



## 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 concepted 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 rehailed, 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.





# 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.

**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 vmake use of actual photography of Dynotec work. Services and information on Dynotec is readily available and the website moves a use through the website easily.

