Boise Cascade®

Brand Guidelines

How to use this guide

Our brand is a vital asset that drives recognition, credibility, and business value with our associates, customers, suppliers, investors, and in our communities.

This guide helps ensure we represent our brand consistently and professionally across divisions and business units. It is designed to be the primary resource for information, standards, and requirements when creating internal and external materials for our Company.

Together, we can maintain the Boise Cascade brand in a manner that respects and enhances our legacy.

For questions, please reach out to your division marketing team or email communications@bc.com.

Our logo

Our logo is an iconic piece of our heritage, and it is important that we use it respectfully and correctly.

There are two approved styles**: horizontal** (on left) and **vertical** (on right) and they may be reproduced in one or two colors as shown below:
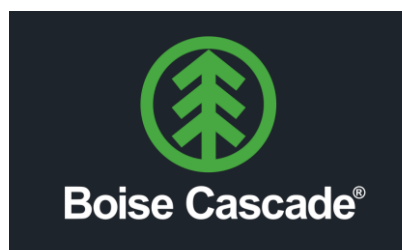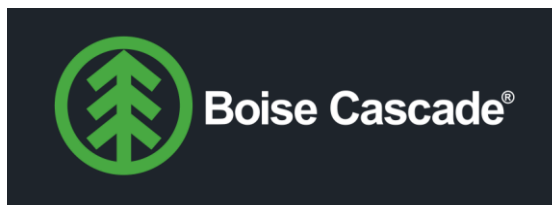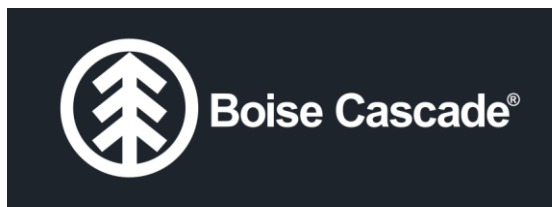
NOTE: The registration mark ® is at the end of our name. If you see the ® *within* the tree-in-a-circle graphic, it's an older version of our logo that should be swapped out with this current version.

Our logo

The division and business unit logos have a font size hierarchy as shown below. As with our primary company logo, there are horizontal and vertical options **which may be reproduced in one or two colors**.

Wearables and promotional merchandise:

A **tone-on-tone** logo is acceptable for embroidered apparel or hats. Thread should be a shade or two darker for best visibility.

The logo *without* the registration mark ® should be used for any promotional items since it does not produce well with embroidery or small spaces.

File formats:

- Use PNG logos for digital purposes; use JPG logos for print. For best results, do not mix PNG and JPG logos in the same document.

- External vendors may request high-resolution formats such as EPS, TIF, or AI, which are available upon request from Communications@bc.com

Our logo

Please do NOT alter our logo in any way, including:

- Changing or realigning the elements

- Rotating, stretching, or skewing

- Recoloring or adding special effects

- Using the tree-in-a-circle symbol as a stand-alone graphic element pattern (like wallpaper)

- Using the logo in a sentence

Examples of incorrect logo use:
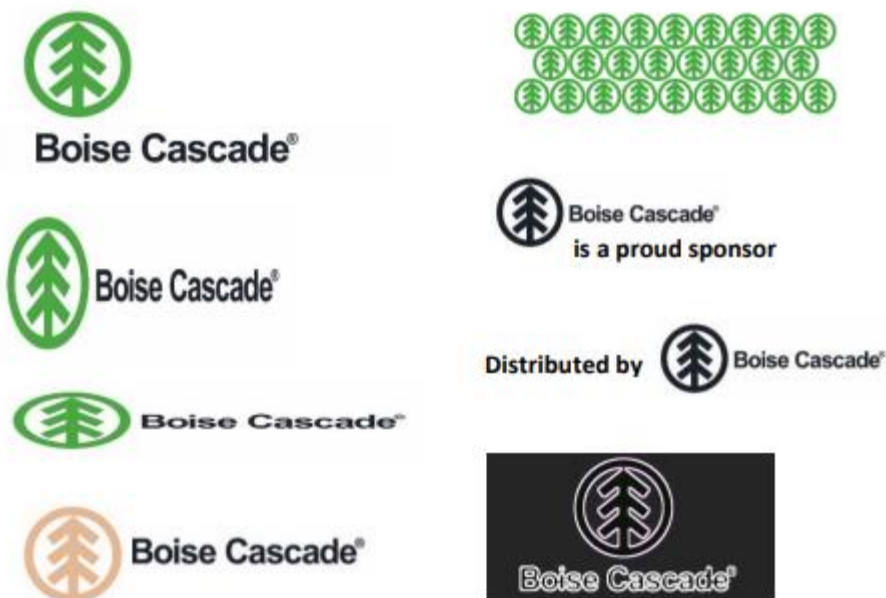
NOTE: As feasible, ensure adequate space surrounding the logo (tip: 1/2 the height of the tree symbol).

