

# ESSENTIAL BRAND GUIDELINES



# INTRODUCTION

This guideline is for all those who, directly or indirectly, work with the brand: partners, suppliers, designers, distributors, etc.

We all share the responsibility for protecting and caring for our brand. If we work together, we will ensure Dynamic Box has a coherent, unified, strong, recognised and admired brand every day.

This guideline will help you understand the essence of the Dynamic Box brand. It will teach you about the brand idea that defines us, our values and our personality.

It will also help us ensure that the elements of our identity are correctly and consistently used in all our messages and points of contact.

A strong and consistent brand helps us optimise the company resources and makes communication and marketing much easier.



BRAND IDEA

# WE DESIGN FUTURE FOR THE NEXT GENERATION

Dynamix Box aims to connect players with polished experiences through cutting-edge engineering and design.

## Innovative

Looks to the future. Tests and learns to always be ahead of the rest.

## Approachable

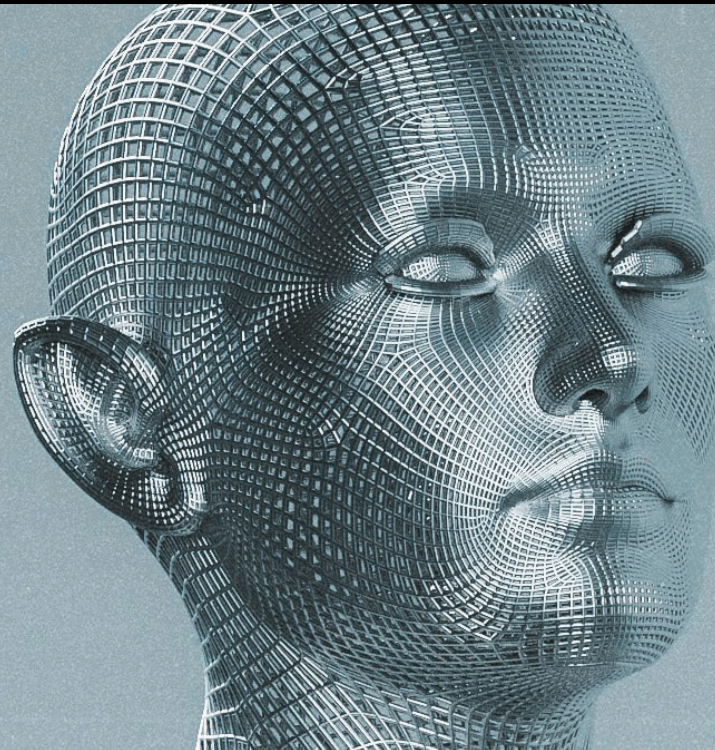
Authentic and welcoming to all. Down to earth and engaging.

## Active

Always working. Never stops moving to be better.

## Straightforward

Open, honest and to the point. Never try to overcomplicate and always look for ways to simplify.



**Smart**



**Masterful**



→ **Charismatic**



**Reliable**

## Friendly

We are creating positive relationships and fostering open communication. It allows the speaker to convey warmth, empathy, and positivity, which can help to build trust and create a sense of mutual understanding and respect between people.

## Humble

We convey a sense of modesty, sincerity, and authenticity. It is an approach that values simplicity over extravagance and focuses on building genuine connections with customers. We show genuine concern for the needs and feelings of customers. We acknowledge their problems and offer real solutions that are rooted in empathy and understanding.

## Genuine

Our words are delivered with sincerity and conviction, and there is a sense of authenticity and transparency in their communication. We may also use more informal language and speak in a way that is relatable and easy to understand.

## Optimistic

We use positive language, such as “can,” “will,” and “cool”. Our optimism can be especially helpful in situations where people may be feeling discouraged or overwhelmed. By conveying a sense of positivity and hope, we help to inspire confidence and motivation in those around us.

## Truthful

we use a moderate pace and volume, as well as appropriate inflections and emphasis, to convey the message effectively. Overall, we use effective communication, as it helps to establish trust and credibility with us.

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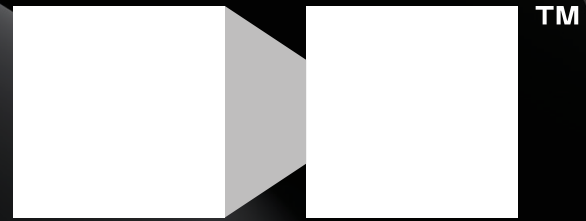
**35-46**

