



Port
Hope
FAIR

BRAND BOOK

COLOR PALETTE

Primary Colors



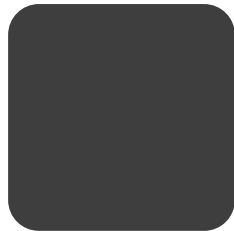
F15A29
R241 G90 B41
C93 M54 Y51 K30
PANTONE 7476C



04515C
R4 G81 B92
C93 M54 Y51 K30
PANTONE 7476C



D7D625
R215 G214 B37
C20 M4 Y100 K0
PANTONE 611C



414042
R65 G64 B66
C0 M0 Y0 K90
PANTONE 446C

Accent



F89746
R248 G151 B70
C93 M48 Y81 K30
PANTONE 157C



414042
R65 G64 B66
C0 M0 Y0 K90
PANTONE 446C

60CAE1

Colors are important to the brand as the logo itself.

On white background

Use 90% black for body.

On colored background

Use white or any color with high contrast.

Accent colors

Use accent colors to accompany the primary colors

LOGO



Clear space avoids type, images, and other graphic components from obstructing our logo's legibility. No visual components should infringe on the logomark's border.

* and District
Agricultural Society

Can be removed when used for small media
(600px/12in or smaller)

TYPOGRAPHY

Zil Semi Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

used for headings and titles with primary colors.

Aktiv Grotesk Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondence.

INCORRECT USE OF LOGO



Do not stretch/distort



Do not rotate or skew.



Do not use gradient



Do not use drop shadow or any effect



Do not change the opacity



Do not use the logo on a busy background

Other restrictions

Do not change the color of the logo.

Do not recreate the logo using different font.