HOW TO USE THIS GUIDE:

These guidelines outline how we communicate the Boise Cascade brand. As a company doing business across various divisions and business units, brand guidelines help ensure we represent Boise Cascade consistently no matter the context. This guide is designed to be the primary resource for information, advice and requirements when creating materials — flyers, advertisements, brochures, tradeshow materials, videos — that represent us.

The brand was refreshed in late 2018 with a design that respects our heritage while reflecting our current position as a modern industry leader. This evolution has been developed with simplicity and flexibility in mind. While certain elements (e.g., our logo and product names*) have strict usage parameters, many of the tools provided here can be easily adapted to your specific needs.

If you have questions, please email Communications@bc.com or reach out to your division marketing team.

Thank you for representing the Boise Cascade brand in a manner that respects and enhances our legacy.

* The integrity of the Boise Cascade logo and its product trademarks should be protected in order to promote positive and consistent recognition.
COLOR PALETTE

Color is a powerful tool that provides a quick means of brand identification. Below is our brand palette, along with the associated codes to ensure color integrity in print (PMS, CMYK) and online (RGB, HEX).

**Primary colors** – the anchors of our brand

- **BC Green**
  - Pantone 362
  - CMYK 70/0/100/9
  - HEX 49a942
  - RGB 73/169/66

- **BC Black**
  - Pantone 433
  - CMYK 79/69/58/67
  - HEX 1e242b
  - RGB 30/36/43

- **BC Forest**
  - Pantone 357
  - CMYK 85/40/91/38
  - HEX 1e5732
  - RGB 31/87/51

**Secondary colors** – used to highlight key elements

- **BC Red**
  - Pantone 1655
  - CMYK 0/84/100/0
  - HEX f05123
  - RGB 240/81/35

- **BC Yellow-Green**
  - Pantone 382
  - CMYK 29/2/100/0
  - HEX c1d32f
  - RGB 193/211/47

- **BC Grey**
  - Pantone 5435
  - CMYK 35/18/14/0
  - Web Hex a6bbca
  - RGB 166/187/202

**Note:** Pantone Spot colors are only used when a print vendor requires them. Don’t convert PMS colors to CMYK. Use the built color profiles shown below.
TYPOGRAPHY

Our fonts are Arial and Montserrat. Montserrat is a more contemporary style and is a free, open-source font.

**Style and size of font use is flexible,** depending on the hierarchy of your content and/or space constraints.

**Recommendations:**
- For titles, consider Montserrat ExtraBold or Arial Black
- For subheads, consider Montserrat SemiBold or Arial Bold
- For body copy, use Montserrat Medium or Arial at a minimum of 10 pt. in sentence case
- For disclaimers, Montserrat Light italic in 8 pt. works well or Arial Narrow
- All type should left-justified with ragged right
- Avoid underlining words unless it's a hyperlink
- Avoid cursive or handwriting fonts, which can be hard to read
- Don’t combine too many multiple emphasis techniques, e.g., capitalization + bold + color in one document; it can be overwhelming to the eye and appear less professional.
As part of our distinct brand design, we utilize graphic elements based on the angles found by deconstructing our iconic tree-in-a-circle symbol. The angles — when used independently or as assembled elements — are subtle representations of our heritage: trees, lumber, building materials, architecture, etc. The angles connote strength and structure.

From a design perspective, these angles provide a flexible and consistent tool that can be used to reinforce our brand.

Examples of angles in headers/footers:
PHOTOS AND IMAGERY

A picture, as they say, is worth a thousand words. That makes choosing them wisely a critical part of reflecting the brand. When possible, look for a way to capture our personality through imagery.

ILLUSTRATIVE EXAMPLES:

- **Involved**
  Showcase people interacting with each other, the work or products.

- **Straight Forward**
  Capture real moments and be true to the setting and products.

- **Brave**
  Look for new and unexpected points of view.

- **Thoughtful**
  When possible, reflect our team and customers.

- **Genuine**
  Pay homage to our work ethic.

