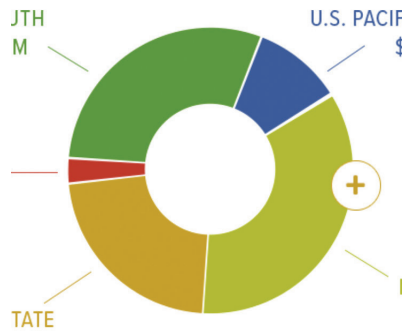
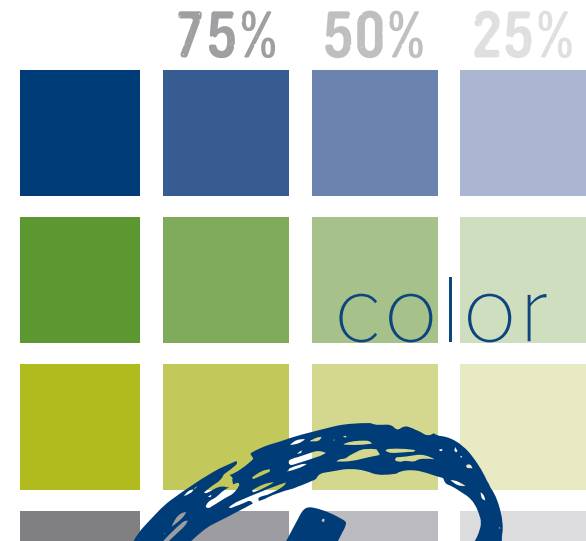


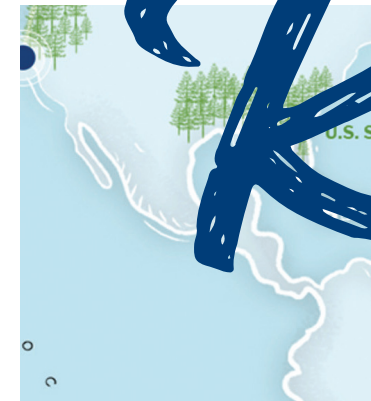
MORE THAN
trees
 abc **ABC**
 typography



applications



imagery



OUR VISUAL IDENTITY

HOW THE

World

SEES RAYONIER

How our stakeholders view Rayonier at any given moment depends in large part on both what they've seen before and what's right in front of their eyes.

What we hope they see, first and foremost, is a team that's authentic. We're comfortable in our own skin, after all; we've never felt a need to try to create a persona that doesn't ring true.

Yet we also want to communicate professionalism across the board. That's why we're summarizing Rayonier's visual standards here. They're designed to help us stay true and timeless, two key attributes of the most successful brands found anywhere.



OUR COLOR PALETTES



OUR PRIMARY PALETTE

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.

			
PMS 654	PMS 370	PMS 383	PMS COOL GRAY 10
CMYK	CMYK	CMYK	CMYK
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	178 187 30	128 127 131
HEX	HEX	HEX	HEX
003A70	5E9732	B2BB1E	8D7F83

100%	75%	50%	25%
PMS 654			
PMS 370			
PMS 383			
PMS COOL GRAY 10			

PRIMARY PALETTE TINTS

Our primary colors are pretty bold (the blue and light green, in particular).

So in cases where it makes sense to tone things down a bit, just refer to the tinting guide at left. Using tints may provide valuable visual variety without the need to dip into our secondary color palette (detailed elsewhere in this section). These tints can also prove useful in creating duotone effects in photography and/or illustration.

OUR SECONDARY COLOR PALETTE

While our primary color palette is responsible for the heavy lifting, there are cases where some additional hues—a rust, a gold, two shades of brown and a dark gray—can help introduce variety and share the load. (They’ve been sprinkled throughout this document, for example.)

Those secondary colors should be used primarily as accents, though, and never completely apart from the colors in our primary palette.

Our website and PowerPoint palettes incorporate colors from our primary palette with the addition of several warm colors to use as accents.



