

HARVEY • MILLER



1 [BRAND POSITION

- Introduction
- Vision
- Positioning Statement

Brand Positioning is a vital component of the overall success of the Harvey Miller Polo Club brand. It's how we differentiate from, and rise above, our competition. The Vision of the brand symbolize and represent all the intricacies of the Harvey Miller Polo Club , our philosophy our point-of-view, and our products and services.

Dear Licensees,
On behalf of everyone at Harvey Miller Polo Club, I'm pleased to present our Brand Rulerbook. This comprehensive guide is the result of many months of planning, information-gathering and hard work by many dedicated individuals.

Please read through this Rulerbook and refer to it often as you utilize the Harvey Miller Polo Club brand in your market. The Harvey Miller Polo Club is a strong brand with a rich heritage, and this Rulerbook will help ensure its integrity for the future.

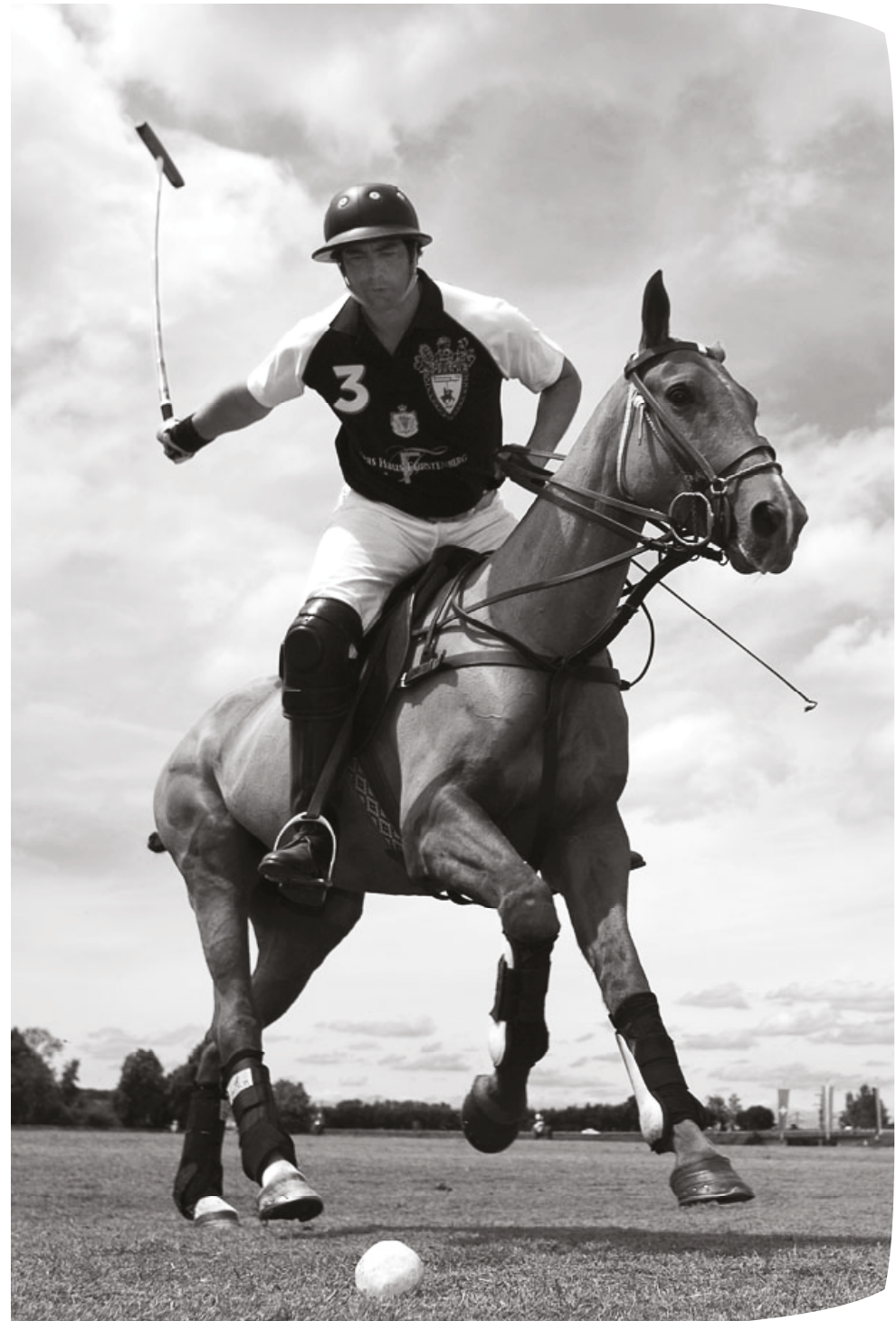
Best Regards,
Harvey Miller Polo Club



INTRODUCTION

Similar to how a Rulebook provides the framework around the game of polo Harvey Miller Polo Club provides elements and guidelines that you will use to bring Harvey Miller Polo Club brand to life through your communications. This Rulerbook helps us to communicate consistently and creatively throughout the world. As you develop products labeling, packaging, collateral and advertising, this Rulerbook will become your reference for all brand applications. This Brand Rulerbook is meant to be tough, but flexible enough to give you the necessary tools to be creative and expressive in your own communications, and allow the brand to grow and develop over time.

The Harvey Miller Polo Club brand is a promise to our customers, and it's one that we must constantly strive to keep. By thinking and acting consistently according to this Rulerbook, we give our customers something to believe in and to rely on.



VISION

Underscore your look with the contrast trim of our new Spectator Collection traditionally English in appeal, this collection possesses a that works with your non-stop life-style: business, weekends, day-into-evenings. This is a limited edition of exclusive designs of the highest quality. Each product is guaranty as an original items .



POSITIONING STATEMENT

Representing the official body of the sport of polo in the United States, the Harvey Miller Polo Club brand should engage enthusiasts and consumers alike, and consistently portray and promote the real life and sport of polo.



HARVEY • MILLER



**NORTHAMPTON
POLO CLUB
SPORT**

EST. 1876

HARVEY • MILLER

POLO CLUB

EST. 1876



2 [BRAND ELEMENTS

- Identity
- Colour Palette
- Typography

