

# British Carriagedriving Website publishing guidelines

## Information and articles

Articles for publication on the website may be submitted to the website editor or to the executive officer.

The executive officer will be responsible for checking the accuracy of the information before publication and, if necessary, consult a member of Council or the chairman of the relevant Committee.

Submitted articles, if accepted, may be edited or altered in size as required.

BC do not normally make a payment for any article published on their website.

## Photographs

Photographs for publication on the website may be submitted to the website editor or to the executive officer.

We will not publish any photographs which may be considered misleading, offensive, violent or of an adult nature. We will not publish photographs that are controversial or which would give a bad impression of our sport.

The executive officer will be responsible for checking the suitability of the photograph before publication and, if necessary, consult a member of Council or the chairman of the relevant Committee.

Any submitted photographs must be identified with: the name of the photographer, the copyright holder (if this is not the person submitting the photograph), the subject (e.g. the name of the person in the picture), the location and date when the photograph was taken. Photographs without this information will not be accepted.

If the person submitting the photograph is not the copyright holder, it will be their responsibility to ensure that permission has been given to publish the photograph and they must clearly state this with their submission.

The author or copyright holder of any photograph we publish will be identified on our website. This may be in the form of an email address or a website link placed next to or near the photograph or by clicking on the photograph itself.

We reserve the right to alter or refuse publication of any photograph.

To maintain high standards, we request photographs at the best possible quality and resolution. Any photograph that does not meet these standards will be refused or we will make a request for it to be re-submitted.

British Carriagedriving normally do not make a payment for any photograph published on their website.

## Video footage

Video footage uses a large amount of server space and bandwidth. We pay annual rental for our web space and, with a lot of video, this would soon fill up and may have undesirable effects on our email system as well as the operation of the website. The preferred method is to only publish a link to any video footage, which is stored on a separate server. Many companies provide free web space for their users to upload videos - e.g. YouTube.

Any video footage shown on our website falls under the same guidelines as photographs.

## Links to external websites

We get frequent requests for placing links on our website from companies, organisations and individuals. These may be related to carriage driving or they may be completely unconnected. Sometimes, these requests are made in order to advertise a product or a service, help increase their readership or raise their search engine rankings.

We need to limit the number of links in order to prevent the links page becoming too crowded and make it difficult for people to find what they're looking for.

We will Include links to:

- Major UK and Worldwide Carriage Driving organisations
- Affiliated driving clubs
- UK Charities which have a connection to Carriage Driving or Equestrianism
- Carriage Driving Competitions' websites (UK and worldwide)
- Companies or individuals who have given sponsorship or donations to British Carriagedriving \*
- Photographers who attend carriage driving events and regularly supply pictures to BC.

We will not include links to:

- Companies and individuals unconnected with carriage driving (if not included in the above)
- Commercial websites, even if connected with carriage driving (unless included in the above)
- Any website which carries adult, offensive or violent material or which contains links to other websites of such nature.

Notes:

\* Ongoing and long time sponsors will get permanent links. One-off sponsor's links will be removed if they haven't renewed sponsorship for a year.

Who decides:

In the case of border-line requests, which do not fall clearly into any of the above categories, a decision will be made whether or not to include the link. Depending on the nature of the link, this decision is to be made by AT LEAST TWO of the following people:

- The BC executive officer
- The website editor
- A member of the BC council
- The BC Chairman. (If involved, the Chairman will have the deciding say)

This decision will be final and will be communicated to the person/company making the request.

## **Disclaimer**

The links page will carry the following text:

Links to external websites are provided in good faith, but the BHDTA is not responsible for the content of these sites.

## **Commercial Advertising**

British Carriagedriving will be happy to offer advertising space on their website for a suitable fee. This could take the form of a top-of-page banner, a box inserted within a page or a link from a page to a company's website.

We will only accept advertisements from companies which are in some way connected with carriage driving or equestrian sport.

Each advertising offer will be the subject of separate negotiation with the advertising company and would normally be expected to run for a fixed period (e.g. one month or one year) before renewal.

The company would supply all suitable text / images / logos for their advertisement. These must be of sufficient quality and standard to be incorporated into the general website design. We reserve the right to alter or refuse submissions if they do not meet this criteria. We do NOT endorse the use of flash animations and audio tracks on our web pages.

## **BC Logo and branding**

The use of the British Carriagedriving logo must comply with the guidelines published in the BC Logo and Branding document (available on the BC website or from BC office).

This document stipulates the sizes, colours and other aspects of the logo which must be adhered to in any publication.

NOTE: There are different versions of the BC Logo for use in printed media and on-screen. Anyone wishing to use the BC logo should be supplied with the correct version.

## **Use of BC logo by external websites**

Logos are normally used by websites as icons to provide a link to a company's website or email address. These would normally take the form of a small version of the logo graphics (typically less than 200 x 300 pixels) with a clickable link to the BC website or to the BC office email.

The use of "reverse linking" by other websites back to BC is to be encouraged, as it raises the search rankings of our website and makes it easier for people to find us. Other websites may use our logo to link to British Carriagedriving, providing they meet the following:

- The website has a connection with carriage driving or equestrian sport, or is a sponsor or service provider for British Carriagedriving.
- The website is not of a misleading nature or representing a company or organisation not known to British Carriagedriving.
- The logo is used only to link to the British Carriagedriving website or email address.
- The logo is of the correct type for its size and resolution. It must not be stretched or distorted, over-enlarged or over-compressed.
- The colours of the logo have not been altered.