Wisconsin State Statue 29.301 (2) Color of clothing. In the areas in which there is a season for the hunting of deer with firearms, no person may hunt any game except waterfowl during that season unless at least 50% of each article of the person's outer clothing above the waist, including a cap, hat or other head covering, is of a highly visible color commonly referred to as hunter orange, blaze orange, fluorescent orange, flame orange or fluorescent blaze orange or commonly referred to as bright pink or fluorescent pink. This requirement does not apply to persons hunting from 30 minutes after sunset to 30 minutes before sunrise during a firearm deer hunting season if the person is hunting for other game that the department authorizes to be hunted during that firearm deer hunting season.

There has not been a nationally recognized study done on bright or fluorescent pink. Hunter orange has had many studies done to recommend a particular shade of orange. When wearing these new colors you should make sure that your choice is one that every person in your hunting group can see.

Questions:

When am I required to wear bright/fluorescent pink or hunter orange?
During a gun deer season everyone hunting during the open season is required to wear bright/fluorescent pink or hunter orange.
Exception: Waterfowl hunters and those hunting small game during hours of darkness do not have to wear the required pink or orange.

Do I have to wear the legal pink or orange during other hunting seasons like the opener of Pheasant season?
You are not required outside of the gun deer season to wear the legal pink or orange. Safety tip: The Hunter Education Program and many hunters are encouraging their partners to wear visible colors while hunting during any season.

Do I have to wear pink?
No, you can still wear Hunter Orange as you have always done.

What color Pink am I allowed to wear?
The law states bright pink or fluorescent pink. While there are many variations of pink the intent is bright and visible to all in the field. Your safety should come first.

What color can my hat be?
Your hat must be 50% pink or orange. This also can be bright/fluorescent pink or hunter orange camouflaged as well.

Can I mix bright pink and hunter orange?
Yes, requirement is 50% of either or both.

Can I wear camouflage pink?
Yes, same as camouflage orange as long at least 50% of the outer clothing above the waist is pink or orange.
These options would not be legal to hunt in Wisconsin: