



**INTERNAL ONLY**  
**DO NOT DISTRIBUTE**

# Connect with Your Most Valued Asset - **Your Employees**

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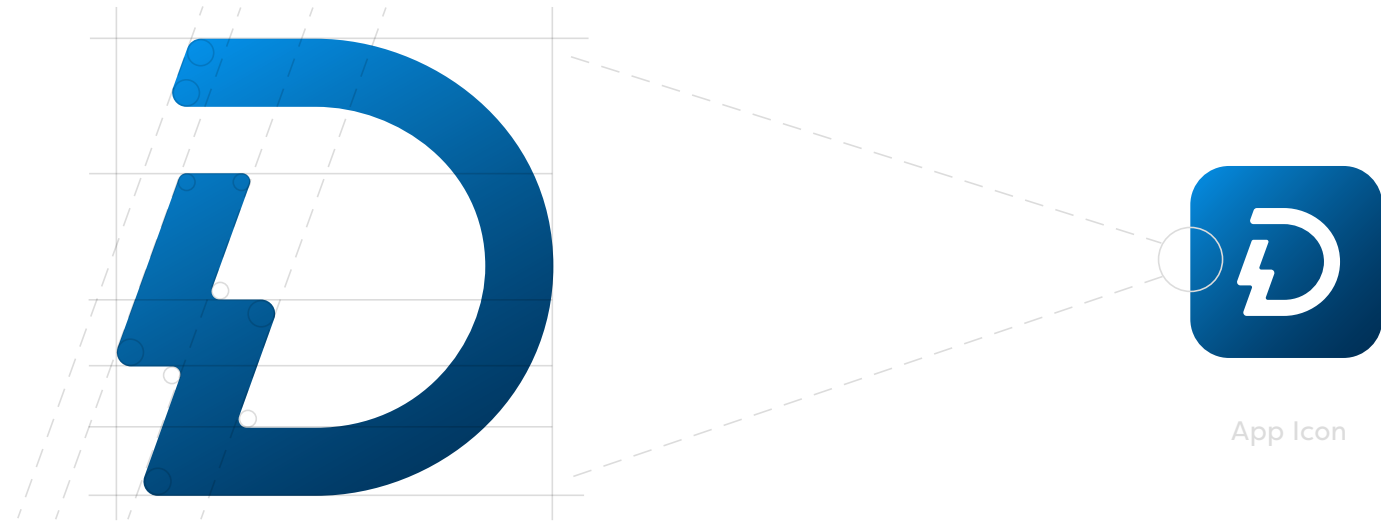
**Dynamic Signal**

# Primary Logo Mark & Lockups



## Primary Monogram

The most prominent brand element of the Dynamic Signal logo is the iconic lightning bolt monogram. This mark is simple yet bold, and is designed to work across various platforms and spacial constraints, while maintaining brand visibility and legibility.



Long Horizontal Proportions



Tall Square Proportions



Stacked Horizontal

## Secondary Logo Print & Swag



### Navy Color

On very specific occasions, the color Navy will be taking over the branded gradient, helping to show the most of Dynamic Signal's logo without losing quality on fabric materials.



Long Horizontal Proportions



Tall Square Proportions



Stacked Horizontal

# Logo Usage



## Appropriate

Two primary ways to use the Dynamic Signal logo: on a white or light gray background with colored logo or a Navy Blue or Gradient background with white logo. The logo may also be reversed out on a brand approved image or may be in lighter blue from the approved branding colors.



## Incorrect

The Dynamic Signal logo should never be compressed, stretched, altered or otherwise manipulated. If the size of the logo needs to be modified in any way, be sure to scale the height and width of the artwork proportionately.



