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# Introduction

01

# Vision

To be the trusted partner behind the next generation of market leaders by transforming ambition into measurable, industry impact.



# Mission

To help ambitious companies scale and stay dominant by combining strategic, data-driven marketing, custom-built technology, and design with intent—to provoke, persuade, and push people to act.

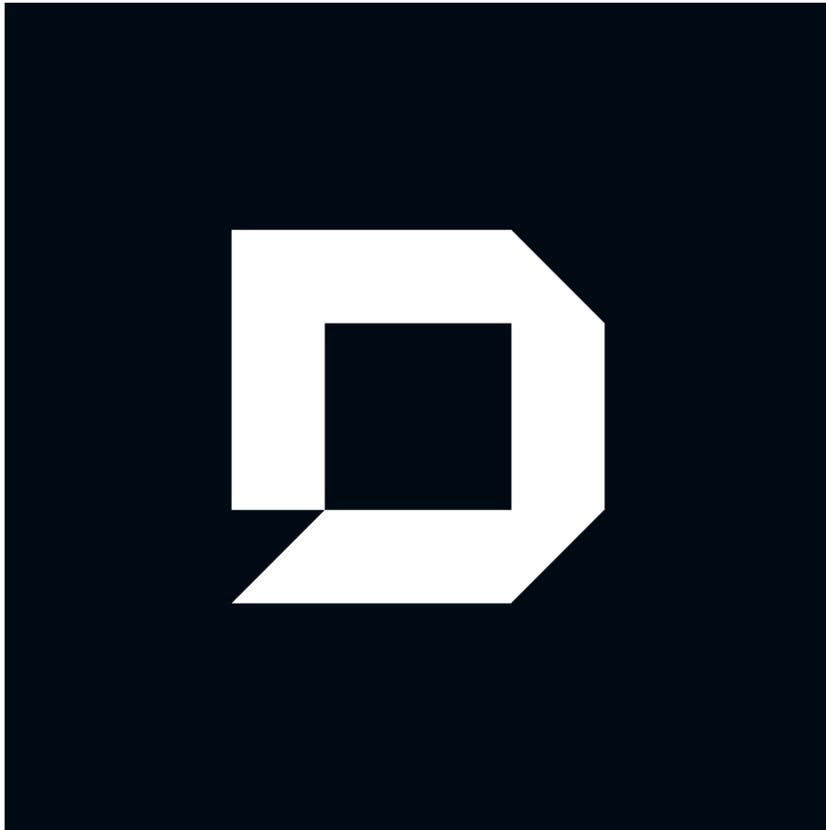


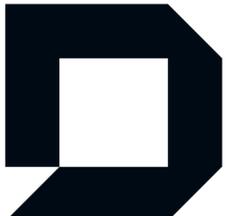
We optimize  
