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Brand Guidelines

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

These guidelines are designed to serve as the foundation for building, managing and extending the brands owned by the National Pork Board which have been developed or purchased with Pork Checkoff funds. The guidelines are intended to provide guidance in using the logos and to ensure consistency and accuracy of use. The ultimate goal is to protect the National Pork Board brands for use in promotion and education efforts for years to come.

Use of National Pork Board brand marks, or an attribution statement, is required in association with any program or service supported in total, or in part, by the National Pork Board.

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 National Pork Board’s marks and logos. If proper notice is not set forth in these guidelines, please check with National Pork Board (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.
Obtaining a licensing agreement:

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

You will receive a licensing agreement from National Pork Board to review/sign.

NPB will provide a logo for use. Please indicate which formats you’d prefer (ai, eps, png).
Suspected misuse/infringement of National Pork Board logos

If you see a use of National Pork Board’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 non-conforming item/use, a description of what you saw, its location, and the date on which 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 National Pork Board.
Pork Checkoff Logo

This Pork Checkoff logo stands alone as the identity of the Pork Checkoff brand. The logo may be combined with a tagline or slogan, contingent upon approval by the Agricultural Marketing Service of the U.S. Department of Agriculture.

The Pork Checkoff logo is to be used on any product/material/sponsorship that uses funds provided by Pork Checkoff. The logo may not be used in any manner on programs/materials that are not funded by the Pork Checkoff program without express, written consent of the National Pork Board.
Color Palette

Orange
Pantone 151
CMYK: 0/48/95/0
RGB: 248/52/40
HEX: #F89828

Black
Pantone Process Black
CMYK: 0/0/0/100
RGB: 0/0/0
HEX: #000000

White
White
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFFFFF
Color Usage

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 40K check
Option 3 – 100% black or white text with outline check
Clearance/Size/Orientation

Minimum Clearance Zone
To properly stage the Pork Checkoff logo, a minimum clearance must be maintained between the logo and other elements. The clearspace around the logo is always equal to the height of the lowercase letters in the word “Checkoff.” The equation can be applied to both color and black/white usage of the Pork Checkoff logo.

Size
To ensure accurate reproduction, 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.
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 the Pork Board’s ability to defend the mark against misuse.

Referring to the National Pork Board and to the Pork Checkoff
The National Pork Board requests proper use of the Pork Checkoff in written communications.

The National Pork Board 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 the National Pork Board.

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 the National Pork Board. Please note that the “P” in Pork, and the “C” in Checkoff, should always be capitalized.
Pork Logo

The Pork logo guidelines must be followed to protect the integrity of the Pork brand. The iconic blue Pork “pic” logo has been the consistent identifier of the pork category in the marketplace for over 30 years.

The Pork logo is to be used on any product/material/sponsorship that the National Pork Board has developed or helped develop with another entity. The logo may not be used in any manner on programs/materials that are not funded by the National Pork Board without express, written consent of the National Pork Board.
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

**White**
White  
CMYK: 0/0/0/0  
RGB: 255/255/255  
HEX: #FFFFFF
Color Usage

Full Color:  

One Color Logo Standards:  
When printing in one color, use PMS 293, black or white. Make sure there is adequate contrast between the logo and the background.
Color Usage

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 “®” can remain the same color.
Clearance/Size/Orientation

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.

Minimum 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.
Typography

Use these typefaces for Pork Checkoff branding. Occasionally, other typefaces may be used for specialized marketing campaigns with approval from the National Pork Board.

Primary:
- Proxima Nova
- Proxima Nova Condensed

Secondary:
- Grifo
- Kandall
- Trade Gothic

Alternatives:
- Proxima Nova/Proxima Nova Condensed/Trade Gothic - Century Gothic, Helvetica, Arial
- Kandal/Grifo - Georgia/Times

See the Appendix for full samples of approved typefaces.
USAGE GUIDELINES:

We Care® Logo

The We Care® logo should not be used on any products/packages such as food, medication, supplies or otherwise 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 in reference to NPB’s commitment to and promotion of ethical principles to deliver safe, high quality, sustainable pork.
- The Mark is intended for use primarily in producer-facing materials and communications.
- The mark should only be used standing alone, and not as part of a descriptive sentence (e.g. “We Care® about animals!”). It should primarily be used in the registered logo format.
- It should always be used with a descriptor when used in body text, e.g. “NPB’s We Care® program is about promotion of sustainable farming practices and adopting ethical industry principles.”

