Dynavisual Brand Guidelines
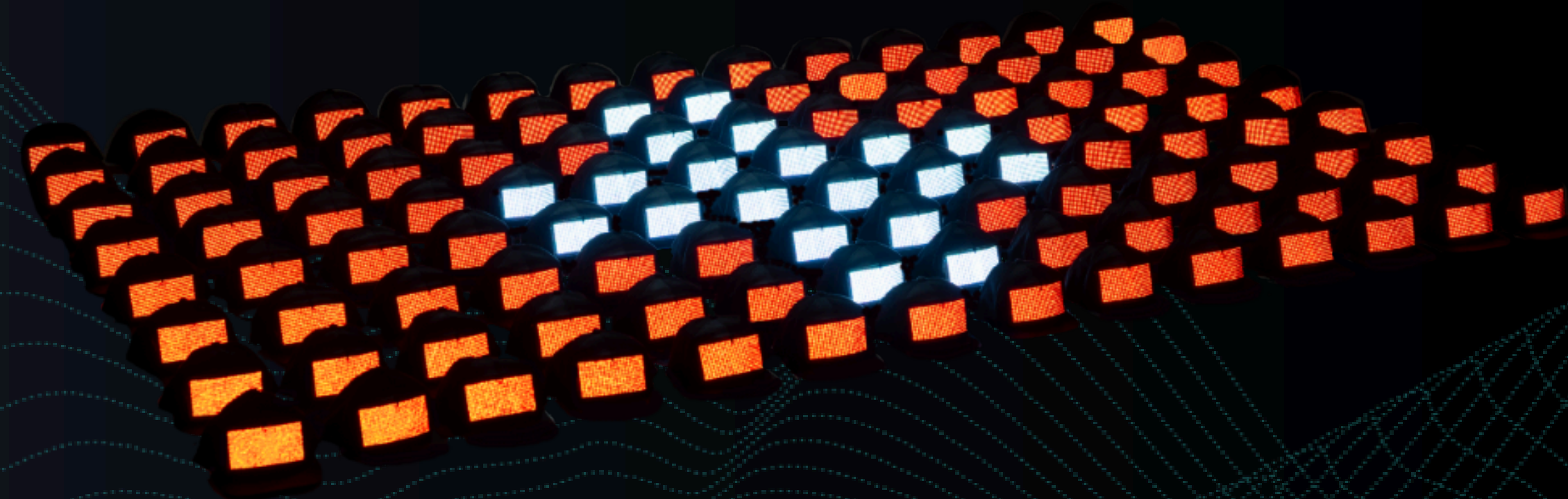
DYNAVISUAL

Table of Contents

01. Our Brand

Company Description

Dynavisual AG, a Swiss startup, has developed a groundbreaking IoT platform that enables the visualization of data on smart textiles in real time. This platform empowers users to display any kind of information and animations, leveraging the IoT for processing, distribution, collection, and analysis of relevant user data. With limitless applications ranging from fan engagement in sports and music to fashion, leisure, and work safety enhancement, Dynavisual's patented technology represents a world innovation in the field of Fan Engagement and Smart Venues. By integrating swarm technology and AI, the platform creates unprecedented emotional connections by seamlessly merging the audience with dynamic and vibrant light animations. This significant advancement sets a new standard and leads the way in fan engagement for the sport and music industry, while also revolutionizing entertainment, experiential marketing, and brand activation. For more information about Dynavisual, please visit: https://dynavisual.com/

Value Proposition

- Real time interaction with individuals, groups of people, or large crowds
- Large crowds can be activated as mega LED screens
- Polyvalent use; sports, leisure and safety
- Unique tool for market research and data collection
- Customized advertizing and promotional offers
- Wide application flexibility due to regular app updates

02. Our Tone

Dynavisual's tone is professional, innovative, and forward-thinking. We aim to convey excitement about our technology while providing informative insights into its practical applications across various industries.

Example: "Peter, football fan
Peter is a huge fan. During live games in the stadium, the light show managers can transmit visualizations directly and in real time to the Dynavisual Pad, which is integrated in his cap, and he instantly becomes part of the live event and the light show. The swarm technology enables you to visualize things on a single cap, or even a group of caps. The audience can become a mega LED screen that can display choreographies, results, advertizing and much more. Sponsors get a new and unique brand interaction platform with the audience."

