



SUMMERFAIR
CINCINNATI

**IDENTITY & BRAND
STANDARDS GUIDE**

2.16.2009

Tagline

Supporting and Promoting
Artists and the Arts Year-Round

Position Statement

Summerfair connects 1.5 million Cincinnatians with visual art through community art projects, arts organization support, artists' grants and scholarships, and a nationally recognized fine art and fine craft festival.

Design Theme

The new brand design is based on two building block elements - geographic shapes which can combine into many unique forms. Transparency and overlapping of the building blocks represent Summerfair Cincinnati's unique ability to connect the community to the arts and connect support to deserving artists, crafts people and arts organizations.

Enthusiastic Colors draw upon SFC's past brand equity and are used to identify important SFC events, programs and initiatives.

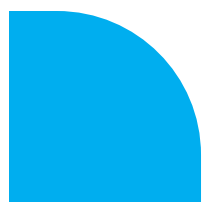
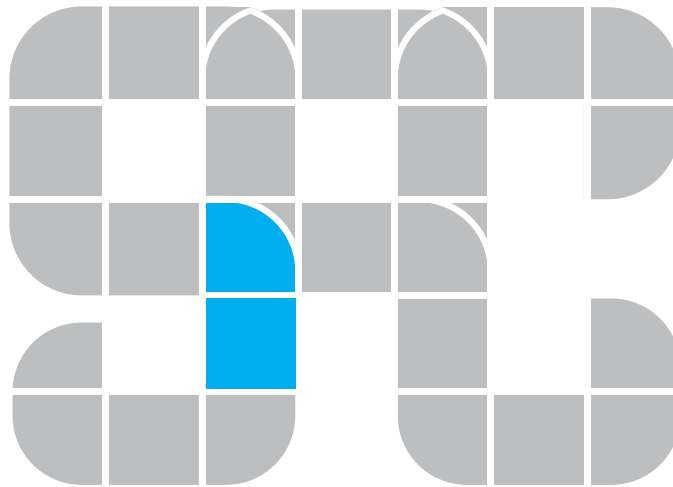
Voice

Connected, Supportive, Selective, Enthusiastic

Graphic Elements

THE BUILDING BLOCKS

These two essential shapes provide the foundation for the Summerfair Cincinnati logo. This simplicity of form provides flexibility for brand applications.



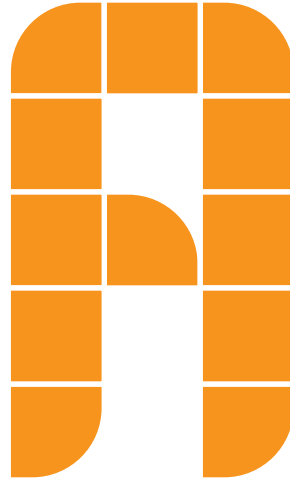
Graphic Elements

BUILDING LETTERS

Use the basic building blocks to build letterforms that correspond to Summerfair's six events: SummerFair, Emerging Artists, Aid to Individual Artists, Summerfair Select, Grants and High School Scholarships & Exhibitions.

The letterforms can be used to house singular or multiple pieces of art or photos of exhibitors.

DO NOT place clip art or stock photography into letterforms. Always use original art from Summerfair Cincinnati artists and crafts people.