In written form, use We Care® for the first use both in a title and first use in paragraph text. Additional occurrences can simply use We Care.
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
**Color Usage**

**Full Color:**

![Full Color Version 1](image1)

![Full Color Version 2](image2)

**Grayscale:**

![Grayscale Version 1](image3)

![Grayscale Version 2](image4)

**1 Color Version (black, Pantone 3015 blue or white):**

![1 Color Version 1](image5)

![1 Color Version 2](image6)

![1 Color Version 3](image7)
We Care® Ethical Principles Icons/Color Palette

National Pork Board uses six icons to depict our We Care Ethical Principles. When possible use these specific colors for each icon. Some design layouts will be more effective with all icons being the same color. For these instances please refer to the suggestions on page 21.

**Food Safety**
Radish
Pantone 1785
CMYK: 0/85/46/0
RGB: 255/75/102
HEX: #FF4B66

**Environment**
Sprout
Pantone 3395
CMYK: 72/0/68/0
RGB: 8/196/130
HEX: #08C482

**Animal Well-Being**
CMYK: 0/39/87/6
RGB: 235/158/55
HEX: #eb9e37

**Our People**
CMYK: 82/40/0/0
RGB: 19/130/197
HEX: #1382c5

**Public Health**
Neon
Pantone 2368
CMYK: 81/79/0/0
RGB: 72/92/201
HEX: #483EC9

**Our Communities**
Berry
Pantone 2357
CMYK: 46/100/43/36
RGB: 108/0/68
HEX: #6CO044
We Care® Ethical Principles Icons – Alternate Color Options

Some applications will be more effective having all six icons using the same color. There will also be uses where one- or two-color printing are the only option.

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

80% Gray/White
- Pantone Cool Gray 11
- CMYK: 80/0/0/0
- RGB: 77/77/79
- HEX: #4d4d4f

80% Gray/White
- Pantone Cool Gray 11
- CMYK: 80/0/0/0
- RGB: 77/77/79
- HEX: #4d4d4f

One color
- Black, White, Gray or Blue
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.
Typography

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

**Headline:**

- Rockwell Regular

**Subheads:**

- Arial Bold (and *Italic*)

**Body:**

- Arial Regular (and *Italic*)

*See the Appendix for full samples of approved typefaces.*
100% Real Pork Logo

Real Pork is the pork industry’s trust and image brand. It is unique and new in that it focuses on our people and our practices (including the We Care® ethical practices) in addition to our products in order to differentiate us from the alternatives.

The primary Mark representing our brand and products continues to be the iconic blue pork pic. The 100% Real Pork stamp treatment was developed to help highlight the new trust and image aspect of our brand. The 100% Real Pork logo should be used primarily in producer-facing communications as a rally cry to generate pride for producers. Specifically, producers who feel proud of their brand and see themselves engaging with Real Pork by telling their stories. It is also appropriate to use the 100% Real Pork logo on promotional items or clothing.

The iconic blue pork pic logo should be used in all consumer facing communication. The 100% Real Pork logo should not be used in consumer communications and promotional materials, including food, and especially at point of sale, whether on package, on menu boards or signage in retail stores.
COLOR PALETTE

USAGE GUIDELINES: REAL PORK LOGO

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

White
White
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFFFFF
Color Usage

The preferred version of the Real Pork logo uses the black outer rings and blue Pork Mark or the white with blue Pork Mark version should be used whenever the logo sits on a darker photograph or background. The pork pic inside the outer rings should always contain the “®” symbol in the lower right-hand corner.

Preferred Uses:

- Black with Blue logo
  - lighter background

- White with Blue logo
  - darker backgrounds

Alternate Uses:

- 1 Color - Pork Blue
- 1 Color - Black
- 1 Color - White
Clearance/Size/Orientation

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

Minimum Size
To ensure accurate reproduction, do not display the Real Pork logo smaller than 1 inch wide without prior approval.

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

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

1 inch

Correct

Incorrect
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. 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, which countries the logos will be used in, and provide an image or mock-up if possible.
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: #e90029

White
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFFFFF
Color 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 one-color or black and white printing.

