



BRANDING



WHAT WE STAND FOR

MISSION

To unify membership in providing an innovative fan experience, and to grow the sport and provide opportunities for our membership and sponsors.

VISION

The best cowboys, the best rodeos. Delivering the best fan experience to positively impact our communities while embracing the spirit of the West.

WE ARE:

Respectful

We honor PRORODEO's rich history and values, and we act with integrity in all of our endeavors.

Innovative

Our efforts constantly evolve in order to engage new fans and drive the efficiency of our work.

Hardworking

We bring enthusiasm to our work, thanks to our unique position in the rodeo and sports & entertainment industries.

Results Oriented

Our commitment to excellence and accountability is nurtured by the positive impact we make in the lives of those we engage.

BRAND PROMISE

Entertain and inspire a growing fan base with the best experience, deliver the best value to our partners while creating opportunities for volunteers to give back, generate significant charitable and economic impact in the communities we perform, and provide superior financial opportunities for our cowboys.

TRADITION

IN MOTION



BRAND HISTORY



The PRCA logo was fashioned after this ride by Bill Ward aboard the saddle bronc horse named Sea Lion, owned by World Championship Rodeo Co. The photo was taken by the famous rodeo photographer DeVere Helfrich in San Angelo, Texas in 1956.

The PRCA Board of Directors (formerly RCA) voted to adopt the image as part of the RCA logo in 1958. Its unmistakable silhouette captures the intensity, athleticism, and tradition that define professional rodeo. Instantly recognizable to competitors and fans alike, the Bronc represents the courage, grit, and partnership between athlete and animal that have become hallmarks of rodeo.



BRAND COLORS



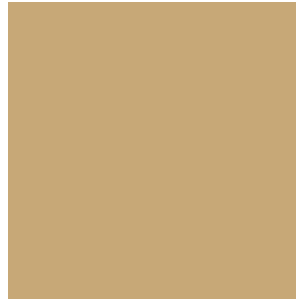
PRORODEO BLUE

PMS 655C
#002554
R0 G38 B85
C100 M89 Y36 K37



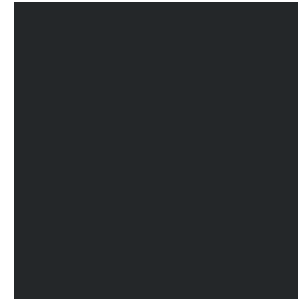
PRORODEO RED

PMS 186C
#CE202F
R206 G32 B47
C12 M100 Y91 K3



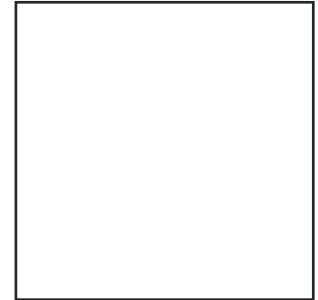
PRORODEO GOLD

PMS 466C
#C8A977
R200 G169 B119
C0 M12 Y32 K22



PRORODEO BLACK

PMS 426C
#242729
R36 G40 B42
C74 M65 Y62 K67



WHITE

#FFFFFF
R0 G0 B0
C0 M0 Y0 K0



To protect the integrity of the brand, these colors must always be reproduced using the approved color values provided in this guide. They should never be altered, substituted, tinted, or replaced with unapproved colors.

Consistent color usage ensures that every application of the PRORODEO brand remains recognizable and unified across print, digital, apparel, signage, and licensed merchandise.

PRIMARY LOGOS

SHIELD



The shield stands for the athletes, stock contractors, committees, and fans who uphold the standards of professional rodeo. As the PRCA's governing symbol, it communicates leadership, authenticity, and commitment to preserving tradition while embracing the future.

WORD MARK



Dark Background



The wordmark is the PRCA's primary public-facing identity and the most visible expression of the PRCA brand. The shield represents legacy and governance; the wordmark represents the sport itself. It is the banner under which athletes compete, fans rally, and events are celebrated. It creates an immediate connection to the excitement, prestige, and tradition of PRORODEO.

SECONDARY LOGOS

OTHER SHIELD COLORS



- The black and gold shield is used for the NFR and Awards Banquet only.
- The PRCA Black shield is used as a limited palette selection.
- The PRCA White shield is used for dark backgrounds.



SIMPLE SHIELD



- The simple shield should only be used for embroidery or applications where details become too small.
- Same color usage rules apply for the Simple Shield as shown on this page.
- Approval must be given for these logos.



