Istahar
DESIGN

IDENTITY STUDY

ITALIAN REINING HORSE ASSOCIATION

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Every Identity Begins With a Story

A logo is never just a symbol.

It is the visual synthesis of an idea, a purpose and a personality.

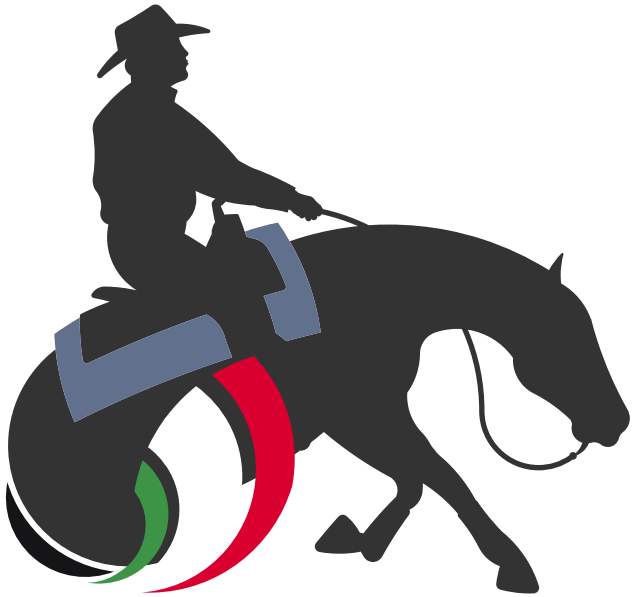
Every line, proportion and detail is the result of research, dialogue and refinement.

This document illustrates the creative process behind the identity designed for the Italian Reining Horse Association.

Client
Italian Reining Horse Association

Sector
Equestrian Association

Objective
Create an identity capable of representing the Italian reining community through a timeless, recognizable and authoritative visual language.



01. Research & Concept

The visual identity of the Italian Reining Horse Association had to begin with its most iconic element: the reining horse itself.

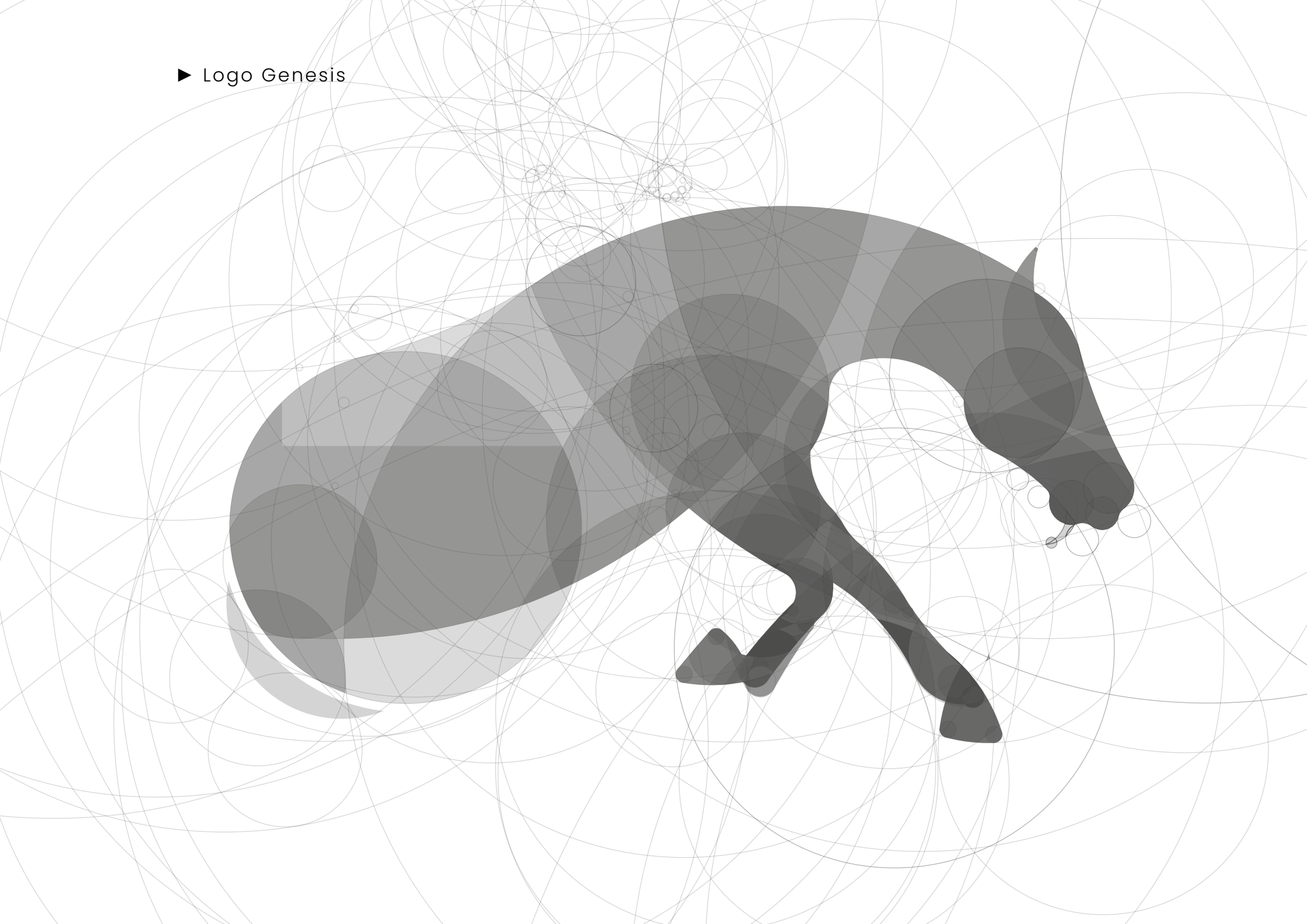
Rather than tracing the silhouette from an existing photograph, the symbol was constructed from the ground up through a rigorous geometric process.

