



# Domtar

**LOGO AND COLOR GUIDE**



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A consistent presentation is the key to building strong brand recognition. Please use these guidelines to ensure that our brand looks its best whenever it is displayed.

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# LOGOTYPE



## **Official Logotype**

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## **Horizontal Logotype**

7. Horizontal Logotype
8. Protection Space
9. Minimum Size

Logotypes may be downloaded at:  
[www.domtar.com/elements](http://www.domtar.com/elements)

### Official Logotype

The vertical logotype version is preferable, and every effort must be made to use it.

The Domtar name and “D” symbol are centered on a vertical axis. The name and two top segments of the symbol are in Domtar blue, while the lower curve of the symbol is in Domtar green.



### Acceptable Use

The first two examples illustrate the correct use of the official color logotype color on a light background.

The third example shows the Domtar name and symbol reversed on a Domtar blue background, except for the lower curve of the stylized “D,” which remains Domtar green.



### Incorrect Use

The white/green logotype can only be used on a Domtar blue background. No other background color is permitted.



In certain situations, it is preferable to use a black and white version of the logotype. Positive and reverse versions of the logotype have been designed for this purpose.

In the positive version of the black and white logotype, the Domtar name and “D” symbol are in black on a white or clear background.

In the reverse version, the Domtar name and “D” symbol are in white (transparent) on a black or dark background.



## Acceptable Use

The first example illustrates an acceptable use of the official black and white logotype on a light background.

The last two examples illustrate an acceptable use of the official black logotype on a dark and black background.



## Incorrect Use

Never reproduce the color logotype in black and white because the green part of the stylized “D” appears gray, making it an unacceptable representation.



## Acceptable Use

The logotype should always be surrounded by an amount of clear space, free of any text or imagery (protection space).

The size of the square in which the "D" of the Domtar name is placed determines the size of the clear space surrounding the Domtar logotype.



## Acceptable Use

These two examples illustrate formatting that respects the protection space around the official logotype.

Aximusan dandunt ex evel ipsum in fuga  
a rernatius, audipicimus erfernam adisti  
doluptae aut que in con conse aut aut qui  
volumquassum restem arcienihita qui tem  
fuga. Nam rectat la consequis et as dolorror  
minvelendit auteni culparum ut pres maio  
vellicet aerovitatae neceria volorer namen  
illorep udaepreHarum dolorita volupta est  
tiuritus dolupta  
a estruptam que  
renis delendis  
doluptiatis  
iderferum ipsa am  
aci dolendanda.



## Incorrect Use

Never place text, imagery, photography or lines within the official logotype's protection space.

Aximusan dandunt ex evel ipsum in fuga  
a rernatius, audipicimus erfernam adisti  
doluptae aut que in con conse aut aut qui  
volumquassum restem arcienihita qui tem  
fuga. Nam rectat la consequis et as dolorror  
minvelendit auteni culparum ut pres maio  
vellicet aerovitatae neceria volorer namen  
illorep udaepreHarum dolorita volupta  
est tiuritus dolupta a estruptam que renis  
delendis doluptiatis  
iderferum ipsa am aci  
dolendanda. que exct  
st asped etur. Et utatio.  
Et omnim alicae verum.



Regardless of the unit of measurement  
or medium, the official Domtar  
logotype must never be reproduced  
smaller than 1/2 inch, 12.7 mm.

12.7 mm  
0.5 inch  
1/2 inch  
36 pixels  
36 points





Logotypes may be downloaded at:  
[www.domtar.com/elements](http://www.domtar.com/elements)

### Incorrect Use

Generally, the "D" symbol must never be used without the Domtar name.

Make sure the logotype clearly stands out from the background.



The official logotype colors must not be altered in any way.

The fixed relationship of the name and symbol must not be resized in any way.

The character font used for the Domtar name must never be modified.



# HORIZONTAL LOGOTYPE

## LOGOTYPE Horizontal Logotype

Logotypes may be downloaded at:  
[www.domtar.com/elements](http://www.domtar.com/elements)

### Special Uses Only

Requires prior consultation with the  
Corporate Communications department.



Logotypes may be downloaded at:  
[www.domtar.com/elements](http://www.domtar.com/elements)

### Special Uses Only

Requires prior consultation with the Corporate Communications department.

The logotype should always be surrounded by a clear space, which must be free of any text or imagery (protection space).

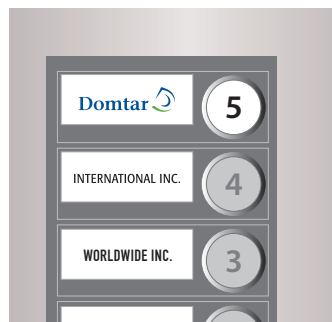


The size of the square in which the “D” of the Domtar name is placed determines the size of the clear space surrounding the Domtar logotype.

This space applies to all uses of the Domtar logotype.

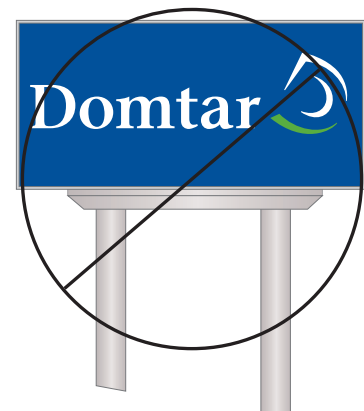
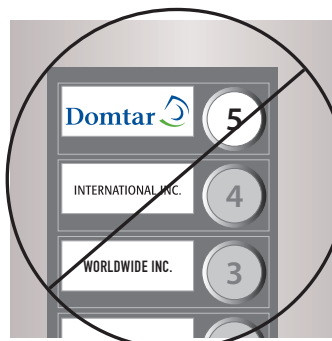
### Acceptable Use

These two examples illustrate formatting that respects the clear space surrounding the horizontal logotype.



### Incorrect Use

Never place text, imagery, photography or lines inside the official logotype protection space.



# MINIMUM SIZE

## LOGOTYPE Horizontal Logotype

Logotypes may be downloaded at:  
[www.domtar.com/elements](http://www.domtar.com/elements)

### Special Uses Only

Requires prior consultation with the  
Corporate Communications department.

12.7 mm  
0.5 inch  
1/2 inch  
36 pixels  
36 points



# COLORS



## Official Palette

11. Corporate and Complimentary Colors

## Specialized Palette

12. Official Health and Safety Color



# CORPORATE & COMPLIMENTARY COLORS

COLORS  
Official Palette

Our colors are unique to us. They help create our look, tone and feel.

We've staked our claim on a section of the palette to create our colors to make them synonymous with the brand.

A brand helps to unify us, makes our communications memorable, and separates us from the competition.

## Corporate Colors

Four-color process matching code for the Domtar color palette:

C = Cyan  
M = Magenta  
Y = Yellow  
K = Black

RGB matching code for the Domtar color palette:  
R = Red  
G = Green  
B = Blue



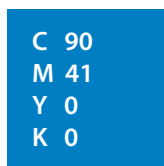
**PMS 287**  
**C 100 M 69 Y 0 K 11**  
**R 0 G 82 B 155**  
**HTML #00529B**



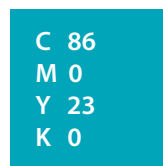
**PMS 369**  
**C 65 M 0 Y 100 K 9**  
**R 89 G 173 B 64**  
**HTML #59AD40**

## Complementary Colors

The complementary colors allow great flexibility of visual presentation. These colors harmonize with the company colors and are easily adaptable to a consistent Domtar image.



**R 0 G 127 B 197**  
**HTML #007FC5**



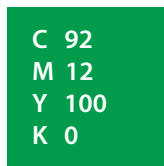
**R 0 G 179 B 201**  
**HTML #00B3C9**



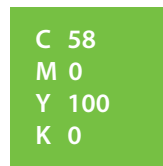
**R 75 G 198 B 223**  
**HTML #4BC6DF**



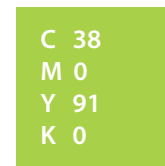
**R 146 G 213 B 213**  
**HTML #92D5D5**



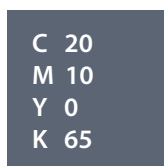
**R 0 G 156 B 76**  
**HTML #009C4C**



**R 119 G 192 B 67**  
**HTML #77C043**



**R 170 G 208 B 73**  
**HTML #AAD049**



**R 94 G 102 B 115**  
**HTML #5E6673**



**R 196 G 206 B 212**  
**HTML #C4CED4**

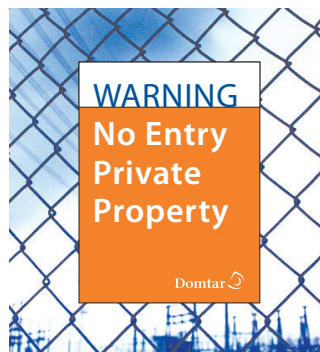
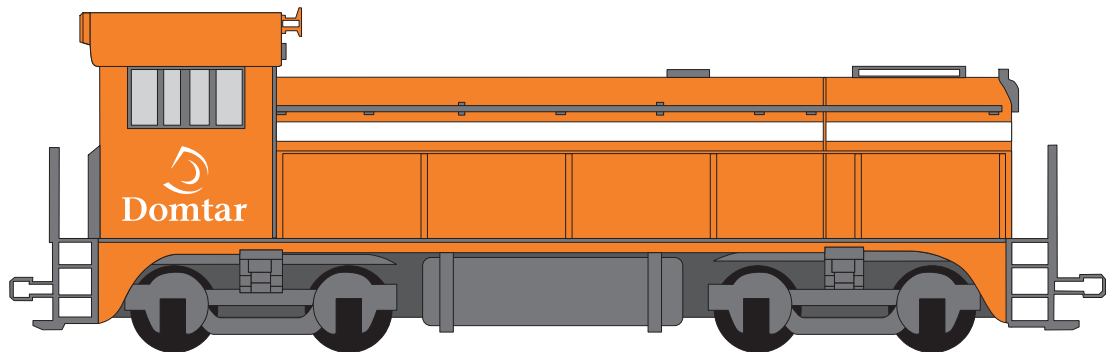
## Safety Orange

Official Domtar orange has been designated to meet health and safety needs and to alert people to danger and warning signs.

The equivalent color in self-sticking film is 3M™ Tangerine.



PMS 158  
C 0 M 61 Y 97 K 0  
R 245 G 128 B 37  
HTML #F58025



## **Communications**

14. Advertising, Publications and Promotions

## **Correspondence**

15. Microsoft Word and PowerPoint Documents

Domtar's communication platform effectively conveys the corporate image. This platform and its image are defined by its stylistic elements. Myriad Pro and Sabon are the fonts used for advertising, publications and promotions.

#### Uses:

Product and corporate advertising, stationary, brochures, pamphlets, internal communications, newsletters, programs, schedules, booklets, posters, folders, etc.

#### Primary Font

*friendly, contemporary, resourceful*

## Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

Light *Light Italic* Regular *Italic* **Semibold** *Semibold Italic*  
**Bold** *Bold Italic* **Black** *Black Italic*

#### Secondary Font

*classic, credible, inviting*

## Sabon

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

Roman *Italic* **Bold** *Bold Italic*

For applications where Myriad Pro and Sabon are unavailable, system fonts (fonts that come pre-loaded on all PCs) may be substituted.

