

Manitoba Ag Days

Brand Standards Summary

Brand Snapshot

Manitoba Ag Days is Canada's largest indoor farm show. It brings farmers, innovators, and industry together for learning, networking and showcasing prairie agriculture.

Mission

Manitoba Ag Days Inc. is a not for profit organization that provides a platform to connect and educate producers, exhibitors and the public.

Vision

Foster the evolution of agriculture by being the best winter indoor farm show in Canada.

Core Values

- Innovation
- Farmer Education
- Industry Collaboration
- Prairie Community

Tagline

Where the Ag year begins.

Theme

50 Years of Innovation and Tradition

Primary Fonts

Headlines: Montserrat
Body: Open Sans

Hashtags

#AgDays
#AgDays27
#InnovationShowcase
#AgDaysGivesBack
#50YearsOfAgDays
#GoldenAnniversary

Standard Logo:



50th Anniversary Logo:



Logo Use Guidelines

- Use the standard logo for any materials created for multi-year use.
- Use the 50th anniversary logo for any materials being created for Ag Days 2027 only (social media posts, disposable physical items).
 - Co-branded items intended for multiple uses (clothing, hats, pens) can be sourced through our [official provider](#)
- Use only one logo - the standard and anniversary logo should not both be used in the same location or on the same item.
- Use only the original logo files; neither the standard nor anniversary logo should be distorted in any way. Do not: stretch, recolor, rotate, add effects or rearrange any elements.
- The logo should always be large enough that all text is legible.
- Exhibitor or partner logos should never visually overpower the Manitoba Ag Days logo.
- Sponsors may clearly identify their sponsorship level in conjunction with either logo but may not use other sponsorship levels in their verbiage. Sponsorship levels include: Presenting, Partner of the Day, Platinum, Gold, Silver and Bronze.

Brand Color Palette

Color	HEX
Prairie Green	#2F6B3A
Harvest Gold	#D9A441
Soil Brown	#5A4632
Wheat Cream	#F3E6C8
Charcoal	#333333

Website: www.agdays.com

Social Media: Facebook, Instagram, X, TikTok and YouTube @mbagdays

Image and Photography Style:

Please feel free to select any images or clips from our [media catalog](#) for your content creation.

If using images from other sources:

- Use images and photographs that represent modern agriculture.
- Use authentic, rather than staged or highly edited, images.
- Use images focused on innovation, education and community building.
- Use images that are inclusive of all aspects of prairie agriculture.