

British Carriagedriving

# Publishing Guidelines

for BC website & social media

## BC Logo & Branding

### Publication of Information and articles

Articles for publication on the BC website should be submitted to the BC office:

[email@britishcarriagedriving.co.uk](mailto:email@britishcarriagedriving.co.uk)

The executive officer will be responsible for checking the accuracy of the information before publication and, if necessary, consult a member of Council, the BC Chairman or chairman of the relevant Committee.

Submitted articles may be edited or altered for size, clarity and style as required. This may include a request for clarification or additional information from the author.

Documents for publication on the website must be supplied with appropriate categorisation and indexing tags. This must indicate clearly which section of the website they are intended for (e.g. rules or safety or event organisers tec.).

Please also indicate how they should appear in the index. Several index tags are permitted.

Articles and documents should be submitted in a plain text format (e.g. MS Word: *.docx*) or similar format from which the text can easily be extracted for insertion into a web page. Using PDF to submit an article is more difficult and time consuming.

Photographs embedded in documents are difficult to extract and will result in reduced size and quality. We prefer photographs to be submitted as separate picture attachments (.jpg) at highest (original) size and resolution.

BC do not normally make a payment for any article published on their website.

### Photographs

Photographs for publication on the website should be submitted to the BC office:

[email@britishcarriagedriving.co.uk](mailto:email@britishcarriagedriving.co.uk)

We will not publish any photographs which may be considered misleading, offensive, violent or of an adult nature. We will not publish photographs that are controversial or which may give a bad impression of our sport.

Photographs of children and young persons will only be published if permission has been given by their parent or legal guardian. The person submitting the photograph should state that such permission has been given.

The executive officer will be responsible for checking the suitability of the photograph before publication and, if necessary, consult a member of Council or the chairman of the relevant Committee.

Any submitted photographs must be identified with:

- the name of the photographer or the copyright holder (if this is not the person submitting the photograph),
- the subject (e.g. the name of the person in the picture)
- the location
- date when the photograph was taken.

Photographs without this information will not be accepted.

If the person submitting the photograph is not the copyright holder, it will be their responsibility to ensure that permission has been given to publish the photograph and they must clearly state this with their submission.

The author or copyright holder of any photograph we publish will be identified on our website. This may be in the form of their name, an email address or a website link placed next to or near the photograph or by clicking on the photograph itself.

We reserve the right to refuse publication of any photograph.

To maintain high standards, we request photographs at the best possible quality and resolution. Any photograph that does not meet these standards will be refused or we will make a request for it to be re-submitted.

Any submitted photograph may be processed for clarity, sharpness and exposure and cropped to give the best appearance on-screen.

British Carriagedriving normally do not make a payment for any photograph published on their website.

## Video footage

British Carriagedriving do not normally publish videos on their website, due to constraints of space and bandwidth. The preferred method is to publish a link to any video footage, which is stored elsewhere.

BC will consider publishing videos on their YouTube channel, if deemed suitable. Please contact the BC office.

Any video footage shown on our YouTube channel falls under the same guidelines as photographs in terms of quality and suitability.

## Links to external websites

We get frequent requests for placing links on our website from companies, organisations and individuals. These may be related to carriage driving or they may be completely unconnected. Sometimes, these requests are made in order to advertise a product or a service, help increase their readership or raise their search engine rankings.

We need to limit the number of links in order to prevent our pages becoming too crowded and make it difficult for people to find what they're looking for.

### **We will normally include links to:**

- Major UK and Worldwide Carriage Driving organisations and BC Affiliated driving clubs
- UK Charities which have a connection to Carriage Driving or Equestrianism
- Carriage Driving Competitions' websites

- Companies or individuals who have given sponsorship or donations to British Carriagedriving \*
- Photographers who attend carriage driving events and regularly supply pictures to BC.

**We will not include links to:**

- Companies and individuals unconnected with carriage driving (if not included in the above)
- Commercial websites, even if connected with carriage driving (unless included in the above)
- Any website which carries adult, offensive or violent material or which contains links to other websites of such nature.

**Disclaimer**

The links page on the BC website will carry the following text:

*Links to external websites are provided in good faith. British Carriagedriving is not responsible for the content of these sites.*

**Suitability of material for publication**

**Who decides:**

Any material submitted for publication will be checked, in the first instance, by the Executive officer.

Depending on the nature of the submission and, in cases where there may be some doubt about the suitability or accuracy of the article, the executive officer will consult with a member of BC Council or the Chairman before publication is approved.