PMS 110

RGB
204 159 38
HEX/HTML
#CBA052
C M Y K
4 17 98 7



PMS 7608

RGB
171 73 56
HEX/HTML
#BE3A34
C M Y K
0 76 72 31



PMS 7557

RGB
165 141 95
HEX/HTML
#A68758
C M Y K
23 32 75 8



PMS 7532

RGB
108 94 75
HEX/HTML
#6B5B4C
C M Y K
23 37 45 65



PMS 438

RGB
85 72 72
HEX/HTML
#554848
C M Y K
42 56 47 77



**PMS
Warm
Gray 2**

RGB
203 196 188
HEX/HTML
#CCCBB9
C M Y K
6 7 10 11

TERTIARY COLORS

In very rare instances, designers working on print pieces for Rayonier Communications would benefit from having access to a couple of additional hues to use as minor accent colors. Think of them as the design equivalents of hot sauce or garlic: You'd only mix them in small doses, and you'd never put them to work in case where a majority would find them too strong or distracting from the rest of the "main flavor."



PMS 660

RGB

22 137 255

HEX/HTML

#1689FF

C M Y K

75 45 0 0



PMS 135

RGB

255 201 47

HEX/HTML

#FFC92F

C M Y K

0 21 91 0



PMS 4012

RGB

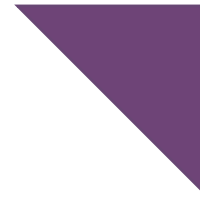
255 135 0

HEX/HTML

#006BA6

C M Y K

0 57 100 0



PMS 7665

RGB

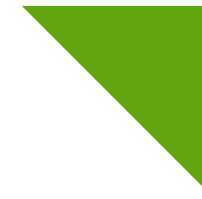
104 70 116

HEX/HTML

#684774

C M Y K

66 80 29 12



PMS 7738

RGB

97 166 14

HEX/HTML

#61A60E

C M Y K

67 12 100 1



**PMS Cool
Gray 11**

RGB

83 86 90

HEX/HTML

#53565A

C M Y K

44 34 22 77

OUR TYPOGRAPHY

When you visit the Rayonier website, you immediately get the sense that it's a different kind of timber company. One of the cues we use to create that distinction is through the use of typography.

OUR PRIMARY TYPEFACES

Just as “Rayonier blue” is our dominant color, so we have a primary typeface family: Proxima Nova. In certain cases (with long-form copy, for example, as in this document), we may occasionally rely on its close cousin—Proxima Nova Condensed. Proxima Nova is designed to replace the typefaces we've typically used for everyday documents in the past, like Arial, Calibri, Times New Roman, etc. Proxima Nova is now available on company computers, and should be put to work in memos, presentations, etc. (In fact, you'll find that it's already been made the default typeface in our updated PowerPoint® presentation and Word® letterhead templates.)
NOTE: If you are sharing a PowerPoint® presentation or Word® document with fellow professionals outside of Rayonier who likely won't have Proxima Nova on their computers, you will either need to embed your fonts or save your document as an Adobe® PDF file.



Proxima Nova

Approved weights and styles:

Thin + *Thin Italics*

Light + *Light Italics*

Regular + *Regular Italics*

Extra Bold + *Extra Bold Italics*

sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est dolorum fuga. Et harum quidem rerum expedita distinctio. Nam libero tempore, soluta nobis

uod maxime laceat

voluptas assumenda est, omnis dolor repellendus. Temporibus autem

Proxima Nova Condensed

Approved weights and styles:

Thin + *Thin Italics*

Light + *Light Italics*

Regular + *Regular Italics*

Extra Bold + *Extra Bold Italics*

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium *laudantium, totam rem aperiam, ea* architecto beatae vitae dicta sunt explicabo. *aspernatur aut odit aut fugit, sed quia consequunt* labore et dolore magnam aliquam quaerat voluptatem ***aliquid ex ea commodi cons***

OUR “BACKUP” TYPEFACE

Proxima Nova is the approved typeface family for Rayonier and should be used almost exclusively in both everyday document and presentation development and production of corporate communications and sales materials. In some very rare instances, however, it may not be practical or possible to use it; in those cases, **Arial (in Regular and Regular Italics, Bold and Bold Italics and Arial Black)** may be used as a “backup,” substitute typeface. Those applications will be few and far between, though, and your intended use of Arial should be cleared through communications. (Yep, we have Font Police here at Rayonier. They represent a small—but highly dedicated—force.)

