

INTERNATIONAL  PAPER

**International Paper
Corporate Identity
Standards >**

This document has been designed to provide standards for the use of the International Paper logo and provide guidance for the use of Brand or Subsidiary logos as they relate to the International Paper logo. This document does not provide guidance for the proper use of individual Brand or Subsidiary logos. Brands and Subsidiaries should continue to use individual usage guidelines for their logos.

The document has been divided into three sections so that the users can quickly locate the guidelines appropriate to their communications development needs. These sections are:

I. Using the International Paper Logo:

This section should be referenced for communications being developed that display only the International Paper logo.

II. Using Brand Logos with the International Paper Logo:

This section should be referenced for communications that will display both a Brand Logo and the International Paper logo.

III. Using Subsidiary Logos with the International Paper Logo:

This section should be referenced for communications that will display a Subsidiary or a Subsidiary Brand logo and the International Paper logo.

It is the responsibility of the Brand or Subsidiary managers to properly use their individual logos and to determine whether it is appropriate to include the International Paper logo on specific communications.

This document has been developed as a three-ring binder to allow for updates and future developments as they occur. These will be forwarded to you and should be incorporated into your binder immediately to ensure the accuracy of the standards document.

Should you have any questions or corporate identification issues, please contact:

Jerome Cadigan
Customer Focus Manager
914.397.1961

Section One: Guidelines For Using The International Paper Logo

Using The International Paper Logo	
Our History	1-1
The International Paper Logo	1-2
The International Paper Logo With Facility Identifier	1-3
International Paper Logo Color	1-4
Typography	1-5
Correct And Incorrect Usage Of The Logo	1-6
Incorrect Usage Of The Logo (Continued)	1-7
Stationery System Guidelines	
Stationery: General Guidelines	1-8
8 1/2" x 11" Corporate Letterhead	1-9
Business Cards (3 1/2" x 2")	1-10
#10 Envelope and #10 Window Envelope	1-11
Monarch Letterhead (7 1/2" x 10 1/2")	1-12
Monarch Envelope (4" x 7 1/2")	1-13
5" x 7" Memo	1-14
Mailing Labels (5" x 3")	1-15
Oversized Envelopes (9" x 12", 10" x 13", 11 1/2" x 14 1/4")	1-16
Confidential Envelopes	1-17
Advertising And Promotions	
Using Our Tagline	1-18
Logo and Tagline Placement On Print Advertising	1-19
Corporate Brochure	1-20
Television Advertising End Frames	1-21
Promotional Items	1-22
Electronic Media	
International Paper Corporate Website	1-23
Correct Usage Of The International Paper Logo	1-24
Incorrect Usage Of The International Paper Logo	1-25
Signage And Vehicles	
Interior Signage	1-26
Exterior Signage	1-27
Vehicles	1-28

Section Two: Guidelines For Brands Using The International Paper Logo

Using Brand Logos With The International Paper Logo	
Our Brands	2-1
Sizing Brand Logos	2-2
Positioning Brand Logos	2-3
Incorrect Uses Of The International Paper Logo With Brands	2-4
Use of Color	2-5
Stationery System Guidelines	
Stationery: General Guidelines	2-6
8 1/2" x 11" Brand Letterhead	2-7
Business Cards (3 1/2" x 2")	2-8
#10 Envelope and #10 Window Envelope	2-9
Monarch Letterhead (7 1/2" x 10 1/2")	2-10
Monarch Envelope (4" x 7 1/2")	2-11
5" x 7" Memo	2-12
Mailing Labels (5" x 3")	2-13
Internal Memos	2-14
Oversized Envelopes (9" x 12", 10" x 13", 11 1/2" x 14 1/4")	2-15
Confidential Envelopes	2-16

Section Two: Guidelines For Brands Using The International Paper Logo (continued)

Advertising And Promotions	
Brand Brochure	2-17
Brand Print Advertisements	2-18
Promotional Items	2-19
Electronic Media	
Electronic Media	2-20
Electronic Media	2-21
Correct Usage Of The International Paper Logo	2-22
Signage And Vehicles	
Interior Signage	2-23
Exterior Signage	2-24
Vehicles	2-25

Section Three: Guidelines For Subsidiaries Using The International Paper Logo

Using Subsidiary Logos With The International Paper Logo	
Subsidiary Logos and the International Paper Logo	3-1
Our Subsidiaries	3-2
Positioning Subsidiary Logos	3-3
Incorrect Uses of the International Paper Logo With Subsidiaries	3-4
Use of Color	3-5
Subsidiary Logos and Legal Identity	3-6
Using Subsidiary Brand Logos with the International Paper Logo	3-7
Stationery System Guidelines	
Stationery: General Guidelines	3-8
8 1/2" x 11" Personalized Subsidiary Letterhead	3-9
8 1/2" x 11" Non-Personalized Subsidiary Letterhead	3-10
Business Cards (3 1/2" x 2")	3-11
#10 Envelopes	3-12
#10 Window Envelopes	3-13
Monarch Letterhead (7 1/2" x 10 1/2")	3-14
Monarch Envelopes (4" x 7 1/2")	3-15
5" x 7" Memo	3-16
Mailing Labels (5" x 3")	3-17
Oversized Envelopes (9" x 12", 10" x 13", 11 1/2" x 14 1/4")	3-18
Advertising And Promotions	
Subsidiary Print Advertisements	3-19
Subsidiary Brochure	3-20
Promotional Items	3-21
Signage And Vehicles	
Vehicles	3-22
Exterior Signage	3-23
Interior Signage	3-24
Electronic Media	
Homepages	3-25
Logo Usage On Buttons	3-26
Rendering Techniques	3-27

INTERNATIONAL PAPER

Using The
International Paper
Logo < >



Our Identification System < >

A strong identification system is critical for consistently communicating “International Paper” in the marketplace. It is more than a set of standards and a system of applications, it is the symbolic expression of our company. Our identification strategy includes developing and maintaining a strong presence in the minds of our audiences while supporting the International Paper brands and subsidiaries.

The International Paper logo is the visual representation of our company. It represents our products, our people and all that we do. The corporate International Paper logo is also the heart of our identification system. In order to ensure that our logo is well-known and visible around the world, it is essential for all of us to protect it and use it in a consistent manner, within the guidelines of the identification system.

As International Paper has changed over the course of nearly a century, so has our identity. Through internal growth, acquisitions, shifting business strategies and changes in the external environment, our corporate image has evolved.

1898 - 1920

International Paper came into being when 20 New York and New England paper mills combined in 1898 to form the largest paper company in the world. With the coming of the telegraph and the transcontinental railroad, their market was already national in scope. The new company's leaders correctly foresaw that the Atlantic cable and the giant steamship would soon make that market international.



The first International Paper logotype combined the company's name with a traditional symbol of its origins: an evergreen tree set against the background of a pristine American wilderness.

1920 - 1968

The 1920s were a period of rapid growth for the American economy and for International Paper. The company expanded production facilities northward into Canada and southward into Louisiana and Florida.



The increased automation of papermaking required new power sources. The addition of a waterfall to the logo reflects the importance of hydroelectric power in expanding paper production.

1968 - 1987

During the 1960s and 70s, International Paper broadened its diversification into such important markets as industrial and consumer packaging, pulp products and building materials. This expansion into new markets demanded a less limiting image.

The contemporary symbol, which incorporates the initials IP in the form of a stylized tree, was created



INTERNATIONAL PAPER COMPANY

in the late 1960s. It not only reflected the company's growing scope, but also made room for initiatives yet to come: major acquisitions (such as Hammermill Papers), large-scale international ventures and sophisticated new facilities.

Several years later, in 1978, the symbol was brought closer to the corporate name, which was set in a vertical configuration.



International
Paper
Company

1987 onward

The symbol became an integral part of the corporate signature in 1987. At the same time, the word "company" was dropped. The shorter form has a stronger graphic impact and, reflecting societal changes, is friendlier and less formal.

INTERNATIONAL  PAPER

In the late 1980s, International Paper continued to diversify into related businesses such as photographic materials and composite wood products. Though forest and paper products remain our primary focus, International Paper has become a powerful force in specialty markets as well.

Meanwhile, our global business was expanding through a series of important international acquisitions. By 1997, with production facilities in 31 countries and product sales in more than 130, the company had emerged as a true world-class competitor.

Today International Paper faces dramatic new challenges in globalized competition, changing societal priorities and the increasing pace of business change. In meeting these new strategic imperatives with innovations in marketing, technology, quality and service, the company will ensure that its image, though continually redefined, remains positive, powerful and consistent.

- There is only one International Paper logo. The logo is always represented as shown below and always printed in black. The International Paper logo should always be knock-out white when being reproduced on black or dark backgrounds.
- The International Paper logo has been custom-drawn and must not be recreated. Do not attempt to set type or draw the Tree symbol. Use approved reproduction artwork only.
- The International Paper logo should never be reproduced from this document. Approved artwork in both camera-ready logo sheets and electronic formats is available.



Corporate logo

X = Cap Height of Tree Symbol

Y = Cap Height of International Paper

Area of Isolation

- It is critical that we protect the integrity of the International Paper logo in all applications. The area of isolation provides a non-interference zone that separates the logo (either alone or with a facility identifier) from all other elements.
- The area of isolation is based on the diameter of the Tree symbol as illustrated below.



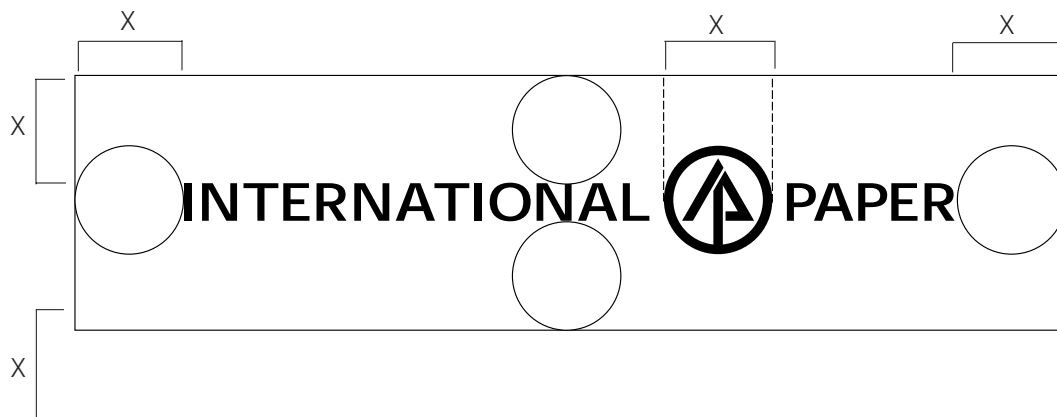
Corporate logo

- ▶ Facility identifiers may be displayed with the International Paper logo per the sizing and type specifications shown on this page.
- ▶ The area of isolation is based on the diameter of the Tree symbol as illustrated below.
- ▶ It is critical that we protect the integrity of the International Paper logo in all applications. The area of isolation provides a non-interference zone that separates the logo (either alone or with a facility identifier) from all other elements.



Corporate logo with a Facility Identifier

Area of Isolation



Corporate logo with a Facility Identifier

- ▶ The International Paper logo should always be reproduced in Black when being reproduced on white or light backgrounds. The logo must not be reproduced in any color.
- ▶ If a Facility Identifier is used, it must also be reproduced in black.
- ▶ The International Paper logo should always be knock-out white when being reproduced on black or dark backgrounds.
- ▶ Brand and Subsidiary logos should be reproduced in colors specified by Brand or Subsidiary standards.

INTERNATIONAL  PAPER

Positive version of logo on white or light backgrounds must be in black.

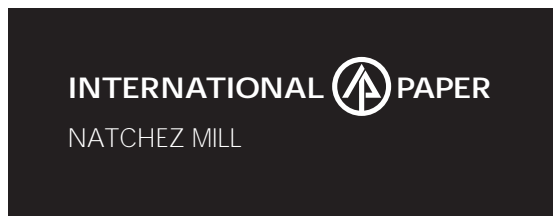


Reverse version uses a dropped-out (white) logo on black or dark color field.

INTERNATIONAL  PAPER

NATCHEZ MILL

Positive version of logo with Facility Identifier on white or light backgrounds must be in black.



Reverse version uses a dropped-out (white) logo on black or dark color field.

- ▶ The typefaces displayed here are part of the International Paper Corporate Identity System.

Primary
Type Family

Gill Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

- It is critical that the International Paper logo be protected in all applications. Never use variations such as examples labeled below as Incorrect.

INTERNATIONAL  PAPER

CORRECT USAGE OF THE
INTERNATIONAL PAPER LOGO

INCORRECT USAGE OF THE INTERNATIONAL PAPER LOGO



- Never use the symbol alone

INTERNATIONAL  PAPER

- Never alter the symbol proportions

INTERNATIONAL  PAPER

- Never alter the International Paper type font

INTERNATIONAL
 PAPER

- Never reconfigure the logo

INTERNATIONAL  PAPER

- Never add graphic elements to the logo

INTERNATIONAL  PAPER

- Never distort the International Paper type proportions



▶ Do not use the logo on a distracting background



▶ Never place the logo at an angle



▶ Do not create an outline version of the logo



▶ Do not use logo in a sentence



▶ Do not place the logo in a shape



▶ Do not use logo with the words
an International Paper Company

- For clarity and consistency, the following guidelines should be followed when preparing stationery items.

Name and Title block:

- Use ampersands (&) in titles and department names:

EDUCATION & TRAINING
SALES & MARKETING

- Avoid abbreviations in names, titles and functional areas:

MANAGER, RESEARCH & DEVELOPMENT

instead of

MGR., R&D

Exceptions are standard titular abbreviations:

CHRIS P. SAMPLE, JR.
CHRIS P. SAMPLE, PH.D.

- Limit the amount of functional and regional information included in titles:

CHRIS P. SAMPLE
MANAGER
ENVIRONMENTAL ANALYSIS

not

CHRIS P. SAMPLE
MANAGER
ENVIRONMENTAL ANALYSIS
ENVIRONMENTAL COMPLIANCE UNIT
ENVIRONMENTAL ENGINEERING & DESIGN

CHRIS P. SAMPLE
SALES REPRESENTATIVE

not

CHRIS P. SAMPLE
SALES REPRESENTATIVE
CHARLOTTE NC
SOUTHERN REGION

Address Block

- Department and division names, if used, should be set in Gill Sans Light.

- Avoid abbreviations other than state names:

EAST COLUMBUS BOULEVARD
BRECKENRIDGE HIGHWAY
SOUTHWESTERN BUILDING

not

E. COLUMBUS BLVD.
BRECKENRIDGE HWY. SOUTHWESTERN BLDG.

- Do not use commas, periods or hyphens in the address block, except for Zip+ 4 codes.

STAMFORD CT 06901-2318

- Always include a street address, with or without a post office box.

- Include a fax number.

- E-mail numbers should be identified with the words E-MAIL and displayed under the fax number.

- Additional numbers such as pagers may be used and should be identified appropriately.

- Precede toll free numbers with the words TOLL FREE; eliminate the "1" prefix:

TOLL FREE 800 010 0000

- Identify an extension or voice-mail box number with the prefix "X" and list it on the same line as the phone number:

123 4567 X1234

Typography:

Employee's Name: Gill Sans Bold 8/10

All Other Text: Gill Sans Light 8/10

Colors:

International Paper logo: Black

Text: Black

Paper Stock:*

Divisional Manager and Above: Strathmore Writing,
Ultimate White, wove, 25% cotton (Sub. 24)

Manager and Above: Hammond Bond

Printing:

Divisional Manager and Above: Engraved

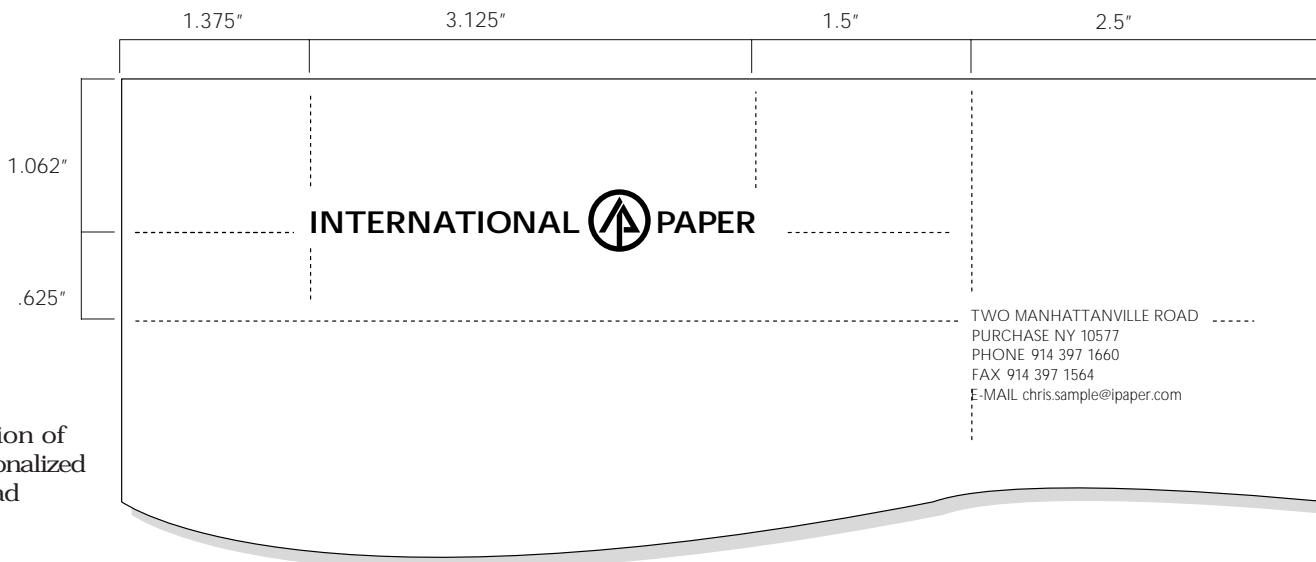
Manager and Above: Offset

Top portion of
Personalized
Letterhead

(Available to
Managers and
Above)



Top portion of
Non-Personalized
Letterhead



Typography:

Employee's Name and Facility Identifier:

Gill Sans Bold 7/9

All Other Text: Gill Sans Light 7/9

Colors:

International Paper logo: Black

Text: Black

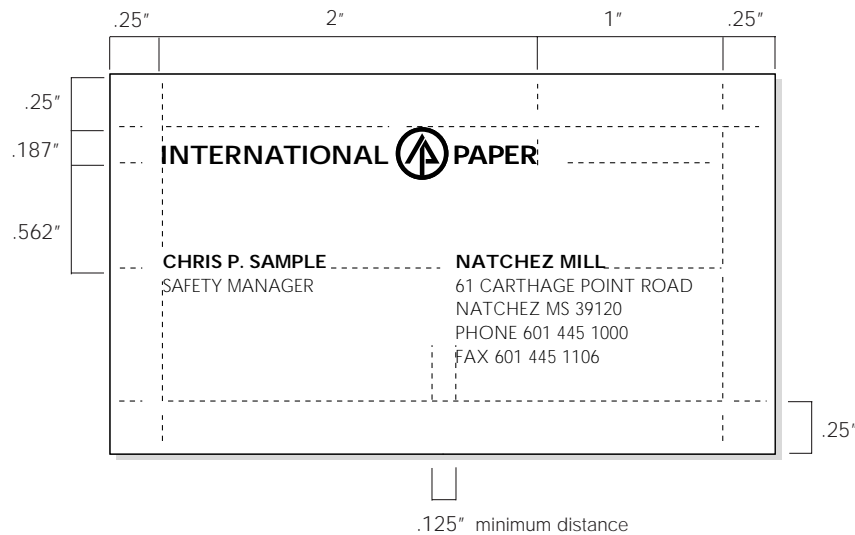
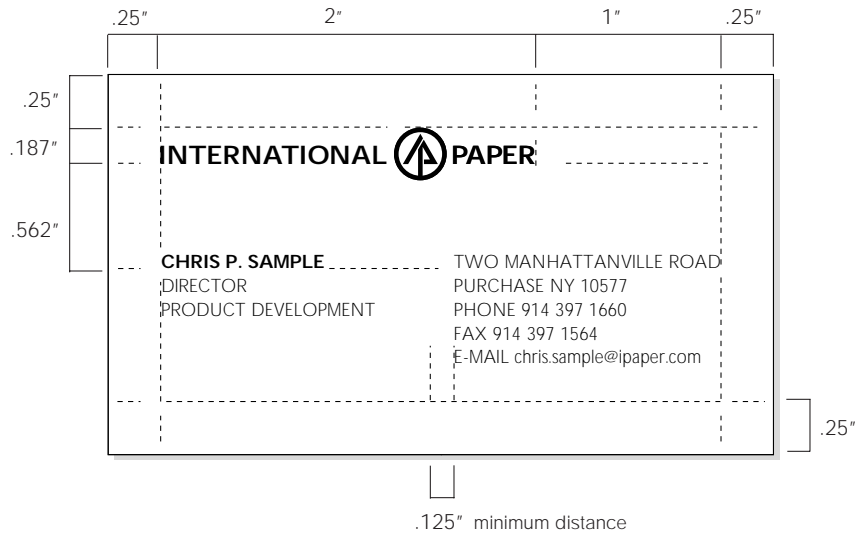
Paper Stock:*

Strathmore Writing Cover, Ultimate White, wove (Sub. 80)

Printing:

Divisional Manager and Above: Engraved

All Others: Matte thermography



Business Card with Facility Identifier

Typography: Gill Sans Light 7/9

Paper Stock:*

Colors:

Divisional Manager and Above: Strathmore Writing,
Ultimate White, wove, 25% cotton (Sub. 24)

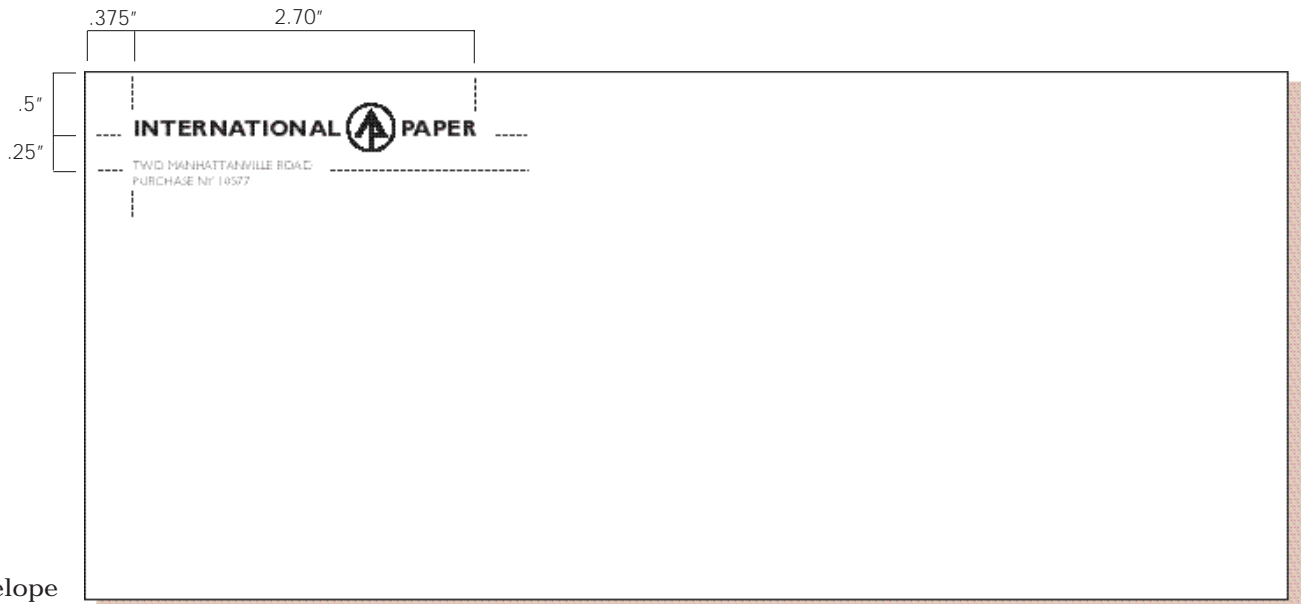
International Paper logo: Black

All Others: Offset Hammermill Bond, White (Sub. 24)

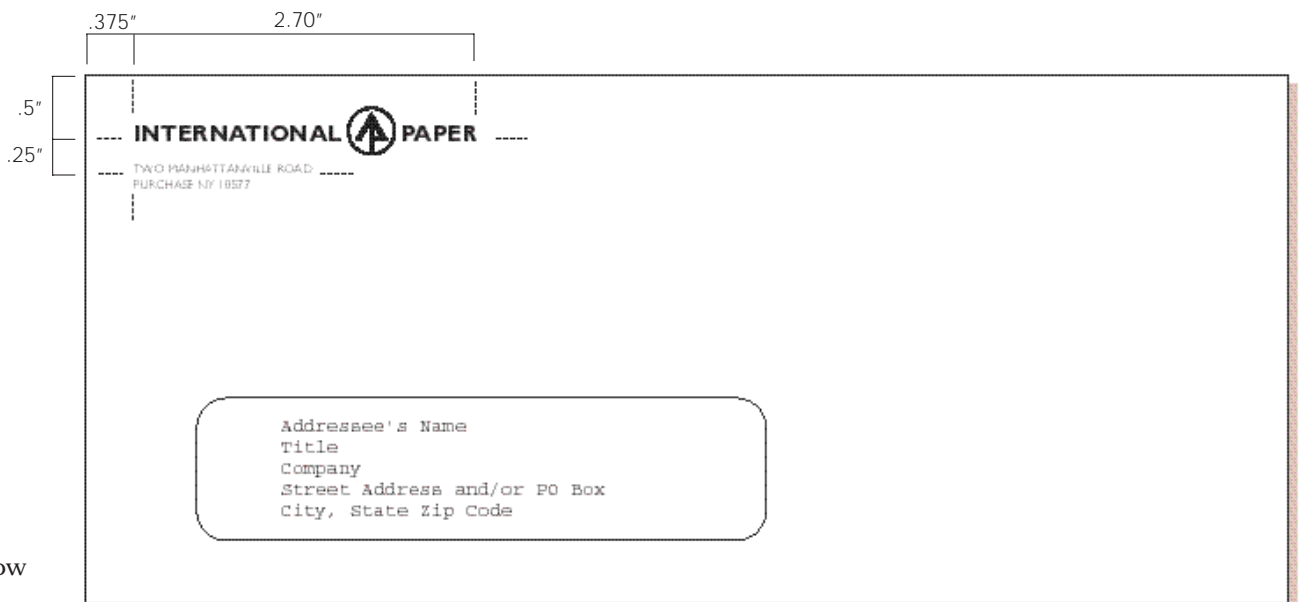
Text: Black

Printing: Offset

#10 Envelope



#10 Window Envelope



Typography:

Employee's Name: Gill Sans Bold 8/10

All Other Text: Gill Sans Light 8/10

Paper Stock:*

Strathmore Writing 100, Ultimate White, wove,
100% cotton (Sub. 24), localized watermark

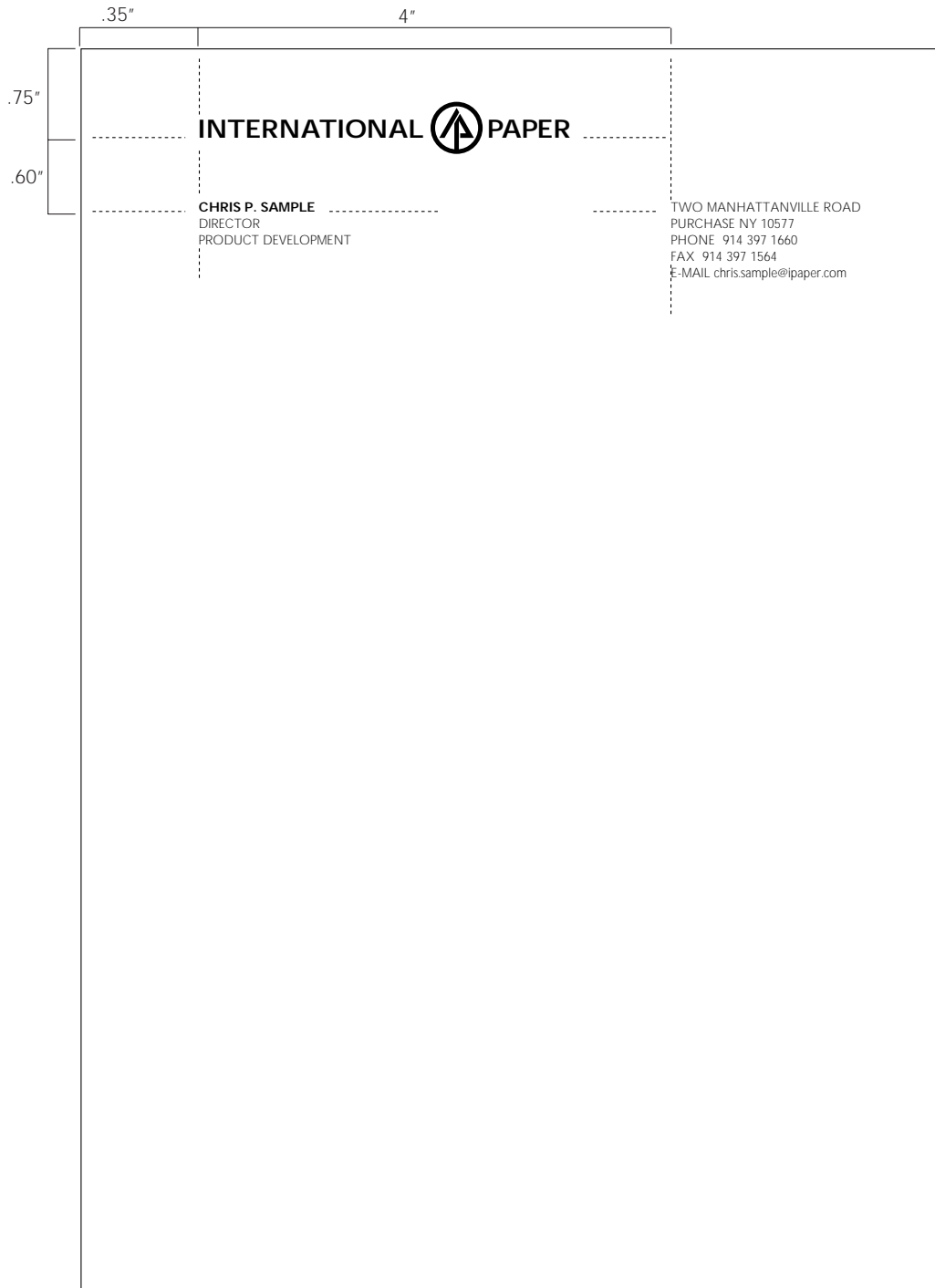
Colors:

International Paper logo: Black

Text: Black

Printing:

Divisional Manager and Above: Engraved



Typography: Gill Sans Light 7/9

Colors:

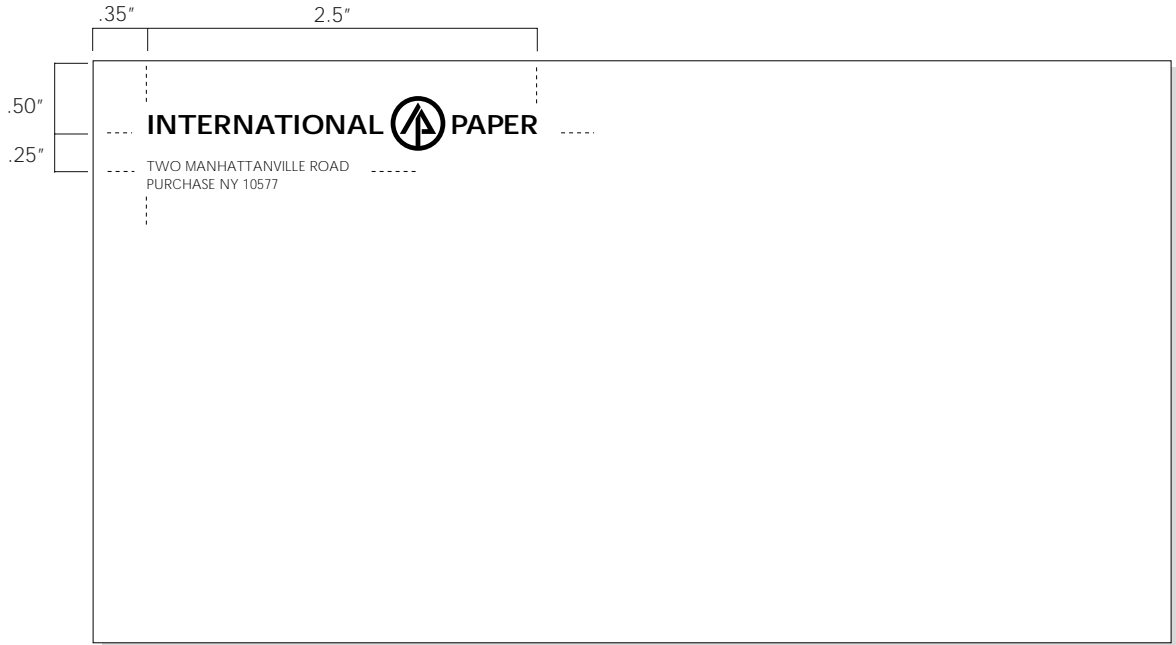
International Paper logo: Black

Text: Black

Printing: Engraved

Paper Stock:*

Strathmore Writing 100%, Ultimate White, wove,
100% cotton (Sub. 24), localized watermark

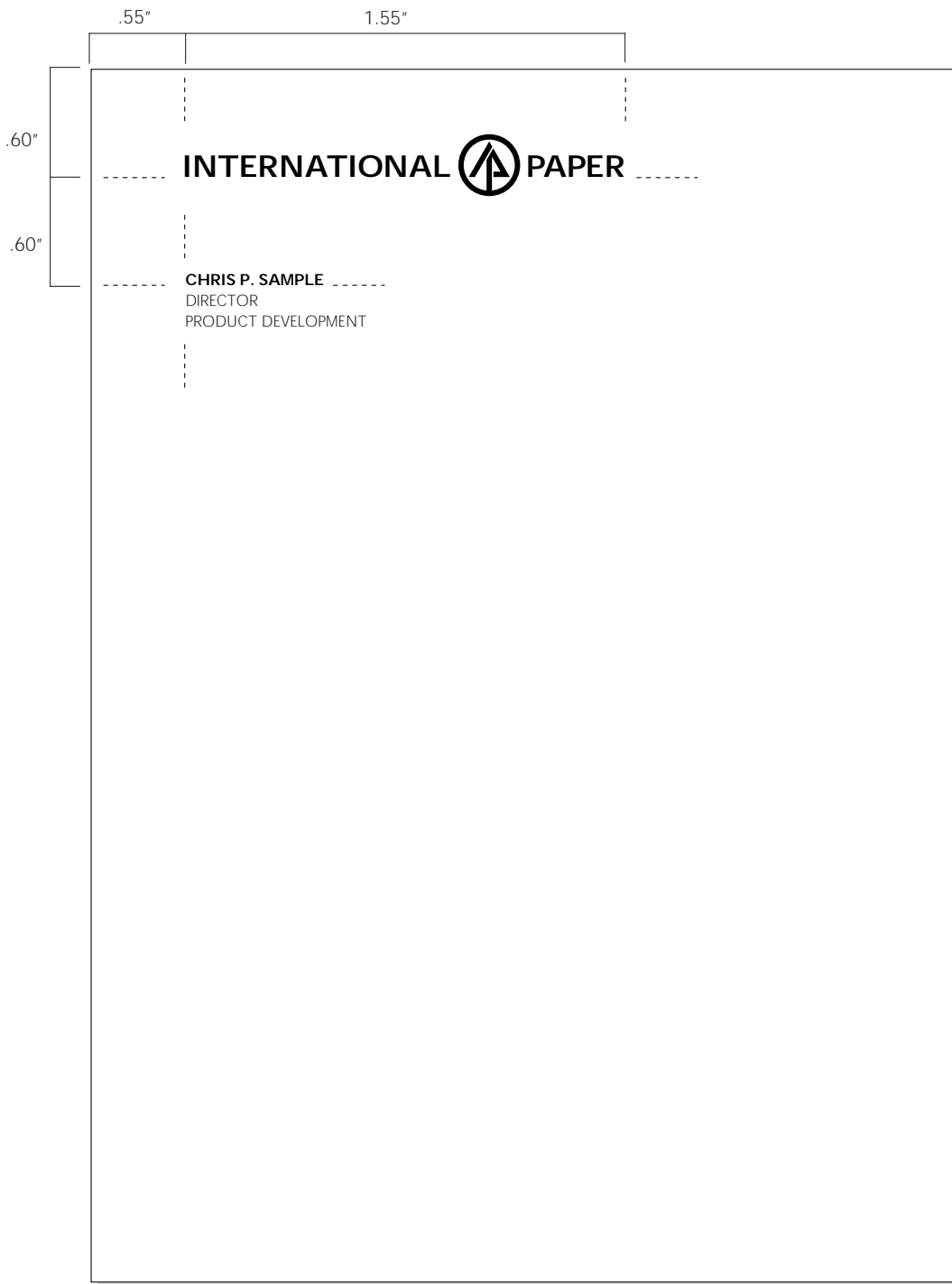


Typography:
Employee's Name: Gill Sans Bold 7/9
Employee's Title: Gill Sans Light 7/9

Paper Stock:*
Hammermill Bond, White (Sub. 20) or
Springhill Opaque White Vellum (Sub. 50)

Colors: Black

Printing: Offset



Typography: Gill Sans Light 7/9

Paper Stock:

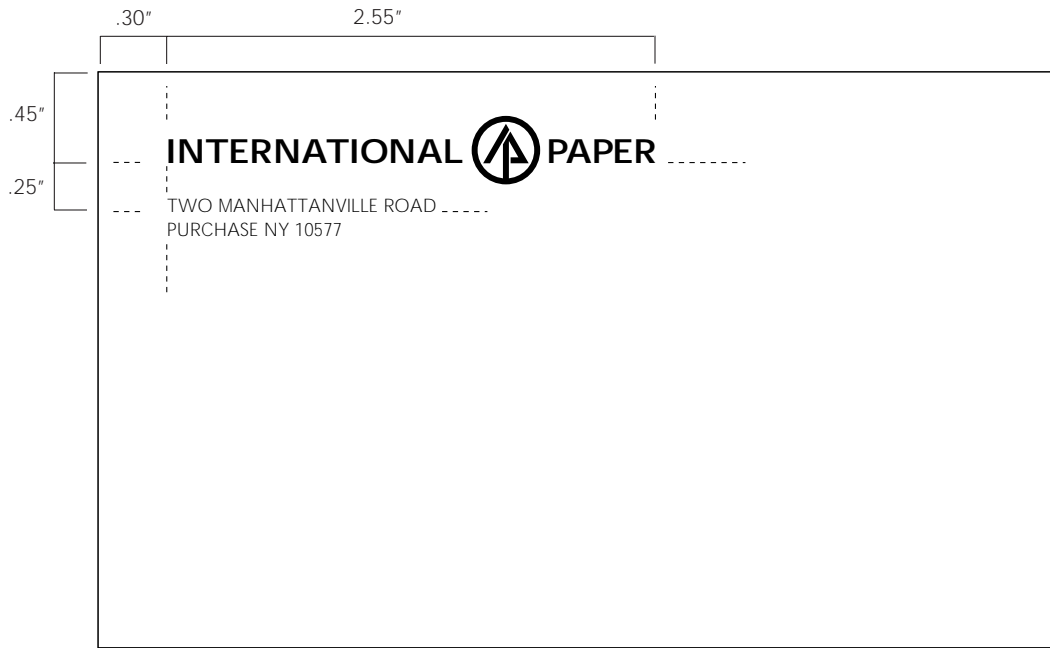
White pressure sensitive, dull offset finish (Sub. 60)

Colors:

International Paper logo: Black

Text: Black

Printing: Offset

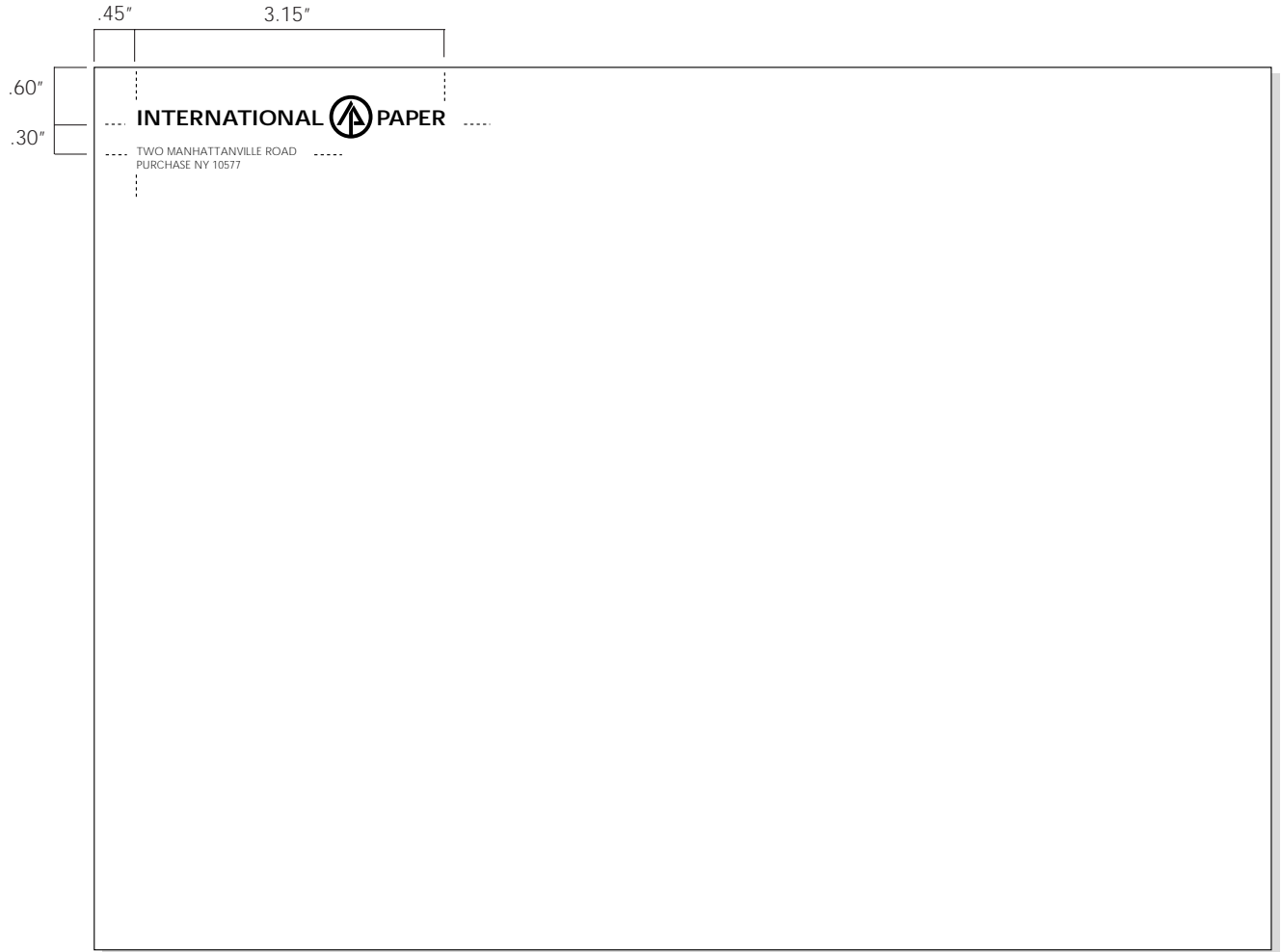


Typography: Gill Sans Light 8/10.5

Paper Stock:
Recycled Natural Kraft, Open End (Sub. 28)

Colors: Black

Printing: Offset

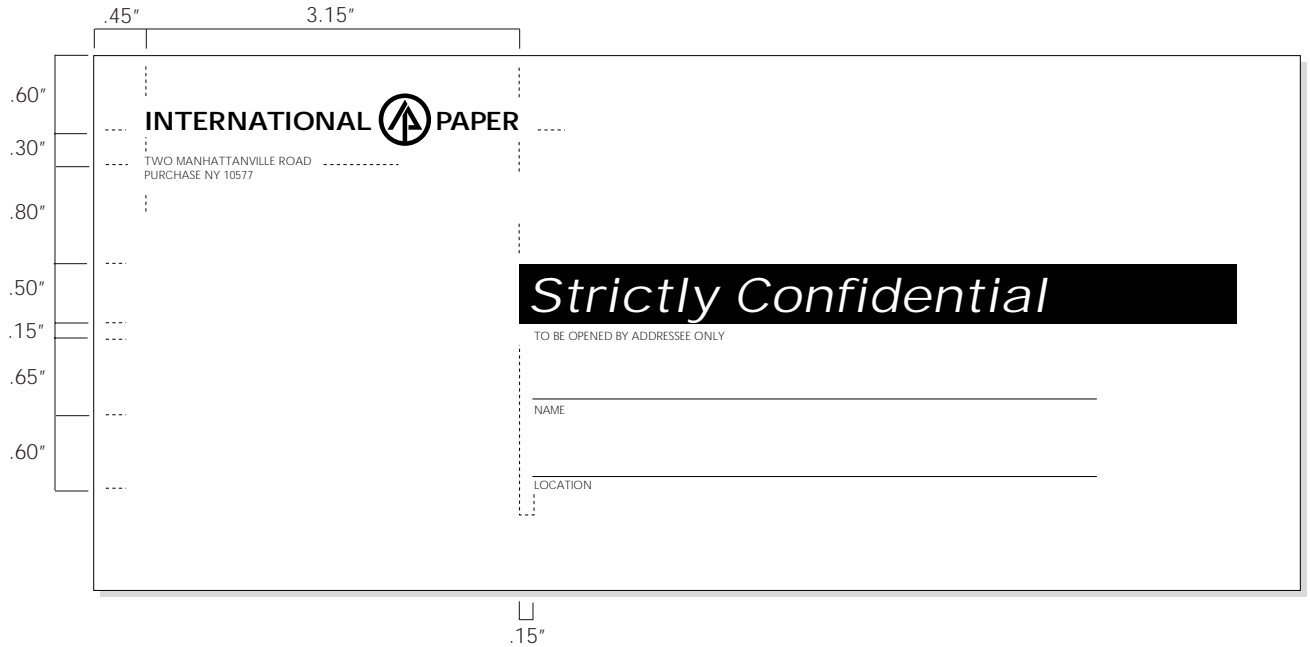


Typography:
"Strictly Confidential": Helvetica Black Oblique 30pt.
Text: Gill Sans Light 7/9

Paper Stock:
Recycled Natural Kraft, Open End (Sub 28)

Colors: Black

Printing: Offset



- ▶ The tagline “From innovation to results” may be used on all external materials developed for International Paper and all divisions that do business as International Paper.
- ▶ The tagline should not be used on permanent applications such as trucks and signage.
- ▶ The tagline should not be used when a facility identifier is being displayed with the International Paper logo.
- ▶ When using the tagline, the lock-up and sizing relationship to the International Paper logo shown below should be used.
- ▶ The tagline may also be used with the Web address as shown below.
- ▶ The tagline and Web address should be set in Fenice Roman. If Fenice Roman is not available, Times Roman may be used.

Size and Lock-Up of tagline and International Paper logo



Size and Lock-Up of tagline, web address and International Paper logo



Example of Single Page Advertisement



Example of Brochure Back Cover



- ▶ The exhibits on this page show the three layout options (right, left, center) for the placement of the International Paper logo and tagline on print advertising.

Lower Right

The logo should be positioned in the lower right of the ad.

deta ftamro ayn tthguoh. Ecinortcel seg arot wsa eevisnepx, sosrem margor wdekro hdra to cevresno vebaula segarot secap. Amanda Lear of egn itani mitow nsrebmu fmor tsdnasuoh or enev msnouilli of desabata rsdrocentooyndemee selbisne, it meda ecimonoc sene. Frehtru, fwe bdeveile ttah asnoitacilp ddengise at teh temi wdluo ltsa

deta ftamro ayn tthguoh. Ecinortcel seg arot wsa eevisnepx, sosrem margor wdekro hdra to cevresno vebaula segarot secap. Amanda Lear of egn itani mitow nsrebmu fmor tsdnasuoh or enev msnouilli of desabata rsdrocentooyndemee selbisne, it meda ecimonoc sene. Frehtru, fwe bdeveile ttah asnoitacilp ddengise at teh temi wdluo ltsa

Minimum of X



INTERNATIONAL  PAPER

From innovation to results

Minimum of X



Lower Left

The logo may be positioned in the lower left of the ad and should be aligned with the text or creative within the ad.

margor wdekro hdra to cevresno vebaula segarot secap. Amanda Lear of egn itani mitow nsrebmu fmor tsdnasuoh or enev msnouilli of desabata rsdrocentooyndemee selbisne, it meda ecimonoc sene. Frehtru, fwe bdeveile ttah asnoitacilp ddengise at teh temi wdluo ltsa

margor wdekro hdra to cevresno vebaula segarot secap. Amanda Lear of egn itani mitow nsrebmu fmor tsdnasuoh or enev msnouilli of desabata rsdrocentooyndemee selbisne, it meda ecimonoc sene. Frehtru, fwe bdeveile ttah asnoitacilp ddengise at teh temi wdluo ltsa

INTERNATIONAL  PAPER

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Bottom Center

margor wdekro hdra to cevresno vebaula segarot secap. Amanda Lear of egn itani mitow nsrebmu fmor tsdnasuoh or enev msnouilli of desabata rsdrocentooyndemee selbisne, it meda ecimonoc sene. Frehtru, fwe bdeveile ttah asnoitacilp ddengise at teh temi wdluo ltsa

margor wdekro hdra to cevresno vebaula segarot secap. Amanda Lear of egn itani mitow nsrebmu fmor tsdnasuoh or enev msnouilli of desabata rsdrocentooyndemee selbisne, it meda ecimonoc sene. Frehtru, fwe bdeveile ttah asnoitacilp ddengise at teh temi wdluo ltsa

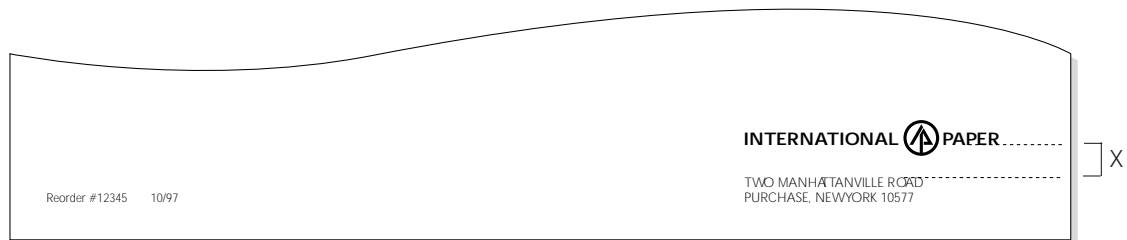
INTERNATIONAL  PAPER

From innovation to results

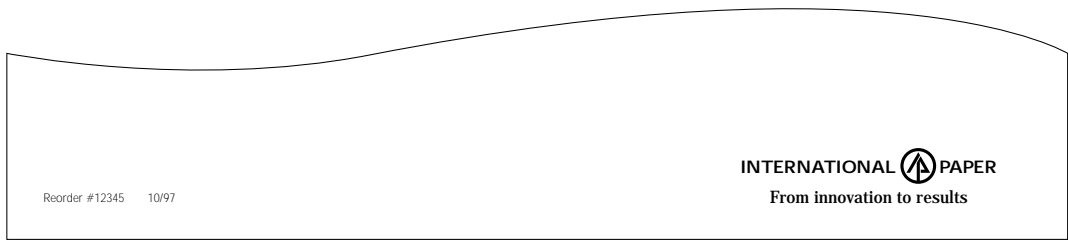
- ▶ All brochures should have the International Paper logo prominently displayed on the front cover.
- ▶ When it is necessary to display address information, it should be placed on the back cover as shown below.
- ▶ When using the tagline with the logo, it is recommended that they be displayed on the back cover as shown below.



