



June 25, 2020 • HOUSTON LIVESTOCK SHOW AND RODEO™

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# BRAND STANDARDS

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# 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**

Muffy King, Marketing Director • [king@rodeohouston.com](mailto:king@rodeohouston.com)

## **DESIGN REQUEST CONTACT**

Vicki Frucci, Coordinator, Marketing • [frucci@rodeohouston.com](mailto:frucci@rodeohouston.com)

## THE HOUSTON TRADITION

### 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

### BRAND CLUB

A community of people who embody the spirit of our core values and unite to celebrate our rich traditions.

### REASONS TO BELIEVE

- » A fabric of the Houston area since 1932, the Rodeo supports the community year-round.
- » Committed more than \$500 million to the youth of Texas and education since 1932.
- » Presented more than 19,000 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, personality descriptors and brand club **should NOT** be shared externally in a direct format, and does not replace the mission statement of the organization.



# BRAND COLOR SPECIFICATIONS

## PRIMARY BRAND COLORS



**COLOR**  
RODEO ORANGE

**SPOT**  
PANTONE® 158C

**CMYK**  
2 66 99 0

**RGB**  
239 118 34

**WEB/HEX**  
EF 76 22



**COLOR**  
RODEO BLUE

**SPOT**  
PANTONE® 7690C

**CMYK**  
92 47 15 1

**RGB**  
0 118 169

**WEB/HEX**  
00 76 A9

## SECONDARY BRAND COLORS



**COLOR**  
RODEO NAVY

**SPOT**  
PANTONE® 648C

**CMYK**  
100 69 0 56

**RGB**  
0 46 93

**WEB/HEX**  
00 2E 5D



**COLOR**  
RODEO BROWN

**SPOT**  
PANTONE® 4625C

**CMYK**  
44 74 81 58

**RGB**  
81 44 29

**WEB/HEX**  
51 2C 1D



**COLOR**  
RODEO GREY

**SPOT**  
PANTONE® 427C

**CMYK**  
0 0 0 20

**RGB**  
209 211 212

**WEB/HEX**  
D1 D3 D4



**COLOR**  
RODEO WHITE

**SPOT**

**CMYK**  
0 0 0 0

**RGB**  
255 255 255

**WEB/HEX**  
FF FF FF

# 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.

1234567890

®™!@#\$%^&\*()\_+-=~`[]{}|\;:'",.<>/?

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## SOLEIL EXTRA BOLD

headline font only

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

1234567890

®™!@#\$%^&\*()\_+-=~`[]{}|\;:'",.<>/?

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## SOLEIL LIGHT

body text font only

Soleil Light should be used on body text and not headlines.

1234567890

®™!@#\$%^&\*()\_+-=~`[]{}|\;:'",.<>/?

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## 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*

## TEXT STYLES

### 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.

### 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.

# 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 (Black)

Job Title (Rodeo Grey)

Houston Livestock Show and Rodeo™

**World's Championship Bar-B-Que Contest: Feb. 25 – 27, 2021 (Rodeo Orange)**

**Houston Livestock Show and Rodeo: March 2 – 21, 2021 (Rodeo Orange)**

**O:** 832.667.1205 | **C:** 361.739.3500

website | facebook | twitter (hyperlinks)

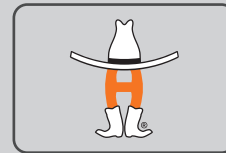
## PRIMARY BRAND LOGO

### "BOWLEGGED H" LOGO

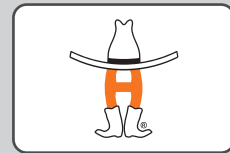
3-color  
for use on lighter backgrounds

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



Rodeo Navy



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 marketing director (**Muffy King, [king@rodeohouston.com](mailto: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).

## PRIMARY BRAND LOGO

### "BOWLEGGED H" LOGO

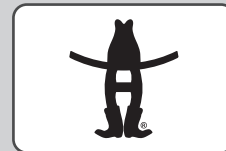
1-color  
for use on lighter backgrounds

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



Rodeo Navy



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 marketing director (**Muffy King, [king@rodeohouston.com](mailto: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).

