
dynadot

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Introduction

This manual serves as the official reference for the visual and verbal standards of the Dynadot brand. It should be used by Dynadot employees and external vendors when developing communication materials that represent Dynadot. When used effectively, the brand can convey value, inspire confidence, influence decisions, and build loyalty.

Our logos, colors, typefaces and messaging are the most valuable assets to our identity. Thus, it is essential that we maintain a standard of consistency across all projects and created materials. This document will be your guide to learning the Dynadot identity and how to use it properly.

Visual Guides

Logo Usage

A precise brand is an effective brand. This section covers the usable variations of our logo and the keys that distinguish and solidify our brand identity.

PRIMARY LOCKUP



Minimum size (print)

dynadot

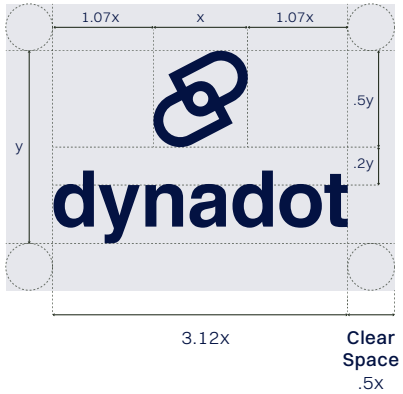
25mm

Minimum size (digital)

dynadot

80px

VERTICAL LOCKUP



Minimum size (print)

dynadot

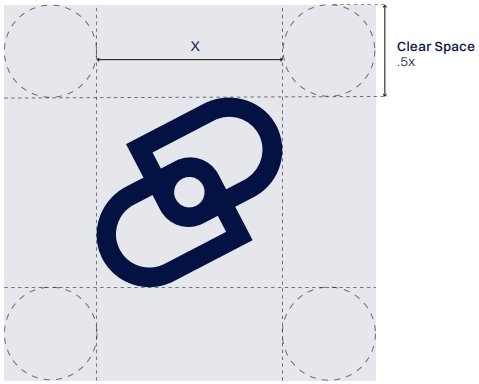
25mm

Minimum size (digital)

dynadot

80px

FAVICON



Minimum size (print)

6.35mm (.25in)

Minimum size (digital)

30px



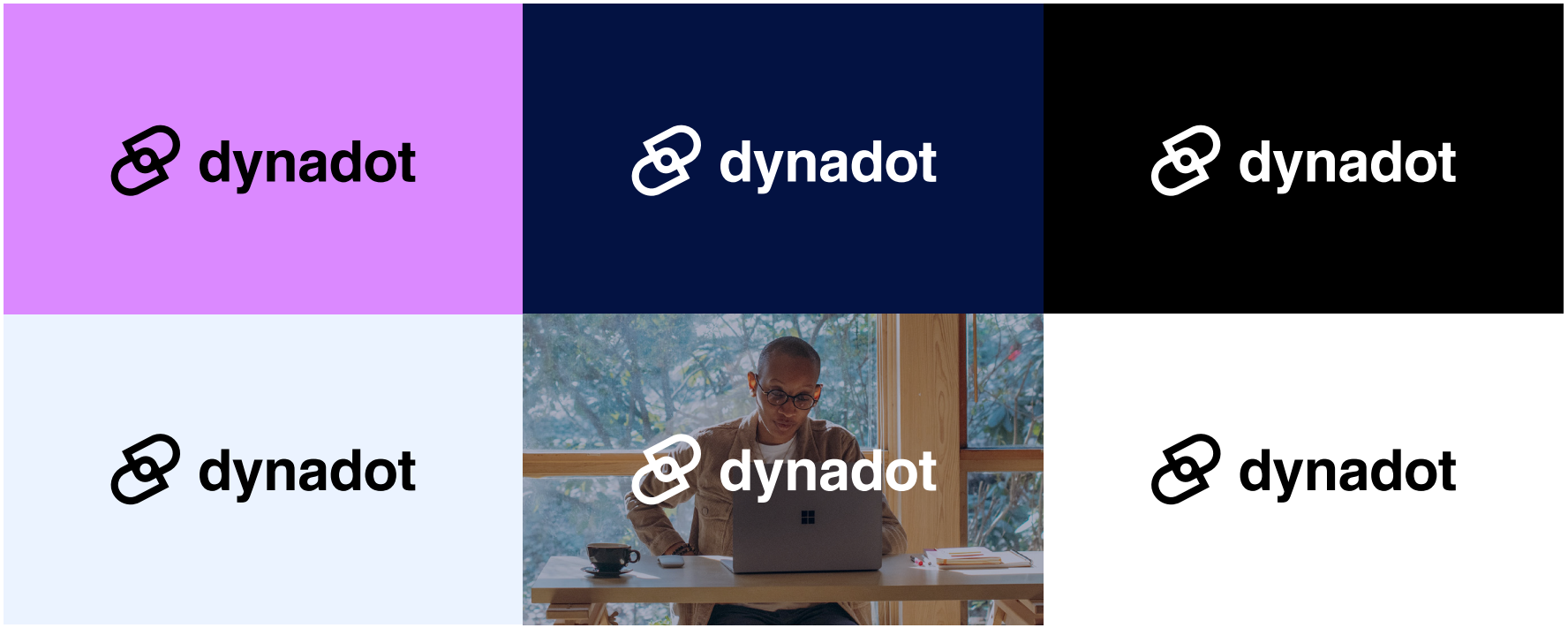
CLEAR SPACE

To protect the clarity and integrity of the logo, keep the logo separated from other visual elements by the minimum distance outlined above (.5x) known as the clear space.

Logo Usage

(CONTINUED)

As an expansion on the logos themselves, below outlines the usable color variants of the logo in varying environments. As well as how not to use the logo under any circumstance.



Improper Logo Usage

Skew, squeeze or stretch



Alter the lockup proportions



Colors other than specified



Add shadows, outlines or other effects



Alter the lockup order/placement



Misuse the logo colors



Brand Colors

This section outlines the exact brand colors for usage in all facets of brand marketing from screen to fabric.

PRIMARY BRAND COLORS

CMYK	C73 M58 Y76 K78	**CMYK**	C72 M35 Y0 K0	**CMYK**	C26 M48 Y0 K0	**CMYK**	C0 M20 Y92 K0
RGB	R3 G18 B66	**RGB**	R0 G150 B247	**RGB**	R219 G137 B255	**RGB**	R255 G202 B43
HEX	#031242	**HEX**	#0096F7	**HEX**	#DB89FF	**HEX**	#FFCA2B
PANTONE	2766 C	**PANTONE**	2925 C	**PANTONE**	2572 C	**PANTONE**	123 C

BRAND NEUTRALS

CMYK	C0 M0 Y0 K100	**CMYK**	C0 M0 Y0 K0	**CMYK**	C6 M2 Y0 K0
RGB	R0 G0 B0	**RGB**	R255 G255 B255	**RGB**	R235 G243 B255
HEX	#000000	**HEX**	#FFFFFF	**HEX**	#EBF3FF
PANTONE	Black	**PANTONE**	White	**PANTONE**	656 C

Typography

Swansea and Switzer are the typefaces used for all applications of the Dynadot brand from headlines to paragraph text. They may be used interchangeably in some instances throughout the type hierarchy, see pg. 11 for examples of usage.

Swansea can be found here: https://www.fontspace.com/swansea-font-f5873
Switzer can be found here: https://www.fontshare.com/fonts/switzer

PRIMARY HEADINGS

Typeface: Swansea
Weight(s): Bold

Tracking: -10
Case: Sentence Case

Swansea

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

SUBHEADINGS

Typeface: Switzer
Weight(s): Medium

Tracking: 30
Case: Sentence Case

Switzer

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

PARAGRAPHS

Typeface: Switzer
Weight(s): Light

Tracking: 0
Case: Sentence Case

Switzer

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

CALLS-TO-ACTION

Typeface: Switzer
Weight(s): Medium

Tracking: 30
Case: Sentence Case

Switzer

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Typography

(SAMPLE USAGE)

Below are examples of how text sections can be laid out as well as how the Dynadot brand typefaces may be used. Note the combination of Swansea and Switzer and how the typefaces can vary between subtitles, titles, paragraph text, and button text. Despite the variance in text styles, all content layouts should maintain a clear and proper hierarchy.

Swansea – Bold
Tracking: -10 – Sentence Case

The best domain registrar you've never met

Switzer – Light
Tracking: 0 – Sentence Case

Hello world, we're Dynadot. We're an ICANN accredited, strategically automated domain name registrar and web host with a suite of software and tools to make managing your domains simple, centralized, and secure. We're constantly innovating, leading the way in dynamic technology development that make the business of managing domains and websites easier.

Switzer – Medium
Tracking: 30 – Sentence Case

Shop domains ›

Shop domains ›

Imagery

Imagery plays a small but important role in the dynadot brand's visual identity and should be used sparingly with careful consideration. When used, images should be representative of the domain investor audience including both individuals as well as teams and may incorporate elements such as workplaces or laptops.

