Site Signage – Exterior

Signage at a facility is an opportunity to make a positive impression and an important way to communicate information such as safety, facility, exit and/or directional information.

There are a wide variety of building types, building surfaces, building locations and surrounding environments that greatly influence how to display the International Paper logo. When preparing new signs the following guidelines provide specifics regarding the logo type and placement.

Signs should be in good repair, clean and free of vegetative overgrowth, such as weeds and vines. Signs that have been designed to be illuminated should be fully operational.

The IP logo is to be used horizontally only and never in a vertical or slanted format. The IP logo must be set in a horizontal rectangle as opposed to a square.

Facility Entrance Signs

Entrance signs for facilities may be raised letters or illuminated, made of glass, painted or anodized metal, polymer, wood, plastic or other permanent materials, or a combination of materials architecturally appropriate to the site.

The logo when placed on the site is always reproduced in black on a white background or in white on a black or dark background. Tone on tone is not permitted.

Facility signs include only the International Paper logo or a combination of the logo and the facility name. A facility street number and name may be placed centered under the logo’s area of isolation.
Facility Entrance Signs –
With Both the International Paper Logo and Facility Name
free-standing or placed directly on a building

Signage may include both the International Paper logo and the facility name.* In this instance the specific guidelines for areas of isolation should be adhered to.

Below are simple steps to follow:

• The facility name aligns flush left with the “I” in the International Paper logo.

• The facility name must be set in Arial typeface equal to the size of the Y height of the IP logo.

• The facility name must be placed one tree space beneath the IP logo (see illustration on the left for details). If facility name must wrap to a second line, align second line under first letter of the first line.

• A facility street number and name may be placed centered under the facility name a distance of at least the Y height of the IP logo.

• The IP logo when placed on the sign is always reproduced in black on a white background or in white on a black or dark background. Tone-on-tone is not permitted.

*The facility name refers to a description such as a mill or plant name as shown on the left. It is not a sub-brand name. The only brand to be indicated on signage is International Paper.
Facility Directional Signs

Facility directional signs aid employees, vendors and guests in finding a destination on site. In most cases, the directional signs should have the International Paper logo placed above directional arrows and destination names.

They should follow the same guidelines as facility entrance signs. The specific guidelines for areas of isolation should be adhered to.

Below are simple steps to follow for directional signs:

- The horizontal space between the directional arrow and destination equals Y.

- The directional arrow and destination must be placed on one line and placed one tree space beneath the IP logo. If destination text must wrap to a second line, align second line under first letter of the first line.

- For additional lines, the vertical space between each line equals Y.

- The directional arrow should align flush left under with the “I” in the IP logo.

- The destination name and/or number must be set in Arial typeface. The font must be at least equal to the size of the Y height of the IP logo and not larger than 2 times the size of the Y height of the IP logo. Do not use more than one size on any one sign.

- The IP logo when placed on the sign is always reproduced in black on white or light backgrounds or in white on black or dark backgrounds.

*Note: The directional arrow graphic file is available on the brand management site. To indicate the destination direction, rotate arrow on its center point.*
Miscellaneous Signs

Each facility has unique signage needs. These needs may include law requirements, proper identification of property, display of pride and accomplishments, labeling of facility maps or kiosks, etc.

Miscellaneous signs follow the same guidelines as exterior signs. Exterior signs visible by the public from outside of the facility's property should have the International Paper logo.

External signage posted on the facility's property but not visible from outside of the facility's property may or may not have the IP logo.

If the logo is used, review the guidelines to gain an understanding of the area of isolation, logo use, color, font type, etc.

Off-facility signage such as directional, public relations, or bill boards must display the IP logo according to brand guidelines.
Site Signage – Interior

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.

Interior signs follow the same guidelines as exterior signs. Review the guidelines to gain an understanding of the area of isolation, logo use, color, font type, etc.

All other interior signs specific to a facility should be produced based on the need. Interior signs may or may not have the International Paper logo.

If the logo is used, review the guidelines to gain an understanding of the area of isolation, logo use, color, font type, 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.*