24m, 94y

Hex Colors

Red - #ae132a

Blue - #00468b

Yellow - #ffc423

RGB Colors

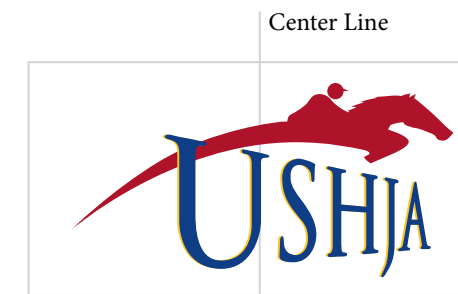
Blue:
15R, 61G, 134B

Red:
174R, 19G, 42B

Yellow:
255R, 196G, 37B

USHJA Logo (Short)

BRAND ELEMENTS



Space around the logo should be approximately 1/3 of the logo's final height.



The USHJA's short logo (also referred to as the rider logo) consists of the stylized horse and rider mark and the organization's acronym text - slightly skewed. This logo, while not as formal as the full logo, still conveys the overall concept and brand of the company. The short logo is used in many places, from merchandise and apparel to brochures and posters. The short logo uses three slightly different hues of these primary colors as the full logo, but the difference is very minimal in regards to print and web applications.

Pantone Colors

Red - Pantone 200 C

Blue - Pantone 293 C

Yellow - Pantone 123 C

CMYK Colors

Red 7c, 100m, 82y, 26k

Blue 100c, 83m, 2y, 18k

Yellow 24m, 94y

Hex Colors

Red - #ae132a

Blue - #00468b

Yellow - #ffc423

RGB Colors

Blue:
R (15) G (61) B (134)

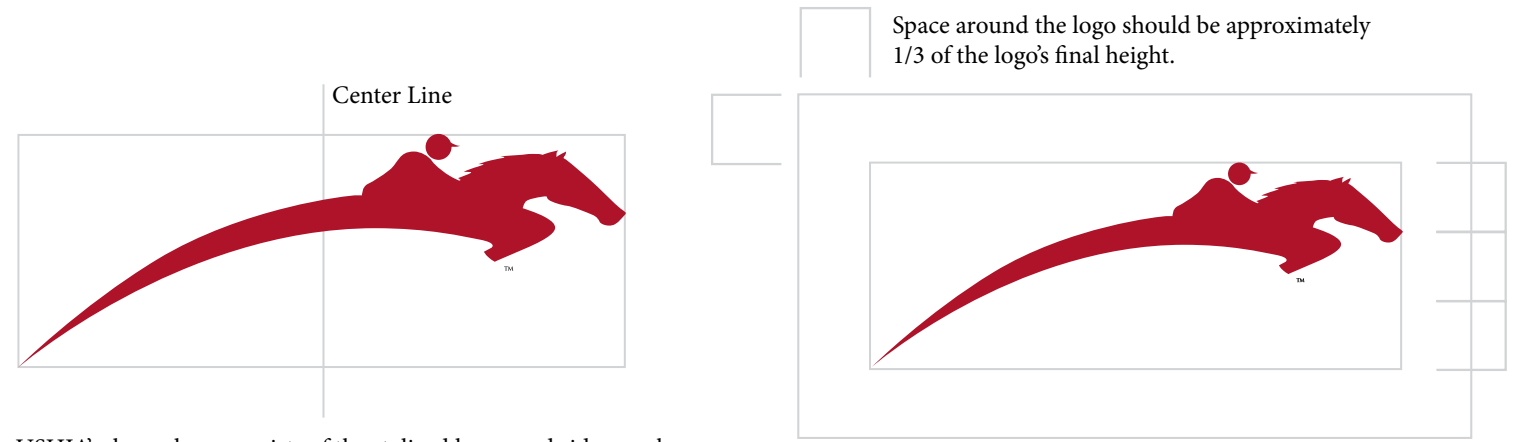
Red:
R (174) G (19) B (42)

Yellow:
R (255) G (196) B (37)

Brand & Style Guide

BRAND ELEMENTS *continued*

USHJA Logo (*Horse*)



The USHJA's horse logo consists of the stylized horse and rider mark in a variety of output color. This logo, is the most flexible of the marks as it can be added to other text, accompanied with graphics, and even used as a stand alone symbol on banners and posters. The horse logo is the strongest of the marks and it sums up the organization in a simple yet powerful display. The horse logo can be displayed in virtually any color (depending upon the design and intent) while the format is typically horizontal.

