

Brand guide



2018

DYNAUDIO

Version 2.0

Hello

We've created a complete set of design and copy guidelines to ensure a clear, consistent and coherent brand across all platforms, no matter where you are and what you do.

Our marketing and sales activities highlight the fact that Dynaudio is a straight, reliable, top-shelf brand – and that we understand our users' needs.

Stick to these guidelines and we'll be speaking to them with one voice.

Enjoy...

DYNAUDIO

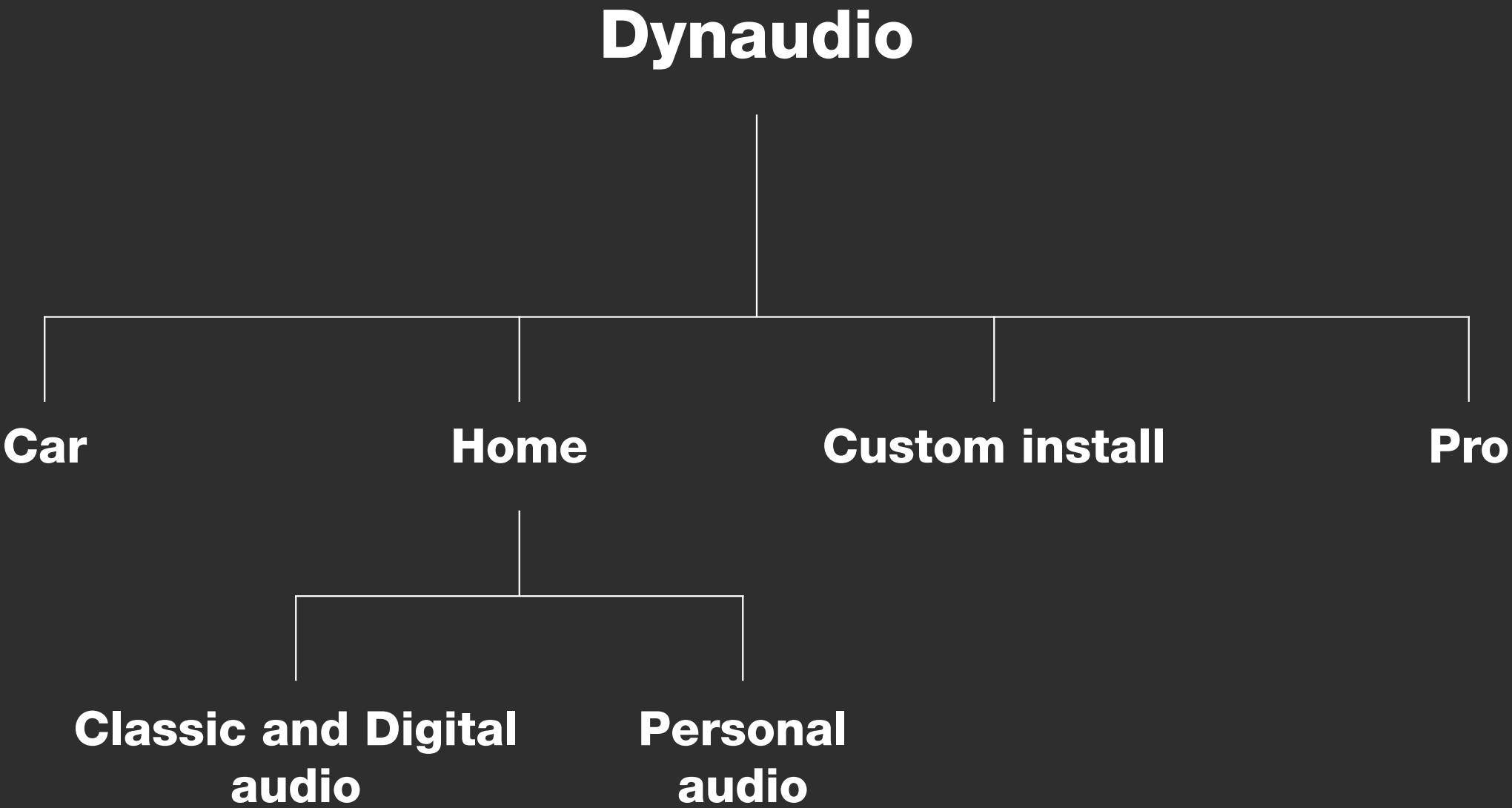


The brand

DYNAUDIO

Segments

We're world-famous for making handcrafted high-end loudspeakers for living rooms, cars and professional recording studios.



