2021

Port Hope & District
Agricultural Society
Fall Fair

BRAND BOOK

RILEY LIVE

FOREWORD

The Port Hope & District Agricultural Society Fall Fair is rooted in tradition. This event celebrates the gathering of early farmers who, originally, would use the event as a means of trading their produce and livestock. Held over several days, each day would be dedicated to the trade and sale of different produce, livestock, or manufactured goods.

This year represents their 190th celebration; things certainly have come a long way since the fair's inception. While earlier fairs were similar to farmers markets, things have evolved over the years to include: carnival attractions, art and crafts booths, harvest and livestock exhibits, tractor pulling, and their famous demolition derby.

In this brand book you will find the information to design various types of media for the Port Hope Fall Fair. The included information was derived with the traditions, new and old, of the fair in mind. This is conveyed through colour palette, logo design and sizing, typeface selections, and more. It is vital that these rules are followed to solidify the brand identity.

CONTENTS

Foreword 1

Table of Contents 2

Logo 3

Icons 6

Colour 7

Typography 8

RILEY LINE

LOGO

Versions

A

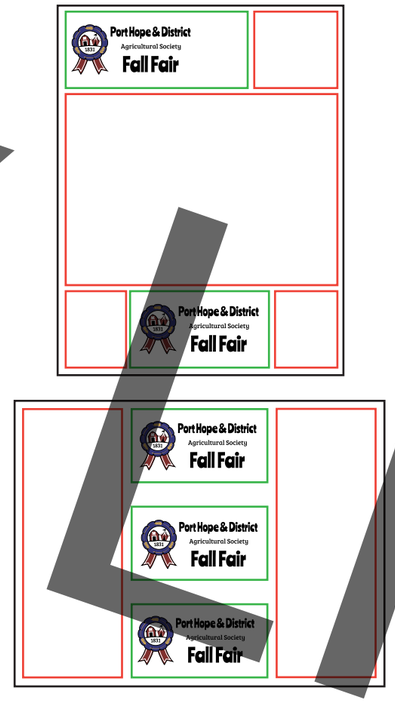
B

Port Hope & District
Agricultural Society
Fall Fair

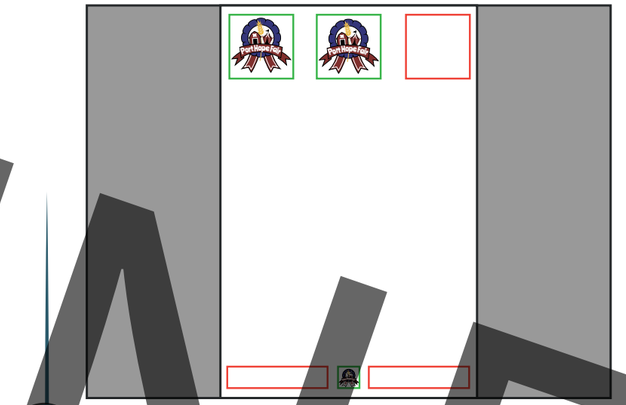
Port Hope & District
Agricultural Society
Fall Fair

Positioning

C



D



A This is the alternate, smaller version of the logo. It is mainly used for screen applications as its smaller size allows it to fit more comfortably in a navigation menu. It can be used in print, but only after the main logo is displayed. The ribbons can flow slightly into the content below if desired.

Reference Figure D for placement instructions.

B This is the official logo including the full fair title. This version works best in print media as a large “brand” like stamp. An version with inverted text colour is available when on a light-coloured background.

Reference Figure C for placement instructions.

C Figure C illustrates how to place the logo in both portrait and landscape applications. Having the logo fill the entire page in a landscape application (as in a title or opening page) is accepted. Typically this logo is shown ONCE only, using the alternate version afterwards.

8.5” X 11” sheet of paper depicted.

