DYNO-ROD™
Plumbing & Drains Services

Brand Guidelines




DYNO-ROD
Plumbing & Drains Services

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Welcome to the Dyno-Rod Plumbing & Drains Services brand guidelines.

A brand built around people.

These guidelines will help you best represent our franchisees, engineers, plumbers and everyone who works tirelessly to help our customers. This book was designed to help you understand who we are and what it means to be part of the **Dyno-Rod** brand.

Our equipment, services and even franchisees may change over time, but one thing should always remain clear and consistent, our brand. It's this consistency which helps customers recognise when something is unmistakably **Dyno-Rod**.

Our Journey

Dyno-Rod was founded in 1963 by former Pan-Am pilot Jim Zockoll after a chance meeting in a London hotel. Dyno-Rod became the first non food franchise in the UK and has been at the forefront of innovation and new technology in the drains industry ever since.



1963

Dyno-Rod is founded by American airline pilot, Jim Zockoll.

Dyno-Rod becomes the first non fast food franchise.



1981

Mass murdered Dennis Nilsen was caught by a Dyno-Rod engineer.



1991

Dyno-Rod vans sport the iconic day-glo orange.



2000's

Dyno-Rod established an online presence with the launch of dyno.com.



2003

Dyno-Rod launches Plumbing services.

Our Journey

In 2003 Dyno-Rod took the plunge into plumbing and the very next year joined the British Gas team, looking after their Homecare customers. Today we have around 54 unique franchises, all committed to delivering the best drains and plumbing services across the UK.

2004
Dyno-Rod becomes part of British Gas & Scottish Gas.

A local company backed by a national brand.



2006
Online job booking launches on Dyno.com.



2009
Dyno-Rod engineer saves a puppy from a drain.



2012
Dyno-Rod engineer recovers a customer's engagement ring from a drain.

2013
Dyno-Rod celebrates its 50th birthday.

Dyno.com wins best website at Franchise Marketing Awards.

Our Journey

It's clear Dyno-Rod has evolved over the years. But one thing remains the same, our commitment to resolving home emergencies for our customers. We do this through our people. Our local experts look after their local customers in those unexpected moments when they need us most. We're not afraid to change when our customers needs change, and we're not afraid to be different. Just look at our vans. Unmistakably Dyno-Rod. It's how we got to where we are today.

2023 was a momentus year for Dyno-Rod!

2023
Collaborating with Leicester Tigers as the iconic rugby team's official Plumbing and Drains partner

2023
RoSPA President's Award Winners

2023
Network celebrates Dyno-Rod 60 year anniversary



2023
Introduction of the new van livery

To be continued...



DYNO-ROD
Plumbing & Drains Services

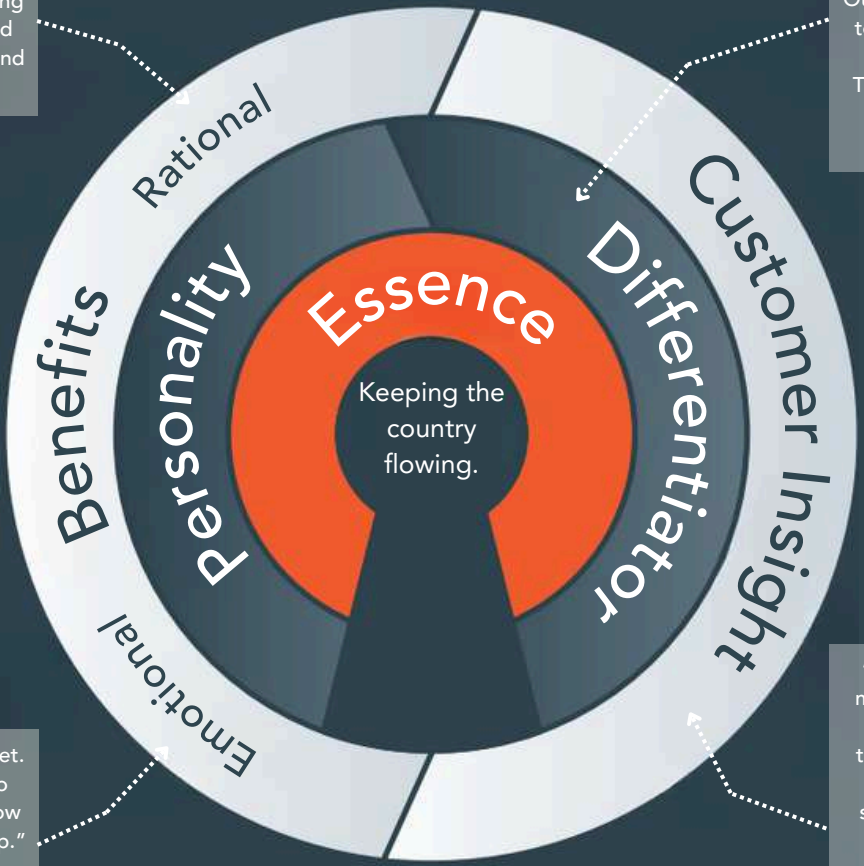
Our Key


E
P
D
B
C
Essence
Personality
Differentiator
Benefits
Customer Insight

"When my home isn't running smoothly, I know Dyno-Rod can sort things out as fast and as easily as possible."