Every curve was carefully drawn and refined using hundreds of overlapping circles, allowing the entire figure to emerge without relying on a single straight line.

This approach demanded significantly more time and refinement than conventional vector construction, resulting in a symbol defined by its own rhythm, balance and character.

The objective was never to illustrate a horse, but to design a timeless symbol capable of representing the identity of the Italian Reining Horse Association for decades to come.

▶ Logo Genesis



02. From Nature to Symbol

The second defining element of the identity was inspired by the sea, one of Italy's most recognizable natural symbols.

Rather than depicting sand rising beneath the horse during a sliding stop, we transformed that movement into a stylized wave. This subtle shift connects the symbol directly to the Italian landscape while giving the mark a distinctive and memorable silhouette.

Together with the horse, the wave creates an identity that remains immediately recognizable even without typography.

The objective was to create a symbol that could be recognized even without reading its name.

► Logo Genesis

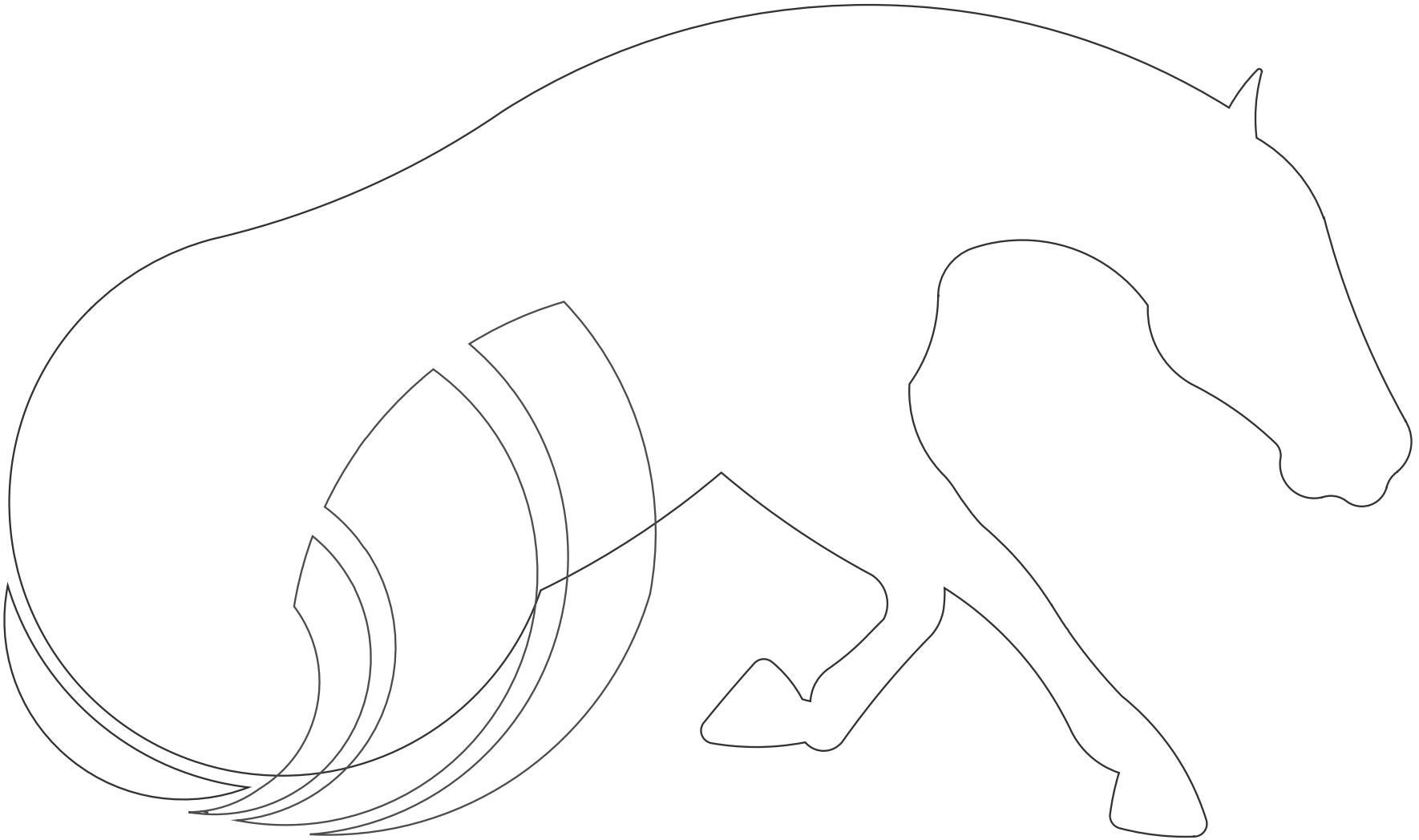


03. Building the Identity

Once the wave had been refined into its final geometry, it was integrated into the horse silhouette. Rather than functioning as a decorative element, it became an integral part of the composition, replacing the cloud of sand typically generated during a sliding stop.

The wave was not conceived as a decorative graphic element, but as a visual metaphor capable of expressing both the movement of reining and the identity of the country it represents.