Preferred
Full Color Use:

- Full Color
  - Use on white background

Alternate
Black and White Use:

- Black and White
  - Use on white background

- Black and White
  - Use on light backgrounds

- Black and White
  - Use on dark backgrounds
**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.

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

**Orientation**
The U.S. Pork logo is designated for horizontal usage and should never appear in a vertical position.
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: 248/52/40
HEX: #F89828

**Black**
Pantone Process Black
CMYK: 0/0/0/100
RGB: 0/0/0
HEX: #000000

**White**
White
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFFFFF
Color Usage

Preferred Full Color Use:

<table>
<thead>
<tr>
<th>English language version</th>
<th>Spanish language version</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Full Color" /></td>
<td><img src="image2" alt="Full Color" /></td>
</tr>
<tr>
<td>Use on white background</td>
<td>Use on dark backgrounds</td>
</tr>
<tr>
<td><img src="image3" alt="Full Color" /></td>
<td><img src="image4" alt="Full Color" /></td>
</tr>
<tr>
<td>Use on light backgrounds</td>
<td>Use on dark backgrounds</td>
</tr>
</tbody>
</table>

Alternate One-Color Use:

<table>
<thead>
<tr>
<th>English language version</th>
<th>Spanish language version</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image5" alt="One-Color Black" /></td>
<td><img src="image6" alt="One-Color Black" /></td>
</tr>
<tr>
<td>Use on white background</td>
<td>Use on dark backgrounds</td>
</tr>
<tr>
<td><img src="image7" alt="One-Color White" /></td>
<td><img src="image8" alt="One-Color White" /></td>
</tr>
<tr>
<td>Use on dark backgrounds</td>
<td>Use on light backgrounds</td>
</tr>
</tbody>
</table>
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 designated for horizontal usage and should never appear in a vertical position.
Color Usage

Preferred Full Color Use:

Full Color Use on white background

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 Transport Quality Assurance logo as a clear zone on all sides of the logo.

Minimum Size
To ensure accurate reproduction, do not display the Transport Quality Assurance logo smaller than 1\(\frac{5}{8}\) inches wide without prior approval.

Orientation
The Transport Quality Assurance logo is designated for horizontal usage and should never appear in a vertical position.
The Other White Meat®

When launched in 1987, the goal of the Pork. The Other White Meat® tagline and supporting campaign was to increase consumer demand for pork and to dispel pork’s reputation as a fatty protein. The Other White Meat® was developed to position pork as a good-tasting, versatile and nutritious meat that is easy to prepare and appropriate for any meal.

Since its inception, The Other White Meat® has gained tremendous recognition from consumers. In 2000, a study conducted by Northwestern University found The Other White Meat® to be the fifth-most memorable promotional tagline in the history of contemporary advertising.

The tagline was certainly successful in positioning pork as a lean protein and an excellent choice for all meal occasions. The tagline is a symbol of the successful evolution of lean pork products available today and its contribution to pork becoming the world’s most-consumed protein. A study released in 2006 by the USDA states that six common cuts of fresh pork are leaner today than they were 15 years ago — on average about 16% lower in total fat and 27% lower in saturated fat. In addition, pork tenderloin is now as lean as skinless chicken breast.

The study found a 3-ounce serving of pork tenderloin contains only 2.98 grams of fat, whereas a 3-ounce serving of skinless chicken breast contains 3.03 grams of fat.

The Other White Meat® continues to have high consumer recognition and is an incredibly valuable asset to the pork industry. The Other White Meat® is not available for licensure. The Pork Checkoff continues to utilize the tagline and trademark in campaigns supported by consumer insights. For example, in the Fall of 2021, the Pork Checkoff leveraged the strong recognition of the tagline with Gen X audiences to launch a fun and nostalgic throwback campaign, which reinforced that fresh pork cuts are safe when cooked to 145 degrees with a 3 minute rest.

In written form, use The Other White Meat® for the first use both in a title and first use in paragraph text. Additional occurrences can simply use The Other White Meat.

Questions about Pork. The Other White Meat®, not covered in these guidelines can be addressed to:

Vice President Operations
National Pork Board
1776 NW 114th St
Clive, IA 50325
NPBMarks@pork.org
USAGE GUIDELINES:

Additional Logos/Symbols
Additional NPB Logos/Icons/Service Marks

**AgView**
AgView is a free, opt-in technology solution from the National Pork Board 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 the National Pork Board's sustainability commitment to doing what is right for the community, animals and the environment.

