

# The Australian Stock Horse Society **Brand Guidelines**



Australian Stock Horse  
SOCIETY

# Our Philosophy

## **Our Vision**

The Australian Stock Horse Society wants the Australian Stock Horse to have the highest profile of any breed of horse in Australia with worldwide recognition.

## **Our Aims**

- > To preserve the heritage and identity of the Australian Stock Horse.
- > To promote the development and popularity of Australian Stock Horses throughout Australia and the world.
- > To maximise the benefits of owning a Registered Australian Stock Horse and being a Member of The Australian Stock Horse Society.

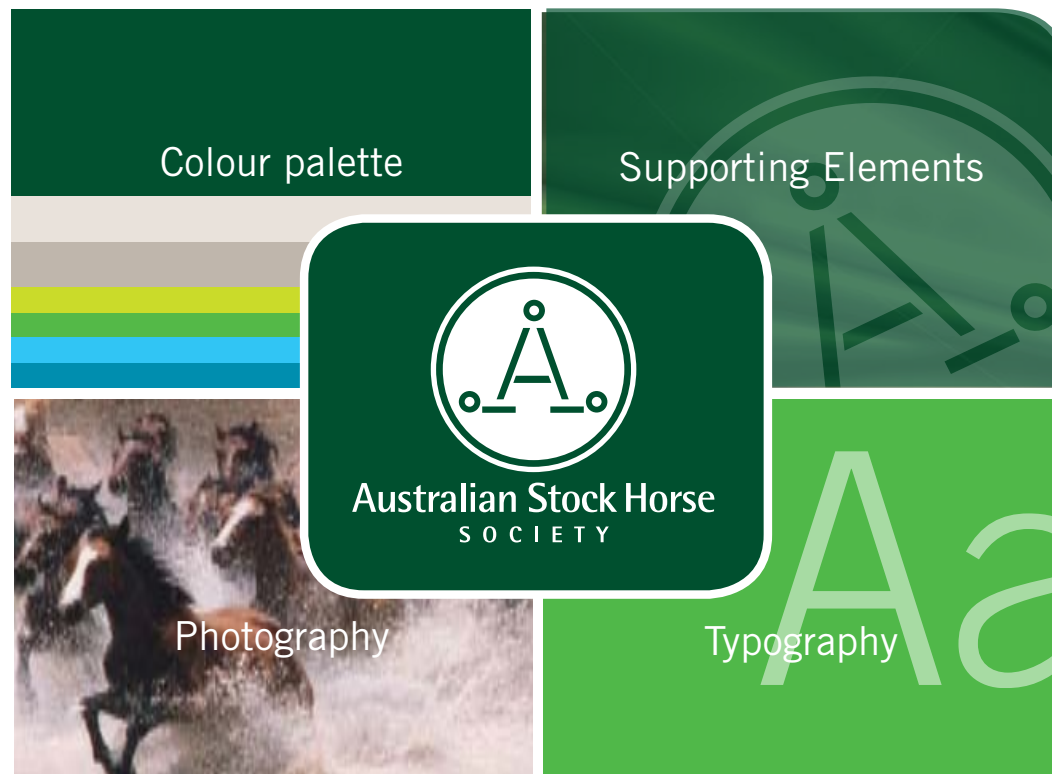
## **Our Mission**

To maintain the heritage and to promote the bloodlines and high performance of the Australian Stock Horse among equestrian activities and the general public.



**Australian Stock Horse**  
S O C I E T Y

# Society Brand Identity Overview



The Society's Brand Identity incorporates a number of elements, including the Brandmark, typography, colour palette, secondary graphic elements and photography. The Society's 'A Brandmark' is at the heart of our Identity. This Brandmark may be applied only to horses accepted into the Society's Stud Book.

Our Brand Identity positions the Society as a progressive organisation but with strong values built over thirty-five years of hard work.

These guidelines provide practical specifications for application of the Society Brand Identity. When used correctly and consistently the Brand Identity helps to maintain the integrity and character of the organisation across all communications.

Any questions regarding these guidelines and digital artwork files should be directed to the Marketing Manager at the Head Office of the Society.

T: +61 02 6545 1122

F: +61 02 6545 2165

E: [info@ashs.com.au](mailto:info@ashs.com.au)

# Brand Identity Overview



The ASHS Brandmark is at the heart of our corporate brand and identity. The ASHS Brandmark consists of the ASHS logotype and 'A brand' symbol. It can be reproduced positive and in reverse, in ASHS Green and in black and white.



ASHS Green (PMS® 3435) forms the core of the colour palette. It represents the proud heritage and reputation of our company. ASHS Green is complemented by a secondary colour palette of bright and neutral colours.



The A brand watermark and satin texture have been developed to work in conjunction with the ASHS Brandmark. These elements can be applied instead of a photographic image, and when a full colour treatment is not available.

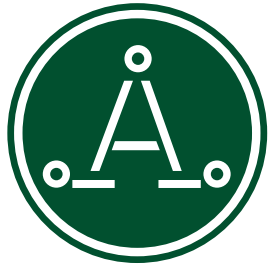


The ASHS corporate typeface is Trade Gothic. Trade Gothic has been selected because it combines a modern style with classic timelessness, and is simple, clean and easy to read.



The ASHS photography style maintains a consistent and approachable look across all applications.

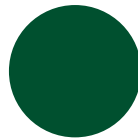
# Society Brandmark



**Australian Stock Horse**  
SOCIETY

Full colour positive on white background

ASHS green



PMS (spot)



Pantone  
PMS 3435

CMYK

100  
0  
81  
66

RGB

35  
31  
32

The ASHS Brandmark consists of the ASHS logotype and the 'A brand' symbol. The logotype's style represents ASHS's contemporary yet professional personality, while the A brand symbolises ASHS's proud heritage and reputation. The ASHS Brandmark must not be changed or distorted in any way.

The Brandmark is made up of one colour, ASHS green.

The full colour (CMYK) breakdown given is suitable for four colour process printing and laser printing.

The Pantone reference colour for coated and uncoated paper stocks is: ASHS green – Pantone PMS 3435.

The RGB (Red, Green, Blue) value given is suitable for displaying colours on screen or for projection.

Wherever possible, the ASHS Brandmark should be reproduced in its positive format.

Where this is not possible, the Brandmark may be reversed from a background.



White reversed on a solid ASHS green background

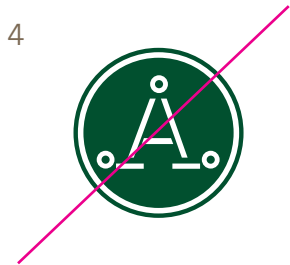


One colour positive black



White reversed on a solid black background

# Society Brandmark Incorrect use

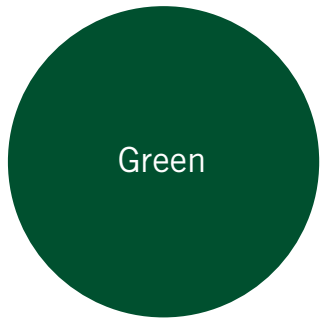


The Brandmark must always be represented consistently. Here are examples of using the ASHS Brandmark that are not acceptable.

Do not:

1. Expand or stretch the Brandmark.
2. Use on any coloured background other than ASHS colour palette.
3. Use the Brandmark against any photographic backgrounds.
4. Use the A brand without the ASHS logotype.
5. Use the ASHS logotype without the A brand.
6. Change the font or the case of the font.
7. Alter the specified clear space boundaries.
8. Reproduce the Brandmark in different colours.
9. Use the Brandmark in the incorrect proportions.

# Society Colour Palette



## Primary colour palette

ASHS green was chosen to represent the proud heritage and reputation of our company. Green is the core colour of the ASHS brand. However, a selection of green tints are also available. Please refer to the specifications on the following page for Pantone® (spot) colour, four colour process (CMYK), and RGB values for ASHS green.



## Secondary colour palette

A secondary colour palette of bright and vibrant colours and also neutral colours has been developed to work in harmony with ASHS green. Tints of these colours may also be used. Please refer to the specifications on the following page for Pantone® (spot) colour, four colour process (CMYK), and RGB values for secondary colour palette colours.

# Society Colour Palette Specifications



Pantone 100% 80% 60% 40% 20%  
3435

CMYK	100	80	60	40	20
	0	0	0	0	0
	81	65	49	32	16
	66	53	40	26	13

RGB	0	0	62	119	179
	80	104	132	166	205
	47	75	108	148	194



Pantone 361 397 633 312 Warm Warm Warm  
Gray 11 Gray 5 Gray 2

CMYK	69	10	100	96	0	0	0
	0	0	0	0	17	5	2
	100	100	10	11	34	10	5
	0	11	25	0	62	29	9

RGB	65	212	0	0	124	191	233
	173	209	138	174	106	182	227
	73	15	176	219	85	172	219

These are the CMYK, PMS and RGB equivalents for the colours in the ASHS palette.

Colour for all reproduction methods must be matched as closely as possible to Pantone® (PMS) standards.