BRAND ELEMENTS (*continued*)

Logo color and sizing usage

Full Logo



Short Logo



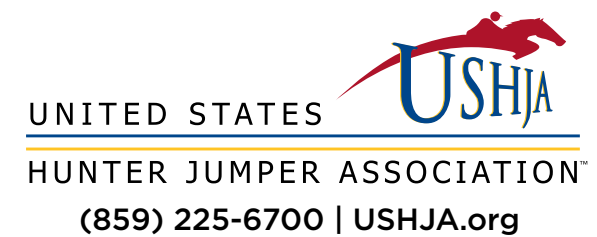
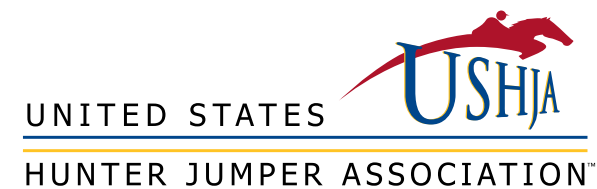
Horse Logo



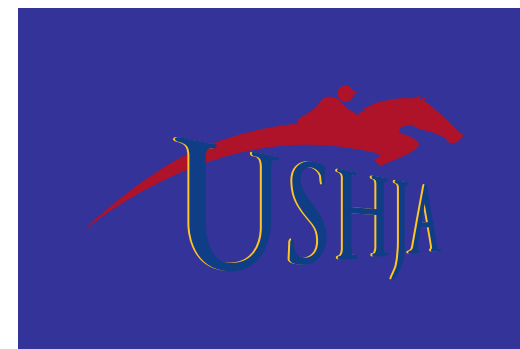
The three logos below are displayed to show the smallest size usable for print (.5" tall). The full logo especially needs to be displayed at no smaller than .5" tall so the text can remain legible. The short and horse logos can go slightly smaller but this also depends on the application and intent.



Different USHJA logo brands



Incorrect use



Program Identities



Program Identities *continued*

LINDSAY MAXWELL CHARITABLE FUND/USHJA



Pantone Colors
Red - Pantone 200 C
Blue - Pantone Reflex Blue

CMYK Colors
Red - 100m, 63y, 12k
Blue - 100c, 73m, 2k

General Zone



Pantone Colors
Red - Pantone 200 C
Blue - Pantone 293 C
Yellow - Pantone 123 C

CMYK Colors
Red 7c, 100m, 82y, 26k
Blue 100c, 83m, 2y, 18k
Yellow 24m, 94y



Pantone Colors
Red - Pantone 200 C
Blue - Pantone 285C

CMYK Colors
Red - 100m, 63y, 12k
Blue - 100c, 50m

Specific Zone



Pantone Colors
Red - Pantone 200 C
Blue - Pantone 293 C
Yellow - Pantone 123 C

CMYK Colors
Red 7c, 100m, 82y, 26k
Blue 100c, 83m, 2y, 18k
Yellow 24m, 94y

Logo Use Request form

All USHJA logos are trademarked. A logo request form should be filled out and approved for logo use. Please direct them to the Design Dept (Suzanne) and we will send them a logo request form to fill out and return to us for approval. Once approval is granted logo files will be sent to them. *(examples of logos requested, USHJA, EAP, TCP, and RRA.)*



UNITED STATES HUNTER JUMPER ASSOCIATION
 United States Hunter Jumper Association, Inc.
 Logo Use Request

NOTICE OF COPYRIGHT: USHJA is the sole owner of certain trademarks, including, but not limited to any logo(s) provided to under the terms of this request. The USHJA name and/or logo(s) may not be used for any purpose other than that limited use specified in this Agreement and as approved by USHJA. Requestor/Vendor may not provide logo(s) to any other entity or individual for any purpose.

