BRAND BOOK

Last updated: Jan 2020

CONTENTS

COMPANY PROFILE

DYWIDAG makes infrastructure safer, stronger, and smarter.

From the steel in our first reinforced bridge in 1903, to railway sensors, we work with government authorities, asset owners, construction companies, and design offices to support their infrastructure projects.

You'll find us across a dozen sectors including bridges, slope stabilization, high rises, stadiums, wind towers, and dams.

OUR THREE CAPABILITIES:

▶ **Geotechnics.** Rock and soil anchor systems for ground stabilization and your infrastructure.

▶ **Post-Tensioning.** Flexible load-bearing systems for various sectors and demanding environments.

▶ **Lifespan Management***. Maintenance works, monitoring schemes, and robotic inspections for every phase of life.
Our newest business unit due to the increasing demands of the global aging infrastructure crisis

Our systems are found in iconic projects such as The Golden Gate Bridge, Panama Canal, Kap Shui Mun Bridge, and Freedom Tower.

We've grown to 1,600+ employees and 25 licensees in 50+ countries serving 10+ infrastructure sectors.

We combine global expertise with local presence—wherever you're located.

DYWIDAG

Panama Canal

PANAMA

DYWIDAG

OUR HISTORY

Supporting infrastructure by making it safer and stronger has been our story since 1865.

Wilhelm Dyckerhoff ran a concrete goods factory, but needed funding to grow. Gottlieb Widmann agreed to deliver the capital. Together they formed **Dy**ckerhoff and **Wid**mann **AG** (eventually shortening to DYWIDAG).
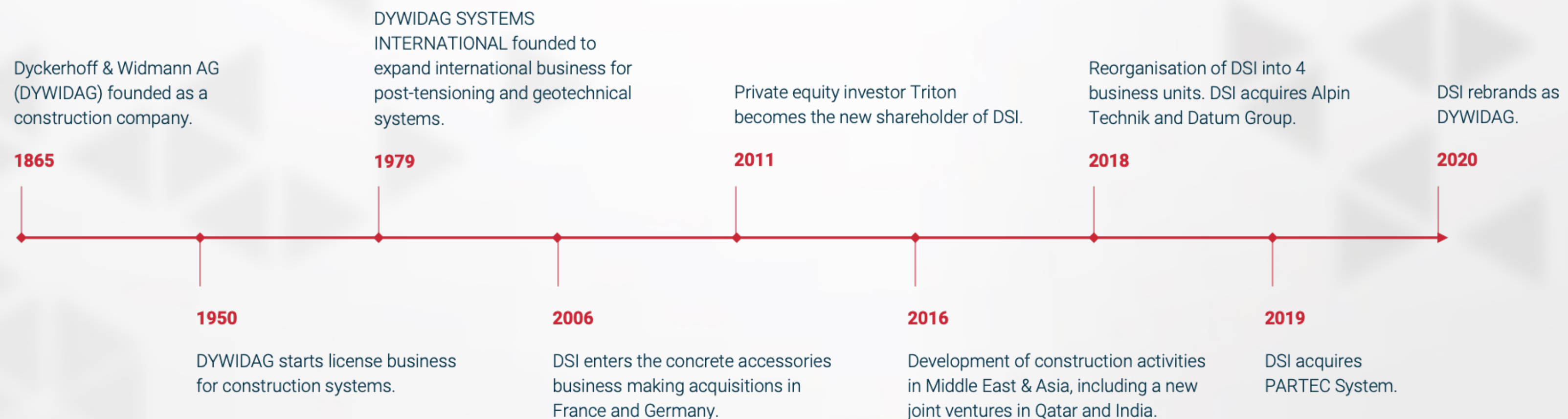
DYWIDAG continued to develop concrete products and techniques, but it wasn't until the early 20th century that we found our long term focus: as a multi-sector civil construction project (and maintenance) sub-contractor.

Our role? Configure, supply, and apply post-tensioning and geotechnic systems.

Our roots? Bridges. Civil structures that need safety and strength in all kinds of demanding environments. As we grew globally, we applied that experience to other sectors.

The main product the construction industry thinks of after hearing DYWIDAG *(not to mention the endless ways to pronounce di-vi-dag / dee–wihh–dag / du-wee-dag...)* is our threadbar—likely found in a significant amount of the infrastructure in your city.

But beyond steel bars and cables, now we're investing in technology to smarten infrastructure lifespan management.

