Welcome to the International Paper Brand Management System

In today’s increasingly competitive environment, it is more critical than ever that we create a positive and lasting image of International Paper in customers’ minds.

One way we can continue to set ourselves apart from the competition is by clearly defining and communicating the International Paper brand. Customers who recognize the value of our brand are more likely to choose our products time and again.

As International Paper employees, we need to thoroughly understand our brand message so that we communicate clearly, strongly and with one voice. Please familiarize yourself with the IP Brand Management System and refer to its contents often. Use the brand standards and applications listed whenever you are representing International Paper in written, visual and verbal communications.

The International Paper brand is one of our company’s strongest assets. Highlighting and strengthening its value will help improve our profitability and success as the No. 1 paper and forest products company in the world.

Sincerely,

John Dillon
Chairman
International Paper
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1.1. Introduction to the Brand Management System

Welcome to the International Paper Brand Management System. This new system has been developed to help strengthen the International Paper brand. Ultimately, the system will provide direction for the full range of media we produce – print, electronic and three-dimensional (i.e., vehicles, signage). This initial version of the new system will be useful for producing stationery, signs, vehicle identification, apparel and promotional items.

The guidelines will be updated in 2002 and will include additional direction for print and electronic media.

We encourage you to begin with the basic guidelines and then go to the section that is relevant to your needs.

The guidelines within this new system will unify the manner in which all divisions and business units present themselves. They will help create an integrated family of materials that support IP as the world’s preeminent provider of paper, packaging and forest products.

Please refer any questions regarding use of the guidelines to:

Albert Klinkhammer  
Director, Communications  
IP Europe  
T +49 (0)211 901 78 41  
F +49 (0)211 901 78 56  
albert.klinkhammer@ipaper.com

or

Claudia Brand  
Communications  
IP Europe  
T +49 (0)211 901 78 42  
F +49 (0)211 901 78 56  
claudia.brand@ipaper.com

The files are divided into sections so you can quickly locate the guidelines appropriate to specific communications development needs.
1.2. Brand Architecture

What is Brand Architecture?
Brand Architecture is defined as a systematic way of organizing brands to ensure that key audiences understand the breadth and depth of the corporation – the value offered – and how these offerings meet their respective needs.

For IP, brand architecture means the external representation of the IP corporate brand with our portfolio of sub-brands and subsidiaries. It is based on the customer’s point of view, and requires an outside-in perspective.

It provides structure and discipline to the management and nurturing of our brand family; it is the intersection of our business strategy with our brand strategy.

The benefits of good brand architecture are to:
- organize brands in a way that makes it easy for audiences to understand
- make the brand promise credible
- extend and transfer brand equity
- generate economic efficiencies
- increase comprehension and awareness of all products
- provide flexibility for future business dynamics
- manage consistency in brand/offfer presentation

How Brand Architecture Helps Us
Brand architecture is not static. It can change over time due to evolving industry trends, mergers and acquisitions. But, despite the fluidity, having a formal process or strategic "road map" in place is essential for making brand strategy decisions that increase IP’s ability to compete. Brand architecture works together with the other elements of brand strategy and provides a tangible representation of the brand across all activities.

IP is moving from a product-based perspective toward a more integrated offering of customer solutions. So, we must make decisions about our own brand architecture to realize synergies among all our businesses and express our unique expertise as the primary “source” of value for our customers.
1.2. Brand Architecture (continued)

Our Own Brand Architecture
To help International Paper maintain our leadership position in the eyes of all our audiences, we have adopted a new Masterbrand architecture. As the world’s leading forest products organization, we have an unmatched product range across all segments of the wood, packaging and paper markets. To elevate the stature of International Paper as the source of value for all these businesses, we are streamlining our visual identification and branding practices.

What Does Masterbrand Mean?
A masterbrand strategy is used when one brand – IP – is able to convey the full range of desired equity and imagery and can effectively represent the full scope of our offers. The IP corporate brand is the dominant branded element and sub-brands and subsidiaries are identified with descriptive terms. Simplicity of communications is one of our primary goals. To create an even stronger visual connection between and among all of our existing sub-brands and products, we will now emphasize International Paper and IP will play a more visible role in all communications.

Sub-Brands
Going forward, the only logo we will use is the International Paper logo. We will no longer use proprietary logos or icons for any of the IP sub-brands; rather, all sub-brand names will be depicted in one standard type font and connected to International Paper with typography only. A consistent design system under the umbrella of the IP corporate brand will go far in conveying an organized and integrated approach.

Although our goal is to build a strong IP family brand linkage, certain businesses need individual distinctiveness to optimize their market position, sales and communications. We have separate business sub-brands for a number of reasons, e.g., different business/target customer sets, or business needs mandate a focus on the individual offer sub-brand. The new masterbrand architecture will create a sense of how each of these sub-brands is part of the greater whole of IP, visually conveying a unified and focused approach.

