Pick Tennessee Products
Logo Standards

1. Type treatment may NOT be altered in any manner. The text and elements of the logo including the barn and Tri-Star image cannot be moved or adjusted from this original logo image

2. Full color logo use limited to specified colors.
   Red: CMYK: 0/94/100/0, Pantone 1795C
   Navy: CMYK: 100/88/27/18, Pantone 288C
   Green: CMYK: 67/12/100/1. Pantone 369c

3. Changing the font color for "Pick Tennessee Products" and/or the green leaf image to white is permissible when required to enhance readability. See example below

4. Example of approved Black and White usage

5. Contact pick.tn@tn.gov for additional information.