Color palette

Color is a powerful tool for brand identification. These color codes ensure integrity in print (PMS, CMYK) and digital (RGB, HEX). Pantone (PMS) spot colors are only for a print vendor who requires them. Don't convert PMS colors to CMYK.

Our **PRIMARY COLORS below** are the anchors of our brand and may be used in graphic elements or as font (text) colors.

BC Green
Pantone 362
CMYK 70 / 0 / 100 / 9
HEX 49A942
RGB 73 / 169 / 66

BC Forest
Pantone 357
CMYK 85 / 40 / 91 / 38
HEX 1F5733
RGB 31 / 87 / 51

BC Black
Pantone 433
CMYK 79 / 69 / 58 / 67
HEX 1E242B
RGB 30 / 36 / 43

Our **SECONDARY COLORS below** should be used sparingly, for emphasis. They should NOT regularly be used as a font (text).

BC Yellow-Green
Pantone 382
CMYK 29 / 2 / 100 / 0
HEX C1D32F
RGB 193 / 211 / 47

BC Red
Pantone 1655
CMYK 0 / 84 / 100 / 0
HEX F05123
RGB 240 / 81 / 35

BC Light Grey
Pantone 5435
CMYK 35 / 18 / 14 / 0
Web Hex A6BBCA
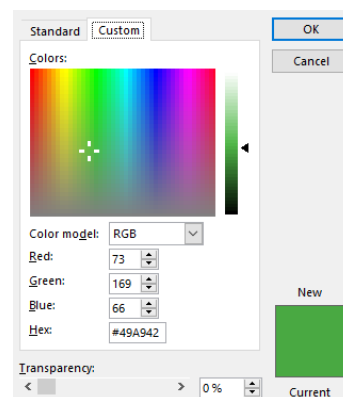RGB 166 / 187 / 202

BC Dark Grey
Pantone 4196
CMYK 68 / 49 / 43 / 38
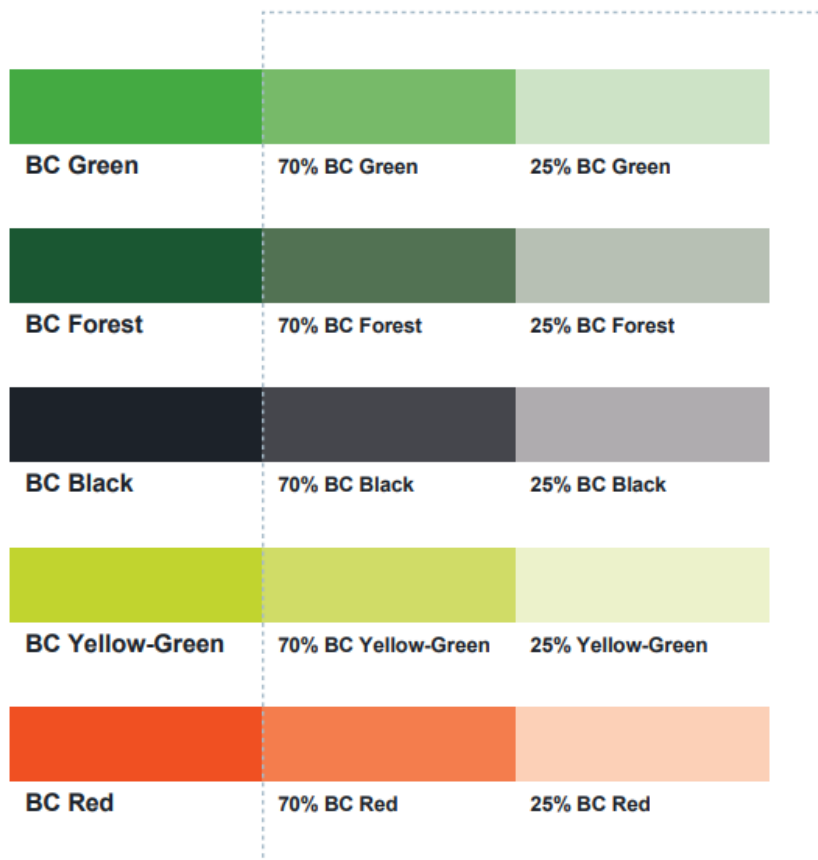Hex #3F4C5A
RGB 63 / 76 / 90

