



resolute

Forest Products

**A GUIDE
TO OUR
VISUAL
IDENTITY**



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Resolute Forest Products' visual identity program is comprised of a number of basic elements that serve as the foundation on which all visual communications are constructed. Its implementation is managed by a strict set of guidelines – essentially the “technical” components of our visual identity.

There is little need for interpretation at this level, and artwork is available electronically, so you never have to recreate the basics.

Adhering to the guidelines at all times will maximize the consistency and impact of our visual identity and strengthen our corporate image.

Note: Joint venture operations are not governed by these visual identity guidelines.

Updated January 2022

A GUIDE TO OUR VISUAL IDENTITY

SECTION

1

OUR LOGO

- 1.1 USING THE LOGO
- 1.2 INCORRECT USAGE

OUR LOGO

The Resolute Forest Products logo calls to mind the forest in which the Company works, the paper, pulp, tissue and lumber products it manufactures, and the modern and dynamic nature of the organization. Paper products are reflected in the half-circle of the “R”, symbolizing a paper roll, as well as in the folds within the logo. The rectangular and triangular shapes, in the legs of the “R”, represent pulp bales, wood products and forestry. Through the use of green as a primary color, the design also depicts the Company’s commitment to sustainability.

Downloadable logos are available at resolutefp.com/logo.

For logos for special applications, please contact Corporate Communications at logo@resolutefp.com.

PROTECTION SPACE AND MINIMUM SIZE

To have the greatest possible visual impact, the logo must always be surrounded by a minimum protection space, equivalent to the size of the letter “r” in “resolute”. This space must always be completely free of any visual element (graphic, typographic or other).

To ensure clarity and legibility, the Resolute logo must never appear any smaller than the minimum size specified.

1.1 USING THE LOGO

OFFICIAL LOGOS

TWO-COLOR VERTICAL



BLACK AND WHITE VERTICAL



ALTERNATE LOGOS

TWO-COLOR HORIZONTAL



BLACK AND WHITE HORIZONTAL



REVERSE LOGOS

BLACK AND WHITE



PANTONE 350



PANTONE 354



PROTECTION SPACE



MINIMUM SIZE (BOTH VERSIONS)



Our logo is a visual summation of all that we stand for as a company. We risk looking unprofessional when we break the rules of composition and reproduction.

The illustrations on this page show some of the more common mistakes made.

Never attempt to recreate the logo; always use the artwork found on resolutefp.com/logo.

DO NOT ALTER THE LOGO



DO NOT MODIFY THE LOGO COLORS



DO NOT MODIFY THE TYPEFACE



DO NOT ROTATE THE LOGO OR PLACE IT AGAINST AN INAPPROPRIATE COLORED OR BUSY BACKGROUND



DO NOT ADD A LOCATION NAME OR BUSINESS DESIGNATION (PLEASE REFER TO PAGE 6 OF THE GUIDE)



A GUIDE TO OUR VISUAL IDENTITY

SECTION

2

BRANDING BASICS

2.1 TYPOGRAPHY AND
OFFICIAL COLORS

2.2 LOCATION DESIGNATIONS

TYPOGRAPHY

Typography is an integral part of our visual identity. Consistent use of the designated fonts is key to enhancing and reinforcing the Company brand.

**FONT FOR ELECTRONIC USE:
ARIAL**

- Letters, faxes, memos
- PowerPoint presentations
- Press releases
- Web communications
- Contracts
- Forms

**FONT FOR DESIGN USE:
NEUTRAFACE 2 TEXT**

- Brochures
- Ads
- Posters
- Newsletters
- Banners
- Signs
- Other marketing materials
- Autre matériel marketing

ELECTRONIC USE

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DESIGN USE

NEUTRAFACE 2 TEXT BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

NEUTRAFACE 2 TEXT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARIAL BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

NEUTRAFACE 2 TEXT BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

NEUTRAFACE 2 TEXT BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

OFFICIAL COLORS

The proper and consistent use of our official corporate colors contributes to creating a strong and coherent image of our organization.

Our primary colors should be featured prominently throughout our communications, while our secondary colors should be used as accents to add visual interest.

