



# VISUAL PLAYBOOK

2025-2026

02.

# BRAND TENETS

## COMMUNITY FOCUSED

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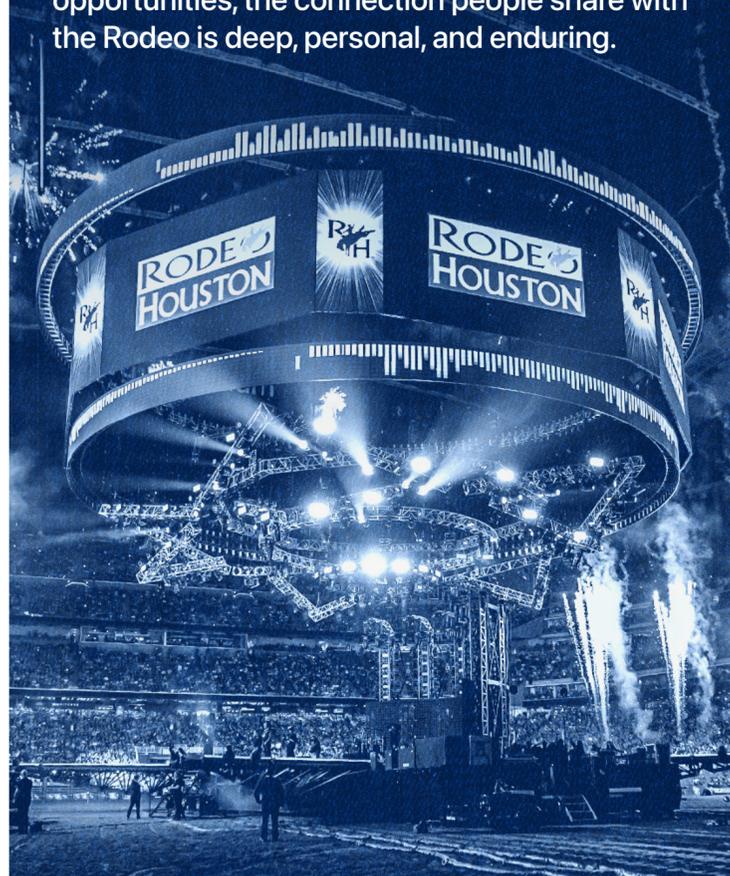
For more than 90 years, the Houston Livestock Show and Rodeo has been an integral part of the Houston community and across Texas, grounded in agriculture, entertainment, education, and Western heritage. Powered by thousands of passionate volunteers, we are more than an event—we are a community institution committed to giving back in meaningful, lasting ways.



## EMOTIVE & EXPERIENTIAL

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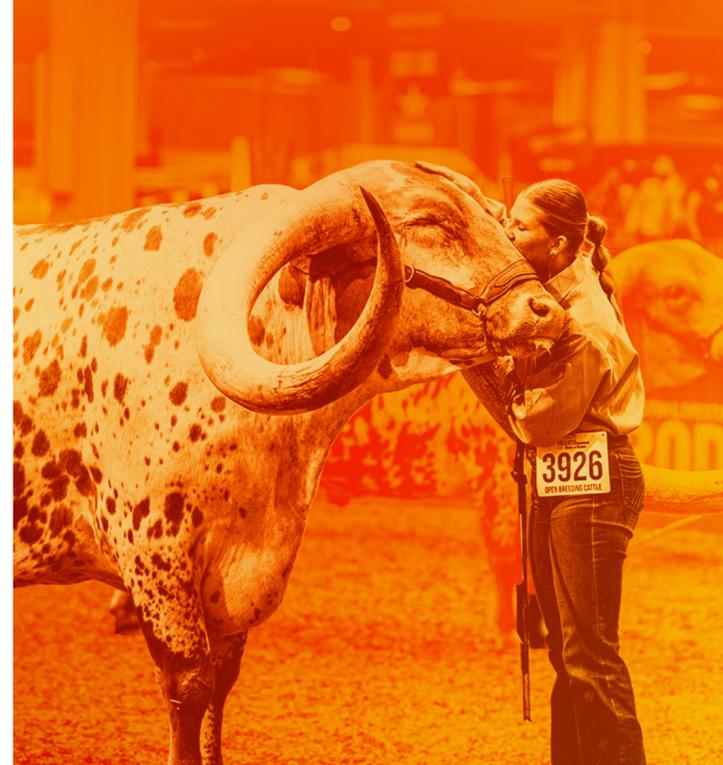
We create meaningful moments and lasting memories. Whether during our three-week event or through year-round engagement opportunities, the connection people share with the Rodeo is deep, personal, and enduring.



