

NATIONAL PORK BOARD



Logo Usage Guidelines

Contents

Logo Usage Guidelines	3
Obtaining a Licensing Agreement	4
Suspected Misuse/Infringement of NPB Logos	4
Copyright	4
Logo Hierarchy	5
Logo Paired With External Logo Usage Examples	6
Audience Definitions	7
Logo Usage Hierarchy by Audience	9
U.S. Producers and Pork Production Stakeholders	10
U.S. Consumers and the General Public	11
Food-Based Businesses and Supply Chain Operators	11
International	12
NPB Logo Usage Guidelines	13
Pork Checkoff	14
Pork Mark	19
Taste What Pork Can Do®	24
U.S. Pork	39
Additional NPB Logos, Icons and Service Marks	42
We Care®	43
PQA Plus®/TQA®	47
All Others	52





NATIONAL PORK BOARD:

Logo Usage Guidelines

Logo Usage Guidelines

Guidelines on the use of the National Pork Board (NPB) brand logos and marks

These guidelines are designed to serve as the foundation for building, managing and extending the logos and marks owned by NPB that have been developed or purchased with Pork Checkoff funds.

In order to use a brand mark owned by NPB, a licensing agreement will be necessary.

The appropriate trademark notice (®, TM or SM) should be used when displaying NPB's logos and marks. If proper notice is not set forth in these guidelines, please check with NPB (NPBMarks@pork.org) as to the correct notice to use with each mark in a particular jurisdiction. In some jurisdictions, the ® “registered trademark” notice may be correct to use, while in others, a TM or SM notice is appropriate. Keep in mind that even when logos are used, the correct trademark notices must be displayed.

Referring to NPB and to the Pork Checkoff

NPB requests proper use of the Pork Checkoff in written communications.

NPB is the group of 15 people appointed by the U.S. secretary of agriculture to guide the expenditure of money raised through the Pork Checkoff. All policies are those of NPB.

However, the board conducts no programs without the investment of board members and other producers in the Pork Checkoff, so credit for the programs should go to the Pork Checkoff, rather than NPB. Please note that the “P” in Pork and the “C” in Checkoff should always be capitalized.

Copyright

The following statement should appear on all materials created by NPB, including those bearing NPB marks.

© 2026 National Pork Board, Des Moines, IA, USA. This message funded by America's Pork Producers and the Pork Checkoff.

Obtaining a Licensing Agreement

Email NPBMarks@pork.org with the legal name of the entity requesting the license, and indicate which logos or marks are requested for use by that entity. Please explain how each will be used, if approved, and provide an image or mock-up if possible.

You will receive a licensing agreement from NPB to review and sign.

NPB will provide a logo for use. Please indicate which formats you'd prefer (AI, EPS, PNG).

Suspected Misuse/Infringement of NPB Logos and Marks

If you see a use of NPB's intellectual property that is unauthorized or otherwise does not conform to these guidelines, please help by notifying us at NPBMarks@pork.org and providing as much information as possible. If available, please submit a photo or copy of the nonconforming item/use, a description of what you saw, its location and the date that you saw it. NPB will take appropriate action, taking into account whether the use was made by a third-party infringer, employee or other partner of NPB.



NATIONAL PORK BOARD:
Logo Hierarchy

Logo Hierarchy

NATIONAL PORK BOARD

PARENT ENTITY

The National Pork Board should not be considered or represented as a logo; instead, it serves as the overarching entity encompassing all audience, program and project logos.



AUDIENCE LOGOS



PROGRAM/PROJECT LOGOS

NPB audience and program/project logos paired with external logo examples:



NPB audience logo paired with state association logo



NPB audience logo paired with external partnership



NPB program logo paired with industry stakeholder



NATIONAL PORK BOARD:

Audience Definitions

Audience Definitions

U.S. Producers and Pork Production Stakeholders

Pig Farmers | Veterinarians | Transportation Providers | Swine Educator | Outreach Professionals

The producer and pork production stakeholder audiences include domestic pork producers, feed and genetics suppliers, veterinarians, academics and researchers, equipment manufacturers, transportation/logistics providers and industry regulators, among others. These entities are primarily focused on production efficiency, animal health and welfare, regulatory compliance, market access, sustainability and production. Their interactions and decision-making are driven by shared industry goals, innovation, supply chain demands and evolving consumer preferences.

U.S. Consumers and the General Public

NPB Consumer Connect Segments | General Public

Consumers and the public refer to individuals and groups who purchase, consume or are otherwise impacted by pork products, but are not directly involved in pork production or the food supply chain. This audience includes:

Consumers: Individuals or households who buy pork for personal or family consumption. They may vary in demographics, dietary preferences, purchasing behavior and levels of knowledge about pork production.

General Public: Broader society, including people who may not consume pork but have an interest in or concerns about pork industry practices, such as food safety, animal welfare, environmental sustainability, public health or economic impact.

Food-Based Businesses and Supply Chain Operators

Grocery Retailers | Foodservice Operators | Distributors | Dietitians & Nutritionists | Packer-Processors

These audiences are related to the businesses and professionals involved in buying, handling, preparing, recommending and selling pork products to end consumers. They often serve as a critical link between pork producers, the food supply chain and consumers. Their focus areas often include, but are not limited to, academics and research, business intelligence and marketing, product quality, safety, taste, value, nutrition science and sourcing transparency.

