

FSE Brand Identity

Four Season Entertainment is a dynamic creative company and event production brand specializing in immersive entertainment experiences. From concept to execution, we bring vibrant, high-impact events to life across all four seasons offering fresh, seasonally inspired experiences that connect deeply with audiences.





FOUR SEASON
ENTERTAINMENT



Mission

To create unforgettable entertainment experiences that inspire joy, imagination, and community through innovative storytelling, cultural celebration, and immersive design

Vision

To become a leading force in regional and international event production by redefining how people connect with entertainment in every season of the year

Logos

- Structure & Shape
- Color Palette
- Typography



The logo is a geometric and symmetrical symbol composed of four triangular shapes arranged in a grid, forming a bold, unified design that evokes movement, balance, and diversity perfectly reflecting the spirit of four seasons

Structure & Shape

The design forms a square grid of four triangles, each rotated to point in a different direction, creating a sense of dynamic flow

The triangles subtly resemble the number "4" repeated and rotated, reinforcing the "Four Seasons" name in a clever visual pun

The central intersection creates a unified cross-like core, symbolizing connection, coordination, and unity





C: 74 M: 20 Y: 4 K: 0
R: 31 G: 161 B: 211
PANTON : 1FA1D3



C: 58 M: 8 Y: 84 K: 0
R: 120 G: 181 B: 93
PANTON : 78B55D



C: 3 M: 44 Y: 83 K: 0
R: 241 G: 157 B: 69
PANTON : F19D45



C: 20 M: 88 Y: 74 K: 8
R: 185 G: 64 B: 67
PANTON : B94043

Color Palette

Typography

The brand name "**FOUR SEASON ENTERTAINMENT**" is written in a modern **Sans-Serif** typeface, all uppercase.

The font is clean, rounded, and elegant conveying professionalism, clarity, and approachability.

The color is **black**, allowing the colorful symbol above to stand out while maintaining balance.

FOUR SEASON
ENTERTAINMENT



Fonts

Sans Serif **Bold**

- Use this font titles

Regular

- Use this font for subtitle
- Use this font for body text.

E

Sans Serif

Do as you would be done by

Do as you would be done by Do as you would be done by Do
as you would be done.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Logos

- The logo should never be skewed or stretched, and its proportions should never be changed in any way
- The proportions of the brand mark and any of its elements should remain the same.
- The logo should never be rotated diagonally, or slanted. The only permissible rotation is in a 90° angle, when necessary.
- Never use the full colored logo over a photo.
- Never change logo colors.



Type Of Usage

Symbol Logo



Primary



Combination Mark

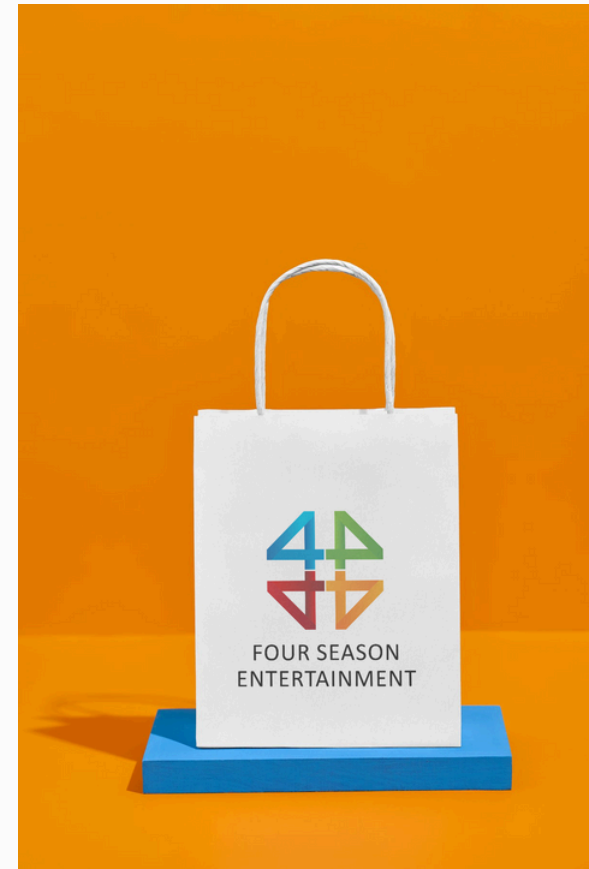


FOUR SEASON
ENTERTAINMENT

Symbol Logo



Primary



Combination Mark





OUR EVENT GUIDELINE

The festival offers a variety of diverse games suitable for all ages, including recreational, sports, and skill-based activities.