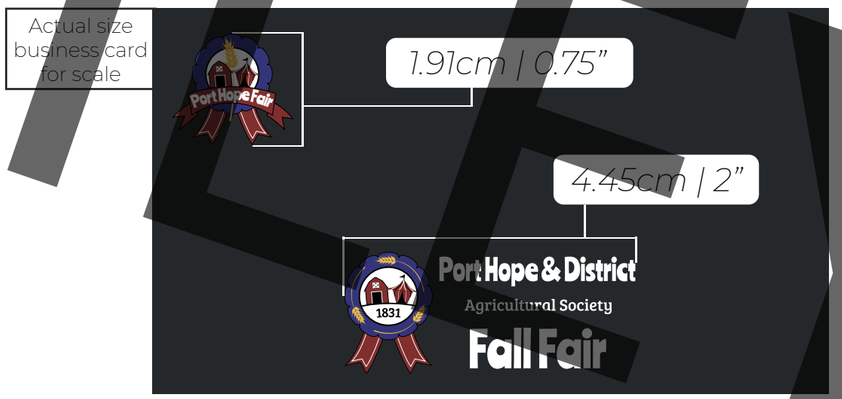
D Figure D demonstrates acceptable logo positions for a web based application. The logo can be aligned left or center, but never aligned right. Using a mini version of the logo as a “back to top” button is permitted; some visual fidelity may be lost at this scale.

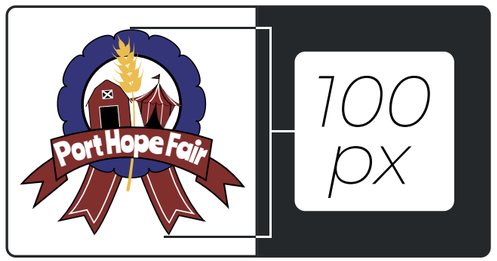
Sizing and spacing information can be found on page 4.

RILEY LIVE

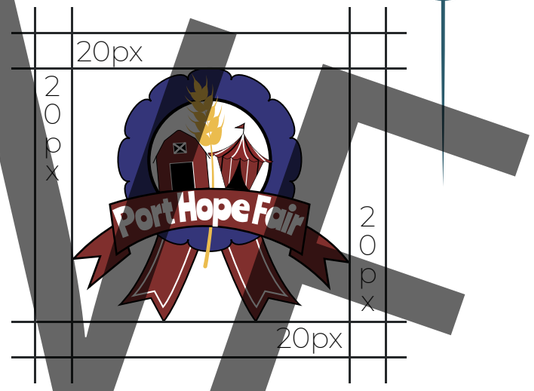
LOGO

Sizing





Spacing



A When designing for screen applications, aim for a logo height of no less than 100px. If using the logo in the footer, maintain a height of at least 50px. Constrain proportions is an absolute must.

More rules on page 5.

