

The Boise Cascade Brand

Graphic Standards Tip Sheet



Building on a good name

Boise Cascade is a well-respected name in the marketplace and our products and unique services help define who we are and what we offer. The integrity of the Boise Cascade brand and its product trademarks should be protected in order to promote positive and consistent recognition, present a cohesive look and message (internally and externally) and clearly differentiate us from our competitors. Basic guidelines standards are presented in this tip sheet.

If you have questions, please contact Darice Peltier at 208-384-6669 or by e-mail: BCBrand@bc.com.

Options for logos

Tree with Boise Cascade below



Boise Cascade

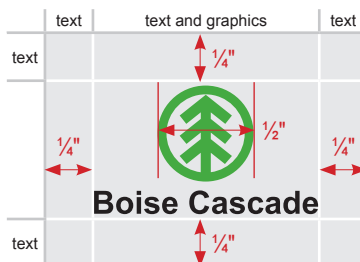
Tree with Boise Cascade to the right



Boise Cascade

Minimum clearspace around the logo

The Boise Cascade logo should appear distinct and separate from competing text, images and other graphics. This helps ensure our brand's integrity and visibility wherever it is used. The minimum space that should surround the logo on all sides is equal one half the height of the tree in the Boise Cascade logo. When displayed with other logos in marketing, use more than the minimum space, if possible.

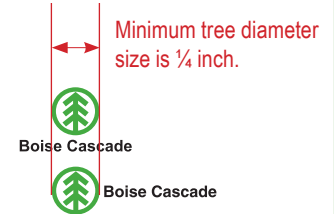


This example shows Boise Cascade logo with a tree with a diameter of 1/2 inch. The calculated distance from other text and graphics is 1/4 inch or 1/2 of the diameter of the tree.

Boise Cascade logo artwork

The Boise Cascade logo is a specially designed graphic element created as a vector file in a drawing program, Adobe Illustrator. Standard file types, such as EPS, JPG, PNG, are available through Boise Cascade's intranet and internet sites.

It is not typeset from a font – and should be reproduced from the official artwork. The logo should not be copied and pasted from a website.



DO NOT use the tree without the Boise Cascade designation.

Color choices and background colors

Our corporate colored logo is displayed with a green tree with a black "Boise Cascade." Printed colors are often matched to the Pantone Matching System called PMS colors or "spot colors." Our logo colors may also be matched by using four process colors (cyan, magenta, yellow, black). The examples below show the only authorized color choices for our logo. Metallic applications are considered acceptable "neutral" choices – gold, silver, bronze, etc.

Our Pantone (PMS) colors are 362 green and black.

PMS 362
green tree



Boise Cascade Black

It is preferred that the logo be used on a white background or very light neutral color, like tan.

All black logo

Placed on a white, light- to-medium-value backgrounds where good contrast between black and the background is achieved.



Boise Cascade

All white logo

Placed on a dark-colored background, where good contrast between white and the background is achieved.



Boise Cascade

The Boise Cascade Brand

Logos with Division, Business Unit and Product Name Signatures

Authorized Boise Cascade signatures

The Boise Cascade logo can be directly linked with Boise Cascade’s formal division and business unit names to create “signatures.” Although we specify that our Boise Cascade logo should be surrounded by a “minimum clearspace”—authorized signatures are the exception. The signatures have been designed to communicate the organizational structure and competencies of the company. Our division names, business units and product lines can be “locked up” directly under the logo, following a prescribed typeface and alignment with the logo. Signatures are available as artwork.

Please note: *These signatures are not used on stationery items. Geographic locations or regions are not included as part of a signature unit.*

Division signatures

Building Materials Distribution

Tree with Boise Cascade BMD below



Boise Cascade
Building Materials Distribution

Tree with Boise Cascade BMD to the right



Boise Cascade
Building Materials Distribution

Wood Products

Tree with Boise Cascade WP below



Boise Cascade
Wood Products

Tree with Boise Cascade WP to the right



Boise Cascade
Wood Products

Unacceptable logo uses

Do not place the Boise Cascade logo in a box or any shape, nor part of another logo. Doing so makes it appear that the shape or other logo is part of our logo. Exceptions are those logos which have been reviewed by the Legal Department and have trademark designations as part of the logo configuration.

