Dynamark
Monitoring

BRAND STYLE **GUIDE**

TABLE OF **CONTENTS**
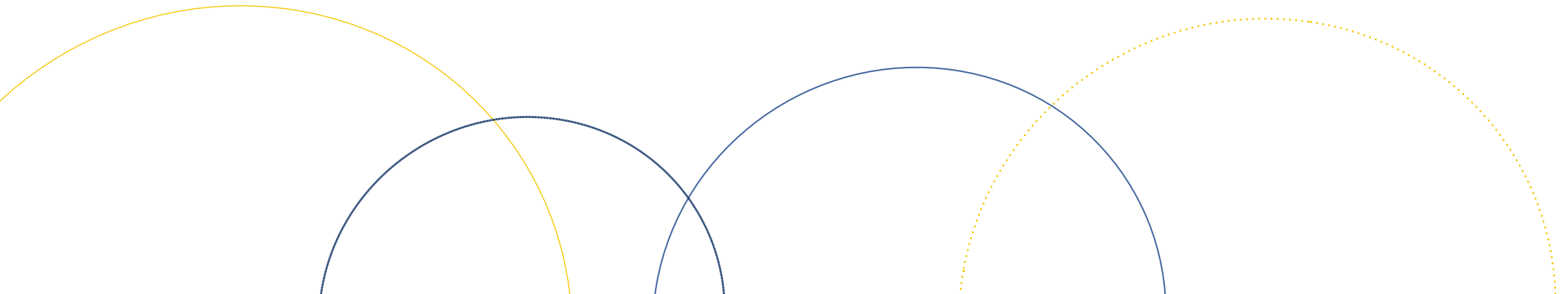
MISSION STATEMENT

To become the most trusted, respected, and recognized name in security.

VIDEO

INTRUSION

FIRE

MEDICAL

IOT
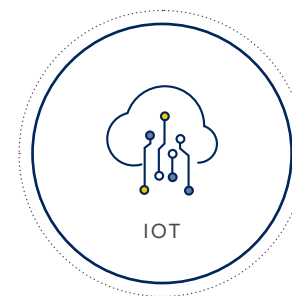
24/7, 365 days a year.

COLORS

Dynamark Blue

R: 0   C: 100
G: 38   M: 91
B: 92   Y: 34
HEX: #00265C K: 31

Approved usage: universal

Pure White

R: 0   C: 0
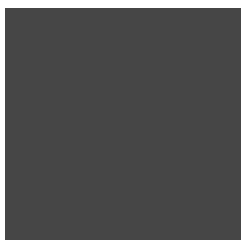G: 0   M: 0
B: 0   Y: 0
HEX: #FFFFFF K: 0

Approved usage: universal

Dynamark Gold

R: 245   C: 5
G: 198   M: 21
B: 2   Y: 100
HEX: #F5C602 K: 0

Approved usage: accent

Dynamark Medium Blue

R: 69   C: 80
G: 104   M: 61
B: 160   Y: 13
HEX: #4568A0 K: 1

Approved usage: secondary or accent

Charcoal Gray

R: 70   C: 67
G: 70   M: 60
B: 70   Y: 58
HEX: #464646 K: 42

Approved usage: accent

FONTS

Antique Olive Nord D

MUST ONLY EVER BE USED IN OUR LOGO

Proxima Nova

Approved usage: universal

Any variation of this font is permitted for use as body or display type, as long as it remains in good taste and matches our overall branding.

Thin	Condensed Thin
Thin Italic	*Condensed Thin Italic*
Light	Condensed Light
Light Italic	*Condensed Light Italic*
Regular	Condensed Regular
Italic	*Condensed Italic*
Medium	Condensed Medium
Medium Italic	*Condensed Medium Italic*
Semibold	Condensed Semibold
Semibold Italic	*Condensed Semibold Italic*
Bold	Condensed Bold
Bold Italic	*Condensed Bold Italic*
Extrabold	Condensed Extrabold
Extrabold Italic	*Condensed Extrabold Italic*
Black	Condensed Black
Black Italic	*Condensed Black Italic*

OUR **LOGO**

HOW TO USE IT:

full color

white logo on Dynamark blue or
Dynamark medium blue background

white logo on dark relevant image background

Dynamark blue logo is appropriate to use in
cobranded designs with our partners (i.e. yard signs)

