2.0 Logo

How our mark was developed and how to use it.
2.1 Logos

The Tyson Foods wordmark has been drawn with a nested uppercase “T” and lowercase “y” so that the letters feel well-spaced and balanced in relation to the monogram.

We have two lockups of the Tyson Foods logo—vertical and horizontal. The vertical lockup is primary and should be used whenever possible.

The horizontal lockup should only be used when the orientation or size of an application prevents the vertical lockup from being clearly reproduced.
2.2 Logo clear space

Clear space helps maintain the integrity and prominence of logos. The Tyson Foods logo should always be surrounded by a clear space equal to the height of the wordmark’s T. Make certain to keep any design elements outside of the logo’s prescribed clear space. Simple backgrounds and colors are exceptions to this rule.
2.3 Logo assets

The Tyson Foods logo is available in the following colors and file formats. Wherever possible, the Tyson’s Pride blue logo should be used. When time and budget permit, spot color versions should be used on physical media.

The white variant is a true one-color construction and should be used whenever the logo sits on a dark photographic or colored background.

The black logo should only be used when production dictates black and white printing.
2.4 Do nots

**DO NOT USE THE INCORRECT LOGO COLOR FOR THE BACKGROUND**
— Ensure appropriate contrast with the background the logo sits on.

**DO NOT CHANGE THE LOCKUP**
— Maintain the lockup of the monogram and wordmark in size and orientation.

**DO NOT LOCK UP THE LOGO WITH TEXT**
— The logo should not be locked up with other text, department names or taglines.

**DO NOT USE AN INCORRECT COLOR OR GRADIENT**
— The logo should only appear in Tyson’s Pride blue, white or black. Never use secondary colors or gradients.

**DO NOT USE THE WORDMARK OR MONOGRAM ALONE**
— The monogram and wordmark should always be used together.

**DO NOT SKEW OR WARP**
— The logo should always appear as it is built in the logo files. Do not skew it, place it on an angle or otherwise distort it.
2.5 Logo vs. written name

When Tyson Foods is referred to in writing, the full name, “Tyson Foods” should be used to avoid confusion with the Tyson consumer brand.

People are the heart of Tyson Foods, and our success depends on all of us working as a team, so we call our employees team members. Team members enjoy many rights, benefits, and responsibilities at our company, such as a safe workplace, freedom from discrimination and retaliation, and compensation for work performed. These rights, benefits, and responsibilities are detailed in our Team Member Bill of Rights displayed at our locations.

Team members and our chicken business

Learn more about some common questions raised by people interested in our chicken business.

We foster an environment of inclusion and diversity because we know it takes the skills, thoughts, backgrounds, and talents of all our team...