

* ADELAIDE * FRINGE *

LOGO & BRAND PACK 2025



Are We Neary There Yet by John Pedder

FOR ADELAIDE FRINGE ARTISTS, VENUES

* ADELAIDE * FRINGE *

LOGO & BRAND PACK 2025

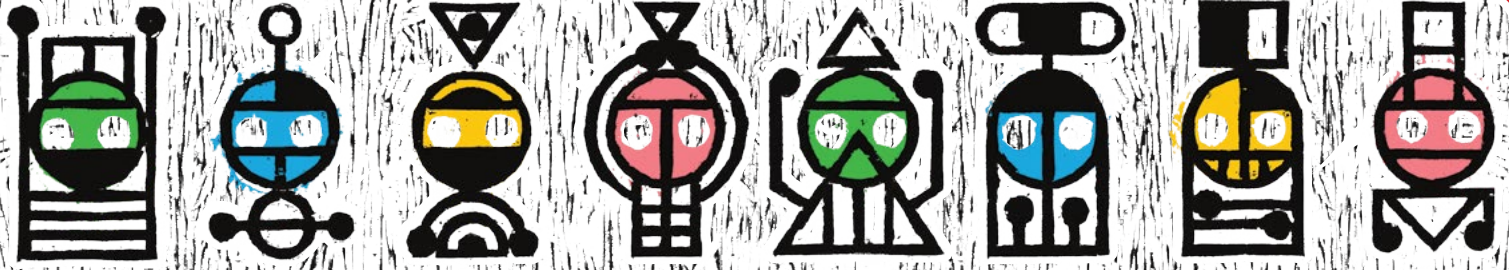


FOR ADELAIDE FRINGE ARTISTS, VENUES

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SOCIAL MEDIA CHEAT SHEET

*** ADELAIDE FRINGE ***
21 FEBRUARY – 23 MARCH 2025
Principal Partner
bankSA



SHARE THE LOVE!

Tag us in your social media posts and use our Adelaide Fringe hashtag!

#ADLfringe



@ADLfringe



@ADLfringe



/adelaidefringeinc



@ADLfringe



@ADLfringe



/adelaide-fringe

HOW TO ENGAGE ON SOCIALS

- * Follow our social media channels with your profile
- * Tag us in posts and stories with **@ADLfringe**
- * Use the hashtag **#ADLfringe**
- * Re-share our posts and stories
- * Update your Facebook cover image with one from this pack
- * Create a post using a tile from this pack
- * We will re-share posts and stories you tag us in when possible

WEBSITE

- * Search our website to find your official Fringe Event page at adelaidefringe.com.au/fringetix
- * Remember to **link your Fringe Event** to all communications on Social Media, EDMs and more!

IMPORTANT DATES

Mark these in your social media calendar and keep your followers up to date!

* 6 DEC 2024

*Program Launch (tickets on sale)
(5 December is BankSA pre-sale)*

* DEC 2024

FRINGEMAS!

What better gift than tickets to your show?

