EP!C
events

EPIC Events
Branding Guide

2024

EPICEventsND.com

Who we are

We are committed to bringing live events, arts and opportunities to West Fargo and the surrounding communities.

What we stand for

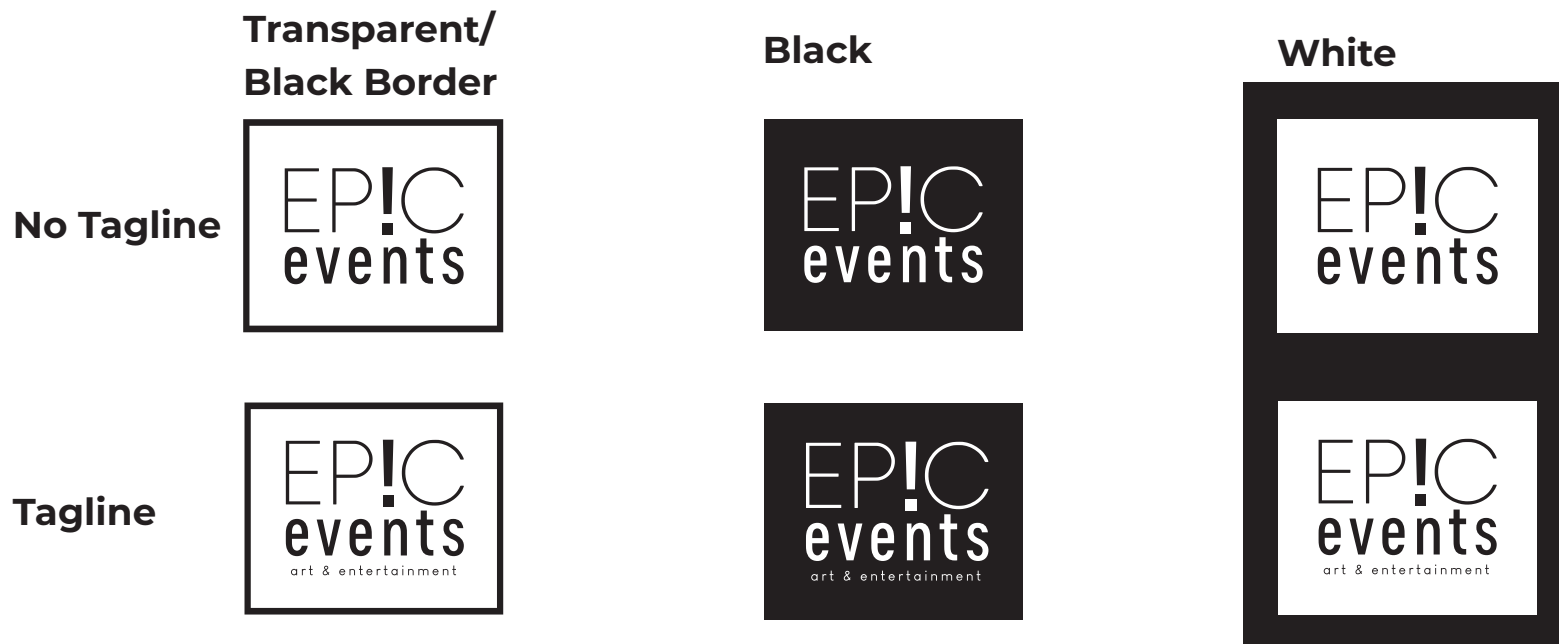Community
Entertainment
Partnerships
Loyalty
Dedication

02

Name

The word 'EPIC' in EPIC Events is **always** capitalized. **Always.**

Good: EPIC Events

Not so good: epic events, Epic Events, Epic events.

Logo

	Transparent/ Black Border	**Black**	**White**
No Tagline	EP!C events	EP!C events	EP!C events
Tagline	EP!C events art & entertainment	EP!C events art & entertainment	EP!C events art & entertainment

Clear space

Adequate clear space should be maintained on all sides of the EPIC Events brand equal to the height of the lowercase letter 'e'.

Logo don'ts

Alter proportions

Rotate

Change colors

Use inappropriate backgrounds

Add stroke to white or black logo

Use tagline logo for small applications

04

Colors

Black	Dark Grey	Light Grey	Red	Salmon
#00000	#4c4d4f	#d9d9d9	#ed1c24	#e2595c
C0 M0 Y0 K100	C67 M58 Y55 K36	C14 M10 Y11 K0	C0 M99 Y7 K0	C7 M80 Y60 K0

Typeface

Headline: Montserrat Black

ALT HEADLINE: MONTSERRAT BLACK

Website/Taglines: Montserrat Black Italic

Subhead: Montserrat Bold

Body Copy: Montserrat Regular

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