

Brand Guidelines | Logo

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Provided by:
Marketing Services

The International Paper Brand Management System

To help International Paper maintain and strengthen our leadership position in the eyes of all our audiences, we have adopted a Masterbrand strategy. The International Paper Brand Management System has been developed to protect and build equity in the International Paper Masterbrand. That means the IP corporate brand is the dominate brand and sub-brands are always linked to International Paper.

These established Brand Management Guidelines provide direction for the full range of applications including written, electronic and visual communications. They are designed to create a sense of how each sub-brand or business group is part of the greater whole of IP. Visually this conveys a unified, focused approach creating an integrated family of materials that support IP as the world's preeminent provider of paper and packaging.

The following pages contain the specific guidelines for producing stationery, business cards and signage. We encourage you to begin with the basic guidelines in sections 1 and 2 and then go to the section that is relevant to your needs.

Additional guidelines to follow include print advertising, promotional items, collateral material, co-branding and joint venture branding. Please refer any questions regarding use of the guidelines to the Brand Management Team at:
brand.managment@ipaper.com.



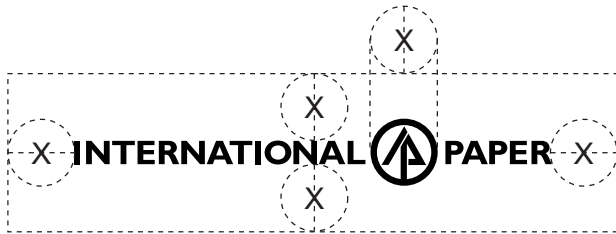
International Paper Logo

One of our company's most valuable assets is our logo. It stands for our company as a whole, including our employees, our quality products, our high ethical standards, and our word.

There is only one International Paper logo. It is always reproduced in black on white or light backgrounds or in white on black or dark backgrounds.

Always use the IP logo as a single unit and reproduce it from approved electronic artwork. If you print this file, do not reproduce the IP logo from the laser copy document. Do not use damaged artwork, laser prints, photos, photocopies, images extracted from web pages, etc.

Note: The International Paper letterforms and tree symbol have been custom-drawn. Both the font and the graphic are unique. Do not redraw, translate or recreate them. Use approved reproduction artwork only which is available through the IPNet intranet site or by sending a request to: brand.management@ipaper.com.



X = Cap Height of Tree Symbol
Y = Cap Height of International Paper



Area of Isolation

The first consideration in the use of the logo is the area of isolation. This area protects the integrity of the International Paper logo in all applications; therefore, a minimum amount of clear space must surround the logo to ensure that it is legible and instantly recognizable.

The diameter of the tree symbol defines the minimum area of isolation required around the logo, as shown by the X in the example on the left.

The height of the words “International Paper” in the logo is a common measurement used for many applications of the IP logo, as shown by the Y in the example on the left.

Do not print graphics, rules, typography or other elements in this area.

Logo Color

The IP logo is always reproduced in black on white or light background or in white on black or dark background. Tone on tone is not permitted.

This treatment of the IP logo was developed because black is a universally used color and allows for ease and consistency of reproduction regardless of the equipment or imaging method. It also permits flexibility for current and future collateral development.



Correct use of the IP Logo

Observing guidelines for correct use of the International Paper logo is essential for the strength and success of the IP corporate identity system.

Incorrect use of the IP Logo

The examples below illustrate a wide, though not all-inclusive, range of incorrect use. They show how any deviation from the guidelines can weaken the impact of the brand system.



Never use the logo in a sentence.



Never use the symbol alone.



Never alter the International Paper type font.



Never alter the symbol proportions.



Never reconfigure the logo.



Never distort the International Paper logo.



Never distort the International Paper logo.



Never use a drop shadow with the International Paper logo.



Do not use the logo on or behind an image or a cluttered background.

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARIAL BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typography

Arial is the official font for all internal documents. Arial is widely available and comes in a range of different weights. Use Arial for internal documents such as letters, fax cover sheets, memos, and other communication vehicles such as PowerPoint presentations and internal newsletters.

Arial is also used for building signage and vehicles, all weights of Arial are acceptable.

With respect to stationery and business cards, there is specific information regarding Arial weights and templates are available for letters, faxes and memos.

For information on using typography with promotional items, see the promotional items section of these guidelines. For information on using typography in print and electronic media, please refer to the Collateral and Web guidelines.