Brand Elements are the tools that we use to promote and portray the Harvey Miller Polo Club brand. Along with these tools are the guidelines on how to use them effectively and consistently throughout all our communications.

IDENTITY

Brand Mark

It is important that this mark be used correctly and consistently, to maintain brand integrity. Refer to the following pages in this brand book for additional formats for different applications. The logo could be used with or without the writing "Northampton Polo Club Sport".



**NORTHAMPTON
POLO CLUB
SPORT**

EST. 1876



Original colors

The logo should be used in its original colors, on a solid background.

The institutional colours are blue navy and bordeaux : Pantone 533 C for blue pantone 483 C for bordeaux and beige 454c.

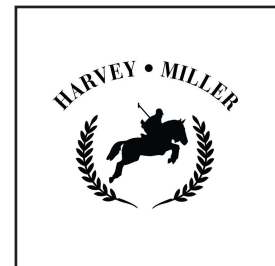
Minimum size

The logo should not be reduced any smaller than 43 mm in width for proper legibility.



Clear space

To maintain brand integrity, a clear space should be maintained. This clear space is found by drawing an imaginary box around the art.



IDENTITY



**NORTHAMPTON
POLO CLUB
SPORT**
EST. 1876

Original logo



DO NOT: use the logo with a pattern or photo ground



Original logo without the slogan



Outline of the Original logo



DO NOT: use only the horse logo without the Harvey Miller Polo Club logo or without the line and the ball.



Logo for label



DO NOT: stretch, warp, shear or otherwise modify the brand mark. The mark should always be scaled proportionately

IDENTITY



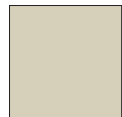
The Horseman icon

The Horseman icon should be used to support the brand mark. This mark reinforces the athleticism and the authenticity of the Harvey Miller Polo Club brand.

It is important that this mark be used correctly and consistently, to maintain brand integrity. This icon should always have the name Harvey Miller Polo Club applied as reinforcement and clarity of the brand. For example the Horseman icon on the chest of a shirt and the Harvey Miller Polo Club label sewn on the neck.

Clear space

The clear space around the Horseman icon is found by drawing an imaginary box around the art, and dividing the height into 4. The clear space is 25% the height of the mark.



Color Palette

The color Palette represent the natural elements of the brand Blue Pantone 533 c and Bordeaux Pantone 483c and light beige 454c represents the classic and non-stop life-style: business, weekends, day-into-evenings.



Minimum size for print

The icon should not be reduced any smaller than 10 mm in height for proper legibility.

Minimum size for Embroidery

The icon should not be embroidered on a woven shirt any smaller than 20 mm in height for proper legibility.

NOTE: the size of the icon, when used as an embroidery or appliqué, must be proportionate to the product.

