

**SYDNEY POLO**  
SINCE 1870

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BRAND GUIDELINES DOCUMENT

July 2014

Using these Guidelines

These guidelines are intended to be used by everyone who is employed by Sydney Polo as a whole, and by advertising agencies, designers, printers, consultants and manufacturers who work on behalf of Sydney Polo.

The Sydney Polo visual identity has been created to reflect the sophisticated and personable nature of Sydney Polo. To achieve this, consistent and reliable depiction of key brand elements is essential and therefore, as a representative of the wider Sydney Polo marketing community, it is essential that you should comply with both the direction and the spirit of these guidelines at all times.

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If you are unsure of the interpretation or implementation of any element of these guidelines, contact:  
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## HISTORY - ABOUT THE BRAND

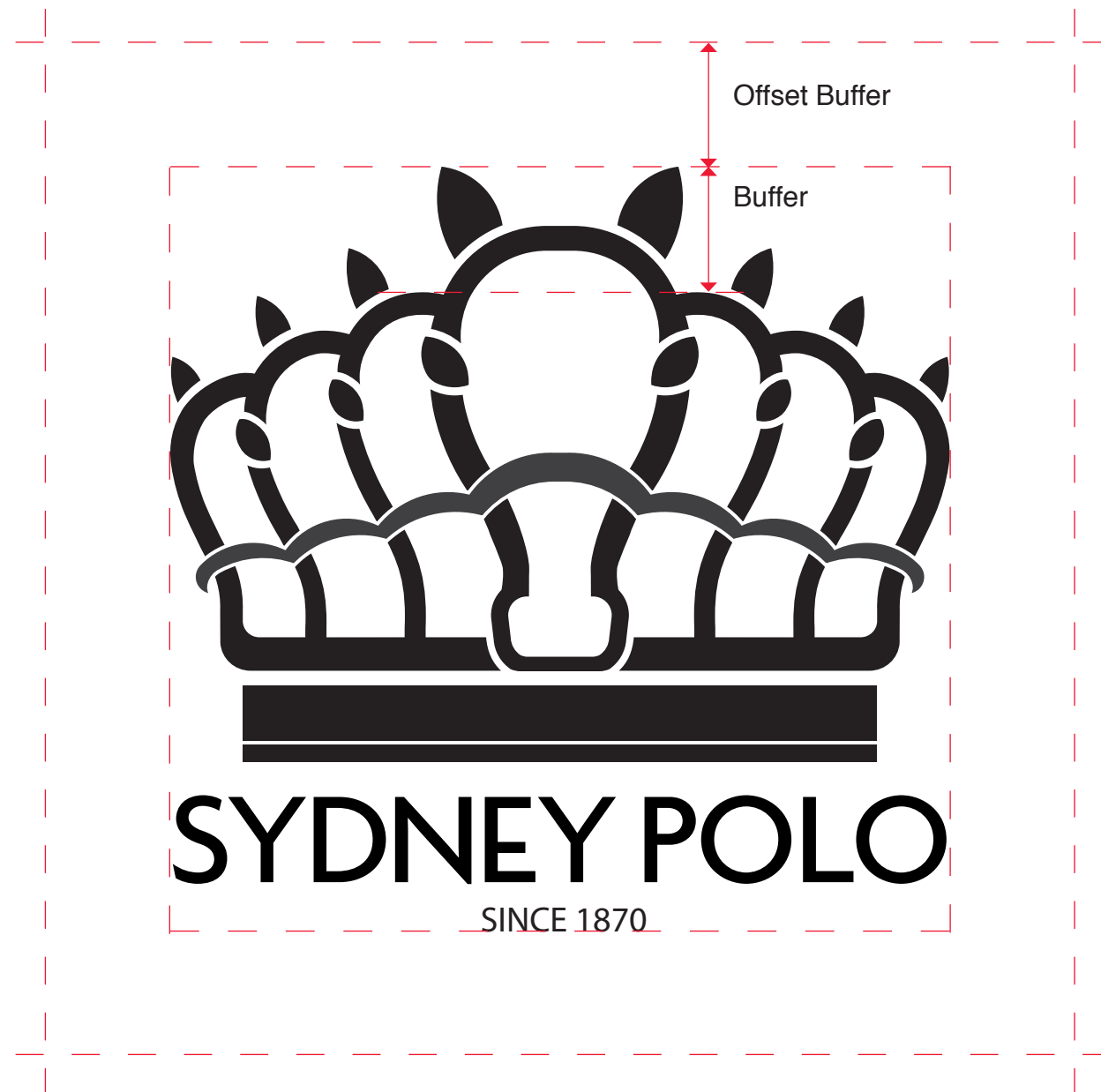
Sydney Polo is based in Richmond New South Wales, and dates back to 1874.

