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Brand Position
BRAND POSITION

MISSION STATEMENT
As a volunteer driven, non-profit organization the Tournament of Roses Association brings people together to create premiere events and entertainment celebrating the New Year. The Tournament of Roses enriches the lives of the many people and organizations it touches by providing satisfying, meaningful and rewarding experiences.

VISION STATEMENT
The Tournament of Roses will:
• be a globally admired New Year’s celebration whose combined event audience is the largest in America.
• be respected as a vital community organization that provides significant economic benefits throughout the Southern California region and for participating in athletic conferences.
• combine a compelling vision of excellence with financial vitality and independence.
• serve as an inspiration and model for other volunteer and non-profit organizations throughout the world.

CORE VALUES
• Striving for excellence in everything we do
• Respecting the Tournament of Roses heritage
• Being innovative and inspirational
• Practicing teamwork with passion, commitment and enthusiasm
• Promoting volunteerism, diversity and community support
• Operating with honesty and integrity
• Bringing people together
• Having fun!
ORGANIZATION ACTIONS

TRADEMARKS
The Pasadena Tournament of Roses Association has protected and controlled the use of its Rose logo and word marks since 1974, and has registered its identifying marks with both the U.S. Patent and Trademark Office and the California Secretary of State. Usage of the Pasadena Tournament of Roses’ logos and marks must be approved in writing by the Pasadena Tournament of Roses Association.

Below is a list of legally protected marks associated with the Pasadena Tournament of Roses Association. The first appearance of each word mark in a document must be accompanied by a ® (superscript registration symbol) registration symbol positioned at the end of each word mark.

- America’s New Year Celebration®
- Pasadena Tournament of Roses®
- Rose Bowl®
- Rose Bowl Game®
- Rose Parade®
- Rose Queen®
- The Granddaddy of Them All®
- Tournament of Roses®
- Rose logos, as set forth on these pages

SOCIAL MEDIA PLATFORMS
Follow Rose Parade on Facebook, Twitter, Instagram for the latest news and behind-the-scene action. Share your posts with us by using #RoseParade and #RoseBowl.

@roseparade  @roseparade  @rose_parade
@rosebowlgame  @rosebowlgame  @rosebowlgame
Three primary typefaces have been selected to provide variety, consistency and legibility on all Pasadena Tournament of Roses communications. While there is flexibility in their usage, following the guidelines provided helps ensure the best possible design outcomes.

**GOTHAM TYPEFACE**

Gotham is the primary typeface designated for use on all communications. The font’s contemporary, clean look provides excellent legibility along with a casual, friendly feel. The various weights offer the variety needed across multiple mediums and the ability to provide emphasis and differentiation through typography.
COPPERPLATE TYPEFACE

Copperplate is to be used only as an accent font when Gotham will not provide the needed differentiation or design intent. This font should be used sparingly, primarily on headlines, subheads and potentially on captions. It should never be used for setting body copy or any larger copy blocks. The logotypes within the family of marks are built using the Copperplate typeface.
SLOOP SCRIPT TWO LESS SLANT

Sloop Script Two Less Slant is a specialty script which is to be used on a very limited basis. This font is used in conjunction with content that requires a degree of elegance, sophistication or sense of tradition. An example of proper usage of this font would be for communications connected with the Royal Court or Rose Parade. The font must only be used for headlines, ideally those that will appear larger than 16 pt. Exercise caution to ensure legibility when using this font.
COLOR PALETTE

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Tournament of Roses
Rose Parade
Rose Bowl Game
USAGE
Clear Space
Minimum Sizing
Incorrect Logo Application

PRIMARY COLOR PALETTE

Each of the Pasadena Tournament of Roses’ logos and marks may be printed with Pantone® coated, Pantone® uncoated or process color inks. Consult your printer to determine how to provide the best color match on the selected paper stock.

Match color reproduction is recommended whenever possible for maximum color brightness and saturation. Refer to the current edition of the Pantone® Color Formula Guide for accurate color matching.

