

**Equestrian
Marketing,
LLC**

BRAND GUIDELINES

Brand Guidelines

Introduction

Equestrian Marketing, LLC is an experienced and passionate group of marketing & brand experts, designers, developers, project managers, writers, and artists. We are focused solely on the outcome of our clients not the output of our work.

01 LOGO



Brand Guidelines

The Logo

Primary and Solo Logos

The Equestrian Marketing logo consists of a hydrangea-outlined circular horse jumping over a birch tree jump. The logo features the Equestrian Marketing official colors. It can stand alone, or go with the Equestrian Marketing verbiage.

Equestrian Marketing



Equestrian Marketing

02

DOS AND DON'TS

Please keep the logo in the official Equestrian Marketing colors. It can also be in one official color only, as long as it does not blend into the background. Refrain from putting it against a trap or background that it blends.

03

THE BRAND COLORS AND TYPOGRAPHY

Brand Typography

Equestrian Marketing uses two official font faces for its visual identity: the serif family Playfair for its headings and body copy, and the modern sans serif Bebas Neue to provide a contrast.

AA BB CC 1234567890
BEBAS NEUE

Aa Bb Cc 1234567890
Playfair Display

Brand Colors

CALLIGRAPHY #353E48

HORSE SHOW #97A6B4

NANTUCKET COTTAGE #EBECED

BLUE RIBBONS #081359

04

POSITIONING STATEMENT & TAGLINE

Brand Positioning Statement

Equestrian Marketing, LLC is a boutique marketing & branding firm offering solutions to the equestrian industry.

Brand Tagline

Equestrian Marketing uses two taglines to market its positioning.

Marketing that never goes off course.

Show your value.



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