
BRAND GUIDELINES



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BRAND GUIDELINES

Brand guidelines are the standards and rules a business or organization uses to present itself to the public and maintain brand consistency across channels. Having consistent branding helps customers/visitors have the same experiences when interacting with the business/organization. Brand guidelines standardize color and font usage, logo application, tone and voice, image styles, graphics usage, brand sentiment, and more. Brand guidelines define the framework for visual, verbal, or written communication and they set the foundation for a solid brand/organization to grow and thrive.

LOGO AND DESIGN



The "evergreen" Manhattan Beach Hometown Fair logo should be used for any and all branding materials as it provides the most visible and consistent public recognition for our organization. The logo should always be used on a contrasting background, preferably white or a lighter complimentary color. Additionally, make sure you are using a good resolution logo file so that the image does not appear blurry, especially for large signs.

Each year, there is a standalone logo (e.g., 50th) which can be used in conjunction with or separately from the evergreen logo. Typically, these logos are used on fair merchandise.



The year-specific logos should only be used on signage and other materials that are intended to be discarded at the end of that year's fair. If something can be used again at another fair, the evergreen logo should be used.





TYPOGRAPHY

There are so many fonts to choose from across multiple applications, and there is no one font that is utilized for marketing materials. The key is to remain consistent and "on brand." Try to stick to Sans Serif fonts -modern, friendly, and minimal. Avoid using script.

EXAMPLES

Inter

AaBbCcDdEe

League Spartan

AaBbCcDdEe

COLOR PALETTE

THE COLORS THAT WERE USED FOR THE 2022
LOGO DESIGN ARE THE OPTIMAL COLORS FOR
ANY FAIR MARKETING MATERIALS

Darkest Orange: CMYK 0 / 50 / 100 / 0 (PANTONE: 151 C)

Middle Orange: CMYK 0 / 35 / 85 / 0 (PANTONE: 715 C)

Yellow: CMYK 0 / 10 / 95 / 0 (PANTONE: Medium Yellow)

Darkest Blue: CMYK 79 / 22 / 17 / 0 (PANTONE: 319 C)

Middle Blue: CMYK 63 / 1 / 5 / 0 (PANTONE: 310 C)

Lightest Blue: CMYK 40 / 0 / 8 / 0 (PANTONE: Green 0921 C)



TONE

Any communication - whether written or verbal - with the public, press or vendors should convey a positive attitude and an enthusiasm for our community traditions, in keeping with the "spirit" of the Manhattan Beach Hometown Fair. Always aim to maintain a balance of fun and professionalism.



SOCIAL MEDIA

Our Instagram page is the number one way fairgoers, vendors, and other media outlets stay apprised of new information and the latest updates. Please encourage friends, family members, and anyone who is involved with the Fair to follow us on Instagram - @mbhometownfair. It might be a good idea to include our Instagram handle on your email signature or in any communications sent to vendors or Fair participants.



INSPIRATION

