

BRANDING BASICS

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.

Accuracy and consistency are essential when reproducing the logo. Never recreate or alter it in any way.

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

Downloadable logos are available at resolutefp.com/logo.

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.

OFFICIAL LOGOS

TWO-COLOR VERTICAL



BLACK AND WHITE VERTICAL



ALTERNATIVE LOGOS

TWO-COLOR HORIZONTAL



BLACK AND WHITE HORIZONTAL



REVERSE LOGOS

BLACK AND WHITE



PANTONE 350



PANTONE 354



PROTECTION SPACE



MINIMUM SIZE (BOTH VERSIONS)

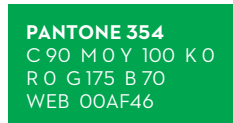


OFFICIAL COLORS

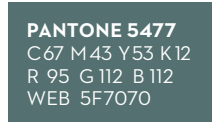
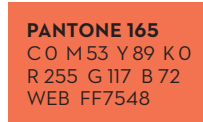
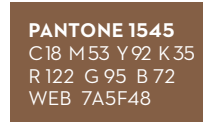
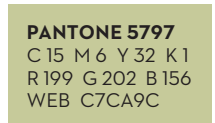
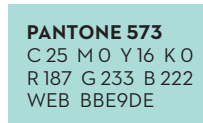
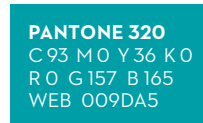
The proper and consistent use of our official corporate colors contributes to creating a strong and coherent image of our organization.

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



SECONDARY COLORS



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.

Our official electronic font is Arial.

Our official font for design use is Neutraface 2 Text Book.

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Use this font for letters, faxes, memos, presentations, press releases, web communications, contracts, forms, etc.

NEUTRAFACE 2 TEXT BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Use this font when designing brochures, ads, posters, banners, signs and other marketing materials.