This Standards Guide will direct you toward the proper use of your marketing and advertising elements, from correct color and typography choices to acceptable logo and registered trademark usage. Should you have any additional questions or concerns regarding usage, we’ll be happy to address them. Just refer to the contact information on the back.

### Primary Signature

**Minimum Logo Size**

columbia FOREST PRODUCTS® (.5” (actual size))

**Trademark**
The size and placement of the registered (®) symbol within the signature should never be altered or removed.

**Area of Noninterference**

In special circumstances, it is acceptable to use this graphic apart from the full logo.

### Colors

<table>
<thead>
<tr>
<th>Percentage</th>
<th>80% Screen</th>
<th>50% Screen</th>
<th>20% Screen</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS</td>
<td>PMS 370</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CMYK</td>
<td>C=56, M=0, Y=100, K=27</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RGB</td>
<td>R=94, G=151, B=50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hex</td>
<td>#5e9732</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PMS</td>
<td>Cool Gray 11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CMYK</td>
<td>K=85</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RGB</td>
<td>R=77, G=77, B=79</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hex</td>
<td>#4d4d4f</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Unacceptable Usage

- Do not tilt or apply the signatures at an angle.
- Do not change or add typography to the signatures.
- Do not reshape the signatures. Always scale the signatures proportionately.

### Typography

**Gotham**

Gotham is a sans serif typeface that is suitable for many applications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Light
Gotham Medium
Gotham Bold
Gotham Black
Color Options

- **Columbia Forest Products®**
  - PMS 370
  - PMS Cool Gray 11

- **Columbia Forest Products®**
  - Green - C=56, M=0, Y=100, K=27
  - Gray - 85K

- **Columbia Forest Products®**
  - White
  - Green - C=56, M=0, Y=100, K=27

- **Columbia Forest Products®**
  - 100K

Tagline Optional

- **Columbia Forest Products®**
  
  **Innovating Responsibly.**

  **Using the Tagline**
  When using the tagline, please use the logo versions that include the tagline art, or have it typeset in the Gotham Bold font.

  The tagline requires a (™) at the end.

For questions please contact:

- **Email:** cfpmarketing@cfpwood.com
- **Address:**
  7900 Triad Center Drive
  Suite 200
  Greensboro, NC 27409
- **Phone:** 800.637.1609

Revised 9/16