Graphic Elements

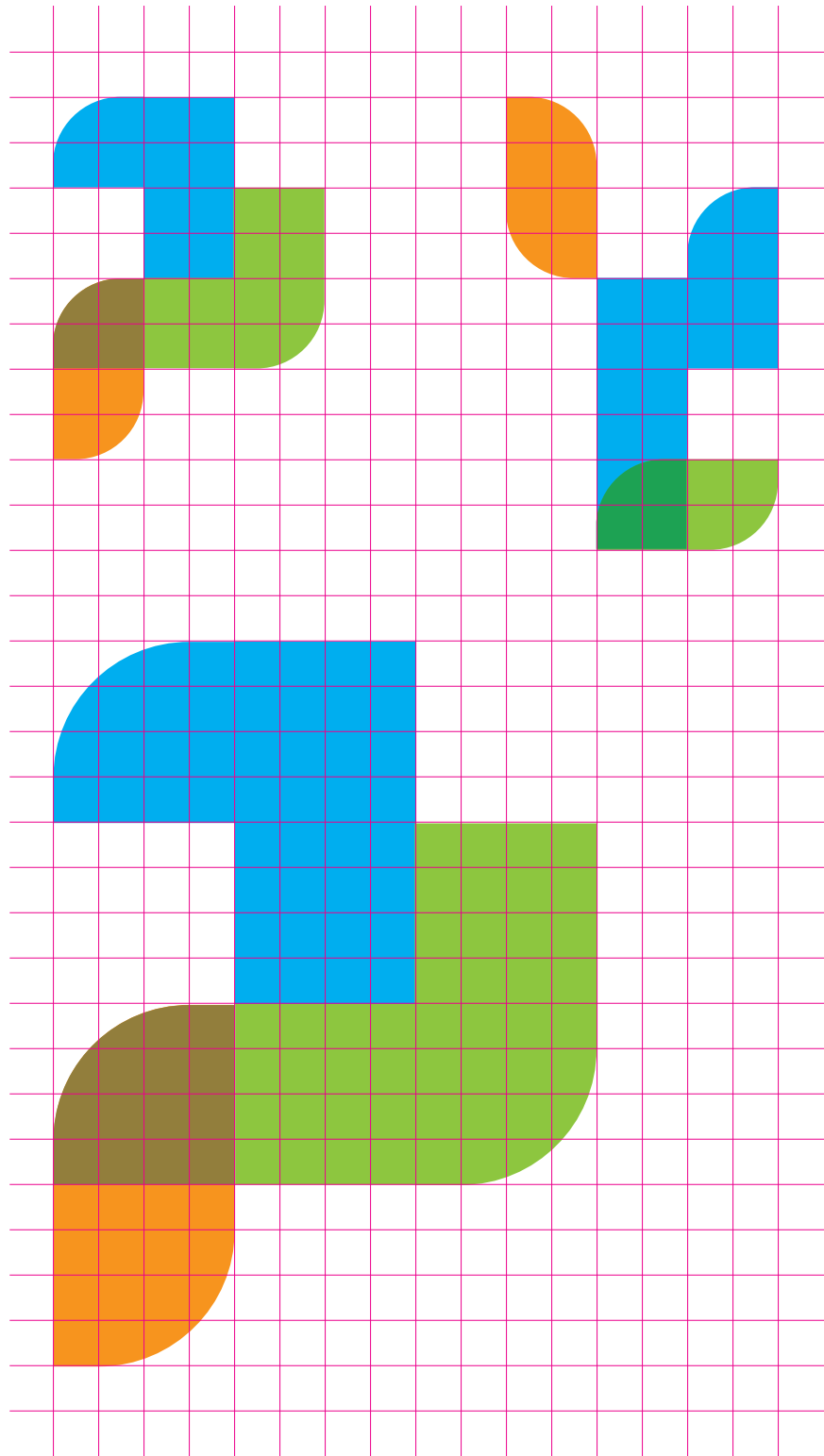
COMPOSING WITH THE BUILDING BLOCKS

Use the basic building blocks to build compound shapes that house artwork or photographs.

Limit compound shapes to 10 building blocks to prevent over-complicated compositions.

Always maintain a grid structure of .25".

Also employ transparency to create compelling images and to represent Summerfair Cincinnati's link to the arts and the community.



Typography

The typeface Avant Garde is based upon simple geometry and, therefore, relates to the geometric building blocks in the logo and brand.

It should be used for all text, including headlines, body copy and accents.

AVANT GARDE

abcdefghijklmnopqABCDEFGHIJKLM
123456789?&%\$!*
abcdefghijklmnopqABCDEFGHIJKLM
*123456789?&%\$!**

abcdefghijklmnopqABCDEFGHIJKLM
*123456789?&%\$!**

abcdefghijklmnopqABCDEFGHIJKLM
123456789?&%\$!*
abcdefghijklmnopqABCDEFGHIJKLM
*123456789?&%\$!**

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abcdefghijklmnopqABCDEFGHIJKLM
123456789?&%\$!*

abcdefghijklmnopqABCDEFGHIJKLM
123456789?&%\$!*

Color

The Summerfair Cincinnati color palette allows the brand to be communicated clearly and appropriately. The colors are meant to evoke positivity and enthusiasm through their pure, bright tones.

LOGO COLORS



Summerfair Green

CMYK		RGB	
C 50	R 140	M 0	G 198
Y 100	B 63	K 0	



Summerfair Blue

CMYK		RGB	
C 100	R 0	M 0	G 174
Y 0	B 239	K 0	



Summerfair Orange

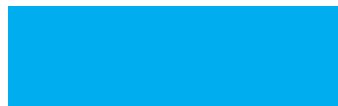
CMYK		RGB	
C 0	R 247	M 50	G 147
Y 100	B 30	K 0	

EVENT COLORS



Grants / High School Exhibitions & Scholarships

CMYK		RGB	
C 50	R 140	M 0	G 198
Y 100	B 63	K 0	



AIA

CMYK		RGB	
C 100	R 0	M 0	G 174
Y 0	B 239	K 0	



Emerging Artists

CMYK		RGB	
C 0	R 247	M 50	G 147
Y 100	B 30	K 0	



Summerfair Select

CMYK		RGB	
C 45	R 147	M 56	G 122
Y 0	B 184	K 0	

Using the Summerfair Cincinnati Identity

This section of the guide explains what is considered appropriate and inappropriate logo usage, and how to avoid mistakes when reproducing the identity.

Logo, CMYK

The Summerfair Cincinnati logo has been designed for print and web. As such, it should appear primarily as 4-color process (CMYK).