**TIPS:** When using stock photos, think about how they portray the market, environment and context. Safety is a company value, so every image should reflect our best practices (e.g., wearing correct PPE, etc.).
For a more contemporary feel, a few changes have been made. Most notably, the trademark symbol has been moved out of the tree symbol to the end of our logo, and the division unit/business unit signatures have been capitalized and reduced slightly to create a brand hierarchy.

Our logo has two approved styles: horizontal and vertical. It can be reversed or reproduced in one- or two-color. A tone-on-tone logo is acceptable for embroidered apparel or hats – thread should be a shade or two darker for best visibility. The logo without the registration mark ® should be used for any promotional items.

For logos, email BCLogos@BC.com
LOGO USAGE TIPS

Our logo is an iconic piece of our heritage; it is important that we use it respectfully and correctly. Use the logo files provided by Boise Cascade, available in multiple formats. Recommendation: use only PNG logos for digital purposes; use other formats like EPS, JPG, etc. logos for print.

DO NOT ALTER THE LOGO BY:
• Changing or realigning the font
• Rotating, stretching, skewing or recoloring it
• Applying any special effects
• Using the tree symbol as a stand-alone pattern or a graphic element
• Putting it on top of photos or images
• Using the logo in a sentence

The minimum space that should surround the logo on all sides is equal to ½ the height of the tree symbol.
LOGO TRADEMARK

Boise Cascade is a well-respected name in the marketplace and its registered trademark through the U.S. Patent and Trademark office should be protected to promote positive and consistent recognition.

To take full advantage of the registration and to provide maximum protection, it is necessary for the registration ® symbol to appear with the logo on certain items.

External requests to use our logo must comply with our Trademark License Agreement, which can be found online at http://www.bc.com/trademarks/.

USE THE ® SYMBOL ON:
- Products, e.g., stencil/stamp and paper wrap
- BC.com, official social media channels, or our intranet site
- All marketing materials, tradeshow materials and displays
- All vendor materials

DO NOT USE THE ® SYMBOL ON:
- Company letterhead or business cards
- Location signage
- News releases
- Promotional items, e.g., company apparel, trade show giveaways, service awards, etc., as the registration mark does not reproduce well on embroidery and small imprinted items.
TRADEMARKS

Product trademarks
Trademark symbols provide notice to customers, competitors and suppliers of Boise Cascade's ownership of a product name. Each time a Boise Cascade trademark is used consistently with its correct symbol, it strengthens our use of the mark and better protects it against possible infringement. We have two types of marks:

- A registered trademark is followed by ® symbol. Example: ALLJOIST®
- A common law trademark is followed by the ™ symbol. Example: Finish-Rite™

External use of trademarks
On occasion the company receives requests from non-employees to use one or more of our registered trademarks, e.g., students doing research for class projects, vendors applying our logo on their product, etc. While the company has no objection to complying with these requests, we do require that any individual requesting use of the mark sign a Trademark License Agreement wherein they agree, among other things, not to disparage or infringe on company-owned marks. The requester must provide a sample of use for legal department review, along with the signed Agreement prior to use. Please forward the document to TrademarkRequests@BC.com.

A complete list of trademarks and guidelines, the Trademark License Agreement, and other resources are available online at http://www.bc.com/trademarks/.

For questions, reviews or advice regarding trademarks, copyrights or use of our trade name, contact Regina (Reggy) Leone at ReginaLeone@bc.com or 208-384-4922.
COPYRIGHTS AND OUR NAME

Copyright notice
The use of a copyright notice is the optional responsibility of the copyright owner and does not require advance registration from the Copyright Office. Its purpose is to educate others that permission is needed to use the work.

Typically the copyright is the year of first publication; new versions of the work should contain the publication date of the new version. The copyright notice looks like this: © 2019 Boise Cascade.

Our company name
Our trade name is Boise Cascade Company, which can be shortened to “Boise Cascade” as the preferred reference.

Please do NOT:
• Refer to our company as Boise Cascade Corporation, Boise, Inc., or Boise Cascade, LLC.
• Shorten our name to “Boise” or use acronyms such as BC or BCC externally
• Use explanatory phrases (“formerly known as…”)
• Refer to “Timber & Wood” as a division – it’s Wood Products