



# **Doña Ana County Fair Brand Guide**

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# Values

## BRAND NAME

Doña Ana County Fair

Established in 2005 is a county-wide fair that includes livestock events, a rodeo, indoor exhibits, shooting sports, and events held outside of the fair week.

## BRAND VALUES

Respect, Passion, Dedication, Hard Working, Honest, and Trust

## BRAND MISSION STATEMENT

The purpose of the organization is to conduct educational and promotional programs and events that will benefit Dona Ana County youth as a whole. This will include educational programs, County Fair, and other activities deemed necessary to achieve the goals of the association, and it's members.

## BRAND PERSONALITY

Welcoming, Approachable, Casual, Traditional, and Nostalgic

## BRAND VISION STATEMENT

Investing In The Future

Beyond the blue ribbon, we are recognizing and rewarding Doña Ana County youth for their hard work, dedication, and determination.

## BRAND TARGET AUDIENCE

Potential donors and parents of young children

# Fonts

Logo Type (*Lobster Two; Bold*)

Headings (**Avenir Next; Heavy**) Kurning: 10

Headings (**Avenir Next; Bold**) Kurning: 10

Headings (**Avenir Next; Demi Bold**) Kurning: 10

Subheadings (*Merriweather; Italic*)

Body text (*Merriweather; Regular*)

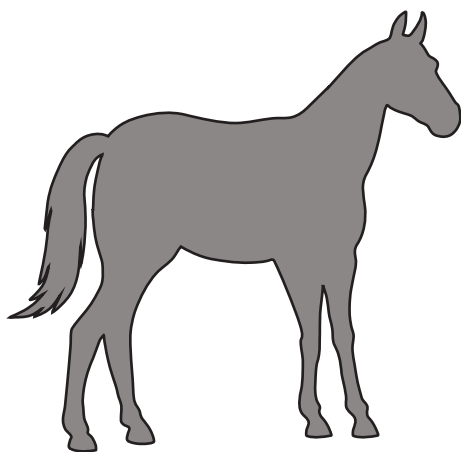
Captions (*Avenir Next; Regular*)

The Avenir Next is a sans serif font that is easy to read, easily viewable, and widely available for those who might be creating the material. The targeted audience, donors and parents, will find the font appealing because it is readable and professional. The multiple font weights allow the font to be highly versatile. Adding the space between the letters helps the eye to view the letters more easily, adding distinction between the letters. For headers font weights, Heavy, Bold, Demi Bold, and the caption font use Regular.

Merriweather is a serif font that is also easy to read, easy to print, or used for websites. The font will benefit the target audience due to its professional nature. In addition to the font’s professionalism, it is rated as a highly assessable font. For Subheadings, use Italic, and for Body text, use Regular. It is not recommended to use anything lighter than regular as it may not be visible.

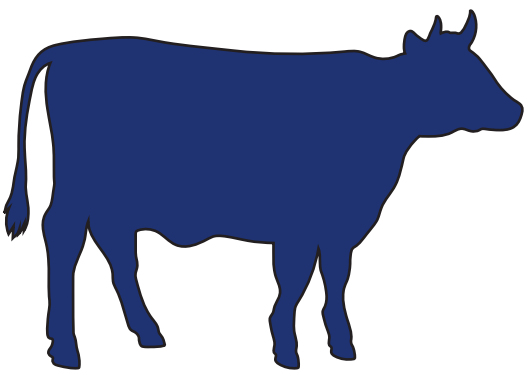
# Colors

Primary:



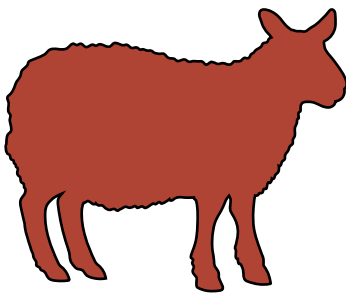
Corral Grey  
RGB: 138, 134, 135  
CMYK: 0, 4, 2, 55  
Hex: #8a8687

Secondary:

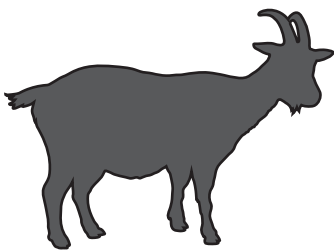


Blue Ribbon Blue  
RGB: 31, 50, 114  
CMYK: 92, 80, 0, 37  
Hex: #1f3272

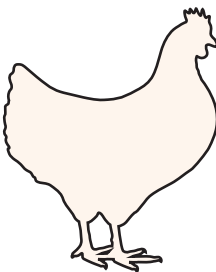
Terchary:



