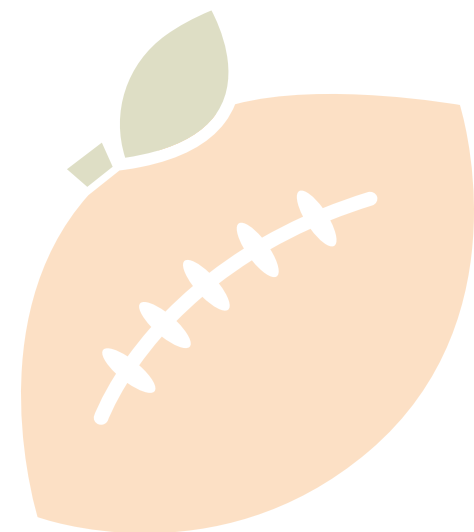


# THE ORANGE BOWL COMMITTEE BRAND GUIDE



# Table of Contents

3	Brand Description
6	Logo Usage
11	Typography, Color Palette, & Patterns
15	Stationary
20	Merchandise



# Brand Description



The Orange Bowl Committee originated in 1935 to generate tourism for the South Florida area by its annual football game and supporting events.

The Orange Bowl Committee has provided various opportunities to young student-athletes and to the South Florida area. The Orange Bowl has expanded to the greater Miami area and has funded various projects from legacy parks to learning center makeovers.

The Orange Bowl Committee strives to make a better future for children, student-athletes, and the community as a whole.

The orange Bowl Committee's mission is to generate tourism for South Florida through an annual football game and supporting events.

# Brand Overview

The old logo was very plain and simple and did not connect to the main reason for the Orange bowl, football. The new logo is clean and fun with hints of tradition, spirit and generosity. The new logo mixes the orange fruit with a football for that fun spirit that the Orange Bowl Committee strives for. Whilst keeping with tradition and leaving the orange theme it makes it more apparent what the overarching tone and meaning behind the committee. The new logo symbolizes the merging of the times with the traditional and the new, and coming together in hopes of a better future.



## ORANGE BOWL COMMITTEE

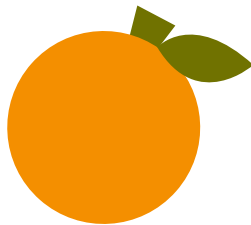
### Functional Benefit

The Orange Bowl Committee provides South Florida with scholarship funding, youth football programs and promotes sports tourism.

### Emotional Benefit

The Orange Bowl Committee allows South Florida tourism to prosper while providing enriching programs and opportunities to young student-athletes.

**Spirited**  
**Traditional**  
**Generous**



The orange, is a mixed component. Representing the old logo and symbolize good fortune and generosity.



The orange football is a mix of the orange from the old logo and the reason behind the Orange Bowl. The Orange Bowl has forever been known for hosting football games and football opportunities to young athletes.

## ORANGE BOWL COMMITTEE

This fun and athletic feeling font ties together the mission of the organization and gives it that fun spirited personality you'll typically see at football events.

 **Brand Core + New Logo**

# Logo Usage





**ORANGE BOWL  
COMMITTEE**

**Stacked on Top with  
slant (Preferred)**



**ORANGE BOWL  
COMMITTEE**

**Horizontal left with slant**



**ORANGE BOWL  
COMMITTEE**

**Horizontal left with no slant**

 **Logo Variations**



**ORANGE BOWL  
COMMITTEE**



**ORANGE BOWL  
COMMITTEE**



**ORANGE BOWL  
COMMITTEE**



**ORANGE BOWL  
COMMITTEE**



**ORANGE BOWL  
COMMITTEE**



**ORANGE BOWL  
COMMITTEE**

 **Logo Color Varitions**





 **Logo Safe Area**



**Do not distort**

**ORANGE BOWL  
COMMITTEE**



**Do not place football under  
name**



**Do not place football on top of  
the name**



**ORANGE BOWL  
COMMITTEE**

**Do not enlarge football or any  
other parts of the logo**



# Logo Don'ts

# Typography, Color Palette & Patterns

# Gravit Point Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Gimlet Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## Gimlet Display Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**



## Main



CMYK: 1, 64, 100, 0  
RGB: 242, 121, 15  
PANTONE: 152 C



CMYK: 43, 29, 100, 5  
RGB: 153, 152, 51  
PANTONE: 7746 C



CMYK: 4, 3, 3, 0  
RGB: 242, 242, 242  
PANTONE: 663 C

## Accent



CMYK: 2, 54, 100, 0  
RGB: 242, 140, 15  
PANTONE: 144 C



CMYK: 0, 79, 100, 0  
RGB: 242, 92, 3  
PANTONE: 1645 C



CMYK: 56, 39, 100, 20  
RGB: 111, 115, 2  
PANTONE: 392 C



CMYK: 85, 36, 100, 30  
RGB: 32, 99, 43  
PANTONE: 349 C

The Orange Bowl Committee patterns are made up of elements that represent the brand. The orange and the logo itself. The first two can be made with any of the colors from the color palette interchangeably.

Designers can also use these icons in their work as shown:



**Stationery** 



**JANE DOE**  
Marketing Director  
jsmith@obc.com  
305 NW 32 Ave  
Miami FL 33126

T: 305-192-5462 • Orangebowl.com





# Business Cards





 **Envelope**



# Letterhead

**Merchandise** 



# Socks

21



# Orange Juice

22





# Stickers



# Shirt

24





# Hat

25



