

# Brand Manual









## BRAND MANUAL

The REDLINE brand focuses on simplified, smart operations for optimal results. As an Independent range of construction equipment, REDLINE carries with it the pioneering DNA of Dynapac. Its durable range of highly efficient rollers, pavers, and compact equipment ensures ideal job outcomes with maximum reliability, safety, and lasting quality. Operational excellence, combined with a comprehensive service and support team give customers the confidence they need to bring even the toughest of jobs to their successful conclusion.



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## Introduction

**The REDLINE brand focuses on simplified, smart operations for optimal roadwork results.**

As an independent range of road construction equipment, REDLINE carries with it the pioneering DNA of Dynapac. Its durable range of highly efficient rollers, pavers, and compact equipment ensures ideal job outcomes with maximum reliability, safety, and lasting quality. Operational excellence, combined with a comprehensive service and support team give customers the confidence they need to bring even the toughest of jobs to their successful conclusion. The REDLINE brand promises to deliver effective and durable solutions for our customer's success now and in the future.











RELIABLE

Rely on your equipment

- Do not compromise on quality, rely on the REDLINE products
- Easy operation and proven design ensure homogeneous results
- Convenient and professional support secures your equipment



EFFICIENT

Get it done efficiently

- Easy and simple machine built up provides the operator a clear and efficient working environment
- Reduces cost of ownership due to a lean machine design
- Maximize machine efficiency and security Dynapac Fleet management system



DURABLE

Built for tough work

- Powerful and durable equipment for demanding applications
- REDLINE uses high quality components for high wear resistance and long service intervals



## REDLINE Core values

The REDLINE brand provides you with a large range of quality road construction equipment and products. Each one is engineered to offer the kind of reliability, durability, and operational ease you need for optimal roadwork results. REDLINE's commitment to excellence comes from its Dynapac heritage, including a comprehensive range of pavers, rollers, and compact equipment all of which ensure quality outcomes with maximum REDLINE Core values safety and onsite efficiency. The REDLINE range caters to our customer's demand for simple, straightforward technology that offers hassle-free use and value for money. We're committed to delivering solutions that increase productivity while giving our customers the confidence they need to successfully take on even the toughest of jobs.

REDLINE is created to be a solid support for all your road construction plans now and in the future. We are here to stay and grow, providing innovative products and proactive solutions to help further drive our customer's success. Because with RED, you're always one step ahead!

# Drive Your Success



## REDLINE for Dealers

The REDLINE brand brings to you a large range of road construction equipment and products that are reliable, efficient, and durable and focus on simplified smart operations with remarkable job results on the road.

Our range of road construction equipment draws from the legacy of Dynapac and includes pavers, rollers and compact equipment that build roads of quality, with safety. The REDLINE range caters to our customer's requirement of simple, straightforward technology that is easy to use and value for money.

We promise to deliver to our customers productivity, for the toughest jobs in the most efficient way, giving them the confidence to succeed. Together with our dealers, our aim is to become and remain the trusted choice for road jobs that need efficient but quality products. We are here to stay and grow, providing innovative products and proactive solutions to our customers, driving their success - driving it RED!

We are knowledge driven, from the production lines to the solutions we provide. Our customer centricity keeps us agile by continuously innovating to improve processes and operations for our customers. Whilst keeping abreast with governmental norms and safety compliances, we keep transforming the industry, making us the thought leaders in the road industry.

# Build it **RED!**





## Brand Identity

Our visual identity is made up of these main building blocks. Our visual identity shows our brand personality and is the face of our brand. It should be always consistent, in all channels to get ourselves a global identity.

### Brand Promise

**Drive Your Success - Build it Red!**

### Brand Visual Elements



### Brand Image



### Brand Value



RELIABLE

Rely on your equipment



EFFICIENT

Get it done efficiently



DURABLE

Built for tough work





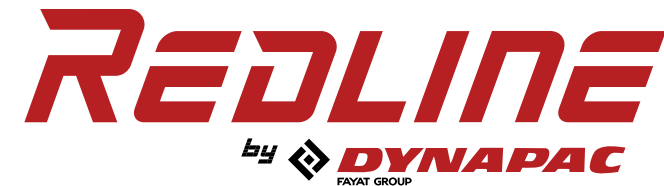
## Logos types and usage

Our logo consists of the name in specially designed letters that depict the industry we are present. We should always highlight the Redline logotype which will reinforce the strength of the Redline brand in our domain.

The logo type must never be changed or tampered with. Building the logotype

into another symbol or logotype is also forbidden. Always use the original artwork and the correct logotype proportions. Only approved originals can be used for reproduction.

The approved logotype is available in the primary brand colors White, Red and Black. No other colours to be used.



The Redline logotype is our most important visual element. Therefore, it is crucial that it is clearly visible. By adding a restricted area, also called free space, around it, the eye will easily recognize the logotype. A less restricted area around the logotype may be permitted in exceptional cases. There are defined exceptions to the restricted area to the restricted area for signs, sales promotional material, and the web. Please see the related section of this guide for details.

- The logotype may be placed on top of an uncluttered image
- There is sufficient contrast between the image so logotype is clearly visible.
- This usage applies to all communications materials such as print collateral, exhibition/trade show graphics, print and digital ads, videos and presentations, as well as websites and other digital properties.



## Logotype - Backgrounds, solid colours

In communications materials where the logotype is used over a color background (either a full page or a box with the required free space around the logotype), the combinations shown below are allowed. In print applications where the Redline logotype is used against a solid colored background In

one-color printing applications, the Redline logo may be printed in black on a white or light background or reversed out of a black background. See how to use the Redline logotype over an image on the next page.



