



SHOWPLACE  
PRODUCTIONS

BRAND STANDARDS  
MANUAL





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BRAND STANDARDS  
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## INTRODUCTION

## THE VISION

# SHOWPLACE PRODUCTIONS

Showplace Productions was founded in 2000 by Patrick Boyle, a former judge, competitor, course designer, and manager of Ledges Sporting Horses. Boyle began producing his own events in 2000 and quickly became an industry leader, known for taking care of exhibitors and providing a quality horse show experience. Now Showplace Productions is a professional equestrian competition management company producing hunter and jumper events in the Chicago market.

Showplace Productions is a premier horse show management company considered to be one of the best in the Midwest producing hunter and jumper events in the Chicago market. We are an industry leader, known for taking care of exhibitors and providing a quality horse show experience for all ages and experience levels. We strive to put the horse and exhibitor first by holding competitions at clean, modern venues and offering top-level prize money at all events along with phenomenal exhibitor parties each week. There is always a friendly face at Showplace Productions to make your experience a memorable one.



## BRAND PERSONALITY

# CORE VALUES/KEYWORDS

### TRUST

Showplace Productions has spent nearly 20 years developing trusted relationships with its clients. Trust establishes confidence, honesty, integrity and reliability. It has been a primary core value at Showplace for many years.

### QUALITY

Showplace is an industry leader, known for taking care of exhibitors and providing a quality horse show experience for all ages and experience levels. We provide top notch bedding, feed and amenities for our four legged friends and impeccable customer service for our clients.

### FAMILY

At Showplace our clients are like family to us. Our goal is to have every customer's experience with us be the best thing that happened to them that day. We care about all of our customers in a very individual and personal way.

### SAFETY

Being a horse show management company safety is our number one priority. From our secure stalls, designated spectator viewing areas, to the top of the line indoor and outdoor footing we have it all and strive to give our clients the best of the best.





LOGO & BRAND  
ELEMENTS

SYMBOL/  
LOGO

## THE SYMBOL

### HORSE SYMBOL

The Horse is the defining feature of our logo, and the starting point for many graphic elements you'll see later on. The horse is majestic, alert, courageous and spirited, things we all associate within our brand.

### WORDMARK

Our wordmark is in Futura. This typeface is strong and clean, yet friendly and welcoming, qualities we're happy to associate with our brand.

The relationship between the logo elements is fixed. Do not, under any circumstances, alter the proportions or placement of any of the signature elements independently.



**SHOWPLACE  
PRODUCTIONS**

## LOGO USAGE

# THE DO'S

### COLOR VARIATIONS

When placed on a white background, the logo uses 100% black for the wordmark. The logo uses 100% black, Pantone 7550 or Pantone 7701 for the horse symbol. If the logo is placed on a darker photo white may be used for the wordmark. No other variations may be used. See appropriate and inappropriate variations on the next page.

### OVER PHOTOS

Although it's always preferable to place the signature on a white background, there are times when it will need to appear over a photo. In these cases, make sure that the logo elements are as visible as possible. The exhibits show logos to use over photos to enhance visibility.

### YELLOW BAND

The yellow band is to be used with stationery and collateral items to enhance visibility. No other colors are to be used. The band uses Pantone 7550.

### TWO COLOR



SHOWPLACE  
PRODUCTIONS



SHOWPLACE  
PRODUCTIONS



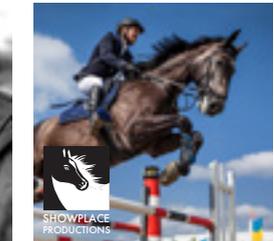
SHOWPLACE  
PRODUCTIONS

### SINGLE COLOR



SHOWPLACE  
PRODUCTIONS

### PHOTOS



### THE BAND

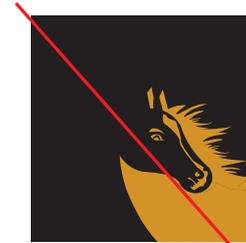




## THE DON'TS

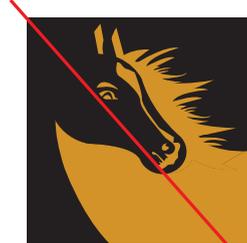
### MISUSES

A lot of thought and effort has gone into determining the perfect relationship between the elements that make up our signature; do not attempt to re-create, resize, distort or rearrange these elements in any way. Always use the approved artwork, and always follow these rules when using it.



