ARIZONA
EXPOSITION &
STATE FAIR

BRAND GUIDE



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LOGO

About the Logo

Spacing & Sizing

Logo Usage

LOGO

PRIMARY LOGO



ACCESS LOGOS

LOGOMARK



ABOUT THE LOGO

Each of the icons represent core aspects of the Arizona State Fair



The Sun represents one of Arizona's 5 C's: climate



The Horse has a dual representation, both the carousel ride and agriculture



The Fork symbolizes the ever popular array of Fair food



The Music Note represents the abundance of live entertainment

SPACING & SIZING

SIZING

The logo is designed to scale to small sizes on print and screen. Use the full logo when there is space and only use the logomark with reason (such as the favicon for the Arizona State Fair website).







SPACING

The logo should have ample spacing on all sides to ensure it will be displayed correctly at all times.



LOGO USAGE

The primary logo is comprised of the wordmark and symbols. The symbols are always above the wordmark.

There are color variations that can be used depending on the color of the background. The full color version should always be used if possible. If not, an all black version of the logo can be used on light backgrounds or an all white version of the logo can be used on dark backgrounds.

When placing the logo on an image, use the version of the logo that provides the most contrast for maximum readability.







MISUSE OF LOGO



Keep symbols on top of the wordmark



Keep the logo straight and level



Always use brand typography in the logo



Keep the logo ratio intact



I

TYPOGRAPHY

Brand Typography

Typography Guidelines

BRAND TYPOGRAPHY

HEADER FONT

BRANDON GROTESQUE

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890!@#$%^&*()

ACCESS FONT

BODY FONT

Sofia Pro

LIGHT | REGULAR | **BOLD** | **BLACK**

LIGHT ITALIC | *REGULAR ITALIC* | ***BOLD ITALIC*** | ***BLACK ITALIC***

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

ACCESS FONT

TYPOGRAPHY GUIDELINES

HEADER FONT

BRANDON GROTESQUE

- To be used for headings/titles and subtitles
- To be used for text in buttons and Call to Actions (CTA)
- Always use in ALL CAPS
- Always use the BLACK font style

BODY FONT

Sofia Pro

- To be used for body text and paragraphs
- Primarily use the REGULAR font style
- Only use other font styles (such as BOLD) for emphasis and within reason

EXAMPLE

LOREM IPSUM

LOREM IPSUM DOLOR

Title & Subtitle:
Brandon Grotesque
Black ALL CAPS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Body copy:
Sofia Pro Regular

Ut enim ad minim veniam, quis nostrud exercitation **ullamco laboi** ut aliquip ex ea commodo.

Sofia Pro Bold
(for emphasis)

LOREM IPSUM

CTA button:
Brandon Grotesque
Black ALL CAPS

DECORATIVE GUIDELINES

The logo typeface has three letters vastly different from the primary font Brandon Grotesque: the ‘R’ the ‘I’ and the ‘O’. When using large, eye-catching headlines, these stylized letters may be used in place of the regular letters.

ACCESS UNIQUE LETTERS



Regular ‘R’ Stylized ‘R’ Regular ‘I’ Stylized ‘I’ Regular ‘O’ Stylized ‘O’