## AUTHENTICALLY HOUSTON & TEXAN

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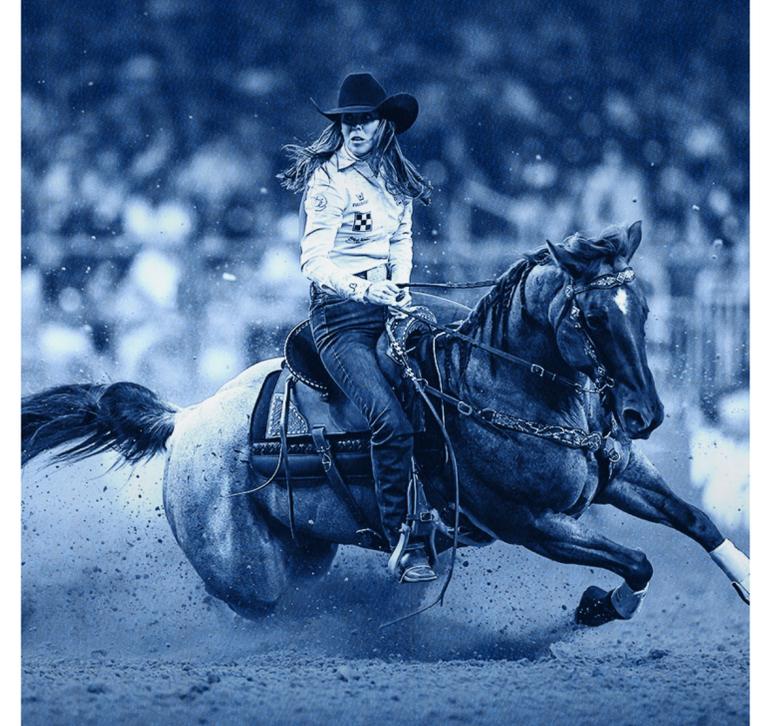
We are proud to be authentically ourselves—iconic, inclusive, and reflective of Houston's rich diversity and community spirit. We also embody the heart of Texas, anchored in the traditions of rodeo, livestock and agriculture that define our state.



## ROOTED IN TRADITION EVOLVING WITH PURPOSE

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We honor our legacy while always looking ahead. With over 90 years of tradition, we've been a part of people's lives across generations. But tradition doesn't mean standing still—we evolve thoughtfully, introducing fresh experiences that stay true to our roots and keep our story moving forward.



# 03.

## GENERAL

### COLORS

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 to help with contrast and aiding in incorporating gradients to add dimension to our backgrounds.

#### RODEO ORANGE

PANTONE® 158C

#ef7622

Primarily used in Agriculture and Education spaces. Rodeo Orange represents the playful and energetic side of our brand.

#### RODEO NAVY

PANTONE® 648C

#002e5d

Rodeo Navy is primarily used in spaces related to Administration, Executive leadership, Athletes, and Entertainers. It reflects the more serious side of our brand.

04.

# GENERAL

## FONTS

# TUNGSTEN

HEADLINE FONT, ALL CAPS

CAN BE USED FOR SHORT COPY WITH APPROVAL.

*Tungsten is the primary font to represent our entertaining areas like stars, athletes, and competition areas.*

*Wrangler*

COMPLIMENTARY FONT ONLY. NEVER PUT IN ALL CAPS.

*Typically only 1 word or a few, compliments Tungsten.*

# SOLEIL

BODY FONT ONLY.

SOLEIL REGULAR should be used for body text.

*\*If Soleil is not available please use SF Pro, Avenir or Arial*

# IRON & BRINE

HEADLINE FONT ONLY.

ALL CAPS ONLY & NEVER BE USED AS BODY TEXT.

*Iron & Brine is used predominantly to represent HLSR as a part of our logo or the livestock/committee areas.*

