Note to International Paper Marketing Managers and Advertising Agency Partners:

The International Paper collateral system is designed to strengthen and unify the sub-brands and business staff groups with the company Masterbrand. The only logo to be used with brand/product names or business/staff groups is the International Paper logo. All names should be set up according to the following guidelines and should not include any other imagery or iconic looking symbols.

Any exception to these guidelines should go through Corporate Marketing Services. By using an on-line strategic marketing tool, the business or staff group will be able to determine how to best proceed.

For more information, please call 901-419-9000 and ask for the Manager of Marketing Services.
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International Paper Collateral System

International Paper collateral is used to promote products and services to their intended audience. In addition, it is designed to strengthen and unify the Sub-Brands and Business/Staff groups that make up the IP Brand as a whole.

The IP collateral system retains a consistent design structure to integrate our products and services, but also allows individual Sub-Brands and Business/Staff groups to create their own unique brand identities.

These guidelines include several “Best Practice” examples to be used for reference when constructing IP collateral. By observing the guidelines, you will help separate and elevate us from our competitors and keep us relevant in our customers’ minds.

IP Logo Identity Unit

The Logo Identity Unit is a graphic designed to create recognition and consistency throughout the International Paper collateral system. It serves as a visual link that connects International Paper to all of its Sub-Brands and Business/Staff Groups.

The Logo Identity Unit is comprised of three elements: the Logo Box, the Identity Box and a Horizon Line. While the proportions and positioning of individual elements are flexible, depending on the collateral piece, the arrangement of the elements in relation to each other are not.

The color scheme of the Logo Identity Unit is chosen by you, however, the IP logo itself is always reproduced in either black or white. Please refer to Collateral Color Palette Guidelines for information.
IP Logo Identity Unit Components

The Logo Box
The first component in the Logo Identity Unit is the Logo Box. Within the box, the area of isolation for the logo is 2x the Y height on all sides. (See example.) The IP logo is always reproduced in either black or white depending on the color palette you choose.

*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 Identity Box
On Front Covers, this area is designated to house the Sub-Brand or Product/Service name (see example). This helps the reader know the origin or sponsoring organization of the piece. It also identifies the product or service information it contains.

The Logo Identity Unit is repeated on back covers. In this case, the Identity Box is reserved for address and contact information. (See page 5.)

Please note: the Identity Box is not intended for the following:
- Title of Piece
- Slogan
- Image
- Other Headline
- Copyright or footnotes

The Horizon Line
The area where the Logo Box and Identity Box meet is referred to as the Horizon Line. (See dashed line on example.)
Logo Identity Unit – Front Applications*

**Logo Box**
The Logo Box should be built using an approved reproduction of the International Paper logo and maintaining the proper areas of isolation as shown on the previous page. A color pallet can be chosen from the options on pages 6-9 or selected based on graphic design elements.

**Identity Box**
This area is designed to help the reader know the origin or sponsoring organization of the piece. The Identity Box should be built using the dimensions provided at right and referencing the example above. All type aligns flush with the “I” in International Paper Logo and is reversed out in white.

It can include the following:
- Sub-Brand
- Business
- Product/Service
- Staff Group

**Sub-Brand or Business/Staff Name**
- Distance from Logo Box is 2x the Y height of the IP Logo.
- Univers 65 Bold, 2x the size of the Y height of the IP Logo.

**Descriptor**
- Distance from Sub-Brand or Division is 5x the Y height of IP Logo.
- Univers 55 Roman, 1.5x the Y height of the IP Logo.
- The Identity Box is flexible to accommodate more than one Descriptor such as multiple Sub-Brands. The minimum distance between the last Descriptor and the bottom edge of the Identity Box is 2x the Y height of the IP Logo.

**NOTE:** The Logo Box is NOT intended to be used as a place for headlines or titles of reports.

*See later sections for application on specific collateral, e.g. brochures, folders, sell sheets, etc.
Logo Identity Unit – Back Applications

Distance is 2x the Y height
Sub-Brand or Division Name
Univers 55 Roman, 12 pt.
Address and Website
Univers 55 Roman, 10/12 pt.

**Logo Box**
The Logo Box should be built using an approved reproduction of the International Paper logo and maintaining the proper areas of isolation as shown on the page 3. The size and color pallet of the Back Logo Unit should match the Identity Unit on the Front.

**Identity Box**
This area holds contact information. The Identity Box should be built using the dimensions provided at right and referencing the example above. All type aligns flush with the “I” in International Paper Logo and is reversed out in white.

**Sub-Brand or Business/Staff Name**
- Distance from Logo Box is 2x the Y height of the IP Logo.
- Univers 55 Roman, 12 pt.

