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 section 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

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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 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.

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.

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.
The International Paper Logo

- 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

\[ X = \text{Cap Height of Tree Symbol} \]
\[ Y = \text{Cap Height of International Paper} \]

---

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.
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.

INTERNATIONAL PAPER

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.

INTERNATIONAL PAPER

NATCHEZ MILL

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.

**Gill Sans Bold**

ABCDEFGHJKLMNOPQRSTUVWXYZ
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.

**CORRECT USAGE OF THE INTERNATIONAL PAPER LOGO**

- Never use the symbol alone
- Never alter the symbol proportions
- Never alter the International Paper type font
- Never reconfigure the logo
- Never add graphic elements to the logo
- 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.

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. CO LUMBUS BLVD.
  BRECKEN RIDGE HWY.
  SOUTHWESTERN BLDG.

- Do not use commas, periods or hyphens in the address block, except for Zip+4 codes.
  
  STAMFORD CT 06901-2318

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

- CHRIS P. SAMPLE
  SALES REPRESENTATIVE
  CHARLOTTE NC
  SOUTHERN REGION

- 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

*Note: Paper Business Units may substitute their own paper.
### Business Cards (3 1/2” x 2”)

#### 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**

---

*Note: Paper Business Units may substitute their own paper.*
#10 Envelope and #10 Window Envelope

**Typography:** Gill Sans Light 7/9

**Colors:**
- International Paper logo: Black
- 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)

*Note: Paper Business Units may substitute their own paper.*
Monarch Letterhead (7 1/2” x 10 1/2”)

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

Printing:
- Divisional Manager and Above: Engraved

*Note: Paper Business Units may substitute their own paper.
Monarch Envelope (4" x 7 1/2")

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

*Note: Paper Business Units may substitute their own paper.
5" x 7" Memo

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

Colors: Black

Printing: Offset

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

*Note: Paper Business Units may substitute their own paper.

INTERNATIONAL PAPER

CHRIS P. SAMPLE
DIRECTOR
PRODUCT DEVELOPMENT
Mailing Labels (5” x 3”)

Typography: Gill Sans Light 7/9

Colors:
- International Paper logo: Black
- Text: Black

Printing: Offset

Paper Stock:
White pressure sensitive, dull offset finish (Sub. 60)
Oversized Envelopes (9” x 12”, 10” x 13”, 11 1/2” x 14 1/4”)

Typography: Gill Sans Light 8/10.5
Colors: Black
Printing: Offset

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

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

Colors: Black

Printing: Offset

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

.45”
3.15”

INTERNATIONAL PAPER
TWO MANHATTANVILLE ROAD
PURCHASE NY 10577

Strictly Confidential
TO BE OPENED BY ADDRESSEE ONLY

NAME
LOCATION
Using Our Tagline

- 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

1/2 X  
1/2 Y

INTERNATIONAL PAPER

From innovation to results

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

1/2 X  
1/2 Y

INTERNATIONAL PAPER

From innovation to results

www.internationalpaper.com

Example of Single Page Advertisement

No Matter What Your Package, We Speak Your Language.

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.

**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.

**Bottom Center**
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.
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).
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

Minimum of X
1/3 of Window Width

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.

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
Interior Signage

- 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

Interior Directional Sign

Door Decal
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.
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.

**INTERNATIONAL PAPER**

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).

**Thilmany**

Brand Name

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

**Akrosil**

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.
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.

---

**Thilmany**

✿ INTERNATIONAL PAPER

✿ Minimum of 2X

---

**Strathmore Paper**

✿ INTERNATIONAL PAPER

✿ Minimum of 2X

✿ X
Incorrect Uses Of The International Paper Logo With Brands

- 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.
Use of Color

- 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
  BRECKEN RIDGE HIGHWAY
  SOUTHWESTERN BUILDING
  
  not

  E.COLUMBUS BLVD.
  BRECKEN RIDGE 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
Brand logo: Per Brand Specifications
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

*Note: Paper Business Units may substitute their own paper.
**Business Cards (3 1/2” x 2”)**

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

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

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

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

*Note: Paper Business Units may substitute their own paper.*
# 10 Envelope and #10 Window Envelope

**Typography:** Gill Sans Light 7/9

**Colors:**
- International Paper logo: Black
- Brand logo: Per Brand 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)

---

**#10 Envelope**

```
INTERNATIONAL PAPER
```

```
Addressee's Name
Title
Company
Street Address and/or PO Box
City, State Zip Code
```

---

**#10 Window Envelope**

```
INTERNATIONAL PAPER
```

```
Addressee's Name
Title
Company
Street Address and/or PO Box
City, State Zip Code
```
Monarch Letterhead (7 1/2” x 10 1/2”)

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

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

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

Printing:
Divisional Manager and Above: Engraved

*Note: Paper Business Units may substitute their own paper.
Monarch Envelope (4” x 7 1/2”)