for **impact.**

We engineer  
for **performance.**

Visual Identity

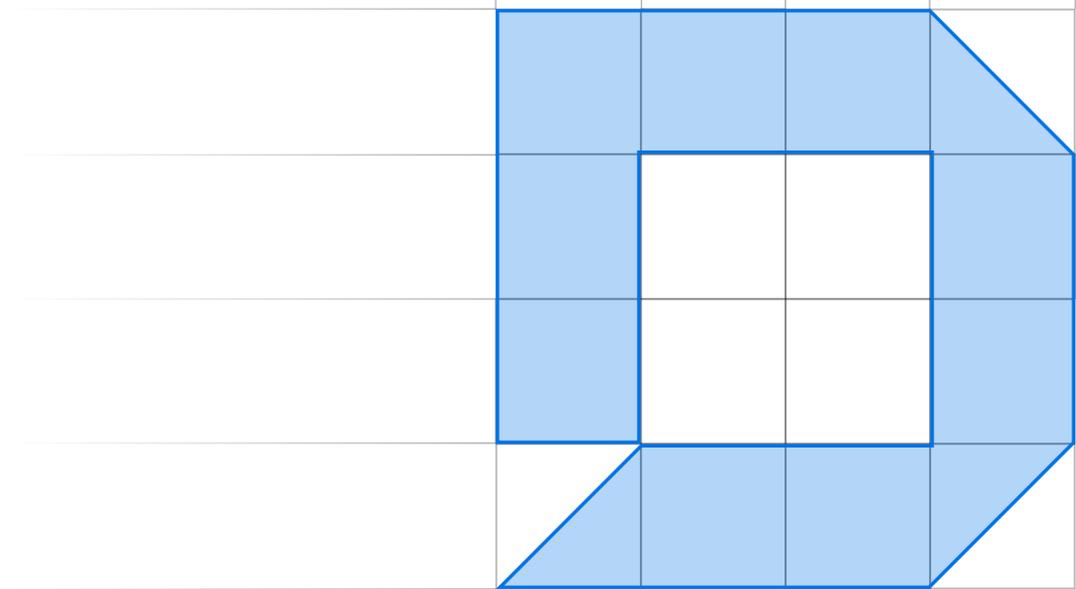
02



 **Dominant**





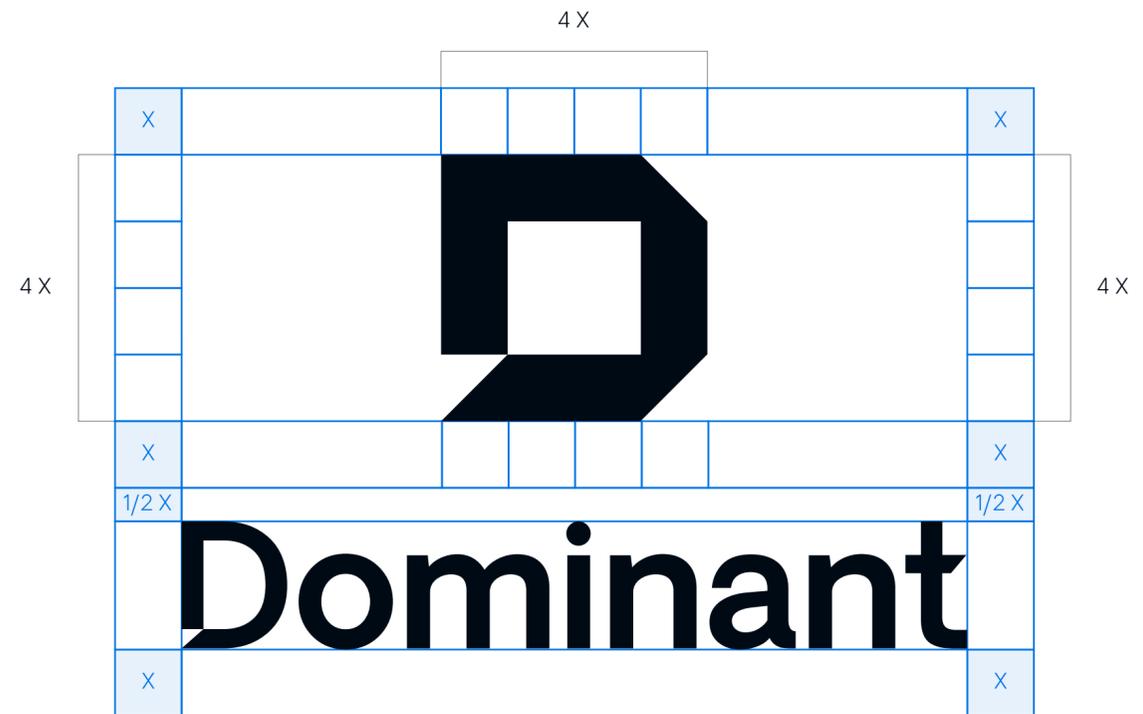


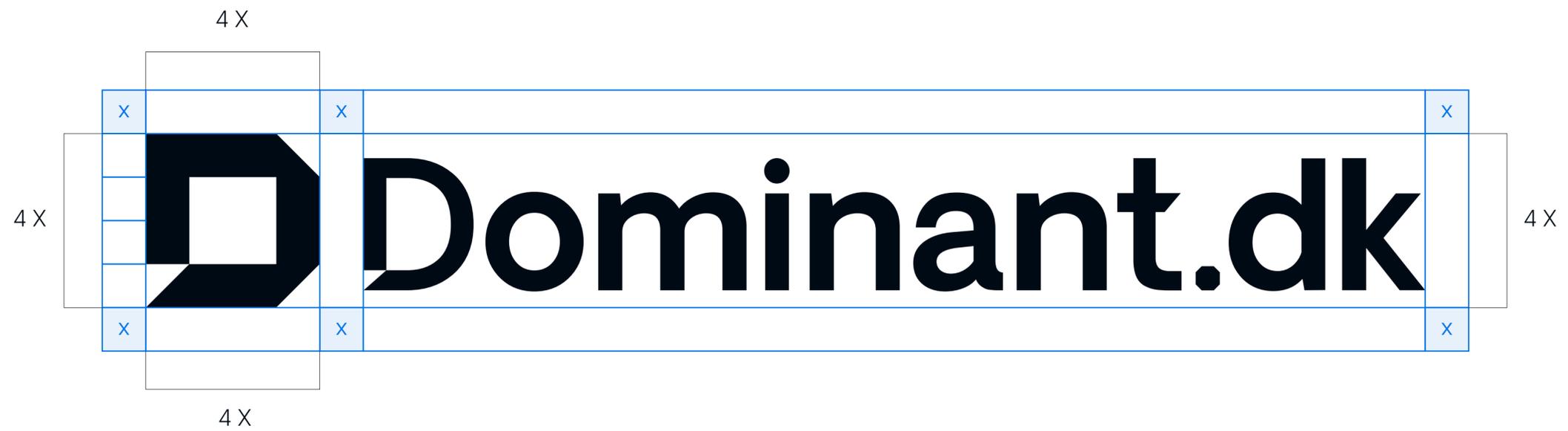
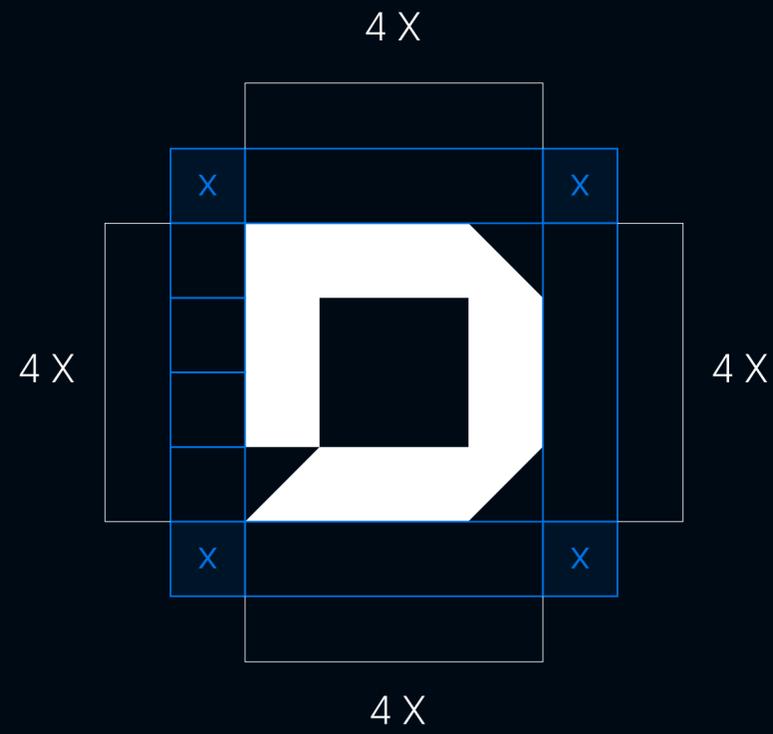
**D.DK**

