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LOGOTYPE



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The logotype is the cornerstone of Domtar's visual identity. It is a harmonious combination of two elements: the Domtar name and the stylized "D" symbol. The Domtar name evokes our tradition and reputation for excellence. In order to communicate our way of doing business in a more modern and flexible manner, we have chosen an elegantly slender font for the name.

The stylized 'D' symbolizes change. It gives the logotype a three-dimensional look, to highlight our capacity growth. The fluid, forward-tilted lines create a sense of movement that reflects our corporate energy. The stylized representation of a tree symbolizes a positive association between the industry and its primary resource. Generally, the logotype represents some of Domtar's main qualities: creativity, flexibility, drive and leadership. It also demonstrates its determination to cope with new challenges. This logotype is a very effective communication tool: it gives all our communications a unique style that is instantly recognizable.

Logotypes may be downloaded at:
www.domtar.com/logo

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

a. b.

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

c.

A special negative color version has been designed: the Domtar name and symbol are reversed on a Domtar blue background, except for the lower curve of the stylized "D," which remains in Domtar green.



a.



b.



c.

Incorrect Use

d. e.

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



d.



e.

2.01.1

LOGOTYPE

Official Logotype

Color Version

2.01.2

LOGOTYPE

Official Logotype

Black and
White
Version

Logotypes may be downloaded at:
www.domtar.com/logo

In certain situations, it is preferable to use a black and white version of the logotype. On fax paper for instance, the logotype is displayed in black for greater clarity.

Positive and reverse versions of the logotype have been designed for this purpose.

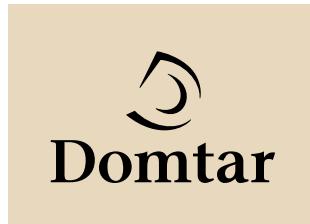
In the positive version of the black and white logotype, the Domtar name and "D" symbol are in black on a white or clear background.

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

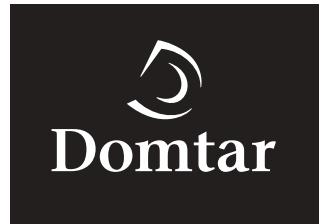


Acceptable Use

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



b. c.
These two examples illustrate an acceptable use of the official black and white logotype on black and dark backgrounds.



Incorrect Use

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



The logotype was designed to stand out and be easily recognizable. For optimal visual impact, the logotype shall always be prominent. It shall be clearly detached and free of any text or imagery.

2.01.3

LOGOTYPE

Official Logotype

Protection Space

The logotype should always be surrounded by an amount of clear space, free of any text or imagery (protection space). This is a key element of the corporate brand system, and must be scrupulously applied to all reproductions of the Domtar logotype.

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.

Special clear spaces have been developed for signage and for certain Web and electronic uses. See sections 7.00 and 11.00.



Acceptable Use

a. b.

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



a.

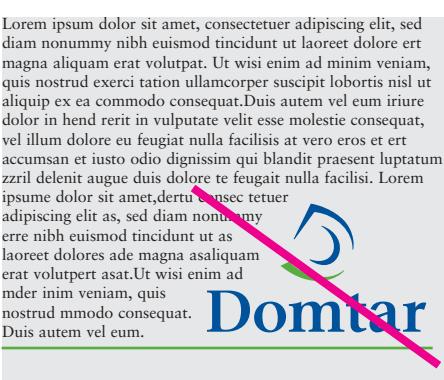


b.

Incorrect Use

c. d.

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



c.



d.

Questions?

logo@domtar.com

2.01.4

LOGOTYPE

Official Logotype

Minimum
Size

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

12.7 mm
0.5 inch
 $\frac{1}{2}$ inch
36 pixels
36 points



The logotype is a long-term investment for the company. It is an asset whose value continues to increase. It can also be used to guarantee our competitive advantage. Like all assets, the logotype must be scrupulously protected, which means its integrity must be preserved at all costs.