In application



**OUR VISUAL IDENTITY  
CONVEYS OUR BRAND  
IDEA AND IS HOW WE  
VISUALLY COMMUNICATE  
OUR BRAND TO OUR  
AUDIENCE.**

LOGO

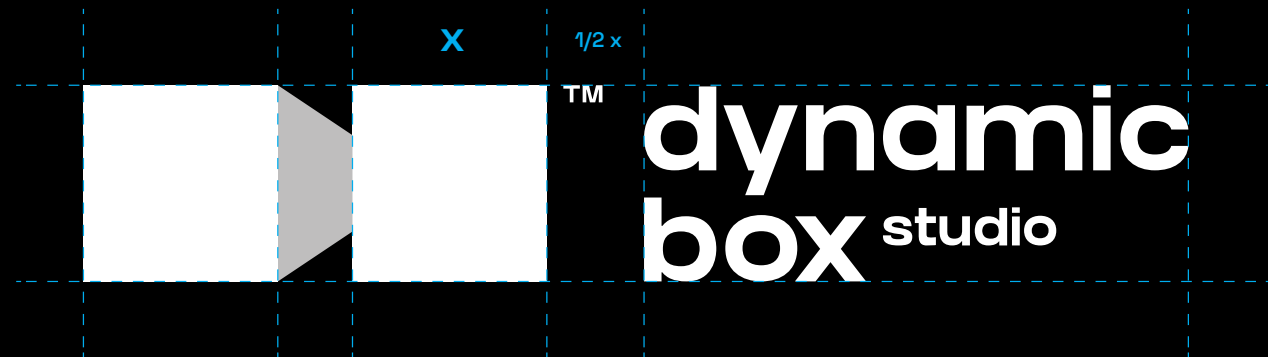
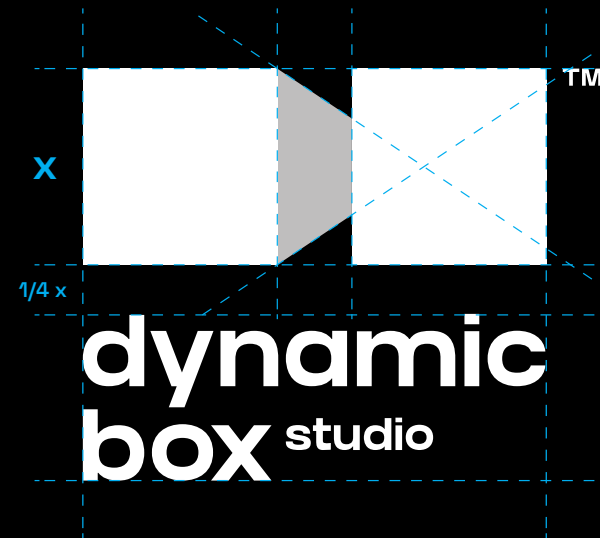


**dynamic**  
**box** studio

## LOGO / CONSTRUCTION

Our logo is one of the key elements of our visual identity. It balances simplicity for easy reading and recognition with boldness to live in a wide variety of environments.

Note: Try to use logo in black background wherever it is possible.

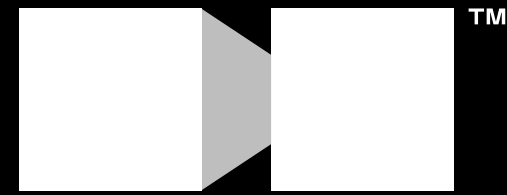


## LOGO / PRIMARY VERSION

The primary version of the logo is shown on this page. Try to use the primary version wherever it is possible.

The primary logo consists of two elements, the DB symbol and the DB wordmark placed in a vertical layout.

negative version



**dynamic**  
**box** studio

positive version



**dynamic**  
**box** studio

## LOGO / SECONDARY VERSION

You can also use the secondary version of logo.

Secondary version also consists of two elements, the DB symbol and the DB wordmark placed in a horizontal layout.

negative version



positive version



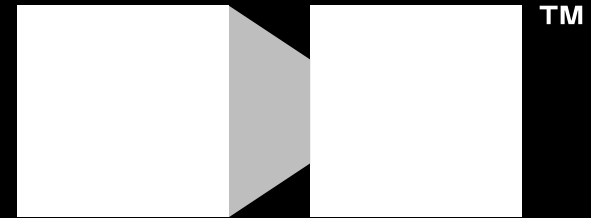
## LOGO / SYMBOL VERSION

> 12

Symbol logo should be used

in specific situations where the DB name is already present such as within social media avatars or retail blade signs.

negative version



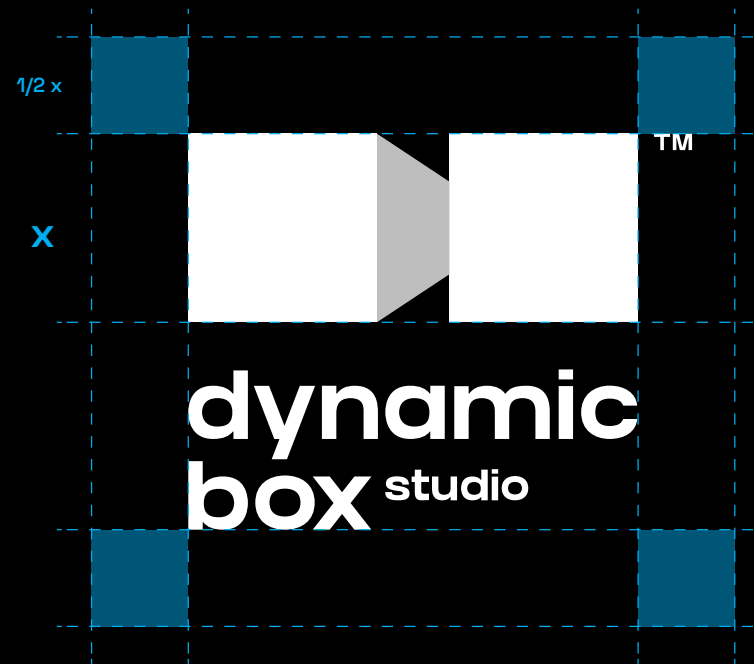
positive version



## LOGO / CLEAR SPACE & MINIMUM SIZE

Keeping the minimum size will ensure that the logo always remains prominent and legible.

The logo should always be surrounded by a clear area which should remain free from other graphic elements.



