International Paper Stationery

Stationery is a primary means of communication and it is essential that every application be a consistent reflection of our corporate identity. There is only one approved design format for all corporate and business unit stationery, although there are slight variations in size and content for different regions of the world. This section illustrates approved layouts for standard U.S. business stationery. It includes specifications for typography, color, printing method, paper stock and word processing.

Stationery brand management guidelines do not include invoices, bills of lading, credit letters, business forms, checks, e-mail tags or other business processes.

In this section there are a variety of employee tools, many that are in template form. Please visit IPNet intranet site click on Business Tools, Stationery to download templates.

**Standard Letterhead**
- IP Business Unit Non-Personal Letterhead
- IP Sub-Brand Personal Letterhead
- Second Sheet

**Common Sized Envelopes/Labels**
- #10 Envelope
- #10 Window Envelope
- Oversized Envelope
- Mailing Labels

**Other Documents**
- Fax Cover
- Internal Memo

**International Paper Foundation**
- IP Foundation Letterhead
- IP Foundation #10 Envelope
- IP Foundation Business Card

*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 click on Business Tool/Logos or by sending a request to: brand.management@ipaper.com.*
Size Measurements
All dimensions and type sizes are given in picas, a universal standard of measurement recognized by printers and designers around the world. One pica is equivalent to 12 points. Computer applications use the PostScript value of six picas, or 72 points, to the inch, the universal medium.

Color
All stationery is produced with black ink only. No other colors are used in any stationery application for International Paper.

Typography
Arial is the type font used for all International Paper stationery. There are no substitutions. Specifications for size and position are included for each stationery application.

Paper Stock
Suggestions for recommended paper stock and weight are included in these guidelines. Each International Paper paper business has the opportunity to specify its own current paper stock; however, please make sure that the color and weight chosen matches the recommended standard.

Letterhead
There are standard formats for letterhead. They allow non-personalized or personalized and business unit or sub-brand formats. The second page format is the same for all formats. Memo and fax cover pages are also available. Preprinted letterhead is not required. By using the templates letterhead can be printed locally using either laser or inkjet printers.

Envelopes
There are standard formats for common sized envelopes. Envelopes should be ordered through the International Paper vendor’s on-line order form.
**Name & Title Block**

<table>
<thead>
<tr>
<th>Correct</th>
<th>Incorrect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use ampersands (&amp;) in title and department names.</td>
<td>EDUCATION &amp; TRAINING SALES &amp; MARKETING</td>
</tr>
<tr>
<td>Avoid abbreviations in names, titles and functional areas.</td>
<td>MANAGER, RESEARCH &amp; DEVELOPMENT</td>
</tr>
<tr>
<td>Exceptions are standard titular abbreviations.</td>
<td>CHRIS P. SAMPLE, JR. CHRIS P. SAMPLE, PH.D.</td>
</tr>
<tr>
<td>Limit the amount of functional and regional information included in titles; two lines are preferable, three lines are permissible, if necessary.</td>
<td>CHRIS P. SAMPLE MANAGER ENVIRONMENTAL ANALYSIS AND COMPLIANCE</td>
</tr>
<tr>
<td>Department and division names, if used, should be set in Arial Regular.</td>
<td>DIVISION</td>
</tr>
</tbody>
</table>

**Address Block**

<table>
<thead>
<tr>
<th>Correct</th>
<th>Incorrect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avoid abbreviations other than state names.</td>
<td>EAST COLUMBUS BOULEVARD BRECKENRIDGE HIGHWAY SOUTHWESTER BUILDING</td>
</tr>
<tr>
<td>Use commas, periods or hyphens in an address block as appropriate.</td>
<td>STAMFORD, CT 06801-2318</td>
</tr>
<tr>
<td>E-mail addresses should be identified without the word “e-mail”.</td>
<td><a href="mailto:name.sample@ipaper.com">name.sample@ipaper.com</a></td>
</tr>
<tr>
<td>Additional contact numbers such as mobile phones and pagers may be included and should be identified with the appropriate letter. (Please see exception for business card.)</td>
<td>TEL FAX CELL</td>
</tr>
<tr>
<td>Use the configuration shown for country and city code. Use the accepted local standard for telephone numbers.</td>
<td>T +1 212 123 4567 x1234</td>
</tr>
</tbody>
</table>
Standard Letterhead

Standard letterhead is available for

• IP Business Unit Non-Personal Letterhead
• IP Business Unit Personal Letterhead
• IP Sub-Brand Personal Letterhead
• IP Letterhead Second Page for all letterhead
• IP Internal Memo
• IP Fax cover page

Templates may be downloaded through IPNet.

Typography

All Text: Arial Regular 8/10 pt.
Employee and Sub-Brand Names: Arial Bold 8/10 pt.

Color

All stationery is produced with black type only.
No other colors are used in any stationery application for International Paper.

Paper Stock

Accent® Opaque, White, Smooth, Text 60 lb.
for external/customer facing correspondence (matches envelopes)

Letters for internal use may be printed on standard copy paper.
Standard Letterhead continued

Typing/Word Processing Guidelines
Arial Regular, 11pt with auto line spacing, is the required typeface and size for word processing.

Align the body of the letter, memo or fax flush left, ragged right. Make sure lines do not exceed the right margin and avoid hyphenation at the end of a line. Do not indent paragraphs; rather use double space, putting one blank line between them. If a paragraph will not fit entirely on a page, start it on a new page. Do not print or type on the back of corporate stationery.

Second sheet guidelines are the same as guidelines for the letterhead or memo first sheet, with the exception of a top margin. Use this format for all subsequent pages, until the end of the letter.