COLOR

Brand Color Palette

Color Guidelines

BRAND COLOR PALETTE

#1B449D

R 27 **G** 68 **B** 157

C 100 **M** 84 **Y** 0 **K** 0

#83B150

R 131 **G** 177 **B** 80

C 60 **M** 8 **Y** 100 **K** 0

#DA4981

R 218 **G** 73 **B** 129

C 0 **M** 91 **Y** 17 **K** 0

#654FA1

R 101 **G** 79 **B** 161

C 70 **M** 81 **Y** 0 **K** 0

#0C0C0C

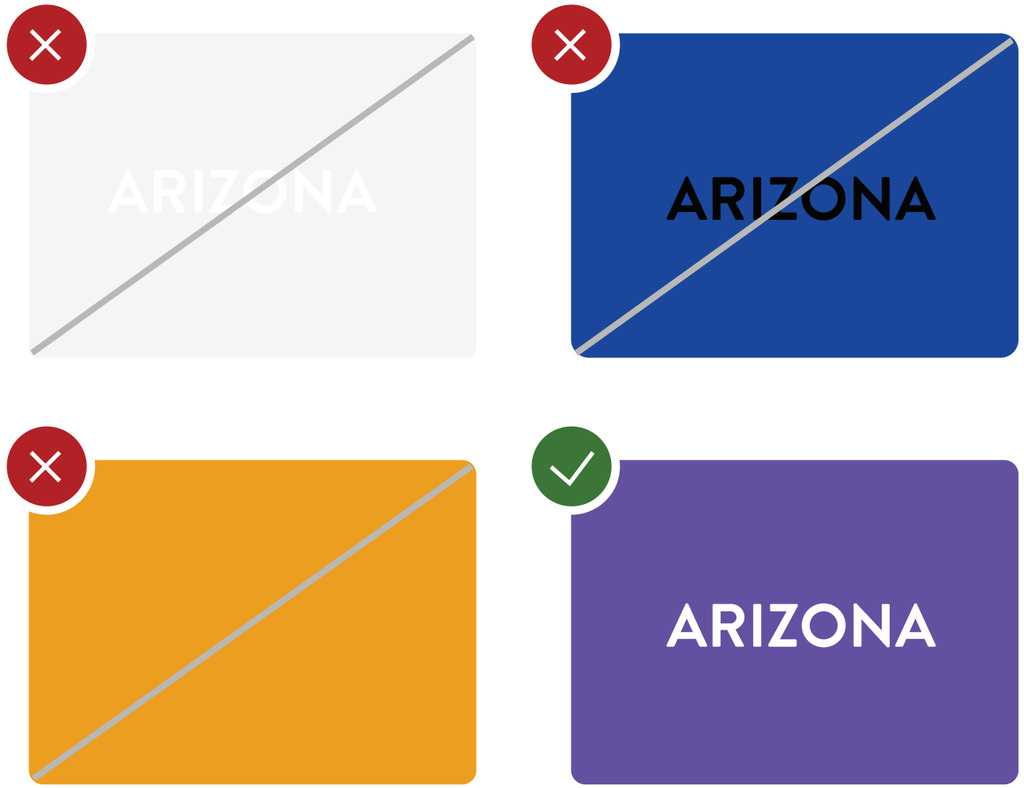
R 12 **G** 12 **B** 12

C 74 **M** 67 **Y** 66 **K** 85

COLORS GUIDELINES

Keep the following rules when working with color to keep it accurate:

1. Put light text on dark backgrounds
2. Put dark text on light backgrounds
3. Only use the official brand colors





BRAND ASSETS

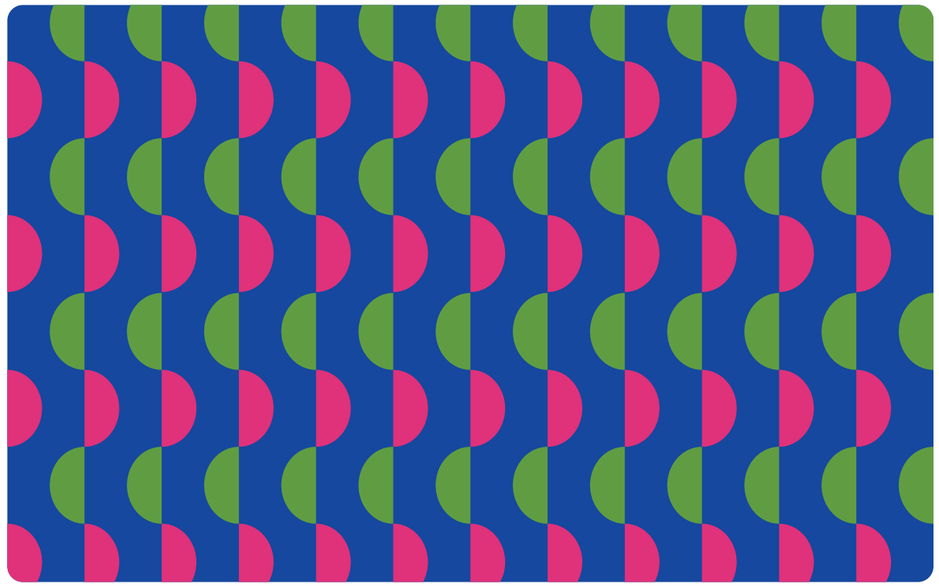
Background Patterns

Circle Motif

BACKGROUND PATTERNS

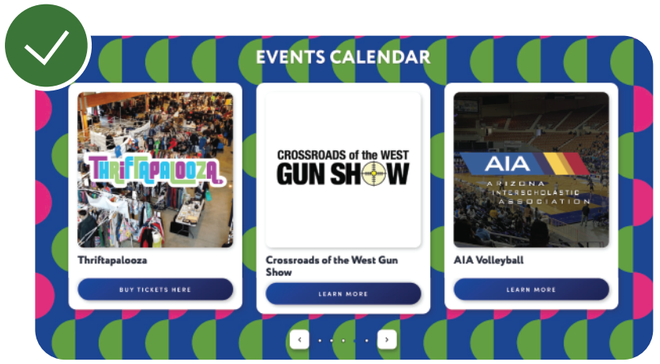
MULTICOLOR PATTERN

To be used ONLY when the pattern does not conflict with content. Elements can be broken up to make content more readable.