PRIMARY COLORS

PANTONE 354
C 90 M 0 Y 100 K 0
R 0 G 175 B 70
WEB 00AF46

PANTONE 350
C 90 M 0 Y 100 K 65
R 30 G 65 B 50
WEB 1E4132

SECONDARY COLORS

PANTONE 320
C 93 M 0 Y 36 K 0
R 0 G 157 B 165
WEB 009DA5

PANTONE 573
C 25 M 0 Y 16 K 0
R 187 G 233 B 222
WEB BBE9DE

PANTONE 5797
C 15 M 6 Y 32 K 1
R 199 G 202 B 156
WEB C7CA9C

PANTONE 1545
C 18 M 53 Y 92 K 35
R 122 G 95 B 72
WEB 7A5F48

PANTONE 165
C 0 M 53 Y 89 K 0
R 255 G 117 B 72
WEB FF7548

PANTONE 5477
C 67 M 43 Y 53 K 12
R 95 G 112 B 112
WEB 5F7070

OFFICIAL LOCATION DESIGNATIONS

Here are some examples of our various location designations:

- Paper mill
(e.g., Grenada paper mill)
- Pulp mill
(e.g., Coosa Pines pulp mill)
- Sawmill
(e.g., Thunder Bay sawmill)
- Tissue mill
(e.g., Hialeah tissue mill)
- Woodlands operations
(e.g., Ontario woodlands)

If the location name is added to the Resolute Forest Products logo, the following rules apply:

- a) The words “forest products” are removed from the logo to provide space for the location name.
- b) The location name is aligned with the letter “r” of the word “resolute”.
- c) A minimum protection space equivalent to the height of the letter “r” must be respected.

TYPOGRAPHICAL SPECIFICATIONS

- Font:** Neutraface 2 Text Demi, uppercase and lowercase
- Tracking:** -15/1000 em
- Color:** Pantone 350
- Number of lines:** Maximum 2

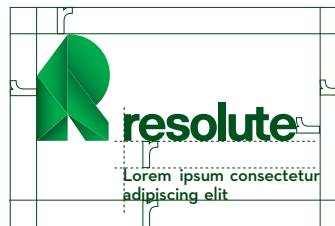
OFFICIAL LOGO (WITH THE LOCATION NAME)

VERTICAL VERSION



ALTERNATE LOGOS (WITH THE LOCATION NAME)

HORIZONTAL VERSION



A GUIDE TO OUR VISUAL IDENTITY

SECTION

3

APPLICATIONS

- 3.1 STATIONERY
 - Letterhead
 - Envelopes
 - Business cards
- 3.2 PINS
- 3.3 SIGNAGE
 - General guidelines
 - Incorrect usage

GRID

The corporate logo and address block have fixed positions on the letterhead grid. The logo is reproduced in both official colors, while the address appears in Pantone 350.

A version of the letterhead without the address block may be used as a second page to a letter. Paper stock and margins must be identical to those of the regular letterhead.

TEXT LAYOUT

Note there is always a 1" (25.4 mm) margin on either side of the page, while the date is typed 2.58" (65.6 mm) from the top. Text (in Arial, single-spaced) should be left-aligned.

LOCATIONS

Each location should personalize the electronic letterhead template with the name, address and telephone number of their operation.

To ensure brand consistency across our operations, the name of a location must always appear on the first line of the address block in Neutraface 2 Text Book in printed materials, and in Arial in electronic applications.

EXAMPLES

HEAD OFFICE LETTERHEAD
111 Robert-Bourassa Blvd, Suite 5000
Montréal, Quebec, H3C 2M1 Canada
T 514-875-2160 **resolutefp.com**

STANDARD LETTERHEAD (CANADA)
Name of Operation
123 Street Name, Suite Number
City, Province, Postal Code Canada
T 000-000-0000 **resolutefp.com**

STANDARD LETTERHEAD (USA)
Name of Operation
123 Street Name, Suite Number
City, State, Zip Code USA
T 000-000-0000 **resolutefp.com**

Two spaces separate postal code/zip code and country. The website is preceded by two spaces and treated in bold.

PRINT SPECIFICATIONS

Size: 8.5" x 11" (215.9 mm x 279.4 mm)
Colors: Logo in Pantone 350 and 354 (2-color); address in Pantone 350
Paper: White, uncoated, 70 lb (140M) weight, 89 minimum brightness



SECOND SHEET

GRID

All white standard-sized envelopes should use the official logo in 2-color or black reproduction. Manilla or other colored envelopes should use the black logo.

