

RODEOHOUSTON® Marks

- The enclosed area around and behind “RODEO” and inside the letters “HOUSTON” are white.

| | | | |
|--------------------|----------|------------------|--------------------|
| • Official colors: | SPOT | 4C PROCESS | TEXTILE |
| Black | | 00C/00M/00Y/100K | Pantone 19-4005 TP |
| Blue | PMS 288 | 100C/67M/00Y/23K | Pantone 19-4057 TP |
| Red | PMS 032 | 00C/91M/87Y/00K | Pantone 17-1554 TP |
| Brown | PMS 4625 | 00C/60M/100Y/79K | Pantone 19-1235 TP |
| Gold | PMS 873 | | Pantone 15-0927 TP |
| Silver | PMS 877 | | Pantone 14-5002 TP |
| White | | | Pantone 11-0601 TP |

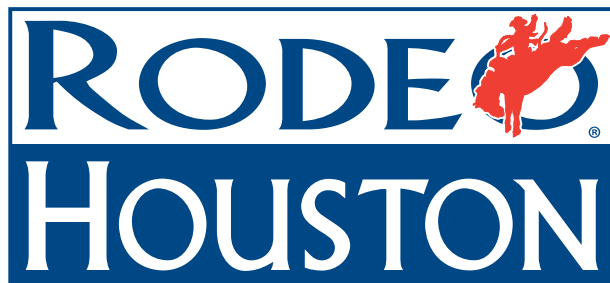
- The ® or ™ must be printed as part of the MARK(s).
- The MARK(s) may be proportionally scaled larger or smaller and must not distort the original proportions.
- The colors in the MARK(s) cannot be changed to other colors.
- It is recommended that the MARKS not be printed smaller than 1/2-inch tall. If a reduction of the MARK(s) is used, the printed MARK(s) must be clearly readable in its entirety. The MARK(s) may be used without “Houston Livestock Show and Rodeo™” under approved special circumstances.
- The MARK(s) must not be adulterated or combined in any way.
- The MARK(s) may also be printed/embroidered in gold, silver or white, as listed above.



a division of the Houston Livestock Show and Rodeo™

RodeoHouston line 032&288

RodeoHouston
stkd 032&288



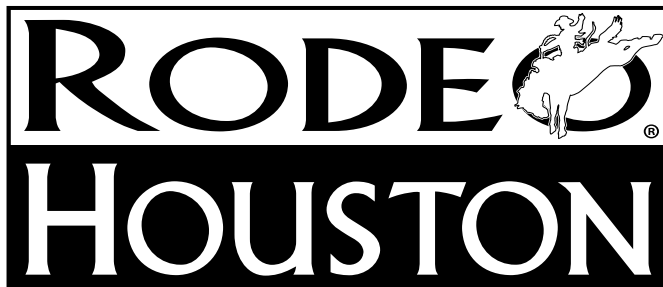
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RodeoHouston line blk

RodeoHouston stkd blk



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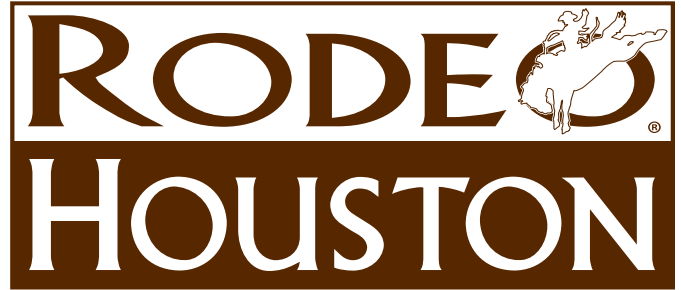
RODEOHOUSTON™ Marks (cont.)



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RODEOHOUSTON line 4625

RODEOHOUSTON stkd 4625



a division of the Houston Livestock Show and Rodeo™



black__FPO

RODEOHOUSTON
stkd 032&288 nohlsr
reverse



black__FPO

RODEOHOUSTON
line 032&288
nohlsr reverse



black__FPO

RODEOHOUSTON
line blk nohlsr
reverse