Subsidiaries
Sometimes there are competitive business or legal reasons for maintaining separate identities for corporate subsidiaries and for linking them in a greater or less dominant manner to IP. In the case of newly acquired brands, realistic consideration must be given to existing equities, the benefits of retaining these equities, and over what timeframe.

As these guidelines are updated, we will issue revisions to the IP brand architecture.
1.3. Our History

As International Paper has changed over the course of more than 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 logo 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 reflected 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.

A more contemporary symbol, incorporating 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 anticipated initiatives yet to come: major acquisitions (such as Hammermill Papers), large-scale international ventures and sophisticated new facilities.
1.3. Our History (continued)

In 1978 the symbol was positioned more closely 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 expanded through a series of important international acquisitions. By 2002, with operations in 50 countries and sales in more than 130, the company is a true world-class competitor.

Today International Paper faces dramatic new challenges in global competition, shifting 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.
2.1. The International Paper Logo

It is critical that we protect 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 on the left.

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.

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

X = Area of Isolation

The International Paper letter forms 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, available by downloading (see logo section of the online version of the guidelines).

Always use the logo as a single unit and reproduce it from approved electronic artwork.

If you print this file, do not reproduce the International Paper logo from the laser copy document. Do not use damaged artwork, laser prints, photos, photocopies, etc.

For additional information regarding area of isolation for the International Paper logo in conjunction with a sub-brand, business unit, mill, etc., please refer to the Collateral and Web guidelines, as well as the promotional items section in these guidelines.
2.2. Logo Color

The color of the International Paper logo is either black or white. It never appears in any other color.

- Reproduce the logo in black on white or light backgrounds equal to or lighter than a value of 45% black (see examples below).
- Reproduce the logo in white knock-out on black or on backgrounds equal to or darker than 46% black (see examples below).

Always place either the white or black logo on a background that provides the greatest contrast and legibility.

Please refer to the Collateral and Web guidelines for information on using color in print and electronic media.

Examples of backgrounds equal to or less than 45%:

Examples of backgrounds equal to or more than 46%:
2.3. Correct and Incorrect Use of the Logo

Observing guidelines for correct use of the International Paper logo is essential for the strength and success of the IP corporate identity system. These examples 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.
### Correct and Incorrect Use of the Logo (continued)

<table>
<thead>
<tr>
<th>Logo Style</th>
<th>Instructions</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="#">INTERNATIONAL PAPER</a></td>
<td></td>
</tr>
<tr>
<td>Do not use the logo on a cluttered or distracting background.</td>
<td></td>
</tr>
<tr>
<td><a href="#">INTERNATIONAL PAPER</a></td>
<td></td>
</tr>
<tr>
<td>Never place the logo at an angle.</td>
<td></td>
</tr>
<tr>
<td><a href="#">INTERNATIONAL PAPER</a></td>
<td></td>
</tr>
<tr>
<td>Do not create an outline version of the logo.</td>
<td></td>
</tr>
<tr>
<td>Made possible by a grant from INTERNATIONAL PAPER</td>
<td></td>
</tr>
<tr>
<td>Do not use the logo in a sentence.</td>
<td></td>
</tr>
<tr>
<td><a href="#">INTERNATIONAL PAPER</a></td>
<td></td>
</tr>
<tr>
<td>Do not place the logo in a shape.</td>
<td></td>
</tr>
<tr>
<td>an INTERNATIONAL PAPER Company</td>
<td></td>
</tr>
<tr>
<td>Do not use the logo with the words an International Paper Company.</td>
<td></td>
</tr>
</tbody>
</table>
2.4. Internal Logos

Internal logos are special promotional marks and/or symbols that represent a project, team or department. These logos that define and "brand" internal groups/initiatives are permissible under the following conditions:

1) Internal logos should adhere to the values of the corporation; for example, they should not be overly promotional, fancy, humorous, fussy, etc.

2) Any unique internal logo must not include the International Paper corporate logo. The only exception is the "3 Drivers logo."

3) Use of internal logos is recommended for media used within International Paper facilities only. Typical applications include:
   - mugs
   - pads
   - pens
   - pencils
   - mouse pads
   - posters and banners
   - certificates
   - awards
   - intranets
   - balloons

4) If you want to associate your team or project logo with International Paper (and use the IP logo), you must provide substantial visual separation between the two logos and apply them only on items used exclusively within International Paper.

5) There is only one approved way to use your team or project name associated with the International paper logo on articles that will be used outside the IP facilities (i.e., t-shirts, bags, etc):
   - Position the name of your team or project (not the logo) below the International Paper logo, following the rules for typography and area of isolation in the Basic Elements section of these guidelines.

6) Do not use internal logos on internet websites.
2.5. Typography

Arial is the official font for stationery, building signage, and vehicles. Arial is widely available and comes in a range of different weights. Use Arial for word processing the body of letters, fax cover sheets and memos.

For building signage and vehicles, all weights of Arial are acceptable. With respect to stationery, please see the stationery section for specific information regarding Arial weights.

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.
3.1. Stationery Introduction

Stationery is one of our primary means of communication and it is essential that every application be a consistent reflection of our corporate identity. There is only one approved design format for all corporate and business unit stationery, although there are slight variations in size and content for different regions of the world.

This section illustrates approved layouts for standard business stationery. It includes specifications for typography, color, printing method, paper stock and word processing.

Size Measurements
All dimensions and type sizes are given in millimeters.

Letterhead
Do not word process or type on the back of corporate stationery.

For guidelines regarding the use of names and titles on letterhead, as well as the use of certification logos (i.e., ISO certification), please contact Albert Klinkhammer or Claudia Brand (contact information on page 1.1.).

Business Cards
There is one universal design format for all International Paper business cards. It accommodates multiple lines of address and contact information.

International Paper strongly recommends the use of business cards printed in English. Printing an additional set of business cards in one’s local language is optional.

Color
All stationery is reproduced in black only. No other colors are used in any stationery application for International Paper.

Typography
Arial is the type font used for all International Paper stationery. There are no substitutions. Specifications for size and position are included for each stationery application.

On stationery, all information is set in upper case, except for the e-mail address.

Telephone, fax, cell/mobile/pager numbers are designated in upper case bold initial letters, i.e., T, F, C, M, P, not with words spelled out in full. (Please see exception for business card pp 3.2.–3.8.)

Show e-mail addresses without the word “e-mail”.

Country Names
Please see page 3.2. for examples on how to manage country names.

Paper Stock
Suggestions for recommended paper stock and weight are included in these guidelines. Each paper unit has the opportunity to specify its own paper stock; however, please make sure that the color and weight size chosen matches the recommended standard.

Typing/Word Processing Guidelines
Follow word processing guidelines with care, to promote a consistent look across all IP communications.

Arial, 11pt with auto line spacing, is the required typeface and size for word processing. Align the body of the letter, memo or fax flush left, ragged right. Make sure lines do not exceed the right margin and avoid hyphenation at the end of a line. Do not indent paragraphs; double space, putting one blank line between them. If a paragraph will not fit entirely on a page, start it on a new page.

Second sheet guidelines are the same as guidelines for the letterhead or memo first sheet, with the exception of a top margin. Use this format for all subsequent pages, until the end of the letter.
<table>
<thead>
<tr>
<th>Name &amp; Title Block</th>
<th>Correct</th>
<th>Incorrect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use ampersands (&amp;) in titles and department names.</td>
<td>EDUCATION &amp; TRAINING SALES &amp; MARKETING</td>
<td>EDUCATION AND TRAINING</td>
</tr>
<tr>
<td>Avoid abbreviations in names, titles and functional areas.</td>
<td>MANAGER, RESEARCH &amp; DEVELOPMENT</td>
<td>MGR, R&amp;D</td>
</tr>
<tr>
<td>Exceptions are standard titular abbreviations.</td>
<td>CHRIS P. SAMPLE, JR.</td>
<td>CHRIS P. SAMPLE, PH.D.</td>
</tr>
<tr>
<td>Until the amount of functional and regional information included in titles; two lines are preferable, three lines are permissible, if necessary.</td>
<td>CHRIS P. SAMPLE MANAGER ENVIRONMENTAL ANALYSIS</td>
<td>CHRIS P. SAMPLE ENVIRONMENTAL ANALYSIS</td>
</tr>
<tr>
<td>ENVIRONMENTAL COMPLIANCE UNIT ENVIRONMENTAL ENGINEERING &amp; DESIGN</td>
<td></td>
<td>ENVIRONMENTAL ENGINEERING &amp; DESIGN</td>
</tr>
<tr>
<td>Name &amp; Title Block</td>
<td>Correct</td>
<td>Incorrect</td>
</tr>
<tr>
<td>Department and division names, if used, should be set in Arial Regular.</td>
<td>DIVISION</td>
<td>DIVISION</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Address Block</th>
<th>Correct</th>
<th>Incorrect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avoid abbreviations other than state names.</td>
<td>EAST COLUMBUS BOULEVARD BREAKENRIDGE HWY. SOUTHWESTERN BUILDING</td>
<td>E. COLUMBUS BLVD. BREAKENRIDGE HWY. SOUTHWESTERN BLDG.</td>
</tr>
<tr>
<td>Do not use commas, periods or hyphens in an address block, except when required.</td>
<td>GUISELEY, LEEDS LS20 9LT S7 BOULEVARD DES CHÊNES</td>
<td>GUISELEY, LEEDS, LS20 9LT S7 BOULEVARD DES CHÊNES</td>
</tr>
<tr>
<td>E-mail addresses should be identified without the word &quot;e-mail&quot;.</td>
<td><a href="mailto:name.sample@ipaper.com">name.sample@ipaper.com</a></td>
<td>E-mail: <a href="mailto:Name.Sample@sample.com">Name.Sample@sample.com</a></td>
</tr>
<tr>
<td>Additional contact numbers such as mobile phones and pagers may be included and should be identified with the appropriate letter.</td>
<td>G</td>
<td>M</td>
</tr>
<tr>
<td>E</td>
<td>P</td>
<td>mobile</td>
</tr>
<tr>
<td>page, etc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use the configuration shown for country and city.</td>
<td>+49 0211</td>
<td>49 0211</td>
</tr>
<tr>
<td>Use the accepted local standard for telephone numbers.</td>
<td>+49 (0)211 90 178 42</td>
<td>49 0211 90 178 42</td>
</tr>
<tr>
<td>Spell the country name in full, when possible, or use the appropriate abbreviation for the country name (in cases where the full name is too long.)</td>
<td>78284 GUYANCOURT, FRANCE</td>
<td>78284 GUYANCOURT, F.</td>
</tr>
<tr>
<td></td>
<td>GUISELEY, LEEDS LS20 9LT, UK</td>
<td>GUISELEY, LEEDS LS20 9LT, UNITED KINGDOM</td>
</tr>
</tbody>
</table>