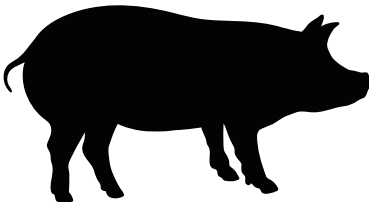
Red Ribbon Red  
RGB: 175, 69, 53  
CMYK: 0, 77, 72, 32  
Hex: #af4535



Belt Buckel Grey  
RGB: 88, 89, 91  
CMYK: 63, 55, 52, 27  
Hex: #58595b



Pine Shaving White  
RGB: 255, 243, 234  
CMYK: 0, 4, 6, 0  
Hex: #fff3ea

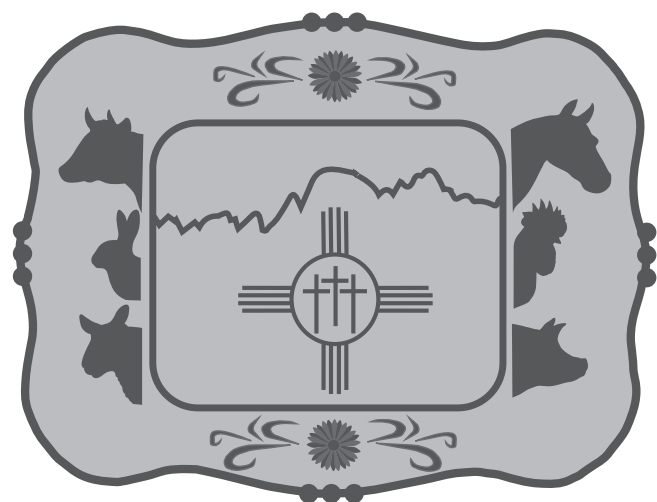


Black  
RGB: 0, 0, 0  
CMYK: 0, 0, 0, 100  
Hex: #000000

The primary color in the color set is Blue Ribbon Blue. This will be used for logo color and additional primary uses. The secondary color in the color set is Red Ribbon Red. This color will be sued to off-set the blue and create contrast for the primary color. The next three colors are Black, Pine Shaving White, and Corral Grey. These will be used for text blocks, text color, and backgrounds for the website. Additional uses will be for contrast on the logo.

The colors are a unique mix due to their accessibility. These colors are industry standard, but the mix is specific that even with eyes that may not interpret color well, they will still be distinguishable as different colors. When marketing to the target audience, they will be able to see the professionalism in the color set as well as the forethought that everyone will be able to enjoy them.

# Logos



Logo



Combination Lockup 1



Black & White Combination Lockup 1

Doña Ana  
County Fair

Logotype



Combination Lockup 2



Black & White Combination Lockup 1

# Logos

## Logo Design Justification

The logo is an essential piece that represents agriculture in a different way. The belt buckle design helps target both the parent target audience and the donors alike. It looks professional. It is easy to view and can be dynamic on many things like shirts, signs, and additional promotional materials. The base design for the logo is a belt buckle, which fair participants could win. And the grays are to represent the metal that the belt buckle would initially be created in. The animals help represent the various things that happen at the Dona Ana County Fair, and the rosettes on the top and bottom help create a more cohesive belt buckle look. The square on the inside helps represent the community and Las Cruces alike. It represents the mountains the assemble and the three crosses which are also a logo for the Three Crosses Classic.

It is really important that the logotype is readable for all audiences and still looks interesting. The rosettes were added over the o's and Doña Ana and county fair to create a cohesive look between the logo and the logotype. To both logo combination lockups. It is easy to see that there is space to remove the rosettes for the first logo combination lockup to help create a smaller, easy-to-place logo for website tabs and possible shirts. The longer combination lockup allows for more dynamic use on an overall website or promotional materials.

## Size and Spacing



When using the lockup, the size should not be smaller than 2 inches. The size of the lockup can increase to any desired size. It should have a 1-inch gap around the logo to ensure the logo can stand out against text or images.

