

# Lone Wolf

BRAND GUIDELINES

# Table of Contents

|             |    |
|-------------|----|
| Logo        | 4  |
| Color       | 16 |
| Typography  | 25 |
| Photography | 30 |

# Introduction



When it comes to our brand identity, each of its elements was carefully designed to bring it to life, create effective communication, and convey and support the Lone Wolf brand. This set of elements provides a high degree of creative flexibility and adaptability.

Consistency of visual impression builds and strengthens our brand. Creating communication that is clear, memorable, and distinct, and directly translates to building both mind and market share. That's why it's essential to always use the original visual identity assets and to follow the application rules outlined in these guidelines.

# 1. Logo



# Logo

## Primary Logo

Our logo is the most important expression of the Lone Wolf brand. The logo is the core of our visual identity. It directly represents our brand and should be treated with the greatest care.

# Lone Wolf

PRIMARY LOGO

# Logo

## Secondary Logo

Our identity employs a secondary logo that can be utilized in instances where space is limited. It is important to note that this logo should only be used when the primary logo cannot be effectively displayed.

### STACKED LOGO

The secondary logo is a stacked version of our primary logo. It may be used in place of the primary logo, and not in addition to the primary logo or monogram.

The image shows the stacked logo for 'Lone Wolf'. The word 'Lone' is positioned above the word 'Wolf'. Both words are rendered in a dark green, serif typeface. The letters are closely spaced, and the overall appearance is clean and professional.

STACKED LOGO

# Logo

## Minimum Size

It is imperative to ensure the Lone Wolf primary logo is prominently presented to ensure readability and clarity. To maintain its impact, our primary logo should never be scaled below two inches (1") horizontally in any application.

Adhering to these specifications guarantees the logo's visibility and legibility across all contexts.

\*EXAMPLES ON THE PAGE ARE NOT ACTUAL SCALE AND ARE TO PROVIDE A COMPARISON BETWEEN LOGO AND SIZE.

1" MINIMUM SIZE



**Lone Wolf**

PRIMARY LOGO

# Logo

## Clear Space

The Lone Wolf primary and stacked logos should always be surrounded with a good amount of clear space. The minimum amount of clear space equals to the exact size of the capital height of the workmark, e.g. the height of the capital letter “L” is the exact amount of space our logo should be given without infringement of other elements.

When re-sizing the logo, the amount of clear space will change proportionally.



PRIMARY LOGO



STACKED LOGO



# Logo

## Misuse

The Lone Wolf logo should never be altered or modified in any way, other than as specified within this document.

Shown on the right are some examples of how the Lone Wolf logo should not be used.



DO NOT APPLY EFFECTS TO THE LOGO



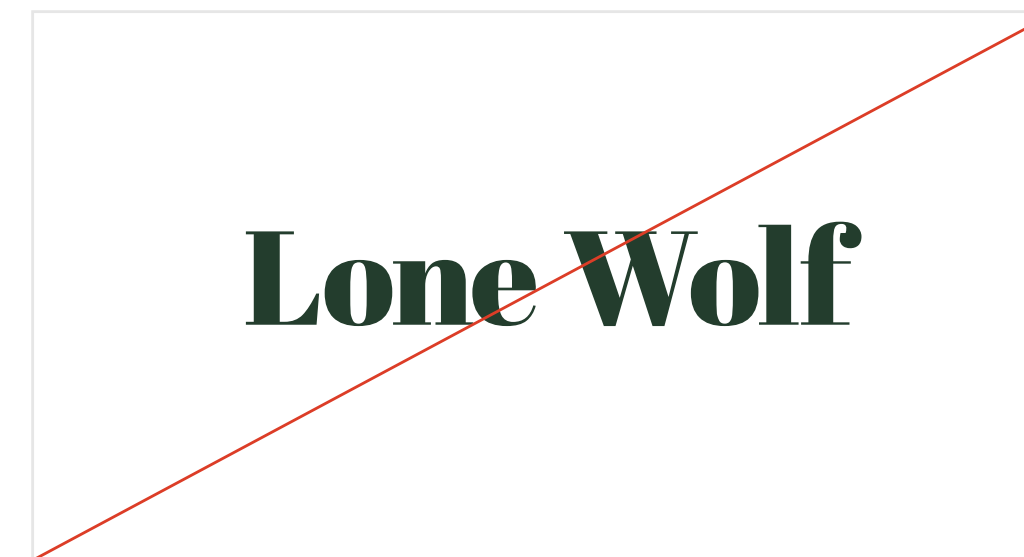
DO NOT DISTORT THE LOGO



DO NOT OUTLINE THE LOGO



DO NOT USE MULTIPLE COLORS  
IN THE LOGO



DO NOT RECREATE THE LOGO



DO NOT PLACE THE LOGO ON A  
BUSY BACKGROUND

# Monogram

The Lone Wolf monogram is meant to be used to support the brand where the primary logo is not being used. It can be used at different scales, and can be used in place of the logo in smaller applications.