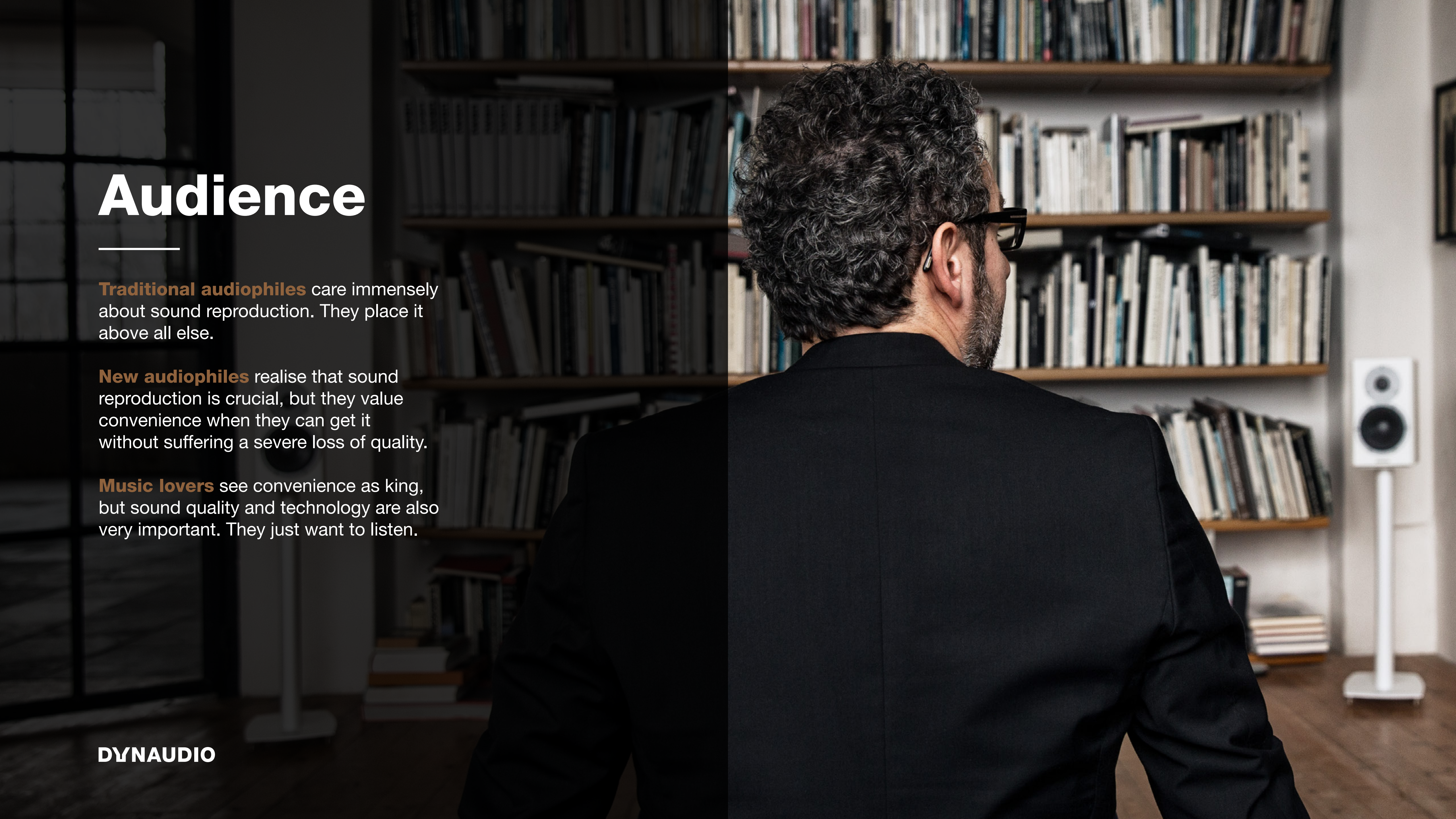
Audience

Traditional audiophiles care immensely about sound reproduction. They place it above all else.

New audiophiles realise that sound reproduction is crucial, but they value convenience when they can get it without suffering a severe loss of quality.

Music lovers see convenience as king, but sound quality and technology are also very important. They just want to listen.

DYNAUDIO



Core elements

Logo

The logotype is only to be used in black or white. Don't use it in other colours.

DYNAUDIO

DYNAUDIO

DYNAUDIO

Logo

It's OK to use black and white logos on different backgrounds.

It's *not* OK to use the logo in colours other than black or white.

DYNAUDIO

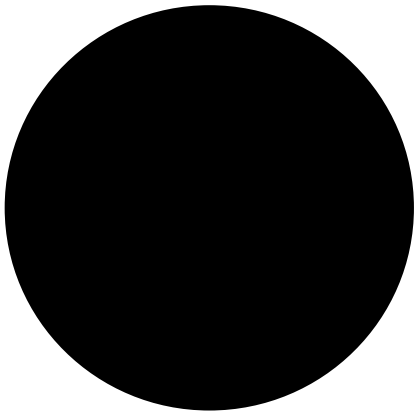
DYNAUDIO

DYNAUDIO

DYNAUDIO

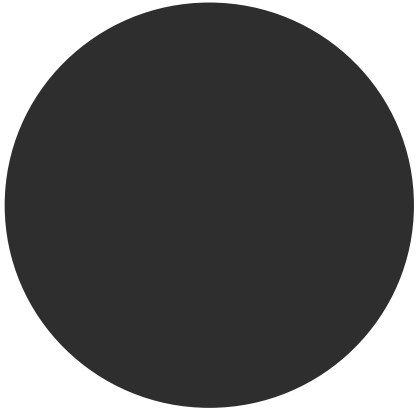
Corporate colours

Black and white are dominant Dynaudio colours.
They're used together with all tints of black. Dark grey is often used as a replacement for 100% black. The segment colours can also be used on a corporate level, to complement and to promote details.



Black

Pantone: Process Black C
CMYK 0-0-0-100
RGB 0-0-0



Dark grey

Pantone Cool Gray 11C
CMYK 0-0-0-95
RGB 50-50-50

DYNAUDIO

Rich grey

You can add these cyan values to give the grey more punch if you're designing for print



CMYK 10-0-0-90



CMYK 10-0-0-75



CMYK 10-0-0-50



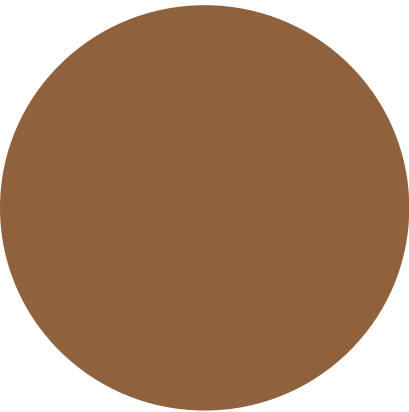
CMYK 5-0-0-25



CMYK 0-0-0-10

Segment colours

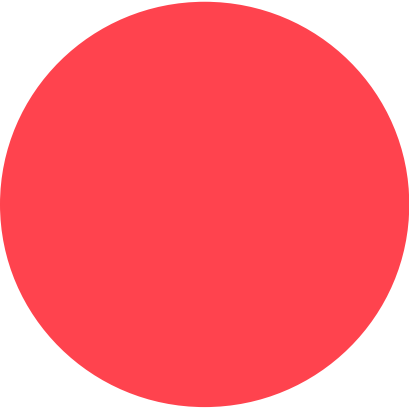
Each segment has its own colour that is not to be mixed or used across segments.
Black, white and grey are also dominant in segment marketing with a little twist of the specific segment colour.



Home

Classic and digital audio

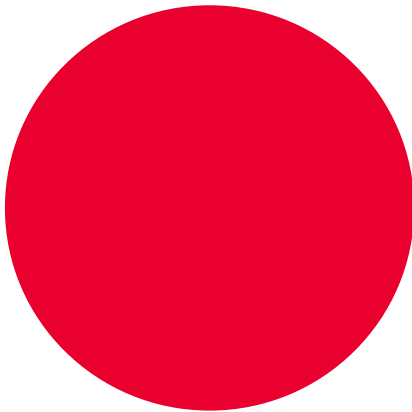
Pantone 876 C
CMYK 5-45-65-50
RGB 131-98-65



Home

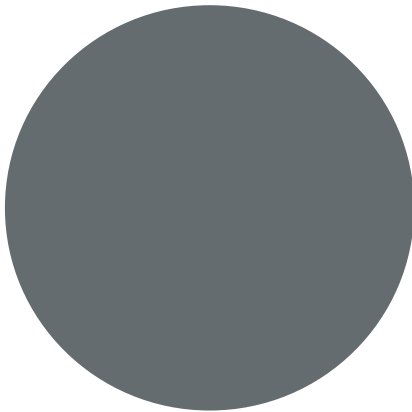
Personal audio

Pantone 805 C
CMYK 0-87-64-0
RGB 255-69-79



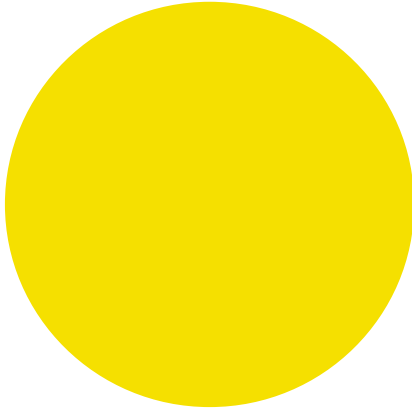
Pro

Pantone 199 C
CMYK 0-100-75-0
RGB 200-0-50



Car

CMYK 10-0-0-70
RGB 103-108-110



Custom Install

Pantone 3955 C
CMYK 8-0-90-0
RGB 239-223-0

Corporate typeface

Helvetica Neue LT Std 55 Roman
Helvetica Neue LT Std 56 Italic
Helvetica Neue LT Std 85 Heavy
Helvetica Neue LT Std 86 Heavy Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
1234567890!"#\$%&/'()*=?~`\$¢%^\{|}~

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
1234567890!"#\$%&/'()*=?~`\$¢%^\{|}~

heavy
roman

Chinese typeface 中文字体

华康黑体

DYNAUDIO

Multi language typeface

Noto Sans Regular
Noto Sans Bold

About Noto Sans

When text is rendered by a computer, sometimes characters are displayed as ‘tofu’. These are little boxes to show that your device doesn’t have a font to display the text. Tofu looks like this: ☐

Google has been developing a font family called Noto, which aims to support all languages with a harmonious look and feel... and banish tofu. Noto has multiple styles and weights, and is freely available to all.