In bilingual markets, use both languages in the return mailing address.

LOCATIONS

Each location should personalize the electronic envelope templates with their coordinates. The location name is incorporated on the first line of the address block in Neutraface 2 Text Book.

PRINT SPECIFICATIONS

STANDARD ENVELOPE

Size: 9.5" x 4.125"
(241.3 mm x 104.77 mm) - N° 10
Colors: Logo in Pantone 350 and 354 (2-color) or black; address in Pantone 350 or black

LARGE ENVELOPES

Size: 12" x 9" (304.8 mm x 228.6 mm)
Color: Logo and address in black
Paper: Kraft 24 lb

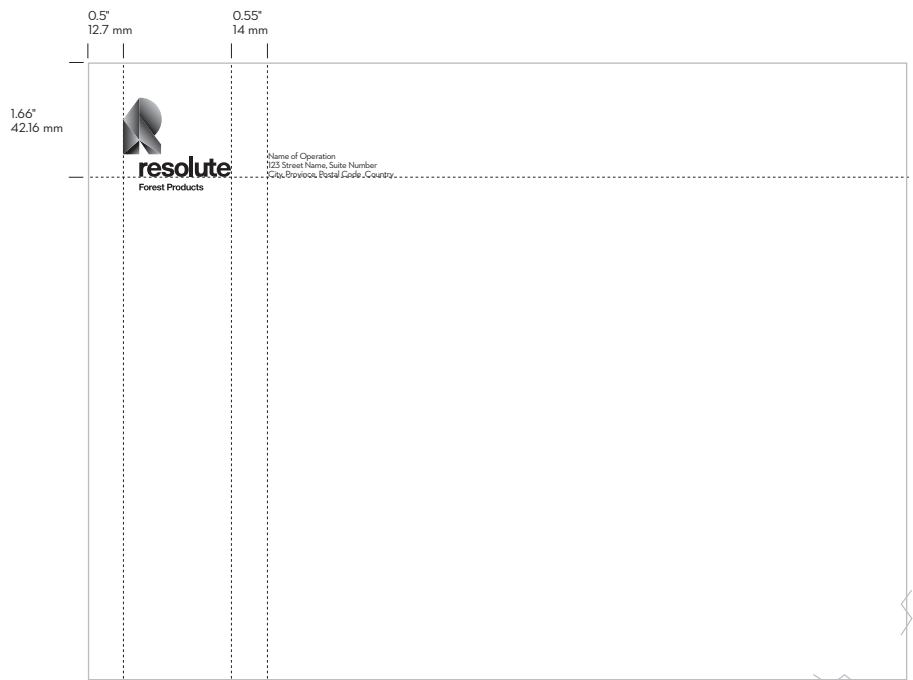
Size: 15" x 9" (381 mm x 228.6 mm)

Color: Logo and address in black
Paper: Kraft 24 lb

N° 10 ENVELOPE



LARGE ENVELOPE



GRID

To ensure consistency, all business cards must follow the grid and layout illustrated on the right using the electronic template. The layout allows for up to nine lines of text if required. Note that two spaces separate zip or postal code and country, as well as telephone numbers.

For bilingual business cards, never combine both languages on the same card face. English should appear on one side and French on the other.

ABBREVIATIONS

- Telephone: T
- Facsimile: F
- Cellular: C

PLACEMENT OF LOCATION NAMES

To ensure brand consistency across our operations, the name of a location must always appear on the first line of the address block.

TYPE SPECIFICATIONS

EMPLOYEE NAME

Font: 8.5 pt Neutraface 2 Text Bold, all caps
Leading: 9 pt
Tracking: -40/1000 em

JOB TITLE

Font: 8.5 pt Neutraface 2 Text Bold
Leading: 9 pt
Tracking: -40/200 em

ADDRESS AND CONTACT INFORMATION

Font: 8 pt Neutraface 2 Text Book
Leading: 8.25 pt
Tracking: -35/1000 em

PRINT SPECIFICATIONS

Size: 3.5" x 2" (88.9 mm x 50.8 mm)
Colors: Logo in Pantone 350 and 354 (2-color); address in Pantone 350
Paper: White, uncoated, 100 lb (12 pt) weight, 89 minimum brightness

