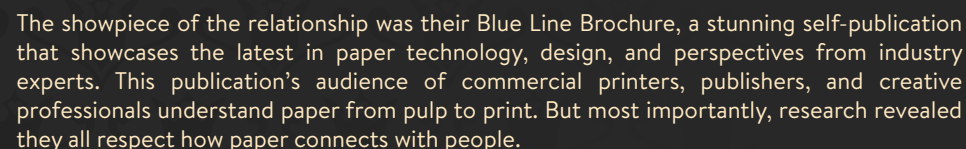


WHAT IF THE
WORLD'S LARGEST
PAPER COMPANY
WAS MORE INTERESTED
*IN MAKING
CONNECTIONS?*

Domtar
PAPER



The quarterly magazine is designed to show off the possibilities of paper, demonstrate its importance in this digital world, and get printers and creatives on the same page literally and figuratively. Tattoo Projects wrote, designed, and coordinated the printing process for one of the premiere publications for design capabilities. Take a moment to appreciate the magnitude of that feat. It's like playing violin for Yo Yo Ma or painting for Michaelangelo. When you are creating for the best in the industry, every page must be a masterpiece. As our relationship with Domtar blossomed, we renamed the BlueLine magazine to Paper Matters, a name that more specifically speaks to the industry challenges and creative opportunities that paper makes possible.





CASE STUDY: DOMTAR PAPER

DOMTAR PAPER REBRAND

Putting Brand to Paper.

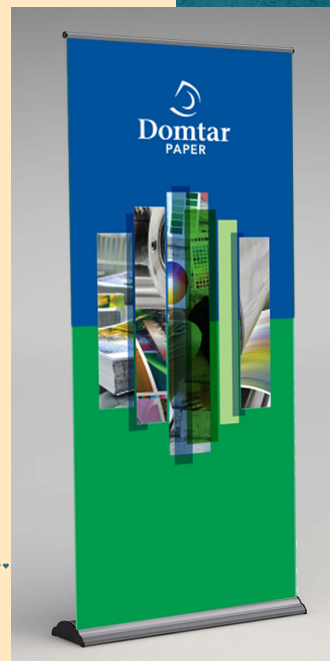
With the exponential rise of digital, Domtar Paper was in need of a brand refresh. They came to Tattoo Projects for help writing the next chapter in their storied legacy. Our leadership team went straight to the source, leading three intensive days of brand workshops at Domtar's headquarters. This onsite discovery garnered a fresh perspective—seeing Domtar Paper as more than a paper producer, but a vessel for inspiration, creativity, and connection.



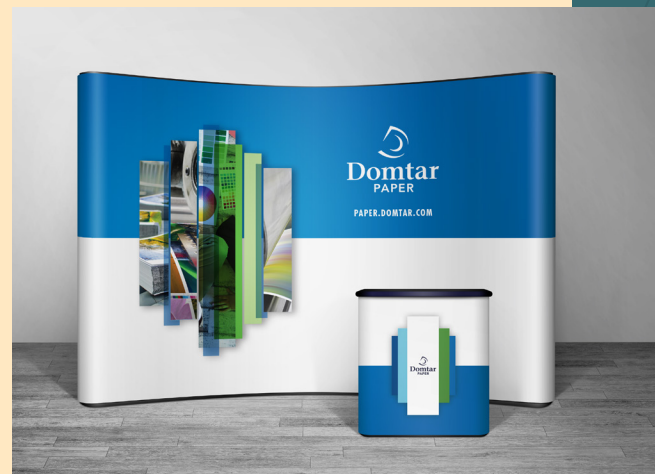
SCAN TO WATCH VIDEO



BRANDING PRINT ADS



TRADESHOW BOOTH



SWAG & APPAREL

Working closely with Domtar's team, we constructed a brand foundation and strategy to guide future communications across mediums.

The new brand resonates with printers, educators, and wholesalers without pigeonholing them into their professions. It resonates with them as people who love paper and are passionate about its possibilities.