Appropriate places to use the monogram are:

- Social media avatars
- App icons
- Website favicons
- Swag (shirts, hats, drinkware, etc.)

The monogram may be used in place of the primary logo, and not in addition to the primary logo or stacked logo.



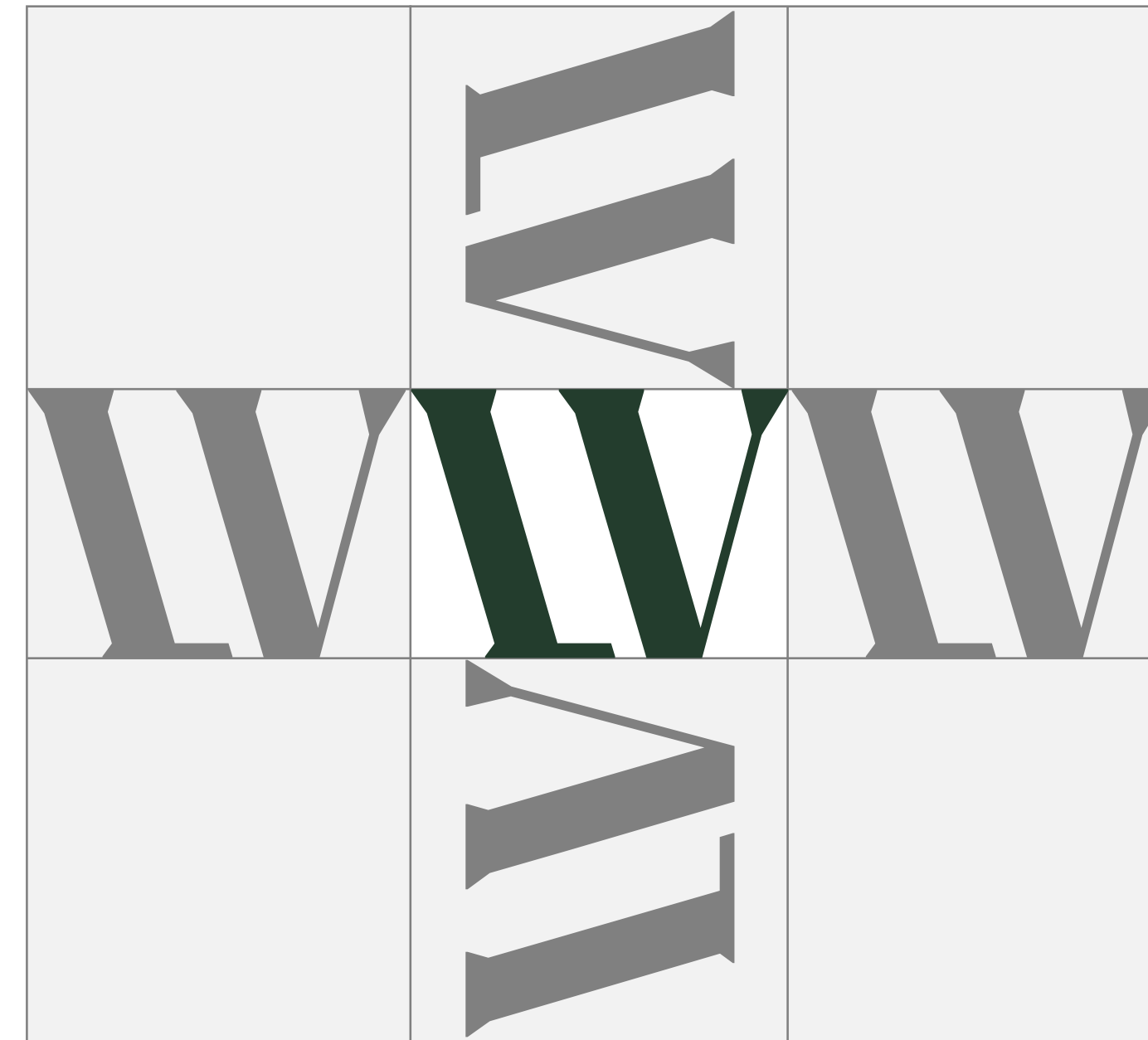
MONOGRAM

# Monogram

## Clear Space

The Lone Wolf monogram should always be surrounded with a good amount of clear space. The minimum amount of clear space equals to the width of the monogram, e.g. the width of the monogram is the exact amount of space our logo should be given without infringement of other elements.

When re-sizing the monogram, the amount of clear space will change proportionally.



