



BRAND GUIDE

A Guide to Our Visual Identity



Welcome to the Dinoflex brand guide. This manual will be your resource for using the Dinoflex logo correctly and effectively. It will detail customization, placement, size aspects and use as a support graphic. This logo was developed to update Dinoflex's look and feel to something more impactful. As companies grow, reassessing visual identity and brand is an important step. Keeping a consistent look and feel gives consumers the impression of trustworthiness and reliability. This newly designed logo keeps with the main elements of the Dinoflex brand name, but adds diversity and a stronger visual representation of the company's values.

Partnership with theONEco.

theONEco. is responsible for developing the Dinoflex visual identity and will work in conjunction with Dinoflex to develop new marketing materials. If you have any questions or comments, please contact Wojtek Wojcicki at info@theoneco.com or 780-641-0101. theONEco. is here to create any marketing materials Dinoflex may need, and to offer support when it comes to logo customization and usage.

What is a Brand?

A brand is how your organization is perceived in the marketplace. It is much more than just a logo, identity, or product. It's the feeling that individuals have towards your company. A properly managed and clearly defined brand is the most valuable asset that a professional firm can possess. It is the most reliable way to ensure consistent growth and profitability over the long term. Yet the idea of branding is so often misunderstood that many organizations will avoid or ignore it altogether. This unfortunate mistake can cost businesses millions of dollars and lead them to miss out on countless opportunities.

Building a Successful Brand

The world of marketing is always changing and you can't afford to be left behind. Creating a brand that shows who you are, what makes you different, and what unique value you offer, is essential if you want to find top partnerships. Everyone wants to play for the winning team. An effective brand attracts the right kind of clients, stakeholders and employees, with messages that speak to their needs. Your brand should communicate your firm's culture, vision, and values so that people can decide if they are an appropriate fit. Ultimately, you will want them to come to you rather than you chasing them.

Consistency

This guide is designed to show you how Dinoflex is executed. Branding is an evolutionary process. The Dinoflex brand will continue to evolve positively if it is executed with consistency and focus through every outlet. Every advertisement, piece of stationery, and email signature must be consistent. When a brand is consistent, initiatives become easier to execute and messages become stronger and more focused. Consistent logo and name usage, alongside wording and imagery, will help build consistent messages. The more consistent your message is, the more it will resonate with those who view it.

Main Logo



This logo is for marketing use, internal, legal and corporate communications.

Product Logos



The NEXTSTEP_{TM} logos are to be used whenever representing the NEXTSTEP_{TM} products.

In order to ensure brand cohesion and recognition, specialized type treatment and icon usage will be implemented for all upcoming Dinoflex product developments.

Logo Usage, Full Colour, Light and Dark Backgrounds





These are the main representations of the logo in full colour. The chosen colours in the new look are organic, giving the beholder a subtle and calming impression, and maintaining a professional, modern feel. This is achieved by using a simple colour scheme that allows the eye to focus on the logo as a whole, rather than having the various elements stick out individually, as is the effect with more intense shades. Finally, the chosen colours cooperate wonderfully with the environmentally friendly concept that has been a cornerstone of the Dinoflex philosophy since its inception. Colour should be used wherever possible to retain a consistent brand image.

One Colour Application

When using a one colour application, the variations of the logo below are the only ones to be used, they may be displayed in one of the 4 corporate colours (see page 7), black or white. The same rules apply to the Dinoflex icon as well as the complimentary four square graphic.

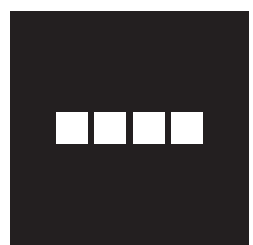
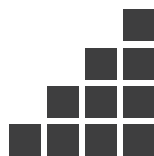


■ ■ NEXT STEP™





■ ■ NEXT STEP™ Walk Soft

■ ■ NEXT STEP™ *Luxury*

■ ■ NEXT STEP™ **HIGH IMPACT**



Primary Corporate Colours

	Pantone	CMYK	RGB	HTML Code
	P 179-14 U	c 0 m 0 y 0 k 89	r 67 g 66 b 68	#434244
	P 4-15 U	c 0 m 7 y 85 k 13	r 228 g 201 b 58	#E4C93A
	P 108-8 U	c 100 m 52 y 0 k 50	r 0 g 62 b 112	#003E70
	P162-16 U	c 35 m 0 y 100 k 60	r 84 g 107 b 17	#546B11

Corporate Fonts

Typography is one of the most recognizable elements of an identity and helps portray the personality of an organization. These typefaces shown here are examples of members in the chosen font families. Typefaces from the same font family that are not listed here may be used as well.

Avenir, 35 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ //
abcdefghijklmnopqrstuvwxyz // 1234567890 // !@#\$%^&*()

Avenir, 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ //
abcdefghijklmnopqrstuvwxyz // 1234567890 // !@#\$%^&*()

Avenir, 35 Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ //
abcdefghijklmnopqrstuvwxyz // 1234567890 // !@#\$%^&*()

Minimum Size for Logo and Product Logos

Web and print usage:

Web:

108 px wide

Print:

1.5 inches wide

When the Dinoflex logo is used at 1.5 inches or smaller, the 'recycled rubber innovators' tagline is to be removed, because it is not legible at this size.



