

Lone Wolf Brand Guidelines

For partners

Lone Wolf



Logos



The primary logo consists of the words "Lone Wolf" in a dark green, serif typeface. The letters are tall and closely spaced, with a classic, slightly formal appearance. The background behind the text is a light green with a fine, repeating dot pattern.

Lone Wolf

PRIMARY LOGO

The secondary logo is a condensed version of the primary logo. The words "Lone" and "Wolf" are stacked vertically. The letters are significantly wider and more compact than in the primary logo, maintaining the same dark green color and serif font style. The background is the same light green dot pattern.

Lone Wolf

SECONDARY LOGO

Lone Wolf brand identifier

Primary logo. Should be used as much as possible and where it can be clearly displayed.

Secondary logo. should be used where space is tight, and the primary logo cannot be effectively displayed.

Note: The secondary logo must be used in place of the primary logo and not in combination with the primary logo.

Logo sizing and spacing

Logo Sizing

1" MINIMUM SIZE

The logo consists of the words "Lone Wolf" in a bold, serif typeface. The word "Lone" is on the top line and "Wolf" is on the bottom line, both left-aligned.

The primary logo must never be scaled below two inches or 1-inch in any use case.

Logo Spacing



The primary and horizontal logos should allow for ample **clear space** around the logos. The minimum amount of **clear space** should be no smaller than that of the **L** in Lone Wolf.

Logo Misuse



Lone Wolf

DO NOT APPLY EFFECTS TO THE LOGO



Lone Wolf

DO NOT DISTORT THE LOGO



Lone Wolf

DO NOT OUTLINE THE LOGO



Lone Wolf

DO NOT USE MULTIPLE COLORS
IN THE LOGO



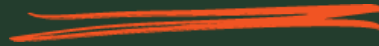
Lone Wolf

DO NOT RECREATE THE LOGO



DO NOT PLACE THE LOGO ON A
BUSY BACKGROUND

Colors



Color palette

Dark Green				
35/61/45 #233d2d				
Green	Light Green	Mint Green	White Green	
35/104/71 #236847	72/133/99 #488563	183/219/182 #b7dbb6	229/237/231 #e5ede7	
Orange		Web accessible alternative	Orange	White Orange
241/84/35 #f15423		#D2421A	248/186/167 #f8baa7	253/237/233 #fdede9

Primary Color

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

Secondary Colors

- Green, Light Green, Mint Green and White Green are our secondary colors and should be used as supporting tones to add more dimension and depths.

Accent Colors

- Orange, Light Orange and White Orange are reserved where a pop of color is needed to add contrast or highlight.

Color combination

Mint Green White Green Orange Light Orange White Orange ON DARK GREEN	Mint Green White Green Light Orange White Orange ON GREEN	White Green White Orange ON LIGHT GREEN	Dark Green Green ON MINT GREEN
Dark Green Green Light Green ON WHITE GREEN	Dark Green White Orange ON ORANGE GREEN	Dark Green Green ON LIGHT ORANGE	Dark Green Green Light Green Orange ON WHITE ORANGE

Rules for color combination:

- Preserve legibility by using color pairs that are high-contrast.
- Lower-contrast pairings are acceptable tertiary messaging except for digital materials.
- Do not use more than two colors in type hierarchy to keep the design clean.

Note: All colors have been tested for digital use.

Thank you.



Lone Wolf

www.lwolf.com