

**THE PONY CLUB
BRAND GUIDELINES**

VERSION 02 - FEBRUARY 2019



OUR BRAND RULES

**AN EXTRACT FROM OUR BRAND GUIDELINES
FOCUSING ON OUR 90TH LOGO USE.**

WHO WE ARE

We are an international voluntary youth organisation, dedicated to encouraging young people to ride and to care for horses and ponies, whilst promoting the highest ideals of sportsmanship.

The Pony Club has been around since 1929, celebrating 90 years in 2019, and have been the starting point for a large majority of equestrian athletes, medal winners and anyone interested in riding and horse care.

BRAND CHARACTER

**HORSEMANSHIP
OPPORTUNITY
COMMITMENT
BELONGING
FUN
TEAM SPIRIT
CHALLENGE
FRIENDSHIP
ACHIEVEMENT
BOND
EXHILARATION
DETERMINATION
HERITAGE**

BENEFITS AND AIMS

The Pony Club is a voluntary youth organisation which is open to all young people under the age of 25 throughout the United Kingdom. The aims of The Pony Club are:

- **To encourage young people to ride and to learn to enjoy all kinds of sport connected with ponies and riding.**
- **To give instruction in riding and horsemastership and to educate Members to look after and to take proper care of animals.**
- **To promote the highest ideals of sportsmanship, citizenship and loyalty to create strength of character and self-discipline.**

BRAND POSITIONING

The Pony Club promotes the education of young people through the provision of instruction and examination in riding, horse care and animal welfare. At camps and rallies children are taught best practice in a fun and safe environment.

Competitions are held at Branches and Centres, and the National Championships allow Members to compete at the highest level. Tests and competitions help young people to develop potential and encourage them to strive for the highest standards of equestrian achievement. Many former Members go on to compete at international competitions which helps to raise the international sporting profile of the nation.

In determining the fees and charges for membership, the Trustees' priority is to set these at a level so that membership of the charity is accessible to the widest possible section of the public. Traditionally, Pony Club Members had to have their own ponies, but the charity has established Pony Club Centres, which offer membership to children who do not have their own ponies.

An additional focus is to raise public awareness of the charity across as wide a spectrum as possible, and to that end the Trustees are looking at increased advertising and the use of social networking sites (subject to child protection considerations), to reach children who may not yet be aware of the charity and its work.

BRAND BENEFIT

The physical training offered by horse-riding brings considerable health advantages associated with rigorous exercise. The Pony Club publishes *The Manual of Horsemanship*, which is widely regarded as the most reliable and informative book in this area, and is distributed worldwide. The charity aims to educate everyone about riding and animal welfare, especially health and safety aspects, through its various publications, DVDs and educational material.

In conjunction with the Riding for the Disabled Association (RDA) and the other British Equestrian Federation (BEF) Member Bodies, the Trustees have recently introduced the Young Equestrian Leaders' Award (YELA), an initiative recognised by Sport England to develop leadership skills amongst young riders. This will build on The Pony Club's well established programme of Young Instructors' Courses, which enable our older Members to become the instructors of the future. The Pony Club is a committed participant in the national UK Coaching Certificate (UKCC), and a further 150 instructors of all ages are accredited through this scheme each year.

The great strength of The Pony Club is its army of dedicated volunteers, numbering in excess of 10,000. It is continually looking at ways that it can refresh itself through real and relevant initiatives, whilst always taking account of the twin pillars of high class instruction and animal welfare, which are central to its ethos.

OUR BRAND ESSENCE

The Pony Club is 'the' starting place for anyone with an interest in horses and riding, who wants to learn and have fun in a safe and caring environment.

OUR TARGET MARKET

Membership is open to anyone up to the age of 25; from total novices to those with more experience who aspire to the highest standards of riding and horse care, developed by training, assessment and access to a wide range of equestrian sports. Branch membership is for those with access to a horse or pony, and Centre membership is for those without access to a horse or pony.

OUR LOGO EXCLUSION ZONE

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.

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



COLOUR WAYS

The primary colourway for the logo is blue over white.

Primary logo

The primary logo comprises both the word and round graphic elements.



Negative logo

When the original is unreadable a negative version of the logo can be used.



Black logo

If a single colour printing process is used then the logo should be printed in black.



PRIMARY COLOURS AND USE

There are four colours in
the primary palette.

DARK BLUE
Pantone 280 C
CMYK 100 89 34 22
RGB 0 33 105
#002169

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

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

THE PONY CLUB BADGE

**The badge is the badge.
It is not a logo and
should only be worn as
the badge on a jacket or
as a Member's badge.**



90TH LOGO

For 2019 only a special logo has been created that should be used on all rosettes and communications.

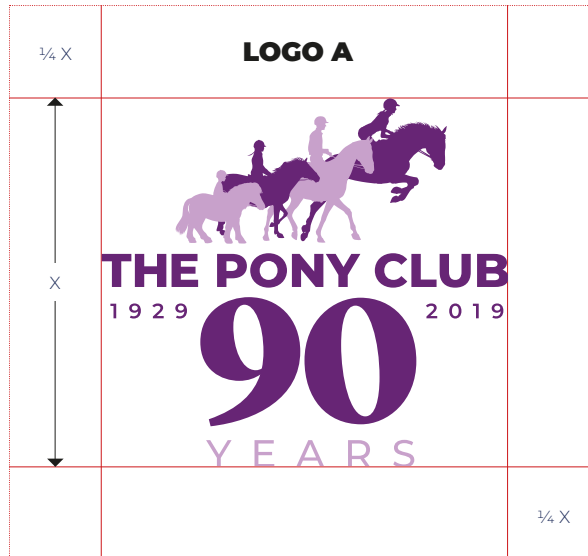
Primary logo and exclusion zone

When printed this logo should be used at a minimum of 50mm wide with an exclusion zone of 1/4 of the size of the logo.

Minimum size for on-screen use is 120px wide.

Branded clothing

All Branch and Centre branded clothing must be ordered through The Pony Club shop powered by Harry Hall (shop.pcuk.org)



LOGO B

Light purple and white logo

When required (when printing on a coloured background) there may be a need to reverse out colours to either replace the purple with white or replace the purple and light purple with white).



LOGO C

90TH COLOURS AND USE

The 90th logo features the purple from the primary palette with a paler purple.

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

PALE PURPLE
Pantone 257 C
 CMYK 24 43 0 0
 RGB 200 161 203
 #c8a1cb

Rosettes

The logo to use for rosettes is determined by the colour process. For a white background use the two-colour logo and for foil and a dark background use the single colour logo.



Use LOGO A



Use LOGO C



Use LOGO C

Pull-up banners



Bunting



Front



Reverse

Sticker



Purchase information

Pull-up banners, bunting and stickers can be purchased from **shop.pcuk.org**

LOGO MISUSE

The Pony Club logo is the most important brand asset so must be used correctly on all communications whether inprint 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 remove any elements from the logotype.
- Do not change the colour of the logotypes from the master versions provided.
- Ensure the logo is always used large enough to be legible.
- Do not use any other font.



Social Marque ONLY

- The ONLY circumstance when the logo can appear without the words 'Pony Club' is as a marque on social media.