Lorem ipsum dolor sit amet, consectetur adipiscing
sed do eiusmod tempor incididunt
exercitation ullamco laboris nisi ut a
Duis aute irure dolor in
occaecat cupidatat non proident, sunt in culpa qui officia

Arial

Approved weights and styles:

Regular + *Regular Italics*

Bold + *Bold Italics*

Black

OUR SECONDARY TYPEFACES

As a complement to Proxima Nova, we also use a trio of specialty typefaces that bring a unique character to our visual branding. They all feature a retro–yet–contemporary tone, and help communicate a certain down-to-earth spirit and connection to nature that helps distinguish us from our competitors.

Part of the strength (and value) of those secondary typefaces, though, comes from their sparing use: All three are deployed exclusively for headlines and subheads or for unique design treatments (like the “**More than trees**” design element that combines Nexa Rust Sans Black and Washington Rough Regular).



MORE THAN
trees

NEXA RUST SANS

Approved weight and style:

BLACK

(Note: Nexa Rust Sans Black appears in all-caps only)

VERO EOS ET ACCUSAMUS ET IUS

Washington Rough

Approved weight and style:

Regular

Vero eos et accusamus et iustiorepta

Handy Sans Condensed Distressed

Approved weight and style:

Regular

To quis ea dolenis as reriosam es is et ut audis

PHOTOGRAPHY AND ILLUSTRATION

Sometimes, a picture can be worth way more than a thousand words. So to ensure photography and custom illustration use communicates the right impression about Rayonier, follow these guidelines:

Exhibit authenticity

Our visual style is professional, but purposely not over-produced. Basically, if an image looks like an ad ripped from the pages of Vogue, it's probably not for us. Our business is “of the land” and our success is “from the land,” so our use of imagery should reflect that.

Echo our brand promise

We tend to lean naturally toward featuring “people above product” and ensuring the diversity of our expertise and business lines (in essence, “***More than trees***”) are clearly articulated. Presented together, they represent our core competitive advantage.

Show people at work

When using employee photos, look first for options that show our people at work—in any setting, field or office—rather than more static, staged images that don't illustrate engagement or action.

Create emotion or understanding

By and large, we use photography and illustration to either generate an emotional bond with our stakeholders or to help them gain a greater understanding about how we approach our work. Relying on those filters helps ensure we're not just picking an image for the sake of filling a hole on a page; instead, we're selecting imagery with clear strategic intent.

Exercise “smart creativity”

Just as our business evolves, so too will our approach to photography and illustration. Yet even as we push creative boundaries, we'll do so knowing that our goal is to ensure that our hallmarks—our focus on strategy, our approachability, our down-to-earth persona—always endure.



