

USPC Logo Use and Information

Purpose of this Document:

- To ensure all messaging, communications, advertising, and promotional efforts are consistent with regard to logo use, organizational name, copyrights, trademarks, and messaging throughout USPC.
- To promote Co-Branding with all clubs, centers, and regions creating strength and recognition through national level brand awareness.
- To assist all USPC affiliates in adhering to USPC Policies and Rules regarding US Trademark and Copyright laws.

Maintaining a Powerful Brand:

A powerful company identity requires all members, leaders, and affiliates to maintain a consistent brand and message while adhering to the procedures regarding use of the USPC logo, name, and message. This policy assures success both locally and nationally as consistency creates the brand awareness that makes Pony Club the largest equine educational organization in the world and a highly recognizable entity within the global equine community.

Correct Use of the Organization Name:

- The United States Pony Clubs, Inc.
- Pony Club
- USPC
- United States Pony Clubs

Pony Club, the name, logos and trademarked and copyrights are registered in the United States, and as such are owned by The United States Pony Clubs, Inc. Appropriate use is granted to clubs, centers, and regions in our bylaws.

Artwork and Logos:

Several versions of available artwork can be found on www.ponyclub.org. Included in this document are representations of Pony Club logos and materials that can be utilized by clubs, centers, and regions for promotional purposes.

- The designs are not to be changed, altered, or redesigned in any way.
- The color of the designs cannot be changed in any way (except one-color design option which can accommodate your design only.)
- Only the designs in this document are to be used for specified intended purposes.

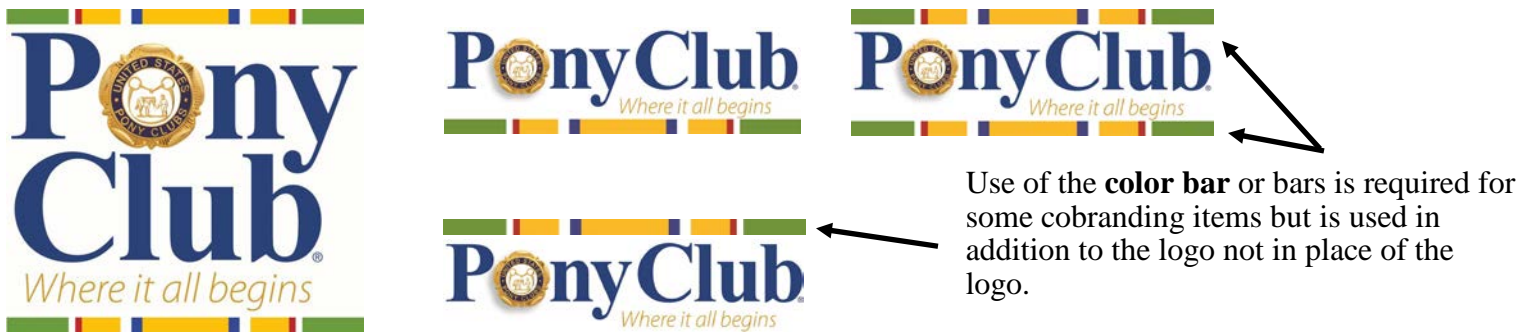
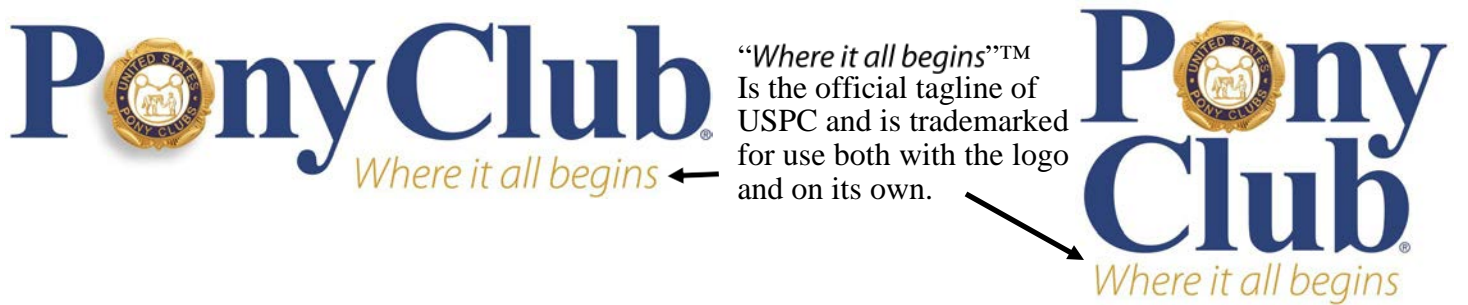
To obtain electronic copies/versions of the logo(s), or specific file types, email a written request including the reason and purpose of the request to marketing@ponyclub.org. The images are available in several high-resolution formats depending on your needs and use. All requests for use of trademarked items MUST be in writing.