MICROSOFT TIP:

In Word or PowerPoint, adjust the colors under Shape Format > Shape Fill > More Fill Colors > Custom. Then enter the RGB code.

Color palette, continued –

While used sparingly, our **TERTIARY COLORS** are more transparent shades of our primary and secondary colors. They are useful for background colors for tables, charts, call-out boxes, or sidebars.

BC Green	70% BC Green	25% BC Green
BC Forest	70% BC Forest	25% BC Forest
BC Black	70% BC Black	25% BC Black
BC Yellow-Green	70% BC Yellow-Green	25% Yellow-Green
BC Red	70% BC Red	25% BC Red

MICROSOFT TIP:

In Word or PowerPoint, adjust the colors under Shape Format > Shape Fill > More Fill Colors > Custom and enter the RGB code of the primary or secondary color.
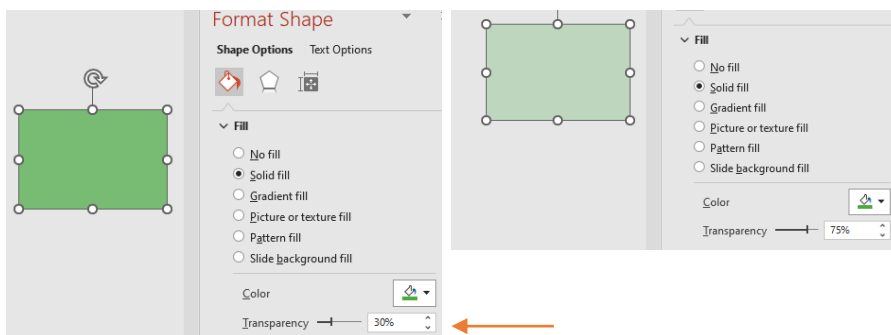
Under ▣ Format Shape menu, adjust the transparency by doing the math. Example: for 70%, slide bar to 30%. For 25%, slide the bar to 75%.

Fonts

Our fonts are **Arial** and **Montserrat**. Arial is the typeface used in our logo and has been a part of our heritage for some time. Montserrat is a more contemporary style and is a free, open-source font.

IMPORTANT: Montserrat is best used when the design is "locked down" in an image or PDF document since it may not be installed on office printers or the computers of others. If you're sharing Word (.doc) or PowerPoint (.pptx) instead of a PDF, it's best to stick with Arial to ensure it displays and prints properly.

The style and size of font use is flexible, depending on the hierarchy of your content and/or space constraints.

Recommendations:

- For headings, consider **Arial Black** or **Montserrat ExtraBold**

- For subheads, consider **Arial Bold** or **Montserrat SemiBold**

- For body copy, use a 10 pt. 11 pt. or 12 pt. in sentence case

- For disclaimers, use 8 pt. font in Arial Narrow or *Arial Italic*

- Headings, subheads, and paragraphs should left-justified with ragged right (not centered)

- Avoid underlining words unless it's a hyperlink

- Don't combine too many multiple emphasis techniques (e.g., capitalization + bold + color) as this can be overwhelming to the eye and appear less professional.