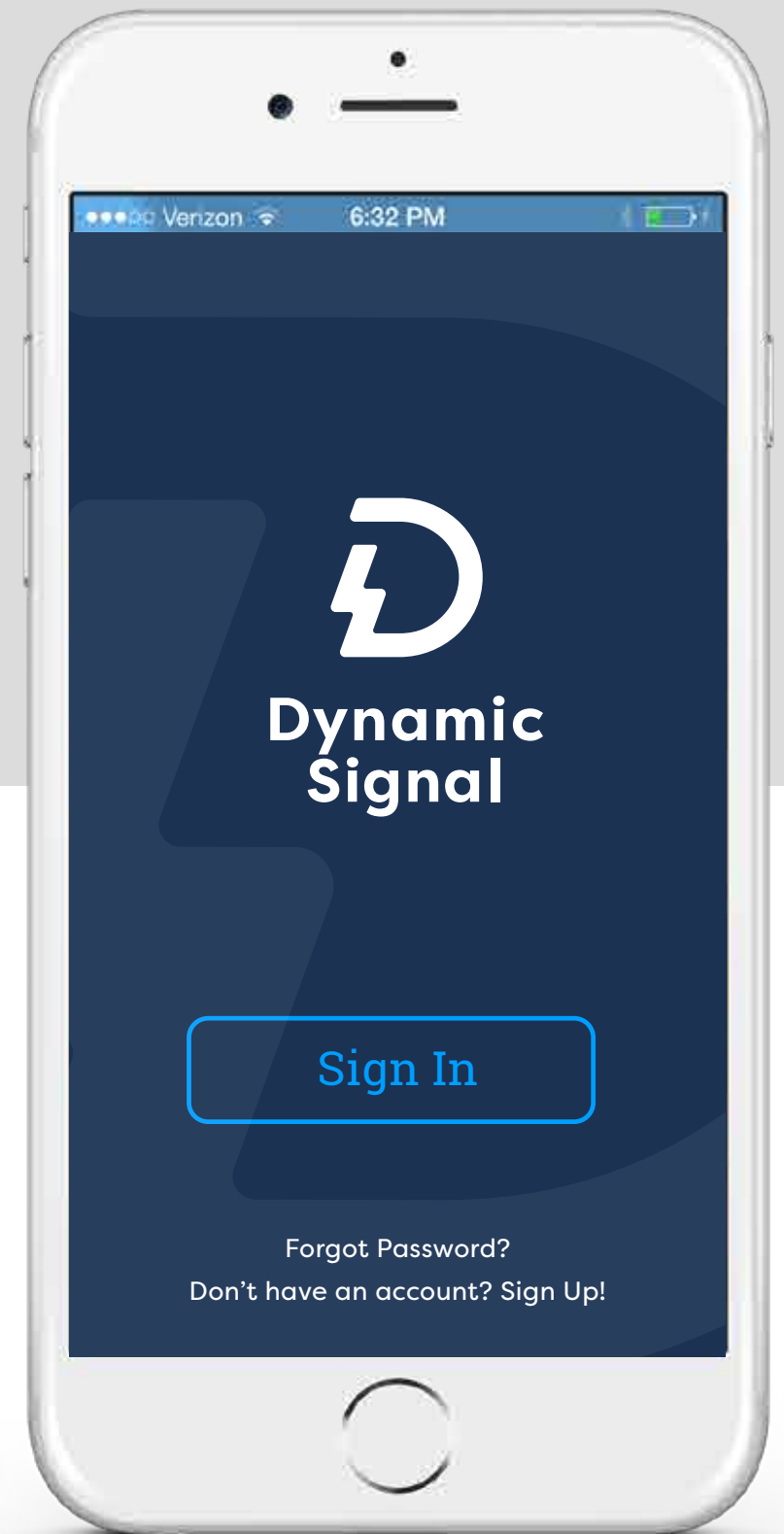
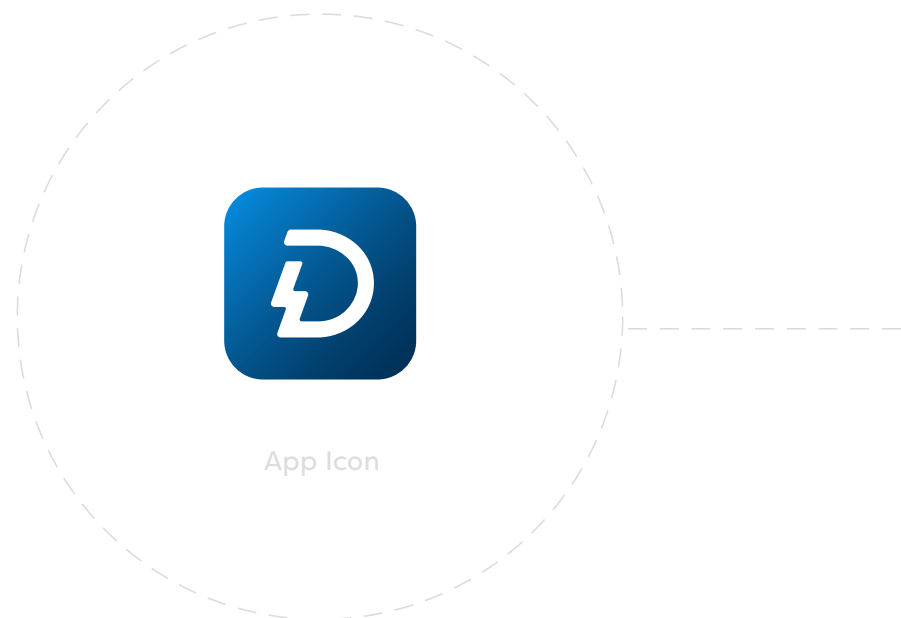


