



2010
OC Fair
Style Guide

OC Fair Creative Services Dept.
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ocfair.com/logos



2010 OC Fair Style Guide

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

In order to best represent the OC Fair in a consistent and clear way, a specific theme and graphic design has been created for the 2010 event.

Included in this packet are the basic guidelines for use of the logo and branding of the 2010 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 Creative Services Dept.





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Artwork Guidelines:

Only logo artwork distributed by the OC Fair Creative Services or Marketing Departments 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 Creative Services Department.

Artwork must be used in the provided size proportion, color codes and dimensions.

Only provided theme elements that have already been separated from the overall theme artwork can be used.

If used in graphic logo form, "OC Fair," the dates and the web site 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 2010 OC Fair artwork can be requested from the OC Fair Creative Services Department. Requests will be considered on a case-by-case basis.

Any questions regarding usage of the 2010 OC Fair theme artwork should be directed to the Creative Services Department, Johanna Svensson, at 714-708-1864 or jvsvensson@ocfair.com.



2010 Key Art





Reference Guidelines

When a logo is not used and the 2010 OC Fair appears in text only, the following are approved event references:

2010 OC Fair
OC Fair
2010 OC Fair - Costa Mesa, California
OC Fair - Costa Mesa, California

Additional approved language includes:

Theme
"The Beat Goes On"

Dates
Jul. 16 - Aug. 15, 2010
Open Wed. - Sun.
July 16 - August 15, 2010
Open Wednesday - Sunday

Web site
ocfair.com

Color Clip Art

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





2010 OC Fair Logo



Logo Color Guide



Green

Pantone 361c
C 69
M 0
Y 100
K 0



Orange

Pantone 361c
C 0
M 63
Y 91
K 0



Lt Yellow

Spot Color
C 0
M 0
Y 42
K 0



Black

Color 1
C 100
M 100
Y 100
K 100



Dk. Gray Gradient

Color 1	Color 2
C 0	C 4
M 0	M 1
Y 0	Y 0
K 100	K 80



Lt. Gray Gradient

Color 1	Color 2
C 24	C 44
M 19	M 36
Y 20	Y 36
K 0	K 1



Green Gradient

Color 1	Color 2	Color 3
C 22	C 73	C 75
M 0	M 25	M 68
Y 29	Y 100	Y 67
K 1	K 9	K 89





Logo Do's & Don'ts

Correct Usage

Color Logo Only



B&W Logo Only



Solid Color Background



Incorrect Usage

No stretching



No Rotating



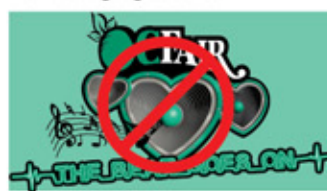
No Skewing



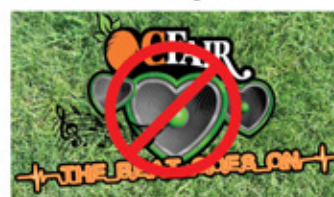
No Cropping



No changing colors



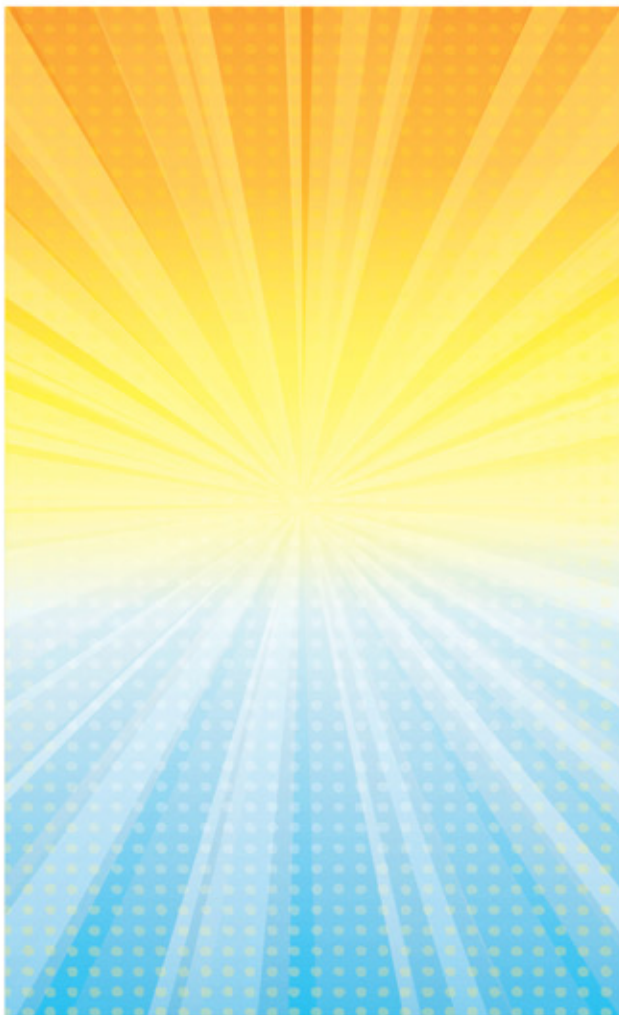
No textured backgrounds





Background

Background



Background Colors



Blue

C 58 R 85
M 8 G 172
Y 62 B 208
K 9



Yellow

C 0 R 255
M 0 G 246
Y 62 B 128
K 0



White

C 0 R 255
M 0 G 255
Y 0 B 255
K 0



Orange

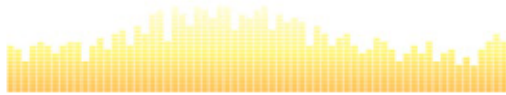
C 3 R 239
M 50 G 147
Y 82 B 68
K 0





Other Style Elements

Equalizer



Blue Gradient

Blue 1	Blue 2	White
C 73	C 56	C 0
M 30	M 9	M 0
Y 19	Y 9	Y 0
K 9	K 0	K 0

Yellow Gradient

Orange	Yellow	White
C 0	C 0	C 0
M 50	M 0	M 0
Y 100	Y 69	Y 0
K 0	K 0	K 0

Green Gradient

Green	White
C 69	C 0
M 0	M 0
Y 100	Y 0
K 9	K 0

Silhouettes



Blue Gradient

Blue 1	Blue 2
C 94	C 62
M 93	M 5
Y 31	Y 22
K 21	K 0





Typography

Rockwell

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ0123456789

Rockwell Bold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ0123456789**

Rockwell Extra Bold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTUVWXYZ0123456789**

Type Treatments

Jul. 16 - Aug. 15

Jul. 16 - Aug. 15