ACCESS DESIGN

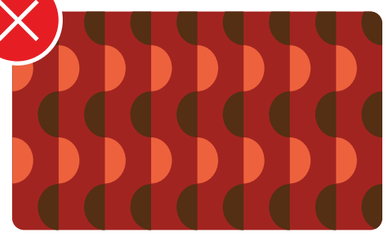
USAGE EXAMPLE



Enclose elements in boxes to provide enough contrast against the complex colored background



Brake up the design and used as a border so the text remains readable



Only use the official brand colors in the pattern

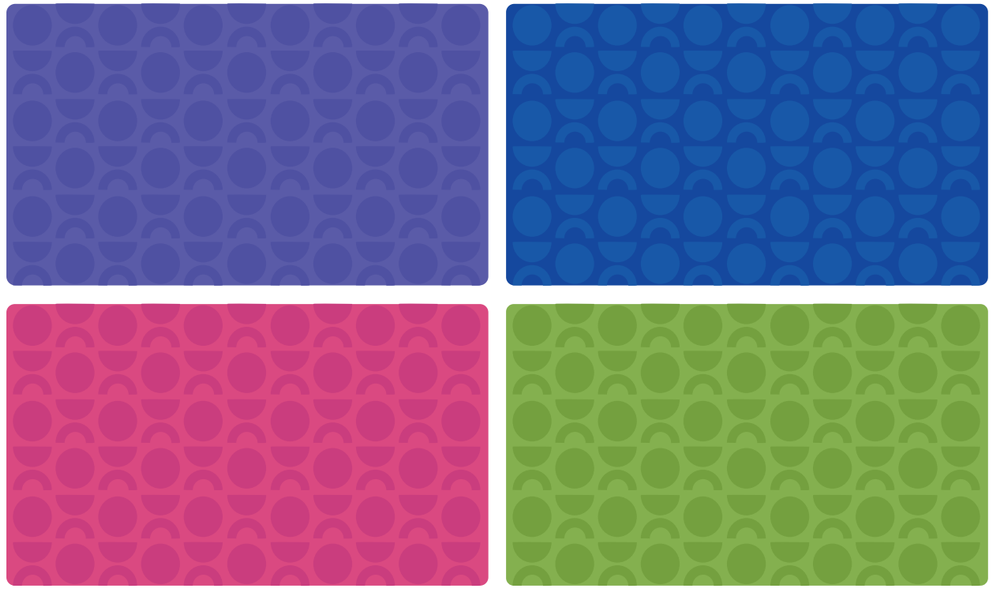


Keep the background solid behind large quantities of text so it remains readable

BACKGROUND PATTERNS

SOLID COLOR PATTERN

To be used with more complex content as it is a less distracting pattern.

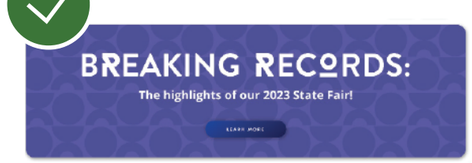


ACCESS DESIGN

USAGE EXAMPLE



Images, logos, or other visuals can be placed directly on top of the background pattern



Titles, subtitles, body text, and CTAS can by placed directly on top of the background pattern



Only use the official brand colors in the pattern

CIRCLE MOTIF

THE CIRCLE

The circle is an important motif in the AESF brand. The logo contains four circles and the background pattern uses elements from circles. The circle is a continuous cycle, representing how the Arizona State Fair is a consistent annual event. The circle is also a symbol of unity and connection, something the Fair strives to emphasize in all branding and marketing materials. When creating new designs, use the circle when possible.

To further emphasise the motif of circles, use rounded corners in designs instead of sharp edges.

EXAMPLES:







ARIZONA
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THANK YOU

Contact graphic.design@azstatefair.com for any questions or comments regarding the brand guide