HOW NOT TO USE IT:

stretched out of proportion

full color or white logo on any colored background
that is outside of brand guidelines

any version of the logo on background that
obscures the logo in any way

logo in any color outside of brand guidelines

OUR **TAGLINES**

"We Protect America"®

Our customer- facing registered trademark. Best used in designs that showcase our infrastructure, capabilities, and qualified staff. Can be presented with our logo or alone as long as the overall design contains our logo elsewhere. The tagline can be shown in other brand colors as necessary. See the below examples:

"Always Innovating"

Our unregistered dealer-facing tagline. Best used in designs that showcase our technologies such as InSite or Instant Connect and how we compare to competitors. Can be presented with our logo or alone as long as the overall design contains our logo elsewhere. The tagline can also be stylized as shown below and in other brand colors as necessary:

Important to Note

Only one tagline can be used in a design. For instance, the use of our logo with the registered trademark and the incorporation of "Always Innovating" elsewhere in the design is not permitted. This limitation is to prevent mixed messaging and confusion among our audience. Below are examples of **unapproved** tagline usage:
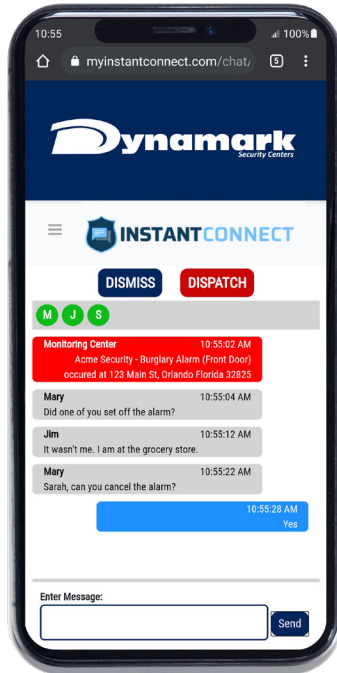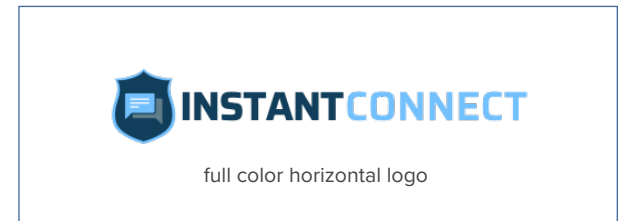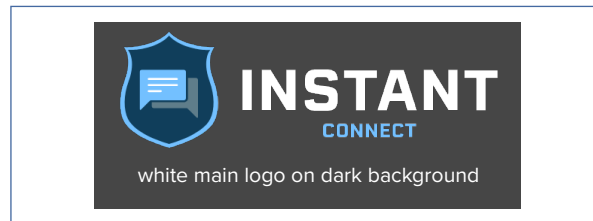
INSTANT CONNECT

MOCKUP

see company graphics
for other approved
mockup versions

LOGOS

full color main logo

white horizontal logo
on dark background

white main logo on dark background

full color horizontal logo
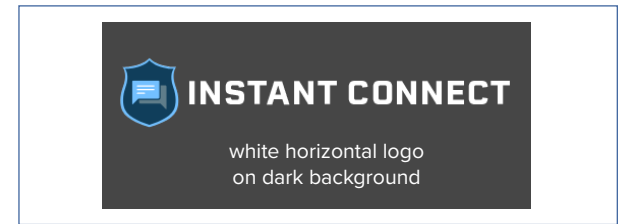
COLORS
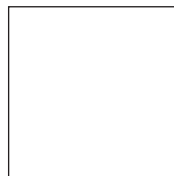
Pure White

R: 0	C: 0
G: 0	M: 0
B: 0	Y: 0
HEX: #FFFFFF	K: 0
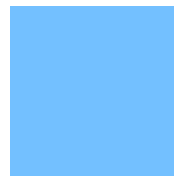
Instant Connect Blue

R: 115	C: 47
G: 192	M: 13
B: 255	Y: 0
HEX: #73C0FF	K: 0

Deep Teal

R: 16	C: 97
G: 62	M: 74
B: 91	Y: 41
HEX: #103e5b	K: 31

Instant Connect branding can be used in partnership with company branding as appropriate.
For references, see previous Instant Connect marketing materials.