**Dominant**

**D.DK**

**Dominant**





# Oakes Grotesk

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy  
Zz Ææ Øø Åå

Regular

Medium

SemiBold

Bold

Aa

Aa

Aa

Aa



C 100    R 1  
M 50    G 115  
Y 0    B 229  
K 10

#0173E5  
Dominant sapphire

C 33    R 30  
M 18    G 37  
Y 0    B 45  
K 82

#1E252D  
Gunmetal

C 64    R 26  
M 33    G 48  
Y 0    B 72  
K 72

#1A3048  
Prussian blue

C 41    R 145  
M 20    G 196  
Y 0    B 245  
K 4

#91C4F5  
Clear skies

C 16    R 214  
M 8    G 235  
Y 0    B 255  
K 0

#D6EBFF  
Columbia blue



C 100 R 0  
M 50 G 10  
Y 0 B 20  
K 92

C 100 R 0  
M 51 G 20  
Y 0 B 41  
K 84

#FFFFFF  
White

#21D19F  
Mint

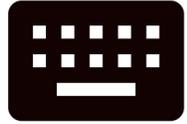
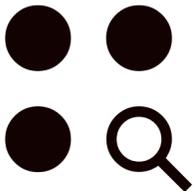
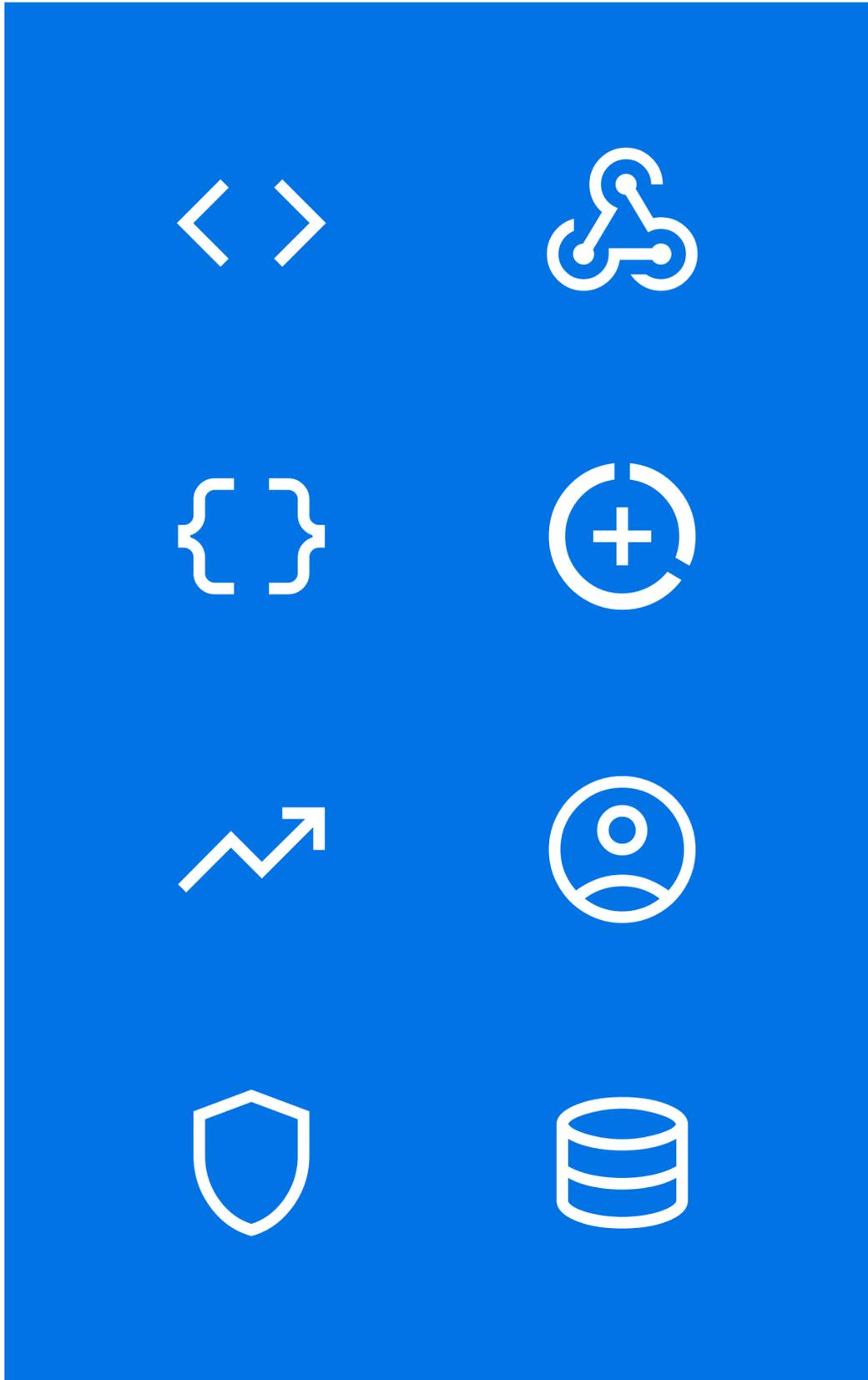
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Pumpkin

