

## USPC Logo Information and Use

### Purpose of this Document:

- To ensure all advertising and promotional efforts are consistent in logo use, organizational name, and messaging throughout USPC.
- To promote Co-Branding with all clubs, centers, and regions creating brand awareness.

### Maintaining a Powerful Brand:

A powerful company identity (brand and branding) does not happen quickly, and all members and leaders need 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 a highly recognizable entity within the equine community.

### Correct Use of the Organization Name:

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

Pony Club, and the logos are registered trademarks in the United States, and as such are owned by The United States Pony Clubs, Inc. We grant use of the name and logo(s) to only clubs, centers, and regions in our bylaws.

### Artwork and Logos:

Several versions of the artwork can be found on [www.ponyclub.org](http://www.ponyclub.org) under Promote your Pony Club on the forms page. Included 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 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.

To obtain an electronic copy of the logo(s), email a written request including the reason and purpose of the request to [marketing@ponyclub.org](mailto:marketing@ponyclub.org). The logo is available in several high-resolution formats depending on your needs and use. Available are jpeg, pdf, dst, eps, etc.,

**USPC Tagline:**

*Where it all begins*

**USPC Slogan:**

*Sportsmanship Stewardship Leadership through Horsemanship*



**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**

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

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

**R**espect for the horse and self through horsemanship; for land through land conservation; and for others through service and teamwork

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

**E**ducation at an individual pace to achieve personal goals and expand knowledge through teaching others

**USPC Pledge:**

*"As a member of the United States Pony Club, 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."*

Hermann and Elizabeth (Searle) Friedlaender, 1956

**Pony Club Pin:**





One color use for screen print only is shown above. The one color design can be used in any color that compliments the club, center or region T-shirt design.



All color images above are acceptable versions of the USPC logo for use in print or website use.



The above is USPC letterhead 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.



The above is what the USPC embroidery file looks like. It is available via email from [marketing@ponyclub.org](mailto: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 should have the USPC logo on the left sleeve, leaving the pocket area open for your logo choice. Jackets, vests, saddle pads, pants, T-shirts, etc must show the USPC logo but location can fit design. Email [marketing@ponyclub.org](mailto:marketing@ponyclub.org) with any questions.

## 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

## Additional USPC Graphics Available:

Discipline Icons:

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



These icons are available as additions to the USPC logo and are not replacements for the actual logo. Any additional images you wish to utilize please contact [marketing@ponyclub.org](mailto:marketing@ponyclub.org) for approval.