

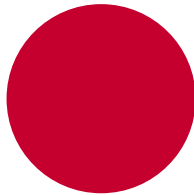
WORLD DAIRY EXPO®

Brand and Style Guide

LOGO

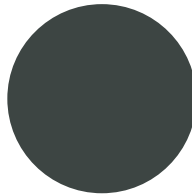


COLORS



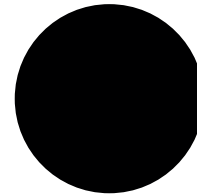
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PMS 200 C

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M: 100	G: 2
Y: 87	B: 48
K: 7	



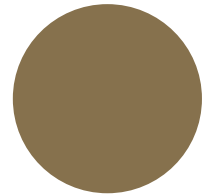
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Y: 40	B: 0
K: 100	



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

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Y: 74	B: 77
K: 19	

FONTS

FRANKLIN GOTHIC DEMI COND
(Header)

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789&\$

Arial Narrow Bold
(Sub-header)

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789&\$

Garamond
(Body)

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
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).
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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
 - Laurie Breuch, Dairy Systems Manager
 - Jenifer Dobbs, Sponsorship Manager
 - Dawn Dommissie, Administrative Services Manager
 - Michele Elliott, Staff Accountant
 - Kim Erb, Purple Cow Gift Shop Manager
 - Laura Herschleb, General Manager
 - Jenna Langrehr, Communications Specialist
 - Cassi Miller, Attendee Programs Manager
 - Lexa Miller, Cattle Show & Contests Coordinator
 - Brian Paul, Trade Show 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 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™
- 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

- \$500 Udder Comfort Grand Champion of the Junior Show Cash Award
- \$1,000 Udder Comfort Grand Champion Cash Award
- 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

- Brevant seeds Forage Superbowl Luncheon
- 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

- Mike, Sandy, Ed & Barb Larson, and Jim Trustem, Evansville, Wis., Larson Acres*

Industry People of the Year

- Jim Barmore, Marty Faldet, and King Hickman, Lakewood, Minn., GPS Dairy Consulting LLC*

International Person of the Year

- Paul Larmer, Guelph, Ontario, Canada, Semex*

Recognition Awards Banquet

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

**2024 Recognition Award Winners who will be honored at World Dairy Expo 2024.*

2024 THEME

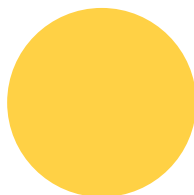
Tagline

The Golden Age

Fonts

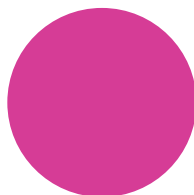
GISBERT
BRIGHT

Colors



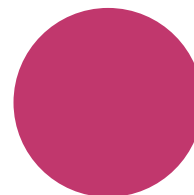
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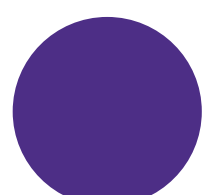
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K: 2



#4d2e86

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K: 1

More theme details can be found in the "2024 World Dairy Expo Theme Guidelines" document.