



LARAMIE COUNTY
FAIR



2018 BRAND STANDARDS



CONTENTS

INTRODUCTION	3
ABOUT US	4
WHAT IS THE LARAMIE COUNTY FAIR?	
WHAT MAKES THE LARAMIE COUNTY FAIR SPECIAL?	
WHAT'S IMPORTANT FOR PEOPLE TO KNOW?	
BRAND VOICE	
HOW WE TALK ABOUT OURSELVES	
LOGO	6
LOGO CLEAR SPACE & MINIMUM SIZE	7
LOGO USAGE	8
COLORS	9
TYPOGRAPHY	10
PHOTO TREATMENT	11

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INTRODUCTION

Brand standards are a collection of elements that, when combined, make your brand, “your brand.” They make up the look, feel and voice that presents your organization to the world.

Following the guidelines below, you can ensure that the Laramie County Fair is always properly introduced in exactly the same way, every single time.

Let’s get out there and make a good impression!

ABOUT US

What is the Laramie County Fair?

A family tradition in southeastern Wyoming since 1907, the Laramie County Fair is the place we come together to celebrate the very best of our community; the past, present, and future of agriculture; and the rural way of life.

Richly steeped in Americana, nothing quite represents good, old-fashioned family fun like a day at the fair! Whether you're admiring the skilled handiwork of Laramie County's best gardeners, artists, and photographers, coming face-to-face with some friendly local livestock, or enjoying a thrilling night at the demolition derby, the fair offers a little something for everyone.

What makes the Laramie County Fair special?

With its origins dating back more than a century, the fair has woven a strong thread through every generation. Grandparents remember bringing their (now grown) children to the fairgrounds to watch, or even participate in, the ranch rodeo—and now they're joyfully watching their children's children do the same. Likewise, past generations fondly remember the sights and sounds of walking through the livestock barns—or perhaps even showing livestock of their own—and are now introducing the next generation to those same cherished traditions.

Beyond livestock-centered events, the fair also hosts an open exhibition hall (with entries including photographs, homemade fashions, culinary arts, and more); a dog show; a truck and tractor pull; an antique tractor show and parade; a demolition derby; mutton bustin' (an event where budding cowboys and cowgirls between 5 and 8 years old are challenged to ride a sheep as long as possible); a rubber check race (in which participants compete in a three-part relay race—by horse, ATV, and wheelbarrow—against other teams); and, the hands-down crowd favorite, pig wrestling.

In between, visitors can enjoy a classic carnival midway (including bouncy houses, games, and face-painting), purchase treats from on-site vendors, watch a live performance or two, engage in arts and crafts, participate in fun contests, or take part in a pie-eating contest.

Ultimately, the fair is made special through the hard work and dedication of its participants—from the newest 4-H member showing her very first sheep, to the neighborhood legend whose pie wins a blue ribbon every year, to the people who spend months behind the scenes to ensure the event goes off without a hitch.

What's important for people to know about the Laramie County Fair?

The Laramie County Fair is for everyone in Laramie County; not just “the ag community,” and not just “the 4-H kids.” The public is enthusiastically invited to not only attend the fair, but to be part of it. Enter your loveable pooch in the dog show, submit a piece of your own art for exhibition (whether that’s in the form of photography, florals, a painting, or needlework)... the categories are as vast and varied as their participants, and all are welcome to join in!

Better yet? Admission to the fair is completely free, save for the cost of tickets to events like the demo derby and the truck/tractor pull.

The fair also creates a rare opportunity to get back in touch with the foundations of agriculture itself, see the future of ag at work, and revive that often-forgotten connection between where our food comes from, and what work happens to bring it to our tables. It’s a chance to briefly move away from the busy-ness of daily life, enjoy the simple things, and reconnect with the foundation upon which Wyoming’s rural way of life was built.

Brand Voice

Warm and nostalgic; familiar and inclusive; friendly and earnest; family-focused and welcoming.

How we talk about ourselves

We’re proud to be the stewards of an event that fosters the spirit of community, as well as celebrates family, agriculture, and the foundations of rural life.

It’s our most earnest goal to continue making the fair a success, investing our time and energy into making it more unique, entertaining, and inclusive every year. We hope to encourage the general public to embrace the fair as their fair, too; after all, it’s only when we all come together, as a community, that our fair will continue to grow and thrive.

LOGO

This section deals with the various forms that the Laramie County Fair logo can take.



LOGO CLEAR SPACE & MINIMUM SIZE

All forms of the Laramie County Fair logo must have a designated amount of clear space on all sides unoccupied by other elements. This is to ensure the logo's visual clarity and effectiveness. The clear space is equal to the height of the "M" in the icon of any of the logos.



Minimum size

This is the minimum acceptable size of the Laramie County Fair logo.