EXCLUSION ZONES



SHIELD

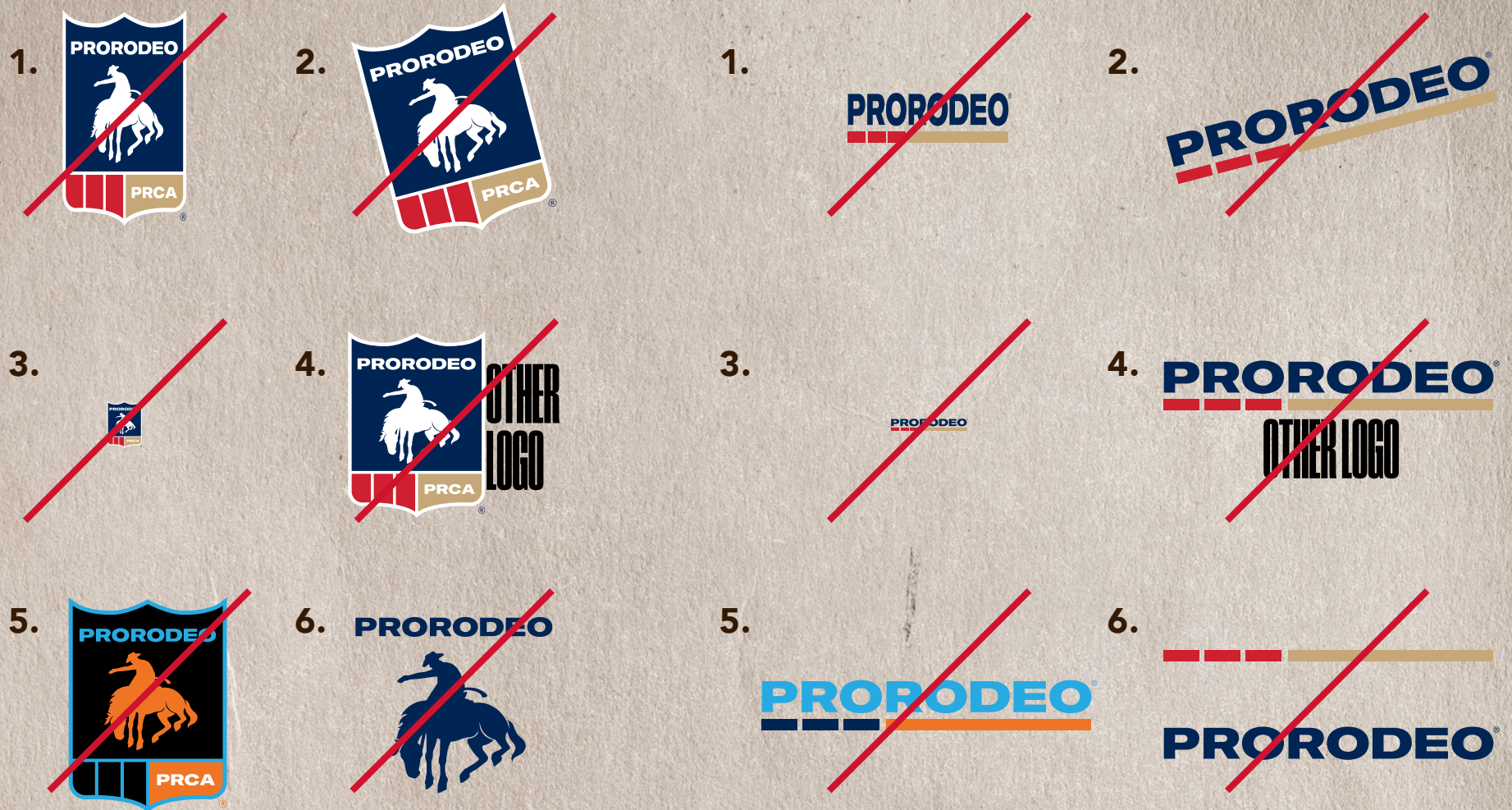
The clear space minimum is equal to 1/4 of the height and width of the PRORODEO Logo, as represented by X & Y in the example. ***This minimum amount of clear space must surround the PRORODEO Shield in all applications.***



WORD MARK

When using the PRORODEO word mark, be sure to always maintain the correct clear space. This is demonstrated using the "O" on all 4 sides of the word mark as shown.