## Examples

### Headline



### Supporting Header

*(Wrangler Sentence Case)*

### Display Header

*(Tungsten Bold ALL CAPS)*

### Sub-Text

*(Tungsten Semi-Bold with Tracking)*

welcome to the  
**SHOW**

MARCH 2 - 22, 2026

### Body Copy

### Display Header

*(Tungsten Bold ALL CAPS)*

### Body Copy

*(Soleil Regular Sentence Case)*

## THE EASIEST WAY TO ACCESS YOUR RODEO TICKETS

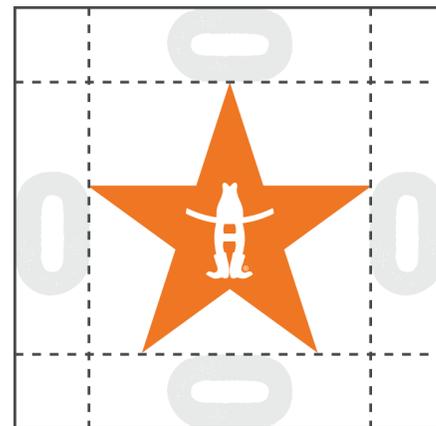
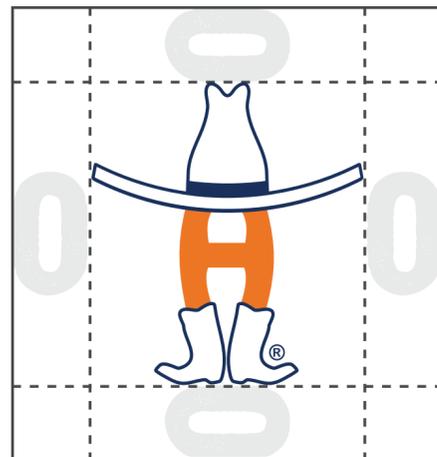
The RODEOHOUSTON® mobile app is the fastest, most convenient and secure way to manage your tickets – right from your phone.

# 05.

## GENERAL

### RESPECT THE LOGOS

All logos must remain within the approved brand color palette and maintain clear space to ensure visibility and impact. The recommended minimum size should not be less than 70 pixels in web & social.



# 06.

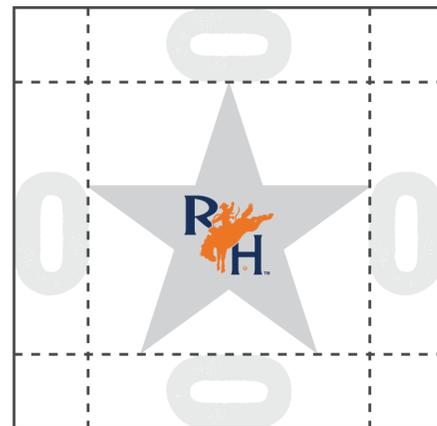
## GENERAL

### RESPECT THE LOGOS

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50% of "O"  
from wordmark



07.

# GENERAL

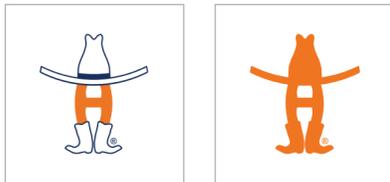
## RESPECT THE LOGOS



### BOWLEGGED H

The Bowlegged H is primarily used in applications related to Agriculture and Education.

Bow H on light background



White Bow H on colored background



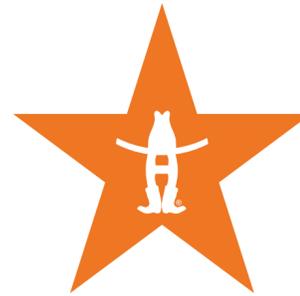
### RH BRONC

The RH Bronc is used in applications centered around Athletes and Competition.

RH Bronc on light background



White RH Bronc on colored background



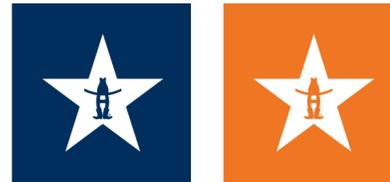
### STAR BOW H

The Star Bow H is used in applications centered around Entertainers/Entertainment.

Star Bow H on light background



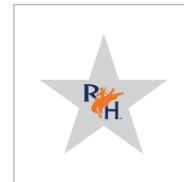
White Star Bow H on colored background



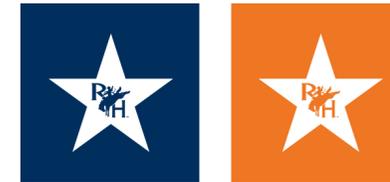
### STAR RH BRONC

The Star RH Bronc is reserved for contexts highlighting Championship moments and Hall of Fame Athletes and Entertainers.

Star Bow H on light background



White Star Bow H on colored background



08.

# GENERAL

## RESPECT THE LOGOS

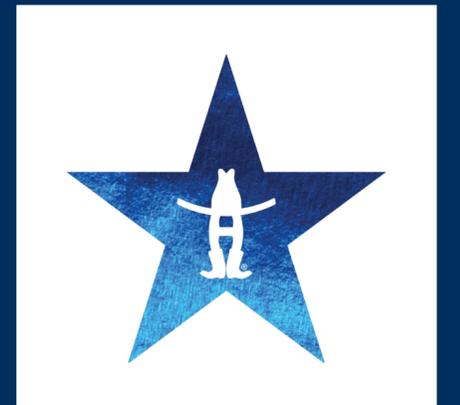


Do not introduce any new elements, textures, or colors to the logo. The star must always retain its original form and color. Bow H logo should never be navy blue



Textures within the RH are not permitted under any circumstances. Foil finishes should be used sparingly and are reserved exclusively for entertainers, Hall of Fame recognition, or significant milestones.