Our franchisees are from your town and know your street.

These local experts can sort your home emergency wherever you live.



"Dyno-Rod are my safety net. If something does ever go wrong with my home, I know exactly where to go for help."

"When things go wrong in my house, it no longer feels like a home. I don't often think about this happening, but when it does, I need someone to turn my house back into a home, fast."

Our Essence

Our essence is what we stand for and what we deliver. It is focused on being reactive; being there for our customers in those unexpected moments when they need us most.

Keeping the country flowing.



Essence

Our Personality

We are



BOLD



DOWN TO EARTH



KNOWLEDGEABLE

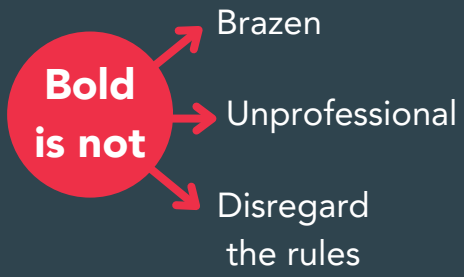
P

Personality

We are Bold







P

Personality

We are Down to Earth



Always there for our customers, 24/7/365.

Our franchisees are local to our customers.

All our work is guaranteed.

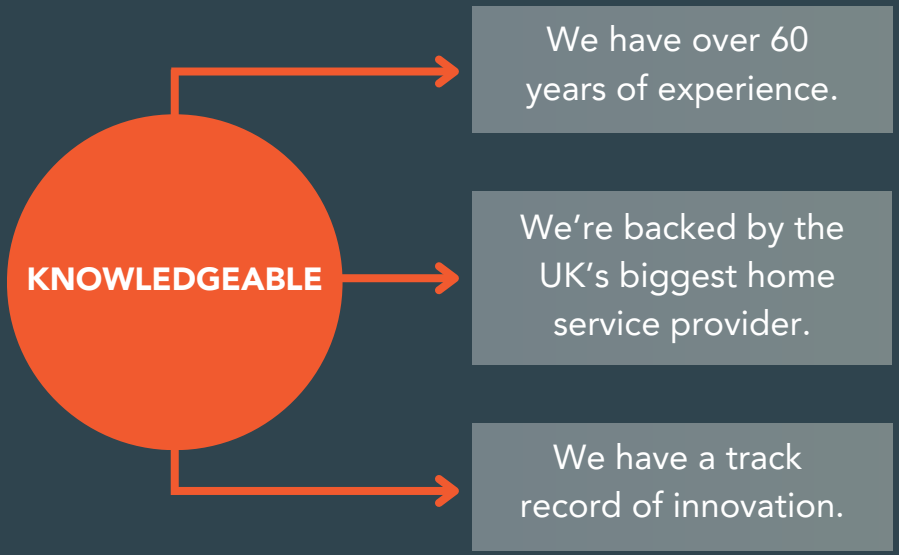




P

Personality

We are Knowledgeable







P

Personality

Our Differentiator

What makes us different is that our franchisees are from your town and know your street. These local experts can sort your emergency wherever you are located.



When consumers have a problem in their home or workplace they are consistently faced with a dilemma. Local, which equals speed and a lower cost. Or national, which equals trust and reliability.

D

Differentiator

Our franchise network can provide the best of both worlds. Local businesses, backed by a national brand.



D

Differentiator

Our Benefits

We are your local plumbing and drainage experts, offering **The Dyno-Rod Difference**.

- **Available 24/7/365**
- **Fixed price, no obligation quotes**
- **No call-out charges**
- **All work is guaranteed***

*3-month for home customers, 28 days for commercial
All subject to T&C's available online

B

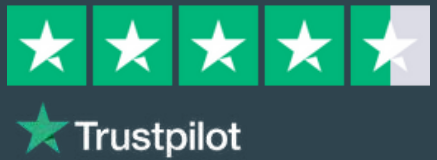
Benefits

Customer Insight

We pride ourselves on offering a great service to our customers and welcome their feedback so we can share good news stories and improve our brand when necessary.

It's important we interact with all reviews on recommendation sites such as Trustpilot to maintain a good relationship with our customers.

We are rated **4.7** out of 5



"When things go wrong in my house, it no longer feels like a home. I don't often think about this happening, but when it does, I need someone to turn my house back into a home, fast."

C

Customer Insight

Since our customers don't think about things going wrong at home, a one off repair suits them.

They need a reactive service.



DYNO-ROD
Plumbing & Drains Services

Tone of Voice

The way we speak to customers, and to each other, is different in the good times, when everything is going well, compared to the bad times when there is a problem.