## 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



White

### 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



Rodeo Brown



Rodeo Navy



85% Black

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 marketing director (**Muffy King, [king@rodeohouston.com](mailto: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).

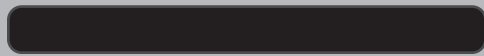
## SECONDARY BRAND LOGO

### FULL SHOW LOGO

1-color  
for use on lighter backgrounds

Only used when layout allows/no room for Houston Livestock Show and Rodeo™ written in text.

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



Rodeo Grey



White

### 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.



Rodeo Blue



Rodeo Brown



Rodeo Orange



Rodeo Navy



85% Black

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 marketing director (**Muffy King, [king@rodeohouston.com](mailto: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).



# PROPER PRIMARY LOGO USAGE

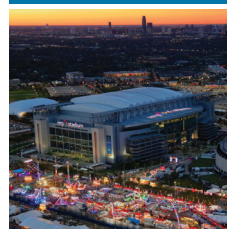
The following are examples of ways the primary brand logo should be used in a layout.



MARCH 3 – 22, 2020

Buckle Up  
for 20 days  
of Texas-sized  
entertainment  
and activities

[rodeohouston.com](http://rodeohouston.com)

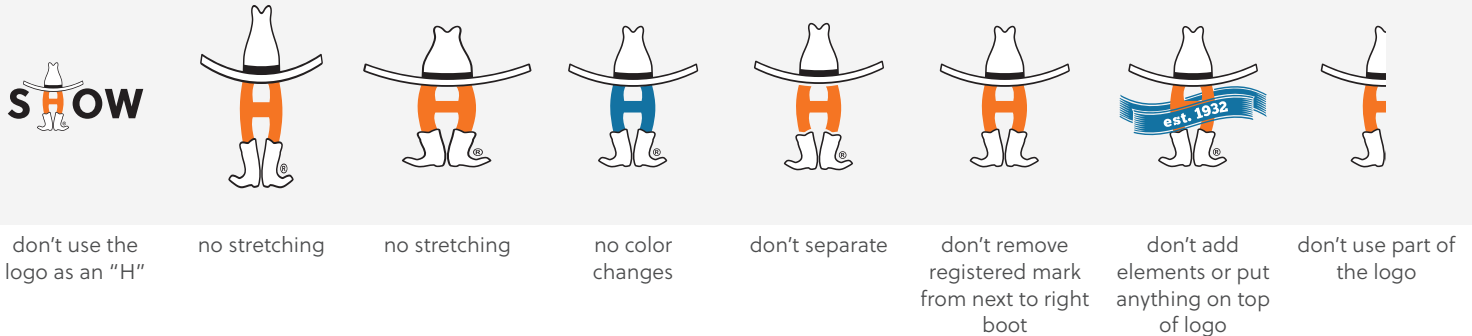


EXHIBITOR HANDBOOK

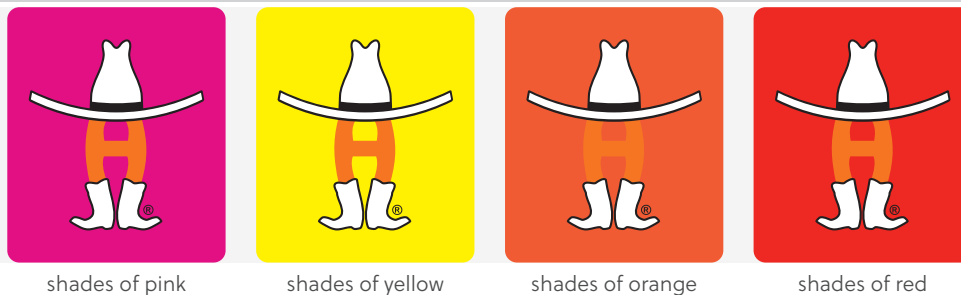


# INCORRECT LOGO USAGE

**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 "Bowlegged H" should be used. Approval by the Rodeo's marketing director (**Muffy King, [king@rodeohouston.com](mailto: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).

