



DYNACRAFT

BRAND GUIDELINES

NOVEMBER 2014

This is the Dynacraft Universe. Where technology, innovation and fashion collide.

We're all about satisfying your instinct to move in new and exciting ways. You want awesome bikes, scooters and super fun ride-ons — what's new, what's cool, what your next-door neighbor drools after when he sees your kid in the driveway with the latest designs.

We're happy to have you here with us in our Universe. Welcome.

If it excites you to think about ride-ons that broadcast music, bikes that can talk and scooters that scoot without the slightest push — then you belong with us — in the Dynacraft Universe.

**WHERE TECHNOLOGY,
INNOVATION AND
FASHION COLLIDE**



DYNACRAFT GUIDELINES
PRIMARY LOCKUP

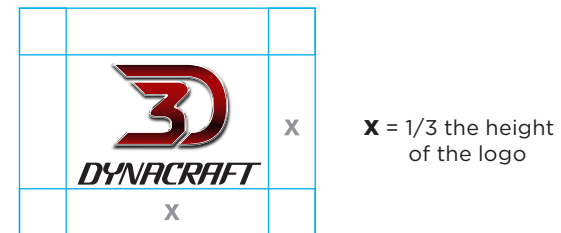
This is the primary DYNACRAFT logo lock-up that is to be used across all branding elements. The logo should follow the rules outlined below. In instances that will not allow for this version to be used due to space, color or size restrictions, refer to the other versions.



MINIMUM LOGO SIZE



MINIMUM CLEAR SPACE





MINIMUM LOGO SIZE



MINIMUM CLEAR SPACE



DYNACRAFT GUIDELINES
SPECIAL USE LOGO

In extreme situations where the primary or horizontal logos can not be used because of reduced legibility or production requirements (size and color) a simplified lock up has been designed to be produced in one or two colors at very small sizes. Cases where this would be used include: limited printing situations, embroidery, embossing, etc.



TWO COLOR

SINGLE COLOR

WHITE

MAXIMUM LOGO SIZE



MINIMUM CLEAR SPACE



WELCOME TO OUR UNIVERSE



WHERE **TECHNOLOGY, INNOVATION & FASHION** COLLIDE

LOGO COLORS / COLOR

The DYNACRAFT brand prominently features two colors and a chrome treatment. DYNACRAFT Red and Grey are the primary colors and should be used as the main colors for brand materials.



DYNACRAFT RED GLOSS



DYNACRAFT GREY
C 68 M 60 Y 65 K 55
R 056 G 057 B 053
PMS 447C

**LOGO COLORS / GREY SCALE
/ BLACK & WHITE**

In situations where printing resources are limited to only grey scale or black & white the logo should follow the rules below.



DYNACRAFT CHROME



DYNACRAFT GREY
C 68 M 60 Y 65 K 55
R 056 G 057 B 053
PMS 447C

COLOR PALETTE / PRIMARY COLORS

Dynacraft Red and Grey are the two primary colors for the Dynacraft brand. They are the colors in the logo and are the main colors across all media. In addition to the two main colors there are two special effects, Dynacraft Red Gloss and Chrome.



DYNACRAFT RED
C 12 M 100 Y 92 K 03
R 207 G 32 B 46
PMS 186C



DYNACRAFT GREY
C 68 M 60 Y 65 K 55
R 056 G 057 B 053
PMS 447C



DYNACRAFT RED GLOSS



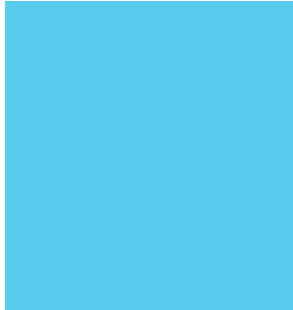
DYNACRAFT CHROME

COLOR PALETTE / SECONDARY COLORS

In addition to the red and grey, the secondary color palette adds a variety of colors to expand the possibilities for brand visuals. These colors are intended to be used for pops and highlights.



