Brand Guidelines

Color:

PMS: 266	PMS: 2915	*PMS: 660	PMS: 108	PMS: 1925	*PMS: 7480	PMS: 1145	PMS: Bright Red C
C=66 M=83 Y=0 K=0	C=57 M=14 Y=0 K=0	C=75 M=47 Y=0 K=0	C=1 M=11 Y=100 K=0	C=2 M=1000 Y=62 K=0	C=86 M=0 Y=78 K=0	C=0 M=54 Y=95 K=0	C=0 M=90 Y=95 K=0
HEX: 724C9F	HEX: 61B3E4	HEX: 407CC9	HEX: FFDB00	HEX: E9004B	HEX: 00BC6F	HEX: FF8F12	HEX: EE3423

Colors:

Knoebels is all about fun. Use fun bright energetic colors. * Key in on the use of Blue and Green as there is a lot of blue sky and green grass and giant trees at Knoebels which adds to the experience and makes us different from the concrete and black top parks.

Logos:

* Use this "BLUE" version as the primary logo color combination

The Knoebels logo can knock out of color backgrounds as well as photographic backgrounds

Favicons

Brands now have to have abbreviated versions especially with social media and shortened attention spans....

Fonts:

Body Copy Fonts: Alegyrea family

The quick brown fox jumps over the lazy dog. He was on his way to Knoebels.
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Body Copy Fonts: Open Sans Family

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Headline and Sub-heads: Dreamland font
The quick brown fox jumps over the lazy dog.

Tagline

Make new memories the old fashioned way.
America's Largest Free Amusement Park.