Colors

The Horseman icon should be used in its original colors, on a solid background whenever possible. If the mark is to be placed on a background color, the color should be placed light enough to maintain proper contrast. If it becomes necessary for the logo to be placed on a darker background, it should be in color Beige 454c.



DO NOT

- use colors combinations.
- stretch, warp, shear or otherwise modify the icon. The Horseman should always be scaled proportionately.
- use only the Horseman icon without the logo Harvey Miller Polo Club or without the line and the ball on the lowest part of the figure.

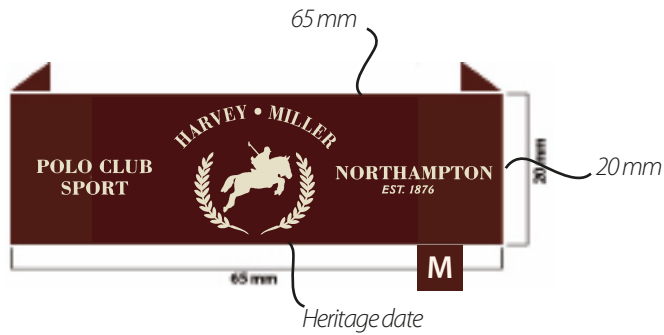


4 [BRAND APPLICATIONS PRODUCT COMMUNICATION

- Item Labels
- Hangtags
- Products

One of the key touchpoints for interaction with the Harvey Miller Polo Club brand is through the products that we license. The look, the feel and the impression made by all Harvey Miller Polo Club products must meet the graphic and strategic standards that we have set forth in this Brand Rulerbook. Whether it's a polo shirt or a zipper pull, the integrity of the Harvey Miller Polo Club brand must always be protected and communicated consistently.

ITEM LABELS



Original label on bordeaux 483c for background and beige 454 c for logo



Original label zipperpul pantone483c for ground and for logo.



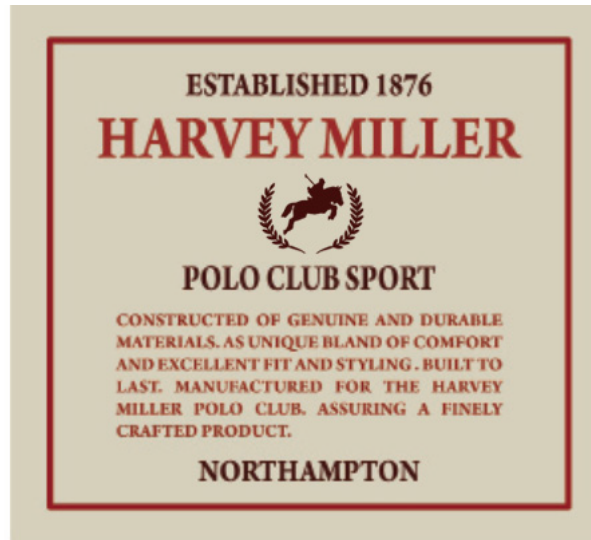
Large label on blue Pantone 454 c background and bordeaux logo and writing this label can be also in reversed colour.



DO NOT: use the logo with a pattern or photo ground



DO NOT: use only the horse logo without the Harvey Miller Polo Club logo.



Large label on blue Pantone 454 c background and bordeaux logo and writing this label can be also in reversed colour.



Metal Shanks.

Item Labels

The on-item labels should be simple follow branding guidelines and reinforce the brand characteristics. Ground has to be blue Pantone 483c with light logo but can be also Blue Pantone 483 and 454 color.

Note: every effort must be made to use the artwork as shown without modification.

HANG TAGS



Hangtags

The hangtags reinforce the athletic, contemporary feel of the sport, while evoking the details of the clothing. It reflects the action of the game and works for people engaged in sport.

PRODUCTS



Example of stripes polo with big logo on the chest.



Example of solid polo with little logo on the chest.

PRODUCTS



Example of stripes polo with logo and graphic on the chest.



Example of stripes polo with logo and graphic on the back.

PRODUCTS

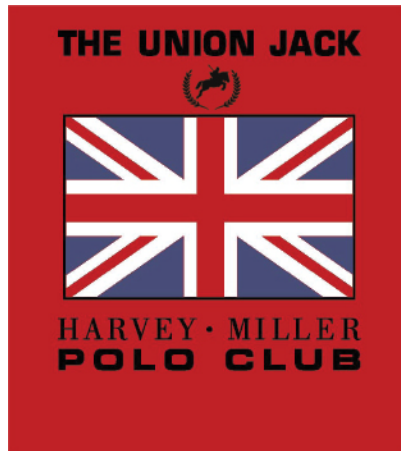


Example of solid t-shirt with print.



