BRAND GUIDELINES

External ▪ Complete Version ▪ November 2025

LP®
BUILDING SOLUTIONS

HOW TO USE THESE GUIDELINES

Successful branding is a critical component of LP's overall strategy. The LP brand is our most valuable asset and is vital to our company's success. The strength of our brand is what will drive our ability to enhance our brand recognition, improve customer loyalty, and achieve top-tier enterprise value for our investors and among our primary customer base.

These guidelines exist to protect and leverage the value of the LP brand. Every design choice we make can potentially become a brand asset—adding value to our brand—if it is unique to LP and if we use that asset consistently. These guidelines will serve as a reference tool to help us maintain consistency by demonstrating what our brand looks, feels and sounds like, even if different people are working on different initiatives such as customer service, marketing, design or sales. These guidelines will govern every piece of marketing, from advertisements and collateral to website visual design. They will show you how to correctly and consistently present LP and its products to the world.

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LOGOS

LOGO

There's one thing that is the face of our brand and seen on everything we do, and that's our logo. It's a mark that represents who we are as a brand and, often, the first impression we give to our customers. So it's important that we treat it with respect by only using it in the approved forms as outlined in this guide.

Please reach out to the Corporate, Siding, or Structural Solutions brand teams for logo support.



CORPORATE LOGO

The LP corporate logo should be used in all possible instances.

It should be avoided in product logo lockups and other special use cases as outlined on the following pages, but otherwise be used as the primary LP logo.

BUILDING SOLUTIONS is the part of our name referred to as the brand "descriptor." This descriptor identifies who LP is.

The primary logo keeps the descriptor in the orange bar to maintain the brand equity of our full name.



LIGHT BACKGROUND



DARK BACKGROUND

FULL-COLOR

The full-color logo should be used whenever possible.

Full-color logos follow LP's primary color palette.



LIGHT BACKGROUND



DARK BACKGROUND

ONE-COLOR

The one-color logo, on light or dark background, should be used when the background competes with the legibility of LP's blue and orange or when printing requires a one-color logo. Only a white or black version of the one-color logo is permitted.

LP Copyright & Trademark Notice:

©20XX Louisiana-Pacific Corporation. All rights reserved. All trademarks are owned by Louisiana-Pacific Corporation.

DESCRIPTOR LOGO

The LP corporate logo with the descriptor emphasized and outside of the descriptor bar (descriptor logo) should be used when limited by size and scale (see page 35). Examples of this include embroidery and when legibility becomes a concern.

Alternatively, in instances where we are only communicating the LP corporate brand (and not specific products) the descriptor logo can be used to give more emphasis to LP's brand identity. Use the descriptor logo to help clarify when there are no other visual cues that identify our industry category (such as construction photography or illustrations).





FULL-COLOR

The full-color logo should be used whenever possible.

Full-color logos follow LP's primary color palette.





ONE-COLOR

The one-color logo, on light or dark background, should be used when the background competes with the legibility of LP's blue and orange or when printing requires a one-color logo. Only a white or black version of the one-color logo is permitted.

LIGHT BACKGROUND

DARK BACKGROUND

NO DESCRIPTOR LOGO

The LP corporate logo without a descriptor (no descriptor logo) should be used when limited by size and scale (see page 35) and when not communicating a specific LP product.



LIGHT BACKGROUND



DARK BACKGROUND

FULL-COLOR

The full-color logo should be used whenever possible.

Full-color logos follow LP's primary color palette.





ONE-COLOR

The one-color logo, on light or dark background, should be used when the background competes with the legibility of LP's blue and orange or when printing requires a one-color logo. Only a white or black version of the one-color logo is permitted.

CORPORATE AND DESCRIPTOR LOGO - FRENCH

These follow the same guidelines as their English counterpart.

FRENCH LEGAL LINE

© 20XX Louisiana-Pacific Corporation. Tous droits réservés.



LIGHT BACKGROUND



DARK BACKGROUND

FULL-COLOR

The full-color logo should be used whenever possible.

Full-color logos follow LP's primary color palette.



LIGHT BACKGROUND



DARK BACKGROUND

ONE-COLOR

The one-color logo, on light or dark background, should be used when the background competes with the legibility of LP's blue and orange or when printing requires a one-color logo. Only a white or black version of the one-color logo is permitted.