ILLUSTRATIONS AND ICONS

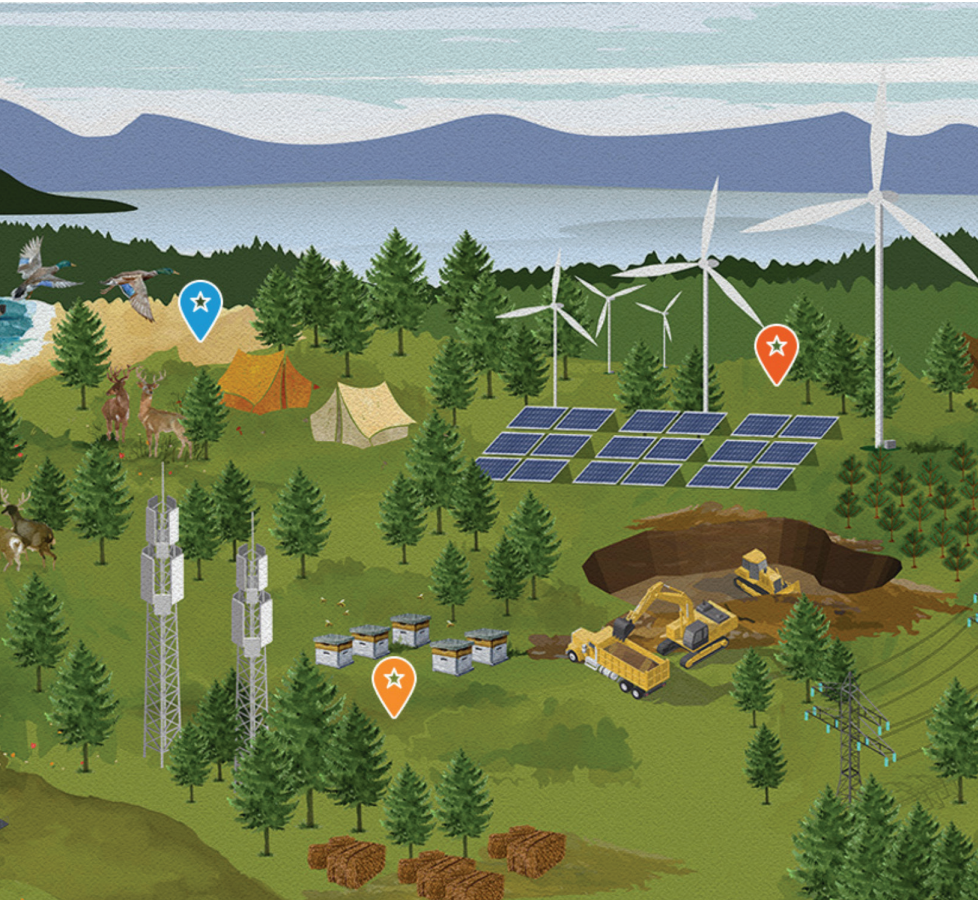
Illustrations

Illustrations explain things that cannot be done easily with words or photography. Illustrations should be clean and simple, using our web or print color palette.

When creating original illustrations, the preferred style is clean and modern. Keep the illustration simple, without extensive shading or detail.

If stock illustrations are used, keep to the same style/artist to ensure consistency throughout the document. Make sure the palette is consistent with Rayonier's existing colors.

When using multiple illustrations in a document or web page, keep the style the same. Mixing too many different techniques (such as pencil, watercolor, or photo-realistic), or having different viewpoints (left or right perspective) may create an inconsistent appearance.





HUNTING



FISHING



CAMPING



HIKING

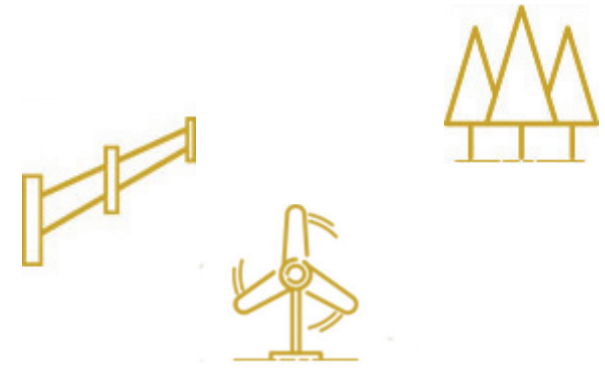
Icons and graphs

Although Rayonier does not currently have any applications requiring a robust icon library, icons are used on the website and in presentation decks to illustrate the company's distinct lines of business, as well as other related concepts.

Any new icon created for use within Rayonier should consist of only line art (or "strokes") and not appear as a solid or shaded symbol.