Red Redline logo on solid white Background



White Redline logo on solid Grey Background



White Redline logo on solid Red Background



White Redline logo on solid Black Background



Black Redline logo on solid White Background





## Do not misuse the logo

- Don't produce new logotypes
- Don't use the symbol or the letters separately
- Don't add another logotype next to the REDLINE logotype
- REDLINE, while a brand of Dynapac, should be kept independent with its identity. Both brands are not to be mixed with respect to

their colour, logos or any other text.

- The logos are the brand identity of any brand. No one should deviate from the logo / place them incorrectly / split the logo or mix the logos under any circumstances.
- Take special care to maintain the dignity of each brand





# Infographics

Infographics are a way of working with visual elements to make facts more accessible, interesting and fun. The guidelines for charts and graphs, basic product illustrations and general illustrations also apply when they are used as part of infographics.

## Visual expression:

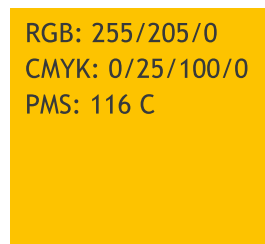
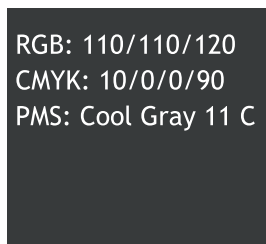
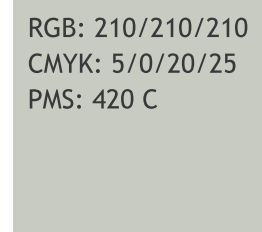
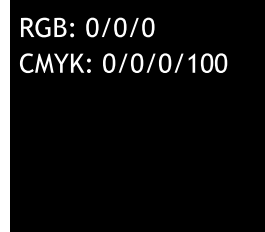
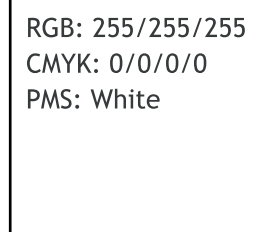
- Low level of detail
- Abstract but recognizable product shape
- One-dimensional, flat appearance, no perspective
- Same width on cross sections and strokes





## Colors

Redline has a brand palette of different colors for print applications.



- |                  |                                                 |
|------------------|-------------------------------------------------|
| Primary colors   | - Main colours to be used in all communications |
| Secondary colors | - Use these colours to support                  |
| Accent colors    | - Use to only highlight or accentuate           |



## Typography / Fonts

Consistent use of our corporate fonts reinforces our brand identity. Our corporate font is Trebuchet MS. The Trebuchet MS font family should be used across all communications including websites and digital platforms. Times New Roman is recommended for email and when sending editable files to an external recipient who likely does not have the Trebuchet MS font.

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

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

*Trebuchet MS Bold Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789-!@#\$%^&\*()\_+*

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

# ABCDEFGHIJK





## Photo style guidelines

The commercial images should be used in online media such as webpages and apps, on the front covers of all printed productions, in advertisements, roll-ups, posters, billboards, etc. There are different categories when it comes to what must be depicted in commercial images:



- Scenic images with focus on customer environments.
- Images with people in focus
- Images with products in focus

### General guidelines

- Put focus on product or user
- Show products in general situations
- Use Redline people in general situations
- Show people using the products
- Allow follow highest legal guidelines concerning safety and protective equipment
- Set a bright and warm tone
- Use dynamic and visible rather than neutral light
- Work with creative angles and depths
- Do not use unrealistic environments
- We must always have written approval from the people appearing in the photo.



## Flags

Flags attract attention and are generally visible from a long distance.

- The recommendation is to have at least one outdoor flag at each location and one table flag in each conference room and in the reception area. The logotype can be printed in REDLINE white against an REDLINE Red background or alternatively in REDLINE red against an REDLINE white background.
- Flags must be printed on good quality cloth (satin like feel preferable)
- Logotype space around it ( refer logotype visual identity)





## Branding rules of REDLINE

All Branding rules of REDLINE are to be followed.

- Basic rules for the logotype
- Logotype colors and backgrounds
- Logo don'ts
- REDLINE colors
- Logotype placements
- All the rules in the visual identity need to be followed by any dealer making any kind of communication.
- All Posters, Advertisements, Banners, roll up will have the same look and feel of the REDLINE.
- The dealers should always use their own brand identity. The business card should clearly show the dealer's name and logotype so that the legal entity is not mistaken.
- It is preferred to use the REDLINE in red color on a white background whenever possible.
- All logos should have preferably the same visual size. The Dealer's logo has to be bigger.








## Tagline/Brand promise

The brand promise type treatment may be used in a box as shown below.

