

OUR CORPORATE LOGO IS THE SEAL OF OUR BRAND

ON THE MARK



CORPORATE LOGO GUIDELINES

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).

FOR LOGO GUIDANCE, CONTACT:

Jodi Crawford

Communications & Corporate Identity Manager

jodi.crawford@weyerhaeuser.com

Phone: 206-539-4408

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.



Weyerhaeuser



Weyerhaeuser



Weyerhaeuser

VERTICAL B LOGO

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



Weyerhaeuser



Weyerhaeuser



Weyerhaeuser

LOGO SPACING, PLACEMENT AND SIZE

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.

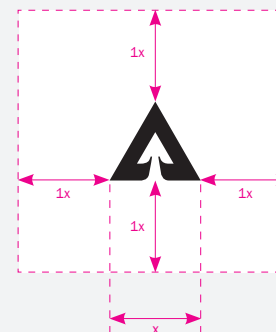
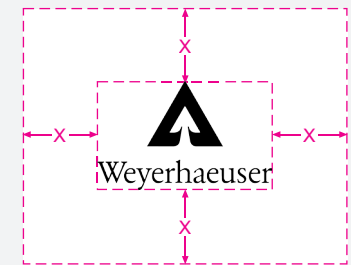
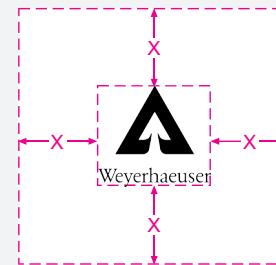
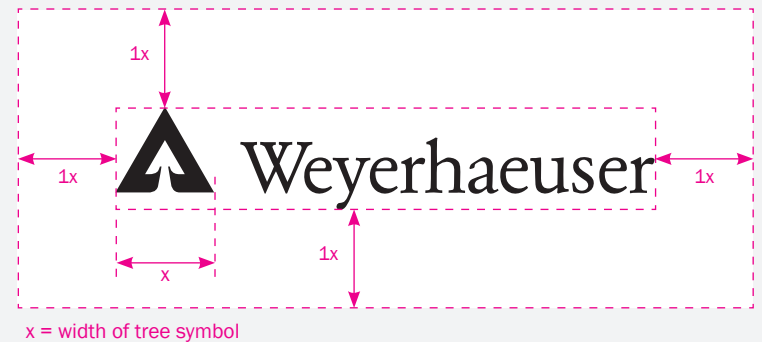
For legibility, the minimum size for reproduction of the Weyerhaeuser logo is one inch wide.

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.



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

TREE SYMBOL USAGE

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.



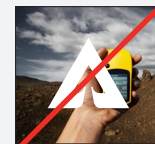
Don't add shadow or glow to symbol.



Don't add design elements.



Don't distort or outline.



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



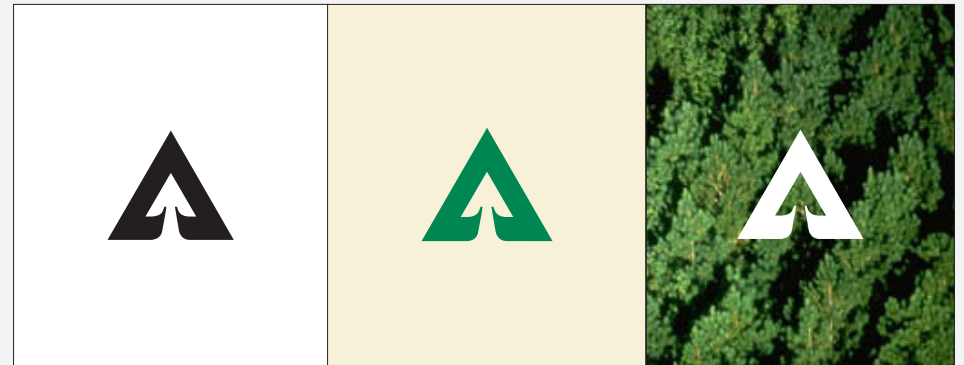
Don't fill symbol with a pattern.



Don't change the proportions of the symbol.



Don't add graphics.



ADDITIONAL LOGO ELEMENTS

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.



www.weyerhaeuser.com



www.weyerhaeuser.com

800-000-0000



800-000-0000

VERTICAL A LOGO

The vertical A logo with internet address and phone number.



Weyerhaeuser

www.weyerhaeuser.com



Weyerhaeuser

800-000-0000

VERTICAL B LOGO

The vertical B logo with internet address and phone number.



Weyerhaeuser

www.weyerhaeuser.com



Weyerhaeuser

800-000-0000

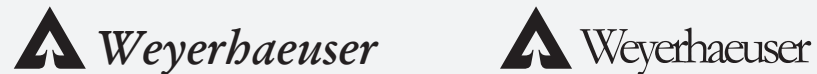
INCORRECT USES OF LOGO

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.



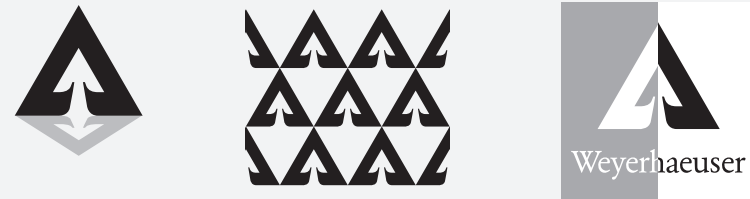
Do not use drop shadow or outline of the custom typeface or symbol.



Do Not replace or add words to the logo.



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



Do not reverse just the symbol or the wordmark.



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.