LOGO USAGE

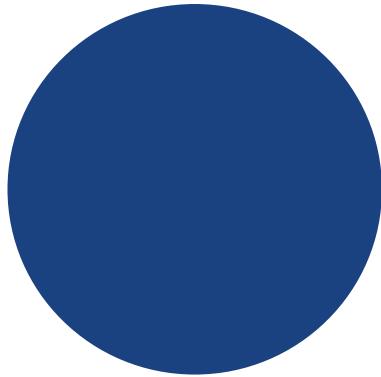
The logo must be used as is and not be altered in any way. This means that you must not:

1. Change the logo's orientation or rotation.
2. Disproportionately scale or resize the logo.
3. Change the logo's colors.
4. Display the logo with color combinations not previously specified.
5. Display the logo in a configuration not previously specified.
6. Attempt to recreate the logo.
7. Make alterations to the logo's text.
8. Add special effects to the logo.
9. Add an outline to the logo or display the logo as an outline.
10. Use the logo on top of busy photography.
11. Display other elements within the logo's designated clear space.
12. Crop the logo in any way



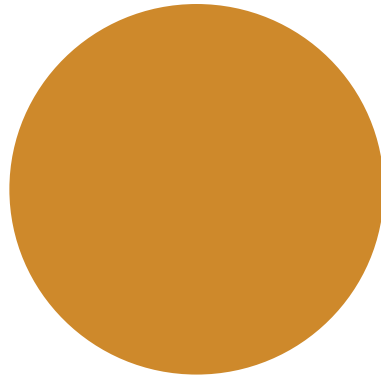
COLORS

We began with the brand's existing colors of Blue Ribbon and Wheat, ensuring the new look would still tie in to the existing creative. From there, we incorporated shades of Hickory, Sunset and Sky Blue into the palette to inspire a warm, comforting "country/farm" feel and tie back to the Fair's agricultural roots.



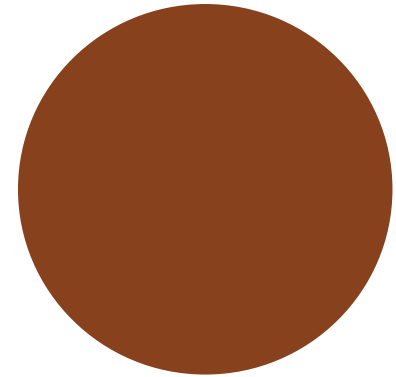
BLUE RIBBON

CMYK	100	85	21	6
RGB	30	66	128	
HEX	#1e42f			



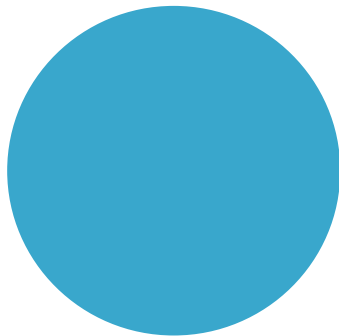
WHEAT

CMYK	18	50	99	2
RGB	205	13	43	
HEX	#cc872a			



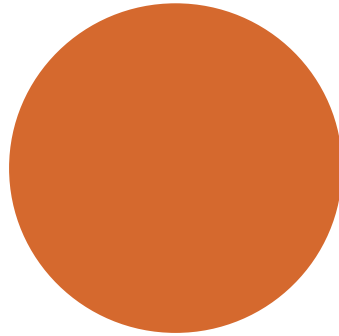
HICKORY

CMYK	31	77	100	31
RGB	136	67	30	
HEX	#87421e			



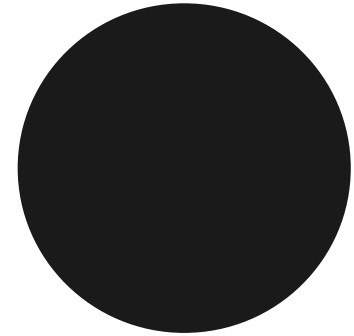
SKY BLUE

CMYK	70	17	11	0
RGB	60	167	204	
HEX	#3ca6cb			



SUNSET

CMYK	13	70	95	2
RGB	212	105	46	
HEX	#d3692d			



ASPHALT

CMYK	73	67	65	79
RGB	26	26	26	
HEX	#191919			

TYPOGRAPHY

Our primary typeface for headlines is Serifa Bold Condensed BT. We use Open Sans Light for standard copy and Roboto Bold for highlighting more important elements in copy.

Serifa Bold Condensed BT  

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1234567890**

Roboto Bold  

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 1234567890**

Open Sans Light  

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1234567890

PHOTOGRAPHY

To help remind people of their own happy memories of the fair—and inspire them to come again this year to create new ones—we've chosen images that are bright, happy and colorful, focused around families and the sights you'll see at the Fair.





LARAMIE COUNTY
FAIR

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