ROSE RED
PANTONE®: 485 C/032 U
CMYK: 0.100.100.0
RGB: 226.35.26
HEX: E2231A

STEM GREEN
PANTONE®: 356 C/355 U
CMYK: 100.0.90.20
RGB: 0.121.52
HEX: 007934

BLACK
PANTONE®: BLACK C/BLACK U
CMYK: 0.0.0.100
RGB: 0.0.0
HEX: 000000
SECONDARY COLOR PALETTE

The secondary color palette is used to provide variety and interest to the Tournament of Roses brand. The colors can be used to differentiate subjects or areas of emphasis in communications. Used judiciously, these two palettes complement the brand’s primary palette.

COLOR TONES

The more saturated color tones are the secondary color palette’s anchor and should provide the foundation for all communications. Care should be taken to create a pleasing hierarchy of color, rather than equal use of all colors. Selecting a more limited palette can often produce better results than trying to use the entire palette.

ACCENTS

The accent palette is just what the name implies, and should be used judiciously where emphasis is desired. The accent palette should always be used subordinate to the “Tones” palette. It is advisable to again select a limited palette of accents on any one piece of communication, rather than trying to use many colors. A pleasing, overall color harmony is the goal.

VIOLET
PANTONE®: 262 C/262 U
CMYK: 67.91.40.35
RGB: 83.40.79
HEX: #53284F

HIMALAYAN BLUE
PANTONE®: 7459 C/7459 U
CMYK: 73.27.21.0
RGB: 63.150.180
HEX: #3F96B4

HOCKLEY MAROON
PANTONE®: 7650 C/7650 U
CMYK: 51.98.38.23
RGB: 117.33.87
HEX: #521B57

SUNFLOWER
PANTONE®: 7510 C/7510 U
CMYK: 20.48.89.3
RGB: 199.137.62
HEX: #C7893E

LAVENDER
PANTONE®: 7676 C/7676 U
CMYK: 51.98.38.23
RGB: 117.33.87
HEX: #752157

FORGET-ME-NOTS
PANTONE®: 638 C/638 U
CMYK: 82.7.9.0
RGB: 172.216
HEX: #00ACD8

FLY TRAP
PANTONE®: 368 C/368 U
CMYK: 59.2.100.0
RGB: 118.188.33
HEX: #76BC21

POPPY
PANTONE®: 7409 C/7409 U
CMYK: 3.32.98.0
RGB: 244.178.35
HEX: #F4B223

BIRD OF PARADISE
PANTONE®: 1505 C/1505 U
CMYK: 0.71.100.0
RGB: 255.107.0
HEX: #FF6B00

THORN
PANTONE®: 377 C/377 U
CMYK: 58.22.100.0
RGB: 120.153.4
HEX: #789904

FORGET-ME-NOTS
PANTONE®: 638 C/638 U
CMYK: 82.7.9.0
RGB: 172.216
HEX: #00ACD8

FLY TRAP
PANTONE®: 368 C/368 U
CMYK: 59.2.100.0
RGB: 118.188.33
HEX: #76BC21

POPPY
PANTONE®: 7409 C/7409 U
CMYK: 3.32.98.0
RGB: 244.178.35
HEX: #F4B223
COLOR PALETTE

HONDA COLOR PALETTE

The Rose Parade logo introduces one additional sponsor color, Honda Red. This color must be used when reproducing the Honda logo and may not be used for any other design elements. The Honda Red must always be used at 100% saturation and may never be screened back to create a lighter tone.

