



BRAND GUIDELINES

2023-2024 ★ HOUSTON LIVESTOCK SHOW AND RODEO™

2.....	Process and Approvals
3	The Houston Tradition
4	Brand Color Specifications
6	Brand Fonts
8	Text & Format Styles
9	Primary Brand Logos
11.....	New Approved Brand Logos
12	Secondary Brand Logos
14	Proper Primary Brand Logo Usage
15	Incorrect Brand Logo Usage
17	Discontinued Brand Logos
18	Primary RODEOHOUSTON® Logo
20	Secondary RODEOHOUSTON Logo
22.....	Proper Primary RODEOHOUSTON Logo Usage
23	Incorrect RODEOHOUSTON Brand Usage
25.....	Brand Element Usage
27	Social Media Voice
28	Official Logo Lockups
29	Committee Marketing Guidelines

02 PROCESS & APPROVALS

REQUIRES APPROVAL

All materials that serve as a representation for the Houston Livestock Show and Rodeo must be submitted to the Marketing Director for approval.

Signage sent directly to printers will still come back for approval through our Marketing department.

APPROVAL CONTACT

Muffy King, Marketing Director • king@rodeohouston.com

DESIGN REQUEST CONTACT

graphics@rodeohouston.com

Vicki Frucci, Coordinator, Marketing • frucci@rodeohouston.com

BRAND CALLING

Inspiring the nation's fourth largest city to embrace an authentic Western experience.

POSITIONING STATEMENT

For people who seek larger-than-life experiences, the Houston Livestock Show and Rodeo allows you to unleash your inner cowboy through the discovery and celebration of agriculture, education, entertainment and Western heritage.

PERSONALITY DESCRIPTORS

Texas-sized
Celebratory
Philanthropic
Welcoming
Forward-thinking

Reasons to Believe

- » A fabric of the Houston area since 1932, the Rodeo supports the community year-round.
- » Committed more than \$575 million to the youth of Texas and education since 1932.
- » Presented more than 30,000 scholarships since 1957, with more than 800 scholarships awarded each year.
- » While grounded in Western heritage and country music, the Rodeo brings diversity in its offerings, representing the greater Houston community.
- » Supported by more than 35,000 volunteers, representing every segment of the Houston.
- » World's largest livestock show with more than 30,000 entries annually.
- » An official PRCA NFR money event, with earnings from the RODEOHOUSTON Super Series counting toward qualification for the NFR and the PRCA World Standings.
- » With something fun for everyone, our fun and family friendly entertainment keeps our guests coming back year after year.
- » Provides life-changing, memorable experiences for individuals of all ages and backgrounds, including livestock exhibitors, families, young professionals, volunteers, etc.
- » Supports its many different partners and constituents including the agriculture industry, livestock and horse show exhibitors, commercial and food vendors, employees and seasonal staff, even during difficult times.

"The Houston Tradition" brand positioning statement should guide and help align all external communications and marketing strategies from the Houston Livestock Show and Rodeo. The positioning statement and subsequent brand calling, and personality descriptors **should NOT** be shared externally in a direct format, and does not replace the mission statement of the organization.

04 BRAND COLORS

THE IMPORTANCE OF BRAND COLORS

Color is one of the first things our target market recognizes and remembers. It plays a significant role in identifying our brand across all facets of the rodeo; signs and other printed materials, packaging, web, as well as areas throughout the NRG buildings & grounds.

Our Rodeo Orange evokes energy, playfulness, vitality, & happiness.

Light Blue has a calming effect, combined with our Navy Blue which promotes professionalism & trustworthiness.

Orange is our primary brand color and should be used to accent important information and highlight exciting areas of design. Our secondary blues and deep orange are aiding in incorporating gradients to add dimension to our backgrounds & designs.