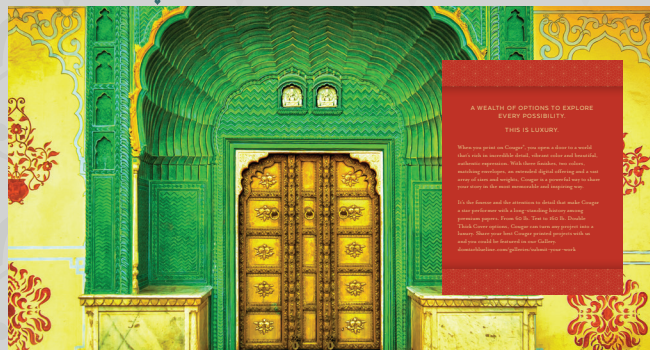
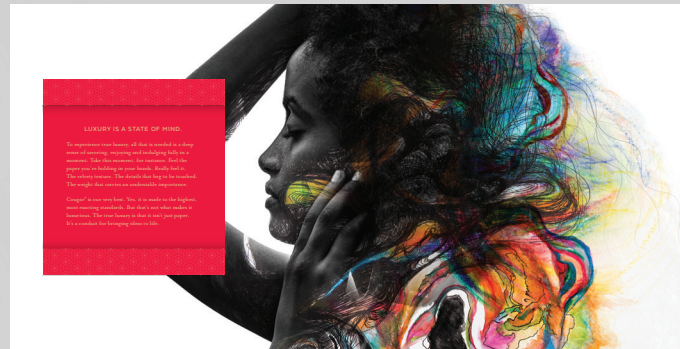
⋮ CASE STUDY: DOMTAR PAPER

PRINTED PROMOTION

When it comes to selling paper, the fine print matters.



After we elevated the Domtar paper brand, we distinguished the individual product lines. Clearly differentiating the capabilities and ideal use for Domtar's Cougar, Lynx, and Husky paper. Each product line received its own brand standards, tone of voice, and marketing material. This was a long overdue overhaul for both internal stakeholders and customers.



COUGAR® PRINTED PROMOTION

Featuring a gold spot foil on the cover.



⋮ HUSKY® PRINTED PROMOTION:



COUGAR® PRINTED PROMOTION ⋮

The following are small excerpts from the brand documents we developed, but even with two sentences, you'll understand how Tattoo Projects appreciates the nuances of all our customers brands and product lines.

Cougar, the premium line of paper best equipped for luxurious projects. It doesn't just bring products to life it gives them soul.

Lynx, the servant-leader brand that provides both value, premium performance, and can do a little bit of it all. When Lynx paper is the customer's house brand, most any project is possible.

Husky, versatile, reliable, strong. Husky has great strength, which guarantees that it will hold as much ink as you need for your printing. This promises excellent and consistent printing results on both the front and back side of the paper. Offering customers trouble-free printing and consistent performance.



⋮ LYNX® PRINTED PROMOTION:

Featuring die cuts and spot foil printing techniques.





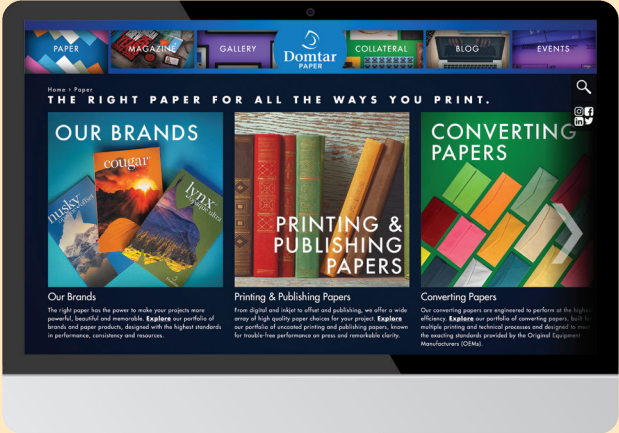
CASE STUDY: DOMTAR PAPER

WEBSITE REDESIGN

A Website Worth Printing

Haptics are the sense of touch and motion. And it's precisely what we challenged ourselves bring to the look and feel of Domtar's website. A website that you'd want to feel with your fingers. A digital experience that you'd want to cozy up with and never put down. We built the website to create a sense of tangible intimacy with the visitor.