The fonts include Arial, Verdana and Times New Roman.

## Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

Regular    **Black**

## Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

Regular    *Italic*    **Bold**    ***Bold Italic***

## Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

Regular    *Italic*    **Bold**    ***Bold Italic***



Signs have many practical functions: they designate locations, guide people to their destination and serve to brand the interior and exterior workspace. This section establishes the ground rules of the Domtar signage system. It provides the guidelines for its design, staging, color and reproduction, including approved colors and grids. By producing signage in conformity with the graphics standards set out here, we ensure the unified look of all Domtar facilities and build brand recognition both in the marketplace and in the communities where Domtar is present.

## **Basic Elements**

- 17. Logotype
- 18. Protection Space
- 19. Rendering the Domtar Logotype in 3D
- 20. Color Palette
- 21. Font
- 22. Arrows
- 23. Letters and Numbers

## **Exterior Signage**

### **Operating Sites**

- 24. Six Basic Designs
- 25. Large Building Sign
- 26. Unilingual Main Entrance Sign
- 27. Bilingual Main Entrance Signs (Quebec)
- 28. Main Entrance Signs with Information
- 29. Domtar Basic Signage Grid
- 34. Unilingual Secondary Entrance Signs
- 35. Unilingual Identification Sign
- 36. Multi-directional Unilingual Identification Sign
- 37. Basic Grid for Warning Signs
- 39. Color
- 40. Unilingual Notice Signs
- 41. Unilingual Warning Signs
- 42. Unilingual "No Entry" Signs

### **Outside Operating Sites**

- 43. Road Signs

### **Places of Business**

- 44. Corporate Offices

### **Additional Elements**

- 45. Flags
- 46. "No Smoking" Signs

Logotypes may be downloaded at:  
[www.domtar.com/elements](http://www.domtar.com/elements)

On Domtar signage, the two Domtar logotypes are used in very specific ways. The official Logotype must appear on all main building signs and main entrance signs. The horizontal logotype may appear on secondary entrance signs, directional signs, identifying signs and notice signs in Domtar's operations.

**Official Logotype**

**Official Reverse Color Logotype**

**Official Color Logotype**



**Note:**  
The official and horizontal white/green reverse logotypes can only be used on a blue Domtar Background.

**Horizontal Logotype**

**Horizontal Reverse Color Logotype**

**Horizontal Color Logotype**



Logotypes may be downloaded at:  
[www.domtar.com/elements](http://www.domtar.com/elements)

### Protection Space for Signage

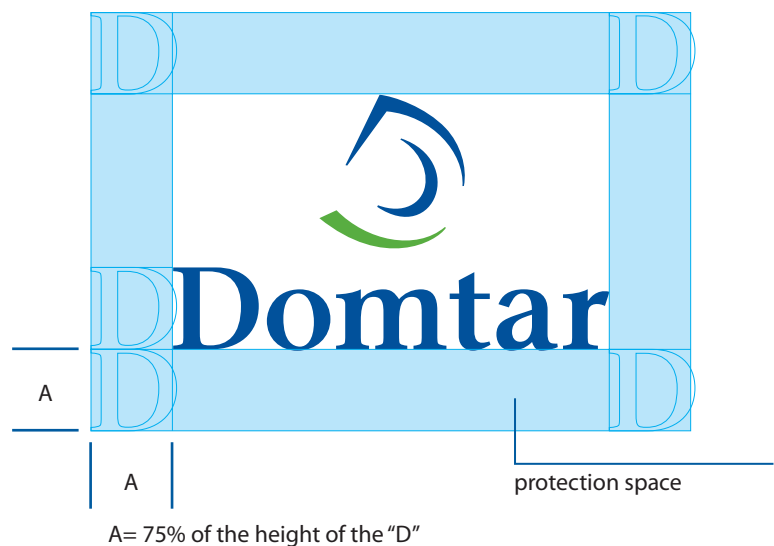
The logotype must always be surrounded by a clear space.  
Do not proportionally resize the area in any way. The method of calculation is illustrated below.

First, draw two horizontal lines: one on the baseline of the Domtar name and the other at the tip of the logotype symbol.

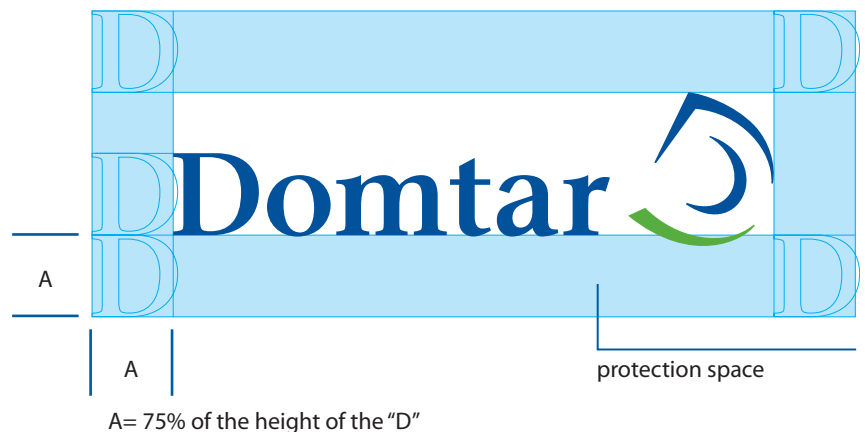
Second, select the letter "D" in Domtar, copy it and reduce it to 75%. Position this letter as illustrated: on and under the Domtar baseline and above the symbol.

Third, draw a rectangle at the outer edges of the "D"s. The area of the protection space measures .75 of the height of the Domtar "D".

### Protections space for official logotype (for signage)



### Protection space for horizontal logotype (for signage)



# RENDERING THE DOMTAR LOGOTYPE IN 3D

## SIGNAGE

### Basic Elements

#### for Exterior Signage

Logotypes may be downloaded at:  
[www.domtar.com/elements](http://www.domtar.com/elements)

The official logotype (vertical)  
should be used at all times.

#### **Metallic Materials**

Use silver rather than gold or bronze  
when producing the logotype using  
metallic materials.

Brushed stainless steel should be used.

The letters and “D” symbol should match  
the surface color.

Never alter or proportionally resize the  
letters or symbol in any way.



#### **Letter Channel**

The logotype may be reproduced in  
individual light boxes.

The letters and “D” symbol should match  
the surface color.

Never alter or proportionally resize the  
letters or symbol in any way.

Every effort must be made to match  
the corporate colors.



The elements of exterior signage were inspired by the company’s colors. Domtar’s logotype harmonizes with the graphic elements.

White lettering on an official Domtar blue background is preferred for all signage. The graphic elements, such as the arrow, are displayed on a Domtar green square background.

Domtar orange has been added for use on warning and healthy and safety signs.



Flat printing

Pantone 287  
(acceptable substitutes)

Four-color printing

C100 M69 Y0 K11

Self-sticking film

3M™ Sultan Blue



Flat printing

Pantone 369  
(acceptable substitutes)

Four-color printing

C65 M0 Y100 K9

Self-sticking film

3M™ Lime Green



Flat printing

Pantone 158  
(acceptable substitutes)

Four-color printing

C0 M61 Y97 K0

Self-sticking film

3M™ Tangerine



For all Domtar signage, we have selected the following fonts: Myriad Pro Regular, Myriad Pro Semibold and Myriad Pro Italic Semibold. This sans serif typeface is contemporary and easy-to-read.

Professional design software, such as Adobe Illustrator, Adobe Photoshop, etc. have default typographic settings. These default settings include kerning settings that are ideal for publication design but are not recommended for signage. Default kerning settings (or track kerning) place the letter too tightly and can become unreadable at certain distances. It is therefore important to rely on your signage vendor to use accurate kerning to make signs easier to read.

**Myriad Pro Regular is used for notice  
sign headings and warnings.**

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

**Myriad Pro Semibold is used for  
entrances to operations, messages and  
the names of the operations.**

Myriad Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

**Myriad Pro Italic Semibold is used for  
additional information.**

*Myriad Pro Italic Semibold*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890*

Arrow designs may be downloaded at:  
[www.domtar.com/elements](http://www.domtar.com/elements)

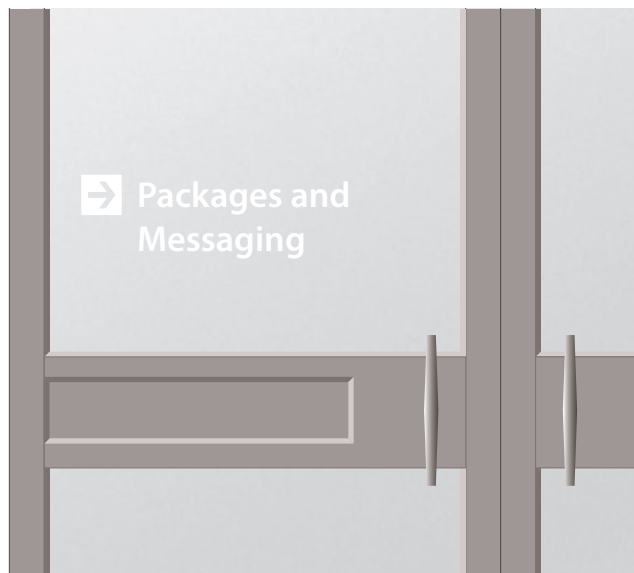
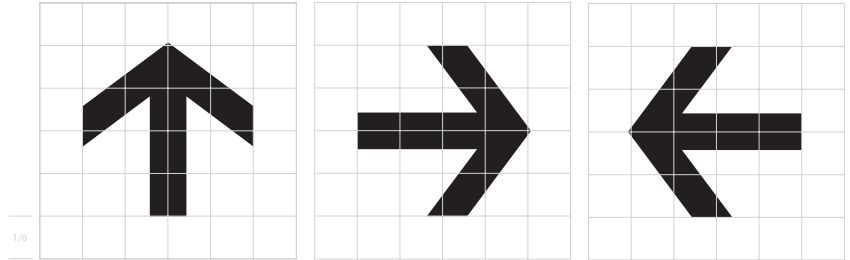
The design of the arrow must be consistent for Domtar signage and must at all times be displayed on a square background. Never create a new arrow design.

On the signs, the arrow must be presented in white on a square of Domtar Green. When the arrow is used on a glass surface, the square is white and the arrow is perforated.

The arrow can be pointed in any direction, as long as it occupies the same surface area.

Do not proportionally resize or alter the arrow design in any way.

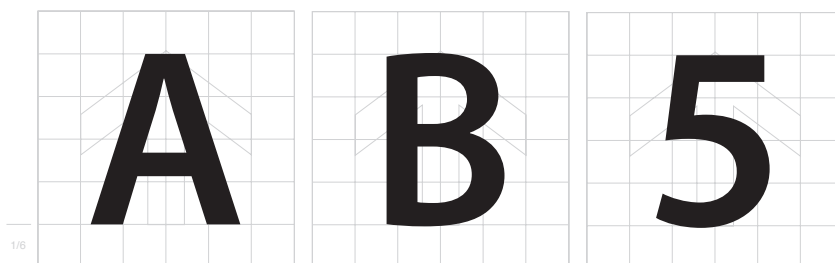
This grid illustrates the proportions of the arrow and square.



