

A GUIDE TO WEYERHAEUSER'S BRAND LOOK AND FEEL

# GROWING A TRULY GREAT COMPANY



# HOW TO USE THIS GUIDE

This guide is a directional map for bringing Weyerhaeuser's brand to life in all our marketing and communications materials.

When used consistently and properly, these brand guidelines will create a look and feel that honors our past while creating excitement about our future.

These guidelines should be applied to all mediums, including printed materials, such as posters, brochures, reports, flyers and banners, and electronic materials, such as presentations, websites and videos.

Our guidelines are firm but flexible. The goal is to create a consistent look and feel while creatively applying brand elements to meet a range of communication objectives.

If you have specific usage questions or need further direction, please contact:  
Jodi Crawford: [jodi.crawford@weyerhaeuser.com](mailto:jodi.crawford@weyerhaeuser.com) | 206-539-4408

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## THE LANGUAGE WE USE REVEALS WHO WE ARE

# VOICE

The language we use reveals who we are and where we're headed. When you write about Weyerhaeuser, use a voice that is:

### Confident

- Projects a realistic, credible, attractive future for Weyerhaeuser.
- Shows a clear sense of purpose, direction and desired future.
- Uses language that is honest, transparent and straightforward – no “hype.”
- Declares that “we are...” rather than “we strive to be...”

### Inspiring

- Creates enthusiasm about what we can achieve together.
- Conveys excitement about ideas and possibilities.
- Invites the reader or listener to share in our success.

### Imaginative

- Focuses on finding solutions and seeking possibilities.
- Talks about familiar topics in new, creative ways.
- Keeps business jargon and acronyms to a minimum.

### Caring

- Respects people and the diverse perspectives they bring.
- Fosters an inclusive culture.
- Demonstrates our commitment to social and environmental responsibility.

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.

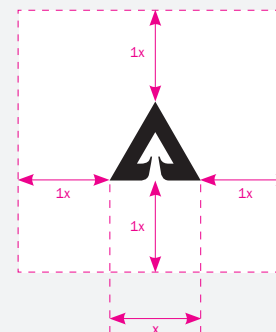
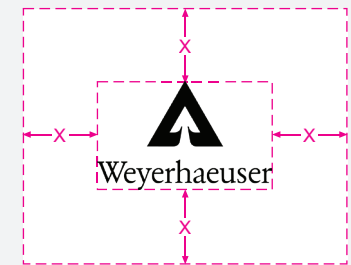
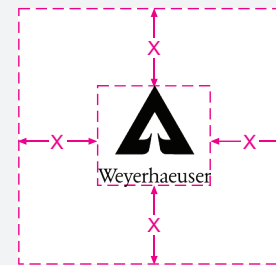
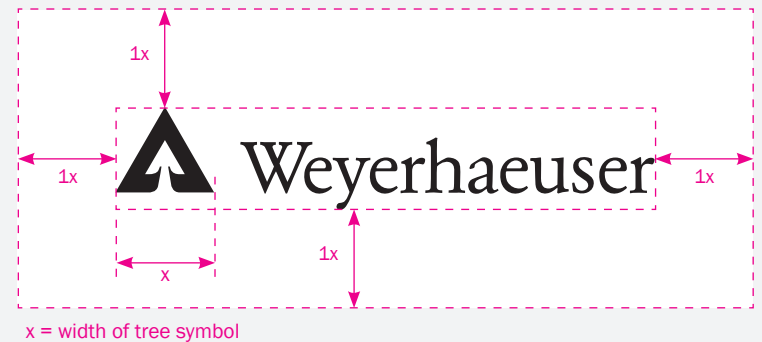
For legibility, the minimum size for reproduction of the Weyerhaeuser logo is one inch wide.

### 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.



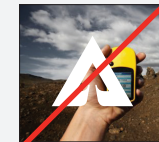
Don't add shadow or glow to symbol.



Don't add design elements.



Don't distort or outline.