Please see the next page for examples on how to manage country names.
3.2. Standards – Country Names

International Paper operates in many countries in Europe. When possible, spell the country name in full on all stationery applications. When the country name is too long to spell out, use the appropriate abbreviation for the country name as shown in these examples.

1) Names that may be abbreviated include:
   - United Kingdom > UK
   - Czech Republic > CZ

2) Short country names do not require abbreviation:
   - France > France
   - Poland > Poland
3.3.1. A4 Corporate Letterhead
(210mm x 297mm)

This page illustrates the approved layout for the A4 Corporate letterhead and includes specifications for typography, color, printing and paper stock, and guidelines for word processing.

Telephone (T), fax (F), cell/mobile/pager (C/M/P) numbers are designated in uppercase bold initial letters, i.e., T, F, C, M, P, not with words spelled out in full.

The legal entity name, telephone and fax numbers are mandatory. Use a third line for additional numbers when necessary, but do not list more than three lines total.

Word processing:
Arial Regular, 11pt with auto line spacing, is the required typeface and size for word processing.

If your letter extends below the bottom margin, continue on letterhead second page.

Letterhead is not shown at actual size.

All dimensions and type sizes are given in millimeters.

Typography:
All Text: Arial Regular 8/10pt

Color:
International Paper Logo: Black
Text: Black

Paper Stock:* Strathmore Script, Ultimate White, Sub.24

Printing:
Offset

* Note: You may substitute the above paper stock with any International Paper stock (90–100g/m²) as needed.
3.4.1. A4 Business Unit Letterhead*
(210mm x 297mm)

This page illustrates the approved layout for the A4 Business Unit letterhead and includes specifications for typography, color, printing and paper stock, and guidelines for word processing.

Telephone (T), fax (F), cell/mobile/pager (C/M/P) numbers are designated in uppercase bold initial letters, i.e., T, F, C, M, P, not with words spelled out in full.

The legal entity name, telephone and fax numbers are mandatory. Use a third line for additional numbers when necessary, but do not list more than three lines total.

Word processing:
Arial Regular, 11pt with auto line spacing, is the required typeface and size for word processing.

If your letter extends below the bottom margin, continue on letterhead second page.

Do not type or word process on the back of the letterhead.

Letterhead is not shown at actual size.

All dimensions and type sizes are given in millimeters.

Typography:
All Text: Arial Regular 8/10pt

Color:
International Paper Logo: Black
Text: Black

Paper Stock:**
Strathmore Script, Ultimate White, Sub.24

Printing:
Offset

* Note: The Business Unit Letterhead is identical to the Corporate Letterhead.

**Note: You may substitute the above paper stock with any International Paper stock (90–100g/m²) as needed.
3.4.2. A4 Letterhead for Right Window Envelope
(210mm x 297mm)

This page illustrates the approved layout for the A4 letterhead to be used with right window envelopes only. This page includes specifications for typography, color, printing, and paper stock, and guidelines for word processing.

Telephone (T), fax (F), cell/mobile/pager (C/M/P) numbers are designated in uppercase bold initial letters, i.e., T, F, C, M, P, not with words spelled out in full.