**Address, Website and Telephone**
- Univers 55 Roman, 10 pt. with 12 pt. leading.
- Address, telephone and website are useful but optional
- Show website address without the word “website”. (www.ipaper.com)

*See later sections for application on specific collateral, e.g. brochures, folders, sell sheets, etc.*
Logo Identity Unit Color Palette Introduction

There are three color schemes for the Logo Identity Unit. All are based on color variations of the Logo Box element. These options are illustrated on the left and detailed further on the following pages.

Each piece of IP collateral should contain a maximum of two colors, a primary color and a secondary color. The secondary color can be used to accent headlines, subheads, bullets and color fields. The choice of primary and secondary colors is up to you. Choose bold, saturated colors that help to create interesting, effective material. Several suggestions are detailed on the following pages.

Whichever option you choose, the consistent use of your selected color palette in each piece of collateral will increase its visual impact. In addition, these colors will create a strong identity to help customers immediately recognize your brand and your products.

100% Primary Color Logo Box

Logo Box
100% Primary Color
Logo Color
White
Identity Box
60% Primary Color
Identity Box Type
White

White Logo Box

Logo Box
White
Logo Color
Black
Identity Box
100% Primary Color
Identity Box Type
White

Black Logo Box

Logo Box
Black
Logo Color
White
Identity Box
100% Primary Color
Identity Box Type
White
Color Palette

100% Primary Color Logo Box

The first color choice consists of a Logo Box at 100% of your selected primary color with a white IP logo. If you choose this option, the color value of the Identity Box is 60% of your primary color. The color must be strong enough for white type in the Identity Box to be legible when printed.

Any color palette is acceptable for use in IP collateral. If you choose colors outside the provided color palette, they should appropriately complement your artwork and photography.

IP Logo Box
100% of the primary color with IP Logo reversed out in white.

Identity Box
60% of the primary color with type reversed out in white.

Back Cover Logo Identity Unit
Should match color palette and size of Front Application.
Color Palette

Black Logo Box

The third color option is a black Logo Box with a white IP Logo. If you choose this option, the color value of the Identity Box is 100% of your primary color.* We recommend choosing a primary color that effectively contrasts against the black Logo Box and is strong enough for white type in the Identity Box to be legible when printed.

IP Logo Box
Black with the IP Logo in white.

Identity Box
100% of the primary color with type reversed out in white.

Back Cover Logo Identity Unit
Should match color pallet and size of Front Application.

Examples:
Color Palette
White Logo Box

The second color option is a white Logo Box with a black IP logo. If you choose this option, the color value of the Identity Box is 100% of your primary color. The color should be strong enough for white type in the Identity Box to be legible when printed.

IP Logo Box
White with the IP Logo in black.

Identity Box
100% of the primary color with type reversed out in white.

Back Cover Logo Identity Unit
Should match color pallet and size of Front Application.
Typography

Univers is the recommended font for the International Paper collateral system. Univers comes in a variety of weights; which should fulfill the needs of most collateral. Univers Condensed should only be used when space is limited such as in charts or graphs. The secondary font for the IP collateral system is Goudy.

Headlines & Subheads

Univers.
For examples of placement and treatment options please refer to the Layout Specifics section.

Body Copy

Univers 55 Roman, at a minimum size of 10 pt. with 13 pt. leading.

Recommended color is black.
For examples of placement and treatment options please refer to the Layout Specifics section.
Typography: Secondary Font

Goudy is the secondary font for the International Paper collateral system. It can be used for headlines and body copy; however, it should not be used for copy within the Logo Unit, specifically the Sub-Brand or Division name and Descriptor.

Goudy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Goudy Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Goudy Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Spec Sheet/Sell Sheet Front (Also Single Sided)

Header
The header is the key graphic element of the Spec Sheet/Sell Sheet. It is made up of two elements: the Graphic Box and Logo Identity Unit.

The Horizon Line is where the two elements intersect. The Logo Identity Unit always intersects the Graphic Box as depicted at the Horizon Line.

Graphic Box
The Graphic Box houses a visual representation of your product or service. The height of the box can vary however, for the most effective communication, we do not recommend headline text in this space.

- Width: full bleed
- Recommended Height: 1.5-2.0"

Logo Identity Unit
The logo Identity Unit always joins it at the horizon line bleeding off the right side of the page. (To build the Logo Identity Unit, please reference pages 3-4.)

Your Sub-Brand or Business/Staff name and its Product are featured below the horizon line. To retain maximum brand recognition, additional body copy is not recommended in this space.

- Recommended Width: 2.5"
- Height: Varies according to content, minimum height of 1" below the horizon line
- Color: Black Logo Unit Pallet (see page 9) Which is as follows:
  - Logo Box: Black
  - Logo Color: White
  - Identity Box: 100% Primary Color
  - Identity Box Type: White
Spec Sheet/Sell Sheet Front (Also Single Sided)

Side Bar
The Side Bar is the tinted area directly below the Logo Identity Unit. It contains bulleted information on end uses, compatibility, benefits and other important product information.