Identification letters and numbers must be displayed in white on a Domtar green square. As illustrated below, the arrow, letters and numbers all occupy the same grid and are the same height. However, as the letters and numbers are narrower, they must be horizontally centered on the green square.

Letters and numbers must not be reconstructed, altered, or proportionally resized in any way.

**Letters and Numbers**  
Myriad Pro Semibold  
capital letters



**Address**  
Myriad Pro Semibold



# SIX BASIC DESIGNS

## SIGNAGE Exterior Signage Operating Sites

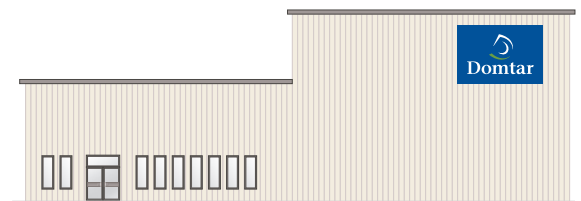
The following is an overview of approved signage at Domtar operating sites. There are six categories of exterior signs, each one bearing a different message.

### 1. Large Building Signs

Usually mounted at the highest position on a wall, these signs can be seen from a great distance, and have significant visual impact.

These signs bear only the logotype on a blue rectangle. A three-dimensional perspective can be added to the letters and shapes painted in white and green.

The vertical logotype should be prominent.



### 2. Main Entrance Signs

These signs, which identify operations, are installed near entrances.

The vertical model should be used unless the existing support was designed for a horizontal model.



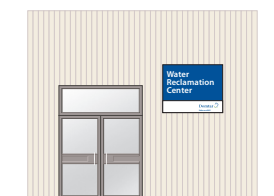
### 3. Secondary Entrance and Directional Signs

These signs direct visitors within the limits of an operation site.



### 4. Identification Signs (building/department/location)

These signs identify the building and indicate the services available at a specific location.



### 5. Warning and Notice Signs

These signs are designed to draw attention to a notice, warning, restriction, danger or prohibition. An orange background is used to alert people of its importance.



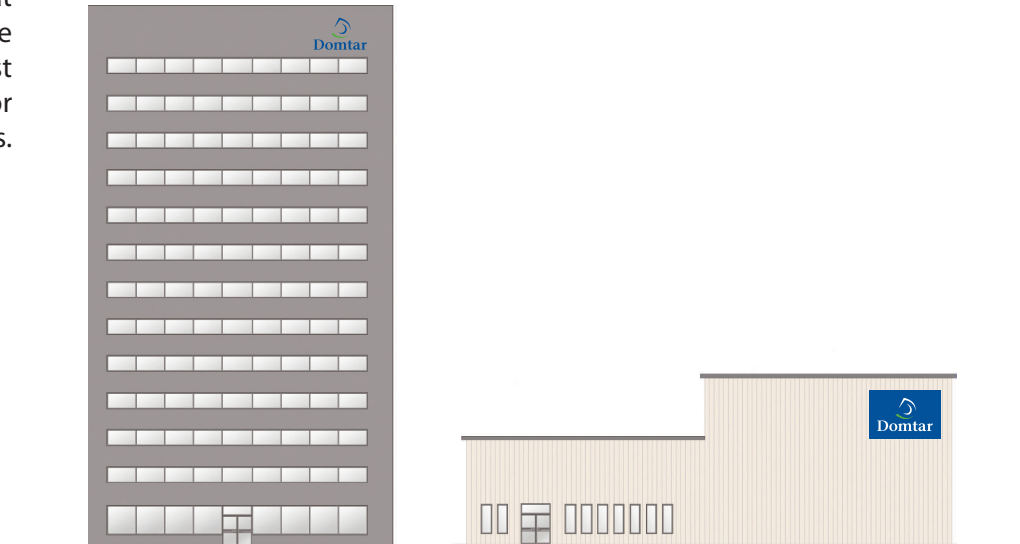
### 6. Road Signs

(To direct visitors to the site.)



Of all the categories, these large building signs have the greatest visual impact. They are recognizable at a great distance due to their imposing size and prominent position. The sign must be strategically positioned. Outdoor corporate signs may use colored lights.

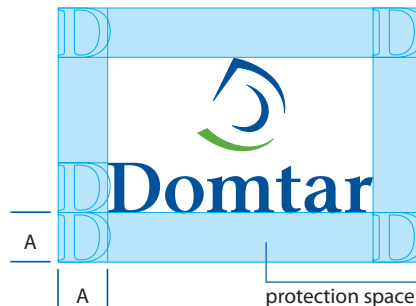
## Example of use of protection space usage on large signs



### Protection area for signs

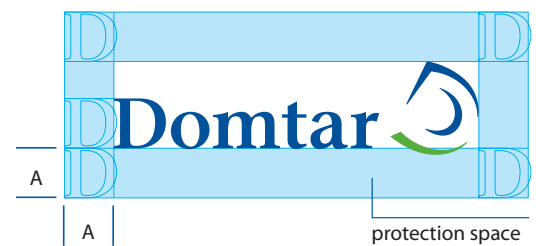
Slightly narrower than the imprint space, this space surrounds the logotype and must be free of any graphic or text elements. It is proportionate to the logotype and should not be altered or resized in any way.

### Protection space for the official logotype (reserved for signage)



A= 75% of the height of the "D"

### Protection space for the horizontal logotype (reserved for signage)



A= 75% of the height of the "D"

The main entrance sign welcomes employees and visitors. It should be carefully constructed and maintained.

To determine the identification area, you must first establish the protection space. Then you can define the size and position of the operation name.

Once you have determined the protection space, select the "D" of the Domtar name, make a copy reduced according to the percentage required for the logotype used (40% for vertical logotype or 50% for the horizontal logotype). Position this letter under the protection space, as illustrated below. Then draw a line at the bottom of the letter "D". The capital letter of the operation name will be the same height as this "D".

Now, select the "D" in Domtar and make a copy at 75%. Position this letter at the bottom of the baseline of the operation name, as illustrated below. Finally, draw a rectangle at the outer edges of the "D's". This rectangle is the identification area. Like the protection space, it is proportional to the logotype and operation name and cannot be altered.

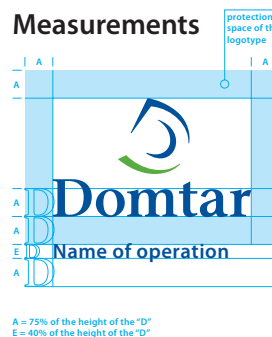
If the sign is too high or too long, reduce the logotype and operation name so that the sign accommodates the entire protection space. Then center the logotype and operation name so that the surrounding space is equal on both sides.

## Identification Area

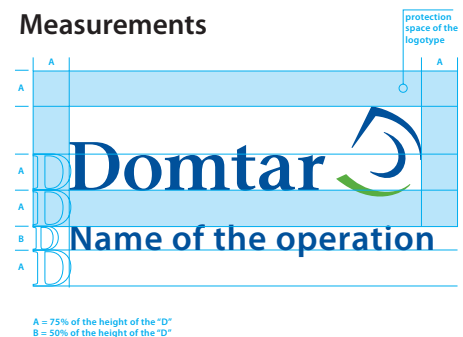
### Name of Operation

Myriad Pro Semibold  
Upper and lower case

## Measurements



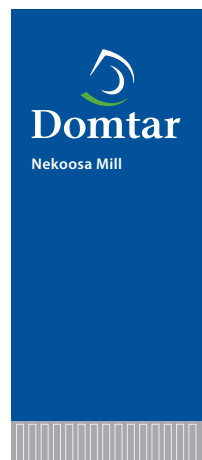
## Measurements



### Note:

The vertical model should be used  
unless the existing support is  
designed for a horizontal model.

## Final product



## Final Product



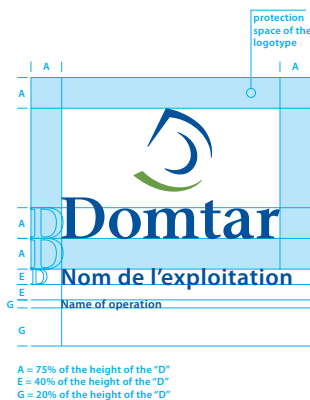
These examples are for illustration purposes only.

## Identification Area

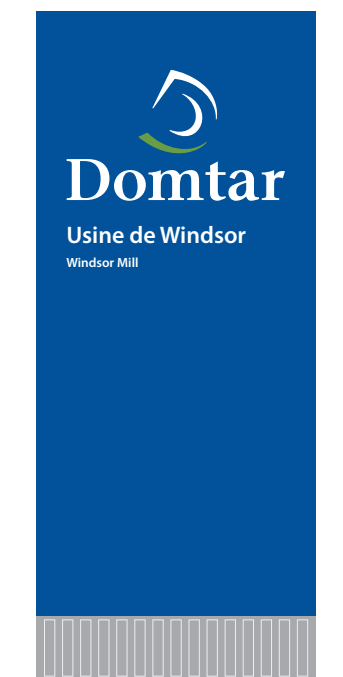
## Measurements

### Name of Operation

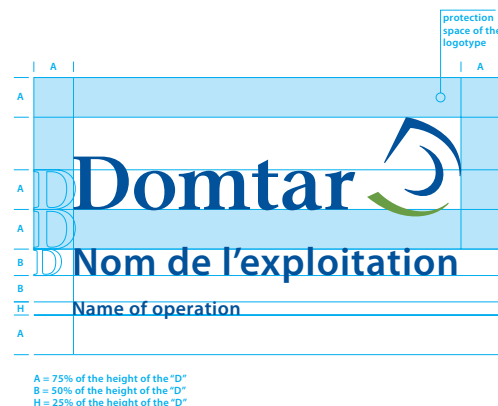
Myriad Pro Semibold  
Upper and lower case



## Final product



## Measurements



## Final Product



**Note:**

The vertical model should be used unless the existing support is designed for a horizontal model.



# MAIN ENTRANCE SIGNS WITH INFORMATION

**SIGNAGE**  
Exterior Signage  
Operating Sites

## Identification Area

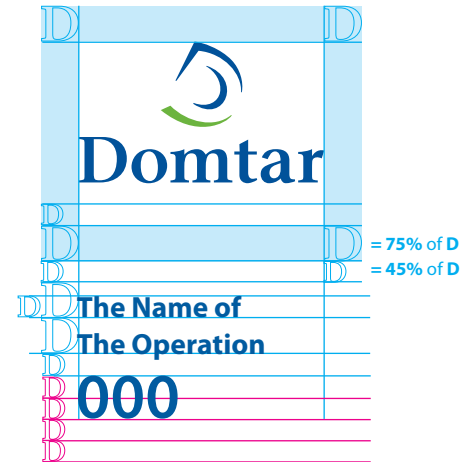
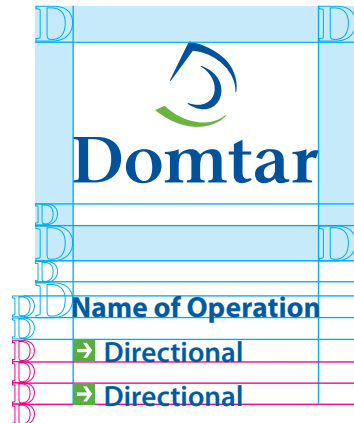
### Name of Operation

Myriad Pro Semibold  
Upper and lower case

### Information

Myriad Pro Semibold  
Upper and lower case

## Measurements



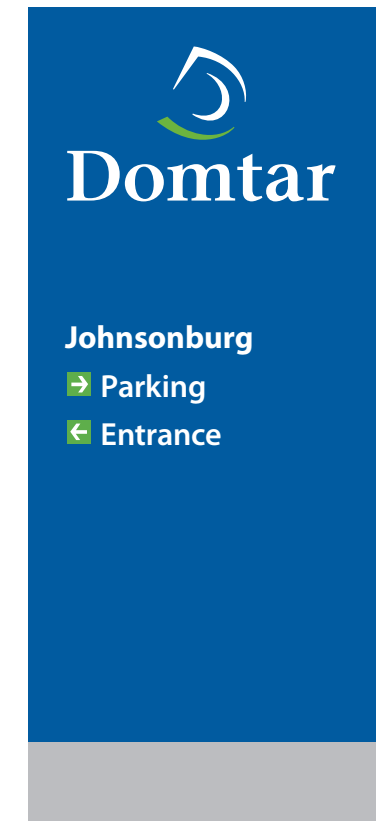
### Note:

The vertical model should be used  
unless the existing support is designed  
for a horizontal model.

