



Formerly TOSHIBA PC Company

## Brand Style Guide

Unstoppable is in our DNA.  
Dynamic is in everything we do.

April 2022

We're excited to fire up the dynamic like never before with a new brand look, feel and voice. To ensure consistency across every channel and communication touchpoint, share this Brand Style Guide with anyone who touches our brand.

Now, let's go be dynamic.

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# Our brand OVERVIEW

MINDSET	Be dynamic every day.			
SIMPLE TRUTH	Inspiring the world. Empowering each person.			
KEY DISTINCTIONS	World-leading ingenuity	Impeccable performance	People-centric commitment	Flexible & agile
VALUES	Honesty   Quality   Integrity   Hard work   Ingenuity			
PERSONALITY	Bold & exciting	Steady & reassuring	Helpful & friendly	Simple & succinct
				Modern & real

WHO we communicate with

OUR CUSTOMERS ARE:

Large Corporate Companies

Education

Small & Medium Sized Businesses

Healthcare

THE DECISION MAKERS & INFLUENCERS ARE:

{ IT Professionals  
Executives  
Purchasing Professionals  
Company Employees

{ IT Professionals  
Superintendents  
Purchasing Professionals  
Students

{ IT Professionals  
Executives  
Purchasing Professionals  
Company Employees  
Owners

{ C-Level Executives  
Doctors / Nurses / Clinicians  
IT Professionals  
Sr. Administrators

OUR PARTNERS ARE:

Resellers

Distributors

Technology Alliances

THE DECISION MAKERS & INFLUENCERS ARE:

{ Owner/Management Team  
Marketing Team  
Product Management Team  
Sales Representatives

WHAT we have to say

# Inspiring the world. Empowering each person.

This is our **Simple Truth**. What we want people to think or feel when they hear our name. It's the core for every touchpoint and drives clarity and consistency for every person who touches our brand. Our Simple Truth brings our distinctive differences to life for our customers.

DISTINCTIVE DIFFERENCES → WHAT'S IN IT FOR ME?	
<p><b>World-leading ingenuity</b></p> <p>35+ years of delivering 30+ world's first technologies, including the first laptop. Backed by the heritage of Toshiba and the forward-thinking credibility of Sharp and Foxconn.</p>	<p>"They are always thinking beyond with new breakthroughs to meet my clients' changing needs, yet they're backed by a rock solid history. It's an ideal mix to sell to my clients." -Reseller Channel Partner</p>
<p><b>Impeccable performance</b></p> <p>Lowest failure rates in the industry (single digit) The last PC manufacturer that designs, develops and tests our own laptops. Only manufacturer that writes our own BIOS for superior security.</p>	<p>"I can count on solid, consistent performance for every single user in our company. Minimum issues, maximum uptime. That makes my job easier." -Director of IT</p>
<p><b>People-centric commitment</b></p> <p>Unparalleled customer service experience Exceed expectations with "Channel First, Channel Best" strategy Focused on building relationships, not just transactions.</p>	<p>"Their customer service is top notch. They're quick, thorough and truly nice, down-to-earth human beings. I'd invite any of them over for dinner." -IT Specialist</p>
<p><b>Flexible &amp; agile</b></p> <p>Not too big in size, which allows the ability to be nimble and quick. Can pivot quickly when business demands change.</p>	<p>"They're not this big, impersonal conglomerate and are small enough to respond quickly, which helps me focus on selling and growing my business." -Sales Agent</p>

How we TALK



## VOICE & ATTITUDE

### WE ARE

### SO WE

### TO MAKE CUSTOMERS FEEL

bold &  
exciting

are curious, innovative and  
forward creators

energized, intrigued and smart

steady &  
reassuring

are full of integrity, expertise  
and credibility

calm, confident and secure

helpful  
& friendly

are responsive, genuine and all  
about building relationships

comfortable, validated and connected

simple &  
succinct

are easy to understand, to the  
point and value people's time

knowledgeable, in tune and focused

modern  
& real

are high tech yet down-to-earth

excited, empowered and boundless

# Copy tone checklist

This guideline is designed for anyone who is writing or reviewing copy to make sure the tone is on-brand.

- Does it sound natural, like you are talking with a friend?
- Does it speak directly to the audience using “you” more than “we”?
- Is it written in the present, active tense? “win” vs. “will win”.
- Does it use contractions for a more conversational tone?
- Does the content answer “what’s in it for me?” for the audience?
- Does it use positive words vs. negative?
- It is void of superficial exclamation points?
- Can you relate to what it’s saying as a person?
- Do the words flow smoothly when you read them out loud?