**DRIVE YOUR SUCCESS - BUILT IT RED!** REDLINE

  
RELIABLE  
Rely on your equipment

  
EFFICIENT  
Get it done efficiently

  
DURABLE  
Built for tough work

- Do not compromise on quality, rely on the REDLINE products
- Easy operation and proven design ensure homogeneous results
- Convenient and professional support secures your equipment

- Easy and simple machine built up provides the operator a clear and efficient working environment
- Reduces cost of ownership due to a lean machine design
- Maximize machine efficiency and security Dynapac Fleet management system

- Powerful and durable equipment for demanding applications
- REDLINE uses high quality components for high wear resistance and long service intervals

REDLINE

**DRIVE YOUR SUCCESS - BUILT IT RED!**

REDLINE

**DRIVE YOUR SUCCESS  
- BUILT IT RED!**



## Brand Line and Box

The brand box is a design element derived from the industry application. This needs to be complimented by the forward line and the Redline logo on the top. This needs to be used together as a rule. The brand box may also be used to call attention to important



SERIAL NUMBER:  
**10300619HME011517**

ENGINE:  
**Dynapac- 275 DI TU**

PART NUMBER:  
**4812333211\_B-EN**



DRA30 Asphalt Roller



## Brand Promise Explanation

This brand promise expresses our commitment to partnering for our customer's success. It showcases our leadership in Road Construction. With the colour

RED we would want our customers to build infrastructure which like our REDLINE brand-reliable, efficient and durable.

## Ownership and “by Dynapac”

REDLINE, while a brand of Dynapac, should be kept independent with its identity. Both these brands are not to be mixed with respect to their colour, logos or any other text.

The logos are the brand identity of any brand. No one should deviate from the logo/ place them incorrectly/split the logo or mix the logos under any circumstances.



**Drive your Success  
Build it Red**



# Guidelines for Dealers



\_\_\_\_\_

## General guidelines

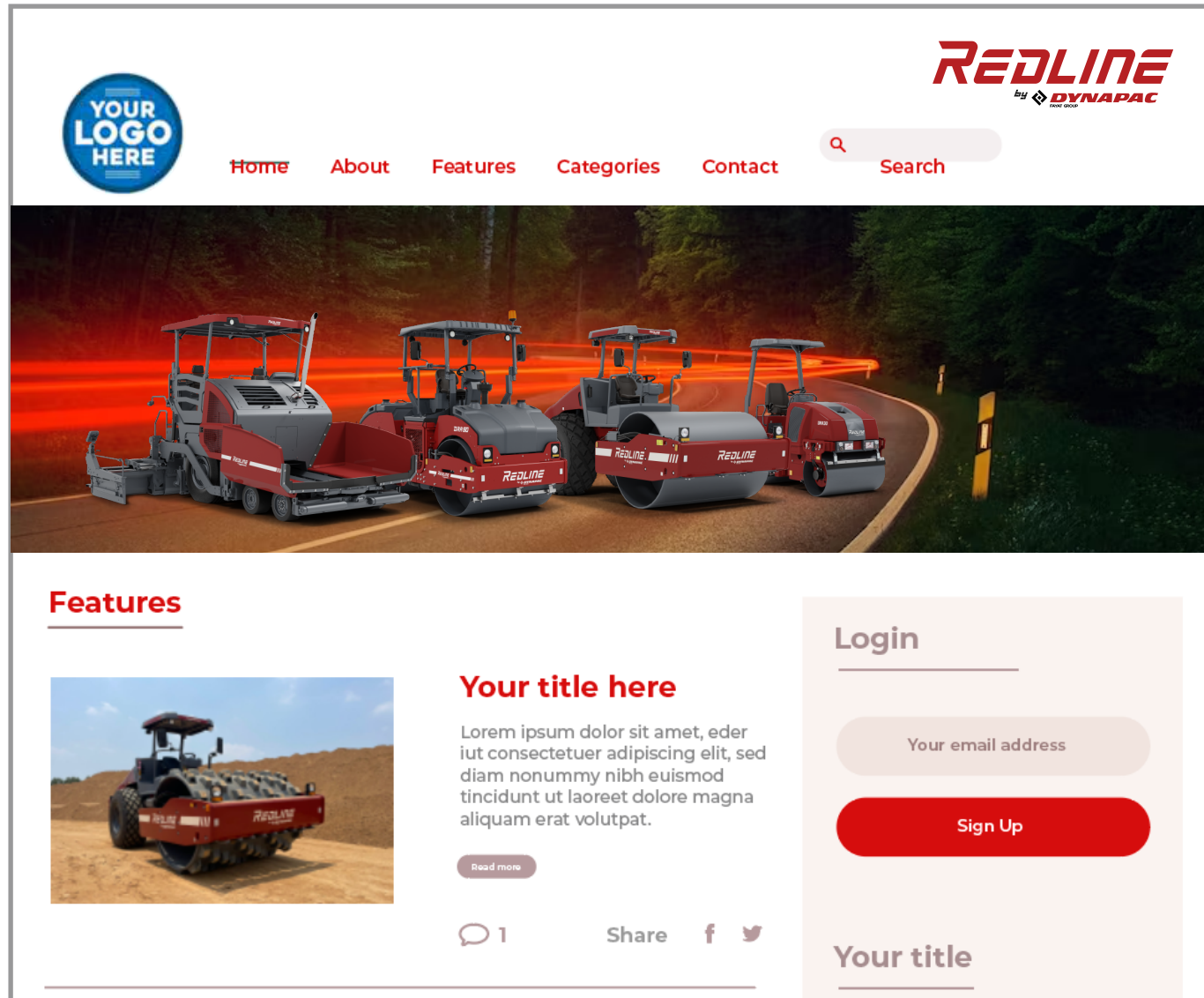
- For Dealers with a dedicated portfolio, all the visual identity guidelines will be the same as for a mixed dealer portfolio only the colours should be more white, white REDLINE in red to stand apart.
- Instead of all the other parent company logo's, only the REDLINE logo should gain prominence but only after the dealer company logo.

