

The Boise Cascade Brand

Graphic Standards Tip Sheet



Boise Cascade

Building on a good name.

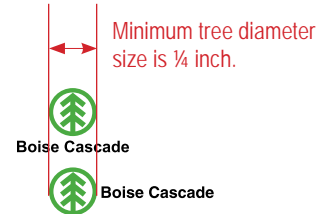
Boise Cascade is a well-respected name in the marketplace and our products and unique services help define who we are and what we offer. The integrity of the Boise Cascade brand and its product trademarks should be protected in order to promote positive and consistent recognition, present a cohesive look and message (internally and externally), and clearly differentiate us from our competitors. Basic guidelines standards are presented in this tip sheet.

If you have questions, please contact Darice Peltier at 208-384-6669 or by e-mail: BCBrand@bc.com.

Boise Cascade logo artwork

The Boise Cascade logo is a specially designed graphic element created as a vector file in a drawing program, Adobe Illustrator. It is not typeset from a font – and should be reproduced from the official artwork. Standard file types, such as EPS, JPG, WMF are available through Boise Cascade's intranet and internet sites.

DO NOT use the tree without the Boise Cascade designation.



Logo options

Currently there are two logo options:

Tree with Boise Cascade Below.

Tree with Boise Cascade to the Right.



Boise Cascade



Boise Cascade

Logo color choices and background colors used behind the logo

Our corporate colored logo is displayed with a green tree with a black "Boise Cascade." Printed colors are often matched to the Pantone Matching System called PMS colors or "spot colors". Our logo colors may also be matched by using four process colors (cyan, magenta, yellow, black). The examples below show the only authorized color choices for our logo. Metallic applications are considered acceptable "neutral" choices – gold, silver, bronze, etc.

Two-color logo – Corporate green and black colors. These colors may be used on a white background or very light neutral color, like tan.

PMS 362 green tree



Boise Cascade

Black

All black

Placed on a white, light- to medium-value backgrounds where good contrast between black and the background is achieved.



Boise Cascade

One-color – Solid green

Placed on a white or light-value backgrounds where good contrast between green and the background is achieved.



Boise Cascade

All white logo

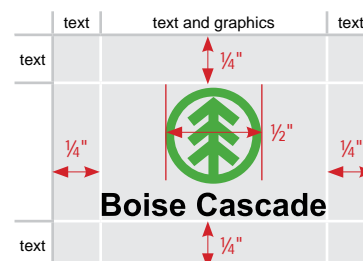
Placed on a dark-colored background, where good contrast between white and the background is achieved.



Boise Cascade

Minimum clearspace around the logo

The Boise Cascade logo should appear distinct and separate from competing text, images, and other graphics. This helps ensure our brand's integrity and visibility wherever it is used. The minimum space that should surround the logo on all sides is equal one half the height of the tree in the Boise Cascade logo. When displayed with other logos in marketing, use more than the minimum space, if possible.



This example shows Boise Cascade logo with a tree with a diameter of 1/2 inch. The calculated distance from other text and graphics is 1/4 inch or 1/2 of the diameter of the tree.

The Boise Cascade Brand

The Boise Logo with Division, Business Unit and Product Names



Authorized Boise Signatures

The Boise Cascade logo can be directly linked with Boise Cascade's formal division and business unit names to create "signatures." Although we specify that our Boise Cascade logo should be surrounded by a "minimum clearspace"—authorized signatures are the exception. The signatures have been designed to communicate the organizational structure and competencies of the company. Our division names, business units, and product lines can be "locked up" directly under the logo, following a prescribed typeface and alignment with the logo. Signatures are available as artwork.

Please note: *These signatures are not used on stationery items. Geographic locations or regions are not included as part of a signature unit.*



Division Signatures

Boise has two major divisions. A division signature does not use the word "division" as part of the formal brand name. The full division name includes the word "Boise", and is aligned with the Boise Cascade logo as shown below. These logos are available by sending an email to BCLogo@BC.com. For clearspace information for Division signature, see *Minimum clearspace around the logo* on page of 1 of this document.

Boise Building Materials Distribution	Boise Wood Products
 Boise Cascade Boise Building Materials Distribution	 Boise Cascade Boise Wood Products

Business Unit Signatures

A division signature may also include the business unit name or a specific product line as a secondary text line directly under the division name and italicized to visually differentiate it from the "division" name. These logos are available by sending an email to BCLogo@BC.com. For clearspace information for Division signature, see *Minimum clearspace around the logo* on page of 1 of this document.

Business Unit Signature with Division Name	Business Unit Signature without Division Name
 Boise Cascade Boise Wood Products Particleboard	 Boise Cascade Particleboard

The Boise Cascade Brand

Trademarks and copyrights

Our product trademarks vary by business, and a complete list may be found on BC.com. It is very important mark these trademarks correctly, to protect Boise Cascade's rights in the ownership of our fine products that our customers have come to know and trust. To see a complete list of Boise Cascade's trademarks, go to our website, www.bc.com. For more detail or questions, contact Margaret Kralovec at MargaretKralovec@BC.com.

