SEE
STRIDES FOR EQUALITY
—— EQUESTRIANS ——

BRANDING KIT

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The purpose of the branding kit is to visually unify SEE's brand. By creating one cohesive visual imprint, we can increase brand visibility and retention among supporters, partners, allies, and donors. A cohesive visual presence is industry standard for all leadings nonprofits and organizations. This kit provides a quick reference to all the visual assets that SEE has, as well as examples for best practices. All the creative decisions were made with SEE's goals and mission statement in mind.

STRIDES FOR EQUALITY
EQUESTRIANS

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Full Logo
To be used as primary logo on all materials. Available in seven (7) color patterns.

STRIDES FOR EQUALITY EQUESTRIANS

SEE

SEE THE CHANGE. BE AN ALLY.

Seal Logo
To be used as secondary logo on materials. Available in seven (7) color patterns.

PROFOUND PURPLE

RGB 76 / 55 / 149
CMYK 49 / 63 / 0 / 42
HEX #4c3795

ALMOST JADE

RGB 56 / 148 / 145
CMYK 77 / 24 / 44 / 2
HEX #389491

BLACK LIVES MATTER

RGB 0 / 0 / 0
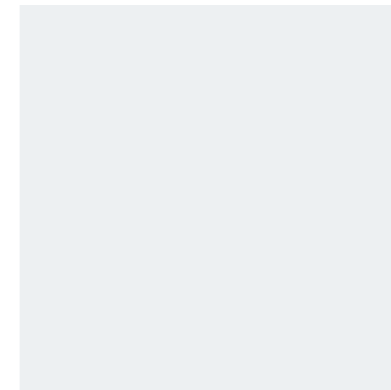**CMYK** 0 / 0 / 0 / 1
HEX #000

DARK GREY

RGB 107 / 122 / 143
CMYK 63 / 47 / 32 / 5
HEX #6b7b8e

LIGHT GREY

RGB 166 / 175 / 188
CMYK 36 / 25 / 18 / 0
HEX #a6afbc

WHITE PRIVILEGE

RGB 237 / 239 / 242
CMYK 5 / 3 / 2 / 0
HEX #edeff2

Brand Colors

HEADER (BEBAS NEUE PRO)
SUBHEADER (MUSEO SLAB)

Body/Main text (Museo Sans). For header text, please use Bebas Neue Pro at either Bold, Middle, or Regular weights in Black, Profouund Purple, or Dark Grey. This will give text the most emphasis in the proper places. Subheading text should utilize Museo Slab in either the 100 or 300 weight - whichever is most visible and appropriate for the context, but ideally the 100 weight. This can be dark or light grey, and allows the heading text to retain its proper emphasis on the page. Body text should be Museo Sans at the 300 weight. When these fonts are not available, please revert to the most similar fonts possible or standard fonts (such as Calibri, Arial) when needed.

ABOUT SEE
MISSION AND GOALS

The United States is an increasingly diverse country, but equestrian sports do not reflect that reality. This can and should change. Strides for Equality Equestrians (SEE) is an allyship program for the eventing community and represents a first step towards addressing the lack of racial and ethnic diversity in all equestrian sports.

Our mission is to promote a more inclusive culture by listening to and addressing the concerns of Black, Indigenous, and people of color (BIPOC) within the equestrian community while educating equestrians about how to be more effective allies.

Recognizing that we must be the change we wish to see in the world, SEE will encourage equestrians to stand shoulder to shoulder to fight for equality and justice. Not quietly, not anonymously... but proudly and loudly.

We believe that by (1) promoting a more inclusive culture and (2) creating equitable opportunities for BIPOC people we can increase the strength and diversity of the eventing community. We look forward to partnering with our peers in other disciplines to reach more of the equestrian community.

Typography & Text Hierarchy
Guide to font usage and proper text hierarchy for optimum visibility.

Never change the color.

Never fill the logo with an image, pattern or gradient.

Never squeze, stretch, modify or distort the logo.

Never add anything.

Never use drop shadow or any other effects.

Never angle the logo

Logo Usage Rules
Please do not alter or manipulate logos. Here is a handy guide using Opera's logo.

CHOOSING IMAGES
THINGS TO CONSIDER

Finding royalty and copyright-free images for grants, website content, social media, etc. is extremely important. Here are some things to keep in mind for best practices:

- Use Unsplash, Pixabay, and Pexels for images

- Avoid anything "controversial" - this includes images that feature potentially controversial tack or equipment usage (ex: draw reins, rollkur, hobbling, barbed wire fencing, harsh bits, improper fitting tack, etc.) Even though images are often just accompanying captions, we want to keep conversations focused on the content and not create any potential discourse about training methods, equipment usage, etc.

- People respond best to dynamic photos that show action and humans, especially human/horse in action. Photos with people in them will always receive higher engagement than those without, no matter how gorgeous the horse or scenery is.

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