The Big C Lumber logo and brand should be consistently represented across all mediums whether it is TV, radio, print, digital, apparel, or other forms such as branded ad specialty items (items that we give away as a promotion or advertisement at a trade or home show or similar events. This could include coffee mugs or tumblers, tape measures, etc.)

When using the Big C Lumber logo, it may be appropriate to use full color or black & white depending on the medium.

The standard color logo should appear as:

The colors are Black, White, and Pantone 1235C (Gold) for the lumber pieces. If Pantone is not available, the Gold should be converted to the nearest equivalent.

The standard black & white logo should appear as:

In the black & white version, the boards should be white with the black woodgrain pattern. A color file should NOT be converted into a black & white logo.

The proportions of the logo should not be changed from the original file. Incorrect uses include manipulating the logo from side to side, top to bottom, or otherwise stretching or skewing the original design. Two examples of incorrect logo manipulation:

These two examples (prior page) are actual examples of how our logo has been misused. In each example the logo proportions were changed to fit the logo into areas that were limited by height or width. The logo can be changed correctly to fit just about any area without changing it's proportions. The correct and only way to do this is to adjust from corner to corner (diagonally).

In some cases (such as imprinting on pencils where there is not sufficient room to accurately reproduce the logo) our name should be spelled out as either Big C Lumber or BIG C LUMBER depending on the circumstances.

When spelling out our company name, we <u>do **not**</u> use quotation marks around the C. (such as: Big "C" Lumber) The C *stands alone*.

When using our logo for website identification, it should be BigCLumber.com – the triple w's are no longer necessary, and simply entering BigCLumber.com or bigclumber.com will bring up our site. It doesn't matter whether or not you use caps or smalls, it will work either way. When displaying our web address in print, we use the BigCLumber.com format simply because it's easier for the eye to read and identify what the company name is.

With any new uses of our logo, it should be approved by the marketing department.

Contact:

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