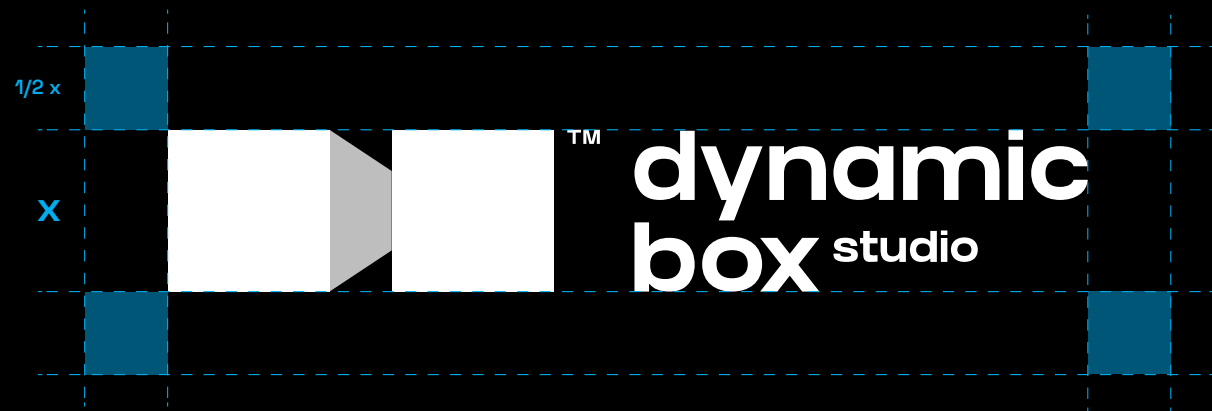
dynamic  
box studio

15 mm / 60 px

## LOGO / CLEAR SPACE & MINIMUM SIZE

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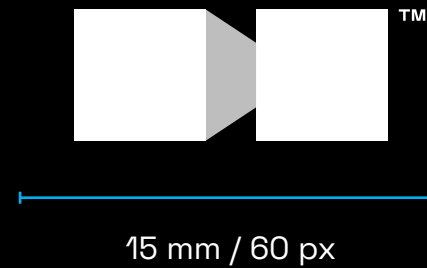
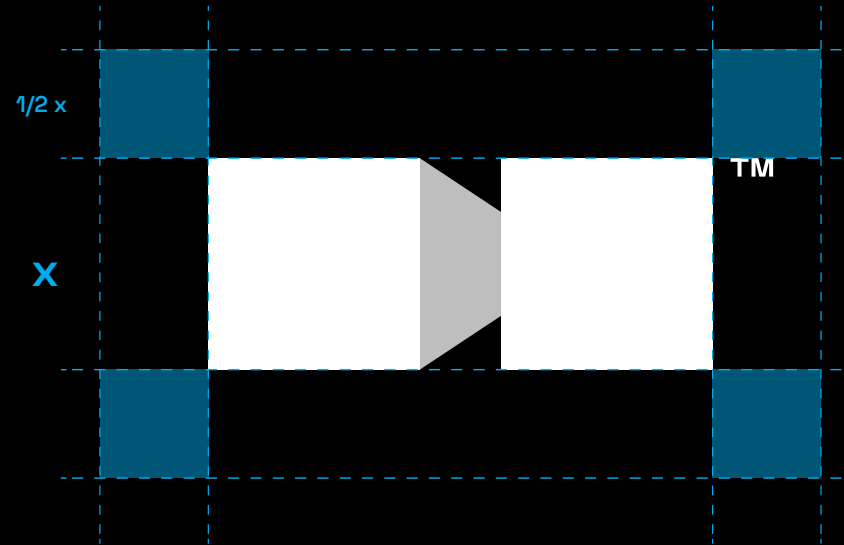
15 mm / 95 px



## LOGO / CLEAR SPACE & MINIMUM SIZE

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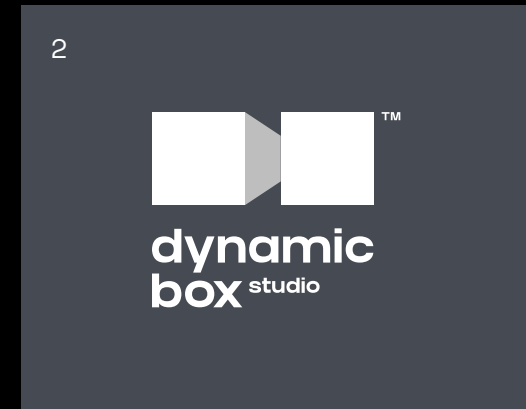
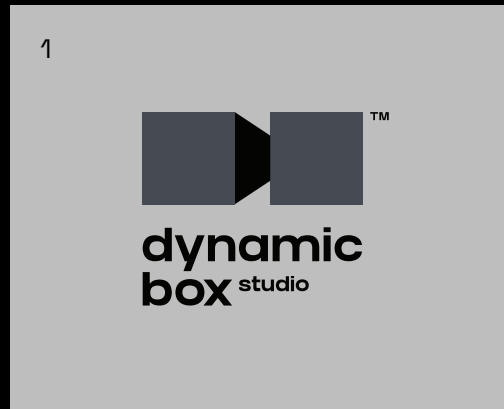
## LOGO / BACKGROUNDS

Logo over colors:

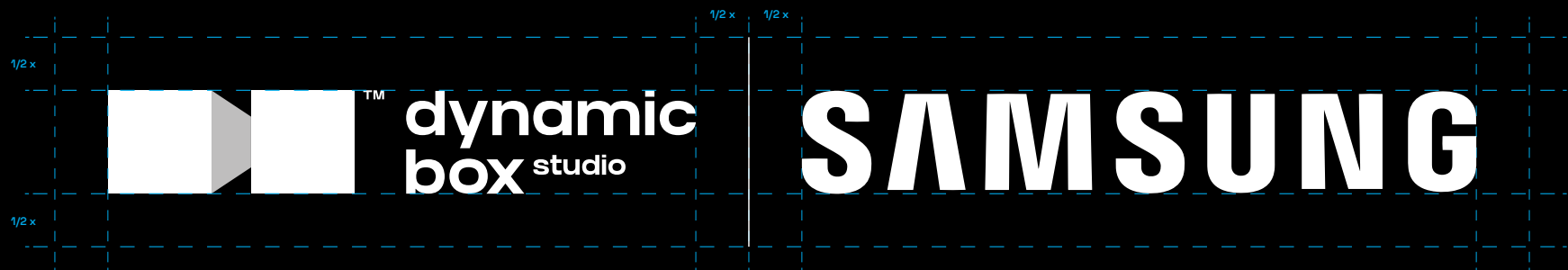
1. Use Positive version on white and light gray backgrounds.
2. Use Negative version on black and dark gray backgrounds.

Logo over images:

Ensure the logo remains legible when placing over imagery. Darker images (3) should use the Negative logo and lighter images (4) should use the Positive version.