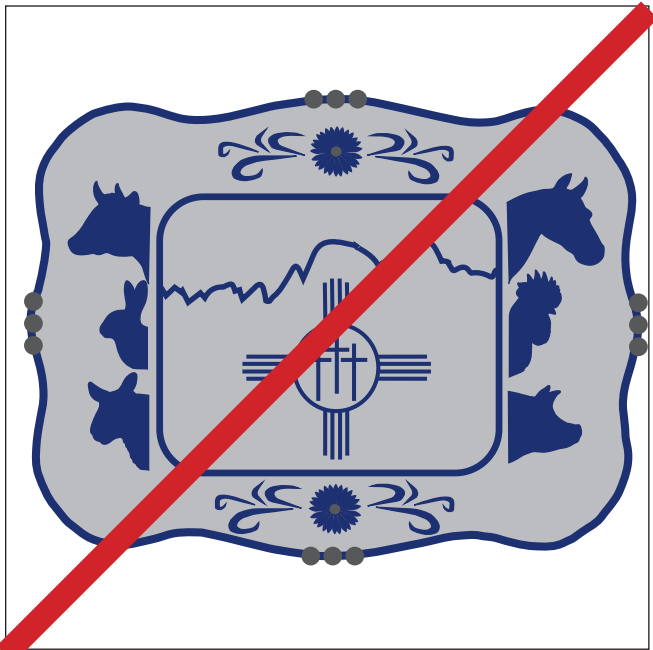
When using the logotype, the size should not be smaller than 3 inches. This allows the rosette details to be visible. The size is similar to the lockup as it can be sized up to any desired size but should always have a 1/4 inch spacing from the logo and 1-inch spacing around the entire text length.



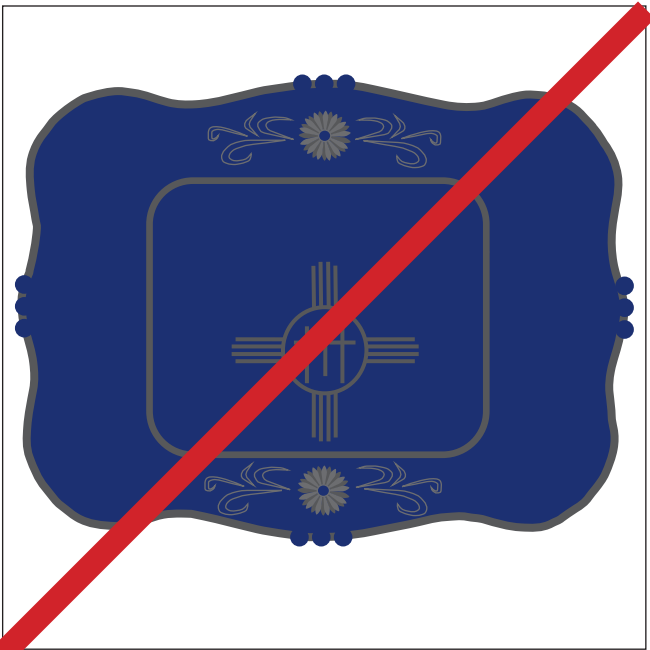


# Misuses

# Visuals



How NOT to display the logo



How NOT to display the logo



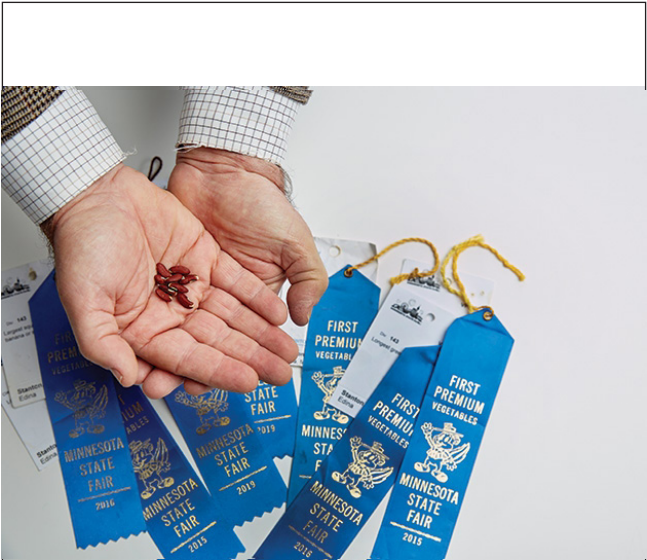
How NOT to display the logotype



How NOT to display the lockup

## Logo and Logotype Misuse

It is important to keep continuous across all platforms when using the logo. When using the logo, do not change the colors of the logo pieces. Suppose a different color is needed, use black and white. When using the logotype, do not change to random colors. Only use the approved color list. And in that list, do not use red. It makes the logotype look harsh. Finally, when using the lockup, do not reverse the animals. The horse should always be on the right, and the cow should always be on the left.



