



Buckingham Polo Club



Authentic and emblematic, Buckingham Polo Club is an original symbol of a modern lifestyle. Sports and tailor-made Polo clothes represent a view of the male and female fashion that is chic and casual, for every moment of life.

*Chic &
casual*



Men



Men
—
Shirts



Men
—
Shirts



Men

Day clothes / Bermuda shorts



Men

—

Sports clothing

Men
—
Polo shirts





Men
—
Shirts



Men

Backpacks & accesories



Men
-
Shoes





Men
—
Shoes & belt

Men

Perfumes e antiperspirant



Buckingham Polo Club

Classic scent for man





Women

Women
—
Shirts





Women
—
Accessories

Kids

Backpacks and accesories



Branding



Branding

Logotype and applications





Branding

Labels and embroideries

Branding

Labels and embroideries







Branding

—
Tags





Clear Space

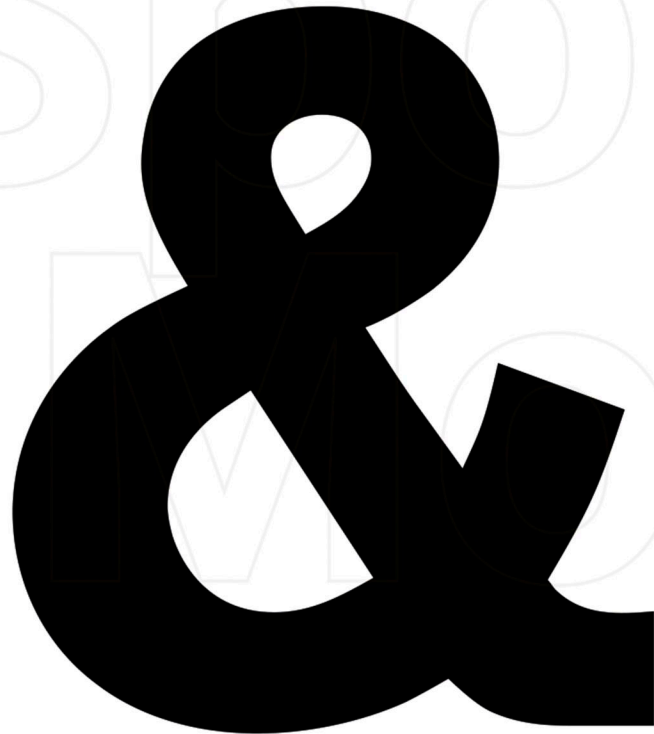
Clear space is the area that is required around the outside of our logo and must be kept free of other graphic elements such as headlines, text and the outside edge of materials. The minimum required clear space is defined by the measurement "X" as shown. This measurement is equal to the height of the lion logo.



Size

There are no predetermined sizes for the Buckingham logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. There is no preset maximum size for the logo.





Brand Logotype Font
(Exclusively for
Buckingham Polo Club word)

Buckingham Polo Club
French Script MT

Akzidenz Grotes

**A B C D E F G H I J K L M N Ñ O P Q R S
T U V W X Y Z - 0 1 2 3 4 5 6 7 8 9 - & ÿ ·
a b c d e f g h i j k l m n ñ o p q r s
t u v w x y z - 0 1 2 3 4 5 6 7 8 9 - ÿ ·**

Text Font

Akzidenz Grotes Light Italic

*A B C D E F G H I J K L M N Ñ O P Q R S
T U V W X Y Z - 0 1 2 3 4 5 6 7 8 9 - ÿ ·
a b c d e f g h i j k l m n ñ o p q r s
t u v w x y z - 0 1 2 3 4 5 6 7 8 9 - ÿ ·*

Font uses

Typography is an important aspect of our brand identity. The font use in our logo only is French Script MT. We use Akzidenz Grotes font for headlines, titles and primary messaging. Sport and Modern, is available in a wide variety of weights and styles.

- 1. **Do not** change the location of Buckingham Polo club word.
- 2. **Do not** stretch or alter our logo in any way.
- 3. **Do not** change the location of Buckingham Polo club word.
- 4. **Do not** change the typography


1. X

Polo Club
Buckingham

2. X

Polo Club
Buckingham

3. X

Polo Club

Buckingham

Incorrect usage

X

Any modification of our logo confuses its meaning, diminishes its impact, and is not allowed. Never redraw, translate, or otherwise alter our logo in any way. The following list of incorrect use must be avoided to maintain the integrity of our brand.