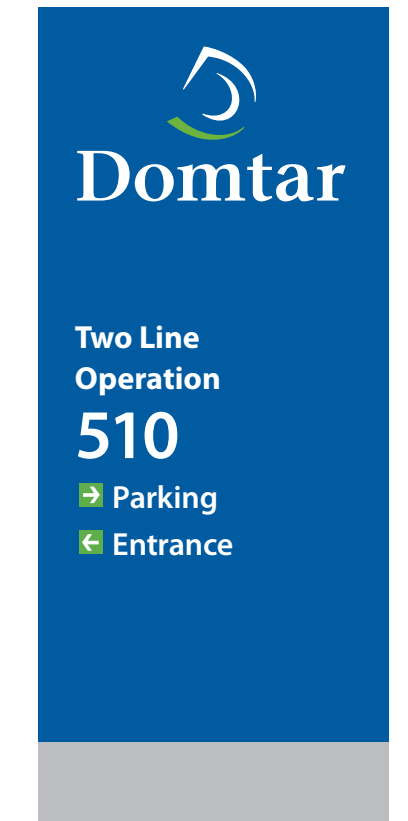
### Note:

Grid to add information.

## Final product



## Final Product



The information that appears on signs is structured in four zones.

The first zone is the header. This zone is used for main and secondary entry signs and is usually accompanied by a letter or a number in a Domtar Green Square.

The second zone is the message area, or the body of the sign. It can contain one or more messages, in one or more directions.

The message can be accompanied by additional information, which is found in the third zone.

The fourth zone is the identification area. This is the zone where the Domtar logotype and operation name are displayed.

Myriad Pro fonts are used for each zone.



These examples are for illustration purposes only.

Secondary entrance signs, directional signs and identifying signs can be produced using this grid. In order to create them, you must know the exact dimensions of your sign, and more specifically, the dimensions of the visible surface area (inside the frame).

These signs are always located inside the operations site.

## Step 1

### How to establish the identification area

If the sign is vertical, proceed as follows:

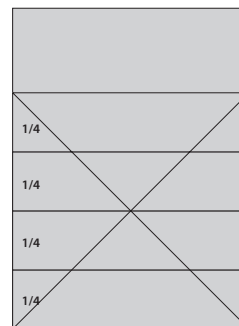
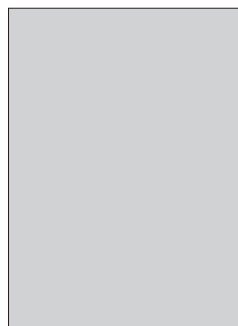
First, draw a square of equal sides at the bottom line. Then, divide this square into four equal horizontal sections. The bottom section will be the identification area: only the logotype and name of the operation can be displayed here. The top section is the header and message area.

If the sign is horizontal, proceed as follows:

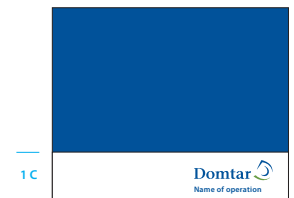
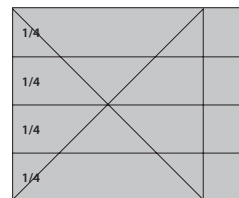
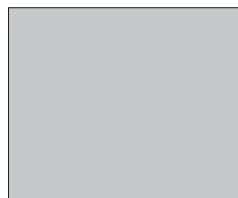
First, divide this rectangle into four equal horizontal sections. Again, the bottom section is the identification area reserved for the logotype and operation name. The top section is the header and message area.

The horizontal logotype and operation name are always positioned at the lower right-hand corner. Use the horizontal logotype in the identification area.

### Vertical Sign



### Horizontal Sign



### Identification

### Identification

Use the horizontal logotype in the identification area to define the protection space for the logotype and the size of the operation name, follow the instructions opposite.

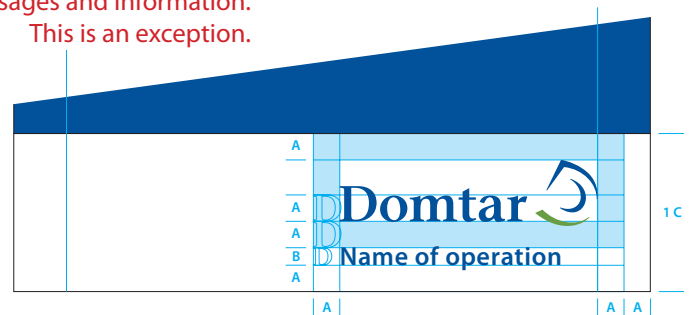
Position the logotype, name of the operation and protection space so that the protection space is equal in area to the identification area.

Then, move the logotype and operation name so that the logotype is aligned with the lower right corner at, 1/3 (two A) of the height of the identification area.

### Note:

The horizontal logotype is used on these signs in order to maximize the space for messages and information. This is an exception.

### Identification



A = 75% of the height of the "D"  
B = 50% of the height of the "D"

After defining the identification area, you can set the margins outside the message area.

The height of the identification area acts as a standard measurement: C height. This measurement is divided into thirds and sixths.

The outside margins equal one-third of the height of the identification area and must be free of all graphic elements.

## Step 2

### How to set the margins

In the message area, set the top, bottom, left and right margins at a distance equal to one third the identification area. These margins help you define the baseline grid where you place the graphic elements.

### Set the margins



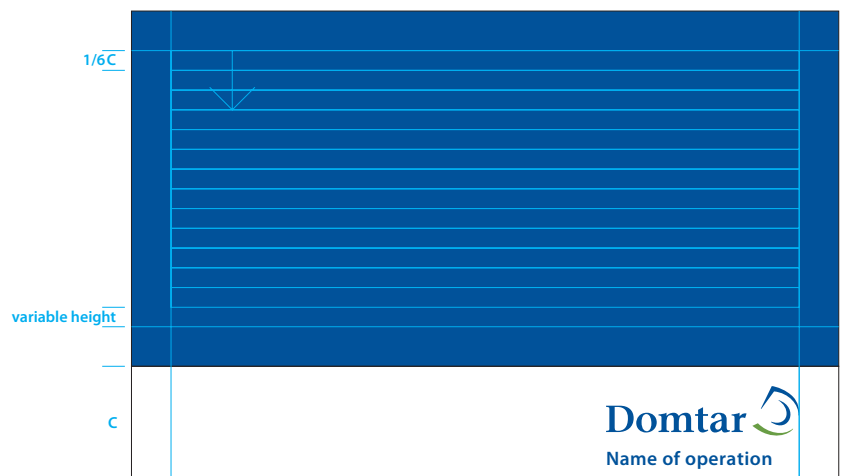
## Step 3

### How to set the baseline grid

From the top margin, draw horizontal guides equally spaced at  $1/6$  the height of the identification area until you reach the bottom margin.

If the space between the top guide and the bottom guide cannot be divided evenly, leave the extra space above the bottom margin.

### Set the baseline grid



Each sign is unique and conveys a distinct message. The message may be simple, as in the sign below, or complex, as the multi-directional sign on the following page.

Signs must be easy to read and understand, and installed in the correct place. This system is designed to simplify the production of signs, while preserving a consistent and original style.

## Step 4

### How to position the title and message

The grid is composed of spaces equal to 1/6 of the height of the identification area. Elements are arranged in a fixed relationship within this grid.

Align the upper or lower case letters with the space.

Create a hierarchy between the different text elements according to their importance.

For optimal visibility, it is important to pay attention to the kerning (the spacing between the letters) of a word and a line.

The title and message should always be aligned to the left.

Spaces equal to 1/3 C separate the header and message areas.

For a secondary entrance sign (illustrated opposite), the height of the Domtar green square is always equal to the height of the identification area.

C equals the height of the identification area.

#### Title

Myriad Pro Semibold  
Upper and lower case

#### Letters or Numbers

Myriad Pro Semibold  
Upper and lower case

#### Text

Myriad Pro Semibold  
Upper and lower case

#### Name of Operation

Myriad Pro Semibold  
Upper and lower case

### Position the title and the message



On the previous pages, we explained how to determine the identification and message areas. Here, we show how the guidelines apply to a multi-directional sign.

## How to position the title and message

Spaces equal to  $1/6$  of the height of the identification area serve as a grid to position the text elements.

Align the upper and lower case letters with the space.

For optimal visibility, it is important to pay attention to the kerning (the spacing between the letters) of words and lines.

For multi-directional signs, the height of the Domtar green square is always equal to the height of the identification area or to half of this height.

The Domtar green squares are always positioned on the left.

Between each direction, insert a minimum space of  $1/6$  height of the identification area.

A space equal to  $1/3$  C separates squares that measure 1 C and the beginning of directional messages.

A space equal to  $1/6$  C separates squares that measure  $1/2$  C and the beginning of directional messages.

When the same direction is common to all the messages, one green square with an arrow is used.

C equals the height of the identification area.

