



BRAND GUIDELINES



Pantone 197 U

CMYK: 0 / 47 / 3 / 0

RGB: 246 / 158 / 176

Hex: f59eb0



Black 80%

CMYK: 0 / 0 / 0 / 80

RGB: 88 / 89 / 91

Hex: 58585b

APPROVED LOGOS:



(White reverse for colored backgrounds)

EXAMPLE OF PERSONALIZATION FOR YOUR EVENT:

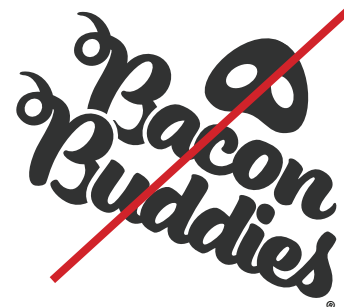


MADISON COUNTY FAIR

DO NOT ALTER The logo should remain as it has been created and approved. Do NOT alter it.



- Do not distort (stretch) the logo
- Do not use unapproved colors
- Do not move logo elements



- Do not rotate the logo