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



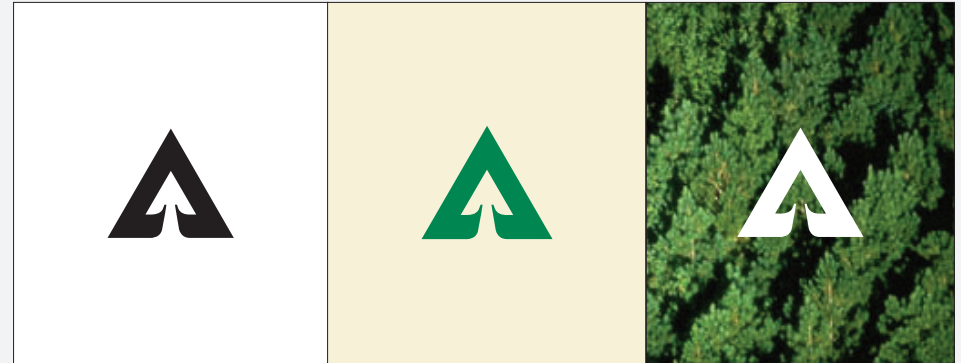
Don't fill symbol with a pattern.



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.



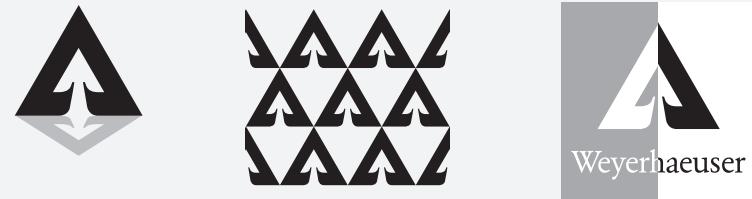
**Do not** use drop shadow or outline of the custom typeface or symbol.



**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.**

OUR COLOR PALETTE IS BOLD AND FLEXIBLE

# USING COLOR

## PANTONE COLOR PALETTE FOR PRINT COMMUNICATIONS

# COLOR PALETTE

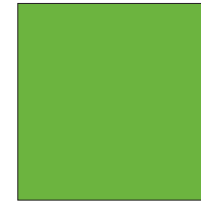
Our palette includes sixteen core colors. Green is significant to our heritage and has an anchor place in the brand. Weyerhaeuser's primary color is PMS 348 green, followed by PMS 369 green. In most designs, one of these greens will be the primary color, and both can be used in combination with other colors on the palette.

We often use large fields of bold color to make a strong statement.

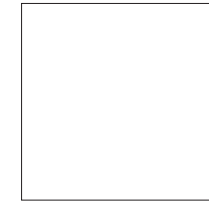
White is important to our brand and is always present. White is open and represents technology and innovation. All pieces should include white.



PMS 348



PMS 369



White



PMS 7406



PMS 138



PMS 718



PMS 1675



PMS 382



PMS 369



PMS 576



PMS 348



PMS 306



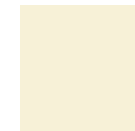
PMS 299



PMS 308



PMS 429



PMS 7500



PMS 466



PMS 1545

## RGB AND HEX COLOR PALETTE FOR ELECTRONIC COMMUNICATIONS

# COLOR PALETTE

When using our color palette in electronic mediums, PMS numbers do not always achieve the desired color value because of backlighting and variations in monitor settings. This page shows the RGB and Hex numbers you should use when creating pieces that will be viewed electronically (for example: web pages viewed on a computer screen or presentation materials viewed on a projector).

To create a color from our palette in MS Office programs such as Word or PowerPoint:

- Click inside a box or select a font character.
- Select the drop down menu A with the color bar below it.
- Choose “more colors” and then “custom” tab.
- Type in the RGB number values or Hex number to the right.
- Select OK.