- Width: 2.5”, or same as Logo Identity Unit
- Height: Bleeds off bottom of page
- Tint: 10% – 25% of primary or complementary color
- Headlines and Copy: Univers family, flush left, ragged right in sizes appropriate for the layout

Free Space
The Free Space is an open canvas for cohesive, informative and visually interesting content. It is generally kept to one column. It could contain an assortment of headlines, body copy, charts and graphics pertaining to the product or service.

- Headlines and Body Copy: Univers family, flush left, ragged right in sizes appropriate for the layout
- Headlines can be simple bold copy or reversed out of color bars
- Charts and bars can have straight or rounded corners (See examples to the left.)

Footnotes
Should include copyright, trademark information and any additional legal copy deemed necessary. The International Paper copyright is below.

Any time an International Paper product is mentioned by name its trademark should be protected as well as using the following statement added to the standard copyright line:

©(Year Date) International Paper Company. All rights reserved. (Name of Product) is a trademark (or registered trademark of International Paper Company.)
**Slim Jim**

**Grid System/Application**
The Slim Jim utilizes the grid system as outlined in this section.

**To Create the Slim Jim Grid**
Divide page into 4 equal columns horizontally.
Divide page into 8 equal rows vertically.

All reference-to-grid unit measurements must lock to grid.

These guidelines include several “Best Practice” examples to be used for reference when constructing IP collateral. By observing the guidelines, you will help separate and elevate us from our competitors and keep us relevant in our customers’ minds.
Slim Jim Front Cover

Logo Unit Positioning
The Logo Unit is the key graphic element of the collateral system. It is made up of three elements: the Logo Box, the Identity Box and the Graphic Box.

The Horizon Line is where the three elements of the Logo Unit intersect. The Logo Unit can move along the vertical grid but, the Horizon Line must lock into a grid line.

Logo Box
The Logo Box is the bridge that connects the Identity Box to the Graphic Box forming the Logo Unit.

• Box Color: 100% of primary color, white or black*
• Width: 4 grid units
• Height: 5x the Y height of the IP Logo
• Position: The bottom edge of the Logo Box locks into a grid line and sits on the baseline of the Graphic Box, flush right

Identity Box
Your Sub-Brand or Division name and its Descriptor are featured in the Identity Box. To retain maximum brand recognition, additional body copy is not recommended in this space.

• Box Color: 60% of primary color if using a primary color Logo Box or 100% of primary color if using a white or black Logo Box*
• Width: 4 grid units
• Height: Minimum 2 grid units
• Position: Directly below the Logo Box
• Typography: Sub-Brand or Division, Univers 65 Bold; Descriptor: Univers 55 Roman (for size and positioning, see page 4)
• Typography Color: White

*Refer to the Collateral Color Pallet.
**Slim Jim Front Cover**

**Graphic Box**
The Graphic Box houses a visual representation of your product or service. For the most effective communication, we do not recommend placing copy in this space.

- **Width:** 4 grid units, which equals a full page
- **Height:** Minimum 2 grid units, maximum 6 grid units

**Tag Line**
If you want to use a Corporate, Sub-Brand or Division Tagline, it should be placed in the lower left corner of the front cover.

- **Color:** White
- **Typography:** Univers 55 Roman, 10 pt.
- **Position:** The Tagline should be aligned flush left with the “I” in the International Paper Logo.

The distance from the bottom of the page to the baseline of the Tagline is 2x the Y height of the IP Logo.
Slim Jim Back Cover

Logo Unit Positioning
The proportion, sizing, positioning and color treatment of the back cover Logo Unit reflects the layout of the front cover.

Logo Box
• Box Color: 100% of primary color, white or black*
• Width: 4 grid units
• Height: 5x the Y height of the IP Logo
• Position: The bottom edge of the Logo Box locks into a grid line and sits on the baseline of the Graphic Box, flush right

Identity Box
• Box Color: 60% of primary color if using a primary color Logo Box or 100% of primary color if using a white or black Logo Box*
• Contact Information: Sub-Brand or Division name, Univers 55 Roman, 12pt.; Website, Univers 65 Roman, 10/12 pt.
• Typography Color: White
For Contact Information typography treatment please refer to the Collateral Typography Guidelines.

Graphic Box
• Color: The Graphic Box can be either the secondary color or a distinct percentage of the primary color.
You may use this space for headlines and body copy.

*Refer to the Collateral Color Pallet.
Slim Jim Back Cover

Copyright Notation
Should include copyright, trademark information and any additional legal copy deemed necessary. The International Paper copyright is below.