When to use it

This font supports all languages. It’s used in multi language material, such as quickstart guides, to ensure an homogeneous look. (Helvetica Neue LT Std is always preferred, but doesn’t support all languages.)

When Helvetica Neue LT isn't available

Go for Arial.

DYNAUDIO

Arial can be used in Microsoft Office documents

In Microsoft Office documents, if Helvetica Neue LT isn't available, the default typeface is set to Arial. This is to increase compatibility across devices and platforms.

Product and segment naming

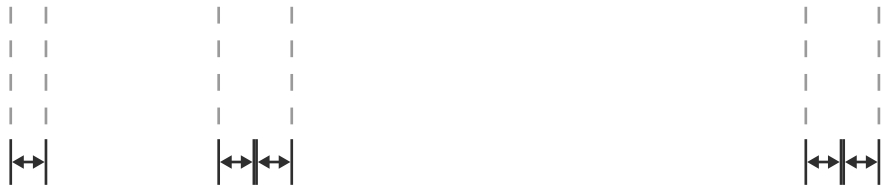
The logo is black or white. Put the product name in segment colours, if possible.

DYNAUDIO Contour 60

Helvetica Neue
LT Std 55 Roman
(Tracking -13)

Helvetica Neue
LT Std 85 Heavy
(Tracking -13)

DYNAUDIO Music 5



Space between logo and product name
is 2 x width of 'l'

DYNAUDIO PRO

When using the segment name,
always use segment colour

DYNAUDIO

Product naming

Alignment for product name in two lines

DYNAUDIO

Left alignment

DYNAUDIO
Contour 60

X-height is also half the height of 'l'

Height of 'l'

Space between lines is half the height of 'l'. Align to ascender height of the product name

Centre alignment

DYNAUDIO
Contour 60

Right alignment

DYNAUDIO
Contour 60

Brand graphics

It's fundamental

A shape derived from the essence of Dynaudio

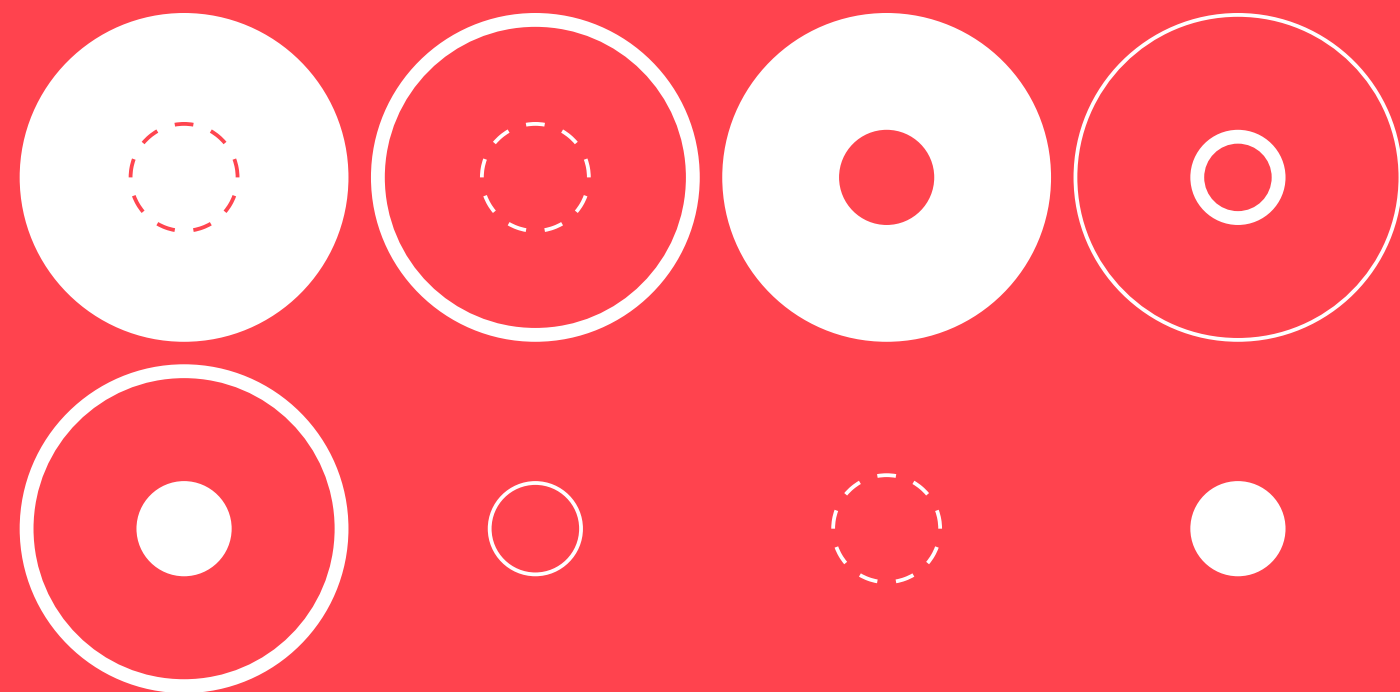
Never do this...

We don't use the 'Y' from the Dynaudio logo as a graphic element.