Copy tone examples

**POWER ON. OBSTACLES OFF.  
BE DYNAMIC. EVERY DAY.**

**STAND STILL OR STAND OUT?**

**THE INVISIBLE BEHIND THE INVINCIBLE.**

**INSPIRING LITTLE MINDS. EXCEEDING BIG GOALS.**

**DYNAMIC IS IN OUR DNA.**

**TODAY'S AGENDA. BE EXTRAORDINARY.**

How we LOOK

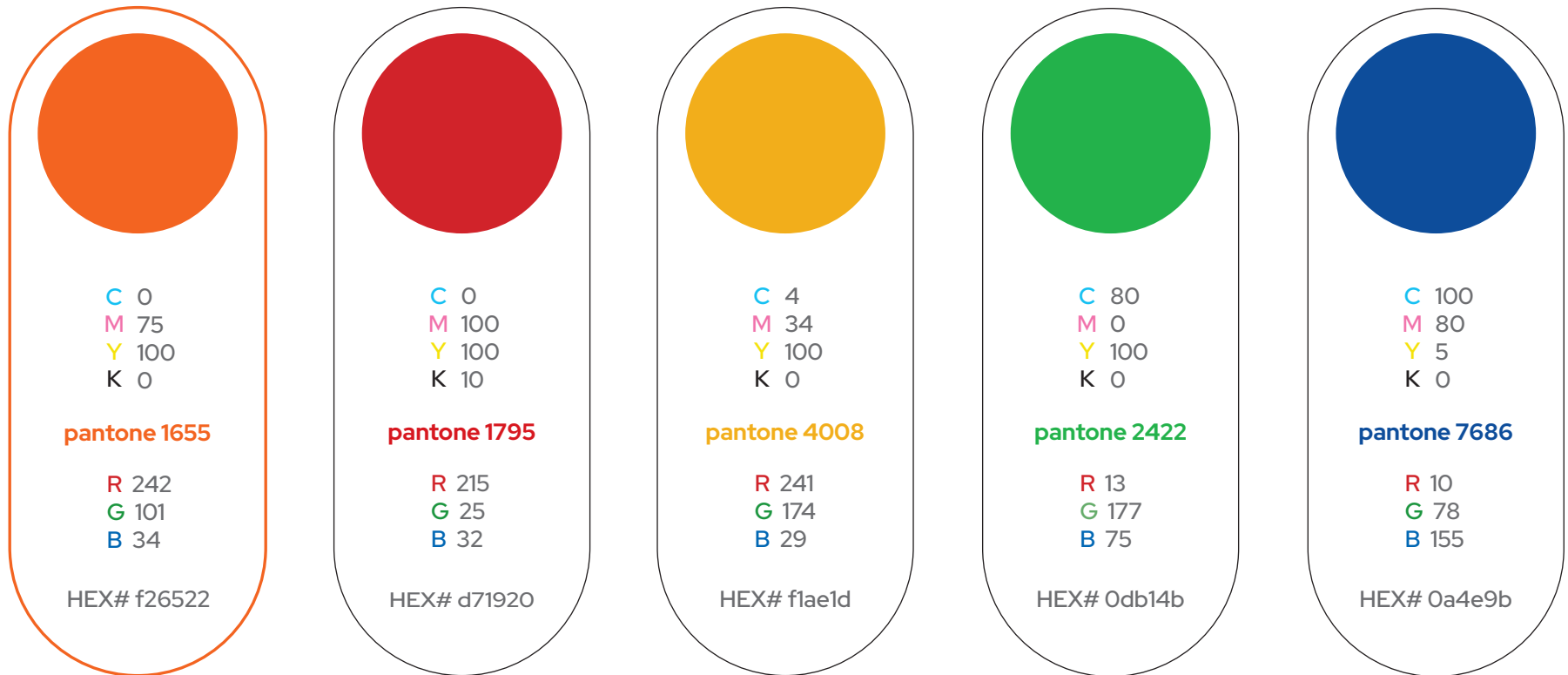
# Moodboard. Amp up the energy.

Energetic people on bright backgrounds boldly bring the dynamic in Dynabook to life. Their intense enthusiasm focuses on our human connection, engaging our audience in an immediate emotional response. Dynabook is featured as the tool that delivers this experience.