Over the decades, Sydney Polo is host to a sophisticated yet humble crowd of sporting enthusiasts and polo players from across Australia and Internationally.

The expansion of the 'Sydney Polo' brand has extended to create an Estate Event Management of its various venues across the rural landscape which is genuinely inspired by the simplicity of the rural lifestyle on a sophisticated level.

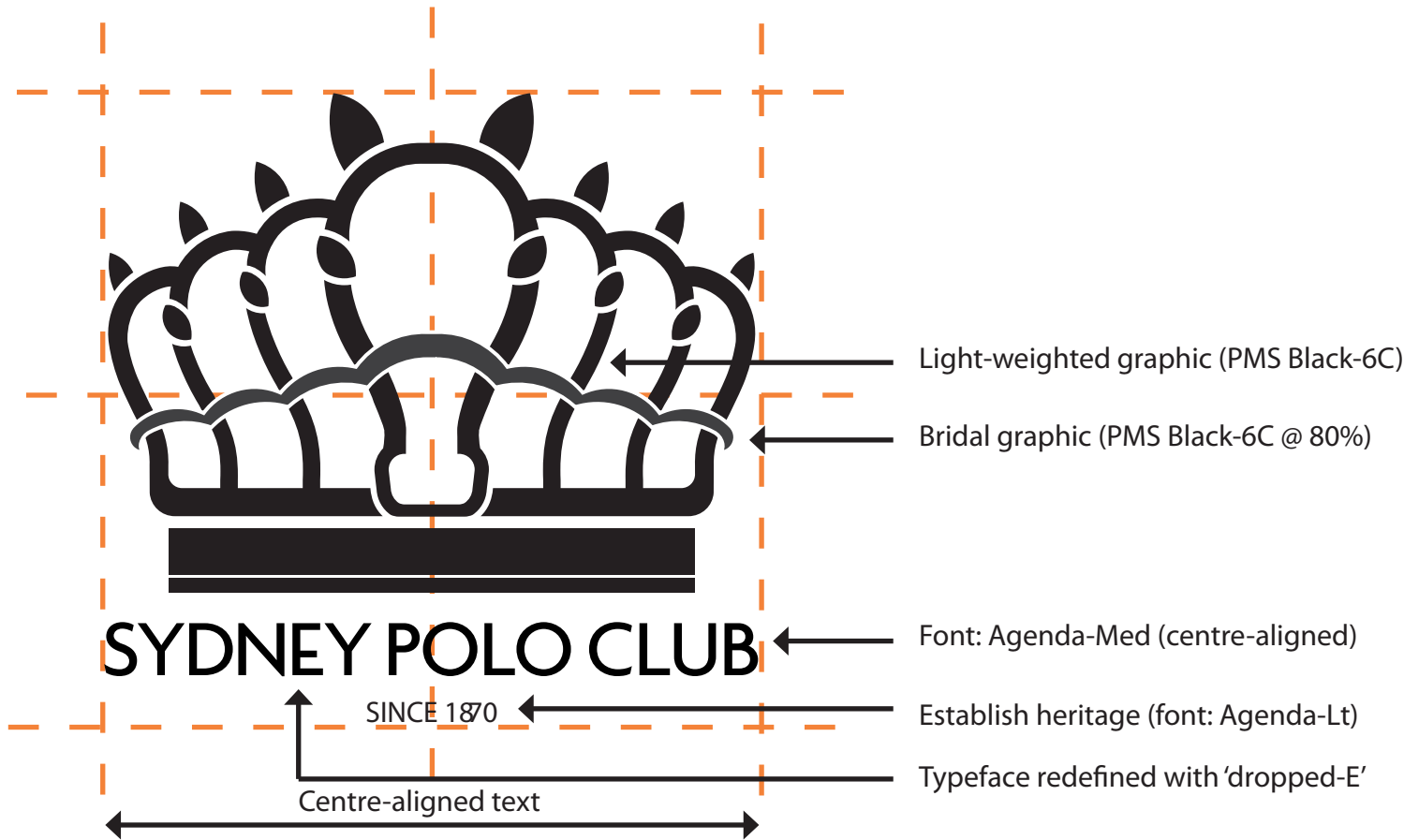
## VALUES (to be updated)