**Letters or Numbers**  
Myriad Pro Semibold  
Upper and lower case

**Text**  
Myriad Pro Semibold  
Upper and lower case

**Name of Operation**  
Myriad Pro Semibold  
Upper and lower case

## Multi-directional sign



A = 75% of the height of the "D"  
B = 50% of the height of the "D"





# UNILINGUAL IDENTIFICATION SIGN

**SIGNAGE**  
Exterior Signage  
Operating Sites

## Unilingual Identification Sign

### Text

Myriad Pro Semibold  
Upper and lower case

### Additional Information

Myriad Pro Italic  
Upper and lower case

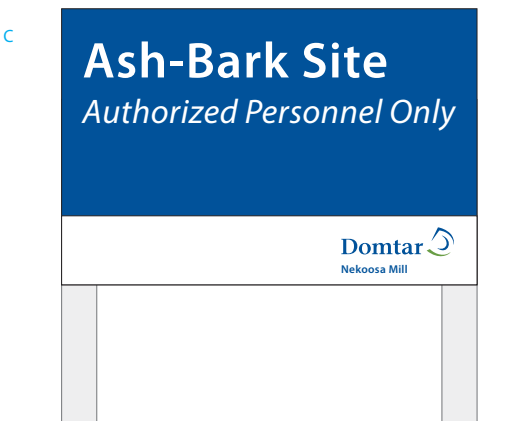
### Name of Operation

Myriad Pro Semibold  
Upper and lower case

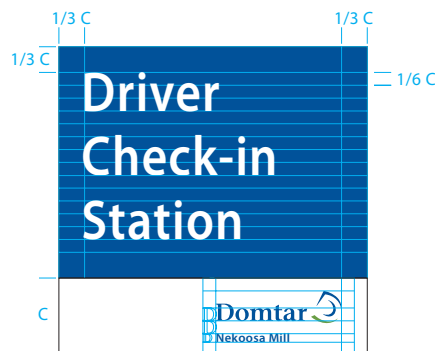
## Measurements



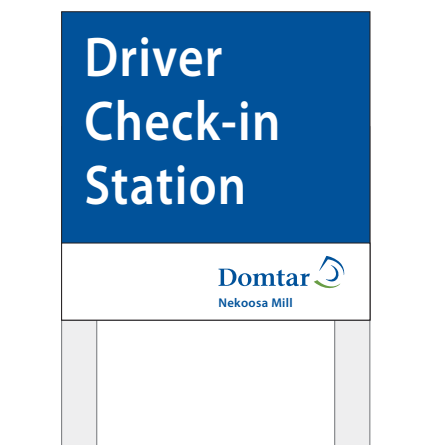
## Final Product



## Measurements



## Final Product



These examples are for illustration purposes only.



# MULTI-DIRECTIONAL UNILINGUAL IDENTIFICATION SIGN

**SIGNAGE**  
Exterior Signage  
Operating Sites

## Multi-directional Unilingual Sign

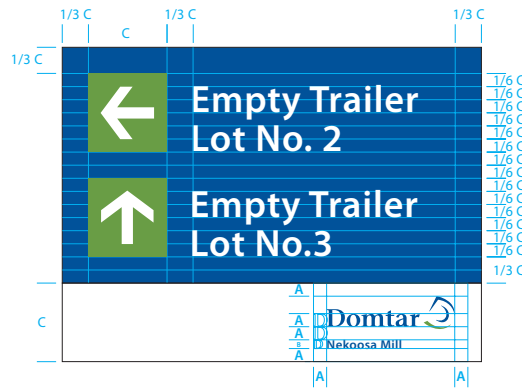
### Text

Myriad Pro Semibold  
Upper and lower case

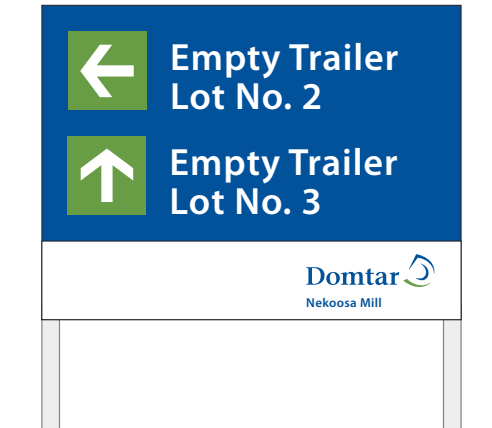
### Name of Operation

Myriad Pro Semibold  
Upper and lower case

## Measurements



## Final Product



# BASIC GRID FOR WARNING SIGNS

The procedure for creating a grid for warning and notice signs is illustrated below.

On main warning signs, terms such as WARNING or NOTICE are displayed in blue capital letters on a white rectangle positioned at the top of the sign.

Other terms may also be displayed in the header area on this type of sign, for example, DANGER and NO ENTRY.

To determine the proportions of the header area, first draw a square at the top line. Then divide this square into four equal horizontal sections. The top section is reserved for the warning and the bottom area is for the messaging.

The height of the top section is the guide, and equals 1 C. The left and right margins equal  $\frac{1}{3} C$  and the height of the baselines equals  $\frac{1}{6} C$ . The horizontal white logotype is positioned at the lower right, with margins of  $\frac{1}{3} C$ . The height of the clear area for the logotype equals  $\frac{2}{3} C$ .

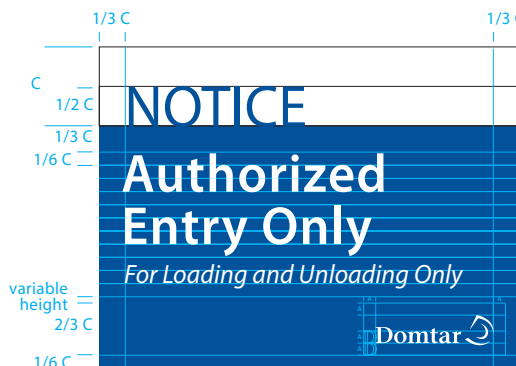
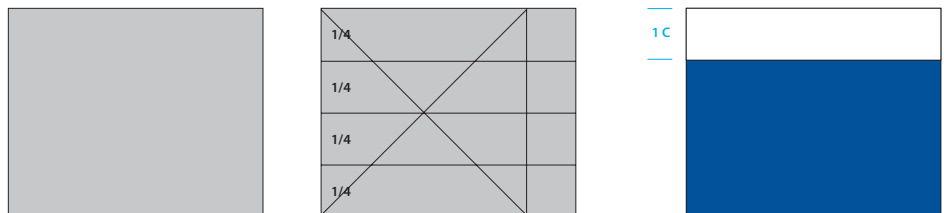
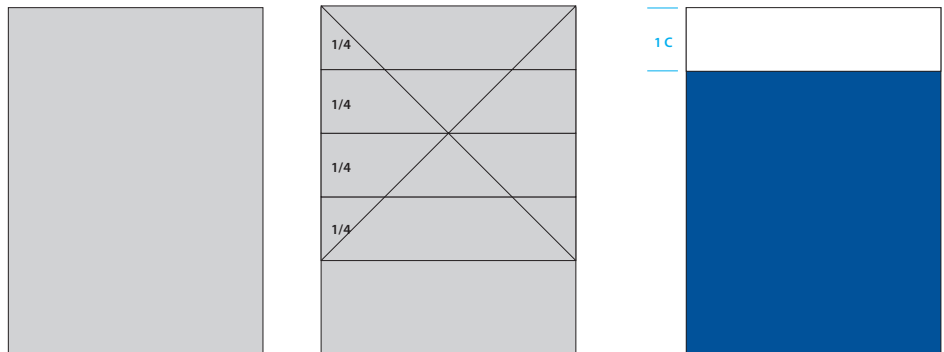
Depending on the dimensions of the sign and the space available in the headers area, the height of the term used can be  $\frac{1}{2} C$  or  $\frac{1}{3} C$ .

Exceptionally, the term used in the header area may also be written in upper and lower case.

**Warning Term**  
Myriad Pro Regular  
Upper and lower case

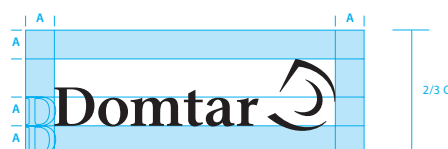
**Text**  
Myriad Pro Semibold  
Upper and lower case

**Additional Information**  
Myriad Pro Italic  
Upper and lower case



$\frac{1}{3} C$  WARNING  
 $\frac{1}{3} C$  NOTICE

$\frac{1}{2} C$  WARNING  
 $\frac{1}{2} C$  NOTICE



A = 75% of the height of the D

These examples are for illustration purposes only.

In order to alert people, we have designed a special grid for warning signs. Specific fonts have also been used.

Myriad Pro fonts are used for each area.

Create a hierarchy among the different text elements according to their importance.

For optimal readability, it is important to pay attention to the kerning (the spacing between the letters) of words and lines.

## 1. Header

**Warning Term**  
Myriad Pro Regular  
Upper case

## 2. Message

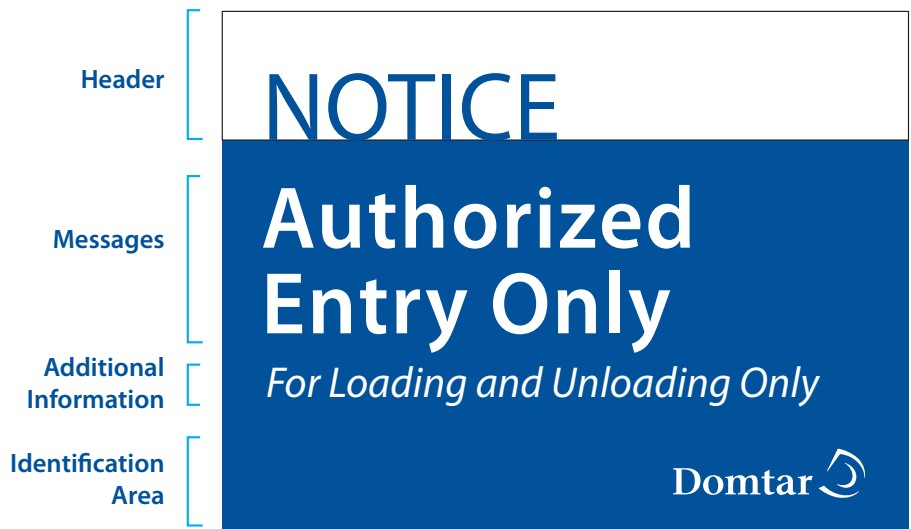
**Text**  
Myriad Pro Semibold  
Upper and lower case

## 3. Additional Information

Myriad Pro Italic  
Upper and lower case

## 4. Identification Area

Only the Domtar logotype appears in this area. The name of the operation must not appear.



Two background colors can be used for warning signs.

### Domtar's official blue background

This color should be used for information concerning rules, regulations, utilization, hours, etc. where there is no danger or serious consequence involved.

The Domtar blue background on signs usually bears the heading "NOTICE".

### Warning Term

Myriad Pro Regular  
Upper case

### Text

Myriad Pro Semibold  
Upper and lower case



### Domtar's official orange background

This color should be used for information concerning rules, regulations and utilization with regard to the health and safety of Domtar employees and visitors at the operations site.

The Domtar orange background on signs usually bears the headings "WARNING", "DANGER" or "NO TRESPASSING".

### Warning Term

Myriad Pro Regular  
Upper case

### Text

Myriad Pro Semibold  
Upper and lower case

### Additional Information

Myriad Pro Italic  
Upper and lower case



## Warning Signs

Create a hierarchy among the different text elements according to their importance.

### Header

Myriad Pro Regular  
Upper case

### Message

Myriad Pro Semibold  
Upper and lower case

### Additional Information

Myriad Pro Italic  
Upper and lower case

## Measurements



A = 75% of the height of the "D"

## Final Product



# UNILINGUAL WARNING SIGNS

**SIGNAGE**  
Exterior Signage  
Operating Sites

## Warning Signs

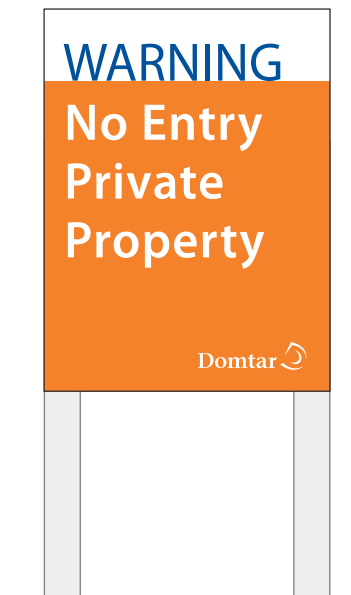
**Header**  
Myriad Pro Regular  
Upper and lower case

**Message**  
Myriad Pro Semibold  
Upper and lower case

## Measurements



## Final Product



These examples are for illustration purposes only.