 PMS 348 R=1 G=106 B=58 Hex #016a3a	 PMS 369 R=105 G=163 B=35 Hex #69a323	 PMS 1545 R=102 G=55 B=0 Hex #663700	 White
 PMS 382 R=174 G=206 B=16 Hex #aece10	 PMS 576 R=114 G=138 B=62 Hex #728a3e		
 PMS 306 R=0 G=180 B=228 Hex #00bce4	 PMS 299 R=72 G=121 B=171 Hex #4879ab	 PMS 308 R=1 G=87 B=121 Hex #015779	
 PMS 7406 R=246 G=199 B=0 Hex #ffc01	 PMS 138 R=235 G=147 B=29 Hex #eb931d	 PMS 718 R=212 G=115 B=26 Hex #d4731a	 PMS 1675 R=156 G=81 B=6 Hex #9c510e
 PMS 7500 R=239 G=232 B=190 Hex #efe8be	 PMS 466 R=223 G=176 B=109 Hex #dfb06d	 PMS 429 R=173 G=175 B=170 Hex #adafaa	 Black

LET IT BREATHE

# WHITE SPACE

Rest space is a key element in our brand. It provides a visual pause between copy, graphic elements and photography that makes each of these elements more powerful. Rest space can either be white space, a color field or an area in a photograph free of visual activity. The proper ratio of rest space to active space will create a clear, powerful and dynamic composition.



This spread shows a good balance of rest space and active space. Note the additional white space present in the photo.



This spread shows a poor balance of rest space and active space and would be improved by a different design, allowing for fewer columns and more visual differentiation where the photo edge meets the opposite page.

## OUR CORPORATE TYPEFACE IS FRANKLIN GOTHIC

# TYPOGRAPHY

Franklin Gothic has a hard-working history, having been widely used in a variety of media, ranging from newspapers and books to billboards. The type appears strong and monotone, with a robustly modern feel. It's bold and versatile and we rely on it to speak internally and externally with a consistent, confident voice.



## TYPE FAMILY AND USAGE

### FRANKLIN GOTHIC BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### FRANKLIN GOTHIC DEMI

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

### FRANKLIN GOTHIC MEDIUM

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

### FONT FAMILY

Franklin Gothic Book and Franklin Gothic Demi are the primary fonts that represent the Weyerhaeuser brand. Demi is typically used for headlines and subheads. Book is typically used for callouts and body text.

Franklin Gothic Medium is a secondary font. Limited usage is recommended.

- Never use all three fonts together in one layout.
- Never condense or stretch the font.

### TEXT TREATMENT

- Typical body copy is 11pt, with 14pt leading (or single spacing).
- Spacing between paragraphs is .0625pt (or one single-spaced paragraph return in between).
- The first line of body copy is never indented.
- Always use a single space after periods.
- Bullets are round (keyboard shortcut: Alt O149) with a small distance (.125pt) between bullet and text.
- Keep hyphenation minimal. Eliminate whenever possible.
- Left justification is preferred for clarity, consistency and user readability.
- When using em (—) or en (–) dashes, they should not touch the letters or numbers before and after the dash. When a full space is too much, reduce the space by half.
- Headlines and subheads are never black. They may be one color, a mix of two complimentary colors, or white reverse.



## TYPE STYLES & HIERARCHY

# MAKING THE MOST OF IT

Franklin Gothic Demi is used for primary headlines. When the headlines are short, all caps is preferred.

For two-tier headlines, you may use a dominant color and supporting color for extra visual impact. DO NOT use black for primary headlines.

Franklin Gothic Book, left aligned, uppercase and lowercase is used for callout paragraphs. Use a complimentary color to the primary headline. Avoid using black for supporting headlines. Use this ratio example to determine the size and distance relationships between primary headline and subhead copy.

Distinguish body subheads from body copy by using a color complimentary to your headline in Franklin Gothic Demi. All caps works well for short subheads.

Body text in black Franklin Gothic Book.

The paragraph you are reading right now is a callout paragraph. It sometimes follows a primary heading and can be colored to inform the reader quickly about the content of the page.

### FRANKLIN GOTHIC DEMI ALL CAPS

Use Franklin Gothic Book for body copy. Type sizes will vary depending on the size of your communications piece and the distance from which it is intended to be viewed. Keep in mind the goal should always be for content to communicate in a clear, straightforward manner. Body copy usually prints black or knocks out of a colored field to white.

# Making the most of it

The paragraph you are reading right now is a callout paragraph. It sometimes follows a primary heading and can be colored to inform the reader quickly about the content of the page.

