

2021 WORLD DAIRY EXPO THEME GUIDELINES

Instrumental to the Industry

TITLE STYLE:
Wrap:Arc-5%

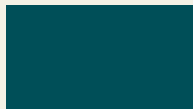
COLORS:



Hex: 6d4374
CMYK: 64,84,28,11



Hex: 5c9469
CMYK: 68,23,71,5



Hex: 004e57
CMYK: 93,54,53,33

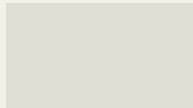


Hex: daad60
CMYK: 15,31,73,0



Hex: f3f1e5
CMYK: 4,3,9,0

**Background only*



Hex: deddd3
CMYK: 12,9,15,0

**Secondary elements only*

FONTS:

“Thunder Rough”
“GOTHAM BOLD”

ELEMENTS:

WORLD DAIRY EXPO 2021
SEPT 29 - OCT 3 | MADISON, WI | USA

WORLDDAIRYEXPO.COM

