



RENAISSANCE

FATRE

BRAND GUIDELINES

Table of Contents

Brand Values

Brand Identity 4

Logo

Primary Logo 6

Logo Icon 7

Logo Usage 8

Typography

Font Families 10

Colors

Color Palette 12

Imagery

Overview 14

Brand Values

Brand Identity

The New York Renaissance Faire is a recreation of a 16th century village with performers, events, games, and shops in Tudexo, NY. The faire is open every year from late August to early October.

Our mission is to provide a safe, unique, and inviting experience for family entertainment. We want to support our performers by giving them a place to perform every year to bring an entertaining and immersive experience to adults and children alike.

Logo

Primary Logo



Logo Teon



*All logos should only be used on a light background.

Logo Usage



DO NOT stretch, rotate, or change the colors of the logo.

Typography

Font Families

Headings

Bradley DJR Regular

Bradley DJR is a typeface created by David Jonathan Ross as a revival of Bradley, a typeface released by American Type Founders in 1895. The typeface has a medieval feel, but is made for readers who aren't accustomed to Blackletter.

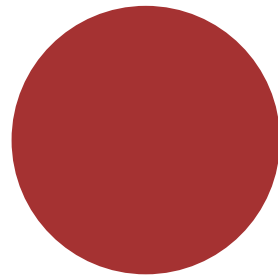
Body Text

Crimson Pro Regular

Crimson Pro is a Garamond-inspired serif typeface that has a contemporary and classic feel to it. This font pairs very well with Bradley DJR, and is very easy to read.

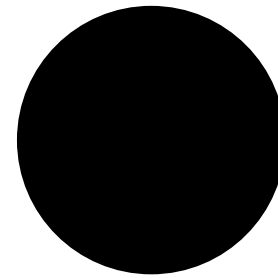
Colors

Color Palette



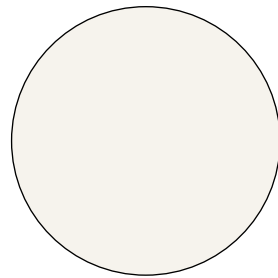
Crimson

#A53232
R:165 G:50 B:50
C:24 M:92 Y:84 K:17



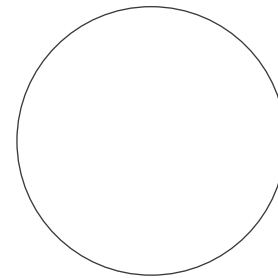
Black

#000000
R:0 G:0 B:0
C:0 M:0 Y:0 K:100



Cream

#F6F3ED
R:246 G:243 B:237
C:2 M:2 Y:5 K:0



White

#FFFFFF
R:255 G:255 B:255
C:0 M:0 Y:0 K:0

Imagery

Overview



Imagery should show products from the Faire's shops as well as performers in costume.