# Mobile Application



## App Aesthetic

When it comes to a mobile presence, form and function must combine to evoke a polished, reliable application that corporate entities can trust.



# Typography & Color



## Primary Typeface

### Roboto Slab

Roboto Slab Thin  
Roboto Slab Light  
**Roboto Slab Regular**

Roboto Slab is available for web use through Typekit, and as free desktop TrueType font via Google Fonts. OpenType versions of this font are also available for purchase. Once downloaded, it may be installed on either a Mac or Windows PC.

## Secondary Typeface

### Roboto

Roboto Light  
Roboto Regular  
**Roboto Bold**

Roboto is available for web use through Typekit, and for print as a desktop OpenType font via Mostardesign type foundry, or your preferred typography shop. Once purchased, it may be installed on either a Mac or Windows PC.

## Logo Typeface

### Filson Pro

Filson Pro Light  
**Filson Pro Regular**  
**Filson Pro Bold**

Filson Pro is available for web use through Typekit, and for print as a desktop OpenType font via Mostardesign type foundry, or your preferred typography shop. Once purchased, it may be installed on either a Mac or Windows PC.



## PowerPoint Typeface

### Trebuchet MS

Trebuchet MS Regular  
**Trebuchet MS Bold**

Trebuchet is well-suited to use for extended texts, User Interface scenarios and spreadsheet design, given the font's narrow letterforms. Works brilliantly on the screen and has quickly become a classic choice for Web page design.