03. Our Logo

Horizontal

When used on a dark background

When used on a light background

Note the different font color depending on background

Stacked

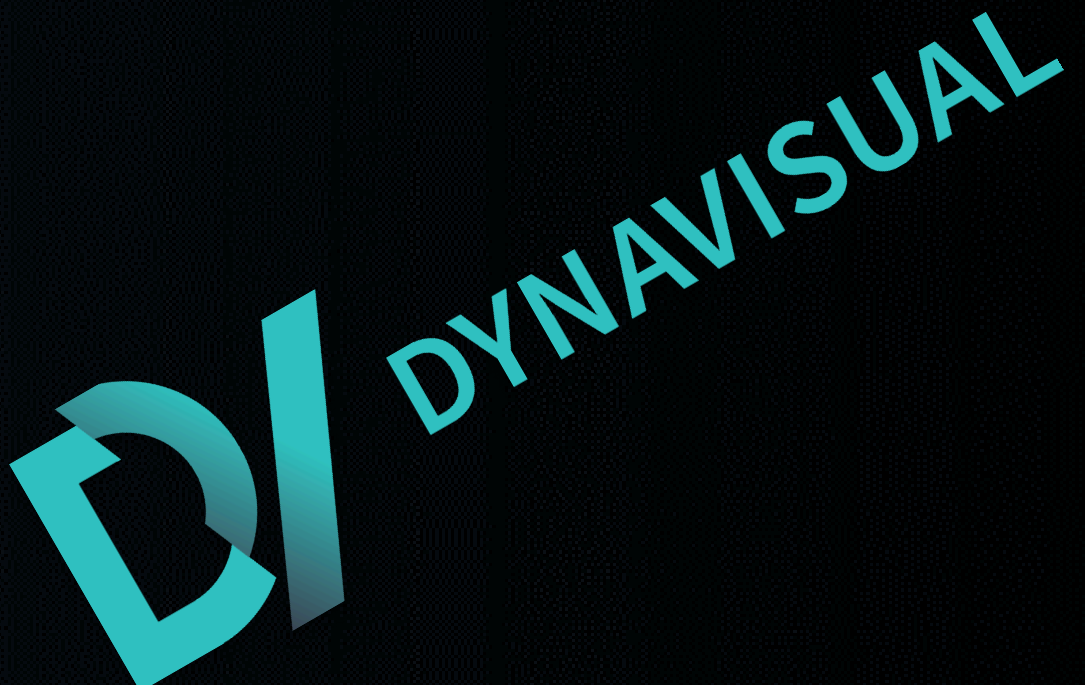When used on a dark background

When used on a light background

Icon

In extreme case where these logos aren't visible, alternative white and black logos are available.

Click here to send a request for our logo pack

To protect the Dynavisual logo, it is important to not edit or manipulate it any way.
Please avoid the following examples:

04. Clear Space

It is important to allow enough space around the Dynavisual logo.
To do so, please follow the guidelines below.

To ensure enough clear space, please allow at least the
width of the D from the Dynavisual icon on all sides

05. Typography

Source Sans Pro Black
- **Used for titles**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcćdefghijklmnopqrstuvwxyz
1234567890'?'"!"(%)[#]{@}/&\\<-+÷×=>®©$€£¥¢:;,

Source Sans Pro
- Used for subtitles

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcćdefghijklmnopqrstuvwxyz
1234567890'?'"!"(%)[#]{@}/&\\<-+÷×=>®©$€£¥¢:;,.*

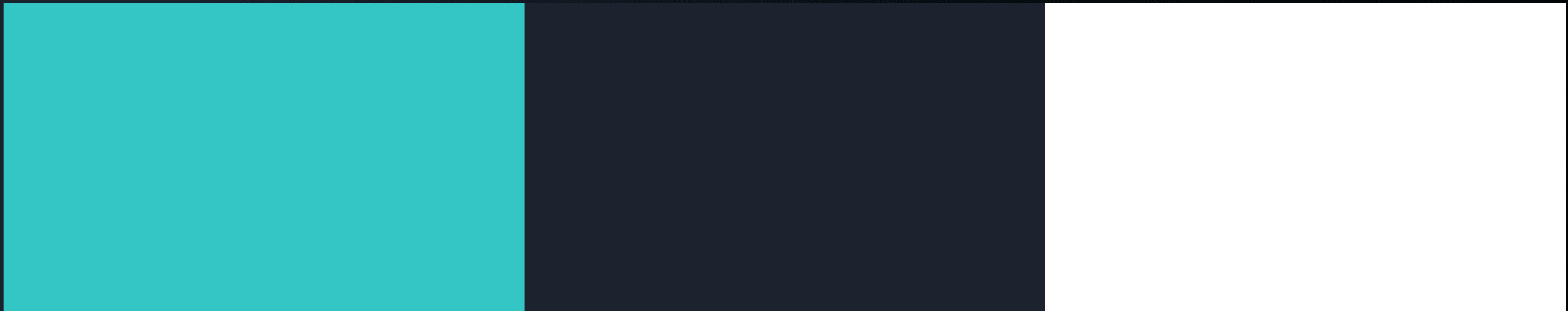Source Sans Pro Light
- Used for text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcćdefghijklmnopqrstuvwxyz
1234567890'?'"!"(%)[#]{@}/&\\<-+÷×=>®©$€£¥¢:;,.*

DV

06. Our Colors

Primary Colors

RGB: 53/199/197

HEX: 35C7C5

CMYK: 73/0/1/22

RGB: 28/35/48

HEX: 1C2330

CMYK: 42/27/0/81

RGB: 255/255/255

HEX: FFFFFF

CMYK: 0/0/0/0

Thank you.

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