curated by nagpur presents the flea fair · november 2026

# THE FLEA FAIR

# brand kit.

**Take the files. Follow the rules.**
Make something that feels like a Saturday on the lawns.

---

### the logo

Brush letters with the echo. Always the file.

### type

Boldonse for headlines, Inter for reading.

### colour

Black, cream and one lime.

### the tagline

**the happiest flea in the city**

# 01 the logo.

THE FLEA FAIR in its own brush letters, with the echo: two copies behind the letters, stepping down and to the right.




Full colour on black, like the website. The echo turns pure black so it still shows.

png

### screens.

Transparent, 3000 px on the long side. Posts, slides, the website, WhatsApp.

svg and pdf

### print and signage.

True vectors from the original design. Scales to an entry arch without going soft. Send these to printers.

jpg

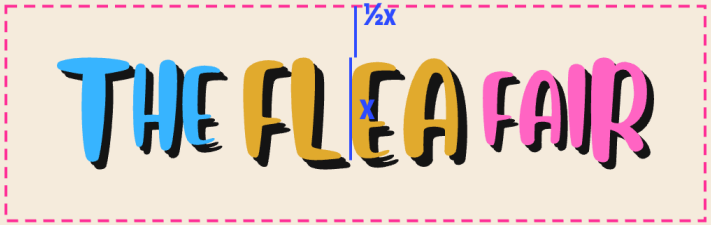
### flat ground.

The ground is baked in. Only for forms and portals that won't take a PNG.

# 02 give it room.

x is the height of the word FLEA. Keep half an x clear on every side.
Scale the logo and x scales with it.

### clear space




Nothing enters the dashed box: not type, not a sticker, not a partner logo.

### smallest size




110 px · one line




72 px · stacked




40 mm · print

One line at least 110 px wide on screen and 40 mm in print. Stacked at least 72 px and 20 mm. Smaller than that, the echo closes up.

# 04 do & don't.

The short version. If you only read one section, read this one.

### do

- Use the supplied file. Always.
- Put it top left, like the website header.
- Full colour on black, cream and darkened photos.
- The black logo on lime, hot pink, yellow, green and orange. The white one on blue.
- On black, use the on-black file: its echo is pure black so it still shows.
- Keep half an x clear all round.
- Send SVG or PDF to printers.

### don't

- ✖ Type THE FLEA FAIR in any font, even Boldonse.
- ✖ Stretch, squash, rotate or flip it.
- ✖ Recolour the letters. Sky, marigold and pink stay in the logo.
- ✖ Drop the echo from the full-colour logo.
- ✖ Add shadows, outlines, glow or a box around it.
- ✖ Put it in the middle of a busy photo.
- ✖ Use the full-colour logo on lime or the other brights.

### which version
## one line.

The main logo. Pages, posts, letters, signs. About 150 px wide on the website.

### which version
## stacked.

Square and tall spaces: the Instagram picture, passes, totes, stickers.

### which version
## with the line above.

"Curated by Nagpur presents" sits small above the logo on the cover of things. Never bigger than the logo.

# 05 colour.

Black and cream do the work. Lime does the shouting. The card colours come out for cards, tags and passes.

## the grounds

**black**
#040404
The website, posts, the arch, the stage.

**cream**
#F5EBDD
Light sections, documents, words on black.

**paper**
#FBF5EC
Cards and forms on cream.

**ink**
#050505
Words on cream and on colour.

## lime, and the card colours. black words on all of them except blue, which takes cream.

**lime**
#C6FF3D
Headlines on black, the button, the stripes.

**hot pink**
#FF2E96
Cards, the stall button, tags.

**blue**
#2E4CFF
Cards with cream words.

**yellow**
#FFD400
Cards and tags.

**green**
#D7F2AE
Soft cards, consent boxes.

**orange**
#D64900
Cards, sparingly.

## logo only

**logo sky**
#38B6FF
THE, in the logo only.

**logo marigold**
#E5AC2E
FLEA, in the logo only.

**logo pink**
#FF66C4
FAIR, in the logo only.

| black 45 | cream 33 | lime 10 | cards 7 | 5 |
|---|---|---|---|---|

### yes

- Black for the website, posts, the arch, the stage and crew merch.
- Cream for documents, print and light pages. Paper for cards on cream.
- Lime for big headlines on black, the one button and the stripes.
- The letterhead is the one white piece.