International

Global Stakeholders | Trade Representatives | Importer-Exporters | Global Consumers

The international audience includes global stakeholders involved in the trade, regulation, distribution and consumption of pork products outside the domestic U.S. market. This group comprises all areas of non-U.S. food supply chain roles, including importers-exporters, distributors, retailers, foodservice companies, government trade officials, regulators and international consumers. Their priorities often center on international demand for protein, product quality and safety, trade compliance, animal health standards, market access and growth, cultural preferences, value and supply chain reliability. This audience includes those who play a vital role in shaping export strategies, fostering trade relationships and expanding market opportunities for domestically produced pork.



NATIONAL PORK BOARD:

Logo Usage Hierarchy

Logo Usage Hierarchy

Use this lockup structure as a guide when choosing the appropriate NPB logo for a specific audience. While not mandatory, we strongly recommend pairing a program or project logo with an audience logo whenever possible.

The program and project logos shown here are examples only and do not represent a complete list. For guidance on specific cases, please contact NPB’s communications department.

U.S. Producers and Pork Production Stakeholders



U.S. PRODUCERS AND PORK PRODUCTION STAKEHOLDERS Paired logo usage examples:



Food Supply Chain
Sustainability Leader



Swine Extension Professional



Swine Veterinarian



Campaign-Specific Information

U.S. Consumers, General Public, Food-Based Businesses and Supply Chain Operators



AUDIENCE LOGO



INTERNAL & EXTERNAL PROGRAM/PROJECT LOGO

U.S. CONSUMERS AND THE GENERAL PUBLIC Paired logo usage example:



International

When communicating with international audiences on behalf of NPB, the U.S. Pork mark is the primary logo that should be used. The logo is also frequently used on clothing items, especially for staff and national and state pork board members who are traveling overseas to promote U.S. pork products.

In written form, spell U.S. Pork with periods after “U” and “S”.

The U.S. Pork logo is primarily intended for promotion of U.S. pork sold outside the United States. Email licensing inquiries to NPBMarks@pork.org with the legal name of the entity requesting the license. Please explain how the logo will be used, if approved and which countries the logos will be used in, and provide an image or mock-up if possible.





NATIONAL PORK BOARD:
Logo Usage Guidelines

A man and a woman are standing in a pig farm. The man is on the left, wearing a dark blue shirt and black boots, smiling. The woman is on the right, wearing a dark blue jumpsuit, white gloves, and white boots, also smiling. They are surrounded by many pink piglets in a large, well-lit barn with metal walls and a concrete floor.

AUDIENCE: U.S. PRODUCERS AND PORK PRODUCTION STAKEHOLDERS

USAGE GUIDELINES

Pork Checkoff

The Pork Checkoff logo should be used on any product/material/ sponsorship, or other deliverable created for these audiences, that uses funds provided by the Pork Checkoff. The logo may not be used in any manner not funded by the Pork Checkoff program without express, written consent of NPB.



Primary Colors



Orange

Pantone 151

CMYK: 0/48/95/0

RGB: 248/152/40

HEX: #F89828



Black

Pantone Process Black

CMYK: 0/0/0/100

RGB: 0/0/0

HEX: #000000

Secondary Colors



Midnight

Pantone 295

CMYK: 100/53/0/65

RGB: 0/41/88

HEX: #002958



Light Blue

Pantone 2915

CMYK: 59/22/0/0

RGB: 93/167/229

HEX: #5DA7E5

Accent Colors



Radish

CMYK: 82/40/0/0

RGB: 19/130/197

HEX: #1382C5



Blue

CMYK: 82/40/0/0

RGB: 19/130/197

HEX: #1382C5



Sprout

Pantone 3395

CMYK: 72/0/68/0

RGB: 8/196/130

HEX: #08C482



Neon

Pantone 2368

CMYK: 81/79/0/0

RGB: 72/92/201

HEX: #483CC9



Sun

CMYK: 0/39/87/6

RGB: 235/158/55

HEX: #EB9E37



Berry

Pantone 2357

CMYK: 46/100/43/36

RGB: 108/0/68

HEX: #6C0044

USAGE GUIDELINES: **PORK CHECKOFF**

Logo

Full Color



Black/White

The black/white version of the Pork Checkoff logo should conform to the following standards.

Option 1 —
100% black or white
text/check



Option 2 —
100% black or white text
with 40% check



Option 3 —
100% black or white text
with outline check



Logo Clearance/Size/Orientation

Minimum Clearance Zone

The clear space around the logo is always equal to the height of the lowercase letters in the word “Checkoff.”



Size

Do not display the Pork Checkoff logo smaller than ½ inch wide without prior approval.



Orientation

The Pork Checkoff logo is designated for horizontal usage and should never appear in a vertical position.



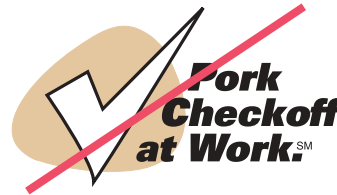
Correct



Incorrect

Logos NOT to Be Used

It is important to follow these guidelines and update any existing logos that may be in use now. The incorrect usage of logos can lead to reduced brand recognition and negatively impact NBP’s ability to defend the mark against misuse.



USAGE GUIDELINES: **PORK CHECKOFF**

Typography

Use these typefaces for Pork Checkoff branding. Occasionally other typefaces may be used for specialized marketing campaigns with approval from NPB.

