



**PONY CLUB**  
AUSTRALIA

**BRAND GUIDELINES**

# WHAT ARE THESE BRAND GUIDELINES FOR?

The aim of these brand guidelines is to maintain the integrity of the Pony Club brand through clear, consistent and professional communication that reinforces the brand identity and assists with brand recognition. The consistent use of the guidelines will bring a unified messaging and identity system to internal and external stakeholders.

This is achieved by following the recommended usage of all key elements and reproducing them according to the quality standards contained. It is critical to the brand's success that the Pony Club's brandmarks and elements be consistently presented across a wide range of applications. The organisation's physical presentation is a very important component of its overall identity.

The way Pony Club presents itself to its audience can influence the way it is perceived.

# BRAND OVERVIEW

Pony Club is a youth organisation whose aims and objectives include:

- » Encouraging young people to enjoy all kinds of sport and pleasure connected with horses and riding.
- » Providing instruction in riding and horsemanship and instilling in young people a love of their horses, a sense of responsibility and acceptance of the responsibility for the proper care of their animals.
- » Promoting the highest ideals of sportsmanship, citizenship and loyalty, thereby cultivating strength of character and self-discipline.

## VISION

A life with horses starts here.

## MISSION

Educate and promote the enjoyment of horses by young people in a safe, friendly environment.

## VALUES



# BRANDMARK

The Pony Club brandmark is a visual representation of the organisation, and its integrity must be maintained at all times. The success of the Pony Club branding depends upon the clarity and consistency with which it is implemented. Mistakes, however small or apparently insignificant, collectively erode and reduce the impact of the overall brand.

The horse and rider design element must ALWAYS accompany the words "Pony Club", NEVER without the words "Pony Club".

Logo for a state, zone or club must be approved by Pony Club Australia. Approval can be sought by contacting [info@ponyclubaustralia.com.au](mailto:info@ponyclubaustralia.com.au).

The proportional relationship between the logo and the design element must always remain consistent and unaltered. The logotype must be reproduced from approved master artwork.



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# EXCLUSION ZONE

When placed near other logos or graphic elements, a clearance zone half the height of the logotype 'X' height should be utilised as indicated here.



**X PONY CLUB**  
AUSTRALIA



# VARIATIONS

The trademark should be used predominantly in the full colour version. The black and white version may only be used in instances where only black and white printing is available, for example newspaper advertisement or as an engraving. The reversed all white logo version may be used when the logo is placed on a dark or complex background, for example a photograph.

## EMBROIDERY

The trademark should appear on embroidered clothing in the full colour version. When appearing on a dark fabric the trademark should NOT appear in reversed colour version. Refer to each state and territory's embroidery logo option. Queries relating to embroidery alternatives should be directed to Pony Club Australia for approval, by contacting [info@ponyclubaustralia.com.au](mailto:info@ponyclubaustralia.com.au).



## PONY CLUB AUSTRALIA

The Pony Club Australia embroidery logo option for dark background.



## PONY CLUB NEW SOUTH WALES

The Pony Club New South Wales embroidery logo option.



## PONY CLUB NORTHERN TERRITORY

The Pony Club Northern Territory embroidery logo option.



## PONY CLUB QUEENSLAND

The Pony Club Queensland embroidery logo option.



## PONY CLUB SOUTH AUSTRALIA

The Pony Club South Australia embroidery logo option.



## PONY CLUB TASMANIA

The Pony Club Tasmania embroidery logo option.



## PONY CLUB VICTORIA

The Pony Club Victoria embroidery logo option.



## PONY CLUB WESTERN AUSTRALIA

The Pony Club Western Australia embroidery logo option.





# INCORRECT LOGO USAGE

The brandmark must always appear in the proportions shown, and no attempt should be made to redraw, stretch, squeeze or distort the brandmark in any way.

When using the logo:

- ✓ the full colour logo should be used predominantly
- ✓ use an all white version when logo is placed on a dark or complex background
- ✓ the words must always appear under the image, not alongside the image
- ✗ do not stretch, alter colours, or shift elements of the logo

## EXAMPLES

- ✗ Do not stretch or morph elements of the logo
- ✗ Do not re-colour
- ✗ Do not place on an angle / rotate the logo
- ✗ the words must not appear next to the image



# PRIMARY COLOURS

The Pony Club Australia colours reflect the Australian national colours. Utilise these colours where possible within marketing materials, corporate clothing and office interiors to ensure a consistency of identity through the business.

## PONY CLUB AUSTRALIA

The Pony Club Australia colours are Pantone 348 and Pantone 116.



