ON THE
MARK

Weyerhaeuser

LOGO

The corporate logo comprises our tree symbol and wordmark. The name "Weyerhaeuser" is a custom copyrighted typeface.

There are three logo configurations that may be used (see right). Limiting the use of our logo to these few approved versions allows flexibility while ensuring uniformity and consistency in its presentation.

Our logo must always appear in one of these color combinations:
• green tree symbol with black type
• all black
• all white, used on full color or dark backgrounds

No other color combinations may be used.

PANTONE 348 is the approved green color. Color samples may be found in a current PANTONE swatch book, available at most printers and sign companies. The logo may be printed in a four-color process, but because the final color in printed pieces may change depending on the paper tone and finish, printing equipment and ink type, you must be sure the final color visually matches PANTONE 348 (R=1; G=106; B=58).

Contact LueAnn Lefor, corporate identity manager | lueann.lefor@ weyerhaeuser.com | 253-924-6008 for logo guidance.

HORIZONTAL LOGO
In the horizontal configuration, the wordmark is dominant.

VERTICAL A LOGO
In this vertical configuration, the symbol is more dominant than the wordmark.

VERTICAL B LOGO
In this version of the logo, the wordmark and symbol receive the same emphasis.

CLEAR SPACE

To maintain the integrity of the Weyerhaeuser logo, keep it separate from competing elements. This ensures the visibility and legibility of our logo. Surround the logo with a clear space equal to the width of the tree symbol. For example, if the width is 1/4 inch, then the clear space is x = 1/4 inch; if the width is 1/2 inch, then x = 1/2 inch.

PLACEMENT AND SIZE

The size of the logo should complement the size of the headline or title. The placement is determined by the width of the base of the symbol. That measurement provides the distance the logo should be from the right and bottom edges of the page, document or cover.

For legibility, the minimum size for reproduction of the Weyerhaeuser logo is one inch wide.

BACKGROUNDS

White is the preferred background when doing any color reproduction of the company logo. Light or neutral-colored backgrounds may be used when reproducing the Weyerhaeuser logo in green and black, or completely in black provided there is adequate contrast.

Do not reproduce the logo on a background with competing background elements, such as patterned or heavily textured surfaces. These diminish the clarity of the logo.

Do not reverse just one part of the logo. You must reverse the entire logo — both symbol and wordmark.
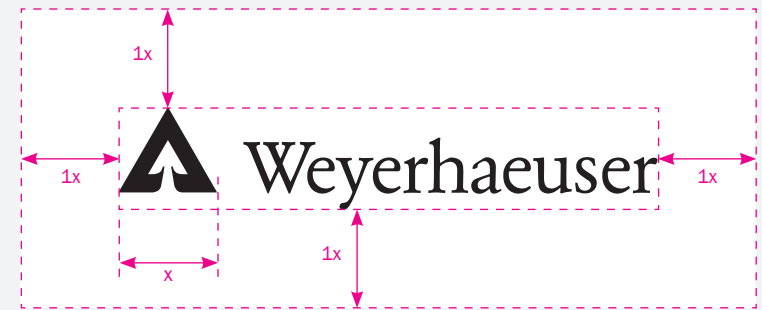
x = width of tree symbol

1" minimum

.375" minimum
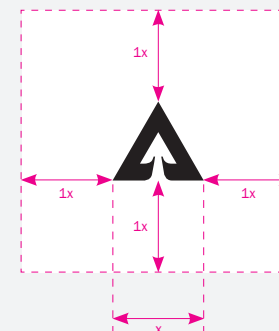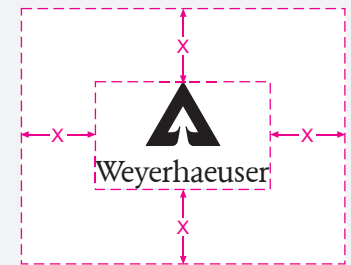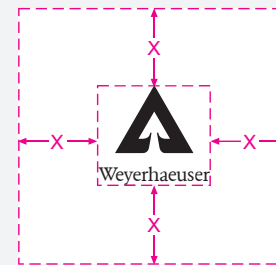
Remember that the logo is intended to be readily visible. Make sure there is sufficient clear space around the symbol and the wordmark.

Insufficient clear space

The majority of images are for reference only. Weyerhaeuser does not own rights to them. Where a Weyerhaeuser image has been used, it has been identified.

WHEN TO USE THE SYMBOL ALONE

In some instances we may use the tree symbol alone. These exceptions must be approved by Corporate Communications.

Solitary use of the tree symbol is typically allowed when the symbol is more powerful as a design element, provided the company name is elsewhere on the page or prominent throughout the document. In printed materials, always use the full company logo on the back cover.

When using the tree symbol alone, it must always be placed in the bottom right corner.

Care must be taken to ensure strong legibility. Choose either the black or white tree symbol for best contrast. Green may also be used on solid light colors. When used on photography, the tree symbol must have good contrast, and the space behind the symbol must be neutral in activity and indistinct (see right).

The minimum size for reproduction of the tree symbol when it stands alone is .375 inches.

