

2026 Wisconsin Farm Technology Days

Brand Guidelines



Color



Primary Colors

Bright Red

HEX - #DE383E

RGB Decimal - 222, 56, 62

CMYK - 0, 75, 72, 13

White

HEX - #FFFFFF

RGB Decimal - 255, 255, 255

CMYK - 0, 0, 0, 0

Bright Orange

HEX - #FOAC27

RGB Decimal - 240, 172, 39

CMYK - 0, 28, 84, 6

Very Black

HEX - #171518

RGB Decimal - 23, 21, 24

CMYK - 4, 13, 0, 91

Secondary Colors

Grey

HEX - #4D4D4D

RGB Decimal - 77, 77, 77

CMYK - 0, 0, 0, 70

Very Soft Yellow

HEX - #FCE98D

RGB Decimal - 252, 233, 141

CMYK - 0, 8, 44, 1

Dark Grayish Orange

HEX - #9C8A7D

RGB Decimal - 156, 138, 125

CMYK - 0, 12, 20, 39

Grayish Yellow

HEX - #D7D4C2

RGB Decimal - 215, 212, 194

CMYK - 0, 12, 20, 39

Grayish Green

HEX - #B3BAA0

RGB Decimal - 179, 186, 160

CMYK - 4, 0, 14, 27

Blue

HEX - #004C97

RGB Decimal - 0, 76, 151

CMYK - 100, 64, 0, 16

Typography



OVERVIEW

The 2026 Wisconsin Farm Technology Days uses a few different typefaces to promote the show with official branding. These text options provide flexibility and consistency as we represent the brand of the show. Various iterations of the font types are allowed as follows:

- Bold Case - All Fonts
- Italics - All except Lobster
- Upper Case - All except Lobster

Number text should not be used with Lobster text.

Primary Sans-Serif Typeface - Headlines, subheads, body, quotes, names, tags

Montserrat

Primary Display Typeface - Headlines, and Subheads

Roboto Condensed

Secondary Display Typeface - Headlines, and Subheads

Anton

Secondary Script Typeface - Headlines, and Subheads

Lobster

Logos



OVERVIEW

The 2026 Wisconsin Farm Technology Days uses two approved logos. When ever possible the Primary Color Logo should be applied and utilized. Anything printed in Color should include the Primary Color Logo. Print and Embroidery may utilize the Secondary BW Logo.

The logo is used for promotion of the show and for public communication. The logo should not be used without written approval from the Wisconsin Farm Technology Days.

Primary Color Logo



Secondary BW Logo



Template

Links



Social Media Profile Frame: <https://canva.link/yrqx9v3bmmimh2c>

Booth Promo 1: <https://canva.link/zp4k5kypezyr1ls>

Booth Promo w/ Frame: <https://canva.link/9mhnzw21pk0brhb>

Instagram Booth w/ Frame: <https://canva.link/125bihms63cdpqt>



Apparel & Merchandise



Pre-Order Link

<https://wifarmtech.itemorder.com/shop/home>



Predefined Statement



Wisconsin Farm Technology Days, Inc. is the premier Wisconsin agricultural showcase hosted by generous farm hosts around the state each summer. New innovations, technologies, products and services are featured by hundreds of exhibiting companies and organizations to provide resources to farmers and the public. Thousands of attendees from across the Midwest seek the event to learn more about agriculture by networking. Wisconsin Farm Technology Days, Inc. is a nonprofit 501(c)(3) dedicated to education and sharing knowledge.

