

Brand Style Guide



2025-2026

PRIMARY LOGO



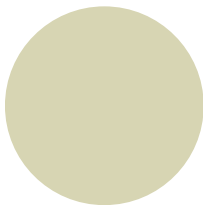
SECONDARY LOGO



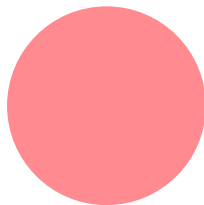
LOGO ICON



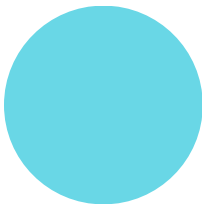
SECONDARY COLORS



#D7D5B3
0 - 1 - 17 - 16
215 - 213 - 179

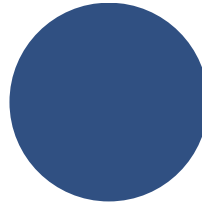


#D9D7CD
0 - 48 - 44 - 0
217 - 215 - 205

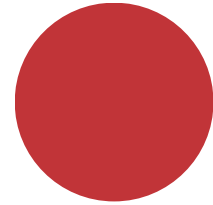


#69D7E6
54 - 7 - 0 - 10
105 - 215 - 230

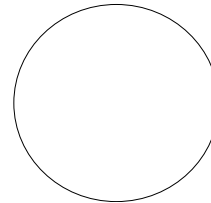
PRIMARY COLORS



#305082
100 - 82 - 22 - 10
22 - 70 - 126



#C13438
16 - 100 - 100 - 9
193 - 52 - 56



#FFFFFF
255 - 255 - 255

FONTS

HEADER: LEAGUE GOTHIC REGULAR ALL CAPS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * - + ()

SUBHEAD: GILL SANS REGULAR ALL CAPS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * - + ()

Body: Avenir Book Sentence Case

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * - + ()

Accent: Yellowtail

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * - + ()

Brand Usage

PRIMARY LOGO



The horizontal version is preferred and should be used whenever possible. It must include the ®. Use on a white or other light-colored backgrounds.



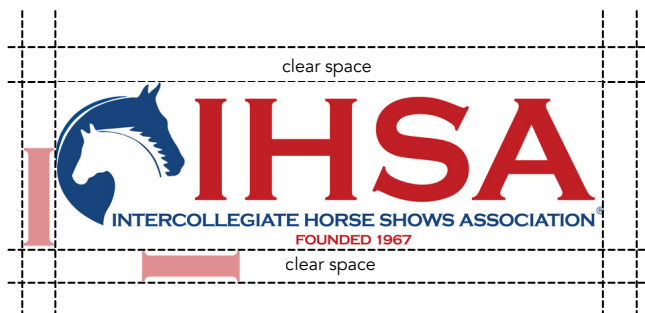
When space dictates, the stacked version with the ® should be used on white or other light-colored backgrounds.



Using the logo on any dark background or surface is discouraged, but if the need arises, the logo should be used in white with the ®.

LOGO CLEAR SPACE

Do not crowd the logo with any text or other design elements. Give the logo enough space around each side. The clear space equals the width of the capital 'I' in IHSA.



SECONDARY LOGO



LOGO ICON



Brand Usage

FOR EMBROIDERY ONLY



FOR EMBROIDERY ONLY on a black or dark background, a hybrid logo may be used. It consists of white and knocked out horse heads, red IHSA, blue INTERCOLLEGIATE HORSE SHOWS ASSOCIATION and red FOUNDED IN 1967. The ® mark is not needed when the embroidery is less than FIVE inches wide.

TAGLINE

This phrase, in all caps and League Gothic, showcases the lifelong connections made while part of the IHSA.

Do not use a period or other exclamation mark at the end of the tagline. It can be in any of the primary brand colors with an offset outline. Keep color usage guidelines in mind when a font color. Can be used on one or two lines of copy.

**WHERE FOREVER FRIENDSHIPS
ARE MADE**

**WHERE FOREVER FRIENDSHIPS
ARE MADE**

WHERE FOREVER FRIENDSHIPS ARE MADE

WHERE FOREVER FRIENDSHIPS ARE MADE

WHEN USING THE IHSA LOGO, DO NOT...



use the logo without the register mark, except in embroidery cases.



use any other font colors than those listed within the brand style guide.



use any other fonts than those listed within the brand style guide.



Do not compress, stretch or distort the logo in any way.

Brand Usage

COLOR USAGE

- Headlines should be a dark font color on a white background or white on any primary brand color background.
- Red as a background color should be limited to headers to call out important information and never in a full-cover background application.
- Do not use the secondary colors in the logo or for any copy color, they are intended only for design elements.
- Do not use red as a text color on any of the brand colors.

FOLLOW THE IHSA



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@rideIHSA



@rideIHSA



@rideIHSA

WRITTEN BRAND NAME

When used in writing, the brand name is written with each word capitalized – Intercollegiate Horse Shows Association. Shows is always written as a plural. When written in a design away from the full logo usage, it is in **COPPERPLATE GOTHIC BOLD ALL CAPS** and can be in any of the primary brand colors.

INTERCOLLEGIATE HORSE SHOWS ASSOCIATION

QUESTIONS

For any questions about the brand usage detailed within these guidelines or other implementations of the brand not listed, please contact the IHSA.

Please send all brand usage inquiries to: media@IHSAinc.com

Thank You!



THE FULL-SERVICE AGENCY WITH AN *equestrian focus*