**SHOWPLACE  
PRODUCTIONS**

Do not resize signature elements



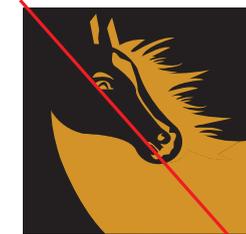
**SHOWPLACE  
PRODUCTIONS**

Do not resize signature elements



**SHOWPLACE  
PRODUCTIONS**

Do not resize rearrange the signature elements or change the horse colors



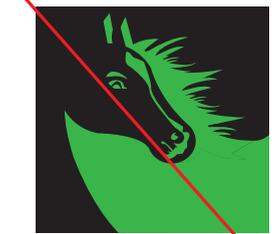
**SHOWPLACE  
PRODUCTIONS**

Do not change the weight of the typeface



**SHOWPLACE  
PRODUCTIONS**

Do not stretch or disproportionately scale signature elements



**SHOWPLACE  
PRODUCTIONS**

Unauthorized colors are not to be added to the signature



Do not use the horse symbol on its own

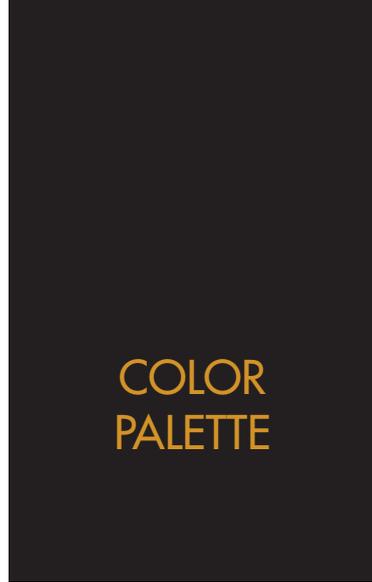


Do not use the wordmark on its own



**SHOWPLACE  
PRODUCTIONS**

Do not flip the horse symbol



## SPACE, SIZE & COLOR

### CLEAR SPACE

This is the acceptable amount of space to be left on each side of the signature on all applications.



### MINIMUM SIZE

These are the dimension specifications for the smallest size each signature can be scaled down on all applications.



**Minimum size for applications:**  
width: 1"  
height: 1.25"

### SHOWPLACE COLORS

The black and yellow are the primary Showplace colors. These are the main colors to use on all applications. The vibrant blue is the secondary Showplace color. This should be used for extra emphasis and contrast. The color should be used minimally.

#### PRIMARY



**PANTONE BLACK**  
RGB: 45 41 38  
CMYK: 65 66 68 82

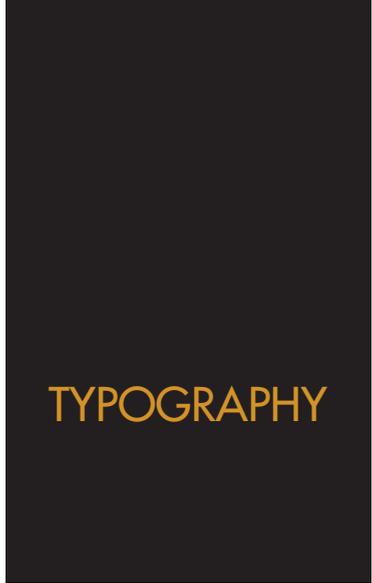


**PANTONE 7550**  
RGB: 209 144 0  
CMYK: 0 36 100 10

#### SECONDARY



**PANTONE 7701**  
RGB: 0 87 118  
CMYK: 96 30 8 43



## TYPEFACES

### FUTURA

Our wordmark is in Futura. This typeface is strong and clean, yet friendly and welcoming, qualities we're happy to associate with our brand.

