Brand Guidelines

Wolfpack Digital

Internal Brand Digital Guide

An Overview

Use our brand guidelines to see all the official graphic elements used by Wolfpack Digital. Here you will find information you need about our graphic elements and their usage (logo construction, colour, typography, usage on backgrounds, clear space, alignment, logo misuses, symbols, etc) and the philosophy behind them.

Internal Brand Digital Guide

01. Table of Contents

01 Contents
02 Mission
03 Colors
04 Logo & Usage
05 Typography

Internal Brand Digital Guide

02. Our Mission

Internal Brand Digital Guide

> We are here to bring **performance** & **beauty** to the world through **technology**!

Internal Brand Digital Guide

03. Brand Colors

Internal Brand Digital Guide

Primary Colors

The colors are a big part of our identity and they are always embedded in the way the outside world sees and recognizes Wolfpack Digital. Our colors are bold and they make us become a committed business partner.

The name of our colors are all inspired by the Wolf. The Wolf is found in different parts of the world and of different times, we could see them all in different colors. Our primary colors are Green, Midnight, Pink Black, Mint and Cloud.

Accent #FF0A7B	Midnight #0A0A0A
Accent #00FFDA	Cloud #FFFFFF

Internal Brand Digital Guide

Typography Colors

Text Black #0A0A0A	Text Gray #7F7F7F	Mint #00FFDA / 0% Alpha

Internal Brand Digital Guide

Print Colors

Since designers and printers use the Pantone system, we have created a close approximation of our brand colors to use in the print.

Accent PANTONE	Midnight PANTONE	Accent PANTONE	Text Black PANTONE
Text Black PANTONE	Text Gray PANTONE	Mint PANTONE	

Internal Brand Digital Guide

04. Logo & Usage

Internal Brand Digital Guide

The Wolfpack Digital Logo

Rules on the logo(s) on the Wolfpack Digital logo:

- *Use original*
- *Use correctly*

Internal Brand Digital Guide

The Wolfpack Digital Symbol (The Crown)

The Wolfpack Digital Symbol is "The Crown" and we use it as a symbol for our company. It can be used in different ways and it can be used on its own or together with our logo.

Rules:

- *Only of one color*
- *Only of one color on a light colored background*

Internal Brand Digital Guide

Logo Usage

Our logo consists of three elements: the wolfpack, the text and the tagline. The tagline is optional and it can be used in cases where it is important to show what we do.

The wolfpack logo can be used in two versions: the original version and the simplified version.

The original version is used in cases where there is enough space for the tagline to be visible.

The simplified version is used in cases where the tagline is not visible.

Internal Brand Digital Guide

05. Typography

Internal Brand Digital Guide

Aa
Satoshi

Satoshi is our primary typeface. It is a modern typeface with characteristics of a slightly rounded sans serif. Geometric and friendly.

Satoshi is free for personal use and available for commercial use on its website here.

Light
Regular
Medium
Bold
Black

Internal Brand Digital Guide

Aa
Gloss & Bloom

Powerful web & mobile apps start-to end

Internal Brand Digital Guide

Thank you

for supporting our identity!

If you want to use any Wolfpack Digital visual in a way that is not described in our guidelines, please contact us at marketing@wolfpack-digital.com and include a short mockup of the intended use, so we can help and confirm it as well.

Internal Brand Digital Guide