CMYK refers to the colours used in four colour process printing for offset print or laser printers:

C = Cyan

M = Magenta

Y = Yellow

K = Black

RGB refers to values suitable when displaying colours on screen or when projecting colours:

R = Red

G = Green

B = Blue

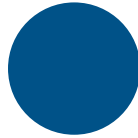


# International Brand Identity Overview



Full colour positive on white background

ASHI blue



PMS (spot)

Pantone  
PMS 2955

CMYK

99  
73  
22  
6

RGB

0  
82  
136

ASHI brown



PMS (spot)

Pantone  
PMS 476

CMYK

44  
71  
86  
57

RGB

83  
48  
26

The Brandmark is made up of two colours, ASHI blue and ASHI brown.

The full colour (CMYK) breakdown given is suitable for four colour process printing and laser printing.

The Pantone reference colour for coated and uncoated paper stocks is: ASHI blue – PMS 2955 and ASHI brown – PMS 476.

The RGB (Red, Green, Blue) value given is suitable for displaying colours on screen or for projection.

Wherever possible, the ASHS Brandmark should be reproduced in its positive format.

Where this is not possible, the Brandmark may be reversed from a background.

Official supplier of Australian Stock Horses to the world



Positive variation with positioning statement



White reversed on a solid ASHI blue background



One colour positive black



White reversed on a solid black background

# International Colour Palette Specifications



Pantone 100% 80% 60% 40% 20%  
2955

CMYK	100	80	60	40	20
	45	36	27	80	9
	0	0	0	0	0
	37	30	22	15	7

RGB	0	16	81	130	185
	82	104	130	162	201
	136	155	175	198	233



Pantone 476 Warm Gray 11 Warm Gray 5 Warm Gray 2 312 397

CMYK	78	0	0	0	96	10
	80	17	5	2	0	0
	47	34	10	5	11	100
	85	62	29	9	0	11

RGB	83	124	191	233	0	212
	48	106	182	227	174	209
	26	85	172	219	319	15

These are the CMYK, PMS and RGB equivalents for the colours in the ASHI palette.

Colour for all reproduction methods must be matched as closely as possible to Pantone® (PMS) standards.

CMYK refers to the colours used in four colour process printing for offset print or laser printers:

C = Cyan

M = Magenta

Y = Yellow

K = Black

RGB refers to values suitable when displaying colours on screen or when projecting colours:

R = Red

G = Green

B = Blue

# Society Corporate Typeface

abc123

ASHS typeface, Trade Gothic

The ASHS corporate typeface is Trade Gothic. This font has been selected because it combines a modern style with classic timelessness, and is simple, clean and easy to read. By using this typeface throughout all ASHS communications we strengthen the consistency of the Brand Identity and create a defining look for the brand.

Trade Gothic Light  
abcdefgh1234567890

On all corporate communications, Trade Gothic should be used wherever possible. Trade Gothic can be used in three different weights: light, medium and bold. Trade Gothic oblique can also be used in these three weights for quotes, highlighting and captions. Trade Gothic is available in both Macintosh and PC Truetype versions.

Trade Gothic Medium  
abcdefgh1234567890

Trade Gothic Bold No. 2  
**abcdefgh1234567890**

ASHS typeface weights

abc123

ASHS alternate typeface, Arial

As Trade Gothic is not a system font, it may not be practical or available for some applications. Many internal documents such as emails, PowerPoint®, memos etc. are generated, viewed and printed on computers that will not have Trade Gothic installed. Specific applications such as websites use system fonts to display text, so Trade Gothic cannot be used. In these instances, the typeface Arial may be used. Arial is a system font that is available on most PCs and will display and print text consistently across most digital files. Arial is available in Regular and Bold weights, and also in italics.

# Society and International Supporting Graphic Elements

Watermark

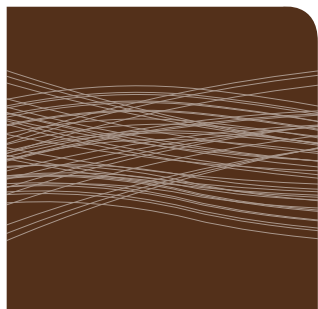


Satin texture



The ASHS watermark and satin texture have been developed to work in conjunction with the ASHS Brandmark to emphasise ASHS's contemporary yet professional personality, and our proud heritage and reputation. Together they encapsulate the far-reaching influence of ASHS. These supporting graphic elements can be applied instead of a photographic image, and when a full colour treatment is not available.

International Horse's tail



The ASH International horse's tail line work has been developed to work in conjunction with the ASHS Brandmark to represent ASHI's export emphasis in a modern way. This supporting graphic element can be applied instead of a photographic image, and when a full colour treatment is not available.