# SHOWPLACE PRODUCTIONS

Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Heavy  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**Extra Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

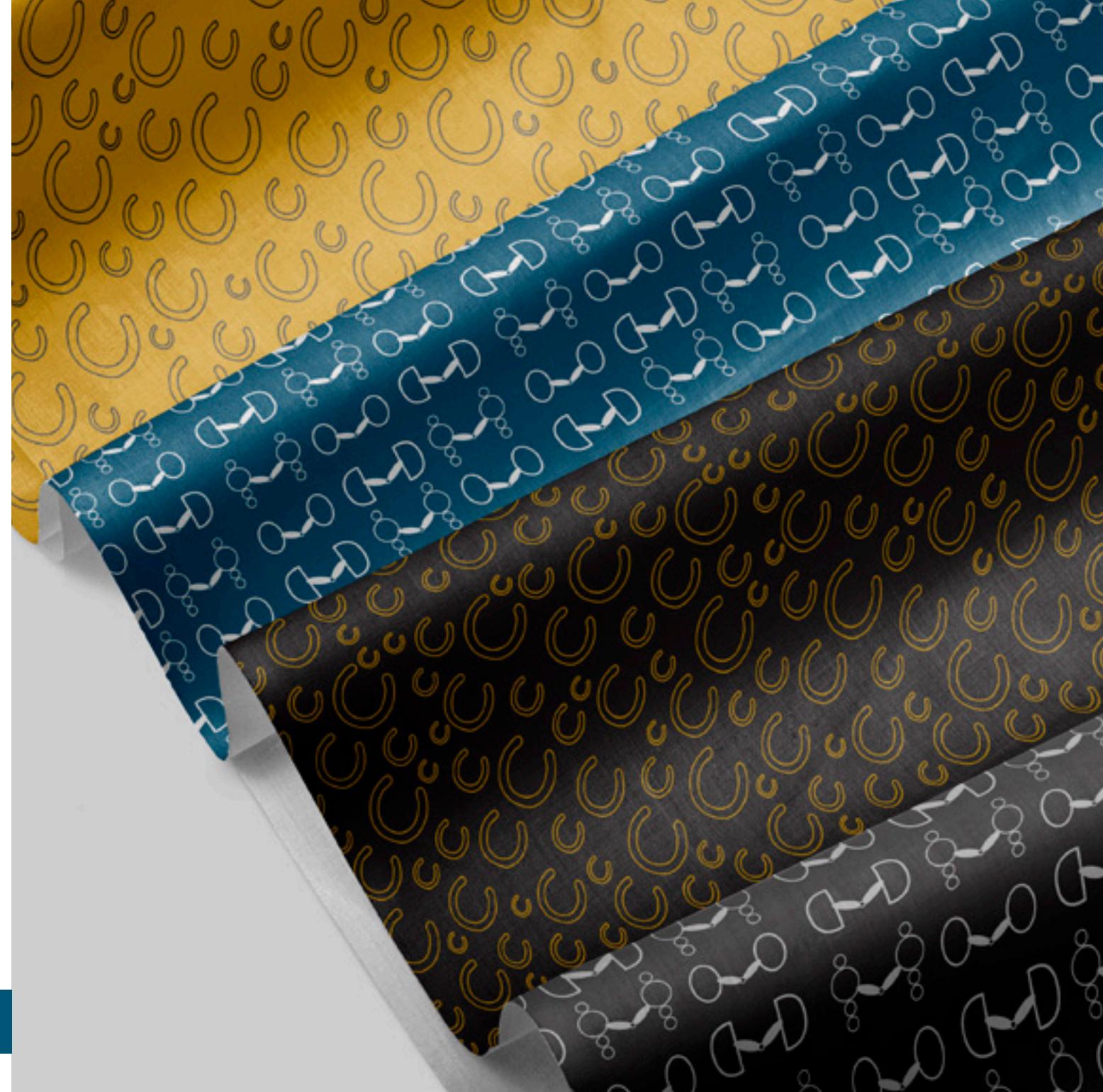
## PATTERNS

# EXPRESS YOURSELF

### HORSESHOE AND BIT PATTERNS

Patterns not only help Showplace's brand stand out among the crowd but they also help customers form stronger emotional attachments to our products.

