DOMIN

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.
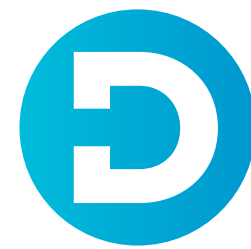
DOMIN

Logotype
& Icons

Logotype & Icons

Logotype Presentation

Landscape

Landscape + URL

https://domin.co

Portrait

Stand Alone/Icon only

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.
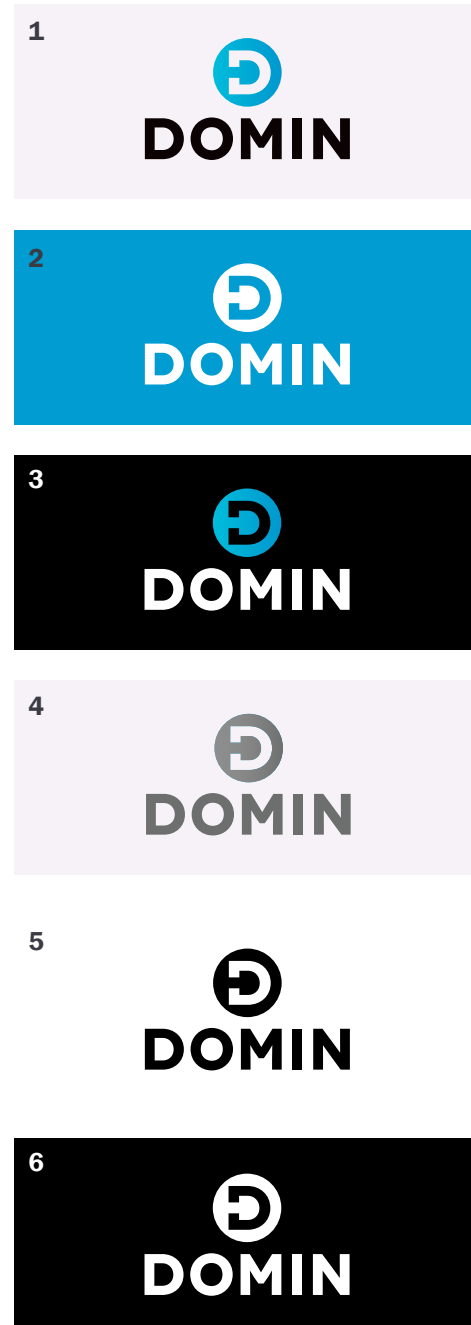
Use Landscape as a preference
Use Portrait as an alternative

Logotype & Icons

Landscape

1

2

3

4

5

6

Portrait

1

2

3

4

5

6

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

DOMIN

Typography

DOMIN

Typography

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

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

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.

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

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

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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!()@#$%^&*+-
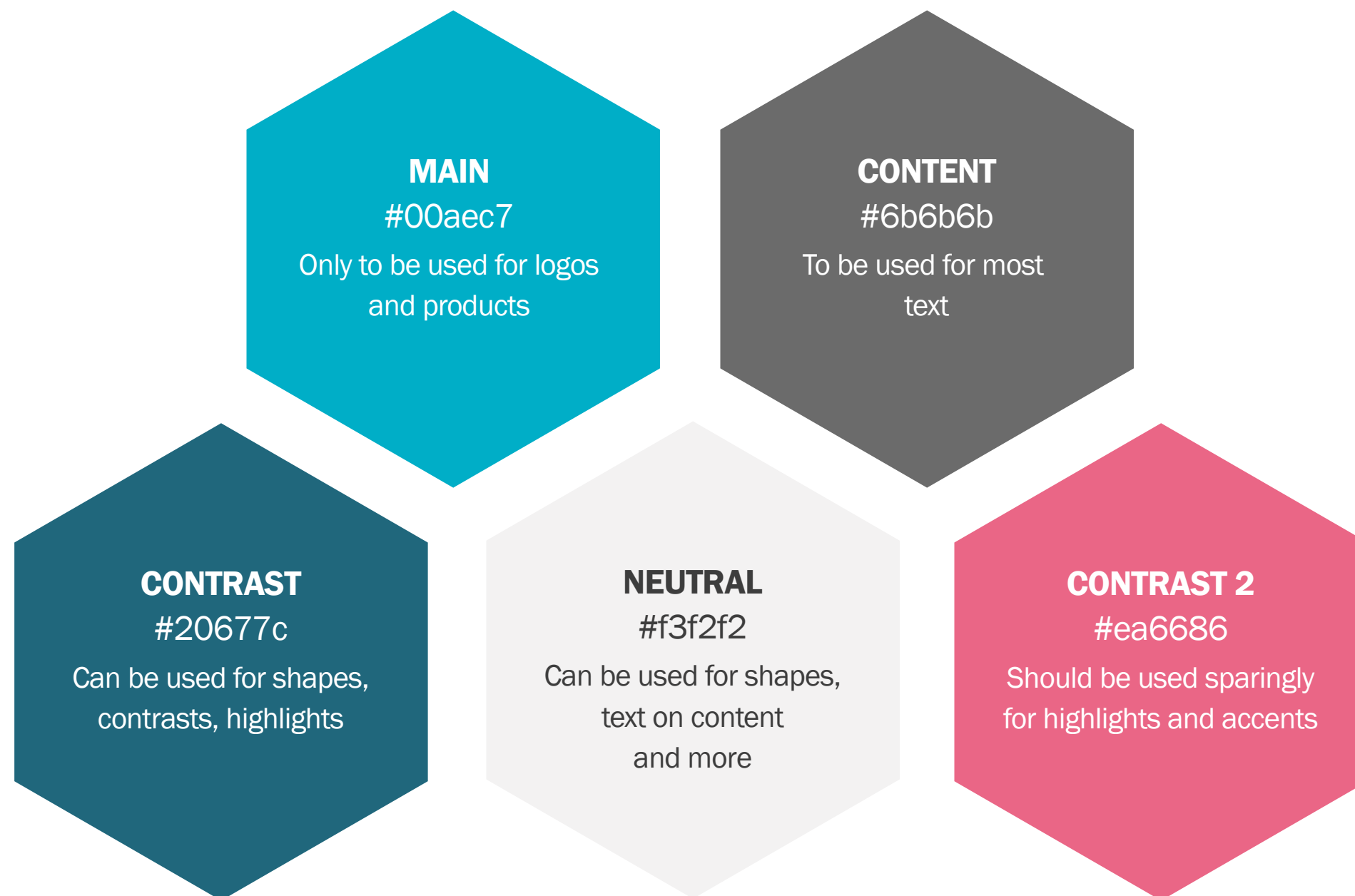
Body Text: Franklin Gothic Book (Regular) <P> - 13 Pixels

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

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DOMIN

Color Palette

DOMIN

Color Palette

MAIN
#00aec7
Only to be used for logos
and products

CONTENT
#6b6b6b
To be used for most
text

CONTRAST
#20677c
Can be used for shapes,
contrasts, highlights

NEUTRAL
#f3f2f2
Can be used for shapes,
text on content
and more

CONTRAST 2
#ea6686
Should be used sparingly
for highlights and accents

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

Trustworthy

Approachable

Innovative

Revolutionary

Professional

Sustainable

Holistic

Responsive

Competitive

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