CORPORATE AND DESCRIPTOR LOGO - SPANISH

These follow the same guidelines as their English counterpart.

SPANISH LEGAL LINE

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LIGHT BACKGROUND





DARK BACKGROUND

FULL-COLOR

The full-color logo should be used whenever possible.

Full-color logos follow LP's primary color palette.

ONE-COLOR

The one-color logo, on light or dark background, should be used when the background competes with the legibility of LP's blue and orange or when printing requires a one-color logo. Only a white or black version of the one-color logo is permitted.

CLEAR SPACE

A logo needs free space around it to ensure that other visual elements do not compete. The X represents the height of the BUILDING SOLUTIONS descriptor bar and, when doubled, is used as measurement to help maintain the appropriate clear space. Note that this is a guide for the absolute minimum distance. A more generous buffer of free space is always recommended whenever possible.



MINIMUM SIZE

Each variation of the LP corporate logo has a specific minimum size limitation. Logos should never be scaled smaller than this size, as they lose legibility.

The minimum size for the LP corporate logo is 1 inch wide in printed applications and 72 pixels digitally.

The minimum size for the descriptor logo is ½ inch wide in printed applications and 35 pixels digitally.

The minimum size for the no descriptor logo is ⅓ inch wide in printed applications and 25 pixels digitally.

MINIMUM PRINT SIZE







MINIMUM DIGITAL SIZE







VIOLATIONS

Do not alter the logo in any way. The following list illustrates examples of some—but not all— common incorrect logo usage. We do not want to diminish the integrity of the brand by altering its appearance in any way.



Do not warp the logo vertically or horizontally.



Do not flip the logo.



Do not reorganize elements of the mark.



Do not rotate the logo to any angle when the rest of your composition is not angled.



Do not alter the corporate colors in ways other than described in these guidelines.



Do not use a non-brand color for any part of the logo.

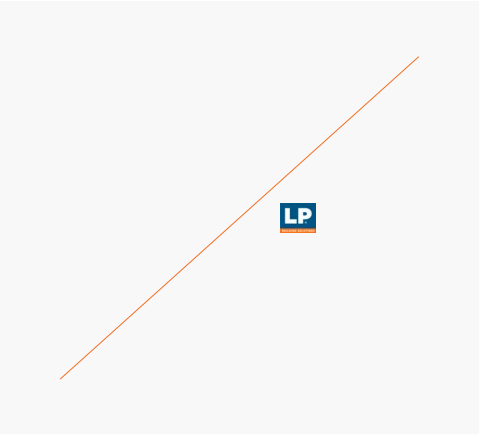
VIOLATIONS (cont.)



Do not apply a drop shadow to the logo.



Do not apply bevel and emboss effects to the logo.



Do not scale the logo smaller than the minimum size.



Do not apply a gradient to the logo.



Do not use the color logo on a background of the brand color. This makes the logo stand out less and can hide the logo's shape altogether.



Do not use the one-color or reverse mark on top of a busy background in a way that affects legibility.

PRODUCT BRAND LOGOS

The same guidelines that apply to the corporate logo apply to all LP product logos.

Product logos should include the LP Corporate logo with the product brand set to the right of it horizontally. Product brand names should not be stacked below the LP Corporate logo.

Please note: The LP® SmartSide® ExpertFinish® Trim & Siding logo was updated to reflect a small shift of the registered trademark symbol.

LP SIDING SOLUTIONS

- BuilderSeries® — LAP SIDING
- SmartSide® — TRIM & SIDING
- SmartSide® ExpertFinish® TRIM & SIDING

LP® STRUCTURAL SOLUTIONS

- FlameBlock® — FIRE-RATED SHEATHING
- NovaCore® — THERMAL INSULATED SHEATHING
- Legacy® — PREMIUM SUB-FLOORING
- Legacy® — PREMIUM SUB-FLOOR ADHESIVE
- Structural Solutions
- TechShield® — RADIANT BARRIER SHEATHING
- TopNotch® 350 — DURABLE SUB-FLOORING
- WeatherLogic® — AIR & WATER BARRIER

SHED & OUTDOOR SOLUTIONS

- ArchForm™ — CONCRETE EDGE FORM
- Outdoor Building Solutions®
- ProStruct® — FLOORING WITH SMARTFINISH®
- ProStruct® — ROOF SHEATHING WITH SILVERTECH®

COMMODITY OSB

- LongLength™ — OSB SHEATHING
- LongLength XL™ — OSB SHEATHING
- OSB — SHEATHING
- TopNotch® 250 — SUB-FLOORING

PRODUCT BRAND LOGOS

For the purpose of demonstration, we are showing variations of the LP® SmartSide® logo.