Our consumers want to express their individual style and these bright, colorful, energetic designs are found everywhere from the tack our clients horses wear to the tote bags and waterbottles our spectators carry around at shows.



## STATIONERY

# STATIONERY SYSTEM

### BUSINESS CARDS

Company business cards to be used by staff including show management and show office registrar.

### LETTERHEAD

For official documents, contracts, showbills, notices, etc.

### ENVELOPE

To enclose the official letterhead documents and any other mailed promotional and office material.





COLLATERAL

## HORSE TACK

# FOR THE HORSE

### HALTERS & SADDLE PADS

There are several different versions of saddle pads and halters using the Showplace Productions patterns. The logo is featured on the side of each saddle pad. Saddle pads are to be worn underneath the saddle during competition or schooling. Halters are to be worn in the stable and when horses are being led around the barn or showgrounds.

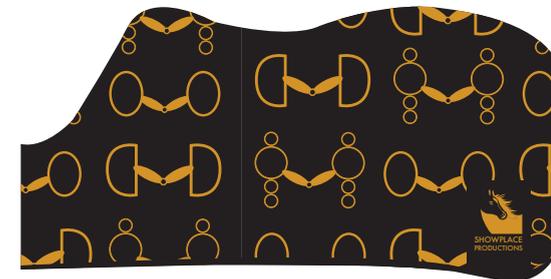
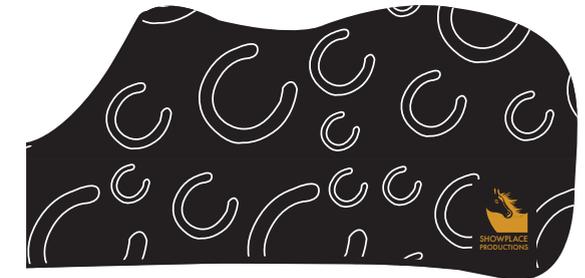
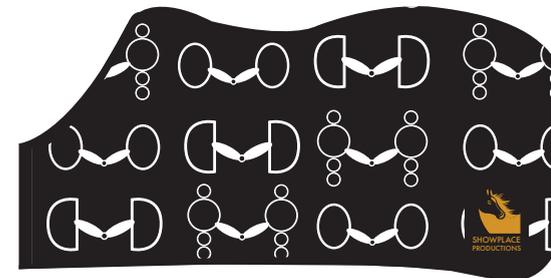
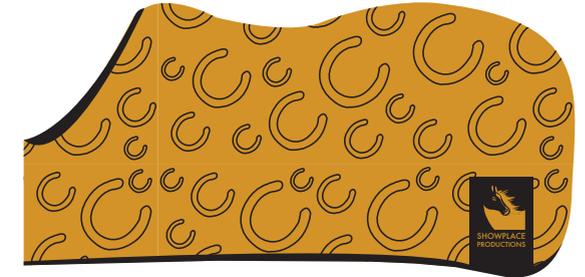
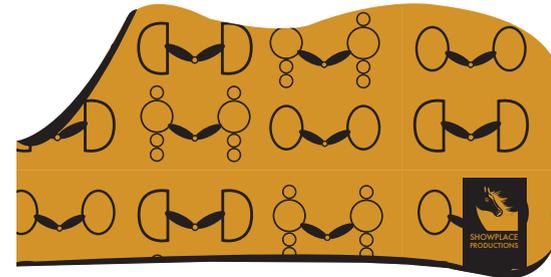
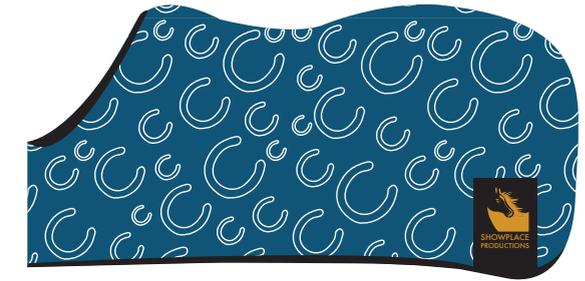
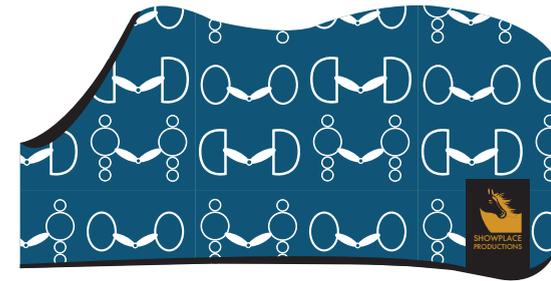


