

2022 MISSOURI STATE FAIR LOGO STANDARDS

Logo Elements

The 2022 Missouri State Fair theme logo “Buckets of Fun” consists of the following elements in a circular format, including:

1. The theme title “Buckets of Fun”
2. The “MISSOURI STATE FAIR” tagline with the established year of the fair “EST. 1901”
3. The distressed circular stamp element paired with the arrows pointing to the established year.

The complete logo (as seen to the right) should be used whenever possible. Other versions 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.

When using a version of the theme logo not already combined with the Missouri State Fair logo, the separate Missouri State Fair logo should be utilized in the graphic. 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 height of the letter “M” in “Missouri” surrounding the logo is the ideal clear space. Please refer to the diagram shown to the right.

In the diagram to the right, the height of the letter “M” (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 version (PMS or CMYK) 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 specified in the diagram to the right. These standards are to be followed closely. No other colors or substitute colors may be used.

A black and reverse white theme logo is available for one-color printing.



COLOR PALETTE

	Red CMYK 23 / 91 / 100 / 17 PMS 484 C
	Yellow CMYK 7 / 30 / 95 / 0 PMS 143 C
	Green CMYK 47 / 0 / 94 / 0 PMS 375 C
	Black CMYK 0 / 0 / 0 / 100 PMS Process Black C

FONTS

DIRTY HEADLINE

BLAIR MD ITC

DRONE RANGER 02

LOGO VERSIONS FOR THE 2022 MISSOURI STATE FAIR

2022 MSF Logo with Theme Logo



2022 MSF Theme Logo with Dates



2022 MSF Theme Logo



2022 "Buckets of Fun" Theme Graphic