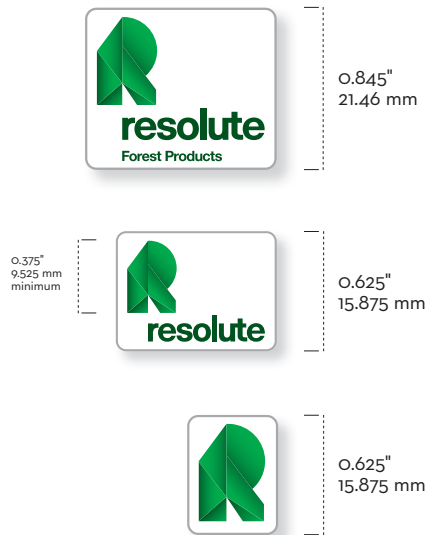
CANADA



UNITED STATES



Specifications for four-color printing process on silver metal base (white background with color design)



Specifications for embossed process on silver metal (matte background with glossy design)



LARGE BUILDING SIGNS

Usually mounted at the highest position on a wall, building signs are the first to be seen at a distance.

The alternative horizontal version of the logo is permitted for this type of sign when appropriate, for example, when the area covered by the existing sign is considerably wider than it is high.

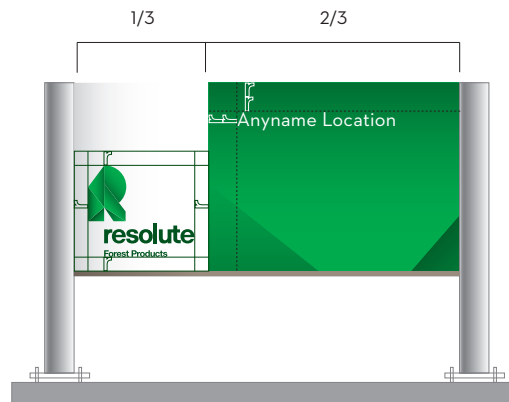


MAIN ENTRANCE SIGNS

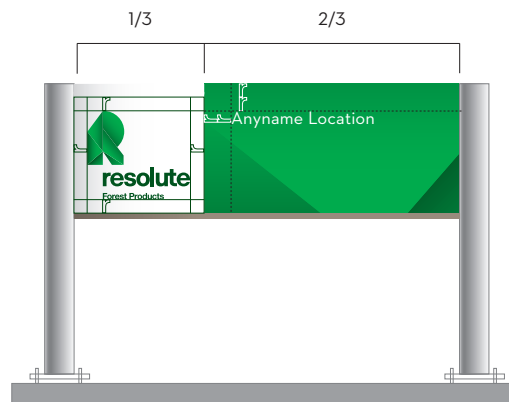
The following specifications must be adhered to:

- a) The main entrance sign must follow the 1/3-2/3 horizontal proportion rule: on the left, 1/3 of the space allocated to the white logo section; on the right, 2/3 of the space allocated to the location designation section.
- b) In the left portion, the logo must be bottom-aligned vertically, centered horizontally and set at the maximum size allowed by the protection space embedded in the logo file. The background color for this portion is always white.
- c) The right portion of the sign must be filled at full bleed with the double-green graphic device found on resolutefp.com/logo. The location name must be written in white in either official font: Arial or Neutraface 2 Text. You may use bold lettering or all caps.
- d) Only the official vertical version of the logo is permitted.

1/3 



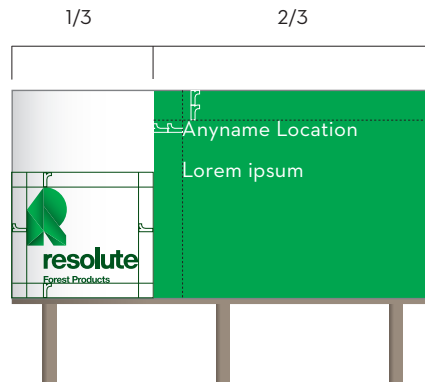
1/3 



SECONDARY AND DIRECTIONAL SIGNAGE

- a) Secondary and directional signage must also follow the 1/3-2/3 horizontal proportion rule.
- b) In the left portion, the logo must be bottom-aligned vertically, centered horizontally and set at the maximum size allowed by the protection space embedded in the logo file. The background color for this portion is always white.
- c) The right portion of the sign must be filled at full bleed with our official Pantone 354 green.
- d) Information must be written in white in either official font: Arial or Neutraface 2 Text. You may use bold lettering or all caps.
- e) Only the official vertical version of the logo is permitted.
- f) For directional signage, it is important to use the arrows illustrated here and downloadable at resolutefp.com/logo.