General USPC Logo Information:

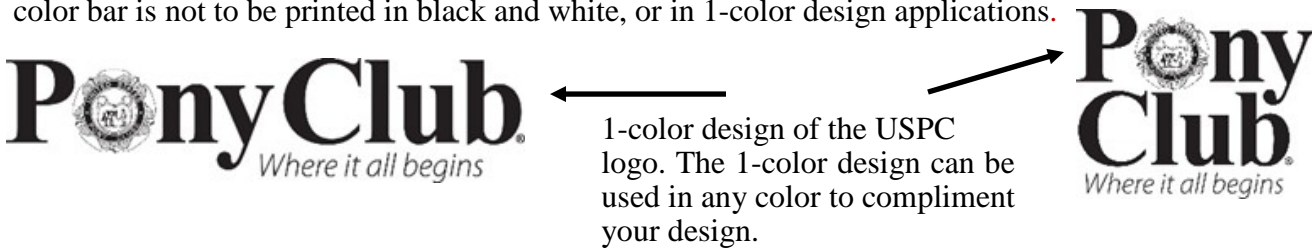
USPC Logo spot pantone colors:

- **“Pony Club Blue”:** pantone 280
- Gold:** pantone 1245
- Red:** pantone 187
- Green:** pantone 377
- Yellow:** pantone 130

Approved Pony Club Logos: Full color versions should always be used for any print, embroidery, website, or promotional efforts if at all possible. All color images below are acceptable versions of the USPC logo.



One color design is only acceptable for approved applications where more than 1 color are not available. The USPC color bar is not to be printed in black and white, or in 1-color design applications.



The United States Pony Clubs, Inc.
 The Kentucky Horse Park, 4041 Iron Works Parkway, Lexington, KY 40511
 859/254-7669 (PONY) Fax 859/233-4652 www.ponyclub.org

This is USPC Letterhead top and bottom and can be used by clubs, centers, regions, leaders or members when doing official USPC business/correspondence. Your club, center or region logo can also be included as needed. This is great for thank you letters to donors and also for college letters of recommendation when cobranding is powerful.

The official seal, "USPC," and "Pony Club" are registered trademarks of The United States Pony Clubs, Inc.

The USPC embroidery logo and placement on cobranded items: It is available via email (must be requested and furnished via email) from marketing@ponyclub.org and is a **dst** file that can only be opened by your embroiderer. Location can vary slightly depending on the product being produced. Club, center and region polo shirts or any items for fundraising, promotional, or team branded spirit wear should have the **USPC logo on the left sleeve**, leaving the pocket area open for your logo/text of choice. Jackets, vests, saddle pads, pants, T-shirts, etc. must show the USPC logo but location can fit design. Email marketing@ponyclub.org with any questions.



This is the **ONLY logo approved for club/center/region use on shirt sleeves**. It is a DST file (thread count) and cannot be altered or changed. The words “Pony Club” can be in either PMS 280/blue for light colored backgrounds or in white for dark colored backgrounds.



This DST file is available in a 3”x3” stacked logo version and works great for saddle pads or logo use in other locations other than shirt sleeves. It can also be embroidered in either blue or white type.



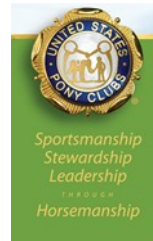
Additional USPC Graphics Available: The following images and verbiage are available as additions to the USPC logo and are **NOT REPLACEMENTS FOR THE ACTUAL LOGO** on any materials or logo wear. Any additional images you wish to utilize please contact marketing@ponyclub.org for approval.

USPC Tagline:

Where it all begins

USPC Slogan:

Sportsmanship Stewardship Leadership through Horsemanship



Pony Club Pin:



USPC Mission:

The United States Pony Clubs, Inc. develops character, leadership, confidence and a sense of community in youth through a program that teaches the care of horses and ponies, riding and mounted sports.

USPC Core Values:

HORSE

Horsemanship with respect to healthcare, nutrition, stable management, handling and riding a mount safely, correctly and with confidence

Organized teamwork including cooperation, communication, responsibility, leadership, mentoring, teaching and fostering a supportive yet competitive environment

Respect for the horse and self through horsemanship; for land through land conservation; and for others through service and teamwork

Service by providing an opportunity for members, parents, and others to support the Pony Club program locally, regionally and nationally through volunteerism

Education at an individual pace to achieve personal goals and expand knowledge through teaching others

USPC Pledge:

“As a member of the United States Pony Clubs, I stand for the best in sportsmanship as well as in horsemanship. I shall compete for the enjoyment of the game well played and take winning or losing in stride, remembering that without good manners and good temper, sport loses its cause for being. I shall endeavor to maintain the best tradition of the ancient and noble skill of horsemanship, always treating my horse with consideration due a partner.”

USPC Discipline Icons:

These USPC Discipline Icons are available as additions to the USPC logo and are not replacements for the actual logo when creating discipline specific items. Any additional images or specific file types you wish to utilize please contact marketing@ponyclub.org for approval.

- Distance Riding
- Dressage
- Driving
- Eventing
- Foxhunting
- Games
- Horse Management
- Hunter Seat Equitation
- Polo
- Polocrosse
- Quiz
- Show Jumping
- Tetrathlon
- Vaulting
- Western