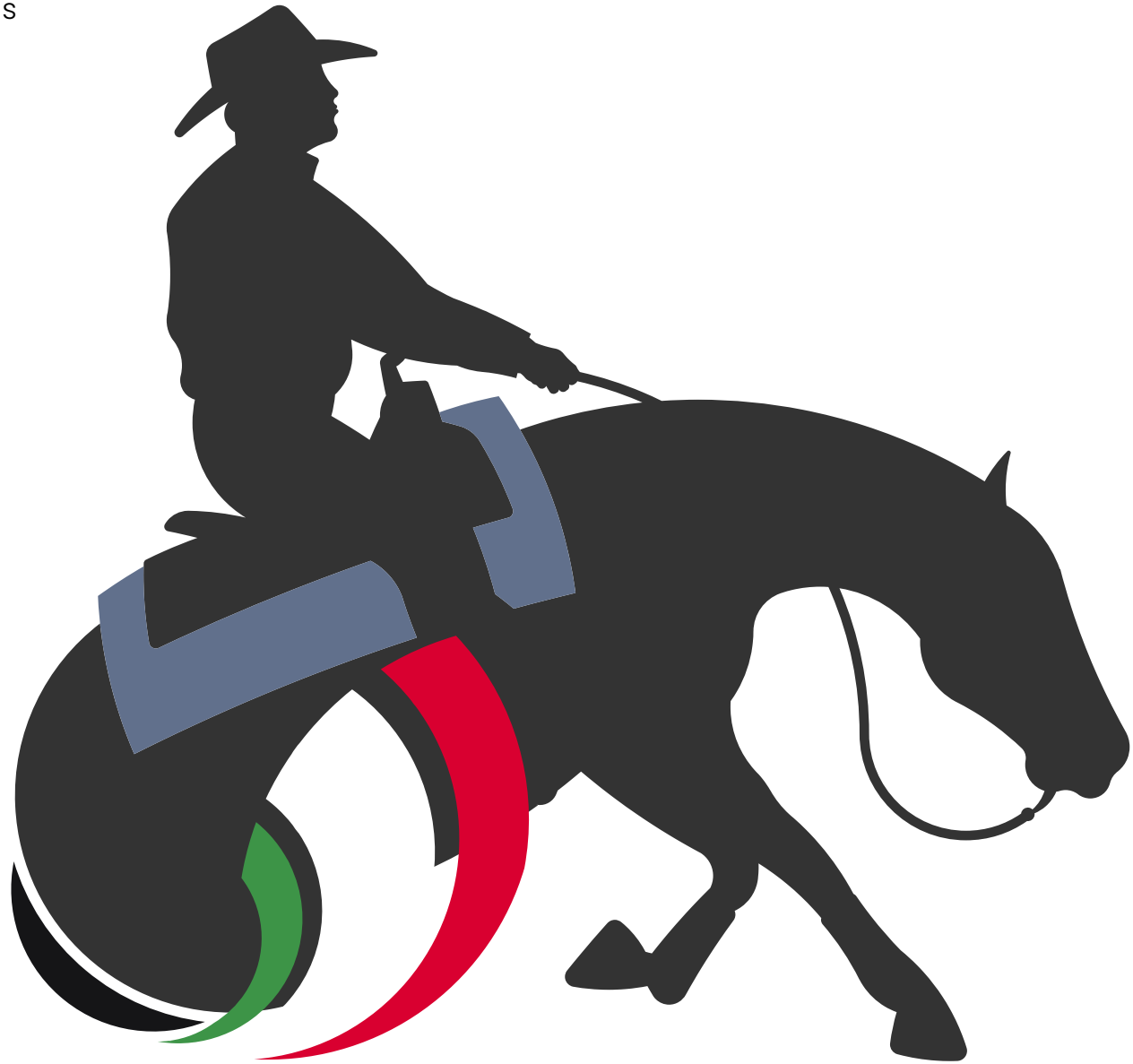
► Logo Genesis



04. Final Identity

The final mark combines the three core elements developed throughout the project: the horse, the stylized wave and the rider. Together they form a distinctive identity that remains recognizable across every application, from small-scale reproduction to large-format communication.

► Logo Genesis



05. Construction of the Wordmark

