Brand Guidelines | Key Art - Usage

Provided by:
Marketing Services

INTERNATIONAL PAPER
Introduction

To represent the substance of International Paper in our brand communications, we have chosen to use the circle as a consistent graphic element. Its meaning is multi-faceted.

**Literally:** The circle shares the shape of the trees from which our products are made, the cores on which our paper is rolled, the wheels by which our products are shipped, and the globe around which we touch people’s lives.

**Metaphorically:** The circle represents the circle of sustainability (manufacturing and recycling), the principles of commitment (no beginning and no end), interdependence (every part equally important to the whole), precision (perfect symmetry) and strength.

**Philosophically:** In a circle, the whole is greater than the sum of the parts. In fact, once a circle is complete, there are no parts. A circle is both unending and complete at the same time.

The circle is a powerful iconic representation of International Paper’s brand idea. It should be used as a tool in communications materials to provide recognizable consistency while maintaining flexibility in style and use.
What is the IP Key Art?

The International Paper circle key art is a component of the International Paper brand identity system. It is a design element used to decorate as well as to identify communications topics, including products, services, areas of focus and other subject matter.

It is not a logo. There is only one International Paper logo, and it is by no means replaced or sublimated by the circle key art. The circle key art is never used to represent the company or any one business group within the company. Rather, the circle key art is used to identify the subject of a given communications piece or the various topics discussed within the piece.

Don’t use it like a logo. As such, the circle key art should not be used as a signature/sign-off or as representation of the company or any business group within the company. Rather, the circle key art should be used as a decoration, ornamentation or identification element in brand design. The circle key art should never be used in place of the corporate logo, but as augmentation to communications that bear the International Paper logo.
The International Paper Circle

As a key graphic, the circle encompasses individual elements and aspects of International Paper. The circle can be any color and may appear solid, transparent or layered. Circles can also overlap or vary in size to create a visually pleasing design. The circle can be represented in a variety of ways, but certain elements should be maintained in all applications.

For more information regarding the use of the International Paper circle in brand design, please refer to the International Paper Brand Book (located on: IPNet/Business Tools/Brand Guidelines).
Key Art Application Options

Color Key art
Shown here are examples of the key art elements in color. Note that the icon/symbol is maintained in black while the color of the outer ring may change. This is the preferred application whenever full color printing or display capabilities are available.

Grayscale Key art
Shown here are examples of the key art elements in grayscale. This application is acceptable whenever color printing capabilities or ink colors are limited but screen tints are available. The preferred grayscale tint is 40% black, but other screen tints are acceptable when preferred for design or aesthetic reasons.

Black-and-White Key art
Shown here are examples of the key art elements in black. This application is acceptable whenever color printing and/or screen tint capabilities are limited, and in situations where a limited color palette is preferred for design or aesthetic reasons.
Key Art Color Palettes

The International Paper Global Brand Management System sets no limitations on color usage other than the color of the International Paper logo — which is always rendered in either black or white. There are no color limitations for the key art elements. Color to be determined by appropriateness to application, environment and culture.

Color palettes shown here are recommended uses of color based on appropriateness for the subjects represented in the initial array of key art elements with thought given to coordinating color subgroups and promoting an broad spectrum of colors across the branding system.

Print Color Palette

The recommended uses of color for print applications are based on PANTONE colors, the standards for which are shown in the current edition of the PANTONE Color Formula Guide. PANTONE colors must be specified for correct color matching, and extra care should be taken to control the differences in printing equipment, technologies, inks, threads and paper (from coated to uncoated) to maintain correct and consistent color. When printing four-color simulation, color equivalents are listed below each swatch.

Electronic Color Palette

The recommended uses of color for online and screen applications are based on Web-safe colors and are presented in RGB and hexadecimal format.

Note: xpedx blue is pms 661. Please refer the xpedx brand guidelines for more information.
Correct Key Art Usage

As a key design element in our brand identity, the circle key art encompasses individual elements and aspects of International Paper. While the circle can be any color and can contain any icon to represent a variety of subjects, for consistency, certain aspects of the key art should be maintained in all applications:

Proportions/Scaling
Circle-to-Center Size Ratio: The outer circle is 1.45” thick based on a circle with a 10” diameter. This measurement is standard. A simple formula is to take the diameter of the circle you are creating and divide that number by 6.9 to determine the thickness of the outer ring. For example: A circle with an overall diameter of 20” would have a ring 2.9” thick. (20 ÷ 6.9 = 2.9)

Minimum Size: ¼” in diameter measured from the outer edge of the outer circle.

Maximum Size: There are no limitations on size. Maximum size should be determined by application and environment.

Note: International Paper Marketing Services can provide an Adobe Illustrator (.ai) file that will maintain the appropriate dimensions of the key art circle when re-sized.
Incorrect Key Art Usage

**Using the Logo as Key Art:** In keeping with the International Paper Global Brand Management System, never use the circle/tree symbol apart from the International Paper corporate logo.

**Logo Placement:** Do not place the International Paper logo within the circle under any circumstance. For other brands, please refer to their logo guideline.

**Distortion:** Do not horizontally or vertically stretch or distort the key art.

**Size of Circles:** Do not scale circles disproportionately. The ratio represented by the width guideline is standard.

**Segmenting:** Do not segment the circle into multiple parts or pieces.

**Rotation:** Never rotate the key art element at an angle.

**Busy Backgrounds:** Do not use the key art against a distracting background.

**Dark Backgrounds:** Do not use the key art against a dark background that makes the icon difficult to read.

**Outlines:** Do not create an outline version of the key art.

**Icon-to-Circle Ratio:** Never alter the icon-to-circle size relationship.
Application Examples

These examples demonstrate how the Key Art icons can be applied in a consistent yet flexible style.

Brochure Covers

Newsletters
The Never-Ending Circle

A wide assortment of ready-to-use key art elements are available, representing a broad array of products, services, areas of focus and other subject matter. Special attention has been paid to keeping the symbols universal in appearance and general in nature so that they have multiple are varied uses across all International Paper businesses. Of course, this initial set of key art elements is by no means complete and it is expected that needs will arise for additional versions of the key art as the brand system is employed.

Official Key art Artwork
A full set of approved icons are available on IPNet/ Business Tools (IP employees only) or via Corporate Marketing Services (see contact info below).

Adding Additional Key art Icons
If circumstances require, additional key art elements may be developed to identify and support other subject matter, as well. To ensure consistency of style, it is preferred that new key art icons be developed with the involvement of International Paper Marketing Services. Legal review should be conducted to ensure free from restrictions (e.g. third-party intellectual property).

Contact Information
For help in developing additional keyart elements, please contact:
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