



KING WILLIAM FAIR STYLE GUIDE



KWFair_Logo-Vertical

KING WILLIAM FAIR VERTICAL LOGO



CMYK: 0, 100, 2, 0
RGB: 208, 0, 111
HEX: D0006F
PMS: 226 C

CMYK: 0, 62, 95, 0
RGB: 232, 119, 34
HEX: E87722
PMS: 158 C

CMYK: 65, 0, 100, 0
RGB: 120, 190, 32
HEX: 78BE20
PMS: 368 C

CMYK: 100, 0, 11, 2
RGB: 0, 146, 188
HEX: 0092BC
PMS: 313 C

CMYK: 90, 99, 0, 0
RGB: 68, 0, 153
HEX: 440099
PMS: Violet C



KWFair_Logo-Horizontal

KING WILLIAM FAIR HORIZONTAL LOGO



CMYK: 0, 100, 2, 0
RGB: 208, 0, 111
HEX: D0006F
PMS: 226 C

CMYK: 0, 62, 95, 0
RGB: 232, 119, 34
HEX: E87722
PMS: 158 C

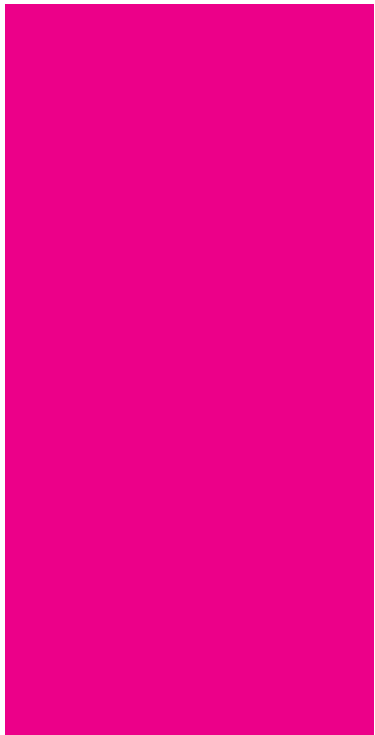
CMYK: 65, 0, 100, 0
RGB: 120, 190, 32
HEX: 78BE20
PMS: 368 C

CMYK: 100, 0, 11, 2
RGB: 0, 146, 188
HEX: 0092BC
PMS: 313 C

CMYK: 90, 99, 0, 0
RGB: 68, 0, 153
HEX: 440099
PMS: Violet C



BRAND COLORS



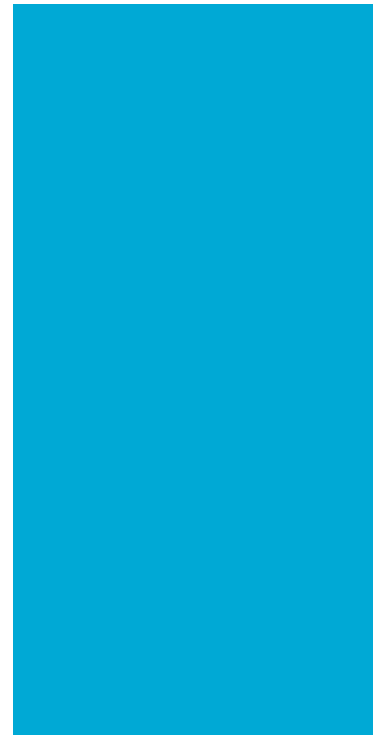
CMYK: 0, 100, 2, 0
RGB: 208, 0, 111
HEX: D0006F
PMS: 226 C



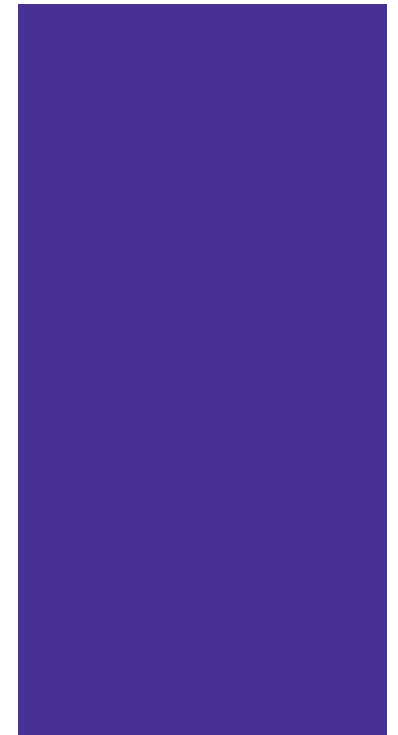
CMYK: 0, 62, 95, 0
RGB: 232, 119, 34
HEX: E87722
PMS: 158 C