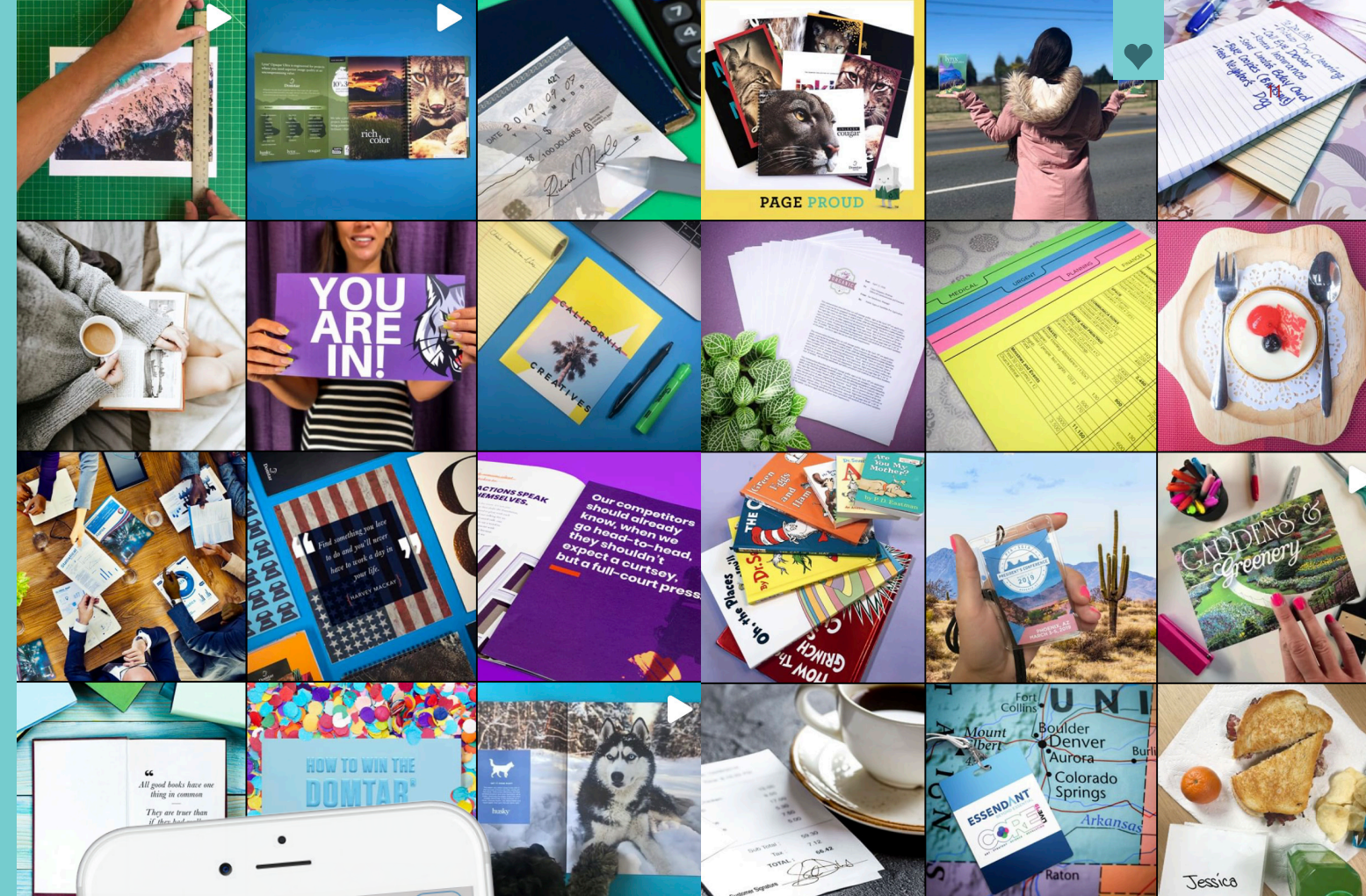
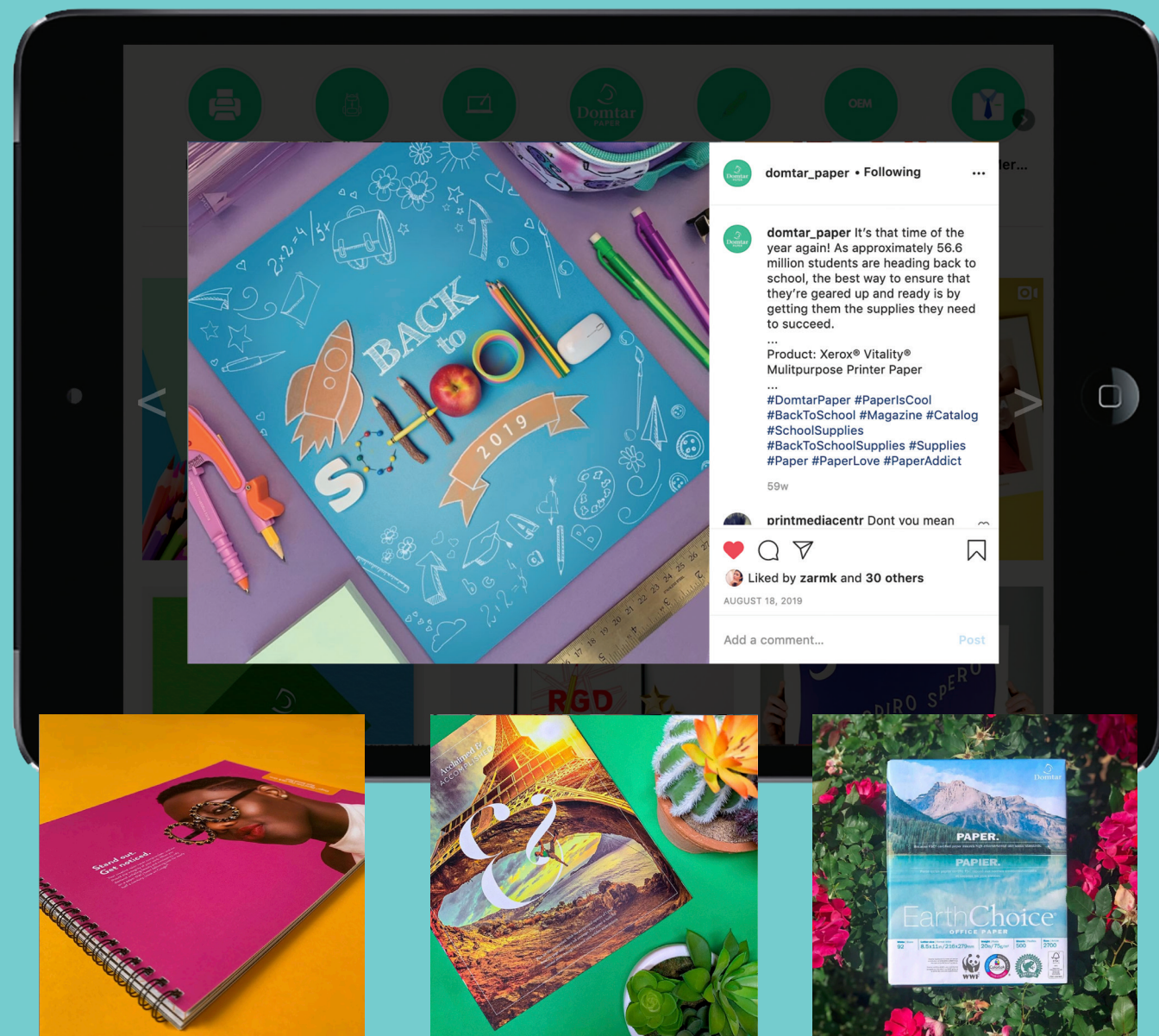
With that connection made, they were willing to spend a significant amount of time reviewing curated industry knowledge on our blog, reviewing other designers work on the gallery, and most importantly, learning as much as possible about all things paper.



