All Promotional Items

The International Paper logo may be used on promotional items such as shirts, coffee mugs, hats, pens, etc. All promotional items are expected to include the International Paper logo placed according to the guidelines.

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.

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.).
International Paper Logo

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

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

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

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

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.
Area of Isolation

Whenever possible, the area of isolation surrounding the International Paper logo should be maintained. Some promotional items, due to size constraints, may not provide enough clear space to maintain the area of isolation.

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

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

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

X = Cap Height of Tree Symbol
Y = Cap Height of International Paper
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 be maintained whenever possible and the International Paper logo can never be used in conjunction with another proprietary logo or symbol.

• 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. *In special circumstances such as on hats, sub-brands can be centered.*

• Sub-brand name should always be set in black or white matching 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 flush left in Univers 55 Roman typeface, 1 x the size of the Y height of the International Paper logo. *In special circumstances such as on hats, sub-brands and additional information can either be positioned on the side or back of the item.*
Business Units, Mill names, Events, Teams, Projects, etc.

Apply the following guidelines when producing promotional items with the International Paper logo and a Business Unit, Mill name, Event title, Team name, etc. without a Sub-brand name.

• 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. aligns flush left with the “I” in the International Paper logo. In special circumstances such as on hats, it can be centered.

• Business Unit, Mill name, etc. should always be set in black or white matching the International Paper logo.

• Additional information, displayed with the Business Unit, Mill name, etc. is set one tree beneath in Univers 55 Roman typeface, 1 x the size of the Y height of the International Paper logo. In special circumstances such as on hats, additional information can either be positioned on the side or back of the item.
Incorrect Usage

- Do not use any proprietary logos or symbols in conjunction with the International Paper Logo.
- Do not use any font except Univers.
- Whenever possible, 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 font except Univers for the sub-brand name.
- Do not use any color other than white or black for the International Paper logo and sub-brand name. No tone on tone.

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 the guidelines.
There are certain items that will be engraved or etched. The standard guidelines related to logo, font and area of isolation applies. In special circumstances due to the shape of an item, information can be centered under the International Paper logo.

For plaques that require a lot of text both Univers and Goudy font can be used in accordance with our collateral print guidelines.

**Special Programs**

The company sponsors several programs that have an established customized art element. For example, the International Paper Sales and Marketing Award of Excellence has an established image. When preparing awards or recognition to include special artwork, the International Paper logo should always be used in conjunction with the program artwork. The area of isolation applies. Always request to review an artwork proof before ordering any items. If you have any questions about the application please call 901-419-9000 and ask for the Manager of Marketing Services.
How to Order Items On-line

International Paper employees can order items on line by going to IPNet, A-Z, I – IP Company Store (Signet). This link will go to Signet which has been set up as a company preferred provider of International Paper logo merchandise. They provide many services that enhance the company image while providing high quality products at competitive market prices. There are many items to choose from in the on-line gallery that includes such things as shirts, hats, pens, pad folios and periodically new and different items. With good planning they also offer bulk price discounts. On the other hand if you need something in a hurry, Signet is a great place to go especially if you only need one or two items.

Custom Orders

Signet also offers custom orders by calling to discuss your specific needs. Items for tradeshows, conferences, meetings and special events can be purchased through Signet. They can also personalize, gift-wrap and package and distribute items as you need. In addition, Signet often can negotiate less than minimum quantity for lowest price.

Most importantly, Signet has the official logos and artwork that is authorized for use on all promotional items sponsored by International Paper. By going through Signet in many cases you will not incur additional set-up fees. And you can be assured that they will appropriately brand all promotional items.

For questions or additional information, call 901-419-9000 and ask for the Manager of Marketing Services.