

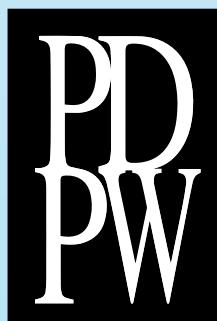
PROFESSIONAL DAIRY PRODUCERS® 2026 BUSINESS CONFERENCE



DAIRY'S BLUEPRINT — DRAFTING TOMORROW'S SUCCESS —

PDP Business Conference | March 4-5, 2026 | Madison, WI

DAIRY'S PREMIER
EDUCATIONAL
EVENT



Branding
Guide

LOGO

PRIMARY LOGO



HALF CIRCLE LOGO



GRAY SCALE VARIATIONS



PROFESSIONAL DAIRY PRODUCERS LOGO

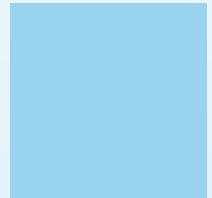


COLORS

PRIMARY COLORS

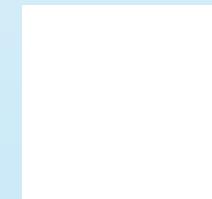


Hex: #273f54
CMYK: 88, 70, 45, 36
RBG: 39, 63, 84



Hex: #99d5f1
CMYK: 37, 2, 1, 0
RBG: 153, 213, 241

ACCENT COLORS



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



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



Hex: #F26921
CMYK: 0, 73, 100, 0
RBG: 242, 105, 33



RADIAL GRADIENT
CENTER: #2671a3
OUTER: #273F54



GRADIENT
Transparent to
#99d5f1

FONTS

PRIMARY FONT

MYRIAD PRO

STYLES: Bold, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

PRIMARY USE: Headings & Sub-Heads

SECONDARY FONT

AVENIR

Styles: Medium, Book, Light, Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Primary Use: Body Copy

ASSETS

Dairy's Blueprint – Drafting Tomorrow's Success represents the idea that a strong dairy future is built with intention. Like a blueprint, continuing education provides the structure, tools and direction needed to plan ahead and adapt with confidence. The 2026 PDP Business Conference theme reflects PDP's commitment to helping producers draft their own path forward through education, innovation and leadership, turning today's learning into tomorrow's success.

