
TENNESSEE WOOD PRODUCTS

LOGO USE POLICY:

- Any company, organization, association, or individual using the logo must be registered with the Tennessee Department of Agriculture Division of Forestry (TDF) prior to using the logo. Each item or product being used in conjunction with the logo must be approved.
- The right to use the logo is specific to the applicant (individual, partnership, company, corporation, association or other organization entity) and cannot be reassigned without approval from TDF. Permission to use the logo may be revoked at any time. The logo can be used only to promote products from qualified primary wood producers and secondary wood manufacturers.
- Notifying TDF of any additions or changes, such as a change in production location, product line, etc. is the producer's responsibility. Failure to do so could result in removal from the program.
- After approval, an emailed response will provide logo artwork in TIFF, JPG, PNG and EPS file formats.
- Changes in logo composition or colors must be approved by the TDF. The design or graphics of the logo cannot be altered, and the logo must be printed in its entirety. The logo can be printed in varying sizes.
- The logo may be used in advertising, incorporated into a product's packaging or label, displayed in point-of-purchase materials or signage, on pressure sensitive labels, promotional materials or brochures, letterhead and envelopes, etc.
- The logo has been designed to be simple and "generic" so that slogans or "tag lines" can be incorporated. All slogans or tag lines used in conjunction with the logo must be approved by the TDF.