CMYK: 65, 0, 100, 0
RGB: 120, 190, 32
HEX: 78BE20
PMS: 368 C



CMYK: 100, 0, 11, 2
RGB: 0, 146, 188
HEX: 0092BC
PMS: 313 C



CMYK: 90, 99, 0, 0
RGB: 68, 0, 153
HEX: 440099
PMS: Violet C



FONTS

BEBAS NEUE

BEBAS NEUE MAY BE USED IN ALL THE VARIOUS WEIGHTS; THIN, LIGHT, BOOK, **REGULAR, BOLD.**

* THIS TYPE FACE SHOULD BE USED FOR HEADLINES, TITLES OR CALL-OUTS. PLEASE REFRAIN FROM USING THIS TYPEFACE AS EXTENSIVE COPY OR IN PARAGRAPH FORM.

Neato

Neato is available in *italic* and *regular*.

This type face should be used for *Headlines, titles or call-outs*. Please refrain from using this typeface as *extensive copy or in paragraph form*.

OPEN SANS

Open Sans is the Fair's main font for extensive copy or in a paragraph form. Open Sans is available in *light, light italic, regular, italic, semibold, semibold italic, bold, bold italic, extra bold, extra bold italic.*



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CMYK: 100, 0, 11, 2
RGB: 0, 146, 188
HEX: 0092BC
PMS: 313 C



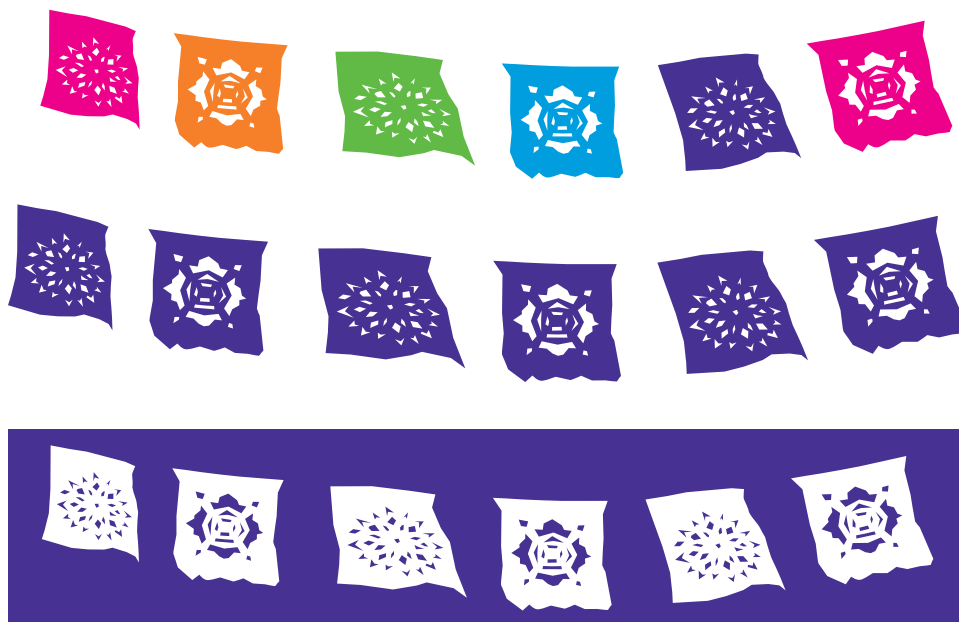
CMYK: 90, 99, 0, 0
RGB: 68, 0, 153
HEX: 440099
PMS: Violet C



BRANDING ELEMENTS

PAPEL DE PICADO

Papel de Picado Multi-Color. User may not change the order of these colors



KING WILLIAM GAZEBO



CMYK: 0, 100, 2, 0
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