![Boise Cascade logo]

BRAND GUIDELINES

Updated January 2021

BRAND GUIDELINES OVERVIEW

WHAT IS A BRAND?

A brand is more than a logo or a tagline. Our brand is the way our company is perceived by those who experience our organization through interacting with our people, products and services. Despite its intangible nature, a brand a valuable asset that drives business value with customers, suppliers, investors and the general public.

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 internal and external digital or printed materials.

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

Together, we build the Boise Cascade brand in a manner that respects and enhances our legacy.

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PRIMARY COLOR PALETTE

Color is a powerful tool that provides a quick means of brand identification.
The profile color codes to ensure integrity in print (PMS, CMYK) and digital (RGB, HEX).

These primary colors are the **anchors of our brand** and can be used in graphic elements or as font (text) colors.

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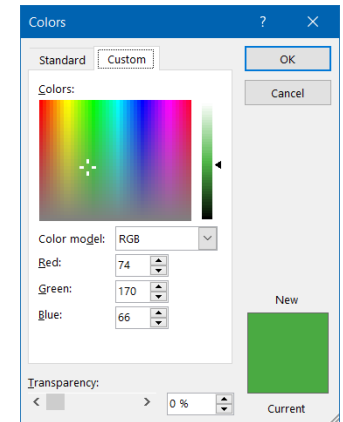HEX 49a942
RGB 73 / 169 / 66

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

NOTE: Pantone spot colors are only for a print vendor who requires them. Don't convert PMS colors to CMYK. Use the built color profiles shown.

Microsoft Tip:
If you're working in Word or PowerPoint, you can adjust the colors in the Drawing Tools menu: click on Format, Shape Fill, More Fill Colors, and then enter the **RGB** code.

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SECONDARY COLOR PALETTE

These secondary colors can be used in graphic elements and/or sparingly for emphasis. They should NOT regularly be used as a font (text) color.

Note: computer monitors, LED screens, and printers may vary in color reproduction; e.g., the light grey may appear light blue in some instances. Until equipment is standardized, this will be a minor inconsistency.

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

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

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

BC Dark Grey
Pantone 4196
CMYK 68 / 49 / 43 / 38
Hex #3f4c5a
RGB 63 / 76 / 90

Accessibility Tip:
Keep in mind that some people have visual impairments. Color contrast is vital for readability, so be aware of the font colors that you use on background colors or on top of images.

EXAMPLE:

Hard to see

This is better

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TYPOGRAPHY

Our fonts are Arial and Montserrat. Arial is the typeface used in our logo and has been a part of our heritage for some time. Montserrat is a more contemporary style and is a free, open-source font. Montserrat is best used when the design is "locked down" in an image or PDF document. If you're sharing Word (.doc) or PowerPoint (.pptx), it's best to stick with Arial to ensure consistency with other users' installed fonts.

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

RECOMMENDATIONS:
- For headings, consider Arial Black or Montserrat ExtraBold
- For subheads, consider Arial Bold or Montserrat SemiBold
- For body copy, use a 10 pt. 11 pt. or 12 pt. in sentence case
- For disclaimers, use 8 pt. font in Arial Narrow or Arial Italic
- ALL type should left-justified with ragged right – do not center
- 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) can be overwhelming to the eye and appear less professional.

Arial
abcdefghijklmnopqrstuvwxyz
123456789

**Arial Bold
abcdefghijklmnopqrstuvwxyz
123456789**

**Arial Black
abcdefghijklmnopqrstuvwxyz
123456789**

Arial Narrow
abcdefghijklmnopqrstuvwxyz
123456789

Montserrat Medium
abcdefghijklmnopqrstuvwxyz
1234567879

**Montserrat SemiBold
abcdefghijklmnopqrstuvwxyz
123456789**

**Montserrat ExtraBold
abcdefghijklmnopqrstuvwxyz
123456789**

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GRAPHIC DESIGN

As part of our brand refresh in 2018, we added graphic elements that are subtle representations of our heritage: logo tree-in-a-circle, lumber, building materials, architecture, etc. The angles connote strength and structure.

Designers have freedom to be creative with the use of the angles. Here are a few examples.
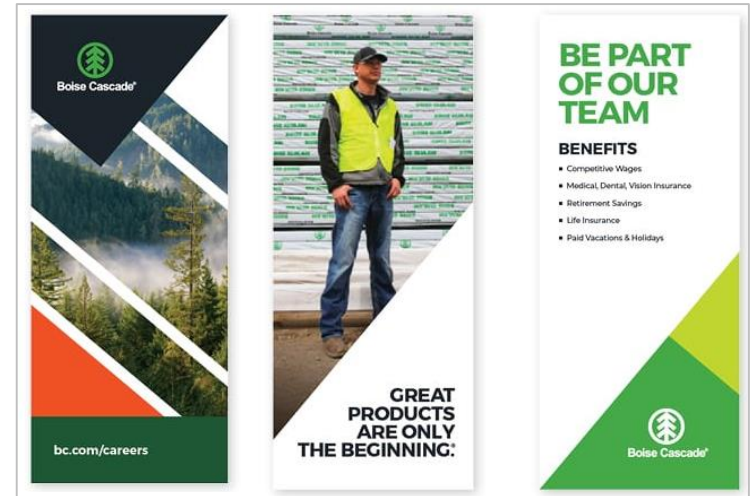
BRAND PERSONALITY AND TONE

Brand personality is the unique spectrum of thoughts, emotions, and behavioral patterns that are intrinsic to us. These terms describe the characteristics and traits that make us distinct today, and how our brand personality can be conveyed when writing copy.