See examples of color applied on next page

RODEO ORANGE

SPOT PANTONE® 158C
CMYK 2 66 99 0
RGB 239 118 34
HEX EF7622

RODEO NAVY

SPOT PANTONE® 648C
CMYK 100 69 0 56
RGB 0 46 93
HEX 002E5D

RODEO DEEP ORANGE

SPOT PANTONE® 021C
CMYK 0 78 100 0
RGB 241 95 31
HEX ff5e00

RODEO GREY

SPOT PANTONE® 427C
CMYK 0 0 0 20
RGB 209 211 212
HEX FD1D3D4

RODEO LIGHT BLUE

SPOT PANTONE® 7690C
CMYK 92 47 15 1
RGB 0 118 169
HEX 0076a9

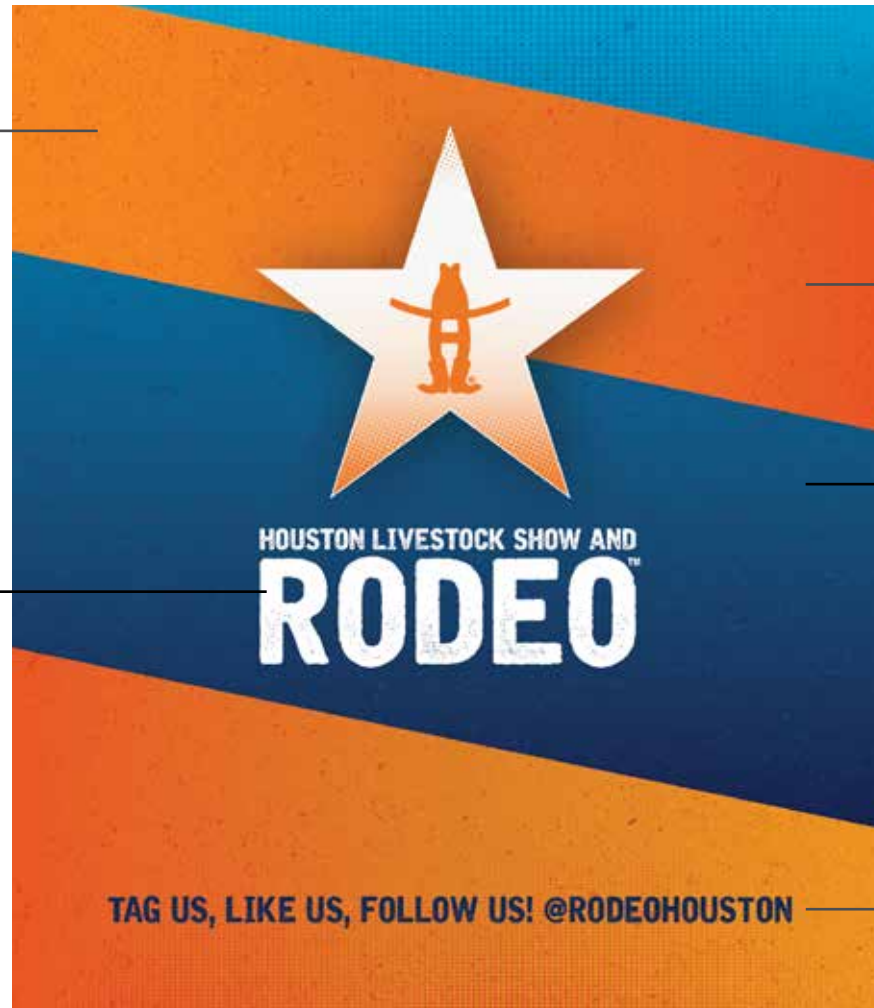
RODEO WHITE

CMYK 0 0 0 0
RGB 255 255 255
HEX FFFFFFFF

05 BRAND COLORS APPLIED

Orange directional shapes being used as a "spotlight" for important information, dates, entertainers, athletes, etc.

HLSR logo stands out being the only white on graphic.



Orange gradient adds movement & dimension.

Blue gradient adds movement & dimension + no color clashing.

Navy blue text on top of orange so there is no clashing. Also used so that this information will be read secondary.

IRON & BRINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ®™!/?/@#\$\$%^&*()-_;"',.+=[\]{}|

HEADLINE FONT ONLY.

IRON & BRINE SHOULD BE USED IN **ALL CAPS ONLY**
& **NEVER** BE USED AS BODY TEXT.

*Iron & Brine is used predominantly to represent HLSR
as a whole or the livestock/committee areas.*

TUNGSTEN TUNGSTEN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ®™!/?/@#\$\$%^&*()-_;"',.+=[\]{}|

HEADLINE FONT ONLY.

CAN BE USED FOR SHORT COPY WITH APPROVAL.

TUNGSTEN SHOULD BE ANGLED

*Tungsten is used predominantly to represent our entertaining areas like
stars, athletes, and competition areas.*

SOLEIL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ®™!/?/@#\$\$%^&*()-_;"',.+=[\]{}|

BODY FONT ONLY.

SOLEIL EXTRA BOLD should be used sparingly for headlines.

SOLEIL LIGHT & REGULAR should be used for body text.

THE ADDITIONAL SOLEIL FONTS ARE AVAILABLE BUT REQUIRE
APPROVAL AND SHOULD ONLY BE USED IF EXTRA BOLD AND LIGHT
ARE NOT GOOD OPTIONS: *Soleil Light Italic, Soleil Regular Italic,
Soleil Semibold, Soleil Semibold Italic, Soleil Bold Italic*

**If Soleil is not available please use Avenir or Arial*

Brightside Brightside

COMPLIMENTARY FONT ONLY.

BRIGHTSIDE SHOULD NOT BE ALL CAPS AND SHOULD ONLY BE A
FEW WORDS, COMPLIMENTING TUNGSTEN OR IRON & BRINE.

07 BRAND FONTS APPLIED

Example of font/text hierarchy applied to a printed flyer.



Example of font/text hierarchy applied to a sign.



08 TEXT & FORMAT STYLES

PHONE NUMBER

Phone numbers should always be written with a period as the separator on Rodeo related materials (Ex: **832.667.1000**).

DATE

Please follow AP Style when writing dates in print, online and in publications. (Ex: **Sept. 9, 2021**).

WEBSITE

The website should only be written in lowercase (Ex: **rodeohouston.com**).

HASHTAG

The hashtag should only be written in uppercase (Ex: **#RODEOHOUSTON**).

EMAIL

Internal email signatures should follow the format shown below. Additionally, no background colors or images should be added to emails.

Font: Arial Bold; (This should be used for the name, Rodeo date and "O:" and "C:").

Font: Arial Regular; This should be used for the job title, organization name, contact numbers and links).



Name Goes Here

Job Title

Houston Livestock Show and Rodeo™: Feb. 27 – March 17, 2024
World's Championship Bar-B-Que Contest: Feb. 22 – 24, 2024

O: XXX.XXX.XXXX | C: XXX.XXX.XXXX



GENERAL GUIDELINES

Houston Livestock Show and Rodeo™ follows The Associated Press Style Guide with the trademark symbol used on the first reference, but not on subsequent references. On second reference, "the Rodeo" with a capitalized "R" also is appropriate. Do not use "HLSR" as a reference to the Houston Livestock Show and Rodeo.

- » RODEOHOUSTON® is followed with the registered symbol on first reference only. The name should always appear in ALL CAPS. Only use RODEOHOUSTON when referencing the rodeo events and concerts in NRG Stadium.
- » RODEOHOUSTON should be used to reference all official social media accounts, hashtag, website and digital ticketing platforms (@RODEOHOUSTON, #RODEOHOUSTON, rodeohouston.com, axs.com/rodeohouston, rodeohouston.com/AXSMobileDelivery).
- » "Houston Livestock Show and Rodeo," "RODEOHOUSTON," "Corral Club," "World's Championship Bar-B-Que Contest," and other events and committees of the Houston Livestock Show and Rodeo should be treated as proper names in written and verbal translations to other languages (i.e., "John Smith" would be referred to as "John Smith" in any language, as would "RODEOHOUSTON").
- » All usage of Houston Livestock Show and Rodeo and RODEOHOUSTON must be presented properly on merchandise and approved by the Brand Director.