The wordmark was developed through a geometric construction, ensuring visual balance, consistent proportions and a coherent relationship between every letter.



06. Final Wordmark

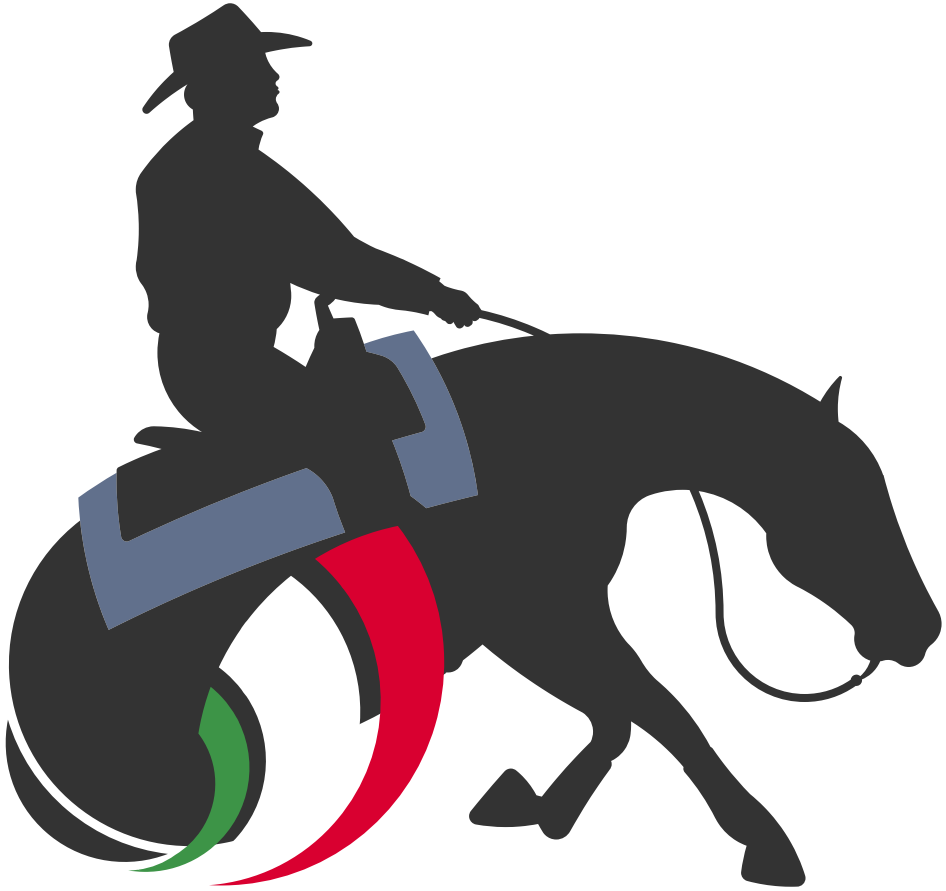
The final wordmark transforms the geometric construction into a distinctive visual identity. Subtle overlaps and shadows reinforce the interaction between the letters, creating depth while preserving clarity and scalability across every application.

