

# SUMMERFEST SMILE LOGO GUIDELINES

## Logo Usage

OK ▶



Summerfest Red

REQUEST PERMISSION ▶



Black



White

AVOID ▶



Tilt Change



Stretch



Shape Change



Opacity Change



Non-brand colors

CLEAR SPACE ▶



Clear space should be approximately the width of one of the summerfest eyes.

COLOR ▶

### Summerfest Smile Red



PANTONE 186C  
C: 12 M: 100 Y: 91 K: 3  
R: 207 G: 10 B: 44  
HEX#: cd0e2c