| Involved	Straight Forward	Brave	Thoughtful	Genuine
Our approach will spark a connection that is real and robust. We are active in our relationships and invested in the results.	We are candid in communications and sincere in our work. Our integrity will show.	With our 60+ year heritage, we are committed to our purpose with resilience and courage.	Our perspective is informed by insight, intellect and empathy.	We are fueled by the right amount of determination, pride and humbleness. Our principles run deep.
We are: • Interested • Committed • Purposeful	**We are:** • Sincere • Candid • Practical	**We are:** • Strong • Confident • Steadfast	**We are:** • Mindful • Aware • Intentional	**We are:** • Authentic • Dedicated • Credible
We are not: • Bored • Disconnected • Indifferent	**We are not:** • Complicated • Vague • Patronizing	**We are not:** • Tired • Incapable • Indecisive	**We are not:** • Preoccupied • Anxious • Hasty	**We are not:** • Arrogant • Contrived • Obstinate

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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**. Below are some illustrative examples.

Involved
Showcase our people interacting with each other, the work or products.
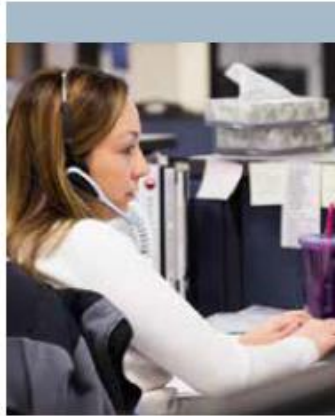
Straight Forward
Capture real moments and be true to the setting and products.

Brave
Look for new and unexpected points of view. Experiment with lighting and composition.

Thoughtful
When possible, reflect our team and customers.

Genuine
Pay homage to our work ethic and blue collar nature of our work.

IMPORTANT CONSIDERATIONS:
- When using stock photos, ensure they accurately and positively portray our culture.
- Safety is a company value, so every image should reflect our best practices (e.g., wearing correct PPE, etc.).
- When taking photos for external marketing use, ensure the identifiable subjects have signed our photo release.

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OUR LOGO

For a more contemporary feel, a few changes have been made in our 2018 brand refresh. Most notably, the trademark symbol ® has been moved out of the tree symbol to the end of our logo, the space between letters (kerning) has been tightened and the division unit/business unit names have been capitalized and reduced slightly to create a brand hierarchy.

If you see the ® within in the tree or italicized division/business unit names, these are outdated versions and should be updated as it makes sense to reprint or revise the materials.

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.
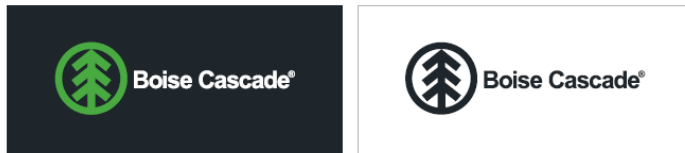
To request logo files, contact:
Communications@bc.com (Corporate)
LaurieJuengling@bc.com (Wood Products)
DavidZink@bc.com (BMD)

LOGO USAGE

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. **NOTE:** use PNG logos for digital purposes; use other formats like EPS, JPG, etc. logos for print. For best results, do not mix PNG and JPG logos in the same document.

DO NOT ALTER THE LOGO BY:

1. Changing or realigning the elements
2. Rotating, stretching or skewing
3. Recoloring or adding special effects
4. Using the tree-in-a-circle symbol as a stand-alone graphic element/pattern
5. Using the logo in a sentence

As much as possible, **ensure adequate space** surrounding the logo (equal to ½ the height of the tree symbol).

1/2 tree height

1/2 tree height

1/2 tree height

1/2 tree height   1/2 tree height
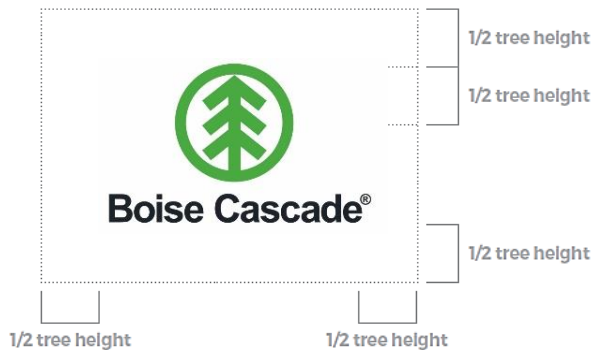
EXAMPLES OF INCORRECT LOGO USE:

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: © 2020 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:
- Shorten our name to "Boise"
- Use acronyms such as BC or BCC externally
- Refer to the company as Boise Cascade Corporation, Boise, Inc., or Boise Cascade, LLC.
- Use explanatory phrases ("formerly known as…")
- Refer to "Timber & Wood" as a division – it's Wood Products
- Abbreviate Building Materials Distribution to "BMD" if acronym is not widely familiar to the intended audience (e.g., in a news release or recruitment ad)

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LOGO TRADEMARK

The integrity of the Boise Cascade logo and its product trademarks should be protected in order to promote positive and consistent recognition. Our name is well-respected in the market and its registered trademark through the U.S. Patent and Trademark office must be protected.

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

THE ® SYMBOL IS NOT NECESSARY ON:
- Company letterhead or business cards
- Location signage
- 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.

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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 KristinBjorkman@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 Kristin Bjorkman in the legal department at KristinBjorkman@bc.com or 208-384-4926.

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