

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. For logos between 2.75 inches and 1.25 inches, please use the “Secondary” logo. 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

PRIMARY LOGO



THE WORLD'S LARGEST MUSIC FESTIVAL® • HENRY MAIER FESTIVAL PARK • MILWAUKEE, WISCONSIN

SECONDARY LOGO



SMILE LOGO



COLORS



PANTONE 186C

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

R: 207 G: 10 B: 44

HEX#: cd0e2c



PANTONE 2965C

C: 100 M: 78 Y: 48 K: 54

R: 0 G: 38 B: 61

HEX#: 00253d



PANTONE 2915C

C: 57 M: 14 Y: 0 K: 0

R: 97 G: 180 B: 228

HEX#: 5db3e4

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-centered. Adding elements to the logo is strictly forbidden.

The Summerfest logo should always contain breathing room. The minimum required negative space around the primary and secondary logos is the width 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.

