

# Table of Contents

---

Introduction .....	2
Logos and Symbols .....	3
Corporate Logo .....	4
Corporate Logo with sub-Lettering .....	5
Brand Logo .....	6
Brand Logo with Sub-Lettering .....	7
Construction .....	8
Restrictions on Use .....	9
Printing – Colour .....	10
Printing – Monochrome .....	11
Corporate Colours .....	12
Colours – Web .....	13
Corporate Typefaces .....	14
Documents .....	15
Samples .....	16
Labeling & Packaging .....	17
Promotionals .....	18
Applications .....	19
Stationery .....	20
Signage .....	21
Others .....	22
Corporate Image Helpsheet .....	23
Troubleshooting .....	24

Our vision at **Dynaline Industries Inc.** is to be the premier supplier to the best wholesalers in North America through dynamic merchandising and superior services.

Whether you are a sales representative preparing a flyer or a marketing coordinator developing informative material about **Dynaline Industries Inc.** or the vast range of **DYNALINE** products, this document will give you the information you need concerning our logos, colours and standards.

A great deal of our success rests on being easily recognizable both as an entity and as a brand. In this document you will also find some examples of incorrect use of the elements in our visual identity, as well as some basic guidelines for packaging, printed material and promotional items bearing our name.

A consistent use of our visual identity will result in an enhanced profile.

Thank you for your interest and effort in adopting our standards.

Alf Otto  
President