In the good times we want to	In the bad times we want to
Connect with people	Reassure our customers
Make people remember Dyno-Rod	Provide emotional relief
Make people like Dyno-Rod	Make customers feel confident in Dyno-Rod
Make people smile	Empathise

Tone of Voice

The way we speak also aligns to our brand personality.

Personality trait	How we speak in good times	How we speak in bad times
Bold	Light-hearted	Confident
Down to Earth	Informal	Simple
Knowledgeable	Believable	Factual

How to be bold, down to earth and knowledgeable when writing:

BOLD

- Use short sentences when possible.
- Start sentences with verbs or conjunctions.

DOWN TO EARTH

- Write like you're having a conversation with someone.
- Get to the point quicky.

KNOWLEDGEABLE

- Don't use jargon.
- Use clear facts when possible.

In the Good Times

In the good times we are trying to speak to customers when they wouldn't normally think about our services. We can therefore bring out the bold side of our personality.

In the good times we ARE	In the good times we ARE NOT
Light hearted - We take our jobs seriously, but we don't take ourselves too seriously.	**Comical** - We don't want to take anything away from the important work we do.
Informal - We can speak to the reader on their level.	**Unprofessional** - We can come across this way if we're too matey.
Believable - We're still the experts and we still need to be trusted when we're not on the job.	**Condescending** - The reader is intelligent and shouldn't be patronised.

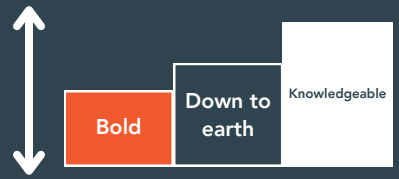


Just like any real person, we tone up/tone down our different personality traits depending on circumstances. This is particularly important in our tone of voice.

In the Bad Times

When customers have a problem we need to reassure them by getting across our down to earth and knowledgeable personality traits in the way we speak.

In the bad times we ARE	In the bad times we ARE NOT
Simple - We want to take hassle away.	**Blunt** - We need to be personable and empathise.
Factual - The reader needs to know exactly what's going on.	**Boring** - We still need to be bold and different from others.
Confident - We need to reassure our customers in the way we talk and behave.	**Arrogant** - We know what we're talking about, but don't want to show off. We care about our customers.



Just like any real person, we tone up/tone down our different personality traits depending on circumstances. This is particularly important in our tone of voice.

Tone of Voice on Social Media

While we maintain our tone of voice guidelines across social media, it is different to other communications. It can mean a two-way conversation, or, sharing third party content. We must always understand what Dyno-Rod's angle is.

Social media is one of the key ways we connect with people. It builds affinity and awareness towards Dyno-Rod. When interacting on social media, people often interact with a brand like it's one person. So think about Dyno-Rod as a person with our 3 key personality traits:

- **BOLD**
- **DOWN TO EARTH**
- **KNOWLEDGEABLE**

Tone of Voice on Social Media

People will connect with us on social media in the good and bad times as always but also **after service**, or what we call **advocacy**.



Visual Identity

Our visual identity is one of our strongest assets and we have a clearly defined set of guidelines on this. It's our consistent look which makes our vans and our brand so distinctive to customers.

Just like the way we speak, the way we look should align to our personality and you should like about what characteristics to dial up/down when creating new assets.

1. The Logo

DYNO-ROD
Plumbing & Drains Services

2. The Colour Pallette

3. Typography

Avenir

4. Imagery



5. The Arc Graphic

6. The British Gas Logo

A British Gas company

The Logo

Dyno-Rod Plumbing & Drains Services is the master brand overarching any drainage or plumbing services offered underneath it.

The wordmark is a bespoke letterform and has been specifically created for us. It is unique and not commercially available. The ™ symbol signifies that the logo is a trade mark and should always appear as shown.

Always use the master logo artworks provided and never try to re-create the logo or change it in any way.

Logo Variants

There are seven versions of the Dyno logo, each with a specific usage.



Always use the master logo artworks provided and never try to re-create the logo or change it in any way.

Logo Variants

Version 4 or 5 should be used in one-colour applications where the use of Dyno-Rod Orange is not suitable, e.g. in copy-heavy executions.

Where printing process is limited or technically difficult, versions 6 or 7 should be used.



Always use the master logo artworks provided and never try to re-create the logo or change it in any way.

Logo Clear Space

To ensure legibility, the logo should always be surrounded by an area of clear space which remains free of other elements, such as type and imagery.

The example below illustrates the minimum recommended clear space area for the logo. We use the x-height of the wordmark as a unit of measurement and use multiples of this (x) value to calculate the clear space area. The clear space area is a minimum and should be increased wherever possible.

The ‘x’ unit should be positioned on the outer edge of the logo.

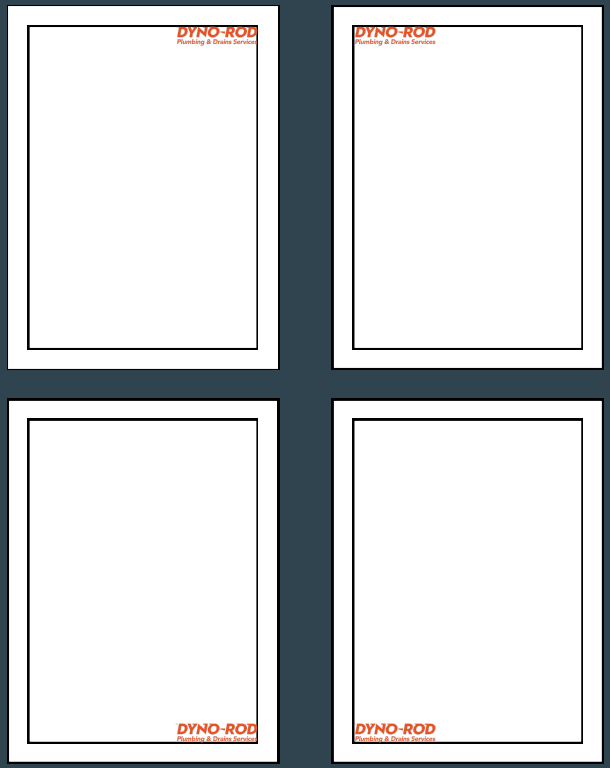




Logo Positioning

When applying the logo to communications there are four positions which can be used to give us maximum flexibility.

All of the positions indicated are acceptable, although placement on the right-hand side of a layout is generally preferred.



Colour Palette

Our colour palette is used across offline and online media. The primary colour palette consists of two colours and white: Dyno-Rod Day-Glo (used for physical materials only) or Dyno-Rod Orange, and Dyno-Rod Grey.

These colours combine to give a crisp, clean, modern feel. They are at the core of our look and feel and should account for about 80% of colour within communications. White should be viewed as a positive addition in layours and not as just a background. Dyno-Rod Orange/Day-Glo should be applied with consideration for the most impact, and not overused.



Dyno-Rod Day-Glo
Pantone 805C

Dyno-Rod Orange

White

Dyno-Rod Grey

Do not automatically convert Day-Glo to Dyno-Rod Orange, it won't be right. Instead use the CMYK breakfown specified here. This is the solution if your budget won't stretch to Day-Glo.

Colour Palette Secondary

The secondary colour palette consists of blacks and greys (tints). These can be used as minor accents, for text, or to replace Dyno-Rod Grey when the printing process is limited or technically difficult. They should account for about 20% of colour within communications.



Don't make tints of any colours from the primary palette. They should always be used at 100% colour.
However, you can adjust the transparency of all colours when underlaying or overlaying on text/images etc.

Colour Palette Specification

The table shows the recommended process colour breakdowns for our colour palette. The process colour breakdowns are provided as starting points and can be adjusted, to compensate for different paper stocks and printing processes etc., colour swatches must always be used for matching when reproducing Pantone colours.

Colour	Pantone	Process	RGB	Hex	RAL
Dyno-Rod Day Glo	805	-	-	-	3024
Dyno-Rod Orange	2026 C	63M 80Y 5K	R241 G90 B47	#F15A2F	2004
White	-	-	R255 G255 B255	#FFFFFF	-
Dyno-Rod Grey	19-4326 TPG	41C 13M 69K	R46 G68 B78	#2E444E	5008
Black	Process Black	100K	R0 G0 B0	#000000	9005
Dark Grey	-	60K	R102 G102 B102	#666666	7005
Light Grey	-	35K	R166 G166 B166	#A6A6A6	9006
Off-White Grey	-	5K	R242 G242 B242	#F2F2F2	9003

Where no reference is given, no system colour is available.

The colours shown throughout these guidelines are not accurate colour matches and will vary on different computer monitors and when output.

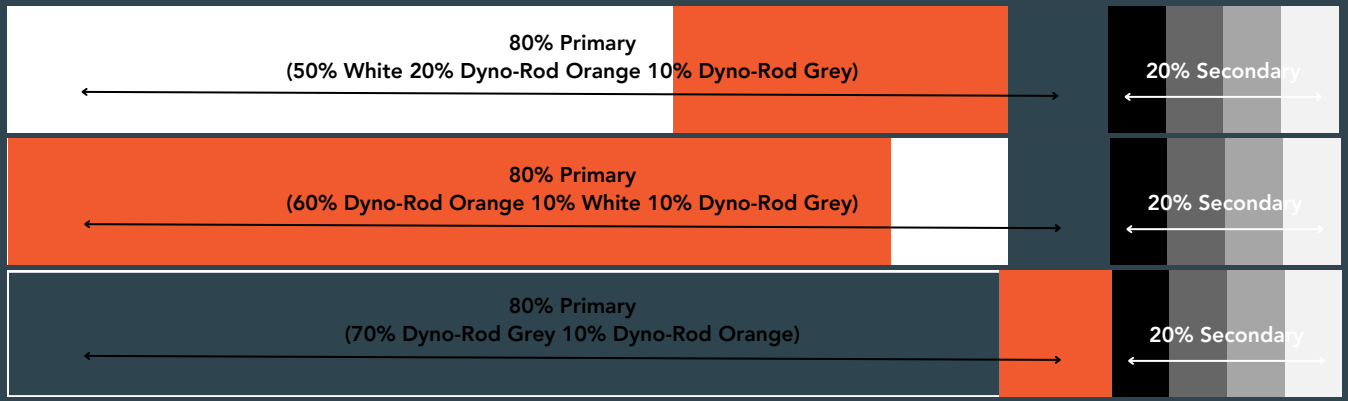
For details on vehicle designs, specifications and the approval process, please contact the Dyno-Rod Marketing team or look at the Livery Guide.

