seafair

BRAND GUIDELINES

USING THE MEDIA FILES

Review the Brand Guidelines

Before using the logos or creating any marketing materials, thoroughly review the brand guidelines. This document contains essential information on how to correctly use the logos, color palettes, typography, and other brand elements.

Design with Compliance

Ensure that your designs and use of the logos adhere strictly to the guidelines. This maintains brand consistency and professionalism across all media.

Approval of Marketing Materials

All marketing materials created that include Seafair logo or adhere to the brand guidelines must receive approval before public release or production.

Submit Materials for Approval

To get approval, please submit your marketing materials via our website form for review. You can upload your files at www.seafair.org/brand-approval.

Wait for Approval

Await confirmation and approval from the Seafair Team. You may receive feedback or requests for revisions. Ensure that all requested changes are made promptly and accurately.

Proceed After Approval

Once you receive approval from the Seafair Team, you may proceed with the use or distribution of your marketing materials.

By adhering to these instructions, you help maintain the integrity and consistency of Seafair's brand. Should you have any questions or require further assistance, please do not hesitate to contact the Seafair Marketing Department at **media@seafair.org***.*

Thank you for your cooperation and dedication to upholding the brand standards of Seafair.

MISSION AND STORY

Our Mission

Seafair's mission is to create memorable experiences for the people of Puget Sound through **fun, inclusive, and relevant events**. We connect people with communities, and communities with memorable experiences.

Our Story

Since 1950, nothing has been more synonymous with summer in Seattle than Seafair.

Before the Seahawks and Mariners called Seattle home and before the 1962 World's Fair that introduced the iconic Space Needle, Seattle celebrated Seafair.

Today, the non-profit Seafair has grown into a multi-week festival with events across the Puget Sound touching more than two million people.

Times may have changed since its inception, but the core values of Seafair remains dedicated to being a volunteer-driven festival and a catalyst for creating events and experiences that celebrate the best parts of living here.

PRIMARY LOGO

The new Seafair logo, New Horizons, embodies the spirit of the brand refresh, featuring a modern design that reflects the organization's vibrant future. The primary logo is presented in a horizontal layout, ensuring optimal visibility and versatility across various platforms.

The "Off-Season" colorway, features the logo in Sound Blue. This colorway should only be used during the off-season for Seafair (i.e. fall and winter).

PRIMARY LOGO - FULL COLOR

PRIMARY LOGO - OFF SEASON

ALTERNATE LOGOS

When the primary logo does not fit into the layout, alternate logos are available for use. The stacked logo is ideal for vertical spaces, ensuring the brand remains recognizable and consistent. Additionally, the brandmark can be used in situations where a more compact representation of the logo is needed. These alternate logos provide flexibility while maintaining the integrity of the Seafair brand.

Like the primary logo, alternate logos also have an "Off-Season" colorway in Sound Blue. This colorway should only be used during the off-season for Seafair (i.e. fall and winter).

STACKED LOGO - FULL COLOR

BRANDMARK - FULL COLOR

STACKED LOGO - OFF SEASON

BRANDMARK - OFF SEASON

TAGLINE

As part of the brand refresh, Seafair has introduced a new tagline to mark this exciting new chapter: "Bigger. Better. Bolder."

The new tagline can be used alongside the primary logo or separately in a stacked layout with the hero colors. In the stacked layout, the tagline will always appear without periods.

PRIMARY LOGO WITH TAGLINE

STACKED TAGLINE

LOGO PADDING

Maintaining adequate space around the Seafair logo is crucial for preserving its visibility and brand integrity. To achieve this, use the height of the "s" in Seafair as a guide, ensuring there is at least that amount of space around the logomark. Refer to the examples on the right for visual guidance.

LOGO DON'TS

Proper logo usage is crucial in maintaining brand integrity and ensuring a consistent brand identity. A logo should always be used in its original form, without alterations such as stretching, condensing, or recoloring. Specific guidelines and examples of improper logo usage are provided on the right. By following these guidelines, you help preserve the logo's intended message and the brand's overall credibility.

Don't stretch, warp, or skew the logo when resizing.

Don't place logo on backgrounds with insufficient contrast. *All parts of the logo* must be legible.

Don't isolate or rearrange elements of the logotype.

Don't use unbranded colors.

Don't use outlines - always fill the logo with brand colors.

Don't place logo over backgrounds with detailed, high contrast imagery.

TYPOGRAPHY

Display Font: Harabara
Used primarily for the Seafair logotype.

Accent Font: Flood Std
Used for the tagline. Can also be used sparingly to accent large titles. Do not use at small sizes.

Secondary Font: Neulis Sans Family
Used for titles, headers and body copy. This font family is the most legible and should be the only brand font used for small sized body copy and headers.

DISPLAY FONT

Harabara

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

ACCENT FONT

FLOOD STD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

SECONDARY FONTS

Neulis Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Neulis Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Neulis Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Neulis Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

COLOR

Hero Colors
Sound Blue, Sky Blue, Horizon Yellow

Used primarily for the Seafair logo. Also used for titles and headers, backgrounds, gradients, graphic elements and photo overlays. Generally, use for any element that needs to be emphasized.

Supporting Colors
Charcoal, Deep Sea Blue, Rainy Day Grey, Jet Stream White

Used for headers, body copy, and backgrounds.

Accent Colors
Rooster-tail Red, Emerald City Green

Used for website alerts, error messages, confirmation messages, and supporting signage. Use sparingly, only to highlight important, urgent information.

HERO COLOR
Sound Blue
Hex   #0D5CAB
CMYK   93 69 0 0
RGB   13 92 171

HERO COLOR
Sky Blue
Hex   #53BBEB
CMYK   59 8 0 0
RGB   83 187 235

HERO COLOR
Horizon Yellow
Hex   #FCBA2F
CMYK   1 29 92 0
RGB   252 186 47

SUPPORTING COLOR
Charcoal
Hex   #1A202C
CMYK   83 74 55 67
RGB   26 32 44

SUPPORTING COLOR
Deep Sea Blue
Hex   #002647
CMYK   100 85 43 45
RGB   0 38 71

SUPPORTING COLOR
Rainy Day Grey
Hex   #718096
CMYK   60 44 29 3
RGB   113 128 150

SUPPORTING COLOR
Jet Stream White
Hex   #EDF2F7
CMYK   5 2 1 0
RGB   237 242 247

ACCENT COLOR
Rooster-tail Red
Hex   #CA383C
CMYK   14 93 81 4
RGB   202 56 60

ACCENT COLOR
Emerald City Green
Hex   #1E6E37
CMYK   86 32 100 23
RGB   30 110 55

GRADIENTS

These three approved monochromatic gradients can be used in print and digital materials. Do not overuse the gradients.

Gradients should never be used as a fill in the Seafair logo.

GRADIENT

Sound Blue Gradient

Hex   #0D5CAB
CMYK   93 69 0 0
RGB   13 92 171

Hex   #013F7E
CMYK   100 85 23 8
RGB   1 63 126

GRADIENT

Sky Blue Gradient

Hex   #53BBEB
CMYK   59 8 0 0
RGB   83 187 235

Hex   #018DCE
CMYK   80 33 0 0
RGB   1 141 206

GRADIENT

Horizon Yellow Gradient

Hex   #FCBA2F
CMYK   1 29 92 0
RGB   252 186 47

Hex   #DF8301
CMYK   10 56 100 1
RGB   223 131 1