



Since 1923

Roy O Martin®

BRAND GUIDELINES
2025

FORESTRY | HUNTING LEASES | OSB | PLYWOOD | SOLID WOOD

Introduction

The RoyOMartin brand names and logos have been developed and refined to ensure clarity and consistency. Great lengths have been taken to preserve the integrity of the RoyOMartin brand. “RoyOMartin” is a United States Patent and Trademark Office (USPTO) registered trademark and filed with the Louisiana Secretary of State as the trade name of Martco L.L.C. Complementing the registered trade name, the RoyOMartin logo text and design are USPTO registered trademarks. These actions are significant because they strengthen RoyOMartin’s market position within the forestry and wood-products industry and reflect the organization’s desire to market all of its products under the single RoyOMartin name.

The RoyOMartin Communications and Marketing Departments are responsible for working with executive officers and others to maintain the integrity of the company’s visual identity and to ensure that the message it conveys through various media and visual marks is one of organizational strength and operational excellence.

This RoyOMartin Branding Manual (“manual”) is designed to assist both internal and external stakeholders in helping advance RoyOMartin’s branding strategy by:

- 1) Streamlining communications processes
- 2) Recognizing official RoyOMartin logos and word marks that uphold its graphical standards.

Below are a few reminders when considering the proper use of the RoyOMartin brand:

- While this manual depicts a number of applications of the RoyOMartin identity and marks, this list is not exhaustive. Potential uses not cited in this manual will be reviewed on a case-by-case basis and will be considered using the same standards.
- RoyOMartin reserves the right to restrict the use of its brand name, logos, images, and/or word marks, should it deem that use detrimental to the organization. For example, they cannot be used to suggest or imply endorsement or promotion of any:
 - » Commercial product or service not directly affiliated with RoyOMartin or approved by the organization’s executive officers.
 - » Alcohol, drug, or tobacco-related products.
- The use of any RoyOMartin logos or word marks for promotional or charitable purposes must be approved by the RoyOMartin Communications Department in accordance with organization standards.

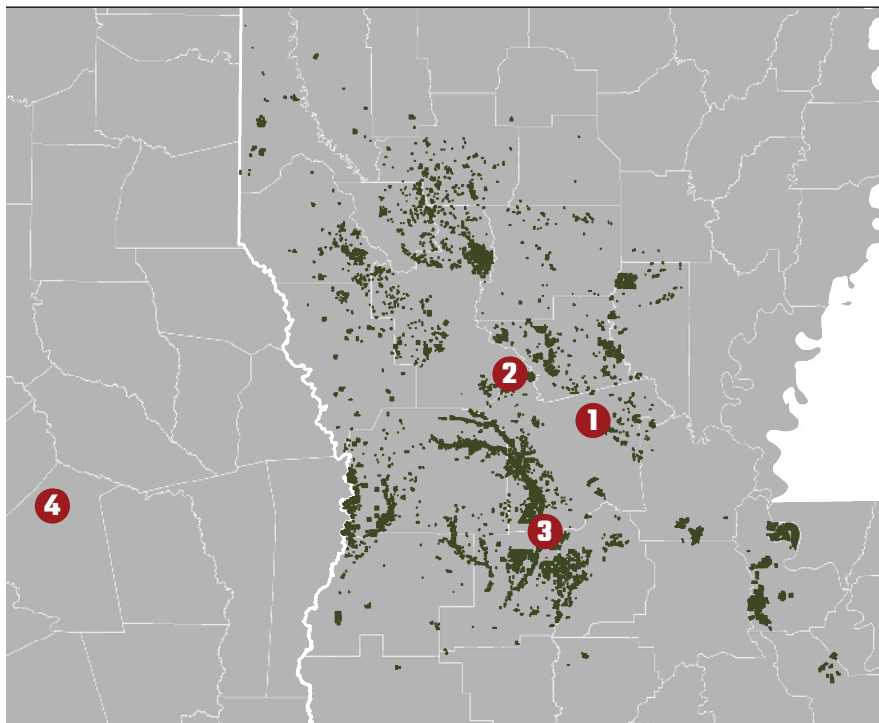
The RoyOMartin Communications Department is available to assist in the promotion and proper representation of RoyOMartin and its family of brands. For additional guidelines or to request official logo/word mark files, contact:

RoyOMartin Communications Department
P.O. Box 1110
Alexandria, Louisiana 71309-1110
800-299-5174
info@royomartin.com

About RoyOMartin

Headquartered in Alexandria, Louisiana, RoyOMartin has two wood-products manufacturing facilities within 40 miles of its corporate office: a plywood and solid-wood manufacturing plant in Chopin, Louisiana, near Natchitoches, and an oriented strand board (OSB) plant in Oakdale, Louisiana. Texas subsidiary, Corrigan OSB, L.L.C., opened in 2018 in the East Texas city of Corrigan.

RoyOMartin also manages approximately 535,000* acres of highly-productive timberland in Louisiana. The management of this timberland has been certified by the Forest Stewardship Council® (FSC®) since 2002.



**As of October 2020*

- 1 Corporate Office — Alexandria, LA**
Executive and administrative offices and sales
Est. 2001; 80 employees
- 2 Martco L.L.C. — Chopin, LA**
Plywood and solid wood products
Est. 1996; 700 employees
- 3 Martco L.L.C. — Oakdale, LA**
Oriented strand board (OSB)
Est. 2007; 165 employees
- 4 Corrigan OSB, L.L.C. — Corrigan, TX**
Oriented strand board (OSB)
Est. 2017; 165 employees
- Timberland**

Contact Info

**RoyOMartin
Corporate Office**
2189 Memorial Drive
Alexandria, LA 71301
P: 318-448-0405
F: 318-443-0159

**Martco L.L.C.
OSB Plant**
192 Pawnee Road
Oakdale, LA 71463
P: 318-427-6806
F: 318-215-9934

**Martco L.L.C.
Plywood & Solid Wood Plant**
1695 Highway 490
Chopin, LA 71447
P: 318-379-2855
F: 318-379-2861

**Corrigan OSB, L.L.C.
Oriented Strand Board (OSB)**
1923 U.S. Highway 287 West
Corrigan, TX 75939
P: 832-519-2763
F: 713-986-8300

Email: info@royomartin.com

 **RoyOMartin**
www.facebook.com/RoyOMartinWood/

 **RoyOMartin**
www.linkedin.com/company/royomartin

 **RoyOMartin**
www.youtube.com/user/ibuildsmarter

 **RoyOMartin**
www.twitter.com/RoyOMartin

 **RoyOMartin_1923**
www.instagram.com/RoyOMartin_1923/

Vision Statement

RoyOMartin is a family-owned, professionally managed company whose stakeholders hold fast to our core values of Respect, Integrity, Commitment, Honesty, Excellence, and Stewardship.

We excel at growing people, working safely, producing quality wood products, and sustaining natural resources entrusted to us by God.

RoyOMartin Values

- R** **RESPECT** for each other as human beings uniquely created by God.
- I** **INTEGRITY** in what we do and say we will do regardless of the cost, legally and ethically.
- C** **COMMITMENT** to our business, to our employees, to our customers and to each other.
- H** **HONESTY** in our interaction with our fellow employees, our supervisors, our customers, our vendors, and our families.
- E** **EXCELLENCE** in safety, product quality, employee training and development, and process improvements.
- S** **STEWARDSHIP** of our land, timber, and plant assets.

Leadership

Members of the Roy O Martin Strategic Action Leadership Team (S.A.L.T.)



Roy O. Martin III
CHAIRMAN AND CEO



E. Scott Poole
PRESIDENT AND COO



Terry Secret
EXECUTIVE VICE PRESIDENT OF MANUFACTURING
AND PRODUCT SALES



Donna Bailey
VICE PRESIDENT OF HUMAN RESOURCES



Jeremy Burford
VICE PRESIDENT OF PLYWOOD



Martha Crenshaw
GENERAL COUNSEL



Jennifer Forest
CHIEF FINANCIAL OFFICER



Spencer Martin
VICE PRESIDENT OF INFORMATION SYSTEMS



Natalie Monroe
VICE PRESIDENT OF ENVIRONMENTAL, SAFETY, AND
SUSTAINABILITY OPERATIONS



Code Young
VICE PRESIDENT OF LAND AND TIMBER

Company Name

Note the proper representation of the RoyOMartin and Martco L.L.C. company names.