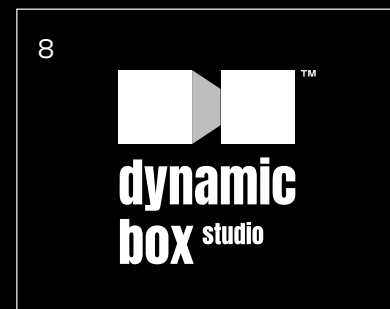
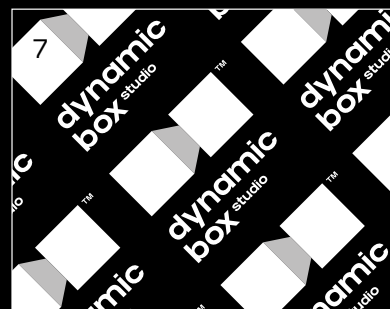
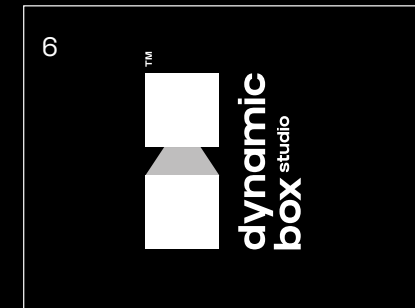


The principles for co-branding situations should be followed to ensure that the relationship between the DB logo and partner logos are balanced.



## LOGO / DON'TS

1. Don't stretch/distort the logo.
2. Don't use out of palette colours.
3. Don't alter symbol & wordmark.
4. Don't uncouple symbol & wordmark.
5. Don't use effect.
6. Don't apply the logo rotated.
7. Don't use logo as pattern.
8. Don't write the name with typeface.
9. Don't use logo versions which are not legible for specific backgrounds.



COLORS

**IF YOU DON'T KNOW  
WHAT COLOR TO TAKE,  
TAKE BLACK.**

## COLORS / PRIMARY PALETTE

Our primary colour palette contains four colors. White, Black, DB's Dark Gray and DB's Light Gray.

Tints may be used for diagrams, tables and graphs to aid differentiation.

# DB'S DARK GRAY

PANTONE® P 173-14 C

CMYK: 70%, 60%, 50%, 35%

RGB: 70%, 75%, 85%

HEX: #464B55

# DB'S LIGHT GRAY

PANTONE® COOL GRAY 4 C

CMYK: 25%, 20%, 20%, 0%

RGB: 200%, 200%, 200%

HEX: #C8C8C8

80%

60%

40%

20%

80%

60%

40%

## COLORS / SECONDARY PALETTE

The secondary palette is formed.

of six colors. They provide functionality to our colour palette.

Highlight colors should be used sparingly to emphasise important information.

### DB'S ORANGE

Pantone® 172 C  
CMYK: 0%, 85%, 100%, 0%  
RGB: 240%, 80%, 35%  
HEX: #F05023

### DB'S RED

Pantone® 192 C  
CMYK: 0%, 100%, 70%, 0%  
RGB: 235%, 25%, 70%  
HEX: #EB1946

### DB'S BLUE

Pantone® Process Blue C  
CMYK: 100%, 35%, 10%, 0%  
RGB: 0%, 130%, 185%  
HEX: #0082B9