Do not place other text next to the logo. A space equal to one half of the diameter of the tree should separate the logo and any other text. See Minimum clearspace around the logo on page 1 of this document for correct usage.

Do not recreate the logo with a font. Use the authorized logo art.

Do not take the logo apart and stack the letters in a vertical line.

Do not take the logo apart and type in the Boise Cascade letters.

Do not use the logo on a patterned background.



Do not stretch or distort the logo. Resize the logo proportionately.



Boise Cascade



Boise Cascade

Do not add halos or white outlines around the colored or black logo to separate it from a dark background. Use the all-white logo on dark colors.



Boise Cascade

Incorrect



Boise Cascade

Correct

Do not use the logo as part of a wallpaper pattern, background or border.



If you have questions, please contact Darice Peltier at 208-384-6669 or by e-mail: BCBrand@bc.com

The Boise Cascade Brand

Logos with Division, Business Unit and Product Name Signatures

Business unit signatures

A division signature may also include the business unit name or a specific product line as a secondary text line directly under the division name and italicized to visually differentiate it from the “division” name. These logos are available by sending an email to BCLogos@BC.com. For clearspace information for Division signature, see *Minimum clearspace around the logo* on page of 1 of this document.

Current Authorized Business Unit Signatures

Building Materials Distribution

Boise Structural Solutions

BSS with BMD division name included



BSS without BMD division name included



Wood Products

Engineered Wood Products

EWP with WP division name included



EWP without WP division name included



Wood Products

Engineering

Engineering with WP division name included



Engineering without WP division name included



Wood Products

Particleboard

Particleboard with WP division name included



Particleboard without WP division name included



The Boise Cascade Brand

The Boise Cascade color palette

Color strengthens the distinctiveness of Boise Cascade's brand system. The corporate colors, green and orange, make up the primary color palette. These are the logo's colors – but they may be used in other type or graphic elements of Boise Cascade's communications. The secondary colors are not used for the Boise Cascade logo. They are intended to provide a complementary range of color selections that may be used separately or in combination with each other in promotional materials, packaging, brochures, posters, newsletters, trade show displays, etc. This variety of color selections may be used in screens.

Primary Corporate Colors

100%	70%	50%	20%	
				BC Green Pantone* 362 C70 M0 Y100 K9 R61 G155 B53 Web 3d9b35
				BC Orange Pantone* 151 C0 M48 Y95 K0 R248 G151 B40 Web F89728
				BC Yellow Pantone* 3945 C3 M0 Y85 K0 R253 G239 B66 Web FDEF42
				BC Blue Pantone* 300 C100 M44 Y0 K0 R0 G121 B193 Web 0079C1
				BC Brown Pantone* 470 C0 M58 Y100 K33 R176 G96 B16 Web B06010

Typography

These are the typefaces for Boise Cascade's visual system. Consistent use on all materials is required to maintain a uniform presentation. It is recommended that type be set flush left and ragged right. Capital and lowercase are preferred over the use of all capital letters. Arial typeface shall be used for regular documentation and presentations.

Arial Font Family

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

abcdefghijklmnopqrstuvwxyz

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

abcdefghijklmnopqrstuvwxyz

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

abcdefghijklmnopqrstuvwxyz

Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

abcdefghijklmnopqrstuvwxyz

How to use Boise Cascade's trade name in text

In written communications, Boise Cascade may be used in the first mention and subsequent references can be shortened to our trade name "Boise Cascade." When the Boise Cascade logo is not used on a document – the first reference of the Boise Cascade trade name should show the ® trademark symbol behind the trade name, which is set in all caps in the first reference.

Do not use Boise Cascade's logo art in a sentence, headline or text copy. When referring to the Boise Cascade name in these instances, set the name in the typeface being used for the other text copy.

Correct: Boise Cascade is a proud sponsor.

Incorrect:  Boise Cascade is a proud sponsor.

The Boise Cascade Brand

Trademarks and copyrights

Boise Cascade product trademarks vary by business and a complete list is located at <https://www.bc.com/trademarks/> It is very important to mark these trademarks correctly so as to protect the strength of Boise Cascade's trademarks and Boise Cascade's rights in the ownership of those trademarks used in connection with our fine products that our customers have come to know and trust. For more detail or questions, including questions regarding the status and marking requirements for Boise Cascade marks used in foreign countries, contact Fran Voulelis at FranVoulelis@BC.com.

