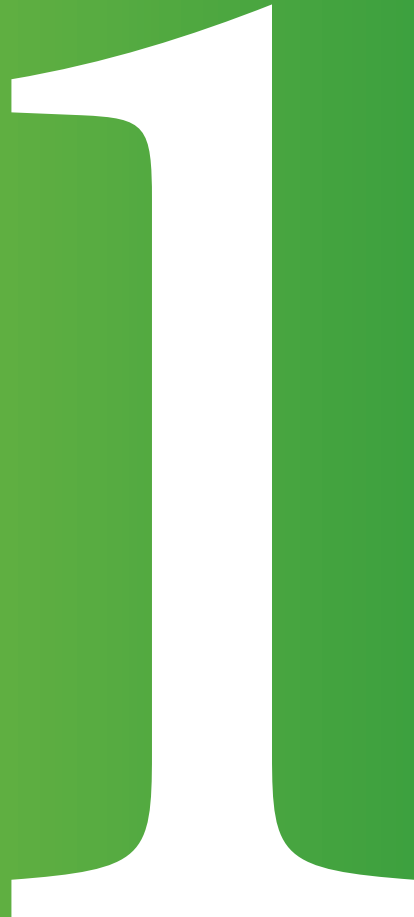




CORPORATE IDENTITY MANUAL FOR PARTNERS



Introduction



CORPORATE IDENTITY MANUAL

Describes the guidelines applicable to the logo, with the aim of transmitting a strong and coherent image.



Please read this manual carefully, it shows Dyanix's corporate image and the guidelines to be applied and respected in all internal and external communications. The correct application of the manual will result in a strong, consistent and modern image. The manual shows the possible logo applications. Cases not covered in this

manual should be approved by the Dyanix Marketing department, with a copy or outline of the case being sent to them at the following address:

marketing@dyanix.com



Logo



The Dyanix Logo best identifies the brand as the Solutions provider supporting digital transformation and information management by including Hardware, Software, Services and another major part which is the solution. Dyanix is offering a big range of solutions for document capture and information management.

THE LOGO DIRECTIONS

This relates to the standard logo through which the target audience recognises the Solutions Provider Dyanix.



The use of the standard logo provides recognition and strengthens the group's positioning.

The Dyanix Logo will be provided in two versions:
1: The standard coloured Logo with the gradient.
2: A completely white version.

The colours, directions, typeface and the terms of use of the Logo will be explained and demonstrated in the following sections.

The Dyanix Logo must not be changed or redesigned in any way. It must not be distorted or modified, and it must always be shown whole and never reproduced partially.

THE LOGO

Standard

The Dyanix Logo consists of the sans serif typeface Acumin Variable Concept Wide Light. Only capital letters of the corresponding font are used for the Logo. The Logo can be used in its standard version and a complete white version for darker backgrounds.

The following pages will detail the use of the Dyanix Logo, colour specifications, spacing and size requirements.

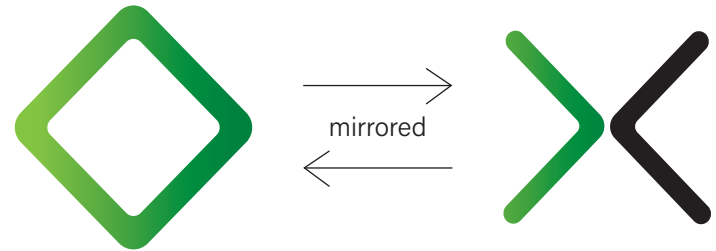
The proportions of the logo should always remain unaltered.



THE LOGO

Background

The Logo has to fit to the company not only with their looks but also with their purpose. The word Dyanix and the Diamond/Rhomb shape both have a logic hidden behind the visual.



