National Western Stock Show Brand Guidelines

Implementing the National Western family of brands in communications

Updated: 17 October 2023

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Introduction

The National Western Stock Show (NWSS) is an historic Colorado institution, recognized easily by name and the graphic elements and images that represent the brand.

This guidebook is a comprehensive instruction manual to using the NWSS logomark and other graphic elements* in a way that positively represents the event and organization, while maintaining a cohesive style in all communications. No matter who develops the communication, adherence to these standards will ensure a professional and consistent presentation of the NWSS image and reinforce our brand positioning.

By implementing these standards, we maintain a level of consistency in our visual representation and recognition. This works in service toward our efforts in strengthening American agriculture. Your cooperation helps the National Western Stock Show put the best foot forward every day.
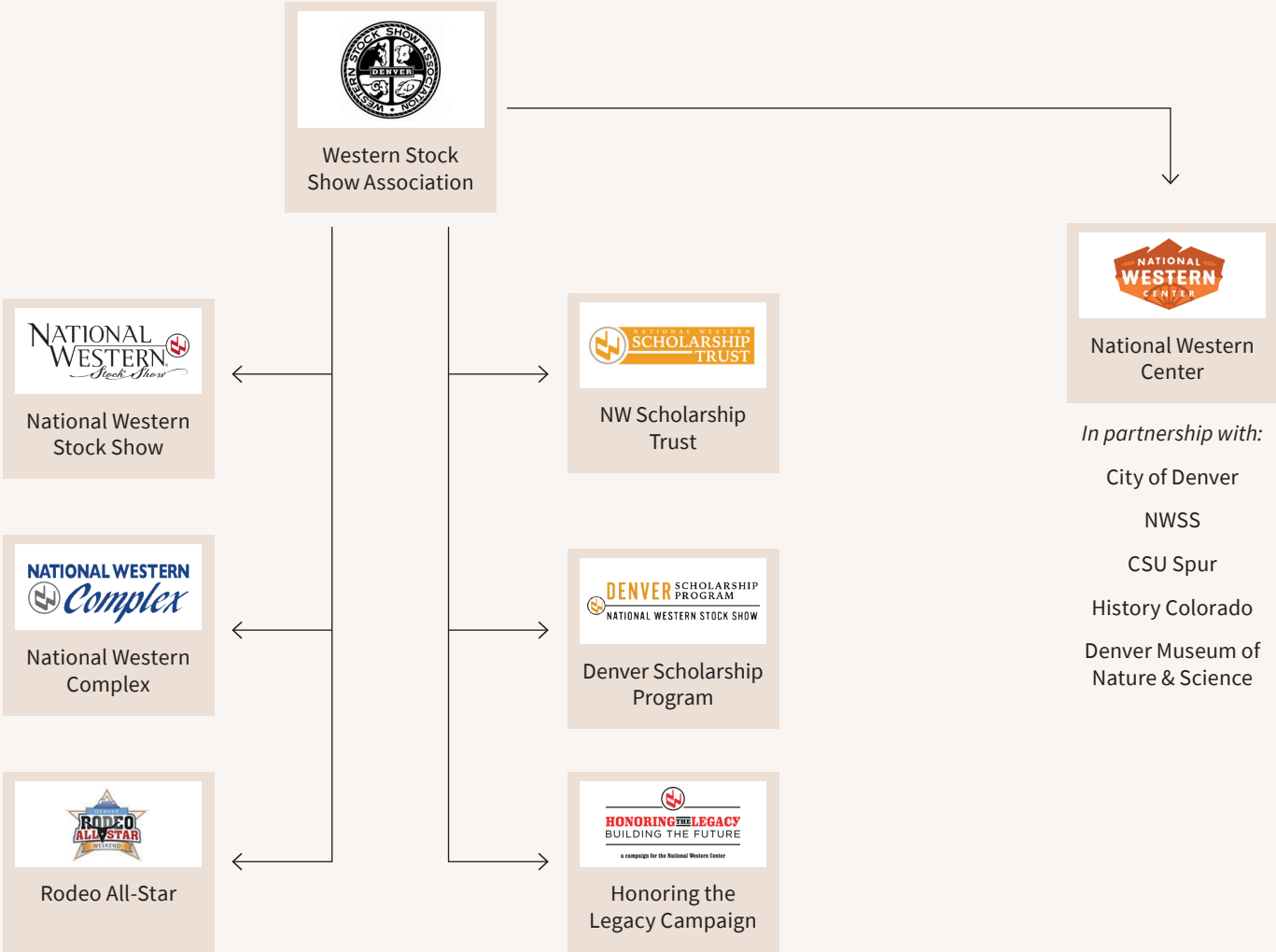
If you ever have questions about identity usage or modifying these guidelines, please don't hesitate to contact the Marketing/Public Relations (contact info on). We are your resource for the National Western brand, and are happy to help guide you.