### no

- ✖ Pure white grounds (the letterhead aside).
- ✖ Gradients, outlines or drop shadows. Colour is flat.
- ✖ Lime words on cream. Lime is for black grounds and buttons.
- ✖ Logo colours anywhere outside the logo.

# 06 type.

Two free fonts, both on Google Fonts. Boldonse for every headline, label, number and button, always lowercase. Inter for everything people read.

the happiest flea in the city.

| | |
|---|---|
| hero · lime on black · line 1.2 | the happiest flea in the city |
| section title · ends with a full stop | a flea that thinks it's a festival. |
| card name · small | pure veg food court |

number · in number boxes

**12,000**

label · 11 to 13 px

**tff 7.0 · telankhedi garden · 1 pm to 9 pm**

reading · inter 400 to 600

Every stall at The Flea Fair is hand-picked. Each one is built by the people behind it, with a story worth asking about. On the lawns of Nagpur since 2021.

boldonse

### one weight, lowercase.

Never capitals, never bold or slanted. It's tall and wide: give it line height 1.2 or more, and fewer words.

inter

### everything you read.

Captions, letters, forms, long text. 400 for reading, 500 and 600 for emphasis.

the logo

### never typed.

THE FLEA FAIR is brush lettering, not a font. The logo is always the file.

# 07 the lines.

Use them as written. They’re all live on the website.

**the happiest flea in the city**

## the happiest flea in the city

The tagline. The home page, the footer, tickets, merch.

## 160+ homegrown brands. one very happy weekend.

The one-liner, under the tagline. The number is from 6.0.

## every stall is hand-picked.

The promise. Stall pages, stall partner posts, the stall form.

## a flea that thinks it’s a festival.

What’s on: brands, food, music, workshops, big-screen nights.

## six editions. zero chill.

The archive: past editions, anniversaries, throwbacks.

---

## come build it with us.

The invite: stalls, performers, volunteers, workshops, partners.

---

## see you on the lawns

The sign-off. The footer, the last slide, the end of a reel.

---

## curated by nagpur presents the flea fair

The presenter line. Small, above the big headline, never bigger than the logo.

---

# 08 voice.

TFF talks the way you'd talk to a friend. Short, lowercase headlines that end with a full stop. A little cheeky, never mean. Honest always.

### an instagram caption · sounds like tff

tff 7.0 is two days this time. Saturday 30 and Sunday 31 January, Telankhedi Garden, 1 to 9 pm.
Hand-picked homegrown brands, live music and a pure veg food court. See you on the lawns.
@thefleafairnagpur

Date, place, what's on, the sign-off. Two short lines.

| words we use | words we never use |
|---|---|

| say | not | why |
|---|---|---|
| Stall partners | Vendors, sellers | They're partners, and the first people TFF serves. |
| Hand-picked, homegrown | Curated collection, premium brands | Say what curation means: founder-run, with a story. |
| The happiest flea | The biggest, the best, number one | Size is a fact, never the promise. |
| About 12,000 people | 15,000+ footfall, lakhs of visitors | Only numbers we can back up, and always "about". |

| say | not | why |
| --- | --- | --- |
| Pure veg food court | Food zone | Pure veg is a value, so say it. |
| Partners | Sponsors who get your data | We never share visitor or stall partner details. Ever. |

# 09 download.

Need something that isn’t here? Ask before you make it yourself.

Every file is on this page online: the logo pack as a zip, each logo as SVG, PDF and PNG, and the colours as CSS and JSON.


the logo
colour
type
voice
download

thefleafair.com
instagram
youtube
ask us