

HOUSTON ROCKETS

BRAND GUIDELINES



WORKING WITH

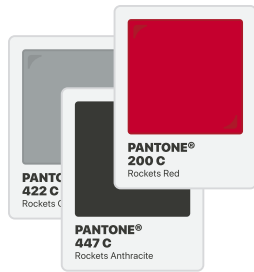
OUR COLORS

HOUSTON ROCKETS

Working with Our Colors

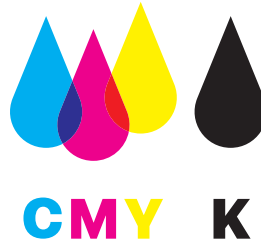
Introduction to Color Systems

One of our staples as a the Rockets' organization is our immediate recognition as a team obsessed with red. We want our red to be consistent and bold, like our numerous fans around the world. It's important for our team colors to appear the same on paper, the Internet, fabric, and countless other applications. Here's a brief crash-course in our colors and how they might relate to you.



PANTONE®

A color palette naming system that allows for special, 'one-time' colors that are not a mixture or combination of other inks. They have specific names that always begin with 'PMS'; so a Pantone color might be called 'PMS 134'. Used primarily during offset printing situations.



CMYK

Refers to the four inks used in some color printing: cyan, magenta, yellow, and key (black). Often the subject speaking of 'process' inks since final colors are a combination of different values or percentages of these four inks. Each value is a percentage. An example of a CMYK color would be 'C=13 M=23 Y=90 K=20'. CMYK color system is primarily used in reference to digital printing. Each color's value ranges from 0-100%.



RGB

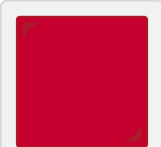
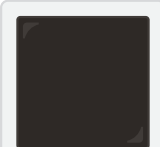
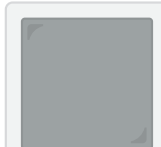
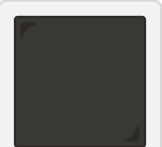
An additive color model in which red, green and blue light are added together in various ways to reproduce a broad array of colors. The main purpose of RGB is for the display of images in electronic media, such as televisions and computers, though it has also been used in conventional photography. Each color's value ranges from 0 (no light present) to 255 (fully lit).

OUR COLORS ►

Working with Our Colors

Choosing the Correct Color System

Below are all of our approved colors, represented in various color systems. It's important that the correct system is used based on the deliverable. For help on choosing which color system to use, see the Introduction to Color Systems section on page 3.

	RED	BLACK	GRAY	ANTHRACITE	
<div>PANTONE®</div> <div>PRINT</div> <div>Standardized color system</div>	<div><div>PANTONE® 200 C Rockets Red</div></div>	<div><div>PANTONE® BLACK Rockets Black</div></div>	<div><div>PANTONE® 422 C Rockets Gray</div></div>	<div><div>PANTONE® 447 C Rockets Anthracite</div></div>	
<div>CMYK</div> <div>PRINT</div> <div>Values range from 0 to 100%</div>	<div>C M Y K</div> <div>0 100 65 15</div>	<div>C M Y K</div> <div>30 0 0 100</div>	<div>C M Y K</div> <div>19 12 13 34</div>	<div>C M Y K</div> <div>69 60 64 54</div>	
<div>RGB</div> <div>DIGITAL</div> <div>Values range from 0 to 255</div>	<div>R G B</div> <div>206 17 65</div>	<div>R G B</div> <div>0 0 0</div>	<div>R G B</div> <div>158 162 162</div>	<div>R G B</div> <div>55 58 54</div>	
<div>HEX</div> <div>DIGITAL</div> <div>Six-digit RGB shortcut used for web</div>	# CE1141	# 000000	# 9EA2A2	# 373A36	

LOGOS & WORDMARKS ▸

WORKING WITH

OUR LOGOS

HOUSTON ROCKETS

Logos & Wordmarks

Introduction to Our Logos

The Houston Rockets brand consists of three different logos permitted for use. Any logos not included in the following pages are prohibited for further use, without permission from the Houston Rockets. Please discontinue using any prohibited logos.