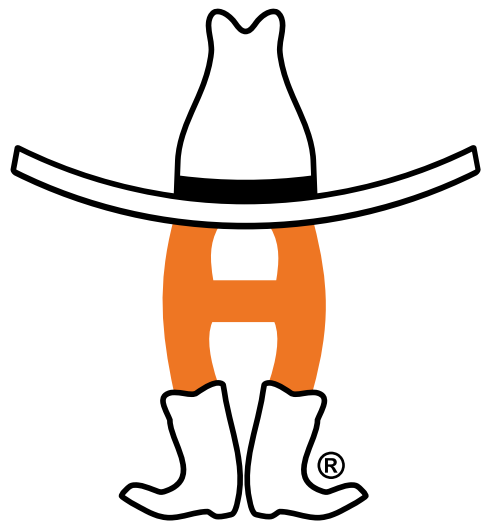
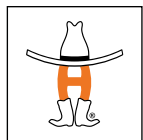
GENERAL GUIDELINES

- » Leading (body text): Please allow at least a 3 pt difference between the size of the font and the leading.
- » Leading (body text following a headline): Please allow a .03 in. space between a headline and the first line of body text on a letter size advertisement (or smaller), in addition to the previously mentioned leading rule. If piece is larger than letter size, please include a space reasonable to the size of the art.
- » Do not not scale or skew text in any material related to the Rodeo.

09 PRIMARY BRAND LOGOS



PANTONE® 158C



"BOWLEGGED H" LOGO

3 color for use on lighter backgrounds

Houston Livestock Show and Rodeo™ in text **MUST** be used in conjunction with the logo, either below the logo or on the ad/material. Approved background colors can be seen here.



OUTLINED "BOWLEGGED H" LOGO

3 color for use on darker backgrounds

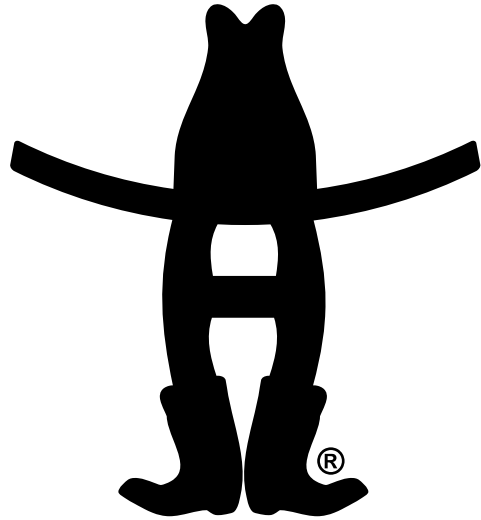
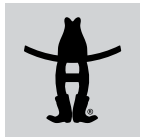
Houston Livestock Show and Rodeo™ in text **MUST** be used in conjunction with the logo, either below the logo or on the ad/material. Approved background colors can be seen here.

The "Bowlegged H" should always be dominate, or equal in size to another (ex. committees, sponsors, etc.) Should the primary or secondary brand logos be used on any background color other than the approved colors shown above, the one-color white Bow H should be used. Approval by the Rodeo's Marketing Director (**Muffy King, king@rodeohouston.com**) is required before printing. This applies to any third-party company with permission to use Rodeo branding on their materials (i.e. official sponsors and committees).

10 PRIMARY BRAND LOGOS



PANTONE® 158C



SILHOUETTE "BOWLEGGED H" LOGO

1 color for use on lighter backgrounds

Houston Livestock Show and Rodeo™ in text
MUST be used in conjunction with the logo,
either below the logo or on the ad/material.

The black 1-color logo is for use in print/digital
on black and white advertisement ONLY.



SILHOUETTE "BOWLEGGED H" LOGO

1 color for use on darker backgrounds

Houston Livestock Show and Rodeo™ in text MUST
be used in conjunction with the logo, either below
the logo or on the ad/material.

The white 1-color logo is for use in print/digital
for black and white advertisements or when the
3-color "bowlegged H" is not usable on certain
background colors or images.



The "Bowlegged H" should always be dominate, or equal in size to another (ex. committees, sponsors, etc.)
Should the primary or secondary brand logos be used on any background color other than the approved colors shown above, the one-color white Bow H should be used. Approval by the Rodeo's Marketing Director (**Muffy King, king@rodeohouston.com**) is required before printing.
This applies to any third-party company with permission to use Rodeo branding on their materials (i.e. official sponsors and committees).

11 NEW APPROVED BRAND LOGOS

PANTONE® 648C

PANTONE® 158C



SILHOUETTE COLORS "BOWLEGGED H" LOGOS

1 brand color

Houston Livestock Show and Rodeo™ in text **MUST** be used in conjunction with the logo, either below the logo or on the ad/material.

The Rodeo Navy or Orange should be used, if applicable, before the white or black. It's typically used in less formal designs where the 3-color Bow H is required. It is also preferred when the background of a design is busy.



STAR "BOWLEGGED H" LOGOS

Rodeo Navy or Rodeo Orange for use on darker backgrounds

The "Bowlegged H" **MUST** be situated within the star as shown above. The adoption of the star is to promote HLSR as the premiere live event of Houston.

It can be used in conjunction with or without the Houston Livestock Show and Rodeo™ text. This logo should **NEVER** be placed on a white background.

The "Bowlegged H" and "Star Bow H" should always be dominate, or equal in size to another (ex. committees, sponsors, etc.) Should the brand logos be used on any background color other than the approved colors shown above, the one-color white Bow H should be used. Approval by the Rodeo's Marketing Director (**Muffy King, king@rodeohouston.com**) is required before printing. This applies to any third-party company with permission to use Rodeo branding on their materials (i.e. official sponsors and committees).

12 SECONDARY BRAND LOGOS



PANTONE® 158C



FULL SHOW LOGO

3 color for use on lighter backgrounds

Only used when layout allows or there is no room for Houston Livestock Show and Rodeo™ written in text. Approved background colors shown here.



OUTLINED FULL SHOW LOGO

3 color for use on darker backgrounds

Only used when layout allows or there is no room for Houston Livestock Show and Rodeo™ written in text. Approved background colors shown here.