# Color Palette

Intense colors pop off the page. A focus of hues from red to orange are meant to give a nod to our Toshiba roots. Orange is the Dynabook “hero color” for brand highlight. A bright primary palette rounds out this fearless color story but should be used with restraint and finesse.



Orange is the  
brand hero color.

## Primary Typography • Font : Red Hat Display

Red Hat is an elegant sans-serif typeface, designed with the 6 weights featured below. It has a clean, simple profile while still boosting unique letter distinction. Use for both headline and body copy applications. Select weight variations for visual interest and hierarchy. This is a free google font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&?

Aa Aa

Aa Aa

Red Hat Light

Red Hat Regular

Red Hat Medium

**Red Hat Bold**

**Red Hat Extrabold**

**Red Hat Black**

## Secondary Typography • Font : Josefin Sans

Josefin Sans is a unique, display font with a narrower letter width. Use for advertising headlines, primarily in all capital letters. Sample shown below in digital ad application. Note drop shadow detail. This is a free google font.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

JOSEFIN SANS EXTRA LIGHT

JOSEFIN SANS LIGHT

JOSEFIN SANS REGULAR

JOSEFIN SANS MEDIUM

JOSEFIN SANS SEMIBOLD

JOSEFIN SANS BOLD



# Photography

To accurately represent the Dynabook brand, there are specific requirements in the selection and usage of photo images. A photo library is available upon request.

- Photos should be bright and well lit.
- Background colors in full vibrancy are an important element of the brand and should follow primary color palette of red, orange, blue, green and yellow.
- The central focus is on expression and emotion. Playful almost exaggerated enthusiasm bursts off the page to grab viewer attention and engage curiosity. Dynabook is featured as the tool that delivers this experience.
- People interacting with the product should exhibit surprise, success and overall delight.
- Color, excited engagement with the product and bold energy all visually bring to life the dynamic in Dynabook.

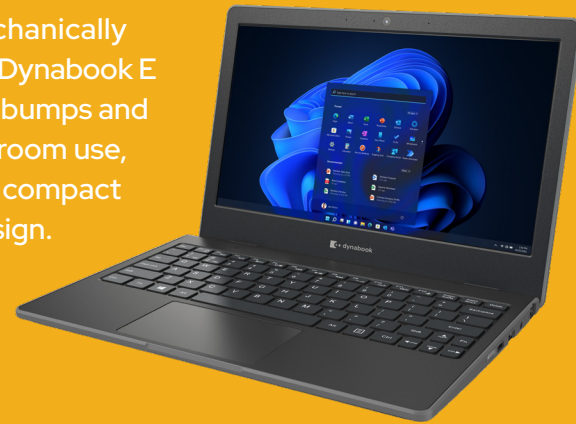


# Product Photography

To accurately represent Dynabook products, there are specific requirements in the selection and treatment of product images.

- Products should stand out against the background.
- Select product photos that angle in towards the center of the page, towards text, when possible.
- When multiple product images are used in one frame, ensure they are relative size to each other.

With a reinforced chassis and keyboard with mechanically anchored keys, the Dynabook E Series endures the bumps and drops of daily classroom use, while maintaining a compact and lightweight design.



At Dynabook, it's our mission to deliver the highest levels of quality and reliability so you and your mobile PC never skip a beat.

This mission has been developed from over 30 years of extensive knowledge, experience and quality management systems integrated throughout our factories.

The level of quality management is evident throughout our development process—from component selection to quality assessments in the design phase to quality control in the production phase.



# LOGO specifications

# Dynabook Logo – Two Color

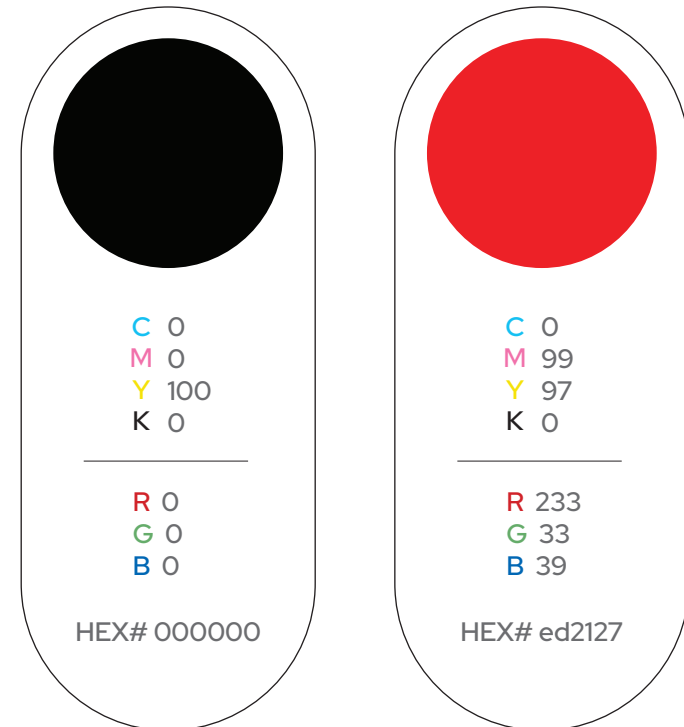
The Dynabook logo must not be manipulated in any way. The Dynabook logo will be provided to all vendors and should be placed “as provided” to ensure consistency across all usage applications.



