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HOUSTON LIVESTOCK SHOW AND RODEO™
PROCESS AND APPROVALS

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

APPROVAL CONTACT
Betsy Ellison, Brand Director • ellison@rodeohouston.com

DESIGN REQUEST CONTACT
Lindsay Partridge, Creative Design Manager • partridge@rodeohouston.com
# HOUSTON LIVESTOCK SHOW AND RODEO™

## 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 AA</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>
BRAND FONTS

IRON AND BRINE
headline font only
Iron and Brine should only be used in ALL CAPS. It should only be used on headlines and never as body text.

SOLEIL EXTRA BOLD
headline font only
Soleil Extra Bold should only be used on headlines, one-statement advertisements and never as body text.

SOLEIL LIGHT
body text font only
Soleil Light should be used on body text and not headlines.

ADDITIONAL SOLEIL FONTS
usage requires approval
These fonts are available, but should only be used if Soleil ExtraBold and Soleil Light are not good options.

Soleil Light Italic, Soleil Book,
Soleil Book Light, Soleil Italic,
Soleil Semibold, Soleil Semibold Italic,
Soleil Bold Italic, Soleil Bold,
Soleil ExtraBold Italic

If the above listed fonts are not available, please use Arial as a substitute.
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.flashseats.com).

» “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.

DESIGN STYLE 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 scale or skew text in any material related to the Rodeo.

Approval by the Rodeo’s brand director (Betsy Ellison, ellison@rodeohouston.com) is required before printing.
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).
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

![Rodeo Grey](image1)
![White](image2)

**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

![Rodeo Blue](image3)
![Rodeo Brown](image4)
![85% Black](image5)

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, 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).
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, 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).
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.

- 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**

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

- Shades of pink
- Shades of yellow
- Shades of orange
- Shades of red

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

DO NOT PLACE ON THE FOLLOWING COLORS

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 full Show logo 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).
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.
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 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).
RH BRONC LOGO (BLACK)
1-color
for use on lighter backgrounds
RODEOHouston® 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.

RH BRONC LOGO (WHITE)
1-color
for use on darker backgrounds
RODEOHouston® 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.

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 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).
The RODEOHOUSTON stacked logo 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 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).
The RODEO HOUSTON 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 RH Bronc 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).
The following are examples of ways the primary RODEOHOUSTON 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.

- 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**

- Shades of purple
- Shades of green
- Shades of orange
- Shades of brown

If logo needs to be used on any color other than the approved colors, then the white 1-color RH Bronc should be used with RODEOHOUStON® in text. Reverse 2-color may be used on Rodeo Blue with approval only.

**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 RH Bronc 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).
**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 registered mark from the bottom right of the “O” in Rodeo
- Don't add elements
- Don't use logo with old colors

**DO NOT PLACE ON THE FOLLOWING COLORS**

- Shades of blue
- Shades of purple
- Shades of green
- Shades of brown

If logo needs to be used on any color other than the approved colors, then the white 1-color RH Bronc should be used with RODEOHOUSTON® in text.

**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 full Show logo 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).
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.

All versions of the RODEOHouston® stacked logo in red and blue.

All versions of the RH Bronc logo in red and blue.