Any usage of the USHJA logo on without prior written consent from the USHJA is strictly prohibited. Using the USHJA logo on items for re-sale is strictly prohibited without a licensing agreement from USHJA. Legal action may be taken against any individual, vendor or company that violates this restriction.

This form provides allowance for a ONE TIME use of the logo as requested below. Any additional uses must be requested and approved in writing.

NOTE:
 If logo is being used for a USHJA award and/or program a digital proof and/or a photo of a pre-production proof must be submitted for the intended use, layout and colors prior to production.

Any fees that may be incurred with the intended use of the logo are the sole responsibility of the requestor.

Date: _____ Person Requesting: _____
 Title: _____
 Signature: _____
 Address: _____
 Phone, Fax, E-mail: _____, _____

What is the intended use for the USHJA logo?

Duration of use? _____

United States Hunter Jumper Association, Inc.
 Logo Use Request

Is this request for an Award, USHJA Zone or USHJA program? Yes/No
 If yes, Award, USHJA Zone or USHJA program

Is the logo is intended to be used in conjunction with a sponsor? YES NO
 If yes, which sponsor and what level of sponsorship? (This information is necessary to manage potential conflicts with USHJA sponsors that may be an Official USHJA sponsors or a sponsor of the program for which the logo will be used.)

If you are using the logo to be reproduced via engraving, embroidery, or screenprinting please list the names and contact information of the vendors you will be using.

VENDOR NAME: _____
 VENDOR PHONE: _____
 VENDOR EMAIL: _____
 VENDOR WEBSITE: _____

If applicable, please describe the publication or media outlet in which it will appear, and how it will be used?

If applicable, please list the website which the logo will appear, and how it will be used?

If applicable, what is the text/copy and images on the page, or in the audio/video with which the logo will appear? Submit copy with request form.

What digital format would you like to receive the logo?

Please return this form to Jill Insko at jinsko@ushja.org or fax 859-258-9033. If you have any questions please contact Jill at 859-225-6716.

United States Hunter Jumper Association, Inc.
 Logo Use Request

Event Banners



Typography: *Corporate typefaces*

As with our logo, consistent use of our primary corporate typefaces - Tahoma, and Gotham - reinforces USHJA's brand identity. Secondary typefaces include corporate typefaces - Trade and Trade condensed. Trajan Pro 3 Regular can be used as well.

Tahoma Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 01234567890
 =~!@#\$\$%^&*()+[\{}|:;' "<>?.,/

Tahoma Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
 =~!@#\$\$%^&*()+[\{}|:;' "<>?.,/

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 01234567890
 =~!@#\$\$%^&*()+[\{}|:;' "<>?.,/

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 01234567890
 =~!@#\$\$%^&*()+[\{}|:;' "<>?.,/

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
 =~!@#\$\$%^&*()+[\{}|:;' "<>?.,/

Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
 =~!@#\$\$%^&*()+[\{}|:;' "<>?.,/

Trade Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 01234567890
 =~!@#\$\$%^&*()+[\{}|:;' "<>?.,/

Trade Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 01234567890
 =~!@#\$\$%^&*()+[\{}|:;' "<>?.,/

Trade Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
 =~!@#\$\$%^&*()+[\{}|:;' "<>?.,/

Trade Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 01234567890
 =~!@#\$\$%^&*()+[\{}|:;' "<>?.,/

Trade Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
 =~!@#\$\$%^&*()+[\{}|:;' "<>?.,/

TRAJAN PRO 3 REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 01234567890
 =~!@#\$\$%^&*()+[\{}|:;' "<>?.,/

Brand & Style Guide

BRAND PROPERTIES

Choosing Photos (Hunter) *examples*



Correct

Incorrect



Correct

Incorrect

BRAND PROPERTIES *(continued)*

Choosing Photos (Jumper) *examples*



Correct

Incorrect



Correct

Incorrect

In general photos used of horses should be as they are going over a jump, not coming down or going up towards a jump. Do not crop out any legs of the horse unless the jump is in front of the legs. If wanting to tightly crop a horse and rider please include front legs, chest and head of horse and full body of rider if possible. In this case the back end of horse can be cropped out.

