

British Carriagedriving Website

www.britishcarriagedriving.co.uk

Publishing Guidelines

Document updated: 21 July 2017

Information and articles

Articles for publication on the BC 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, the BC Chairman or chairman of the relevant Committee.

Submitted articles, if accepted, may be edited or altered for size, clarity and style as required. This may include a request for clarification or additional information from the author.

Articles should ideally be submitted in MS Word (.docx) or similar format from which the text can easily be extracted for insertion into a web page. Using PDF to submit an article is more difficult and time consuming.

Photographs embedded in documents are difficult to extract and will result in reduced size and quality. We prefer photographs to be submitted as separate picture attachments (.jpg).

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 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. Photographs taken with mobile phones, tablets and similar devices are not normally of sufficient quality for publication.

Any submitted photograph may be processed for clarity, sharpness and exposure and cropped to give the best appearance on-screen.

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 in terms of quality and suitability.

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 our pages becoming too crowded and make it difficult for people to find what they're looking for.

We will normally include links to:

- Major UK and Worldwide Carriage Driving organisations and BC Affiliated driving clubs
- UK Charities which have a connection to Carriage Driving or Equestrianism
- Carriage Driving Competitions' websites
- 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 agreed 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 on the BC website will carry the following text:

Links to external websites are provided in good faith. British Carriagedriving 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 will not allow 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 an organisation's or company's website or email address. These take the form of a small version of the logo graphic (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 ranking of our website and makes it easier for people to find us.

Permission must be obtained from British Carriagedriving in order to use the BC logo in electronic or printed media by any individual, company or organisation. In applying for permission the intended user must specify how the logo will be used, and must agree to comply with the guidelines set out in this document.

Normally, permission may not be required if the BC logo is to be used by an external website in accordance with the following:

- The logo is used as a clickable link to the British Carriagedriving website or email address.
- The logo is of a suitable size and resolution. It must not be stretched or distorted and colours may not be altered.
- The website using the logo 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 and represents an individual, company or organisation known to British Carriagedriving.