

2022 WORLD DAIRY EXPO THEME GUIDELINES

ESSENTIAL ELEMENTS

COLORS:



Hex: 006837
CMYK: 90,33,98,26
RGB: 0,104,55



Hex: 9adb9a
CMYK: 40,0,52,0
RGB: 154,219,154



Hex: 22b573
CMYK: 76,0,75,0
RGB: 34,181,115



Hex: 92b79f
CMYK: 45,14,42,0
RGB: 146,183,159



Hex: 76aa6a
CMYK: 58,15,75,1
RGB: 118,170,106



Hex: add5bc
CMYK: 33,2,31,0
RGB: 173,213,188

Fonts:

“DYMO”

“GOTHAM BOLD”
“Gotham Medium”

ELEMENTS:

