

Brand Guidelines | Co-Branding

Revised

January 2012

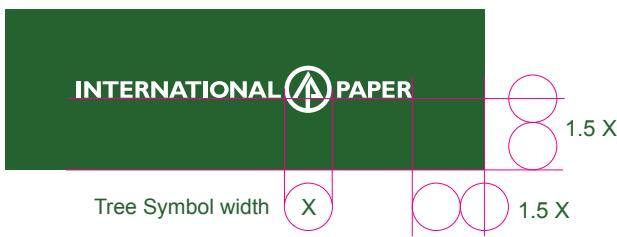
Provided by:
Marketing Services

INTERNATIONAL  **PAPER**

Example of co-branded print material



Area of Isolation



Introduction

These co-branding guidelines illustrate the correct usage of the International Paper corporate identity as it appears in partnership relationships when producing collateral materials, print ads, etc.

Please note that all of the examples shown in these guidelines use either the corporate IP logo or the IP Logo Box and the Identity Box. The corporate IP logo should be used when there is no mention of an IP sub-brand or business as part of the communication. The IP Logo Box and the Identity Box should be used when IP sub-brands or businesses are part of the communications. Be sure to use the appropriate version of the IP logo or IP Logo Box and the Identity Box when producing communication materials.

Area of Isolation

The width of the tree symbol has been chosen to create a consistent and easily referenced unit of measurement to determine minimum areas of isolation.

There are 6 types of partnerships into which International Paper enters:

1. IP Dominant
2. IP Dominant with Sub-Brands or Business
3. Equal Relationship
4. Equal Relationship with Sub-Brands or Business
5. Partner Dominant
6. Partner Dominant with Sub-Brands or Business

Prior to determining the visual representation of the partnership, it must first be determined which one of the six types of co-branding relationships is to be used.

On the following pages are examples of the co-branding options listed above.



IP Dominant

This page illustrates the approved relationship of elements for IP dominant co-branding. The elements consist of the IP logo and the partner logo. For information on typography and color please refer to the collateral guidelines.

Relationship

Both the IP logo and the partner logo should be equal optically in size. The IP logo is positioned in a primary position in the lower right-hand corner of the page. The partner logo is positioned in a secondary position in the lower left-hand corner of the page. They are both positioned equally from the bottom of the page.

When space is limited horizontally, the partner logo can be raised to allow more space around the IP logo (see Slim Jim example).

Minimum Size

The width of the IP logo should never be less than 25% of the width of the entire piece. The minimum width of the IP logo is 1.25" (3.175cm).

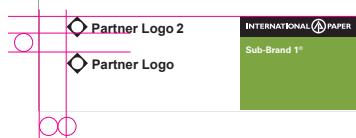


IP Logo Box and the Identity Box are scaled to one quarter (25%) of the total width.



April 1, 2011
through May 23, 2011

A joint promotion from
IP Sub-Brand 1®,
Partner Company 1
and Partner Company 2



IP Dominant With Sub-Brands or Business

This page illustrates the approved relationship of elements for IP dominant co-branding with sub-brands or business. The elements consist of the IP Logo Box, Identity Box and the partner logo. For information on typography and color please refer to the collateral guidelines.

The Logo Box, Identity Box and Sub-Brands or Business

The Logo Box houses the IP logo. The Identity Box includes the sub-brand or business name and any descriptive information. To learn more on the IP Logo Box and Identity Box, please refer to the collateral guidelines.

Relationship

Both the Logo Box and the partner logo should be equal optically in size to each other. The IP Logo Box and Identity Box are positioned in a primary position in the lower right-hand corner of the page. The partner logo is positioned in a secondary position in the lower left-hand corner of the page.

Minimum Size

The width of the Logo Box and Identity Box should never be smaller than 25% of the width of the entire piece. The minimum width of the IP logo is 1.25" (3.175 cm).

Multiple sub-brands





Multiple partner brands



Equal Relationship

This page illustrates the approved relationship of elements for equal co-branding. The elements consist of the IP logo and the partner logo. For information on typography and color please refer to the collateral guidelines.

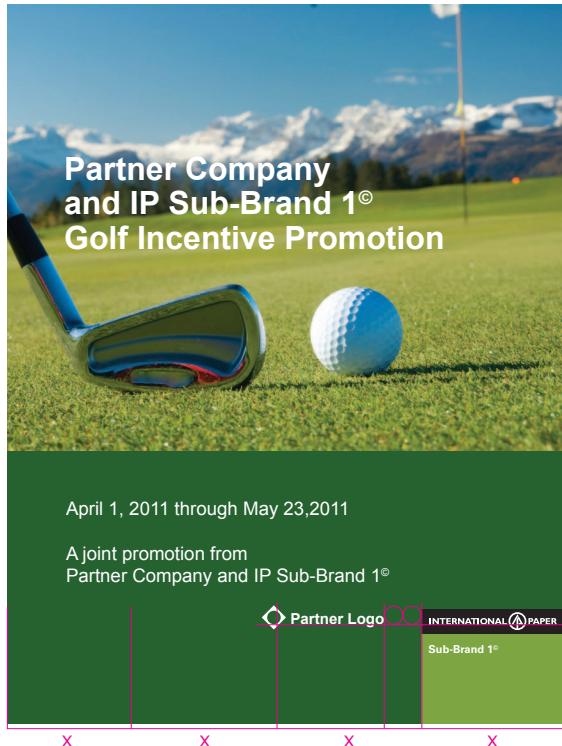
Relationship

Both the IP logo and the partner logo should be equal optically in size to each other. Both the IP logo and partner logo (or logos) are positioned in a primary position in the lower right-hand corner of the page and aligned horizontally. They are both positioned equally from the bottom of the page.

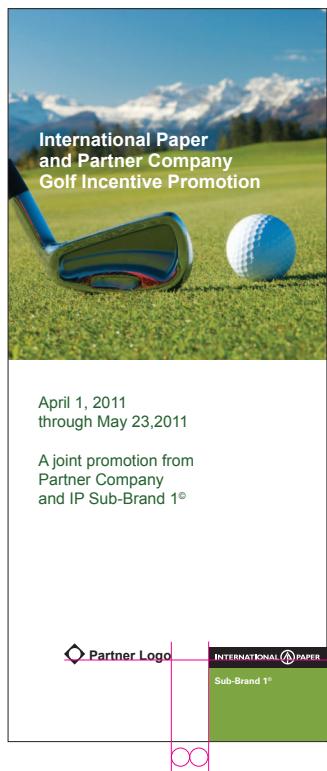
When space is limited horizontally the IP logo and partner logos can be stacked on top of each other (see Slim Jim example). The IP logo is recommended to be on the bottom of the list.

Minimum Size

The width of the IP logo should never be less than 25% of the width of the entire piece. The minimum width of the IP logo is 1.25" (3.175cm).



IP Logo Box and the Identity Box are scaled to one quarter (25%) of the total width.



Equal Relationship With Sub-Brands or Business

This page illustrates the approved relationship of elements for equal co-branding with sub-brands or business. The elements consist of the IP Logo Box, Identity Box and the partner logo. For information on typography and color please refer to the collateral guidelines.

The Logo Box, Identity Box and Sub-Brands or Business

The Logo Box houses the IP logo. The Identity Box includes the sub-brand or business name and any descriptive information. To learn more on the IP Logo Box and Identity Box, please refer to IP collateral guidelines.

Relationship

Both the Logo Box and the partner logo should be equal optically in size to each other. Both the IP Logo Box and Identity Box and partner logo (or logos) are positioned in a primary position in the lower right-hand corner of the page. The partner logo is aligned horizontally with the IP logo. Any additional partner logos are listed below the first partner logo aligned flush left.

Minimum Size

The width of the Logo Box and Identity Box should never be smaller than 25% of the width of the entire piece. The minimum width of the IP logo is 1.25" (3.175 cm).

Multiple sub-brands





Partner Dominant

This page illustrates the approved relationship of elements for partner dominant co-branding. The elements consist of the IP logo and the partner logo. For information on typography and color please refer to the collateral guidelines.

Relationship

Both the IP logo and the partner logo should be equal optically in size to each other. The partner logo is positioned in a primary position in the lower right-hand corner of the page. The IP logo is positioned in a secondary position in the lower left-hand corner of the page. They are both positioned equally from the bottom of the page.

When space is limited horizontally the IP logo can be raised to allow more space around the partner logo (see Slim Jim example).

Minimum Size

The width of the IP logo should never be less than 25% of the width of the entire piece. The minimum width of the IP logo is 1.25" (3.175cm).



Partner Dominant With Sub-Brands or Business

This page illustrates the approved relationship of elements for partner dominant co-branding with sub-brands or business. The elements consist of the IP Logo Box, Identity Box and the partner logo. For information on typography and color please refer to the collateral guidelines.

The IP Logo Unit and Sub-Brands

The Logo Box houses the IP logo. The Identity Box includes the sub-brand or business name and any descriptive information. To learn more on the IP Logo Box and Identity Box, please refer to IP collateral guidelines.

Relationship

The size of the Logo Box and Identity Box should be determined by the partner but should not be smaller than the minimum size of the IP corporate logo. The partner logo is positioned in a primary position in the lower right-hand corner of the page. The IP Logo Box and Identity Box are positioned in a secondary position in the lower left-hand corner of the page without touching the edges of the piece of communication (see example).

The partner logo and the Logo Box and Identity Box are both positioned equally from the bottom of the page.

Minimum Size

The minimum width of the IP logo is 1.25" (3.175 cm).

Multiple sub-brands