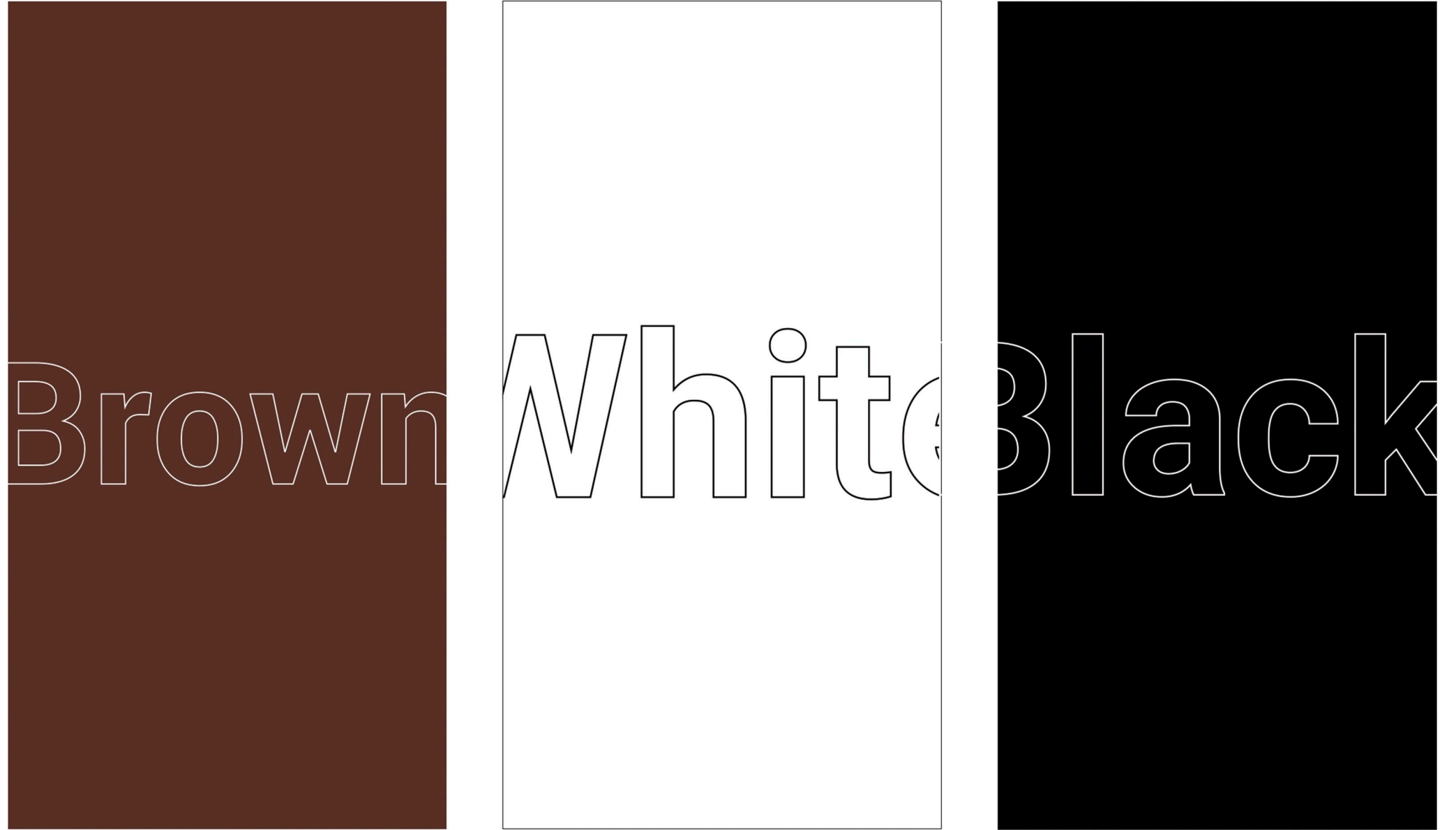
- 1. **You can** use Buckingham Polo Club logo.
- 2. **You can** use the Buckingham Polo Club alone.
- 3. **You can** use the isologo alone.
- 4. **You can** use a Black color background for the logo.



✓ Correct usage

Buckingham Polo Club brands allows different versions to apply.

- *Buckingham Polo Club.*
- *Isologo alone.*
- *Buckingham using a Black color background.*



Color proportion of usage



Color application

Color helps us create brand recognition and visual interest across our communications. The primary colors used are Black and White.

Buckingham Polo Club



Buckingham Polo Club



Buckingham Polo Club



Buckingham Polo Club



Buckingham Polo Club



Buckingham Polo Club





Label Detail





Art



Tags



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