Permission from Edina Magazine

## Additional Visual Elements

The additional visual elements shown above represent the feel and the direction of the brand. The first image shows a cow. To tie in the agriculture roots and stress the importance of why many individuals will be in attendance. The second image represents the county and its unique landscape. Finally, the last image represents the passion of the individuals competing and the growth they can have throughout the experience.

# Voice

## Brand Voice

For Doña Ana County Fair’s brand, it is important to use casual, welcoming, and nostalgic voice traits. The target audiences expect the brand’s voice to be easy to absorb and worth remembering. Therefore, these traits will play a vital part in communicating the mission and vision statements. Competitors may have a more serious voice. However, this may be off-putting to our target audience, which is why a more friendly, welcoming, and causal voice will be ideal.

When considering sentence style and terminology, it is essential to remain causal and straightforward to make the information digestible to all audiences. However, it could be harmful to use slang or too many abbreviations. The causal language will help to develop a welcoming environment. Welcoming language includes warm and encouraging language. Yet like, casual language could come across as lacking seriousness or professionalism. Finally, a unique touch to the fair’s brand is the nostalgic terms and sayings used. However, use sparingly. Too many of the terms could make the voice sound old and dated, which could be hard for newer generations to relate to.

Doña Ana County Fair Brand Voice Chart			
Trait	Description	Do	Don't
Casual	Our copy stays casual to encourage a welcoming and approachable atmosphere.	Use causal and easy to read but appropriate language.	Use slang or abbreviations that create a lack of seriousness or professionalism.
Welcoming	We want any visitor, donor, or participant to feel comfortable and welcome at all times.	Use warm and encouraging language.	Use harsh terms or language that could dissuade a open environment.
Nostalgic	Our copy exhibits the past proudly.	Use nostalgic terms and sayings to create a sense of nostalgia.	Use too many terms that could create too much nostalgia making the material seem dated and non-relatable.

## Brand Tone

The tone is vital when trying to interact with key stakeholders and target audiences. It is important to be friendly, kind, and honest when communicating with interested parties. Staying friendly is as easy as a brief introduction and greeting when beginning the conversation. Always use causal and welcoming language to do so; see chart above. Kindness will be appreciated by all parties during communication. Avoid using harsh terms and slang in order to be perceived as unprofessional or too causal. Using nostalgic terms and sayings can increase the casual trait. However, beware of sounding too old or using terms that younger generations, like the target young parent audience, might not know.

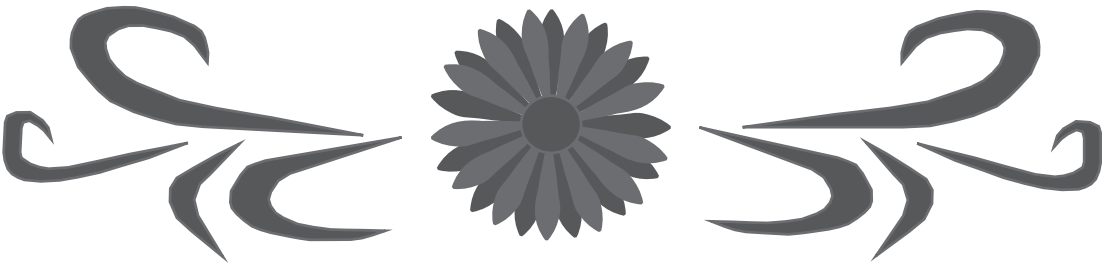
When interacting with difficult parties, always stay kind and welcoming. Using an honest tone can help you be straightforward and to the point. This may come off as rude or aggressive to it is important to always stay welcoming and understanding. Never use nostalgic terms when interacting with difficult individuals. And try to stay causal, or the tone may shift to extremely serious and harsh.

# Channels

## Brand Channels and Application

The brand should be available with the five senses in mind to interact with the target audiences and additional individuals. Channels that should be used are print (touch), online and email (sight), and radio (sound). With these senses in mind, the audiences will easily ingest the branding materials and promote engagement.