- Please check on this link :  
[www.xxoxoxioxioxoixoxiixoxioxi](http://www.xxoxoxioxioxoixoxiixoxioxi)





## Web Page



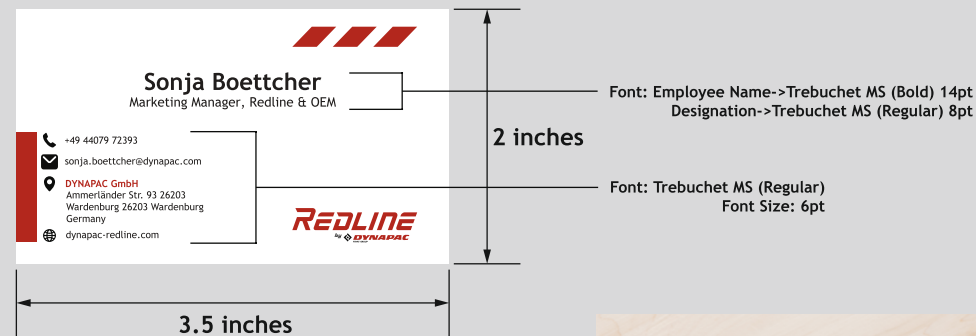


# Stationery

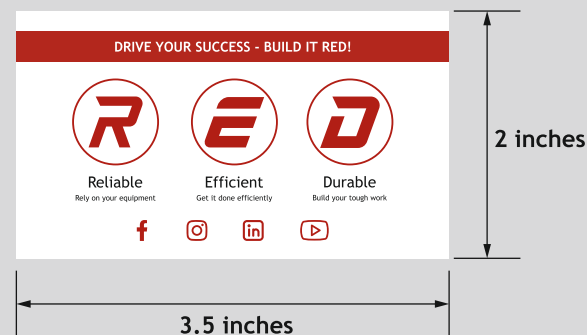
Logotype on business stationery usually denote the identity of the business. Dealers can use REDLINE logotype on letterheads, envelopes, business cards and other Stationery materials; however, care should be taken that the dealer details and logo must be larger and more prominent.

## General guidelines for stationery

- It is preferred to use the red color logotype on a white background whenever possible.
- All logos could be the same visual size.
- All brand logos should be center-aligned along the vertical and horizontal axes.
- The preferred placement of the logotype is first in the row



Color: ■ C=0%  
M=100%  
Y=96%  
K=29%





## Advertisements, mailings and listings

### Use of the logotype in advertisements

- Dealer's logotype is supposed to be clearly dominant.
- When showing the REDLINE brand, the dealer logotype should be clearly visible and surrounded by the required free space.
- Preferred to use the REDLINE logotype in red color on a white background whenever possible.

The advertisement features a red and grey road roller on a winding road at night. The roller has "Redline by DYNAPAC" written on its side. In the top right corner, the "REDLINE by DYNAPAC" logo is displayed. The text "Drive your Success Build it Red" is prominently shown in the upper left. At the bottom, there is a section titled "Discover what ABC Can do for you today!" followed by contact information for Business World, 11, Mumbai Pune Highway, Pune - 412039. Below this, a row of logos includes TATA, Mahindra, BSNL, Redline, Wilson Pipes, and Chicago Pneumatic. A circular logo on the left side of the bottom section says "YOUR LOGO HERE".

**REDLINE**  
by DYNAPAC

**Drive your Success  
Build it Red**

**Discover what ABC Can do for you today!**  
Business World, 11, Mumbai Pune Highway, Pune - 412039.  
Telephone: +91 (0)22 345 3000 / Phone 0: +91 (0)769 632 3000 Mobile: +91 98829 75048  
E-mail: rahul.sharma@abc.com

**YOUR LOGO HERE**

TATA Mahindra BSNL **REDLINE** Wilson Pipes Chicago Pneumatic



## Signage

All facility signs are meant to help our visitors and customers.

- Be sure to handle the REDLINE elements correctly and make the signs easy to understand.
- The logotype on signage: Use of the REDLINE logotype on facade signs and labels (indoors and outdoors) is an important way to guide the customer to the who they want to meet.
- Facilities should be recognized by high-quality exterior signage.
- On signs, the minimum free space around the logotype must be followed.
- The “Authorized Dealer” reference like the certificate, the flags any other branding material must always be used



## Events and exhibitions

It's important to ensure that display of logotype at exhibitions and events make a good first impression.

Displaying the REDLINE logotype clearly brings out the REDLINE brand. If our first impression is good, it is easier to communicate the message afterwards.





## Branding & Promotions for Dealers

Advertisements and listings	Include the REDLINE logotype in all advertisements.
Buildings	Make sure there is signage informing that you are a REDLINE Dealer.
Customer events and seminars	Use REDLINE roll-ups, leaflets and promotional material
Exhibitions	Expose REDLINE display material, products & machinery
Mailings, including e-mailings	You may include the REDLINE logotype if it is clear that you are the sender. Add information and links to the REDLINE website to your e-mail signature.
Photos	Use photos from the REDLINE Media gallery
Switchboard	If you have a call-waiting system, include a reference to REDLINE products/solutions in your recorded message.
Broadcast media	Always mention REDLINE products and solutions and how they benefit customers
Business cards	Put the REDLINE logotype on your business cards together with other main brands that you carry. Your own logo should be dominant.
E-mail footers	In the footer of your e-mails, state that you are a dealer Includes link to REDLINE's website.
Letterheads	You can put the REDLINE logotype on letterheads and envelopes as long as it is clear that you are the sender.
Media	Always coordinate media activities with REDLINE
Recruitment	When you recruit, always mention that you represent REDLINE products and solutions.
Promotional material	Please get in touch with the REDLINE representative if you may need any REDLINE promotional items.
Training seminars	Use the REDLINE presentations at your training sessions.
Website	Use the REDLINE logotype on your website. Make a link from your website both to the REDLINE country website and to relevant product pages.