Primary

Proxima Nova

Proxima Nova Condensed

Secondary

Grifo

Kandall

Trade Gothic

Web-Safe Alternative

Century Gothic

AUDIENCE: U.S. PRODUCERS AND PORK PRODUCTION STAKEHOLDERS

USAGE GUIDELINES:

Pork

The iconic blue Pork “pic” logo has been the consistent identifier of the pork category in the marketplace for 40 years. The logo may not be used in any manner on programs/materials that are not funded by NPB without express, written consent of NPB.



Color Palette



Pork Blue

Pantone 293

CMYK: 100/57/0/2

RGB: 0/103/177

HEX: #0067B1



Black

Pantone Process Black

CMYK: 0/0/0/100

RGB: 0/0/0

HEX: #000000

Logo Usage

Full Color



One-Color Logo Standards

Pork blue is the preferred logo color. Black and white versions are available but should be used sparingly. Always ensure there is sufficient contrast between the logo, the registered mark and the background. Prior approval is required before using a black or white version.



Correct

Correct

Incorrect

USAGE GUIDELINES: **PORK**

Printing on Dark Backgrounds

When printing on black, the Pork Mark should be PMS 293 with a white ®, entirely white or transparent with a white stroke.



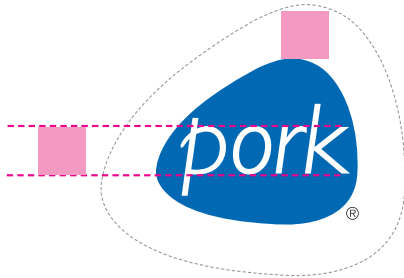
When printing on images or lighter colors, the Pork Mark should be PMS 293 or black. The ® should remain in its original color, provided adequate contrast with the background is maintained.



Clearance, Size, Orientation and Registration

Minimum Clearance Zone

Use the height of the lowercase “o” from the Pork Mark logotype as a clear zone on all sides of the Pork Mark.



The clear space around the logo is always equal to the height of the lowercase “o” in the word “pork.”

Size

To ensure accurate reproduction, do not display the Pork Mark logo smaller than ½ inch wide without prior approval.



Orientation

The Pork Mark is designated for horizontal usage and should never appear in a vertical position.



Registration

The Pork Mark must include the ® symbol in every instance of use.



Typography

Use these typefaces for Pork pic branding. Occasionally, other typefaces may be used for specialized marketing campaigns with approval from NPB.

Primary

Proxima Nova

Proxima Nova Condensed

Secondary

Grifo

Kandall

Trade Gothic

Web-Safe Alternative

Century Gothic



AUDIENCE: U.S. CONSUMERS AND THE GENERAL PUBLIC
& FOOD-BASED BUSINESSES AND SUPPLY CHAIN OPERATORS

USAGE GUIDELINES

Taste What Pork Can Do®

The Taste What Pork Can Do® was launched in May 2025 to drive consumer demand and promote pork in the U.S.



**TASTE WHAT
PORK CAN DO®**

USAGE GUIDELINES: **TASTE WHAT PORK CAN DO.**[®]

Guiding Principles

Authentic

We won't sell you an unattainable lifestyle. We understand the day-to-day and want to add a moment of freshness to it.

Creative

We see the endless possibilities in every mouthful. And hope to inspire playfulness on every plate.

Flavorful

We add flavor to everything we do for that eyebrow-raising moment when we're stepping outside of the bland in every bite.

What We Are/We Are Not

Rich but not overwhelming.

Enticing but not intense.

Fresh but not impulsive.

Passionate but not single-minded.

Fun but not flighty.



Pork Blue
(only used for Pork pic icon)
Pantone 293
CMYK: 100/57/0/2
RGB: 0/103/177
HEX: #0067B1

