



**THE EQUESTRIAN
CONCIERGE**
— Ocala, Florida —

BRAND KIT

For creativity and consistency

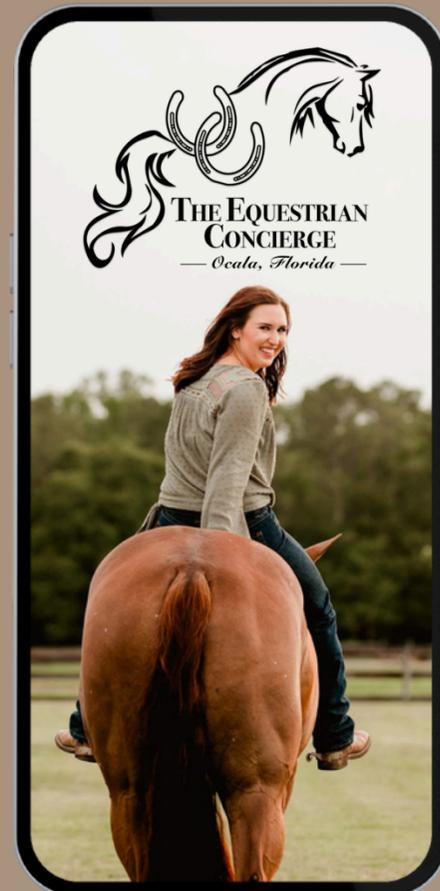


Your Brand

Professional Care for the Young Equestrian Professional

What your brand represents:

- Elegance
- Quality
- Knowledge
- Experience
- Comfort



Logo

These logos convey the elegance and timelessness of your company.

How you use your logo is extremely important. There are three main logo marks that you have: Black Logo Mark, Brown Logo Mark, and White Logo Mark. These logos embody the flavor of your brand.

Guidelines:

- Black and Brown Logos can ONLY be used on WHITE or CLEAR backgrounds
- White backgrounds CAN be used on colored backgrounds
 - *Exception: If a background is a very light color, the black logo can be used in place of the white logo.*
- The Header Mark is to be used in the header of documents.

Main Logo Features



Black Logo Mark



Brown Logo Mark



Header Mark

Logo Variation



Versions of your logo can be used to match a variety of materials and applications. Make sure to apply them appropriately.

Color Pallete

These colors reflect your brand's identity and personality

These colors were carefully curated to resonate with potential customers. With soothing neutral tones, these colors bring a sense of comfort and ease, especially for people in the equestrian world. To maintain consistency and recognition of brand, these colors should be used in all marketing and advertising materials. Other colors should be avoided to reduce confusion and uphold the image of the brand.

Hex Code

#6a431d

CMYK

41% 67% 97% 42%

RGB

106-67-29

Hex Code

#231f20

CMYK

70% 67% 64% 74%

RGB

35-31-32

Hex Code

#aa937e

CMYK

34% 39% 50% 3%

RGB

170-147-126

Hex Code

#6a7d93

CMYK

63% 45% 31% 4%

RGB

106-125-147

Hex Code

#ffffff

CMYK

0% 0% 0% 77%

RGB

58-58-59

Fonts

These fonts convey the elegance and timelessness of your company.

These fonts were selected for their elegant typeface. They are easy to work with in a variety of mediums. To maintain consistency and recognition of brand, these fonts should be used in all marketing and advertising materials. Other fonts should be avoided to reduce confusion and uphold the image of the brand.

Font Overview

Bodoni FLF

For Headers and Company Name

ABCDEFGHIJKLMNOPQRSTUVWXYZa
bcdefghijklmnopqrstuvwxyz123456789
0!@#\$%^&*()

Snell Roundhand

For Subheaders

*ABCDEFGHIJKLMN OPQRSTUVWXYZ
WXYZabcdefghijklmnopqrstu
vwxyz1234
567890!@#\$%^&*()*

TT Commons Pro

For Paragraphs

ABCDEFGHIJKLMNOPQRSTUVWXYZab
cdefghijklmnopqrstuvwxyz1234567890!
@#\$%^&*()

Font Hierarchy

Airport Transportation

Transportation to the show

We offer 24/7 airport pick-ups and drop-offs to and from WEC and Hits.

