

2025 MISSOURI STATE FAIR THEME LOGO

LOGO ELEMENTS

The 2025 Missouri State Fair theme logo “Step On In” consists of the various elements:

1. Fair dates and year
2. Theme title “Step On In”
3. “MISSOURI” in rounded rectangular label
4. “STATE FAIR” with stars on each side

The theme logo (as seen to the right) should be used whenever possible. The version of the logo without dates, location and year (shown below) is acceptable, but only to be used on materials that have the information clearly available along with it. Do not rearrange the elements into a horizontal arrangement.

CLEARSPACE

The area immediately around the logo must be clear of all other elements to protect its integrity and readability. An equal distance to the height of the word “MISSOURI” surrounding the logo is the ideal clear space. Please refer to the diagram shown to the right.

In the diagram, the height of the word “MISSOURI” (at whatever size the logo is used) is “X”. Keep other elements at least “X” distance from the top, bottom and sides of the logo.

Note: There is an exception to this rule; text that may include an address and/or website URL placed close to the logo.

SIZING

The logo may be enlarged or reduced as needed, but it must maintain the same aspect ratio. DO NOT distort or change the proportions of the logo.

To ensure the clarity of the brand is retained on all printed literature, the logo should never be used too small for the type to not be easily read.

COLOR

The full-color, CMYK version of the logo should be given precedence. Grayscale versions are to be used only in instances when color is not an option (i.e. printing in grayscale). Colors are specified in the diagram to the right. These standards are to be followed closely. No other colors or substitute colors may be used.

FONTS

The font, Tavern, is used for “Step On In”

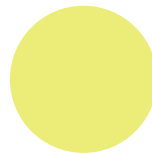
The font, Espiritu Regular, is used for the dates, year and “MISSOURI”

The font, Agenda Medium, is used for “STATE FAIR”



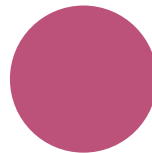
Dark Green/Blue

CMYK 52 / 23 / 30 / 74
RGB 44 / 66 / 68
HEX #2c4244
PMS 445



Yellow

CMYK 9 / 0 / 66 / 0
RGB 233 / 236 / 107
HEX #e9ec6b
PMS 386



Pink

CMYK 25 / 81 / 32 / 2
RGB 187 / 82 / 120
HEX #bb5278
PMS 7432