## HORSE TACK

# FOR THE HORSE

### COOLERS

There are several different versions of coolers using the Showplace Productions patterns. The logo is featured on the side of each cooler. Coolers are to be worn if a horse won its class during the award photo, in the stable or outside to protect the animal from flies, the elements or to cool the animal off after working.



## WATER BOTTLES

# KEEPING COOL

### WATER BOTTLES

There are several different versions of water bottles using the Showplace Productions patterns. The logo is featured on the front of each bottle. Bottles can either be purchased at shows or given out as prizes.



## TOTE BAGS

# LOOK YOUR BEST

### TOTES

There are several different versions of tote bags using the Showplace Productions patterns. The logo is featured on the front of each bag. Bags can either be purchased at shows or given out as prizes.

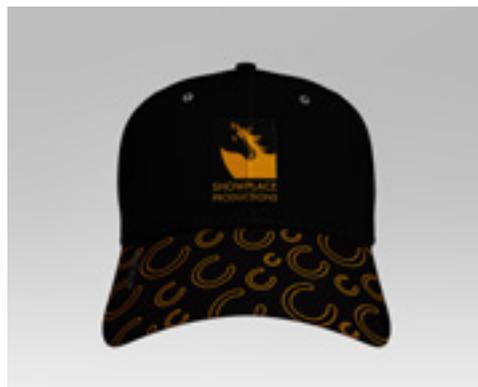


## RIDER APPAREL

# FOR THE RIDER

### SOCKS & HATS

There are several different versions of socks and hats using the Showplace Productions patterns. The logo is featured on the front of each hat. Socks and hats can be purchased at shows or given out as prizes.



## RIBBONS & SCOREBOARD

# SHOW ESSENTIALS

### SCOREBOARD & RIBBONS

The scoreboard is an essential aspect of the horseback riding sport. Rider and horse information is listed along with a live stream in the center during each round. The scoreboard features the Showplace logo along with the patterns to add some contrast and movement but not being too busy where it will startle any animals. Ribbons also feature the logo in the center and are to be given out as prizes.

## SHOWPLACE SPRING SPECTACULAR



SHOW  
OFFICE

## OFFICE VIEW

### THE SHOW OFFICE

The show office is a fun, fast paced place and its employees complete a number of essential tasks in order to run a horse show correctly, safely and efficiently. These tasks include registering riders and trainers for classes, checking horses in, taking care of bedding, feed and overall management of horses, updating class results, giving out prize money and awards, and checking people out after each show.

The outside of the office the logo is placed in the center of the barn with the sign below it directing people to enter there. Inside the office there is a desk for registrars and tables filled with prizes. After checking in there is a door that leads directly into the barn so riders can get prepared to show. Horses enter from separate doors in the barn.