See page 15 for examples of all other product logos.



FULL-COLOR

The full-color logo should be used whenever possible.





ONE-COLOR

The one-color logo, on light or dark background, should be used when the background competes with the legibility of LP's blue and orange or when printing requires a one-color logo.



PRODUCT BRAND LOGOS WITHOUT DESCRIPTOR

The product brand logos without the descriptor should only be used for apparel, board stamps, and when limited by size and scale (see page 19).









FULL-COLOR

The full-color logo should be used whenever possible.

ONE-COLOR

The one-color logo, on light or dark background, should be used when the background competes with the legibility of LP's blue and orange or when printing requires a one-color logo.

CLEAR SPACE

A logo needs free space around it to ensure that other visual elements do not compete. The X represents the height of the BUILDING SOLUTIONS descriptor bar and, when doubled, is used as a measurement to help maintain the appropriate clear space. Note that this is a guide for the absolute minimum distance. A more generous buffer of free space is always recommended whenever possible.



MINIMUM SIZE

Though the length of the product names in product brand logos varies, the minimum size for every product logo is proportionally limited by the size of the LP® logo. Product logos should never be smaller than this size, as they lose legibility.

The minimum size for the LP® logo in every product logo is ½ inch wide in printed applications and 35 pixels digitally.

When using a logo smaller than ½ inch wide, drop the descriptor line. The minimum size for the logo without descriptor is ⅓ inch wide in printed applications and 25 pixels digitally.

MINIMUM PRINT SIZE





MINIMUM DIGITAL SIZE





PRODUCT LOGO VIOLATIONS

The same guidelines that apply to the corporate logo apply to all LP® product logos.



Do not warp the logo vertically or horizontally.



Do not flip the logo.



Do not reorganize elements of the mark.



Do not rotate the logo to any angle when the rest of your composition is not angled.



Do not alter the corporate colors in ways other than described in these guidelines.



Do not use a non-brand color for any part of the logo.

PRODUCT LOGO VIOLATIONS

The same guidelines that apply to the corporate logo apply to all LP® product logos.



Do not apply a drop shadow to the logo.



Do not apply bevel and emboss effects to the logo.



Do not scale the logo smaller than the minimum size.



Do not apply a gradient to the logo.



Do not use the color logo on a background of the brand color. This makes the logo stand out less and can hide the logo's shape altogether.



Do not use the one-color or reverse mark on top of a busy background in a way that affects legibility.

PRODUCT LOGO VIOLATIONS

The same guidelines that apply to the corporate logo apply to all LP® product logos.



Do not use in outline form.



Do not type the product name after the LP logo.



Do not use any product logo in body copy.



Do not change the font or add punctuation (such as a period) to the specific product descriptor line.



Do not superimpose an image or apply any graphics onto the logo.



Do not use old versions of the logo.

WARRANTY LOGOS

Warranty logos are included on all promotional items. Warranty logos come in both vertical and horizonal versions.

















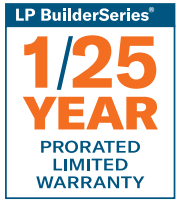
























TYPE

GT AMERICA COMPRESSED

PRIMARY FONT & USE

The primary font, GT America Compressed, should be used for headlines only and only in its heaviest “Black” weight.

This American-made font stands out from the crowd and gets the point across. It’s bold, confident, and full of character.

IMPORTANT LEGAL NOTE

All brand fonts must be purchased by the company or individual creating the design. The font licenses of LP and their creative agencies are not transferable and should not be distributed.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

GT AMERICA COMPRESSED BLACK CAPITALS

abcdefghijklm
nopqrstuvwxyz

GT AMERICA COMPRESSED BLACK NUMBERS & SYMBOLS

123456780
!@#$%^&*()_+

GT AMERICA STANDARD

SECONDARY FONT & USE

The secondary font, GT America Standard, is used in multiple applications, depending on font weight.

