



*style guide*

# Overview

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This guide was developed to provide the foundation for consistency of the Whisperide brand across all media including broadcast, web, collateral, promotions, and advertising. These are meant to provide a technical understanding of the structure and makeup of our brand and to inform all future brand communication decisions.

We welcome any of our retail distributors, sponsors, and partners, to use our logos and marketing material while strictly following this style. The proper implementation of our brand identity is essential for promoting, maintaining, and protecting the equity and value of our brand.

Any unauthorized use or copying of this material may lead to civil or criminal prosecution.

This manual is the exclusive property of Whisperide LLC and has been exclusively prepared for the designated Whisperide LLC's recipients

# Table of Contents

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Usage Guidelines	2
Whisperide Logo	3
Placement	4
Proportions and Minimum Size	4
Typeface Standard	5
Color Palette	6
Official Terminologies	8
Contact Details	9

# Usage Guidelines

Whisperide logo is NOT copyright free. It is important to maintain the integrity of the logo. We ask you to respect and adhere to the following guidelines when using any Whisperide logo or campaign message:

- The logo should only be used in the manner stated in this guide, with the 'official' logo colors and proportions listed in this document.
- Any scaling must retain the original proportions of the logo.
- Other than the variations listed in this document, the logo may not be altered or manipulated in any way.
- No text or images may be added, written over or associated to the logo
- The logo should never be scanned into a computer from a printed image
- Permission is not granted for the use of logo on any merchandise, promotional material or commercial representation unless approved by Whisperide or only for Whisperide approved Clinics and Events.
- The actual logo files can be requested from Whisperide.

# Whisperide Logo

## The Whisperide Logo - Artwork

The logo consists of the logotype and the image. The image represent the essence of Whisperide . The image has been made to represent the areas in direct contact between a rider and his horse, representing the relationship that the Whisperide builds between the two. The relationship and proportions of the elements of the image along with the logotype should not be altered in any way.



Whenever possible, the logo appear in the full color horizontal version as above. Should there be any constraints, the alternative solid color versions can also be used.

# Whisperide Logo (contd.)

## The Whisperide Logo - Placement

There must be at least .25 inches of empty space surrounding our logo or any branding (as shown below).



The placement of the logo will vary depending on where it appears. The logo should never be used over any background that compromises its recognition or clarity.

## The Whisperide Logo - Proportions and Minimum Size

- ◆ Marketing Material: The logo should never be used smaller than 2" in width .8" high to ensure visual impact. The logo should never be resized in dimensions disproportionate to its original proportion. The logo is set, and should not be reset, or manipulated in any way!
- ◆ Apparel: When using the logo on apparel it should never be used smaller than 3" in height and 4" in width.

# Typeface Standard

The Whisperide Logo - Logotype

Main Logo Typeface:  
Adobe Jenson Pro

Primary Typeface:  
Adobe Jenson Pro

Secondary Typeface:  
Adobe Jenson Pro

Adobe Jenson Pro:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h I j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

*Adobe Jenson Pro Italic:*

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h I j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0*

**Adobe Jenson Pro Bold:**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h I j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0**

# Color Palette

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 Pantone 574 M

 Pantone 576 M

# Color Palate - (contd.)

## The Whisperide Logo - Alternative Colors

Whenever possible, the logo appear in the full color horizontal version as detailed previously. Should there be any constraints, the alternative solid color versions can also be used.

The logo may not be used in pantone 576 M, or in any other color but as permitted below.



Solid Pantone 574 M



Solid Black



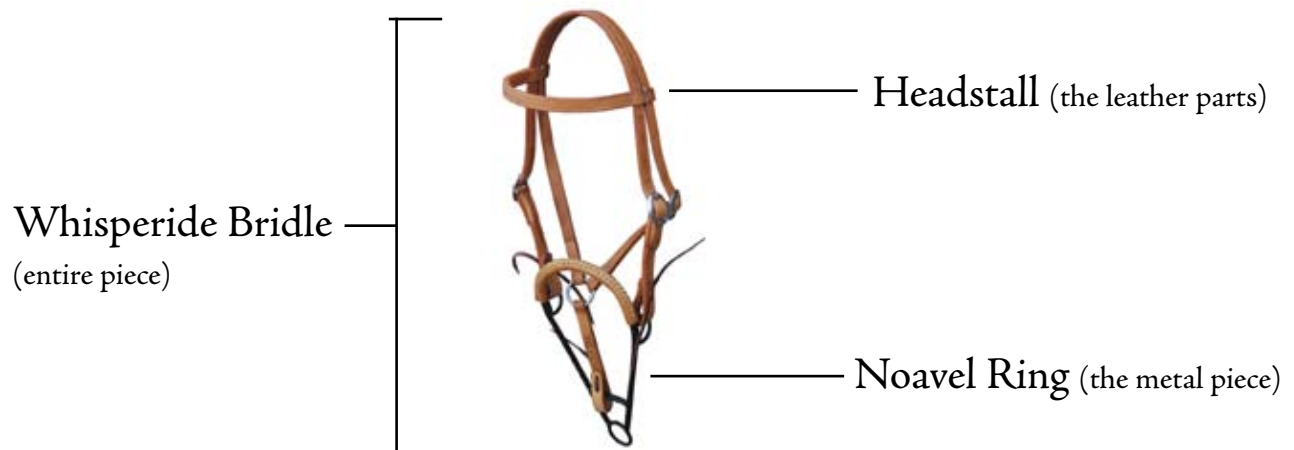
# Official Terminologies

## Whisperide Bridle:

The Whisperide Bridle consists of a Noavel Ring and a headstall manufactured specifically for the ring.

## Whisperide Bridle Set:

The complete set is consists of the Whisperide Bridle along with the Whisperide Split Reins.



# Marketing Department Information

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Please contact us if you have any questions or concerns about this Style Guide or the use of our Intellectual Property.

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