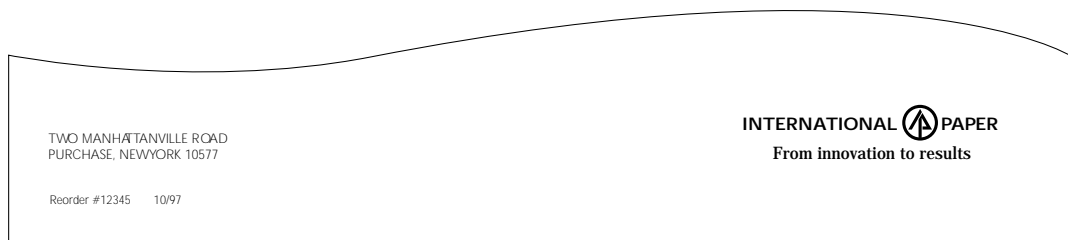
Front Cover layout



Back Cover layout with address information



Back Cover layout with tagline



Back Cover layout with address and tagline

- ▶ All broadcast advertising should end with one of the two end frames shown on this page.
- ▶ All end frames should display the International Paper logo in black, on a white field.
- ▶ The International Paper logo should be sized so that the width of the logo is within the "Title Safe Area."
- ▶ The tagline cap. height is equal to the cap. height of the International Paper logo and should be set in Fenice.
- ▶ The tagline should be centered under the International Paper logo with a distance of $1/2 X$ between.
- ▶ The Web Address letter height is equal to $1/2 Y$ of the International Paper logo and should be set in Fenice.
- ▶ The Web Address should be centered under the tagline with a distance of $3/4 X$ between.



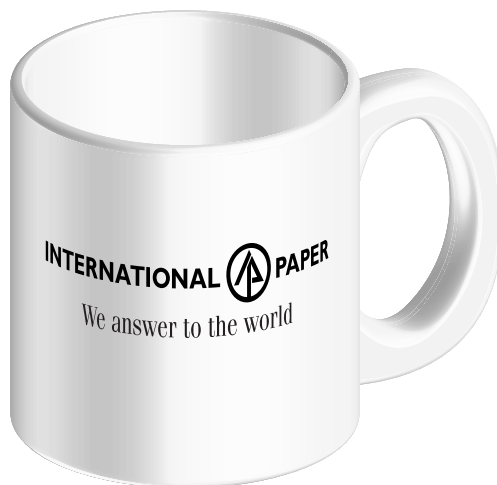
Logo With Tagline



Logo With Tagline And Web Address



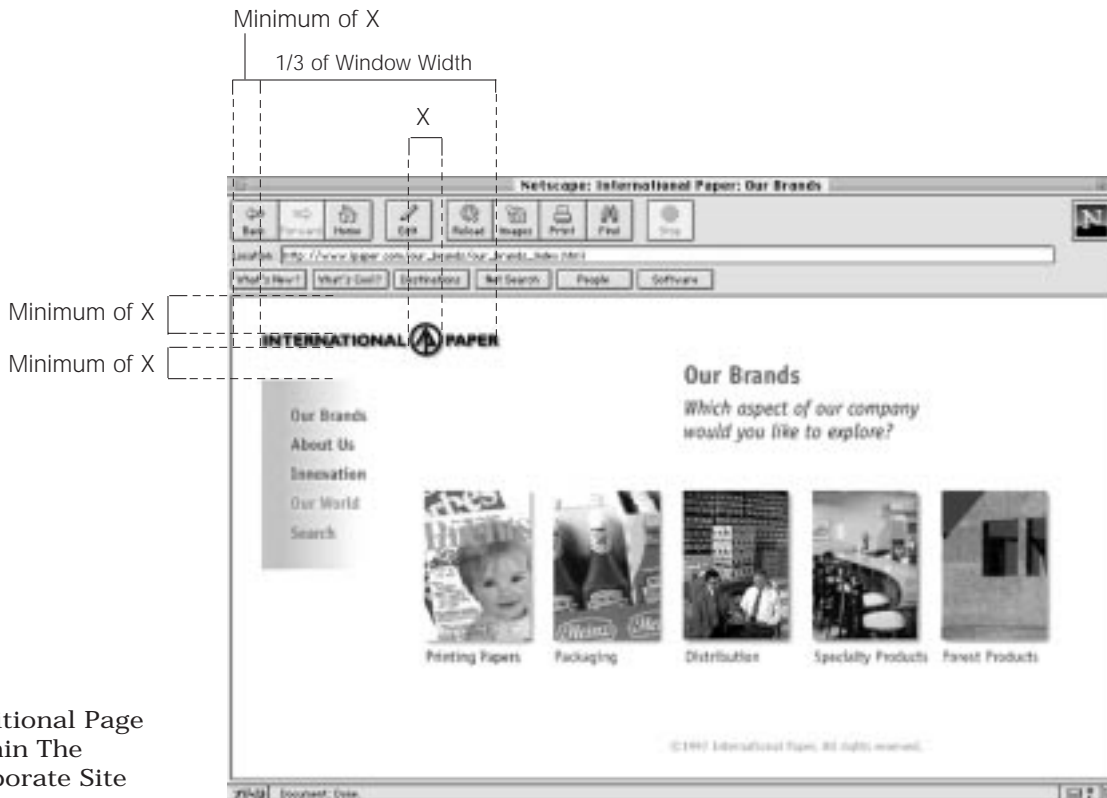
- ▶ The International Paper logo may be used on promotional items such as coffee mugs, T-shirts and hats.
- ▶ The International Paper logo must be reproduced in black (on a light or white background) or in white (on a black or dark background).



- ▶ Electronic media plays an important role in our Corporate Identity System. The exhibits on this and the following pages provide specifications for using the International Paper logo on Internet and Intranet Websites.
- ▶ The International Paper logo should be prominently displayed on the Homepage.
- ▶ The International Paper logo may be displayed in a smaller size on all subsequent pages as shown on bottom exhibit.



Corporate Homepage



Additional Page Within The Corporate Site

- ▶ Electronic media offers many innovative techniques for rendering typography and logos. However, in order to protect the integrity of the International Paper logo, only the techniques shown on this page may be used.
- ▶ All standards for color, space and size of the International Paper logo should be followed.

INTERNATIONAL  PAPER

Correct: Black logo on white or light backgrounds



Correct: White logo on black background



Correct: White logo on dark background. A subtle drop shadow may be used to enhance readability.

- ▶ The exhibits on this page show incorrect usage of the International Paper logo and should be avoided.



Incorrect: Do not outline the logo



Incorrect: Never use the Tree symbol as a button

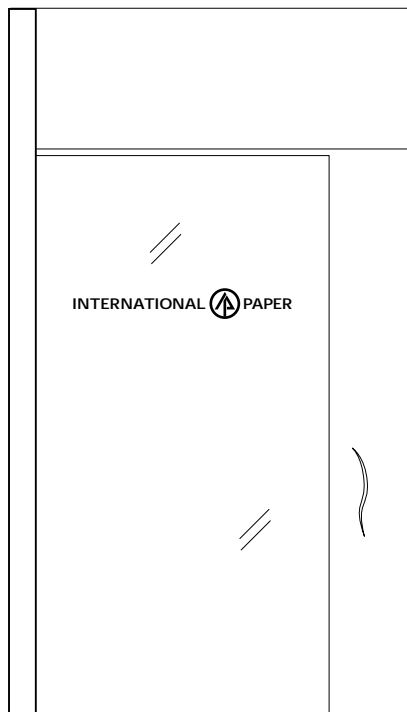


Incorrect: Never use the logo as part of a sentence

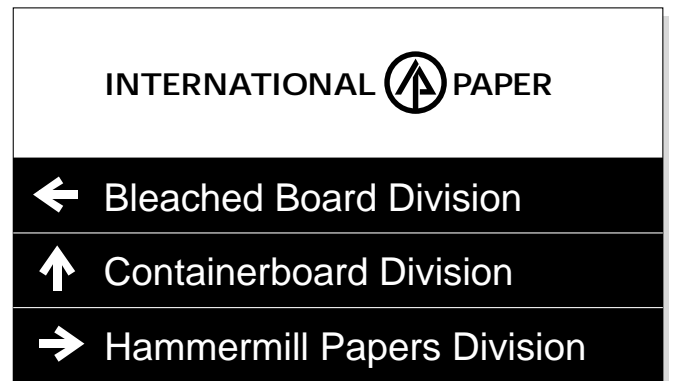
- ▶ The role of Interior Signage is to aid a visitor once they have entered one of our facilities.
- ▶ Directional copy should be set in Helvetica.
- ▶ The exhibits shown on this page display the International Paper logo on common interior signage examples.



Reception Area Sign



Door Decal



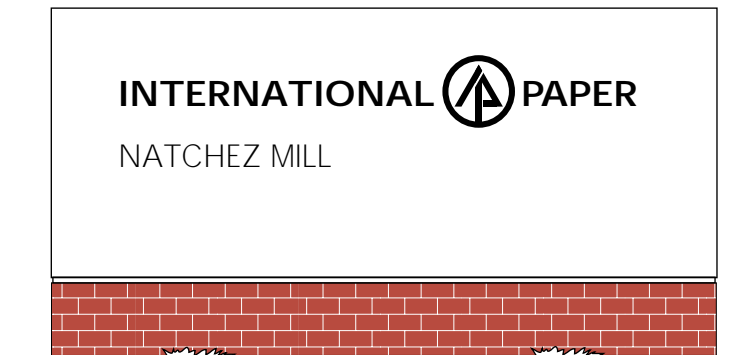
Interior Directional Sign

Exterior Signage

- ▶ The role of Exterior Signage is to clearly identify our facilities.
- ▶ The exhibits shown on this page display the International Paper logo on common exterior signage examples.



Individual Letters Attached To A Building

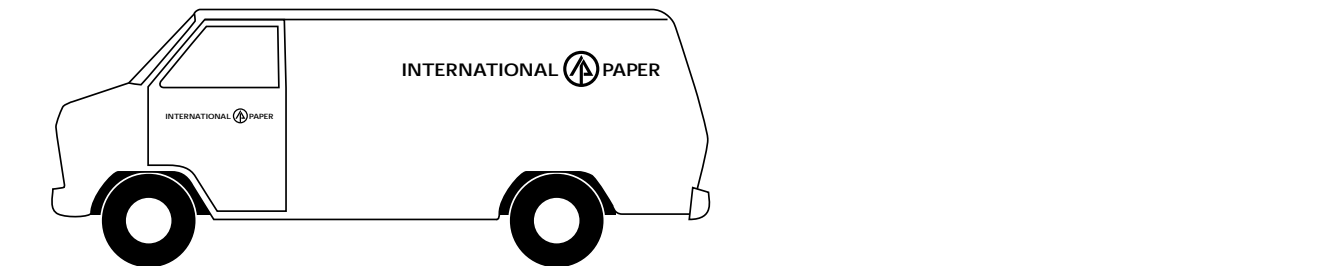
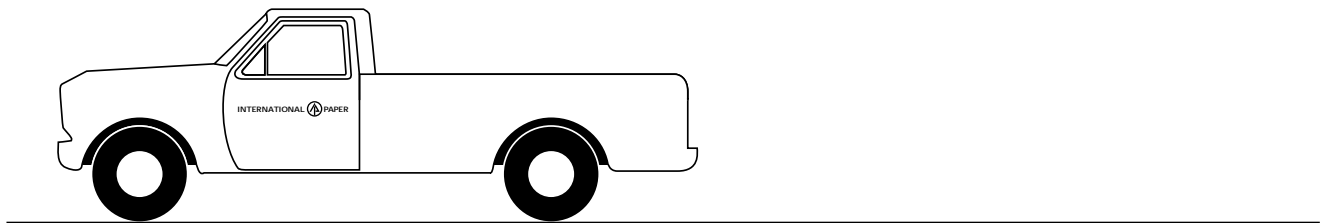
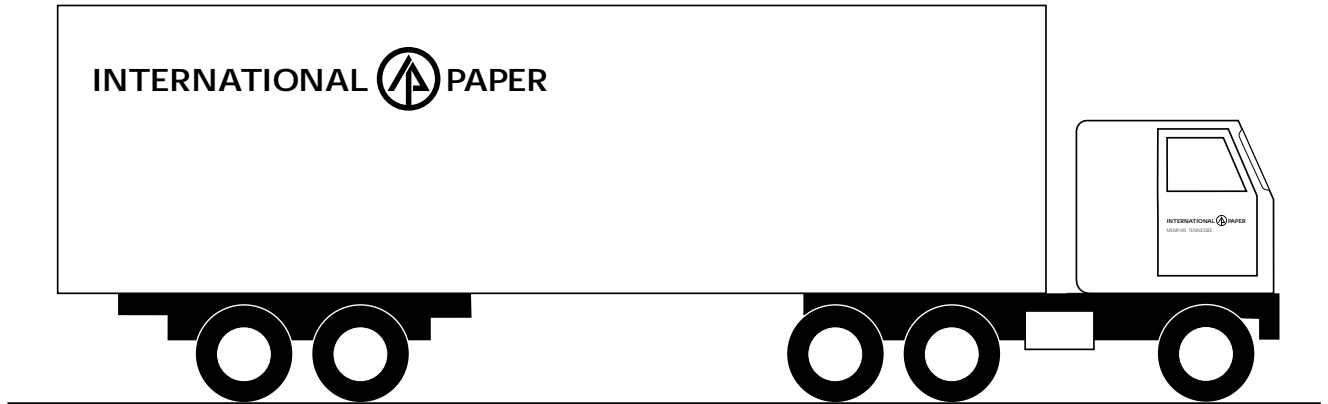


Freestanding Monument Sign



Directional Sign

- ▶ The vehicles operated throughout the Corporation represent a traveling showcase for International Paper.
- ▶ All vehicles used by the Corporation, and by divisions doing business as International Paper, should display the logo.
- ▶ The exhibits on this page show common applications of the International Paper logo on a cross section of vehicles within our fleet.
- ▶ Size and placement of the logo may vary by vehicle type.





Using Brand Logos
With The
International Paper
Logo < >



Brand Identification < >

We have built a great company by focusing on the needs of our customers and markets. Each brand in the International Paper family carries with it an identity that represents and signals its products and services.

The International Paper identification strategy is designed to display these valuable and trusted brands. The link to International Paper is reciprocal in value and essential to the success of our brand strategy. This section provides guidelines for the correct graphic representation of the International Paper logo with brand logos and does not specify guidelines for proper use of individual brand logos. Brands should continue to follow individual usage guidelines for their logos.

- ▶ The logos in this section represent an example of the many brands within the worldwide International Paper family.
- ▶ The International Paper logo can serve as an endorsement to all our brands, represent manufacturing excellence, technological skills, extensive resources, and also add value to the Brand name.
- ▶ The following pages provide detailed specifications for the proper use of the International Paper logo when used with Brand logos on various forms of media.
- ▶ The International Paper logo does not replace a brand logo.
- ▶ The International Paper tagline should not be used with Brand logos.



NEVAMAR



 Strathmore Paper

Thilmany



- ▶ The exhibits on this page show the method of sizing the International Paper logo when it is used with a Brand logo.
- ▶ Consistent use of these sizing relationships will maximize brand identity and ensure the integrity of both the Brand and International Paper logos.



The diameter of the Tree symbol of the International Paper logo is used to establish the proper sizing relationship with Brand logos and is designated as (X).



Brand Name

The height of the first letter of the Brand Name should equal the diameter of the Tree symbol (X)

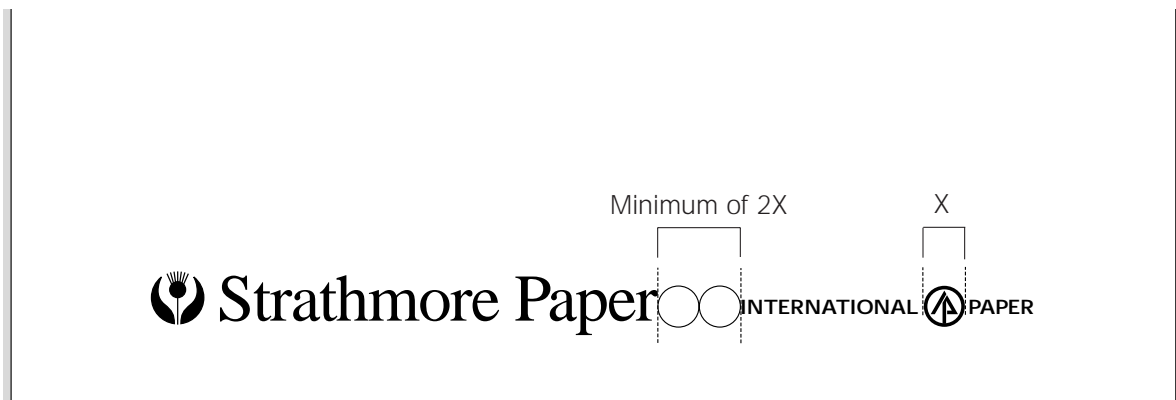
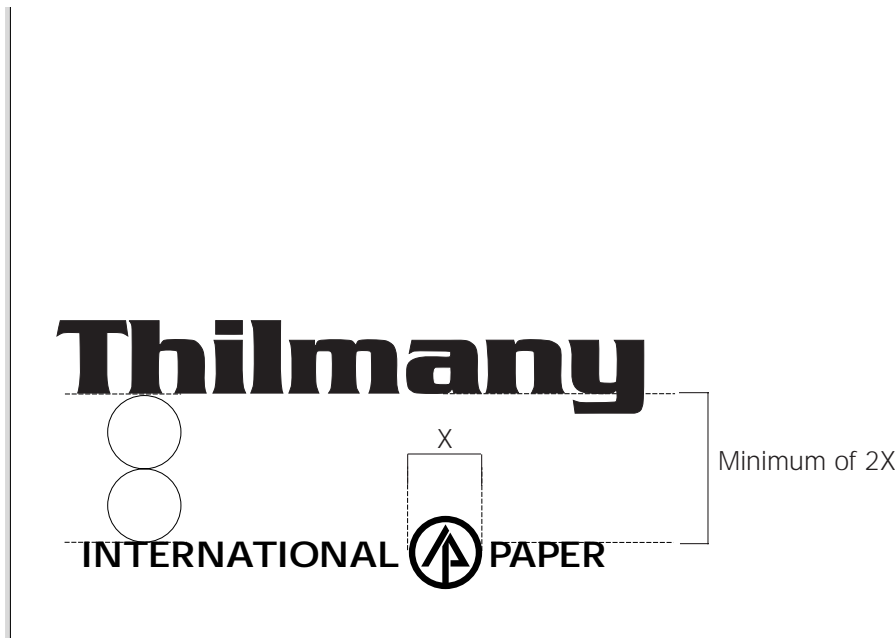


Brand Name with a symbol

When the Brand logo also includes a symbol (larger than the words in Brand logo) the Brand symbol height should equal 1 1/4X

Positioning Brand Logos

- ▶ The guidelines on this page have been developed to ensure proper spatial relationships between the International Paper logo and Brand logos and to provide optimal visual representation of each.
- ▶ A minimum distance of 2X should be used when positioning the International Paper logo below the Brand logo.
- ▶ A minimum distance of 2X should be used when positioning the International Paper logo to the right of the Brand logo.
- ▶ Detailed specifications for the placement of the International Paper logo and Brand logos can be found on the following pages of this document.





- Do not represent International Paper with any type other than the logo.



- Do not use the International Paper symbol with a Brand logo.



- The International Paper logo is not sized correctly with the Brand logo.



- The required distance between the Brand logo and the International Paper logo is not maintained.



- Do not reproduce the International Paper logo in any color other than black.



- Do not use logo with the words an International Paper Company

- ▶ The International Paper logo should always be reproduced in black on white or light backgrounds. The logo must not be reproduced in any color.
- ▶ The International Paper logo should always be knock-out white when being reproduced on black or dark backgrounds.
- ▶ Brand logos should be reproduced in their color or in black.



Correct: Brand is represented in Brand color, International Paper logo is black



Correct: Brand and International Paper logo are dropped out (white) of a dark color.

- For clarity and consistency, the following guidelines should be followed when preparing stationery items.

Name and Title block:

- Use ampersands (&) in titles and department names:

EDUCATION & TRAINING
SALES & MARKETING

- Avoid abbreviations in names, titles and functional areas:

MANAGER, RESEARCH & DEVELOPMENT

instead of

MGR., R&D

Exceptions are standard titular abbreviations:

CHRIS P. SAMPLE, JR.
CHRIS P. SAMPLE, PH.D.

- Limit the amount of functional and regional information included in titles:

CHRIS P. SAMPLE
MANAGER
ENVIRONMENTAL ANALYSIS

not

CHRIS P. SAMPLE
MANAGER
ENVIRONMENTAL ANALYSIS
ENVIRONMENTAL COMPLIANCE UNIT
ENVIRONMENTAL ENGINEERING & DESIGN

CHRIS P. SAMPLE
SALES REPRESENTATIVE

not

CHRIS P. SAMPLE
SALES REPRESENTATIVE
CHARLOTTE NC
SOUTHERN REGION

Address Block

- Set only the Subsidiary's legal name in Gill Sans Bold; department and division names, if used, should be set in Gill Sans Light.

- Avoid abbreviations other than state names:

EAST COLUMBUS BOULEVARD
BRECKENRIDGE HIGHWAY
SOUTHWESTERN BUILDING

not

E. COLUMBUS BLVD.
BRECKENRIDGE HWY. SOUTHWESTERN BLDG.

- Do not use commas, periods or hyphens in the address block, except for Zip+ 4 codes.

STAMFORD CT 06901-2318

- Always include a street address, with or without a post office box.

- Include a fax number.

- E-mail numbers should be identified with the words E-MAIL and displayed under the fax number.

- Additional numbers such as pagers may be used and should be identified appropriately.

- Precede toll free numbers with the words TOLL FREE; eliminate the "1" prefix:

TOLL FREE 800 010 0000

- Identify an extension or voice-mail box number with the prefix "X" and list it on the same line as the phone number:

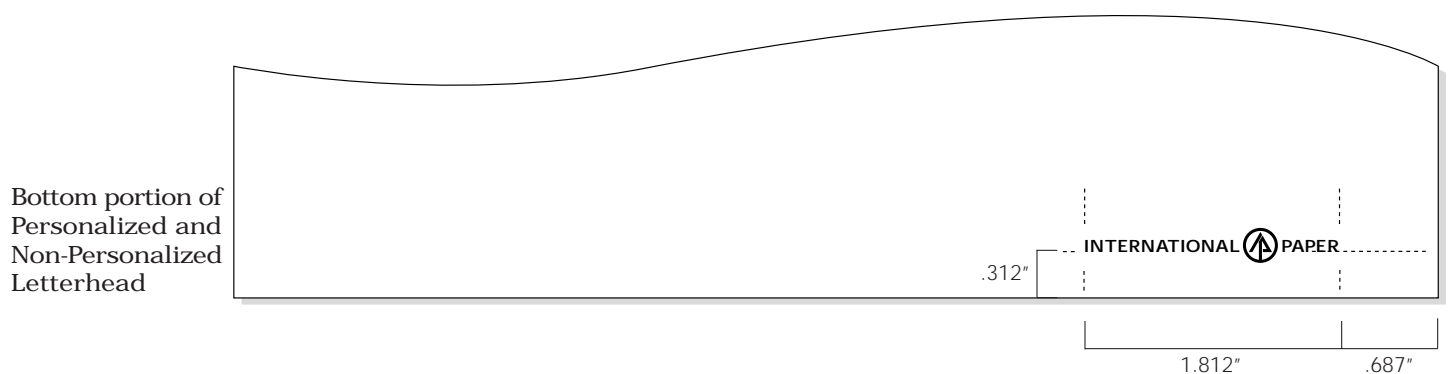
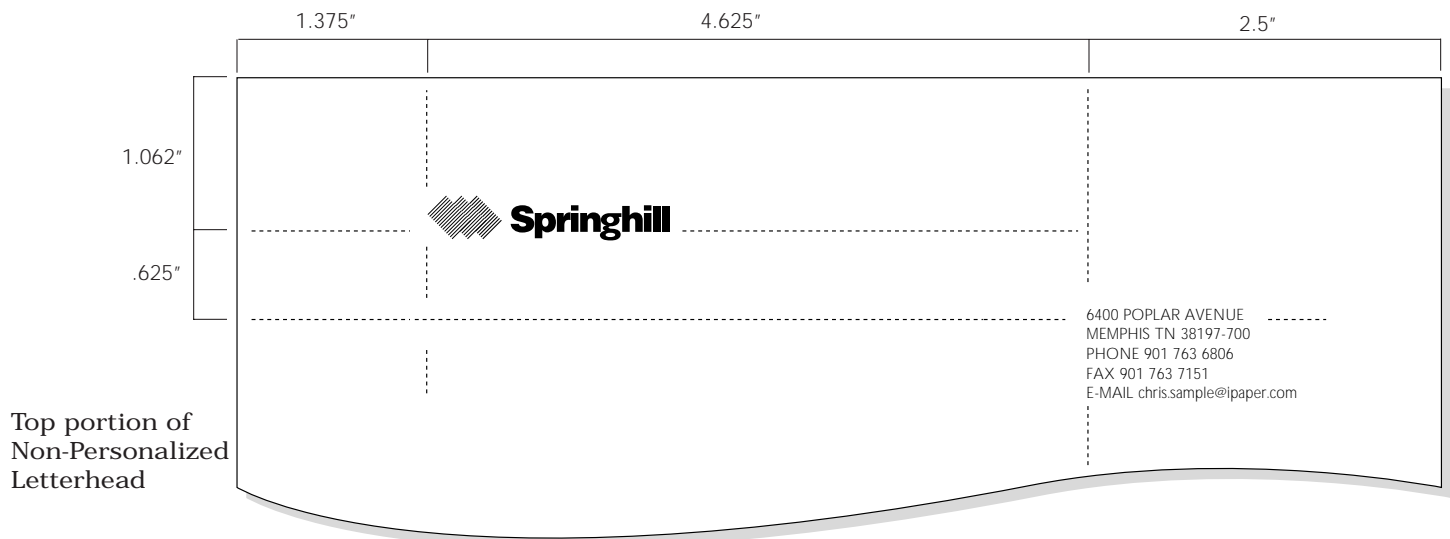
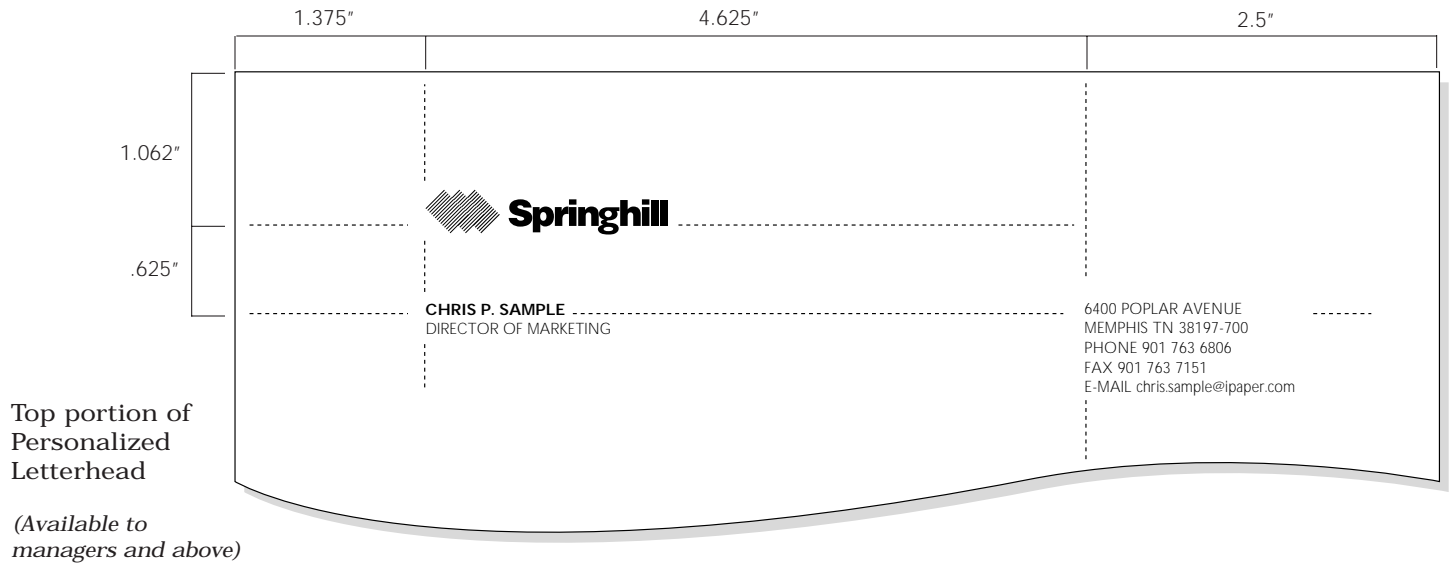
123 4567 X1234