### Pantone 348

**CMYK** C: 97 M: 22 Y: 100 K: 9

**RGB** R: 0 G: 131 B: 69



### Pantone 116

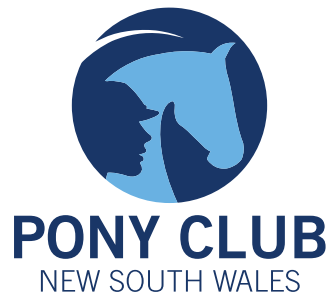
**CMYK** C: 0 M: 18 Y: 100 K: 0

**RGB** R: 255 G: 206 B: 2



# PONY CLUB NEW SOUTH WALES

The Pony Club New South Wales colours are Pantone 294 and Pantone 292.



## Pantone 294

**CMYK** C: 100 M: 86 Y: 29 K: 22

**RGB** R: 27 G: 54 B: 104



## Pantone 292

**CMYK** C: 54 M: 16 Y: 0 K: 0

**RGB** R: 107 G: 178 B: 226



# PONY CLUB NORTHERN TERRITORY

The Pony Club Northern Territory colours are Pantone Black 6 and Pantone 158.



**PONY CLUB**  
NORTHERN TERRITORY

## **Pantone Black 6**

**CMYK** C: 81 M: 70 Y: 59 K: 75

**RGB** R: 18 G: 24 B: 32



## **Pantone 158**

**CMYK** C: 2 M: 66 Y: 99 K: 1

**RGB** R: 238 G: 118 B: 35



# PONY CLUB QUEENSLAND

The Pony Club Queensland colours are Pantone 202 and White.



**Pantone 202**

**CMYK** C: 30 M: 95 Y: 75 K: 29

**RGB** R: 140 G: 35 B: 50



# PONY CLUB SOUTH AUSTRALIA

The Pony Club South Australia colours are Pantone 295, Pantone 199 and Pantone 137.



## Pantone 295

**CMYK** C: 100 M: 84 Y: 36 K: 38

**RGB** R: 16 G: 44 B: 82



## Pantone 199

**CMYK** C: 6 M: 100 Y: 85 K: 1

**RGB** R: 220 G: 30 B: 53



## Pantone 137

**CMYK** C: 0 M: 42 Y: 100 K: 0

**RGB** R: 250 G: 162 B: 27



# PONY CLUB TASMANIA

The Pony Club Tasmania colours are Pantone 194 and Pantone 342.



## Pantone 194

**CMYK** C: 26 M: 96 Y: 66 K: 18

**RGB** R: 161 G: 39 B: 67



## Pantone 342

**CMYK** C: 96 M: 34 Y: 81 K: 26

**RGB** R: 0 G: 102 B: 72



# PONY CLUB VICTORIA

The Pony Club Victoria colours are Pantone 648 and white.



**Pantone 648**

**CMYK** C: 100 M: 86 Y: 35 K: 31

**RGB** R: 23 G: 48 B: 90





# PONY CLUB WESTERN AUSTRALIA

The Pony Club Western Australia colours are Pantone Black 6 and Pantone 1235.



## Pantone Black 6

**CMYK** C: 81 M: 70 Y: 59 K: 75

**RGB** R: 18 G: 24 B: 32



## Pantone 1235

**CMYK** C: 0 M: 32 Y: 95 K: 0

**RGB** R: 253 G: 181 B: 37



# TYPOGRAPHY

The font selected for Pony Club is Trade Gothic in various weights. Trade Gothic Bold No. 2 is be used for display type - headings and subheadings and Trade Gothic Light is for body copy.

They are available in a variety of weights and should be utilised where possible on marketing materials, signage and on advertising.

## TRADE GOTHIC LIGHT

abcdefghijklmnopqrstuvwxy 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

## TRADE GOTHIC MEDIUM

abcdefghijklmnopqrstuvwxy 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

## TRADE GOTHIC BOLD NO. 2

**abcdefghijklmnopqrstuvwxy 1234567890**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

# ALTERNATIVE FONTS

For use on in-house documents and email systems, use a sans-serif font such as Arial.

For digital use, such as on a website use Trade Gothic, where Trade Gothic is not available, use Open Sans. This font is a websafe font.

## ARIAL REGULAR

abcdefghijklmnopqrstuvwxy 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

## ARIAL BOLD

**abcdefghijklmnopqrstuvwxy 1234567890**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**

## OPEN SANS LIGHT

abcdefghijklmnopqrstuvwxy 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

## OPEN SANS BOLD

**abcdefghijklmnopqrstuvwxy 1234567890**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890**