Primary Colors



Navy
Pantone 303
CMYK: 0/79/45/47
RGB: 0/43/70
HEX: #002B46



Citrus Lime
Pantone 584
CMYK: 20/0/74/0
RGB: 211/226/105
HEX: #D3E269



Soft Ivory
CMYK: 0/0/3/0
RGB: 255/255/245
HEX: #FFFDF5



Electric Blue
Pantone 293
CMYK: 69/15/0/0
RGB: 0/173/239
HEX: #00ADEF

Accent Colors



Sweet Peach
Pantone 2346
CMYK: 0/65/40/0
RGB: 255/125/125
HEX: #FF7D7D



Vibrant Teal
Pantone 3252
CMYK: 61/0/28/0
RGB: 73/206/200
HEX: #49CEC8



Tangerine
Pantone 1585
CMYK: 0/57/63/0
RGB: 255/138/97
HEX: #FF8A61



Sky Blue
Pantone 2197
CMYK: 49/0/1/0
RGB: 101/220/255
HEX: #65DCFF

Color Usage

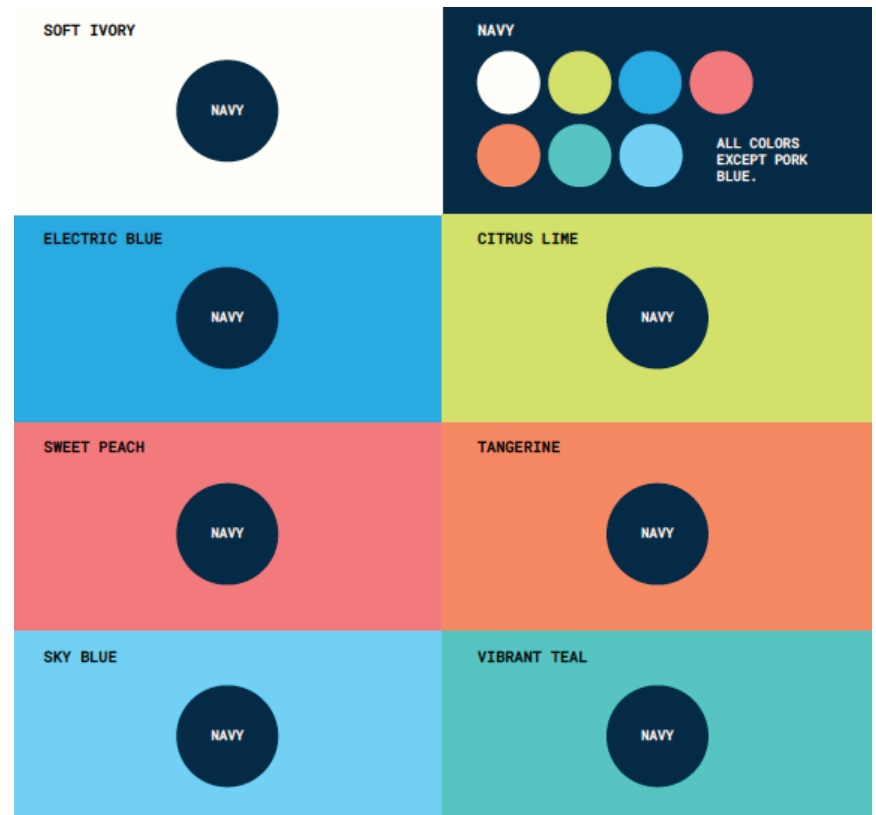
Text Colors

In order to ensure maximum contrast between text and backgrounds, please use the defined primary color background with the paired text colors below.



Background Colors

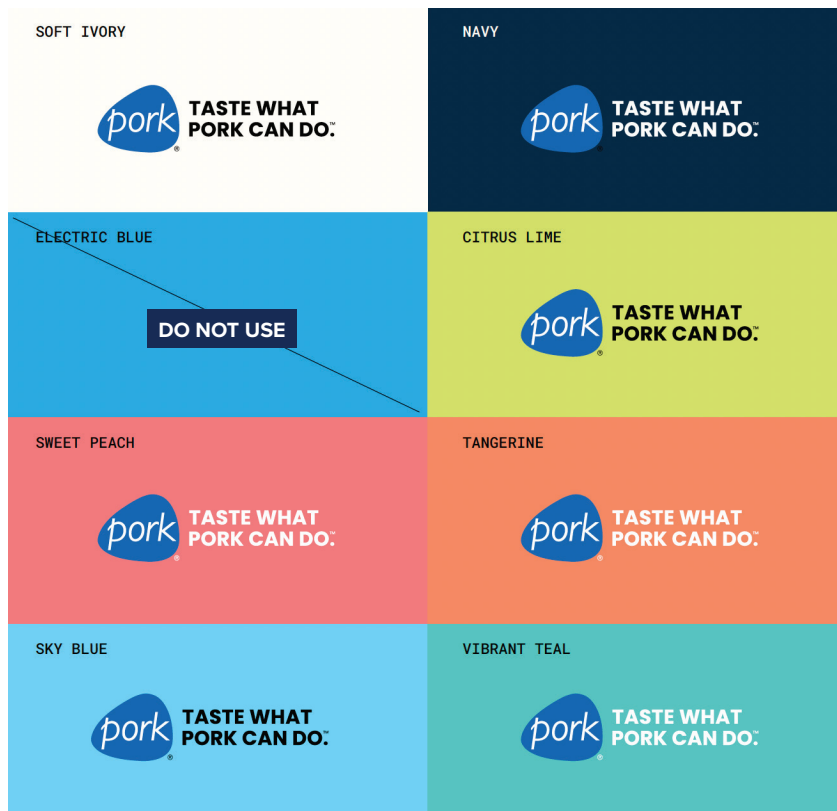
In order to ensure maximum contrast between design elements and backgrounds, please use the defined primary color background with the paired colors below.



