

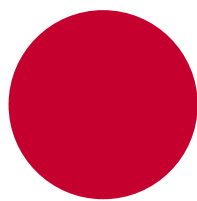
# WORLD DAIRY EXPO®

## Brand and Style Guide

### LOGO

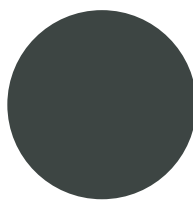


### COLORS



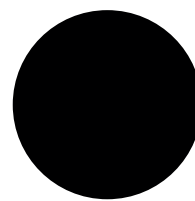
**Red: #c10230**  
PMS 200 C

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



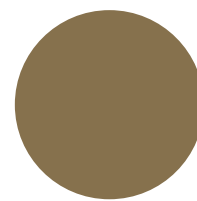
**Grey: #3d4543**  
PMS 446 C

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)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789&\$

#### Arial Narrow Bold (Sub-header)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&\$

#### Garamond (Body)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789&\$

**App and Website:** Helvetica Neue & Roboto

---

## IDENTITY

### Tagline:

Where the Global Dairy Industry Meets

### Mission Statement:

World Dairy Expo is the premier forum for the global dairy community to learn, share, create commerce and showcase competition.

### Vision Statement:

An inspired global dairy community united and thriving.

---

---

## 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 at the Alliant Energy Center (AEC).
- 

---

## LEADERSHIP

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

---

## STAFF

- Lisa Behnke, Communications Manager
  - Haley Beukema, Digital Marketing Specialist
  - Laurie Breuch, Dairy Systems Manager
  - Jenifer Dobbs, Trade Show/Sponsorship Manager
  - Dawn Dommissie, Administrative Services Manager
  - Michele Elliott, Staff Accountant
  - Kim Erb, Purple Cow Gift Shop Manager
  - Laura Herschleb, General Manager
  - Jenna Langrehr, Attendee Programs Manager
  - Lexa Miller, Cattle Show & Contests Coordinator
- 

---

## 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 FFA Events
  - Youth Fitting Contest
  - Youth Showmanship Contest
- 

## EDUCATION PROGRAMS

---

- Dairy Forage Seminar Stage
  - Expo en Español
  - 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

- Coliseum
  - Main Concourse (MC)
- Exhibition Hall (EH)
- Trade Center (TC)
- Outdoor Trade Mall (TM)

### Additional Terms

- GEA Ice Cream Stand
- Purple Cow Gift Shop™
- Semex & Boviteq Lounge
- 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 '24
- World Premier Brown Swiss Sale

### **Awards**

- Allen Hetts Grand Champion Trophy
- Lillian & Keith King and Jim King Grand Champion of the Junior Show Award
- Lillian & Keith King and Jim King Reserve Grand Champion of the Junior Show Award
- Supreme Champion Heifer (*receives the W. Terry Howard Memorial Trophy*)
- Supreme Champion Heifer of the Junior Show (*receives the Michael Hellenbrand Memorial Trophy*)
- Supreme Champion (*receives the Gregory Blaska Memorial Trophy*)
- 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 Lounge
- International Reception
- Miss Madison
- Official Program, published by *Dairy Herd Management*
- The Dairy Show
- The Tanbark
- World Dairy Expo Championship Dairy Product Contest
- World Forage Analysis Superbowl

## RECOGNITION AWARDS

### Dairy Producers of the Year

- Ken, Mike, Tom, Dave & Clay McCarty, McCarty Family Farms, Rexford, Kan.\*

### Industry Person of the Year

- Jim Mulhern, National Milk Producers Federation, Arlington, Va.\*

### International Person of the Year

- Juan F. Moreno, STgenetics, Colombia/Navasota, Texas\*

### Recognition Awards Banquet

- Al Fresco font may be used for materials regarding the Recognition Awards Banquet

*\*2025 Recognition Award Winners who will be honored at World Dairy Expo 2025.*

## 2025 THEME

### -Tagline-

*The Road to Madison*

### -Fonts-

*Yellowtail*

**BEBAS NEU**

**Highway Gothic**

### -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

*More theme details can be found in the "2025 World Dairy Expo Theme Guidelines" document.*