## 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"

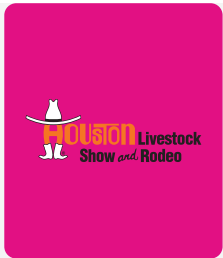


don't remove  
pieces



don't alter  
layout

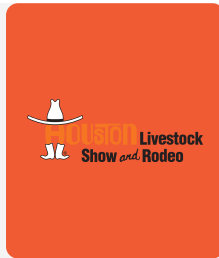
## DO NOT PLACE ON THE FOLLOWING COLORS



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.

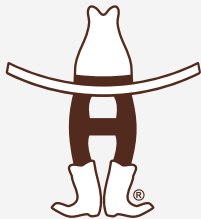
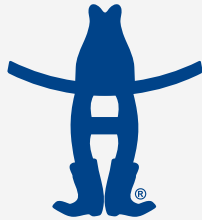
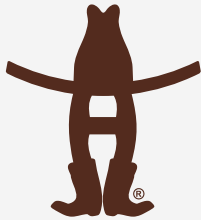


Effects (glow, drop shadow, etc.) should **never be used** on any Rodeo logos.

Should the primary or secondary brand logos be used on any background color other than the approved colors shown above, the one-color white full Show logo should be used. Approval by the Rodeo's marketing director (**Muffy King, [king@rodeohouston.com](mailto: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).

## 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.



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.

# PRIMARY RODEOHOUSTON® LOGO

## RH BRONC LOGO

2-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. Approved background colors shown to the right.

PANTONE® 158C

PANTONE® 7690C



Rodeo Grey



White

## REVERSE RH BRONC LOGO

2 - 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. Approved background colors shown to the right.

PANTONE® 158C



Rodeo Blue



85% Black

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).

# PRIMARY RODEOHOUSTON® LOGO

## 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.



Rodeo Grey



White

## 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.



Rodeo Orange



Rodeo Blue



85% Black

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).

# SECONDARY RODEOHOUSTON® LOGO

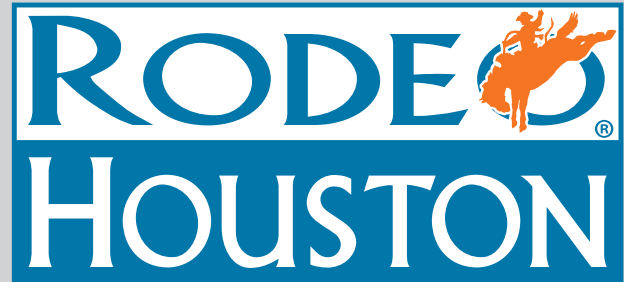
## RODEOHOUSTON STACKED LOGO

3-color  
for use on lighter backgrounds

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

PANTONE® 158C

PANTONE® 7690C



Rodeo Grey



White

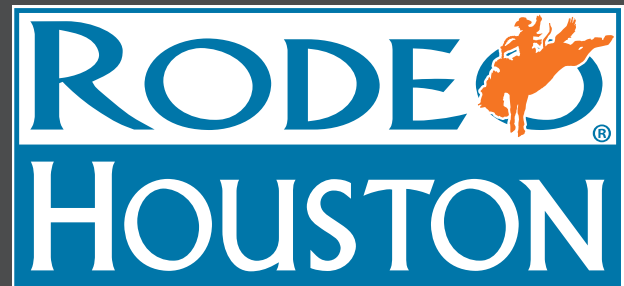
## REVERSE RODEOHOUSTON STACKED LOGO

3 - color  
for use on darker backgrounds

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

PANTONE® 158C

PANTONE® 7690C



Rodeo Orange



85% Black

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 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).

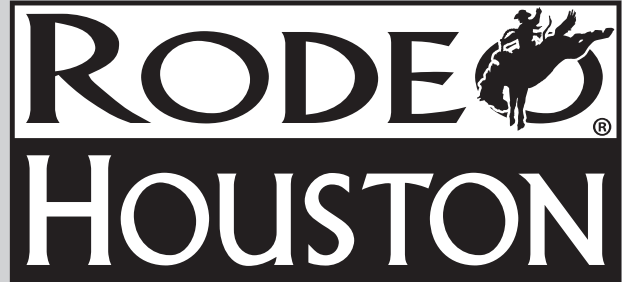
# SECONDARY RODEOHOUSTON® LOGO

## RODEOHOUSTON STACKED LOGO

2-color

for use on lighter backgrounds

The 2-color RODEOHOUSTON Stacked Logo is for use in print/digital creative that is produced in black and white ONLY.



