



## **STYLE GUIDE**

# WISCONSIN SCIENCE FESTIVAL LOGOS

WSF logo is available as horizontal or stacked depending on space available.  
Logo may be resized proportionally but not condensed or stretched.  
Logo must be kept intact and not altered in any way.

Print Use File Formats: EPS, TIF, JPG  
Web Use File Formats: PNG (transparent background) and JPG



Preferred horizontal logo for most purposes



Black only copies for printing



Reverse for dark backgrounds



Preferred stacked logo for most purposes



Black only copies for printing



Reverse for dark backgrounds

# **WISCONSIN SCIENCE FESTIVAL FONTS**

The Wisconsin Science Festival logo uses the font family Avenir. However, WSF print and web materials use the Univers family for headline and body copy.

## **Universe Black**

Used for the date and some headlines.

## **Universe Bold**

Used for the URL and many headlines and subheads.

## **Universe Roman**

Used for body copy, captions, listings, etc.

The Arial font family is an acceptable alternative if the Univers font family is not available.

## **Arial Black**

Acceptable alternative font for event date and some headlines.

## **Arial Bold**

Used for the URL and many headlines and subheads.

## **Arial Regular**

Used for body copy, captions, listings, etc.

# WISCONSIN SCIENCE FESTIVAL COLORS

The following are the primary WSF colors.



CYMK: 0, 60, 89, 0  
RGB: 245, 130, 52



CYMK: 37, 17, 100, 0  
RGB: 174, 182, 55



CMYK: 22, 100, 96, 15  
RGB: 172, 31, 38



CMYK: 30, 0, 0, 85  
RGB: 47, 68, 78

The following are secondary colors for certain uses.



CYMK: 0, 0, 0, 77  
RGB: 35, 31, 32

Used for paragraph and descriptive text



CYMK: 80, 50, 35, 25  
RGB: 53, 94, 115

An option for lines, backgrounds or text elements

## **WISCONSIN SCIENCE FESTIVAL WEBSITE**

The WSF website is <http://WiSciFest.org>.

Partner locations can direct people to the website for more information on other festival events.

## **WISCONSIN SCIENCE FESTIVAL SOCIAL**

Please follow the WSF accounts and use the hashtag in your social media posts.

Twitter: [@WiSciFest](#)

Facebook: [Wisconsin Science Festival](#)

Instagram: [WiSciFest](#)

Hashtag: #WiSciFest