



**BRAND STANDARDS MANUAL**

## ORGANIZATION MISSION

**Our nostalgic fair is the signature annual event that inspires multi generations of the community to gather and celebrate in a safe fun place-year round. The Grounds, with its significant capacity, is sought after by the community to play host to numerous and diverse events.**

## ORGANIZATION VISION

**Our region is rich in history, culture and people, we steward memorable and impactful experiences that resonate with communities, reinforcing the important role we play in Mobile-the heart of the Greater Gulf State.**

# COMPANY NAME

**A**

Primary typeface:  
Logo name  
"THE GROUNDS"

**B**

incorrect usage  
of brand name

**A**

**THE GROUNDS**

**B**

~~**GROUNDS**~~

~~**GROUND'S**~~

~~**MOBILE FAIRGROUNDS**~~

~~**THE GREATER GULF FAIRGROUNDS**~~

# LOGO

**A**

Full color logo with texture. Use for print.

**A**



**B**

Full color logo without texture. Use for web and embroidery.

**B**



**C**

Black and white logo. Use when given limited color for B&W mediums.

**C**