Correct Uses

- ✓ RoyOMartin
- ✓ Martco L.L.C.
- ✓ Corrigan OSB, L.L.C.

Examples of Incorrect Uses

- ✗ Roy O. Martin (*unless speaking about the person*)
- ✗ Roy O'Martin
- ✗ Roy O. Martin Lumber Company
- ✗ Martco Limited Partnership
- ✗ Royal Martin
- ✗ Marco

Logo Usage

RoyOMartin logos, word marks, or graphical images may not be altered or incorporated into other logos without prior approval from the RoyOMartin Communications Department.



3-color logo (See Page 12 for color values)



1-color logo (image and date) – Black



1-color logo (image and date) – White

Logo Usage



Corrigan OSB, L.L.C. is licensed by its parent company, Martco L.L.C., to use the RoyOMartin® trademark.

✓ Corrigan OSB, L.L.C.

When referencing the physical location of RoyOMartin's Texas subsidiary OR when naming the company for which employees at that facility work.

Trademarked Logo



The RoyOMartin logotype has been trademarked with the U.S. Patent and Trademark Office.

Only use the logo with the trademark symbol placed on the upper right of the n.

Clear Space

Providing the right amount of clear space around the RoyOMartin logo makes it easier to distinguish and ensures maximum visibility and legibility of the logo.



Logo Usage: Special Situations

Using the white/reverse logo with image on a dark or patterned background

INCORRECT:
Clear face,
white shirt
on image



CORRECT:
Solid face,
dark shirt
on image



CORRECT:
Solid face,
dark jacket
on image
used on a
dark,
patterned
background



The preferred background for the RoyOMartin corporate logo is white. In situations where the logo must be placed on a graphic background or photographic image, there must be sufficient contrast between the logo and the background to ensure legibility and impact.

The background must not be visually “busy” in the area around the logo.



3-color logo and 1-color (black) logo: For use on white or light backgrounds

DO NOT use logos without the ® mark.



DO NOT use old versions of the logo.



Logo Usage: Unacceptable Applications

The RoyOMartin corporate logo may never be altered beyond its acceptable usage requirements.

Do not alter the logo.



Do not separate or rearrange the elements of the logo.



Do not use the image without the text.

Do not distort the logo.



Do not use the 3-color or black logo on dark, solid backgrounds, or on dark backgrounds with minimal contrast.



Do not use unapproved colors, or combine different colors to elements unless authorized.



Do not outline the logo.



Round Logo Usage

It may be used in place of our standard, corporate logo.



1-color logo – Maroon

Spacing

To ensure legibility, the logo should always be surrounded by a minimum amount of the inner circle in the logo. Type and objects should not invade this space.



To ensure the readability and presence of the logo, the smallest width of the logo is 1.5 inches.



Variations/Colors

There are a few variations of this logo to account for different spaces, printing options, and background colors.

Pantone 483 C

White

Black

Hex : #653024

C: 0 R: 101

M: 52 G: 48

Y: 64 B: 36

K: 60



Incorrect Usage



Do not use unapproved colors.



Do not change proportions of the logo, separate, add or move words or create a new lockup.



Do not use any format of the logo with another logo or symbol.



Do not stretch, scale, or distort the logo in any way.



Do not reset the space within the logo.



Do not use bevel or embossing, drop shadows, inner shadows, glows or any other visual effects.



Do not outline the logo.

This is our



Do not use any lockup of the logo in headlines or sentences.



Do not place the full color logo on busy photos or any complicated backgrounds.



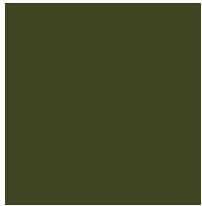
Do not use a regular colored logo on off colored or designed backgrounds.

Color Requirements

The RoyOMartin corporate logo has been designed to accommodate certain print reproduction limitations. In all cases, the logos must use the established corporate color palette. The preferred color choice has been designated as “primary color values.” Whenever possible, that color scheme should be used on a bright white background.