► Logo Genesis



07. Complete Identity

The final identity brings together the horse-and-rider symbol, the stylized wave and the custom wordmark. Together they form a cohesive visual system that reflects the discipline, heritage and contemporary vision of the Italian Reining Horse Association, ensuring consistency and recognition across every application.



IRHA

ITALIAN REINING HORSE ASSOCIATION

01. Logo Variations

The final identity is delivered in multiple approved configurations, ensuring consistency and flexibility across every application, from digital platforms to large-scale print.

▶ Logo System



Primary



Stacked



Monochrome



Negative



Wordmark



Presentation

02. Clear Space

To ensure maximum visibility and preserve the integrity of the identity, a minimum clear space must always surround the logo. No text, graphic elements or other visual content should enter this protected area.

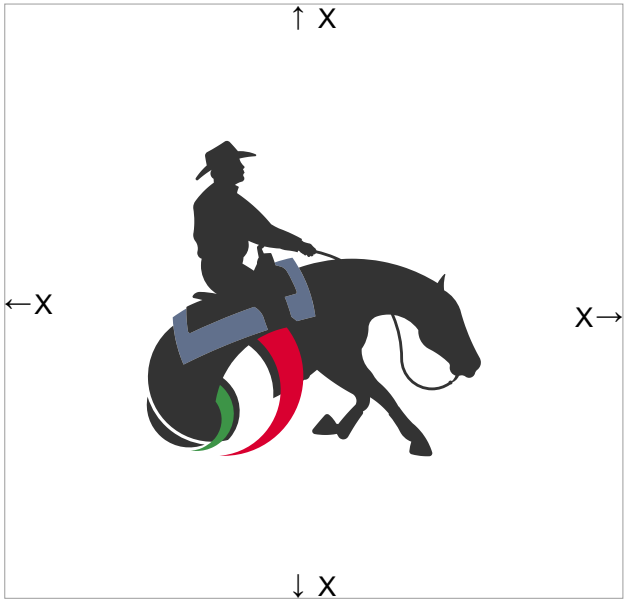
▶ Logo System

Complete Identity



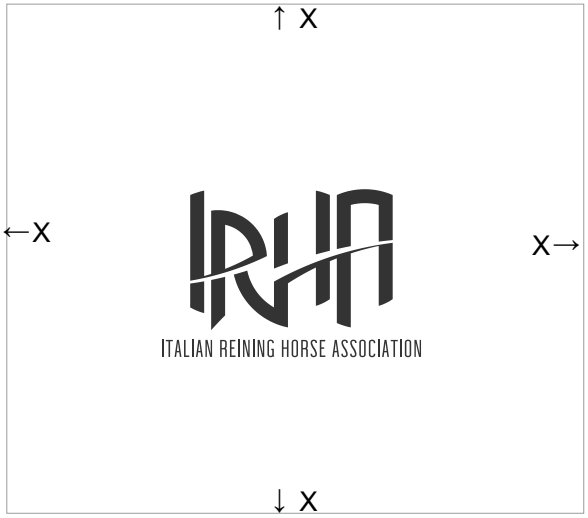
Clear space = height of the capital "I"

Symbol



Clear space = height of the capital "I"

Wordmark



Clear space = height of the capital "I"

03. Minimum Size

To ensure clarity and legibility across all applications, the identity should never be reproduced below the minimum sizes specified. These limits apply to both print and digital use.

▶ Logo System

Complete Identity



PRINT — Minimum width: 60 mm
DIGITAL — Minimum width: 300 px

Wordmark



PRINT — Minimum width: 35 mm
DIGITAL — Minimum width: 132 px

Symbol



PRINT — Minimum width: 20 mm
DIGITAL — Minimum width: 76 px

04. Incorrect Usage

To preserve the integrity and consistency of the identity, the logo must always be reproduced according to the approved specifications.

The examples shown here illustrate common alterations that should be avoided to ensure clarity, recognition and consistency across every application.

▶ Logo System



1. Do not distort the logo



2. Do not alter the proportions



3. Do not rotate the logo



4. Do not change the approved colors



5. Do not add effects or outlines



6. Do not rearrange the elements

05. Logo on Photography

When applied over photography, the logo must always remain clear and legible.
Place it over visually clean areas and select the approved logo variation that provides the strongest contrast with the image.

► Logo System



Light background — Primary logo



Dark background — Negative logo

01. Color Palette

The visual identity is built around a restrained palette selected to reinforce recognition, consistency and long-term usability across both digital and printed applications.

