

2025 WORLD DAIRY EXPO THEME GUIDELINES

The Road to Madison

COLORS



Hex: d61749
CMYK: 3, 100, 63, 7
RGB: 214, 23, 73



Hex: 4da7a9
CMYK: 69, 16, 35, 0
RGB: 77, 167, 169



Hex: 1b763f
CMYK: 86, 30, 96, 18
RGB: 27, 118, 63

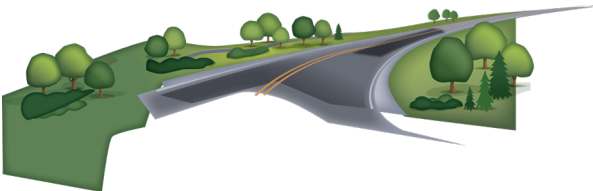
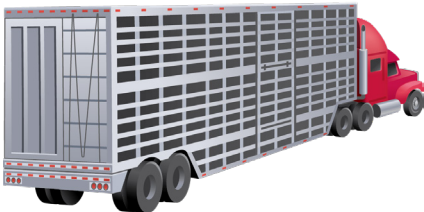
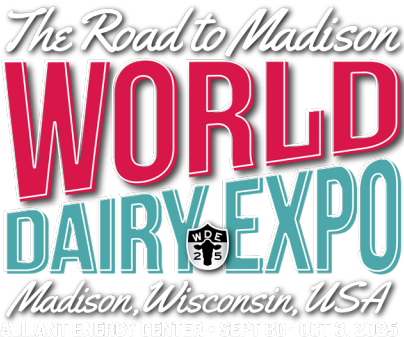
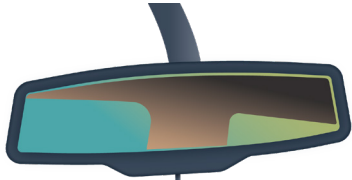
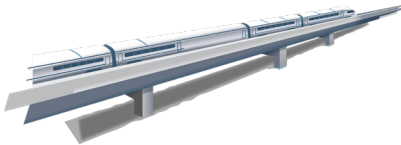
FONTS

Yellowtail

BEBAS NEUE

Highway Gothic

ELEMENTS



ADJUSTED ENERGY DEMONSTRATION SEPTEMBER 30 - OCTOBER 3, 2025