### DB'S MAGENTA

Pantone® 272 C  
CMYK: 60%, 60%, 0%, 0%  
RGB: 120%, 110%, 180%  
HEX: #786EB4

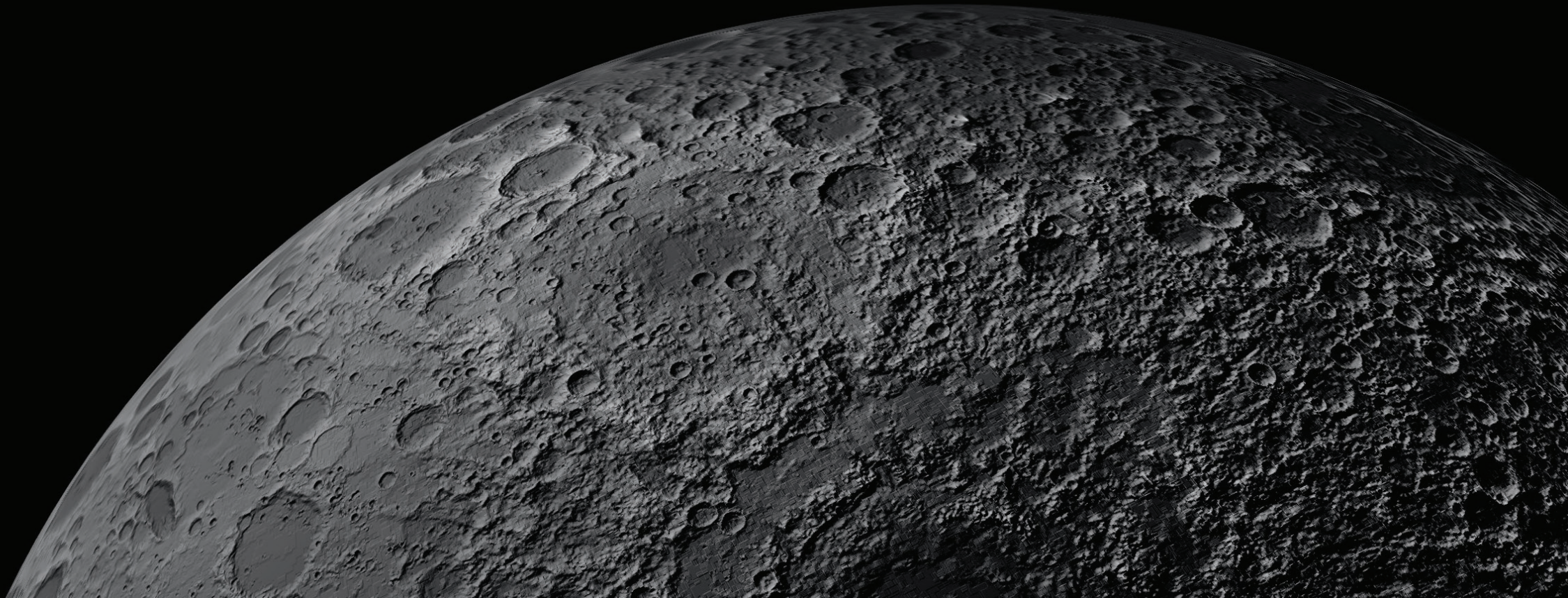
### DB'S GREEN

Pantone® 7481 C  
CMYK: 90%, 0%, 100%, 0%  
RGB: 0%, 170%, 80%  
HEX: #00AA50

### DB'S YELLOW

Pantone® 137 C  
CMYK: 0%, 40%, 100%, 0%  
RGB: 250%, 165%, 25%  
HEX: #FAA519

# DISCOVER OUR SPACE GROTESK.





Our typeface is one of the key elements in communicating our brand personality, conveying our messaging in a legible and recognisable way.

Our typeface is Space Grotesk and it should be used for all key messaging in all external communication.

We can use three weights of Space Grotesk, each with different purposes in conveying messaging.

## REGULAR

AaBbCcÇç  
 DdEeƏəFfGg,  
 ĞğHhXxIıIiJj  
 KkQqLIMm,  
 NnOoÖöPpRr  
 SsŞşTtUuÜü  
 VvYyZz  
 0123456789  
 ,.!?@%#

## MEDIUM

AaBbCcÇç  
 DdEeƏəFfGg,  
 ĞğHhXxIıIiJj  
 KkQqLIMm,  
 NnOoÖöPpRr  
 SsŞşTtUuÜü  
 VvYyZz  
 0123456789  
 ,.!?@%#

## BOLD

AaBbCcÇç  
 DdEeƏəFfGg,  
 ĞğHhXxIıIiJj  
 KkQqLIMm,  
 NnOoÖöPpRr  
 SsŞşTtUuÜü  
 VvYyZz  
 0123456789  
 ,.!?@%#

Finding the right balance of sizing and proportions when using the typeface will be an important part of our visual language.

Kerning should beset to “Optical”.

Headline - Space Grotesk Bold (Allcaps)

# WE CREATE DESIGN

Secondary headline - Space Grotesk Medium

## Dynamix Box aims to connect players with polished experiences through cutting-edge engineering and design.

Body text - Space Grotesk Regular

Dynamix Box aims to connect players with polished experiences through cutting-edge engineering and design.

Dynamix Box aims to connect players with polished experiences through cutting-edge engineering and design.

Arial may be used as an alternative to Space Grotesk for internal communications on electronic media such as MS PowerPoint or other MS Office programmes.

## ARIAL REGULAR

AaBbCcÇçDdEeΘθ  
 FfGgĞğHhXxlıİiJj  
 KkQqLIMmNnOoÖöPp  
 RrSsŞşTtUuÜü  
 VvYyZz  
 0123456789  
 ,.!?@%#

## ARIAL BOLD

**AaBbCcÇçDdEeΘθ**  
**FfGgĞğHhXxlıİiJj**  
**KkQqLIMmNnOoÖöPp**  
**RrSsŞşTtUuÜü**  
**VvYyZz**  
**0123456789**  
**,.!?@%#**



ART DIRECTION

**LOOK AND FEEL  
OUR SPIRIT. WE WANT TO  
TELL YOU SOMETHING.**

Our layout style aims to reflect our brand visual guide. We called it The Dynamic Square.

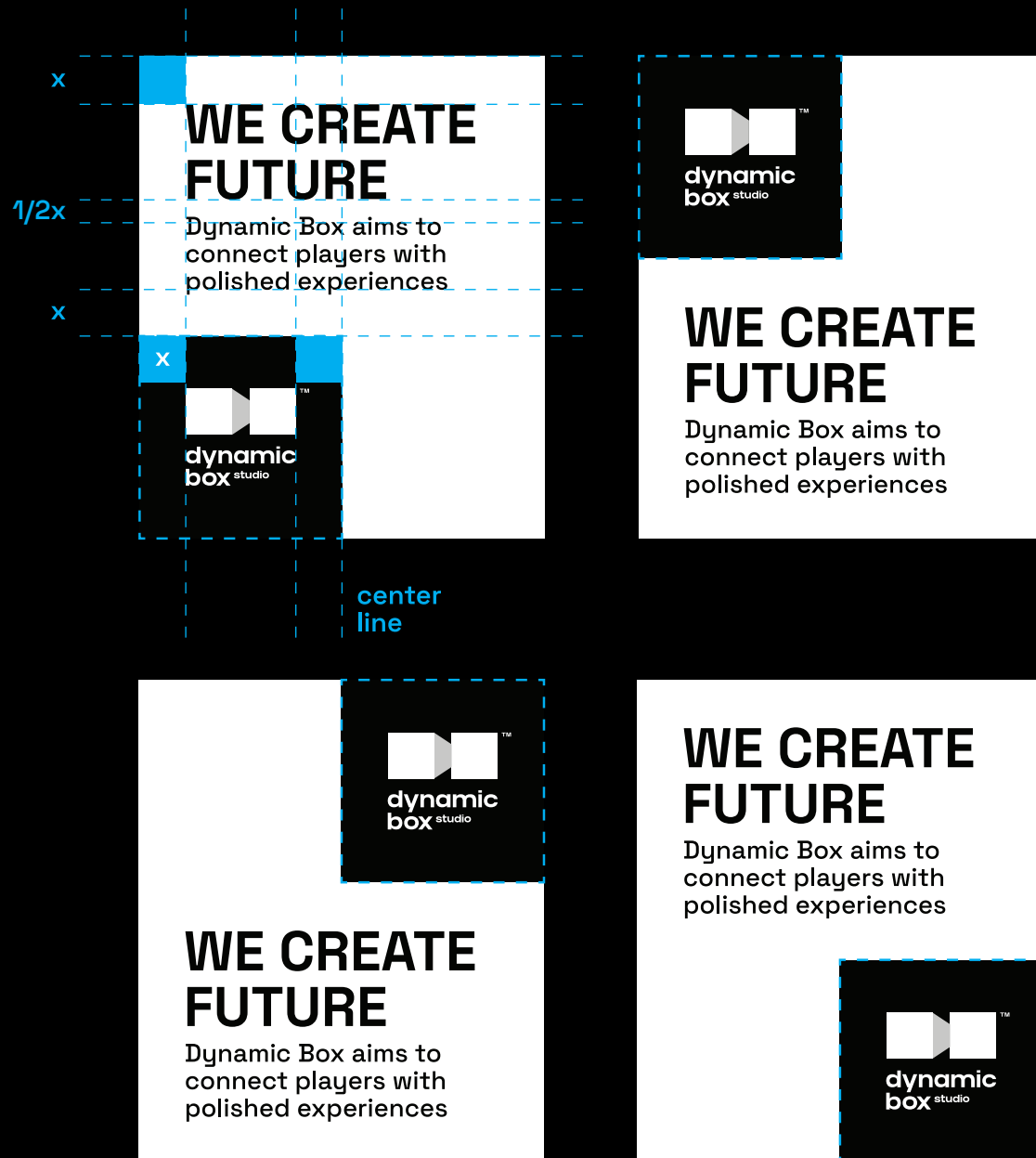
The Dynamic Square continue to represent our brand and give the impression of Dynamic Box.