NORTHWESTERN MUTUAL COLOR PALETTE

The Rose Bowl Game logo includes two additional sponsor colors, Northwestern Mutual Navy and Gold. These colors must be used when reproducing the Northwestern Mutual logo and may not be used for any other design elements. The Northwestern Mutual colors should always be used at 100% saturation and may never be screened back to create lighter tones.
2019 ROSE PARADE COLOR PALETTE

Each year, the Tournament of Roses originates a new theme for the Rose Parade. A Rose Parade composite logo is designed to coincide with, and support the new theme. In addition to the primary & sponsorship colors used within the logo, the colors on this page are represented in the logo as well. Care should be taken to create a pleasing hierarchy of color, rather than equal use of all colors. Selecting a more limited palette can often produce better results than trying to use the entire palette. Color harmony is the goal.
Family of Marks
The Pasadena Tournament of Roses Association logos, Rose Parade logos and the Rose Bowl Game logos make up the Tournament of Roses’ Family of Marks. In the following sections we will cover all approved logos, logomarks, and logotypes.

The logos, marks, and accompanying typography must be presented in a clear, consistent manner. To be effective, the system depends on the cooperation and support of all persons reproducing this mark. It is the responsibility of each user to adhere to these guidelines.

Any reproduction of the logos and marks should be made from the digital, vector artwork either supplied to you, or available for download from our website: tournamentofroses.com/about/resources/logos.

All usage must be approved by the Tournament of Roses Marketing & Communications Department (for all Association and Rose Parade logomarks) and the Rose Bowl Game Department (for all Rose Bowl Game logomarks). For artwork submissions and/or usage request and approval, please contact:

**PASADENA TOURNAMENT OF ROSES**
Marketing and Communications Department
391 South Orange Grove Boulevard
Pasadena, California 91184
626.449.4100
Rose Parade: marketing@tournamentofroses.com
Rose Bowl Game: media@rosebowlgame.org
PASADENA TOURNAMENT OF ROSES ASSOCIATION LOGOS

The Pasadena Tournament of Roses primary logo should be present on all Tournament related collateral and digital media. The logos, logomarks, and logotypes are not to be altered from the approved configurations. Do not modify or cover any logo or mark with words or graphic elements. No other typographic formats may be substituted in any of the Pasadena Tournament of Roses’ logos and logotypes.

Anything that distracts from clear legibility of the logos is to be avoided. The background must provide high contrast to the logo elements. All Tournament of Roses logos may be used over images or patterned backgrounds as long as there is clear and distinguishable contrast, the image or background does not compete with the logo(s) in use, and the logos are easily readable and legible.

FULL-COLOR
The full-color Tournament logos must be used on a white or lightly toned background (20% or less screen of black). Anything that distracts from clear legibility of the logos is to be avoided.

FULL-COLOR WITH REVERSED TYPE
The full-color with reversed type Tournament logos are to be used on a background that offers high contrast to the logo elements, or tone equal to, or greater than 80% black. Anything that distracts from clear legibility of the logos is to be avoided.
FAMILY OF MARKS

ONE-COLOR BLACK
The one-color black Tournament logos must be used on a white or lightly toned background (20% or less screen of black). Anything that distracts from clear legibility of the logos is to be avoided.

ONE-COLOR WHITE
The one-color white Tournament logos are to be used on a background that offers high contrast to the logo elements, or tone equal to, or greater than 80% black. Anything that distracts from clear legibility of the logos is to be avoided.

ONE-COLOR ROSE RED
The one-color rose red Tournament logos are only to be use on a limited basis. The one-color red rose logos are used in conjunction with content that requires a degree of visual impact, boldness, and modern edge. An example of proper usage of these logos would be infographs. The one-color red rose logos must be used on a white or lightly toned background (20% or less screen of black). Anything that distracts from clear legibility of the logos is to be avoided.
fAMILY OF MARKS

ROSE PARADE PRESENTED BY HONDA LOGOS

The Rose Parade presented by Honda Logo should be present on all Rose Parade related collateral and digital media. The logos, and logotypes are not to be altered from the approved configurations. Do not modify or cover any logo with words or graphic elements. No other typographic formats may be substituted in any of the Rose Parade logos and logotypes.

Anything that distracts from clear legibility of the logos is to be avoided. The background must provide high contrast to the logo elements. All Rose Parade logos may be used over images or patterned backgrounds as long as there is clear and distinguishable contrast, the image or background does not compete with the logo(s) in use, and the logos are easily readable and legible.