INSITE

LOGOS

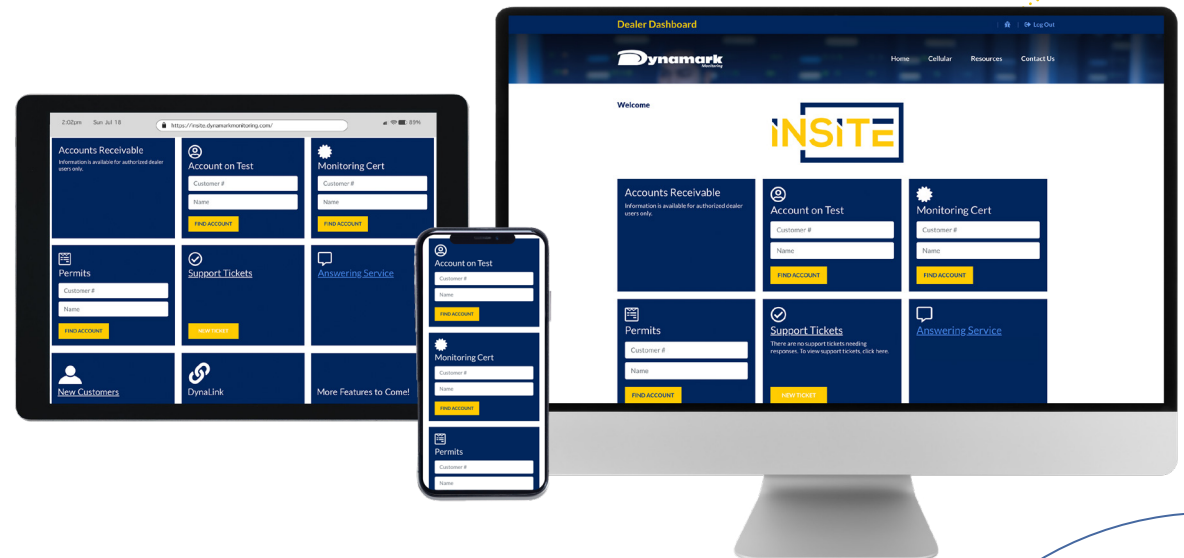white logo on dark background

full color logo

MOCKUPS

InSite branding is identical to company branding aside from the usage of our registered tagline. When creating a design with InSite as the main subject, "We Protect America"® should not be used. "Always Innovating" is the correct tagline to use in marketing pieces where our technology is the primary message we want to convey.

The incorporation of the indivdual Dynamark logo in a design isn't completely necessary. Our logo is already included when certain mockups are used (i.e. the desktop mockup).

See previous designs and our website for specific examples of InSite branding. Mockups should be updated as new features become available to our dealers.

BRAND **IMAGE**

Dynamark is a team of dedicated security professionals who care about their peers and customers. We portray this by incorporating photography of our people in designs at every appropriate opportunity. *Our approach is clean and minimal so the focus of each piece is the content and value we offer, rather than the design itself.* We commonly work with negative space, simple shapes, and a direct call-to-action so our intended message is consistent and clear to our audience.

Brand Image Example:
Leave-Behind Booklet

✓ Our white logo in negative space

✓ Imagery of our people

✓ Usage of simple shapes

✓ Clean, minimal design

When in doubt, keep it simple.

BRAND **VOICE**

Dynamark has been a trusted name in the monitoring industry for over forty years. Our goal is that Dynamark continues to not only maintain that trust, but consistently earn it to become undoubtedly the most trusted name in monitoring nationwide. We believe in addressing all of our dealers, prospects, partners, employees, and anyone else we conduct business with the same way we'd want them to address us: with authenticity and respect. In every marketing piece, we use language that's easy to follow while showcasing our knowledge. We write how we speak to help level ourselves with our audience - we want them to feel as though they are having an honest conversation with us. We never use terminology that leaves anything to question and will always be upfront in sharing the value we offer.

The current company message reflects our thinking and should be used in designs at every opportunity:

BETTER
TECHNOLOGY

BETTER
SERVICE

BETTER
PRICES

All from people who care about you and your business.