The "Bowlegged H" should always be dominate, or equal in size to another (ex. committees, sponsors, etc.)
Should the primary or secondary brand logos be used on any background color other than the approved colors shown above, the one-color white Bow H should be used. Approval by the Rodeo's Marketing Director (**Muffy King, king@rodeohouston.com**) is required before printing.
This applies to any third-party company with permission to use Rodeo branding on their materials (i.e. official sponsors and committees).

13 SECONDARY BRAND LOGOS



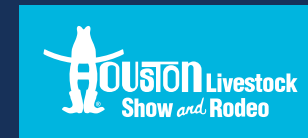
PANTONE® 158C



FULL SHOW LOGO

3 color for use on lighter backgrounds

Only used when layout allows or there is no room for Houston Livestock Show and Rodeo™ written in text. Approved background colors shown here.



OUTLINED FULL SHOW LOGO

3 color for use on darker backgrounds

Only used when layout allows or there is no room for Houston Livestock Show and Rodeo™ written in text. Approved background colors shown here.

The "Bowlegged H" should always be dominate, or equal in size to another (ex. committees, sponsors, etc.)

Should the primary or secondary brand logos be used on any background color other than the approved colors shown above, the one-color white Bow H should be used. Approval by the Rodeo's Marketing Director (**Muffy King, king@rodeohouston.com**) is required before printing.

This applies to any third-party company with permission to use Rodeo branding on their materials (i.e. official sponsors and committees).

14 PROPER PRIMARY LOGO USAGE

The following are examples of ways the primary brand logo should be used in layouts.

 **THANK YOU FOR COMING!** *Boot Scoot on outta here!*



**LIVESTOCK SHOW
SHOPPING
DINING
AGVENTURE**



HOUSTON LIVESTOCK SHOW AND RODEO™



**SPONSOR
APPRECIATION
NIGHT**

March 13, 2023 • 6:45 p.m.
NRG Stadium, Suite 355
RODEOHOUSTON® Featuring Cody Jinks

Please RSVP by March 10 to brooks@rodeohouston.com



2023 GROUNDS PASS
Feb. 23 - 25; Feb. 28 - March 19, 2023

*not valid for NRG Stadium
RODEOHOUSTON®/Concert Admission*



THE CARD HOLDER HEREBY RELEASES AND DISCHARGES AND WILL DEFEND, INDEMNIFY AND HOLD HARMLESS HOUSTON LIVESTOCK SHOW AND RODEO™ (HLSR) FROM CLAIMS FOR INJURY, DEATH AND/OR DAMAGES ARISING OUT OF THE CARD HOLDER'S AND/OR HLSR'S INTENTIONAL AND/OR NEGLIGENT ACTS IN CONJUNCTION WITH THE CARD HOLDER'S PARTICIPATION IN HLSR ACTIVITIES.



3 NRG Park
NRG Center
Houston, TX 77054
832.667.1000
RODEOHOUSTON.COM



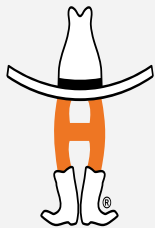
**OFFICIAL RODEO
MERCHANDISE**
Operated by Volunteers!



DO NOT ALTER Please do not make adjustments to the logo or the proportions of the logo.



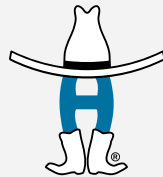
don't use the logo as an "H"



no stretching



no stretching



no color changes



don't separate



don't remove registered mark from next to right boot

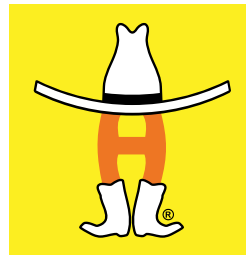
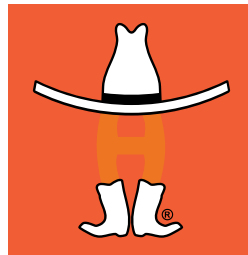
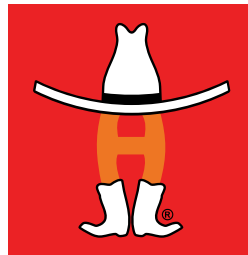
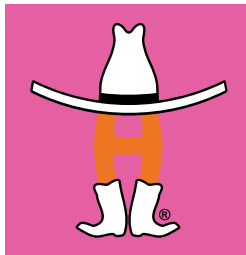


don't add elements or put anything on top of logo



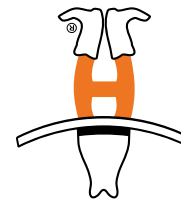
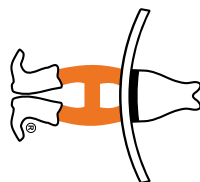
don't use part of the logo

DO NOT PLACE ON THE FOLLOWING COLORS.



DO NOT PLACE on shades of pink, red, orange, or yellow. If logo needs to be used on any other colors, the 1-color silhouette logo should be used- typically white, or Rodeo Orange or Navy.

DO NOT ROTATE Logos must remain upright.



16 INCORRECT LOGO USAGE

DO NOT ALTER Please do not make adjustments to the logo or the proportions of the logo.



no stretching



no stretching



no color changes



don't separate



don't remove
registered mark by
boot of "H"



don't remove
pieces



don't alter layout

DO NOT PLACE ON THE FOLLOWING COLORS.



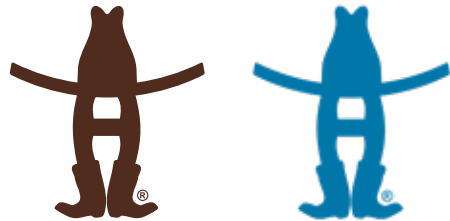
DO NOT PLACE on shades of pink, red, orange, or yellow. If logo needs to be used on any other colors, the 1-color logo should be used.

DO NOT ROTATE Logos must remain upright.

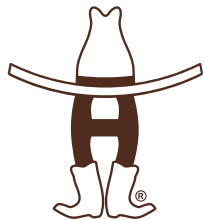


17 DISCONTINUED LOGOS

The following logos are **no longer in use** by the Houston Livestock Show and Rodeo™ on any newly developed materials or assets. They may appear on existing hard assets. For all new assets, please follow the rules outlined in this document.



