PONY CLUB

OUR BRAND GUIDELINES

INTRODUCTION

The Pony Club was founded in 1929. It has influenced many young people's lives and will continue to do so long into the future.

Membership of The Pony Club gives a sense of belonging, is a source of pride and members, parents, instructors and volunteers collectively treasure and contribute to the evolution of its heritage. As The Pony Club continues to make a difference in the equestrian world today, we need to protect and strengthen its brand.

The Pony Club brand, logo and colours identify Members, Staff, Coaches and Volunteers and promote a sense of belonging and community. They also reflect our values of Togetherness, Empathy, Respect and Learning.

This document offers you guidance on how to use our logo, and where to position it on documents and clothing. We define our preferred font type for Pony Club documents and provide template examples as to how to represent the brand in Word and Powerpoint.

This document is not exhaustive and will evolve, but we ask that all who represent The Pony Club act as guardians of our brand and work within these guidelines to support and strengthen it.

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Our logo is a visual symbol of our organisation: it is how people recognise us. When people see our logo it will also evoke feelings, hopefully of pride and belonging. It is important to so many and when used should reflect its importance.

The official logo of The Pony Club is:

The roundel is part of our logo and in some circumstances, identified below, it can be used separately.

Our heritage badge displays the roundel element of the logo. The badge should be worn by members at all activities when a jacket is worn.
The heritage badge is also used, with appropriate text, for badges for officials, volunteers and the Cubitt award.

HOW TO USE THE ROUNDEL

The roundel is part of our logo, but in some circumstances, it can be used separately. It should ONLY be used as set out below and if you wish to suggest any other uses, please contact communications@pcuk.org

Social Media Marque

The roundel can be used as a profile graphic on social media sites
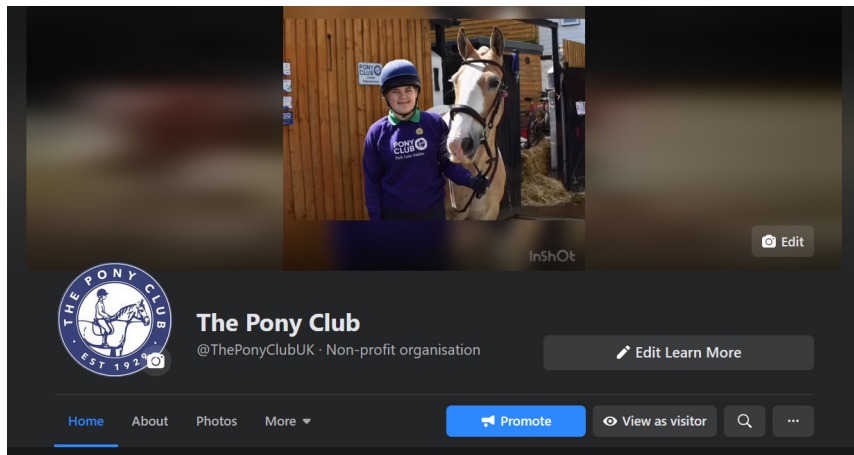
Rosettes

If a printed centre disc is being used, the blue or white version of the roundel should be used depending on the background colour. Foil blocking can also be used.

Clothing

The roundel can be placed on the breast or the sleeve, with the branch name printed around it or underneath. The logo can also be used in the centre of the garment.

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PRIMARY COLOURS

We have a set of colours that are used with our logo to identify us. These are the traditional Pony Club of Light Blue, Purple and Gold.

Many Branches and Centres have their own heritage colours that they use for sweatshirts and clothing.

PURPLE
Pantone 2613 C
CMYK 73 100 14 4
RGB 105 31 116
#691f74

GOLD
Pantone 117 C
CMYK 18 38 100 8
RGB 203 151 0
#cb9700

LIGHT BLUE
Pantone 290 C
CMYK 32 6 6 0
RGB 184 216 235
#b8d8eb

ALTERNATE COLOURS

These colours can be used to provide contrast.

