WORLD MILK DAY

WORLD MILK DAY
LOGO & GUIDELINES

Celebrate the important contributions of the dairy sector to
nutrition, animal care, sustainability and livelihoods.

As we share our love of milk, we connect with others and invite them to join the
celebration of the goodness of milk as a global food.

Exclusion zone for World Milk Day logo

PANTONE

In spot colour print, for application on light images or white background.

1   PMS 7461 C (100%)
2   PMS 2985 C (100%)
3   White - not transparent

CMYK

In full colour print, such as brochures and marketing collateral

1	C98	M24	Y1	K3
2	C60	M0	Y3	K0
3	C0	M0	Y0	K0

RGB

RGB version to be used for online application

1	R0	G125	B186
2	R91	G194	231
3	R255	G255	B255

GREYSCALE

In single colour print, for application on light images and white background

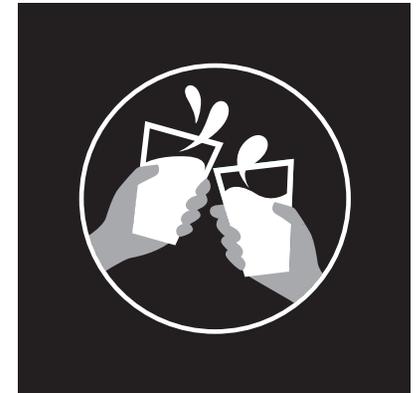|				
1	C0	M0	Y0	K100
2	C0	M0	Y0	K40
3	C0	M0	Y0	K0

FONT

WORLD MILK DAY

DIN 1451 std Engshift

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

WORLD MILK DAY LOGO

WORLD MILK DAY ICON

COLOUR VERSIONS

BLACK & WHITE VERSIONS

COLOUR VERSIONS FOR DARK BACKGROUNDS

BLACK & WHITE VERSIONS FOR DARK BACKGROUNDS