Colour Palette Proportion

When our colours are used together, the relative amounts of each colour should match approximately the colour balance shown here. The colour proportions are:

- 80% primary palette
- 20% secondary palette

Each palette has multiple colours within it so different ratios of colour can be combined to the proportions stated above. This allows for a flexible approach to colour. Some examples of acceptable colour combinations are shown here (but not all).



Typography

The Dyno-Rod typeface is Avenir. Avenir is a geometric sans-serif with a rounded, highly legible appearance. It has a mix of weights with specific roles within our identity.

If Avenir is not available, Arial should be substituted. When substituting a font, try and match the original weight and style with the nearest weight or style available in Arial.

Avenir

Typography Hierarchy

Headlines, subheadings and call to action information:

Avenir Ultra-Bold

Avenir Bold

Avenir Medium

Body copy and everything else:

Avenir Light

General Principles:

- Text style and weights can be used for emphasis throughout body text for individual words of phrases.
- Paragraph spacing should be either a space after or hard return. Paragraphs should not be indented.
- Left-aligned text is preferred. However, if centrally or right hand aligned fits the layout better or adds visual intrigue this can be used.
- Use sentence case for all text and please avoid hyphenation wherever possible.
- Our preference is for all type to have optical kerning. Avenir should be set to -10 tracking.

Typography Default Typeface

If Avenir is not available, Arial should be substituted. Arial is a system font that is pre-installed on most computers. Arial is used for body text on printed applications and for all on-screen and office-based applications such as the British Gas website, Microsoft® PowerPoint® and Word® etc.

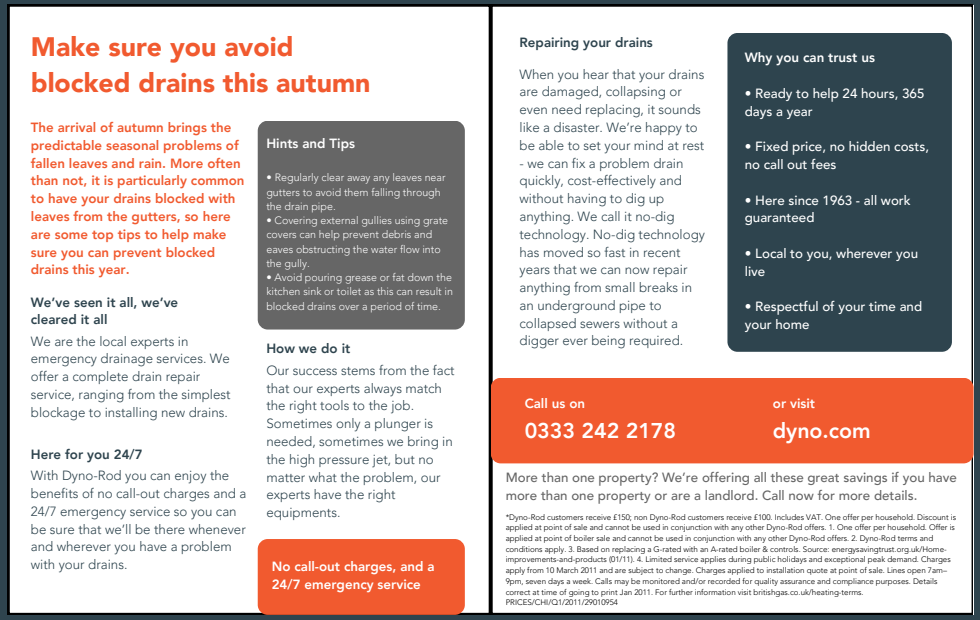
This ensures (both internally and externally) that on receipt of any templates and on viewing websites they can be viewed and used as they were intended without the font defaulting to a different font. Arial was chosen from the system fonts as it is one of the most legible fonts for on-screen use. When substituting a font, try and match the original weight and style with the nearest weight or style available in Arial.

Arial Bold

Arial Regular

Typography Style and Colour

This shows an example of the type style hierarchy and colour usage. All text can appear in any colour from the primary or secondary palette as long as legibility is maintained.



Make sure you avoid blocked drains this autumn

The arrival of autumn brings the predictable seasonal problems of fallen leaves and rain. More often than not, it is particularly common to have your drains blocked with leaves from the gutters, so here are some top tips to help make sure you can prevent blocked drains this year.

We've seen it all, we've cleared it all

We are the local experts in emergency drainage services. We offer a complete drain repair service, ranging from the simplest blockage to installing new drains.

