



**San Antonio** **75**  
1949 ★ 2024  
**Stock Show & Rodeo**®

**SAN ANTONIO STOCK SHOW & RODEO  
75TH ANNIVERSARY BRANDING GUIDE**

## HISTORY & TRADITION

The San Antonio Stock Show & Rodeo has a rich history.

Since its inception in 1949, it has become one of the cornerstones of the culture of San Antonio with profound social impact, awarding over \$255 Million dollars through scholarships, grants and endowments to Texas youth.



## 75 YEARS: 1949 - 2024

The identity for the San Antonio Stock Show & Rodeo 75th Anniversary builds on the brand equity that our traditional elements have cultivated for more than 20 years.

There are two components that can be used separately.

The **75th Icon** employs the well known S Hat Logo.

The **75th Main Logo** is built using the traditional logo as the main structure.

Note: The colors scheme presented here is the primary usage, but the identity is flexible within the established color palette. (see following page)

## THE 75TH ICON



## THE 75TH MAIN LOGO

## SPACING AROUND LOGO:

Both 75th Icon and 75th Main Logo should always have space around them—ideally, the height/width of our S hat, all around Icon or Main Logo.



## BRAND WRANGLING

To preserve the brand integrity of the San Antonio Stock Show & Rodeo 75th Anniversary Brand, it is essential that the identity be used correctly.

Here are some guidance examples.

*(While the 75th Main Logo is used as the example here, same concepts apply to the 75th Icon)*



- ✗ Don't place logo on colors with insufficient contrast



- ✗ Don't place logo on busy backgrounds (use version with white outline in these cases)



- ✗ Don't place logo in containers (boxes or shapes)



- ✗ Don't recolor the logo with colors not in the brand palette



- ✗ Don't remove elements or alter the type



- ✓ Placing logo on provided branded elements or light colors gives the logo center stage



- ✓ Using the white outlined version on photo backgrounds or dark colors provides additional emphasis to the logo



- ✓ Using the monochrome white version on color backgrounds creates a sharp, high contrast visual

## BRAND PALETTE:

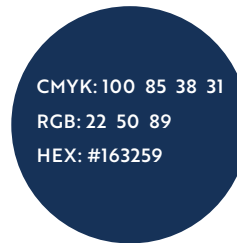
In a departure from previous years, the 75th branding uses a refreshed color palette, while maintaining compatibility with the traditional one.

The Logo Colors will be considered the primary palette, with the others shown below as accents and alternates.

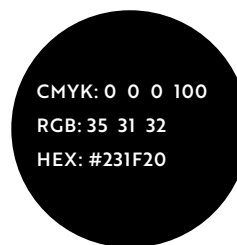
## LOGO COLORS (PRIMARY PALETTE):



## ACCENT COLORS:



## ALTERNATE COLORS:



## TRADITIONAL COLORS:



## TYPOGRAPHY:

The overall branding for the 75th will make use of 5 Different typefaces, keeping the identity fresh and fun.

### BROTHER 1816:

A sans serif typeface designed by TipoType, it has a total of 32 weights and styles, making it an incredibly versatile typeface mostly used for body copy, but with enough style to be used for headlines.

Its two varieties are the main font, and the Printed variety, which is roughened, and great for usage for titles and headlines at heavy weights.

This typeface should be considered the primary.

*(Only samplings are presented here)*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz 0123456789

*The San Antonio Stock Show & Rodeo is a 501(c)(3) that is powered by volunteers and works to maximize opportunities for the youth of Texas through agriculture and education.*

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx  
Yy Zz 0123456789**

**Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz  
0123456789**

More than an  
8 Second Ride®

**LET'S RODEO,  
SAN ANTONIO!**

**COLT:**

This serif font, designed by Fort Foundry, takes its inspiration from vintage posters and muscle car logos.

Should only be used for headlines and titles.

A B C D E F G H I  
J K L M N O P Q  
R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9

**A B C D E F G H I  
J K L M N O P Q  
R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9**

**LET'S RODEO,  
SAN ANTONIO!**

**BOURBON:**

Based on vintage packaging and whiskey bottles, this cool display font is also designed by Fort Foundry.

Should only be used for headlines and titles.

The Lines can be used under one of the other varieties to achieve the effect below.

*A B C D E F G H I J K L M N O P Q R S T U  
V W X Y Z 0 1 2 3 4 5 6 7 8 9*

A B C D E F G H I J K L M N O P Q  
R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9

**A B C D E F G H I J K L M N O P Q  
R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9**

**LET'S RODEO,  
SAN ANTONIO!**

**CALVOUS:**

This slab serif display typeface, designed by Letterhend Studio invokes a classic western feel with both clean and distressed versions.

Should only be used for headlines and titles.

**A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9**

**A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9**

**A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9**

**A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9**

**LET'S RODEO,  
SAN ANTONIO!**

**SLACKER:**

Designed by Emil Bertell, this easy going brush script is also best employed for fun, expressive moments, headlines, titles and pull quotes.

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz 0123456789*

*Let's Rodeo, San Antonio!*

**SECONDARY ELEMENTS:**

In conjunction with the identity for the 75th, it will also be paired with vintage elements from archival programs of the San Antonio Stock Show & Rodeo from the 50s and 60s, as well as other elements that can be made available upon request.





**MOCK UPS:**

To give a sense on how the identity should be deployed, some mock ups are presented here.

