



# **KING WILLIAM FAIR STYLE GUIDE**



KWFair\_Logo-Vertical

# KING WILLIAM FAIR VERTICAL LOGO



**CMYK:** 0, 83, 5, 0  
**RGB:** 245, 81, 151  
**HEX:** f55197  
**PMS:** 212 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, 83, 5, 0  
**RGB:** 245, 81, 151  
**HEX:** F55197  
**PMS:** 212 C

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

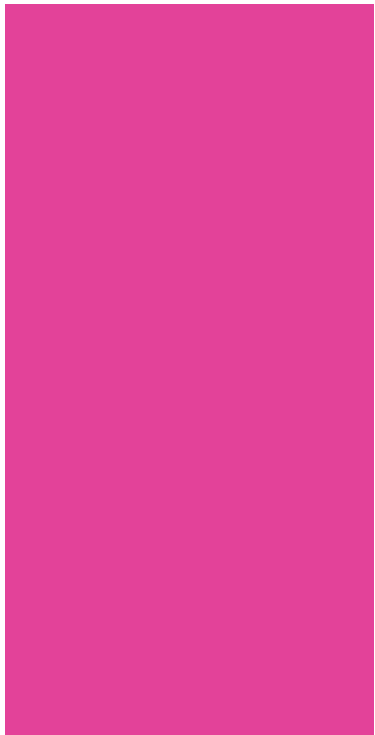
**CMYK:** 65, 0, 100, 0  
**RGB:** 120, 190, 32  
**HEX:** 78BE20  
**PMS:** 368 C

**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



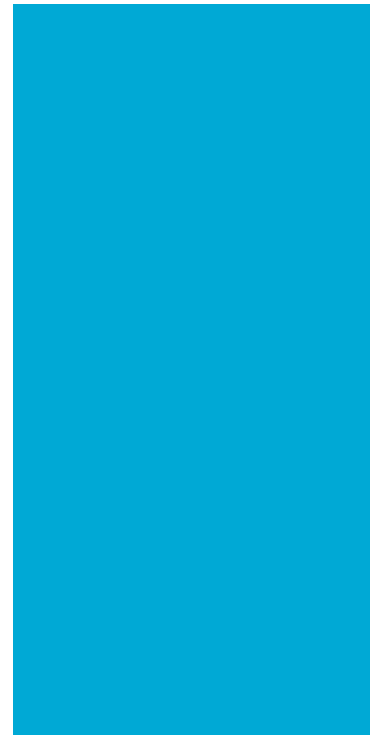
**CMYK:** 0, 85, 5, 0  
**RGB:** 245, 81, 151  
**HEX:** F55197  
**PMS:** 212 C



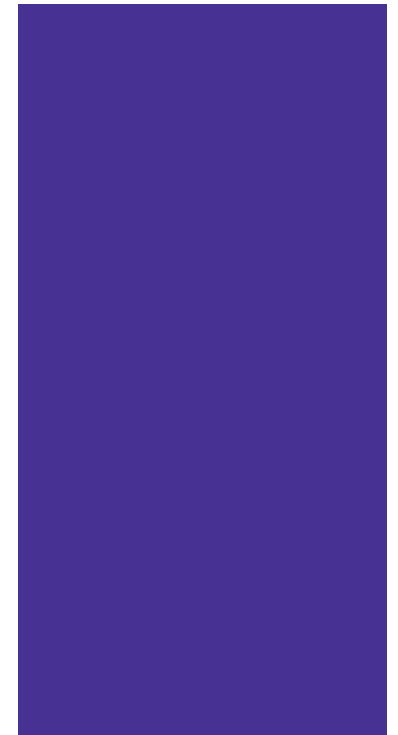
**CMYK:** 0, 62, 95, 0  
**RGB:** 232, 119, 34  
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**PMS:** 158 C



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**RGB:** 120, 190, 32  
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**CMYK:** 100, 0, 11, 2  
**RGB:** 0, 146, 188  
**HEX:** 0092BC  
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**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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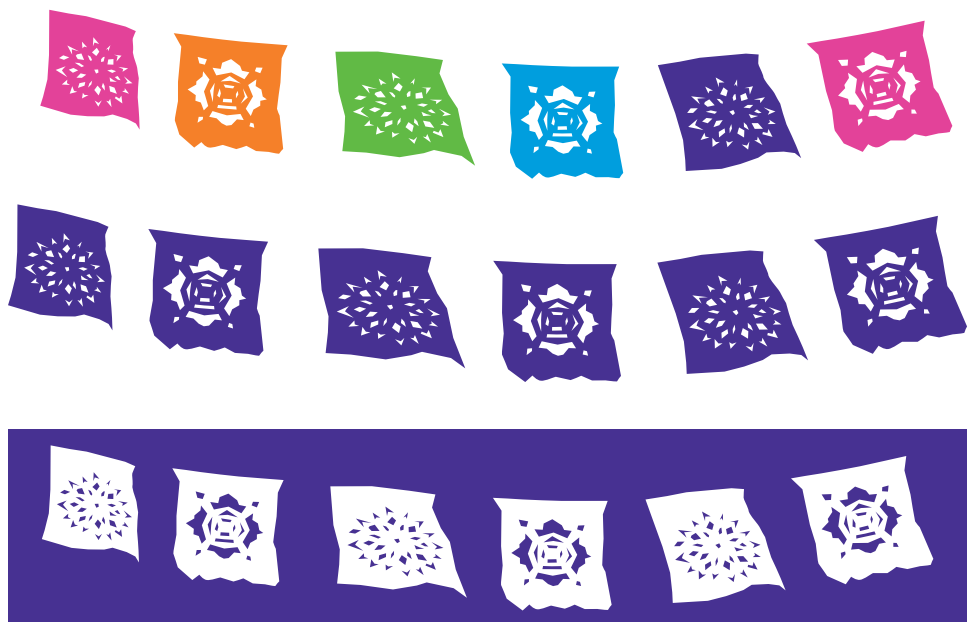
**CMYK:** 90, 99, 0, 0  
**RGB:** 68, 0, 153  
**HEX:** 440099  
**PMS:** Violet C



# BRANDING ELEMENTS

## PAPEL DE PICADO

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



## KING WILLIAM GAZEBO



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