The legal entity name, telephone and fax numbers are mandatory. Use a third line for additional numbers when necessary, but do not list more than three lines total.

Word processing:
Arial Regular, 11pt with auto line spacing, is the required typeface and size for word processing.
If your letter extends below the bottom margin, continue on letterhead second page.

Letterhead is not shown at actual size. All dimensions and type sizes are given in millimeters.

Typography:
All Text: Arial Regular 8/10pt

Color:
International Paper Logo: Black
Text: Black

Paper Stock:* Strathmore Script, Ultimate White, Sub.24

Printing: Offset

* Note: You may substitute the above paper stock with any International Paper stock (90–100g/m²) as needed.
3.5. A4 Letterhead Second Page
(210mm x 297mm)

This page illustrates the approved layout for all A4 letterhead second pages and includes specifications for typography, color, printing and paper stock, and guidelines for word processing.

Letterhead second page is not shown at actual size.

All dimensions and type sizes are given in millimeters.

Color:
Same as first page.

Paper Stock:
Same as first page.

Printing:
Same as first page.
3.6. Corporate Business Card (85mm x 55mm)

There is one universal size and layout format for all International Paper business cards. It accommodates multiple lines of address and contact information, as shown.

Unlike the convention followed with the stationery system, the abbreviations TEL, FAX, MOBILE should be used in upper case on all business cards.

The legal entity name, telephone and fax numbers are mandatory. Use a third line for additional numbers when necessary, but do not list more than three lines total.

Business card is not shown at actual size. All dimensions and type sizes are given in millimeters.

Typography:
- Employee’s Name: Arial Bold 8/9pt
- All Other Text: Arial Regular 7/9pt

Color:
- International Paper Logo: Black
- Text: Black

Paper Stock:*
- Beckett Expressions Radiance, #100 Cover or Strathmore Writing Cover, Ultimate White, wove Sub.88

Printing:
- Matte thermography

* Note: You may substitute the above paper stock with any International Paper stock (320–360g/m²) as needed.
3.7. Business Unit Business Card (85mm x 55mm)

There is one universal size and layout format for all International Paper business cards. It accommodates multiple lines of address and contact information, as shown.

Unlike the convention followed with the stationery system, the abbreviations TEL, FAX, MOBILE should be used in upper case on all business cards.

The legal entity name, telephone and fax numbers are mandatory. Use a third line for additional numbers when necessary, but do not list more than three lines total.

Business card is not shown at actual size. All dimensions and type sizes are given in millimeters.

**Typography:**
- Employee’s Name: Arial Bold 8/9pt
- All Other Text: Arial Regular 7/9pt

**Color:**
- International Paper Logo: Black
- Text: Black

**Paper Stock:**
- Beckett Expressions Radiance, #100 Cover or Strathmore Writing Cover, Ultimate White, wove Sub.88

**Printing:**
- Matte thermography

*Note: You may substitute the above paper stock with any International Paper stock (320–360g/m²) as needed.*
3.8. Incorrect Use - Business Cards

- Do not change the position and size of the International Paper logo.
- Leave a line between address and phone numbers.
- Use the Arial typeface only; do not use any other font.
- Always use “TEL” in lieu of “phone”.

- Do not include the legal name of the business card in any other place than above the address block.

- Do not change the position of the International Paper logo.
- Leave a line between address and phone numbers.
- Use the Arial typeface only; do not use any other font.

- Always use “TEL” in lieu of “phone”.
- Do not include the word “e-mail”.
- Do not include the legal name in bold letters.
3.9. DL Envelope and DL Window Envelope (110mm x 220mm)

This page illustrates the approved layouts for the DL general issue and window envelope design and includes specifications for typography, color, printing and paper stock, and guidelines for word processing.

Including the address on the window envelope underneath the International Paper Logo is optional.

Envelope examples are not shown at actual size.

All dimensions and type sizes are given in millimeters.

Typography:
Text: Arial Regular 11/13pt

Color:
International Paper Logo: Black
Text: Black

Paper Stock:* Strathmore Script Ultimate White, Sub.24

Printing:
Offset

* Note: You may substitute the above paper stock with any International Paper stock (90–100g/m²) as needed.
3.10. A4 Internal Memo
(210mm x 297mm)

This page illustrates the approved layout for the A4 internal memo and includes specifications for typography, color, printing and paper stock, and guidelines for word processing.

Word processing:
Arial Regular, 11pt with auto line spacing, is the required typeface and size for word processing.

If your internal memo extends below the bottom margin, continue on plain white stationery stock that matches the internal memo letterhead. Do not type or word process on the back of the internal memo.

Memo is not shown at actual size.
All dimensions and type sizes are given in millimeters.