We are no longer using brown or the previous Rodeo Blue (PANTONE® 7690C, #0076A9)



This includes all other color combinations of this 2-color layout



This includes any color option in this layout.



This includes any color option in this layout.

18 PRIMARY RODEOHOUSTON® LOGO

PANTONE® 7690C

PANTONE® 158C



RH BRONC LOGO

2-color for use on lighter backgrounds

RODEOHOUSTON® in text MUST be used in conjunction with the logo either below the RH logo or on the ad. Approved background colors shown here.



RH BRONC LOGO

2-color for use on darker backgrounds

RODEOHOUSTON® in text MUST be used in conjunction with the logo either below the RH logo or on the ad. Approved background colors shown here.

The RH Bronc should always be dominate, or equal in size to another logo (ex. committees, sponsors, etc.) Should the primary or secondary RODEOHOUSTON® logos be used on any background color other than the approved colors shown above, the one-color white RH Bronc should be used. Approval by the Rodeo's Marketing Director (**Muffy King, king@rodeohouston.com**) is required before printing. This applies to any third-party company with permission to use Rodeo branding on their materials (i.e. official sponsors and committees).

19 PRIMARY RODEOHOUSTON® LOGO

PANTONE® 7690C

PANTONE® 158C



RH BRONC LOGO

1-color for use on lighter backgrounds

RODEOHOUSTON® in text MUST be used in conjunction with the logo either below the RH logo or on the ad. Approved background colors shown here.



RH BRONC LOGO

1-color for use on darker backgrounds

RODEOHOUSTON® in text MUST be used in conjunction with the logo either below the RH logo or on the ad. Approved background colors shown here.

The RH Bronc should always be dominate, or equal in size to another logo (ex. committees, sponsors, etc.) Should the primary or secondary RODEOHOUSTON® logos be used on any background color other than the approved colors shown above, the one-color white RH Bronc should be used. Approval by the Rodeo's Marketing Director (**Muffy King, king@rodeohouston.com**) is required before printing. This applies to any third-party company with permission to use Rodeo branding on their materials (i.e. official sponsors and committees).

20 SECONDARY RODEOHOUSTON® LOGO

PANTONE® 7690C

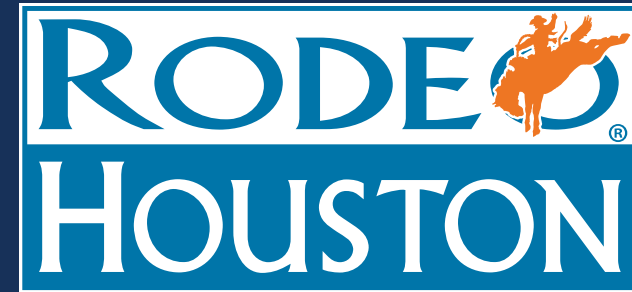
PANTONE® 158C



RODEOHOUSTON STACKED LOGO

3-color for use on lighter backgrounds

Only when used layout allows/no room
for RODEOHOUSTON® written in text.
Approved background colors shown here.



OUTLINED RODEOHOUSTON STACKED LOGO

3-color for use on darker backgrounds

Only when used layout allows/no room
for RODEOHOUSTON® written in text.
Approved background colors shown here.



The RH Bronc should always be dominate, or equal in size to another logo (ex. committees, sponsors, etc.) Should the primary or secondary RODEOHOUSTON® logos be used on any background color other than the approved colors shown above, the one-color white RH Bronc should be used. Approval by the Rodeo's Marketing Director (**Muffy King, king@rodeohouston.com**) is required before printing. This applies to any third-party company with permission to use Rodeo branding on their materials (i.e. official sponsors and committees).

21 SECONDARY RODEOHOUSTON® LOGO

PANTONE® 7690C

PANTONE® 158C



REVERSED RODEOHOUSTON STACKED LOGO

3-color for use on lighter backgrounds

Only when used layout allows/no room
for RODEOHOUSTON® written in text.
Approved background colors shown here.



REVERSED RODEOHOUSTON STACKED LOGO

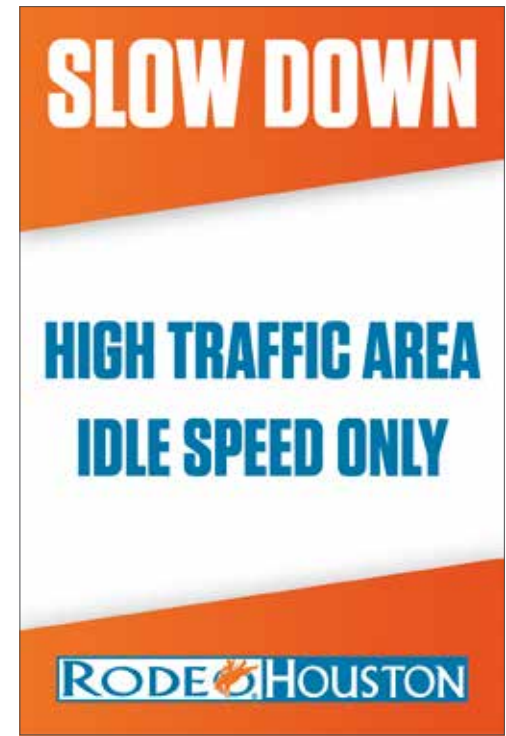
3-color for use on darker backgrounds

Only when used layout allows/no room
for RODEOHOUSTON® written in text.
Approved background colors shown here.

The RH Bronc should always be dominate, or equal in size to another logo (ex. committees, sponsors, etc.) Should the primary or secondary RODEOHOUSTON® logos be used on any background color other than the approved colors shown above, the one-color white RH Bronc should be used. Approval by the Rodeo's Marketing Director (**Muffy King, king@rodeohouston.com**) is required before printing. This applies to any third-party company with permission to use Rodeo branding on their materials (i.e. official sponsors and committees).

22 PROPER PRIMARY LOGO USAGE

The following are examples of ways the primary brand logo should be used in layouts.



