

Dane County Fair Style Sheet



Corporate

Dane County Fair Colors: PMS 1797 (red) and black

Dane County Fair Font: Britannic Bold

The name Dane County Fair is used by itself, preceded by the word (the) when applicable. Fair can be used as a substitute for the Dane County Fair after the first usage of the full name. Do not use County Fair, just Fair.

Do not abbreviate County as Co. County is always spelled out.

The Dane County Fair is held annually at the Alliant Energy Center (AEC).

Use the word art logo (pictured) only.

General Terms

Kiddie Farm

Learning Lane

**Ho-Chunk Gaming Madison Stage
(Main Stage)**

**Youth & Community Stage
(Indoor Stage)**

Fairgrounds Drive

3 before 3 Deal

\$3 admission before 3 p.m.

Midway

North American Midway Entertainment

Kiddie Carnival

Unlimited Ride Wristband

Theme Days

Dog Day of Summer (Wednesday)

**Hometown Hero Day,
presented by Conney Safety (Thursday)**

Kid's Day (Friday)

**Ag Day,
presented by Heartland Credit Union (Saturday)**

Family Fiesta Day (Sunday)

Free Daily Entertainment

Wild About Monkeys

**Freestyle Motocross Team FMX Motorcycle
Stunt Show**

Other

Gymfinity GymCRAZIUM Obstacle Course

**2017 Clydesdale Youth/Novice Congress,
in conjunction with the Dane County Fair**

Special Events

Agri-Versity (Friday)

4-H Youth Day (Friday)

**AgVenture Scavenger Hunt (Saturday)
Fabulous Farm Babe Tractor Parade
(Saturday)**

Master Showman Contest (Saturday)

Job Titles

Scott Bentley, Fair Manager

Dawn Domnisse, Office Administration

Kayla Sonnenburg, Commercial Sales

Melissa VanderSanden, Commercial Sales

Kristin Olson, Media Relations

Katie Schmitt, Communications

Ann Marie Magnochi, Entry Department

Laurie Breuch, Entry Department

Annette Ziegler, Accounting

Liz Matzke, Attendee Services

Cassi Miller, Program Assistant

2017 Theme Information: Ticket to Fun!

Font: Hee Haw Regular

#TicketToFun

Dane County Fair

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