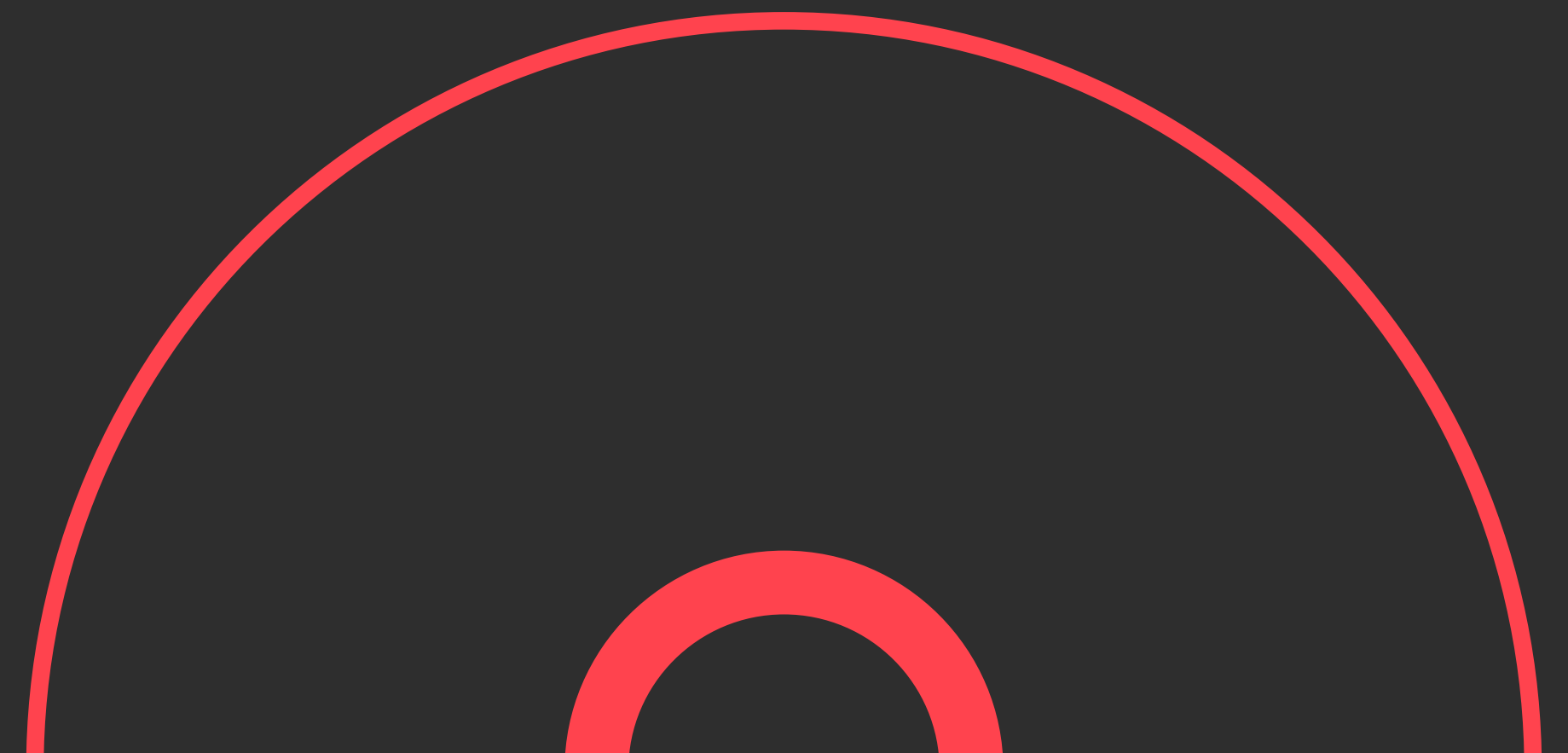
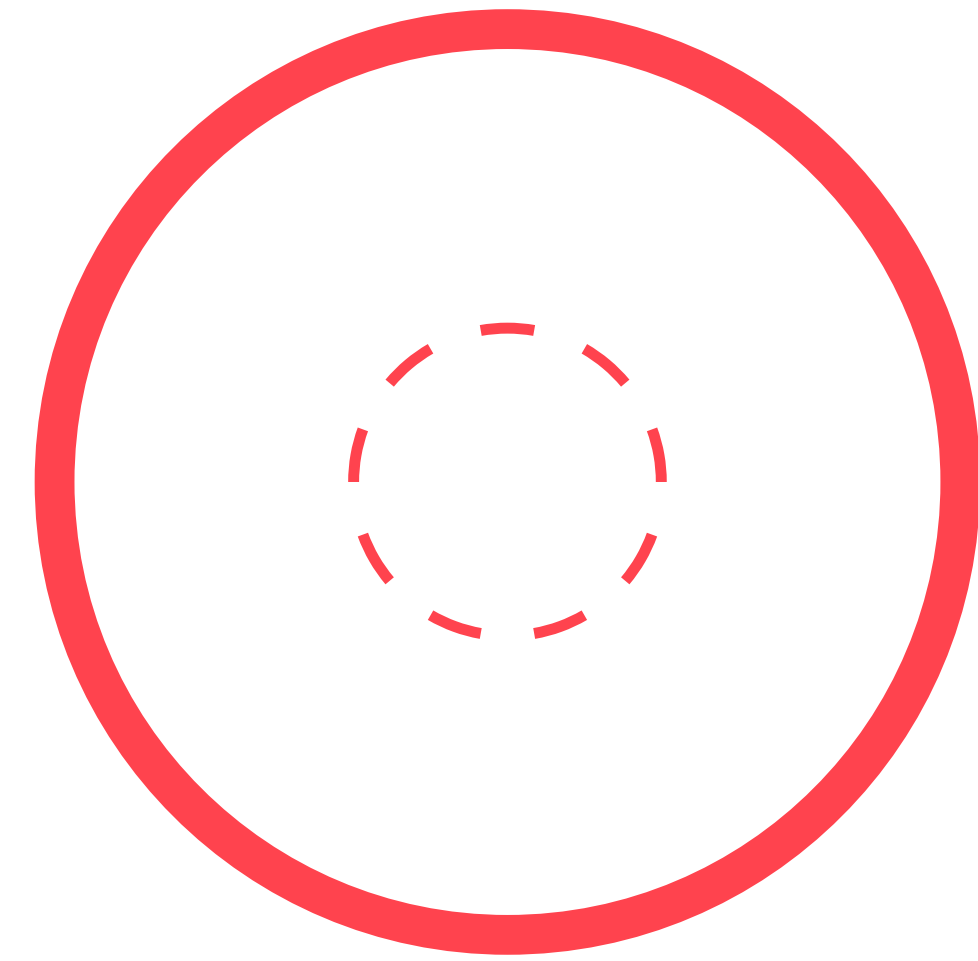
DYNAUDIO



Brand graphics



DYNAUDIO



Images Lifestyle with people

Real people that the audience can understand and identify with themselves.

We show life as it is.

DYNAUDIO



Images Lifestyle without people

Clean, aspirational settings with a healthy dose of reality. We place the product where it's likely to be used.

DYNAUDIO



Images Products

Be iconic

Products are shown as simply as possible, staying true to the Dynaudio brand.