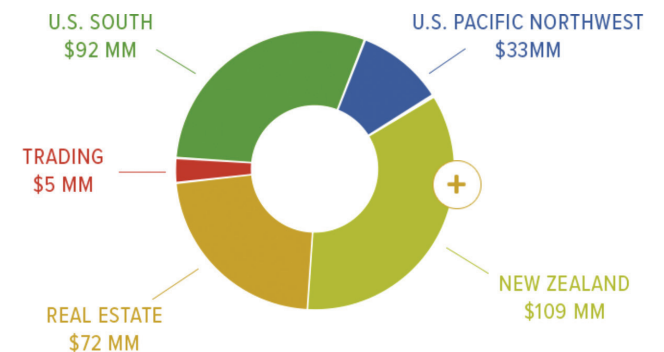
Our icon style is simple by design, featuring just a few details in the interior of the icon. New icons should easily fit within a square format, not appear too wide or tall, and be converted to outlines and to match the style, color, and weight of existing icons. (In short, be sure to refer to existing icons when creating new ones.)

Data visualizations (like charts and graphs used for printed and online documents) should be clean, simple and clearly reflect the Rayonier palette colors and typography guidelines.



LAND RESOURCES

ADJ. EBITDA BY SEGMENT (2017)



OUR BRAND ARCHITECTURE

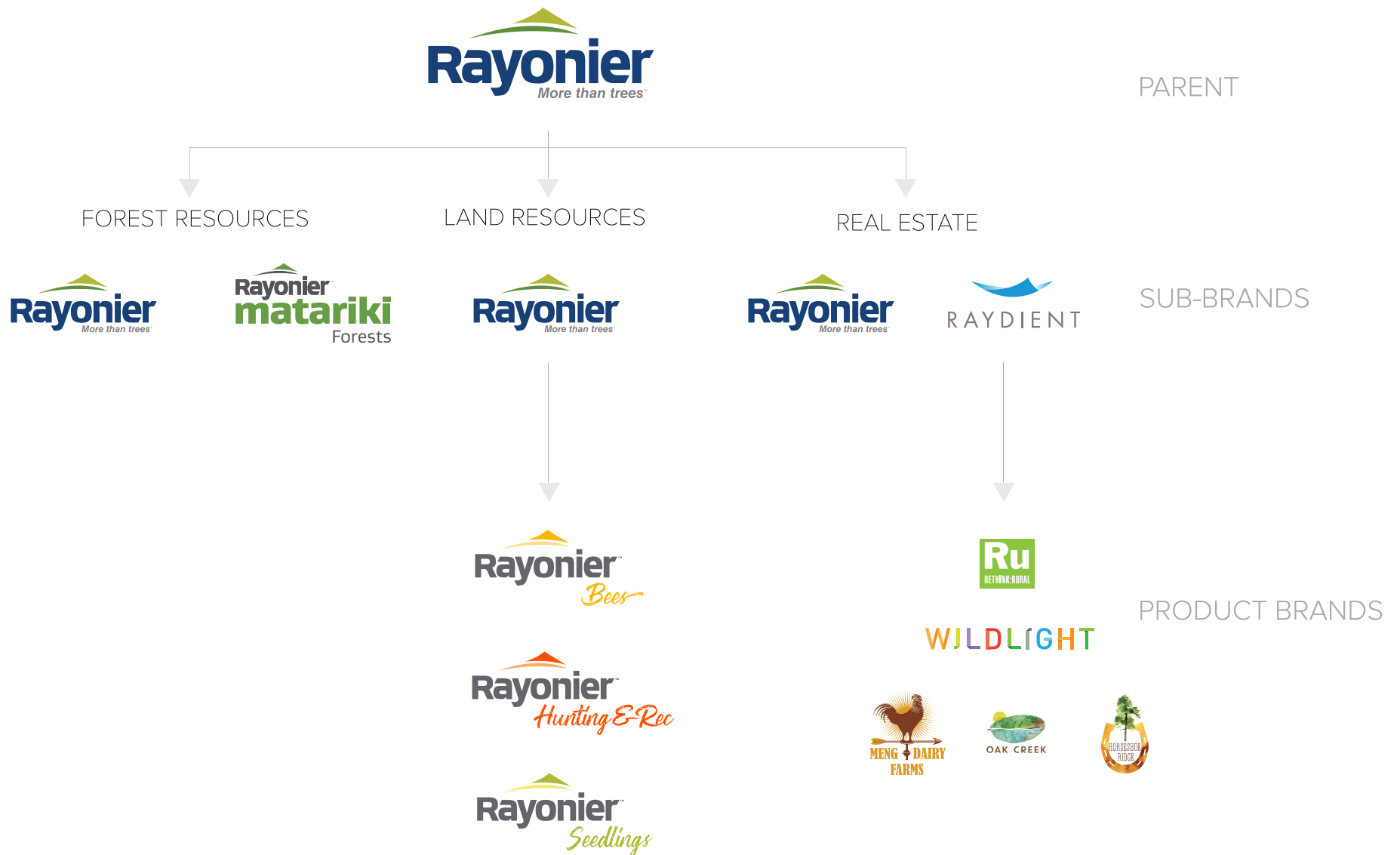
THE RAYONIER BRAND FAMILY

Rayonier is made up of forestry, land resources and real estate businesses. Whenever possible, these businesses maintain the identity of the parent.

But in some cases, sub-brands are needed to avoid marketplace confusion or to advance an entirely new product line aimed at a specific audience (our Wildlight brand provides a great example of this). While they may have distinct names, logos and colors, all sub-brands also are designed to align with the Rayonier brand and to champion Rayonier's values and standards of quality.

If your business line needs its own type treatment to accompany the Rayonier logo, please contact Rayonier Communications. We're eager to learn more about your brand opportunities, challenges and goals.

Similarly, if you're working on materials in support of any of the sub-brands or product brands, please contact Rayonier Communications for support on brand standards.



OUR LAND RESOURCES LOGOS

Several key business lines at Rayonier—including Real Estate, Hunting & Rec, Seedlings and Beekeeping—target customer types so unique that they warrant distinct visual treatments.