UNACCEPTABLE USES OF THE SYMBOL ALONE

These examples demonstrate some of the uses to avoid.

Don't place symbol on busy background.

Don't add shadow or glow to symbol.

Don't add design elements.

Don't distort or outline.

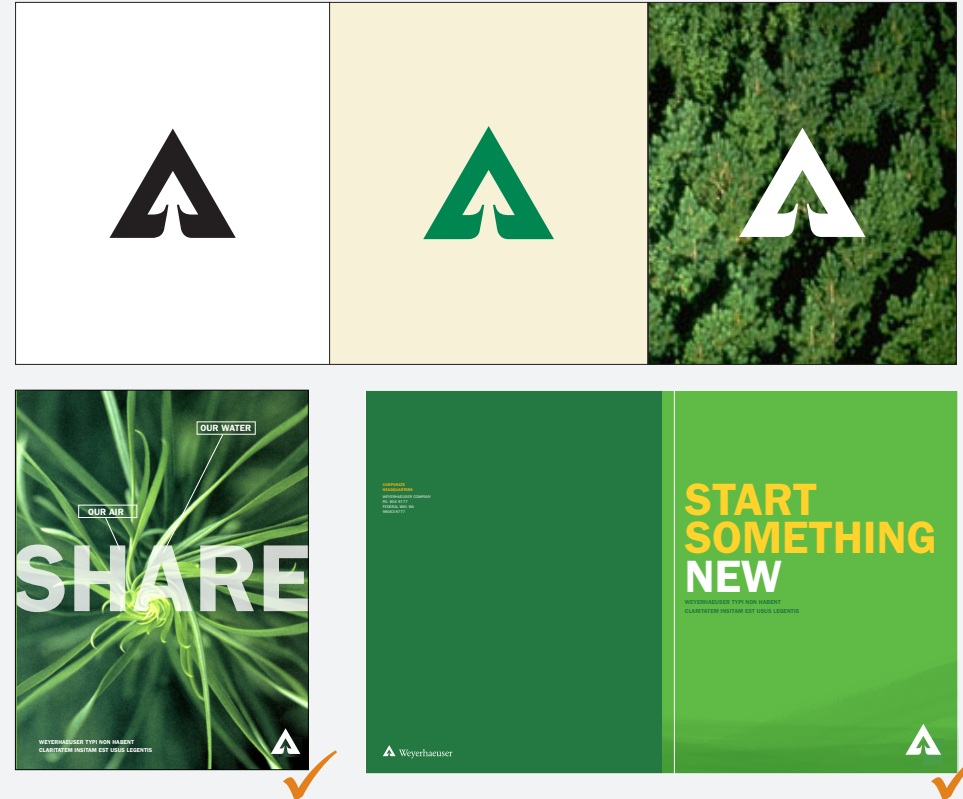Don't place symbol on busy, high-contrast photographs.

Don't fill symbol with a pattern.

Don't change the proportions of the symbol.

Don't add graphics.

WEB AND PHONE SPACING

The size relationship and location of the Internet address and phone number and the Weyerhaeuser logo should be similar to the examples shown. Use Garamond typeface for web addresses and phone numbers when using the logo alone.

For instance, in the example with the horizontal logo, the web address and the phone number are 1/4 inch below the logo. When using both the web address and phone number, the web address comes first, followed by the phone number.

No matter the size or version of the logo, the distance from it to the web address or phone number should remain proportional.

HORIZONTAL LOGO
The logo with internet address and phone number.

VERTICAL A LOGO
The vertical A logo with internet address and phone number.

VERTICAL B LOGO
The vertical B logo with internet address and phone number.

INCORRECT
USES OF LOGO

To prevent misuse of the logo always use official logo art. All of the examples shown are **incorrect** uses of the logo.

Do not use the wordmark alone. Use it only with the symbol.

Weyerhaeuser

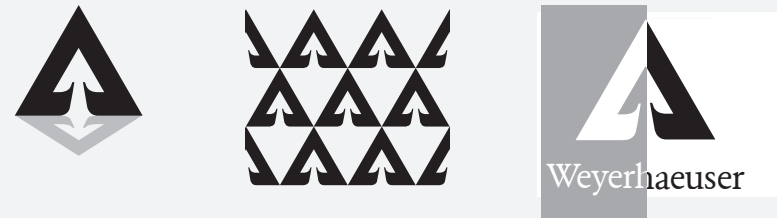**Do not** alter the custom typeface of the wordmark.

Do not use drop shadow or outline of the custom typeface or symbol.

Do Not replace or add words to the logo.

Financial Services

Weyerhaeuser Financial Services

Tree Farm

Do not contain or surround the symbol by another graphic device. It is not to be used as a decoration or in a pattern.

Weyerhaeuser

Do not reverse just the symbol or the wordmark.

Weyerhaeuser

Weyerhaeuser

Do not use the wordmark as a "read through" item in copy. In text, the company name should use the same typeface as the other text.

This is an example of the Weyerhaeuser **wordmark being used improperly as a "read through" item in the copy.**