The “Regular” and “Medium” weights of GT America Standard are used for body copy.

The “Black” weight is used for sub-headlines and calls to action.

ABCDEFGHIJKLMNOPQRSTU-VWXYZ abcdefghijklmnopqrstuvwxyz 123456780 !@#$%^&*()_+

GT AMERICA STANDARD REGULAR

ABCDEFGHIJKLMNOPQRSTU-VWXYZ abcdefghijklmnopqrstuvwxyz 123456780!@#$%^&*()_+

GT AMERICA STANDARD MEDIUM

ABCDEFGHIJKLMNOPQRSTU-VWXYZ abcdefghijklmnopqrstuvwxyz 123456780!@#$%^&*()_+

GT AMERICA STANDARD REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTU-VWXYZ abcdefghijklmnopqrstuvwxyz 123456780!@#$%^&()_+*

GT AMERICA STANDARD MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456780!@#$%^&*()_+

GT SECTRA

TERTIARY FONT & USE

The tertiary font, GT Sectra, should be used in body copy and editorial applications only and only in its “Book” weight.

It’s a distinct and easy-to-read serif font that helps LP explain details while complementing the brand’s bold headlines.

GT SECTRA BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456780 !@#$%^&*()_+

GT SECTRA BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456780 !@#$%^&()_+*

WEB FONTS

WEB FONT USE & FALLBACKS

Our brand fonts should be used with the same guidelines in web applications as in print.

These web fonts function both as web safe alternatives and as system font alternatives.

System font alternatives are for working on a computer that does not have official brand fonts installed and/or for using in Microsoft Office programs such as PowerPoint, Excel, and Word.

Web safe alternatives should be coded as fallbacks to account for users on out-of-date computers, web browsers, and email clients, but never be used as primary fonts.

Web Font

HEADLINES - GT AMERICA COMPRESSED BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456780!@#$%^&*()_+

SUBHEADS - GT AMERICA STANDARD BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456780!@#$%^&*()_+

SUBHEADS - GT AMERICA CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTU–
VWXYZ abcdefghijklmnopqrstu–
vwxyz 123456780!@#$%^&*()_+

BODY COPY - GT AMERICA STANDARD REGULAR

ABCDEFGHIJKLMNOPQRSTU-
VWXYZ abcdefghijklmnopqrstuvwxyz
123456780!@#$%^&*()_+

BODY COPY - GT AMERICA STANDARD BOLD

ABCDEFGHIJKLMNOPQRSTU-
VWXYZ abcdefghijklmnopqrstuvwxyz
123456780

Web Safe Fallback

HEADLINES - IMPACT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456780!@#$%^&*()_+

SUBHEADS - ARIAL BLACK

ABCDEFGHIJKLMNOPQRSTU-
VWXYZ abcdefghijklmnopqrstuvwxyz
123456780!@#$%^&*()_+

SUBHEADS - ARIAL NARROW BOLD

ABCDEFGHIJKLMNOPQRSTU-
VWXYZ abcdefghijklmnopqrstuvwxyz
123456780!@#$%^&*()_+

BODY COPY - ARIAL

ABCDEFGHIJKLMNOPQRSTU-
VWXYZ abcdefghijklmnopqrstuvwxyz
123456780!@#$%^&*()_+

BODY COPY - ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456780



COLOR

PRIMARY COLORS

LP's primary color palette consists of LP Blue, LP Orange and White.

LP Blue is the brand's dominant color, LP Orange acts as a power accent color, and White is the brand's neutral backdrop.

CMYK should be used for all print applications, RGB for all digital and web applications, with the Pantone® Matching system (PMS) color being used only in spot printing applications.



LP BLUE

C 100	R 0	PMS 302C	
M 25	G 85		
Y 0	B 129		
K 50			

#FFFFFF



LP ORANGE

C 0	R 243	PMS 1585C
M 71	G 110	
Y 100	B 33	
K 0		

#F36E21

WHITE

C 0	R 255
M 0	G 255
Y 0	B 255
K 0	

#005581

SECONDARY COLORS

LP's secondary color palette consists of LP Yellow, LP Dark Blue, LP Green, LP Light Blue and LP Grey.

