

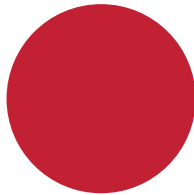
WORLD DAIRY EXPO®

Brand and Style Guide

LOGO

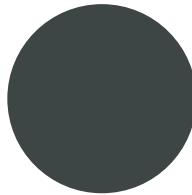


COLORS



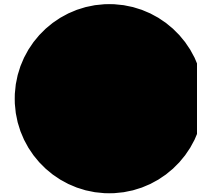
Red: #c10230
PMS 200 C

C: 15	R: 193
M: 100	G: 2
Y: 87	B: 48
K: 7	



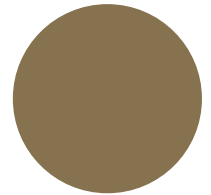
Grey: #3d4543
PMS 446 C

C: 71	R: 61
M: 57	G: 69
Y: 61	B: 67
K: 44	



Black: #000000

C: 60	R: 0
M: 40	G: 0
Y: 40	B: 0
K: 100	



Gold: #85714d
**App and Website only*

C: 43	R: 133
M: 47	G: 113
Y: 74	B: 77
K: 19	

FONTS

FRANKLIN GOTHIC DEMI COND
(Header)

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 & \$

Arial Narrow Bold
(Sub-header)

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 & \$

Garamond
(Body)

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 & \$

App and Website: Helvetica Neue & Roboto

IDENTITY

Tagline:

Where the Global Dairy Industry Meets

Mission Statement:

World Dairy Expo serves as a forum for dairy producers, companies, organizations and other dairy enthusiasts to come together to compete, and to exchange ideas, knowledge, technology and commerce.

Vision Statement:

World Dairy Expo is the must-attend event for everyone in the global dairy industry.

NAME

- The name World Dairy Expo is used by itself, not preceded by the word the.
 - World Dairy Expo must be followed by a registered trade mark on the first usage.
 - Expo can be used as a substitute for World Dairy Expo after the first usage of the full name.
 - Do not use Dairy Expo; just Expo.
 - WDE can be used as a substitute for World Dairy Expo after the first usage of the full name.
 - World Dairy Expo is held annually at the Alliant Energy Center (AEC).
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LEADERSHIP

- World Dairy Expo Board of Directors
 - World Dairy Expo Executive Committee
 - Commercial Exhibitor Committee
 - Dairy Cattle Exhibitor Committee
 - Education Committee
 - International Advisory Committee
 - Youth Enhancement Committee
-

STAFF

- Scott Bentley, General Manager
 - Mikayla Berge, Trade Show Coordinator
 - Laurie Breuch, Dairy Cattle Show Coordinator
 - Dawn Dommissie, Administrative Services Manager
 - Michele Elliott, Staff Accountant
 - Laura Herschleb, Marketing Manager
 - Joan Judd, Office Assistant
 - Ann Marie Magnochi, Dairy Cattle Show Manager
 - Cassi Miller, International & Youth Specialist
 - Crystal Ripp, Trade Show & Sponsorship Manager
 - Katie Schmitt, Media Relations Specialist
 - Annette Ziegler, Purple Cow Gift Shop Manager
-

OTHER ENTITIES MANAGED

- North American Intercollegiate Dairy Challenge®
(Also referred to as: Dairy Challenge)
- Purebred Dairy Cattle Association

YOUTH CONTESTS

- National 4-H Dairy Cattle Judging Contest
 - National Intercollegiate Dairy Cattle Judging Contest
 - International Post-Secondary Dairy Cattle Judging Contest
 - Central National FFA Events
 - Youth Fitting Contest
 - Youth Showmanship Contest
-

EDUCATION PROGRAMS

- Dairy Forage Seminar Stage
 - Expo Seminars
 - Knowledge Nook Sessions
 - Virtual Farm Tours
 - World Dairy Expo School Tours
-

TRADE SHOW

General Language

- One Star Sponsor
- Two Star Sponsor
- Three Star Sponsor
- Four Star Sponsor
- Five Star Sponsor
- Commercial Exhibitor Lounges
- Commercial Exhibitor Party, sponsored by *Hoard's Dairyman* and World Dairy Expo
- World Dairy Expo Trade Show (Trade Show)