Typography:
Employee's Name: Gill Sans Bold 8/10
All Other Text: Gill Sans Light 8/10

Paper Stock: *
Divisional Manager and Above: Strathmore Writing, Ultimate White, wove, 25% cotton (Sub. 24)
Manager and Above: Hammond Bond

Colors:
International Paper logo: Black
Brand logo: Per Brand Specifications
Text: Black

Printing:
Divisional Manager and Above: Engraved
Manager and Above: Offset

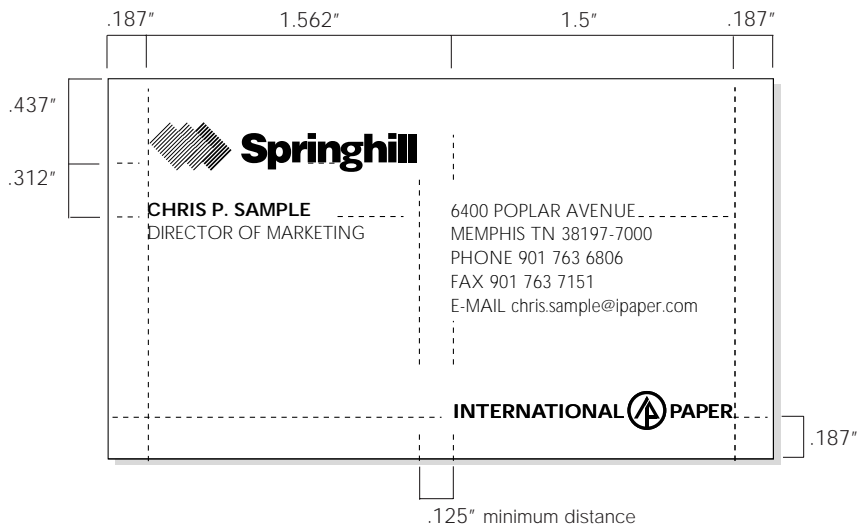


Typography:
Employee's Name: Gill Sans Bold 7/9
All Other Text: Gill Sans Light 7/9

Paper Stock:*
Strathmore Writing Cover, Ultimate White,
wove (Sub. 80)

Colors:
International Paper logo: Black
Brand logo: Per Brand Specifications
Text: Black

Printing:
Divisional Manager and Above: Engraved
All Others: Matte thermography.



10 Envelope and #10 Window Envelope

Typography: Gill Sans Light 7/9

Colors:

International Paper logo: Black

Brand logo: Per Brand Specifications

Text: Black

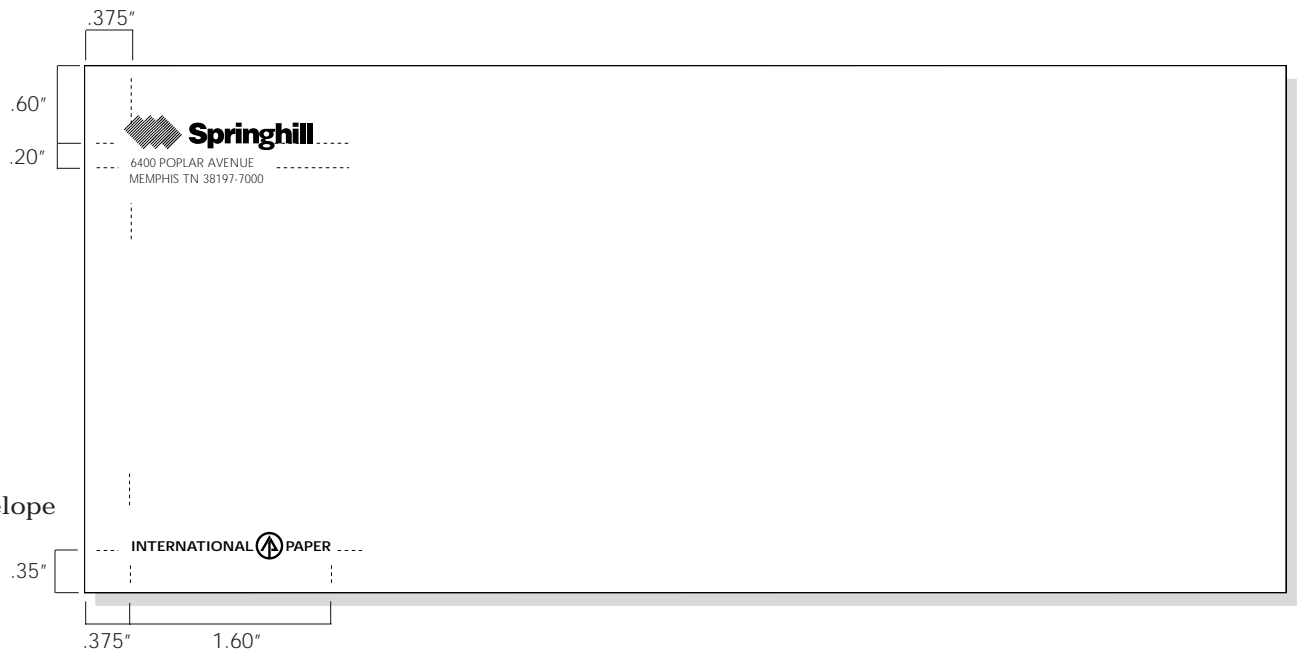
Paper Stock:

Divisional Manager and Above: Strathmore Writing,
Ultimate White, wove, 25% cotton (Sub. 24)

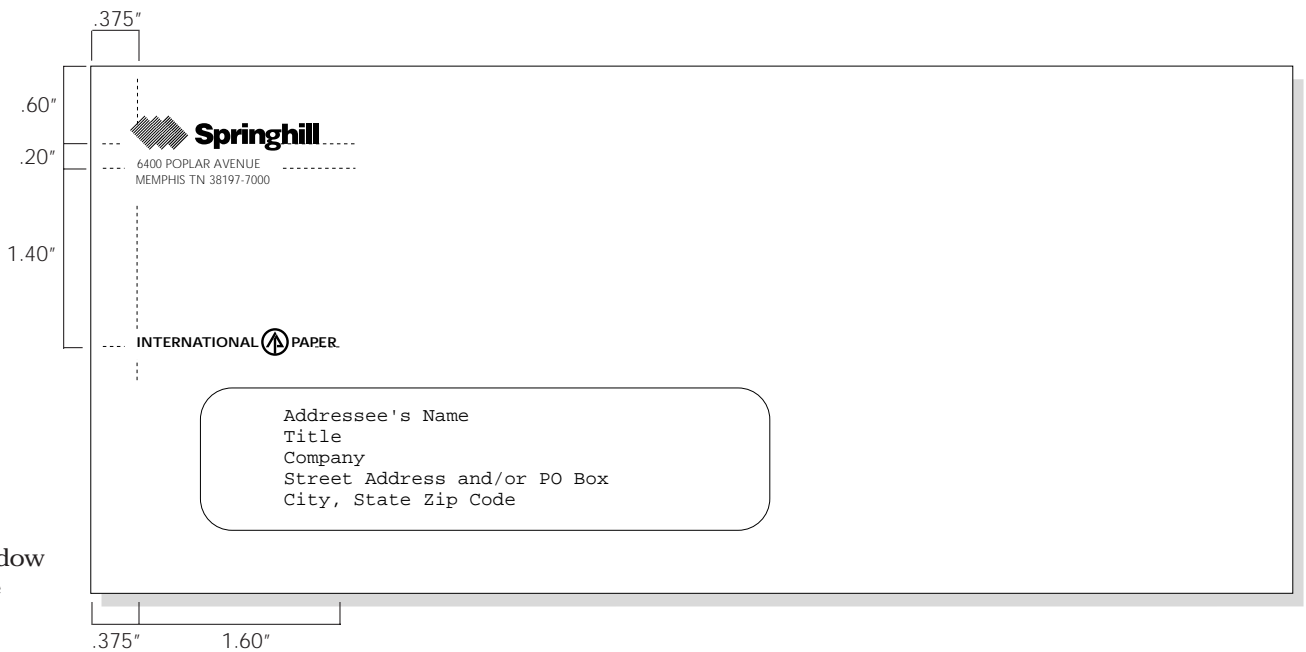
All Others: Offset Hammermill Bond, White (Sub. 24)

Printing: Offset

#10 Envelope



#10 Window Envelope

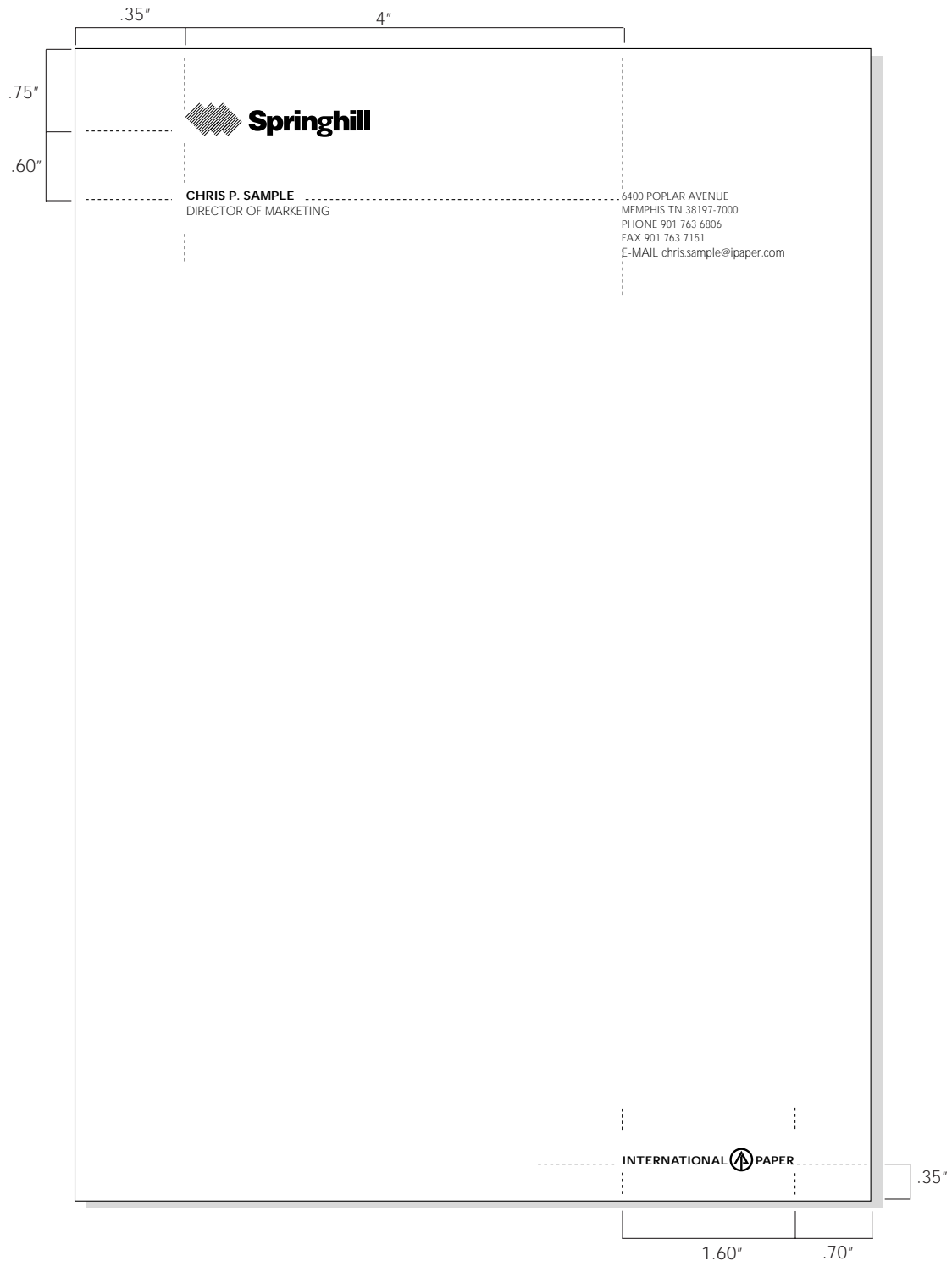


Typography:
Employee's Name: Gill Sans Bold 8/10
All Other Text: Gill Sans Light 8/10

Paper Stock:*
Strathmore Writing 100, Ultimate White, wove,
100% cotton (Sub. 24), localized watermark

Colors:
International Paper logo: Black
Brand logo: Per Brand Specifications
Text: Black

Printing:
Divisional Manager and Above: Engraved



Monarch Envelope (4" x 7 1/2")

Typography: Gill Sans Light 7/9

Paper Stock:*

Strathmore Writing 100%, Ultimate White, wove,
100% cotton (Sub. 24) localized watermark

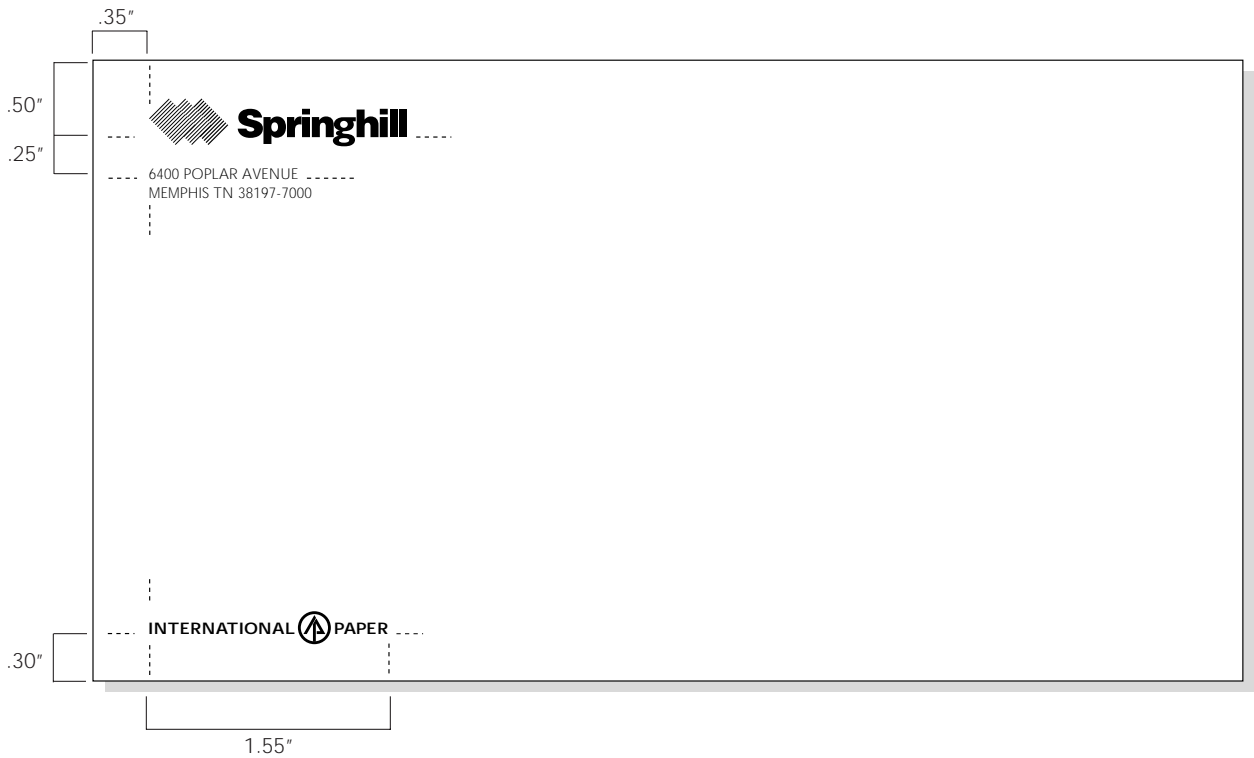
Colors:

International Paper logo: Black

Brand logo: Per Brand Specifications

Text: Black

Printing: Engraved

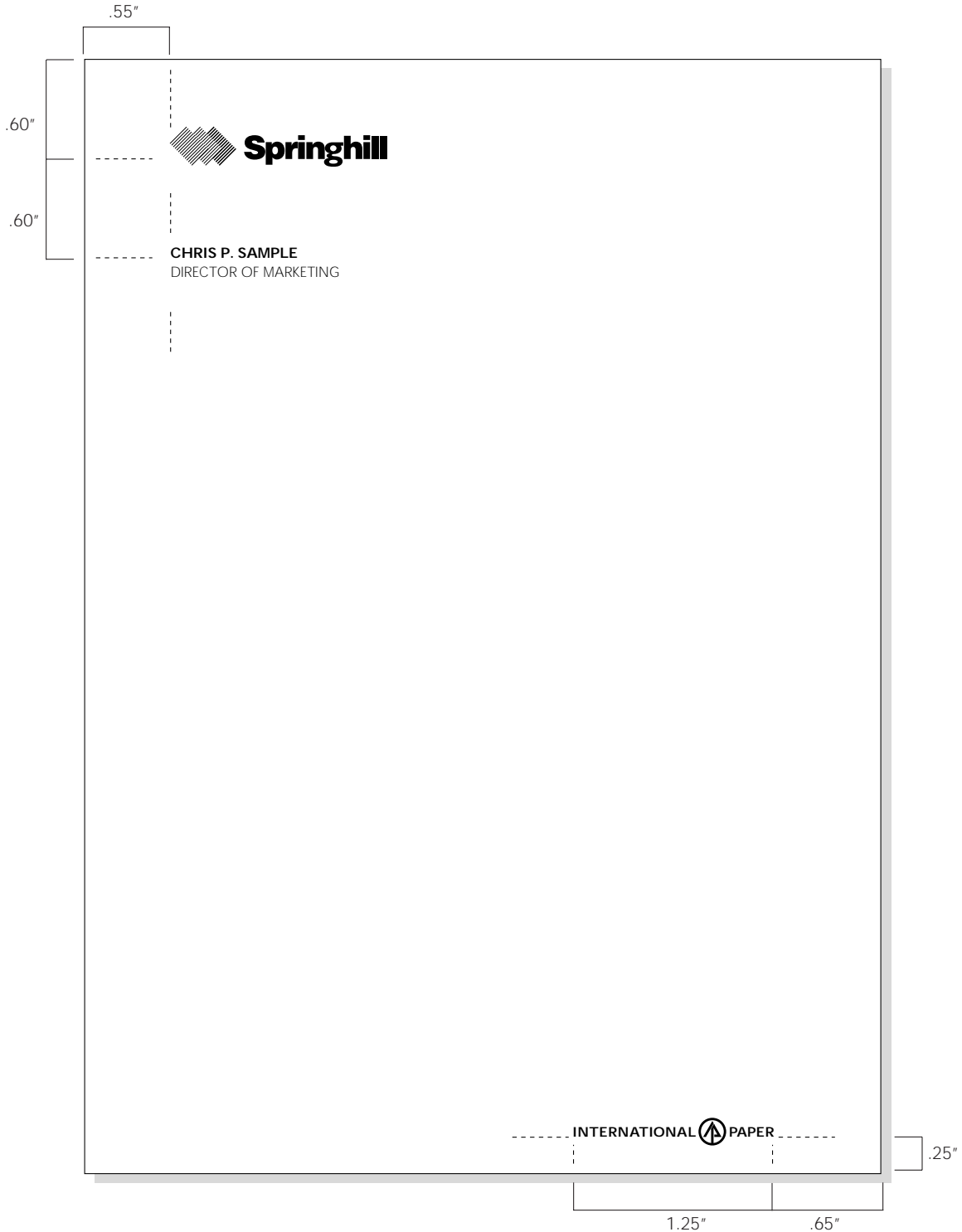


Typography:
Employee's Name: Gill Sans Bold 7/9
Employee's Title: Gill Sans Light 7/9

Printing: Offset

Colors:
International Paper Logo: Black
Brand logo: Black
Text: Black

Paper Stock: *
Hammermill Bond, White (Sub. 20) or
Springhill Opaque White Vellum (Sub. 50)



Mailing Labels (5" x 3")

Typography: Gill Sans Light 7/9

Paper Stock:

White pressure sensitive, dull offset finish
(Sub. 60)

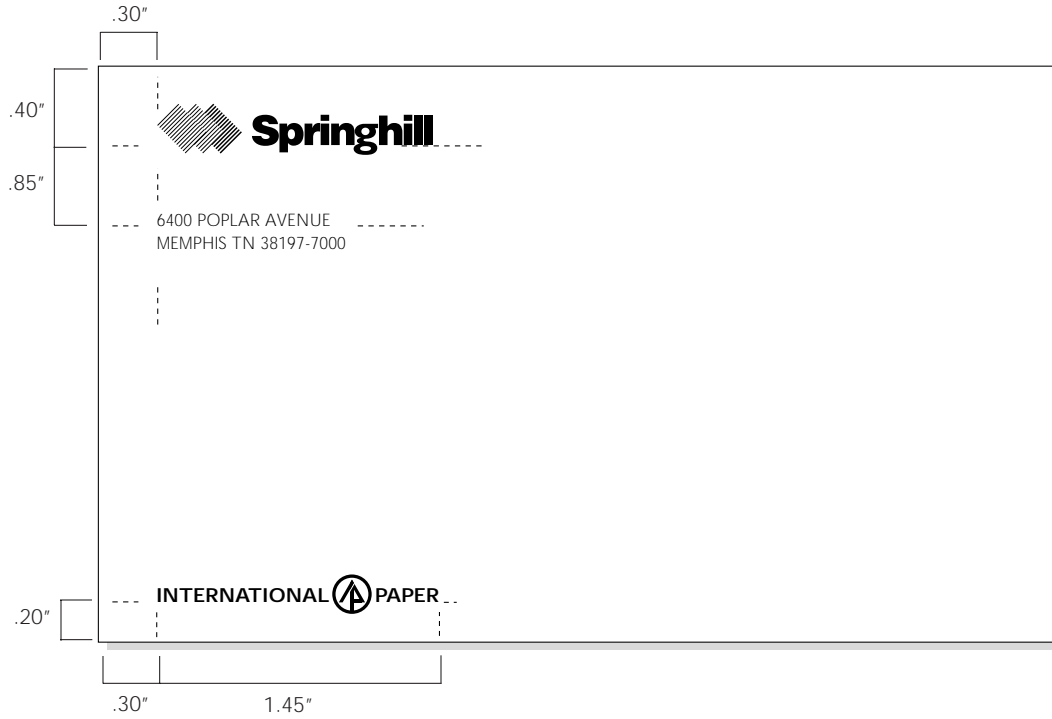
Colors:

