



# **WOLVES**

**Brand Guidelines**

# WOLVES BRAND SUITE

**Typeface:** Gilroy HEAVY

**Primary Colour Palette:**

 Pantone 539  
97/75/50/57  
0/38/58  
#00263A

 Pantone 7700  
92/62/31/12  
24/90/125  
#185A7D

 White  
0/0/0/0  
255/255/255  
#FFFFFF



Two  
Colour



One  
Colour



Outlined



Piped



## FULL LOGO USAGE

The **FULL LOGO** is the primary brand and should be given priority consideration for all applications.

The two-toned logo should be used wherever possible and should be used on white or light backgrounds where adequate contrast is available. A white outlined option is available for use on a dark background.

The one colour option is available in all three primary colours and may be used where simplicity or subtle contrast is desired.

The outlined and piped versions are available in all three primary colours and can be used on backgrounds ranging from white to dark. Preference should be given to the version that will offer the strongest background contrast in any given application. Where colour is not possible, black options are available.



## WORDMARK USAGE

The **WORDMARK** should be used in place of the full logo for applications where simplified branding is required, or when the icon is used in close proximity.

The two-toned wordmark should be used wherever possible and should be used on white or light backgrounds where adequate contrast is available. A white outlined option is available for use on a dark background.

The one colour option is available in all three primary colours and may be used where simplicity or subtle contrast is desired.

The outlined and piped versions are available in all three primary colours and can be used on backgrounds ranging from white to dark. Preference should be given to the version that will offer the strongest background contrast in any given application. Where colour is not possible, black options are available.

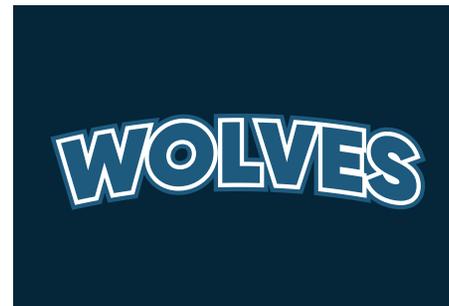
**WOLVES**



**WOLVES**



**WOLVES**



## ICON USAGE

**The ICON may be used in conjunction with the wordmark: to reinforce the brand and to add visual interest. It should not be used in close proximity to the full logo.**

The two-toned icon should be used wherever possible and should be used on white or light backgrounds where adequate contrast is available. A white outlined option is available for use on a dark background.

The one colour option is available in all three primary colours and may be used where simplicity or subtle contrast is desired.

The outlined and piped versions are available in all three primary colours and can be used on backgrounds ranging from white to dark. Preference should be given to the version that will offer the strongest background contrast in any given application. Where colour is not possible, black options are available.



minimum crop



maximum crop

Cropping can add visual interest, and is best achieved when cropped from the bottom. Minimum crop point is at the top of the nose, maximum crop point is midway between the nose and the eyes.

# CLEAR SPACE, ETC.

## Clear Space

Clear space around each item in the brand suite is essential for consistency, legibility, and aesthetics.

The minimum clear space (x) for the **full logo** and **wordmark** is equal to the height of the letterform "L".

The minimum clear space (x) for the **icon** is equal to ½ of the total height.

## Usage

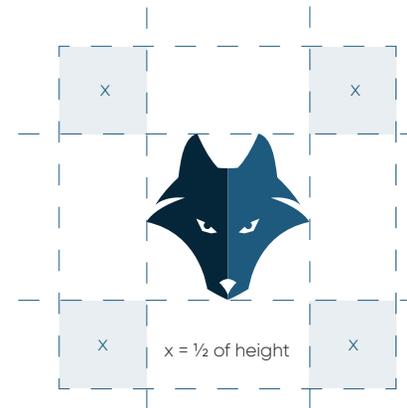
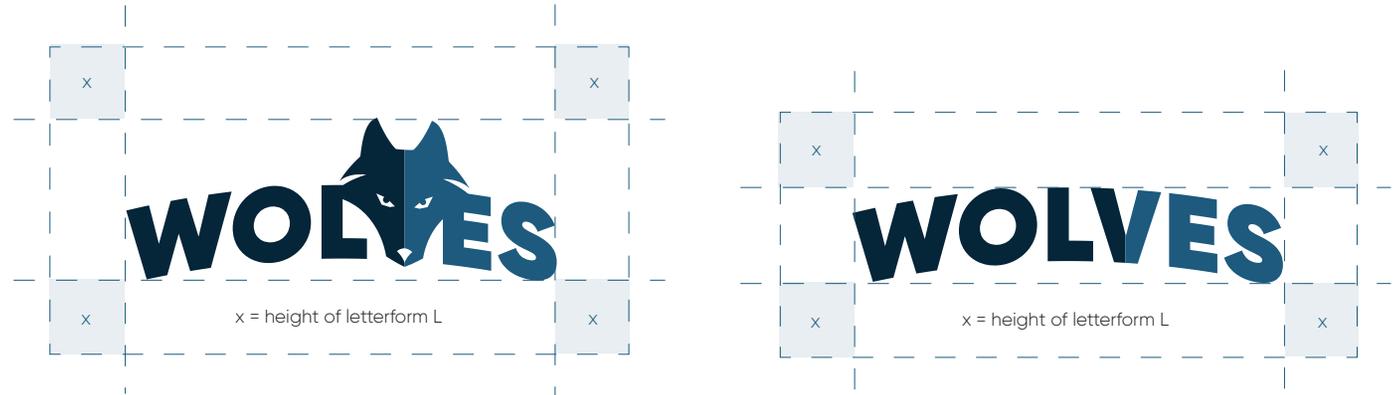
The logo, wordmark and icon are to be used exactly as provided in the logo file set.

Do not alter, stretch, squish, rotate, recolour or recreate any element within the brand set.

## Sizing

The logo and wordmark should be used no smaller than 1" wide in print and no smaller than 100 pixels wide for the web.

The icon should be used no smaller than 0.5" high in print and no smaller than 50 pixels high for the web.



## ACCENT COLOUR USAGE

### Accent Colour:



Pantone 214  
12/100/36/0  
212/19/103  
D41367

Pantone 214 may be used as an accent colour, but usage is limited to outline or piping colour. Specifically:

**Outlined:** Pantone 214 outline with white fill.

**Piped:** Pantone 214 piped colour with Pantone 539 fill.



Accent  
Colour  
Outlined



Accent  
Colour  
Piped



Accent colour should never be applied to the Interior fill of lettering or wolf face.