Typography:
"Internal Memo" Text: Arial Regular 20pt
All Other Text: Arial Regular 8/10pt

Color:
International Paper Logo: Black
Text: Black

Paper Stock:
Any International Paper office paper

Printing:
Desktop printer
3.11. A4 Fax Cover

(210mm x 297mm)

This page illustrates the approved layout for the A4 fax transmittal cover sheet and guidelines for word processing.

**Word processing:**
Arial Regular, 11pt with auto line spacing, is the required typeface and size for word processing.

Fax is not shown at actual size. All dimensions and type sizes are given in millimeters.

**Typography:**
- “Fax” Text: Arial Regular 20pt
- All Other Text: Arial Regular 8/10pt

**Color:**
- International Paper Logo: Black
- Text: Black

**Paper Stock:**
Any International Paper office paper

**Printing:**
Desktop printer

**Legal Text:**
The legal text shown on the bottom of the fax sheet is required. Text reads as follows:

The material contained in this communication is intended only for the use of the addressee. It may contain information that is confidential, proprietary, attorney privileged, and exempt from disclosure under applicable law. If the reader of this communication is not the intended recipient, you are hereby notified that any dissemination, distribution or duplication of this communication is prohibited. If you have received this communication in error, please notify us immediately by telephone and return, by mail, the original message to us. Thank you.
3.12. Mailing Label
(148mm x 105mm)

This page illustrates the approved layout for the mailing label design and includes specifications for typography, color, printing and paper stock, and guidelines for word processing.

Word processing:
Arial Regular, 11pt with auto line spacing, is the required typeface and size for word processing.

Mailing label is not shown at actual size.
All dimensions and type sizes are given in millimeters.

Typography: Arial Regular 8/10pt
Color:
International Paper Logo: Black
Text: Black

Paper Stock:* White Pressure Sensitive, dull offset finish, Sub.60

Printing:
Offset

* Note: You may substitute the above paper stock with any International Paper stock (140–180g/m²) as needed.
3.13. Compliments Card
(148mm x 105mm)

This page illustrates the approved layout for the Compliments Card.

Inclusion of the address and telephone/fax information is optional.

Compliments card is not shown at actual size.

All dimensions and type sizes are given in millimeters.

Typography:
"With Compliments" Text: Arial Bold 7/9pt
All Other Text: Arial Regular 7/9pt

Color:
International Paper Logo: Black
Text: Black

Paper Stock:
Any International Paper stock (240-280g/m²)

Printing:
Offset

* Note: Paper Business Units may substitute their own paper (240-280g/m²).
1.1. Introduction to Promotional Items

The International Paper logo may be used on promotional items such as shirts, coffee mugs, hats, pens, etc. The following section contains guidelines governing both how the International Paper logo is applied to promotional items as well as the relationship of the International Paper logo to additional information such as the names of sub-brands, mills, business units, events, etc. For guidance on using internal logos on promotional items, please refer to the Internal Logo Page in the Basic Elements section.

In order to address various imprinting techniques and constraints, which differ from one promotional item to another, we have provided more than one option for displaying information on certain promotional items. For example, silk-screening the logo onto a T-shirt or coffee mug allows for more flexibility than does embroidering the logo onto a dress or golf shirt.

To maintain consistency in how the International Paper brand is expressed on promotional items, it is important that you adhere to these guidelines (i.e., area of isolation, typography, color, etc.).

Logo Color
The color of the International Paper logo on promotional items must be either black or white and should never appear in any other color. The International Paper logo is black when applied to a light, or white, background and is white when applied to a dark, or black, background. For additional information about logo color, refer to the Logo Color page of the Basic Elements section.

Typography
The official font to be used on promotional items is Univers.

Area of Isolation
The diameter of the tree symbol in the International Paper logo defines the area of isolation required around the logo; hereafter referred to as ‘one tree’.
2.1. Corporate Promotional Items

The International Paper logo must always appear clearly and legibly against all backgrounds on promotional items. The area of isolation around the International Paper logo must always be maintained and the International Paper logo can never be used in conjunction with another proprietary logo or symbol.
Brand Management
Promotional Items

3.1. Sub-Brand Promotional Items

The International Paper logo must always appear clearly and legibly against all backgrounds on promotional items. The area of isolation around the International Paper logo must always be maintained and the International Paper logo can never be used in conjunction with another proprietary logo or symbol.

Apply the following guidelines when producing promotional items with the International Paper logo and a sub-brand name:

• Sub-brand name must be placed one tree beneath the International Paper logo.

• Sub-brand name must be set in **Univers 65 Bold** typeface 2 x the size of the Y height of the International Paper logo.

• Sub-brand name aligns flush left with the “I” in the International Paper logo.

• Event title, or any additional information, displayed with the sub-brand name is set one tree beneath the sub-brand name in **Univers 55 Roman** typeface, 1 x the size of the Y height of the International Paper logo.

