

In order to differentiate between corporate and brand ID purposes, **Dynaline Industries Inc.** use two logo variations:

- A full-name, 1-colour version for corporate identification (i.e. information regarding **Dynaline Industries Inc.** as an entity)



- A 2-colour version for brand identification (i.e. information regarding any DYNALINE product or group of products)



Both variations share the same basic logo design: rectangular in shape, landscape-oriented, with the company/brand name enclosed in a thick frame adding visual weight and solidity to the group.

A bold, clean typeface of the company/brand name transmits the strength and sturdiness present in DYNALINE's industrial character.

It is also skewed forward to visually project *Dynamism*, one of the company values and a quality already intrinsic to its name.

This combination of elements is intended for all those cases in which a corporate identification is required by stating the company name in full, such as...

- corporate documents
- legal documents
- promotional items
- rubber-stamps
- letterheads
- business cards



There is no maximum size, but using end-user 600dpi printers, the Corporate Logo should be scaled down just to a minimum width of 25.4mm (1").



In order to guarantee readability, this minimum limit can be exceeded only through the use of extreme printing resolutions (greater than 1200dpi) to a minimum width of 20mm (25/32") .

Corporate Logo with sub-Lettering

When the corporate identification is required to be more explanatory, this logo variant can include a sub-lettering to provide a hint about **Dynaline Industries** social reason.

Being a subtitle, this lettering is laid out using **Switzerland Condensed Bold** typeface, and spans the whole width of the logotype, placed half-a-line (1/2 font size) below its frame.

The use of sub-lettering is not mandatory.



There is no maximum size for the combination of corporate logo with sub-lettering, but using end-user 600dpi printers, the Corporate Logo should be scaled down to a minimum width of 31.8mm (1-1/4").

This simplified version of the logo should be used in all those cases in which the DYNALINE name is directly related to –or associated with– a product line, group of products, or product in particular, such as

- packaging
- promo stickers
- banners
- billboards
- labels
- poster headings
- commercials



There is no maximum size, but using end-user 600dpi printers, the Brand Logo should be printed at a minimum width of 20mm (25/32").



In order to guarantee readability, this minimum limit can be exceeded only through the use of extreme printing resolutions (greater than 1200dpi) to a minimum width of 15mm (19/32").

Brand Logo with sub-Lettering

When the brand identification is required to be more explanatory, this logo variant can include a sub-lettering to provide a hint about the products offered by **Dynaline Industries**.

Being a subtitle, this lettering is laid out using **Switzerland Condensed Bold** typeface, right-aligned, starting from the beginning of the first letter "N" of the logotype, and placed half-a-line (1/2 font size) below its frame.

The use of sub-lettering is not mandatory.



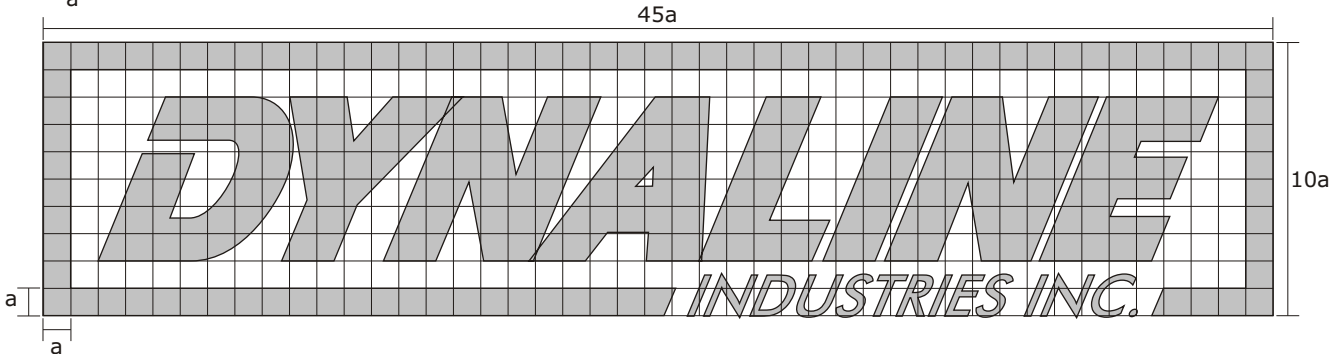
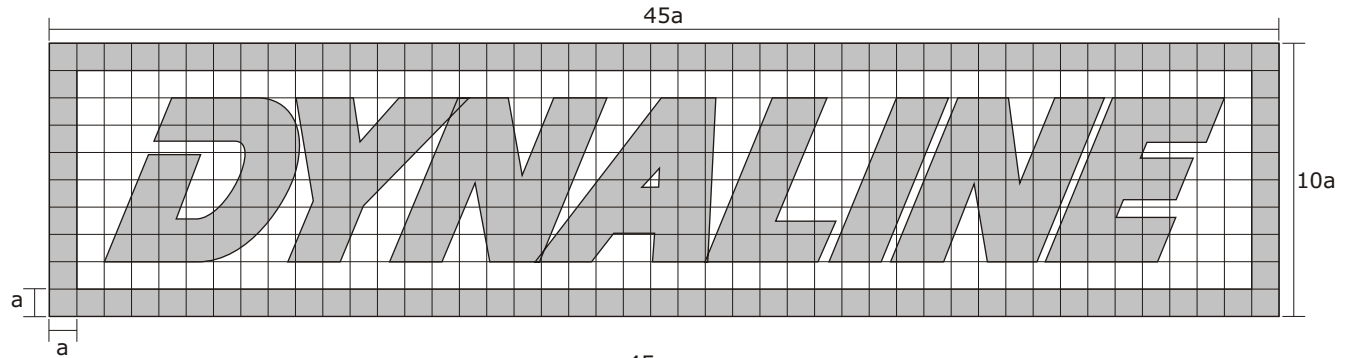
Professional Quality Products



There is no maximum size for the combination of brand logo with sub-lettering, but using end-user 600dpi printers, the Brand Logo should be scaled down to a minimum width of 31.8mm (1-1/4").

The logo design has a ratio of 4.5:1

The basic unit (a) is the frame thickness, which is 1/10 of the logo height.



Restrictions on use

Do not...

1. Unframe the logo
2. Distort the logo
3. Skew the logo
4. Use unauthorized colours
5. Substitute the typefaces
6. Change the order of the elements
7. Resize the elements
8. Use the logo as a part of a sentence





Both DYNALINE logos are intended to be used in printed matter down to one-ink.

Full-colour Designs

Use the full-colour design when placing the logo on solid colour backgrounds or full-colour images.

Backgrounds in orange, red or green shades should be avoided whenever possible, as those colours are not related to DYNALINE and interfere with the visual perception of the logos.



Printing - Monochrome



Both DYNALINE logos retain all attributes when used in a single-colour printout.

Single-colour Designs

Use the single-colour design in those cases where it is not feasible to use full colour, such as faxing, photocopying, economy printing and limited colour offset printing.

The single-colour design is also recommended when using dark backgrounds and for solid colour backgrounds in orange, red or green shades.