Rodeo Grey



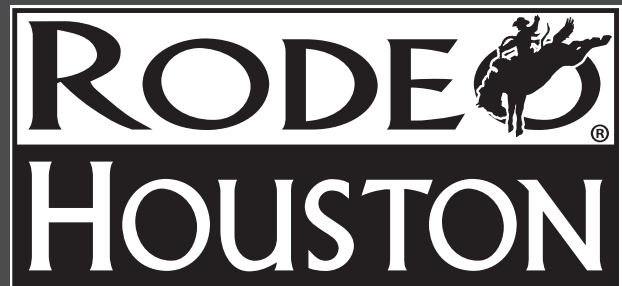
White

## RODEOHOUSTON STACKED LOGO

2-color

for use on darker backgrounds

The 2-color RODEOHOUSTON Stacked Logo is for use in print/digital creative that is produced in black and white ONLY.



Black



85% Black

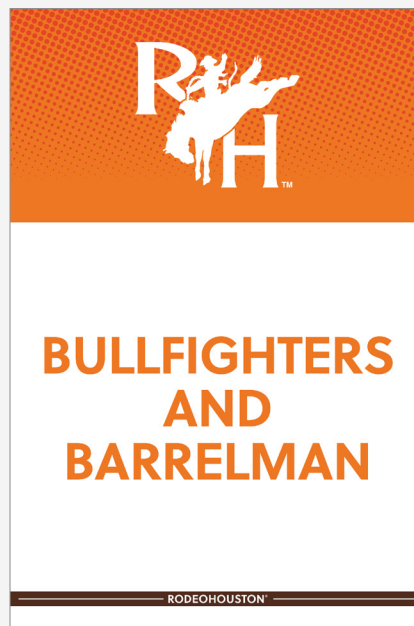
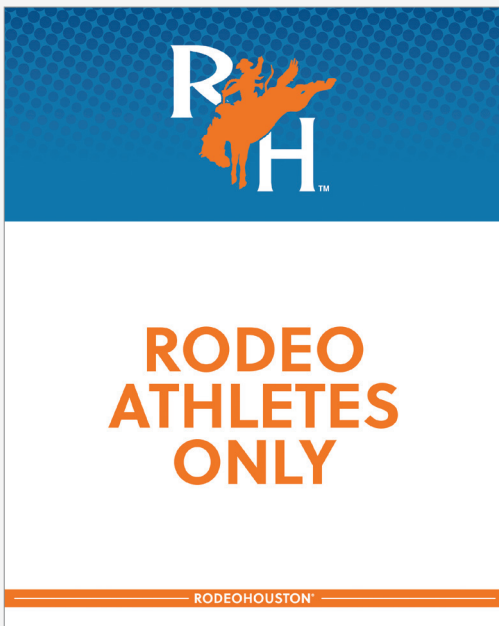
The RODEOHOUSTON logo should always be dominate, or equal in size to another logo (ex: committees, sponsors, etc.)

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# PROPER PRIMARY LOGO USAGE

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 marketing director (**Muffy King, [king@rodeohouston.com](mailto: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).

# 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  
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 marketing director (**Muffy King, [king@rodeohouston.com](mailto: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).