Product Name Here

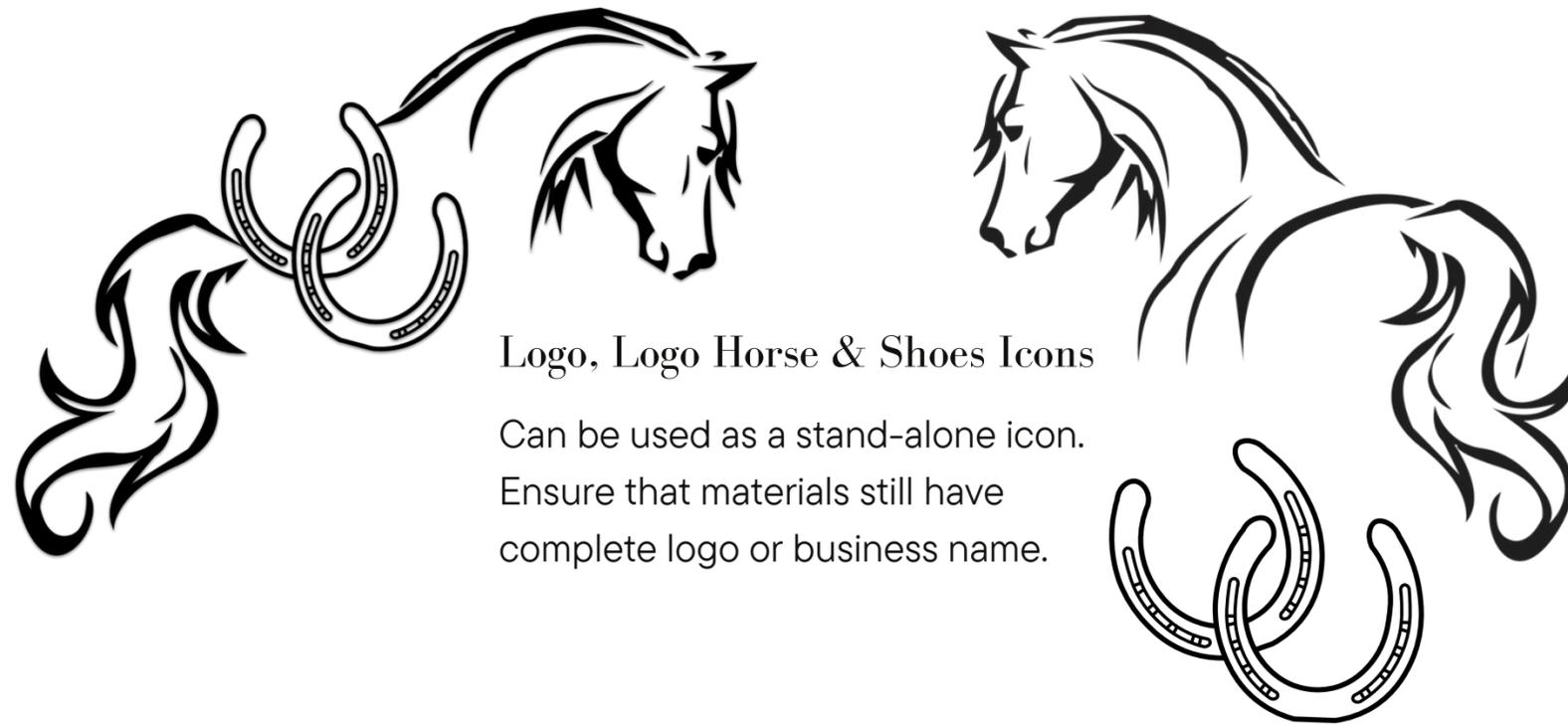
Subtitle

Write details here, such as product specifications, price, event duration, and promotions.

Icons

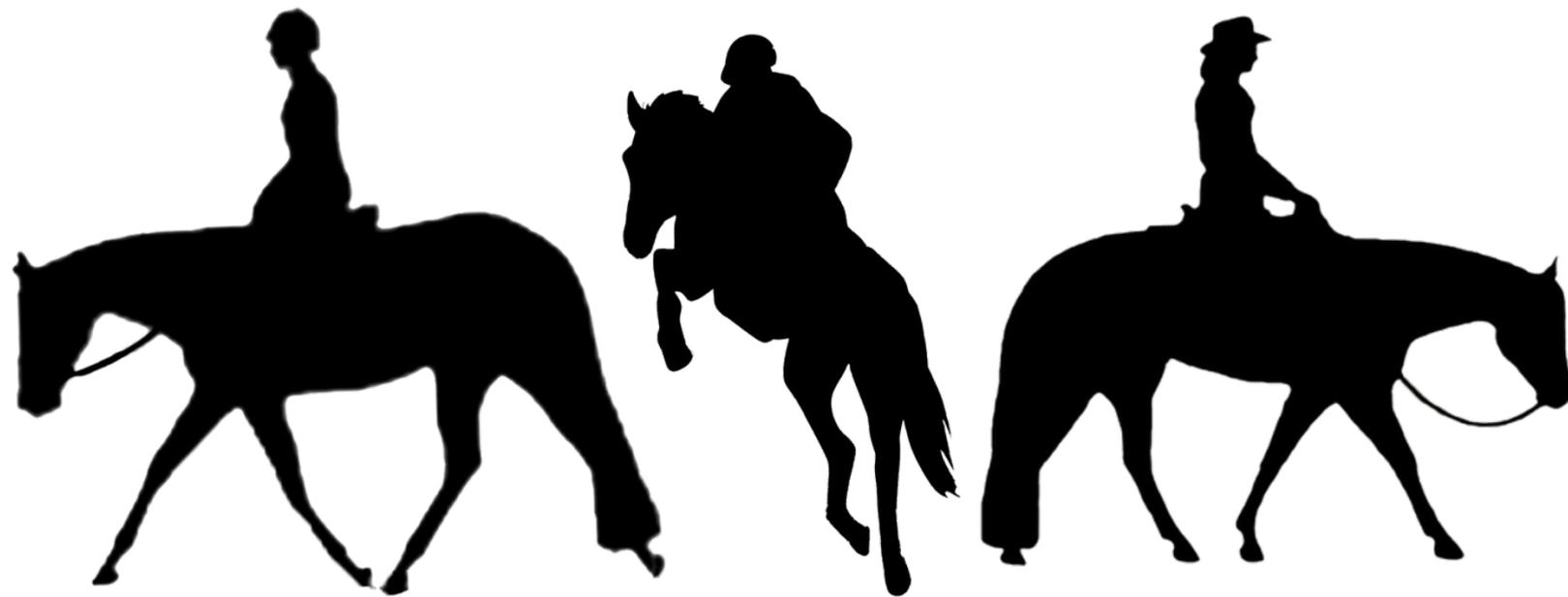
Additional icons to use.

These icons can be used to accent marketing or advertising materials.



Logo, Logo Horse & Shoes Icons

Can be used as a stand-alone icon.
Ensure that materials still have complete logo or business name.



English, Western & Jumping Horse Icons

For use when creating materials specific to a discipline.