

# PROFESSIONAL DAIRY PRODUCERS® 2026 BUSINESS CONFERENCE

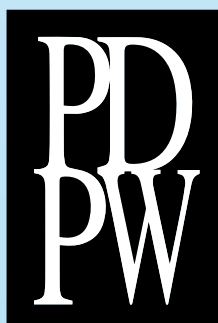


## DAIRY'S BLUEPRINT

— 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

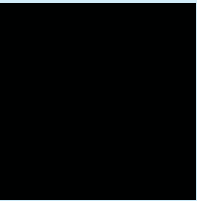


Hex: #99d5f1  
CMYK: 37, 2, 1, 0  
RBG: 153, 213, 241

## ACCENT COLORS



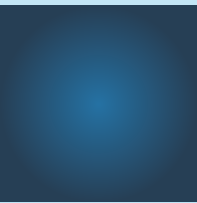
Hex: #FFFFFFF  
CMYK: 0, 0, 0, 0  
RBG: 225, 225, 175



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

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### MYRIAD PRO

**STYLES:** Bold, Regular

**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

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.