Standard shots

Front with grille
Front without grille
Angle front
Angle back
Angle top

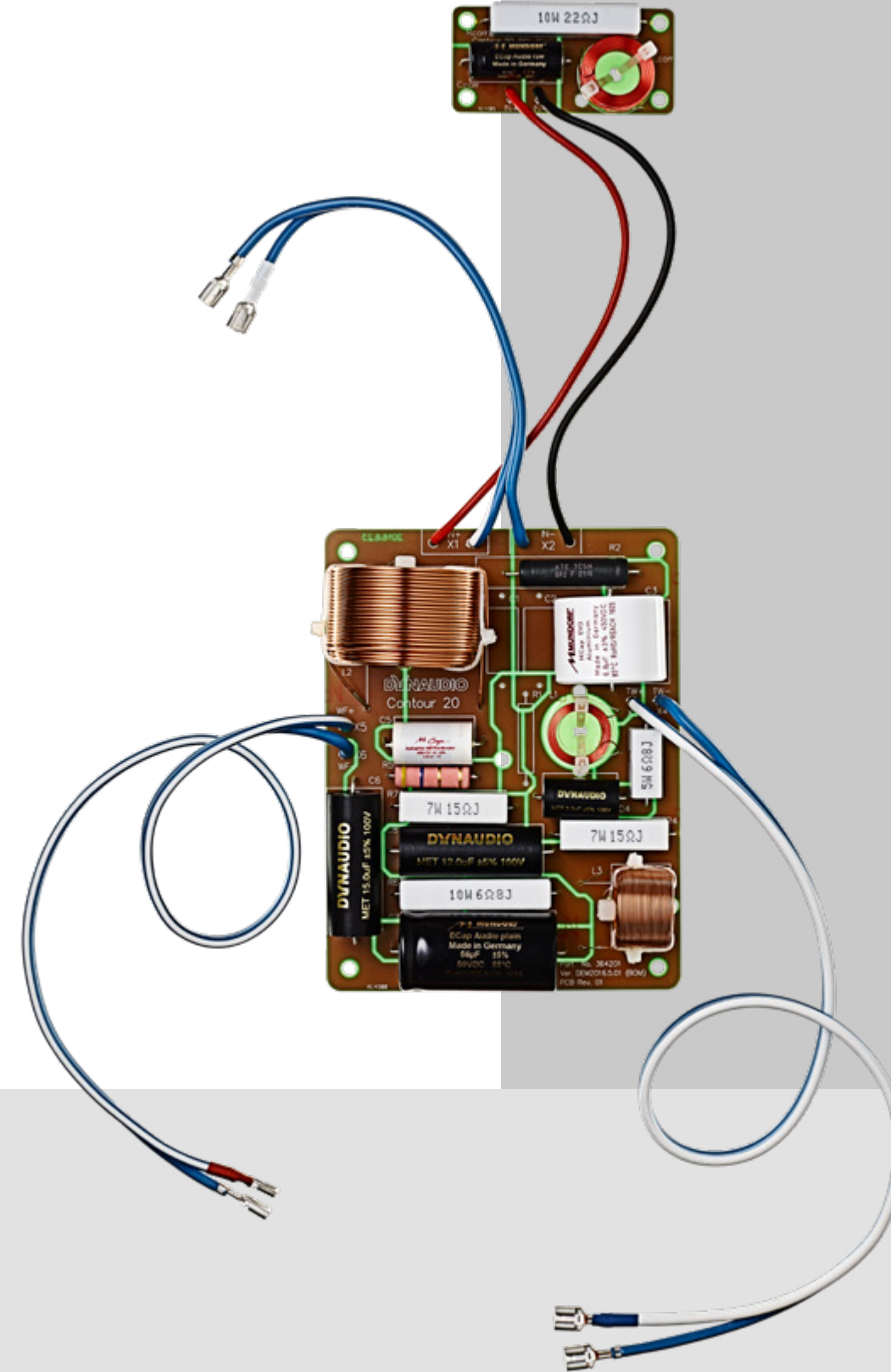
DYNAUDIO



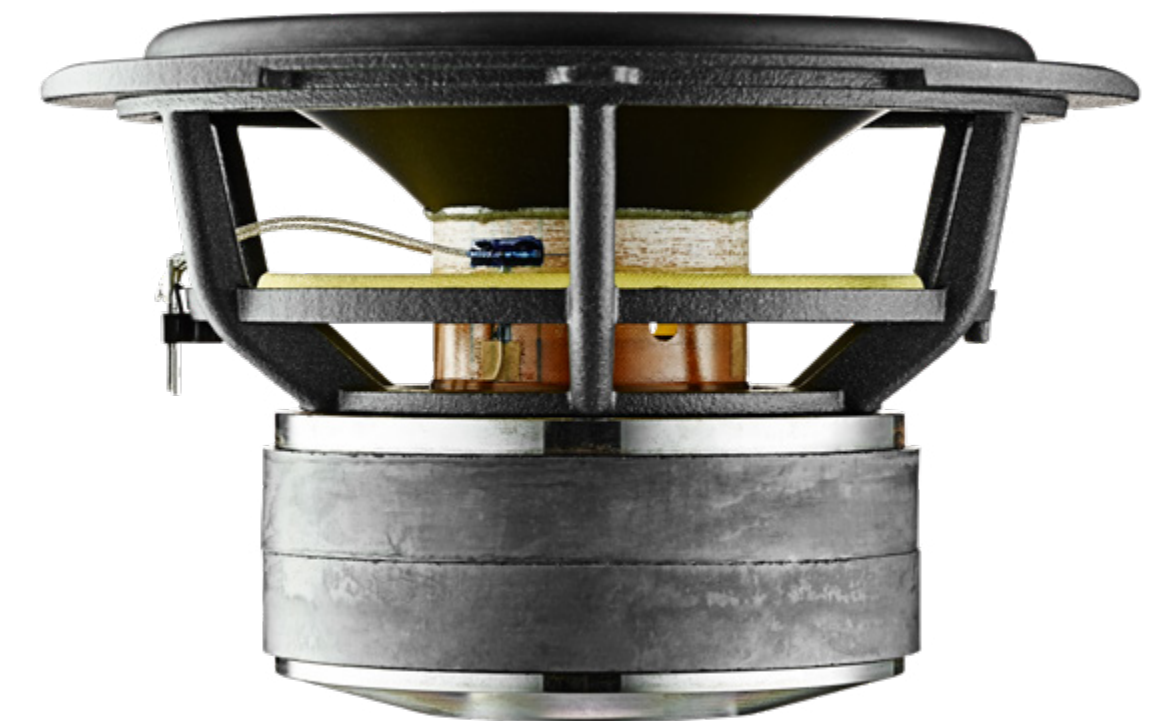
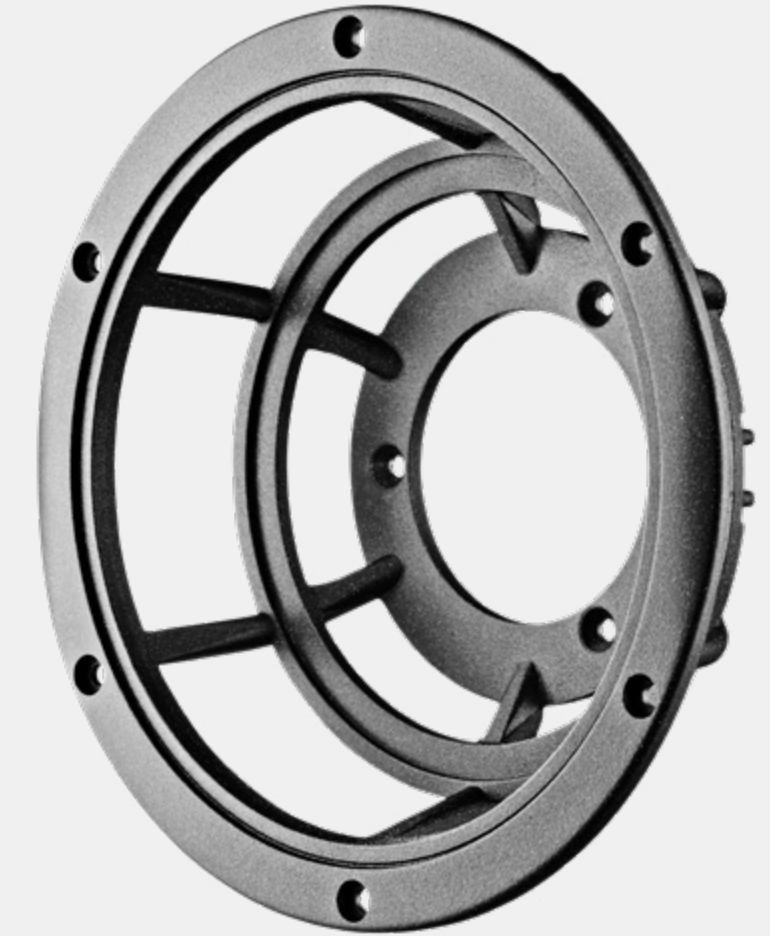
Images Speaker parts

Interior beauty

The bits you don't see are just as beautiful as the bits you do – so we make sure they're shot just as painstakingly.