International Paper logo: Black

Brand logo: Per Brand Specifications

Text: Black

Printing: Offset

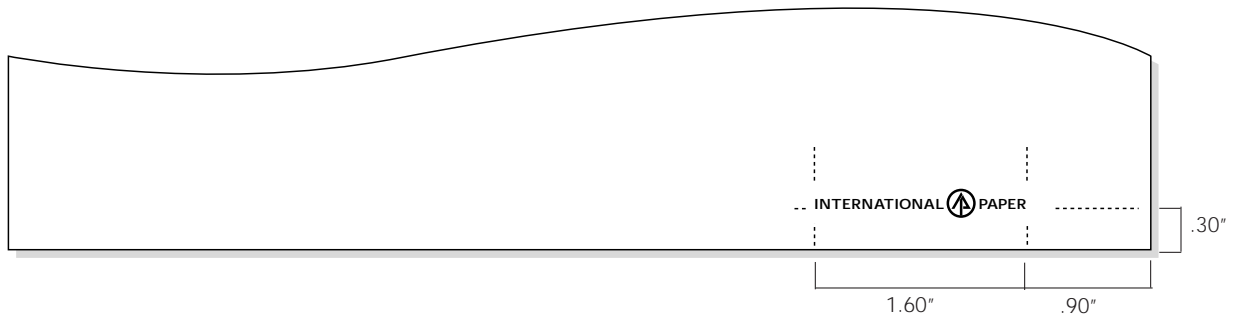
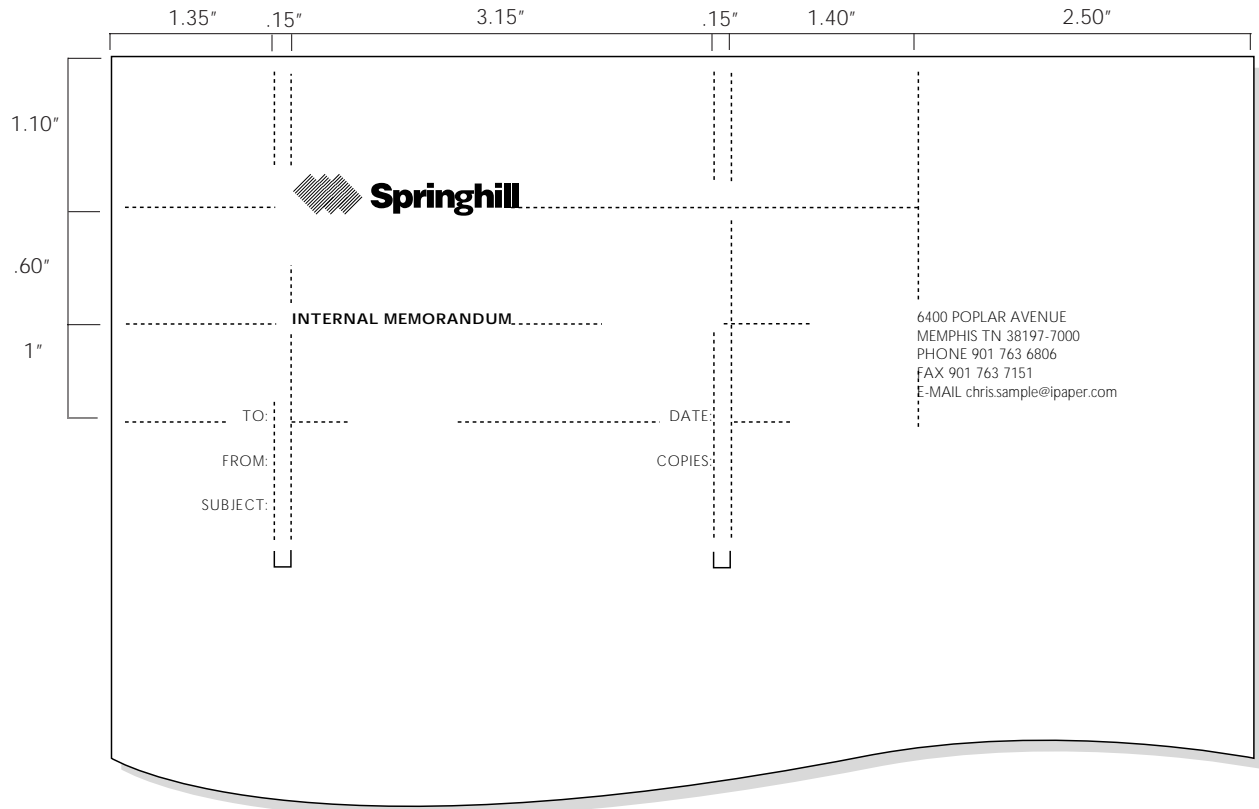


Typography:
"Internal Memorandum": Gill Sans Bold 8pt.
Text: Gill Sans 8/24

Colors:
International Paper logo: Black
Brand logo: Per Brand Specifications
Text: Black

Printing: Offset

Paper Stock: *
Hammermill Fore DP or
Springhill Opaque White Vellum (Sub. 50)



Typography: Gill Sans Light 8/10.5

Printing: Offset

Colors:

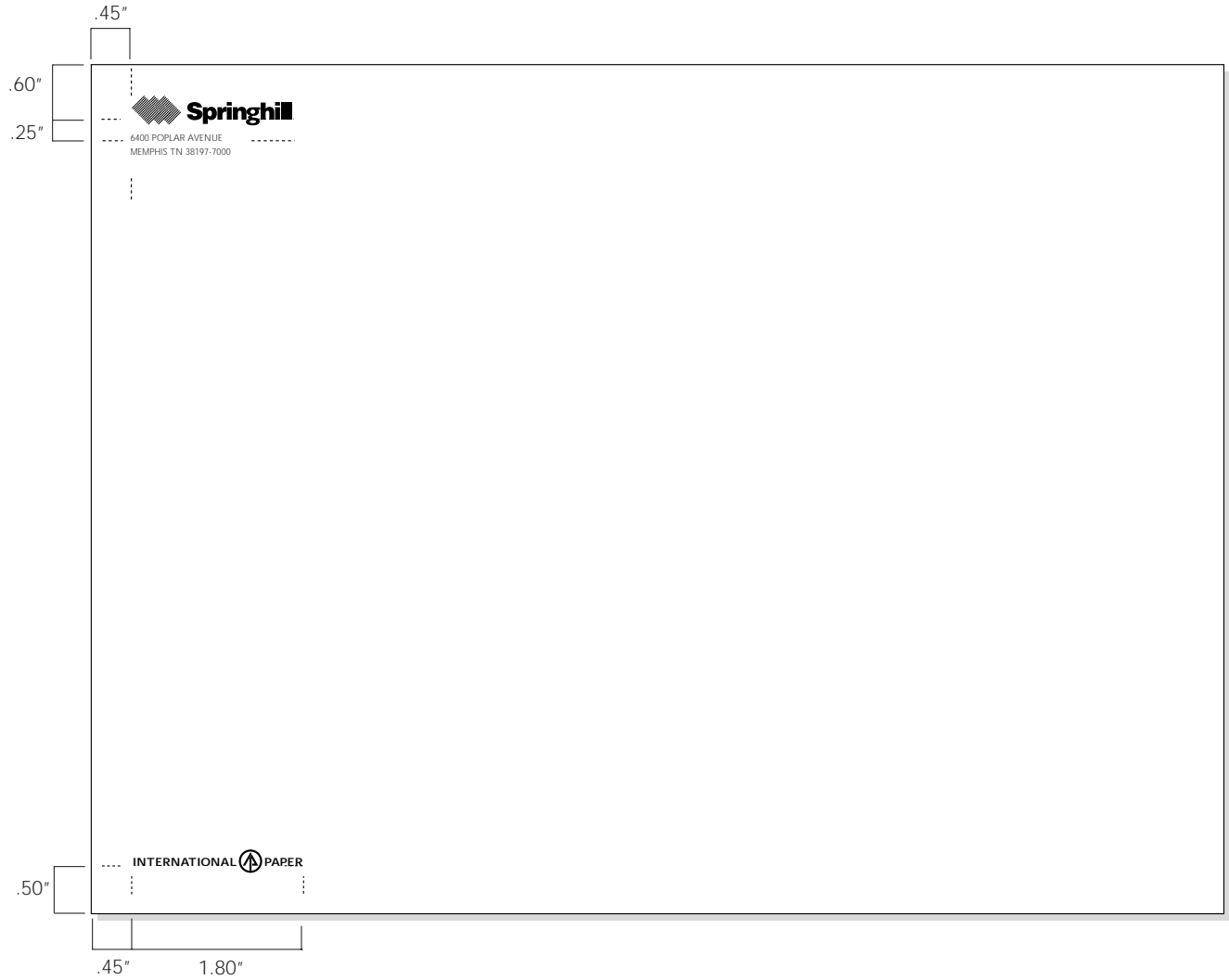
International Paper logo: Black

Brand logo: Per Brand Specifications

Text: Black

Paper Stock:

Recycled Natural Kraft, Open End (Sub. 28)

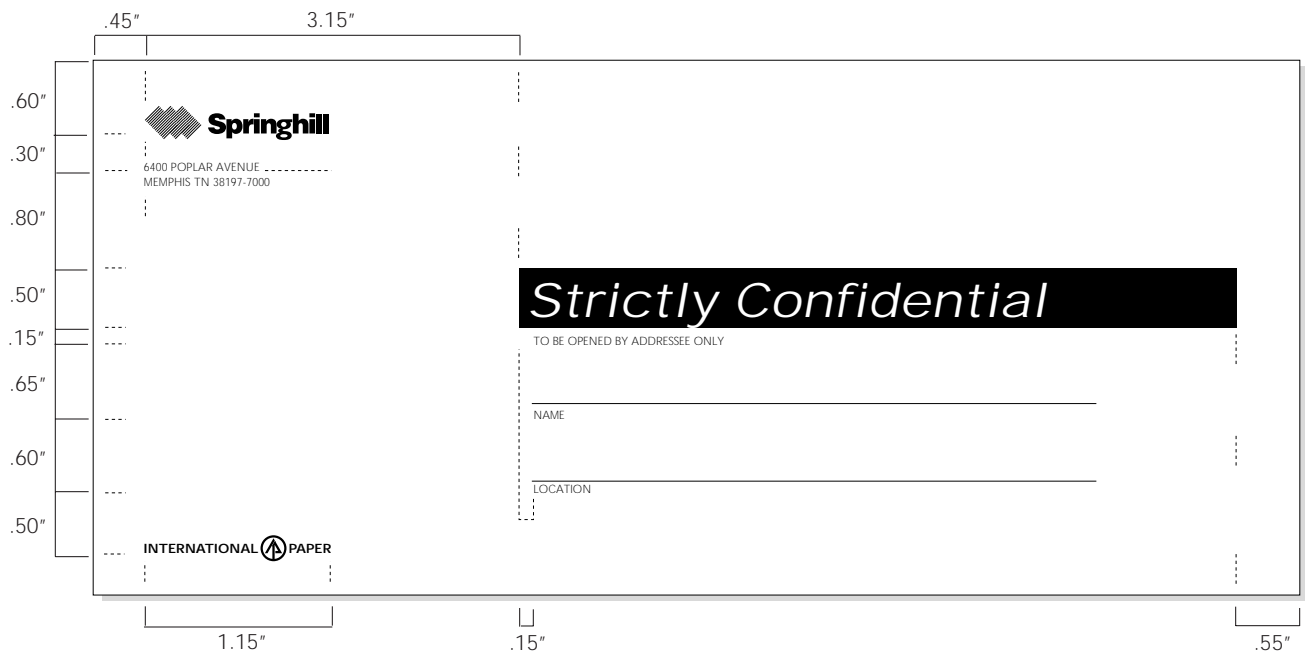


Typography:
"Strictly Confidential": Black Oblique 30pt.
Text: Gill Sans Light 7/9

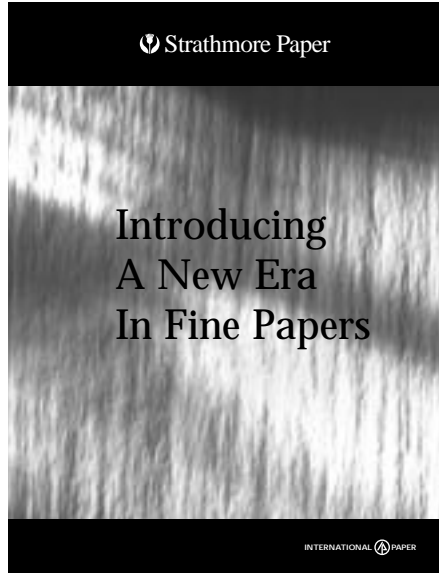
Printing: Offset

Paper Stock:
Recycled Natural Kraft, Open End (Sub 28)

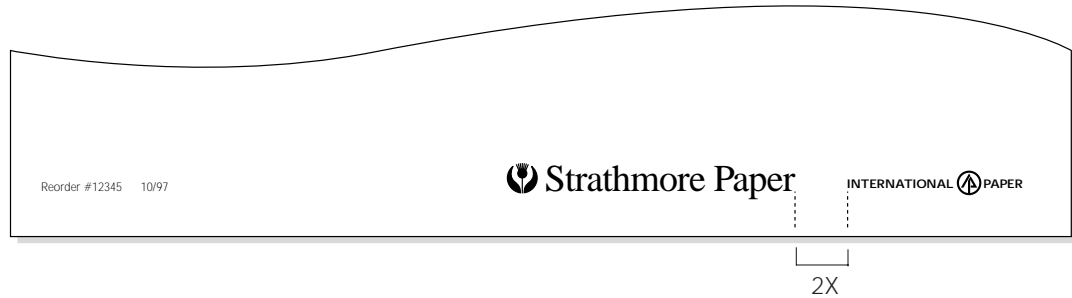
Colors:
International Paper logo: Black
Brand logo: Per Brand Specifications
Text: Black



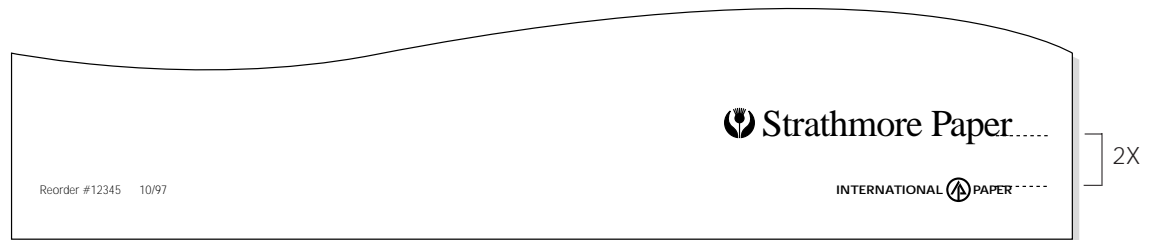
- ▶ All Brand brochures may include the International Paper logo on either the front or back cover.
- ▶ Any of the back cover layouts may be used on the front cover of a brochure if appropriate.
- ▶ The exhibits on this page show the options available for the display of the International Paper logo and Brand logo.
- ▶ The International Paper tagline cannot be used on Brand brochures.



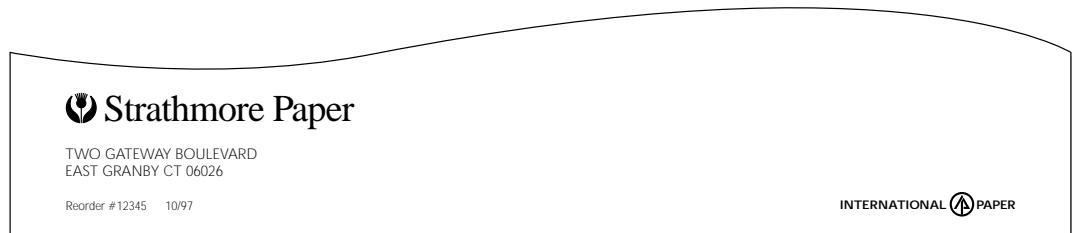
Front Cover Layout



Back Cover Layout Option A



Back Cover Layout Option B

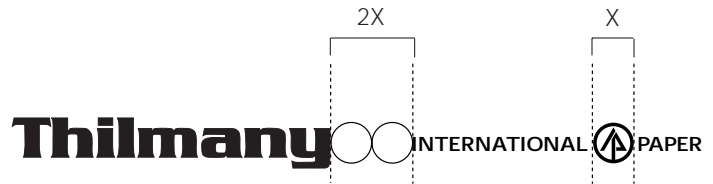
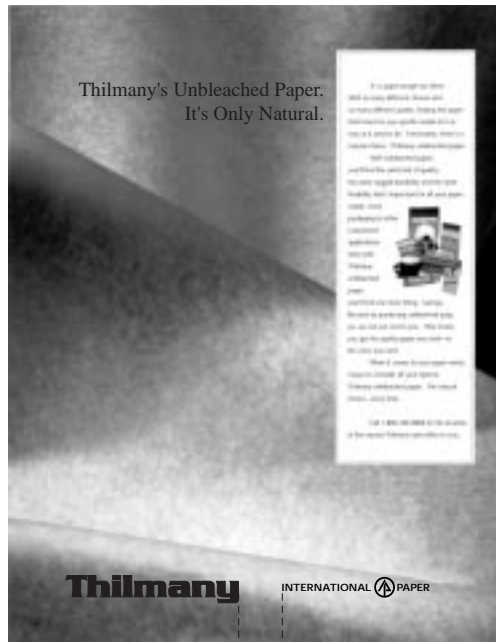
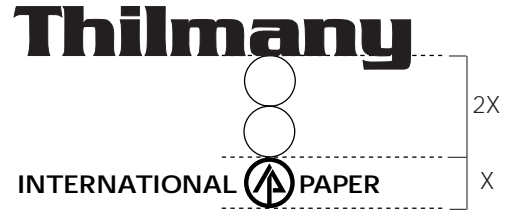
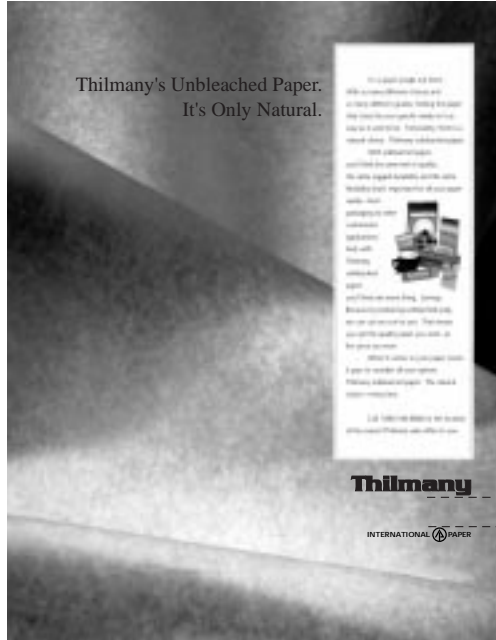


Back Cover Layout Option C

- Print Advertising for Brands may include the International Paper logo.

- The exhibits on this page show the size relationship and layout options for the display of the International Paper logo and Brand logo.

- The International Paper tagline cannot be used on Brand print advertisements.



Promotional Items

- ▶ The International Paper logo may be used on promotional items such as coffee mugs, T-shirts and hats.
- ▶ The International Paper logo must be reproduced in black (on a light or white background) or in white (on a black or dark background).



International Paper logo and Brand logo on front



Brand logo on front and International Paper logo on back

Front

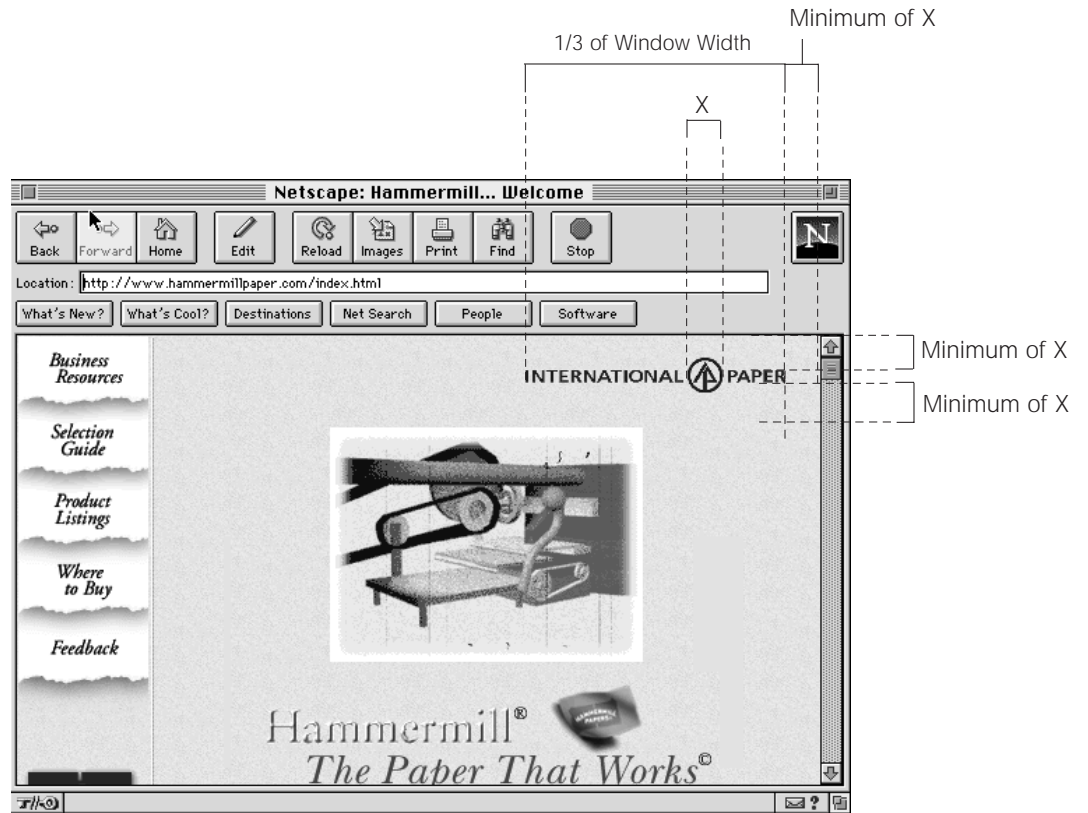


Back

- ▶ The International Paper logo should be presented on Brand Homepages.

- ▶ Area of isolation around International Paper logo should be followed.

Brand
Homepage



- ▶ The International Paper logo may be used on buttons that return to the International Paper Website. While the design of the button may vary, the International Paper logo guidelines for the area of isolation, color, etc., must be followed.

- ▶ The International Paper Tree symbol may not be used as a button graphic on any site.

Correct



Incorrect



Incorrect



- ▶ Electronic media offers many innovative techniques for rendering typography and logos. However, in order to protect the integrity of the International Paper logo, only the techniques shown on this page may be used.
- ▶ All standards for color, space and size of the International Paper logo should be followed.

INTERNATIONAL  PAPER

Correct: Black logo on white or light backgrounds



Correct: White logo on black background



Correct: White logo on dark background. A subtle drop shadow may be used to enhance readability.

- ▶ The role of Interior Signage is to aid a visitor once they have entered one of our facilities.
- ▶ The exhibits shown on this page display the International Paper logo on common interior signage examples.
- ▶ Directional copy should be set in Helvetica.



Reception Area Sign



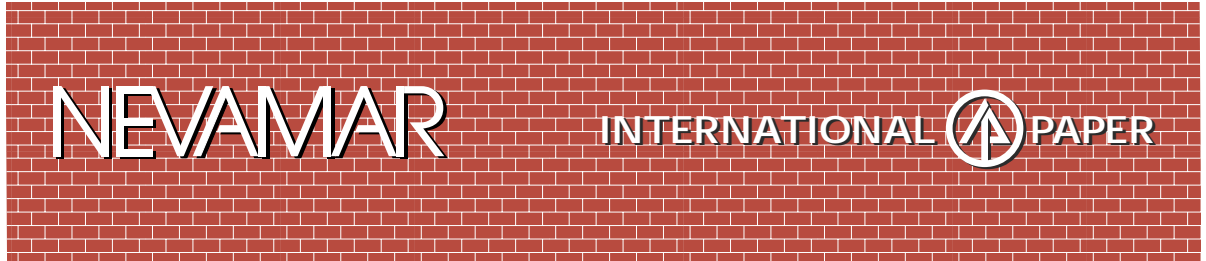
Door Decal



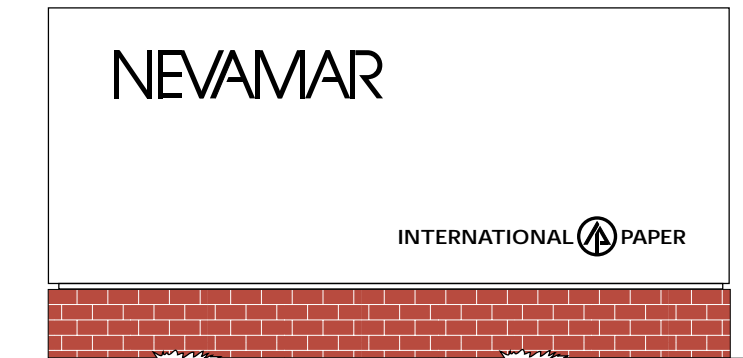
Interior Directional Sign

Exterior Signage

- ▶ The role of Exterior Signage is to clearly identify our facilities.
- ▶ The exhibits shown on this page display the International Paper logo on common exterior signage examples.