The official corporate logo appears as a one color logotype with a two color tagline as shown here. Always ensure that the Dynabook company logo is legible against backgrounds. It should be displayed in either black and red or white and red.

On light colored backgrounds/images, use the black and red Dynabook Formerly TOSHIBA PC Company logo. On darker backgrounds, use the white and red Dynabook Formerly TOSHIBA PC Company logo.

Most imperative is adequate contrast for legibility. On some photographic backgrounds this two color logo will work, but when in doubt, use the appropriate one color logo on following page for maximum contrast.



2 Color on light background

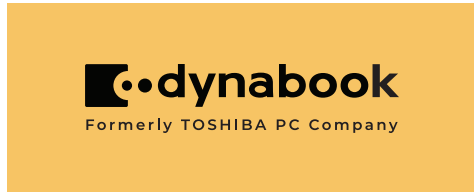


2 Color on dark background



# Dynabook Logo - One Color

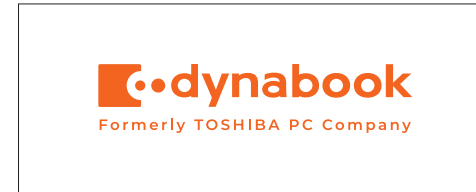
The Dynabook logo must not be manipulated in any way. The Dynabook logo will be provided to all vendors and should be placed “as provided” to ensure consistency across all usage applications.



All **Black** on light background



All **White** on dark background

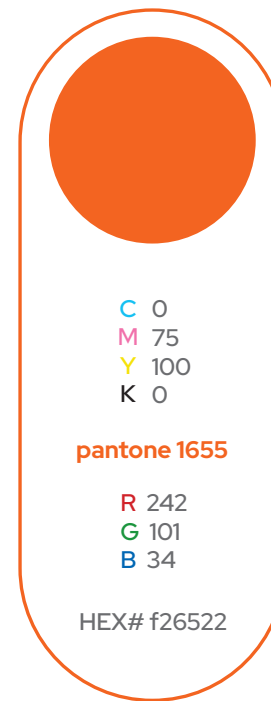


All **Orange** on white background. ONLY

Always ensure that the Dynabook Formerly TOSHIBA PC Company logo is legible against backgrounds. Maintain adequate contrast as shown above.

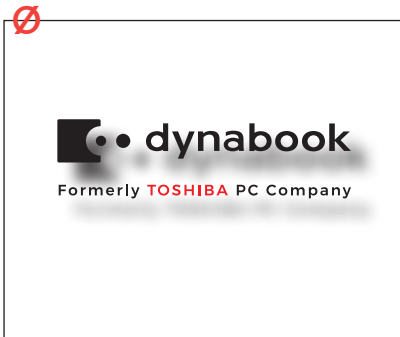
In case of monochrome printing, or in a case legibility is a problem with the 2 color logo shown previously, use the black version of Dynabook Formerly TOSHIBA PC Company logo for light backgrounds, and white version for darker backgrounds.

The only other acceptable single color logo appears in the orange hero color. Both the Dynabook logotype and the Formerly TOSHIBA PC Company tagline are 100% orange. This logo version must appear on a white background only.