# UNILINGUAL “NO ENTRY” SIGNS

**SIGNAGE**  
Exterior Signage  
Operating Sites

## “No Entry Signs”

Exceptionally, the term used in the header zone can be written in either upper or lower case.

### Warning Term

Myriad Pro Regular  
Upper and lower case  
(exceptionally).

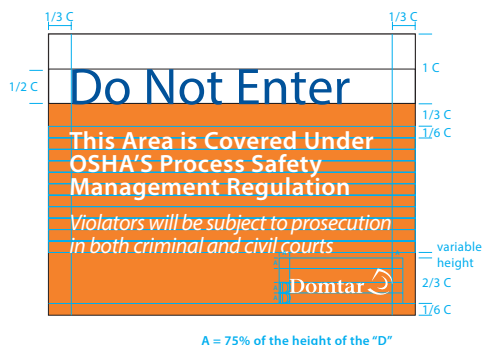
### Text

Myriad Pro Semibold  
Upper and lower case

### Additional Information

Myriad Pro Italic  
Upper and lower case

## Measurements



## Final Product



A specific grid has been diagnosed for the production of signs placed along roads outside the limits of the operating site. These signs must be used prudently and must conform to local regulations.

Using the horizontal logotype on these signs is prohibited.

### Step 1

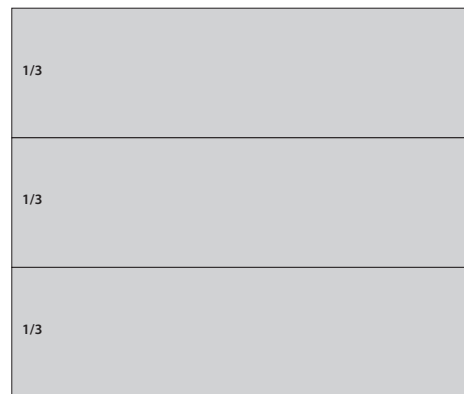
#### Determine the Identification Area

Divide the sign horizontally into three equal parts. The top two sections are reserved for identification: only the official logotype and name of the operation are displayed here. The lower section is reserved for the message.

#### Name of Operation

Myriad Pro Semibold  
Upper and lower case

### Horizontal Grid



$u = 1/3$  of the height of the sign

### Identification



A = 75% of the height of the "D"  
E = 40% of the height of the "D"

### Step 2

#### How to Position the Message

A space equal to  $1/6$  of the "u" determines the grid where the message should appear.

Make sure the upper and lower case letters fit within the space.

For optimum readability, it is imperative that attention be given to the kerning (space between the letters) of words and lines and letter sizes.

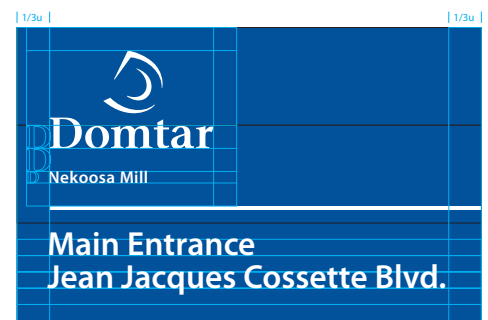
#### Message

Myriad Pro Semibold  
Upper and lower case

### Measurements



Green line is 15% of the height of the "D".



### Final Product





The following is an overview of company signs developed for offices.

**Always use the official logotype (vertical).**

Permanent signs should be in subdued colors (gray background with white lettering) as opposed to the blue and green colors developed for Domtar operating sites.

Always make sure that the choice of materials matches the surroundings.

As illustrated, use the official logotype (vertical) whenever possible.

Always respect the protection space surrounding the Domtar logotype.

Always use Myriad Pro font when local regulations permit.

Always use the original arrow in a square design developed for Domtar signs.

When wall-mounted signs cannot be used, vinyl sheets can be used for windowed doors or windows, for safety reasons. In these cases, use the official logotype in reverse (white).



## Title

Myriad Pro Semibold  
Upper and lower case

## Letters or Numbers

Myriad Pro Semibold  
Upper case

## Text (message area)

Myriad Pro Semibold  
Upper and lower case

## Additional Information

Myriad Pro Italic  
Upper and lower case

## Name of Operation

Myriad Pro Semibold  
Upper and lower case

The flags are used to identify Domtar operating sites.

Always use the official logotype (vertical).

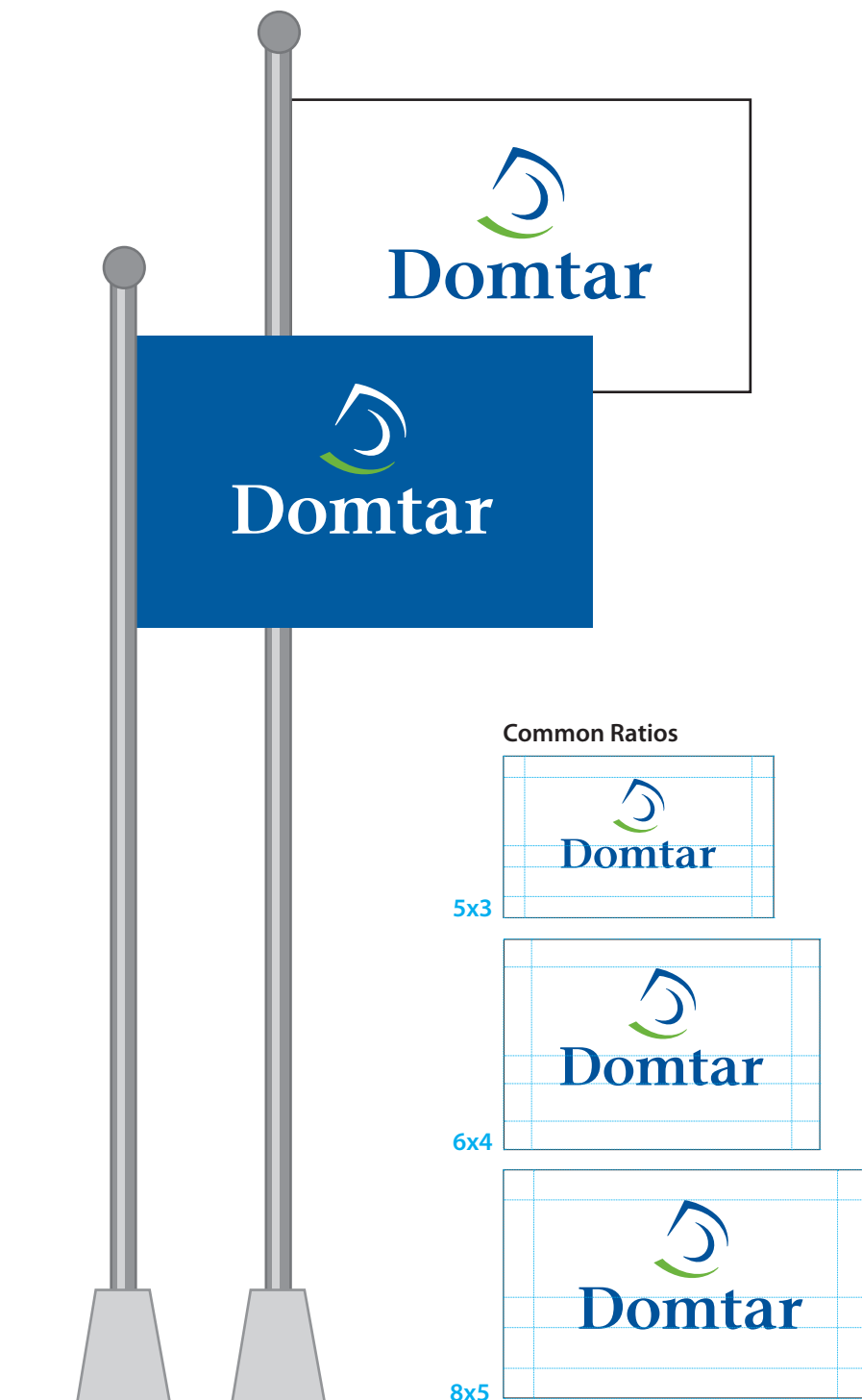
Always use the Domtar color logotype.

Regardless of the format of the flag, always respect the protection space surrounding the official Domtar logotype.

Always use the greatest possible surface area of the flag.

Only the official Domtar vertical logotype can be displayed on the flag.

Domtar flag can be produced on a Domtar blue or a white background.



# "NO SMOKING" SIGNS

## SIGNAGE

### Exterior Signage

### Additional Elements

"Non-smoking" symbols may be downloaded at:  
[www.domtar.com/elements](http://www.domtar.com/elements)

At Domtar operations, signs that designate non-smoking area are associated with workplace health and safety communications. Backgrounds on these signs must therefore be in official Domtar orange (PMS 158) "Bright Orange." Signs may only be created according to the two following grids.

#### "No Smoking" Signs

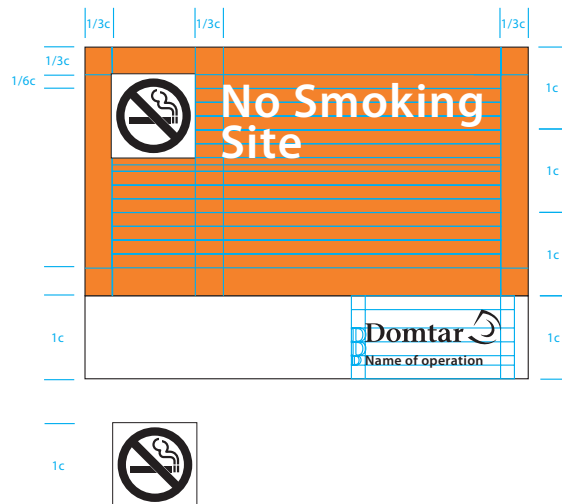
##### WARNING

Myriad Pro Regular  
Upper case

##### Message

Myriad Pro Semibold  
Upper and lower case

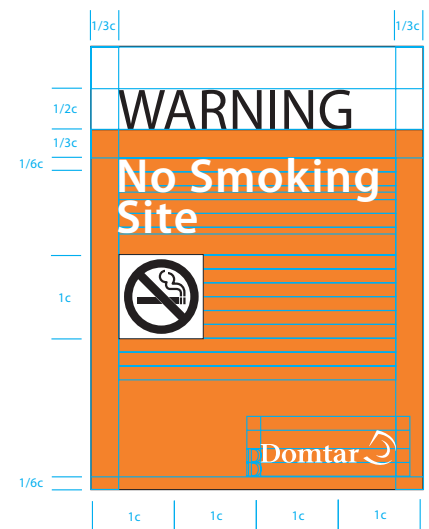
#### Measurements



#### Final Product



#### Measurements



#### Final Product



# PROMOTIONAL ITEMS



48. Basic Concepts and Elements

49. Mistakes to Avoid

## **Corporate**

50. Application of the Logotype  
on Light Backgrounds

51. Application of the Logotype on  
Dark Backgrounds Including Black

52. Use of Text Under the Logotype

53. Special Uses

Official Logotypes

The following versions of the logotype should be used for Domtar promotional items.

