

ACCENT / ON

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OVERVIEW

As a premium paper, Accent Opaque is a bold choice. We're constantly encouraging designers and printers to make the most of that choice by putting their Accent on their worlds. This might mean showing the world what they're passionate about, sharing their creativity or investing in a cause they care about. And we at International Paper do the same, through a variety of community-centered **ACCENT / ON** programs.

This style guide is intended to ensure a consistent visual identity for all programs and initiatives that fall under the **ACCENT / ON** umbrella.

Where will you put your Accent?

LOGO

The **ACCENT / ON** logo is a lightweight spin on the Accent® Opaque logo, with the main emphasis put on the Accent brand.

The **ACCENT / ON** logo version variations follow a structure that allows for a specific focus on the core value that each **ACCENT / ON** program or initiative aims to highlight.

ACCENT / ON

MINIMUM SAFE AREA

A minimum safe area is required around the **ACCENT / ON** logo at all times. The amount of space required is equal to or greater than the height of the logo's defining block. That area is squared and is used as the minimum safe area on all sides of the **ACCENT / ON** logo and its variations.



BASE LOGO VARIATIONS

ONLY 4 variations are allowed for the **ACCENT / ON** logo. *RED & BLACK* and *RED & WHITE* are to be used when either full-color or two-color reproduction is an option. There is also a **WHITE** version for dark backgrounds, as well as a **BLACK** version for light backgrounds.

ACCENT / ON Red & Black

ACCENT / ON Red & White

ACCENT / ON Black

ACCENT / ON White

LOGO VERSION VARIATIONS

ONLY 4 variations are allowed for the **ACCENT / ON** versioning logo. *RED & BLACK* and *RED & WHITE* are to be used when either full-color or two-color reproduction is an option. There is also a *WHITE* version for dark backgrounds, as well as a *BLACK* version for light backgrounds.

ACCENT / ON
READING

Red & Black

ACCENT / ON
READING

Red & White

ACCENT / ON
READING

Black

ACCENT / ON
READING

White

ADDITIONAL LOGO VERSIONS

ACCENT / ON
ARTISTRY

ACCENT / ON
INSPIRATION

ACCENT / ON
CREATIVITY

ACCENT / ON
PRINTING

ACCENT / ON
DESIGN

ACCENT / ON
READING

CO-BRANDING

When co-branding with another logo, respect each logo's safe areas. DO NOT encroach on the safe areas.

If the **ACCENT / ON** logo is secondary, the logo should not take visual priority over the primary.

If the **ACCENT / ON** logo is primary, the secondary logo should not take visual priority over **ACCENT / ON**.

INTERNATIONAL  PAPER

ACCENT / ON
READING

INTERNATIONAL  PAPER

ACCENT / ON
READING

SECONDARY USAGE ▲

▼ PRIMARY USAGE

ACCENT / ON
READING

 Humane Society
of Memphis & Shelby County

ACCENT / ON
READING

 Humane Society
of Memphis & Shelby County