Example: VERSA-LAM® is set in all caps, as two hyphenated words followed by a ® symbol.

Use trademarks as adjectives

Example: use BOISE GLULAM® beam.

This is especially important for describing product trademarks in text. It is not necessary to use trademarks as adjectives in logos or in headings. Some trademarks are difficult, if not impossible, to use as adjectives (e.g., BOISE®, Customer Insight ReportsSM).

Use trademarks in a distinctive font from surrounding text

Use all CAPITAL letters, italics, a distinctive font, or a distinctive color. **Example:** BOISE GLULAM® beam).

Using Boise Cascade's tradename in text

In written communications, Boise Cascade may be used in the first mention and subsequent references can be shortened to our tradename "Boise Cascade". When the Boise Cascade logo is not used on a document – the first reference of the Boise Cascade tradename should show the ® copyright symbol behind the tradename, which is set in all caps in the first reference.

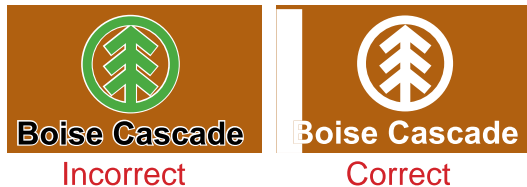
Do not use Boise Cascade's logo art in a sentence, headline or text copy. When referring to the Boise name in these instances, set the name in the typeface being used for the other text copy.

Correct: Boise Cascade is a proud sponsor. **Incorrect:**  Boise Cascade is a proud sponsor.

Unacceptable logo uses

Do not place the Boise Cascade logo in a box or any shape, nor part of another logo. Doing so makes it appear that the shape or other logo is part of our log. Exceptions are those logos which have been reviewed by the Legal Department and have trademark designations as part of the logo configuration.

Do not add halos or white outlines around the colored or black logo to separate it from a dark background. Use the all-white logo on dark colors.



Do not use the logo as part of a wallpaper pattern, background or border.



Do not stretch or distort the logo. Resize the logo proportionately.



Do not use the logo on a patterned background.



Do not recreate the logo with a font. Use the authorized logo art.

Do not place other text next to the logo. A space equal to one half of the diameter of the tree should separate the logo and any other text. See Minimum clearspace around the logo on page 1 of this document for correct usage.


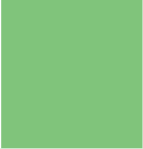





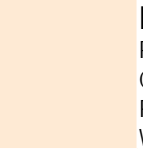

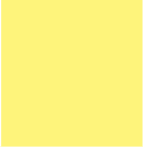

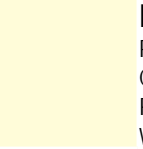



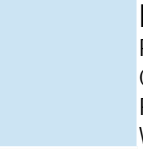




Do not take the logo apart and stack the letters in a vertical line.

The Boise Cascade Brand

The Boise Cascade color palette

Color strengthens the distinctiveness of Boise's brand system. The corporate colors, green and orange, make up the primary color palette. These are the logo's colors – but they may be used in other type or graphic elements of Boise's communications. The secondary colors are not used for the Boise Cascade logo. They are intended to provide a complementary range of color selections that may be used separately or in combination with each other in promotional materials, packaging, brochures, posters, newsletters, trade show displays, etc. This variety of color selections may be used in screens

Primary Corporate Colors

				BC Green Pantone® 362 C78 M15 Y100 K23 R61 G155 B53 Web 3d9b35
				BC Orange Pantone® 151 C0 M65 Y100 K0 R255 G121 B0 Web ff7900
				BC Yellow Pantone® 3945 C8 M1 Y100 K0 R243 G232 B0 Web f3e800
				BC Blue Pantone® 300 C100 M58 Y5 K0 R0 G99 B190 Web 0063be
				BC Brown Pantone® 470 C27 M73 Y100 K19 R160 G83 B36 Web a05324

Typography

These are the typefaces for Boise's visual system. Consistent use on all materials is required to maintain a uniform presentation. It is recommended that type be set flush left and ragged right. Capital and lowercase are preferred over the use of all capital letters. Arial typeface may be used when Adobe's Univers typeface is not available. The Universe font available in Microsoft® software system fonts does not match the official Adobe font packages. If working in Microsoft® Word, Excel, or PowerPoint – use the Arial fonts.

Univers – Adobe Fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz

85 Univers Extra Black

67 Univers Condensed Bold
47 Univers Condensed Light

Arial Fonts (Font to use on PC)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
abcdefghijklmnopqrstuvwxyz

Arial Black
Arial Narrow Bold
Arial Narrow