## Vehicles

Logotype graphics on your work vehicle helps promote your company. But this is effective only if executed properly.

Dealers can use the REDLINE logotype on their vehicles as long as the logotype and the display is correct and follows the visual identity guidelines of REDLINE. Dealer's may add appropriate adhesive labels to sales, delivery and service vehicles.

The REDLINE logotype of red or white should be used on vehicles alongside other brands. However, if the dealer's vehicle is colored as such and the REDLINE logotype is not visible, the dealer may use the logotype in the black or white version, so that a good contrast is given.

The dealer's logo has to be more pronounced than the REDLINE / any other brand's logo to indicate this is the dealer's vehicle.





## Stationery

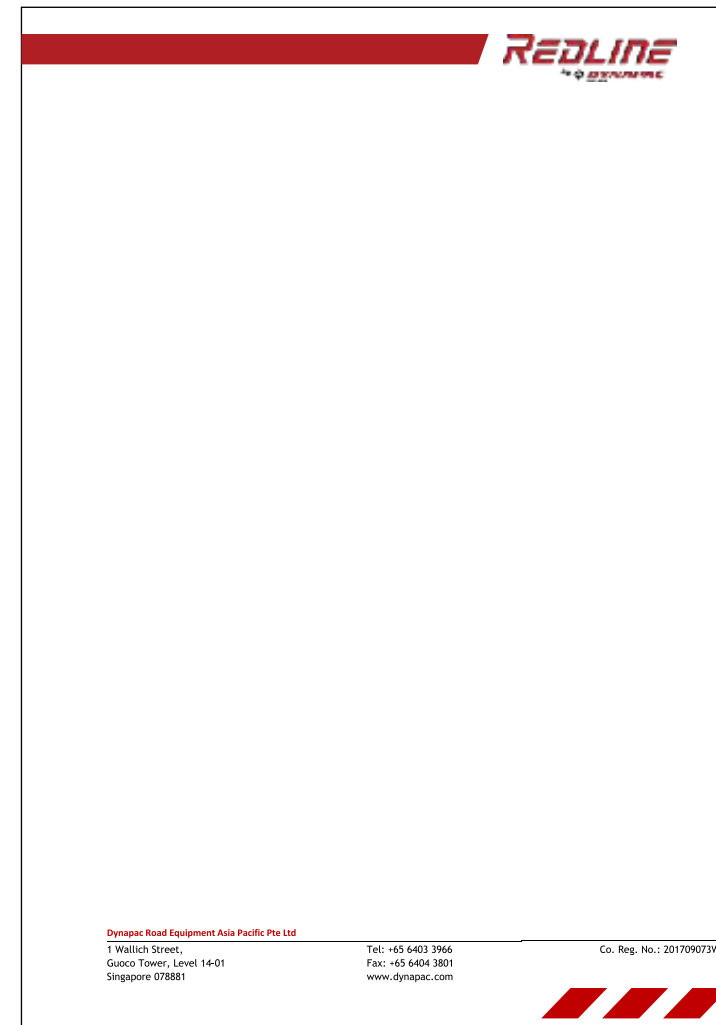
Stationery is an important customer-facing representation of the brand. REDLINE should have a consistent image in all communications. On all stationery the REDLINE logotype is placed in the upper left corner and the address in the lower left corner. The logotype on the envelopes must never be combined with any other type of additional element.

Company name, etc., are positioned in the footer of the stationery together with postal address and company website information. The format and placement of the address footer functions as a basic template. Local variations will be accepted since different countries have different standards. Only use the red logotype template for printed letters if your printer can reproduce the Dynapac color correctly. Alternative symbols are not allowed on envelopes or address labels.

### Guidelines

Local variations are accepted since different countries have different standards.

Paper: White, uncoated environmentally friendly





## Branding on printed matter

The REDLINE red is the foundation of our color palette. REDLINE White and Grey should be used for interest and/or emphasis. Please be consistent in using the Trebuchet MS font on all communications. The following list of printed material is where we have our touchpoints for creating our brand look.

The visual identity must be applied at all times on all internal and external material.

- Brochure front covers
- Brochure back covers
- Advertisements
- Other printed materials
- Roll-ups and posters
- Billboards and banners
- Diplomas and certificates
- Paper Specifications





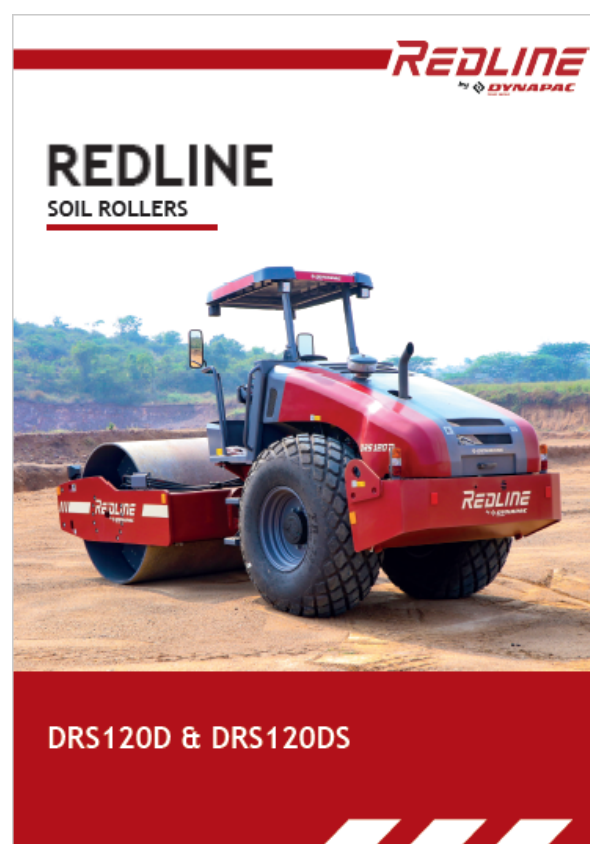
## Brochures

Essential Elements of the front cover:

- Red stripe at the top
- Chevron
- A commercial image as the background
- The REDLINE logotype on the top.
- The forward line
- A brand box containing all other information
- The brand line and logo should always be placed in a fixed position at the top of the page

These guidelines should always be applied on external marketing materials and internal communications regardless of format:

- Templates are available for A4 landscape and portrait
- Use the A4 template as a guide and make adjustments as necessary that represent our brand well, with the best possible logo placements





## Technical documents

All the elements of the front cover to be reflected in the technical brochures / manuals.

- Each Page to have the Forward line, Logo at the top and the roadline below.
- The Back page must also be like the rest of the brochures
- Technical illustrations and tables are preferred in black and white
- Titles of Tables can be in Red





## Posters, roll-ups

Roll-up banners are a medium used to draw immediate attention and deliver a strong message at a glance.

This format is used to create awareness of product launches, customer meets, campaigns or events.

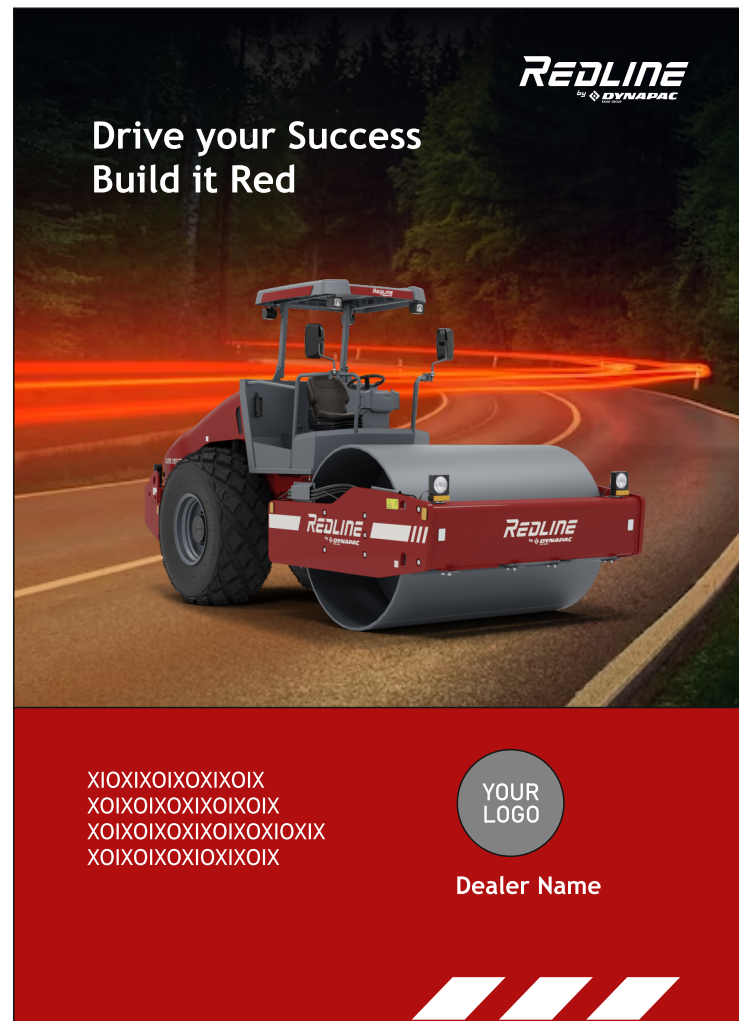




## Ads, promotions

Advertisements messages should be brief and to the point, focusing on making one impactful point with a simple call to action. When creating an advertisement, start from an advertisement template. Important elements of an advertisement are:

- A powerful commercial image as the main visual
- A headline of up to three lines that is consistent with our brand personality
- The bottom portion of the advertisement should follow the guidelines below and include the brand promise type treatment, supporting copy with a call to action, the REDLINE logo and other co-ordinates

