

# ARCHITECTURE FRINGE 2023



Rule A.

ARCHITECTURE

FRINGE 2023 is the title of the festival.  
It is typeset in SH UNICA  
HAAS REGULAR.

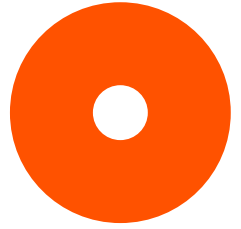
You could write it in  
HELVETICA<sup>1</sup> (or  
HELVETICA NEUE<sup>2</sup>),  
HAAS GROT<sup>3</sup>, SWISS<sup>4</sup>,  
FOLIO<sup>5</sup>, or even ARIAL<sup>6</sup>.

Probably no one will tell  
the difference.

Rule B.

Put a big orange circle on it.

# ARCHITECTURE FRINGE 2023



1. ARCHITECTURE  
FRINGE 2023

2. ARCHITECTURE  
FRINGE 2023

3. ARCHITECTURE  
FRINGE 2023

4. ARCHITECTURE  
FRINGE 2023

5. ARCHITECTURE  
FRINGE 2023

6. ARCHITECTURE  
FRINGE 2023

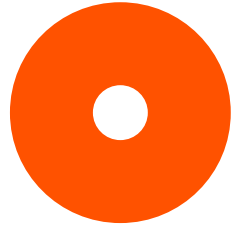


The orange that we've been using has the following values, but so long as its roughly the same, it will be fine:

CMYK:  
C0 M78 Y100 K0

RGB:  
R255 G81 B0

Hex (for web etc):  
ff5100



The image below is a web banner we made. It gives you an idea of the type of thing we've been doing, and you might want to echo this in what you're doing, or you might not.