Accessibility

Contrast is vital for people with visual impairments or color blindness, so be aware of the font colors that you use on background colors.

| May be hard to read | → | Easier to read |
| May be hard to read | → | **Easier to read** |
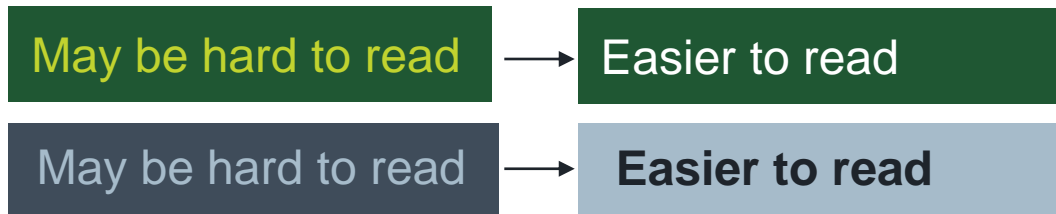
Font choice and text effects can impact contrast and readability.

May be hard to read   May be hard to read

In addition, text on top of patterns or images make contrast and readability difficult.

May be hard to read   **May be hard to read**

Free online resources are available to help determine if background and font color combinations have the appropriate contrast. Example: https://webaim.org/resources/contrastchecker/

Photography

Choosing imagery wisely is a critical part of reflecting our brand.

Our photography style is typically less "staged," seeking to catch people in the moment performing their jobs. Examples:

However, there are situations that may call for a more intentional pose, such as recruitment materials. Examples:

Important considerations:

- As safety is a core value, every image should reflect our best practices (e.g., wearing correct PPE, etc.) for the role. If in doubt, have the safety team review the photos before broad use.

- Ensure the identifiable subjects have signed our photo release form.

- If using stock photos, ensure they accurately portray our culture and that we purchased the license to use them.

Copyright

The purpose of a copyright notice is to educate others that permission is needed to use the work.

Typically, the copyright notice shows the year of first creation. New or revised versions of the work should contain the creation date of the new or revised version.

The copyright notice looks like this for a work first created (authored) by Boise Cascade: © 2021 Boise Cascade.

If that same work was significantly revised in 2022, the copyright notice would look like this: © Boise Cascade 2021, 2022.

Trade name

Our trade name is Boise Cascade Company, which can be shortened to "Boise Cascade" as the preferred reference.

DO NOT:

- Shorten our name to "Boise"

- Refer to former company names (e.g., Boise, Inc., Boise Cascade Corporation, or Boise Cascade LLC.)

- Refer to former division names (e.g., "Timber & Wood") – it's Wood Products

- Abbreviate Building Materials Distribution to "BMD" externally without first spelling it out on first reference, i.e., "Building Materials Distribution (BMD)"

- Use acronyms such as BC or BCC externally (internal use is ok)

Trademarks

The Boise Cascade logo and its products are well-respected in the market. Our registered trademarks through the U.S. Patent and Trademark Office (and many foreign trademark offices) must be protected.

To provide maximum protection, it is necessary for the registration ® symbol to appear with the logo on certain items.

The ® symbol should be used on:

- Company and product marketing and advertising materials
- Supplier and vendor materials
- Our website and official social media channels

The ® symbol is NOT necessary on:

- Company letterhead or business cards
- Location signage
- Promotional items, company apparel, service awards, etc., when the registration mark would be too small to reproduce well.

For questions, please reach out to your division marketing team or the Legal department.

Product trademarks

Trademark symbols provide notice to customers, competitors and suppliers of Boise Cascade's ownership of a product name. Each time a Boise Cascade trademark is used consistently with its correct symbol, it strengthens our use of the mark and better protects it against possible infringement.

We have two types of marks:

- A **registered trademark** is followed by ® symbol.
  E.g., VERSA-LAM®

- A **common law trademark** is followed by the ™ symbol.
  E.g., VERSA-SAW™

External permission to use

When we get requests from external parties to use our logo or product name, we require a signed **Trademark License Agreement** wherein they agree, among other things, not to disparage or infringe on company-owned marks. The requester must provide a sample of use for Legal review, along with the signed Agreement prior to use. Send to KristinBjorkman@bc.com.

A complete list of trademarks and guidelines, the Trademark License Agreement, and other resources are available on our website at http://www.bc.com/trademarks/.

For questions, reviews, or advice regarding trademarks, copyrights, or use of our trade name, contact Kristin Bjorkman in the Legal Department at KristinBjorkman@bc.com or 208-384-4926.