

Domin Brand Guide

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About Domin

Domin applies modern product design and technology to create high quality hydraulics systems, to world class standards, delivered with outstanding customer service.

Our vertical integration and cloud-based order management enable fast turnaround, at highly competitive prices. Yet, every product is custom-made with precision to meet the most demanding of specifications.

Clients are given full visibility through the fulfilment process, and receive the highest quality servo valves, pumps and subsystems.

Which is why Domin is changing the face of hydraulics by establishing a modern supply chain built specifically to meet the needs of every customer.

Logotype & Icons

Landscape



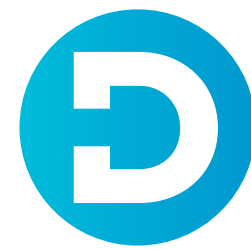
Portrait



Landscape + URL



Stand Alone/Icon only



Logotype Presentation

The logo construction has 2 elements:

A Circular icon with a D inside it and the trademarked, typeface name of the brand

The logo has 3 different executions, depending on context of use:

Primary landscape mark: Used in all applications and materials, digital or printed.

Primary mark + URL: Used in printed materials and communications that drive to the website.

Stand-alone: Used online, but also in printed and promotional materials, stunts or merchandising.

Use Landscape as a preference

Use Portrait as an alternative

Logotype & Icons

Landscape



Portrait



Logotype Usage

The logo is one of the most valuable assets of our brand, and it is extremely important. To ensure its proper usage, the Domin logo should be placed over a white or light background. If the logo must be placed on a dark background, the original color scheme may be kept.

When background goes to lighter colors or the original blue, however, the logo should be knocked out and shown in white. Please observe and maintain the specified clear space around the logo in order to maximize visual effectiveness.

5. B&W for mono-tone only

Logotype & Icons



Incorrect Logotype Usage

DO NOT:

- Change the logo's orientation
- Add extraneous effects to the logo (for example, gradient overlay, lighting effects, drop shadows, etc.)
- Place the logo on a background of similar color
- Change the logo colors
- Scale the logo disproportionately
- Make alterations, additions, or substitutions to the words and/or colors of the logo
- Eliminate components of the logo
- Place the logo on busy photography with low legibility
- Never decrease the designated spacing and proximity around the logo if there is to place something

Typography

Primary Heading: Franklin Gothic Book (Regular) <H1> - 46 Pixels

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ
abcdefghijklmnopqrstuvwxyz
0123456789!()@#\$\$%^&*+ -

Secondary Heading: ranklin Gothic Book (Regular) <H2> - 32 Pixels

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!()@#\$\$%^&*+ -

Primary/Secondary Typefaces

The Domin Brand uses Franklin Gothic Demi FontFace.

These are licensed fonts—chosen for their legibility, freshness, cleanliness, and versatility—that must be used whenever possible. They align well with the Domin personality.

Typography

Secondary Heading: ranklin Gothic Book (Regular) <H3> - 24 Pixels

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!()@#\$\$%^&*+,-

Secondary Heading: Franklin Gothic Book (Regular) <H4> - 20 Pixels

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!()@#\$\$%^&*+,-

Body Text: Franklin Gothic Book (Regular) <P> - 13 Pixels

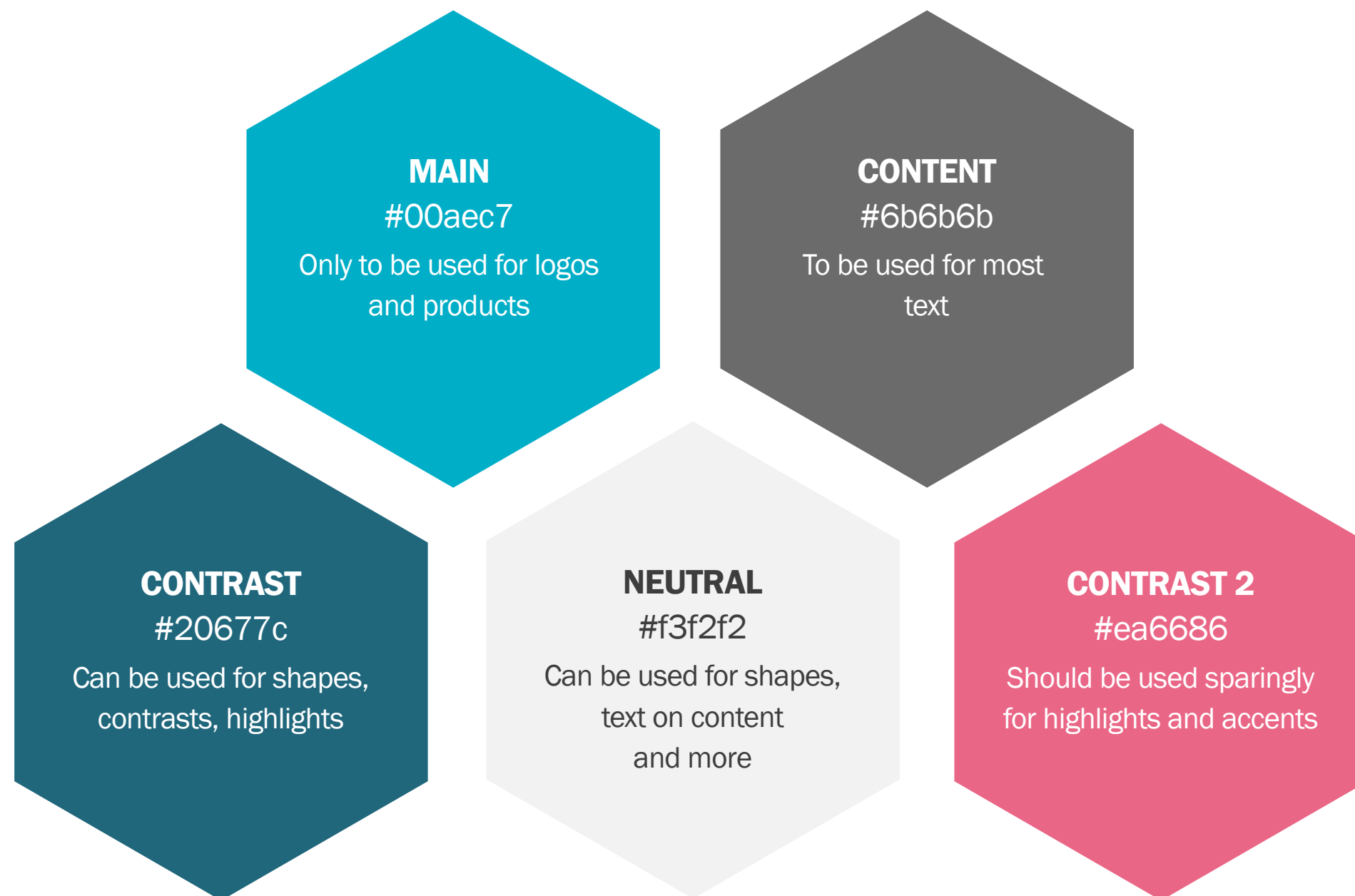
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!()@#\$\$%^&*+,-

Primary/Secondary Typefaces

Color Palette



Primary Colors

We have assembled this palette of colours to reflect and complement the Domin blue (Main) to be used across our marketing materials (on and offline) to give a richer and consistent experience