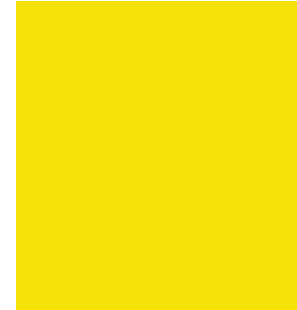
C 60 M 00 Y 100 K 00
R 083 G 221 B 068
PMS 360C



C 55 M 00 Y 03 K 00
R 028 G 188 B 238
PMS 305C



C 100 M 75 Y 00 K 10
R 000 G 000 B 255
PMS 286C



C 05 M 05 Y 100 K 00
R 252 G 237 B 033
PMS 108C

The Dynacraft brand font is Gotham and is supported by DIN. These fonts are complimentary to the logo and define a graphic and contemporary style for the brand. For internal communications (memos, emails, etc) and instances where the brand font is not available or necessary, Arial is the default font to use.

PRIMARY TYPEFACE

GOTHAM

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz 1234567890

The quick brown fox jumps over the lazy dog.

LIGHT

The quick brown fox jumps over the lazy dog.

MEDIUM

The quick brown fox jumps over the lazy dog.

BLACK

SECONDARY TYPEFACE

DIN

Ab Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt UuVv Ww Xx Yy Zz
1234567890

The quick brown fox jumps over the lazy dog.

REGULAR

The quick brown fox jumps over the lazy dog.

MEDIUM

The quick brown fox jumps over the lazy dog.

BOLD

DEFAULT TYPEFACE

ARIAL

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz 1234567890

The quick brown fox jumps over the lazy dog.

REGULAR

The quick brown fox jumps over the lazy dog.

ITALIC

The quick brown fox jumps over the lazy dog.

BOLD

To keep the branding typography consistent across print and web, two similar and widely available web fonts have been selected. These two typefaces should follow the same rules as print.

PRIMARY TYPEFACE

SOURCE SANS PRO

**Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1234567890**

The quick brown fox jumps over the lazy dog.

LIGHT

The quick brown fox jumps over the lazy dog.

REGULAR

The quick brown fox jumps over the lazy dog.

BOLD

The quick brown fox jumps over the lazy dog.

BLACK

SECONDARY TYPEFACE

ROBOTO CONDENSED

**Ab Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890**

The quick brown fox jumps over the lazy dog.

LIGHT

The quick brown fox jumps over the lazy dog.

REGULAR

The quick brown fox jumps over the lazy dog.

BOLD

PRINT FORMATTING

HEADLINE

SUBHEADLINE

Ides Tus et eti fat, cononum teridem hilicuperum tam se quam ut vit vis verir acta, nostimp erehebem ocae ad crid culintis

– CONEROBUS ET NICA NOCTUM IAM QUE REST

– AN TELA REBAT PORTEM MANDAM AD INATIS HABUS

HEADLINES

- GOTHAM BLACK
- CAPS

SUB-HEADLINES

- GOTHAM MEDIUM
- CAPS

BODY COPY

- GOTHAM MEDIUM
- SENTENCE CASE

SUPPORTING COPY

- DIN MEDIUM
- CAPS

WEB FORMATTING

HEADLINE

SUBHEADLINE

Ides Tus et eti fat, cononum teridem hilicuperum tam se quam ut vit vis verir acta, nostimp erehebem ocae ad crid culintis conerobus, et et, nica noctum iam que rest? An tela rebat portem mandam. Ad inatis habus hicauciam inerferio.

BUTTON COPY

HEADLINES

- SOURCE SANS PRO BLACK
- CAPS

SUB-HEADLINES

- SOURCE SANS PRO SEMIBOLD
- CAPS

BODY COPY

- SOURCE SANS PRO REGULAR
- SENTENCE CASE

SUPPORTING COPY (BUTTONS, LEGAL, ETC.)