RESPONSIVE
MOBILE DESIGN

SOCIAL MEDIA

Paper was one of the first inventions that connected people over distance and time, so it was only natural that social media would connect fans of Paper with Domtar. As their social agency lead, we grew their **social audience by 130%**, drove more than **38,000 engagements**, and delivered more than **7.2 million impressions**.



64%
INCREASE



50%
INCREASE



35%
INCREASE

CASE STUDY: DOMTAR PAPER

DIGITAL VIDEOS

Domtar Gallery, the Pinnacle of Printing.

The Domtar Gallery is a place where the world’s most ambitious creatives and printers can put their work on display both on paper and online. Published in a book, it can be appreciated in its original form. Online, it can be shared and can inspire more viewers. Combined with video, the Domtar Gallery captures the audience’s imagination and demonstrates how paper’s past and future of paper can be enjoyed in the present. Tattoo Projects turned the most stand-out submissions into eight feature videos that both celebrated the work, and challenged the designers and printers to step up their game and be featured in the next issue.



Swatchbooks speak for themselves.

Sometimes in advertising and branding, the simplicity of our job can be embarrassing. In the paper industry, selling is as simple as getting a good swatch book in the right stakeholder’s hands. From concepting and pitching to sourcing and procurement, these are the trusted reference documents that every printer and designer will thumb through for every phase of a project.



LYNX® SWATCHBOOK INSIDE SPREADS

SWATCHBOOKS