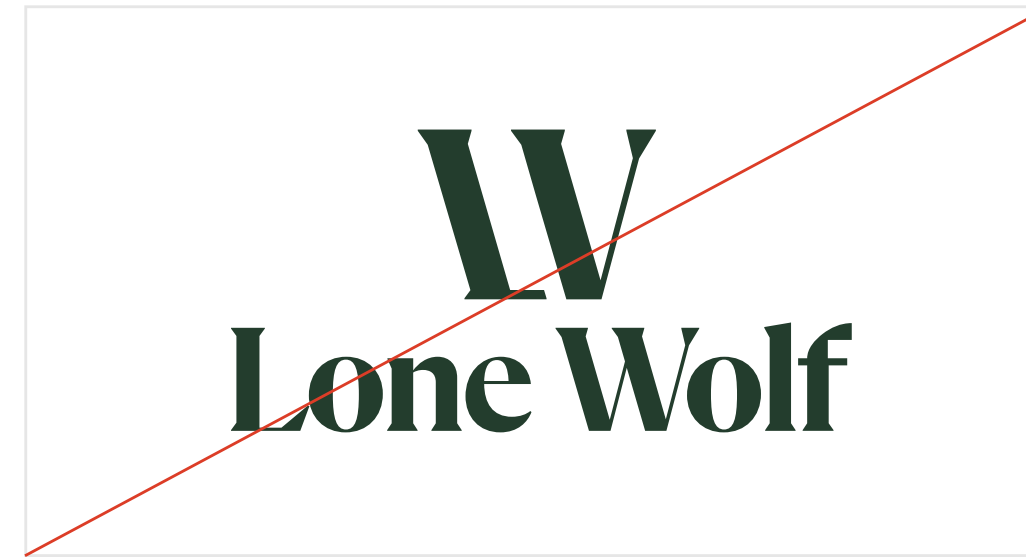
MONOGRAM

# Monogram

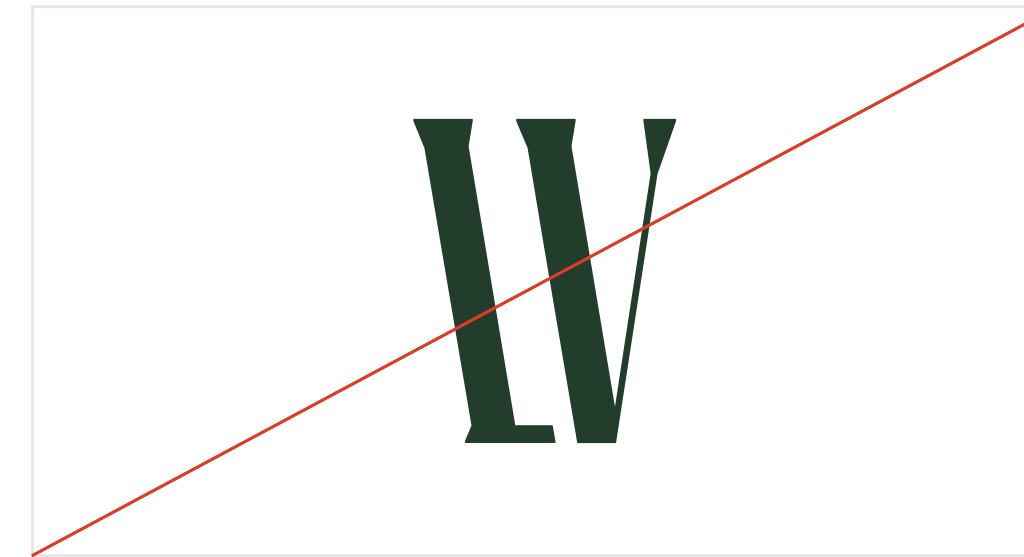
## Misuse

The Lone Wolf monogram should never be altered or modified in any way, other than as specified within this document.

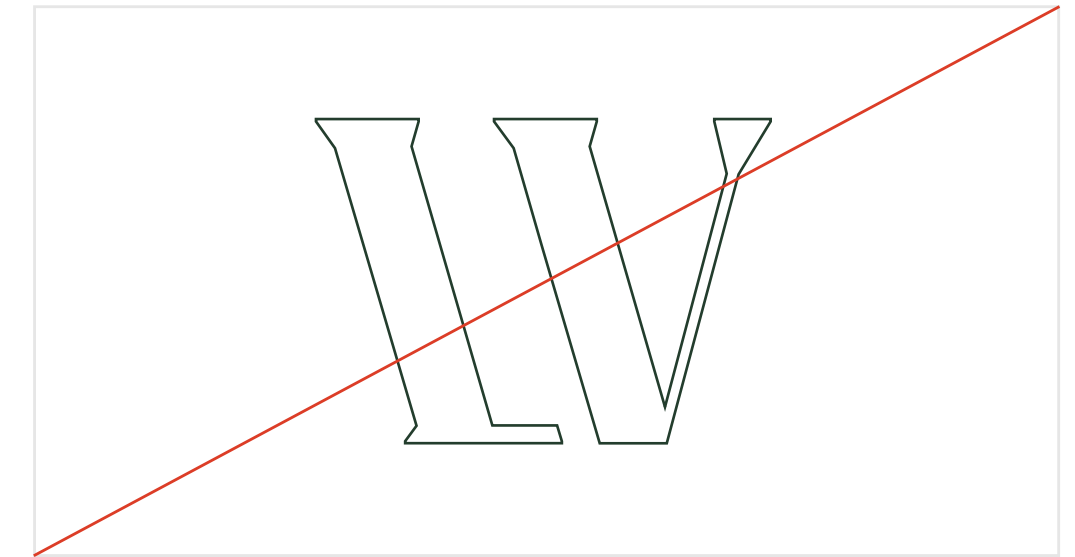
Shown on the right are some examples of how the Lone Wolf monogram should not be used.