## ART DIRECTION / VERTICAL LAYOUT STYLE

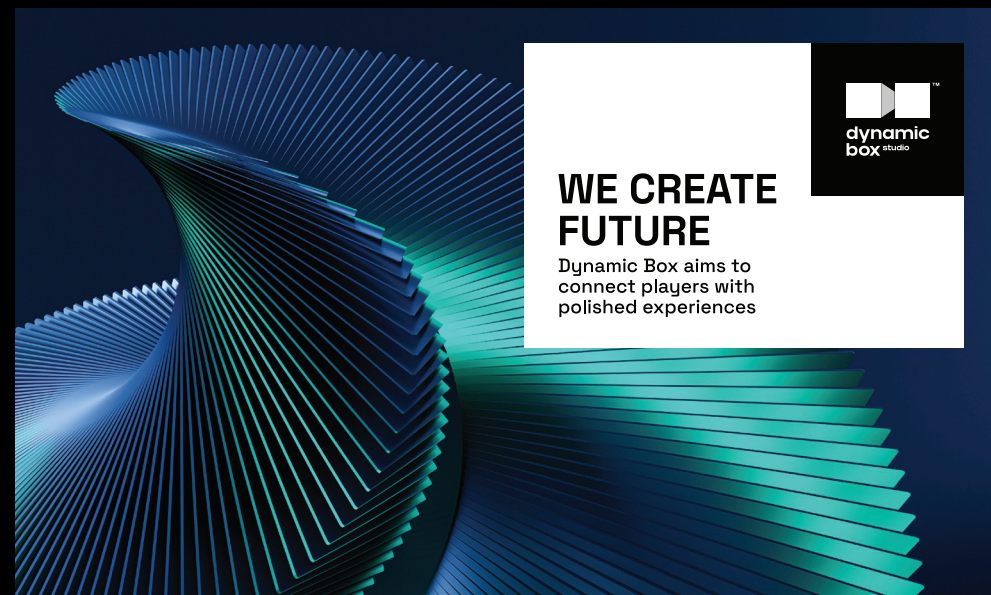
The Dynamic Square contains 2 boxes - one for headline and subheadline, another for logotype.

The weight of the small box limited by the center of the big box.

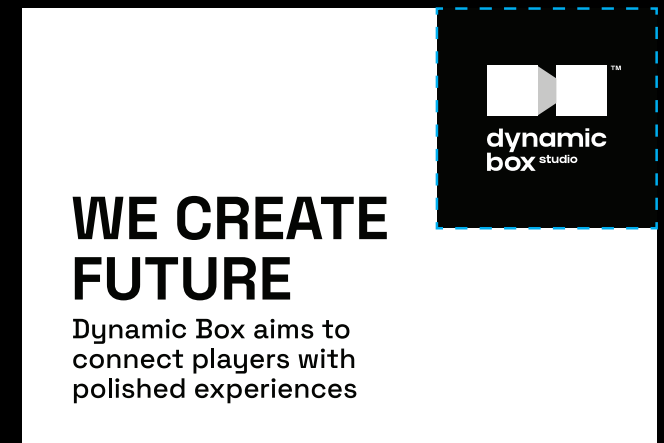
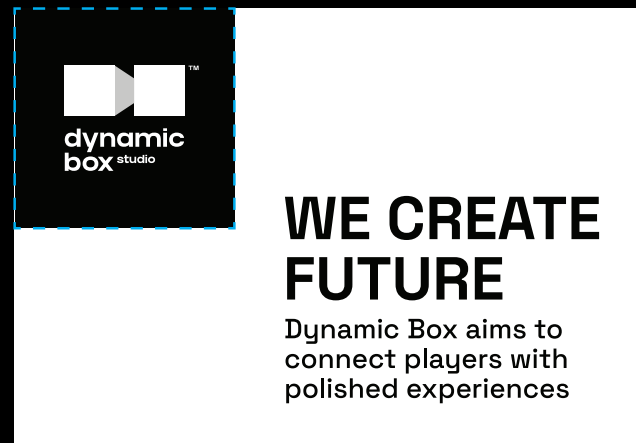
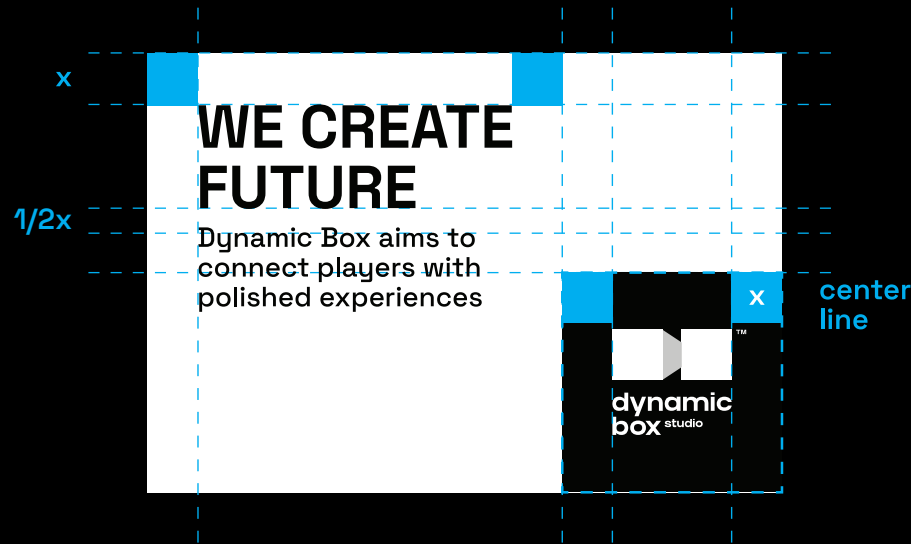