1/3 



1/3 



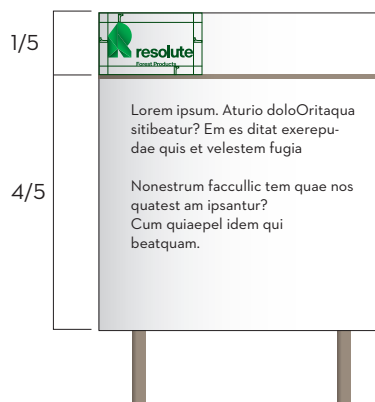
MODIFICATION OF EXISTING SIGNS


In certain situations, it is possible to adapt the logo section of existing vertical signage when the information portion is on a white background.

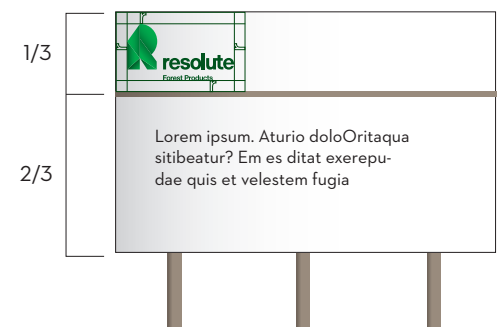
The Resolute logo must be left-aligned and centered vertically and set at the maximum size allowed by the protection space embedded in the logo file. Always place the logo on a white background.

If the space allocated to the logo is limited, you may use the horizontal version.

1/5 



1/3 



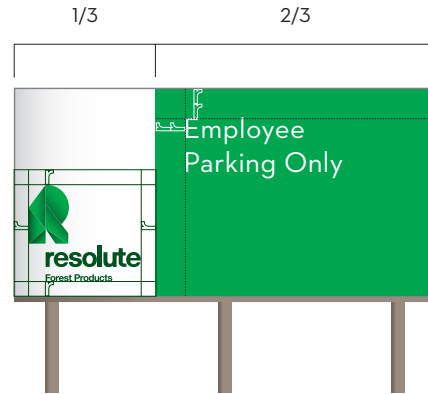
WARNING/INFORMATION SIGNS

These signs draw attention to a warning or provide location information.

- a) The sign must follow one of three proportion rules:
 - **Horizontal:** 1/3-2/3
See “Main Entrance Signs”.
 - **Vertical Option 1:** 1/3-2/3
On the top, 1/3 of the space allocated to the logo-on-white section; on the bottom, 2/3 of the space allocated to the information section.
 - **Vertical Option 2:** 1/5-4/5
On the top, 1/5 of the space allocated to the logo-on-white section; on the bottom, 4/5 of the space allocated to the information section.
- b) In the vertical versions, the logo must be left-aligned and centered vertically and set at the maximum size allowed by the protection space embedded in the logo file. Always place the logo on a white background.
- c) The background of the information portion of the sign must be filled at full bleed with our official Pantone 354 green.
- d) Information must be written in white in either official font: Arial or Neutraface 2 Text. You may use bold lettering or all caps.
- e) For horizontal warning/information signs, you should use the official vertical version of the logo. For either vertical option, you may use the horizontal logo.