DO NOT LOCKUP THE MONOGRAM WITH THE LOGO



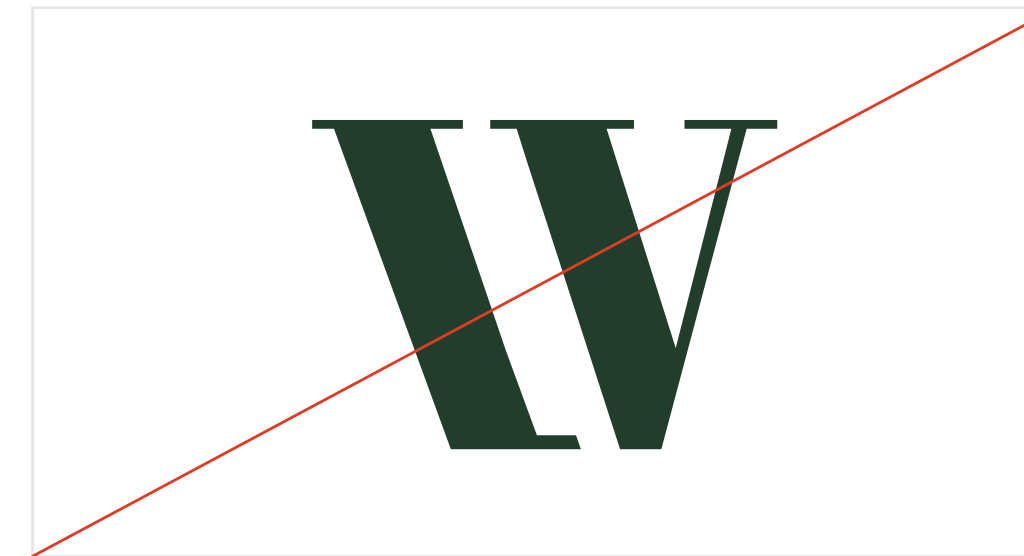
DO NOT DISTORT THE MONOGRAM



DO NOT OUTLINE THE MONOGRAM



DO NOT USE MULTIPLE COLORS IN THE MONOGRAM



DO NOT RECREATE THE MONOGRAM



DO NOT PLACE THE MONOGRAM ON A BUSY BACKGROUND

# Brandmark

## The Wolf

The Lone Wolf brandmark is used to enhance our brand identity.

The Lone Wolf brandmark should rarely be used alone without our primary logo being somewhere on the page.

Appropriate places to use the brandmark on it's own are:

- Social media avatars
- App icons
- Website favicons
- Swag (shirts, hats, drinkware, etc.)

Note: Marketing materials and websites must always contain our logo with or without the brandmark.