## ART DIRECTION / HORIZONTAL LAYOUT STYLE

This is the guide of The Dynamic Square on horizontal layouts.



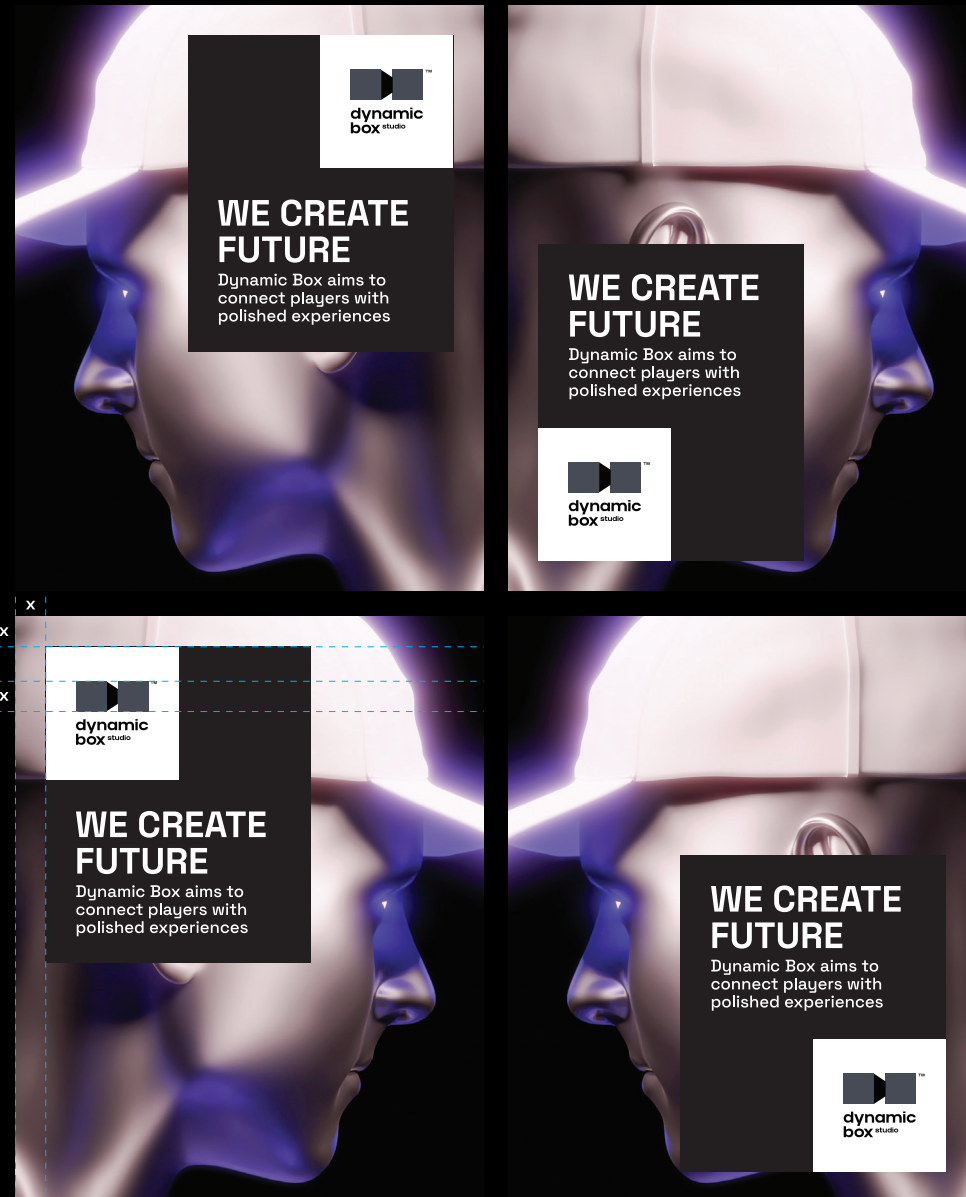
The height of the small box limited by the center of the big box.





## ART DIRECTION / THE DYNAMIC SQUARE POSITIONING

The small box can be on different corners of the big box. It depends where we place the Dynamic Square.



Our layout style can be in different direction. We can use 3D or photography style, 2D illustration, pattern or we can leave it simple by using the one of our secondary color.