Official Color Logotype



Official Black Monochrome Logotype

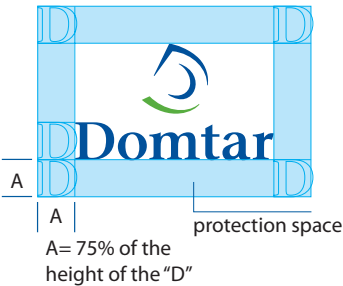


Official Reverse Logotype



Protection Space

(reserved for promotional items)  
This space must be free of all graphic or typographical elements. It is measured by 75% of the height of the “D” in the Domtar name and applies to the entire space surrounding the logotype (clear space).



Minimum Format

Regardless of the unit of measurement of medium used, the official Domtar logotype must never be reproduced smaller than the example illustrated.



12.7 mm  
0.5 inch  
1/2 inch  
36 pixels  
36 points

Company Colors  
Official Domtar Blue



Flat Printing

Pantone 287  
(acceptable substitute)

Four-color printing

C100 M69 Y0 K11 (U)  
C100 M69 Y0 K11 (C)

Company Colors  
Official Domtar Green



Flat Printing

Pantone 369  
(acceptable substitute)

Four-color printing

C65 M0 Y100 K9 (U)  
C65 M0 Y100 K9 (C)

Official Typography

The character font for Domtar promotional items is Myriad Pro.

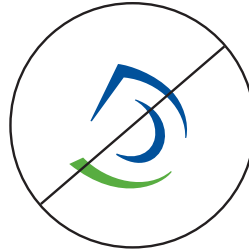
More specifically, when the Domtar logotype includes text (name of operation, certification, etc.), Myriad Pro Semibold is the character font to be used.

Myriad Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890



The fixed relationship of the Domtar name and the stylized “D” must never be altered.



As a general rule, never use the “D” symbol without the Domtar name.



Additional information must be centered under the logotype.



The logotype’s official colors must never be altered.



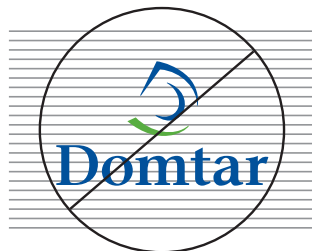
The name and symbol must never be resized.



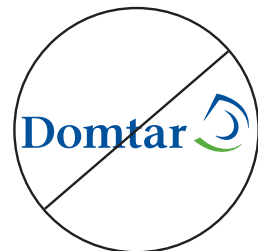
The character font used for the Domtar name must never be altered.



Avoid placing the logotype inside a geometric shape. If forced to do so for technical reasons, make sure to respect the logotype’s clear space.



The logotype must never be printed on a background that could obscure it.



Reserved for signage. Never use the horizontal version of the logotype for promotional items without approval.



No other colors to match the logotype with the colors of a promotional item are allowed.



The special version of the logotype in reverse white/green must only be used on the Domtar blue background. Never use this special white/green reverse version for promotional items.



Care must be taken to ensure that the logotype clearly stands out from the background.

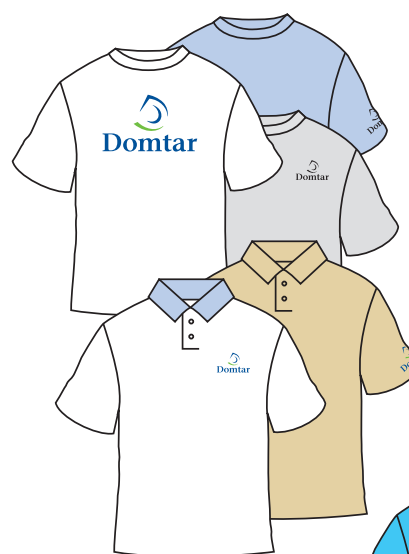
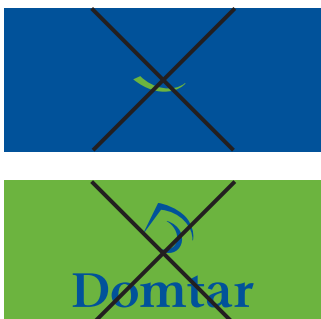
# APPLICATION OF THE LOGOTYPE ON LIGHT BACKGROUNDS

Optimal contrast between the logotype and background should always be preferred.  
Choice of logotype application must be made with a view to the best results.

## Application Standards for Logotype on a Light or Brightly Colored Background

	White Background	Light Background	Bright Background	Metallic Background (aluminum)	Light Image (choose area of the image that provides the best contrast with the logotype)	Light Texture
Official Color Logotype (Domtar blue and green)						
Official Black Monochrome Logotype						
Official Reverse Logotype (white)						

Examples that comply with the application guidelines for the logotype on light or brightly colored promotional items. These examples also apply to items on all other materials (plastic, wood, rubber, metal, glass, etc.).















**Note:**  
The official color logotype must never be used on a background in official Domtar blue or green.

These examples are for illustration purposes only.

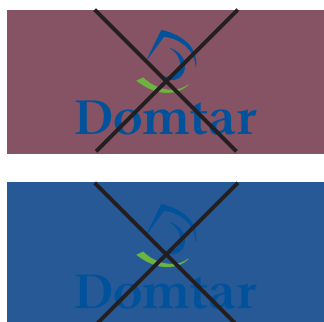
# APPLICATION OF THE LOGOTYPE ON DARK BACKGROUNDS INCLUDING BLACK

Only the official reverse logotype is acceptable on dark-colored items including black. This version provides the best contrast between logotype and the background. The official color logotype on a black background is acceptable in the care of embroidered items.

## Application Guidelines for the Logotype on Dark Backgrounds, Including Black

	Black Background	Dark Background	Dark Image (choose area of the image that offers the best contrast with the logotype)	Dark Textured Background
Official Color Logotype (Domtar blue and green, embroidery only)				
Official Black Monochrome Logotype				
Official Reverse Logotype (white)				

Examples that comply with the application guidelines for the logotype on dark promotional items, including black. These examples also apply to items on all other materials (plastic, wood, rubber, metal, glass, etc.).



**Note:**  
The official blue and green Domtar logotype must never be used on dark colors that significantly reduce the readability of the logotype.

These examples are for illustration purposes only.

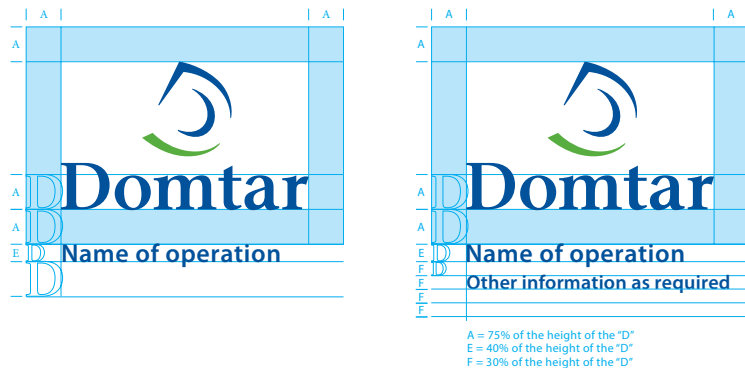


The character font to be used for text and additional information is Myriad Pro Semibold.

## Application of the Logotype with Text

The following are the guidelines for adding text under the Domtar logotype (name of operation, certification, etc.).

Use the following grid to define the position, alignment and size.



When the description and other information are laid out independently of the logotype, they must be in Myriad Pro Semibold and aligned to the left.

The color of the text and other information must match the color of the Domtar name in the logotype.



## Embossing

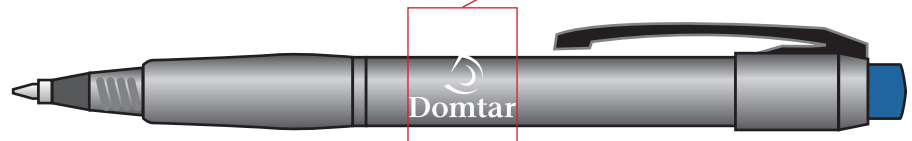
In order to meet certain promotional needs, the embossed logotype may be reproduced tone-on-tone, and no color is to be applied to the embossed area.



12.7 mm  
0.5 in.  
1/2 inch  
36 pixels  
36 points

## Metallic Material

For logotypes reproduced on metallic materials, silver coloration must be used instead of gold or bronze.



## Embroidery

The minimum size of embroidered characters in 1/4 in. for lower case letters and 3/8 in. for upper case letters in order to ensure readability. As a general rule, operation names included under the Domtar logotype must be written out in their entirety (e.g., Windsor Mill). In tight spaces, however, the location alone may be displayed (e.g., Windsor).



3/8 in.

## Minimum Logotype Format

To reproduce the Domtar logotype much smaller than the minimum format indicated in this guide (Basic Concepts and Elements), prior authorization must be obtained from Corporate Communications.



## Note:

In these examples, the logotype is reproduced much smaller than the standard for the minimum format of the Domtar logotype. Prior authorization must be obtained for the production of these watches.

# VEHICLES



55. Basic Concepts and Elements

## **Trucks and Pick-Up Trucks**

56. Truck Doors

57. Truck Body

58. Tandem Truck

## **Rail Cars**

59. Locomotive

### Official Logotypes

These versions of the logotype must be used on Domtar vehicles.

### Official Color Logotype



### Official Reverse Logotype



### Protection Space (clear space)

This space must be free of all graphic or typographical elements. It is measured by 100% of the letter "D" in the Domtar name and applies to the entire area surrounding the logotype.



### Company Colors Official Domtar Blue



#### Flat Printing

Pantone 287  
(acceptable substitute)

#### Four-color printing

C100 M69 Y0 K11

### Company Colors Official Domtar Green



#### Flat Printing

Pantone 369  
(acceptable substitute)

#### Four-color printing

C65 M0 Y100 K9

### Official Typography

The character font for Domtar promotional items is Myriad Pro.

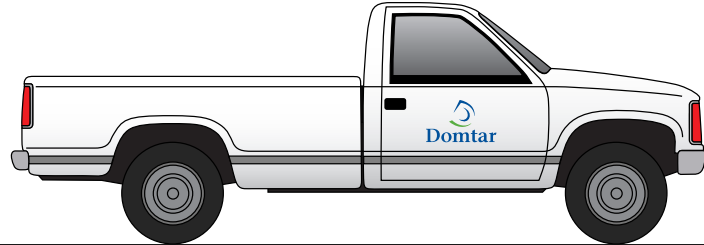
More specifically, when the Domtar logotype includes text (name of operation, certification, etc.), Myriad Pro Semibold is the character font to be used.

