

Dynamo Kings Ltd  
Brand Identity Guidelines

This guide explains how to use the Dynamo Kings identity with confidence and clarity across all internal and external brand communications. These elements, when used together, create a distinctive look and feel that makes the Dynamo Kings brand instantly recognisable.

Sub Brand

DYNAMOVISION

Exclusion Zone



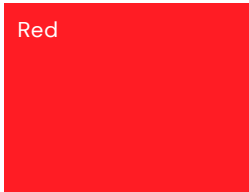
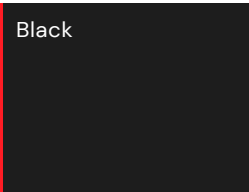
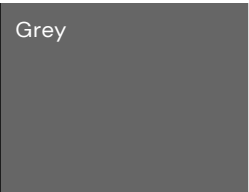

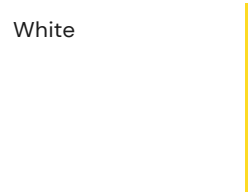
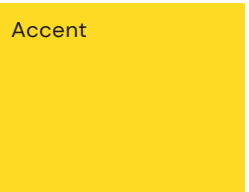
Mono



Reversed



Colour Palette

					
<b>Red</b>	<b>Black</b>	<b>Grey</b>	<b>Light Grey</b>	<b>White</b>	<b>Accent</b>
PMS 2035 CMYK 0 97 100 3 RGB 255 28 36 HEX FF1C24	PMS Black 6 CMYK 100 79 44 93 RGB 16 24 32 HEX 101820	PMS Cool Grey 10 CMYK 40 30 20 66 RGB 99 102 106 HEX 63666A	PMS Cool Grey 1 CMYK 4 2 4 8 RGB 217 217 214 HEX D9D9D6	PMS White CMYK 0 0 0 0 RGB 255 255 255 HEX FFFFFFFF	PMS 115 CMYK 0 6 87 0 RGB 253 218 36 HEX FDDA24

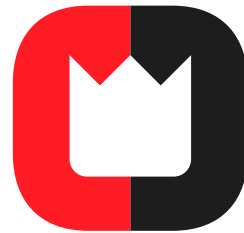
Primary Wordmark

DYNAMO

Logo Lock-up

DYNAMOKINGS

Symbol



Symbol Mono



Typography

**DM Serif Display for large headlines**  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789!@£#%^&\*()-+

**DM Sans Bold for sub headings**  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789!@£#%^&\*()-+

**DM Sans Regular for body text**  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789!@£#%^&\*()-+

# Connecting the dots

# Connecting the dots

**DYNAMO**   
D Y N A M O K I N G S . C O M

**DYNAMO**   
C O N N E C T I N G   T H E   D O T S