Yet with that freedom to present a discrete mark also comes a responsibility to uphold corporate brand guidelines: For example, to some customers, the Rayonier Bees logo may represent their principal point of “visual connection” to the company. That’s why it’s so critical that established brand standards be maintained with the Land Resources logos shown here; if any application can serve as the first impression a stakeholder has with the company, we need to ensure that that first impression is the right one.

Be sure to reference Module 3 (Our Core Identity) in applying any of the logos. The same guidelines that govern how we use the corporate mark—maintaining sufficient clear space around it, not breaking apart its various elements, not distorting or skewing it horizontally or vertically, etc.—also direct how we apply each of the Land Resources logos.

HORIZONTAL FULL COLOR



HORIZONTAL ONE COLOR



HORIZONTAL ONE COLOR REVERSED



VERTICAL GRAY 2 COLOR



VERTICAL ONE COLOR



VERTICAL REVERSED 2 COLOR



SAMPLE APPLICATIONS

OUR VISUAL IDENTITY AT WORK IN THE WORLD

It's a trite—but totally true—saying: You never get to make a second first impression.

Thing is, we don't know where or when our stakeholders will first encounter our visual identity. So as we apply it across a broad spectrum of tangible items—from apparel and can koozies to signage and vehicles—we have to ensure consistency and professionalism.

If you need to apply our logo or corporate signature (the logo with our ***More than trees*** tagline), please contact Rayonier Communications and we'll ensure you get the files you need in the formats you need them. We also maintain relationships with vendors that can help ensure the highest quality reproductions of our identity (and, as part of the process, deliver us budget-friendly deals).