Color	HEX	RGB	CMYK	Pantone® Solid Coated
Charcoal Black	#333333	51, 51, 51	0, 0, 0, 80	Cool Gray 11 C
Italian Green	#3D9348	61, 147, 72	59, 0, 51, 42	348 C
White	#FFFFFF	255, 255, 255	0, 0, 0, 0	Pantone White
Italian Red	#D80031	216, 0, 49	0, 100, 77, 15	200 C
Slate Blue	#60718D	96, 113, 141	32, 20, 0, 45	5405 C

02. Typography

The visual identity combines a custom-designed logo with a supporting typeface used exclusively for the descriptor.

The descriptor is set in EDINGU, chosen for its clean geometry, excellent readability and compatibility across both print and digital applications.

Descriptor Typeface

EDINGU

ABCDEFGHIJKLMNOPQRSTUVWXYZ

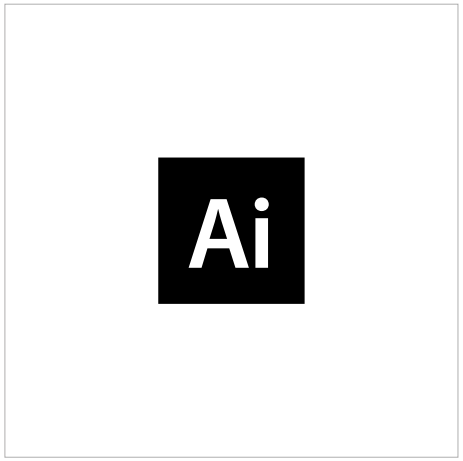
1234567890

Weight: Regular

Included Deliverables

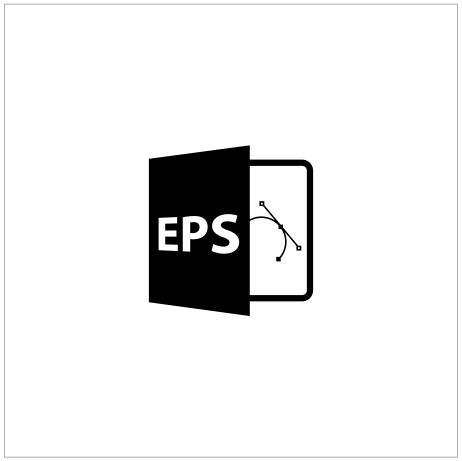
Every approved version of the identity is delivered in multiple professional file formats, ensuring compatibility across print, digital media, large-scale production and future applications. Each file is organized and ready for immediate use.

All assets are delivered through a secure download folder, including editable vector files and optimized export formats ready for immediate use.



Adobe Illustrator (.AI)

Editable source file



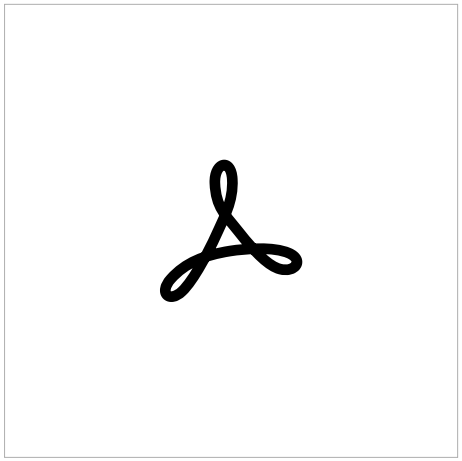
Encapsulated PostScript (.EPS)

Universal vector format



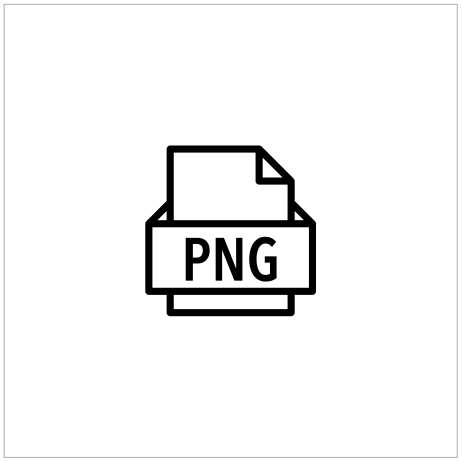
Scalable Vector Graphics (.SVG)