These marks are the exclusive property of NWSS, and their use is protected by law.

The National Western Stock Show, both name and mark, are a registered trademark. You may not without prior written consent from the director of marketing & PR change the name "National Western Stock Show" or any graphic symbol used by or associated with National Western Stock Show. This includes all iterations of the logo and "NW" icon. Unauthorized use can result in legal action.

*The development of logos/identity marks for special programs or events that incorporate the National Western Stock Show name or brand **must be submitted and approved** by Marketing/Public Relations. You can find contact information on .*

A Family of Brands

Western Stock Show Association

National Western Stock Show

National Western Complex

Rodeo All-Star

NW Scholarship Trust

Denver Scholarship Program

Honoring the Legacy Campaign

National Western Center

In partnership with:

City of Denver

NWSS

CSU Spur

History Colorado

Denver Museum of Nature & Science

NWSS Primary Marks

Which Logo Do I Use?

There are multiple variations of the National Western Stock Show logo, and trying to determine which to use can be confusing. Here are some questions to ask yourself to help determine the appropriate logo to use in your situation:

The NWSS logo variations include:

❶ Co-branded event sponsor logo (2 lockups), page 7

❷ Dated co-branded event logo, changes annually – see page ? for the 2024 Stock Show event branding

❸ Standard NWSS logo with no identifiers, page 8

❹ Standard NWSS logo with "Est. 1906" identifier, page 9

❺ NW brand icon, page 10

1. Are you promoting or talking about the annual *16-day EVENT* or the NWSS *ENTITY*?

   Event. Move on to the next question.

   Entity. See question 3.

2. Is it going to be used to promote the upcoming Stock Show?

   No. Use the NWSS co-branded logo.

   Yes. Use the *dated* NWSS co-branded logo.

3. Will it be used on screen or digitally, or smaller than 2" in a print format?

   No. Use the standard logo with Est. 1906 art.

   Yes. Use the standard NWSS logo.

4. Will the logo be acting as an introduction of the brand, rather than a sign off? (Is this the first or only instance of the logo?)

   No. Move on to the next question.

   Yes. Use the standard NWSS logo, with or without 1906, depending on size.

5. Will the logo be used as an accent piece in a larger document that features a full version of the NWSS logo somewhere?

   Yes. You may use the NW brand icon as an accent piece.

   Note: The NW icon should act as an introduction of the brand and be used only when a version of the standard logo will be present as well. If the piece in question is multiple pages, the icon may be used on the front as an introduction and then the standard logo within and/or to close the piece.

6. Are you promoting an event held at the National Western Complex at anytime of the year other than the annual National Western Stock Show event, and not associated with NWSS?

   No. Please reach out to marketing for guidance.

   Yes. Use the National Western Complex logo.

Co-Branded Sponsorship Logo

The National Western Stock Show is proud to be presented by CommonSpirit Health®. This co-branded mark represents the position of CommonSpirit as NWSS' presenting, and primary Stock Show partner.

This version of our mark should be used when referring to the National Western Stock Show as **the 16-day event held in January of each year**, never when referring to NWSS as an entity.

*Note: The 4-color co-branded logo should **never** be used on a field of color other than white or NWSS Cream.*

Stacked or horizontal?