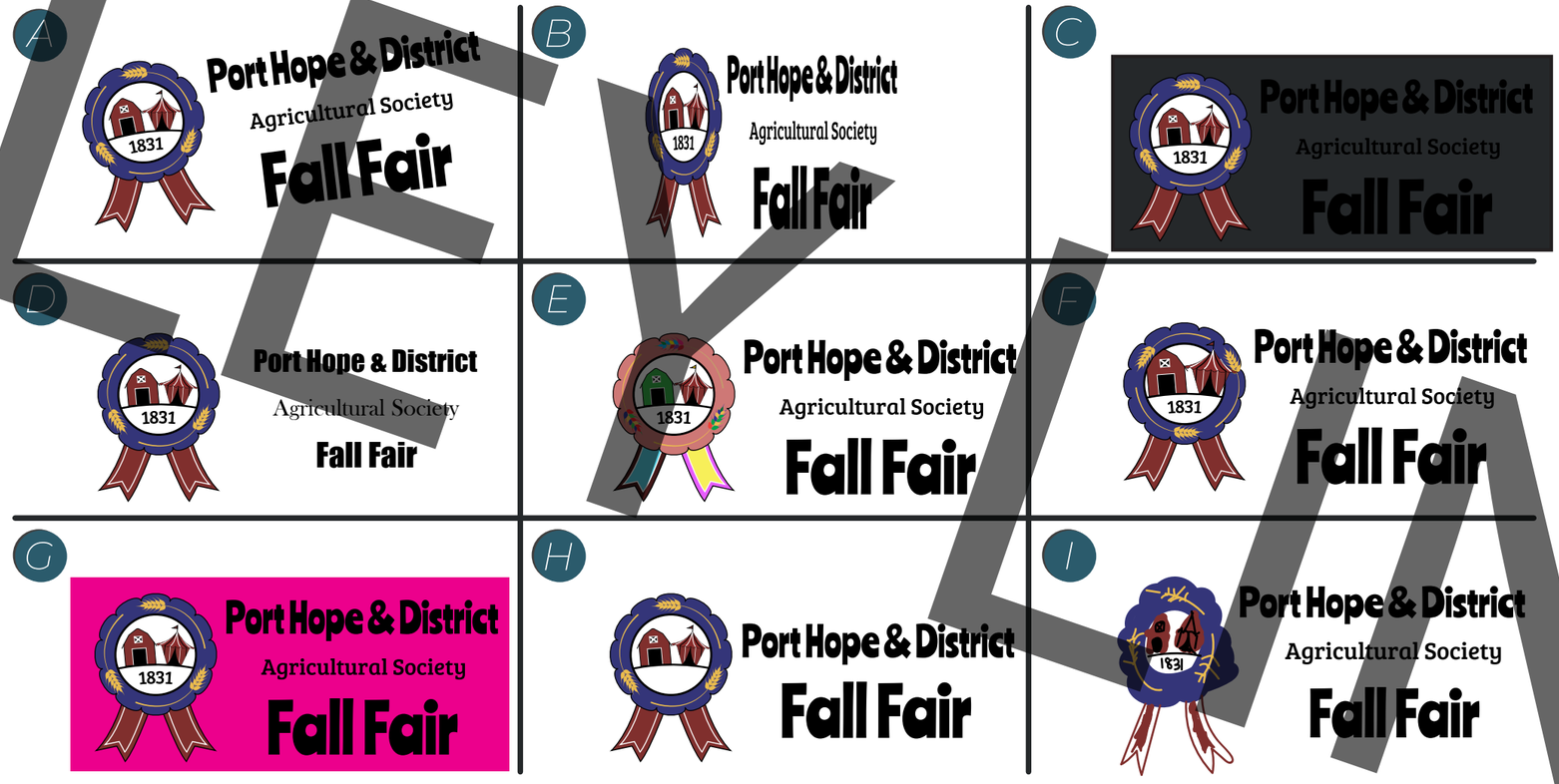
B Minimum print sizing is displayed on a to-scale business card (2” x 3.5”). The main, large logo should never be sized below 1.75” wide. The smaller logo should be sized no smaller than 0.75” wide.

C Proper spacing was derived based on the main logo’s x-height of the serif font. A multiple of 3 gives a reasonable amount of space. It is imperative not to encroach in this space.

D Spacing for the alternate logo in web applications was simplified with a fixed spacing. Maintain a minimum of 20px on all sides when using on screen.

LOGO

Misuses



RILEY LANE

A Do not rotate

B Do not squish or stretch

C Do not use on low contrast backgrounds. There is an inverted text version for those situations.

Refer to page 3.

D Do not change typeface

E Do not change colours

F Do not change the logo graphic

G Do not place logo on colours outside of the palette.