This expanded palette exists to help express the broad range of solutions LP offers.

CMYK should be used for all print applications, RGB for all digital and web applications, with the Pantone® Matching system (PMS) color being used only in spot printing applications.



LP YELLOW

C 1	R 251	#FBBF2B
M 26	G 191	
Y 93	B 43	
K 0		



LP DARK BLUE

C 75	R 0	#00273E
M 15	G 39	
Y 0	B 62	
K 89		



LP GREEN

C 63	R 87	#57C1A5
M 0	G 193	
Y 45	B 165	
K 0		



LP LIGHT BLUE

C 50	R 118	#76C9DD
M 2	G 201	
Y 11	B 221	
K 0		

LP GREY

C 0	R 230	#E6E7E8
M 0	G 231	
Y 0	B 232	
K 10		

LEGAL

LEGAL

We have included some examples of the legal assets being used on the back of a sample wrap.

- SFI® Logo
- Cal Prop 65 Notice
- Copyright Language

When using legal assets, you should follow the order in which they lay on the example to the right.



CAL PROP 65

LP has obligations to provide the Cal Prop 65 notification on any product asset (including unit wrappers) that might be sold in California.

⚠ **WARNING:** Drilling, sawing, sanding or machining wood products can expose you to wood dust, a substance known to the State of California to cause cancer. Avoid inhaling wood dust or use a dust mask or other safeguards for personal protection. For more information go to www.P65Warnings.ca.gov/wood.

SFI LOGO

The two logos at the top are to be used for promotional purposes only (i.e. collateral such as a brochure, website, poster, report, or press release). The one you choose depends on the available space for the logo.

The logo at the bottom is the on-product logo, used on shrouds/ packaging and on the boards themselves.

You must attain approval for each usage of the SFI logo and/ or the mention of SFI in copy. For approvals, please contact sustainability@lpcorp.com.







DISCLAIMERS

Disclaimers must be proximate to the source (nearby) and easily read (not mice type). The copy for disclaimers will vary depending on the collateral it lives on.



COPYRIGHT LANGUAGE

Copyright language should live below the orange bar on the footer. The font should not be any smaller than 6 point. The copy should read:

> © 2025 Louisiana-Pacific Corporation. All rights reserved. All trademarks are owned by Louisiana-Pacific Corporation.



WARRANTY LANGUAGE: FOOTER

Warranties and warranty language vary per product, but each warranty should include:

Warranty logo

CTA that drive consumers online. Warranty CTA should be located in orange bar in the footer.



WARRANTY LANGUAGE: OTHER

When warranty is located within the content of any print collateral and used as a callout, warranty should include:

Headline

Warranty logo

Copy that briefly describes warranty

CTA that drive consumers online



BACKED BY STRONG WARRANTIES

LP has your back with an industry-leading transferable limited warranty for LP SmartSide products: a 5-year 100% labor and material placement limited warranty with a 50-year prorated limited warranty. LP SmartSide ExpertFinish Trim & Siding products include an additional 15-year finish limited warranty.

For complete warranty details visit LPCorp.com

WARRANTY LANGUAGE: PRODUCT SAMPLE

Warranty should be located on the back of the sample in the footer. Warranty language should include:

Warranty logo

Headline

Copy that briefly describes warranty

CTA that drive consumers online. Warranty CTA should be located in orange bar in the footer.



REGISTERED TRADEMARK

The ® assignation is used the first time the brand name is used. **The rule of thumb:** The ® will be used the first time the brand is mentioned as well as the first time on each additional page of a newsletter, case study, etc.

Any content with a registered trademark cannot be translated into another language, as the registration is for the actual words.

It is possible to translate non-registered marks into different languages and use ™.

DURABLE SIDING NOW IN COLOR

LP® SmartSide® ExpertFinish® Trim & Siding provides 16 prefinished color options for siding with advanced durability you can stand behind. LP SmartSide Trim & Siding is our newest product from LP ...

