



## Proud Supporter Logo Usage Guidelines

### Proud Supporter logo

The Proud Supporter logo is a service mark of The Foundation for the Horse, the AAEP Foundation, Inc., and The American Association of Equine Practitioners, Inc.

It is to be understood that the Proud Supporter logo is to be used in good taste for purposes that are compatible with and complementary to the mission of The Foundation.

### How to display the Proud Supporter logo

The Proud Supporter logo may be displayed in various ways, including:

- Digital – The Proud Supporter logo may be displayed electronically on a Supporter's website, email signature block, e-newsletter, and other similar digital formats.
- Print – The Proud Supporter logo may be printed on a Supporter's event program, newsletter, or print advertisement or other locations within reason.

The Proud Supporter logo should not be used in connection with a specific commercial product or service – thereby serving as an endorsement or implied endorsement.

### Other The Foundation for the Horse logos

All other The Foundation for the Horse logos are proprietary service marks of The Foundation for the Horse, the AAEP Foundation, Inc., and The American Association of Equine Practitioners, Inc.

They may only be displayed by written permission. Example of use could include special events that are working in collaboration with The Foundation, to benefit and/or showcase The Foundation.

## Logo Formatting and Spacing



There is **one approved** version of the proud supporter logo related to format and structure.

**Horizontal:** as seen above as one-color version

### Approved One Color

The logo may be used in a single color (100% tint) as seen in the approved color below. The approved color is Pantone 541 Blue.

### Approved Two-Colors

There are approved two-colors for the proud supporters' logo as well (see below). Pantone 541 Blue and Pantone 724 Brown are the only approved color combinations for the two-color logo.



Color values:  
RGB 0 60 113  
HEX/HTML 003C71  
CMYK 100 58 9 48



Color values:  
RGB 165 115 80  
HEX/HTML A57350  
CMYK 6 52 91 27



**Contact Us**

If you have any questions about the proper use of The Foundation For The Horse Proud Supporter logo or need copies of the logo for use in your materials, please contact us at:

**E-mail:** [info@foundationforthehorse.org](mailto:info@foundationforthehorse.org)

**Phone:** (859) 233-0147