- Loyalty
- Simplicity
- Authentic







PRIMARY LOGO


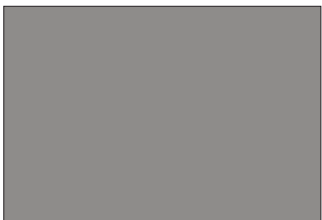
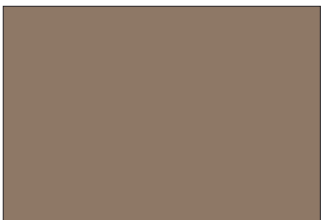
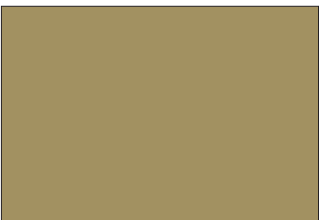
> KEY IDENTIFYING MARKERS



PRIMARY COLOUR PALETTE

			
<b>SOLID BLACK 6C</b> CMYK: 100;79;44;93 RGB: 16;24;32 HTML: 101820	<b>60% BLACK 6C</b> CMYK: 100;79;44;93 RGB: 16;24;32 HTML: 101820	<b>WHITE</b>	<b>PMS 207C</b> CMYK: 5;100;48;22 RGB: 165;0;52 HTML: A50034
<b>SOLID BLACK 6U</b> CMYK: 86;69;43;55 RGB: 76;78;86 HTML: 4C4E56	<b>SOLID BLACK 6U</b> CMYK: 86;69;43;55 RGB: 76;78;86 HTML: 4C4E56		<b>PMS 207UP</b> CMYK: 5;95;39;16 RGB: 175;76;100 HTML: AF4C64