ALTERNATE PURPLE
Pantone 2572 C
CMYK 23 49 0 0
RGB 201 139 219
#c98bdb

ALTERNATE GOLD
Pantone 108 C
CMYK 0 2 99 0
RGB 254 219 0
#fedb00

DARK BLUE
Pantone 280 C
CMYK 100 89 34 22
RGB 0 33 106
#002169

DESIGN TYPEFACE

Montserrat is the design typeface and will be used for design and printed clothing.

MONTSERRAT

Regular
ABCDEFGHIJKLMONOPQRST
abcdefghijklmnopqrstuvwxyz
1234567890

DOCUMENT TYPEFACE

Arial is the font to be used on PowerPoint and Word documents eg: schedules or committee meetings.

ARIAL

Regular
ABCDEFGHIJKLMONOPQRST
abcdefghijklmnopqrstuvwxyz
1234567890

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DOCUMENT TEMPLATES

Templates are available to be downloaded from the Officials' area of The Pony Club website or The Pony Club Office.

Word Template
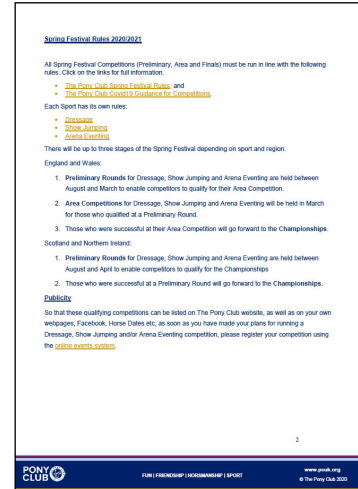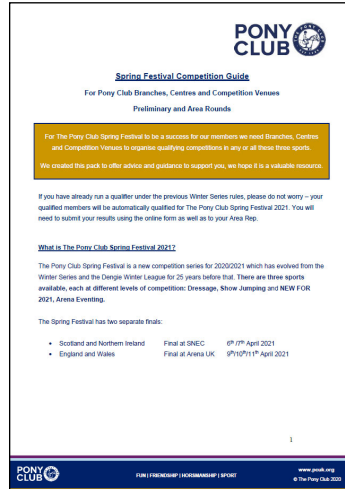
PowerPoint Template

STATIONERY
TEMPLATES

Letterhead

Compliment Slip

We hope this is a useful reference guide, the documents shown can be downloaded in the officials' area of the website and if you have any queries please email **communications@pcuk.org**

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OUR LOGO EXCLUSION ZONE

A logo exclusion area is designed to en-sure appropriate space is left around the logo, so that it can be seen clearly as a stand-alone symbol of our organisation.

When printed this logo should be used at a minimum of 50mm wide with an exclusion
zone of 1/2 of the size of the logo.

The logo should be positioned in either the top-right or bottom-left corner of the page.

Minimum size for on-screen use is 170px wide.

LOGO MISUSE

The Pony Club logo is the most important brand asset so must be used correctly on all communications whether in print or online.

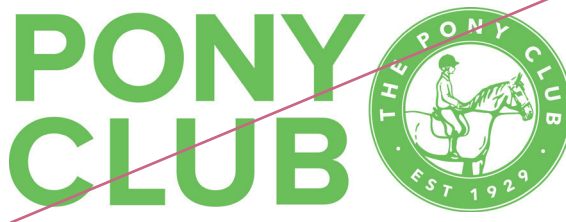**It is vital that the logo is used consistently wherever it appears.**

- Do not stretch or alter the proportions of the logotype.

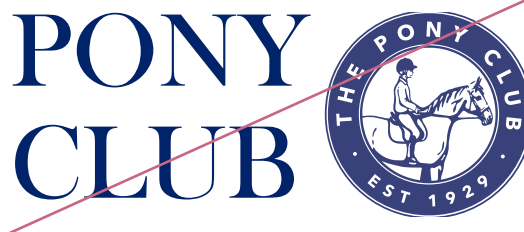- Do not add any elements to the logotype in the exclusion zone.

- Do not change the colour of the logotype from the master versions provided.

- Ensure the logo is always used large enough to be legible.

- Do not use any other font.

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