

# PDP Business Conference Style Guide



DAIRY'S PREMIER EDUCATIONAL EVENT

MARCH 12-13, 2025

ALLIANT ENERGY CENTER | MADISON, WI

# LOGO

## PRIMARY LOGO

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## TWO-TONE LOGO



## BLACK AND WHITE VARIATIONS

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## PROFESSIONAL DAIRY PRODUCERS LOGO

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# COLORS

## PRIMARY COLORS

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Hex: #292562  
CMYK: 100, 100, 30, 21  
RBG: 41, 37, 98



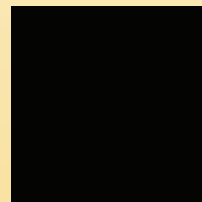
Hex: #F2C444  
CMYK: 5, 22, 85, 0  
RBG: 242, 196, 68

## ACCENT COLORS

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Hex: #FFFFFF  
CMYK: 0, 0, 0, 0  
RBG: 225, 225, 175



Hex: #000000  
CMYK: 60, 40, 40, 100  
RBG: 242, 196, 68



Hex: #E39436  
CMYK: 9, 47, 93, 0  
RBG: 227, 148, 54



GRADIENT

# FONTS

## PRIMARY FONT

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**Late Serif Variable**

**STYLES: Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

**PRIMARY USE: Headings & Sub-Heads**

## SECONDARY FONT

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Avenir

Styles: Medium, Book, Light, *Light Oblique*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Primary Use: Body Copy

# ASSETS

Just as the sundial is one of the first ways to keep time, it also symbolizes precision and focus, akin to Dialing It In. At the PDP Business Conference, we embrace the same principles of precision and dedication, empowering dairy farmers to optimize their practices, enhance efficiency and achieve excellence in every aspect of their operations.

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