



**DERBY  
FESTIVAL®**

**2011 IDENTITY  
STANDARDS**



## TYPEFACES OF BRAND IDENTITY

### AACHEN BOLD - Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### AACHEN MEDIUM - Subheads

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### TRADE GOTHIC - Body Copy/Headlines

#### CONDENSED NO. 18

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### BOLD CONDENSED NO. 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### BOLD NO. 2

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# ELEMENTS OF BRAND IDENTITY



PEGASUS ICON

LOGOTYPE

## LOGOMARK

The Derby Festival® logomark is comprised of 2 basic elements. These elements are the pegasus icon and the logotype. **The logo is intended to be used in this configuration at all times.** In the event that any type of variation of the logomark is necessary, please consult with your representative at **CurrentMarketing**.

## COLOR PALETTE

The Derby Festival brand color palette consists of the following 3 colors.

Brand Dominant Colors



Pantone 5483

C = 62    Y = 15  
M = 00    K = 31



Pantone 7408

C = 00    Y = 95  
M = 27    K = 00

Brand Complimentary Color



Pantone 1655

C = 00    Y = 100  
M = 78    K = 09

## ELEMENTS OF BRAND IDENTITY



### LIGHT BACKGROUNDS

Here you see the logomark to be used on white, light-colored or light photographic backgrounds. Avoid using the logo on medium-toned, photographic or textured backgrounds that do not allow for proper contrast between the logo and the background.



### DARK BACKGROUNDS

When used on a dark-colored background, this version of the logomark should be employed. Avoid using the logo on medium-toned, photographic or textured backgrounds that do not allow for proper contrast between the logo and the background.



## ELEMENTS OF BRAND IDENTITY

### INCORRECT USAGES

The Derby Festival® logomark should always be used as provided in all applications. Care should be taken to ensure the logo is presented properly. When reproducing the logo, the accuracy of both color and detail is extremely critical.



Do not reproduce the logomark in any colors other than the brand dominant colors.



Do not rearrange, reconfigure or add to the elements of the logomark.



Do not alter perspective by “stretching” or “squeezing” the logomark.



Do not reproduce the logotype in another typeface.



## ELEMENTS OF BRAND IDENTITY

### TRADEMARKS AND TRADENAMES

The following events (and slogans) have federally registered trademarks and therefore, you should depict the ® when referring to these events:

Chow Wagon®  
Derby Eve Jam®  
Derby Festival®  
Great Balloon Race®  
miniMarathon®  
Night of the Future Stars®  
Pegasus®  
Pegasus Pin®  
Ramble for the Roses®  
Royal Court®  
Running Wild®  
They're Off!®  
Thorbred®  
Thunder Over Louisville®

Academic Challenge<sup>SM</sup>  
Fest-a-Ville<sup>SM</sup>  
Great BalloonFest<sup>SM</sup>  
\$1 Million Dollar Hole-in-One Golf Contest<sup>SM</sup>  
Spring Fashion Show<sup>SM</sup>

**NOTE:** *Pegasus Parade is not federally registered. When referring to this event, the ® should always appear behind the word Pegasus as opposed to Parade.*

Pegasus® Parade