SPECIAL ENHANCEMENTS - FOILS

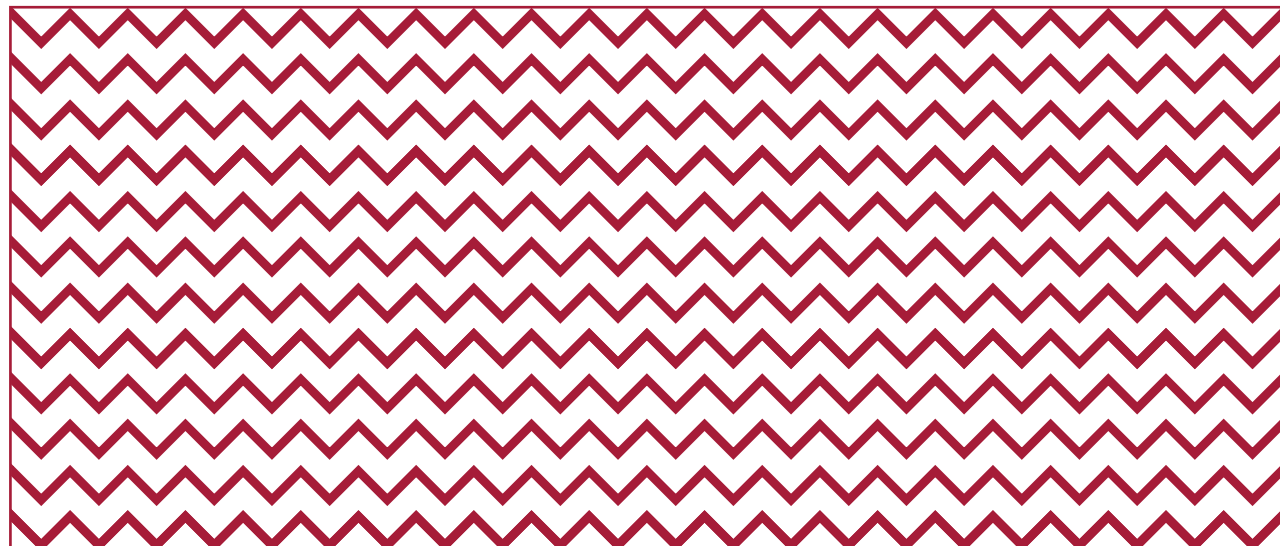
			
<b>GUN-METAL</b> PMS 10392 PMC	<b>SILVER</b> PMS 8001C; or PMS 10077 PMC	<b>BRONZE</b> PMS 8004C	<b>GOLD</b> PMS 871C

## STRAPLINE GRAPHIC

Sydney Polo is known for its striking polo team-colours. Enhancing the brand with true and honest elements of the polo lifestyle is essential to the history of the brand. The saddle-blanket has been recreated to offer a pop-graphic where necessary to accentuate the brand.

The accent graphic will provide a deeper texture the Sydney Polo brand, and where applicable, and can be enhanced via treatment of the substrate material (ie. embossing, debossing, dry-trap varnish and the like).

It is important that this element is strong across all polo-sporting events. However, as the brand includes another business unit under the Sydney Polo umbrella, this element will only become a trimming component to the Estate Event Management sector of the business, and its use shall be interpreted in a subtle and sophisticated manner.



ABOUT THE FONT

Font Family:     Agenda Family  
Foundry:           Font Bureau

The Agenda™ design is a humanist sans-serif font with sharp corners and perfectly circular curves. It is a deceptively simple looking typeface, with narrow stroke widths and no emphasis, false serifs or curling shapes. It was created by Greg Thompson for the Font Bureau and was based on a 1916 typeface Edward Johnston designed for the London Underground.

SELECTION & USE

Font selection is an identifying marker of the brand. The font is strictly to be used in the following applications.

- H1: Agenda Bold
- H2: Agenda Medium
- H3: Agenda Light

B: Helvetica Regular; or Arial

SAMPLE

H1: Ro optam fuga. Harumet eat  
H2: Ro optam fuga. Harumet eat  
H3: Ro optam fuga. Harumet eat

BODY: Aspersperum non pliqui quia desequia dolende ssusape ruptasped quantum aliqui solor aut volorpo reritaqui de pore dolor repudignis dolessenes et laboreri conseqe dendae cusae. Loritatio. Lorectur repro voluptatemo cus dolupta tassequam as dunt, et et lam cus sanis maxim rem ea nimus mo dusamusae pos ut lacerspe necae pa sapicimus doluptasse cus, sam etur auditaquia si omni optures-tium et et etus. Untis mollit faccus ut aut dolor accus nam vellecerum rehentur sitiur?Hente dit optatur ehentorem conet maiorroreic tem. Onsequat hil ilicia adioribus adi quat.