DO NOT ALTER Please do not make adjustments to the logo or the proportions of the logo.



no stretching



no stretching



no color changes



don't remove
trademark



don't add
elements



don't use logo
with old colors

DO NOT PLACE ON THE FOLLOWING COLORS.



DO NOT PLACE on shades of brown, purple, green, orange, or yellow. If logo needs to be used on any other colors, the 1-color silhouette logo should be used.

DO NOT ROTATE Logos must remain upright.



DO NOT ALTER Please do not make adjustments to the logo or the proportions of the logo.



no stretching



no stretching



no color changes



don't remove
register mark from
the bottom of the
"O" in Rodeo



don't add elements



don't use logo with
old colors

DO NOT PLACE ON THE FOLLOWING COLORS.



DO NOT PLACE on shades of brown, purple, green, blue, or yellow. If logo needs to be used on any other colors, the 1-color RH Bronc should be used with RODEOHOUSTON®.

DO NOT ROTATE Logos must remain upright.



25 BRAND ELEMENT USAGE

Effects like glow, drop shadows, etc. should NEVER be used on any Show elements unless approved by Muffy King, Marketing Director, at king@rodeohouston.com

STACKED RODEO NAME

Iron & brine

- » When the Show's name is in a stacked graphic format utilizing the Iron and Brine font, it should always appear as shown to the right.
- » "HOUSTON LIVESTOCK SHOW AND" should be the same width as "RODEO". The ™ is an addition and is not factored into the alignment of the two lines.
- » Approved color options include: Rodeo Orange, Navy, Light Blue, White & Black.



HOUSTON LIVESTOCK SHOW AND
RODEO™

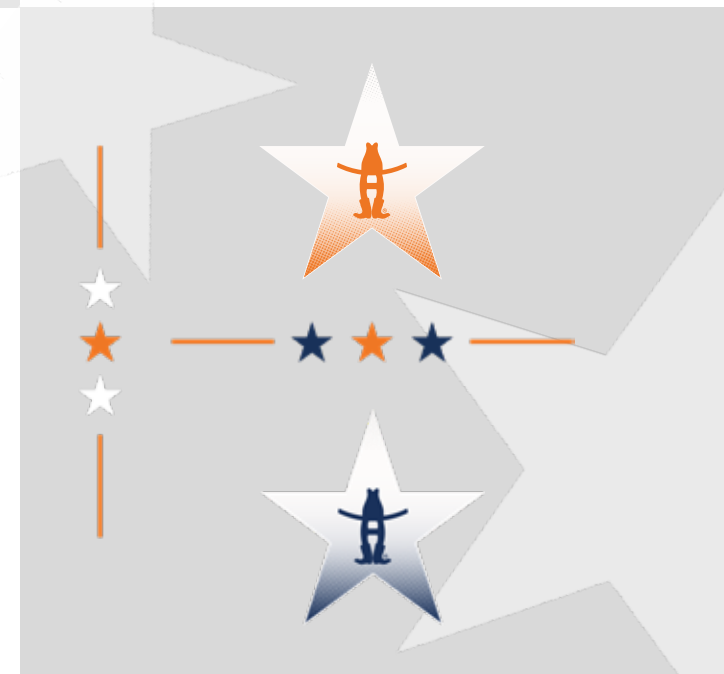
LINE GRAPHIC

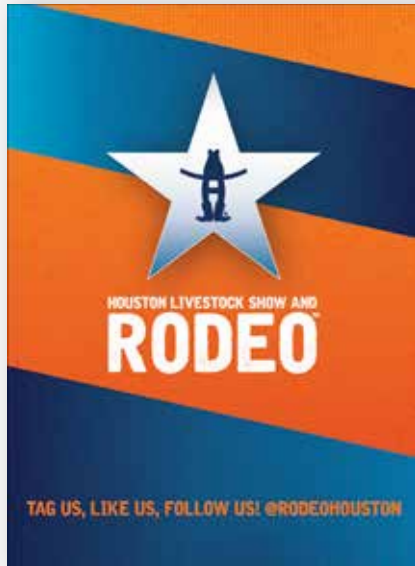
Divider Element

- » The ends of the line should always have a rounded edge.
- » The thickness of the line should be proportionate to the piece that it appears on.
- » The line may be used in any of the approved brand colors, as long as it is visually reasonable considering the layout of the rest of the art it resides on.

STAR ELEMENT

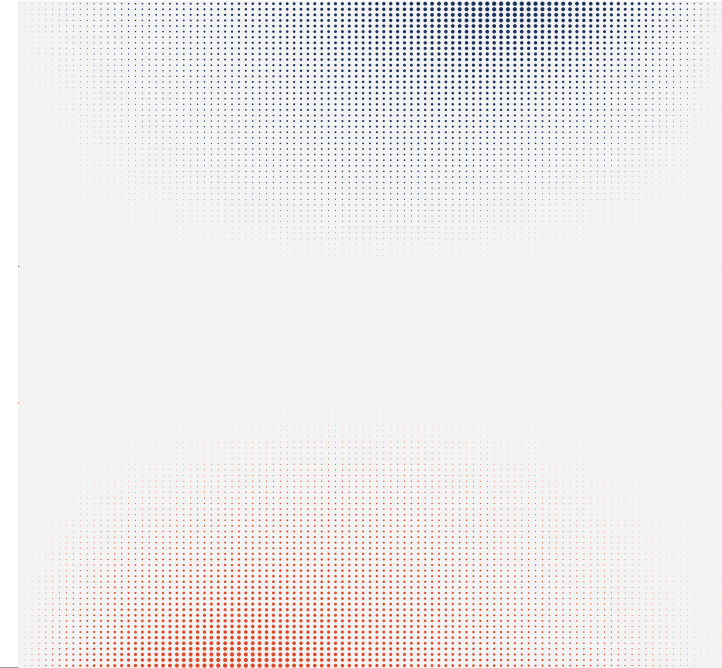
- » Five-point, flat arm stars may be used to add design interest and to create a visual separation between objects.
- » When used as a divider, stars should appear three in a row in a vertical or horizontal alignment and be limited to a 2 color combination.
- » Stars may be any combination of primary and highlight colors.
- » When used to add design interest, brand color and gradient rules apply.