## 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.



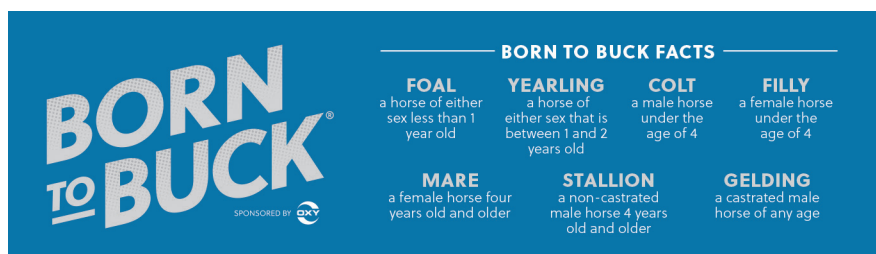
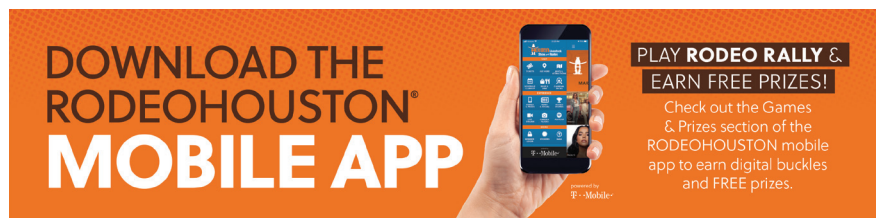
All versions of the RODEOHOUSTON® stacked logo in red and blue.



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

# VISUAL APPEARANCE

**VISUAL EXAMPLES** The images below showcase proper ways to utilize the Brand's elements.



These are examples of accepted usages of the Rodeo's brand elements. These three layouts will be used often, but graphics are not limited to these templates.

## BRAND ELEMENT USAGE

### STACKED RODEO'S NAME

Iron and Brine

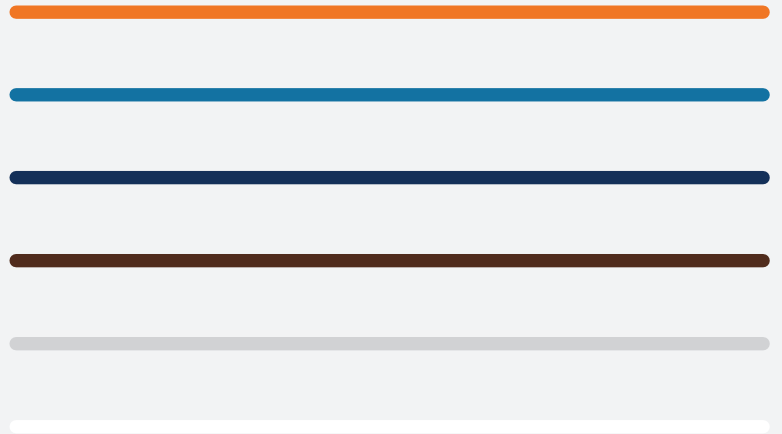
- » When the Show's name is in a stacked graphic format utilizing the Iron and Brine font, it should always appear as shown to the right.
- » "HOUSTON LIVESTOCK SHOW AND" should be the same width as "RODEO". The ™ is an addition and is not factored into the alignment of the two lines.
- » Approved color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

HOUSTON LIVESTOCK SHOW AND  
RODEO™

### LINE GRAPHIC

divider element

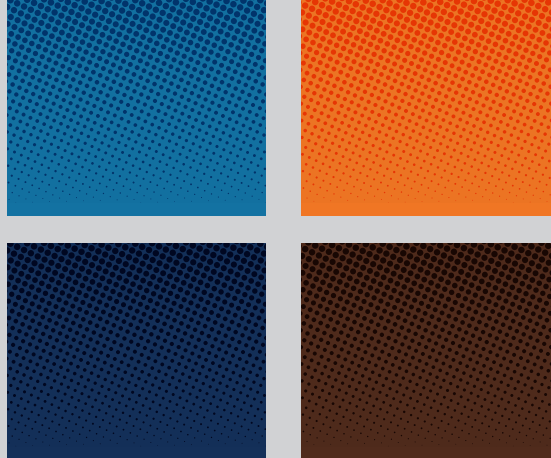
- » The ends of the line should always have a rounded edge.
- » The thickness of the line should be proportionate to the piece that it appears on.
- » The line may be used in any of the approved brand colors, as long as it is visually reasonable considering the layout of the rest of the art it resides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



# BRAND ELEMENT USAGE

## DOT GRADIENT

- » Dot gradient backgrounds should be set to "multiply" in effects. This image should only span a maximum of 3/4 of the way down the visible area so that the "Rodeo" color bleeds through the bottom of the area.
- » The dot gradient color should correspond with the "Rodeo" color background.
- » Layer Order (bottom to top): background color then gradient.