## Primary Colors

RGB 27 50 83  
HEX #1b3253  
PANTONE 540C  
CMYK 96 82 41 36

RGB 2 109 175  
HEX #026daf  
PANTONE 2184C  
CMYK 100 38 0 16

RGB 0 157 255  
HEX #009eff  
PANTONE 2191C  
CMYK 100 28 0 11

## Secondary Colors

RGB 102 197 255  
HEX #66c5ff  
PANTONE 2985C  
CMYK 60 0 3 0

RGB 220 220 220  
HEX #dcdcdc  
COOL GRAY 1C  
CMYK 4 2 4 8

RGB 116 116 116  
HEX #747474  
COOL GRAY 8C  
CMYK 23 16 13 46

## Gradient Colors



# Iconography & Illustration



Announce



Communicator



Analytics



Company News



Employees



Integrations



Broadcast



Chat

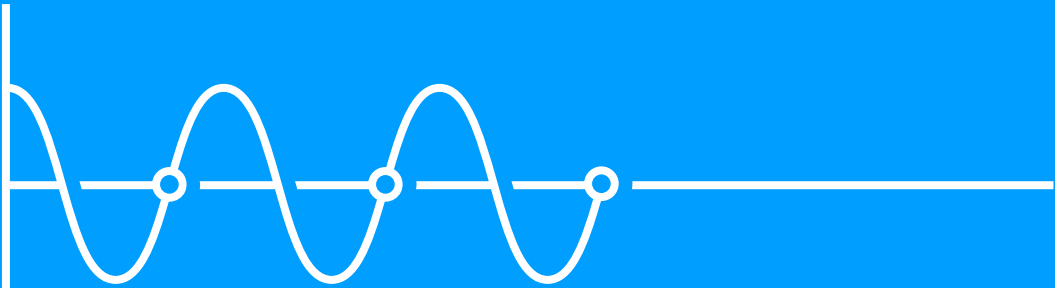


Alert

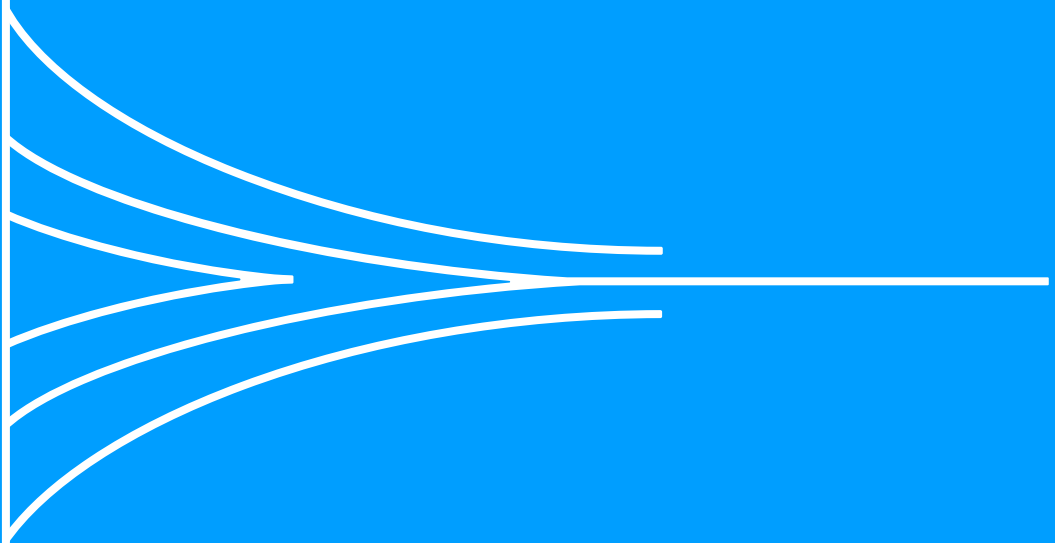
Concept Illustrations

Simplified

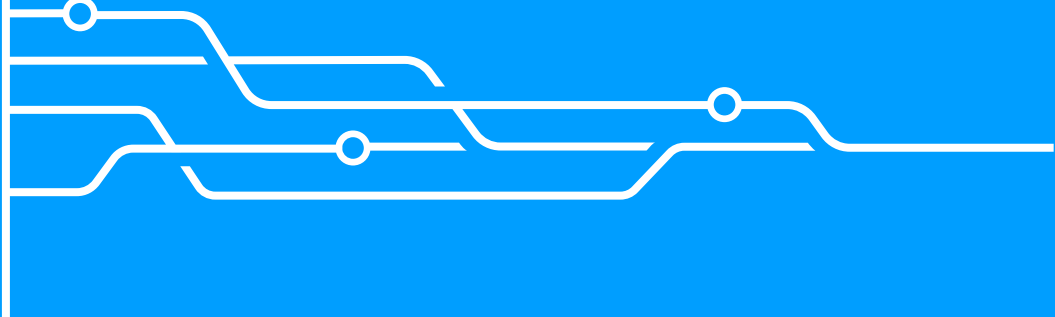
Measure



Streamline

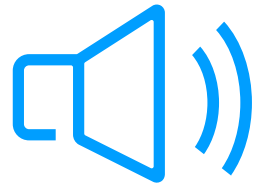


Connect





Alert



Announce



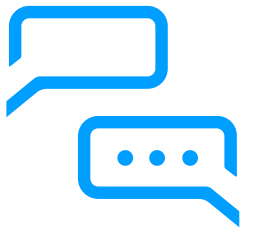
Approved



Bar Graph



Broadcast



Chat



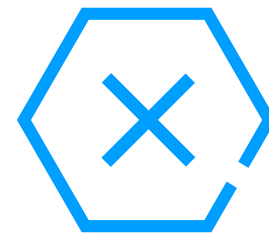
Communicator



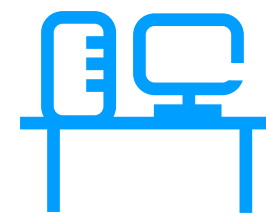
Company



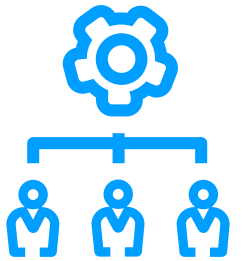
Company News



Declined



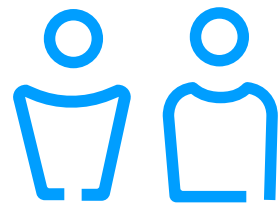
Desktop



Divisions



Documents



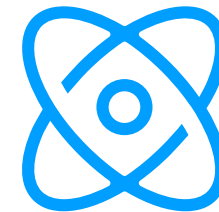
Employees



Files



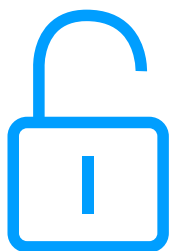
Idea



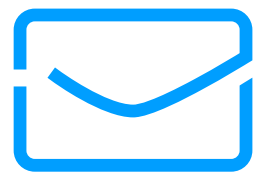