**Commercial Advertising**

British Carriagedriving will be happy to offer advertising space on their website for a suitable fee. This could take the form of a top-of-page banner, a box inserted within a page or a link from a page to a company's website.

We will only accept advertisements from companies which are in some way connected with carriage driving or equestrian sport.

Each advertising offer will be the subject of separate negotiation with the advertising company and would normally be expected to run for a fixed period (e.g. one month or one year) before renewal.

The company would supply all suitable text / images / logos for their advertisement. These must be of sufficient quality and standard to be incorporated into the general website design.

We reserve the right to alter or refuse submissions if they do not meet this criteria. We will not allow the use of flash animations and audio tracks on our web pages.

# BC Logo and branding

The use of the British Carriagedriving logo must comply with the guidelines published below, which stipulate the sizes, colours and other aspects of the logo which must be adhered to in any publication.

NOTE: There are different versions of the BC Logo for use in printed media and on-screen. Anyone wishing to use the BC logo should be supplied with the correct version.

## Use of BC logo by external websites

Logos are normally used by websites as icons to provide a link to an organisation's or company's website or email address. These take the form of a small version of the logo graphic (typically less than 200 x 300 pixels) with a clickable link to the BC website or to the BC office email.

The use of "reverse linking" by other websites back to BC is to be encouraged, as it raises the search ranking of our website and makes it easier for people to find us.

Permission must be obtained from British Carriagedriving in order to use the BC logo in electronic or printed media by any individual, company or organisation. In applying for permission the intended user must specify how the logo will be used, and must agree to comply with the guidelines set out in this document.

Normally, permission may not be required if the BC logo is to be used by an external website in accordance with the following:

- The logo is used as a clickable link to the British Carriagedriving website or email address.
- The logo is of a suitable size and resolution. It must not be stretched or distorted and colours may not be altered.
- The website using the logo has a connection with carriage driving or equestrian sport, or is a sponsor or service provider for British Carriagedriving.
- The website is not of a misleading nature and represents an individual, company or organisation known to British Carriagedriving.

# Guidelines for the use of the British Carriagedriving brand in printed and digital media.

## British Carriagedriving name

The British Carriagedriving name and brand was launched in April 2013, replacing the name of the previous organisation, the British Horse Driving Trials Association.

British Carriage Driving is a Company Limited by Guarantee, registered in England and Wales as Company No. 3273892.

British Carriagedriving is a member of British Equestrian, alongside British Dressage, British Eventing, British Showjumping and others, and the BC brand reflects and ties-in with the other disciplines as part of a British equestrian sport identity.

## Guidelines

Our identity is an extremely valuable asset. The appearance in print, on screen and in digital media forms the public face of British Carriagedriving.

We need to present a high quality and professional face which will influence the way we are perceived by sponsors, organisers, National Federations, the media and the public.

These guidelines tell you how to use the BC identity in various applications. They contain design controls which ensure that we can achieve a required level of consistency and quality.

Controls and standards are mandatory if consistency and professionalism are to be achieved.

**Deviation from these guidelines by way of adaptation or alteration is not acceptable.**

By following these guidelines, you will be helping to maintain the quality of the British Carriagedriving identity.

## Use of BC logo by external media

Permission must be obtained from British Carriagedriving in order to use the BC logo in electronic or printed media by any individual, company or organisation. In applying for permission the intended user must specify how the logo will be used, and must agree to comply with the guidelines set out in this document.

Normally, permission may not be required if the BC logo is to be used by an external website in accordance with the following:

- The logo image is a clickable link, which leads directly to the British Carriagedriving website.
- The logo is of a suitable size and is not distorted or altered in any way.
- The organisation or website using the logo has a legitimate connection to British Carriagedriving business or activity.

If the above conditions are not met, the user of the logo may be asked to alter or remove it.

If you wish to use the BC brand in situations other than specified in this document, please contact the BC office on [email@britishcarriagedriving.co.uk](mailto:email@britishcarriagedriving.co.uk) or telephone +44 (0)845 643 2116.

## Use of the British Carriagedriving brand and logo

The brand mark (logo) is the key visual symbol identifying the organisation. It is created specifically for visual impact and may not be altered in shape or colour.

Master artwork is to be used for the reproduction of all elements. The highest quality must be retained at all times. Low resolution or excessive image compression must be avoided.

The aspect ratio of the image must be maintained – it may not be stretched or squashed in one dimension.

