

# Design Brief for the Blue Earth County Fair Logo Redesign

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## **Design Brief:**

Blue Earth County Fair Logo Redesign

## **User:**

The user for this project is the Blue Earth County Fair and fair goers. The goal is to create a redesigned logo that reflects Blue Earth County Fair's rich history, agricultural background, and promoting exhibitions while representing its enduring values and aspirations.

## **Project Overview:**

The Blue Earth County Fair is known as one of the oldest county fair's in the state of Minnesota promoting agricultural and cultural exhibitions, educational opportunities, and a variety of entertainment since 1859. The current fair logo is dated unbalanced, and does not accurately represent the organization as a whole. This project aims to redesign the Blue Earth County Fair logo by creating a logo that resonates with the people of Blue Earth County and accurately represents the Fair's identity.

## **Present Blue Earth County Fair Logo General Description:**

The present fair logo is eight different colors. The logo is made up of a large red and white striped tent with a dark yellow Ferris wheel behind it on the right side and three balloons that are pink, blue, and green floating in front of the tent. There is a large yellow starburst encapsulating this graphic, and the text in black of "Blue Earth County Fair Association" overlaps the graphic at the bottom.



## **Design Objectives:**

**Simplicity and Recognizability:** The logo should be simple and elegant that it is easily recognizable. It should be a logo that fair goers and exhibitors can proudly identify with.

**Distinctive Colors:** Utilize a color palette that represents the fair effectively. Limit the number of colors on the logo to three to four, contrasting nicely and coming from the standard color set. The logo must also be able easily be entirely black or entirely white in color as to be effective for screen printing or black and white printing.

**Symbolism:** The logo's images, icons, colors, and/or patterns should relate to what it symbolizes.

**Symmetry:** The design should be symmetrical to a degree.

**Mandatory:** Symbols, emblems, or likenesses that represent only a single community or person, regardless of whether real or stylized, may not be included in a design.

## **Design Parameters:**

**Logo Dimensions:** The logo should be balanced and center-weighted. Off-center oriented logos may also be considered.

**Simple Iconography:** The design should be simple enough to be easily reproduced and recognizable even when scaled down.

**Typical display:** The Commission should consider the logo's visibility when it is displayed in a variety of formats such as: on signs, banners, apparel, forms, letterhead, flags, etc both in color and monotone color.

## **Deliverables:**

**Logo Design:** Provide a written and visual representation of the proposed logo design, including colors, shapes, and symbols.

**Timeline:** The project timeline will span 15 weeks. The final logo design should be ready for submission to the Board of Directors by October 1, 2021.

**Budget:** There is a prize allotment of three hundred fifty dollars (\$350), one (1) 2025 Fair Season Parking Pass, and two (2) grandstand passes for each grandstand show in 2025 available for the winning design.

**Evaluation Criteria:** The selected design will be evaluated based on its ability to meet the design objectives, reflect the Blue Earth County Fair's identity.

**Additional Notes:**

Designers are encouraged to research the Blue Earth County Fair's history and unique characteristics to create a logo that truly represents the Fair. Collaboration with local communities and organizations is also encouraged to ensure the design is culturally sensitive and inclusive.

A logo has always been important for any organization. It's a way to show their values and strength to everyone. Designing a logo involves special rules, like deciding its shape, colors, and iconography.

When planning your logo, remember these basic ideas:

- Think about what your logo symbolizes
- Make sure it's easy to recognize
- Keep it simple
- Make it balanced
- Use basic primary or secondary colors
- Include the text "Blue Earth County Fair"

# Calendar Schedule for the Blue Earth County Fair Logo Redesign

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This schedule allows for a structured approach to designing the Blue Earth County Fair Logo over several weeks, with designated tasks and milestones for each Monday.

It's essential to adjust the schedule as needed based on the complexity of the design and any unforeseen challenges that may arise during the process.

## Logo Timeline:

### **October 25:**

Request Fair Logo concept designs from the public.

### **December 6:**

Last day for the public to submit Fair Logo concept designs.

### **December 7 - December 10:**

Commission Committee will narrow the design concept pool down to five entries.

### **December 11:**

Commission Committee will present the five entries to the full board of directors at the fair's monthly meeting.

### **December 11 - December 13:**

Board and Commission will deliberate and select one logo design.

### **December 14 - 17:**

Commission Committee will prepare and finalize the final logo design.

### **December 18:**

The final logo design will be presented to the Blue Earth County Fair Board of Directors for final approval.

### **December 20:**

New logo will be launched and presented to the public.