Typography: Gill Sans Light 7/9
Colors:
<table>
<thead>
<tr>
<th>Logo</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>International Paper</td>
<td>Black</td>
</tr>
<tr>
<td>Brand logo</td>
<td>Per Brand Specifications</td>
</tr>
<tr>
<td>Text</td>
<td>Black</td>
</tr>
</tbody>
</table>
Printing: Engraved

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

*Note: Paper Business Units may substitute their own paper.
Typography:
Employee's Name: Gill Sans Bold 7/9
Employee's Title: Gill Sans Light 7/9

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

Printing: Offset

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

*Note: Paper Business Units may substitute their own paper.
Mailing Labels (5” x 3”)

Typography: Gill Sans Light 7/9

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

Printing: Offset

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

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)

*Note: Paper Business Units may substitute their own paper.
Typography: Gill Sans Light 8/10.5
Colors:
- International Paper logo: Black
- Brand logo: Per Brand Specifications
- Text: Black

Printing: Offset
Paper Stock: Recycled Natural Kraft, Open End (Sub. 28)
Confidential Envelopes

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

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

Printing: Offset
Paper Stock: Recycled Natural Kraft, Open End (Sub 28)
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.
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.
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).
- The International Paper logo should be presented on Brand Homepages.
- The area of isolation around the International Paper logo should be followed.

[Diagram of Brand Homepage with specifications for logo placement]
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.
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.

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.
• 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.
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
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.
Incorrect Uses Of The International Paper Logo With Subsidiaries

- 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.
Use Of Color

- 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

A company of

INTERNATIONAL PAPER

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

INCORRECT

INCORRECT

INCORRECT
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.

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
  BRECKEN RIDGE HIGHWAY
  SOUTHWESTERN BUILDING
  not

  E. COLUMBUS BLVD.
  BRECKEN RIDGE HWY. SOUTHWESTERN BLDG.

- Do not use commas, periods or hyphens in the address block, except for Zip+4 codes:
  
  STAMFORD CT 06901-2318

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

  CHRIS P. SAMPLE
  MANAGER
  ENVIRONMENTAL ANALYSIS

  not

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

  CHRIS P. SAMPLE
  SALES REPRESENTATIVE

  not

  CHRIS P. SAMPLE
  SALES REPRESENTATIVE
  CHARLOTTE NC
  SOUTHERN REGION

- 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

**Colors:**
International Paper logo: Black
Subsidiary logo: Per Subsidiary Specifications
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 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.**

---

*Note: Paper Business Units may substitute their own paper.*
Typography:
Employee's Name and Subsidiary Name: Gill Sans Bold 8/10
All Other Text: Gill Sans Light 8/10

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

*Note: Paper Business Units may substitute their own paper.
Stationery System Guidelines

Business Cards (3 1/2” x 2”)

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

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

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

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.

*Note: Paper Business Units may substitute their own paper.
# 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

**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

---

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.
#10 Window 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 represented by the logo, but is represented in the address block.
Monarch Letterhead (7 1/2” x 10 1/2”)

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

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

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

Printing:
Divisional Manager and Above: Engraved

*Note: Paper Business Units may substitute their own paper.
Monarch Envelopes (4” x 7 1/2”)

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: Engraved

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

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.

*Note: Paper Business Units may substitute their own paper.
Typography:
Employee's Name and Subsidiary Name: Gill Sans Bold 7/9
Employee's Title: Gill Sans Light 7/9

Colors: Black

Printing: Offset

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

*Note: Paper Business Units may substitute their own paper.
Mailing Labels (5” x 3”)

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

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

Printing: Offset

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

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.
Stationery System Guidelines

Oversized Envelopes (9" x 12", 10" x 13", 11 1/2" x 14 1/4")

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

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

Printing: Offset
Paper Stock: Recycled Natural Kraft, Open End (Sub. 28)
Print Advertising for Subsidiaries may include the International Paper logo.

It is mandatory that the words "A company of" accompany 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 Subsidiary logo.

When the Subsidiary logo does not represent the full legal name, the legal name should be shown within the ad or at the bottom of the ad as shown below for Arizona Chemical.
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.

---

### Back Cover Layout Option A

© Arizona Chemical Company
Reorder #12345  10/97

---

### Back Cover Layout Option B

© Arizona Chemical Company
Reorder #12345  10/97

---

### Back Cover Layout Option C

© Arizona Chemical Company
Reorder #12345  10/97

---

1001 EAST BUSINESS HIGHWAY 98
PANAMA CITY, FL 32401

© Arizona Chemical Company
Reorder #12345  10/97
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).
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).
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.
The International Paper logo should be presented on Subsidiary Homepages.

The logo may be reduced in size on additional pages.
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.
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

Correct: White logo on black background

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