

2009 OC SUPER FAIR STYLE GUIDE










With more than a million guests every year, the OC Fair is a popular annual summer event.

In order to best represent the OC Fair in a clear and consistent way, a specific theme and design has been created for the 2009 event.

Included in this packet are the basic guidelines for use of the logo and branding for the 2009 OC Fair. Only these approved logos and references can be used to depict this event. Any deviation from the design and language included in this packet must be approved by the OC Fair Marketing Department.

ARTWORK GUIDELINES

-  Only logo artwork distributed by the OC Fair Marketing Department may be used in any Fair-related advertising, signage, decoration, promotion or any other use where the annual event is depicted.
-  Any use of the OC Fair artwork for sale or public distribution, including advertising, must receive written approval from the OC Fair Marketing Department prior to publication and/or distribution.
-  Elements not included in the official OC Fair theme artwork should not be added or embellished without prior approval from the OC Fair Marketing Department.
-  Artwork must be used in the provided size proportion, color codes and dimensions.
-  Only the provided theme elements that have already been separated from the overall theme artwork can be used (Ferris wheel, carnival, and purple button.)
-  If used in graphic logo form, “OC Super Fair” and the dates must be used in the provided versions – logotype and general design must be kept intact. If mentioned in text only, please follow the guidelines provided on the following page.
-  A layered, vector file of the 2009 OC Super Fair artwork can be requested from the OC Fair Marketing Department. Requests will be considered on a case-by-base basis.

Any questions regarding usage of the 2009 OC Fair theme artwork should be directed to the Marketing Department at (714) 708-1541.

2009 OC SUPER FAIR STYLE GUIDE



REFERENCES GUIDELINES

When a logo is not used and the 2009 OC Super Fair appears in text only, the following are approved event references:

2009 OC Super Fair
OC Super Fair
2009 OC Super Fair – Costa Mesa, California
OC Super Fair – Costa Mesa, California

Additional approved language includes:

<u>Theme</u>	<u>Dates</u>	<u>Website</u>
"Think. Big." Think. Big. "Think. Big." in 2009	July 10-August 9, 2009	ocfair.com

COLOR CLIP ART

Color and B/W clip art files (300 DPI JPGs) are available on-line at ocfair.com/logos.



2009 OC
SUPER
FAIR

JULY 10-
AUG. 9

OCFAIR.COM

Think. Big.



OC Fair Marketing Department
Artwork is available at ocfair.com/logos

JULY 10 -
AUG. 9

2009 OC SUPER FAIR STYLE GUIDE

Think.
Big.

COLOR GUIDE





Gradation background

2 colors used:

	C: 58 M: 70 Y: 0 K: 0		C: 4 M: 25 Y: 94 K: 0
	PMS: 2665		PMS: 7406

Purple

Used for all text

	C: 77 M: 100 Y: 0 K: 31
	PMS: 2627

OC Fair Marketing Department
Artwork is available at ocfair.com/logos

JULY 10 -
AUG. 9