Here for you 24/7

With Dyno-Rod you can enjoy the benefits of no call-out charges and a 24/7 emergency service so you can be sure that we'll be there whenever and wherever you have a problem with your drains.

Hints and Tips

- Regularly clear away any leaves near gutters to avoid them falling through the drain pipe.
- Covering external gullies using grate covers can help prevent debris and eaves obstructing the water flow into the gully.
- Avoid pouring grease or fat down the kitchen sink or toilet as this can result in blocked drains over a period of time.

How we do it

Our success stems from the fact that our experts always match the right tools to the job. Sometimes only a plunger is needed, sometimes we bring in the high pressure jet, but no matter what the problem, our experts have the right equipments.

No call-out charges, and a 24/7 emergency service

Repairing your drains

When you hear that your drains are damaged, collapsing or even need replacing, it sounds like a disaster. We're happy to be able to set your mind at rest - we can fix a problem drain quickly, cost-effectively and without having to dig up anything. We call it no-dig technology. No-dig technology has moved so fast in recent years that we can now repair anything from small breaks in an underground pipe to collapsed sewers without a digger ever being required.

Why you can trust us

- Ready to help 24 hours, 365 days a year
- Fixed price, no hidden costs, no call out fees
- Here since 1963 - all work guaranteed
- Local to you, wherever you live
- Respectful of your time and your home

Call us on **0333 242 2178**

or visit **dyno.com**

More than one property? We're offering all these great savings if you have more than one property or are a landlord. Call now for more details.

*Dyno-Rod customers receive £150; non Dyno-Rod customers receive £100. Includes VAT. One offer per household. Discount is applied at point of sale and cannot be used in conjunction with any other Dyno-Rod offers. 1. One offer per household. Offer is applied at point of boiler sale and cannot be used in conjunction with any other Dyno-Rod offers. 2. Dyno-Rod terms and conditions apply. 3. Based on replacing a G-rated with an A-rated boiler & controls. Source: energysavingtrust.org.uk/Home-improvements-and-products (01/11). 4. Limited service applies during public holidays and exceptional peak demand. Charges apply from 10 March 2011 and are subject to change. Charges applied to installation quote at point of sale. Lines open 7am–9pm, seven days a week. Calls may be monitored and/or recorded for quality assurance and compliance purposes. Details correct at time of going to print Jan 2011. For further information visit britishgas.co.uk/heating-terms.
PRICES/CHI/Q1/2011/29010954

Typography Principles

Just as important as the choice of corporate font, is the way in which the type is set. A consistent typographic style can be achieved by applying the following typographic principles wherever possible. Adhering to these simple principles will give typographic consistency across all applications and help to strengthen recognition of our identity.

Do set type:

- In Avenir font (Arial if not available)
- In upper and lower case where necessary
- Using italic and bold styles for emphasis
- Left aligned, or center/right when looks best
- In full sentences, avoiding hyphenation
- With clear space to frame text
- With space or hard returns for paragraph spacing
- With optical kerning and -10 tracking
- Using true single/double quotation marks
- With true dashes, not hyphens

Do not set type:

- In all lower case letters
- With justified alignment
- That has been altered, artificially condensed, expanded or distorted in any way
- That uses special effects, or underlines (unless under a hyperlink)
- With excessive additional or reduced intercharacter space
- To fill all the available white space on a page
- In fonts other than the corporate fonts set out in these guidelines

Graphics

There are 2 types of graphic elements you can use across collateral:

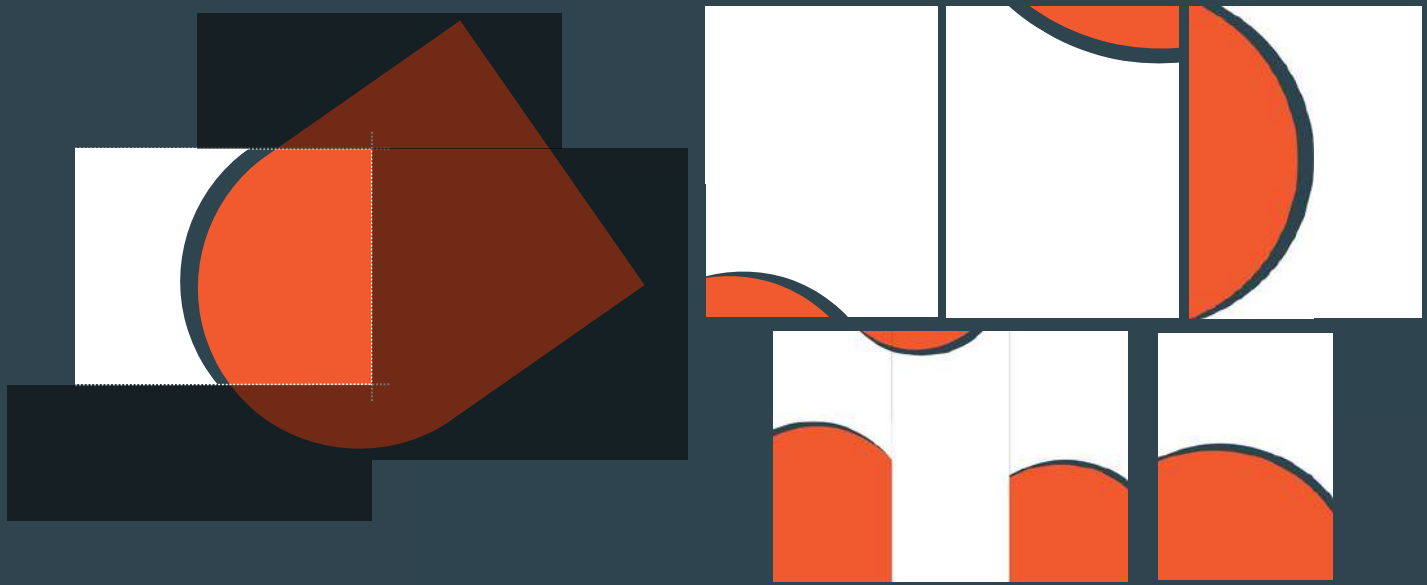
- The arc graphic
- Shapes

The arc graphic is our main element, shapes act as a secondary element to frame text, images and icons. All graphics can be used in any colour from our palette to create a bold visual layout. You can also adjust the transparency of the graphics when overlaying or underlaying across different elements.



Arc Graphics

The arc graphic can be used large scale or small scale across any collateral. It can be used behind text, images, icons or just as a background but it must always bleed off the page. Here are some examples of how it can be used (but not all).



Shape Graphics

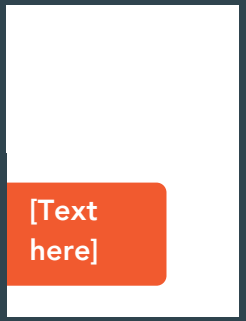
Shape graphics can be used to contain text, images and icons. You can have multiple shapes on one page to highlight different key messages on the one piece of collateral. Appropriate shapes include:

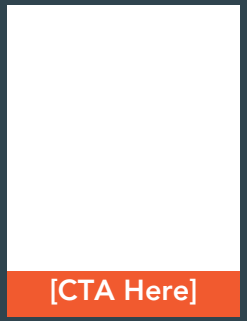
- Circles
- Lozenges with rounded corners
- Rectangles (usually these look best when bleeding off the page)

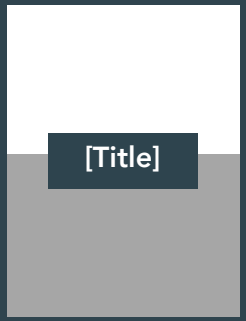
Here are some examples of how it can be used (but not all).











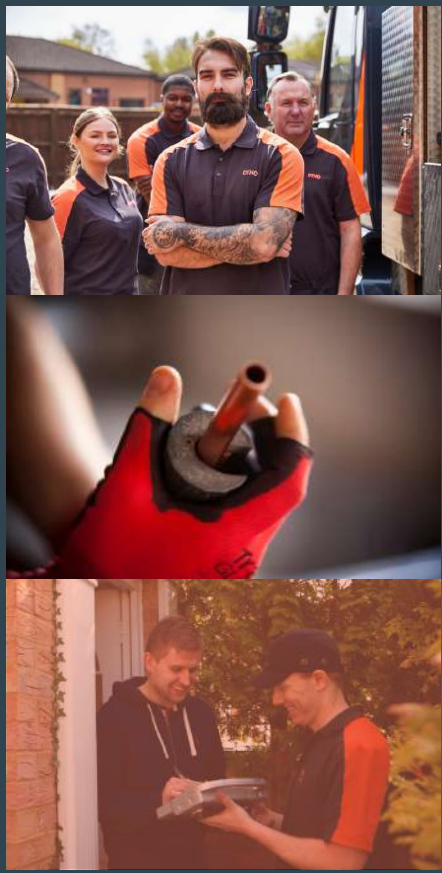


Imagery

Our photography simply shows Dyno-Rod employees at work. By capturing our engineers doing what they do best, we bring to life our services.

All photography should have a light and positive feel, with the emphasis on the solutions rather than the problems. The Dyno-Rod Orange colour should appear on certain objects in the image if possible, eg. a helmet or tool handle, but this is not essential.

To make an image more interesting or act as an underlay/background, it may be appropriate to apply a colour wash of Dyno-Rod Orange using transparency. See example to the right.



Imagery Styles

There are two styles of image to choose from: People and Places.

People
All photography of the Dyno-Rod engineers should be natural and capture their efficiency and professionalism. Dynamic angles and good use of lighting will convey a more modern image for the brand than simple portrait shots.

Places
Still life photography should be bright and refer to solutions rather than problems: eg, showing a clean and clear plughole rather than a blocked one. As with the People images, dynamic angles and consideration of where the subject is placed within the frame will create a more professional look.









