

2023 MISSOURI STATE FAIR LOGO STANDARDS

Logo Elements

The 2023 Missouri State Fair theme logo “Where Traditions Grow” consists of various elements, including:

1. The theme title “Where Traditions Grow”
2. The established year of the fair “EST. 1901” and the location of the fair “SEDALIA”
3. The dates of the fair “AUG 10–20 · 2023”
4. All combined on and around an abstract, distressed circular graphic

The theme logo paired with the Missouri State Fair year-round 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 the 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 yellow bar behind “TRADITIONS” 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 yellow bar behind “TRADITIONS” (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). A reverse, white version is also available for one-color printing. 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.



THEME COLOR PALETTE

	Red CMYK 23 / 91 / 100 / 17 PMS 484 C
	Salmon CMYK 11 / 82 / 90 / 1 PMS 2031
	Tan CMYK 18 / 33 / 66 / 0 PMS 7562
	Yellow CMYK 7 / 30 / 95 / 0 PMS 143 C
	Green CMYK 37 / 26 / 100 / 2 PMS 2303
	Light Teal CMYK 56 / 29 / 39 / 2 PMS 4186
	Dark Teal CMYK 71 / 38 / 51 / 12 PMS 2463
	Brown CMYK 75 / 68 / 67 / 90 PMS 7533

ALTERNATIVE LOGO VERSIONS

2023 MSF Logo & Theme Logo (Color)



2023 MSF Logo & Theme Logo (Greyscale)



2021 MSF Theme Logo (Color)



2021 MSF Theme Logo (Greyscale)



2021 MSF Theme Logo (White)

