



Tennessee Wood Products Branding Application

Goals/Summary

The goal of the Tennessee Wood Products brand is to increase visibility and enhance marketing opportunities for Tennessee's wood products industry. A primary benefit of this program is to connect consumers of wood products to Tennessee producers and manufacturers through the use of a brand logo that signifies common values and attributes of Tennessee's abundant, sustainable and quality forest resources, the talented and skilled human resources that service the industry, and the wide diversity of products produced and used in our everyday lives.

Guidelines/Requirements

- Use of the Tennessee Wood Products brand logo is open to any business that produces and/or manufactures wood products in Tennessee.
- There is no fee to apply, but application is required to join.
- Use of brand logo must follow the logo use policy.
- Use and promotion of the brand logo is encouraged on all wood products, packaging, print materials, websites, and other applications.
- Products bearing the brand logo must meet or exceed U.S. Government and/or State of Tennessee standards and regulations where applicable.

Application Process

1. Complete and submit the following application.
2. Tennessee Department of Agriculture Division of Forestry (TDF) Business Staff will review your application.
3. You will be notified of final status by email and supplied a digital copy of the Tennessee Wood Products logo once your application is approved.
4. When completing the application, only check products that are produced/manufactured by your business.

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.





Tennessee Wood Products Branding Application

Business Name

Contact Name Title

Physical Address

City State Zipcode

Physical Location (use format dd.ddddd) Latitude County
Longitude Region

Mailing Address

City State Zipcode

Primary Phone Secondary Contact

Fax Secondary Phone

Email Facebook

Web Address Twitter

Products Produced

check all that apply

- | | | | | |
|---|---|------------------------------------|--|--------------------------------------|
| <input type="checkbox"/> Architectural Millwork | <input type="checkbox"/> Cedar Products | <input type="checkbox"/> Flooring | <input type="checkbox"/> Millwork/moulding | <input type="checkbox"/> Sawlogs |
| <input type="checkbox"/> Bark | <input type="checkbox"/> Chairs | <input type="checkbox"/> Fencing | <input type="checkbox"/> Pallets | <input type="checkbox"/> Shavings |
| <input type="checkbox"/> Biofuel Pellets | <input type="checkbox"/> Charcoal | <input type="checkbox"/> Furniture | <input type="checkbox"/> Paper | <input type="checkbox"/> Staves |
| <input type="checkbox"/> Boxes/Crates | <input type="checkbox"/> Chips | <input type="checkbox"/> Handles | <input type="checkbox"/> Plywood | <input type="checkbox"/> Trusses |
| <input type="checkbox"/> Cabinets | <input type="checkbox"/> Crossties | <input type="checkbox"/> Log Homes | <input type="checkbox"/> Pulpwood | <input type="checkbox"/> Veneer Logs |
| <input type="checkbox"/> Cants | <input type="checkbox"/> Doors | <input type="checkbox"/> Lumber | <input type="checkbox"/> Sawdust | <input type="checkbox"/> Other |

Comments/Special information about operation:

Other

By checking this box and clicking "Submit", you certify that you have completed the application and read the guidelines set forth by the Tennessee Department of Agriculture Division of Forestry (TDF). You give your permission to TDF to use this information. Application submissions may be verified by TDF personnel.

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