



Proper Use of the OHC Registered Logo

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Document owner: Promotions chair

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The OHC Logo

A visual image and text combined together creates our organization's logo. A logo is to help make a memorable impact with target audiences and quickly displays who and what we are. The key to differentiation with other 'horse clubs' is to consistently apply the OHC logo across all promotions. Our organization is stronger when consistent use of the logo is utilized.

The logo is shown at the top of this page and should never be altered. It should be prominently displayed on everything a chapter creates and distributes such as, but not limited to:

- Banners
- Ads in the Corral or local newspapers
- Signage
- Merchandise such as tee shirts, coats, hats, coffee mugs, etc
- Social media platforms like Facebook and websites
- Presentations
- Handout materials
- Etc.

There is a jpeg/png file which can be used for any purpose in the 'member documents/chapter other' folder. You may include a line of type under the logo with your county chapter name, but please do not create a logo for your chapter that does not include the registered OHC logo.

If you have any need for assistance or questions about the use of the logo, please contact promotions@ohconline.com.

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