

NRHA



BRANDING & GRAPHIC **STANDARDS GUIDE**

FOR MORE INFORMATION, PLEASE CONTACT NRHA SR. DIRECTOR OF MARKETING
MADDIE WEBER AT MWEBER@NRHA.COM

THIS RIGHT HERE IS REINING

OBJECTIVE, MISSION STATEMENT, PURPOSE & BRAND

WHAT WE DO

To promote and grow the sport of reining as the ultimate expression of horsemanship at its highest level. Reining exemplifies the precision, athleticism, and partnership that define the western horse — serving as both a guide and a standard for the entire western performance horse industry. NRHA is committed to expanding awareness, participation, and appreciation for the sport by inspiring new fans, developing future competitors, and strengthening the global community that celebrates the western way of life.

HOW WE DO IT

Since 1966, the National Reining Horse Association (NRHA) has advanced the growth, integrity, and global recognition of the sport of reining. Grounded in western tradition, sportsmanship, and community, NRHA provides the structure, standards, and opportunities that enable riders, owners, and breeders to achieve excellence at every level.

Through premier events, education, and industry partnerships, NRHA showcases the athleticism and artistry of the reining horse—while fostering the next generation of horsemen and horsewomen who embody these same values.

From grassroots competitors to the world's top professionals, NRHA exists to support, inspire, and elevate all who share a passion for the reining horse and the western way of life.

NRHA BRAND

The NRHA brand represents more than an association — it represents a sport, a standard, and a story.

Our signature campaign, “This Right Here Is Reining,” captures the heart of that identity. It expresses the precision, trust, and partnership between horse and rider that define the very best of western horsemanship.

Through this campaign, NRHA unites its members, fans, and partners under one clear message: this is what excellence looks like.

From grassroots arenas to the world stage, This Right Here Is Reining celebrates the people, horses, and moments that make our sport unlike any other. It is how we honor our champions, welcome new audiences, and remind lifelong fans why they fell in love with reining in the first place.

As the visual and narrative foundation of NRHA, the brand must be represented routinely, consistently and correctly across all platforms, events, and media. Every use of the NRHA logo, tagline, and campaign identity shapes how the world perceives reining.

To protect and strengthen that identity, all materials must adhere to the NRHA Branding & Graphic Standards Guide. These standards ensure that every image, message, and logo application reflects the excellence and authenticity that define This Right Here Is Reining.

For official logos, campaign assets, or guidance on proper usage, please contact NRHA Marketing & Communications.

THIS RIGHT HERE IS REINING

OUR BRAND STANDARDS, OFFICIAL NRHA LOGO, AUTHORIZED USERS, LOGO COLOR & USAGE

OUR BRAND: The NRHA logo is the intellectual property of the National Reining Horse Association and as such may not be reproduced or altered without express permission from the NRHA.

AUTHORIZED USERS : Only NRHA and authorized NRHA vendors and official alliances and/or sponsorships are authorized users. Entities designated as an NRHA corporate partner or NRHA Affiliate, see page 7 to identify the proper NRHA Relationship Logo appropriate for your organization. Other authorized users will be considered with a signed logo usage agreement as needed.

DISTRIBUTION : NRHA is the only authorized distributor. To request the appropriate logo file, or questions regarding permission and the proper use of the NRHA logo should be directed to NRHA SR. Director of Marketing Madeline Weber at mweber@nrha.com.

IN HOUSE : The NRHA logo should appear in all correspondence and on all of printed and manufactured materials including but not limited to, stationery, hats, jackets, ribbons and other like items.

COLOR USAGE GUIDELINES : The NRHA logo, as shown in the illustrations below, may be used only as the approved color files. The all-black version is for in-house use only. Allowances may be made on case-by-case basis. PLEASE NOTE the file for the white sliding horse is "REVERSE" (meaning to print or display the opposite background and foreground colors.) The proper file must be used for printing white on dark color backgrounds. Do not alter logo colors unless given approval.

QUALITY CONTROL : In an effort to develop and maintain quality control for our logo and brand graphic standards, the NRHA Marketing & Outreach department requests proofing with anything regarding the NRHA logo in order to ensure all Graphic Standards are followed, and if needed, granting allowances for any variances.

See page 4 for more details on how to use the approved NRHA Logos.

THIS RIGHT HERE IS REINING

NRHA LOGOS & APPROVED COLORS FOR GENERAL USE

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IS REINING**

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BLACK #000000



TEAL #036260



WHITE #FFFFFF



SLIDER GUY: (with long dirt trail)
When using the "Slider Guy" without the official NRHA Logo, always use long dirt trail version.

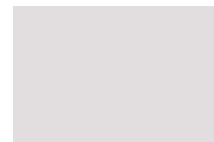


NRHA LOGOS & APPROVED COLORS FOR OWNED EVENT USE

IN ADDITION TO THE GENERAL USE STANDARDS, THE BELOW LOGOS AND COLORS ARE APPROVED FOR USE IN RELATION TO NRHA'S OWNED EVENTS - THE NRHA DERBY AND NRHA FUTURITY



GOLD #C8A840



SILVER #D9D8D7



NRHA FONTS: NRHA officially has two fonts for use on all programs and departments of NRHA for advertisements, forms, letterhead, and any marketing elements and promotional collateral. (Exception to font usage standard is NRHA Event Logos) Both fonts are Open Type meaning they are cross-platform font files. Additional fonts must be approved by NRHA Marketing Team.

MONTSERRAT

Montserrat - Extra Light

Montserrat - Light

Montserrat - Medium

Montserrat - Bold

Montserrat - Black

ROBOTO SLAB

Roboto Slab - Light

Roboto Slab - Regular

Roboto Slab - Bold

Flaming

Flaming Regular

* Only to be used for special projects. Email marketing department for details and approval

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OFFICIAL NRHA RELATIONSHIP LOGOS

RELATIONSHIP LOGOS: Our official NRHA logos are an important part of our brand. It represents our identity and is a valuable piece of intellectual property. When we let other companies or non NRHA-owned events use our logo it can give the impression that we favor or endorse them. In some situations, it can even mean we have legal liability. So we're very careful with its use. We have created special logos for partners and our affiliates. Please refer to the categories below for appropriate logo usage. All of the following logos are available for use without a signed logo agreement on file.

1. NRHA Corporate Partner Relationship Logo is To be used EXCLUSIVELY BY OUR CORPORATE PARTNERS for promoting their sponsorship and relationship with NRHA.

2. Any media partner or alliance may use these logos in their self-promotion.

3. An NRHA Affiliate logo for their use or the use of the NRHA Affiliate Levels with their self-promotion.

4. Any NRHA Approved Event or Show. Logos and colors cannot be altered. Please use appropriate logo version for your application.



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ADDITIONAL STANDARDS FOR VIDEO AND PHOTO



Video and photography are highly effective tools to help tell the NRHA story and increase the strength of our brand. As such, it is important to maintain standards for their use.

PHOTO & VIDEO STYLE: Whenever possible, we want to convey our story: NRHA is dedicated to not only encourage the showing of Reining Horses but also it's to our love for them. Guidelines for the NRHA logo usage should be followed as previously outlined.



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