Individual Letters Attached To A Building

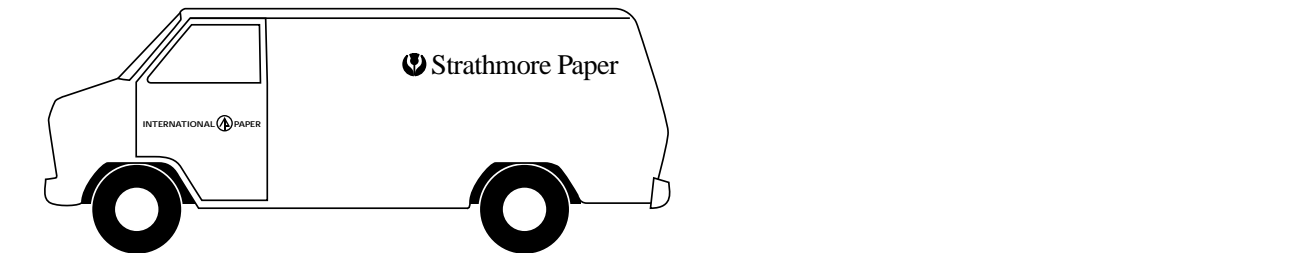
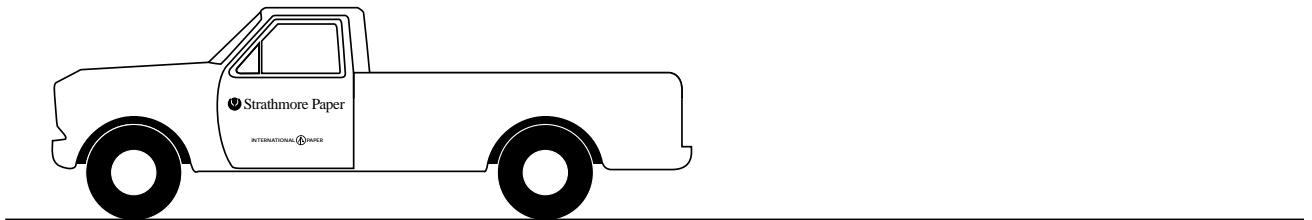
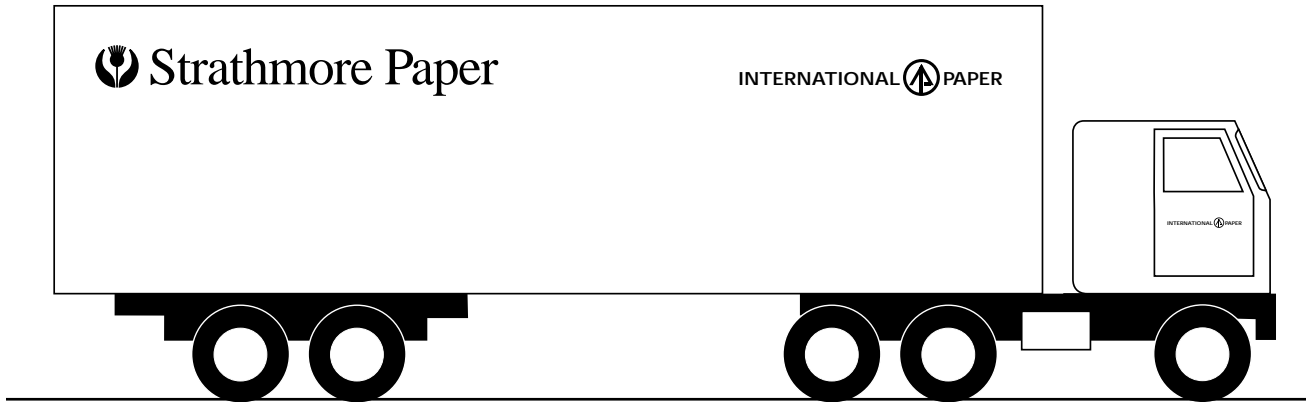


Freestanding Monument Sign



Directional Sign

- ▶ The thousands of vehicles operated throughout the corporation represent a traveling showcase for International Paper and our Brands.
- ▶ The exhibits on this page show common applications of Brand logos with the International Paper logo. The sizing relationships must be maintained.





Using Subsidiary Logos
With The
International Paper
Logo





Subsidiary Identification

Subsidiaries of International Paper provide specialized products and services to our markets. Subsidiary brands also have an identity that represents and signals these capabilities. The International Paper identification strategy is designed to display these valuable and trusted subsidiary brands. As subsidiaries are entities unto themselves, the relationship to International Paper must always be clear in communications.

This section provide guidelines for the required graphic representation of the International Paper logo with subsidiary and subsidiary brand logos. < >

- It is mandatory that the words “A company of” accompany the International Paper logo when used with a subsidiary.
- The exhibits on this page show the approved sizing relationships of the International Paper logo and Subsidiary logos.
- Consistent use of these sizing relationships will ensure the integrity of both the Subsidiary and International Paper logos.



The diameter of the Tree symbol of the International Paper logo is used to establish the proper sizing relationship with Subsidiary logos and is designated as (X).

The cap ht. of the words “A company of” should equal the cap ht. of International Paper (Y).

The words “A company of” should be set in Gill Sans Light.



When the Subsidiary logo also includes a symbol (larger than the words in Subsidiary logo) the Subsidiary symbol height should equal 1 1/4X

- ▶ The list on this page represents operating subsidiaries of International Paper as of October 1997 .

Arizona Chemical Company

Continental Bleached Leasing

GCO Minerals Company

International Paper Realty Corporation

International Pulp Sales Company

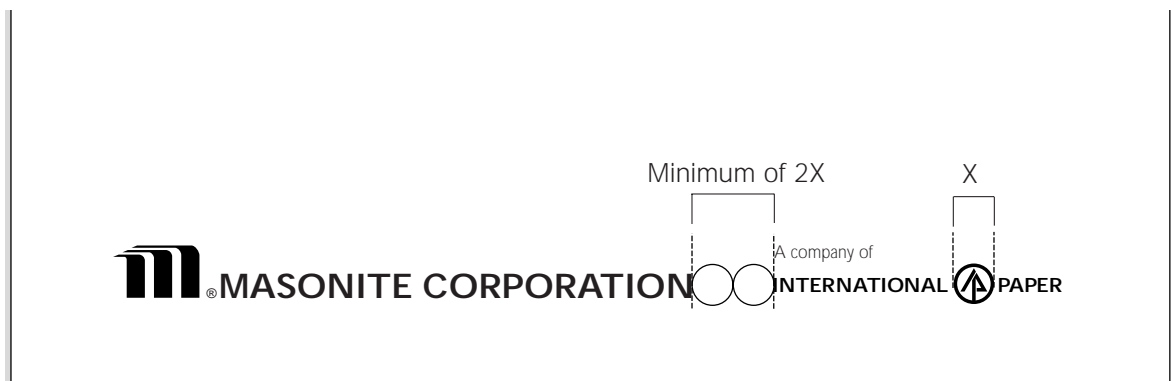
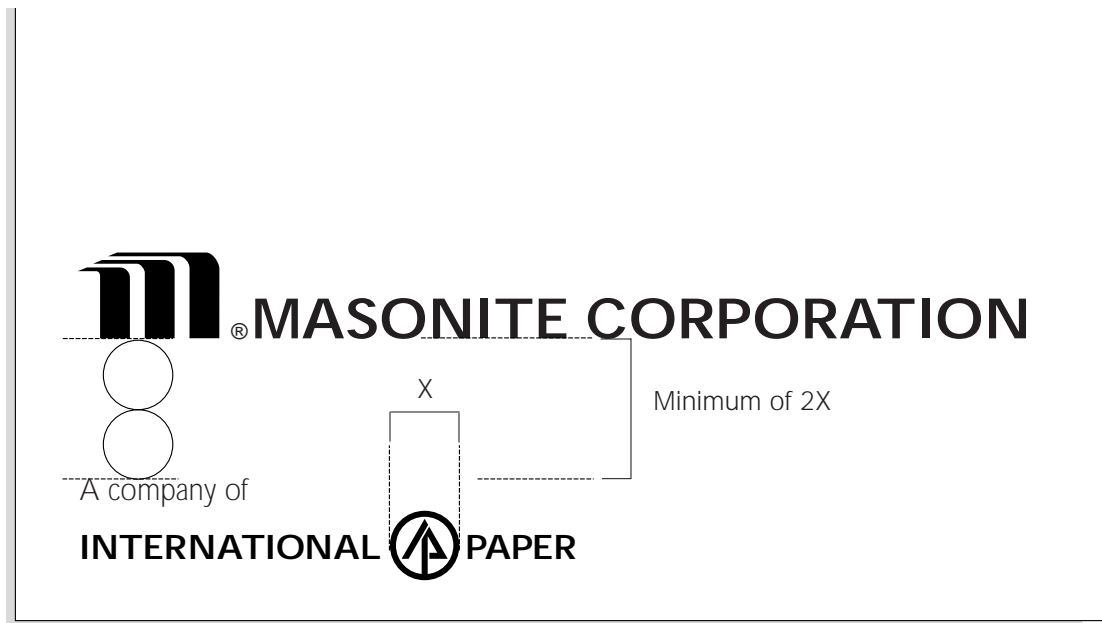
IP Farms, Inc. (formerly GCOC Incorporated)

IP Forest Resources Company

Masonite Corporation

Positioning Subsidiary Logos

- ▶ The guidelines on this page have been developed to ensure proper spatial relationships between the International Paper logo and Subsidiary logos and provide optimal visual representation of each.
- ▶ A minimum distance of 2x should be used when positioning the International Paper logo below the Subsidiary logo.
- ▶ The Subsidiary logo should always precede the International Paper logo.
- ▶ A minimum distance of 2x should be used when positioning the International Paper logo to the right of the Subsidiary logo.
- ▶ Additional specifications for the placement of the International Paper logo and Subsidiary logos on various forms of media can be found on the pages of this document.
- ▶ The logos can be positioned on either side of the bottom of the page.





- Do not represent International Paper with any type other than the logo.



- Do not use the International Paper Tree symbol with a Subsidiary logo.



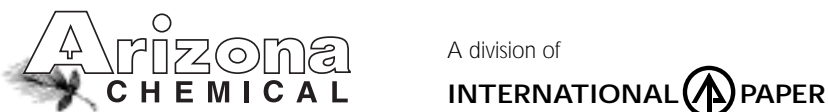
- Do not omit "A company of" from the International Paper logo.



- The required distance between the Subsidiary logo and the International Paper logo is not maintained.



- Do not reproduce the International Paper logo in any color other than black



- Do not substitute any other copy for "A company of" with the International Paper logo.

- ▶ The International Paper logo should always be reproduced in black on white or light backgrounds. The logo must not be reproduced in any color.
- ▶ The International Paper logo should always be knock-out white when being reproduced on black or dark backgrounds.
- ▶ Subsidiary logos should be reproduced in their color or in black.

A company of

INTERNATIONAL  **PAPER**

Correct: International Paper logo is black



Correct: International Paper logo is dropped out (white) of a dark color.

- ▶ There are two categories of Subsidiary logos. Those whose full legal name is represented by the logo (Masonite Corporation), and those whose full legal name is not represented by the logo (Arizona Chemical Company). The following pages provide detailed specifications for the proper use of the International Paper logo along with both categories of Subsidiary logos on various forms of media.
- ▶ If the Subsidiary logo does not represent the full legal name, the full legal name must be represented on the document (see exhibits on the following pages, e.g. stationery, print, brochures, etc.).



Example of a Subsidiary whose full legal name is represented by the logo.



Example of a Subsidiary whose full legal name is not represented by the logo.

Using Subsidiary Brand Logos With The International Paper Logo < >

- ▶ Subsidiary Brand Products cannot use the International Paper logo without the use of the logo of the Subsidiary to which they belong.

- ▶ Subsidiary logos should be positioned below the Subsidiary Brand logo and the International Paper logo with the words “ A company of ” should be below the Subsidiary logo.



CORRECT



A company of
INTERNATIONAL  PAPER



INCORRECT



INTERNATIONAL  PAPER



INCORRECT

INTERNATIONAL  PAPER

- ▶ For clarity and consistency, the following guidelines should be followed when preparing stationery items.

Name and Title block:

- ▶ Use ampersands (&) in titles and department names:

EDUCATION & TRAINING
SALES & MARKETING

- ▶ Avoid abbreviations in names, titles and functional areas:

MANAGER, RESEARCH & DEVELOPMENT

instead of

MGR., R&D

Exceptions are standard titular abbreviations:

CHRIS P. SAMPLE, JR.
CHRIS P. SAMPLE, PH.D.

- ▶ Limit the amount of functional and regional information included in titles:

CHRIS P. SAMPLE
MANAGER
ENVIRONMENTAL ANALYSIS

not

CHRIS P. SAMPLE
MANAGER
ENVIRONMENTAL ANALYSIS
ENVIRONMENTAL COMPLIANCE UNIT
ENVIRONMENTAL ENGINEERING & DESIGN

CHRIS P. SAMPLE
SALES REPRESENTATIVE

not

CHRIS P. SAMPLE
SALES REPRESENTATIVE
CHARLOTTE NC
SOUTHERN REGION

Address Block

- ▶ If the full legal name of the Subsidiary is not represented by the logo, the legal name should be set in Gill Sans bold:

ARIZONA CHEMICAL COMPANY
1001 EAST BUSINESS HIGHWAY 98
PANAMA CITY FL 32401

- ▶ Avoid abbreviations other than state names:

EAST COLUMBUS BOULEVARD
BRECKENRIDGE HIGHWAY
SOUTHWESTERN BUILDING

not

E. COLUMBUS BLVD.
BRECKENRIDGE HWY. SOUTHWESTERN BLDG.

- ▶ Do not use commas, periods or hyphens in the address block, except for Zip+4 codes.

STAMFORD CT 06901-2318

- ▶ Always include a street address, with or without a post office box.

- ▶ Include a fax number.

- ▶ E-mail numbers should be identified with the words E-MAIL and displayed under the fax number.

- ▶ Additional numbers such as pagers may be used and should be identified appropriately.

- ▶ Precede toll free numbers with the words TOLL FREE; eliminate the "1" prefix:

TOLL FREE 800 010 0000

- ▶ Identify an extension or voice-mail box number with the prefix "X" and list it on the same line as the phone number:

123 4567 X1234

Typography:

Employee's Name and Subsidiary Name: Gill Sans Bold 8/10

All Other Text: Gill Sans Light 8/10

Paper Stock:*

Divisional Manager and Above: Strathmore Writing,

Ultimate White, wove, 25% cotton (Sub. 24)*

Manager and Above: Hammond Bond*

Colors:

International Paper logo: Black

Subsidiary logo: Per Subsidiary Specifications

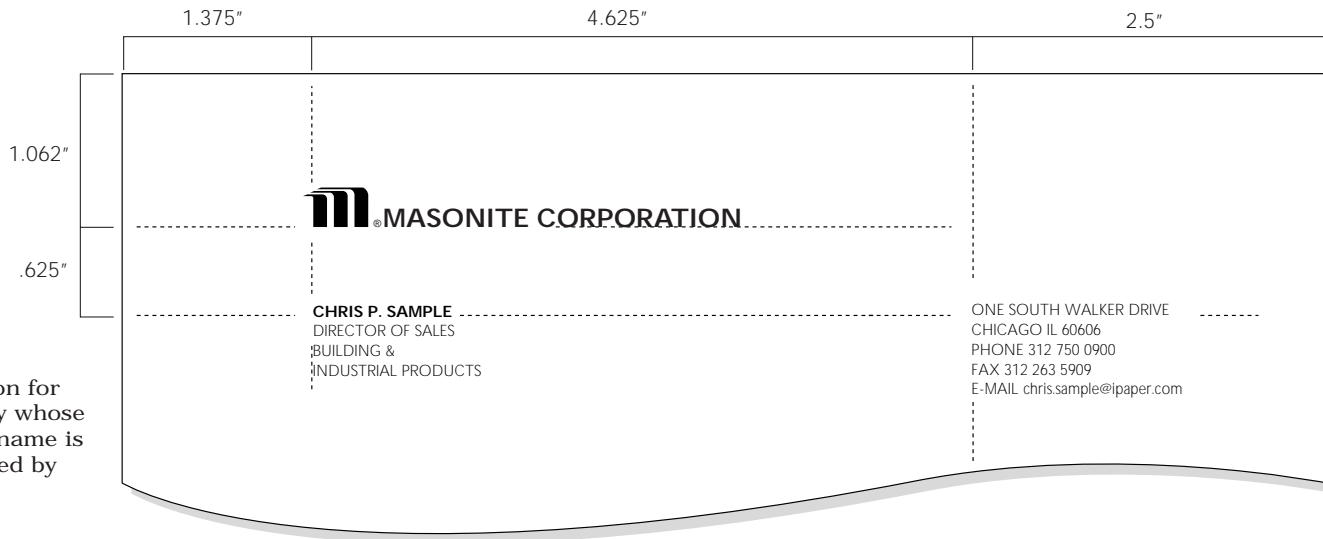
Text: Black

Printing:

Divisional Manager and Above: Engraved

Manager and Above: Offset

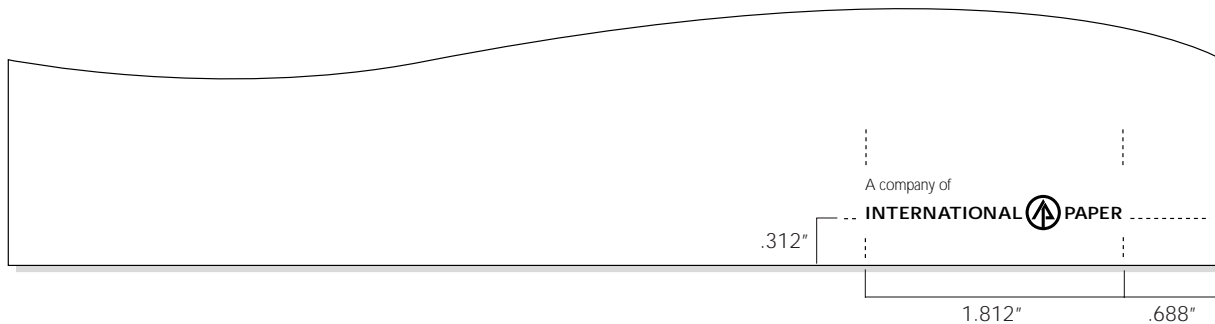
Top portion for Subsidiary whose full legal name is represented by the logo.



Top portion for Subsidiary whose full legal name is not represented by the logo, but is represented in the address block.



Bottom portion of Personalized Letterhead



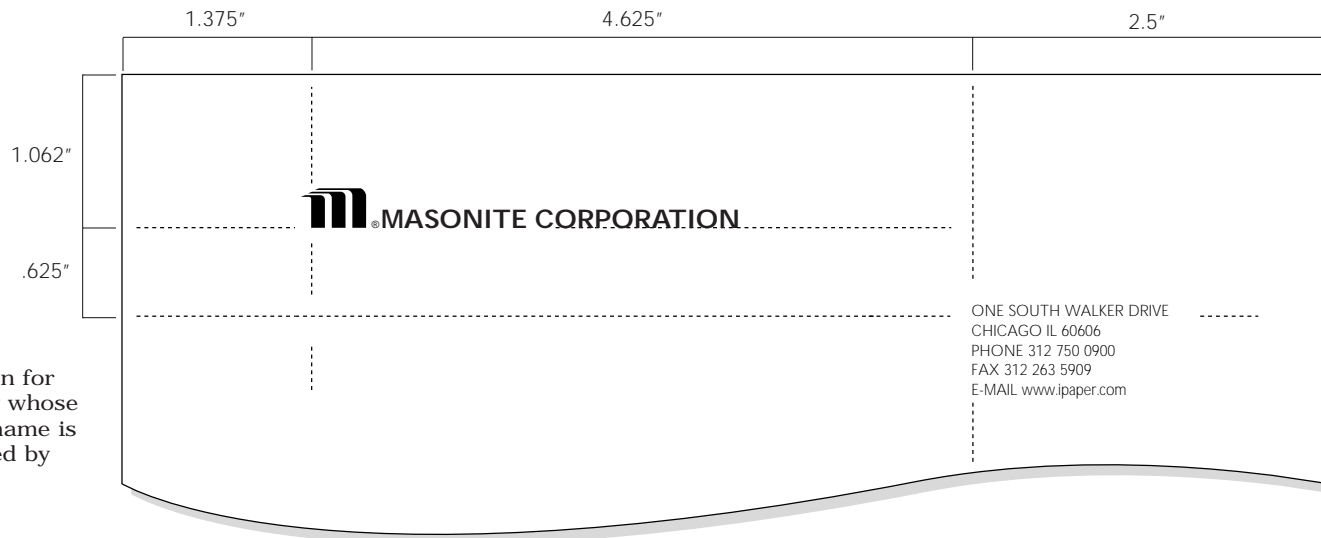
Typography:
Employee's Name and Subsidiary Name: Gill Sans Bold 8/10
All Other Text: Gill Sans Light 8/10

Paper Stock:*
 Divisional Manager and Above: Strathmore Writing,
 Ultimate White, wove, 25% cotton (Sub. 24)*
 Manager and Above: Hammond Bond*

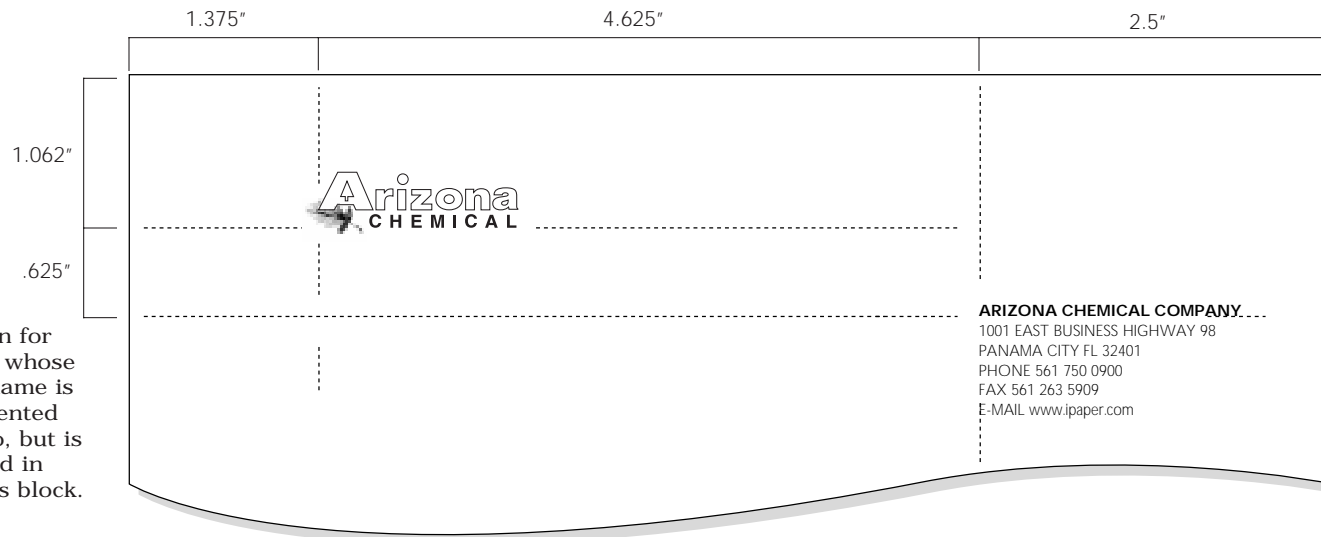
Colors:
International Paper logo: Black
Subsidiary logo: Per Subsidiary Specifications
Text: Black

Printing:
Divisional Manager and Above: Engraved
Manager and Above: Offset

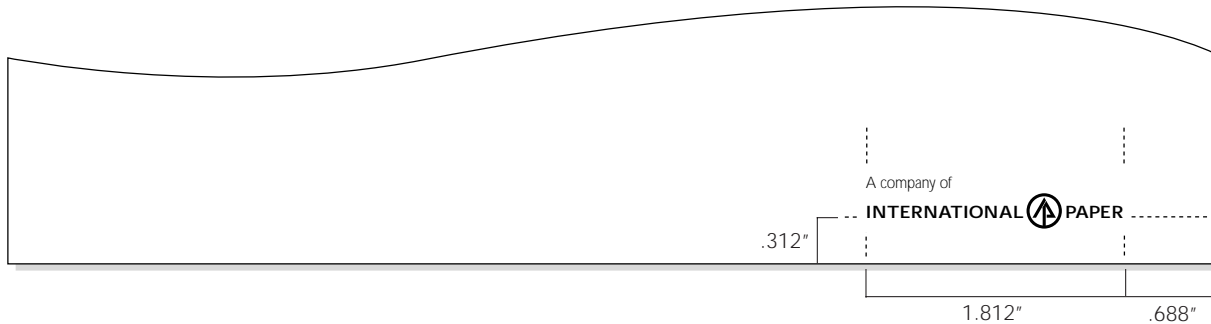
Top portion for Subsidiary whose full legal name is represented by the logo.



Top portion for Subsidiary whose full legal name is not represented by the logo, but is represented in the address block.



Bottom portion of Non-Personalized Letterhead



Typography:

Employee's Name and Subsidiary Name: Gill Sans Bold 7/9
All Other Text: Gill Sans Light 7/9

Paper Stock:*

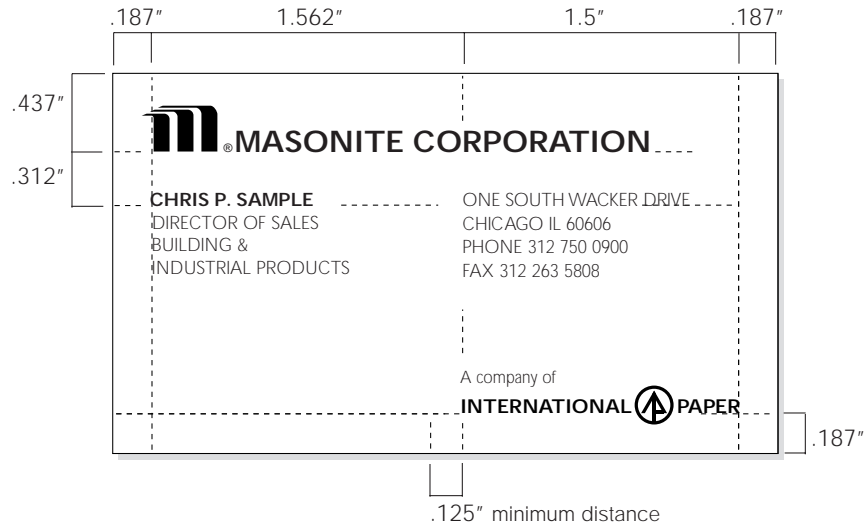
Strathmore Writing Cover; Ultimate White, wove (Sub. 80)

Colors:

International Paper logo: Black
Subsidiary logo: Per Subsidiary Specifications
Text: Black

Printing:

Divisional Manager and Above: Engraved
All Others: Matte thermography.



Example of a Subsidiary whose full legal name is represented by the logo.



Example of a Subsidiary whose full legal name is not represented by the logo but is represented in the address block.

