

## SUMMERFEST LOGO GUIDELINES

While the Summerfest logo should always be as large as possible, we understand that constraints might happen and scaling will happen. The logo is a scalable vector graphic and should follow these rules. The "Primary" logo should be used in every instance possible, but should never be smaller than 2.75in inches wide. When representing Summerfest in a logo smaller than 1.25 inches, please use the Summerfest "smile" logo. Summerfest should never be represented in a logo that is smaller than .5 inches wide.

Questions about logo guidelines? Have a need for a special version of the logo?  
Contact [marketing@summerfest.com](mailto:marketing@summerfest.com)

## PRIMARY FESTIVAL LOCKUP LOGO

# SUMMERFEST

June 20-22 • June 27-29 • July 4-6



## ON BLACK/COLOR/TEXTURE

(USAGE REQUIRES SPECIAL PERMISSION)



## SUMMERFEST RED

PANTONE 186C

C: 12 M: 100 Y: 91 K: 3

R: 207 G: 10 B: 44

HEX#: C00E2C

## SMILE LOGO



## LOGO RULES

The Summerfest logo should always be centered both vertically and horizontally within the background. The logo should never be rotated, tilted, trimmed or off-center. Adding elements to the logo is strictly forbidden.

The Summerfest logo should always contain clear space. The minimum required clear space around the primary and secondary logos is the height of the Summerfest smile. When using the smile logo, the width of one eye of the smile should be visible in negative space on all sides.

CLEAR  
SPACE



DO NOT:

ROTATE



STRETCH OR SQUISH



USE UNAPPROVED COLORS