DYNAUDIO

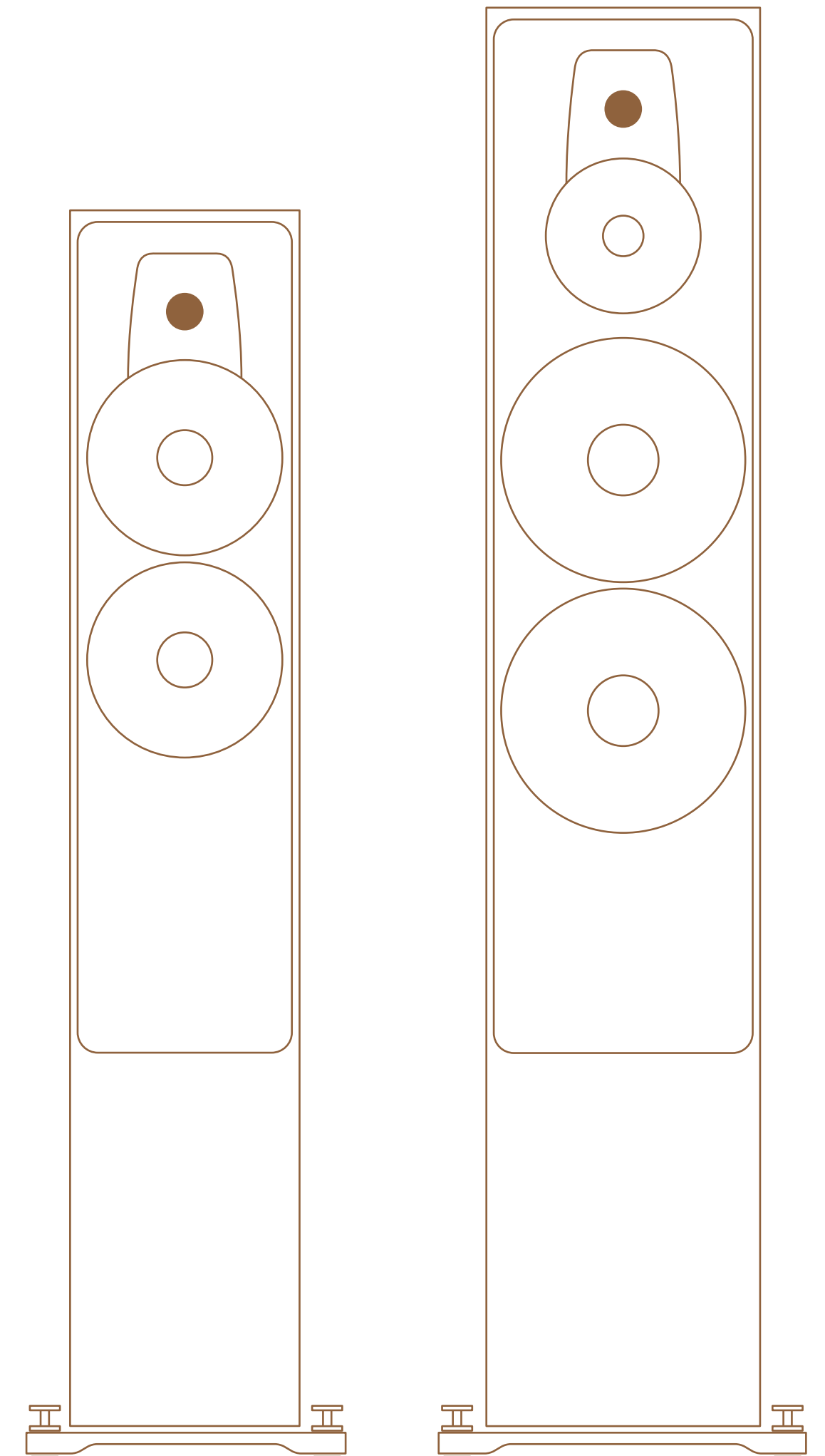
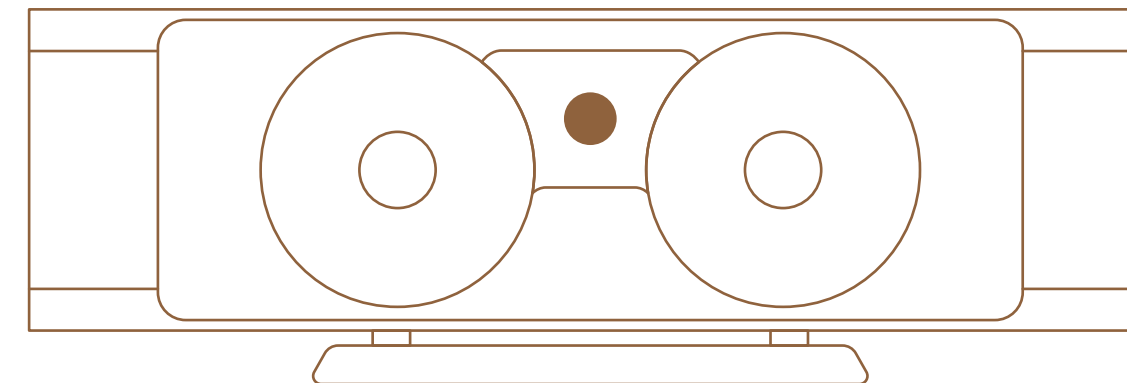
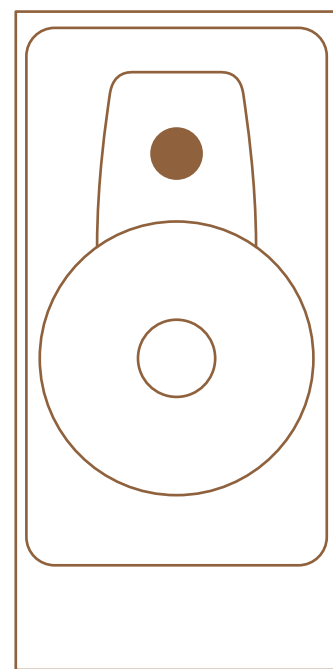


Product line-art

Emphasises the engineering equity
of the brand products.

Tweeters in fill colour, the rest in lines.
Keep it as simple as possible.

