

**WORLD AG EXPO®**

# **BRAND GUIDELINES**

VERSION 1.0

2024

# WORLD AG EXPO®

The International Agri-Center® is home to World Ag Expo®, the largest annual agricultural show of its kind. Held in Tulare, California, World Ag Expo® provides a platform of networking, education, and business in one of the most productive ag counties in the United States.

World Ag Expo® hosts over 1,200 exhibitors displaying cutting-edge technology and equipment on 2.6 million square feet of exhibit space. An estimated average of 100,000 individuals from over 70 countries attend World Ag Expo® each year.



# LOGO

Our logo is the visual representation of our brand, embodying our values, personality, and identity.

Together, these elements create a unique and ownable brand asset that epitomizes our brand personality and positions us a market leader.

Event logo



Secondary logo

# WORLD AG EXPO®

# EXCLUSION ZONES

Event logo



Secondary logo



# INCORRECT USAGE



Do not squeeze



Do not stretch



Do not rotate



Do not add shadow or glow



Do not reverse elements



Do not reflect



Do not change colour



Do not outline

# 2025 EVENT LOGO COLOR PALETTE

This year's event color palette has been chosen for consistency across all materials. Please use this palette for any event-related assets, including digital, print, and promotional items, to keep everything aligned and cohesive.

<b>Green</b>	HEX: 169D53 RGB: 22, 157, 83 CMYK: 86%, 0%, 47%, 38%
<b>Duke Blue</b>	HEX: 0504AA RGB: 5, 4, 170 CMYK: 97%, 98%, 0%, 33%
<b>Gainsboro</b>	HEX: E0DFD8 RGB: 224, 223, 216 CMYK: 0%, 0%, 4%, 12%
<b>White</b>	HEX: FFFFFFFF RGB: 255,255,255 CMYK: 0%,0%,0%,0%

Note: This event-specific palette differs from our primary brand colors and is updated annually, while the primary palette remains in use year-round.

# COLOR APPLICATIONS (EVENT LOGO)

Using our event colors consistently and accurately is key to ensuring a cohesive look and feel across all materials, helping reinforce the event's identity.

Color application 1



Color application 3



Color application 2



Color application 4



# BRAND COLOR PALETTE

Our primary color palette is a fundamental element of our brand identity, embodying our values, evoking emotions, and establishing visual recognition.

<b>Prussian Blue</b>	HEX: 003058 RGB: 0, 48, 88 CMYK: 100%, 45%, 0%, 66%
<b>Gamboge</b>	HEX: E89614 RGB: 232, 150, 20 CMYK: 0%, 35%, 91%, 9%
<b>Black</b>	HEX: 000000 RGB: 0,0,0 CMYK: 0%,0%,0%,100%
<b>White</b>	HEX: FFFFFF RGB: 255,255,255 CMYK: 0%,0%,0%,0%

Note: This primary color palette is for use across all general brand materials. For event-specific designs, please refer to the event color palette, which is updated annually.

# COLOR APPLICATIONS (SECONDARY LOGO)

Consistent and accurate usage of our logo colors is essential to maintain brand recognition and integrity across all platforms.

Color application 1

**WORLD AG EXPO®**

Color application 4

**WORLD AG EXPO®**

Color application 2

**WORLD AG EXPO®**

Color application 5

**WORLD AG EXPO®**

Color application 3

**WORLD AG EXPO®**

Color application 6

**WORLD AG EXPO®**

Note: An extra color application can be incorporated into the secondary logo following the colors picked for the current year's event logo.

# DISPLAY TYPEFACES

The display typefaces are a crucial element of our brand identity; adding personality, impact, and visual distinction to our communications. This section outlines the guidelines for selecting, using, and maintaining consistency with our chosen display typefaces.

For the Event Logo location and year updates, use the correct type family and remember to constrain proportions regarding sizing and spacing according to the 2025 version.

**Roboto Condensed Bold**

H1+H2+H3

**Aa**

**Bold**

**The quick brown fox jumps over  
the lazy dog 0123456789**

Roboto

Body text

Aa

Regular

The quick brown fox jumps over  
the lazy dog 0123456789

**Acumin Condensed**

Event Logo  
Location + Year

**Aa**

**Medium (location) + SemiBold (Year)**

The quick brown fox jumps over  
the lazy dog 0123456789



# BRAND APPLICATIONS

