columbia
FOREST PRODUCTS®

Standards Guide

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

= the area of noninterference is equal to the size of the leaf circle. Keep at least that much clear space around the logo.

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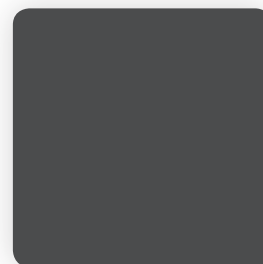
Colors

80% Screen
50% Screen
20% Screen

PMS PMS 370
CMYK C=56, M=0, Y=100, K=27
RGB R=94, G=151, B=50
Hex #5e9732

80% Screen
50% Screen
20% Screen

PMS Cool Gray 11
CMYK K=85
RGB R=77, G=77, B=79
Hex #4d4d4f

Unacceptable Usage

no

Do not tilt or apply the signatures at an angle.

columbia
Forest PRODUCTS® **no**

Do not change or add typography to the signatures.

columbia
FOREST PRODUCTS® **no**

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 Bold**

Gotham Medium   **Gotham Black**

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Color Options

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PMS 370
PMS Cool Gray 11

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Green - C=56, M=0, Y=100, K=27
Gray - 85K

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White
Green - C=56, M=0, Y=100, K=27

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columbia FOREST PRODUCTS®

100K

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columbia FOREST PRODUCTS®

White

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