Exhibit Spaces

- Arena Building (AR)
- Coliseum
 - Arena Level (AL)
 - Main Concourse (MC)
 - International Lounge (IL)
- Exhibition Hall (EH)
- Trade Center (TC)
- Outdoor Trade Mall (TM)

Additional Terms

- Dining Hall
- GEA Ice Cream Stand
- Mycogen Seeds Attendee Learning Lounge
- Purple Cow Gift Shop™
- The Tanbark
- UW-Madison Cheese Stand

Breed Shows

- International Ayrshire Show
- International Brown Swiss Show
- International Guernsey Show
- International Holstein Show
- International Junior Holstein Show
- International Jersey Show
- International Milking Shorthorn Show
- International Red & White Show
- World Dairy Expo Dairy Cattle Show (Dairy Cattle Show)

Dairy Cattle Sales & Events

- Dairy Cattle Exhibitor Appreciation Picnic
- Sale Pavilion
- Top of the World Jersey Sale
- World Ayrshire Event Sale
- World Classic '20
- World Premier Brown Swiss Sale

Awards

- \$500 Udder Comfort Grand Champion Cash Award
- \$1,000 Udder Comfort Grand Champion Cash Award
- Lillian & Keith King and Jim King Grand Champion Junior Show Award
- Lillian & Keith King and Jim King Reserve Grand Champion Junior Show Award
- Nasco International Type & Production Award
- Supreme Champion Heifer
- Supreme Champion Heifer of the Junior Show
- Supreme Champion
- Supreme Champion of the Junior Show

Additional Terms

- associate judge
- Cattle Log(s)
- Cow Classes - Caps with dashes
i.e.: Four-Year-Old, Senior Three-Year-Old
- Junior Show
- milkhouse
- New Holland Pavilions
(For first mention. Second mention can be Pavilion(s))
- New Holland Pavilion 1
- New Holland Pavilion 2
- official judge
- Parade of Champions
- Premium Book
- Showring – one word
- washrack

ADDITIONAL TERMS

- Career Connections
- *Expo Daily Edition*, published by *Dairy Star*
- ExpoTV
- Expo360
- Friends of Expo
- International Reception
- Miss Madison
- Official Program, published by *Dairy Herd Management*
- World Dairy Expo Championship Dairy Product Contest
- World Forage Analysis Superbowl

RECOGNITION AWARDS

Dairy Producers of the Year

- Jim Ostrom, John Vosters and Todd Willer, Kaukauna, Wis., Milk Source*

Industry People of the Year

- Steve Eicker, King Ferry, N.Y., and Connor Jameson, Tulare, Calif., Valley Agricultural Software*

International Person of the Year

- Wijnand Pon, Garnwerd, Groningen, Netherlands, URUS Group*

Dinner with the Stars

- Al Fresco font may be used for materials regarding Dinner with the Stars

**2020 Recognition Award Winner*

2020 THEME

Tagline

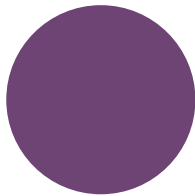
Instrumental to the Industry

Fonts

Thunder Rough

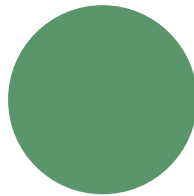
GOTHAM BOLD

Colors



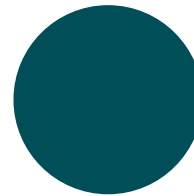
#6d4374

C: 64
M: 84
Y: 28
K: 11



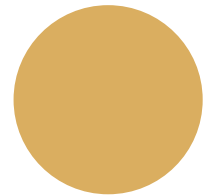
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C: 68
M: 23
Y: 71
K: 5



#004e57

C: 93
M: 54
Y: 53
K: 33



#daad60

C: 15
M: 31
Y: 73
K: 0

More theme details can be found in the “2020 World Dairy Expo Theme Guidelines” document.