• Event title aligns, as with sub-brand name, flush left with the “I” in the International Paper logo.

\[ z \] = cap height of tree symbol
Certain promotional items (i.e., coffee mug, T-shirt, etc.) allow greater flexibility in displaying information due to their shape or imprinting process used. Such promotional items can incorporate the International Paper family look.

Refer to the Collateral Guidelines for additional information regarding the Logo Unit and its components, the Graphic Box, Identity Box, and IP Logo Box.

Apply the following guidelines when producing certain sub-brand promotional items (i.e., coffee mug, T-shirt, etc.) with the International Paper family look:

- Sub-brand name must be placed 2 x the Y height of the IP Logo.
- Sub-brand name must be set in Universal 65 Bold typeface 2 x the size of the Y height of the International Paper logo.
- Sub-brand name aligns flush left with the “I” in the International Paper logo.

Continued on page 4.1.2.
4.1.2. Sub-Brand Promotional Items: Additional Options (continued)

- The sub-brand name should always be set in white. The International Paper logo in the Logo Box can be either black or white. Refer to the Color Palette page in the Collateral Guidelines for information on Logo and Identity Box color.

- Event title, or any additional information, displayed with the sub-brand name is set one tree beneath the sub-brand name in Univers 55 Roman typeface, 1 x the size of the Y height of the International Paper logo.

- Graphic Box contains either a solid color or an image, both of which can be scaled as appropriate for the particular promotional item.

Hat with International Paper Logo and Sub-Brand

- The International Paper logo and the sub-brand name must always appear together on the front of the hat.

- Sub-brand name must be placed one tree beneath the International Paper logo.

- Sub-brand name must be set in Univers 65 Bold typeface 2 x the size of the Y height of the International Paper logo.

- Sub-brand name is centered beneath the International Paper logo

- Event title, or any additional information, can either be positioned on the side or back of the hat set in Univers 55 Roman typeface, 1 x the size of the Y height of the International Paper logo.
5.1.1. Business Units, Mills, Events, Teams, Projects, Etc., on Promotional Items

The International Paper logo must always appear clearly and legibly against all backgrounds on promotional items. The area of isolation around the International Paper logo must always be maintained and the International Paper logo can never be used in conjunction with another proprietary logo or symbol.

Apply the following guidelines when producing promotional items with the International Paper logo and a Business Unit, Mill name, Event title, etc.:

• Business Unit, Mill name, etc. must be placed one tree beneath the International Paper Logo

• Business Unit, Mill name, etc. must be set in Univers 55 Roman typeface, 1 x the size of the Y height of the International Paper logo.

• Business Unit, Mill name, etc. should be set in the same color as the International Paper logo, in either black or white.

• Additional information, displayed with the Business Unit, Mill name, etc. is set one tree beneath the Business Unit, Mill name, etc. in Univers 55 Roman typeface, 1 x the size of the Y height of the International Paper logo.

• Type for any additional information with the Business Unit, Mill name, etc. aligns flush left with the “I” in the International Paper logo.
5.1.2. Business Units, Mills, Events, Teams, Projects, Etc., on Promotional Items: Additional Options

Certain promotional items (i.e., coffee mug, T-shirt, etc.) allow greater flexibility in displaying information due to their shape or imprinting process used. Such promotional items can incorporate the International Paper family look.

Refer to the Collateral Guidelines for additional information regarding the Logo Unit and its components, the Graphic Box, Identity Box, and IP Logo Box.

Apply the following guidelines when producing certain promotional items (i.e., coffee mug, T-shirt, etc.) with the International Paper family look:

• Business Unit, Mill name, etc. must be placed 2 x the Y height of the IP Logo Box (refer to Illustration on page 4.1.).

• Business Unit, Mill name, etc. must be set in Univers 55 Roman typeface 1 x the size of the Y height of the International Paper logo (refer to Illustration on 4.1.).

• Business Unit, Mill name, etc. must be set in Univers 55 Roman typeface 1 x the size of the Y height of the International Paper logo (refer to Illustration on 4.1.).

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• Business Unit, Mill name, etc. must be set in Univers 55 Roman typeface 1 x the size of the Y height of the International Paper logo (refer to Illustration on 4.1.).

• Business Unit, Mill name, etc. should always be set in white. The International Paper logo in the Logo Box can be either black or white. Refer to the Color Palette page in the Collateral Guidelines for information on Logo and Identity Box color.

• Additional information, displayed with the Business Unit, Mill name, etc. is set one tree beneath the Business Unit, Mill name, etc. in Univers 55 Roman typeface, 1 x the size of the Y height of the International Paper logo.

• Graphic Box contains either a solid color or an image, both of which can be scaled as appropriate for the particular promotional item.
5.1.3. Business Units, Mills, Events, Teams, Projects, Etc., on Promotional Items: Additional Options (continued)

Hat with International Paper Logo and Business Unit, Mill Name, Event Title, Etc.

