



Valleyfest Colors

PMS
267c

CMYK 82 | 97 | 0 | 0
RGB 95 | 37 | 159
HEX 5F259F

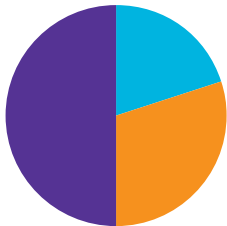
PMS
144c

CMYK 0 | 51 | 100 | 0
RGB 237 | 139 | 0
HEX ED8B00

PMS
638c

CMYK 86 | 0 | 9 | 0
RGB 0 | 175 | 215
HEX 00AFD7

Color Usage



■ 50%
■ 30%
■ 20%

Typefaces

Myriad Pro Regular
Myriad Pro SemiBold
Myriad Pro Bold

Aller Regular
Aller Bold

Chunk Five

Logo Usage



Primary Logo



White Logo



Black (only for B&W usage)



Smallest Size: 1.5 in wide



Avoid incorrect proportions



Avoid dark on dark