While the stacked format of the co-branded logo should be your first choice, there will be times the horizontal version needs to be used. Always choose the orientation of the co-branded logo that best serves the space and size available. For sizing and space requirements, see page 11.

*Note: The co-branded logo should **never** be used on a field of NWSS Red, and red blocks or art should always be kept apart based on the clearspace requirements (page 11).*

CO-BRANDED EVENT LOGO, 4-COLOR STACKED

CO-BRANDED EVENT LOGO, 4-COLOR HORIZONTAL

CO-BRANDED EVENT LOGO, SINGLE COLOR BLACK

CO-BRANDED EVENT LOGO, SINGLE COLOR REVERSED

Standard National Western Stock Show Logo

Our logo represents the history of a Denver tradition and its people. It is the most recognizable element of our design system and must be represented consistently to create brand recognition.

Color

The primary use for the NWSS logo is the 2-color version—Stock Show Red and black. When background color or printing prohibits this, it may be used in all black or reversed out to white. The registration mark should be black or white to match "National Western," never red.

The preferred version with the tag "Est. 1906" should be used wherever sizing allows. See next page for details.

Never attempt to recreate our logo; only use approved logo artwork.

STANDARD LOGO, 2-COLOR

STANDARD LOGO, SINGLE COLOR BLACK

STANDARD LOGO, SINGLE COLOR REVERSED

Established in 1906

The history of the NWSS is a cornerstone of our brand, and a nod to the history of Denver and the old west.
As such, the Est. 1906 logo is the preferred version for use when possible.

Sizing

While the preferred version of the NWSS logos, the Est. 1906 version should only be used on larger applications, given the "Est. 1906" tag will remain legible. If the logo will be used digitally, or printed smaller than the required size of 2 inches, revert to use of the standard logo without the "Est. 1906" tag. See for detailed sizing requirements.

Do not use in digital formats.

EST. 1906 LOGO, 2-COLOR

EST. 1906 LOGO, SINGLE COLOR BLACK

EST. 1906 LOGO, SINGLE COLOR REVERSED

NW Brand Icon

The most recognizable element in the NWSS logo, the brand icon can be used alone as an identifier or graphic element when appropriate.

Icon use

The NW icon should act as an introduction of the brand and be used only when a version of the standard logo will be present as well. If the piece in question is multiple pages, the icon may be used on the front as an introduction and then the standard logo within and/or to close the piece.

BRAND ICON, 2-COLOR

BRAND ICON, SINGLE COLOR BLACK

BRAND ICON, SINGLE COLOR REVERSED

Co-Branding Clear Space and Minimum Size

Providing a clear space around our identifiers will ensure visibility and integrity. These diagrams illustrate how clear space is measured, and how the identifiers should be positioned in communications.
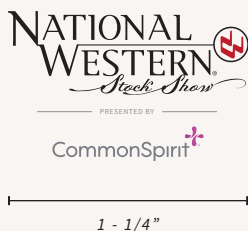
Clear space

The unit of minimum clear space, shown as 1x to the right, is measured from the baseline to the top of the capital letter "W" in Western, in all versions of the logo. Preserve this unit of clear space on all four sides of our marks.
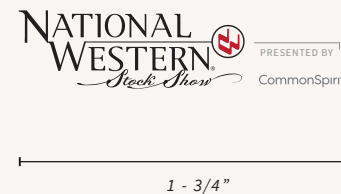

Minimum size - stacked

PRINT: 1 - 1/4"   *DIGITAL: 190 PX*

1 - 1/4"

Minimum size - horizontal

PRINT: 1 - 3/4"   *DIGITAL: 190 PX*

1 - 3/4"

Traditional Logos Clear Space and Minimum Size

Providing a clear space around our identifiers will ensure visibility and integrity. These diagrams illustrate how clear space is measured, and how the identifiers should be positioned in communications.

Clear space

The unit of minimum clear space, shown as 1x to the right, is measured from the baseline to the top of the capital letter "W" in Western, in all versions of the logo. Preserve this unit of clear space on all four sides of our marks.