Brand & Style Guide

BRAND IN ACTION

Advertising (Print)

Your Championships are here...
AON/USHJA NATIONAL CHAMPIONSHIPS
 November 13-18, 2018
 at The Las Vegas National, CSI4*-W
 #BestOfUSHJA #BestOfFun #ThePlaceToBe #LVN2018

USHJA AMATEUR NATIONAL CHAMPIONSHIPS
 AT THE LAS VEGAS NATIONAL CSI4*-W

Visit www.ushja.org/nationalchampionships for more information.

Set It and Forget It!

Have you signed up for auto-renew?
 Never worry about having to renew your membership AND get your full year's worth of dues and discounts!

Sign up and "Set It and Forget It" today and much more with your USHJA member benefits.

USHJA UNITED STATES HUNTER JUMPER ASSOCIATION

Passion. Commitment. Excellence.

JOIN OUR COMMUNITY.

USHJA UNITED STATES HUNTER JUMPER ASSOCIATION

ENROLL TODAY AND SAVE!
 Enrollment programs offer huge incentives with prize money and accolades

\$14.5M IN PAYOUTS USHJA INTERNATIONAL HUNTER DERBY PROGRAM

\$3.4M IN PAYOUTS USHJA GREEN HUNTER INCENTIVE PROGRAM

Enroll your horse to be eligible for year-end awards, Championship opportunities, and great prize money!

Enrollment fees increase over time, so enroll today to save:
 Dec.-Feb. 1: \$350 Feb. 2-June 1: \$550 June 2-Nov. 30: \$750

New for 2020: Purchase an unannounced enrollment slot in the Green Incentive for use later in the year! See specifications for more information. For complete details, visit ushja.org/HD or ushja.org/GreenIncentive. Questions? Contact hunterdept@ushja.org.

HORSEMANSHIP
it's a way of life!

Over \$22,000 in grants and prizes!

- Open to USHJA members who were program members in December of the current competition year.
- Participant must score an 80 percent or above on the Level One Short Stirrles 1.5m Test Date.
- Participant must score a 90 percent or above on the Level Two Back to the Basics Test for either the NCE, National.
- Participant must register for and complete the Level One and Level Two tests before September 1, 2019.
- The USHJA Horsemanship Quiz Challenge awards over \$5,000 in grants and prizes with another \$10,000 in prizes available through the 30-day HSC Testin' Challenge! Don't miss your chance to put your horsemanship knowledge to the test!

2019 USHJA INCENTIVE PROGRAM

USHJA UNITED STATES HUNTER JUMPER ASSOCIATION

EAP EMERGING ATHLETES PROGRAM

Grants are available in your zone!
 Visit ushja.org/zones, click your zone and choose "Grants and Scholarships!"

2019 Regional Training Session Opportunities

Early Summer Sessions - Apply by April 15!	Late Summer Sessions - Apply by May 15!
University of Florida* Orlando, FL May 1-3 Riding Clinician: Julie Winkel Stable Manager: Colleen Reed	Los Angeles Encinitas, CA May 17-20 Riding Clinician: Cecelia King Stable Manager: Colleen Reed
Great Southeast Charleston Center* May 14-16 Riding Clinician: Cynthia Rankins Stable Manager: Randi Snyder	Mountain States* Judds Valley, MI May 17-19 Riding Clinician: Karmen Walker Stable Manager: Randi Snyder
Pan Low Power* Panama, FL May 19-20 Riding Clinician: Ky Bechtolt Stable Manager: Anna Thornbury	Tri-State Valley Studies* Panama, CA May 17-20 Riding Clinician: Cynthia Rankins Stable Manager: Randi Snyder

*Sessions with an asterisk offer a 5-foot section, which is open to all ages.

For more information contact the Education Department at education@ushja.org or visit www.ushja.org/eap

Do you want an exciting team and individual jumper championship experience?