When text is overlayed on top of images, darken the image with a Dynadot dark blue rectangle at around 35% opacity. (SEE FIG. 1)

FIG. 1





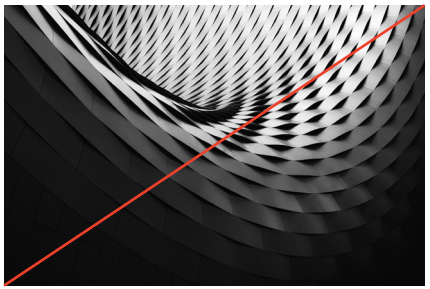




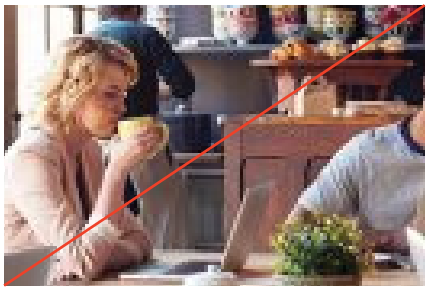
IMAGE CHECKLIST

- ✓ Proper Coloration - Images should be in full color
- ✓ Candid - feels natural and unstaged
- ✓ Imagery displays a range of diversity in ethnicity, gender, and age.

OFF-BRAND IMAGERY



Don't use images or photos just for decorative purposes. Imagery should support the message, not compete with it.



Choose clean, crisp, high-quality images that are free of overly complicated backgrounds.



Avoid using using obvious stock imagery.



Avoid images that look staged or overly posed.

Visual Elements

In supplement to content and imagery, visual elements carry the brand's aesthetic home. Below are some of the unique and specific brand elements to use in the world through digital and print media.

BRAND GRADIENT

The Dynadot brand gradient is made up of a base color gradient and a grain overlay. You may zoom in and use sections of the gradient for a more subtle use of the gradient that is less distracting than using the full gradient. **(SEE FIG. 1)**

Gradient is intended to be used in curated sections, it is almost never used in full and instead, smaller portions of the gradient should be utilized to create a variety of branded gradients for a range of various uses in color and aesthetic. **See page 13 for example usage.**

FIG. 1



Base Color Gradient



+

Grain Layer

Grain Settings
Blending Mode: Multiply
Opacity: 10%

Visual Elements Cont.

In supplement to content and imagery, visual elements carry the brand's aesthetic home. Below are some of the unique and specific brand elements to use in the world through digital and print media.

BRAND GRADIENT CONT.

Using the full gradient in every instance can lead to reduced computer performance so, to reduce the strain, you can pull sections of the gradient out and use them as background elements if appropriate. **(SEE FIG. 1)**

NOTE: Do not use the brand gradient in a way that makes any graphic feel dimensional. **(SEE FIG. 2)**