REGISTERED TRADEMARK: LP ONLY

Because LP is in the brand name for products, but LP is also the name of the company, we only use the ® with LP when it is modifying the brand name. **For example:** LP® SmartSide® Trim & Siding. If LP is used in the context of the company, we don't use ® because it is referring to an entity.

DURABLE SIDING NOW IN COLOR

LP® SmartSide® Trim & Siding provides 16 prefinished color options for siding with advanced durability you can stand behind. LP has your back with an industry-leading ...

REGISTERED TRADEMARK: PRODUCTS

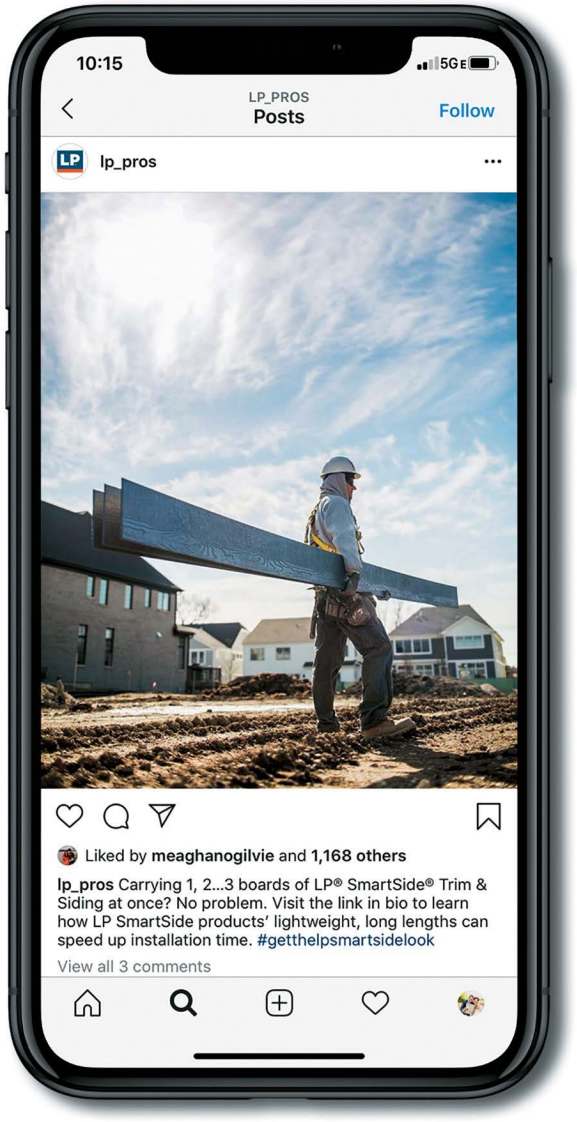
Trademarked names must be used as an adjective, followed by a noun. **For example:** “LP Legacy sub-flooring.” Do not use trademarked names without their descriptor (i.e. sub-flooring, panel, OSB, EWP, radiant barrier, WRB). Trademarks cannot be hyphenated, plural or possessive.

DURABLE SIDING NOW IN COLOR

LP® SmartSide® Trim & Siding provides 16 prefinished color options for siding with advanced durability you can stand behind. LP SmartSide Trim & Siding is our newest product from LP ...

REGISTERED TRADEMARK: SOCIAL POSTS

Always make sure that the ® is attached to the brand in social media posts. (In the rare case that there is not enough room for it, it is allowed to not include the ®.) Hashtags do not need to include the ® (i.e. #LPSmartSide).



TRADEMARK

These are selected phrases that require the trademark (™) symbol when used. We use ™ for two reasons:

1. The phrase or word is not able to be registered, AND

2. During the trademark registration process, which can take a year. Of the names on this list, the only two that will never be registered are BUILDING A BETTER WORLD and BUILDSMART. The other one is undergoing registration and will become ® once the process is finished.

Content with a trademark can be translated into another language and still use ™ to designate common law use.

BUILDING A BETTER WORLD™

If LP uses the tagline to identify the business, then use ™ after BUILDING A BETTER WORLD. If the phrase is used in a sentence, first letter of each word should be capitalized and ™ should follow “World.”