BRAND IDENTITY **BRAND MARK**

About The Festival :

Magic Fair Festival is the flagship touring event of Four Seasons Entertainment a pop-up amusement experience that blends wonder, fantasy, and thrill into one unforgettable festival. Unlike traditional fairs, Magic Fair explores hidden gems and underrepresented locations, transforming them into magical destinations full of life and color.

Logos

- Structure & Shape
- Color Palette
- Typography



The Magic Fair logo is playful, bold, and visually reminiscent of a vintage amusement park sign. Its design communicates fun, fantasy, and excitement, instantly appealing to children, families, and fans of whimsical entertainment.

Structure & Shape

The logo is built within an ornate, wavy-edged marquee shape, inspired by classic fairground signs or circus banners

The border of the shape mimics the flashing lightbulbs of old-school carnival signs, giving it a retro, magical, and celebratory feel

The central area has a bright, sky blue background framed by layers of darker blue and red, with small circular lights (yellow bulbs) spaced evenly across the red border suggesting lights turned on at night





C: 45 M: 2 Y: 0 K: 0
R: 125 G: 209 B: 251
PANTON: 7DD1FB



C: 94 M: 69 Y: 12 K: 1
R: 22 G: 91 B: 154
PANTON: 165B9A



C: 3 M: 44 Y: 83 K: 0
R: 241 G: 157 B: 69
PANTON: F19D45



C: 0 M: 99 Y: 100 K: 0
R: 245 G: 24 B: 26
PANTON: F5181A

Color Palette



Typography

The words "**MAGIC FAIR**" are written in a chunky, curved, playful font **Hobo Std Regular**

Letters are all uppercase, red with subtle blue shadows, giving a slight 3D cartoon effect.

The typography is informal and fun resembling signage you'd find in a carnival, theme park, or animated world.



Fonts

Hobo Std Regular

- Use this font titles

Almarai Regular

- Use this font for subtitle
- Use this font for body text.