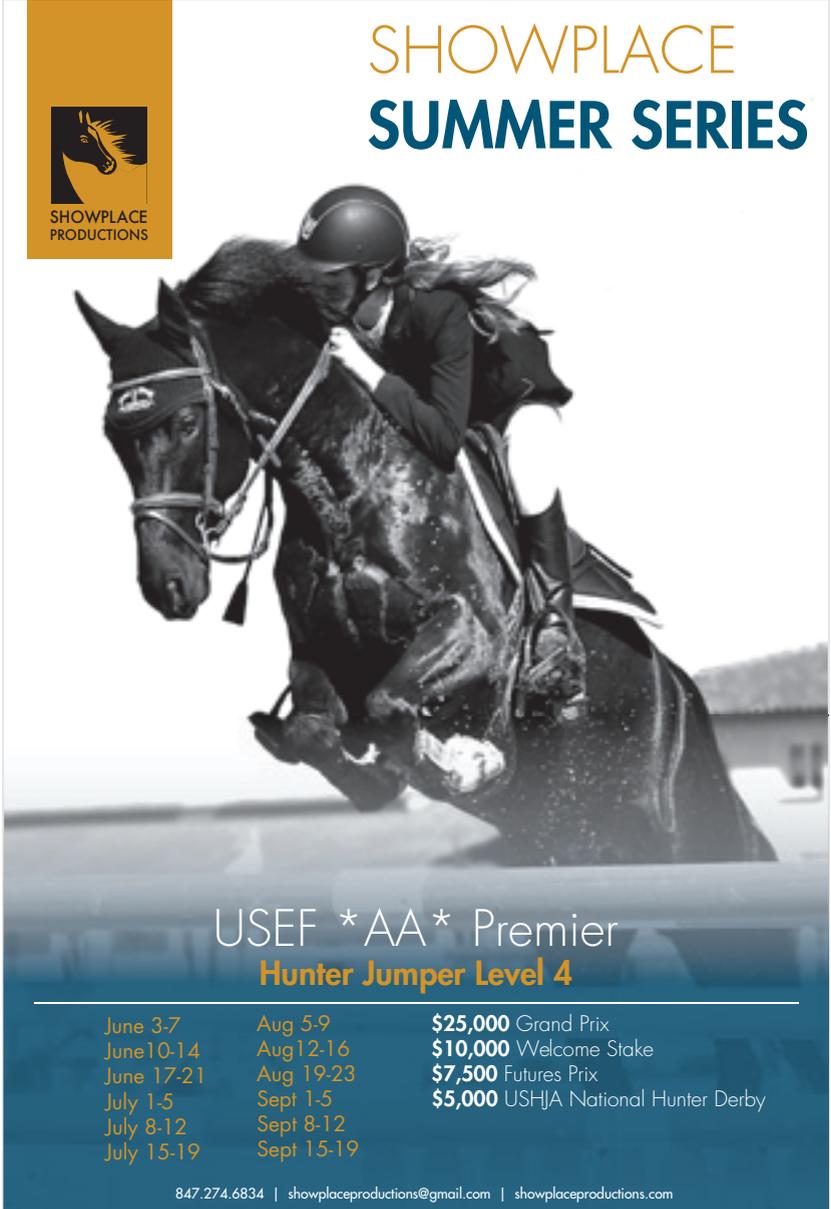


SHOW  
SIGNAGE

## SIGNAGE

### ADVERTISEMENTS

Showplace hosts a number of shows during the competition season at several different venues. Here is an example of what a typical flyer would look like. The show name is in big letters, several large classes are listed like Grand Prix's and Hunter Derbies, and the logo is placed in the corner. There is a striking image to catch people's attention and the Showplace colors are used throughout the flyer.



**SHOWPLACE  
SUMMER SERIES**

USEF \*AA\* Premier  
**Hunter Jumper Level 4**

|            |            |  |
|------------|------------|--|
| June 3-7   | Aug 5-9    | <b>\$25,000</b> Grand Prix                 |
| June 10-14 | Aug 12-16  | <b>\$10,000</b> Welcome Stake              |
| June 17-21 | Aug 19-23  | <b>\$7,500</b> Futures Prix                |
| July 1-5   | Sept 1-5   | <b>\$5,000</b> USHJA National Hunter Derby |
| July 8-12  | Sept 8-12  |  |
| July 15-19 | Sept 15-19 |  |