## NAVY TO BLUE GRADIENT

- » A "Rodeo Navy" to "Rodeo Blue" background gradient may be used in place of a solid "Rodeo Blue" background.
- » Gradient order (top to bottom): "Rodeo Navy" to "Rodeo Blue".
- » "Rodeo Navy" should occupy no more than 1/3 of the top area of background.
- » The 3-color reverse "Bowlegged H" and 1-color reverse "Bowlegged H" logos should be used on this background.



## STAR ELEMENT

- » Five-point stars may be used to add design interest and to create a visual separation between objects.
- » Stars may be any combination of primary and highlight colors.
- » When used to add design interest, brand color and gradient rules apply.
- » 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



## SOCIAL BRAND VOICE

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

### IF OUR VOICE WERE A COLLECTION OF CELEBRITIES' TRAITS IT WOULD BE:

- » Trustworthy like Sam Elliot
- » Fun and exciting like Kelly Ripa and Ryan Seacrest
- » Relatable like Jennifer Garner
- » Credible and professional like Oprah

### WE DON'T WANT TO:

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

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

- » Heard
- » Connected
- » Informed
- » Appreciated 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, Texans, Astros, Houston Marathon etc.)

### REMINDER:

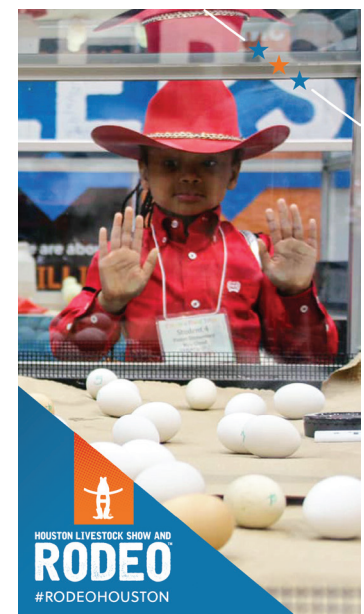
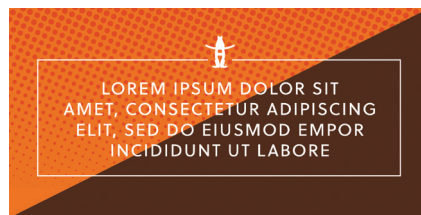
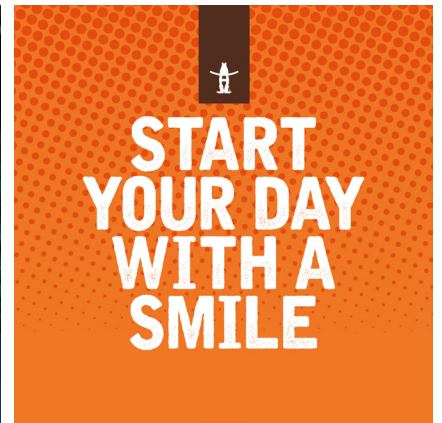
- » When interacting with others as RODEOHOUSTON, always use "We". (Example: "We are so sorry to hear that this is happening. We love to see that everything worked out!")



# SOCIAL VISUAL APPEARANCE

## VISUAL EXAMPLES

The images below showcase acceptable utilization of the Brand's elements on social media.



These are examples of accepted usages of the Rodeo's brand elements. These three layouts will be used often, but graphics are not limited to these templates.

## OFFICIAL LOGO LOCKUP

### APPROVED SHOW LOCKUP

When using the Houston Livestock Show and Rodeo™ logo in conjunction with an official sponsor logo, please use the lockup 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, drop shadows, outlines or patterns.