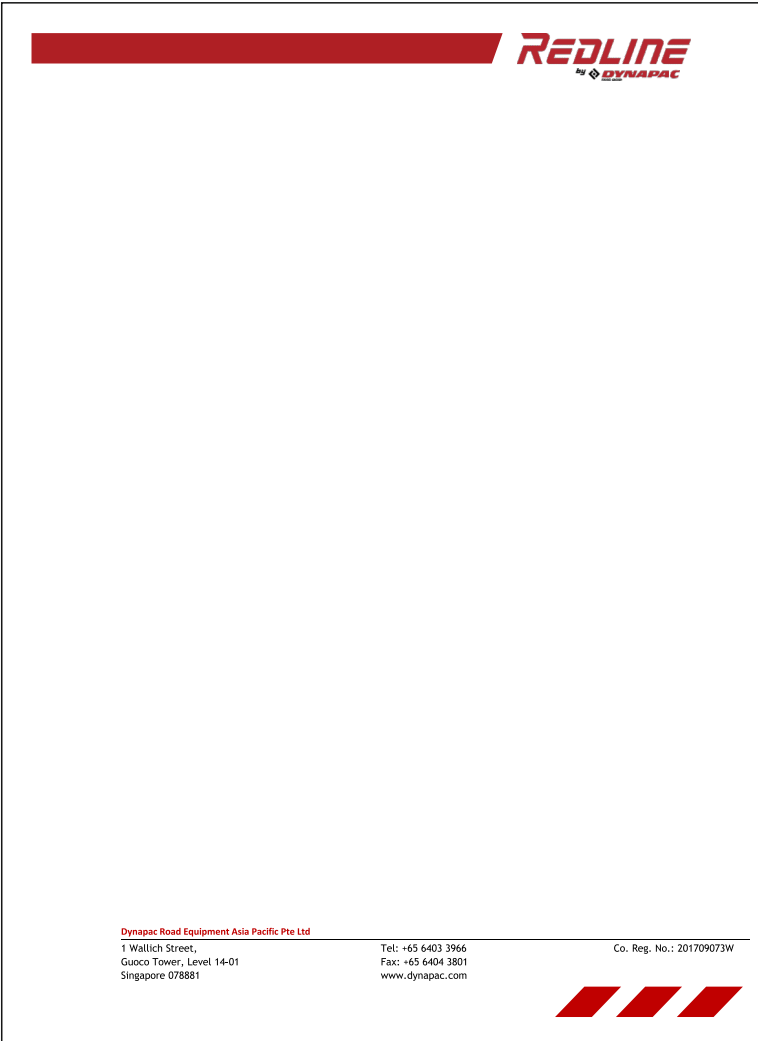





## Invoices & other documents

All invoices are normally printed in B/W. Please use the REDLINE black logo on white paper for the same.

The Forward Line + REDLINE Logo at the top , the roadline in Black and white and the brand promise are three main components that should find place on any document.




**REDLINE**  
by  **DYNAPAC**

Dynapac Road Equipment Asia Pacific Pte Ltd  
1 Wallich Street,  
Guoco Tower, Level 14-01  
Singapore 078881

Tel: +65 6403 3966  
Fax: +65 6404 3801  
www.dynapac.com

Co. Reg. No.: 201709073W





## Certificates

When creating a diploma or a certificate, start from a diploma or a certificate template. It is preferred to use a commercial image.

The position of the logotype should always be at top right of the certificate.





## Branding in Social Media

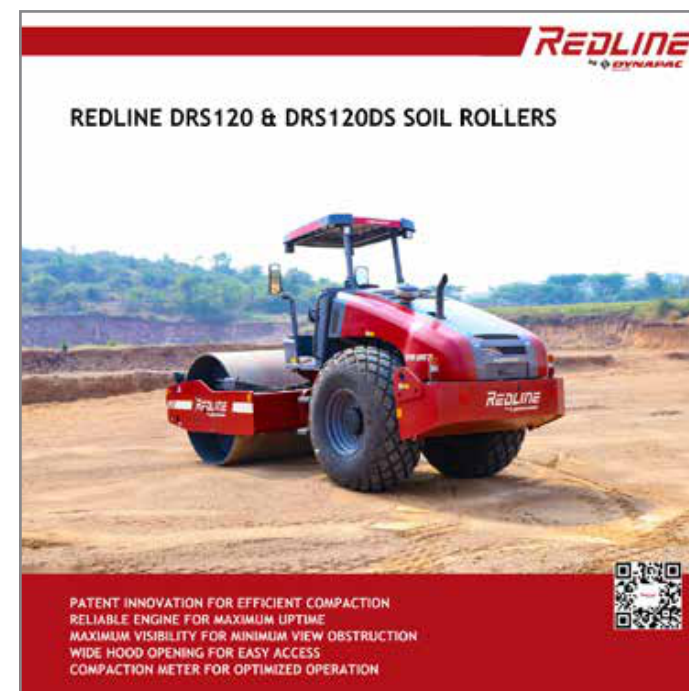
Social Media is one of the most important marketing and brand building tools to broaden our reach, promote our products and services

build credibility for our brand. There are 4 mainstream platforms for social media as follows

- Facebook
- LinkedIn
- Instagram
- Youtube

We must remember that we should represent our REDLINE brand in the most professional way possible. Please refrain from taking any political sides. religious content , racial, ageist or individual in nature. Remember the following rules while thinking about creating content for the REDLINE handles. These rules go out for employees or dealers of REDLINE.

1. Create content for your specific target audience
2. Company accounts are always tied to the personal accounts of the admins, so make sure you are in the correct “posting as” mode while posting
3. Plan, schedule and get posts approved in advance
4. Respond to comments especially negative ones in a timely manner. Use hashtags sparingly - Don’t oversell - Social media is not meant to be a direct sales tool. Center posts around our brand and our followers and the value we add to them and their business.
5. Never speak negatively about a competitor.





## Diaries & Notebooks

When creating other printed material like the Notebooks, we can stick to the basic colours of REDLINE. The front cover can be solid REDLINE Red with Forward line and Road line. Optional to keep the entire page with only the Title. The back cover should be white with brand promise box at the bottom of the page.

The remaining area on the back cover can be solid red or white as the background.