USAGE GUIDELINES: TASTE WHAT PORK CAN DO.®

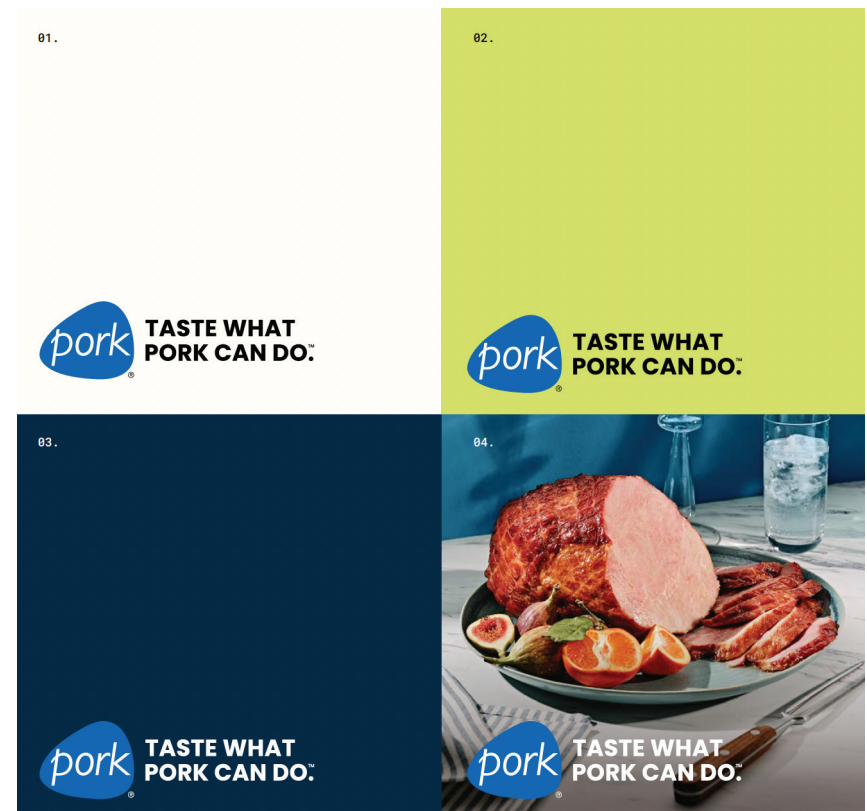
Color Pairings

In order to ensure maximum contrast between logo lockups and backgrounds, please use the defined primary color background with the paired logo below.



Logo Color

The logo may be used in Pork blue, white and black. If the background is light, use Pork blue with black type. If the background is dark, use Pork blue with white type. Over photography, use Pork blue logo, but ensure it is clear and legible. Never use the logo in any of the secondary colors.



Logo Lockups

There are four logo lockup orientations — horizontal and centered (with stacked options). These lockups are interchangeable but should be used contextually to maximize visual appeal.

Horizontal



**Horizontal
Stacked**



Centered



**Centered
Stacked**



Logo Clearance/Size/Orientation

Clearance Zone

To ensure visual contrast, follow these clear space guidelines. The height of the “o” is the minimum clear space zone for the Pork logo.



Logo Misuse

As a general rule, do not change the logo. Please download and use an official Pork logo file when placing a logo into a composition. Here are a few examples of logo misuse:



Do not distort or stretch the logo.



Do not rearrange the logo.



Do not change the color of the logo mark or tagline.



Do not place images into the logo.

USAGE GUIDELINES: **TASTE WHAT PORK CAN DO®**

Typography

Use these typefaces for the **Taste What Pork Can Do®** campaign.

Primary A

League Gothic by Google Fonts

Web-Safe Alternative

Century Gothic

Primary B

Poppins by Indian Type Foundry

Type Hierarchy

Whenever writing and designing copy, use the following examples as guidance.

Headline: League Gothic and Poppins Bold | Uppercase

**PERFECT MEALS
START WITH PORK.**

Subhead: Poppins Bold | Title case

Pork Makes It a Meal.

Body copy: Poppins Regular

Everyone loves pork. Pork is versatile. Always remember, bacon is just the beginning!

Annotation: Roboto Mono Semibold

SALTY SAVORY UMAMI CITRUS

Button: Roboto Mono

DISCOVER MORE

Font Application

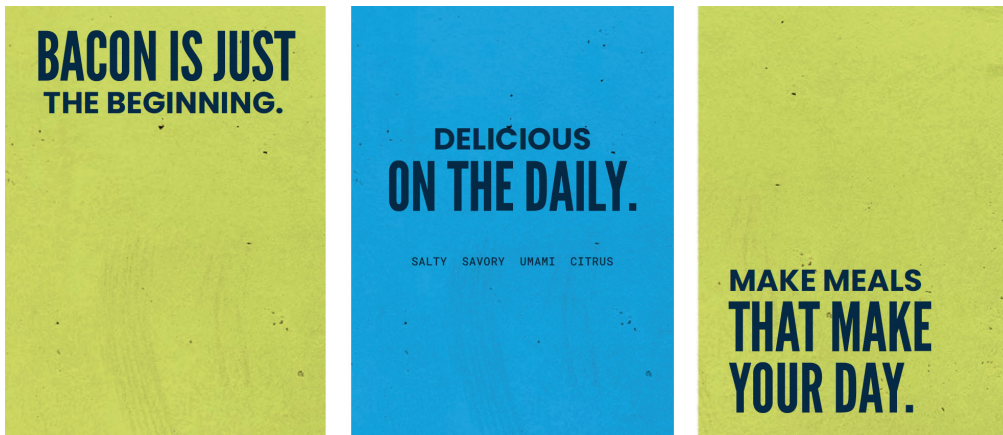
Using Both Primary Fonts

When using stacked headlines with both primary fonts, refer to the examples below.



Stacking Headlines

When using stacked headlines with both primary fonts, refer to the examples below for proper font alignment.



Aligned to top - centered

Center aligned - centered

Aligned to bottom corner - left justified

Design Element Usage

Icons

The iconography system features three distinct hierarchy levels, each designed to complement recipes or design executions. Use each hierarchy appropriately to ensure clarity and a seamless visual experience.

