



BCHA Logo Use

Background

In April 2015, the Back Country Horsemen trademarked a logo. Once a logo is trademarked it becomes intellectual property of the organization. As such, the board of directors is responsible to protect the property of BCHA. (Duty of care.)

The Back Country Horsemen of America logo is the only permissible insignia for external communications material that reaches the media or general public. It is our prime brand identifier, reflecting the tradition and values of the organization. Therefore, maintaining its visual and conceptual integrity is a high priority.

BCHA's Logo Use Policies are designed to ensure that the public recognition of our primary identifier — the BCHA logo — is not diluted by other insignia or artwork.

Logo Colors

The logo has three variations in regards to color — color, black and white, and gray scale.

The Back Country Horsemen of America brand colors are as follows. Please do not alter or introduce new colors to the BCHA logo or brand collateral.

The Pantone Matching System (PMS) colors are:

Outlines are black.

Orange is a gradation - from CMYK 3/32/100/0 to CMYK 0/60/100/0

For a single spot color for orange use CMYK 3/32/100/0

For a single spot color for blue use CMYK 100/100/4/4

Blue is a gradation of CMYK 100/100/4/4

Brand Fonts

The text that should be used under the Back Country Horsemen of America logo is Copperplate Gothic Bold. This font should be used in upper-lowercase or uppercase only.

Commented [1]: add logo variations here

59 Rainbow Road, East Granby, CT 06026

www.BCHA.org

860-586-7540



Logo Sizes

The logo cannot be cropped, distorted, stretched or otherwise altered.

The logo must not be reduced beyond a width of .75". This ensures legibility at small sizes.

Strict regulations and guidelines outline the use of the Back Country Horsemen of America logo.

Copyright And Applications

The BCHA logo is the sole and exclusive property of the Back Country Horsemen of America (BCHA). The logo may be used only by BCHA members in good standing and if and only if such use is made pursuant to the terms and conditions of this limited and revocable license. Any failure by a user to comply with the terms and conditions contained herein may result in the immediate revocation of this license, in addition to any other sanctions imposed by BCHA. The interpretation and enforcement (or lack thereof) of these terms and conditions, and compliance therewith, shall be made by BCHA in its sole discretion.

- Who can use the BCHA logo?

State BCHs in good standing may use the logo on their printed materials, web sites, social media, and merchandise.

- How can the BCHA logo be used?

The logo may be used in a professional manner on the user's business cards, stationery, literature, advertisements, or web site. Notwithstanding the foregoing, the logo may NOT be used in any of the following ways:

- in any manner that, in the sole discretion of BCHA discredits BCHA or tarnishes its reputation and goodwill;
- in any manner that is false or misleading;
- in any manner that violates the rights of others;
- in any manner that violates any law, regulations, or other public policy;
- in any manner that mischaracterizes the relationship between BCHA and the user, including but not limited to any use of the logo that might be reasonably construed as an endorsement, approval, sponsorship, or certification by BCHA of the user, the user's business or organization, or the user's products or services, or that might be reasonably construed as support or encouragement to purchase or utilize the user's products or services

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Please observe all of the following rules when using the logo:

- Use only the approved digital artwork. Never re-typeset the logo.
- Never reproduce the logo in colors other than the approved PMS colors.
- Never outline the logo.
- Never distort the logo. Always scale it proportionately.
- Never place any graphic devices around the logo (such as a holding box) that could be interpreted as part of the logo.

- Never place the positive version of the logo on a dark background.

- Never place the logo on a cluttered background. Make sure that the background ensures good legibility. The preferred background color for the full-color logo is white.
- Never reproduce the signature logo smaller than .75" in width.
- Never allow any distracting graphic elements or type to clutter the clear space of the logo which is equal to the height of "A".

Compliance

Use of the logo shall create no rights for users in or to the logo or their use beyond the terms and conditions of this limited and revocable license. The logo shall remain at all times the sole and exclusive intellectual property of BCHA. BCHA shall have the right, from time to time, to request samples of use of the logo from which it may determine compliance with these terms and conditions.

Without further notice, BCHA reserves the right to prohibit use of the logo if it determines, in its sole discretion, that a user's logo usage, whether willful or negligent, is not in strict accordance with the terms and conditions of this license, otherwise could discredit BCHA or tarnish its reputation and goodwill, or the user is not an BCHA member in good standing.

Any questions concerning use of the logo or the terms and conditions of this license should be directed to BCHA headquarters: web@bcha.org

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