

Arizona State Fair Theme Guidelines

LOGO:



FOR DARK BACKGROUNDS
USE LIGHT PURPLE

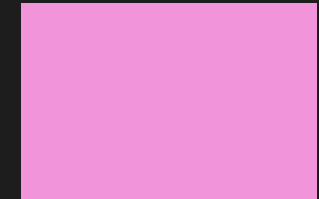


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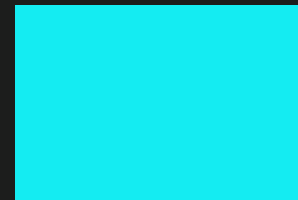
COLORS:



HEX: #BCB4F2
RGB: 188 / 180 / 242
CMYK: 25 / 28 / 0 / 0
PANTONE: 270 c



HEX: #F194DA
RGB: 241 / 148 / 218
CMYK: 8 / 49 / 0 / 0
PANTONE: 223 c



HEX: #14ECF2
RGB: 20 / 236 / 242
CMYK: 56 / 0 / 14 / 0
PANTONE: 319 c



HEX: #9444E5
RGB: 148 / 68 / 229
CMYK: 59 / 76 / 0 / 0
PANTONE: 2665 c

FONTS:

HEADLINE FONT: BLUR
BODY COPY FONT: UNIVERS

TAGLINE:

TURN ON THE FAIR FUN