Any time an International Paper product is mentioned by name its trademark should be protected as well as using the following statement added to the standard copyright line:

©(Year Date) International Paper Company. All rights reserved. (Name of Product) is a trademark (or registered trademark of International Paper Company.

Paper Specifications (optional)
In most cases this notation describes the paper style and weight used for the collateral piece. It can be a separate line item above the copyright or immediately after the copyright.

• Color: White
• Typography: Univers 55 Roman, 10 pt.
• Position: Lower left corner of the page

The Paper Specification notation should be aligned flush right with the "I" in the International Paper Logo.

The distance from the bottom of the page to the baseline of the Paper Specification is 2x the Y height of the IP Logo.

Example
©(Year Date) International Paper Company. All rights reserved. (Name of Product) is a trademark (or registered trademark of International Paper Company.

IP Paper Product Name, weight.

Interior Flap
The Slim Jim Interior Flap is an open canvas for cohesive, informative and visually interesting content. All content should be arranged in relation to the grid lines.
Best Practice Slim Jim Front and Back

Eight Panel Brochure

Printing & Communication Papers

Champion

Commercial Printing Papers

Champion

Envelopes

Champion

Inkjet

Over/White

Specialty Papers

Champion

Paper

Champion

Graphics

Bend_PCM_1500.png

Six Panel Brochure

A Leader In Product Development

At International Paper, we understand the rigorous and complex requirements your customers demand. We have invested in pulp technical resources to help you achieve the highest levels of product performance and quality.

Whether your focus is on developing new products to stay ahead of competition, or improving existing products to meet rapidly changing product and environmental demands, International Paper can help you achieve your innovation objectives.

Rhythmic fibers on exit side of hammer mill.

Contact Information

To set up a consultation with the IP product development team, contact your IP sales representative or the individual below to see how IP can help you meet your product development objectives.

Peter Frooss, Ph.D.
Product Development Manager
6283 Tri-Ridge Boulevard
Loveland, Ohio 45140
United States
Phone: 513-248-8232
peter.frooss@ipaper.com

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6283 Tri-Ridge Boulevard
Loveland, Ohio 45140
United States
513-248-6791
**Grid System/Application**

The 4 x 8 unit IP Slim Jim Grid is applied to each section*.

In order to retain consistency in the design, there are two required elements for the Interior Spread: 1) Color Bar; 2) Interior Graphic Box.

---

**Color Bar**

To create consistency throughout the design, the interior spread includes a Color Bar, which is a graphic reference to the Logo Box. It may also be used to isolate the main headline.

- **Width**: Minimum 4 grid units, maximum 12 grid units
- **Height**: 1 grid unit
- **Color**: 100% of the primary color
- **Position**: The Color Bar position is flexible, but should reside in the top half of the page. The left edge of the Color Bar is aligned with the left edge of the spread.

---

*Refer to the introduction of Slim Jims for instructions on building the IP Grid.*
Slim Jim Interior

Interior Graphic Box (optional)
The optional Interior Graphic Box contains the same graphic used on the front cover. The graphic is scaled down to replicate the exact placement and proportions used in the front cover Graphic Box.
• Width: 2 grid units
• Height: 1 grid unit
• Position: Lower right corner of the right section

Color Field (optional)
To further promote consistency, an Optional Color Field can be included in the Interior Spread.
• Width: minimum 3 grid units
• Height: minimum 3 grid units
• Color: 40% of primary color
• Position: Aligns with the right side of the left page

Interior Content
The Slim Jim interior is an open canvas for cohesive, informative and visually interesting content. All content should be arranged in relation to the grid lines.
International Paper has extensive capabilities to help you in your product development efforts. Our new airlaid pilot plant and full-in-house testing laboratory located in Loveland, Ohio, are staffed with experienced scientists and technicians with extensive knowledge and expertise in pulp fiberization, fiber chemistry and physics.

Our experts work closely with technology groups, business units, manufacturing sites, and regulatory groups to support product innovation and experimentation.

In-House Pulp Testing Laboratory
Our in-house pulp testing laboratory is designed to provide a broad range of analytical services to assist in product development and quality control.

- **Fluff Pulp Testing**
  - HM1 lab hammer mill for shred quality and shred energy comparisons
  - Full absorption testing for cores and final products

- **In-House Analytical Capabilities**
  - Complete chemical analysis lab
  - Fourier Transform Infrared Spectroscopy (FTIR)
  - Scanning Electron Microscopy (SEM)
  - Energy Dispersive X-ray Analysis (EDX)
  - High Performance Liquid Chromatography (HPLC)
  - X-ray Diffraction Spectroscopy (XRD)
  - Gas Chromatography/Mass Spectrometry (GC/Mass Spec)
  - Full optical analysis with surface energy testing capabilities
  - Physical testing including NIST/ASTM, Surface Roughness and Coefficient of Friction (CSR)

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