Minimum size - standard logo

PRINT: 3/4"   *DIGITAL: 190 PX*

3/4"

Minimum size - Est. 1906

PRINT ONLY: 2"

2"

File types

The NWSS logo was built using Adobe Illustrator, which is vector-based software. This allows for the cleanest and sharpest reproduction. EPS or AI vector files should be used in print as often as possible. Marketing can supply JPEG, PNG, BMP, PSD, TIFF and GIF formats as needed in CMYK and RGB color modes. JPEG, PNG, BMP and GIF formats are not suitable for 2 or 4-color printing.

Incorrect Use

Do not alter the NWSS logos in any way. Do not animate, color, rotate, skew, or apply effects to the logo. Do not separate the elements. Never attempt to create the logo yourself, change the font, or alter the size or proportions. Do not attempt to stage the logo yourself or alter the space between the elements of the logo.

1. **Do not** change the position of logo elements.
2. **Do not** remove any logo elements.
3. **Do not** apply any effects or embellishments.
4. **Do not** rotate the logo.
5. **Do not** skew or distort the proportions of the logo.
6. **Do not** alter the transparency of the logo.
7. **Do not** recolor the logo.
8. **Do not** alter the fonts.
9. **Do not** use the logo to create a texture or pattern.

Not shown:

- **NEVER** remove the registration mark.
- **Do not** combine the logo with any other elements— such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.
- **Do not** display the logo in a way that suggests that a third party's product is a NWSS product or event, or that the NWSS name is part of a third party's product name. *Please note: Use of the NWSS logo by a third party requires a license agreement*
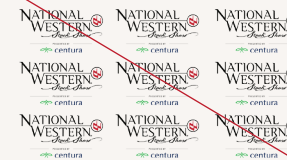
1.

2.

3.

4.

5.

6.

7.

8.

9.

Use on Color Fields and Images

1. **Do not** use logo on similar colors.

2. **Do** use logos on high-contrast, flat colors.
   Do not use the co-branded logo on red

3. **Do not** use 2-color logo on images, patterns, or gradients.

4. **Do** use single-color logos over images or patterns as long as it is legible.

5. **Do not** use the co-branded logo over an image.

5. **Do** anchor the 4-color logo or co-branded logo in a white box with appropriate clear space over a busy image or pattern.
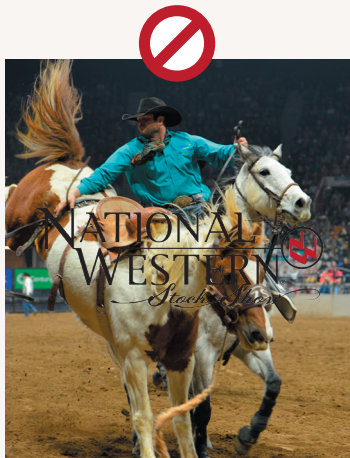
Watermarks

Only the NW brand icon can be used as a watermark to add graphic interest to printed materials.

It can be implemented in 2-color or single color, and never screened back below 10% for the 2-color and black, and 20% for the white.

For light or white backgrounds, you may use the 2-color version. If you will be placing it on a patterned or image background, only use the single color variations.

Never scale back or create a watermark with the standard or Est. 1906 logos.

BRAND ICON, 2-COLOR WATERMARK

BRAND ICON, SINGLE COLOR BLACK WATERMARK

BRAND ICON, SINGLE COLOR REVERSED WATERMARK

Historic Logos

The National Western Stock Show has a long and vibrant history, which has led to many iterations of the logo over the years that you may come across.

🚫 **DO NOT** use any of these versions of the logos.

Only use approved and provided current versions. To access the most current files, contact the Marketing & PR department, contact information found on page 25.

NWSS – RETIRED LOGO EXAMPLE

NW COMPLEX – RETIRED LOGO EXAMPLE

NWSS Brand Colors
and Typography

Organizational Color Palette

Our corporate colors impart a bold sense of history and strength. The consistent use of othese colors helps to build a stronger brand presence in the minds of our key audiences.

These two colors are to be used for all National Western Stock Show branded communications.