Myriad Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

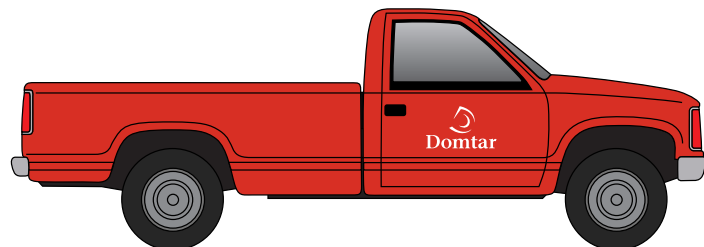
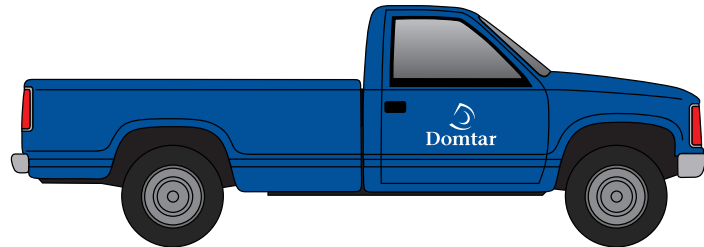
### White Cabin and Door

The official version of the Domtar color logotype must be reproduced on truck doors.



### Color Cabin and Door

The official reverse version of the Domtar logotype must be reproduced on truck doors.



### Note:

Do not use the official color or reverse version (white/green) of the Domtar logotype on vehicles. Only reverse version (white) is allowed on colored vehicles.

### Truck

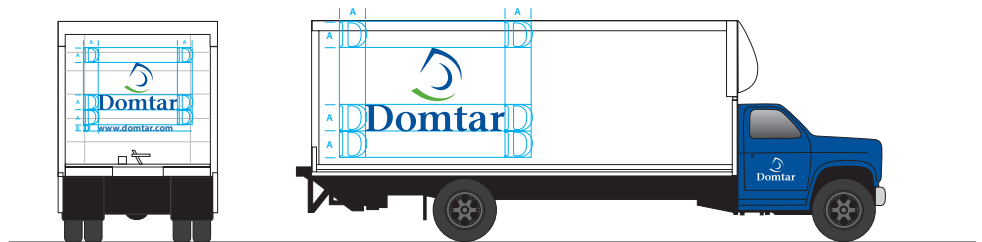
The official color version of the Domtar color logotype must be reproduced on the sides and back of the truck body.



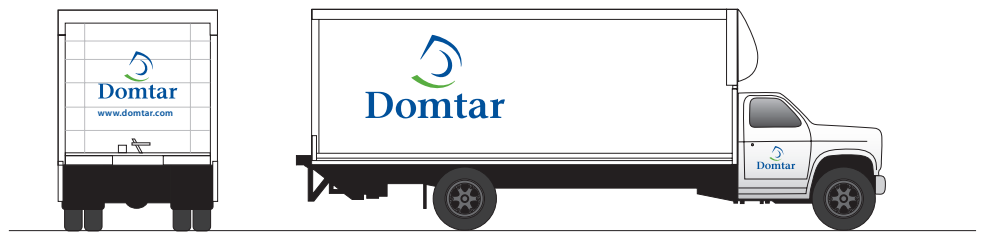
### Website:

Myriad Pro Semibold  
Lower case

### Measurements



### Final Product



### Tandem Trucks

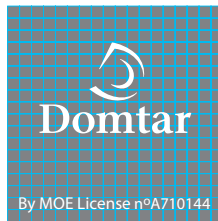
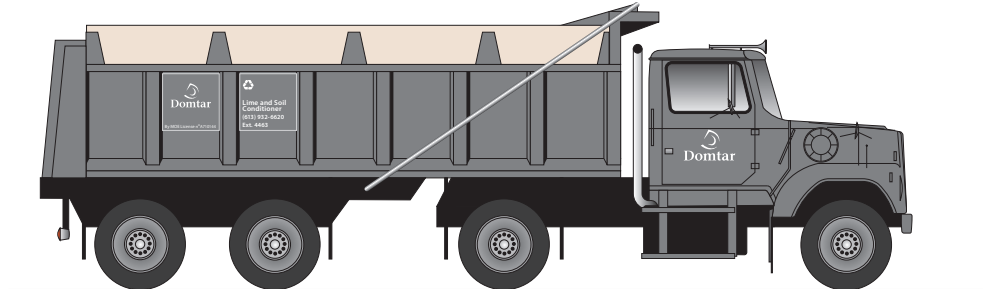
The official reverse logotype  
(white) must be used on  
colored vehicles

### Text

Myriad Pro Semibold  
Upper case and lower case

### License

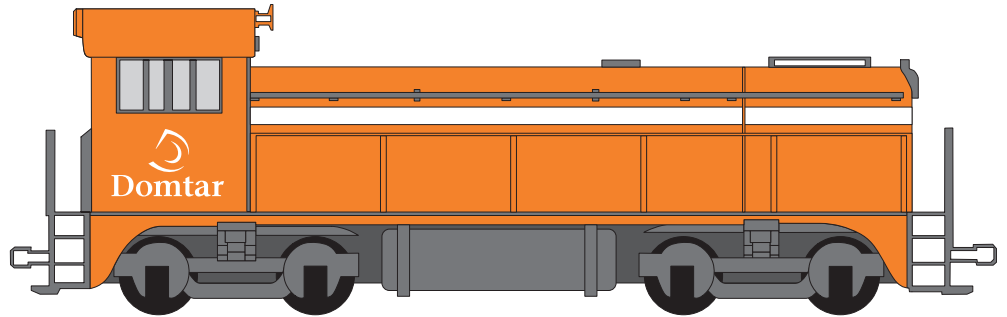
Myriad Pro Regular  
Upper case and lower case



### Locomotive

This locomotive is shown painted Domtar orange (Pantone 158), a color associated with Domtar's "Health/Safety" policy.

The official reverse logotype is used on the train engine.





# HEALTH AND SAFETY



## **Communications**

61. Official Color (Orange)

62. Examples

## **Accessories**

63. Safety Hats

## **Signage**

64. "No Smoking" Sign

Domtar has adopted an official color reserved for health and safety notices. The orange color is designed to make business communications regarding health and safety more distinctive and ensure that signs conveying health and safety messages are more noticeable.



**Flat printing**

Pantone 158  
(acceptable substitutes)

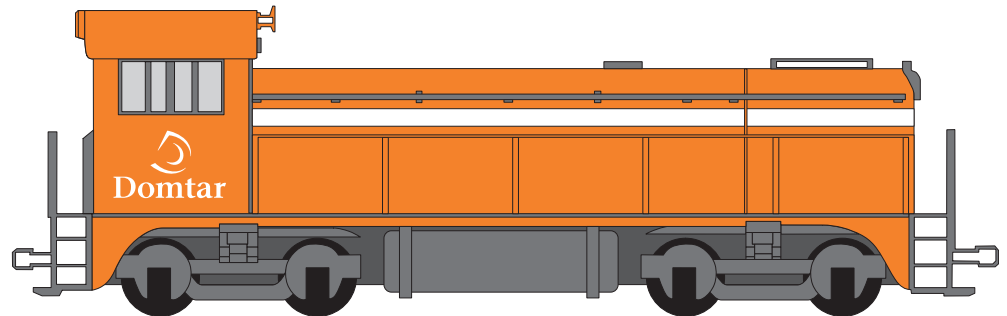
**Four-color printing**

C0 M61 Y97 K0 (U)  
C0 M61 Y97 K0 (C)

**Self-sticking film**

3M™ Tangerine

Locomotive



Warning and Caution Signs



Sticker

**The door will unlock 15 seconds  
after the bar is released.**

**Note:**  
Wording must be printed in white on an official orange background.

Safety hats are used throughout Domtar's operating sites. They are one of the basic components of our safety program in work facilities and worksites. These distinctively-colored hats differentiate visitors from employees.

### Employees

The hat worn by employees is white and bears the color logotype above the visor. The health and safety operation slogan is printed on the back.

### Visitors

The visitor's hat is yellow and bears the black logotype on the front and the word "Visitor" on the back.

**The Logotype**  
2.5 inches wide

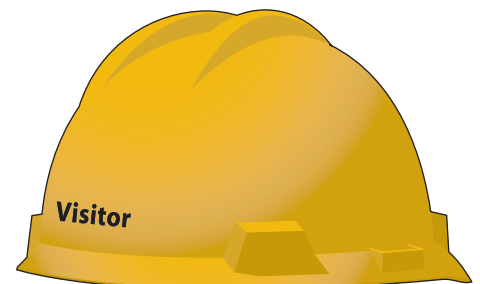
**Healthy/Safety Theme Phrase**  
Myriad Pro Bold; body 29  
Upper and lower case

**Visitor**  
Myriad Pro Bold; corps 29  
Upper and lower case

### White Safety Hats for Employees



### Yellow Safety Hats for Visitors



# "NO SMOKING" SIGN

## HEALTH AND SAFETY Signage

"No Smoking" pictograms may be downloaded at:  
[www.domtar.com/elements](http://www.domtar.com/elements)

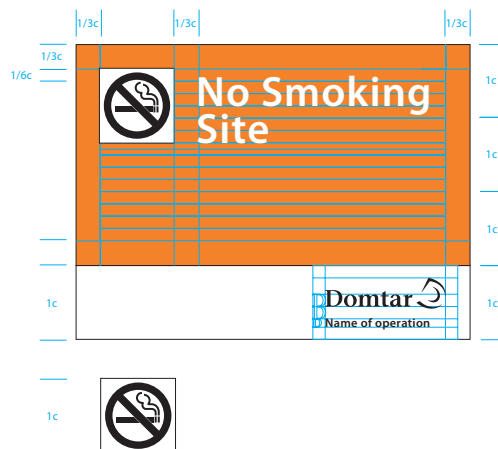
In Domtar operations, signs indicating no-smoking sites are associated with workplace health and safety messages. Therefore, the background on these signs must be in official Domtar orange (PMS 158 "Bright Orange"). Signs may be produced using the following two grids.

### "No Smoking" Sign

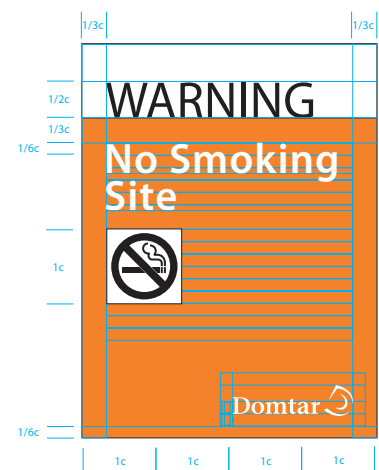
**WARNING**  
Myriad Pro Regular  
upper case

**Message**  
Myriad Pro Semibold  
upper and lower case

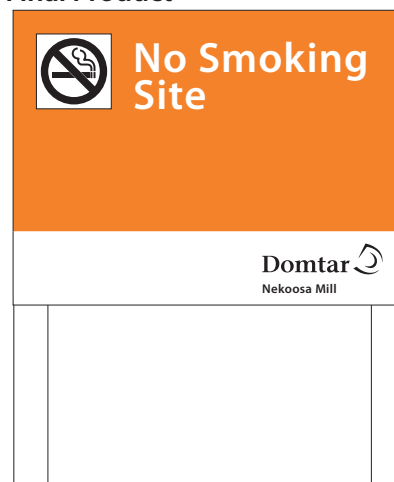
### Measurements



### Measurements



### Final Product



### Final Product