FIG. 1

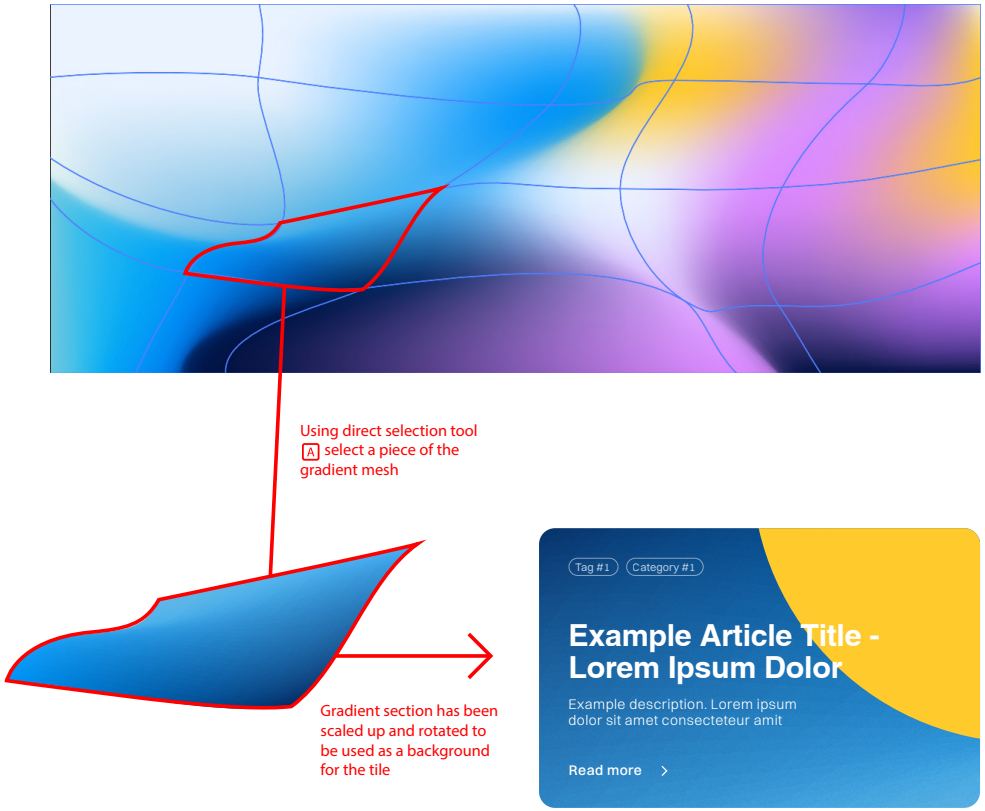
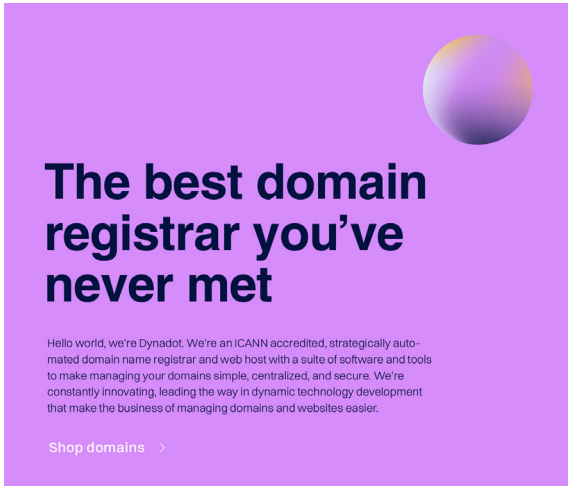


FIG. 2

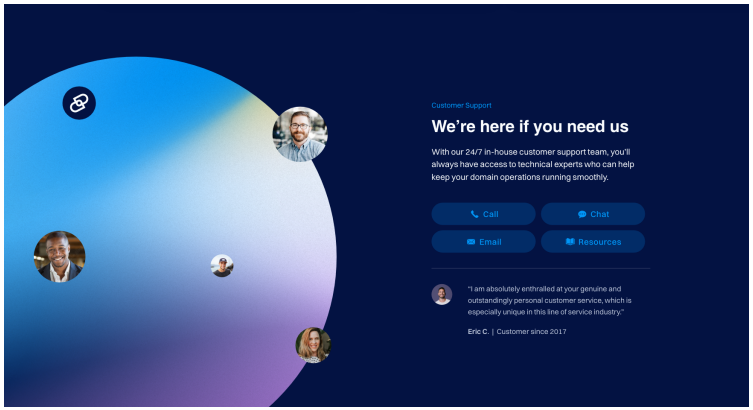


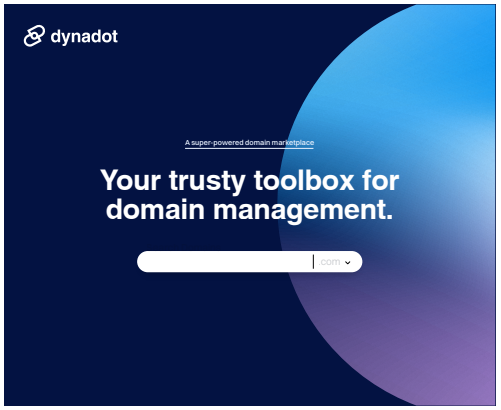
Visual Elements Cont.

In supplement to content and imagery, visual elements carry the brand's aesthetic home. Below are some of the unique and specific brand elements to use in the world through digital and print media.