Print should be used for banners, flyers, pamphlets, and additional material that can be used as handouts or peripheral promotional materials. The online application the brand can be promoted on is Facebook and a website. This application will reach all target audiences and allows for interactions with non-target groups that could be interested in participating or supporting the fair. While a website would allow for information to be posted in a central location. In addition to online interaction, emails should be used to promote the event with past participants, supporters, and donors. Finally, radio spots and interviews should be utilized to promote the brand to target the audiences that would possibly listen during air times.



## Branding Success Metrics

Determining success with each channel would be individualized to that channel. For example, success in radio spots would be seen as increased visits to the Facebook page or website. Increased visits show that people are beginning to look for additional information or would like to sign up. Success with emails would be confirmed commitment from past participants, supporters, and donors. Finally, success for print is also observed as increased traffic on the online platforms, continuing the interest to learn more.

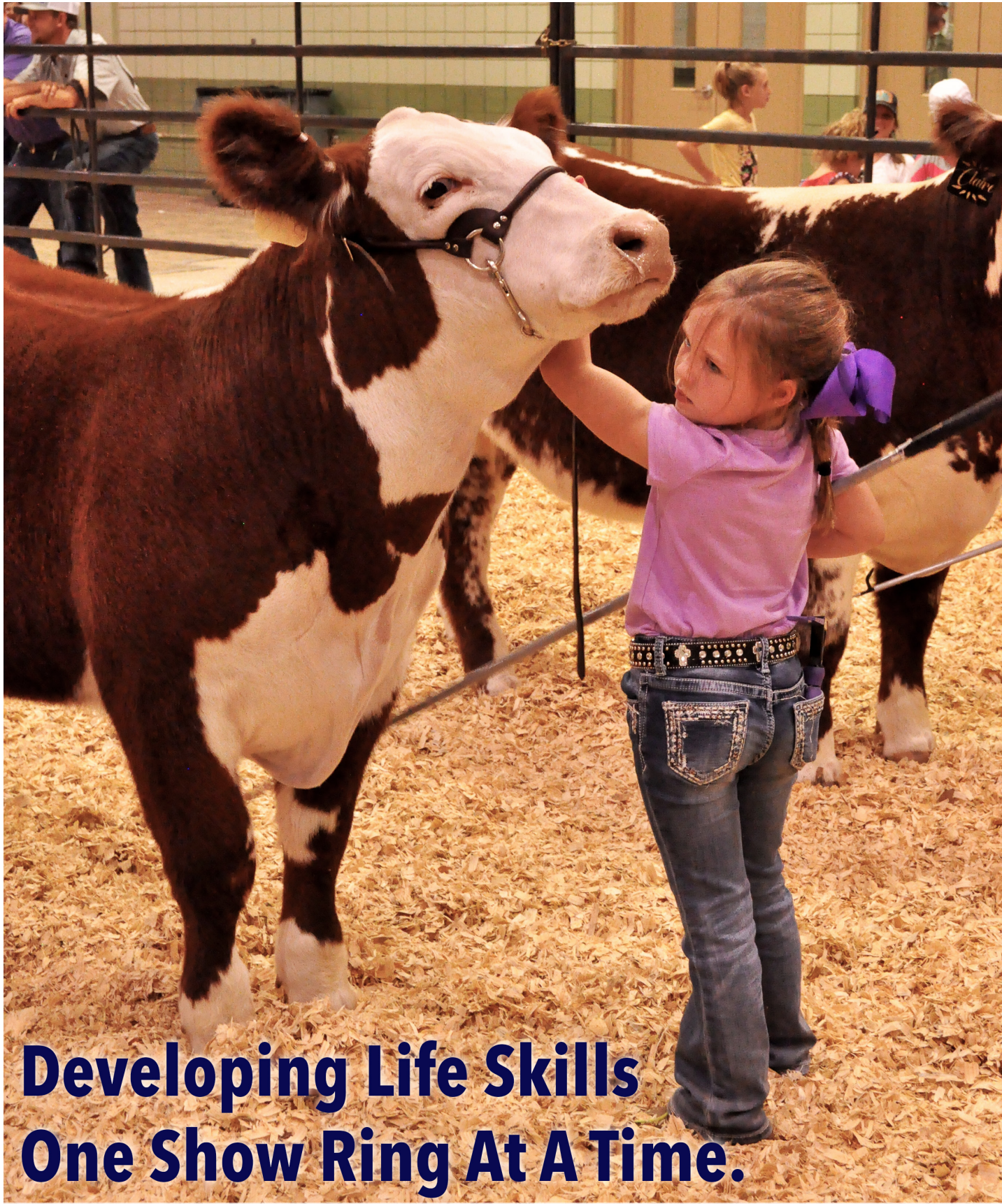


# Advertisement

## Sample Advertisement


These print advertisements were created to be used for magazine pages and flyers. The full-page ad is targeted toward parents who are looking to help develop their children's life skills. In addition, the ad represents children involved with the fair and the opportunities they could have at the fair. The half-page ad is targeted toward donors because it encourages them to sponsor the fair. The full-page ad could target donors to support the development of children through participating.