Example of solid T-shirt with print.

PRODUCTS



PRODUCTS



HARVEY MILLER POLO CLUB



HARVEY MILLER
POLO CLUB SPORT

HARVEY MILLER



NORTH HAMPTON
POLO CLUB SPORT
EST 1876

HARVEY • MILLER

POLO CLUB

EST. 1876

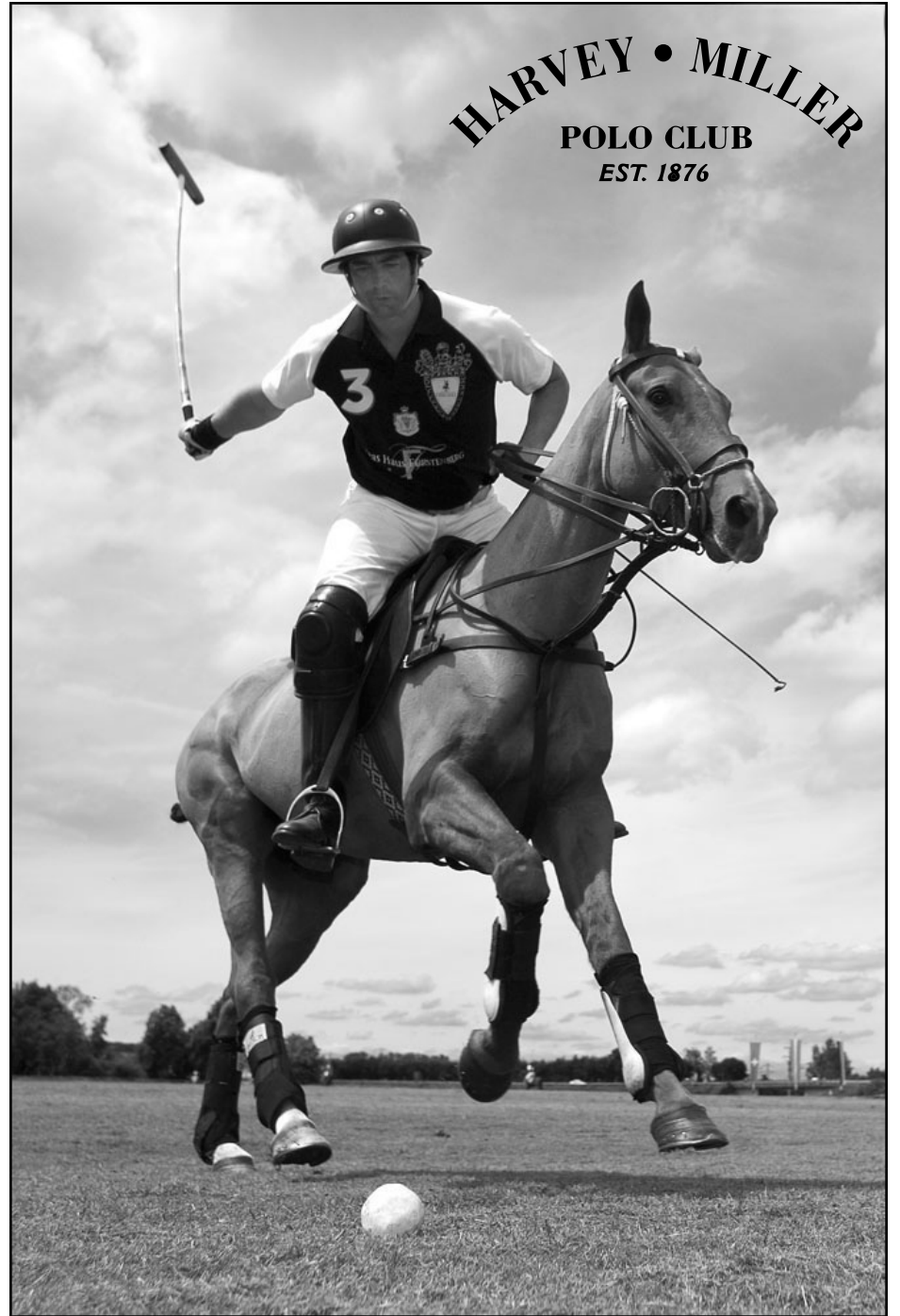


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