E

Hobo Std Regular

Do as you would be done by

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abcdefghijklmnopqrstuvwxyz

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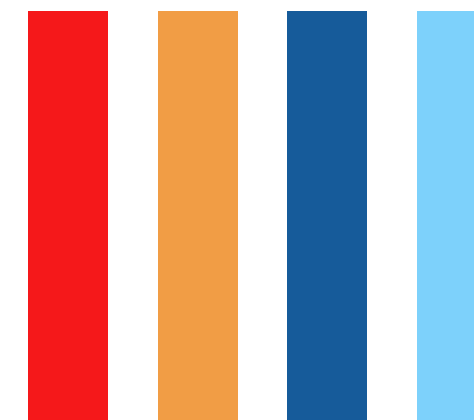
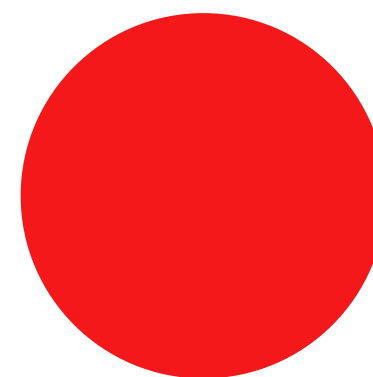
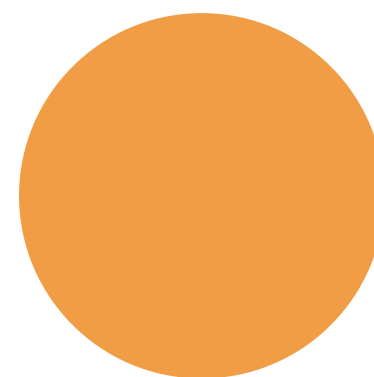
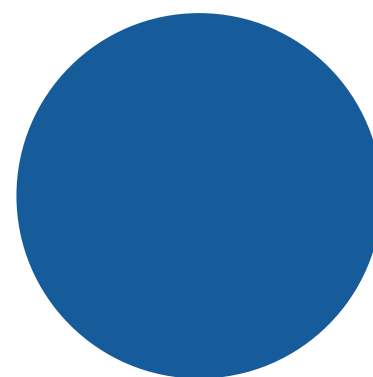
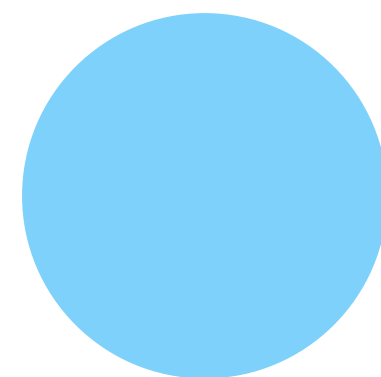
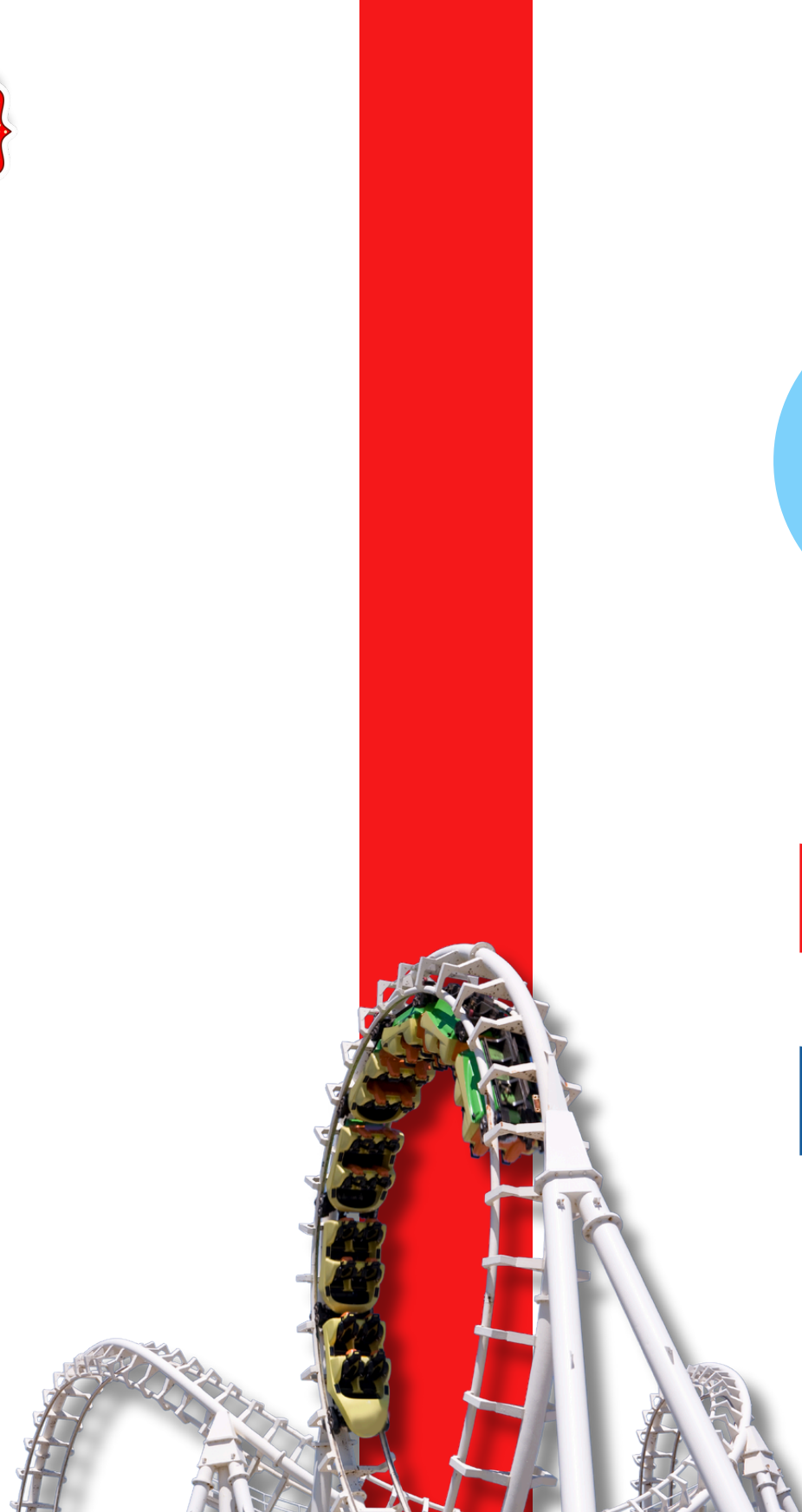
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Main Logo





BRAND IDENTITY **BRAND MARK**

Graphic Elements :



THANK YOU