In written form, use People. Pigs. Planet.℠ for the first use both in a title and first use in paragraph text. Additional occurrences can simply use 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.

Use of these logos must be compliant with National Pork Board standards. Please contact NPBMarks@pork.org if you have specific questions about the use of these logos.
Appendix
Secondary Color Palette

**Light Blue**
- Pantone 2915
- CMYK - 59/22/0/0
- RGB - 93/167/229
- HEX - #5CA6E5

**Midnight**
- Pantone 295
- CMYK - 100/53/0/65
- RGB - 0/41/88
- HEX - #002958

**Black**
- Pantone Black 6
- CMYK - 40/40/0/100
- RGB - 0/0/0
- HEX - #000000

**Warm Gray**
- Pantone 4194
- CMYK - 63/53/52/24
- RGB - 92/94/97
- HEX - #5C5E61
Tertiary Color Palette

Sun
- Pantone 135
- CMYK: 0/25/76/0
- RGB: 255/195/87
- HEX: #FFC357

Sunburn
- Pantone 698
- CMYK: 0/14/17/0
- RGB: 255/223/204
- HEX: #FFDFCC

Radish
- Pantone 1785
- CMYK: 0/85/46/0
- RGB: 255/25/102
- HEX: #FF4B66

Neon
- Pantone 2368
- CMYK: 81/79/0/0
- RGB: 72/92/201
- HEX: #483EC9

Berry
- Pantone 2357
- CMYK: 46/100/43/36
- RGB: 108/0/68
- HEX: #6CO044

Lilac
- Pantone 656
- CMYK: 7/3/0/0
- RGB: 232/239/255
- HEX: #E8EFFF

Mint
- Pantone 621
- CMYK: 16/0/11/0
- RGB: 209/245/232
- HEX: #D1F5E8

Sprout
- Pantone 3395
- CMYK: 72/0/68/0
- RGB: 8/196/130
- HEX: #08C482
Typography

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

Primary:
- Proxima Nova
- Proxima Nova Condensed

Secondary:
- Grifo
- Kandall
- Trade Gothic

Alternatives:
- Proxima Nova/Proxima Nova Condensed/Trade Gothic - Century Gothic, Helvetica, Arial
- Kandal/Grifo - Georgia/Times

See the Appendix for full samples of approved typefaces.
Typography

Proxima Nova
Approved for Pork Checkoff, Pork Mark, and Real Pork branded projects. These fonts are part of the Adobe Font Collection and can be accessed at fonts.adobe.com.

Proxima Nova Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&%$!

Proxima Nova Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&%$!

Proxima Nova Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&%$!

Proxima Nova Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&%$!

Proxima Nova Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&%$!

Proxima Nova Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&%$!

Proxima Nova Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&%$!

Proxima Nova Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&%$!
Typography

Proxima Nova Condensed
Approved for National Pork Board branded projects. These fonts are part of the Adobe Font Collection and can be accessed at fonts.adobe.com.

Proxima Nova Condensed Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&%$!

Proxima Nova Condensed Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&%$!

Proxima Nova Condensed Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&%$!

Proxima Nova Condensed Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&%$!

Proxima Nova Condensed Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&%$!

Proxima Nova Condensed Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&%$!

Proxima Nova Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&%$!

Proxima Nova Condensed Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&%$!
Typography

Grifo S
Approved for Pork Checkoff branded projects.
If used, these fonts can be licensed through r-typography at r-typography.com.

Grifo Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&%$!

Grifo Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&%$!

Grifo Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&%$!

Grifo Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&%$!

Grifo Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&%$!

Grifo Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&%$!

Grifo Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&%$!

Grifo Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&%$!
Typography

Kandal
Approved for National Pork Board branded projects. These fonts are part of the Adobe Font Collection and can be accessed at fonts.adobe.com.

Kandal Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&%$

Kandal Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&%$

Kandal Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&%$

Kandal Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&%$

Kandal Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&%$

Kandal Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&%$

Kandal Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&%$

Kandal Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890&%$
Trademark Notices, Review & Questions

Trademark and Trademark Notices

The Pork Checkoff logo is a National Pork Board registered trademark within the United States. When the logo is used, the “®” symbol should also be present. When used outside the U.S., please check with NPB as to the correct notice to use with this 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.