Primary Icon



Global Logo

**HOUSTON
ROCKETS**

Wordmark

Logos & Wordmarks

The Primary Icon

Main logo to be used for all Houston Rockets publications. The Primary Icon always defaults to red.



WHITE / LIGHT BACKGROUND
Use red with black shadow.

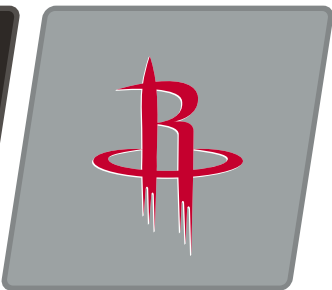
ALTERNATE COLOR & SHADOW COMBINATIONS



RED BACKGROUND
Use white with gray shadow.



BLACK / DARK BACKGROUND
Use red with gray shadow.



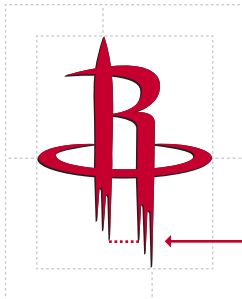
GRAY BACKGROUND
Use red with white shadow.

NEGATIVE APPLICATION



When color inks are not available for print, a one-color black version may be permissible.

CLEARANCE



The Primary Icon must have clearance equal or greater to the distance between the trails.

Logos & Wordmarks

The Primary Icon

Main logo to be used for all Houston Rockets publications.



WHITE BACKGROUND
Outline is not needed.

NON-WHITE BACKGROUNDS



THE GLOBAL LOGO SHOULD ALWAYS BE OUTLINED
If the background is not white, a white outline must be used. The outline thickness should not be altered.

NEGATIVE APPLICATION



When color inks are not available for print, a one-color black version may be permissible.

CLEARANCE



The Global Logo must have clearance equal or greater to the height of the left trails.

Logos & Wordmarks

The Stacked Wordmark

Alternate logo for use on all Houston Rockets publications.



HOUSTON
ROCKETS

WHITE / LIGHT BACKGROUND

Red wordmark is preferred.



Although the Stacked Wordmark does not require a shadow or outline, it is important that it is only shown in red, white or black.

ALTERNATE COLOR COMBINATIONS



RED BACKGROUND

White wordmark must be used.



BLACK / DARK BACKGROUND

Red wordmark is preferred.



GRAY BACKGROUND

Black wordmark is preferred.

NEGATIVE APPLICATION



HOUSTON
ROCKETS

When color inks are not available for print, the black Stacked Wordmark is permissible on white.

CLEARANCE



The Stacked Wordmark must have clearance equal or greater to the width of the O in Rockets.

Logos & Wordmarks

The Horizontal Wordmark

Alternate logo for use on all Houston Rockets publications.

HOUSTON ROCKETS

WHITE / LIGHT BACKGROUND

Red wordmark is preferred.



Although the Horizontal Wordmark does not require a shadow or outline, it is important that it is only shown in red, white or black.

ALTERNATE COLOR & SHADOW COMBINATIONS



RED BACKGROUND

White wordmark must be used.



BLACK / DARK BACKGROUND

Red wordmark is preferred.



GRAY BACKGROUND

Black wordmark is preferred.

NEGATIVE APPLICATION

HOUSTON ROCKETS

When color inks are not available for print, the black Horizontal Wordmark is permissible on white.



CLEARANCE

The Horizontal Wordmark must have clearance equal or greater to the height any of the letters.

