In order to make the organization more recognizable and in order to instill a sense of pride and belonging to the organization, the Board of Governors understands the value of official colors for the organization.

The colors of the United States Pony Clubs, Inc. shall be Pony Club blue and white.

A. The Marketing and Communications Committee establishes trademark and color guidelines.
B. Procedures and guidelines may be obtained by contacting the Marketing and Communications Committee.