

The background is a dark purple gradient with scattered, stylized pink stars of various sizes and orientations. The stars have a slight 3D effect with a darker shadow on one side.

**ADELAIDE**

**FRINGE**

**2025** STYLE GUIDE

# ADELAIDE FRINGE 2025 LOGOS



Stacked 2 colour  
Plain\_Logo\_Col\_Stacked

EPS

JPG

PNG



Stacked Mono  
Plain\_Logo\_Mono\_Stacked

EPS

JPG

PNG



Stacked Mono  
Plain\_Logo\_MonoReverse\_Stacked

EPS

PNG



Stacked 1 colour  
Plain\_Logo\_RevClaret\_Stacked

EPS

PNG



Stacked 1 colour  
Plain\_Logo\_RevPink\_Stacked

EPS

PNG

# ADELAIDE FRINGE 2025 LOGOS



Inline 2 colour  
**Plain\_Logo\_Col\_Inline**

EPS

JPG

PNG



Inline Mono  
**Plain\_Logo\_Mono\_Inline**

EPS

JPG

PNG



Inline Mono  
**Plain\_Logo\_MonoReverse\_Inline**

EPS

PNG



Inline 1 colour  
**Plain\_Logo\_Rev\_Claret\_Inline**

EPS

PNG



Inline 1 colour  
**Plain\_Logo\_Rev\_Pink\_Inline**

EPS

PNG

# ADELAIDE FRINGE 2025 LOGOS



Stacked 4 colour, lockup  
AF25\_Logo\_Stacked\_Col\_  
Lockup

EPS

JPG

PNG



Stacked 2 colour, lockup  
AF25\_Logo\_Stacked\_Rev\_Pink\_  
Lockup

EPS

PNG



Stacked 1 colour, lockup  
AF25\_Logo\_Stacked\_  
Rev\_Claret\_Lockup

EPS

PNG

# ADELAIDE FRINGE 2025 LOGOS



Stacked Mono, lockup  
AF25\_Logo\_Stacked\_  
Mono\_Lockup

EPS

JPG

PNG



Stacked Mono, lockup  
AF25\_Logo\_Stacked\_  
MonoReverse\_Lockup

EPS

PNG

# ADELAIDE FRINGE 2025 LOGOS



Inline 4 colour, lockup  
AF25\_Logo\_Inline\_Stacked\_  
Col\_Lockup

EPS

JPG

PNG



Inline 2 colour, lockup  
AF25\_Logo\_Inline\_Stacked\_  
Rev\_Pink\_Lockup

EPS

PNG



Inline 1 colour, lockup  
AF25\_Logo\_Inline\_Stacked\_  
Rev\_Claret\_Lockup

EPS

PNG

# ADELAIDE FRINGE 2025 LOGOS



Inline Mono, lockup  
AF25\_Logo\_Inline\_Stacked\_  
Mono\_Lockup

EPS

JPG

PNG



Inline Mono, lockup  
AF25\_Logo\_Inline\_Stacked\_  
MonoReverse\_Lockup

EPS

PNG

# ADELAIDE FRINGE 2025 LOGOS



Inline 4 colour, lockup  
AF25\_Logo\_Inline\_  
Col\_Lockup

EPS

JPG

PNG



Inline 2 colour, lockup  
AF25\_Logo\_Inline\_Rev\_  
Pink\_Lockup

EPS

PNG



Inline 1 colour, lockup  
AF25\_Logo\_Inline\_Rev\_Claret\_  
Lockup

EPS

PNG



Inline Mono, lockup  
AF25\_Logo\_Inline\_Mono\_  
Lockup

EPS

JPG

PNG



Inline Mono, lockup  
AF25\_Logo\_Inline\_  
MonoReverse\_Lockup

EPS

PNG



# ADELAIDE FRINGE 2025 LOGOS



Square 2 colour  
**Plain\_Logo\_SQ\_Col**

EPS

PNG



Square 2 colour  
**Plain\_Logo\_SQ\_Pink**

EPS

PNG



Square 2 colour  
**Plain\_Logo\_SQ\_Claret**

EPS

PNG



Square Mono  
**Plain\_Logo\_SQ\_Mono**

EPS

PNG



Square Mono  
**Plain\_Logo\_SQ\_MonoReverse**

EPS

PNG

# ADELAIDE FRINGE LOGO DO'S AND DON'T'S



Distort, stretch, recreate or alter the logo in any way



Change the orientation of the logo



Modify or omit any of the existing elements



Change the scale of the elements/ modify or enhance any of the elements



Break the logo apart or cut pieces out



Style or apply different filters



Use a different font



Use an old Adelaide Fringe logo



Use an old Adelaide Fringe logo

## FRINGETIX LOGOS



Landscape, Colour  
**FringeTIX\_Landscape\_Colour**

EPS

JPG

PNG



Landscape, Mono  
**FringeTIX\_Landscape\_Mono**

EPS

JPG

PNG



Landscape, Mono Reverse  
**FringeTIX\_Landscape\_**  
**Mono\_Reverse**

EPS

PNG

## FRINGETIX LOGOS



adelaidefringe.com.au  
**1300 621 255**

Stacked, Version 1, Colour  
**FringeTIX\_Stacked\_**  
**Version1\_Colour**

EPS

JPG

PNG



adelaidefringe.com.au  
**1300 621 255**

Stacked, Version 1, Mono  
**FringeTIX\_Stacked\_**  
**Version1\_Mono**

EPS

JPG

PNG



adelaidefringe.com.au  
**1300 621 255**

Stacked, Version 1, Mono Reverse  
**FringeTIX\_Stacked\_**  
**Version1\_**  
**Mono\_Reversed**

EPS

PNG



adelaidefringe.com.au  
**1300 621 255**

Stacked, Version 2, Colour  
**FringeTIX\_Stacked\_**  
**Version2\_Colour**

EPS

JPG

PNG



adelaidefringe.com.au  
**1300 621 255**

Stacked, Version 2, Mono  
**FringeTIX\_Stacked\_**  
**Version2\_Mono**

EPS

JPG

PNG



adelaidefringe.com.au  
**1300 621 255**

Stacked, Version 2, Mono Reverse  
**FringeTIX\_Stacked\_**  
**Version2\_**  
**Mono\_Reversed**

EPS

PNG

# FRINGETIX 2025 LOGOS - DO'S AND DON'T'S



Distort, stretch, recreate or alter the logo in any way



Change the orientation of the logo



Modify or omit any of the existing elements



Change the scale of the elements/ modify or enhance any of the elements



Break the logo apart or cut pieces out



Style or apply different filters



Use a different font



Use an old FringeTIX logo