UNDERSTANDING

LOGO MISUSE

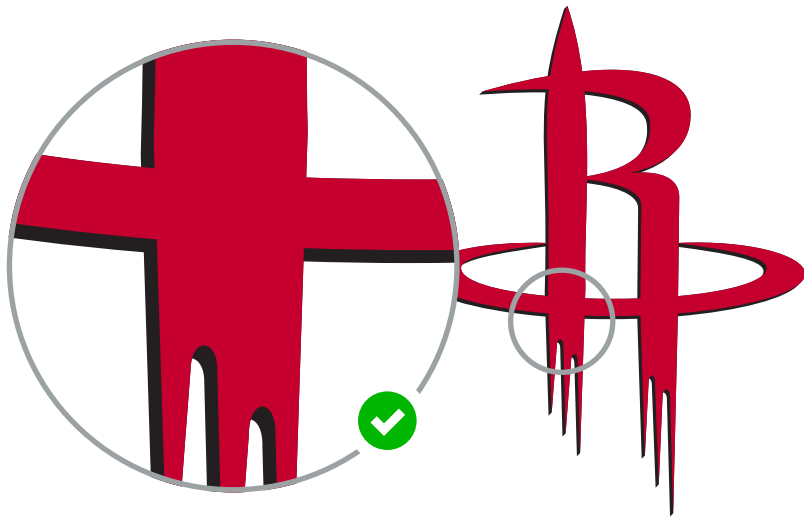
HOUSTON ROCKETS

Logo & Wordmark Misuse

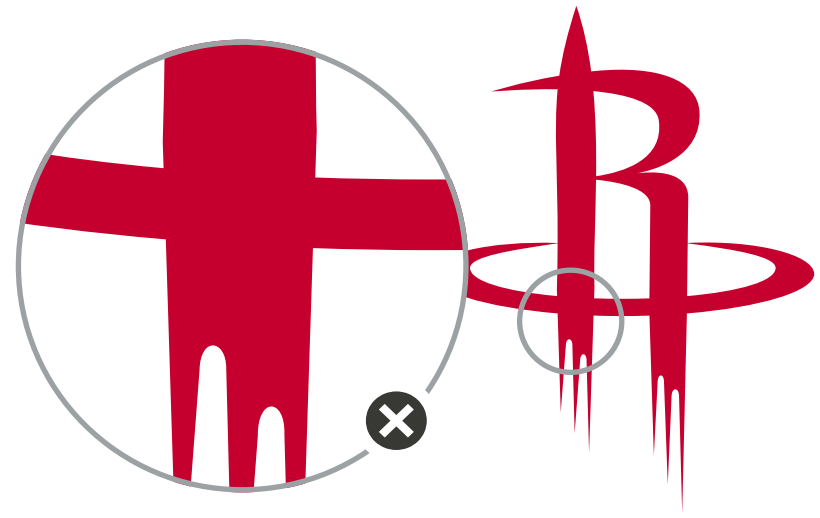
Complimentary Shadow on Primary Icon

The Primary Icon must have a complimenting color shadow directly behind it, and should never be a single color on top of a colored background. For more information on which color shadow should be used, refer to page 7.

CORRECT USAGE



INCORRECT USAGE

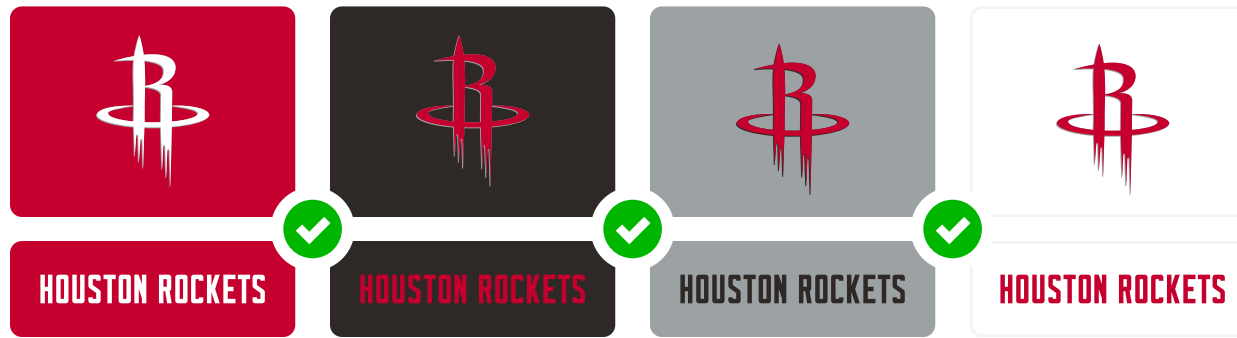


Logo & Wordmark Misuse

Color Combinations on the Primary Icon & Wordmarks

The Primary Icon must have a complimenting color shadow directly behind it, and should never be a single color on top of a colored background. Neither the Stacked or Horizontal Wordmark should be used in any color not shown below, nor should it ever be outlined or included with a shadow. For more information on correct usage of all logos and wordmarks, refer to the Working With Our Logos section.