COMPOSITE THEME LOGOS AND LOGOTYPES

In addition to the Rose Parade logos, each year a composite theme logo and logotype is created to coincide with the year’s parade theme. These specialty logos are to be used only as secondary logos or visual elements. The Rose Parade presented by Honda logo must still be present.

2019 ROSE PARADE THEME LOGOTYPE AND DATE

The theme logotype and/or date logotype may be used as separate elements when the use of the Rose Parade primary logo elements have been satisfied.

FULL-COLOR

The full-color Rose Parade logos must be used on a white or lightly toned background (20% or less screen of black). Anything that distracts from clear legibility of the logos is to be avoided.
FULL-COLOR WITH REVERSED TYPE
The full-color with reversed type Rose Parade logos are to be used on a background that offers high contrast to the logo elements, or tone equal to, or greater than 80% black. Anything that distracts from clear legibility of the logos is to be avoided.
ONE-COLOR BLACK
The one-color black Rose Parade logos must be used on a white or lightly toned background (20% or less screen of black). Anything that distracts from clear legibility of the logos is to be avoided.
**ONE-COLOR WHITE**

The one-color white Rose Parade logos are to be used on a background that offers high contrast to the logo elements, or tone equal to, or greater than 80% black. Anything that distracts from clear legibility of the logos is to be avoided.
ROSE BOWL GAME PRESENTED BY NORTHWESTERN MUTUAL LOGOS

The Rose Bowl Game presented by Northwestern Logo (primary logo) should be present on all Rose Bowl Game related collateral and digital media. The logos are not to be altered from the approved configurations. Do not modify or cover any logo with words or graphic elements. No other typographic formats may be substituted in any of the Rose Bowl Game logos.

Anything that distracts from clear legibility of the logos is to be avoided. The background must provide high contrast to the logo elements. All Rose Bowl Game logos may be used over images or patterned backgrounds as long as there is clear and distinguishable contrast, the image or background does not compete with the logo(s) in use, and the logos are easily readable and legible.

FULL-COLOR

The full-color Rose Bowl Game logos must be used on a white or lightly toned background (20% or less screen of black). Anything that distracts from clear legibility of the logos is to be avoided.

FULL-COLOR WITH REVERSED TYPE

The full-color with reversed type Rose Bowl Game logos are to be used on a background that offers high contrast to the logo elements, or tone equal to, or greater than 80% black. Anything that distracts from clear legibility of the logos is to be avoided.
ONE-COLOR BLACK
The one-color black Rose Bowl Game logos must be used on a white or lightly toned background (20% or less screen of black). Anything that distracts from clear legibility of the logos is to be avoided.

ONE-COLOR WHITE
The one-color white Rose Bowl Game logos are to be used on a background that offers high contrast to the logo elements, or tone equal to, or greater than 80% black. Anything that distracts from clear legibility of the logos is to be avoided.
In the previous section we went over the Family of Marks and the usage of the different versions. In this section we will expand on the correct usage of the family of marks by going over clear space requirements, minimum sizing, and incorrect logo applications.

CLEAR SPACE

In order to protect legibility of the family of marks, clear space requirements are shown to the right. The diagrams represent the minimum clear space allowed when placing any of the logos, logotypes, or marks. The clear space allows logos to reside in their own space, with clear separation from any other logos, visual elements or typography used within the communications.
PRINT REPRODUCTION

To ensure the visual integrity of the Family of Marks appears accurately and legible when reproduced in print or digital, minimum sizing requirements are detailed to the right.
EMBROIDERY REPRODUCTION

To ensure the visual integrity of the Family of Marks appears accurately and legible when reproduced in embroidery, minimum sizing requirements are detailed to the right.
INCORRECT LOGO APPLICATIONS

To preserve the brand to the highest standards, the logos should be used as provided. They are not to be altered or modified. When applying the logos to any collateral or digital media, ensure that no other logo or graphic element compete, and the legibility of the logo is crystal clear. On the right are examples of incorrect usage and application.