- When four-color printing is not available, black is the preferred one-color option.
- In situations where a dark background is dictated, legibility becomes the key concern, and the entire logo should be reversed out in white.
- On light backgrounds other than white, the RoyOMartin logo should print in black.

Primary Color Values

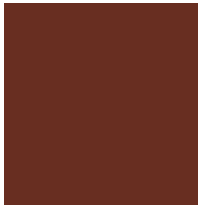


GREEN

C: 66
M: 50
Y: 92
K: 50

R: 62
G: 71
B: 35

Pantone:
2411

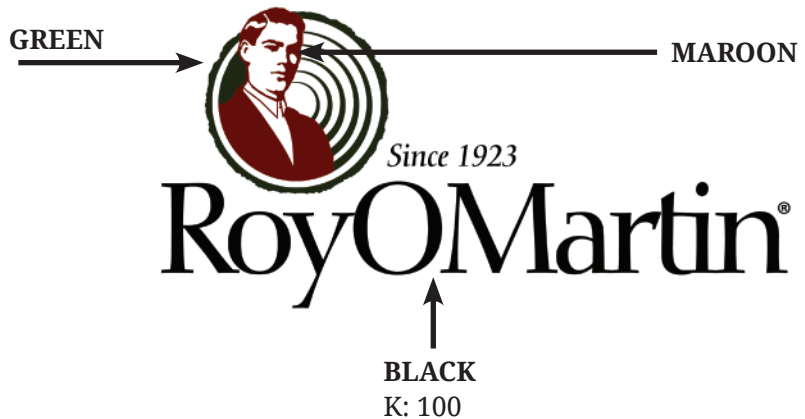


MAROON

C: 36
M: 81
Y: 82
K: 47

R: 106
G: 46
B: 34

Pantone:
483



Secondary Color Values

Plywood Products

C: 77
M: 29
Y: 100
K: 46

R: 40
G: 90
B: 39

Pantone:
2411

OSB Products

C: 24
M: 100
Y: 100
K: 24

R: 102
G: 1
B: 0

Pantone:
1805

Solid Wood Products

C: 12
M: 44
Y: 100
K: 1

R: 223
G: 152
B: 39

Pantone:
131

PRODUCT LOGOS

The following are product names used by the company:

Roy O Martin
SmartCore[®]

Roy O Martin
Eclipse[®]

Roy O Martin
SolidWood

Roy O Martin
GreenCore[™]

Roy O Martin
WindBrace[®]

Roy O Martin
StructWall[™]

Roy O Martin
TuffStrand[®]



Sample Boilerplates

The following boilerplates or company overviews are approved for use in press releases, industry publications, and other media. For an alternate boilerplate, such as one that fits a defined word count or that highlights a specific area of company operations, contact the RoyOMartin Communications Department.

RoyOMartin® is the registered trade name of Martco L.L.C., a forestry-related and wood-products manufacturing company based in Alexandria, La. RoyOMartin currently operates two manufacturing facilities in Central La., employing approximately 1,300: an OSB plant in Oakdale and a plywood and timbers plant in Chopin. For more information, visit www.royomartin.com.

With superior product quality and outstanding customer service at the heart of our operations, RoyOMartin is proud to serve America's building industry. Through our Forest Stewardship Council® (FSC®) certification, customers can be assured that we responsibly source our raw materials from regional forests to produce "made in the U.S.A." oriented strand board (OSB), plywood, timbers, and boards in safety-award-winning manufacturing environments. To view our product list, visit <https://royomartin.com/products/>.

Corrigan OSB, L.L.C.

Since founding his family business in 1923, Roy O. Martin, Sr. was committed to customer satisfaction. Texas subsidiary Corrigan OSB, L.L.C. opened in 2018 as the newest, most technologically-advanced plant of its kind in North America, manufacturing quality RoyOMartin wood products. For more information, visit royomartin.com.



Thank you for following the guidelines in the RoyOMartin Branding Manual. The RoyOMartin Communications Department is available to assist in the proper promotion and representation of RoyOMartin and its family of brands.

For additional guidelines or to request official logo/word mark files, contact:

RoyOMartin Communications Department

P.O. Box 1110

Alexandria, Louisiana 71309-1110

Phone: 800-299-5174

info@royomartin.com