### Examples



### Foiled Bow H Star

The only approved foiled Bow H stars are shown to the right. No other textures or variations are permitted. If needed, please request the official assets from the design team. DO NOT attempt to recreate them.

09.

# TEXTURES/IMAGERY

MAKE SURE IT MAKES SENSE

## ALWAYS ASK YOURSELF WHERE DOES THIS LAND?

The appropriate texture is determined by where the application falls on our brand spectrum. Placement should reflect the tone and purpose of the space.

**ADVENTURE, CARNIVAL,  
AG EDUCATION**



Some textures will lend itself to naturally bridge between points on the spectrum.

**WESTERN HERITAGE  
& ATHLETES**



Some textures will lend itself to naturally bridge between points on the spectrum.

**ENTERTAINERS  
ED COMMITMENT**



**WARM & BRIGHT**

The spectrum flows from warm vibrant tones on the left to cool deep tones on the right. Imagery and photography should follow this visual shift

**COOL & DARK**

10.

# HOW IT ALL COMES TOGETHER

LOGO, TEXT, AND IMAGERY

## ALWAYS ASK YOURSELF WHERE DOES THIS LAND?



All-white background keeps the look light and bright

Correct use of fonts and text hierarchy

Use of iconography and vector elements gives this graphic a playful feel that leans into the fun and silly side

TOTAL RECORD-BREAKING ATTENDANCE  
**2,735,695** 

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 **400 DRONES**  
LIT UP THE SKY  
presented by ExxonMobil

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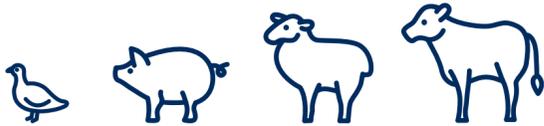
**36,000 VOLUNTEERS**   
SERVED ON 109 DIFFERENT COMMITTEES

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JUNIOR MARKET AUCTION SALES TOTALED  
 **\$29,652,317**  
A RODEO RECORD  
\*UNAUDITED PRELIM #S

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**961** | **48** | **35** | **21**  
CHICKS | PIGLETS | LAMBS | CALVES

  
WERE HATCHED/BORN IN THE BIRTHING CENTER

## TOP 3 ATTENDANCE

- 1 BROOKS & DUNN - 71,256
  - 2 PARKER McCOLLUM - 71,218
  - 3 LUKE BRYAN - 71,103
- 

 **2.8 MILLION**  
RIDES WERE ENJOYED AT THE CARNIVAL  
presented by First Community

360 ATHLETES COMPETED FOR A SHARE OF THE TOTAL PRIZE PURSE ACROSS 8 RODEO EVENTS DURING THE 20-DAY COMPETITION

**\$2,533,500**



WE RECYCLED  
**217.71 TONS**  
THAT'S 435,000+ POUNDS




 **Leon Coffee**  
**HALL OF FAME**

11.

# HOW IT ALL COMES TOGETHER

LOGO, TEXT, AND IMAGERY

**ALWAYS ASK YOURSELF  
WHERE DOES THIS LAND?**



Textures used in graphic.



Respect the logo

Correct use of fonts and text hierarchy

Incorporating the Ferris Wheel and the color orange helps shift the graphic toward a more playful and energetic tone.

12.

# HOW IT ALL COMES TOGETHER

LOGO, TEXT, AND IMAGERY

## ALWAYS ASK YOURSELF WHERE DOES THIS LAND?



Textures + imagery used in graphic.

Respect the logo

Correct use of fonts  
and text hierarchy

Environment textures  
like dirt, denim, and  
rope come together  
for athlete posts. The  
point on the spectrum  
where warm tones  
begin to blend into  
cooler, darker hues.

Start to see the a shift  
from bright to dark tones



13.

# HOW IT ALL COMES TOGETHER

LOGO, TEXT, AND IMAGERY

## ALWAYS ASK YOURSELF WHERE DOES THIS LAND?



Textures + imagery used in graphic.

Full transition into dark, cool tones. Doesn't always need to be blue as long as the background stays visually dark overall.