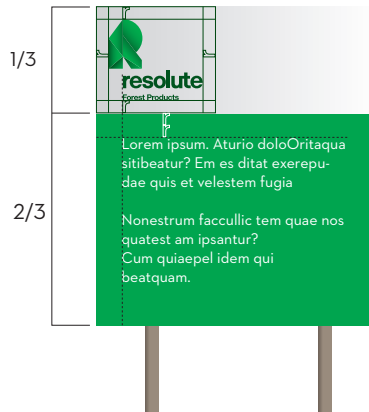
HORIZONTAL

1/3



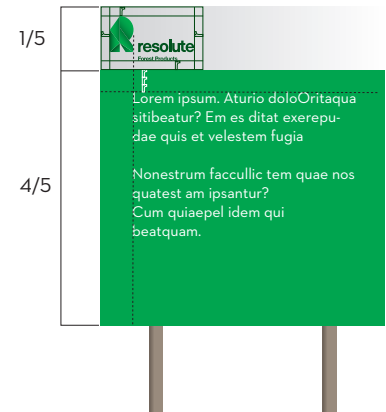
VERTICAL OPTION 1

1/3



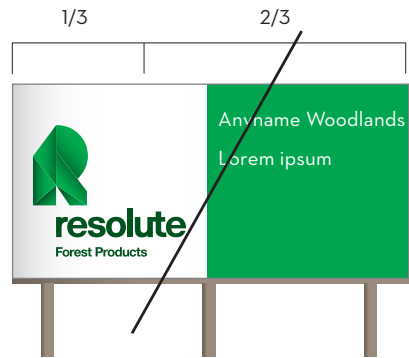
VERTICAL OPTION 2

1/5



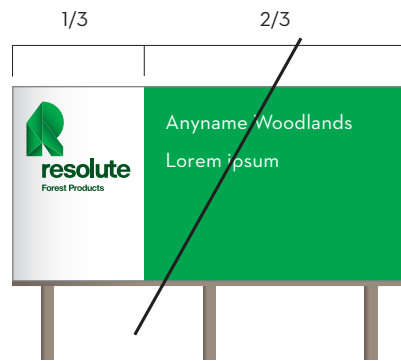
The 1/3-2/3 horizontal proportion rule must be respected.

1/3 



Do not position the logo elsewhere other than where placement is specified.

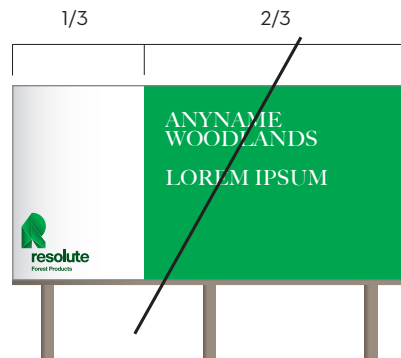
1/3 



Use either Neutraface 2 Text or Arial typefaces.

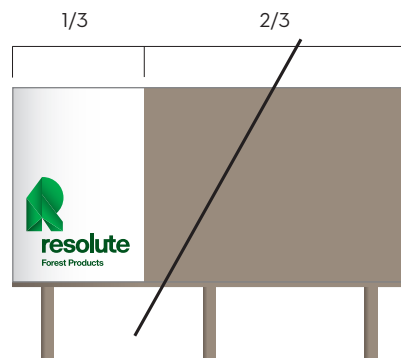
Always set the logo to the maximum size allowed by the protection space embedded in the logo file.

1/3 



For secondary and warning/information signs, use only Pantone 354 as the right section color.

1/3 



A GUIDE TO OUR VISUAL IDENTITY

SECTION

4

BUSINESS SEGMENT

- 4.1 RESOLUTE TISSUE
 - Branding basics
 - Letterhead
 - Envelopes
 - Business cards

BUSINESS SEGMENT

The principles that govern our corporate branding also apply to the Resolute Tissue business segment. Therefore, it is essential to understand them and to use them in a consistent manner when working with the Resolute Tissue branding components, such as signature, colors and typography.

Downloadable logos are available at resolutefp.com/logo.

For logos for special applications, please contact Corporate Communications at logo@resolutefp.com.

PROTECTION SPACE AND MINIMUM SIZE

To ensure maximum visual impact, the signature must always be surrounded by a minimum protection space, equivalent to the size of the letter “r” in “resolute”. This space must always be completely free of any visual element (graphic, typographic or other).

To ensure clarity and legibility, the Resolute Tissue signature must never appear any smaller than the minimum size specified.

OFFICIAL COLORS

The proper and consistent use of our official corporate colors contributes to creating a strong and coherent image of our organization.

TYPOGRAPHY

Typography is an integral part of our visual identity. Consistent use of the designated fonts is key to enhancing and reinforcing the Company brand.