- Business Unit, Mill name, etc. may be displayed on the back, side or centered beneath the International Paper logo on the front of the hat and set in Univers 55 Roman typeface, 1 x the size of the Y height of the International Paper logo.

Due to their shape, certain items, like the desk clock, allow for greater flexibility in displaying information, either centered beneath the International Paper logo or aligned with the "I" in the International Paper logo.

Hat with International Paper logo on the front and event title on the side

Hat with International Paper logo on the front and mill name on the back
6.1. Incorrect Usage

- Do not use any proprietary logos or symbols in conjunction with the International Paper logo.
- Do not use any font except Univers.
- Do not violate the International Paper logo area of isolation.
- Do not use a sub-brand name without the International Paper logo.
- Do not use any color other than white or black for the International Paper logo and sub-brand name.
- Do not use any font except Univers for the sub-brand name.

For additional information on the incorrect use of the International Paper logo refer to the Correct and Incorrect Use of the Logo page in the Basic Elements section of these guidelines.
## 7.1. Quick Reference Table

<table>
<thead>
<tr>
<th>Standard Use</th>
<th>Additional Options</th>
<th>Do Not</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Corporate Promotional Items</strong></td>
<td>The IP logo must be:</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>• applied clearly and legibly against all backgrounds</td>
<td>• Do not use any other color than black and white for the International Paper logo</td>
</tr>
<tr>
<td></td>
<td>• set in either white or black on promotional items</td>
<td></td>
</tr>
<tr>
<td><strong>Sub-Brand Promotional Items</strong></td>
<td>Sub-brand name must be:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• placed one line beneath the IP logo</td>
<td></td>
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<tr>
<td></td>
<td>• set in Univers 65 Bold typeface 2 x the size of the Y height of IP logo</td>
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<tr>
<td></td>
<td>• aligned flush left with the &quot;I&quot; in the IP logo</td>
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<tr>
<td></td>
<td>IP Family look (i.e., t-shirt, mug)</td>
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<tr>
<td></td>
<td>Sub-brand name must be:</td>
<td></td>
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<tr>
<td></td>
<td>• placed 2 x the Y height of the IP Logo Box</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• set in Univers 65 Bold typeface 2 x the size of the Y height of the IP logo</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• aligned flush left with the &quot;I&quot; in the IP logo</td>
<td></td>
</tr>
<tr>
<td></td>
<td>On hats, the sub-brand name is centered beneath the International Paper logo</td>
<td></td>
</tr>
<tr>
<td><strong>Business Unit, Mill, Events, Teams, Projects, etc. on Promotional Items</strong></td>
<td>Business Unit, Mill name etc, must be:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• placed one line beneath the IP logo</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• set in Univers 55 Roman typeface 1 x the size of the Y height of the IP logo</td>
<td></td>
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<td></td>
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<tr>
<td></td>
<td>• aligned flush left with the &quot;I&quot; in the IP logo</td>
<td></td>
</tr>
<tr>
<td></td>
<td>On hats, Business Unit, Mill name etc may be displayed on the back, side or centered beneath the International Paper logo</td>
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<tr>
<td></td>
<td>Do not use any proprietary logos or symbols in conjunction with the IP logo</td>
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<tr>
<td></td>
<td>• Do not use a sub-brand name without the IP logo</td>
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<tr>
<td></td>
<td>• Do not use any other color other than white or black for the IP logo and sub-brand name</td>
<td></td>
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<tr>
<td></td>
<td>• Do not violate IP logo area of isolation</td>
<td></td>
</tr>
</tbody>
</table>
5.1. Interior Signage

Signs identify, inform and direct. Because they are highly visible, they are among the most important tools for establishing and reinforcing the International Paper corporate identity.

Refer to the director of facilities for information on materials, size and code requirements for specific building exterior and interior signs.

The exhibits shown on this page display the International Paper logo on typical examples of interior signage.

Directional copy is set in Arial.
5.2. Exterior Signage

The exhibits shown on this page display the International Paper logo on typical examples of exterior signage.

Directional copy is set in Arial.
6. Vehicles

The vehicles operated throughout the corporation represent thousands of billboard images for International Paper.

All vehicles used by the corporation, and by divisions doing business as International Paper, should display the International Paper logo.

The exhibits on this page show typical applications of the International Paper logo on a cross section of vehicles within our fleet. They also show recommended size and position of the International Paper logo. Since vehicle dimensions vary between manufacturers and from year to year, these guidelines do not specify exact measurements but should be followed for relative scale.

Art is not drawn to scale.

These guidelines will be updated in the next few months and rules for using sub-brand names on vehicles will be revised.