Respect the logo

Neon treatments are reserved for this end of the spectrum. Used exclusively for entertainers/ championship events.

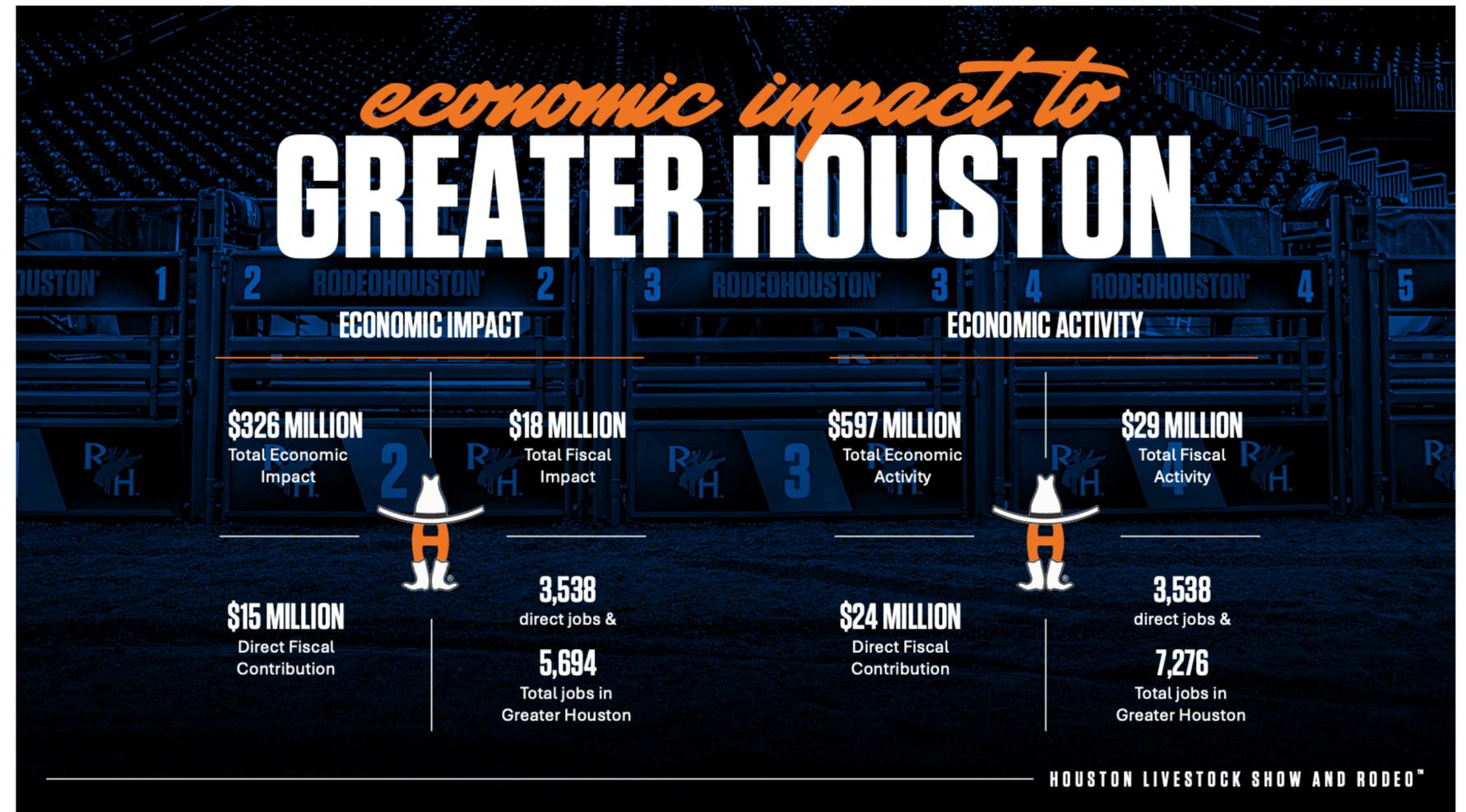


14.

# HOW IT ALL COMES TOGETHER

LOGO, TEXT, AND IMAGERY

ALWAYS ASK YOURSELF  
WHERE DOES THIS LAND?



Admin and Exec graphics lean into a more serious tone by stripping away texture and leaning on the navy blue color. The look is simplified, with gradient imagery adding subtle depth

15.

# HOW IT ALL COMES TOGETHER

LOGO, TEXT, AND IMAGERY

**TOTAL RECORD-BREAKING ATTENDANCE**  
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LIT UP THE SKY  
presented by Esoteric

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**WARM & BRIGHT**

**COOL & DARK**

*Let's Design*  
**LET'S RODEO**