# Brand Color Specifications

## Primary Brand Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Spot</th>
<th>CMYK</th>
<th>RGB</th>
<th>Web/Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rodeo Orange</td>
<td>PANTONE* 158C</td>
<td>2 66 99 0</td>
<td>239 118 34</td>
<td>EF 76 22</td>
</tr>
<tr>
<td>Rodeo Blue</td>
<td>PANTONE* 7690C</td>
<td>92 47 15 1</td>
<td>0 118 169</td>
<td>00 76 A9</td>
</tr>
</tbody>
</table>

## Secondary Brand Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Spot</th>
<th>CMYK</th>
<th>RGB</th>
<th>Web/Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rodeo Brown</td>
<td>PANTONE* 4625C</td>
<td>44 74 81 58</td>
<td>81 44 29</td>
<td>51 2C 1D</td>
</tr>
<tr>
<td>Rodeo Grey</td>
<td>PANTONE* 427C</td>
<td>0 0 0 20</td>
<td>209 211 212</td>
<td>D1 D3 D4</td>
</tr>
<tr>
<td>Rodeo White</td>
<td></td>
<td>0 0 0 0</td>
<td>255 255 255</td>
<td>FF FF FF</td>
</tr>
</tbody>
</table>
"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 shown to the right.

PANTONE® 158C

Rodeo Grey
White

REVERSE “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 shown to the right.

PANTONE® 158C

Rodeo Blue
Rodeo Brown
85% Black

The “Bowlegged H” should always be dominate, or equal in size to another logo (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 “Bowlegged H” should be used. Approval by the Rodeo’s Brand Director (Betsy Ellison, elliison@rodeoohouston.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).
"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. Approved background colors shown to the right.

Rodeo Grey

White

"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 on any dark background, including Primary Brand Colors and merchandise. Approved background colors shown to the right.

Rodeo Blue

Rodeo Brown

Rodeo Orange

85% Black

The “Bowlegged H” should always be dominate, or equal in size to another logo (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 “Bowlegged H” should be used. Approval by the Rodeo’s brand director (Betsy Ellison, ellison@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).
SECONDARY BRAND LOGO

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 to the right.

PANTONE® 158C

REVERSE FULL SHOW LOGO
1-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 to the right.

PANTONE® 158C

The full Show logo should always be dominate, or equal in size to another logo (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 full Show logo should be used. Approval by the Rodeo’s brand director (Betsy Ellison, ellen@rodeoohouston.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).
SECONDARY BRAND LOGO

FULL SHOW LOGO
1-color
for use on lighter backgrounds
Only used when layout allows/no room for HoustonLivestockShow and Rodeo™ written in text.
The black 1-color logo is for use in print/digital on black and white advertisement ONLY.

FULL SHOW LOGO
1-color
for use on darker backgrounds
Only used when layout allows/no room for Houston Livestock Show and Rodeo™ written in text.
The white 1-color logo is for use in print/digital on any dark background, including Primary Brand Colors and merchandise.

The full Show logo should always be dominate, or equal in size to another logo (ex: committees, sponsors, etc.)

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The following are examples of ways the primary brand logo should be used in a layout.
INCORRECT LOGO USAGE

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

- **SHOW**
  - 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**

- shades of pink
- shades of yellow
- shades of orange
- shades of red

If logo needs to be used on any color other than the approved colors, the white 1-color logo should be used.

**DO NOT ROTATE** Logos must remain upright.

Effects (glow, drop shadow, etc.) should **never be used** on any Rodeo logos.

Should the primary or secondary brand logos be used on any background color other than the approved colors shown above, the one-color white “Bowlegged H” should be used. Approval by the Rodeo’s brand director ([Betsy Ellison, ellison@rodeohouston.com](mailto:ellison@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).
IN Correct LOGO usage

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

<table>
<thead>
<tr>
<th>no stretching</th>
<th>no stretching</th>
<th>no color changes</th>
<th>don’t separate</th>
<th>don’t remove registered mark by boot of “H”</th>
<th>don’t remove pieces</th>
<th>don’t alter layout</th>
</tr>
</thead>
</table>

DO NOT PLACE ON THE FOLLOWING COLORS

- shades of pink
- shades of yellow
- shades of orange
- shades of red

If logo needs to be used on any color other than the approved colors, the white 1-color logo should be used.

DO NOT ROTATE  Logos must remain upright.

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Should the primary or secondary brand logos be used on any background color other than the approved colors shown above, the one-color white full Show logo should be used. Approval by the Rodeo’s brand director (Betsy Ellison, elli@rodeo.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).
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.

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.