WORLD AG EXPO®

BRAND GUIDELINES

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

WORLD
AG EXPO®
TULARE, CA 2025

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

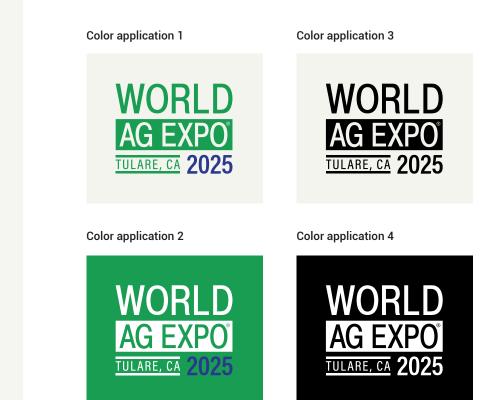Do not change colour

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.

Green	HEX: 169D53 RGB: 22, 157, 83 CMYK: 83%, 13%, 92%, 1%
Duke Blue	HEX: 0504AA RGB: 5, 4, 170 CMYK: 97%, 98%, 0%, 33%
Gainsboro	HEX: E0DFD8 RGB: 224, 223, 216 CMYK: 0%, 0%, 4%, 12%
White	HEX: FFFFFF 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

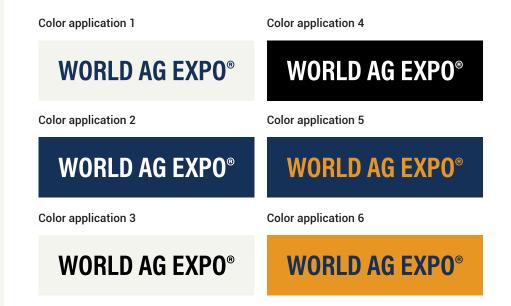Color application 2

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.

Prussian Blue	HEX: 003058 RGB: 0, 48, 88 CMYK: 100%, 45%, 0%, 66%
Gamboge	HEX: E89614 RGB: 232, 150, 20 CMYK: 0%, 35%, 91%, 9%
Black	HEX: 000000 RGB: 0,0,0 CMYK: 0%,0%,0%,100%
White	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 2

WORLD AG EXPO®

Color application 3

WORLD AG EXPO®

Color application 4

WORLD AG EXPO®

Color application 5

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