



# BRAND STYLE GUIDE

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# PRIMARY LOGO

Expo Idaho's primary logo includes the Expo logo mark with the word "Idaho" underneath.

This logo is the main Expo Idaho logo to use.

Select the color option that best contrasts with the background the logo will appear on.



# SECONDARY LOGOS

The secondary logo suite offers versatility within the Expo Idaho brand.

The Expo logo mark is for uses where the full brand name is already stated or implied, such as on social media or on-site at Expo Idaho.

Use the secondary horizontal logos in places where the primary logo doesn't fit well or is too small to read.



Logo Mark



Secondary Logos

# LOGO USE

The Expo Idaho Logo should be on any branded material.

Allow proper space around the logo by not crowding it with other design elements or text, or by placing it too close to the edge of a design.

Do not make the primary logo too small to read, no smaller than one inch in height, as shown.

Do not alter the logos in any way.



## DO NOT



Stretch



Recolor



Change Font

# ALL LOGO COLOR OPTIONS



Use on Light Backgrounds



Use on Dark Backgrounds

# BRAND COLORS

The Expo Idaho brand color palette evokes an outdoorsy sense of discovery. The Primary colors of this palette are the main colors to use on branded materials. When the design allows for more complexity, or when it's in need of a call-to-action color, use an accent color. Accent colors should never overwhelm the primary colors. Type in color codes to get the correct shade.

## Approximate percentages of colors:



Primary

Accent



### Expo Maroon

C:23 M:98 Y:98 K:24  
R:151 G:0 B:2  
#970002

### Green Leaf

C:43 M:19 Y:100 K:0  
R:155 G:167 B:0  
#9BA700

### Light Tan

C:0 M:4 Y:13 K:0  
R:253 G:241 B:221  
#FDF1DD

### Deep Green

C:63 M:47 Y:100 K:39  
R:78 G:83 B:0  
#4E5300

### Sun Ray

C:0 M:35 Y:100 K:0  
R:243 G:176 B:0  
#F3B000

### Lively Orange

C:0 M:97 Y:100 K:0  
R:255 G:57 B:0  
#FF3900

### River Blue

C:96 M:70 Y:48 K:41  
R:9 G:57 B:77  
#09394D

# BRAND TYPOGRAPHY

Google Fonts

Headline font:

**JOST BLACK**

Sub-headline font:

Jost Light

Body Copy:

Open Sans Regular

Microsoft Fonts

Headline font:

**FUTURA BOLD**

Sub-headline font:

Futura Light

Body Copy:

Candara Regular

Typography Example:

# HEADLINE

## Second Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

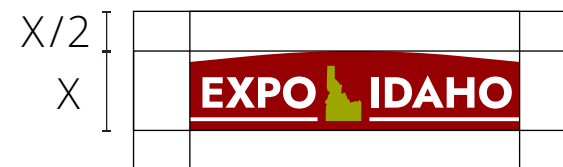


# CO-BRANDING

When using the Expo Idaho logo on non-Expo Idaho branded materials, such as materials for events that take place at Expo, make sure to follow these rules:

- » Use the current Expo Idaho logo
- » Use an approved coloring of the logo
- » Choose a logo coloring that has contrast with the background
- » Do not crowd the logo
- » Do not stretch the logo or make it too small

**DOWNLOAD BRAND ASSETS**



Proper Logo Spacing