CORRECT USAGE



INCORRECT USAGE



This is not an exhaustive list, but it gives a few examples of incorrect use of our brand. Refer to the Working with Our Logos section for more information.

Logo & Wordmark Misuse

Background Application with the white Primary Icon

The guidelines below indicate how our white primary icon should be used with backgrounds that are not a solid color. For more information on correct usage of all logos and wordmarks, refer to the Working With Our Logos section.

CORRECT USAGE



TEXTURES & PATTERNS

Textures and patterns that contain details with different tones, shades, and hues of red, and preserve red as the dominant background color are permissible.



PHOTOGRAPHY

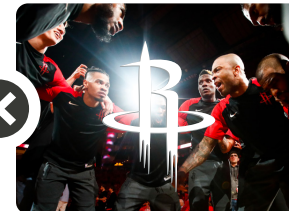
Photographs that maintain red as the overall background color are acceptable. A red filter over a monochrome photo is an alternate solution. Either way, the image must allow for contrast between the logo and the background.

INCORRECT USAGE



TEXTURES & PATTERNS

Textures and patterns that contain details with different colors that are not a tone, shade, or hue of red should be avoided, especially if they are of a brighter tone. The contrast is lost and emphasis on logo is nonexistent.



PHOTOGRAPHY

Photographs that contain several colors that do not create an overall red color are not acceptable and must be avoided.



These are **not** exhaustive lists, but they give several examples of how the white Primary Icon should and shouldn't be used on a non-solid background.

Logo & Wordmark Misuse

Background Application with the red Primary Icon

The guidelines below indicate how our red primary icon should be used with backgrounds that are not a solid color. For more information on correct usage of all logos and wordmarks, refer to the Working With Our Logos section.

CORRECT USAGE



TEXTURES & PATTERNS

Textures and patterns that contain details with desaturated tones, shades of gray, and preserve black, gray or white as the dominant background color are permissible.



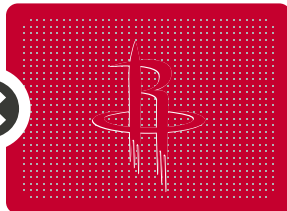
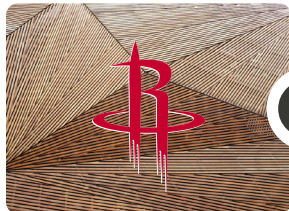
PHOTOGRAPHY

Photographs that maintain black, gray or white as the overall background color are acceptable. More than likely, the only solution is to desaturate a photo, and lower the brightness. Either way, the image must allow for contrast between the logo and the background.



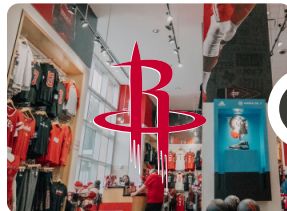
As always, a shadow must be used with the Primary Icon. However, you have the choice of white or gray, depending on the background contents.

INCORRECT USAGE



TEXTURES & PATTERNS

Textures that contain details with different colors that are not a lighter tone or shade of gray should be avoided, especially if they are of a brighter tone.



PHOTOGRAPHY

Photographs that contain several colors that do not create an overall red color are not acceptable and must be avoided.



These are **not** exhaustive lists, but they give several examples of how the red Primary Icon should and shouldn't be used on a non-solid background.

Logo & Wordmark Misuse

Background Application with the Global Logo

Because the Global Logo includes a white outline, any background or color is permissible to be used with it. However, the outline must not be altered in any way, and the colors within the Global logo cannot be changed. The one-color black version is only approved for use on applications where only a single color is available.

CORRECT USAGE



INCORRECT USAGE



QUESTIONS?

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