#000A14  
Rich black

#001429  
Oxford blue







 Google Fonts

**Material Symbols**

Outlined

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Grade: 0

Optical Size: 48

Filled

Weight: 300

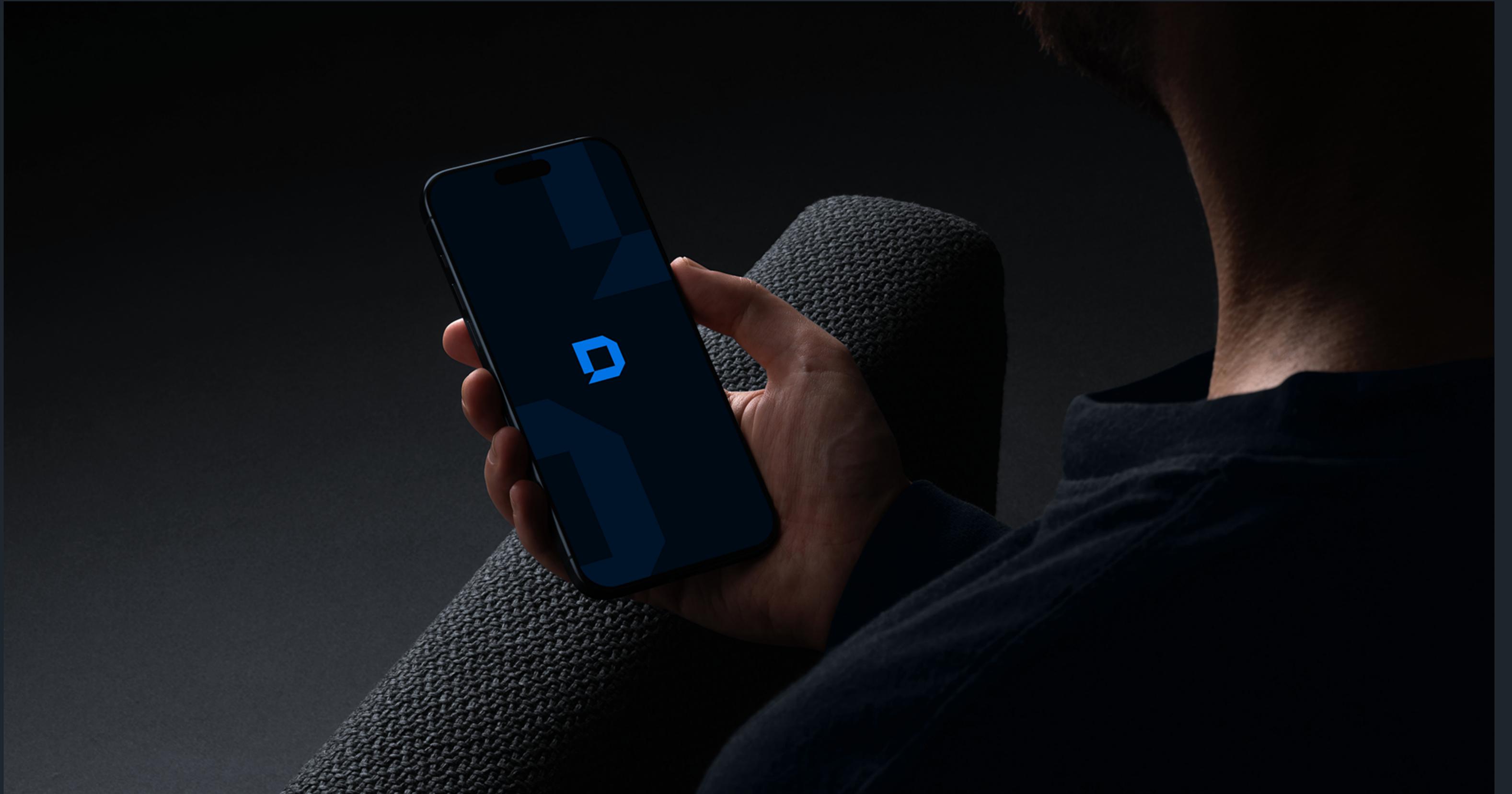
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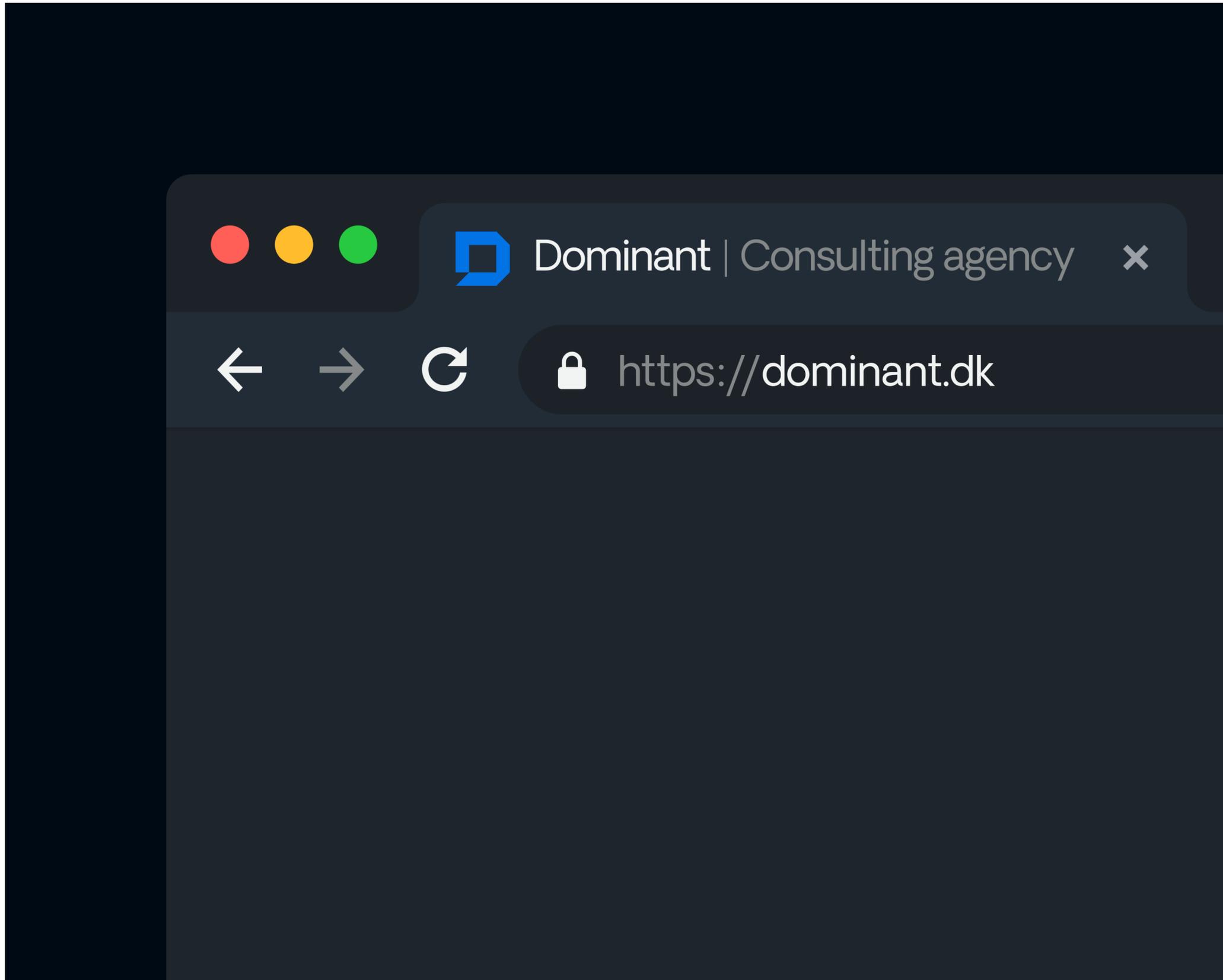
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Brand in action