- ROBOTO CONDENSED BOLD
- CAPS

DON'TS / PRIMARY

The DYNACRAFT logo and branding elements have been designed with care and consideration. The following rules should be followed to uphold the consistency and quality of the brand.



DO NOT ALTER THE LOGO PROPORTIONS



DO NOT CHANGE THE DYNACRAFT TYPE COLOR



DO NOT CHANGE THE DYNACRAFT FONT



DO NOT ADD STROKE



DO NOT USE LOGO ON AN ANGLE



DO NOT REMOVE ELEMENTS FROM THE LOGO



DO NOT SEPARATE LOGO ELEMENTS



DO NOT CHANGE ICON COLORS



DO NOT ALTER THE LOGO ELEMENT POSITIONS

DON'TS / SECONDARY



DO NOT ALTER THE LOGO PROPORTIONS



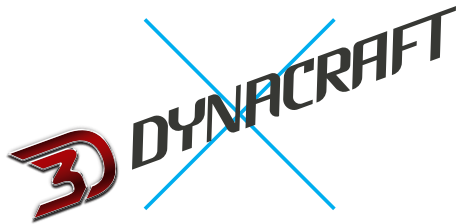
DO NOT CHANGE THE DYNACRAFT TYPE COLOR



DO NOT CHANGE THE DYNACRAFT FONT



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DO NOT REMOVE ELEMENTS FROM THE LOGO



