



Kentucky STATE FAIR

Uniquely Kentucky. Uniquely Fun.

Logo Guidelines



Logo Breakout

Consistent use of our logo is important for brand recognition, brand quality and brand engagement.



Starburst -
Abstract symbol that
represents the spirit of
the Fair and the variety
of experiences we offer.

Brand typography -
Clean, friendly and familiar,
a typographic mix of
contemporary with a touch
of nostalgia that speaks to
our history.

Tagline -
The tagline distills the KSF
experience down to its
essence.

Logo

Basic usage principles for the primary logo.



Logo with Tagline
Use the logo with tagline to
represent the brand whenever possible.



Logo without Tagline
Use the logo without tagline to represent the brand
when the tagline is not needed or the logo is small and
makes the tagline unreadable.



Logo with Tagline Reversed Out



Logo without Tagline Reversed Out

Logo Colors

Color breakouts for reproducing the logo across different mediums.



Pantone	Black	PMS 185	Reflex Blue	PMS 312	PMS 3272	PMS 354	PMS 158
CMYK	C:0 M:0 Y:0 K:100	C:2 M:94 Y:90 K:100	C:99 M:84 Y:3 K:0	C:95 M:0 Y:7 K:0	C:95 M:2 Y:45 K:0	C:86 M:0 Y:93 K:0	C:2 M:66 Y:97 K:0
RGB	R:35 G:31 B:32	R:191 G:30 B:46	R:48 G:50 B:137	R:0 G:173 B:239	R:49 G:161 B:162	R:58 G:181 B:74	R:207 G:114 B:34

Logo — Simplified Versions

When limitations prohibit using the multi-colored primary logo, the simplified versions on this page can be utilized.



1c Logo with Tagline Reversed Out



1c Logo without Tagline Reversed Out



1c Logo with Tagline Tints



1c Logo without Tagline Tints



1c Logo with Tagline



1c Logo without Tagline

Starburst

The Starburst icon can be extracted from the typography to be used as a shorthand for the brand or graphic element. Since this icon is still in the building stages of recognition for the brand, it should never be used in isolation without the full logo somewhere in proximity or “Kentucky State Fair” explicitly stated.



Starburst Icon



Potential uses for
Starburst Icon:

Digital & Social
Media Icons



Design Element Used
as Patterning



Macro Graphic
Design Element

Logo Staging — Color Backgrounds

Use the white version of the logo on the approved brand colors.



Logo Staging — Clearance Area

The minimum space allowed around the logo is demonstrated below. The width of two cap “K’s” is used as a measurement of minimum space required for text, images and art to be placed around the logo.



Logo Don'ts

Consistent and correct use of the logo ensures the quality of our brand. The logo should never be altered or changed in any way. Below are a few examples of the wrong way to use the logo.



Do not scale the Starburst disproportionately from rest of logo



Do not move the location of the Starburst



Do not apply any effects to the Starburst



Do not change the colors in the Starburst



Do not use logo without the Starburst



Do not scale any of the typography disproportionately from rest of logo

Typography

The Gotham type family has been selected for the Kentucky State Fair because of its clean, contemporary look and friendly feel. The family is available in multiple weights to allow versatility for any application.

Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz0123456789

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz0123456789

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
abcdefghijklmnopqrstuvwxyz0123456789



Sample Applications

Print

Full bleed at top of layout. Depth can adjust depending on amount of copy/content below, but should be dominant portion of layout.



Outdoor

Full bleed, with uncluttered area for type.



Vertical Banners

For extremely vertical formats, the logo may be rotated if needed to allow a larger landmark.



Website & App

Clean look with plenty of white and accents of the bright brand colors.



Merchandise

The Starburst icon can be used on merchandise such as T-shirts, hats, and other products to provide a colorful, interesting graphic as well as help build recognition for the icon.



Front



Back



Thank You!