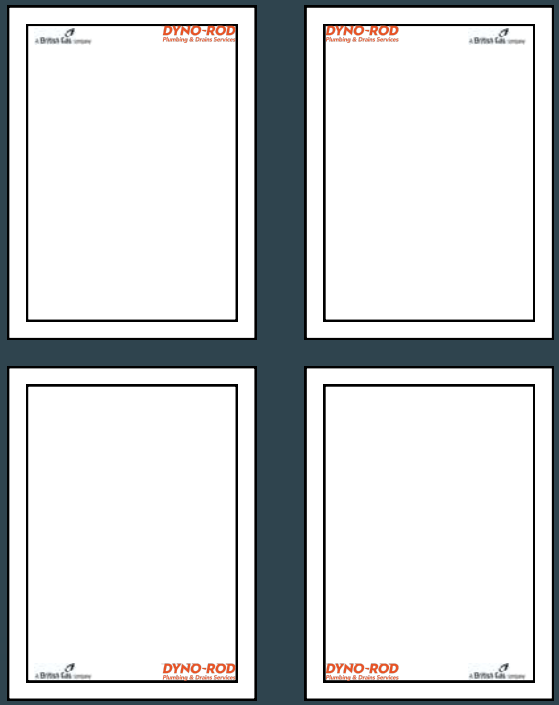
British Gas & Scottish Gas

The ‘A British Gas company’ or ‘A Scottish Gas Company’ logoz should appear on most pieces of Dyno-Rod communication.

These logos are not locked up with the Dyno-Rod Plumbing & Drains Services logo as they are separate brands. The logo should appear in Dyno-Rod Grey, White or Black depending on the background colour it is being applied to. It should be applied in one colour only.

As a general rule the logo should align to the same baseline as our logo, on the opposite side of the page, no larger than 20% of our own logo. See examples to the right.

In some cases where a piece of comms is double-sided, it may be more appropriate to place the British Gas or Scottish Gas logo elsewhere: eg. on the reverse of an envelope or the back of a brochure.



Visual Identity Examples

These examples illustrate best practice and show how the look and feel is applied.



Letterhead



Poster Template



Teams Background

Visual Identity Examples



A5 Flyer
(front and back)



Envelope Cover

Visual Identity Examples



Trifold Leaflet
(outside and inside)



Social Profile
Cover Picture



DYNO-ROD
Plumbing & Drains Services

Where We Are Today

We are Dyno-Rod Plumbing & Drains Services. The brand belongs to every one of us. Everything in these guidelines makes us who we are today. Our 60+ years experience, our history of innovation, our entrepreneurial beginnings, our restless nature which has helped us develop and adapt, and of course, our people.

We are bold, down to earth and knowledgeable. This should be reflected in how we look, how we talk and how we behave. You should think about this whenever you make a decision for Dyno-Rod.

Remember, everything should come back to our essence – Keeping the country flowing.

This is what we provide for our customers. Why do we do this? It's all about providing emotional relief, reassurance and a hassle free home or workplace for our customers in those unexpected moments when they need us most.

We couldn't do any of this without the fantastic people who make up our brand. Everyone in Dyno-Rod supports our local experts to go out there and get plumbing and drainage emergencies fixed all over the country, every single day.

The purpose of this book is to help you support these local experts and our brand, in the way that Dyno-Rod deserves.

Our Structure

DYNO-ROD Plumbing & Drains Services

Drainage Services **Plumbing Services**

A British Gas company

Appears on material where it is important to let the customer know we are part of BG.

It should be used to reassure the customer and help them avoid confusion.

Contacts

You can go to the Dyno-Rod Brand Team for more information on anything in these guidelines or for help ensuring any assets created are on brand.

Get in touch at Dyno-Rod.Marketing@britishgas.co.uk or request support here.

Or you can contact the team individually:



Alastair Donson – Alastair.Donson@britishgas.co.uk



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Glossary

Bad times – When the customer has a problem with plumbing, drains or heating at home.

Brand – A brand provides clarity for the customer and is a symbol of who we are. It can even be a shortcut to a purchasing decision.

Brand Ambassadors – Your local contact to help on all things brand.

Brand Key – Our brand on one page.

Brand personality – The way we behave.

Customer insight – The customer mindset our brand is based around.

Differentiator – What sets us apart from local tradesmen and from national players.

Essence – What we stand for and what we deliver for our customers.

Good times – When the customer interacts with our brand without needing our help. Typically it's harder to get their attention at this time.

Local expert – Our engineers and plumbers who are local to the customer no matter where they live.

Smooth running – This is what British Gas aim to provide in the homes of their customers. Dyno provide Your home emergency. Sorted. Which is a part of Smooth Running.

Sorted – Implies the emergency will be resolved quickly and without fuss.

Tone of voice – How we speak and write.

Visual identity – How we look.

Your home emergency – A plumbing, drains or heating emergency as defined by the customer. One customers emergency may be a dripping tap, another's may be a ceiling falling down.

DYNO-ROD™

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