REMODELERS EDGE™ PROGRAM

THINK AND ACT LIKE OWNERS™

DO THE RIGHT THING ALWAYS™

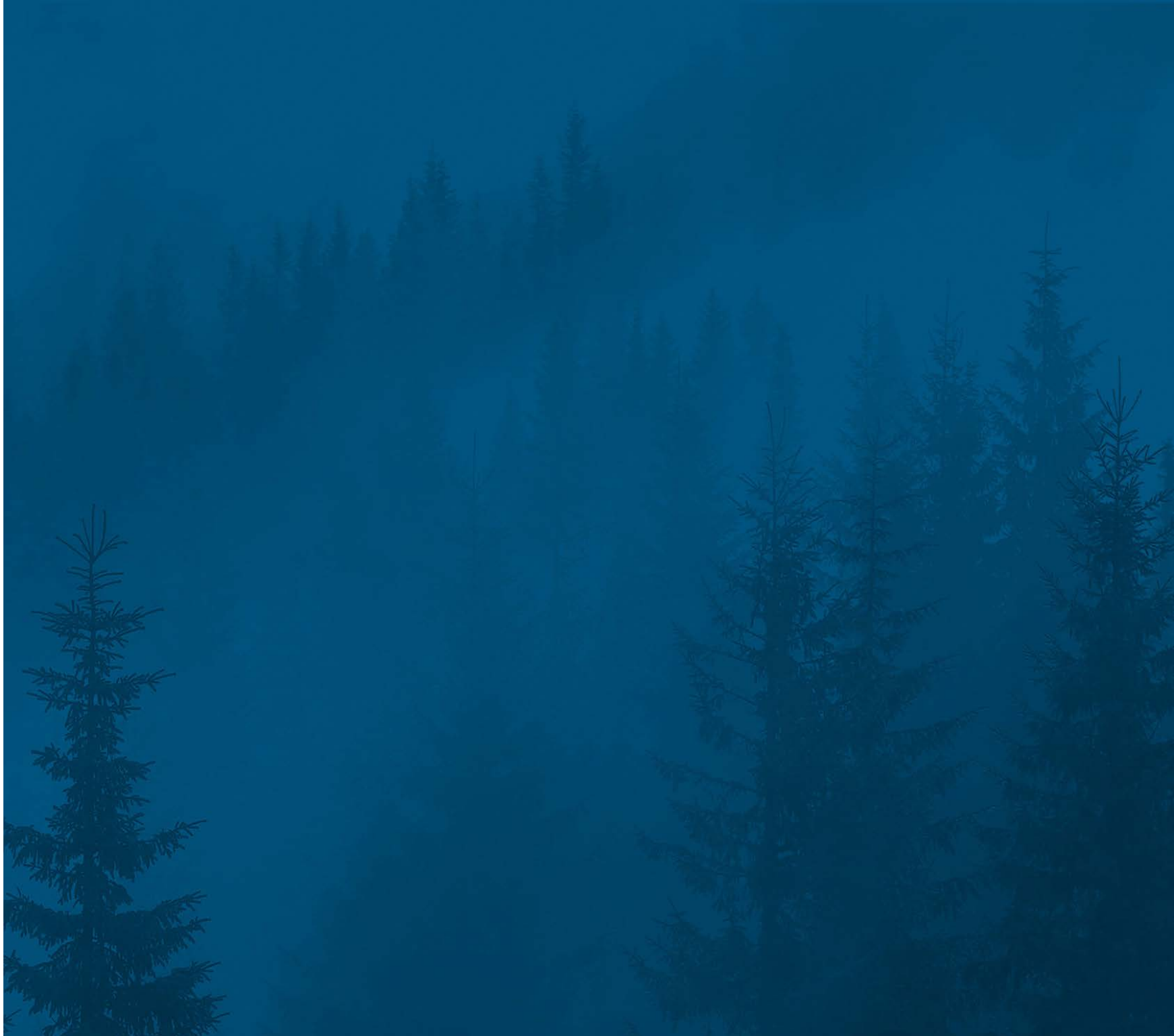
CONTACT US

These standards were developed as a method for protecting LP Building Solutions. It is important to consult with and follow the enclosed guidelines to maintain the integrity of the brand.

If you need any additional information or guidance, please contact lpbrandguidelines@lpcorp.com.

LP®

BUILDING SOLUTIONS



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