

# FALL COLOR FESTIVAL | BRANDING GUIDE



**Leaf:** The sugar maple, the State tree of Wisconsin.

**Logo Created in:** Adobe Illustrator

**Font:** Oskar One Regular

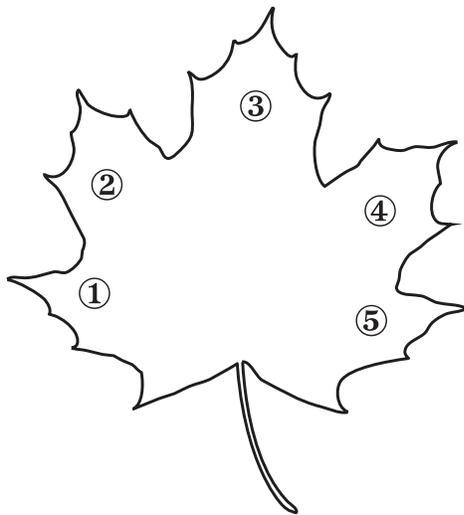


## COLOR DATA

RGB 255, 103, 32

HEX #FF6720

LAB 65, 58, 68



The sugar maple (*Acer saccharum*) was designated the state tree of Wisconsin in 1949.

**Sugar maple leaves** will have a **dark green color** on the outside, and a lighter green on the underside. In the fall, sugar maple leaves will lose their green color and take on a beautiful **orange, yellow, or red**.

**Sugar maple leaves** are segmented into 5 lobes. There should be three large, main lobes and one smaller lobe on either side. The lobes are characterized by sharp teeth, and are connected by shallow, U-shaped notches.