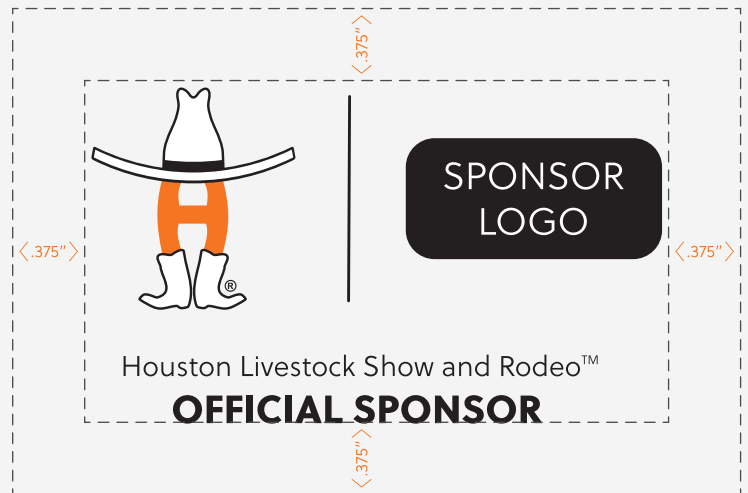
SPONSOR  
LOGO

Houston Livestock Show and Rodeo™

**OFFICIAL SPONSOR**

### CLEAR SPACE

Maintain a clear space of .375" around the logo lockup.



### SIZING

The logo lockup should be at least 1" in height. This ensures that "Houston Livestock Show and Rodeo™" is never smaller than 6 pt font and "OFFICIAL SPONSOR" is never smaller than 8.5pt font.



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

## MERCHANDISE FONTS

### IRON AND BRINE

Iron and Brine should only be used on merchandise when the holes in the lettering have been filled.



yes



no

### SOLEIL EXTRA BOLD

Soleil Extra Bold should be the only member of the Soleil font family used on merchandise.



yes



no

### BlackJack

BlackJack serves as the Show's approved cursive font for merchandise. A proportional stroke should be included on the font.



yes



no

# LOGO USAGE FOR MERCHANDISE

Previously listed logo usage and incorrect logo usage also applies to merchandise. In addition, the following two logo colors may also be used on Houston Livestock Show and Rodeo merchandise.

## BOWLEGGED "H" LOGO AND FULL SHOW LOGO

1-color

The Houston Livestock Show and Rodeo™ should only utilize this color on official Show merchandise.

PANTONE® 877C



## BOWLEGGED "H" LOGO AND FULL SHOW LOGO

1-color

The Houston Livestock Show and Rodeo™ should only utilize this color on official Show merchandise.

PANTONE® 117C



Approval by the Rodeo's marketing director (**Muffy King, [king@rodeohouston.com](mailto: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).



June 25, 2020 • HOUSTON LIVESTOCK SHOW AND RODEO™

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# **BRAND STANDARDS**

## **COMMITTEE MARKETING GUIDELINES**

## PROCESS AND APPROVALS

### 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.

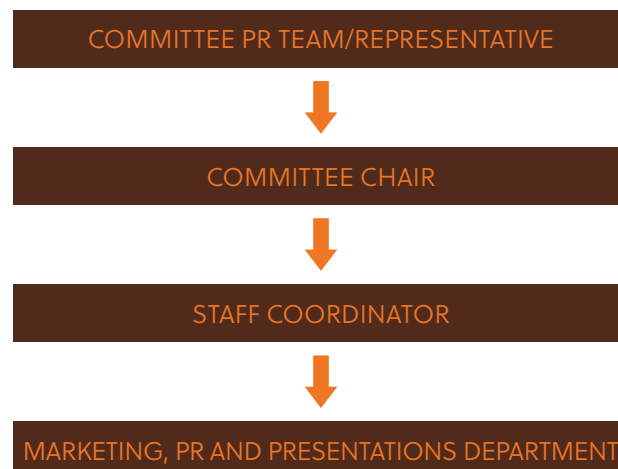
Any materials that discuss fundraising, donations or monetary transactions will require additional approvals from the Financial, Sponsorships and Information Systems Divisions.

- » **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.



## EDITORIAL GUIDELINES

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.
- » A complete list of Executive Committee, officers, directors, and staff can be found at [rodeohouston.com](http://rodeohouston.com).



## EDITORIAL GUIDELINES

### 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."



# EDITORIAL GUIDELINES

## 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

## 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.

