

ADELAIDE FRINGE

STYLE GUIDE 2017

FOR ADELAIDE FRINGE ARTISTS & VENUES



FRINGETIX BRAND

When using the FringeTIX logos The black logo should only be used on white or pale backgrounds. The white logo should be used for coloured backgrounds of dark tones. When using the black logo, the 'FringeTIX' text should remain white (as it appears in the eps file).



Logo - Stacked

FTIX stack

Download

EPS

JPG



Logo - Inline

FTIX inline

Download

EPS

JPG



Logo - Stacked - White

FTIX stack white

Download

EPS

JPG



Logo - Inline - White

FTIX inline white

Download

EPS

JPG

FRINGETIX MINIMUM SIZES

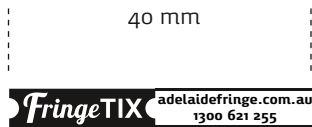
Stacked - Print



Stacked - Screen



Inline - Print



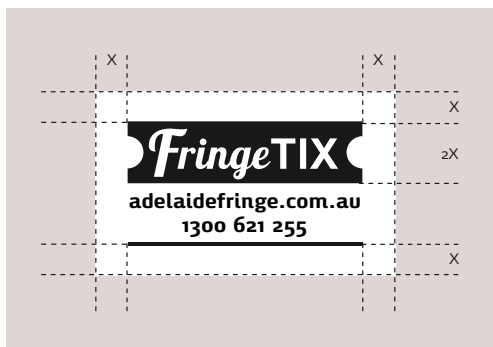
Inline - Screen



FRINGETIX MINIMUM CLEAR SPACE

When using any of the Adelaide Fringe logos, it is important to always keep a minimum clear space on all sides from typography, illustrations or any other graphic.

'X' clear space is equal to half the height of the 'FringeTIX' block.



COMBINED ADELAIDE FRINGE & FRINGETIX BRAND



AF & FTix combined

AF+FTix

Download

EPS

JPG



AF & FTix combined

AF+FTix white

Download

EPS

JPG

MINIMUM SIZES

Combined - Print

40 mm



Combined - Screen

50 pixels



COMBINED FRINGETIX MINIMUM CLEAR SPACE



FOR VISUAL ARTISTS & FREE EVENTS



AF & web combined

AF+web

Download

EPS

JPG



AF & web combined - White

AF+web

Download

EPS

JPG



AF, dates & web combined

AF+date+web

Download

EPS

JPG



AF, dates & web combined - White

AF+date+web

Download

EPS

JPG

MINIMUM SIZES

Combined - Print

40 mm



40 mm



Combined - Screen

150 pixels



150 pixels



INCORRECT USAGE OF LOGO



distort, stretch, recreate or alter the logo in any way



Change the orientation of the logo



Modify or omit any of the existing elements



Change the scale of the elements/ modify or enhance any of the elements



Break the logo apart or cut pieces out



Style or apply different filters



Use a different font



Use an old Adelaide Fringe logo



Use an old Adelaide Fringe logo