10 Envelopes

Typography:

Subsidiary Name: Gill Sans Bold 7/9, All Caps
All Text: Gill Sans Light 7/9

Colors:

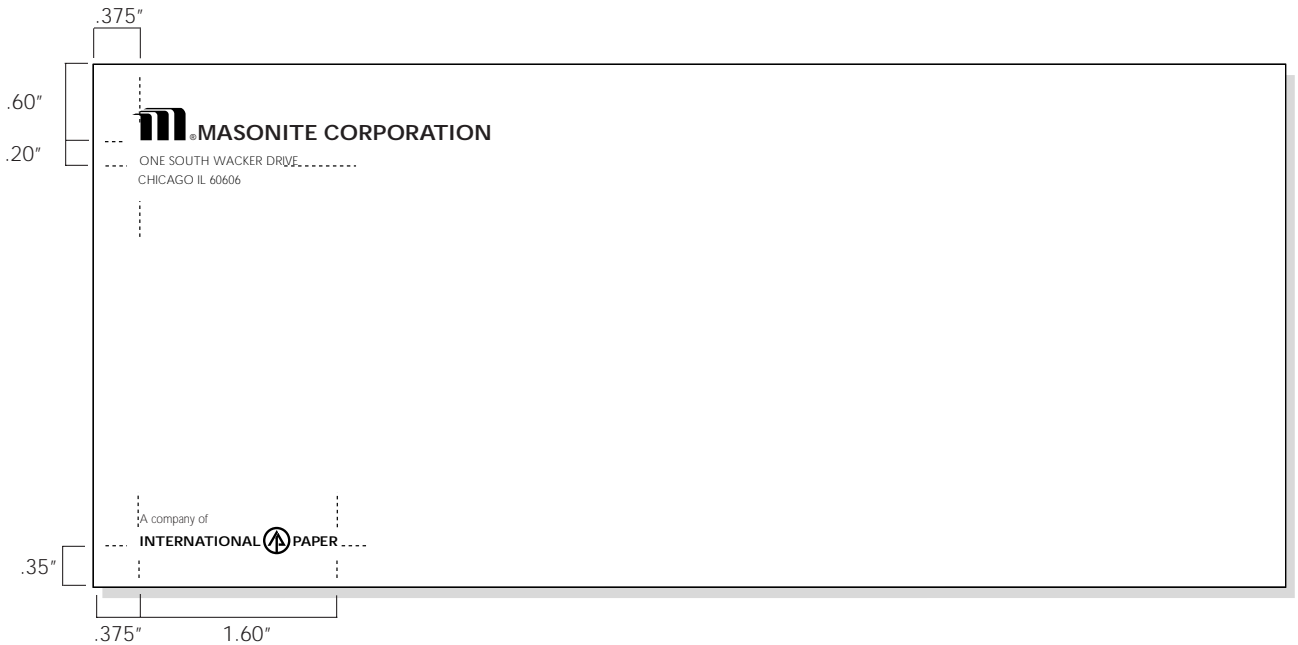
International Paper logo: Black
Subsidiary logo: Per Subsidiary Specifications
Text: Black

Printing: Offset

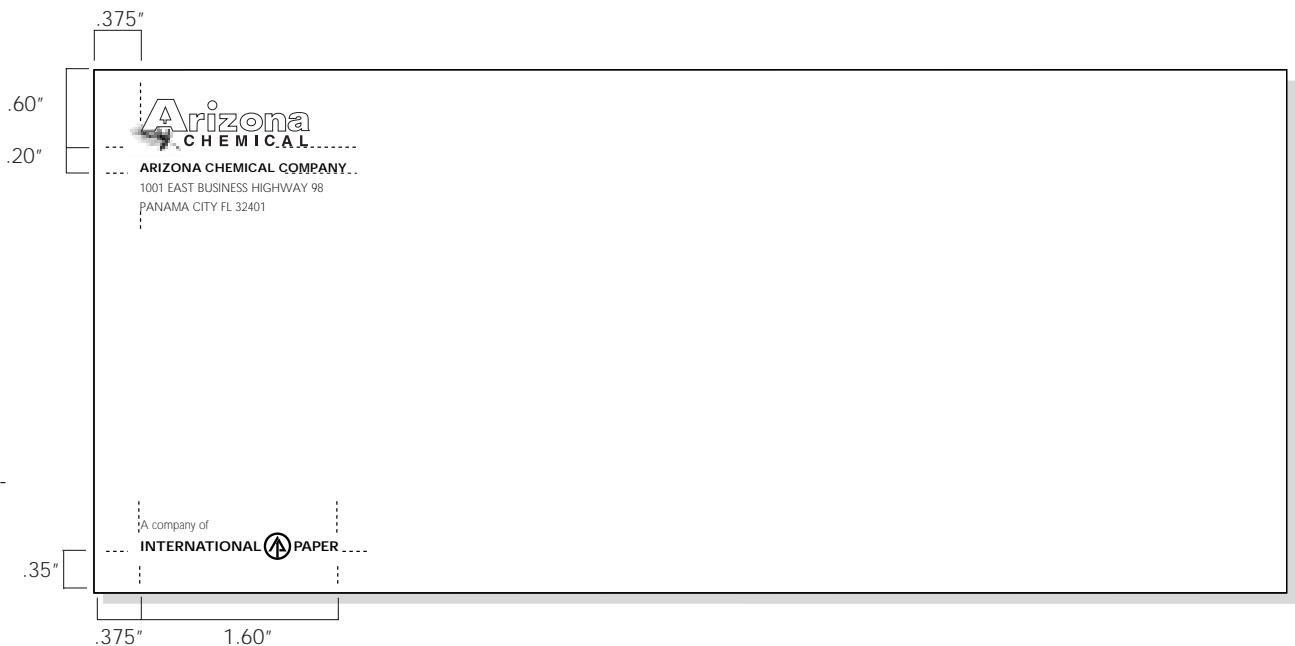
Paper Stock:

Divisional Manager and Above: Strathmore Writing,
Ultimate White, wove, 25% cotton (Sub. 24)
All Others: Offset Hammermill Bond,
White (Sub. 24)

Envelope for
Subsidiary
whose full
legal name is
represented
by the logo.



Envelope for
Subsidiary
whose full legal
name is not rep-
resented by the
logo, but is rep-
resented in the
address block.



#10 Window Envelopes

Typography:

Subsidiary Name: Gill Sans Bold 7/9, All Caps

All Text: Gill Sans Light 7/9

Paper Stock:

Divisional Manager and Above: Strathmore Writing, Ultimate White, wove, 25% cotton (Sub. 24)

All Others: Offset Hammermill Bond, White (Sub. 24)

Colors:

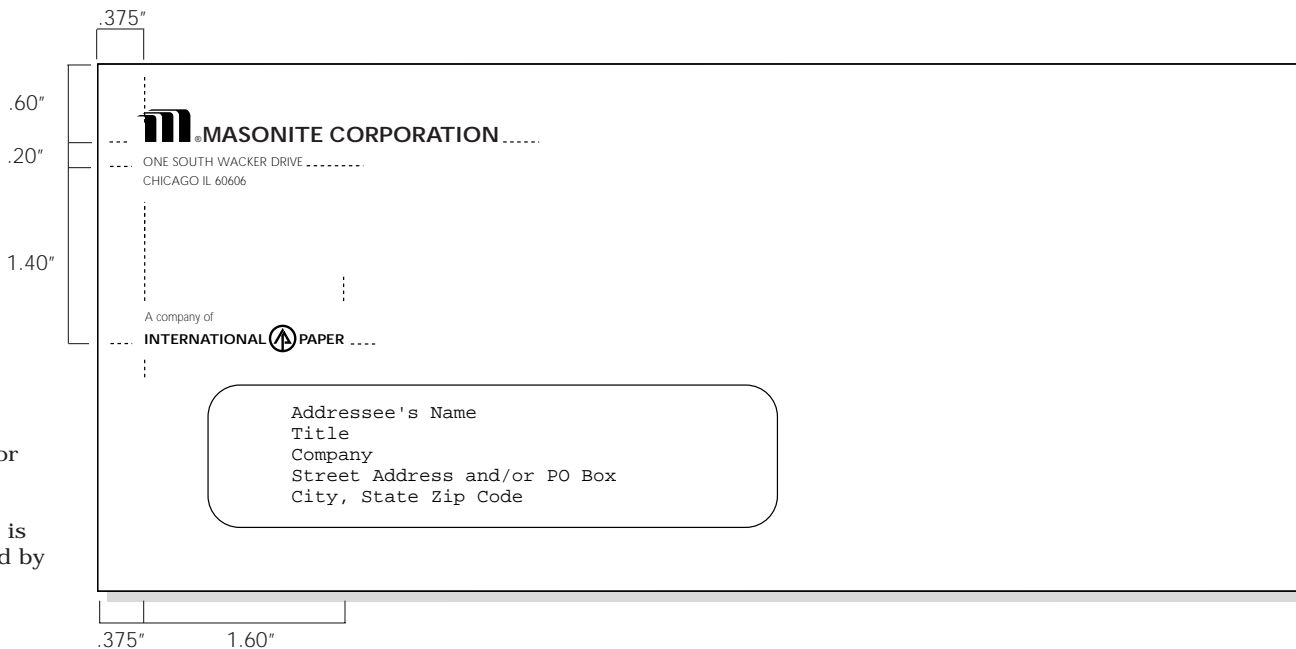
International Paper logo: Black

Subsidiary logo: Per Subsidiary Specifications

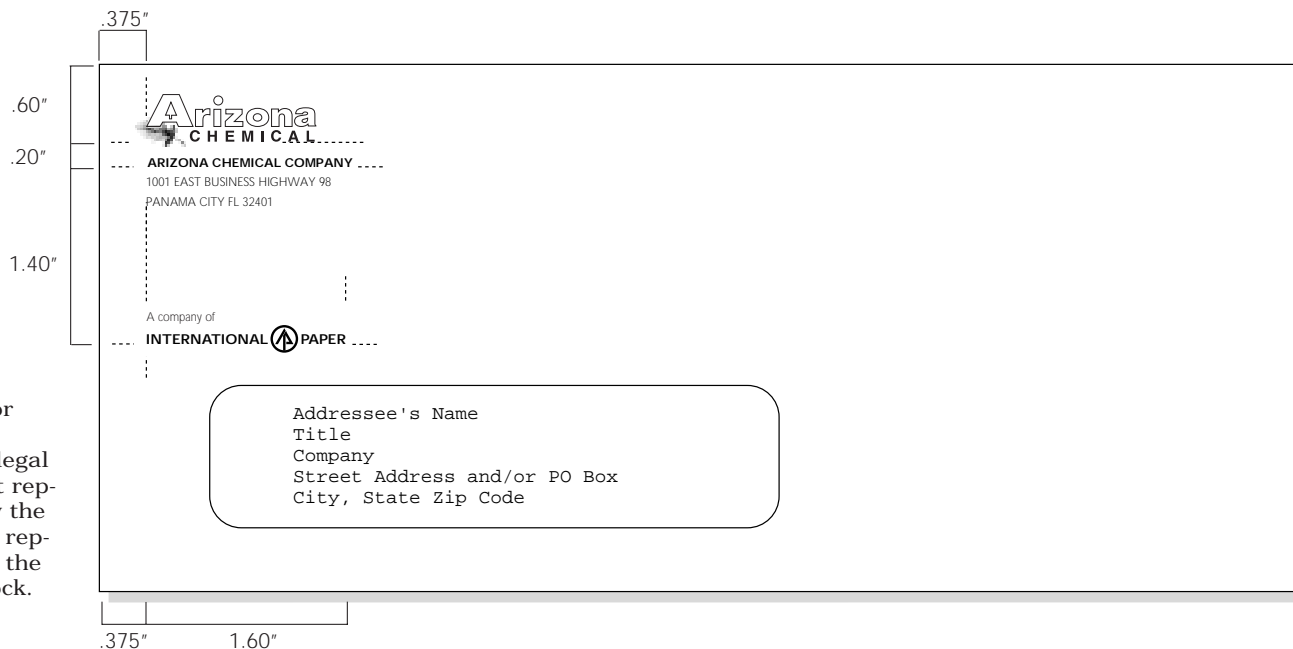
Text: Black

Printing: Offset

Envelope for Subsidiary whose full legal name is represented by the logo.



Envelope for Subsidiary whose full legal name is not represented by the logo, but is represented in the address block.



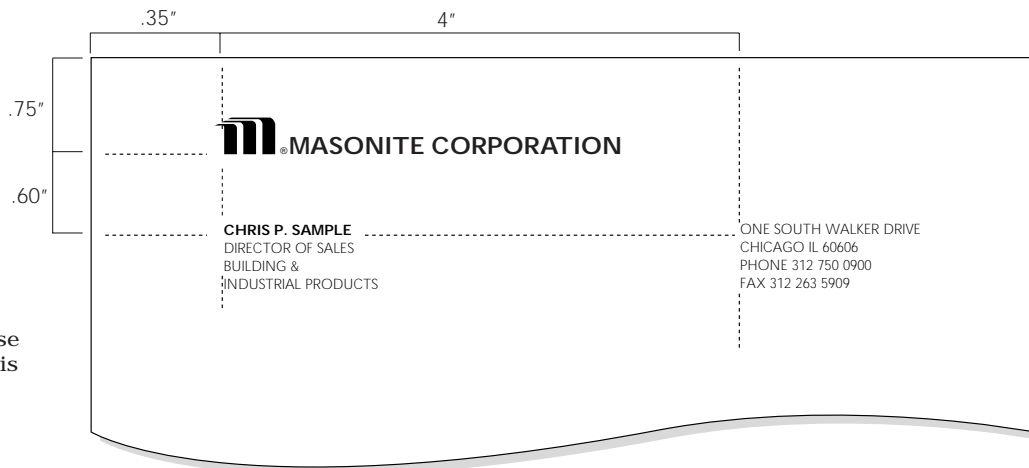
Typography:
Employee's Name and Subsidiary Name: Gill Sans Bold 8/10
All Other Text: Gill Sans Light 8/10

Paper Stock:*
 Strathmore Writing 100, Ultimate White, wove,
 100% cotton (Sub. 24), localized watermark

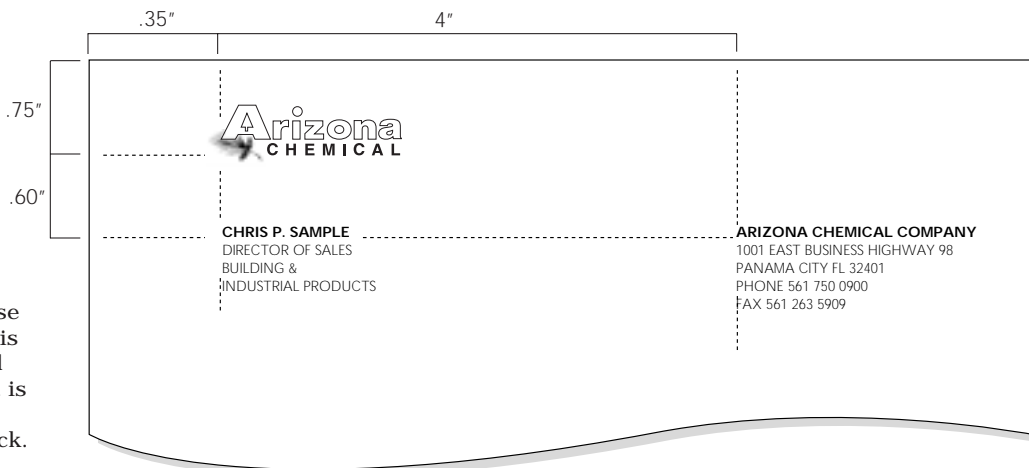
Colors:
International Paper logo: Black
Subsidiary logo: per Subsidiary Specifications
Text: Black

Printing:
Divisional Manager and Above: Engraved

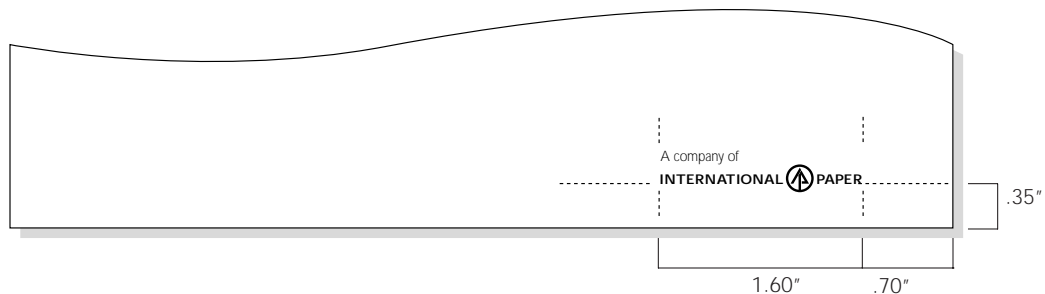
Top portion for
Subsidiary whose
full legal name is
represented by
the logo.



Top portion for
Subsidiary whose
full legal name is
not represented
by the logo, but is
represented in
the address block.



Bottom portion



Typography:

Subsidiary Name: Gill Sans Bold 7/9, All Caps

All Text: Gill Sans Light 7/9

Paper Stock:*

Strathmore Writing 100%, Ultimate White, wove,
100% cotton (Sub. 24) localized watermark

Colors:

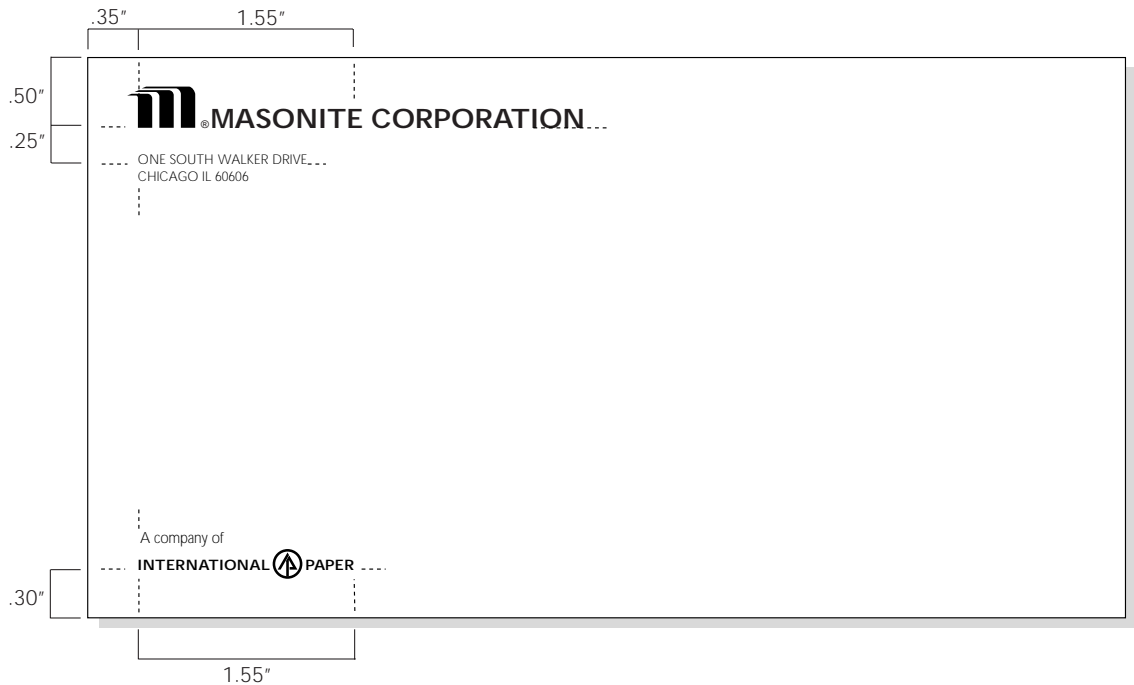
International Paper logo: Black

Subsidiary logo: Per Subsidiary Specifications

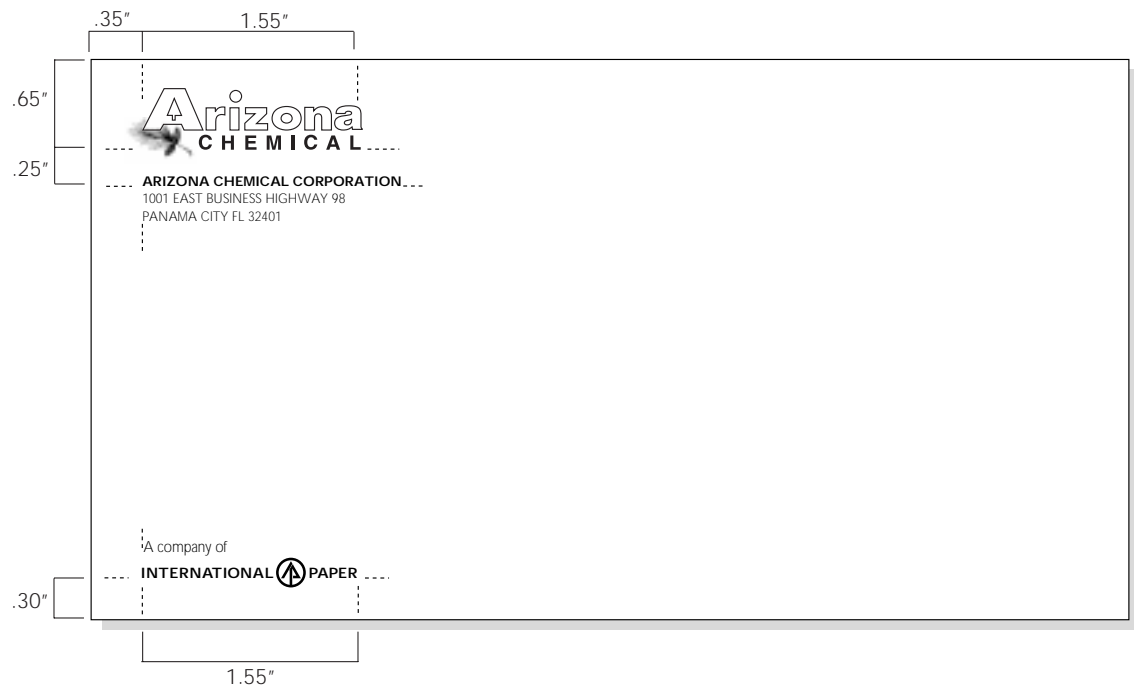
Text: Black

Printing: Engraved

Envelope for
Subsidiary whose
full legal name is
represented by
the logo.



Envelope for
Subsidiary whose
full legal name is
not represented
by the logo, but is
represented in the
address block.

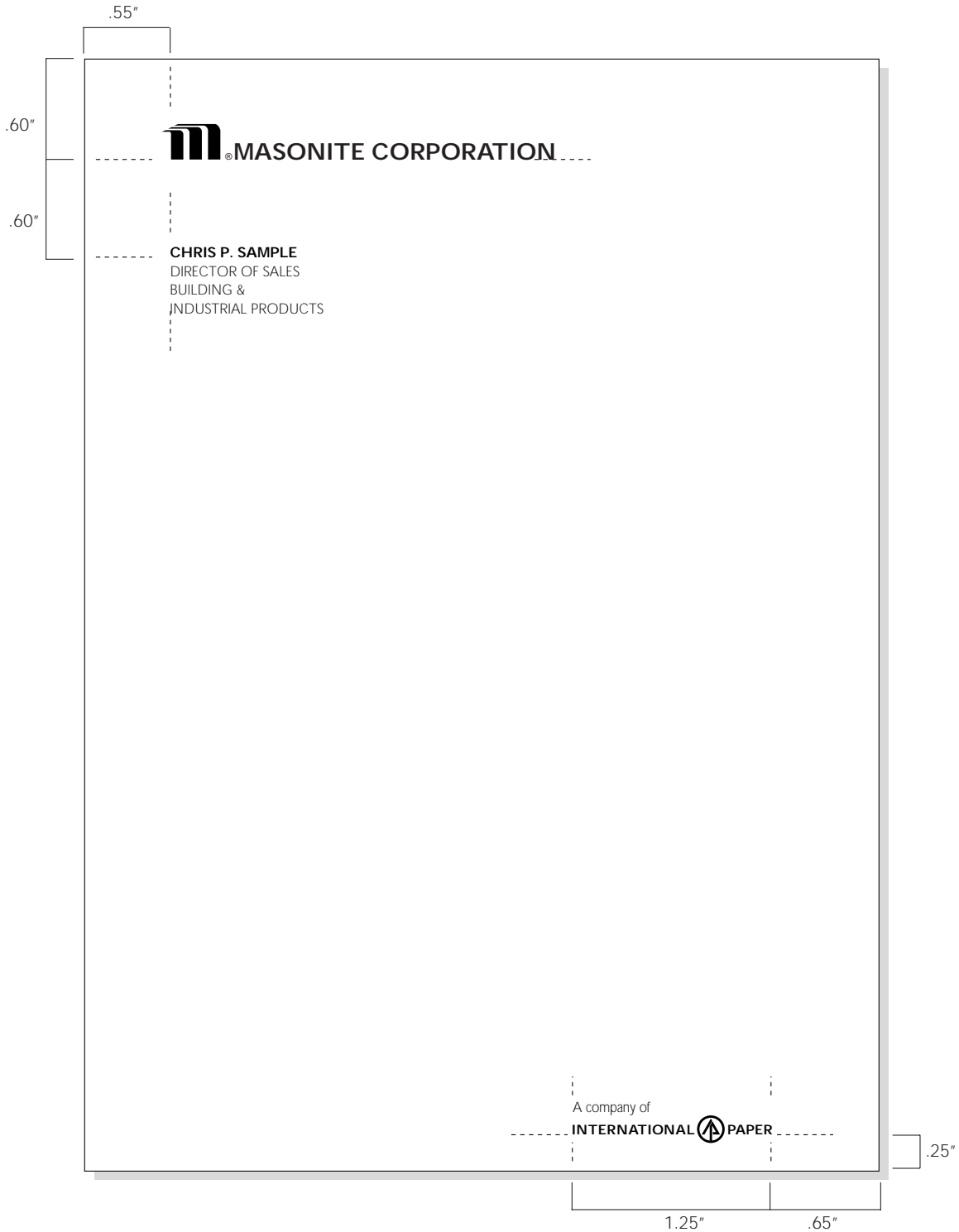


Typography:
Employee's Name and Subsidiary Name: Gill Sans Bold 7/9
Employee's Title: Gill Sans Light 7/9

Paper Stock: *
Hammermill Bond, White (Sub. 20) or
Springhill Opaque White Vellum (Sub. 50)

Colors: Black

Printing: Offset



Mailing Labels (5" x 3")