DO NOT SEPARATE LOGO ELEMENTS



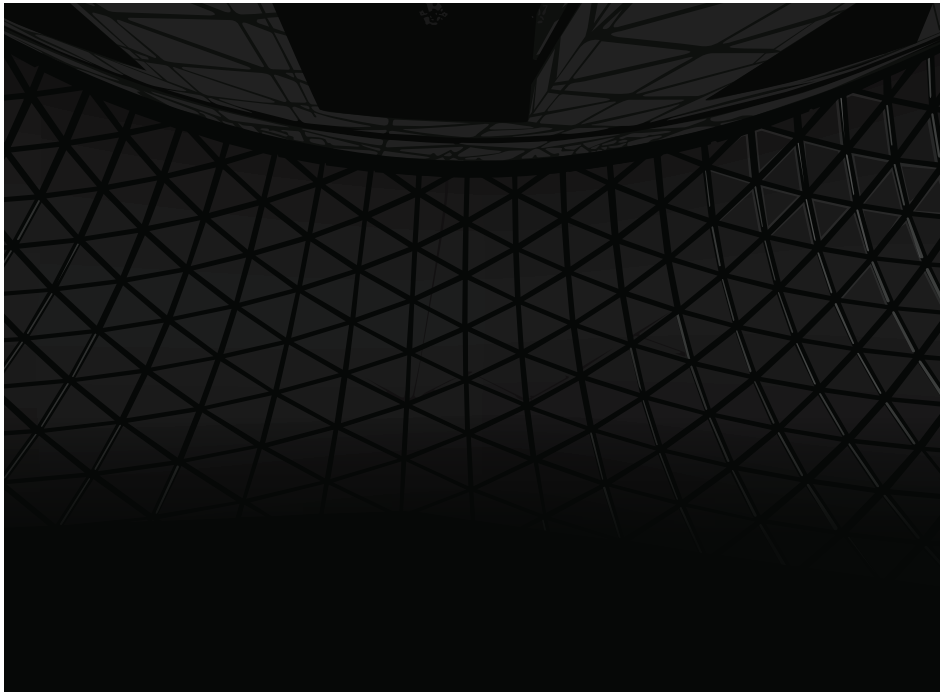
DO NOT CHANGE ICON COLORS



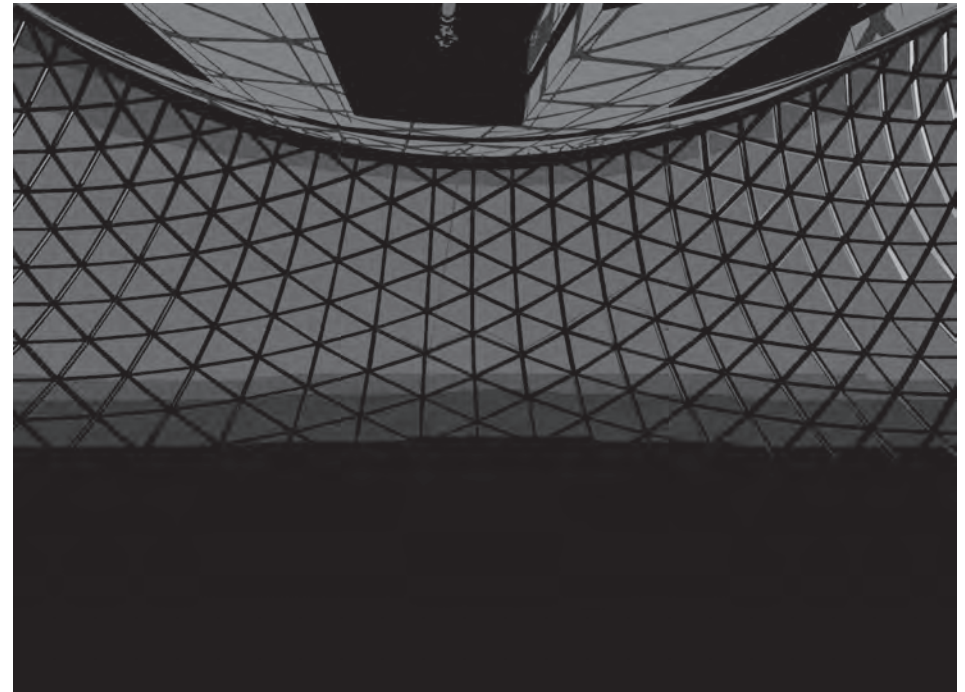
DO NOT ALTER THE LOGO ELEMENT POSITIONS

DYNACRAFT GUIDELINES
PHOTOGRAPHY

In the Dynacraft Universe photography plays an especially important role to provide the larger-than-life feeling that Dynacraft's products give to their users. Low angles, wide lenses, high contrast and excited kids, are keywords when talking about Dynacraft's imagery.



VECTOR SCAFFOLDING BACKGROUND



TIFF SCAFFOLDING BACKGROUND

Our trademark scaffolding background comes in two forms: a complete vector one to be used on color applications, and a TIFF form that has a halftone dot screen pattern to be used on black and white printing.

ART DIRECTION — DYNACRAFT LOOK DEFINED

- 1) Shoot from a medium low angle, dynamic and realistic.
- 2) Shoot at a 3/4 angle to get a good view of both sides of the product.
- 3) Models should be realistic and genuine when capturing their moment of joyous surprise. They own the car and they know how to drive in the Dyncraft Universe.
- 4) Clothing — Solid, plain clothing preferred. Stay away from patterned and “busy” clothing. No logos or graphics on clothing.
- 5) Models look like they are driving (eye direction). Models are age and size appropriate to fit product.
- 6) Features — Show models enjoying the feature, ie: MP3 player, bluetooth speaker, microphone, etc.

KEYWORDS: Authentic
Realistic Genuine
Joyous-Surprise Feels fun



ART DIRECTION — DYNACRAFT LOOK — PRIMARY PACKAGING SHOT



GOOD EXAMPLE:

Realistic

Joyous-Surprise

Authentic

Genuine

Feels fun

Models look like they are driving (eye direction)

Models are age and size appropriate to fit products

Models are relatable to consumer and products

ART DIRECTION — DYNACRAFT LOOK — PRIMARY RIDE-ON SHOT



GOOD EXAMPLE:

Realistic and Genuine

Model is in solid-colored clothing

Model contains confidence in self
and in driving skill

**“I’M TRULY
ENJOYING MY
HELLO KITTY CAR
BECAUSE IT’S MINE.**

ART DIRECTION — PRIMARY RIDE-ON SHOT



GOOD EXAMPLE:

Realistic and genuine

Captures joyous-surprise

Captures authentic fun and feels genuine

Model is age and size appropriate to fit product

Model is relatable to consumer and products

DYNACRAFT GUIDELINES
FRAME GRAPHICS

When the Dynacraft brand is applied bike frames use the frame graphic. At Dynacraft, the ways to interpret the brand logo are only limited by the designs we can create. A stylized slash and headbadge are also available for use.