Review and Approval Process

To obtain a licensing agreement:

- Email NPBMarks@pork.org with the legal name of the entity requesting the license and indicate which marks are requested for use by that entity. Please explain how the marks will be used, if approved, and provide an image or mock-up if possible.
- Pork Associations requesting use or review of marketing materials may contact Trisha Brooks directly for assistance.

Questions about the use of the Pork Checkoff logo not covered in these guidelines can be addressed to:

Vice President Operations
National Pork Board
1776 NW 114th St
Clive, IA 50325
NPBMarks@pork.org
Trademark Notices, Review & Questions

Trademark and Trademark Notices
The Pork logo is a National Pork Board registered trademark within the United States. When the logo is used, the ® symbol should also be present. When used outside the U.S., please check with NPB as to the correct notice to use with this 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.

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- Email NPBMarks@pork.org with the legal name of the entity requesting the license and indicate which marks are requested for use by that entity. Please explain how the marks will be used, if approved, and provide an image or mock-up if possible.
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Vice President Operations
National Pork Board
1776 NW 114th St
Clive, IA 50325
NPBMarks@pork.org
Trademark Notices, Review & Questions

Trademark and Trademark Notices
The We Care® logo is a National Pork Board registered trademark within the United States. When the logo is used, the “®” symbol should also be present. When used outside the U.S., please check with NPB as to the correct notice to use with this 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.

Review and Approval Process
To obtain a licensing agreement:
- Email NPBMarks@pork.org with the legal name of the entity requesting the license and indicate which marks are requested for use by that entity. Please explain how the marks will be used, if approved, and provide an image or mock-up if possible.
- Pork Associations requesting use or review of marketing materials may contact Trisha Brooks directly for assistance.

Questions about the use of the Pork Checkoff logo not covered in these guidelines can be addressed to:

Vice President Operations
National Pork Board
1776 NW 114th St
Clive, IA 50325
NPBMarks@pork.org
Trademark Notices, Review & Questions

Trademark and Trademark Notices
The Real Pork logo is a National Pork Board registered trademark within the United States. When the logo is used, the “®” symbol should also be present. When used outside the U.S., please check with NPB as to the correct notice to use with this 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.

Review and Approval Process
The Real Pork logo is not available for licensing. Pork Associations requesting use of the Real Pork logo may contact Trisha Brooks directly for assistance.

Questions about the use of the Real Pork logo not covered in these guidelines can be addressed to:

Vice President Operations
National Pork Board
1776 NW 114th St
Clive, IA 50325
NPBMarks@pork.org
Permissible Use of the U.S. Pork logo in the United States

The U.S. Pork logo may be used for producer clothing items with prior approval. The logo should not be used on communications or promotional materials in the United States unless such items are referring to international sales and marketing of pork products. The logo must never be used on promotions and communications directed to U.S. consumers.

The U.S. Pork logo is a National Pork Board registered trademark within the United States. When the logo is used, the “®” symbol should also be present. When used outside the U.S., please check with NPB as to the correct notice to use with this 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.

Review and Approval Process

The U.S. Pork logo is not available for additional licensing. Pork Associations requesting use of the U.S. Pork logo may contact Trisha Brooks directly for assistance.

Questions about the use of the U.S. Pork logo not covered in these guidelines can be addressed to:

   Vice President Operations
   National Pork Board
   1776 NW 114th St
   Clive, IA 50325
   NPBMarks@pork.org
Trademark Notices, Review & Questions

Trademark and Trademark Notices
The Pork Quality Assurance® Plus (PQA Plus®) and Transport Quality Assurance® (TQA®) logo are National Pork Board registered trademarks within the United States. When the logo is used, the “®” symbol should also be present. When used outside the U.S., please check with NPB as to the correct notice to use with this 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.

Review and Approval Process
To obtain a licensing agreement:
- Email NPBMarks@pork.org with the legal name of the entity requesting the license and indicate which marks are requested for use by that entity. Please explain how the marks will be used, if approved, and provide an image or mock-up if possible.

Questions about the use of NPB logos not covered in these guidelines can be addressed to:

Vice President Operations
National Pork Board
1776 NW 114th St
Clive, IA 50325
NPBMarks@pork.org