Each of the colors, referred to as NWSS Red and Black, has an equivalent PANTONE®*, CMYK and RGB Hex code color formula. Each equivalent should match the NWSS proprietary color swatch as closely as possible. PANTONE is used for offset and digital printing, and as a guide for matching paint, vinyl film and thread colors. CMYK is used for offset printing when six or more colors is not practical. The Hex code is used for screen monitor applications, such as web, television and PowerPoint.

CommonSpirit colors

These colors are listed only for use in the co-branded logo and should never be used as a part of the color palette any designs outside of the logos.

Primary brand color palette

COLOR	C	M	Y	K	SPOT	WEB #
● NWSS Red	15	100	90	10	Pantone 7620 C	#be1e2d
● NWSS Black	0	0	0	100	Pantone 419 C	#000000
○ White	0	0	0	0	–	#ffffff

CommonSpirit colors

COLOR	C	M	Y	K	SPOT	WEB #
● CommonSpirit Gray	19	13	12	36	Pantone Cool Gray 7 C	#8F9397
● CommonSpirit Rose	23	85	0	3	Custom Mix Ink	#BA4896

Using Our Colors - External Organizations

Groups outside of the NWSS organization, such as a vendor, exhibitor, or partner, have access to two main corporate colors and the revolving annual event color palette.

See examples of color use here —>

The accent color palette for the annual NWSS changes each year. See page ? for the 2024 Stock Show event branding

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Using Our Colors - Internal

Internal teams within the NWSS organization have the ability to use our secondary colors. The secondary palette is designed to support and accent the primary corporate colors and serve as a backdrop for the NWSS logo.

These secondary palettes of colors have been carefully chosen to compliment the NWSS primary colors, and may be used for typography and solid areas where appropriate, **never the logo**. No matter what the usage, the accent palette should always be used sparingly and purposefully. See page ? for more examples of our colors in use in type.

The accent color palette for the annual NWSS changes each year. See page ? for the 2024 stock show event branding

Secondary color palette

COLOR		C	M	Y	K	SPOT	WEB #
⬤	NWSS Cream	7	10	13	0	Pantone Warm Gray 1 C	#e7dfd5
⬤	NWSS Light Teal	57	19	31	0	Pantone 2232 C	#84a9ad
⬤	NWSS Medium Teal	91	46	42	14	Pantone 2212 C	#3b6978
⬤	NWSS Dark Teal	99	67	48	39	Pantone 3035 C	#204051

NATIONAL WESTERN Stock Show®

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LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Typographic Palette

Typography is a strong extension of the NWSS brand personality and plays a major role in creating a consistent look across all communications and promotional materials. Our two primary typefaces are Source Sans Pro and Roboto Slab.

Both of these typeface families contain a wide variety of weights and are available on Google Fonts as open source files.

https://fonts.google.com/specimen/Source+Sans+3

https://fonts.google.com/specimen/Roboto+Slab

SOURCE SANS PRO REGULAR: FOR USE AS BODY COPY, QUOTES, DATA CHARTS, AND CALLOUTS

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*!?

ROBOTO SLAB REGULAR: FOR USE AS HEADLINES, DISPLAY TEXT, AND GRAPHIC ACCENTS

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*!?

SOURCE SANS PRO BOLD: FOR USE AS SUB-HEADLINES, ACCENTS, QUOTES, AND CALLOUTS

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*!?

ROBOTO SLAB BOLD: FOR USE AS HEADLINES, SUB-HEADLINES, AND ACCENT GRAPHICS

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*!?

SOURCE SANS PRO BOLD: FOR USE AS SUBHEADLINES, ACCENTS, QUOTES, AND CALLOUTS

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*!?

ROBOTO SLAB BLACK: FOR USE AS HEADLINES, SUB-HEADLINES, AND ACCENT GRAPHICS

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*!?

Using Our Typefaces

Typography should be aligned flush left with a right-ragged edge to ensure legibility. To maximize readability, the use hyphens to break lines of text is discouraged. Typography may be scaled up or down, depending on size of application.