The logotype was designed to clearly express the qualities and notions that guide the company. Each element of the logotype plays a determining role in that expression. Consequently, only the logotype versions listed in this guide shall be used. No alterations, however minimal, shall be made to the logotype.

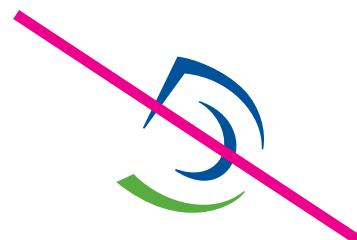
2.01.5

LOGOTYPE

Official Logotype

Errors to Avoid

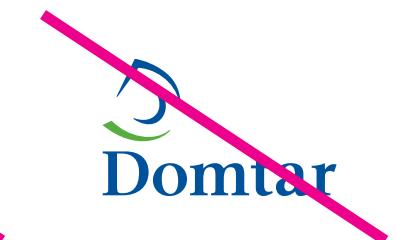
These rules apply to all versions of the Domtar logotype.



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



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



The fixed relationship of the Domtar name and the stylized "D" may not be altered in any way.



Make sure the logotype clearly stands out from the background.



The logotype must never be printed on a background that does not allow the logotype to clearly stand out.



The logotype must never be placed inside a geometric shape.



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.



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

2.02.1

LOGOTYPE

Horizontal Logotype

Color
Version

Special uses only.
Requires prior consultation with the
Communications and Government
Relations Department.

This version of the logotype is reserved mainly for signage and applications where imprint space is extremely limited. The vertical version of the official logotype is preferable, and every effort should be made to use it.

In this logotype version, the "Domtar" name and "D" symbol are aligned on a horizontal axis. The logotype colors are never altered. This version may be used on specific applications where limited imprint space prevents effective use of the logotype.



Acceptable Use

a. b.

These two examples illustrate the correct use of official color logotypes on light backgrounds.

c.

A special negative color version has been designed: the "Domtar" name and "D" symbol are reversed on a Domtar blue background, except for the lower curve of the stylized "D", which remains in Domtar green.



Incorrect Use

d. e.

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



2.02.2

LOGOTYPE

Horizontal Logotype

Black and White Version

Special uses only.
Requires prior consultation with the Communications and Government Relations Department.

In certain situations, it is preferable to use a black and white version of the logotype.

Positive and reverse versions of the horizontal 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

a.

The first example illustrates the correct use of the horizontal black and white logotype on a light background.

b. c.

These two examples illustrate the correct use of the horizontal black and white logotype on black and dark backgrounds.



a.



b.



c.

Incorrect Use

d.

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



d.

2.02.3

LOGOTYPE

Horizontal Logotype

Protection Space

Special uses only.
Requires prior consultation with the
Communications and Government
Relations Department.

The logotype should always be surrounded by a clear space, which must be free of any text or imagery (protection space). This protection space is a key element of the company's visual identity system: it must be scrupulously respected whenever the Domtar logotype is reproduced.

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.

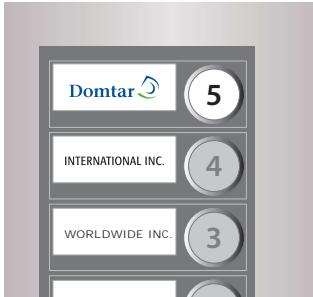
This clear space applies to all uses of the Domtar logotype.



Acceptable Use

a. b.

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



a.

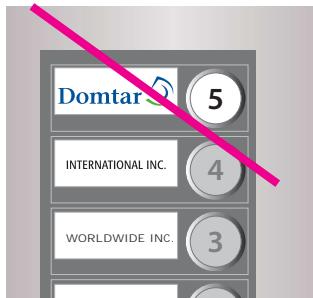


b.

Incorrect Use

c. d.

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



c.



d.

2.02.4

LOGOTYPE

Horizontal Logotype

Minimum
Size

Special uses only.
Requires prior consultation with the
Communications and Government
Relations Department.

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

12.7 mm
0.5 inch
 $\frac{1}{2}$ inch
36 pixels
36 points