Example: VERSA-LAM® is set in all caps, as two hyphenated words followed by a ® symbol.

Boise Cascade's trademarks and its ownership of the same can be affirmed by following two rules:

- (1) trademarks should be used as adjectives
- (2) when referring to trademarks in visual media, the mark should be distinguished from surrounding text so that the reader is told that the word/phrase is a trademark. Use a ® if the mark is federally registered for the goods or services on which the mark is being used. Otherwise, use a superscript "TM" symbol in the upper right hand corner of the mark.

Use trademarks as adjectives

Example: use BOISE GLULAM® beam.

This is especially important for describing product trademarks in text. It is not necessary to use trademarks as adjectives in logos or in headings. Some trademarks are difficult to use as adjectives, but the effort must be made.

Use trademarks in a distinctive font/color from surrounding text

Use all CAPITAL letters, italics, a distinctive font or a distinctive color.


Example: use BOISE GLULAM® beam.

The mark should be distinguished from the surrounding text as this tells the reader that the word/phrase is a trademark. Use a ® if the mark is federally registered for the goods or services on which the mark is being used. Otherwise, use a superscript "TM" symbol in the upper right hand corner of the mark. Be sure to use the designated symbol for the particular trademark as listed at <https://www.bc.com/trademarks/>

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Do not use Boise Cascade's logo art in a sentence, headline or text copy. When referring to the Boise Cascade name in these instances, set the name in the typeface being used for the other text copy.

Correct: Boise Cascade is a proud sponsor. **Incorrect:**  Boise Cascade is a proud sponsor

Boise Cascade Logo Trademark Rules

Boise Cascade Company's trademarks are valuable company assets that have been built through considerable time and expense. Our trademarks tell consumers that a product or service comes from, or is endorsed by, Boise Cascade. Therefore, it has always been Boise Cascade's policy to carefully and explicitly protect its trademark rights, most commonly by obtaining Trademark Registrations in the United States and in the various foreign countries where we do business. These registrations allow Boise Cascade exclusive use of our marks on the specified products we manufacture and sell.

Internal Company Use of Trademarks

The marks most commonly associated with the company are "Boise Cascade" and the "Tree-In-A-Circle" (TIC) logo. This mark and logo have been registered trademarks for decades and the company has obtained continued ownership that will take us well into the future.

In recent years other companies have attempted to use a variation of Boise Cascade's TIC logo on their goods. In these cases we have successfully stopped these companies from using their marks in such a way as to lead to confusion in the marketplace. To ensure further protection of our exclusive use of the marks on the products we manufacture and distribute, we have modified the TIC to include a circle r ®. This ® designation indicates that the TIC logo has been registered by Boise Cascade with the U.S. Patent and Trademark office and other foreign countries.

To take full advantage of the registration and to provide maximum protection, it is necessary for the circle r to appear with the logo on certain items. Below, for your reference, are general guidelines as to when the circle r ®. should be used and when the circle r ®. is not required.



Boise Cascade

When to Use the Circle R ®

- ✓ On product, i.e. stencil/stamp
- ✓ On product paperwrap
- ✓ Any usage on BC.com
- ✓ Any usage on the Boise Cascade Intranet site
- ✓ All marketing materials
- ✓ All tradeshow materials/displays
- ✓ All vendor materials
- ✓ Boise Cascade proprietary software and manuals



Boise Cascade

When the Use of the Circle R ® is not necessary

- ✓ Company stationery
- ✓ Business cards
- ✓ News Releases
- ✓ Location signage

When the Circle R ® Should NOT Be Used Under Any Circumstances

- ✓ Promotional items, i.e., customer or employee appreciation gifts
- ✓ Service awards

External Company Use of Trademarks

From time to time, the company receives requests from non-employees to use one or more of our registered trademarks. Reasons for these requests vary from individuals who build model trains, to students who do research for class projects, to vendors applying our logo on their product. 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. This agreement requires that the requester provide a sample of use for approval and return the signed License Agreement prior to use. The updated Agreement can be found at <https://www.bc.com/trademarks/>. Outside requests should be reviewed by the legal department. Once a signed License Agreement has been returned, please forward the document to Fran Voulelis in the Legal Department. If you have any questions, please contact John Sahlberg, Jill Twedt, Fran Voulelis or Darice Peltier.