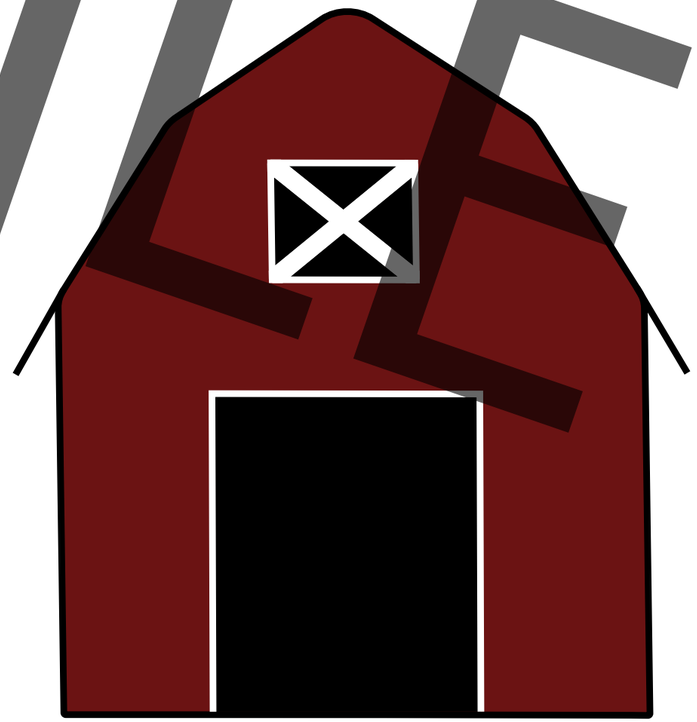
Refer to page 7 for colour

H Do not omit text. There is another logo version with less text

I Do not redraw the logo

ICONS

Barn



The icons can be knocked out and used separate from the logo

Tent

A

The barn logo makes up part of our main logo graphic. This fair is rooted in farming tradition, so the barn was a must.

Due to the simple graphic, the icon can be sized down very small. The barn is displayed at 30px for reference.

B

The circus tent is the other integral part of the logo graphic. The fair has evolved over the years to include many leisurely fair activities like amusement rides, carnival games and the demolition derby.

Since the tent icon physically occupies less space, you can increase the size of it slightly compared to the barn; it will still visually appear to occupy similar amounts of space. The tent is shown at 35px for reference.

COLOUR

Logo

Pantone	2118 C
CMYK	97/93/0/11
RGB	52/53/121
HEX	#343579

Pantone	2006 C
CMYK	1/21/76/1
RGB	235/188/78
HEX	#EBBC4E

Pantone	7624 C
CMYK	4/91/74/48
RGB	128/47/45
HEX	#802F2D

Web | Print

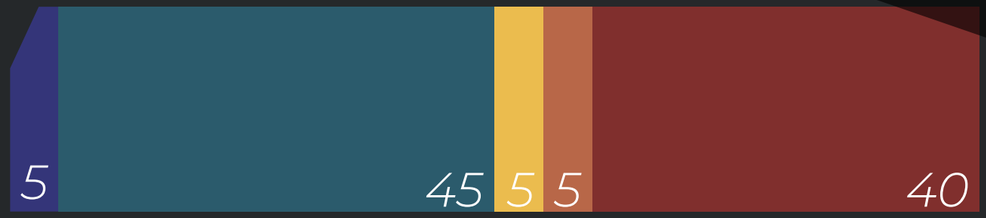
Pantone	2181 C
CMYK	81/36/26/38
RGB	43/91/108
HEX	#2B5B6C

Pantone	4014 C
CMYK	5/62/65/18
RGB	184/103/72
HEX	#B86748

The full colour palette includes two more colours in addition to the colours displayed above.

7

RATIOS



TYPE

Headings

RANCHER REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Main headings

Bree Serif Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmaopqrstuvwxyz
1234567890

Sub headings

Body Copy

Libre Baskerville Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Paragraphs | Menu Items

Light Text	Pantone	CMYK	HEX	RGB
	-	0/0/0/0	#FFF	255/255/255

Dark Text	Pantone	CMYK	HEX	RGB
	426 C	81/67/55/83	#25282A	37/40/42

RILEY LINE