Dyckerhoff & Widmann AG (DYWIDAG) founded as a construction company.
1865

DYWIDAG SYSTEMS INTERNATIONAL founded to expand international business for post-tensioning and geotechnical systems.
1979

Private equity investor Triton becomes the new shareholder of DSI.
2011

Reorganisation of DSI into 4 business units. DSI acquires Alpin Technik and Datum Group.
2018

DSI rebrands as DYWIDAG.
2020

1950
DYWIDAG starts license business for construction systems.

2006
DSI enters the concrete accessories business making acquisitions in France and Germany.

2016
Development of construction activities in Middle East & Asia, including a new joint ventures in Qatar and India.

2019
DSI acquires PARTEC System.

DYWIDAG

"We make infrastructure safer, stronger, and smarter."

When using the vision/brand statement:

Use an Oxford comma (aka Serial comma)—see red comma—to add a pause. A stylistic choice to add clear separation of ideas (a, b, and c):

We make infrastructure safer, *pause* **stronger,** *pause* **and smarter.**

Use periods/full stops when using the three values on their own:

Safer. Stronger. Smarter.

VALUES

Safer

is DYWIDAG's expertise. It's our technical knowledge.

Stronger

is DYWIDAG's legacy. We reinforce infrastructure through durable post-tensioning and geotechnic systems.

Smarter

is DYWIDAG's future. Extending the lifespan of infrastructure and smartening the maintenance.

WHY SMARTER?

Because today's environment is increasingly demanding.

Infrastructure is aging at an unprecedented scale.

- ▶ Megacities.
- ▶ Earthquakes.
- ▶ Rising sea levels.
- ▶ Corrosive pollutants.

All contribute to a growing infrastructure crisis.

That's why we keep investing in smarter approaches to new and aging infrastructure lifespan management.

Anzac Bridge

SYDNEY, AUSTRALIA

If using white or light background: use the default **red** and **dark blue** logo.

If using colour or image background: use a **red** and **white** logo.

If using DYWIDAG brand red for background: use a **monochrome white** logo.

In black and white or grayscale applications: use a **black** logo.

Icon concept: The icon triangles symbolize our different business units and product systems working together. The old school triangle shield inspired the triangles in the icon.

The logo should be placed in clear space with no other elements distracting.

The minimum area is indicated here—it's recommended to leave this area clear and position the logo at least this far away from the edge of a page or artwork area.

In narrow applications, use the logo with the icon centered above instead of the default.

DYWIDAG

Our brand palette is composed of 1 brand color and 4 complementary colors. Traditional high energy **DYWIDAG brand red** complimented with new stablizing, cooling **dark blue** and **aqua** (earthtones).

▸ Web & Digital Documents: Use #Hex or RGB

▸ Digital Printing: Use CMYK (common for letterhead)

▸ Offset Printing: Use Pantone (common for cards, brochures, ads)

FIRE ENGINE RED

#C92836

R201 G40 B54

C15 M98 Y85 K4

PANTONE 200C

PLATINUM

#E8E8E8

R232 G232 B232

C7 M6 Y6 K0

PANTONE 427 C

PRUSSIAN BLUE

#003349

R0 G51 B73

C99 M73 Y48 K44

PANTONE 309 C

SNOW

#FAFCFC

R250 G252 B252

C1 M0 Y0 K0

PANTONE P 115-U

METALLIC SEAWEED

#1D8293

R29 G130 B147

C83 M35 Y36 K4

PANTONE 2221 C

Our sole typeface is Roboto, chosen for its technical nature (it's the default Android font so works well at small sizes), and ease of use due to Google sharing it for free with the world.

Roboto

Thin Light *Italic* **Bold**

abcdefghiklmnopqrstuvwxyz
ABCDEFGHIKLMNOPQRSTUVWXYZ
1 2 3 4 5 6 7 8 9 10

Title: Roboto Thin, 48 px

Subtitle: Roboto Light, 24 px

Body copy: Roboto Light, 14 px

SECTION LABEL: ROBOTO MEDIUM CAPS, 9 PX

All headlines, titles, or descriptions should be left-aligned and centered horizontally. Typography should always be clear and legible with a distinct hierarchy between different levels of messaging.

Don't be afraid to go big on short, impactful headlines.

DYWIDAG

Our product and UI icons are characterized by simple, flat art with a thin line style that aligns with our art direction and font.

▸ Use icons to distinguish actions. Always have supporting copy/text link next to the icon.

▸ Use #003349 icons on a light and #1D8293 on a dark background.