Meanwhile, here are some examples of how our identity has been successfully applied in the past to items we've produced for employees, customers and other stakeholders.



BUSINESS CARDS AND EMAIL SIGNATURES

In many ways, our business cards and email signatures are our most fundamental brand introduction piece.

That's why we've developed email signature templates for use by Rayonier, Matariki Forests and Raydient employees. *[The sample shown on the next page illustrates how that signature appears when used by a fictional employee of our Greater Georgia Resource Unit (Main)].* Contact Rayonier Communications for the template for your location that you can easily customize with your name, title and/or group, and office and mobile phone numbers.

In 2018, Rayonier Communications also initiated the design of new business cards, as shown below. Our goal was to ensure that all employees with a Rayonier card in their pockets carried a consistent, powerful piece of our brand with them everywhere they go. Business card specs are shown in the diagram, but Rayonier Communications also maintains a master template to make quick work of the design and production of new cards.

BUSINESS CARDS

FRONT OF CARD

The size of the business card is a standard US business card size, 3.5" x 2" (99mm x 51mm).

Employee's First Name

Should be in PROXIMA NOVA BLACK 18 pt in ALL CAPS with a track of 25 – Rayonier Blue/C100 M67 Y0 K38

Employee Last Name

Should be in PROXIMA NOVA LIGHT 18 pt in ALL CAPS with a track of 25 – Rayonier Blue/C100 M67 Y0 K38



The Rayonier Logo

The logo is a CMYK color build. It is used at 15% of the original size and measures 1.3" x 0.65". Adobe Illustrator EPS file called *Rayonier_logo_122018_4_COLOR.eps*

It is approximately .175" from the top and right edges of the card.

Type of Phone Number

Should be in PROXIMA NOVA THIN 8 pt with a track of 25 – Rayonier Blue/C100 M67 Y0 K38

Phone Numbers

Should be in PROXIMA NOVA REGULAR 8 pt with a track of 25 – Rayonier Blue/C100 M67 Y0 K38

Lt. Green Dividing Bar

1.17" from left edge
0.7" tall

Address

Should be in PROXIMA NOVA LIGHT 8 pt with a track of 25
Rayonier Gray/ 60% Black
Four lines maximum

Employee Job Description

Should be in PROXIMA NOVA LIGHT 8 pt ALL CAPS with a track of 25 – Rayonier Gray/ 60% Black
Two lines maximum

BACK OF CARD

The back side of the card is a duotone image of a Rayonier boundary sign, the "**More than trees**" logotype, and a call to action to visit our website at Rayonier.com.



More than trees Artwork

The artwork on the back of the card should be full bleed/ trimmed to size.

The file is named *207_Rayonier_BusinessCards_12519D.jpg*

E-SIGNATURE

General e-Signature Notes:

All type should be set in Arial

RGB values for dark gray are as follows: R=128, G=127, B=131

RGB values for green divider line are as follows: R=112, G=173, B=71

RGB values for blue stovepipe character dividers in physical address: R=0, G=61, B=121



Name:

Arial 10pt. Bold

Title and Resource Unit or Group:

Arial 9pt. (with a stovepipe character separating the two parts)

Numbers:

Arial 9pt. Bold for Designations

Arial 9pt. for Numbers

eMail:

Arial 9pt.

Physical Address:

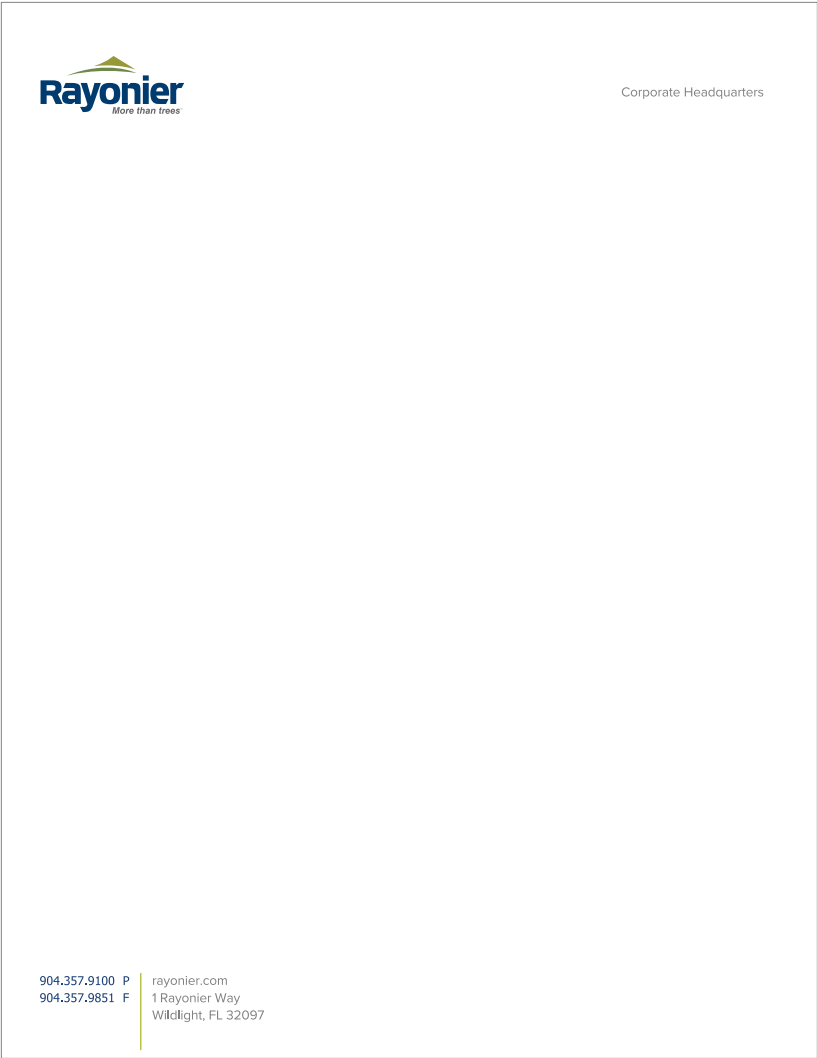
Arial 8pt.

Website URL:

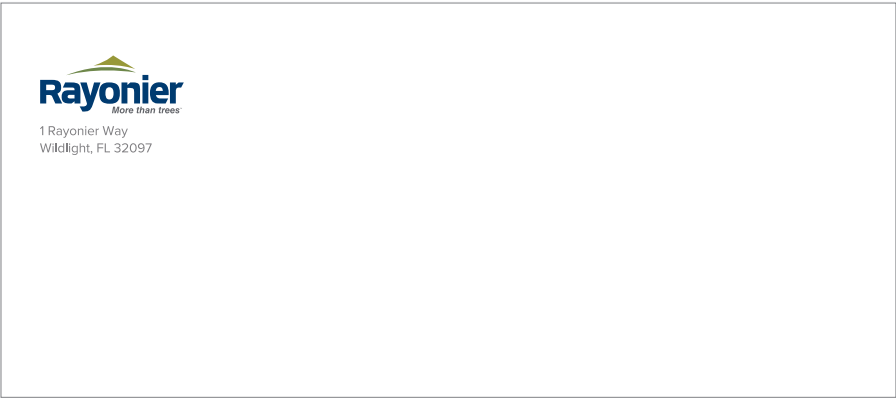
Arial 9pt.

OTHER COLLATERAL

When creating other business collateral for use by Rayonier, make sure to use the Rayonier logo with the tagline unless you are using the “*More than trees*” logotype. All fonts used should be Proxima Nova. If you require templates or a layout for collateral specific for your resource unit, please contact Rayonier Communications.



Letterhead
8.5” x 11”



Business Envelope
4 1/8” x 9 1/2”



Label
4” x 3”

MORE THAN
trees



Rayonier™