GRUNGE/DIRT TEXTURES

- » LIGHT textures are now used to add visual interest and depth.
- » They should resemble a dirt or concrete with a Soft Light or Multiply effect, and a transparency low enough for the texture to be subtle.
- » Photos related to Show can also be used as a layer in backgrounds, as long as it does not compete with the foreground information.



ORANGE DIRECTIONAL + BLUE GRADIENTS

- » We are no longer using the old solid Rodeo Blue color (Pantone® 7690C) for backgrounds. The updated Rodeo Navy and Light Blue should be used, and should not clash with our Orange.
- » Our graphic designers are using less of the linear gradient (dark to light) and more of a irregular gradient that produces a lighting effect.
- » For important highlights, the Rodeo Orange and Deep Orange are being incorporated into slanted shapes.



ATHLETIC DOTS

- » The athletic dots are for texture and should not be the primary focal of design. They should be set to a multiply or overlay effect dependent on the color (white, orange, or blue)
- » The dots can cascade up/down or at an angle
- » Approved color options include: Rodeo Orange, Navy, Light Blue, White & Black.

The RODEOHOUSTON® Social Brand Voice is professional, friendly, fun and personal. The voice is community-focused and responsive to its fans.

OUR VOICE ON ALL SOCIAL MEDIA PLATFORMS IS:

- » Professional
- » Family-friendly
- » Personal
- » Community-Involved
- » Responsive
- » Fun
- » Honest

OUR VOICE IS NOT:

- » Controversial
- » Negative
- » Unprofessional
- » Sarcastic in a negative/rude tone
- » Uncaring/Stiff
- » Impersonal

WE DON'T WANT TO:

- » Be Unresponsive
- » Post low-quality content
- » Share sponsored content that doesn't have value to our followers

WHEN PEOPLE INTERACT WITH US, WE WANT THEM TO FEEL:

- » Heard
- » Connected
- » Informed
- » Appreciated & Proud for supporting our mission
- » As if they have a personal relationship with us

OUR VOICE SHOWCASES OUR HOUSTON AND TEXAS PRIDE TO A GLOBAL AUDIENCE:

- » It celebrates all that we do in our community
- » It is consistent with "Our City. Our Rodeo. Our Tradition."
- » It supports that our brand is a Houston tradition
- » It regularly cheers on other Houston organizations (Rockets, Astros, Texans, Houston Marathon, etc.)

REMINDER:

- » When interacting with others as RODEOHOUSTON, always use "We".
Example: "We are so sorry to hear that this is happening. We love to see that everything worked out!"

28 OFFICIAL LOGO LOCKUPS

APPROVED SHOW LOCKUP

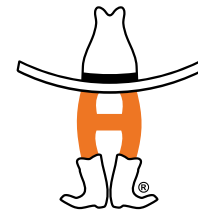
When using the Houston Livestock Show and Rodeo™ logo in conjunction with an official sponsor logo, please use the lockup rules shown here.

The Rodeo will provide a lockup to each official sponsor. **Variations of the lockup are not permitted.** This includes but is not limited to, editing, changing, distorting, recoloring, redesigning, and adding drop shadows, outlines, or patterns.

SETUP, SPACE & SIZING

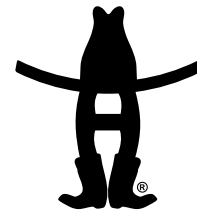
A vertical, straight edge line is centered to the text below. The Bow H is slightly smaller than the line and is always larger than the Sponsor Logo, both of which should be centered horizontally to the line. The Sponsor Logo size is dependent on even spacing and does not exceed the height or width of the Bow H.

Maintain a clear space of .375" around the entirety of the logo lockup. The logo lockup should be at least 1" in height. This ensures that "Houston Livestock Show and Rodeo™" is never smaller than 6 pt and OFFICIAL SPONSOR is never smaller than 8.5 pt.



Houston Livestock Show and Rodeo™
OFFICIAL SPONSOR

CAVENDER'S
★ BOOT CITY ★



Houston Livestock Show and Rodeo™
OFFICIAL SPONSOR

CAVENDER'S
★ BOOT CITY ★



MINIMUM TEXT SIZE FOR LOCKUP
(6pt) Houston Livestock Show and Rodeo™
(8.5pt) OFFICIAL SPONSOR



Brand Standards
**COMMITTEE
MARKETING
GUIDELINES**

APPROVALS

All publicly distributed committee materials **MUST** be reviewed by the Houston Livestock Show and Rodeo Marketing, Public Relations and Presentations Department before distribution. Staff members in this Department will check to make sure all publicly distributed materials follow the Show's brand standards and text writing style.

It is the responsibility of the committee chair or designee to send all materials to their staff coordinator who will then forward them on to the appropriate Division within the Show for review and approval.

Any materials that discuss fundraising, donations or monetary transactions will require additional approvals from the Financial, Sponsorships and Information Systems Divisions.

- » **Sponsorships** - to review any materials that list underwriting benefits/levels
- » **Accounting** - to review fair market value of tickets/entries and IRS/tax statements
- » **Information Systems** - to review anything that requires payment by credit card

APPROVAL PROCESS

Please allow 5-7 business days for approval turnaround.

- » **Step 1:** Materials are generated and submitted to the staff coordinator by the committee chair or designee.
- » **Step 2:** Staff coordinator sends materials to respective divisions for review.
- » **Step 3:** A staff member from each division will review the materials and coordinate with the staff coordinator to obtain edits from the committee chair or designee.

COMMITTEE PR TEAM / REPRESENTATIVE



COMMITTEE CHAIR



STAFF COORDINATOR



**MARKETING, PR AND
PRESENTATIONS DEPARTMENT**

The Show follows the writing style of the Associated Press. All materials will be edited according to the latest version of the AP Stylebook. Below are some things to keep in mind when creating committee materials.