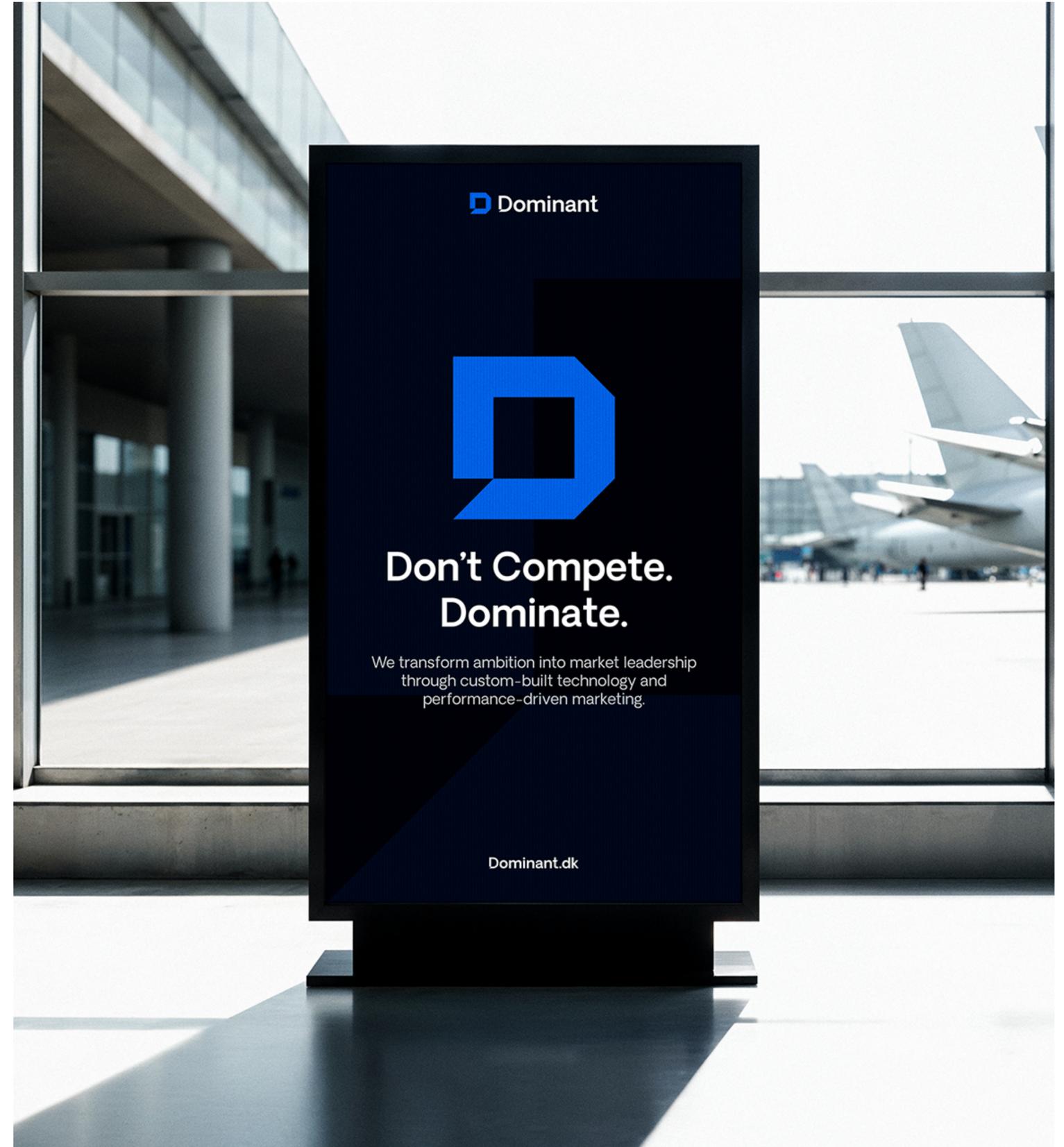
03





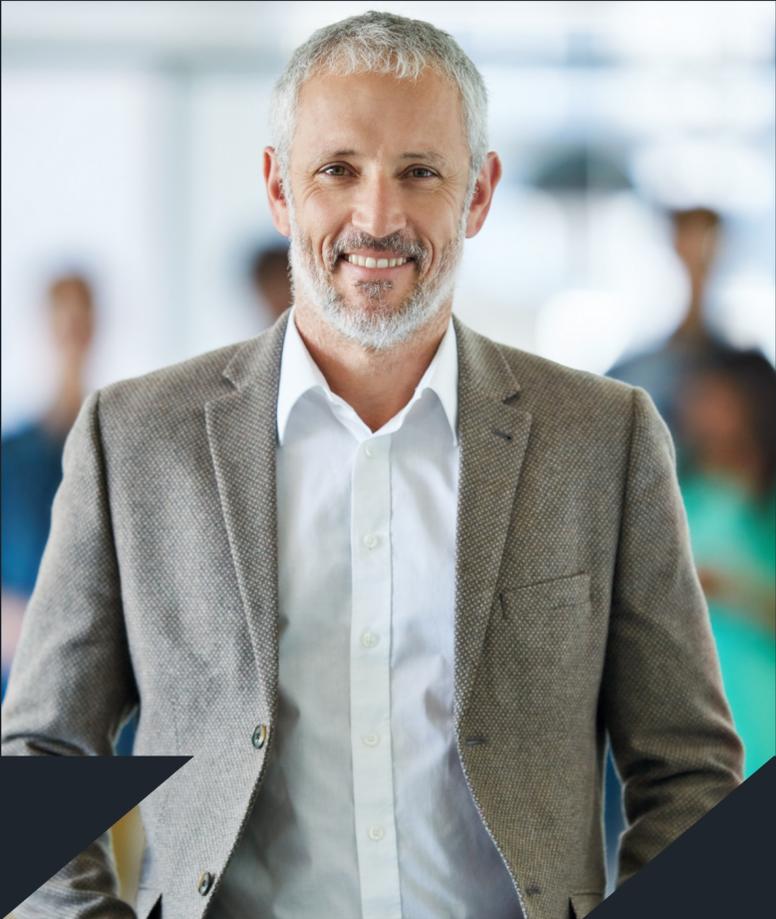








Dominant



Dominance Isn't Luck.  
It's Strategy.

Grow with Dominant

Dominant

Data-Driven. Design-Led.  
Results Obsessed.



Book your strategy session.

Dominant

We optimize  
for *impact*.



We engineer  
for *performance*.