

Dynotec, Inc. Case Study

DYNOTEC, INC.

Dynotec, Inc. is an architectural and engineering company headquartered in Columbus with offices in Cincinnati, Cleveland, and Pittsburgh. Founded in 1990, the company has grown to become one of the most successful and established SBE/MBE/DBE/EDGE firms in the region.



BUDGET

\$5,000 - \$10,000

SERVICES PROVIDED

Rebranding & Logo Design
Custom Graphics
Responsive Wordpress Site
UI/UX Design

ABOUT PARADYNAMIX

Paradynamix is a professional web and programming team, made up of a unique blend of talents and individuals. We provide our clients with solutions that help them grow and build their businesses. We specialize in web apps and software to solve your business problems but have a long history and experience with UI/UX design, websites, and ecommerce.

BUSINESS CHALLENGE

Undergoing new management, Dynotec was looking to rebrand themselves. Their website was older, and made of steel grays and drab blue, making it impersonal and unappealing. Dynotec wanted Paradynamix to help them rebrand and build an accompanying site that would facilitate competing in their market.

OUR SOLUTION

Corresponding with their marketing representative, we conceptualized and executed the creation of a new logo with a revised color scheme, fitting into their market while holding a unique flair. Additional custom icons were created for use in their website to give it a personalized feel and match all written copy. Their website was totally rehauled, with consistent branding to match the updated look and revised copy as per the client's instructions. Working closely with Dynotec, their website underwent an evolution into a responsive website suiting their needs to better educate visitors on their business.



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P A R A D Y N A M I X

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RESULTS

Old Website: Maintained older style of large outer edge white space, header was drably colored, copy was condensed and hard to digest. Overall, the website felt old in design and did not speak to an engineering or architectural business.

The old website had a dark header with the company name and a navigation bar. Below the header was a large white area containing a photograph of two people shaking hands over a document. The text "Winning Teams ... Valued Partnerships" was displayed above the photo. Below the photo, the text "27 Years of Excellence in Civil Engineering" was prominently displayed. The page also featured sections for "Qualified Personnel," "Dynamic Projects," and "Proven Results." At the bottom, there were sections for "Who We Are," "What We Do," and "How We Do It," each with descriptive text and small images. A "CELEBRATING 27 YEARS EXPERIENCE" section was also present. The footer included a map of Ohio and Pennsylvania, and a "Spotlight on Dynotec" section.

New Website: Matching the new branding, website boasts bold colors that speak to the industry they're in. Header slider is interactive and rotates through slide that make use of actual photography of Dynotec work. Services and information on Dynotec is readily available and the website moves a user through the website easily.

The new website features a bright blue header with the company name and a navigation bar. The main content area begins with a large photograph of a construction site with the text "CLIENT CENTERED. COMMUNITY FOCUSED." Below this, a "Full Range of Services" button is visible. The central part of the page is titled "WHY DYNOTEC?" and contains several sections: "OUR SERVICES" (with icons for Transportation, Water/Wastewater, Energy, and Construction Management), "OUR TEAM" (with icons for Leadership, Project Managers, Engineers, and Technicians), and "OUR PROJECTS" (with icons for Residential, Commercial, and Industrial). A "Dynotec Spotlight" section highlights a project with a "HIGHLIGHTS" button. The footer includes a map of Ohio and Pennsylvania, and contact information for various offices: COLUMBUS, CINCINNATI, DAYTON, and PITTSBURGH.



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