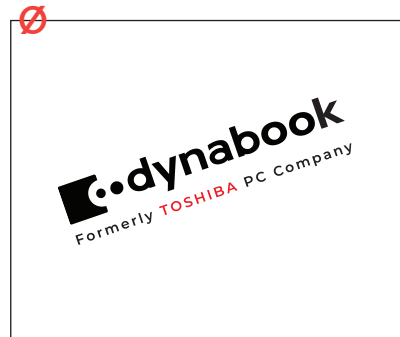


# Incorrect Dynabook Logo Usage

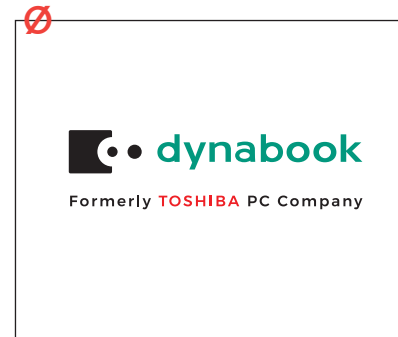
The Dynabook logo should not be manipulated in any way. The Dynabook logo will be provided to all vendors and should be placed "as is" to ensure consistency across all usage applications.



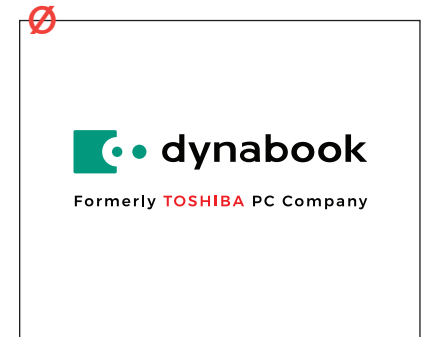
Do not apply special effects



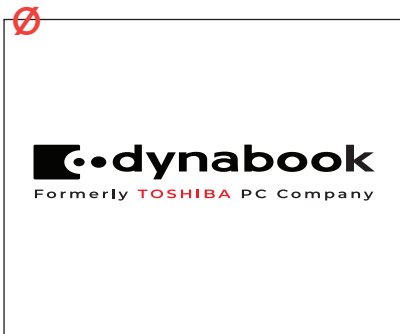
Do not rotate



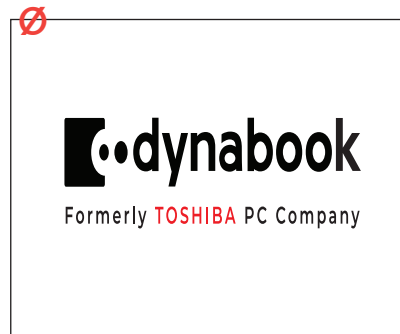
Do not change color dynabook



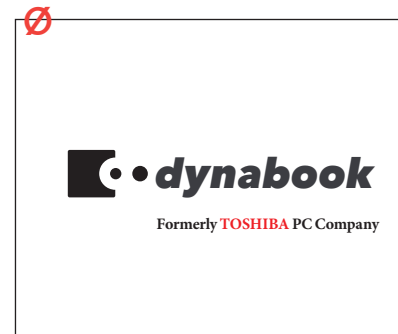
Do not change color of icon



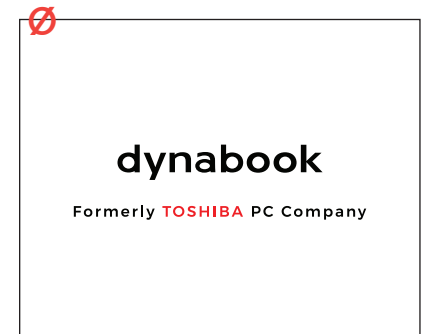
Do not stretch



Do not condense



Do not change font



Do not exclude icon

# Product Logo Usage

The word Portégé is specific to our product line, therefore when appearing in body copy accent marks should appear as shown here. Product names should be capitalized. Respect product logos by giving ample space from other elements. The preferred clear space around the logos is equivalent to the height of the “A” in Tecra, “P” in Portégé and “a” in Satellite. At minimum, include the following trademarks on the first mention per page:

**Satellite Pro™**

**Tecra®**

**Portégé®**

***Satellite Pro™***



Minimum Height:  
38 pixels  
0.28 inches

**PORTÉGÉ®**



Minimum Height:  
40 pixels  
0.30 inches

**TECRA®**



Minimum Height:  
35 pixels  
0.25 inches

## +Care Logo Usage

Respect the +Care logo by giving ample space from other elements. The preferred clear space around the logos is equivalent to the height of the “+” in +Care. The logo should always be given more space when available. Use official logo provided by Dynabook only. Variations of logo as shown are available to ensure contrast and readability.

At minimum, include the following trademarks on the first mention per page:

### +Care Service®



Minimum Height:  
55 pixels  
0.53 inches



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