## Franklin Gothic Demi upper and lower case

Use Franklin Gothic Book for body copy. Type sizes will vary depending on the size of your communications piece and the distance from which it is intended to be viewed. Keep in mind the goal should always be for content to communicate in a clear, straightforward manner. Body copy usually prints black or knocks out of a colored field to white.

For longer headlines, you may use Franklin Gothic Demi uppercase and lowercase. Do not use initial caps. Instead, capitalize the first word and use lower case for the rest of the headline.

Use a bold dominant color for your primary headline. DO NOT make primary headlines black.

Use Franklin Gothic Book, left aligned, uppercase and lowercase is for callout paragraphs. Avoid using black for callouts. Use this ratio example to determine the size and distance relationships between primary headline and subhead copy.

Distinguish body subheads from body copy by using a color complimentary to your headline in Franklin Gothic Demi. Uppercase and lowercase text works well for longer subheads. Do not use initial caps. Instead, capitalize the first word and use lower case for the rest of the headline.

Body text in black Franklin Gothic Book.

## TYPE STYLES & HIERARCHY



# MAKING IT WORK

This example shows one option for treating headline text on a solid, dominant background color. The headline can be reversed in either all white, all complimentary color, or both. DO NOT use black for primary headlines.



This example shows one option for treating headline text as transparent over a photo. Choose a transparency level that strikes a pleasing balance between text readability and photo visibility.

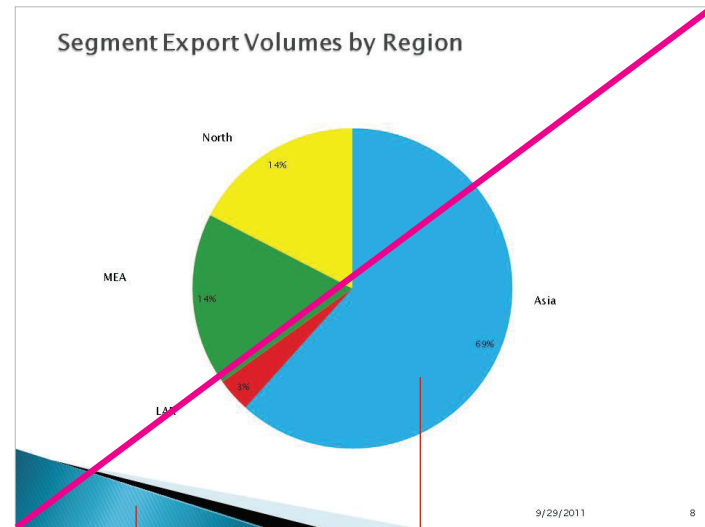
# CHARTS & DIAGRAMS

## CHARTS – WHAT NOT TO DO

# CHARTS & DIAGRAMS

Charts, graphs and diagrams are opportunities to combine type, line work and simple shapes in bold, creative and inventive ways to reflect our brand. Keep it simple and make sure the information you're communicating is easy to understand.

Use our brand colors whenever possible. When using Microsoft templates, click the “more colors” option and add in the RGB codes (on page 12) to create a palette of our brand colors to choose from.



Do not use Microsoft PowerPoint templates. Weyerhaeuser templates are available on Roots.

Do not use the Microsoft default color palette. Manually change the colors to our palette using the RGB color values in this guide.

Do not use templates outside of Weyerhaeuser brand templates.

Do not use colors that are not included in the Weyerhaeuser color palette.

Do not use fonts that are not Franklin Gothic Book or Demi. If Franklin fonts are not available in your program, you may use Ariel Normal and Ariel Bold in electronic documents.

Do not use fonts that are too small to read on the screen.

WEYERHAEUSER PHOTOGRAPHY

# PHOTOGRAPHY

OUR PHOTOS REFLECT OUR ROOTS AND OUR FUTURE

# PHOTO PHILOSOPHY

Our photographs feature unique perspectives and interesting angles to reflect our innovative spirit. At the same time, nature and people are the fuel that drives our success, and both appear frequently in our brand. We try to photograph real employees whenever possible, and avoid stock photography that doesn't "feel" like Weyerhaeuser.

We also use iconic photographic representation of our products, nature and tools of the trade as graphic elements in our design.