Downloadable artwork available at resolutefp.com

4.1 RESOLUTE TISSUE

Branding basics

OFFICIAL SIGNATURE TWO-COLOR HORIZONTAL

resolute tissue

ALTERNATE LOGOS TWO-COLOR VERTICAL

**resolute
tissue**

REVERSE SIGNATURES

resolute tissue

BLACK AND WHITE HORIZONTAL

resolute tissue

BLACK AND WHITE VERTICAL

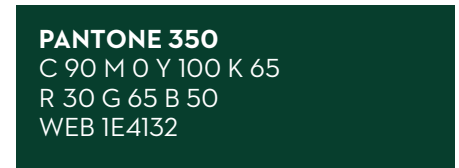
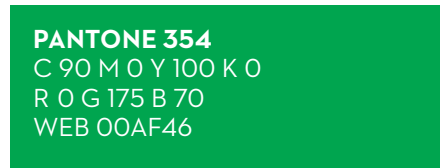
**resolute
tissue**

**resolute
tissue**

PROTECTION SPACE



MINIMUM SIZE



ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Use the Arial font family for letters, faxes, memos, PowerPoint presentations, press releases, web communications, contracts and forms.

NEUTRAFACE 2 TEXT BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Use the Neutraface 2 Text font family to design brochures, ads, posters, newsletters, banners, signs and other marketing materials.

GRID

The Resolute Forest Products logo, the business segment signature and the address block have fixed positions on the Resolute Tissue letterhead grid. The logo and the business segment signature are reproduced in both official colors, while the address appears in Pantone 350.

A version of the letterhead without the address block may be used as a second page to a letter. Paper stock and margins must be identical to those of the regular letterhead.

TEXT LAYOUT

Note there is always a 1" (25.4 mm) margin on either side of the page, while the date is typed 2.58" (65.6 mm) from the top. Text (in Arial, single-spaced) should be left-aligned.

PRINT SPECIFICATIONS

- Size:** 8.5" x 11" (215.9 mm x 279.4 mm)
- Colors:** Logo and signature in Pantone 350 and 354 (2-color); address in Pantone 350
- Paper:** White, uncoated, 70 lb (140M) weight, 89 minimum brightness

1" 25.4 mm

1" 25.4 mm

1.85" 47 mm

2.58" 65.6 mm

Stroke: 5 pt, Pantone 350

resolute
Forest Products

resolute tissue
Name of Operation
123 Street Name, Suite Number
City, State Zip Code Country
T.000.000.000.resolutefp.com

Ut prat mosam nus atureprae. Ehenti reium sit int volupta cullign ihictem faccusam serrum quiatur? Quiatis ex excerbeat.

Pori quat re everciet qui omnibus molorer upicatem et latem ea nonseque venihiclet volorepuda quae valori dolorum rem sequi re dolut rem cum elunt pa volorporero consequi iatur? Quis quis eumqui as et laut a simus quatum vel mostiistin plicia cus ma dolendis asi qui volore porum con eum et, volorem fuga. Itam recatur auda nullabore min planimendam autendi odigent.

Ut ipsa ne nonseque iatis maio. Nemquam et landemporum voluptatis incilit inumqui ut ad moluptatem ent, simaio omnis et atur?

Poriberis comnis as adignien eost dolut lit pilas volupti urep

resolute
Forest Products

resolute tissue

SECOND SHEET

GRID

All white standard-sized envelopes should use the Resolute Forest Products logo and the Resolute Tissue signature in 2-color or black reproduction. Manilla or other colored envelopes should use the black logo.

PRINT SPECIFICATIONS

STANDARD ENVELOPE

Size: 9.5" x 4.125"
(241.3 mm x 104.77 mm) - N° 10

Colors: Logo and signature in Pantone 350 and 354 (2-color) or black; address in Pantone 350 or black

LARGE ENVELOPES

Size: 12" x 9" (304.8 mm x 228.6 mm)