1. Mark your calendar
2. Apply (deadlines vary by Zone)
3. Start earning points

1.10/1.15m - 1.20/1.25m - 1.30/1.35m
USHJA Zone Jumper Team Championships

- Amateurs and juniors only
- Opportunity to qualify for a USHJA Gold Star Clinic

NEW!
 1.40/1.45m USHJA Platinum Jumper Championships

- Open to professionals, amateurs and juniors who qualify
- Opportunity to qualify for a Platinum Masters Training Session

Learn more at ushja.org/EmergingJumper

USHJA Program promotional material Cards (4.25 x 11) Cards are created for the following programs:

Emerging Athletes Program
 Horsemen's Quiz Challenge
 General USHJA programs
 World Championship Hunter Rider

Recognized Riding Academy
 Join Recognized Riding Academy
 Zone Jumper Team Championships
 USHJA Derbies

Green Hunter Incentive Program
 Outreach
 Young Hunter Pony Championships
 Jumping Seat Medal

BRAND IN ACTION

EAP EMERGING ATHLETES PROGRAM
 Advance your education!

Are you USEF age 25 or younger and proficient in competing jumper-style courses set between 1.10m and 1.35m? You may be eligible for EAP!

Learn more at www.ushja.org/EAP

EAP Regional Training Sessions will be held in three locations in 2019:

- University of Florida, Florida, FL
- University of Kentucky, Kentucky, KY
- Florida State University, Florida, FL
- University of Georgia, Georgia, GA
- University of Tennessee, Tennessee, TN
- University of North Carolina, North Carolina, NC
- University of South Carolina, South Carolina, SC
- University of Virginia, Virginia, VA
- University of Wisconsin, Wisconsin, WI
- University of Illinois, Illinois, IL
- University of Michigan, Michigan, MI
- University of Minnesota, Minnesota, MN
- University of Texas, Texas, TX
- University of California, California, CA
- University of Washington, Washington, WA
- University of Oregon, Oregon, OR
- University of Arizona, Arizona, AZ
- University of Colorado, Colorado, CO
- University of New Mexico, New Mexico, NM
- University of Idaho, Idaho, ID
- University of Montana, Montana, MT
- University of Wyoming, Wyoming, WY
- University of Nebraska, Nebraska, NE
- University of Kansas, Kansas, KS
- University of Oklahoma, Oklahoma, OK
- University of Missouri, Missouri, MO
- University of Arkansas, Arkansas, AR
- University of Louisiana, Louisiana, LA
- University of Mississippi, Mississippi, MS
- University of Alabama, Alabama, AL
- University of South Florida, Florida, FL
- University of Florida, Florida, FL
- University of Georgia, Georgia, GA
- University of Tennessee, Tennessee, TN
- University of North Carolina, North Carolina, NC
- University of South Carolina, South Carolina, SC
- University of Virginia, Virginia, VA
- University of Wisconsin, Wisconsin, WI
- University of Illinois, Illinois, IL
- University of Michigan, Michigan, MI
- University of Minnesota, Minnesota, MN
- University of Texas, Texas, TX
- University of California, California, CA
- University of Washington, Washington, WA
- University of Oregon, Oregon, OR
- University of Arizona, Arizona, AZ
- University of Colorado, Colorado, CO
- University of New Mexico, New Mexico, NM
- University of Idaho, Idaho, ID
- University of Montana, Montana, MT
- University of Wyoming, Wyoming, WY
- University of Nebraska, Nebraska, NE
- University of Kansas, Kansas, KS
- University of Oklahoma, Oklahoma, OK
- University of Missouri, Missouri, MO
- University of Arkansas, Arkansas, AR
- University of Louisiana, Louisiana, LA
- University of Mississippi, Mississippi, MS
- University of Alabama, Alabama, AL
- University of South Florida, Florida, FL
- University of Florida, Florida, FL

Are you eligible?
 Must be a current member of USHJA and in good standing.
 Must be able to display proficiency in competing jumper-style courses set at 1.10m or higher.
 Must be 18 or older and under 25.
 Must not have competed in classes over 1.35m in competition in 2018.
 Must not have competed in an FEI Championship.
 Must not have competed in the North American Junior Young Rider Championship.
 Must complete the USHJA Horsemanship Quiz Challenge with a score of 80% or higher.
 Must not have any pending disciplinary actions.