HEADLINES

Lorem ipsum dolor sit amet, consectetur adipiscing elit sed tempor et magna

SUBHEADLINES

Option 1 Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua

OPTION 2 LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT

INTRODUCTION

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

BODY COPY

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

QUOTES

"Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur."

CALLOUTS

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

LEGAL, FOOTNOTE

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris.

2024 National Western Stock Show Branding

2024 Annual Event Identity

Each year, the dates of the show are applied to the Stock Show logo. This logo has an expiration date, should only be used in promotions leading up to the annual event, and not after.

USING THE CO-BRANDED LOGO

The Co-branded logo must be used when referring to the annual Stock Show event.

❶ The 4-color co-branded logo may only be used on a field of white or NWSS Cream.

❷ When using the white or black logo against an image or another color, select the version that offers the highest contrast.

❸ Every co-branded logo usage must receive approval from the NWSS Marketing and Partnership Teams.

Contacts:

Danielle Lewis
Creative Director
dlewis@nationalwestern.com

Jessica Salrin
Sr. Director of Strategic Partnerships
jsalrin@nationalwestern.com

DATED EVENT LOGO, 4-COLOR

STANDARD LOGO, SINGLE COLOR BLACK

STANDARD LOGO, SINGLE COLOR REVERSED

2024 Color Palette and Typography

The 16-day annual event also receives a special campaign color palette and type treatment, unique to that year.

Colors

Primary and secondary campaign colors are mostly derived from the National Western Stock show palette, with the exception of the NWSS Stitching accent color.

Use the primary palette whenever possible. Secondary palette is meant to extend the range of the palette for use in longer form documents.

Typography

Rama Slab E is the primary typeface used in the campaign. The regular and bold weights are used most often, with heavy reserved for campaign lockups and where extra emphasis is desired.

Sync from Adobe Fonts:
https://fonts.adobe.com/fonts/rama-slab

Or purchase:
https://www.myfonts.com/fonts/flat-it/rama-slab-1/

Source Sans is a NWSS brand font, and should be used for lengthier body copy applications.

Sync from Adobe Fonts:
https://fonts.adobe.com/fonts/source-sans

Or download/sync from Google fonts:
https://fonts.google.com/specimen/Source+Sans+3

2024 event color palette

	COLOR	C	M	Y	K	SPOT	WEB #
Primary colors	NWSS Dark Teal	99	67	48	39	Pantone 3035 C	#204051
	NWSS Stitching	0	42	91	0	Pantone 1375 C	#ffa42e
	NWSS Cream	7	10	13	0	Pantone Warm Gray 1 C	#e7dfd5
Secondary colors	NWSS Medium Teal	91	46	42	14	Pantone 2212 C	#3b6978
	NWSS Light Teal	57	19	31	0	Pantone 2232 C	#84a9ad
	White	0	0	0	0		#ffffff

Aa

Rama Slab E Regular
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvXxYyZz
0123456789
..,::(){}*?!@$%&#⅓⅔

Rama Slab E Bold
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvXxYyZz
0123456789
..,::(){}*?!@$%&#⅓⅔

Rama Slab E Heavy
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvXxYyZz
0123456789
..,::(){}*?!@$%&#⅓⅔

2024 Tagline

For each annual event, a unique tagline lockup is developed to promote the year's festivities. This tagline has an expiration date, should only be used in promotions leading up to the annual event, and never after the scheduled event.

Campaign lockups are available with and without dates, in primary (vertical), horizontal, and stacked orientations, and in English and Spanish.

Use the lockup which best complements your design, and be sure to leave adequate clear space around the lockup in all applications.

The primary lockups may be used with or without the stitched enclosure, depending on what works best with your layout.

The horizontal and stacked lockups are provided without stitched elements or enclosures, as they are for use where available space is limited or strictly horizontal—such as in certain display ads.

Add stitched elements where possible in these instances, but the lockup is more important.