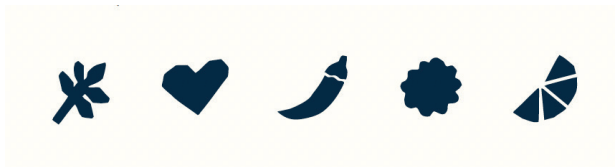
Primary Icons



Secondary Icons



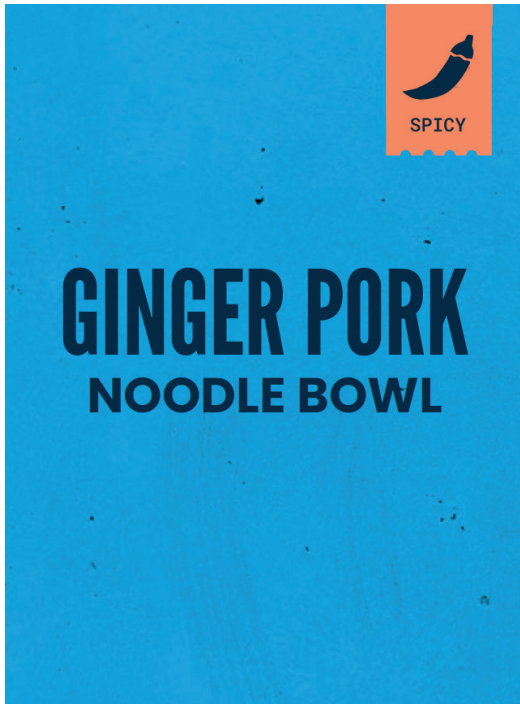
Tertiary Icons



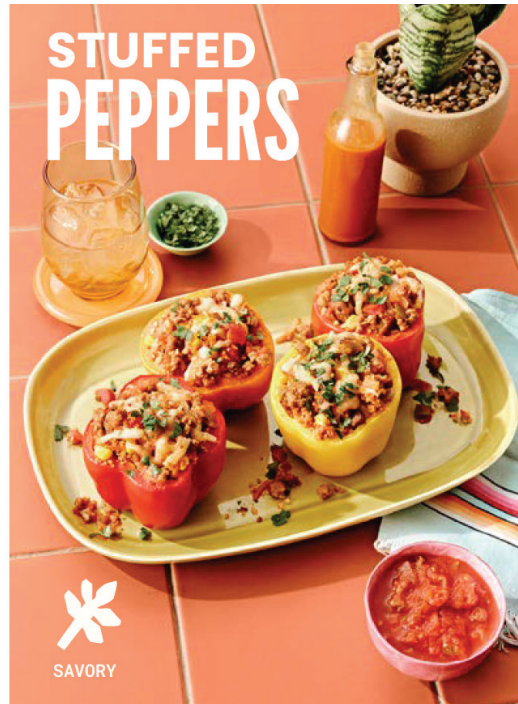
USAGE GUIDELINES: **TASTE WHAT PORK CAN DO.®**

Icons in Use

Whenever incorporating icons into designs, please refer to the following examples as guidance. These icons are designed to ensure consistency, clarity and visual harmony across all applications.



Primary Icon



Secondary Icon



Tertiary Icon

USAGE GUIDELINES: **TASTE WHAT PORK CAN DO.**[®]

Textures

Kitchen countertop textures are a key element, representing freshness and a clean, inviting atmosphere. The primary color palette can be applied over any light-colored texture to maintain consistency and depth.

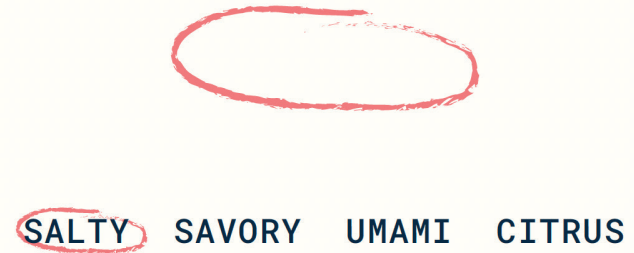


USAGE GUIDELINES: **TASTE WHAT PORK CAN DO.**[®]

Gestural Marks

Circles and underlines highlight key words or phrases, acting as accents to enhance visual hierarchy.

CIRCLE MARK



UNDERLINE MARK

A red hand-drawn underline highlights the phrase "BROUGHT TO YOU BY BACON".

USAGE GUIDELINES: TASTE WHAT PORK CAN DO.®

Rule of Thirds

The Rule of Thirds is a foundational layout principle used to maintain balance, clarity and visual hierarchy across all brand communications. By dividing a composition into a 3x3 grid, this system supports the intentional placement of elements, ensuring consistency and visual engagement.

The logo should occupy approximately 10% of the composition and be positioned in either the top left or bottom right corner, aligning with grid intersections for optimal visibility.

Photography, particularly featuring our signature pork dish, should command 60% of the grid space. This creates a strong focal point and showcases the product as the hero of the composition.