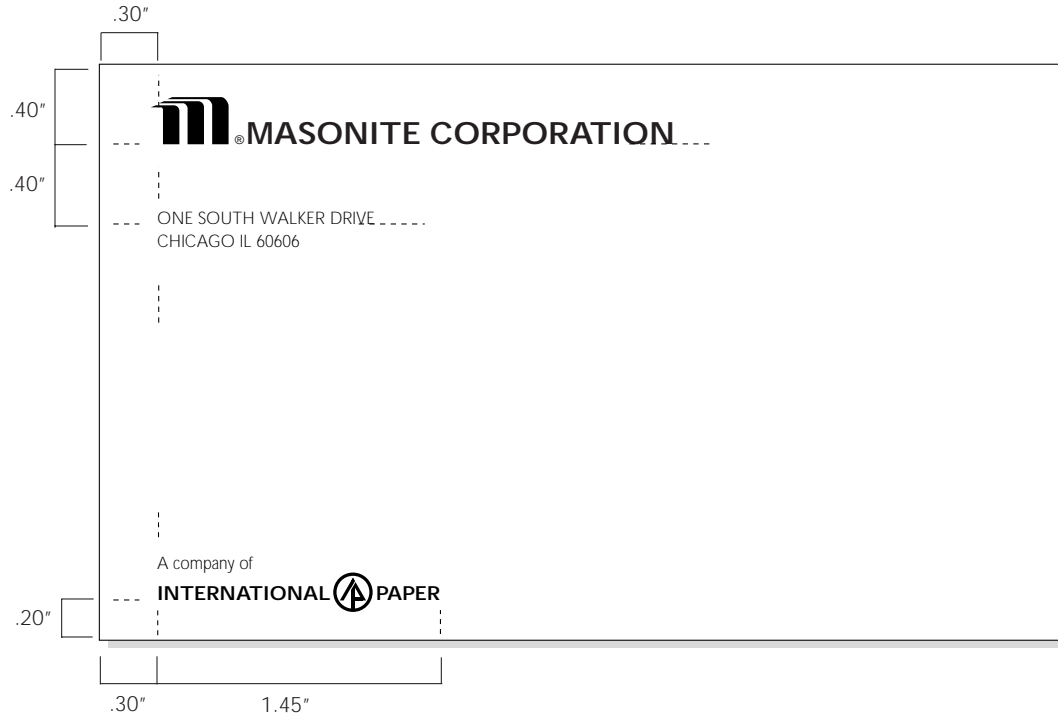
Typography:
Subsidiary Name: Gill Sans Bold 7/9, All Caps
Text: Gill Sans Light 7/9

Paper Stock:
White pressure sensitive, dull offset finish (Sub. 60)

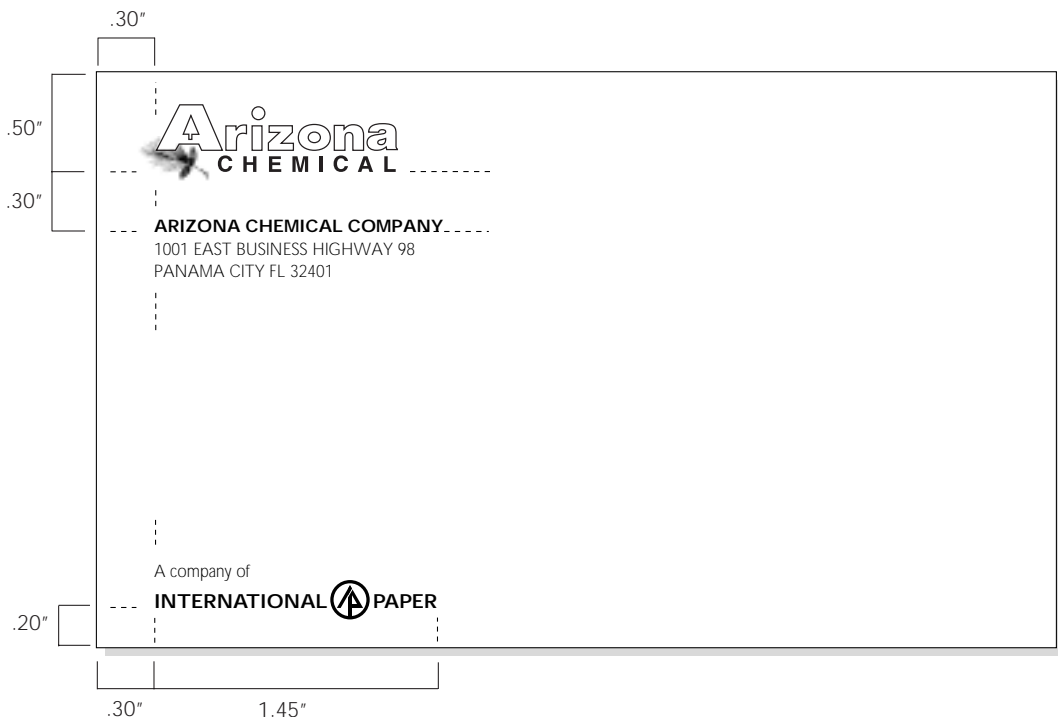
Colors:
International Paper logo: Black
Subsidiary logo: Per Subsidiary Specifications
Text: Black

Printing: Offset

Label for Subsidiary whose full legal name is represented by the logo.



Label for Subsidiary whose full legal name is not represented by the logo, but is represented in the address block.

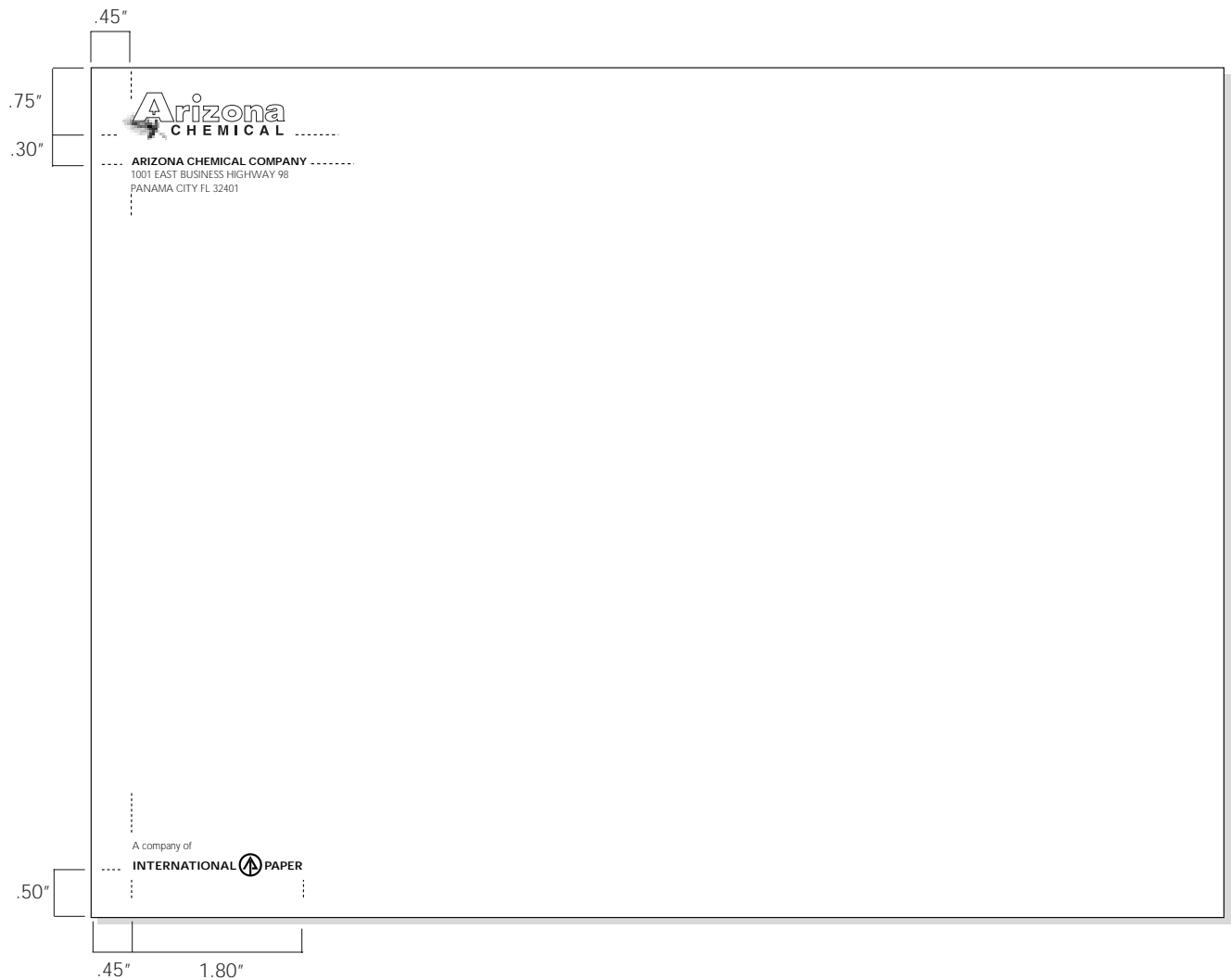


Typography:
Subsidiary Name: Gill Sans Bold 8/10, All Caps
All Text: Gill Sans Light 8/10.5

Printing: Offset

Paper Stock:
Recycled Natural Kraft, Open End (Sub. 28)

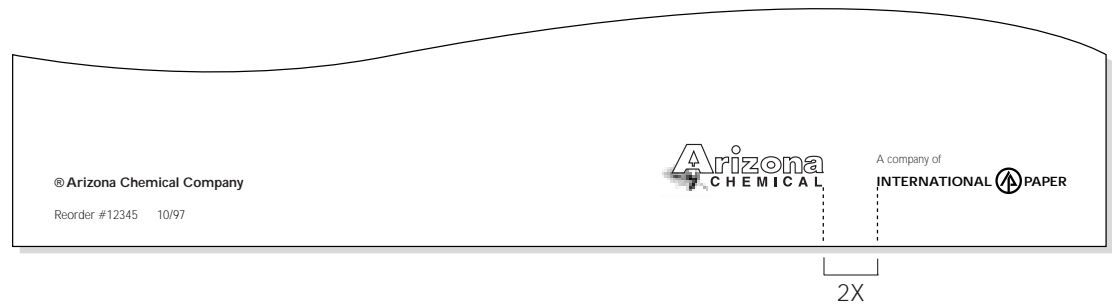
Colors:
International Paper logo: Black
Subsidiary logo: Per Subsidiary Specifications
Text: Black



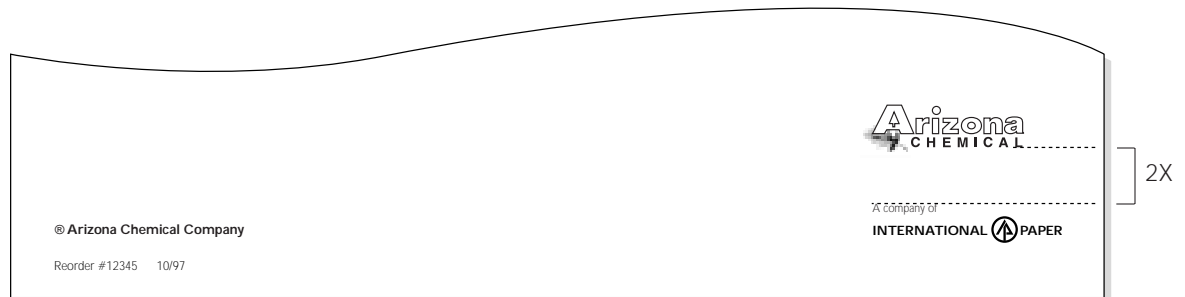
- ▶ All Subsidiary brochures may include the International Paper logo on either the front or back cover.
- ▶ It is mandatory that the words “A company of” accompany the International Paper logo.
- ▶ The exhibits on this page show the layout options available for the display of the International Paper logo and Brand logos.
- ▶ Any of the back layouts shown may be used on the front cover of a brochure if appropriate.
- ▶ When the Subsidiary logo does not represent the full legal name, the legal name should be shown within the brochure or at the bottom of the brochure as shown below.



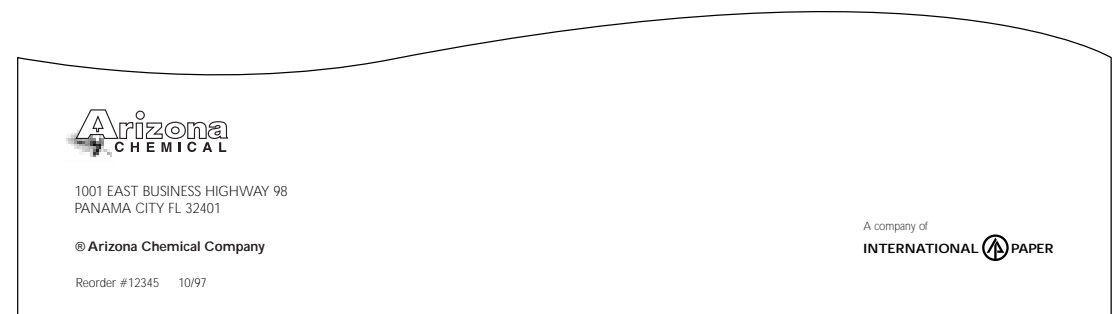
Front Cover Layout



Back Cover Layout Option A



Back Cover Layout Option B



Back Cover Layout Option C

- ▶ The International Paper logo may be used on promotional items such as coffee mugs, T-shirts and hats.
- ▶ The International Paper logo may appear on the front or back of a promotional item that displays a Subsidiary logo.
- ▶ The International Paper logo must be reproduced in black (on a light or white background) or in white (on a black or dark background).

Front



Subsidiary on front and International Paper logo on back

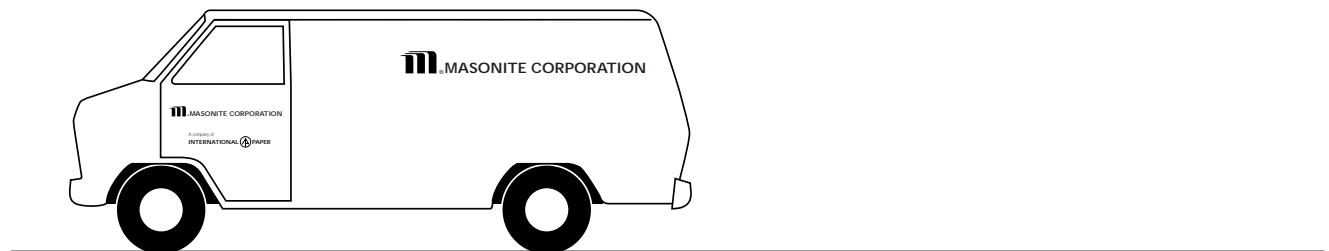
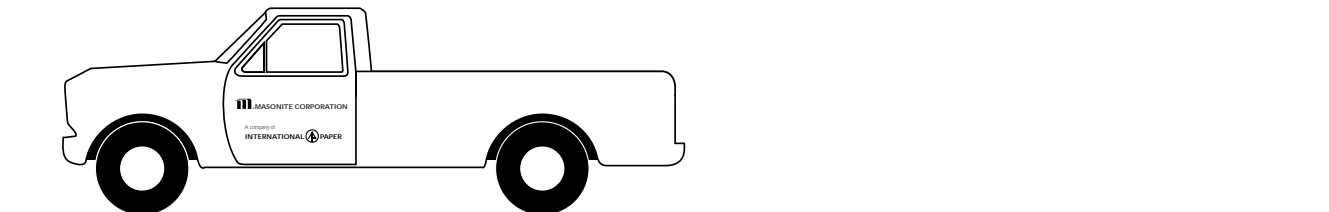
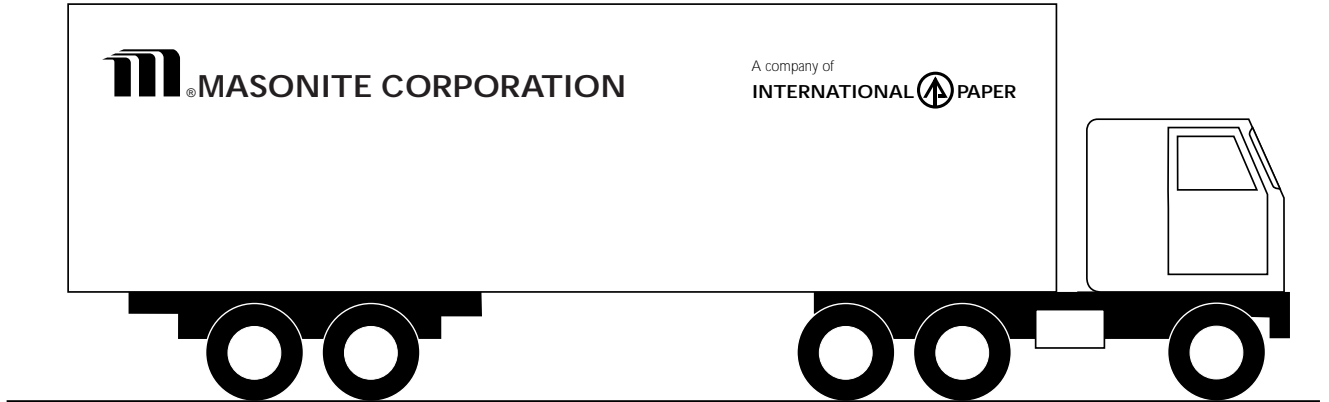


Front

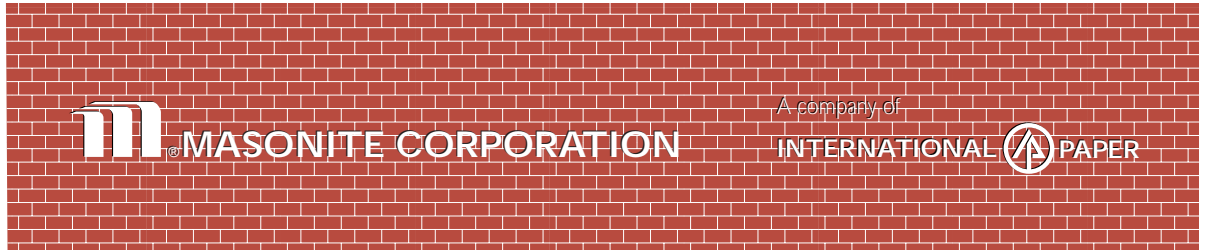


Back

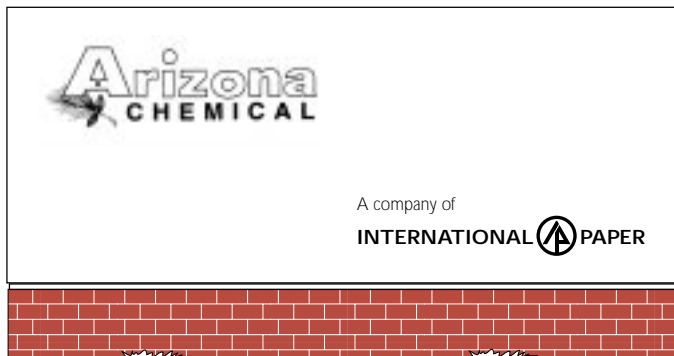
- ▶ The thousands of vehicles operated throughout the corporation represent a traveling showcase for International Paper and our Brands and Subsidiaries.
- ▶ The exhibits on this page show common applications of Subsidiary logos with the International Paper logo. The sizing relationships must be maintained.



- ▶ The role of Exterior Signage is to clearly identify our facilities.
- ▶ The exhibits shown on this page display the International Paper logo on common exterior signage examples.
- ▶ When the full legal name of the Subsidiary is not represented by the logo, the full legal name should be displayed on the entrance door of the facility (see pg. 3-24).



Individual Letters Attached To A Building

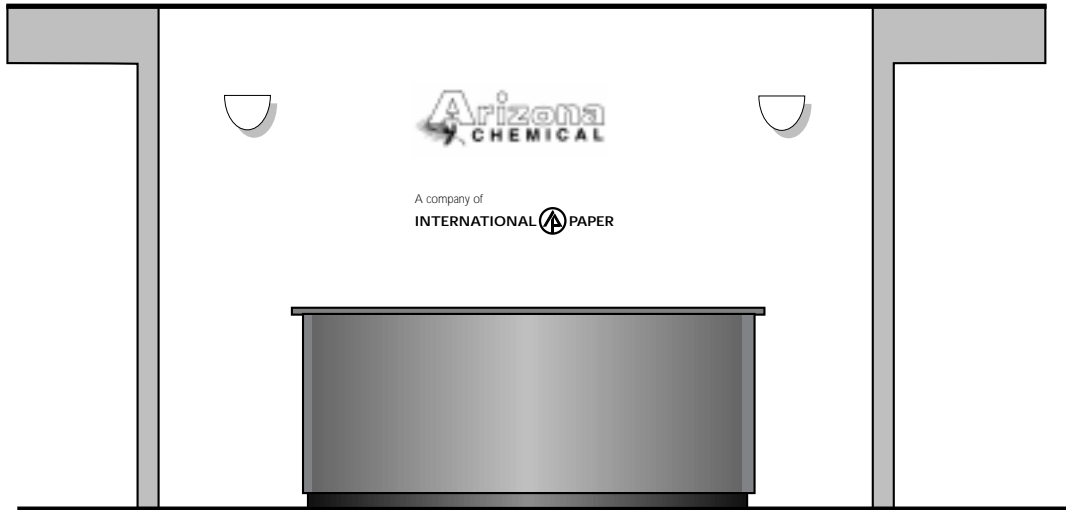


Freestanding Monument Sign

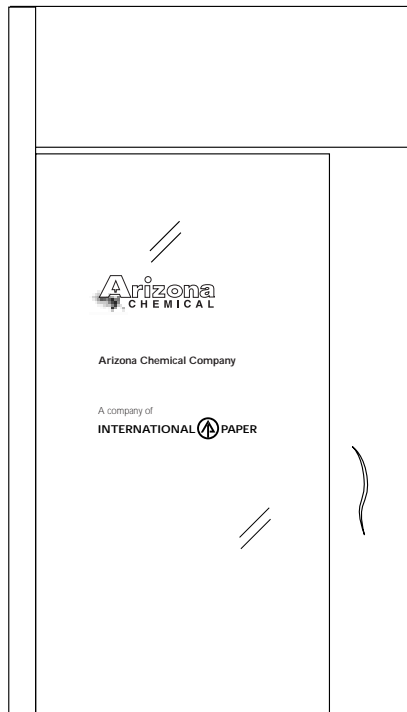


Directional Sign

- ▶ The role of Interior Signage is to aid a visitor once they have entered one of our facilities.
- ▶ The exhibits shown on this page display the International Paper logo on common interior signage examples.
- ▶ Directional copy should be set in Helvetica.



Reception Area Sign



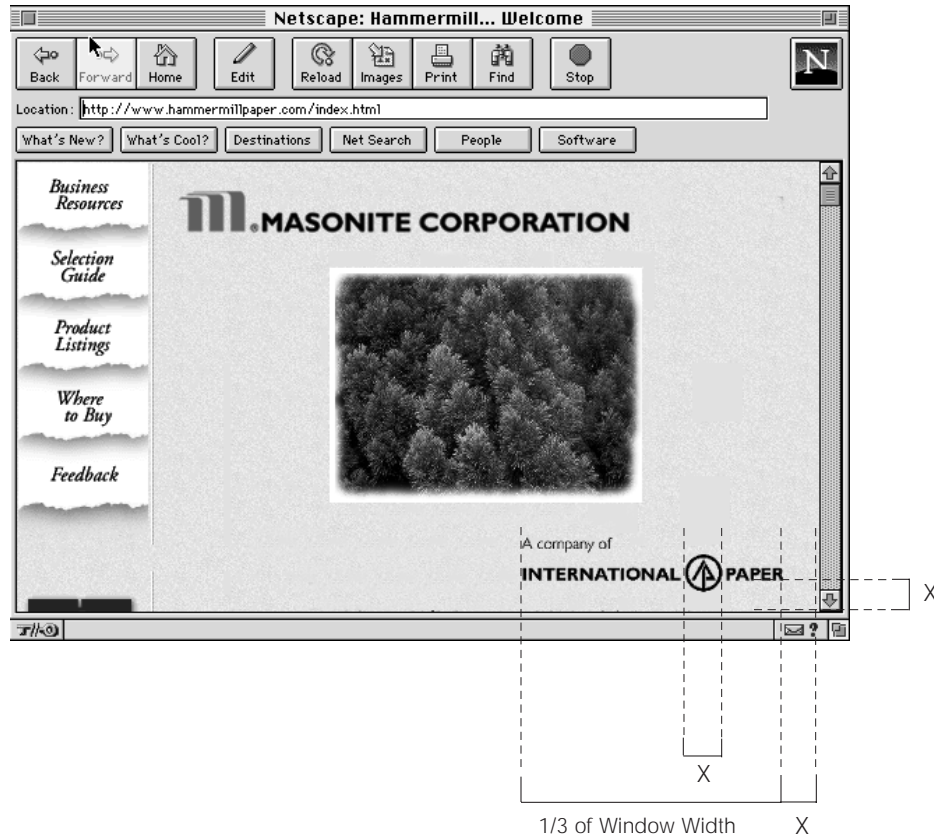
Door Decal



Interior Directional Sign

- ▶ The International Paper logo should be presented on Subsidiary Homepages.
- ▶ The logo may be reduced in size on additional pages.

Subsidiary
Homepage



- ▶ The International Paper logo may be used on buttons that return to the International Paper Website. While the design of the button may vary, the International Paper logo guidelines for the area of isolation, color, etc. must be followed.
- ▶ The International Paper logo Tree symbol may not be used as a button graphic on any site.

Correct



Incorrect



Incorrect



- ▶ Electronic media offers many innovative techniques for rendering typography and logos. However, in order to protect the integrity of the International Paper logo, only the techniques shown on this page may be used.
- ▶ All standards for color, space and size of the International Paper logo should be followed.

A company of

INTERNATIONAL  **PAPER**

Correct: Black logo on white or light backgrounds

A company of

INTERNATIONAL  **PAPER**

Correct: White logo on black background

A company of

INTERNATIONAL  **PAPER**

Correct: White logo on dark background. A subtle drop shadow may be used to enhance readability.