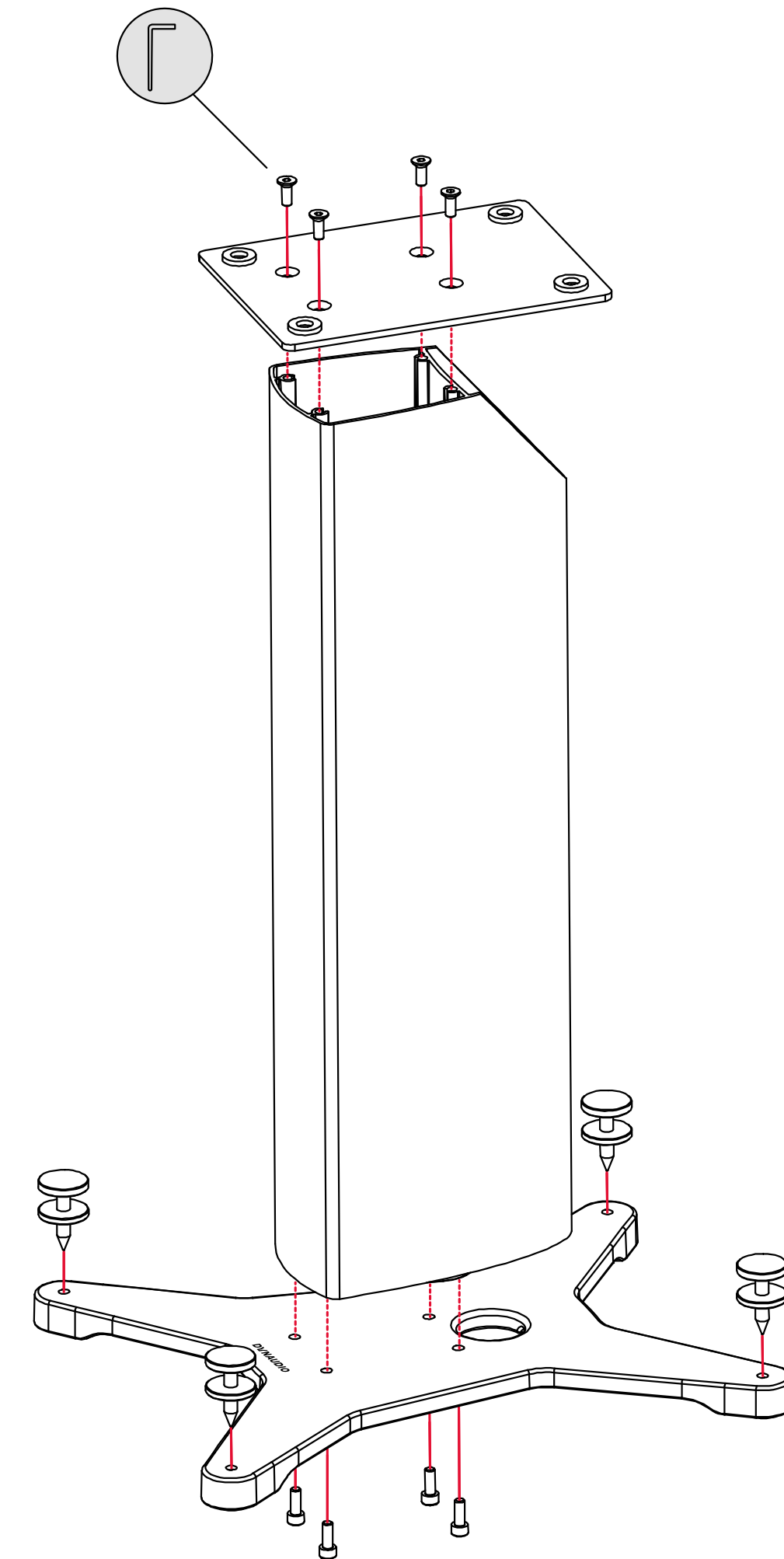
DYNAUDIO



Technical drawings

Often used in assembly instructions.

Again, keep it simple – but bear in mind that all relevant details should be included.



DYNAUDIO

Dynaudio in text

DYNAUDIO

When writing body text, never
use the **DYNAUDIO** logo

DYNAUDIO in not written in
all caps

This is the way to write
Dynaudio in body text

Copywriting Tone of voice

Our style is clear, concise and contemporary, and always with our target audiences in mind.

We're friendly, approachable and informative. And we have a slightly impish edge. We never talk down to people – they might be newcomers to hi-fi – but we never assume knowledge.

We're enthusiastic about how and why we do things. We're proud that we design and engineer in Skanderborg. We love Dynaudio Labs. And we're always excited to try, invent, fail, re-invent, test and create. But we're never boastful!

Above all, we love music and movies – and must never forget that the things we talk about are there to help people enjoy their content. They aren't 'things' in and of themselves.

DYNAUDIO

About Dynaudio (close to 10 words)

Dynaudio has been researching, designing, engineering and building legendary loudspeakers in Denmark since 1977.

About Dynaudio (close to 25 words)

Dynaudio has been researching, designing, engineering and building legendary loudspeakers in Denmark since 1977. We bring incredible performance to homes, cars and professional recording studios all over the world.

About Dynaudio (close to 50 words)

Dynaudio has been researching, designing, engineering and building legendary loudspeakers in Denmark since 1977. We bring incredible performance to homes, cars and professional recording studios all over the world. And we work with one single-minded purpose: to deliver recordings exactly as the artist intended them to be heard. Nothing more, nothing less.

About Dynaudio (close to 100 words)

Dynaudio has been researching, designing, engineering and building legendary loudspeakers in Denmark since 1977. We bring incredible performance to homes, cars and professional recording studios all over the world. And we work with one single-minded purpose: to deliver recordings exactly as the artist intended them to be heard.

After our speakers emerge from Dynaudio Labs, our state-of-the-art R&D centre, we simply let them speak for themselves. That's why they've been trusted by award-winning producers and musicians, premium automotive brands and discerning home listeners for the past 40 years.

Our speakers tell the truth. Nothing more, nothing less. After all, Danes don't lie...

Copywriting

Do's and don'ts

We use UK English

Colour (not color); *civilisation* (not civilization); *lift* (not elevator); *centre* (not center); *travelled* (not traveled); *defence* (not defense); *analogue* (not analog)... unless we're writing specifically for the US market. Then it's US English all the way.

Yes! Do this!

Companies are singular ('Dynaudio is...')

Bands and sports teams are plural ('Aerosmith/Aston Villa are...')

We use 's', not 'z' – unless it's a proper name

Read the complete style guide

You can find it here: <http://dynaud.io/styleguide>

DYNAUDIO

No! Don't do this!

Corporatespeak (going forward, there will be no blue-sky thinking, synergistic collaboration or touching bases)

Two-channel (use 'stereo' instead)

Kit (use 'equipment' instead. 'Kit' has connotations of DIY speakers)

Use 27mm for tweeter measurements. (We've never made 27mm tweeters... ever! If you see it, correct it!)

Please avoid ostentatiously out-there band/album/track combinations when you're making reference to any music. The reader must be able to hear it in their head, or at least get some idea of what the track might sound like. Online, anything goes as long as you can find it on Spotify or TIDAL (remember to include an HTTP link to the track, though).

... and avoid clichés like the plague.

Measurements

We always use metric – unless we're writing specifically for the US market (such as with Dynaudio Custom). For home, Custom and consumer audiences, close up measurements (*28mm*, *17cm*, *6in*), and for the Pro audience, leave a space (*28 mm*, *17 cm*).


If you find yourself writing something like *17.68in*, please convert it to the nearest fraction you'd use on a tape measure (*17¹¹/₁₆in*).