SHOW REFERENCES

- » Houston Livestock Show and Rodeo™ - formal name; always trademarked on first reference.
- » HLSR – do NOT use as an abbreviation for the Houston Livestock Show and Rodeo. Use Show or Rodeo (capitalized, as the informal name for Houston Livestock Show and Rodeo™) in place of “HLSR” or “HLS&R”
- » Show, the – internal communications; when referencing the organization
 - » Ex: More than \$160,000 was awarded to Harris County ISD seniors in May 2018 through the Show’s educational commitment.
- » Rodeo, the – external communications; when referencing the annual event
 - » Ex: The 2019 Houston Livestock Show and Rodeo is scheduled for Feb. 25 – March 17. Rodeo tickets go on sale Thursday, Jan. 11.

SHOW TITLES

- » **Executive Committee** - always in caps
- » **President; president** - capitalize if preceding name; lower case if descriptive
- » **Chairman of the Board; chairman of the board** - as above for president
- » **Officer in charge** - as above for president
- » **Vice President** - as above for president
- » Department and division names are always capitalized as part of a title.

FOR INVITATIONS

WHO

- » is hosting the event?
- » Identify the Houston Livestock Show and Rodeo and include the name of the committee and/or individuals hosting the event (officer in charge, chairman
- » is invited to the event?
- » Can someone bring a guest? a child?
- » Is the event adult only? If so, the invitation MUST include something along the lines of "Adults only; 21-and-older event."

WHAT

- » Describe the type of event and the reason for the event.
- » Provide the name and phone number of the person who can be contacted for additional event information.

WHEN

- » Provide the date and time of the event.
 - » Ex: 7:30 p.m. or 7 p.m.

WHERE

- » Provide the location of the event, including the facility name, an address with the ZIP code (unless it's NRG Stadium, NRG Arena or NRG Center), a room number if available, and a phone number.
- » Consider providing directions or a simple map if the location may be difficult to find. Including the ZIP code will allow invitees to find a map through the Internet.

PARKING

If the event is held at NRG Park, you should tell people specifically where they may park. If it's held elsewhere, indicate whether valet parking is available, and if there is a cost, or any other particulars.

DRESS

- » Black-tie, Black-tie optional, Cocktail, Business attire, Business casual or Rodeo casual

R.S.V.P.

- » Provide the phone number, email address and deadline to reply.

ALCOHOL

- » There are strict TABC regulations governing the sale or service of alcoholic beverages at fundraisers and other events. These regulations directly impact the Rodeo and its internal and external communications.
- » If the invitation references alcoholic beverages or beverage service, your staff coordinator will obtain the appropriate approval.
- » Do not use "cash bar" or "open bar", use "hospitality" instead

MONEY

- » If your correspondence discusses money, event proceeds or charitable contributions, your staff coordinator will obtain the appropriate approval from the Financial Division.
 - » Ex: "all proceeds benefit the Houston Livestock Show and Rodeo" or "contributions may be tax deductible."

AP STYLE BASICS

DATE

Ex: **Thursday, March 15, 2018**

- » Use full date on invitations/fliers (day, month, date, year)
- » Use abbreviated month name when referring to a specific date in text
 - » Ex: The meeting is on Oct. 15.
- » Dates are expressed as numerals. The months August through February are abbreviated when used with numbered dates. March through July are never abbreviated. Months without dates are not abbreviated.
 - » Ex: She was born July 12. I love the weather in November.

TIME

Ex: **11 a.m. - 7:30 p.m.**

- » Use 7 p.m. instead of 7:00 p.m.
- » Use 5 – 7 p.m.
 - » Do NOT use 5:00 p.m. – 7:00 p.m.
- » Use a.m. or p.m. for time listings
 - » Do NOT use am or pm; or AM or PM
- » Use a colon to separate hours from minute
 - » Ex: 7:30 p.m.
- » Use figures except for noon and midnight

STREET ADDRESSES

Numerals are used for numbered addresses.

- » Street, Avenue and Boulevard are abbreviated when used with a numbered address, but otherwise are spelled out.
 - » Ex: He lives at 123 Main St. His house is on Main Street.
- » Route and Road are never abbreviated.
 - » Ex: Her house is on 234 Elm Road.

NUMBERS

One through nine are generally spelled out, while 10 and above are generally written as numerals.

- » Ex: He carried five books for 12 blocks.
- » Use “.” as a separator in phone numbers
 - » Do NOT use “-” as a separator – Ex: 832-667-1000

PERCENTAGES

Percentages are always expressed as numerals, followed by the word “percent.”

- » Ex: The price of gas rose 5 percent.

DOLLAR AMOUNTS

Dollar amounts are always expressed as numerals, and the “\$” sign is used.

- » Ex: \$5, \$15, \$150, \$150,000, \$15 million, \$15 billion, \$15.5 billion
- » Do not use “.00” after the dollar amount for whole numbers
 - » Ex: use \$7 not \$7.00

33 LOGO GUIDELINES

Following the 2018 Show, any Show committee requesting a logo change must adhere to the below guidelines per the Houston Livestock Show and Rodeo's marketing division and brand standards.

Please remember, a committee requesting a new logo cannot require its members to purchase new jackets/vests with that updated logo, therefore the risk of multiple logos representing the committee could be a possibility.

- » Logo requests must come through the committee's staff coordinator, who will then pass along to the Senior Graphic Designer and Brand Director for design and review.
 - » A turnaround time of 2 weeks is expected from when a logo is requested to when a design is presented.
 - » If a logo is made out-of-house, the Show's Brand Director must review and approve.
- » One (1) 2- or 4-color version and one (1) black/white version of the logo are the only options allowed.
- » Logos MUST include one or both of the following:
 - » "Bowlegged H" – primary Show brand logo
 - » Houston Livestock Show and Rodeo™ – written in text
- » Once a logo has been reviewed and approved, the committee MUST use the logo in its approved format for a minimum of 5 years. This will help keep multiple logos from being produced and diluting the committee's and the Show's brand recognition.

EXAMPLES OF COMMITTEE LOGOS THAT FOLLOW GUIDELINES

These logos all have a "Bowlegged H" or have Houston Livestock Show and Rodeo™ written in text.





Hold the Vision. Be consistent. Trust the process.