



BRAND BOOK

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Our Logo :

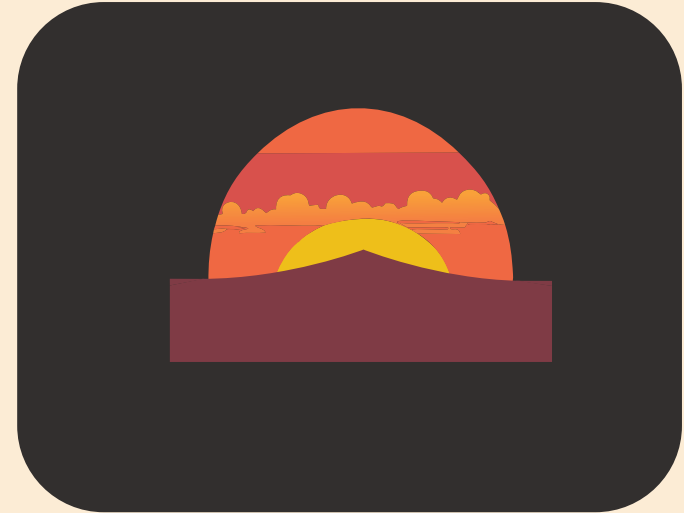
Our Primary logo is a vector and text logo in which the text is embedded inside the vector. This logo is created keeping What Port Hope Fair actually represents in mind. The basic design philosophy is a vibrant sunset with the text beneath it. The sunset represents beauty of the fair and the scenic moments of joy we try to offer. The logo consists of different shades of Orange, which represents the Fall season. The fair takes place in mid September, so the colors are chosen keeping that in mind. Concluding all, we try to convey emotions and feelings related to this fair through our logo.



How to use the Logo

Icon

Only the imagery of the logo can be used where needed such as watermarks, icons etc. However, Positioning and sizing must not be altered.



Wordmark

The Landmark text profile can also be used for various branding purposes. The colors and font should not be altered and the text should not be resized in an improper way resulting in stretching or skewing.



Don'ts for the Logo



Don't skew, stretch or rotate the logo



Don't change the colors of the logo as they are already defined.



Don't give effects like drop shadow, etc.



Don't change the size of text irrespectively to the logo.



Don't place logo on backgrounds that provide insufficient contrast

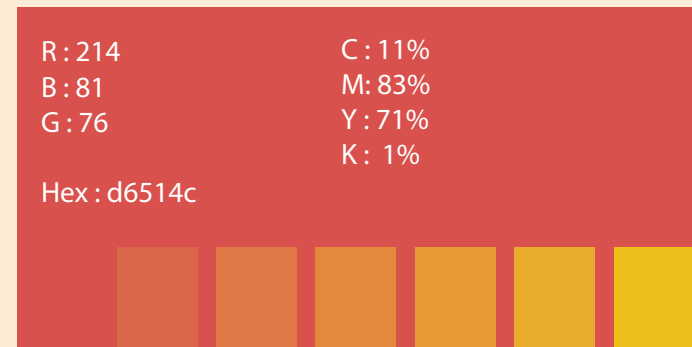
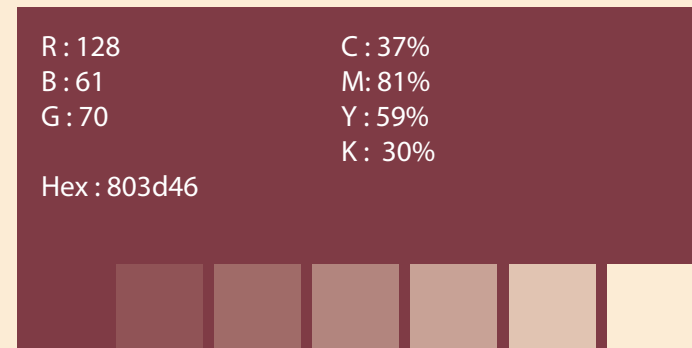
Colours

The Brand colours have been inspired to reflect emotions of attractiveness, interest and action to the eyes of the viewers.

These colour variations can be used for business cards and other applications such as websites, apps, stationary materials and other brand applications.

Two colours are majorly used and their shades from dark to lighter are utilised in such a manner that all the colors complement each other.

Seondary colours can be used with primary colors, but usage however is limited to what works best.



Typography

For the core text of the logo,
Source Serif Variable font is used.
This font is only used in the logo
itself and for the head text of any
other applications for the brand.

Aa

Source Serif Variable

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * < > ?

Roman Extra Light Light Regular
Semibold **Bold Black**

Typography

For the body text of the logo, **Cambria** font is used. This font is only used in the logo itself and for the body text of any other applications for the brand.

Aa

Cambria

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * < > ?

Regular *Italic* **Bold** ***Bold Italic***



~Thank You~