Visit www.ushja.org/EAP for more information.

Ignite Your Passion!

Participate in the USHJA Horsemanship Quiz Challenge

\$4,000 in grants available through the USHJA Foundation!

USHJA National participants compete for medals by taking written exams and completing a practical, while affording members an important networking opportunity and adding the excitement of the Emerging Athletes Program National Training Session.

Visit www.ushja.org/HQC for more information

"It's amazing! I am very honored to be a part of this program. It was an amazing week. I learned a lot, and I got to spend a lot of time with really great people!"
 - 2015 Individual and Team Gold Medal Winner
 Alexandra Meyer

The Emerging Jumper Rider Program recognizes and identifies jumper riders who are dedicated to becoming well-rounded horsemen on their path to excellence.

Learn more at ushja.org/EmergingJumper

USHJA HUNTER BREEDING NATIONAL CHAMPIONSHIPS

Open to Children's and Adult Amateur (1.30m/1.35m), 1.20m/1.25m Junior and Amateur, and 1.30m/1.35m Junior and Amateur Jumper riders

- Team format offers preview to high-performance show jumping
- Exciting team and individual experience
- Earn Zone Horse of the Year points
- Earn recognition as a USHJA Emerging Jumper Rider and a chance to participate in a Gold Star Clinic
- Apply and earn 20 points in your section by your Zone's deadline for a chance to qualify

Learn more at ushja.org/ZoneJumper

USHJA HUNTER BREEDING NATIONAL CHAMPIONSHIPS

- Zones 1 & 2 • **HITS-on-the-Hudson V**
 July 22-28, 2020
 Saugerties, NY
 Qualifying Period: September 24, 2019 - June 7, 2020
 Applications Close: June 7, 2020
- Zones 3 & 4 • **Tryon Summer 6**
 July 15-19, 2020
 Mill Spring, NC
 Qualifying Period: August 15, 2019 - May 31, 2020
 Applications Close: May 31, 2020
- Zones 5 & 6 • **Great Lakes Equestrian Festival V**
 July 29 - August 2, 2020
 Traverse City, MI
 Qualifying Period: August 20, 2019 - June 14, 2020
 Applications Close: June 14, 2020
- Zones 7 & 8 • **HIPICO Santa Fe Summer Series - Sonrisa Week**
 July 22-26, 2020
 Santa Fe, NM
 Qualifying Period: August 27, 2019 - June 7, 2020
 Applications Close: June 7, 2020
- Zones 9 & 10 • **National Sunshine Series II**
 November 4-8, 2020
 Thermal, CA
 Qualifying Period: December 10, 2019 - September 20, 2020
 Applications Close: September 20, 2020

Learn more at ushja.org/ZoneJumper

Want national awards for local competition?

USHJA Outreach classes offer year-end awards in each USHJA Zone from 1st to 6th place!

USHJA OUTREACH HUNTER
 18" or Crossrail, 2'0", 2'3", 2'6", 3'0"
 Hunter Derby

USHJA OUTREACH JUMPER
 2'3" (70cm), 2'6" (79cm), 2'9" (86cm), 3'0" (91cm)

USHJA OUTREACH EQUITATION
 Walk/Trot, 18", 2'0", 2'3", 2'6", 3'0"

Join the fun at www.ushja.org/outreach! Memberships are free!

Riders can earn certificates of merit throughout the year:

- **Bronze Level:** earn at least 30 points during the competition year
- **Silver Level:** earn at least 50 points during the competition year
- **Gold Level:** earn at least 75 points during the competition year

USHJA Recognized Riding Academy Program

Is your equestrian program helping to cultivate well-rounded equestrians from their earliest riding experience?

The USHJA now offers recognition for lesson programs, riding facilities, equestrian schools, and other types of educational equestrian programs that emphasize horsemanship and sportsmanship, promote safety, and offer introductory hunter/jumper lessons.

Become a USHJA Recognized Riding Academy today and enjoy these benefits:

- USHJA website listing
- Recognition plaque for your facility
- Opportunity to participate in the USHJA Affiliate Equitation Awards
- Receive discounts on USHJA Trainer Certification Program manuals
- USHJA member benefits

"Our focus is on safe riding, and having the USHJA recognize our riding school as meeting certain standards adds to our credibility, shows our customers our dedication to running an excellent riding school, and links us to the larger hunter/jumper sport in our country."