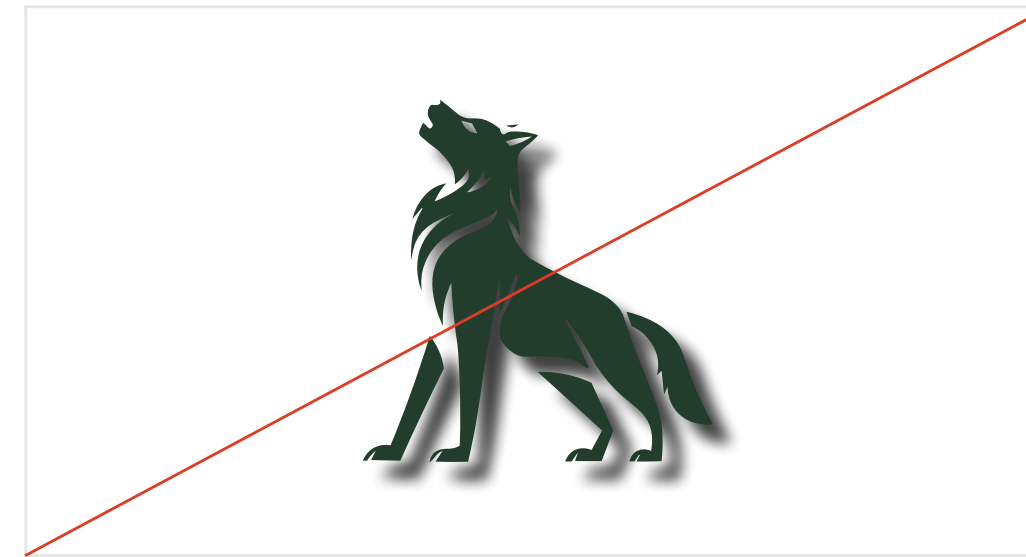
BRANDMARK

# Brandmark

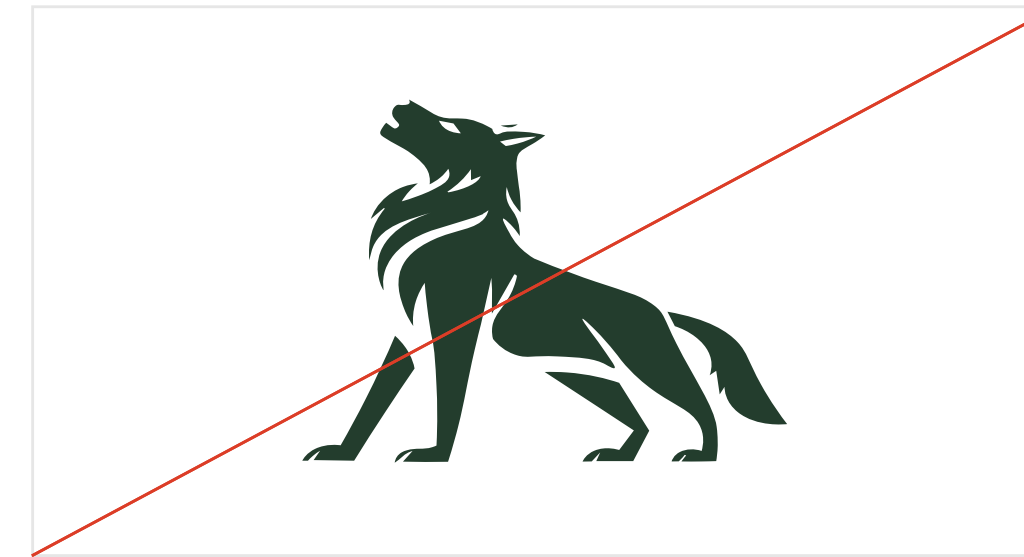
## Misuse

The Lone Wolf brandmark should never be altered or modified in any way, other than as specified within this document.

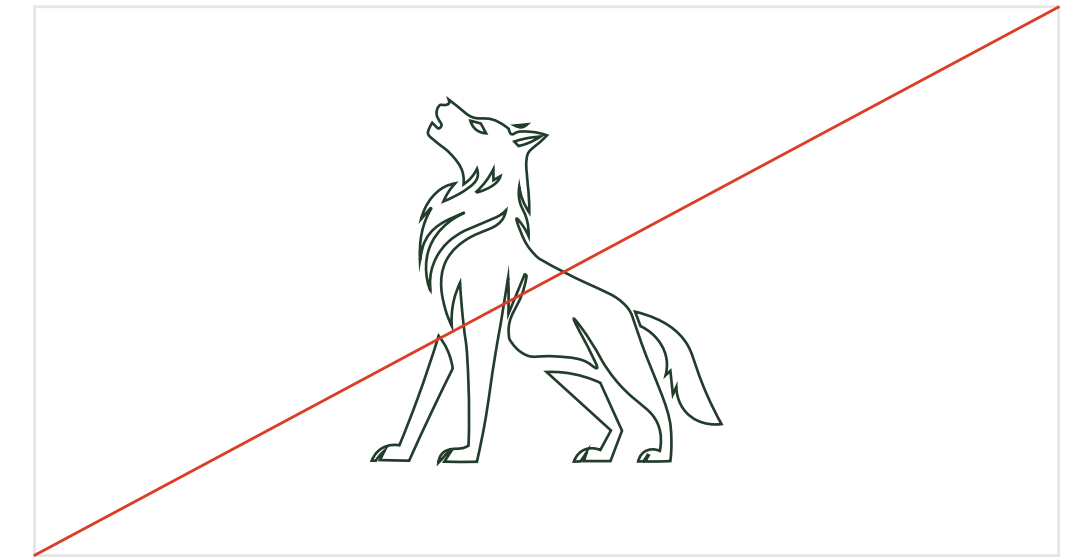
Shown on the right are some examples of how the Lone Wolf brandmark should not be used.



