

LOGO USAGE GUIDE

Using the AgLand Logo

The AgLand logo was designed to showcase the attraction's energy and purpose, providing a quick visual tie between the Kentucky State Fair and the attraction's attendees.

Consistent use is required to maintain clear identification and brand integrity standards for the Fair and its attractions. **The arrangement and position of typography used within the logo cannot be changed or altered in any way.** Always use the logo as a placed graphic.

The AgLand logo is provided in EPS vector, JPEG and PNG formats. See the "Reproduction Quality" section of this guide for details on these file types.



Full Color



One-Color Black



White Reverse



Two-Color

Logo Colors

The AgLand logo is approved for use in the designated colors and color combinations above, and in one-color using the blue (PMS 293 C). No other colors are permitted. Tints of black are allowed when using the one-color black logo, but no tints are allowed when using the logo in the provided colors.

The only exception for using the logo in colors other than the approved colors are in the rare event printing processes are available only in a color other than black or the provided colors.



PMS: 293 C
CMYK: 100/80/12/3
RGB: 0/61/167
HEX: 003da7



PMS: 110 C
CMYK: 16/31/100/1
RGB: 219/170/0
HEX: dbaa00

NOTE: Color reproduction is affected by paper choice, print quality and monitor settings. Using these standards will better ensure color consistency with regard to reproduction variables.

Improper and proper use of the AgLand logo

X



Do not stretch the logo.

X



Do not squeeze the logo.

X



Do not skew the logo.

X



Do not tilt the logo.

X



Do not change the logo colors.

X



Do not add drop shadows or effects to the logo.

X



Do not use tints of the approved colors.

✓



Tints of black are permitted.

NOTE: Always scale logos with constrained proportions to prevent "stretching" or "squeezing." On most computer programs, this is achieved by holding the "Shift" or "Command" key during sizing.

Reproduction Quality

VECTOR – Uses mathematical points to draw curves and lines. As a result, vector files can be infinitely scaled with no loss in sharpness or quality. The AgLand logo is provided in the EPS vector format.

EPS – Vector is the preferred format for commercial printing; however, not all software programs accept or recognize EPS.

RASTER (BITMAP) – Raster files provide quick and easy placement in almost all software programs, including Word, PowerPoint and Excel, and are the most common formats for web use.

Raster files have limitations because they are made of pixels and become blurry and/or jagged when enlarged or reduced. It is acceptable to reduce a raster image with minimal loss of quality, but raster images should never be enlarged. The AgLand logo is provided in JPEG and PNG raster formats.

JPEG – Is the most universally recognized; however, JPEG files retain solid backgrounds, making them difficult to place over colors or images.

PNG – PNG files place with a transparent background, but may not be recognized by some software.