Logo Usage

Branding is important because it helps employees easily recognize that your Wellness Council communications are associated with Working for a Healthier Tennessee. Our logo is available on our website at https://www.tn.gov/wfhtn/communication-tools.html. You may also use the Working for a Healthier Tennessee logo on items such as t-shirts or water bottles if your budget allows you to purchase promotional materials. If you need the logo in a different format, please email WFHT.TN@tn.gov.

Below are guidelines for using the Working for a Healthier Tennessee logo.

Primary logo use
The full-color logo on a white background is the preferred usage.

Secondary logo use
When the logo is placed on one of our two brand colors, pantone 2757 or pantone 1797, use the corresponding reversed logo.

Limited logo use
The primary logo is always preferred. However, in cases where only a single color may be used on a non-branded background, use the corresponding reversed logo.

Minimum size
To ensure the logo is always recognizable and legible, it should never appear smaller than .375 inches in height.

Minimum size for print is .375 inches in height.

Clear space
Maintain at least the minimum clear space at all times.

Clear space (x) equals the height of the "For A" box.