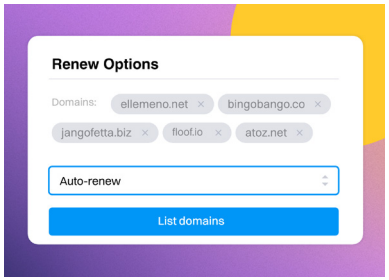
BRAND GRADIENT

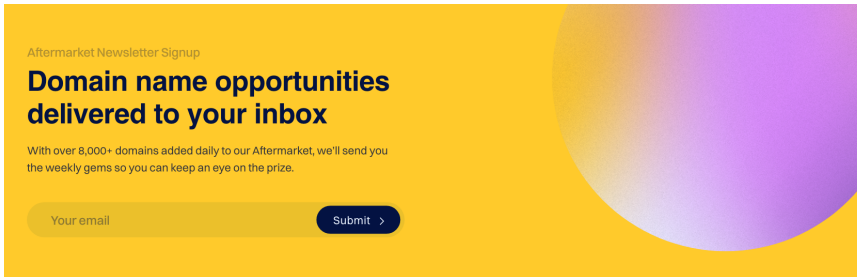
Dynadot's brand gradient is versatile in its possible applications. The gradient can be used as a background and also as a fill to add visual interest.