3D style



Photography



2D illustration, pattern or big typography



Simple background



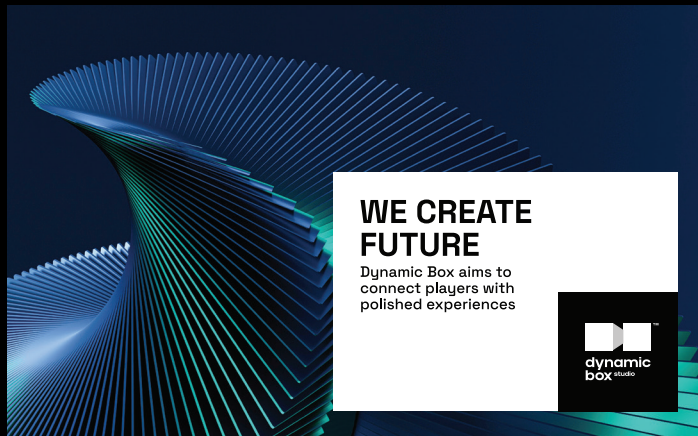
## ART DIRECTION / VERTICAL POSITIONING

Our communications layout system is robust enough to adapt to a range of format sizes.



## ART DIRECTION / VERTICAL POSITIONING

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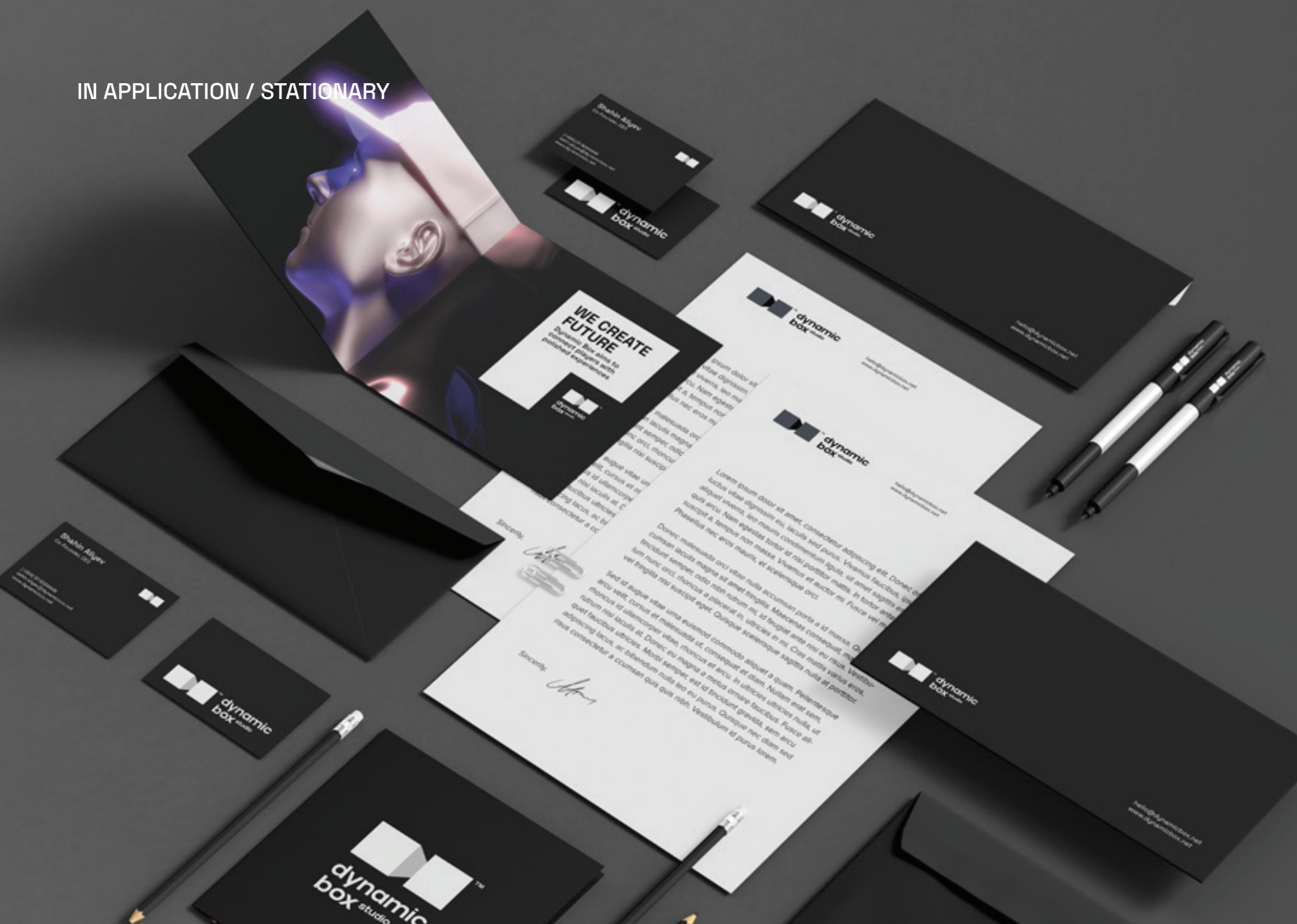


IN APPLICATION



**THE BEST  
OR NOTHING.**

# IN APPLICATION / STATIONARY



# IN APPLICATION / STATIONARY



ulla at porttitor.  
Pellentesque  
m erat sem,  
trices nulla, ut  
bus. Fusce al  
a, sem arcu  
hec diam sed  
urus lorem.



IN APPLICATION / PRINT AD



## WE CREATE FUTURE

Dynamic Box aims to  
connect players with  
polished experiences





IN APPLICATION / PRINT AD



**dynamic  
box** STUDIO

# WE CREATE FUTURE

Dynamic Box aims to  
connect players with  
polished experiences



IN APPLICATION / ROLL-UP



IN APPLICATION / BAG



IN APPLICATION / BACKPACK



IN APPLICATION / CAP



IN APPLICATION / MUG



IN APPLICATION / DOOR SIGN



# IN APPLICATION / EXHIBITION STAND



**WE CREATE FUTURE**  
Dynamic Box aims to connect players with polished experiences