How it's all applied

Ads


Keep them clean and to the point.
But don't be afraid to play with words!

Special Forty. Simply innovative.



Cutting-edge acoustic technology in a classic Dynaudio design

New soft-dome tweeter. New woofer.
New magnet system. New anniversary speaker.
Our legendary technologies, taken back to the drawing board.




DYNAUDIO
Special Forty


dynaudio.com

Ordinary doesn't like change


Never surrender to ordinary




RoomAdapt




NoiseAdapt




Music Now




All-in-one







Music 1



Music 3



Music 5



Music 7

DYNAUDIO Music
Intelligent Wireless Music System

dynaudio.com

DYNAUDIO

Packaging

Clean and simple, using the segment colours.
Noticed how you can still see what the product looks like?



DYNAUDIO

Home



Music

Custom Install



Magazine

Brochures don't have to be boring.
The magazine combines regular product information
with real editorial, written by real journalists.



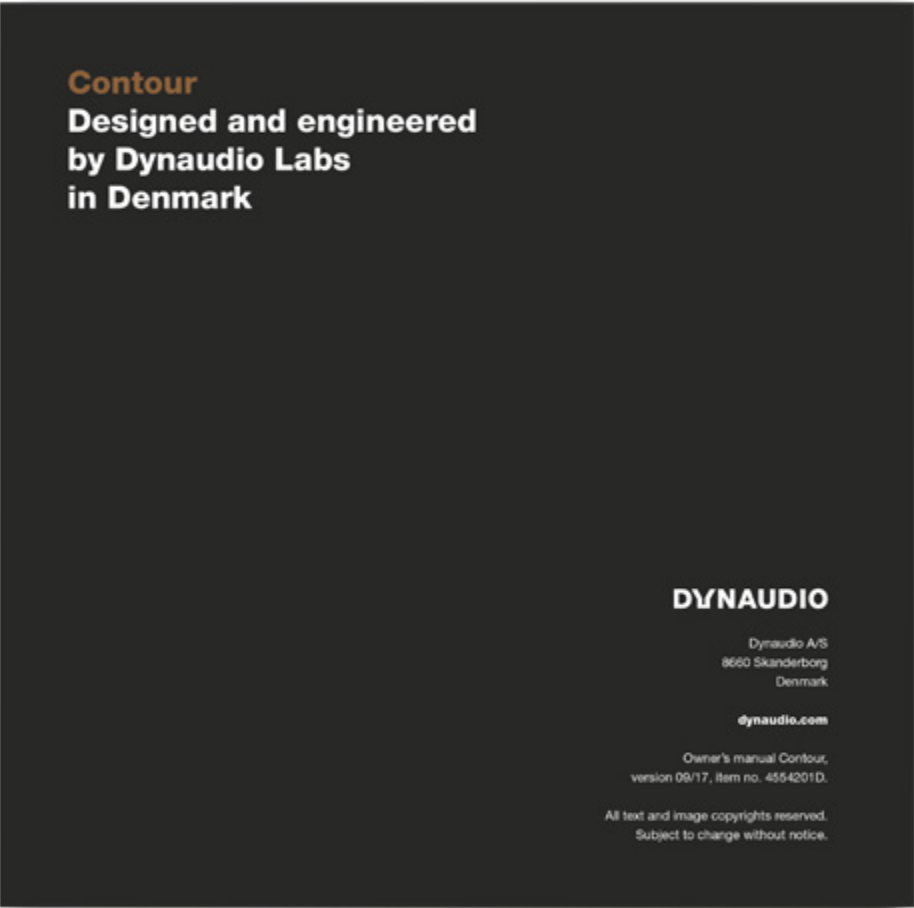
DYNAUDIO

Manuals

Clean, direct and informative – with a dash of editorial. Give people something interesting to read and they’ll engage with the rest.

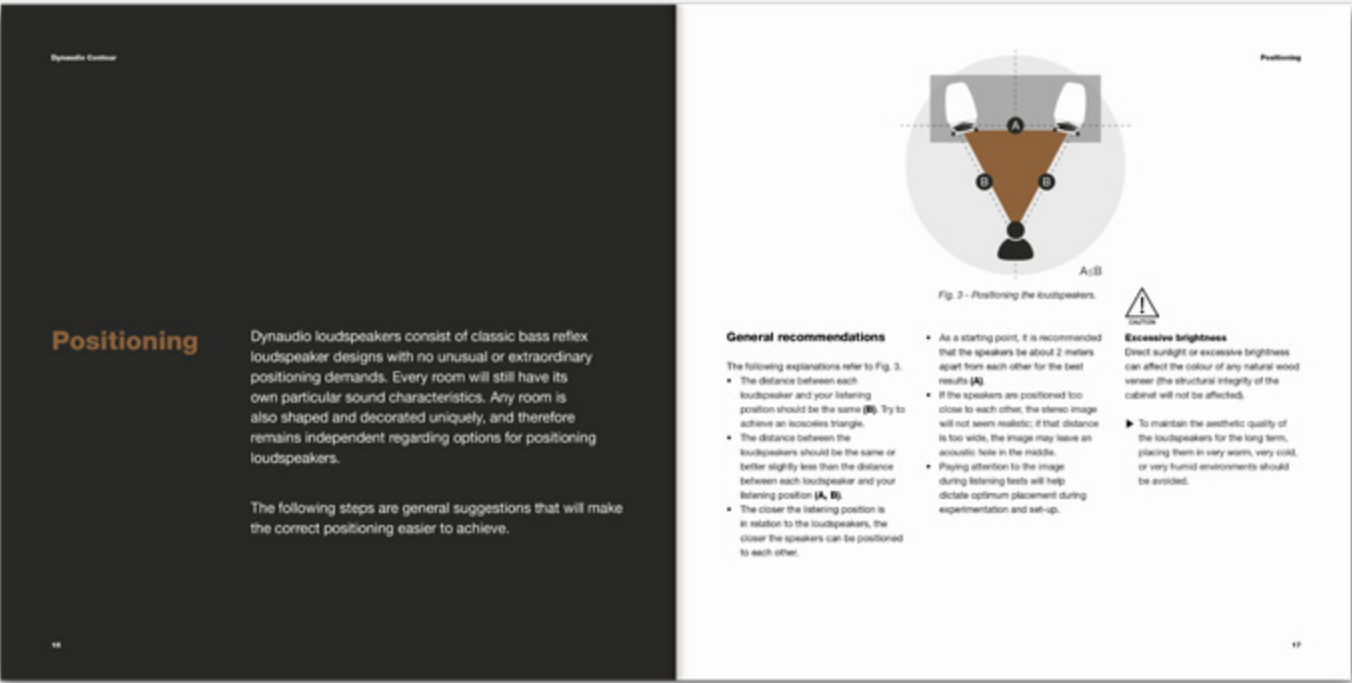


Front cover
Line-art in corporate colour



Back cover

DYNAUDIO



DYNAUDIO

Contact

If in doubt, always use your common sense.
If still in doubt, feel free to contact us.

PR and copywriting

John Steward

jst@dynaudio.com

Offline design

Palle Klokke Henriksen

pkh@dynaudio.com

Online design

Christian Bennike

chb@dynaudio.com

Social

Christopher Kjærulff

ckj@dynaudio.com

DYNAUDIO