- Lydia Doherty, operations manager at Hansen Dam Riding School

For more information or to apply for recognition, please visit www.ushja.org/ridingacademy

SALLIE B WHEELER USE/USHJA HUNTER BREEDING NATIONAL CHAMPIONSHIP

Presented by Mr. and Mrs. Ernest Clare

EAST COAST August 22, 2020
 Virginia Young Horse Festival
 The Virginia Horse Center
 Lexington, VA

WEST COAST August 24, 2020
 Showpark All Season Summer Tournament
 Del Mar Horse Park
 Del Mar, CA

This special Championship features in-hand classes for Yearlings, 2 Year Olds, and 3 Year Olds, and Jr/Amateur Handlers as well as performance classes for 3 and 4 Year Olds.

Help make this special Championship possible, donate today.
 Class Supporter \$1000
 Co-class Supporter \$500
 Ribbon & Trophy Supporter \$250
 Groom Tote Supporter \$125

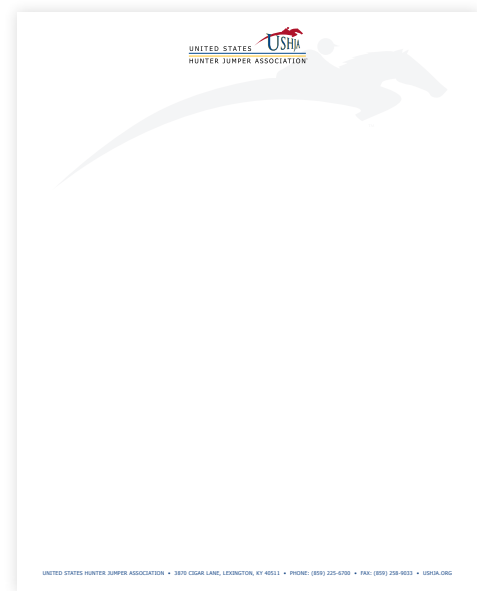
3 ways to donate:
www.ushja.org/sallieb
jnsko@ushja.org
 scan here

Brand & Style Guide

BRAND IN ACTION

BRAND IN ACTION

Stationary



E-mail signatures

Font: Tahoma
 Size: 11
 Color: Black
 NO LOGOS OR IMAGES
 NO BACKGROUNDS

Email Signature Style: *New email and first time replies*

Joshua Mims | Graphic Designer
 United States Hunter Jumper Association
 Office: (859) 225-6718
 Mobile: (859) 227-6387

www.ushja.org | jmims@ushja.org

(All other responses may simply be a salutation and your first name)

Joshua Mims | Graphic Designer
 United States Hunter Jumper Association
 Office: (859) 225-6718
 Mobile: (859) 227-6387

www.ushja.org | jmims@ushja.org

Company & contact info
 Font: Tahoma
 Size: 10
 Color: Dark Grey

Website and email
 Font: Tahoma
 Size: 9
 Color: Dark Grey



USHJA Style for Email Body Text & Signature as of 6.4.15

Business card

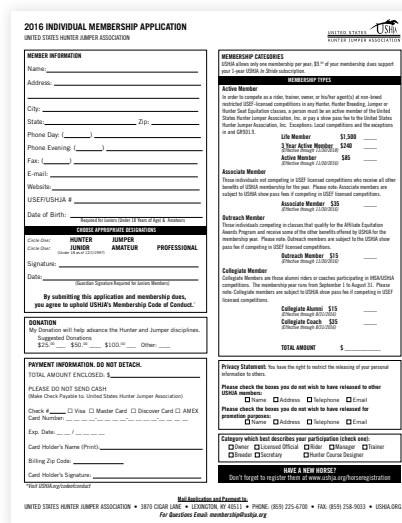
Front



Back



Internal and External documents



Embroidery

Examples of approved ways to embroider USHJA Zone logos.



Powerpoint



