Logo Elements

The 2024 Missouri State Fair theme logo "Summer's Best Story" consists of various elements, including:

1. Theme title "Summer's Best Story"
2. Established year of the fair "EST. 1901"
3. Simplistic ferris wheel symbol
4. "Missouri State Fair"
5. Dates of the fair "AUG 8–18" "2024"

The theme logo (as seen to the right) should be used whenever possible. Other formats of the logo (shown on the next page) are acceptable, but the full version of the logo should be given precedence. Do not rearrange the elements into a horizontal arrangement.

The year-round Missouri State Fair barn logo (shown at the top of this page) should be utilized on all printed materials along with the theme logo. However, the theme logo should be the most visually dominant at all times.

Clearspace

The area immediately around the logo must be clear of all other elements to protect its integrity and readability. An equal distance to the width of the ferris wheel bucket surrounding the logo is the ideal clear space. Please refer to the diagram shown to the right.

In the diagram to the right, the width of the ferris wheel bucket (at whatever size the logo is used) is "X". Keep other elements at least "X" distance from the top, bottom and sides of the logo.

Sizing

The logo may be enlarged or reduced as needed, but it must maintain the same aspect ratio. DO NOT distort or change the proportions of the logo.

To ensure the clarity of the brand is retained on all printed literature, the logo should never be used too small for the type to not be easily read.

Color

The full-color, CMYK version of the logo should be given precedence. Grayscale versions are to be used only in instances when color is not an option (i.e. printing in grayscale). Colors are specifed in the diagram to the right. These standards are to be followed closely. No other colors or substitute colors may be used.
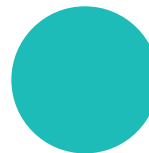
Fonts

The font, Coiny, is used for **"SUMMER'S"**

The font, Genty, is used for *"Best Story"*

Navy
CMYK	91 / 60 / 33 / 29
RGB	17 / 78 / 107
HEX	#114E6B
PMS	4130 C

Teal
CMYK	71 / 0 / 33 / 0
RGB	24 / 188 / 185
HEX	#18BCB9
PMS	2401 C

Cream
CMYK	0 / 2 / 9 / 0
RGB	254 / 249 / 232
HEX	#FEF9E8
PMS	6197 C
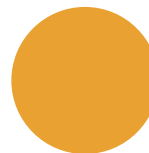
Mustard
CMYK	8 / 40 / 93 / 0
RGB	233 / 162 / 51
HEX	#E9A233
PMS	157 C

Burnt Orange
CMYK	15 / 83 / 97 / 4
RGB	204 / 78 / 45
HEX	#CC4E2D
PMS	7597 C

ALTERNATE LOGO FORMATS

MSF Logo with Theme Logo and Dates

MSF Logo with Theme Logo

Theme Logo