1.5 Inches



1.5 Inches



1.5 Inches

White Space Guide



The prescribed amount of clear space around the logo should be maintained at all times. No other element may appear within the prescribed clear space.

Clean area for the logo with the tagline (any size over 1.5 inches - see above)



The red square is the width of the 'x' in within the Dinoflex logo



Clean area for logo without the tagline (1.5 inches or smaller - see above)



Unacceptable Uses

It is extremely important for brand success that the logo and tagline be displayed correctly. This includes always using the correct typefaces and the correct relative positioning and size of all elements. The examples on this page illustrate unacceptable displays.

1. Do not distort (stretch or shrink without constraint)
2. Do not crop
3. Do not tilt the logo
4. Do not rotate the logo vertically (An obvious exception to this guideline would be a vertical street pole banner with the logo appearing as the primary element in a vertical position by necessity.)
5. Do not rearrange components in the logo
6. Do not alter the alignment of any component of the logo
7. Do not alter the relative size of any components of the logo
8. Do not alter the typeface of the logo
9. Do not alter the typeface of the tagline
10. Do not alter the type style (e.g. from all caps/lowercase) of the logo/tagline
11. Do not add a drop shadow to any part of the logo
12. Do not change the colours of any parts of the logo unless using a one colour application (in which case, refer to page 6)



When Using the Icon as a Support Graphic

Please ensure that the icon is not covered by text or placed over top of text. Use the proper minimum space around the icon to reduce clutter. When using the icon on the same page as the Dinoflex logo, the logo must remain the dominant element on the page, reducing the size of the icon, or changing the opacity will ensure that it remains secondary to the logo.

Opacity

You may use low opacity for the icon as a support graphic, but it must retain its shape and colours. If you have any questions or requests regarding icon usage, please contact theONEco. at info@theoneco.com.



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Stationery

Business Card

Front

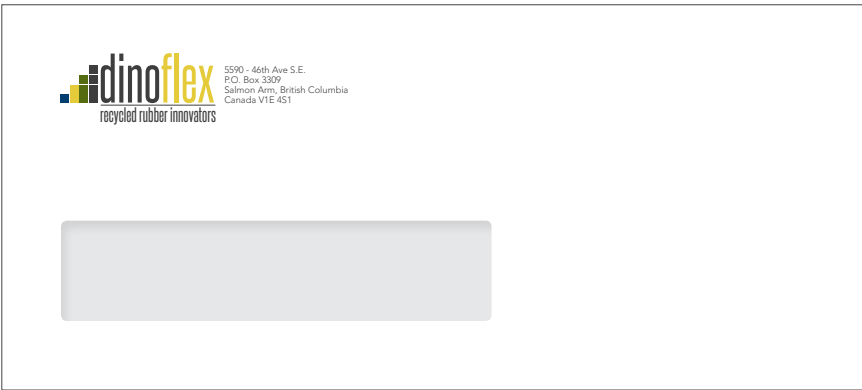


Back



Envelope (at 50%)

Front



Email Signature



Envelope (at 50%)

Back



Letterhead (at 50%)

First Page



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John Smith
Operations Manager
Dinoflex

5590 - 46th Ave S.E.
P.O. Box 3309
Salmon Arm, British Columbia
Canada V1E 4S1

September 27, 2013

Dear John Smith,

Natet laboreh endicilitia ducidest eostias nos volessedi odisitatur? Odit vendandis dolest venetur? Opti dolupis audamus a nus, ilis eatibus, qui auditi autetur apicit ad quatiis apidebis derestrurn exerem quam et ad est dolor rehenisque nonseque prat.

Im hil eaquidel mo duciua perovit, consequatur, tem. Nam explitia consedipsam iunt odit aut recepudit quiam quis molupist, officiae lia nisseque pro dolore periaer estiasp ereium voluptiorpos quissin nime in namus veliatur ma praesci enim, es eicab inti occusan tioratiam dolorepro im as anis ducimus dolumquunt et, consed explibus sum atur? Ullaceprat animolo rerrovit adignisim natur, atende con et imusae simus aut quid que ventisc imaginim quibus sime pore omnit doluptatia consecumquam restrumquia dit is molut dicit pratemp errumquae consendunt ent qui dollece atatquam quibusam, que velecum eum unt, eum corionsequo beatis iunde nihicipsam, sed et eariam qui omnimus exeribus cuptati amusani ssitios andionsequam alitate dest, ad eossum etur sum quodit adi aboria perumque cum volendus esto earibus et adit aut optatet verum que sit, optianda is sedit, occulliaecum rerspiet es doluptatum non cone pliqui con raepudi officat iatium, solorepudici derum facearciet estius diorisi vellut ipsunte cumenet quationsequo beatur, se corempor am eium excea quiament, quasperi dit utem quatur?

Ro consed quam ute nonsequi ut quibusandus quae porporia nonsed quist omnitati rersperum voluptate ma dolupta tiunti autem ipis exeriam, cumquat deratatio. Nam, neceate nonsecus con num ab id magnimust, nonserchit, ommo etur?

Sincerely,

John Smith
President
Dinoflex

"We believe when we help our customers succeed, we succeed."



Second Page



