

## **Roots N' Boots Queen Creek Brand Guidelines Consistency is Key!**

### **MESSAGING AND BRANDING**

#### **Brand Personality**

Annual, community tradition.  
Affordable, family-friendly entertainment.  
More Than A Rodeo! - something for everyone.  
Part of Queen Creek's rural agricultural and ranching heritage.

#### **Event**

Roots N' Boots Queen Creek is an event, not a rodeo.

When referencing the event, the name will appear as follows:  
Roots N' Boots Queen Creek

Note the capitalization and the placement of the apostrophe.

In subsequent uses or when "Queen Creek" is used repeatedly, it may be referred to as:  
Roots N' Boots

The following tagline will appear in all radio advertising, as a hashtag, on printed materials and on merchandise if space allows:  
"More Than A Rodeo!"

The acronyms RNB, RnB or RnBQC are only to be used in internal applications.

#### **Presenting Sponsor**

Banner Ironwood Medical Center is the current Presenting Sponsor:  
"Presented by Banner Ironwood Medical Center"

Their logo appears in accordance with their sponsorship agreement.

#### **Hosts**

The event is "Hosted by" the Town of Queen Creek and Friends of Horseshoe Park  
Both logos are to appear on all Roots N' Boots printed materials.

#### **Friends of Horseshoe Park**

Friends of Horseshoe Park (FOHP) is to be referenced in full at its first appearance.  
Subsequently, it may be referred to as FOHP.

Friends of Horseshoe Park is to be described as follows with slight variations permitted:  
*Friends of Horseshoe Park is a non-profit, 501(c)(3) organization chartered to support Horseshoe Park & Equestrian Centre (HPEC) and to promote the rural heritage of Queen Creek.*

Many variations exist, but note and use the accurate appearance of 501(c)(3)

FOHP is operated by a Board of Directors

FOHP has several ongoing projects intended to improve HPEC and/or to foster Queen Creek's rural, agriculture-oriented heritage. The annual Roots N' Boots event is one such project.

Note HORSESHOE is one word.

### **Horseshoe Park & Equestrian Centre**

Horseshoe Park & Equestrian Centre (HPEC) is to be referenced in full in its first appearance. Subsequently, it may be referred to as HPEC.

Horseshoe Park & Equestrian Centre should always include the "&" symbol.

Note the spelling of CENTRE and that HORSESHOE is one word.

### **Rodeo**

The rodeo is just one of several events that make up Roots N' Boots Queen Creek

When referring to the rodeo by name it is to be:

"Roots N' Boots Queen Creek Pro Rodeo"

When referring to the rodeo as one of the events it is to always include PRCA:

"PRCA Pro Rodeo"

\*Exception for billboards and PSAs where fewer words are necessary

Pro Rodeo will appear as two words in all instances.

### **Royalty**

The RnB Royalty commitment is for one year and their presence at various events is year-round.

There will always be a Roots N' Boots Queen Creek Pro Rodeo Queen. Other titles will vary, but will always be preceded by Roots N' Boots Queen Creek.

## **Special Kids Rodeo**

Special Kids Rodeo will always appear in full in its first appearance. Subsequently, it may be abbreviated as SKR.

Special Kids Rodeo is “Hosted by” Roots N’ Boots Queen Creek.

The SKR tagline is “A Day of Yesses!”

SKR is to be described as follows with slight variations permitted:

*This unique program shares the rural heritage of Queen Creek through a variety of interactive experiences designed specifically for kids with physical, mental, emotional or social challenges. Participants will have the opportunity to be a cowboy or cowgirl for the day, taking part in rodeo- and farm-themed activities that are presented in a safe and supportive environment.*

## **Email Signature**

Coming Soon: A standard email signature will be available for committee use on all correspondence related to Roots N’ Boots Queen Creek.

## **Stationery**

Coming Soon: Redesigned stationery will be available that combines FOHP and Roots N’ Boots Queen Creek logos for use on all correspondence related to FOHP and RNB.

## **Email Template**

When an individual committee (e.g. Royalty) requires a limited distribution, promotional email, a standardized template is to be used with the RNB brand background.

## **GRAPHIC STANDARDS**

The following images are to be used consistently across all channels including the website and social media, printed marketing materials, business cards and email signatures, advertisements and signage, merchandise and packaging:

- Logo, parchment background, bucking horse, boot elements, colors as shown
- Logo will always include the complete image in either a transparent, black or white application
- Roots N’ Boots Queen Creek text application is always in “Cowboy Western” font
- “More Than A Rodeo!” tagline appears in “Freestyle Script” font with the exclamation mark

- Promotional materials should include the RNB logo, FOHP logo and Town of Queen Creek logo, as well as the logo of the presenting sponsor.
- Whenever FOHP/RNB is represented at an event, the tent/booth and/or tablecloths should be used.

## **SOCIAL MEDIA STANDARDS:**

In addition to the above, Social Media guidelines include:

- Use the full name and/or title of the sponsoring company or individual at its first appearance in a post. It may be abbreviated in subsequent uses.
- All Facebook posts that reference Roots N' Boots are to include a link to Roots N' Boots Queen Creek event page.

All posts that reference a Roots N' Boots sponsor are to include a link to that sponsor's Facebook page.

For example a committee member might post:

*"So glad to be volunteering at Roots N" Boots Queen Creek this year."*

*Roots N' Boots Queen Creek might post:*

*"We would like to thank Ballard's Desert View Sheep for supplying livestock to our Kids N' Kritters event."*

Navigate to the place where you would like to leave a comment, then cut and paste the URL into the comment box. The URL will show as text. Press "Enter." The comment will post and the URL will be turned into a hyperlink.

Also, after you've shared a post, you have the option to change who it's shared with. If you want to change the audience of a post after you've shared it, click the audience selector and select a new audience. Remember, when you post to another person's timeline, that person controls what audience can view the post.

Roots N' Boots Queen Creek shall use the following approved tags:

#morethanarodeo  
#queensinboots  
#RNBQC  
#ruralheritage  
#RNBgivesback  
#SKR  
#QCRodeo