Second Sheet
Common Sized Envelopes

There are standard formats for common sized envelopes which include:

- #10
- #10 Window
- Confidential Envelope (#10) – For Internal Use Only
- Oversized - (9 x 12", 10 x 13", 11½" x 14½")
- Mailing Label (5 x 3")

Envelopes should be ordered through International Paper vendor’s on-line order form available on the IPNet/Business Tools Brand Management site.

There are no allowances for business and sub-brand level names. The only logo to be indicated on envelopes is that of International Paper; no tag line or other business, subsidiary, award or certification logos are permitted.

Color
All envelopes are produced with black type only. No other colors are used in any envelope application for International Paper.

Typography
Arial Regular 8/10 pt.

Paper Stock
Accent® Opaque, White, Smooth, Text 60 lb. or 70 lb. An alternate paper may be selected; however, it must be a current International Paper Product.

Printing
Offset

Addressing
Handwritten or Arial Regular, 11 pt. with auto line spacing, is the required typeface and size for word processing.
Oversized Envelopes

The approved layout for oversized envelopes (examples: 9 x 12", 10 x 13", 11½" x 14½") is listed below. Dimensions and type sizes are given in picas.

Typography
Arial Regular 11/13 pt.

Paper Stock
Recycled Natural Kraft, Open End, Sub. 28 or Accent® Opaque, White, Smooth, Text 60 lb. or 70 lb. An alternate paper may be selected; however, it must be a current International Paper Product.

Printing
Offset

Addressing
Handwritten or Arial Regular, 11 pt. with auto line spacing, is the required typeface and size for word processing.

Mailing Labels

Typography
Arial Regular 8/10 pt.

Paper Stock
White Pressure Sensitive, dull offset finish, Sub. 60 lb.

Printing
Offset

Addressing
Handwritten or Arial Regular, 11 pt. with auto line spacing, is the required typeface and size for word processing.

For custom sizes or alternate print options, please call vendor at 800-895-8749.
Fax Cover

This page illustrates the approved layout for the 8½ x 11” fax transmittal cover sheet and includes specifications for typography, color, printing and paper stock, and guidelines for word processing.

Typing/Word Processing Guidelines
Arial Regular, 11pt with auto line spacing, is the required typeface and size for word processing.

Typography
“Fax” Text: Arial Regular 20 pt.
All Other Text: Arial Regular 8/10 pt.

Color
International Paper Logo: Black
Text: Black

Paper Stock
Any International Paper office paper

Printing
Desktop Printer

Legal Text
The legal text shown on the bottom of the fax sheet is required. Text reads as follows:

The material contained in this communication is intended only for the use of the addressee. It may contain information that is confidential, proprietary, attorney privileged, and exempt from disclosure under applicable law. If the reader of this communication is not the intended recipient, you are hereby notified that any dissemination, distribution or duplication of this communication is prohibited. If you have received this communication in error, please notify us immediately by telephone and return, by mail, the original message to us. Thank you.
Internal Memo

This page illustrates the approved layout for the 8½ x 11" internal memo and includes specifications for typography, color, printing and paper stock, and guidelines for word processing.

Typing/Word Processing Guidelines
Arial Regular, 11pt with auto line spacing, is the required typeface and size for word processing. If your internal memo extends below the bottom margin, continue on plain white stationery stock that matches the internal memo letterhead. Do not type or word process on the back of the internal memo.

Typography
All Other Text: Arial Regular 8/10 pt.

Color
International Paper Logo: Black
Text: Black

Paper Stock
Any International Paper office paper

Printing
Desktop Printer
IP Foundation Business Card

There is one universal size for all International Paper business cards. It accommodates multiple lines of address and contact information, as shown.

Telephone and fax numbers are mandatory. Use a third line for additional numbers when necessary, but do not list more than three lines total.

Typography
Employee’s Name: Arial Bold 7/9 pt.
All Other Text: Arial Regular 7/9 pt.

Color
International Paper Logo: Black
Text: Black

Paper Stock
For information regarding the approved paper stock for business cards please refer to the Brand Management site.

Printing
Matte thermography
### IP Foundation Letterhead

The IP Foundation Letterhead is to be used exclusively by the IP Foundation.

This page illustrates the approved layout for the 8½ x 11” letterhead and includes specifications for typography, color, printing and paper stock, and guidelines for word processing.

#### Typing/Word Processing Guidelines

Arial Regular, 11 pt. with auto line spacing, is the required typeface and size for word processing. If your letter extends below the bottom margin, continue on letterhead second page. Do not type or word process on the back of the letterhead.

#### Typography

IP Foundation Wordmark: Gill Sans Bold 13.75 / 17 pt. The x-height of the wordmark must equal the x-height of the logo at the bottom of the page.

All Other Text: Arial Regular 8/10 pt.

#### Color

International Paper Logo: Black
Text: Black

#### Paper Stock

Strathmore Script, Ultimate White, Sub. 24

#### Printing

Offset
IP Foundation #10 Envelope

This page illustrates the approved layout for the #10 envelope and includes specifications for typography, color, printing and paper stock, and guidelines for word processing.

Typing/Word Processing Guidelines
Arial Regular, 11 pt. with auto line spacing, is the required typeface and size for word processing.

Typography
IP Foundation Wordmark: Gill Sans Bold 11/14 pt. The x-height of the wordmark must equal the x-height of the logo at the bottom of the page.

All Other Text: Arial Regular 8/10 pt.

Color
International Paper Logo: Black
Text: Black

Paper Stock
Strathmore Script, Ultimate White, Sub. 24

Printing
Offset