

Mohawk Fine Papers

Competition identity and award design

Mohawk Fine Papers, one of the country's premier paper mills, asked Thinkso to create a visual identity for its inaugural i-Tonies awards, celebrating achievements in HP Indigo digital printing. Since many of the competition entrants are small shops, Thinkso introduced the "Dream Big" concept which features a cartoon-like HP digital press, to encourage participation. A laser-cut "i" from the annual look and feel is the centerpiece of the custom award, allowing the visual theme to change annually while retaining continuity in the design of the physical award year to year. The award is produced in four colors: cyan, magenta, yellow and best-in-show black.

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