PRIMARY LOCKUP, ENGLISH, WITH DATES

THERE'S NO PLACE LIKE STOCK SHOW
January 6–21, 2024

PRIMARY LOCKUP, SPANISH, NO DATES

NO HAY LUGAR COMO EL STOCK SHOW

THERE'S NO PLACE LIKE STOCK SHOW

NO HAY LUGAR COMO EL STOCK SHOW

HORIZONTAL VERSIONS

THERE'S NO PLACE LIKE STOCK SHOW

NO HAY LUGAR COMO EL STOCK SHOW

STACKED VERSIONS

Other Logos

National Western Complex

The NW Complex is the venue for events and performances that hosts the NWSS, welcoming thousands of guests each year.

With 6 event spaces that include both floor seats, booths, and an arena, the complex hosts multiple events each year. This logo applies to all communications regarding events held there, not associated or during the National Western Stock Show.

For information and assets related to the NW Complex, visit the complex website and fill out the contact form.

nationalwesterncomplex.com/contact-us

STANDARD LOGO, SINGLE COLOR BLACK

NW COMPLEX LOGO, SINGLE COLOR BLACK

NW COMPLEX LOGO, SINGLE COLOR REVERSED

Colors

COLOR	C	M	Y	K	SPOT	WEB #
● Complex Blue	100	84	16	4		#294486
● Complex Gray	58	50	47	16		#6b6b6e

Education, Agriculture, Tradition

The Education, Agriculture, Tradition logo is an accent piece used on various NWSS signs and communications, and not intended to be used as a primary brand mark.

This logo is for internal use only.

E.A.T. LOGO, SINGLE COLOR BLACK

E.A.T LOGO, SINGLE COLOR REVERSED

Colors

COLOR	C	M	Y	K	SPOT	WEB #
● Rust	21	95	89	32		#8F2226

Partner Logos

There are often other entities and organizations associated with or working in tandem with NWSS, and each has their own, separate identity.

If you find that any of these logos are needed instead of NWSS, please reach out to the listed contacts for files, guidelines, and assistance related to these brands.

Denver Scholarship Program

Chloe Mercardante, cmercardante@nationalwestern.com

Honoring the Legacy Campaign

honoringthelegacycampaign.com/contact

National Western Center

nationalwesterncenter.com/contact-us

Rodeo All-Star

rodeoallstar.com/contact-us

NWSS Photography

Photography

Our photos are one of the most recognizable elements of our organization. The imagery we use provides an opportunity to create a literal focus on the people and animals that create this great event.

NWSS Photo Library

Approved photos are available for download from our photography library.

flic.kr/s/aHsk4hSmVA

Our photos library is supplied talented Volunteer photographers without whom we could not tell our story. We require all images used to have photo credit be given to "NW Volunteer Photography Group."
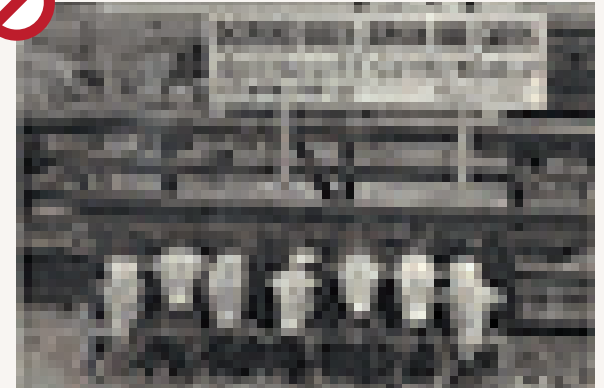
Using Our Photography

We encourage many uses of the NWSS photos to show the breadth of the event, but please be true to the original images and photographers.

DO NOT COLORIZE

DO NOT COMBINE IMAGES

DO NOT USE LOW RESOLUTION OR TOO SMALL VIEWING SIZE IMAGES

DO USE FULL-COLOR IMAGE OR BLACK AND WHITE

DO CREATE ORGANIZED COLLAGES

NWSS Resources

Resources

For all questions and file requests, contact National Western Stock Show Marketing/Public Relations.

Karen Woods
Senior Director of Marketing & PR
kwoods@nationalwestern.com

Danielle Lewis
Creative Director
dlewis@nationalwestern.com

For brand guidelines information, visit
nationalwestern.com/media-central