



A Toast to Tradition

2026 BRAND SHEET · NOVEMBER 15, 2026 · THE WISCONSIN CLUB, MILWAUKEE

Colors



Black #101010



Emerald #0F4C3A



Cognac #D48C46



Cream #F5EFE3

Logos



Fonts

Playfair Display · Headlines

Playfair Display Italic for accent lines

JOST · UPPERCASE LETTERSPACED LABELS & BUTTONS

Jost Light for body copy. Both free on Google Fonts. Fallbacks: Georgia (serif), Helvetica/Arial (sans).