## Merchandises / Promotional items

With branded goods, we reiterate our brand identity and brand promise - Drive your success - Build it RED! How to use promotional items It is important that all our promotional items have the same look and feel as all other communication materials or products. All REDLINE promotional items must fulfill the following five requirements:

- Correct branding
- Responsibly sourced and manufactured
- Relevant to our brand promise
- Good Quality
- Reasonable pricing

### Usage of the REDLINE logotype

The logotype must always have full free space

- Stick to our brand colours in apparels / non apparels like mugs or keychains - Red / Grey/ white and black. Contrast logo to appear surface.

### • Logo colours and surfaces:

1. Red surface will have white logo, white will have red logo
  2. Grey surface will have red / white / black logo
  3. White surface can have - RED / Black
  4. Black surface will have white / red logo
- Any metal surface / textured material can have same colour embossing / etching  
REDLINE can have promotional items over a wide range of branded items ranging from office supplies, clothing and bags to collector's items and giveaways.



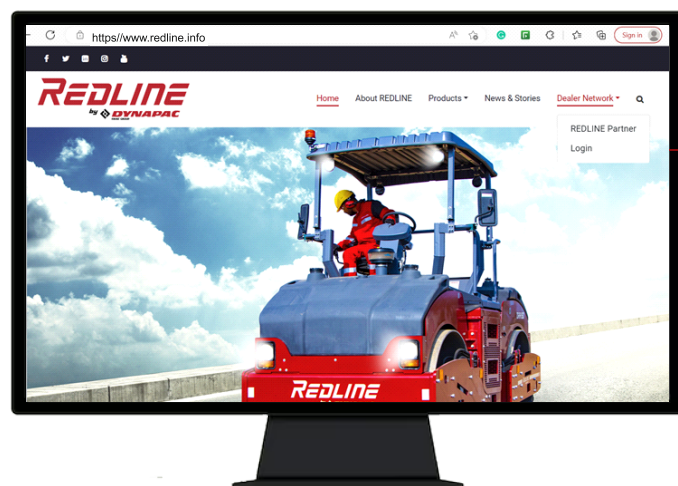




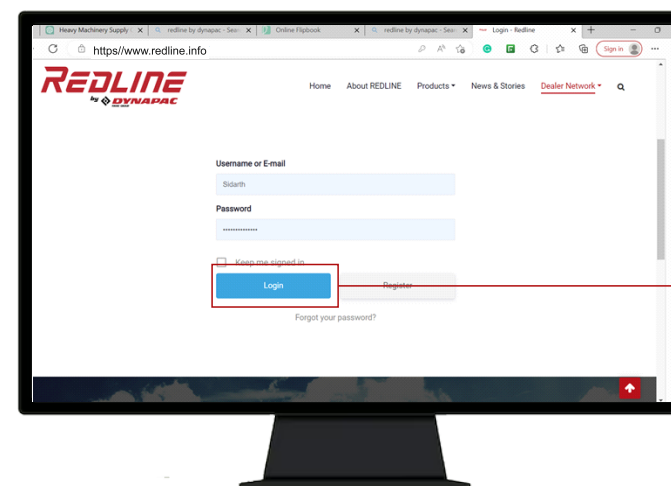


## Dealer login

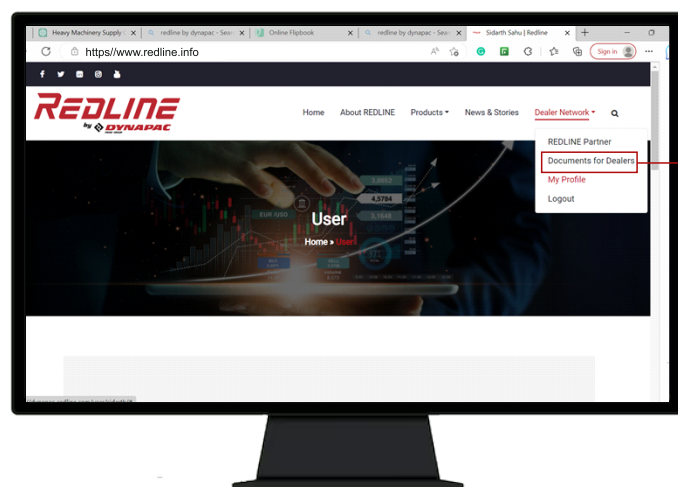
All the materials necessary for the dealer are available here.



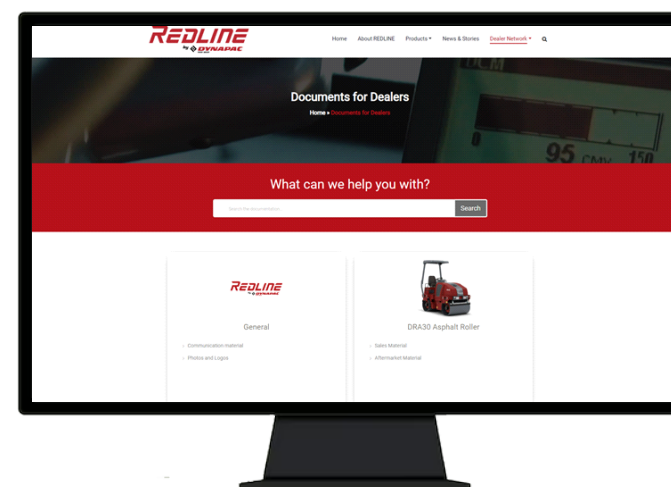
Step 1



Step 2



Step 3



Step 4





**Reliable**

Rely on your Equipment



**Efficient**

Get it done efficiently



**Durable**

Built for tough work



Visit : [redline.info](http://redline.info)