MORE THAN
trees

Rayonier

Rayonier
More than trees

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More than trees

PROPERTY   BOUNDARY
Rayonier™
U.S. FOREST RESOURCES
Texas 936-634-3994, Oklahoma 580-298-5646
Louisiana 337-217-2858
BE CAREFUL WITH
FIRE

Rayonier™

OUR CORE IDENTITY

THE *Power* IN OUR CORE IDENTITY

In a very real way, our core identity is a "stand in" for all of us at Rayonier; it's a readily visible reminder to our stakeholders that we're committed to quality, integrity and accountability.

So whether we shrink it to fit on a lapel pin or stretch it to span a billboard, we expect our core identity to carry a lot of brand weight. That's why it's so important that we apply it consistently everywhere it goes.

The guidelines presented here will help us do just that.

THE RAYONIER LOGO

Our logo is a combination of a two-part symbol and a custom logotype.

The symbol shape itself is a nod to Mount Rainier, which was visible from our original mill site in the 1920s and gave rise to our name. The top part of the symbol suggests a treetop that reflects our Forestry Resources business, while the brighter green swath below represents our Real Estate and Land Resources teams. The angles and curves are deliberate; we're always in motion and inventing new ways to add value to our customers, so dynamic forms fit us well.

Our custom logotype reflects us, too. It's straightforward and strong, but easy-to-read and approachable ("honest and friendly," in other words).

THE RAYONIER SIGNATURE

The Rayonier signature combines our logo (or mark) with a powerful brand promise that doubles as our corporate tagline, "*More than trees.*" It gives us extra marketing muscle, and is ideal for applications where we want to start a conversation about why we're so different than traditional timber companies.

PUTTING OUR LOGO TO WORK

APPROVED ALIGNMENTS

The tagline version should be used whenever possible, so that it can help reinforce our brand promise. (Note: The main section of this document provides an overview of how and when to use the "*More than trees*" artwork in relationship to the corporate signature.)

CLEAR SPACE

The more our logo and corporate signature stand out, the stronger they appear. So be sure to keep ample clear space around them by using the size of the lowercase "r" in the Rayonier logotype as your size guide.

COLOR PALETTE

Rayonier
More than trees™

PMS 654	PMS 370	PMS 383	PMS COOL GRAY 10
C M Y K	C M Y K	C M Y K	C M Y K
100 67 0 38	56 07 100 27	20 0 100 19	0 2 0 60
RGB	RGB	RGB	RGB
0 61 121	94 151 50	128 187 30	128 127 131
HEX	HEX	HEX	HEX
03D79	5E9732	B2BB1E	8D7F83

The Rayonier logo consists of three colors:
PMS 654 (Blue)
PMS 370 (Green)
PMS 383 (Light Green).

The tagline uses:
PMS Cool Gray 10.

In **four-color process printing**, the PMS colors may be substituted with CMYK values.

For **video and broadcast** applications, use the standard RGB equivalent values.

For **Internet applications**, use the web-safe RGB or hexadecimal equivalent values.

When working with **single color applications,** use the one-color or grayscale versions, where appropriate.

CONTRAST & COLOR BLINDNESS
A good rule of thumb when using color and our logo is to make sure it contrasts strongly with the background. If you are uncertain of whether or not there is enough contrast, use a single-color version of the logo.

CORRECT COLORS

4-COLOR, RGB
&
SPOT COLOR

GRAYSCALE
Preferred single
color use

ONE COLOR
BLACK

REVERSED
WHITE

INCORRECT USAGE OF COLOR

DO NOT SWITCH COLORS IN LOGO

DO NOT USE LOGO ON A
BUSY BACKGROUND

DO ISOLATE LOGO IF YOU
CANNOT AVOID BUSY
BACKGROUND

DO NOT USE FULL COLOR LOGO
ON A DARK BACKGROUND

DO USE WHITE LOGO ON A DARK
BACKGROUND

DO NOT USE COLORS NOT IN
OFFICIAL LOGO PALETTE FOR A
SINGLE COLOR LOGO

DO USE LOGO COLORS IN CASES
WHERE BACKGROUND HAS
ENOUGH CONTRAST

CORRECT USE OF THE LOGO

CORRECT

- -

INCORRECT

DO NOT USE
LOGO MARK ONLY

DO NOT ALTER
SPACING/SIZING OF ELEMENTS

DO NOT SQUEEZE
OR STRETCH LOGO

- -

DO NOT DISTORT
THE TYPE

DO NOT CHANGE
LOGO SCALE

1 Here's the biggie: Always keep the symbol and logotype together. They support one another and cannot be used independently.

2 The logo elements and tagline naturally play nice together. Help us keep it that way by never altering the size in relationship to each other.

3 Take care when resizing the logo to ensure that it doesn't get squished or squashed. Key elements should stay in proper proportion as they are reduced or enlarged.

4 The logotype and tagline should appear straight. (Basically, no italics allowed in any letterforms in the logo.)

SCALE OF THE LOGO

OPTIMUM SIZE

.75   .75

TOO SMALL

ALTERNATE FORMAT

TEXT APPEARANCE

YES   NO

Rayonier™   RAYONIER™

The logo should be of a size that is readable to all viewers. Naturally, the use of the tagline or trademark symbol limit the size the logo can be used effectively.

As a rule of thumb, as shown on the left, when the mark is reduced to less than 2" in width in its final form, it should not be accompanied by the tagline.

Similarly, if the mark is rendered in a size less than .75" in width (say, for example, when reproduced on a logo premium item like a pen), it should not include the tagline or trademark symbol. Also, be aware that certain materials, such as rough-textured apparel, may impact the readability of the logo.

When your anticipated application of our logo is so small that you can't practically use it—but you still need to convey the company name—set "Rayonier" in text only, followed by a trademark (i.e, "TM" symbol). "Rayonier" should always have an initial cap and never appear in ALL CAPS. Be sure to allow sufficient space around the logo when placing it near text or graphics.

TRADEMARK AND DISCLAIMER USE

Proper use of the trademark led symbol (™) is necessary in order to legally protect the exclusivity of the Rayonier brand name and our identity.

The signature (i.e., our logo and tagline combination) must always be accompanied by the registered trademark designation. In applications where the signature is used in combination with our tagline, *More than trees,* the trademark led symbol (™) is not used on the main signature but instead appears at the end of the tagline.

USING THE "MORE THAN TREES" ARTWORK

PROPER TAGLINE

YES   NO

PROPER PLACEMENT
OF WATERMARK

YES   NO

We encourage you to use our tagline. When writing **_More than trees_**, capitalize only the M and make the phrase stand out by making it bold and italics.

The "**_More than trees_**" logo artwork consists of two fonts, Washington Rough and Nexa Sans Rust, used to create a unique brand identifier.

When used properly, it can amplify our culture and brand message, "**_More than trees._**"

This artwork should never be used instead of the Rayonier logo or used to replace the "**_More than trees_**" tagline on the official logo.

When using this artwork, follow the same rules when using the official palette: no off brand colors or placement on low contrast backgrounds should be considered.

The artwork can work well as a watermark, but do not place it behind the Rayonier logo. When using near the Rayonier logo, you may want to use the official logo WITHOUT the tagline to avoid repetition.