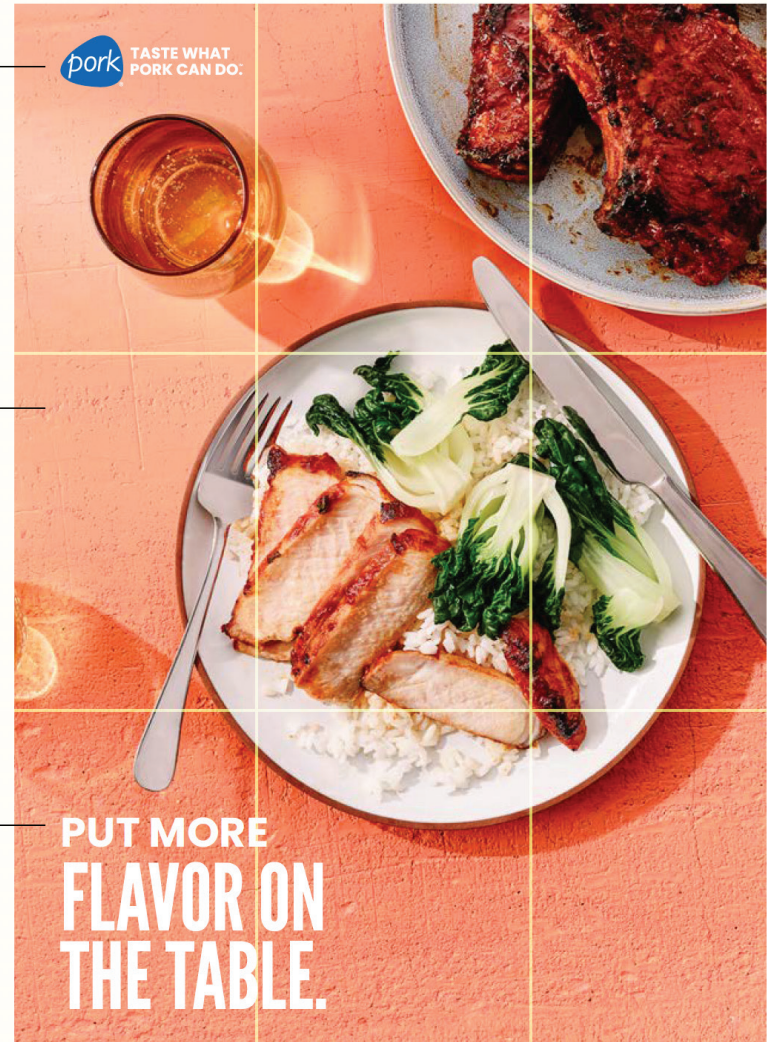
Headline treatments should use up to 20% of the grid and must be placed on areas of minimal visual noise to ensure legibility and emphasis.

This structured yet flexible approach allows our brand to remain visually cohesive while adapting seamlessly across various formats and media.

LOGO
10% OF GRID

PORK DISH
60% OF GRID

HEADLINE
20% OF GRID



USAGE GUIDELINES: TASTE WHAT PORK CAN DO.®

Typography Over Imagery

When placing typography over imagery, use areas of low visual noise to maintain clarity and contrast. Apply the Rule of Thirds to guide placement, ensuring balance, consistency and visual harmony.





AUDIENCE: INTERNATIONAL

USAGE GUIDELINES:

U.S. Pork

Stars and Stripes Pig

The U.S. Pork logo is the U.S. pork industry's brand identity outside of the United States. It is licensed to our partner, the United States Meat Export Federation (USMEF), to be used in marketing materials in the countries where USMEF executes Pork Checkoff-funded promotions.



Color Palette



Pork Blue

Pantone 293

CMYK: 100/57/0/2

RGB: 0/103/177

HEX: #0067B1



Red

Pantone 185

CMYK: 0/91/76/0

RGB: 234/0/41

HEX: #EA0029

Logo Usage

Wherever possible, it is preferred to use the full-color version of the U.S. Pork logo. The red, white and blue reflect the U.S. flag and help make it more identifiable. The alternate options are for black/white printing.

Full-Color Use



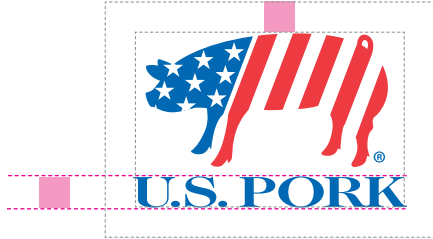
Black/White Use



Logo Clearance/Size/Orientation

Minimum Clearance Zone

Use the height of the letters from the U.S. Pork logo as a clear zone on all sides of the logo.



Size

To ensure accurate reproduction, do not display the U.S. Pork logo smaller than 5/8 inch wide without prior approval.



Orientation

The U.S. Pork logo is designated for horizontal usage and should never appear in a vertical position.



Correct



Incorrect

USAGE GUIDELINES:

Additional Program Logos and Marks

NPB logo usage extends to a series of program logos and marks. In order to use a logo or mark owned by NPB, a licensing agreement will be necessary.

AUDIENCE: U.S. PRODUCERS AND PORK PRODUCTION STAKEHOLDERS

USAGE GUIDELINES:

We Care®

The We Care® logo should not be used on any products or packaging, as it could be mistaken for an endorsement or certification. Otherwise, the We Care logo should be used on communication with messaging about the industry's ethical principles.

- Use the We Care logo to reference NPB's commitment to and promotion of ethical principles in delivering safe, high-quality pork.
- The mark should not be embedded in a descriptive sentence (e.g., avoid "We Care® about animals").
- When used in body text, the mark must always appear with an appropriate descriptor (e.g., "Guided by our We Care® Ethical Principles, U.S. pork producers are committed to continuous improvement).



Color Palette



Dark Blue
Pantone 3015
CMYK: 100/58/21/4
RGB: 0/96/156
HEX: #00609C



Light Blue
Pantone 657
CMYK: 19/10/1/0
RGB: 202/215/235
HEX: #CAD7EB



Green
Pantone 7494
CMYK: 41/21/53/0
RGB: 157/174/136
HEX: #9DAE88

Ethical Principles

NPB uses six icons to depict our We Care[®] Ethical Principles. When possible, use these specific colors for each icon.



