

## Body text

*Verdana Normal - For body text*  
*Verdana Bold - For highlighted text*

The typeface set chosen by **Dynaline Industries Inc.** reinforce the notions of dependability and strength, projecting a solid image of leadership.

- For body typing, **Verdana**. A high-readability font with clear lines which is installed by default with every Windows OS.

abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890*+/-= ;,:`'"()[]{}—_~!?!@#%&	abcdefghijklmnopqrstuvwxy <b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b> <b>1234567890*+/-=</b> ;,:`'"()[]{}—_~!?!@#%&
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## Subtitles

*Switzerland Condensed Normal - For secondary subtitles*  
*Switzerland Condensed Bold - For subtitles*

- For subtitles, **Switzerland Condensed**. This well known typeface with a twist of modernity (condensed) has a high content ratio without loosing legibility.

abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890*+/-= ;,:`'"()[]{}—_~!?!@#%&	abcdefghijklmnopqrstuvwxy <b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b> <b>1234567890*+/-=</b> ;,:`'"()[]{}—_~!?!@#%&
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## Headlines

*Swiss 921 BT - For headlines*

- For headlines, **Swiss 921 BT**. A sturdy font that keeps almost the same condensation ratio of the above mentioned. This massive, industrial typeface also projects the notions of maturity, seriousness and trust.

abcdefghijklmnopqrstuvwxy  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890\*+/-=**  
;,:`'"()[]{}—\_~!?!@#%&

In order to promote a cohesive identity, all printed materials from **Dynaline Industries Inc.** should use the same typeface and general structure, from memos and faxes to forms and letters.

Being considered corporate documents, all of them should bear the corporate logo with or without sub-lettering, as the occasion demand.

The font used for body text should be **Verdana**. This particular font has a superb legibility even in small sizes down to 4 points.

Sample text

*Verdana Normal, 9 pts - For body text*  
*Verdana Bold, 9 pts - For Company Name*  
*Verdana Italic, 9 pts - For highlighted text*  
*Verdana Bold, 9 pts - For titles and subtitles*

## LOREM IPSUM

Suspendisse quis purus in metus egestas mattis. Duis *vulputate* pellentesque purus. Aenean gravida. Nam faucibus. Praesent malesuada eros et massa.

### • Vestibulum

Duis eu magna luctus urna ultricies mollis. Integer porttitor. Vivamus facilisis. Maecenas suscipit ipsum. Nullam nonummy diam in nisl.

**Dynaline Industries Inc.** quisque non risus non elit dapibus volutpat. Vestibulum interdum lobortis pede. *Curabitur ultricies*, tortor sit amet semper luctus, magna eros auctor sapien, eu interdum orci ante sed ligula.

Body text should not be larger than 10 points, justified and hyphenated, with 12 points between lines and no space at all before or after paragraphs.

Highlights should be made in **Verdana Italic**, in the same size that the rest of the line, with the exception of the company name, which should always be highlighted in **Verdana Bold**.

Titles and subtitles in internal documents, letters, and such, should be typed in Verdana Bold,

Titles and subtitles in internal documents, letters, and such, should be typed in **Verdana Bold**, left-aligned, non hyphenated, with the same size and spacing values that the body text.

Titles should be all caps.



# Labeling & Packaging



The only way to guarantee that the same professional image is shared by every single product is to establish a coherent set of graphic guidelines.

However, due to the wide variety of DYNALINE product mix, which ranges from small stick-on labels to wrap-on sleeves, boxes and clamshell packaging, only elementary guidelines can be established to achieve that purpose.

The basic layout places the brand logo on a prominent head position and balances the dominant colours in 80% blue and 20% yellow.

All lettering is yellow on blue, following the specifications mentioned on page 14.

UPC barcode is placed on the back or one side of the packaging whenever possible.

French translation is required by law and is placed on opposite sides of the main English text. In one-sided labels, French is right-aligned at the same level of the English text, but at the left side of the label, under the Part Number and on top of the UPC barcode.

A thin yellow ribbon on the bottom displays a colophon and the website url in black.

An image of the product should be included in every visible side whenever possible, as well as the Part Number, brand logo and product name in both languages.

- **Promotional flyers and specials**

For promotional flyers and specials, the basic layout has a predominant white background with a blue marquee around the body.

The title is displayed prominently on top of the first page, with or without anchor cliparts smaller in size placed on the ends. The header is finished with the brand logo with sub-lettering sized at 50% of the marquee width, flanked by **Dynaline Industries Inc.** contact info inside a blue box on the right and any comments (if needed) inside a blank box on the left.

Following pages use a thin header with the brand logo on the inner corner and the title on the right. Expiry dates and/or subtitles are right aligned under the title. Anchor clipart can be placed at discretion.

All images of DYNALINE products are clipped on a white background, floating over the blank page. Product photos with any kind of background should be avoided in order to project a neat, prop-less, professional image.

- **Ads**

Ads and promo/specsheets doesn't share the blue marquee layout of DYNALINE promotionals, but they do have white backgrounds and the product photos are clipped on white, with or without drop shadow.

English text and its French translation are freely displayed on the same page.

**Dynaline Industries Inc.** contact info and pro-motional wording are placed on the bottom of the back page, separated from the text by a 2mm blue line.

Every promotion sent out on behalf of DYNALINE *must* be checked by the Marketing Coordinator to ensure these corporate image guidelines are met. Please e-mail to [marketing@dynaline.com](mailto:marketing@dynaline.com) or phone us at (780) 453-3964, Toll Free 1-877-453-3964.