Color: Logo, signature and address in black

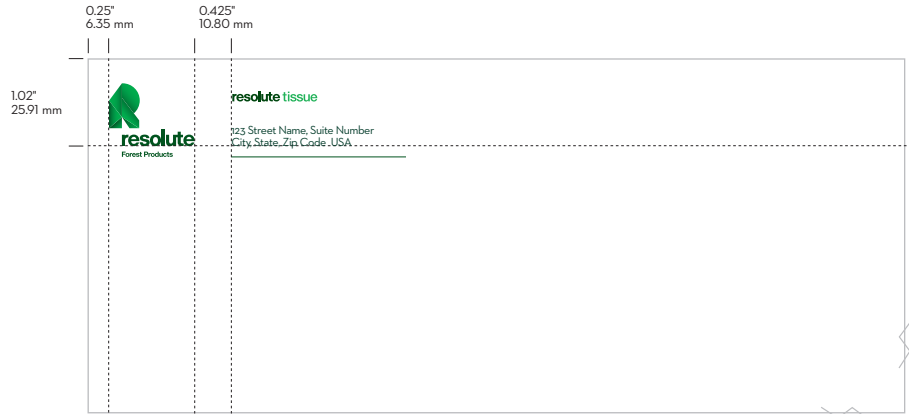
Paper: Kraft 24 lb

Size: 15" x 9" (381 mm x 228.6 mm)

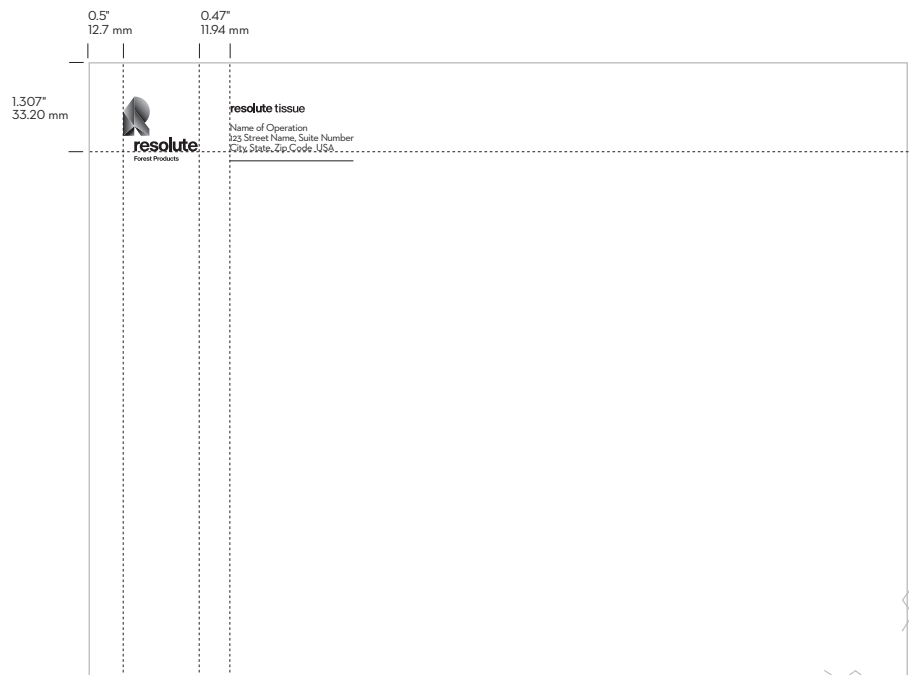
Color: Logo, signature and address in black

Paper: Kraft 24 lb

N° 10 ENVELOPE



LARGE ENVELOPE



GRID

To ensure consistency, all business cards must follow the grid and layout illustrated on the right using the electronic template. The layout allows for up to nine lines of text if required. Note that two spaces separate zip or postal code and country, as well as telephone numbers.

ABBREVIATIONS

Telephone: T
 Facsimile: F
 Cellular: C

TYPE SPECIFICATIONS

EMPLOYEE NAME
 Font: 8.5 pt Neutraface 2 Text Bold, all caps

Leading: 9 pt
 Tracking: -40/1000 em

JOB TITLE
 Font: 8.5 pt Neutraface 2 Text Bold
 Leading: 9 pt
 Tracking: -40/200 em

ADDRESS AND CONTACT INFORMATION
 Font: 8 pt Neutraface 2 Text Book
 Leading: 8.25 pt
 Tracking: -35/1000 em

PRINT SPECIFICATIONS
 Size: 3.5" x 2" (88.9 mm x 50.8 mm)
 Colors: Logo and signature in Pantone 350 and 354 (2-color); address in Pantone 350
 Paper: White, uncoated, 100 lb (12 pt) weight, 89 minimum brightness

UNITED STATES



CANADA



BACK