Integrations



Like



Lock



Mail



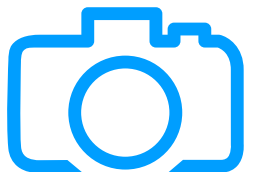
Metrics



Mobile



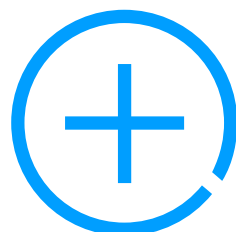
Newsletter



Photo



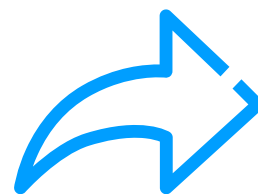
Pie Chart



Plus



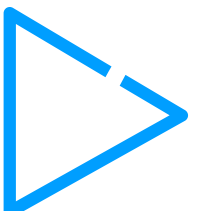
Search



Share



Star



Video



# Photography Treatment



## Contents

Photos should center around the end users—company employees across various industries. Photos should feel natural and casual in nature. Industrial, creative and active careers are preferred to those in the business sector.

## Styling

Photos should be converted to black and white, and be paired with a colored overlays, primarily shades of blue. White headlines or graphics may be used over the photos to convey messaging.

\* Photos for placement and styling reference only

Color Combo 1  
Grayscale  
Photo at 45%  
Opacity Over  
Medium Blue

Continuous Line Graphic – 100% Opacity



Simplified Icon Graphic – 20% Opacity



Color Combo 2:  
Grayscale  
Photo at 45%  
Opacity Over  
Dark Blue



Color Combo 3:  
Grayscale  
Photo at 45%  
Opacity Over  
Gradient





# Imagery Style



## Choosing the right photo

When selecting a stock photo from our approved library, choose an image that feels natural, human and real. The most effective images generally reflect a relatable insight or emotion.