DYNACRAFT

DYNACRAFT

DYNACRAFT

DYNACRAFT



YOUTH BIKES

DYNACRAFT



DYNACRAFT

DYNACRAFT

ADULT BIKES



D3 SLASH

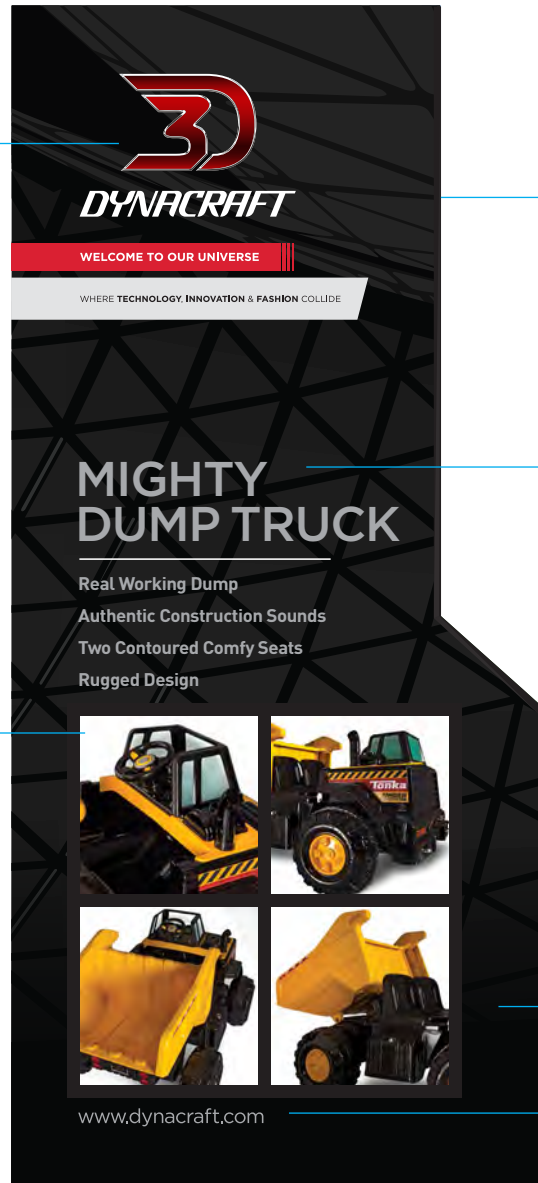


D3 HEADBADGE

DYNACRAFT GUIDELINES
PACKAGING GUIDELINES

SIDE PANEL DETAILS

- Dynacraft logo aligned with headline text
- Headline bars should extend to edge of left panel



- 4 detail shots are arranged on a solid black background
- Detail shots can be combined to form one main image, two horizontal or vertical images, or a mix of one horizontal or vertical image with two square shots

- A bevel element is nested on the right edge
- Angle of bevel edge is approximately 138°
- 40% all caps Black text in Gotham font for headline text
- Subheader text is DIN Pro Bold font
- Stroke should be noticeably thin
- Header to Subheader text is a 3:1 size ratio
- Leading for Header text is 1:1 while Subheader is 1:1.25
- Vector Scaffolding is used for background image
- Dynacraft website address is left aligned at bottom



- Icons detailing product restrictions in top section
- Icon Text is C:36 M:28 Y:27 K:0
- Icon Box is C:68 M:62 Y:58 K:46
- Vector scaffolding used as background
- A bevel is used on left
- Warnings are done in White, no stroke
- Model information is 40% Black