Optimized for web



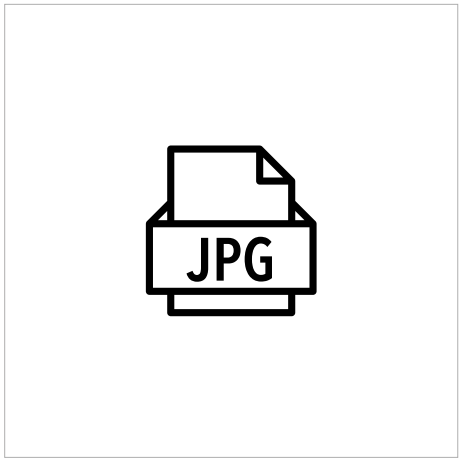
Portable Document Format (.PDF)

Print-ready reference document



Portable Network Graphics (.PNG)

Transparent background image



JPEG Image (.JPG)

High-resolution image

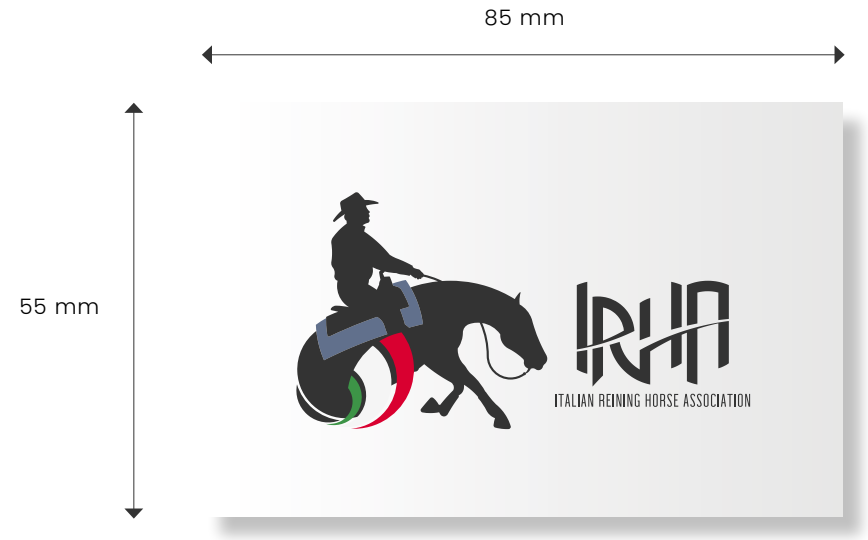
01. Business Card

The business card extends the visual identity into everyday communication, providing a consistent and professional point of contact for association representatives.

Its clean and minimal layout prioritizes clarity, readability and immediate recognition while remaining faithful to the overall identity system.

The front emphasizes the official logo, reinforcing brand recognition, while the reverse presents contact information through a clear visual hierarchy suitable for both print and professional networking.

▶ Corporate Stationery





Logo	Full color primary mark
Name	Montserrat SemiBold · 12 pt
Role	Montserrat Regular · 5 pt
Contact Details	Montserrat Regular · 5 pt