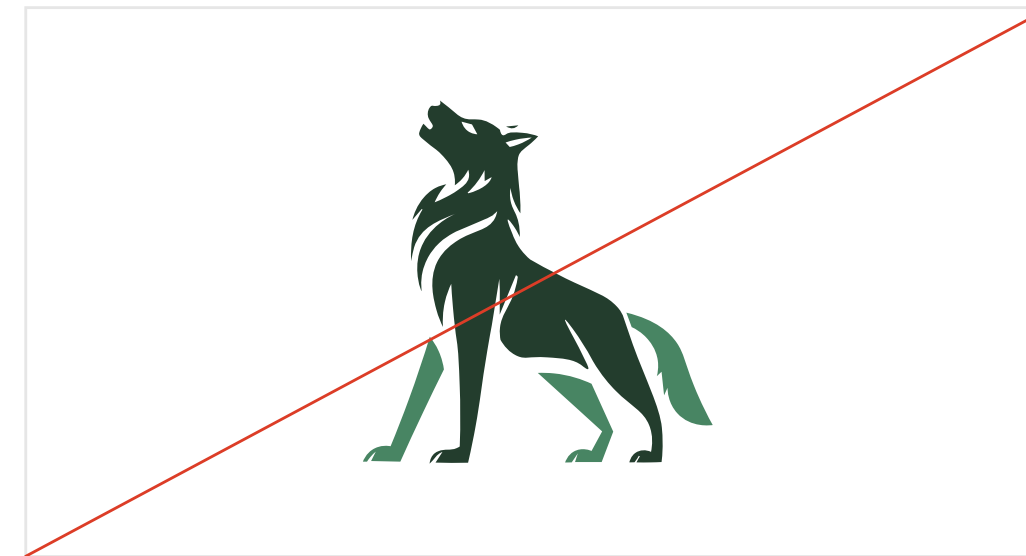
DO NOT APPLY EFFECTS TO THE BRANDMARK



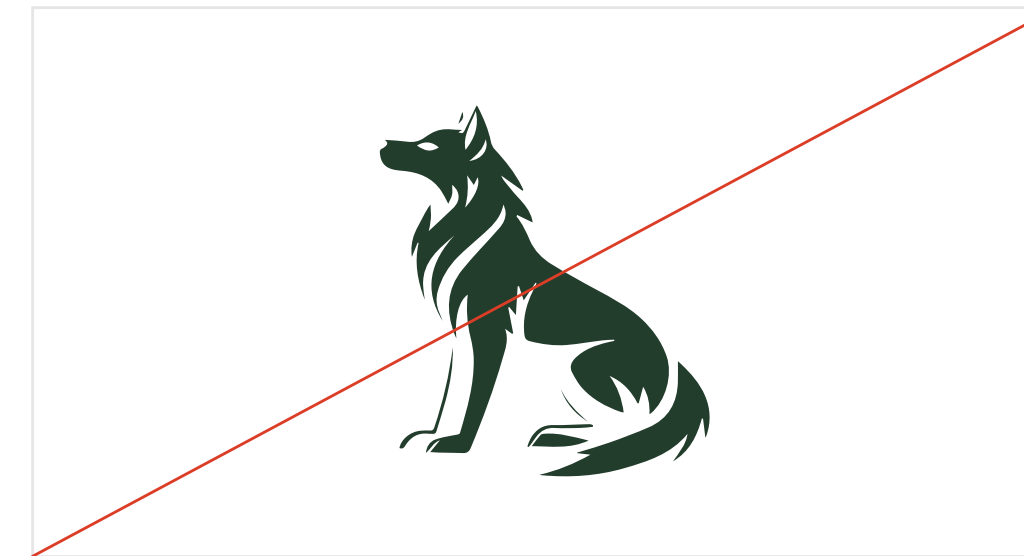
DO NOT DISTORT THE BRANDMARK



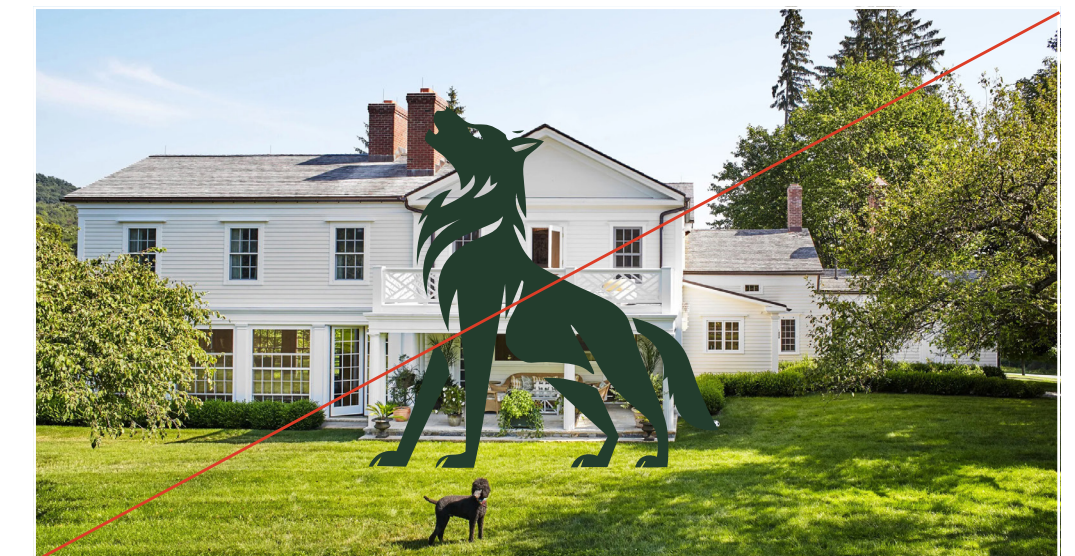
DO NOT OUTLINE THE BRANDMARK



DO NOT USE MULTIPLE COLORS IN THE BRANDMARK



DO NOT RECREATE THE BRANDMARK



DO NOT PLACE THE BRANDMARK ON A BUSY BACKGROUND

# Brandmark

## Graphic Device

The Lone Wolf brandmark can be used as a graphic device throughout our brand materials. The brandmark can serve as a striking focal point with bold color combinations, or blend seamlessly into the background with monochromatic combinations from our color palette.