THE WORDMARK

Dyanix

The word Dyanix is derived from dyad. A dyad (from the Greek: dyás, „pair“) is a group of two people, the smallest possible social group. As an adjective, „dyadic“ describes their interaction. A lasting communication of ideas between two people for long duration of time or of any intensive duration of deeper impact may be called dyadic communication. So considering the fact that it means that two things are working together, in this case it is the work between Dyanix and their partners.

THE ICON / SIGN

Diamond / Rhomb

The Diamond in the Logo has several purposes. The most important aspect is as follows: When the Diamond is split in half and then mirrored, it takes the same shape as the X in the Logo. The same applies to the X; as soon as it is mirrored it shows the Diamond which is an allusion to „a pair of things working together“. Also if the Diamond is split it shows the signs for smaller (>) and bigger (<). Both of these signs and the rhomb are icons and elements used for digital language (html, etc.).

 DYANIX

 DYANIX

 DYANIX

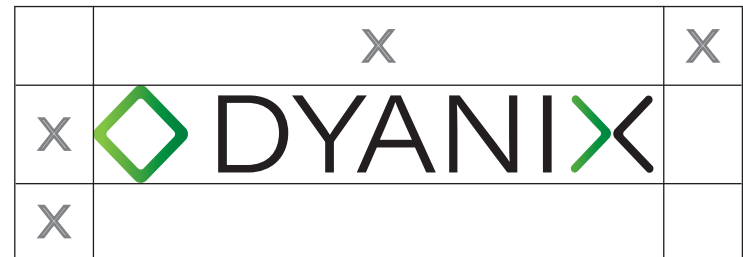
THE LOGO Spacing

In order to be clearly legible in the context of surrounding graphics and information, the spacing rules must be followed.

No graphic element which is not part of the Logo may be placed in the area "x" surrounding it. This area, also called the "area of isolation," is derived by using the Dyanix Logo's uppercase letter height "x" as a unit of measurement.

The grid surrounding the Dyanix Logo helps to visualize the distance and spacing protecting it in a layout for print or digital media.

Logo Area of Isolation



Spacing and isolation on white background



Spacing and isolation on darker background

THE LOGO Sizing

The Logo should not be reproduced smaller than the recommended size, so it can maintain its integrity and visibility.

Care should be taken with raster images and formats (JPEG, PNG, GIF) to ensure they are sized properly and do not appear blurry or pixelated when in use.



Minimum Size in Print

To maintain legibility in print, the Dyanix Logo should never appear smaller than 25mm wide.



Minimum Web/Digital Resolution

To maintain legibility in digital media, the Logo and tagline should never be used smaller than 175 pixels wide. This includes website usage, email signatures, and online and mobile apps.



THE LOGO

Acceptable Use

Logo on Colour Fields



01 Corporate colours on white and light backgrounds



02 Reversed white on corporate gradient



03 Reversed white on corporate green shades



04 Reversed white on black or very dark backgrounds



05 Corporate colours on 10% or less screen of black

Logo on Photography



01 Corporate colours over black and white pictures without limiting the legibility



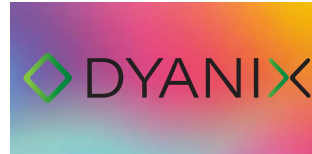
02 Reversed over black and white pictures without limiting the legibility

THE LOGO

Unacceptable Use



01 The Dyanix Logo must not be distorted by compressing horizontally or vertically and a shadow cannot be applied. Its shape must always be maintained and the ratio between elements must not be modified.



02 The Logo must not be used over any non-approved coloured backgrounds, or low-contrast and coloured photographic backgrounds that do not provide adequate contrast. The Logo must also never be displayed diagonally on any printed or digital source.



03 Do not change the colours of elements in the Logo or screen it back improperly. Be careful that the colours remain true to the standards and the opacity is always 100%. The Logo should never be put on the gradient in corporate colours.



Contact details

If you have any questions or concerns in this regard, please feel free to contact our marketing department, who will be happy to help you at any time:



www.dyanix.com



marketing@dyanix.com