The full-page photo was chosen to represent the variety of ages that participated in the fair. The young child also helps to add a sense of youthfulness and nostalgia for those who have competed before. The half-page photo represents one species of the animal shown at the fair. It is encouraged to create additional ads with other species to ensure that all species are represented. The ads use the primary colors blue and tertiary white to help add contrast to the images. A white banner was added to the bottom to increase the readability of the bottom text, which informs the viewers when the fair is and to contact the office for more information. Finally, the lock-up was used to add additional interest to the image. Though it may seem small on the page, it adds interest to the new brand.



**Developing Life Skills  
One Show Ring At A Time.**

Come participate in the Doña Ana County Fair on July 23-30, 2022.  
Contact the Doña Ana County Fair office at (575) 202- 2289 for more information.



**Sponsor An Animal.  
Support A Child.**

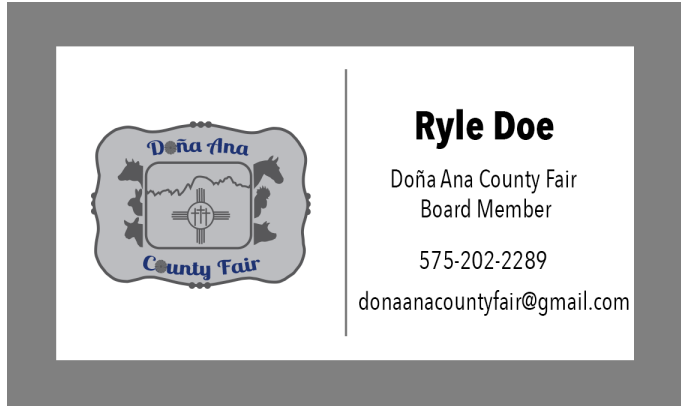
Volunteer to sponsor the Doña Ana County Fair on July 23-30, 2022.  
Contact the Doña Ana County Fair office at (575) 202- 2289 for more information.





# Branding Materials

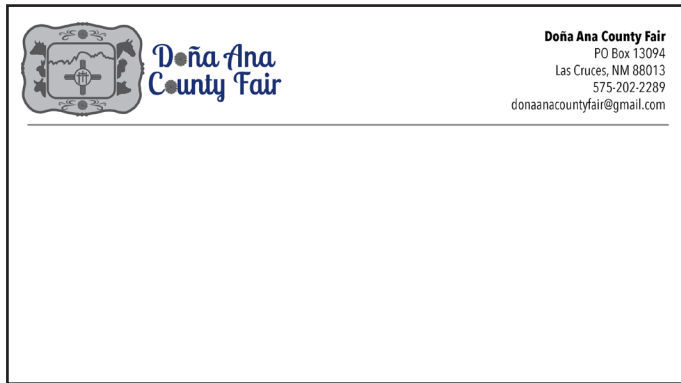
# Collateral



Business Card Front



Business Card Back



Letter Head

The business card and letterhead are created to be used and given to the community and key stakeholders who could be possible donors. The design the clean and simple to create a sense of professionalism. When using the branding materials and creating new materials, it is important to focus on the donor audience member. When creating additional materials, do not use red or other colors that are not included in the brand guide.

The colors were chosen to help create an identifiable brand through the use of the primary and secondary colors. Use of the original lock up on the business card allows for space-saving measures and more information to be included. The logo on the back allows for the card to be recognizable, even if it is flipped over.

The letterhead has a similar look, which is important across all materials. The second lock-up is used on the letterhead to spread out the design across the top. Having the text right-aligned on the right allows the information to be easily readable.

Additional collateral to be considered are reusable cups, drawstring bags, fidget toys, water bottles, and stickers.



Example of Collateral - Reusable cup



Example of Collateral - Drawstring Bag