The typeface may not be substituted by any typeface which may appear to be similar.

We have produced several alternative versions of the logo image, which must be used as appropriate in situations such as:

- Monochrome printing
- Use on a dark background
- Use when the image is small (e.g. icons & thumbnails)
- Use in low resolution applications (e.g. embroidery)
- Use when the image requires to be 1:1 (square) aspect ratio.

## Image resolution

For print applications, the resolution of the image should be 300 or 600 d.p.i. depending on the required quality of the final print. Resolutions below 300 dpi must not be used in print.

For screen applications (VDU), the resolution should be 72 dpi.

Image compression, if any is used, must be set to the highest quality (lowest compression), consistent with the application it is being used for.

**It is NOT acceptable to copy a small image from a web page and enlarge it to use on screen or in print !**

Various sizes of the logo image are available to download at full resolution from the British Carriagedriving website <http://www.britishcarriagedriving.co.uk/logo/logo> or on request from the British Carriagedriving office.


## Aspect ratio


The full BC logo has an aspect ratio (width:height) of 2.6:1 including a clear space all round. The actual logo (with no space) has an aspect ratio of 2:1.

This ratio must not be changed, as this would alter the shape of the image. No stretching or squashing in either horizontal or vertical dimension is permitted.

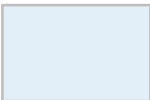
## Colours

The colours for the BC brand and the logo image are defined as follows:

| Blue  | CMYK values | RGB values | DECIMAL         | HEX            |
|---|-------------|------------|-----------------|----------------|
| <b>PMS 280</b>  | C 100       | R 0        | <b>0,68,137</b> | <b>#004489</b> |
|  | M 72        | G 68       |                 |                |
|   | Y 0         | B 137      |                 |                |
|   | K 18        |            |                 |                |

| Red   | CMYK values | RGB values | DECIMAL          | HEX            |
|---|-------------|------------|------------------|----------------|
| <b>PMS 485</b>  | C 0         | R 227      | <b>227,24,26</b> | <b>#E3181A</b> |
|  | M 95        | G 24       |                  |                |
|   | Y 100       | B 26       |                  |                |
|   | K 0         |            |                  |                |

Optional background colour

| Light blue   | CMYK values | RGB values | DECIMAL            | HEX            |
|--|-------------|------------|--------------------|----------------|
| <b>PMS 656</b>   | C 14        | R 226      | <b>226,238,248</b> | <b>#E2EEF8</b> |
|  | M 3         | G 238      |                    |                |
|  | Y 0         | B 248      |                    |                |
|  | K 0         |            |                    |                |

**Pantone colours (PMS)** - This is the specification for printing on both coated and uncoated paper stocks. This ensures visual consistency of the brand colour across different stocks.

**CMYK** - If only a four colour process is available (e.g. magazine printing), then use the specified values above.

**RGB** - When using the colour on screen (digital media), use the specified breakdown. Hexadecimal values are specified for web use.

In the grayscale (monochrome) version of the logo, the grey areas are set at 50%.

Master artwork is to be used for the reproduction of all elements.

## Fonts

The font used for the words included in the logo is **Friz Quadrata Medium**

**British Carriagedriving**

A secondary font used for additional lettering, headings etc. is **Gill Sans Regular**

**British Carriagedriving**

## Logo variations

There are several different designs of the BC logo available, depending on their intended use, which are described below.

Please note that the logo samples shown in this document must not to be used. The full resolution versions are available to download from the British Carriagedriving website

<http://www.britishcarriagedriving.co.uk/logo> or on request from the BC Office by email to: [email@britishcarriagedriving.co.uk](mailto:email@britishcarriagedriving.co.uk)

**Full version** - The full BC logo, to be used on printed media (inc. PDF documents):



**Small version** – this simplified logo should be used where it will be printed less than 30mm in length **and** on all digital media.

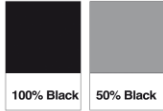


**Square version** – 1:1 aspect ratio and simplified lines, to be used for small icons and thumbnails, primarily in digital media.



**Monochrome version** – this version to be used when colour cannot be reproduced, e.g. on documents that are to be photocopied or printed in black and white.





**Inverted colour** – to be used on a dark background.



### Positioning



X is the Clear Space to be left around the Logo  
X is the Height of the letter "B" in British



The logo and artwork was created for British Carriagedriving by OP Graphics.

[www.opgraphics.co.uk](http://www.opgraphics.co.uk)