### OPACITY

The Wolf can be shown at 100% opacity for the greatest impact, but can also be shown between 10-30% opacity for a more subtle effect. Use your best judgement when it comes to color combinations when using a lower opacity for the brandmark.



LIGHT GREEN 100% OPACITY ON DARK GREEN



LIGHT GREEN 10% OPACITY ON DARK GREEN



LIGHT GREEN 20% OPACITY ON DARK GREEN



LIGHT GREEN 30% OPACITY ON DARK GREEN

# 2. Color





# Color

## Color Palette

### PRIMARY COLOR

Our primary brand color is Dark Green. This should be considered the go-to choice for representing the brand.

### SECONDARY COLORS

Green, Light Green, Mint Green, and White Green make up our secondary colors. These supporting tones add dimension and depth to the visual identity.

### ACCENT COLORS

Our accent colors, Orange, Light Orange, and White Orange, are special hues reserved for instances where a pop of color is needed for contrast or as a highlight.

|                   |                     |                     |                    |          |
|-------------------|---------------------|---------------------|--------------------|----------|
| <b>Dark Green</b> |                     |                     |                    | 35/61/45 |
|                   |                     |                     |                    | #233d2d  |
| <b>Green</b>      | <b>Light Green</b>  | <b>Mint Green</b>   | <b>White Green</b> |          |
| 35/104/71         | 72/133/99           | 183/219/182         | 229/237/231        |          |
| #236847           | #488563             | #b7dbb6             | #e5ede7            |          |
| <b>Orange</b>     | <b>Light Orange</b> | <b>White Orange</b> |                    |          |
|                   | 241/84/35           | 248/186/167         | 253/237/233        |          |
|                   | #f15423             | #f8baa7             | #fdede9            |          |

All colors tested are for digital use. Print colorways will be similar to digital specifications but must be tested before use. Substrates and ink variance could effect color contrast outcome.

# 3. Typography



# Typography

## Brand Fonts

Our brand fonts have been carefully chosen to, together, be the voice in which the Lone Wolf brand speaks.

### NEUE HAAS GROTESK

Neue Haas Grotesk is a Monotype font available through Adobe Fonts. This versatile and timeless font family offers a wide range of styles. It is characterized by its tall x-height and refined curves, which enhance readability while exuding warmth. Our Lone Wolf brand utilizes **Neue Haas Grotesk Display** as our primary typeface and **Neue Haas Grotesk Text** as our utility typeface.

### ROBOTO MONO

Roboto Mono is a Google font available through Google Fonts and Adobe Fonts. This typeface was created to clearly differentiate between various letter forms while still offering a sleek and contemporary look. Our Lone Wolf brand utilizes **Roboto Mono** as our supporting typeface.

BRAND TYPEFACE:  
HEADLINES AND  
BRAND LANGUAGE

## Neue Haas Grotesk Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890 !@#\$%^&\*()+?

Thin Light Roman **Medium Bold Black**

UTILITY TYPEFACE:  
SUBHEADLINES  
AND BODY COPY

## Neue Haas Grotesk Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890 !@#\$%^&\*()+?

Roman **Medium Bold**

SUPPORTING TYPEFACE:  
HEADERS, FOOTERS,  
AND EMPHASIS  
ALL CAPS ONLY

## ROBOTO MONO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890 !@#\$%^&\*()+?

LIGHT REGULAR MEDIUM BOLD

# Typography

## Type Hierarchy

Hierarchy in type is a critical design principle employed in creating any layout or composition. Scale, weight, and orientation considerations made when laying out messaging ensures that copy is both legible and harmonious for the reader. The demonstration presented here is a brief but relevant example of best practices in regards to hierarchy.

### HEADERS & FOOTERS

---

Roboto Mono – Regular /  
All Caps / Tracking: 200  
(shown at 18pt)

### HEADLINES

---

Neue Haas Grotesk Display – Medium  
(shown at 60pt)

### SUBHEADS / MEDIUM-SIZED TEXT

---

Neue Haas Grotesk Text – Roman  
(shown at 36pt)

### BODY COPY TEXT

---

At larger sizes:  
Neue Haas Grotesk Text – Roman  
(shown at 14pt)

At smaller sizes:  
Neue Haas Grotesk Text – Medium  
(shown at 11pt)

### CAPTION FOOTER

---

Roboto Mono – All Caps / Tracking: 100  
(shown at 12pt)