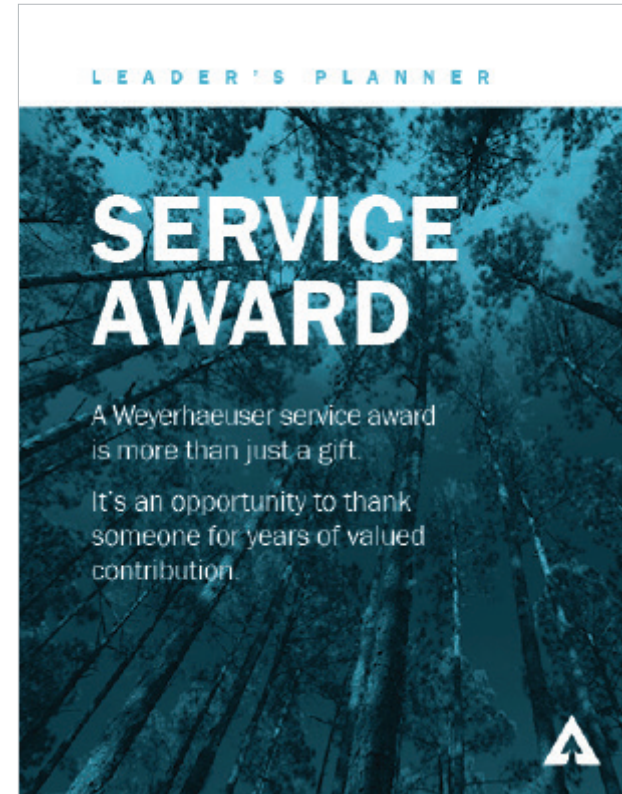
The majority of images are for reference only. Weyerhaeuser does not own rights to them. Where a Weyerhaeuser image has been used, it has been identified.

## SUPPORTING PHOTOGRAPHY STYLE

# PHOTO MANIPULATION

A flood of consistent color applied to a photograph can add drama to design. To create the effect, high-contrast black-and-white imagery is coupled with a Pantone color from the corporate palette to create a proprietary image. A “multiply” filter is applied before the image is placed on top of the color field.

Only duotone or halftone images are used as supporting photography. Monotones or other altered color compete with the duotone or halftone treatments and do not support the brand.





INDEPENDENT IDENTITIES THAT MAINTAIN CONSISTENCY

# BRAND APPLICATION

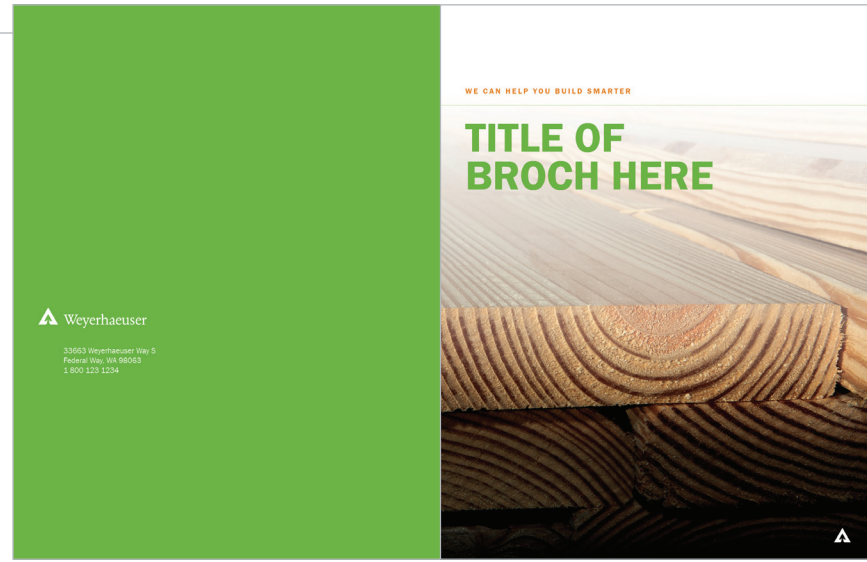
## WOOD PRODUCTS BUSINESSES

Our Wood Products business brands feature the prominent usage of PMS 348 and PMS 369. They use a number of secondary colors as well.