PHOTOGRAPHY
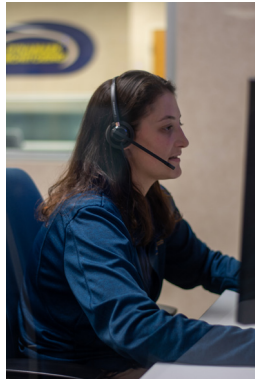
No photos of any Dynamark employee may be taken and used in company marketing without first obtaining their written consent. When written consent is given, it is understood by the employee and company that Dynamark has the right to use resulting photographs of that employee, even if they are terminated or resign. A form is provided by HR for this purpose (Contact our HR rep for a copy, if needed). Photographs should capture employees in their work environment with natural lighting, while portraits of company executives are taken outdoors in flattering scenery. This lifestyle approach to photography helps us appear more authentic and approachable, giving our brand a more personal feel. Company photography is subject to update on a yearly basis.
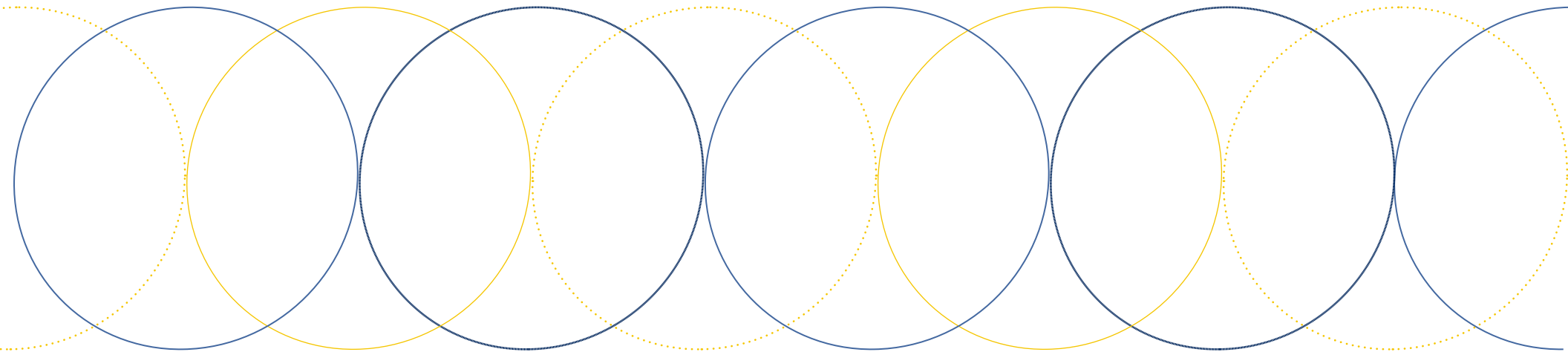
RESOURCES

Where do I find...?

Company Logos
shared network / marketing / creative resources / logos / dynamark

Taglines
shared network / marketing / creative resources / logos / dynamark / taglines

Instant Connect Artwork
shared network / marketing / creative resources / graphics & art / instant connect

InSite Artwork
shared network / marketing / creative resources / graphics & art / insite

Previous Design Examples
shared network / marketing / completed projects

Company Photography
shared network / marketing / creative resources / company photography / current year

Stock Images
shared network / marketing / creative resources / stock images or visit Unsplash at https://unsplash.com/

MARKETING
CONTACT INFO

Sarah Ross

sross@dynamarkmonitoring.com
301.393.6095

What if I run out of ideas?

Don't worry, every designer hits creative blocks. If previous company designs aren't enough inspiration, head over to Canva at https://www.canva.com/ and explore the templates. You don't even have to create anything in Canva, (because who wants to pay for a premium template?) but if you see a design you like, try to replicate it with the Adobe Creative programs. Even take a break from the project if your deadline permits.

What if I need something that isn't listed here?

You should be taking time to familiarize yourself with how the company files are orgainzed, but it's a lot to learn at first. Type "cmd+ f" and try searching by file name or any specific criteria you know, like the date the file was added or the parent folder the file is stored in. If nothing works, utilize the contact info on this page.

THE END

Find the Style Guide
shared network / marketing / creative resources / brand style guide

Dynamark *Monitoring*