* MID-JAN 2025

Official Fringe Guide distributed

* 14-20 FEB 2025

Sneak Peek Week

* 21 FEB – 23 MAR 2025

Official Adelaide Fringe dates

DIGITAL ASSETS – I'M A FRINGE ARTIST



I'm A Fringe Artist

Download

2025_A&V Artist_1080x1080

PNG



I'm A Fringe Artist

Download

2025_A&V Artist_1080x1920

PNG



I'm A Fringe Artist

Download

2025_A&V Artist_1920x1080

PNG

DIGITAL ASSETS – WE'RE A FRINGE VENUE



I'm A Fringe Venue

Download

2025_A&V Venue_1080x1080

PNG



I'm A Fringe Venue

Download

2025_A&V Venue_1080x1920

PNG



I'm A Fringe Venue

Download

2025_A&V Venue_1920x1080

PNG

ADELAIDE FRINGE 2025 COLOURS



Fringe Pink – PANTONE 212C

CMYK: 0, 84, 5, 0

RGB: 239, 81, 150

HEX: #EF5196



Fringe Claret – PANTONE 242C

CMYK: 48, 98, 35, 16

RGB: 131, 35, 95

HEX: #83235F



2025 Fringe Yellow –

RGB: R: 240 G: 197 B: 25

CMYK: C: 7 M: 20 Y: 100 K: 0

HEX: #FOC519



2025 Fringe Red –

RGB: R: 227 G: 30 B: 38

CMYK: C: 4 M: 100 Y: 98 K: 0

HEX: #E31E26



2025 Fringe Purple –

RGB: R: 119 G: 68 B: 155

CMYK: C: 64 M: 87 Y: 0 K: 0

HEX: #77449B



2025 Fringe Pink –

RGB: R: 251 G: 125 B: 132

CMYK: C: 0 M: 65 Y: 35 K: 0

HEX: #FB7D84



2025 Fringe Orange –

RGB: R: 244 G: 117 B: 33

CMYK: C: 0 M: 67 Y: 99 K: 0

HEX: #F47521



2025 Fringe Green –

RGB: R: 99 G: 205 B: 58

CMYK: C: 61 M: 0 Y: 100 K: 0

HEX: #63CD3A



2025 Fringe Blue –

RGB: R: 38 G: 168 B: 224

CMYK: C: 71 M: 17 Y: 0 K: 0

HEX: #26A8E0

ADELAIDE FRINGE 2025 LOGO – WEB ADDRESS

When using the Adelaide Fringe logos:

The colour and black logos should only be used on white or pale backgrounds.

The white logo should be used for coloured backgrounds of dark tones.



Colour

2025_Logo_Web_C

Download

[PNG](#)

[EPS](#)



Mono - Black

2025_Logo_Web_B

Download

[PNG](#)

[EPS](#)



Mono - White

2025_Logo_Web_W

Download

[PNG](#)

[EPS](#)

ADELAIDE FRINGE 2025 LOGO – DATES & WEB ADDRESS

When using the Adelaide Fringe logos:

The colour and black logos should only be used on white or pale backgrounds.

The white logo should be used for coloured backgrounds of dark tones.



Colour

2025_Logo_Web_Dates_C

Download

PNG

EPS



Mono - Black

2025_Logo_Web_Dates_B

Download

PNG

EPS



Mono - White

2025_Logo_Web_Dates_W

Download

PNG

EPS

FRINGETIX LOCKUP LOGO

When using the FringeTIX logos: Colour can be used on black or white backgrounds. The black logo should only be used on white or pale backgrounds. The white logo should be used for coloured backgrounds of dark tones..
When using the black logo, the 'FringeTIX' text should remain white (as it appears in the eps file).



Download

2025_FringeTIX_INL_Lockup_C

PNG

EPS



Download

2025_FringeTIX_INL_Lockup_B

PNG

EPS



Download

2025_FringeTIX_INL_Lockup_W

PNG

EPS

FRINGETIX LOCKUP LOGO

When using the FringeTIX logos: Colour can be used on black or white backgrounds. The black logo should only be used on white or pale backgrounds. The white logo should be used for coloured backgrounds of dark tones..
When using the black logo, the 'FringeTIX' text should remain white (as it appears in the eps file).



Download

2025_FringeTIX_STK_Lockup_C

PNG

EPS



Download

2025_FringeTIX_STK_Lockup_B

PNG

EPS



Download

2025_FringeTIX_STK_Lockup_W

PNG

EPS

FRINGETIX LOGO MINIMUM SIZES

Stacked - Print



Stacked - Screen



Inline - Print



Inline - Screen



FRINGETIX MINIMU CLEAR SPACE

When using any of the Adelaide Fringe logos, it is important to always keep a minimum clear space on all sides from typography, illustrations or any other graphic.

X' clear space is equal to half the height of the 'FringeTIX' block.



FRINGETIX LOGO MINIMUM SIZES



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