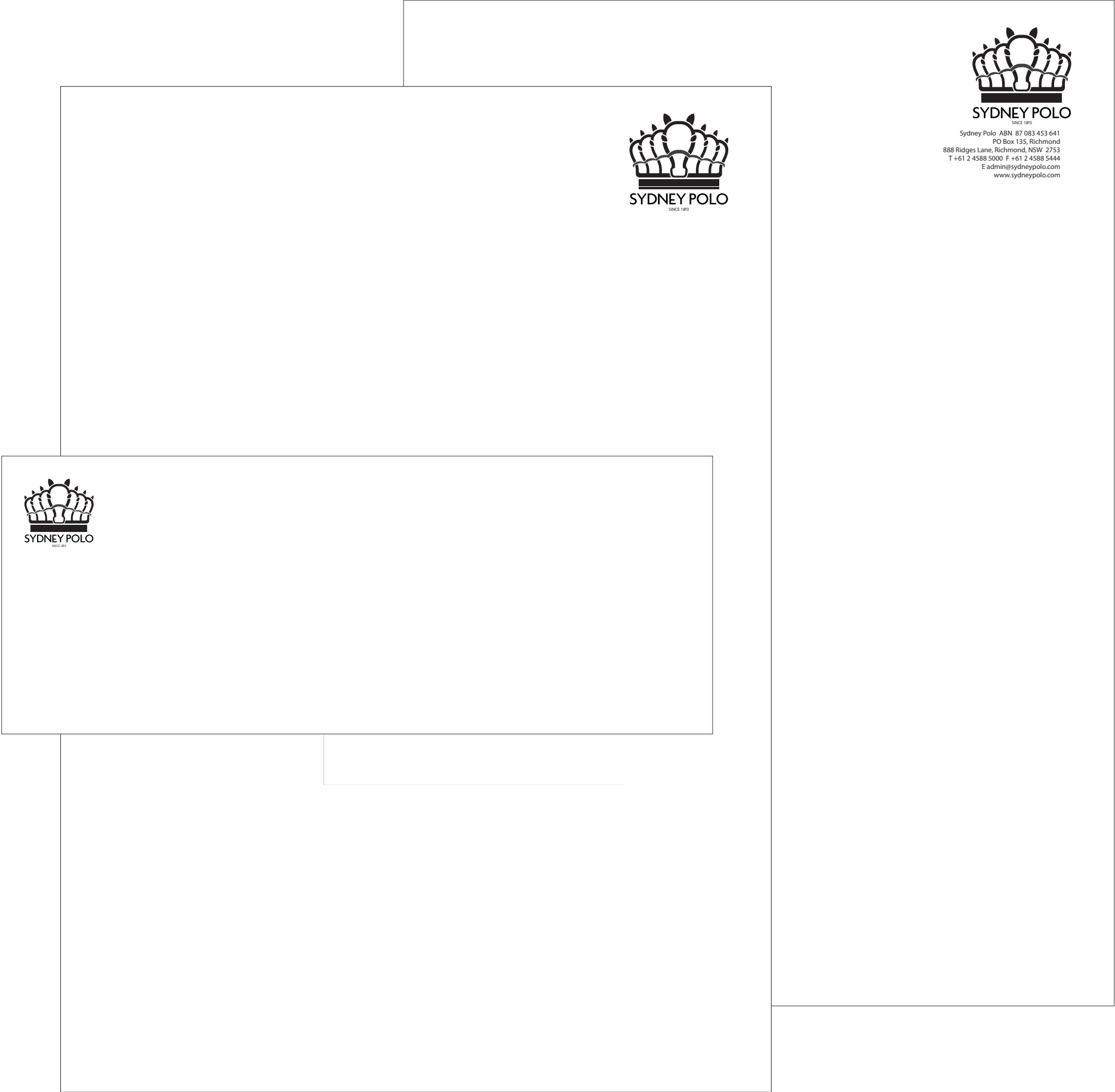
Rationsed maximax imusti asperis dictotatur? Quibus doluptur? Vellaut estium, sum alitaqu iameniminte con pererer umquid que volupta tquaspe rferunt la natium cum ut quunt fuga. Ut quatus, sanist lit labore,




TERMS OF USE

Letterhead is designed to keep the formalities of the traditional letter, with a Follower-Page promoting the logo only. DL Envelopes shall include the logo in the top left aligned position.


Further details (ie. licensing numbers and affiliations) may need to be included for registration and/or insurance purposes.





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## TERMS OF USE

All photography items shall be approved for use by a senior team member, and will convey the listed “Values” of Sydney Polo. Images should not be used unless they meet this criteria.

Primary and Secondary imagery shall be utilised throughout all marketing collateral. Primary images are defined as a broad brush image that has true meaning, and a Secondary are defined as support imagery that adds another layer to the message (ie. an image that may focuses on a key element) but extracted and/or used by itself may have no significance or meaning.

Examples are provided.

Secondary Image



Primary Image