### HEADERS & FOOTERS

# This is an example of a place to use our main headline typeface

## Subheads, pull quotes, and other medium-sized text

Continuous text is re wes et lignatur solorio. Ecto ta doluptam nimendi doluptas sinventiis eumque poremq untemquidem fugit exere voluptasin rem ad moluptae nos earum ut quis sum dis nos solorum ventusa ellatur antion ne dolorro repudam dignimi nimaionse vellia cuscia cuptas modionse eum volup ta sitaquiaerum cor apediti tem fugit ea de as suntto blate si rehendi delitatas est, offictur aut aut invelis voluptatur, ipicillaut alic tota idunditam sin corerum que cor molupis eos eos samenihiis abori bernam lab illam il molupicae nullutat dit estotae di tem none intur, estrum quatur sum ratemquae perum dest denet audi ut dolor sumquat isquideri bearitia

sandi nobitae caectibus vellitem que dis quo et dolorem rendesequi as quidunt, occum quo voles explaut enda volorporum doluptae re quodiandae sint repra qui blab il ea archictore, unt unt mosseni mporrovit que nes aciet lab ium, tes repudi dolore net incimol uptatium eium hitatib ustiam laborrum, aute vendaeppel inis cusam nietur accae. Nam veliate mquunt quaerfe reliore heniscit id eossunto exerro quat et quam ant aut quibusdanas dolestem acianistis quos in pedipsa pientur modio mod quiatur? Ratia solorum nonet et quate eossiti issintotatem conectem ilignam es aut officaborum nonsequiates soluptatias ut quia conectur aruptius. Puditem dolla aditatem que nam, cus re maio im explaut odio etur sunt. Ad que voloriatem que nos temquide endiatint faccae porit officii quidendist aut aces.

CAPTIONS: PRAESENT TINCIDUNT LECTUS SIT AMET FELIS SEMPER EGESTAS.

# Typography

## Font Alternative

Our font alternative is Arial.

ALTERNATIVE FONT:  
Alternative to  
Neue Haas Grotesk

## Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890 !@#\$%^&\*()+?

Regular **Bold**

# 4. Photography



# Lifestyle Photography

## Stock

Stock imagery should feel candid and capture authentic moments between people and place. Our imagery is meant to represent our audience and should be chosen with them in mind.

## RULES

- Do not use stock photos that have been edited heavily to reflect a particular style. Stock photos should look professionally shot and edited for the best picture... not a certain 'look.'
- No lens flares or fake lighting filters should be added to the stock image.
- Select images that are neutral or have a color relationship to our brand. Bold colors outside our palette should be avoided.



Images are bright and full of color, skin tones look natural, and the moments captured are candid and intimate.



Images have a stylized edit that is outside brand standard, skin tones look unnatural due to editing style, and while personal, the moments captured feel posed.

# Lifestyle Photography

## Hero Agents

Our stock photography should highlight our “hero agents”. Consider composition and subject when choosing imagery.

A hero shot typically features a high-quality image of the subject, often with a simple and clean background. This photography style brings focus to the subject while allowing for supportive text to stand out as well.





# Advanced Color Editing

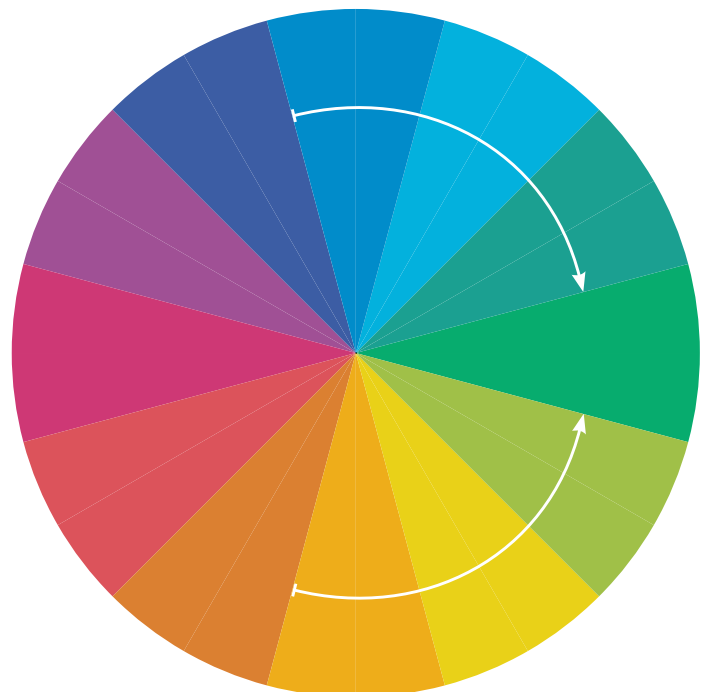
When considering stock photos that contain colors close to our brand, there may be an opportunity to edit some images to better harmonize with our color palette. Images that require extreme color shifts are not recommended.



Images contain and/or compliment brand color palette.



Original image



Edited image

# Photography Best Practices

## Cropping

Strategically cropping an image can enhance the story being told and create a more dynamic overall composition.

### RULES

- Look for the story being told.
- Bring the focus to the subject of the image.
- Highlight compelling details.
- Edit out lifeless and empty expanses.
- Edit out unnecessary information like stop signs, garbage cans, and litter.