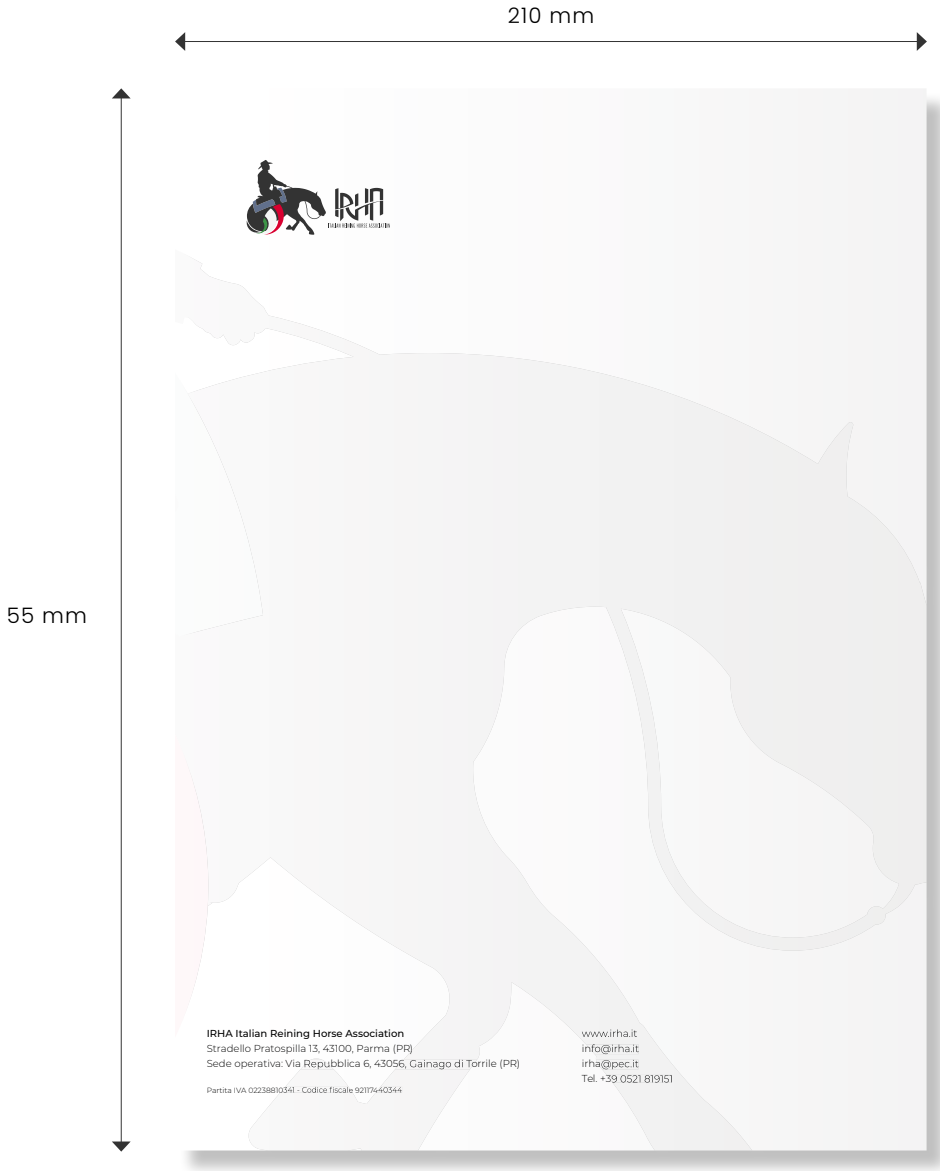
02. Letterhead

The official letterhead has been designed to provide a clean and professional communication system while maintaining full consistency with the visual identity.

The layout combines a discreet brand presence with a clear information hierarchy, ensuring maximum readability for both printed and digital documents. The watermark reinforces the identity without interfering with the document's content.

The specifications shown here define the recommended structure, typography and spacing for all official correspondence.

► Corporate Stationery



Logo	Full color primary mark
Identity	Montserrat SemiBold
Footer	Montserrat Light

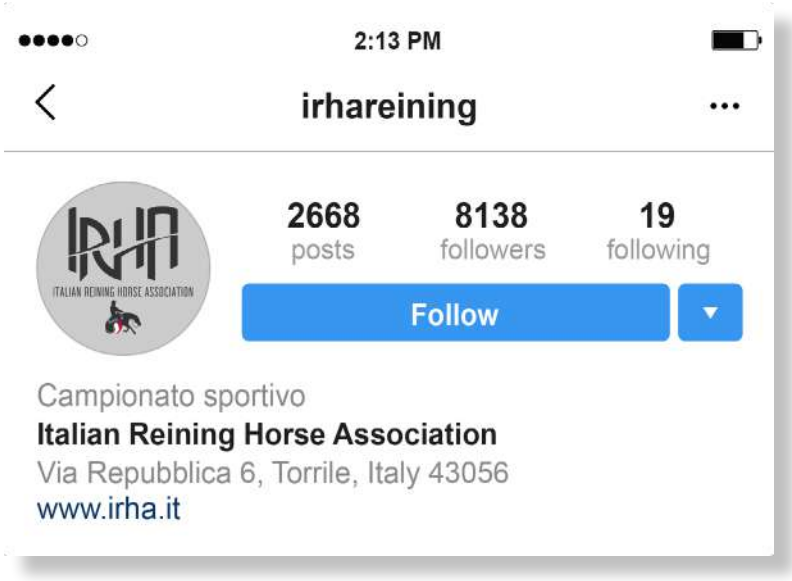
Digital Applications

The identity system includes dedicated digital assets designed to ensure clarity, consistency and immediate recognition across online platforms.

Simplified logo configurations should be used at smaller sizes, where the complete identity would lose legibility.



Favicon — Symbol only



Social Media Avatar — Symbol only

Apparel

The simplified mark retains clarity, legibility and brand recognition when embroidered on apparel and accessories.



Official Clothing

The identity translates naturally to staff uniforms, volunteers and official association apparel.



Architectural Signage

The mark translates effectively to engraved and dimensional applications, preserving recognition across permanent installations.



Event Branding

The identity scales effectively across large-format applications, ensuring strong visibility and recognition throughout competitions, exhibitions and official events.



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Thank You

Designed by Istahar Design

Timeless identities, thoughtfully crafted.