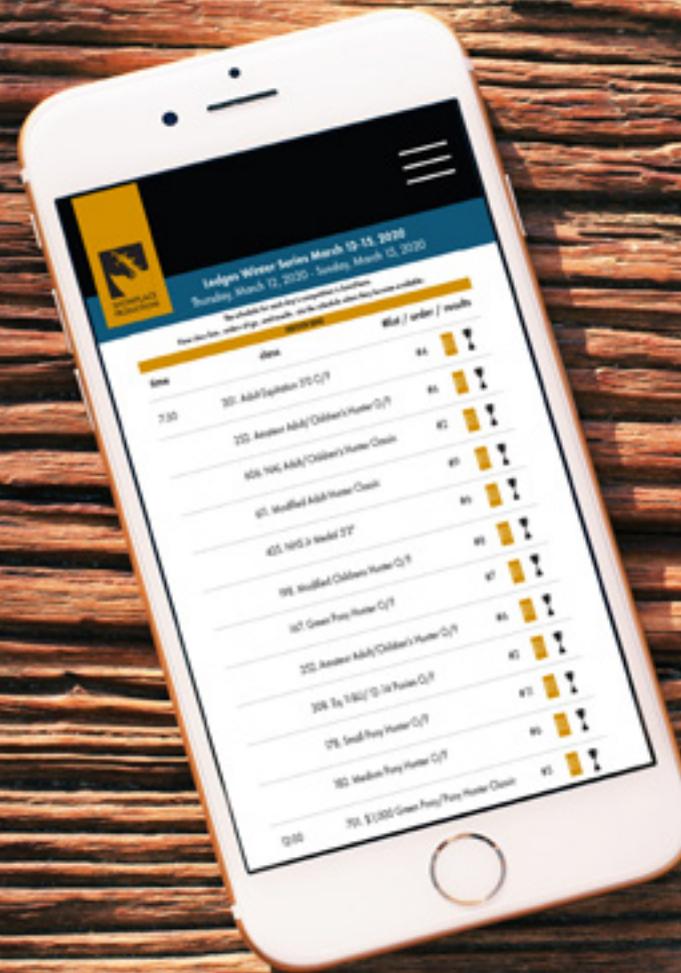
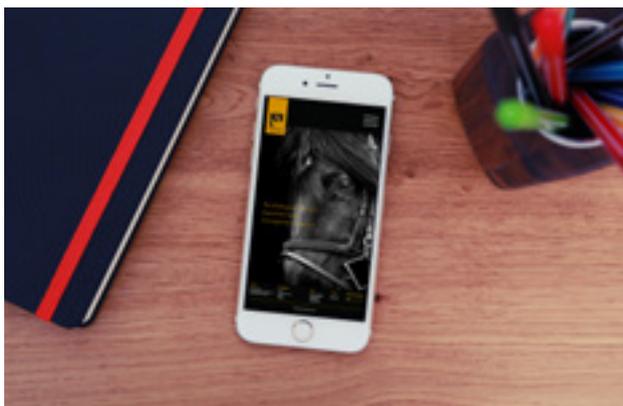
847.274.6834 | [showplaceproductions@gmail.com](mailto:showplaceproductions@gmail.com) | [showplaceproductions.com](http://showplaceproductions.com)

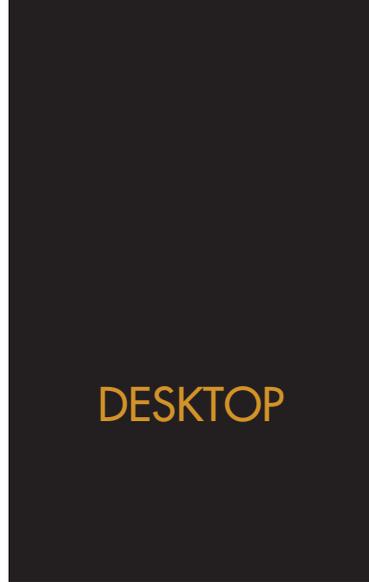
SOCIAL  
MEDIA

## ON THE GO

### THE APP

This is the mobile version and screens from inside the app where riders can access special features as well as the website.





DESKTOP

## GET CONNECTED

### THE WEBSITE

The website for desktop includes the same photography style, typography, colors and logo rules. It includes everything from the prize list and calendar to the class counts and rider lists.