When combining colors, restrain from using too many in one layout to avoid the “rainbow” effect.

Certain Wood Products businesses or product lines may choose to regularly use select combinations of color as a signature look.

## Sample Brochure Cover



## Sample Advertisement



## Sample Logos



## Color Palette



PMS 348  
R=1 G=106 B=58



PMS 369  
R=108 G=179 B=63



PMS 7406  
R=255 G=209 B=0



PMS 138  
R=252 G=146 B=0



PMS 718  
R=235 G=103 B=0



PMS 308  
R=1 G=87 B=121



PMS 306  
R=96 G=174 B=184



PMS 1545  
R=102 G=55 B=0



White

## WOOD PRODUCTS BUSINESSES

Our Wood Products business often uses graphic bars at the bottom of materials such as flyers and advertisements. There are three main options below:

### Graphic Bar Option A

Solid PMS 348, white reverse logo placed to the right, with .5pt rule above in PMS 369



### Graphic Bar Option B

Solid PMS 369 with white reversed Weyerhaeuser logo placed to the right, with .5pt rule above in PMS 348



### Graphic Bar Option C

Solid PMS 348, white reverse logo placed to the right, with 6pt rule above in PMS 369



### What not to do:

Solid bar in any other color.



## WOOD PRODUCTS – BUSINESS LOGO USAGE WITH WEYERHAEUSER LOGO



Logo placed in upper portion of layout.

Weyerhaeuser logo reversed out of green bar.



Logos placed in white space above green bar and Weyerhaeuser logo.

Weyerhaeuser logo reversed out of green bar.

When placing a product or business logo in the same layout as the Weyerhaeuser logo, it should be located some distance away from the Weyerhaeuser logo to preserve distinction for both marks. If both marks are placed too closely together, this may inadvertently suggest co-branding or give the appearance that Weyerhaeuser has changed its company name.

The Weyerhaeuser logo is usually located in the bottom right corner of the page. The logo can be reversed to white out of a green block, or the color or black versions of the logo can be placed on white in the bottom right corner. Horizontal and vertical versions are both available.

Product or business logos may be placed in the white space above the Weyerhaeuser logo, or anywhere in the upper portion of the layout. A .5pt rule above or boxed around the Weyerhaeuser logo may be helpful to separate the Weyerhaeuser logo space from both the layout and/or other logos. Be sure to review the “On the Mark” section of this booklet, which describes other rules for using the Weyerhaeuser logo, such as clear space.



This is not OK. It looks like Weyerhaeuser has a new tagline.



This is OK.

# WOOD PRODUCTS – ORIENTED STRAND BOARD EXAMPLES



## Sample Packaging



Solid PMS 138

Large image of product.

White space.

Three square images of product usage.

.5pt rule reversed.

Solid PMS 348 with Weyerhaeuser logo reversed, bottom right corner.

## Sample Advertisement



White headline.

.5pt rule reversed.

Three square images of product usage.

White space.

Solid PMS 348 with Weyerhaeuser logo reversed, bottom right corner, .5 rule above.

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.

# WOOD PRODUCTS – TRUS JOIST EXAMPLES



## Sample Layout Front

- Trus Joist logo, upper left.
- White space.
- Large, bold color headline.
- Large product photo.
- Three column grid.
- White reversed full Weyerhaeuser logo, no smaller than 1.5 in.
- Solid PMS 348 bar, .5 pt rule above.

## Sample Layout Back

- Trus Joist logo, upper right.
- Three column grid.
- Third column callout, fill color.
- Text spans two columns.
- Weyerhaeuser logo.

# WOOD PRODUCTS – DISTRIBUTION EXAMPLES

Stand-alone business logo.



Combination with Weyerhaeuser logo. The distance between logos preserves their distinction.



Sample Layout Front



- Solid PMS 348, white reversed Weyerhaeuser logo.
- White reversed large headline.
- Distribution emblem.
- Three column grid.
- Three column grid.
- Solid PMS 348 bar, .5 pt rule above.

Sample Layout Back



- Distribution icon, top right.
- Bold, color headline.
- Three column grid.
- Weyerhaeuser logo.