Food Safety



Our People



Environment



Public Health



Animal Well-Being



Our Communities

Logo Usage

Full Color



One-Color Version (black, Pantone 3015 blue or white)



Clearance/Size/Orientation

Minimum Clearance Zone

The clear space around the logo is always equal to the width of the outer blue band.



Minimum Size

To ensure accurate reproduction, do not display the We Care[®] logo smaller than 5/8 inch wide without prior approval.



Orientation

The We Care logo is designated for horizontal usage and should never appear in a vertical position.



Correct



Incorrect

Typography

Typefaces to be followed on the Pork Cares website and other We Care® communication materials are below.

Headline

Rockwell Regular

Subhead

Arial Bold (and *Italic*)

Body

Arial Regular (and *Italic*)



AUDIENCE: U.S. PRODUCERS AND PORK PRODUCTION STAKEHOLDERS

USAGE GUIDELINES:

PQA Plus®/Transport Quality Assurance®

Pork Quality Assurance® Plus (PQA Plus®) is an education and certification program designed to help pig farmers and their employees continually improve production practices. It addresses food safety, animal well-being, environmental stewardship, worker safety, public health and community.

In written form, use Pork Quality Assurance® Plus or PQA Plus® for the first use both in a title and first use in paragraph text. Additional occurrences can simply use Pork Quality Assurance Plus or PQA Plus.

Transport Quality Assurance® (TQA®) is a certification program that trains pig transporters, producers and handlers how to handle, move and transport pigs. It includes training on the potential impacts transporting can have on pig well-being and pork quality.

In written form, use Transport Quality Assurance® or TQA® for the first use both in a title and first use in paragraph text. Additional occurrences can simply use Transport Quality Assurance or TQA.



Color Palette



Orange

Pantone 151

CMYK: 0/48/95/0

RGB: 248/152/40

HEX: #F89828



Black

Pantone Process Black

CMYK: 0/0/0/100

RGB: 0/0/0

HEX: #000000

Color Usage

Preferred Full-Color Use:



Full Color
Use on white background

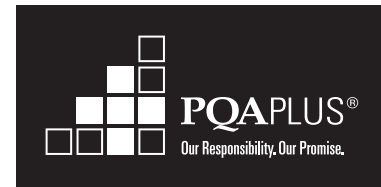


Full Color
Use on dark backgrounds

Alternate One-Color Use:



One-Color Black
Use on white background

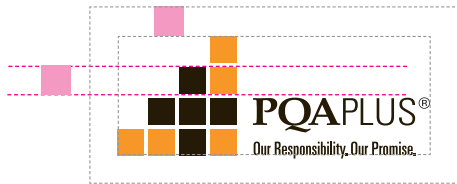


One-Color White
Use on dark backgrounds

Clearance/Size/Orientation

Minimum Clearance Zone

Use the height of the blocks from the PQA Plus® logo as a clear zone on all sides of the logo.



Minimum Size

To ensure accurate reproduction, do not display the PQA Plus logo smaller than 1 inch wide without prior approval.

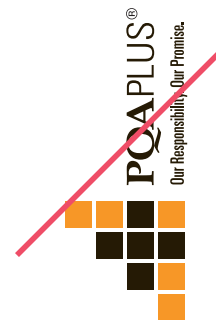


Orientation

The PQA Plus logo is designed for horizontal usage and should never appear in a vertical position.



Correct



Incorrect

Color Usage

Preferred Full-Color Use:



Full Color
Use on white background



Full Color
Use on dark backgrounds

Alternate One-Color Use:



One-Color Black
Use on white background



One-Color White
Use on dark backgrounds

Clearance/Size/Orientation

Minimum Clearance Zone

Use the height of the letter “o” from the TQA® logo as a clear zone on all sides of the logo.



Minimum Size

To ensure accurate reproduction, do not display the TQA logo smaller than 1 5/8 inches wide without prior approval.



Orientation

The TQA logo is designated for horizontal usage and should never appear in a vertical position.



Correct



Incorrect

USAGE GUIDELINES: **ADDITIONAL LOGOS & MARKS**

Additional NPB Logos, Icons and Service Marks

AgView®

AgView® is a free, opt-in technology solution from NPB that helps producers of all sizes and types provide disease status updates and pig movement data to state animal health officials.



People. Pigs. Planet.™

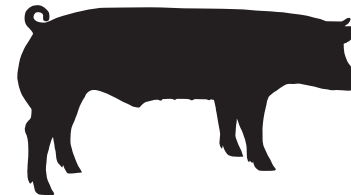
People. Pigs. Planet.™ reflects NPB’s sustainability commitment to doing what is right for the community, animals and the environment.

People. Pigs. Planet.™



Symbol III Pig

Unveiled in 2005, the Symbol III Pig represents the U.S. pork industry’s “Standard of Excellence” for the modern market hog.



Please contact NPBMarks@pork.org if you have specific questions about the use of these logos.



NATIONAL PORK BOARD

1776 NW 114th St.
Clive, IA 50325
porkcheckoff.org
(800) 456-7675



© 2026 National Pork Board, Des Moines, IA, USA.
This message funded by America's Pork Producers and the Pork Checkoff.