▸ Use icons only in the approved DYWIDAG library.
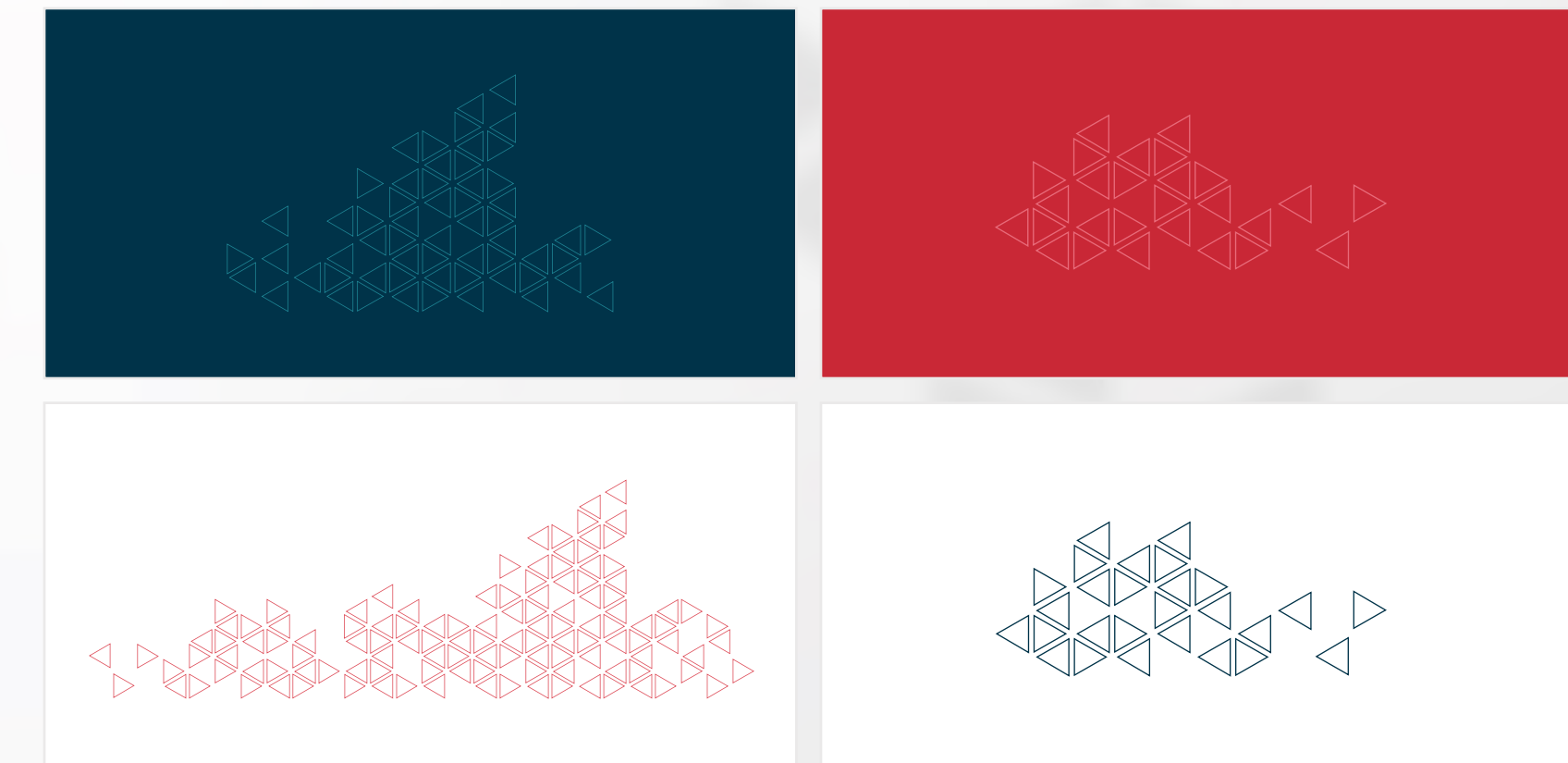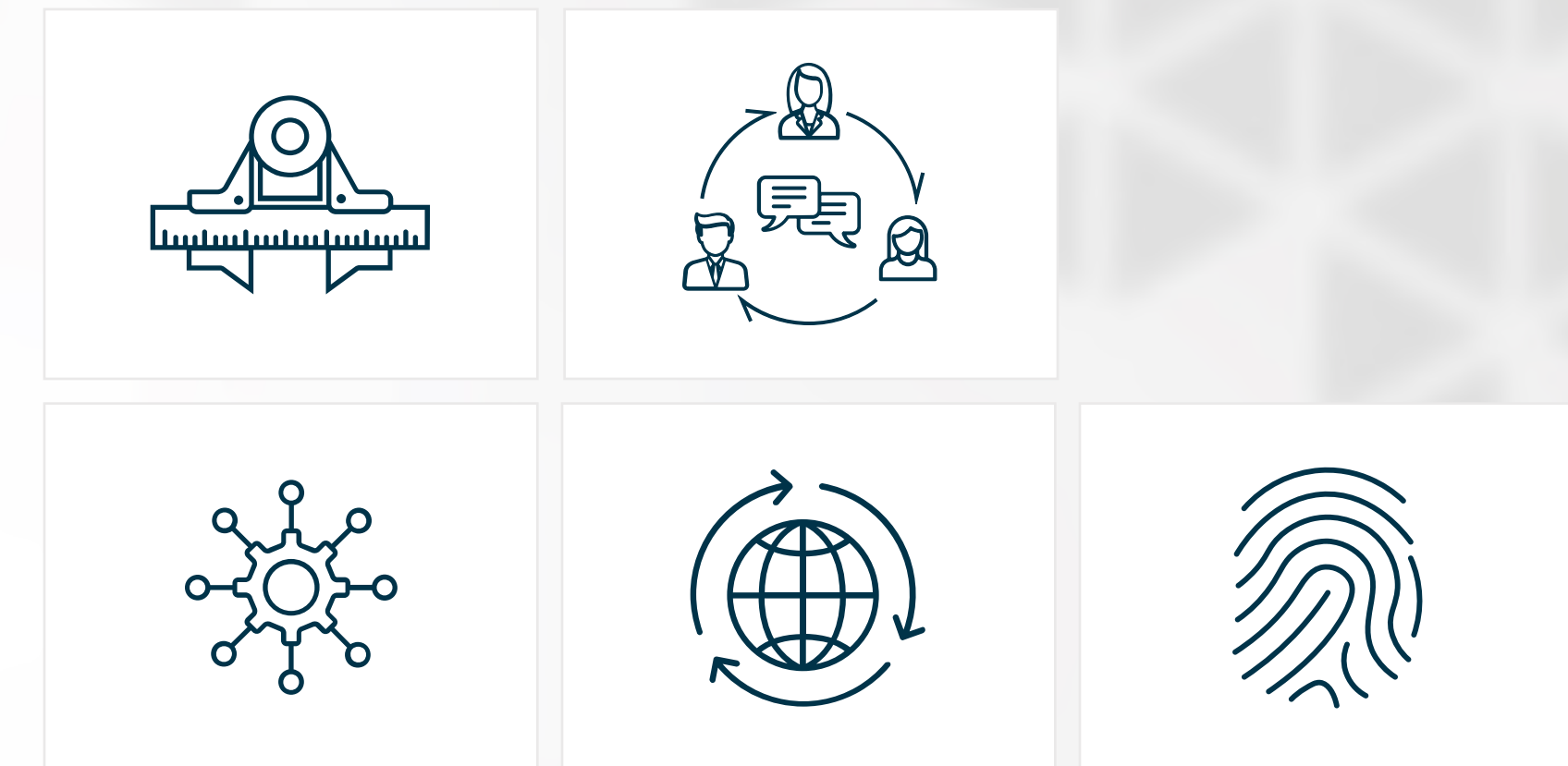
Triangles (or triangle outlines) can be arranged to create city horizons and infrastructure shapes across all brand collateral.

▸ Visit **dywidaghome.com** to access our growing list of collateral templates.

TERMS OF USE

These guidelines outline the general rules when using DYWIDAG's brand assets and showcasing our content. Consistent use of these assets helps people easily recognize references to DYWIDAG and protect company trademarks.

It is important that your marketing materials use DYWIDAG standards and approved assets correctly.

This guide helps you meet those standards.

▶ *Don't assert rights over DYWIDAG's brand whether by trademark registration, domain name registration or anything else;*

▶ *Don't modify DYWIDAG's brand assets in any way, such as by changing the design or color.*

For questions that fall outside this brand book, please contact marketing: **corryn.zimmerman@dywidag-systems.com**

Zugspitze

GERMANY

MESSAGE FROM THE CEO

We've got a lot to be proud about but now, in 2020, the world needs increasingly smarter infrastructure systems. This brand supports that.

All collateral and brand elements have been designed as parts of a system—created to work together just like our product systems.

It shows our markets that we plan everything down to the last detail and apply controlled management.

Let's make infrastructure safer, stronger, and smarter.

- Matti