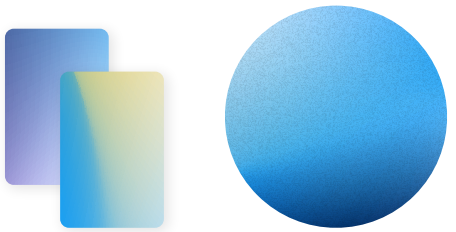






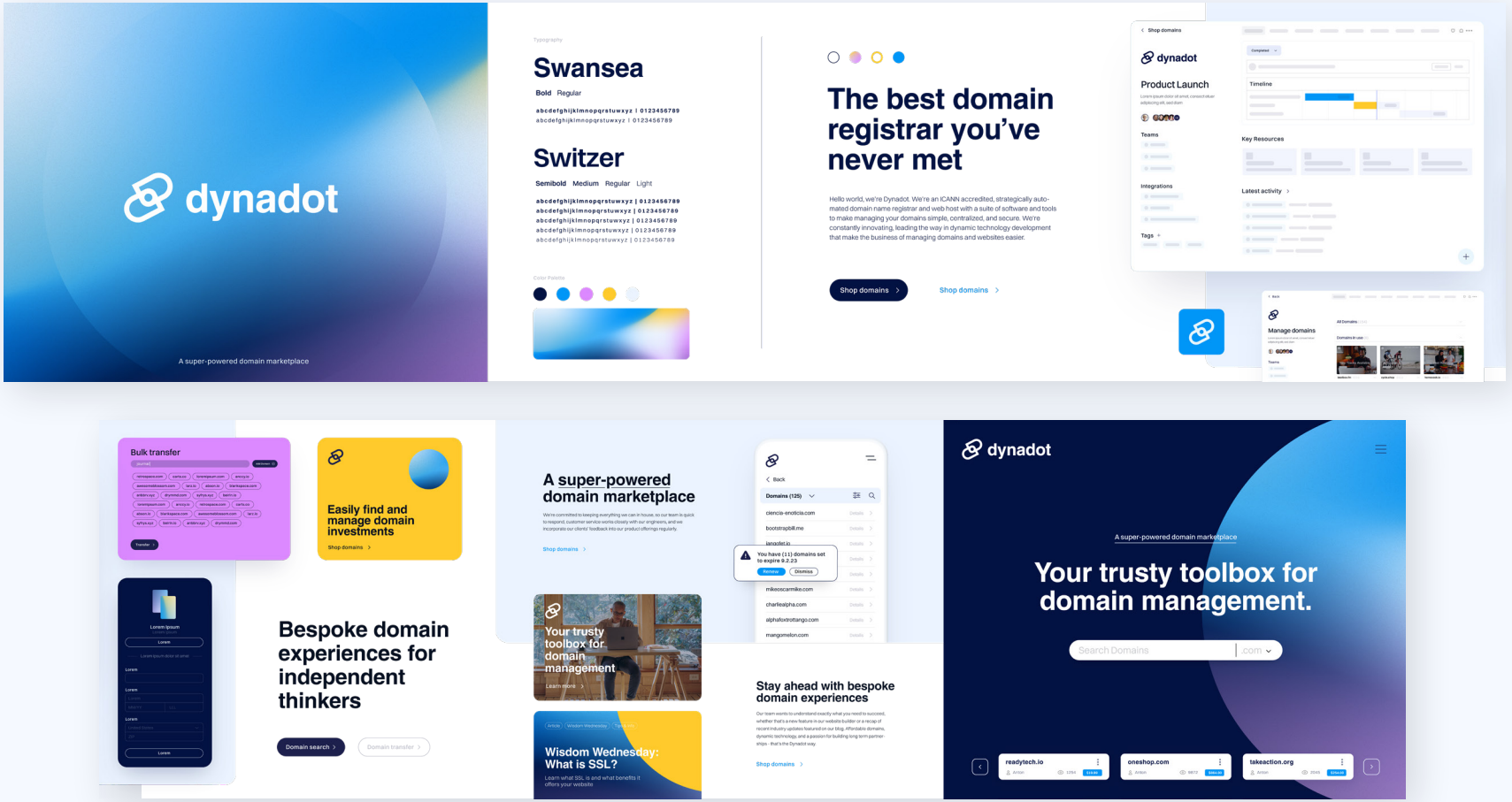






Brand Stylescape

The stylescape is a unique representation of the brand identity. It portrays how the brand components are used together for a comprehensive expression of brand identity.



Verbal Guides

BRAND PILLARS

Our ability to stand out in our market and communicate our competitive advantage is driven by these three unique points of difference. They represent our comprehensive offerings, our approach, our attitudes, and our commitments.

These points define the value we provide to our customers and illustrate the emotional connections we create with them.

1 Affordable domains

Strategic automations and a dedication to innovation lets us cut costs for our customers, ensuring our domain and hosting services are the most competitive in the industry.

2 Independent and agile

We keep our customer service team in house where they can quickly and efficiently collaborate with our engineers - we use our clients' feedback and requests to drive innovation and develop the newest features on our platform.

3 Thought leadership and education

With years of industry experience, commitment to improving our technology, and an ever growing library of resources, we want to empower our customers with the latest and greatest insights from the industry.

BRAND ATTRIBUTES

Brand attributes are words used to identify and describe the desired perceptions we want to personify in the minds of our key audiences. Each attribute listed here reflects a specific benefit for our brand.

Use these brand attributes as tools and parameters to differentiate our brand in all communications - visually, verbally, and functionally. Ask yourself as you develop elements of the brand, “Does this communication accurately reflect our brand attributes?”

Exciting

Personable

Independent

Unique

Dynamic

Fun

MESSAGING PLATFORM

With a clear understanding of our competitive advantages and our unique brand attributes, we are able to put our brand essence into words. This message platform includes details about what to express and how to speak to our customers.

Use these messages on externally focused communications to describe our brand and convey our value to all audiences. These messages can be used individually or together, to best fit the communication need.

Value/Mission Statement

Dynadot is committed to providing the best domain registration and management services in the industry, using strategic automation and innovations to provide unparalleled customer service and some of the lowest prices.

Brand Story

Committed to providing customers with world-class registration and hosting services, Dynadot uses strategic automations to keep prices low while still providing excellent customer service and support. Since its founding, Dynadot has grown into one of the major domain name registrar and web host companies, continuing their history of innovation with a team of uniquely independent and incredibly talented people constantly working to diversify their products and services.

Primary Taglines

- A super-powered domain marketplace

Secondary Taglines

- The best domain registrar you've never met
- Your trusty toolbox for domain management
- Stay ahead with bespoke domain experiences

MESSAGING PLATFORM

With a clear understanding of our competitive advantages and our unique brand attributes, we are able to put our brand essence into words. This message platform includes details about what to express and how to speak to our customers.

Use these messages on externally focused communications to describe our brand and convey our value to all audiences. These messages can be used individually or together, to best fit the communication need.

Elevator Pitch

Hello world, we're Dynadot. We're an ICANN accredited, strategically automated domain name registrar and web host with a suite of software and tools to make managing your domains simple, centralized, and secure. We're constantly innovating, leading the way in dynamic technology development that make the business of managing domains and websites easier. Since our founding we've been cultivating our independent streak, doing things a little differently than our competitors. For one, we've never maintained our own portfolio of domains so we don't compete with our clients. For another, we're committed to keeping everything we can in house, so our team is quick to respond, customer service works closely with our engineers, and we incorporate our clients' feedback into our product offerings regularly. We're also one of the last privately owned domain registrars in the biz, allowing us to make our own decisions, even when that means prioritizing relationships with our clients over profits. Our team wants to understand exactly what you need to succeed, whether that's a new feature in our website builder or a recap of recent industry updates featured on our blog. Affordable domains, dynamic technology, and a passion for building long term partnerships - that's the Dynadot way.

Voice and Tone

Welcoming and with a little sense of fun - appropriately playful

CONTACT & QUESTIONS

These guidelines were created to help present Dynadot in a consistent and compelling manner. Despite efforts to make this guidebook complete, some questions may arise while implementing the visual and verbal brand. If you have questions regarding the content of this book or usage for a specific application, please contact:

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