Identity on Recycling Trucks

International Paper’s Recycling Business is dedicated to removing and utilizing recycled materials collected from a variety of places such as office buildings, schools, etc. It is important that our employees, customers and the general public be able to easily identify the recycling trucks. To establish a consistent, recognizable look, the following guidelines should be used.

Because these trucks are highly visible, they are an important tool for establishing and reinforcing the International Paper corporate identity. As with signs, the IP Logo is to be used horizontally only and never in a vertical or slanted format. All other general logo guidelines apply such as area of isolation, logo use, color, etc.

Logo Color

The IP logo is always reproduced in black on a white background.

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.

The International Paper logo and the recycling symbol can be sent to you as one file by request to:
michael.baldwin@ipaper.com.
Placement on Truck Side Panels

When positioning the International Paper logo, website and “recycling” word and symbol use the following rule of thumb.

- The logo should be placed in the upper left corner on the side of the truck in black only using the proper area of isolation as shown on the previous page.
- The International Paper logo should not exceed the width of eight feet when placed on the side of the truck.
- The recycling symbol and the word “recycling” should be centered and not exceed the width of 18 feet.
- The website name should be positioned in the upper right corner and not exceed six feet.
- The website name should use the same area of isolation guidelines as the logo.

Placement on Truck Door or Overhead Panel

- The International Paper logo should be aligned with the left side of the truck door in black only using the proper area of isolation.
- If a geographical location (e.g. City/State name) or facility name is used it should align left with the “I” in the International Paper logo as shown on the previous page.
- The facility name must be set in Arial typeface equal to the size of the Y height of the IP logo.
- For Overhead Panel applications center the International Paper logo.

*Note: for larger trucks with trailers the same guidelines apply.*