The CMYK breakdown for Summerfair Green is:
C:50 M: 0 Y: 100 K: 0

The CMYK breakdown for Summerfair Orange is:
C:0 M: 50 Y: 100 K: 0

The CMYK breakdown for Summerfair Blue is:
C: 100 M: 0 Y: 0 K: 0

The CMYK breakdown for Summerfair B+G:
C:82 M: 11 Y: 93 K: 0

The CMYK breakdown for Summerfair G+O:
C: 40 M: 42 Y: 89 K: 14



Logo, RGB

When necessary, the Summerfair Cincinnati logo can also be converted to RGB for on-screen use.

The RGB breakdown for Summerfair Green is:
R: 140 G: 198 B: 63

The RGB breakdown for Summerfair Orange is:
R: 247 G: 144 B: 30

The RGB breakdown for Summerfair Blue is:
R: 0 G: 174 B: 239

The RGB breakdown for Summerfair B+G:
R:29 G: 162 B: 83

The RGB breakdown for Summerfair G+O:
R: 146 G: 126 B: 60



Logo, One-Color

When necessary, the Summerfair Cincinnati logo can print in one color using various screens of Process Cyan..

The one-color equivalent for Summerfair Green is:
C: 50

The one-color equivalent for Summerfair Orange is:
C: 40

The one-color equivalent for Summerfair Blue is:
C: 75

The one-color equivalent for Summerfair B+G:
C:100

The one-color for Summerfair G+O:
C: 65

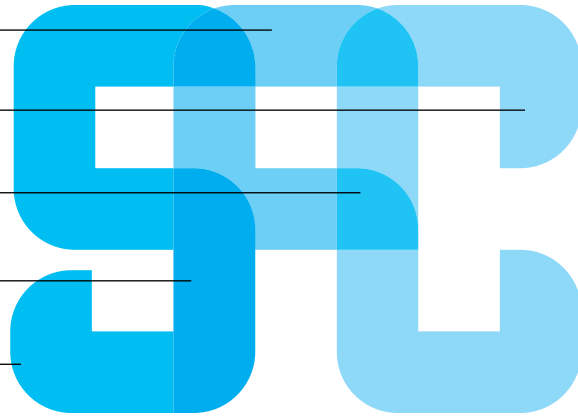
Summerfair
Green

Summerfair
Orange

Summerfair
G+O

Summerfair
B+G

Summerfair
Blue



Logo, B/W

When necessary, the Summerfair Cincinnati logo can print in black and white.

The b/w equivalent for Summerfair Green is:
K: 70

The b/w equivalent for Summerfair Orange is:
K: 50

The b/w equivalent for Summerfair Blue is:
K: 95

The b/w equivalent for Summerfair B+G:
K: 85

The b/w equivalent for Summerfair G+O:
K: 62

Summerfair
Green

Summerfair
Orange

Summerfair
G+O

Summerfair
B+G

Summerfair
Blue



Logo usage

The Summerfair Cincinnati tagline "Supporting Artists and the Arts Year-Round" should be incorporated as an introduction to most collateral and multimedia materials. It can be applied in either a vertical or horizontal format. Always use one of the two options shown. Any orientation of the Summerfair Cincinnati logo and its tagline other than the two shown is not permitted.

VERTICAL



SUMMERFAIR
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Supporting and Promoting
Artists and the Arts Year-Round

HORIZONTAL



Supporting and Promoting Artists and the Arts Year-Round



Supporting and Promoting Artists and the Arts Year-Round

MARK AND TYPE WITHOUT TAGLINE



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When appropriate, the Summerfair Cincinnati logo mark can be used individually. Acceptable options are a) mark and type without tagline or b) mark only

MARK ONLY





Logo usage

The Summerfair Cincinnati logo must ALWAYS appear as SFC Green, Orange and Blue in the correct color specs (as above). The logo must NEVER appear as another color or with the incorrect color specs.



The Summerfair Cincinnati logo elements should NEVER be rearranged or resized in any way.



The Summerfair Cincinnati logo elements should NEVER be compressed or stretched.



Logo usage

The Summerfair Cincinnati logo should appear on a white background as often as possible. However, if necessary, it may also appear on a solid color background as long as the background color is secondary (ie: lighter) to the logo colors.



The Summerfair Cincinnati logo should never appear over photographs, artwork or reversed out of a dark background. Additionally, the logo should never appear as outlines.



Logo usage

The Summerfair Cincinnati logo should always be surrounded by a clear space. The clear space may be white, the color of the background or a simple area of a photo. The clear space should never be cropped or infringed upon in any way.

The clear space ratio is related to the height and width of the entire logo. The clear space should ALWAYS be half (.5) of the height of the logo.

This applies to both the vertical and horizontal versions of the logo.

The minimum size that the Summerfair Cincinnati logo can appear is .5" height for the vertical version and .25" height for the horizontal version. NEVER go smaller than this. If the space you have is smaller than this, then the application medium is unacceptable.

