THE GIST

The Delaware State Fair has created this guide to help maintain the consistency of the brand. The brand is much more than just the logo. It's how that logo and any accompanying type styles, fonts, and color schemes are used. There are several marketing outlets being utilized and we want to ensure a consistent brand message throughout all outlets including online media, print media, and social channels.

VISUAL MESSAGE

The Delaware State Fair's visual brand is inspired by over a 100 years of history.

Our message draws on years of family memories and traditions. The brand is crafted to bring about those memories, provoke a sense of nostalgia and create a serious fear of missing out.

Typography

Typography Elements: The following fonts and variations are used in conjunction with promotional materials. In some instances, fonts and characteristics are not available as indicated below.

Ranga Bold
• used in titles, headlines, and certain subheadlines
• not to be used in body copy or paragraph text.

AaBbCcDd

Poppins
• used in bold stylings for subheadings and regular/ light weight body copy & paragraph text.

AaBbCcDd

Custom Hand Drawn Script
• Not able to replicate. Full type set does not exist.
• Only used in logo

Copperplate Gothic Bold
• used only in rare occasions in print
• not available for web applications
• lower case is not available

AaBbCcDd

DELAWARE STATE FAIR COLOR GUIDE

RED
PMS: 186C
CMYK: 12/100/91/3
RGB: 206/32/47

BLUE
PMS: 287C
CMYK: 100/87/20/11
RGB: 31/61/123

YELLOW
PMS: 116C
CMYK: 0/15/94/0
RGB: 255/212/32

Color Theme: This is the correct color scheme for the Delaware State Fair logo. These color should not be altered or interchanged.

LOGO USAGE & ALTERNATE USAGE

With Ferris Wheel: This is the standard Delaware State Fair logo. Use this version as the main logo to best use space and visibility.

Appropriate SINGLE COLOR Versions:

BLACK	BLUE	RED	YELLOW	WHITE

BLACK	BLUE	RED	YELLOW	WHITE

DELAWARE STATE FAIR 2024 THEME LOGO

COLORS

YELLOW
fdb417
CMYK: 0/33/100/0
RGB: 253/180/23

BLUE
2391ee
CMYK: 72/37/0/0
RGB: 35/145/238

GREEN
1cac41
CMYK: 80/3/100/0
RGB: 28/172/65

FONTS

KITTEN FAT
Aa Bb Cc

Fall In Love
Aa Bb Cc