LOGO MISUSE

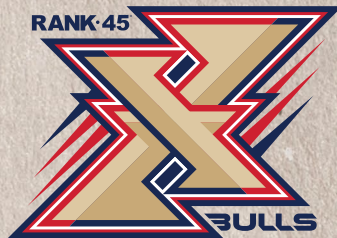


1. Don't skew or distort the logo's proportion. 2. Don't rotate the logo. 3. Don't use the logo under reasonable minimum sizing. 4. Don't use another logo within the exclusion zone. 5. Don't use unapproved colors or recolor the logo. 6. Don't use PRORODEO, the bronc, or any logo elements as stand alone pieces.

SUB-BRAND LOGOS



Dark Background



Dark Background

NFR®

NFR NFR NFR

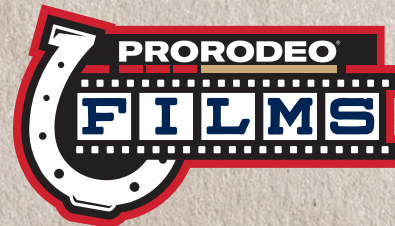
Three options shown for dark backgrounds. Beveled (left) is preferred.



*12 total Circuit Finals, Montana shown as an example.



YOUTH
CAMPS



CHUTE
Bosses
A PRORODEO PODCAST

X Broncs and X Bulls logos are available on prorodeo.org. Other logos are used internally and only available upon request under specific circumstances.

SUB-BRAND LOGOS CONT.



**13 total Circuits, Columbia River is shown as an example.*



PRORODEO Playoff Series and PRORODEO Circuit logos are available on prorodeo.org. Other logos are used internally and only available upon request under specific circumstances.

TYPOGRAPHY

Typography is an essential part of the PRORODEO visual identity and should be used consistently across all brand communications. The Adobe typefaces established within this guide have been selected to create a recognizable, cohesive, and professional visual language across print, digital, and environmental applications.

The examples shown on the following page represent recommended typefaces and their intended uses within the PRORODEO brand. These recommendations provide a foundation for maintaining consistency while allowing for appropriate flexibility across different applications.

Spacing & Typesetting

Typography should be clean, intentional, and easy to read. When setting type, consider the following standards:

- **Leading:** To maintain comfortable line spacing that supports readability, body copy should be set at approximately 120 to 140% of the type size, while display typography may use tighter leading when appropriate.
- **Character Spacing:** This applies to all letters in a text box. Adjust spacing with purpose. Avoid excessive spacing in body copy, while modest tracking may be used for uppercase headlines, labels, or supporting typography.
- **Kerning:** Always use appropriate kerning ("V/A" in character formatting box), particularly in headlines, logos, large display type, and all-caps typography. Select "Optical" kerning to create an even visual rhythm with most typefaces.
- **Alignment:** Typography should generally follow the established grid and alignment system. Avoid unnecessary centered or justified text when it compromises readability. Never right justify text.
- **Hierarchy:** Establish a clear distinction between headlines, subheads, body copy, captions, and supporting information through size, weight, spacing, and placement, not through excessive font variation.

Typography should always feel confident, deliberate, and legible, supporting the PRORODEO brand rather than competing with it. When in doubt, prioritize readability, consistency, and visual balance.

TYPOGRAPHY

PRCA Typeface: GT America

GT America Expanded Black | Used in PRORODEO Shield and Word Mark

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GT America Extended Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GT America Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GT America Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typeface Use

ALL CAPS; Headlines and Large Sized Titles

EXPANDED BLACK

ALL CAPS; Long Titles when horizontal space is limited

EXTENDED BLACK

Sentence case: Titles and callouts

STANDARD BOLD

ALL CAPS; Eyebrows

STANDARD REGULAR

Sentence Case; Body Copy

Standard Regular

Hierarchy is key. It lets viewers know what to pay attention to. Headlines and titles are bold, and body copy and captions are regular.

TYPOGRAPHY ALTERNATIVES

Display Typefaces | H1/H2 and Titles/Short Slogans Only

Colt Bold | Spacing set to 25

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Impact

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Rama Slab E Bold | Spacing set to 25

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Rama Slab E SemiBold | Spacing set to 15

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Field Gothic No.27 XX Bold XXCond | Spacing set to 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

HWT Slab Antique | Spacing set to 15

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Bourbon Regular | Spacing set to 10

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Body Copy

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



For questions regarding logo usage, brand standards, or any aspect of the PRORODEO brand, please contact us before creating or distributing branded materials.

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