

CELEBRATING

25

fest

BATON ROUGE CULTURE



ART OF FRESH CREATIVE

BRAND DOSSIER

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LOGO SYSTEM

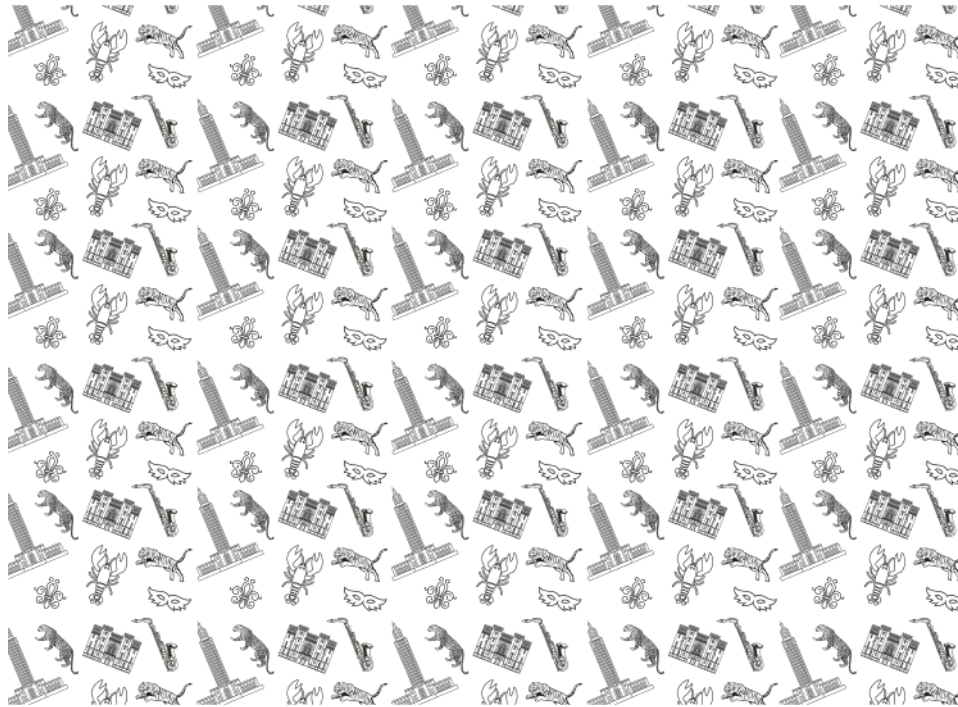
The 225 Fest **full mark** is the primary logo representation of the brand across all platforms. This full word mark is optimized for both digital and print application. Brand management should use this logo as often as possible for full context.



The 225 Fest **horizontal mark** is a tertiary logo representation of the brand across print and text-based applications. This horizontal word mark is optimized for text heavy print and digital applications. Brand management should use this logo only for text-based assets to maintain context.



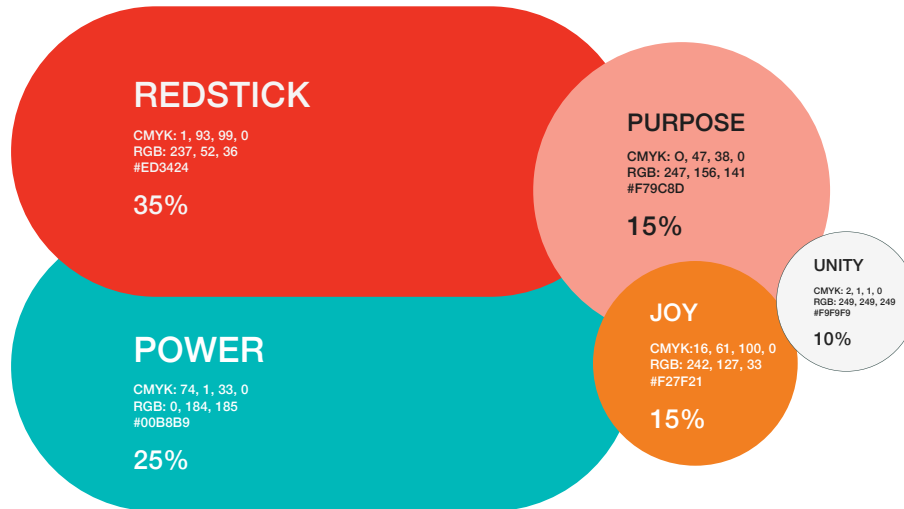
PATTERNS & ILLUSTRATIONS





COLORS

The **primary color palette** is to be used for any 225 Fest brand focused assets such as print and digital assets and merchandise. Red Stick and Power should be used at 30-45% respectively. While Purpose should be used as an accent at 15%. Additional colors should only be represented 10% in accents.



TYPOGRAPHY

League Spartan Bold is used in UPPERCASE as the **headline** font. This text is always the largest on the canvas and can include punctuation.

LEAGUE SPARTAN BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#4a5^&*()_+
dooo

Loew Next Medium is used in upper or lower, Title and Sentence case as the **subheader** font. This text is either 25-50% of the headline font on the canvas and can be paired with the headline font. This text can also be used as the paragraph font.

LOEW NEXT MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#4a5^&*()_+

APPLICATIONS



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