

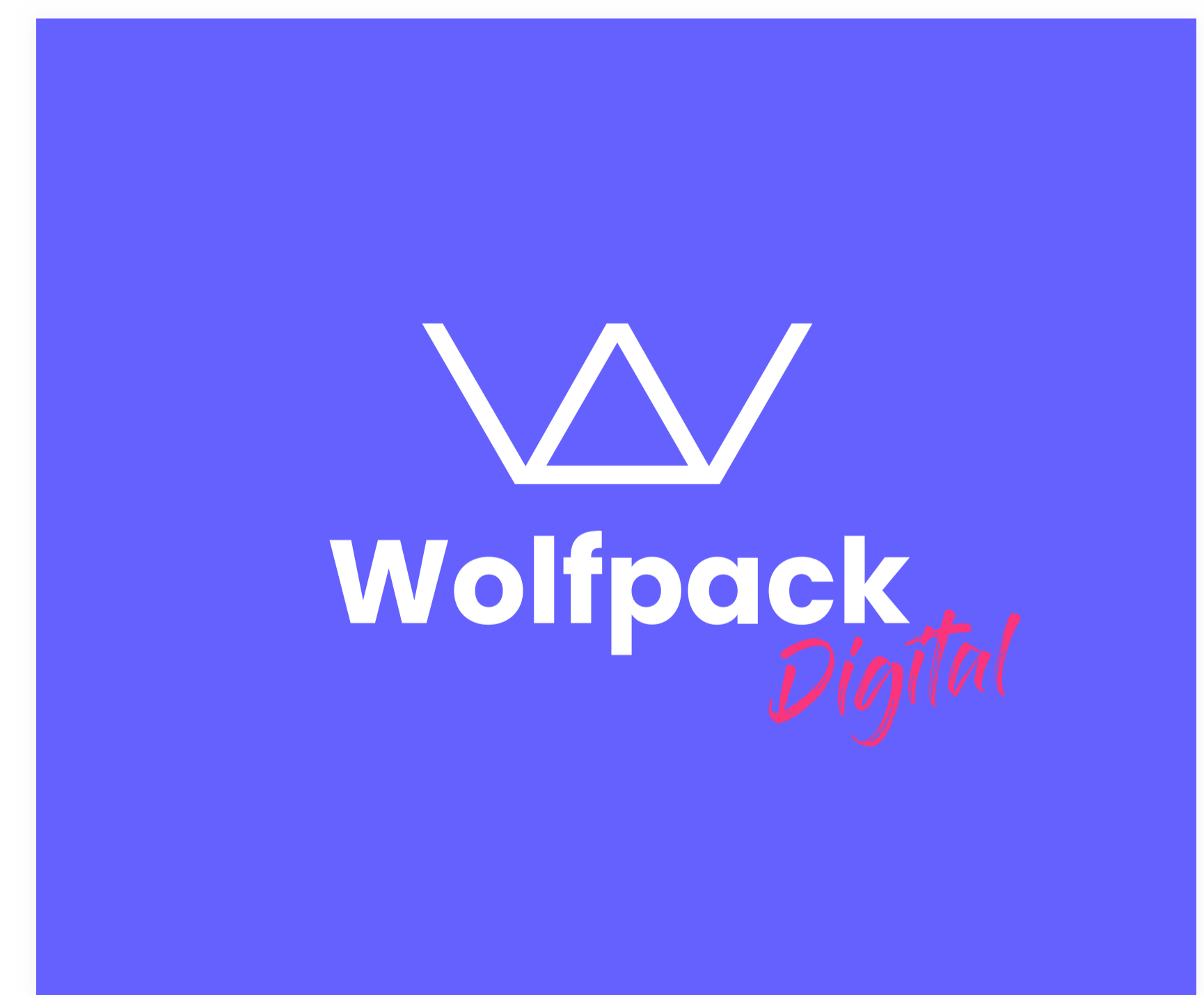
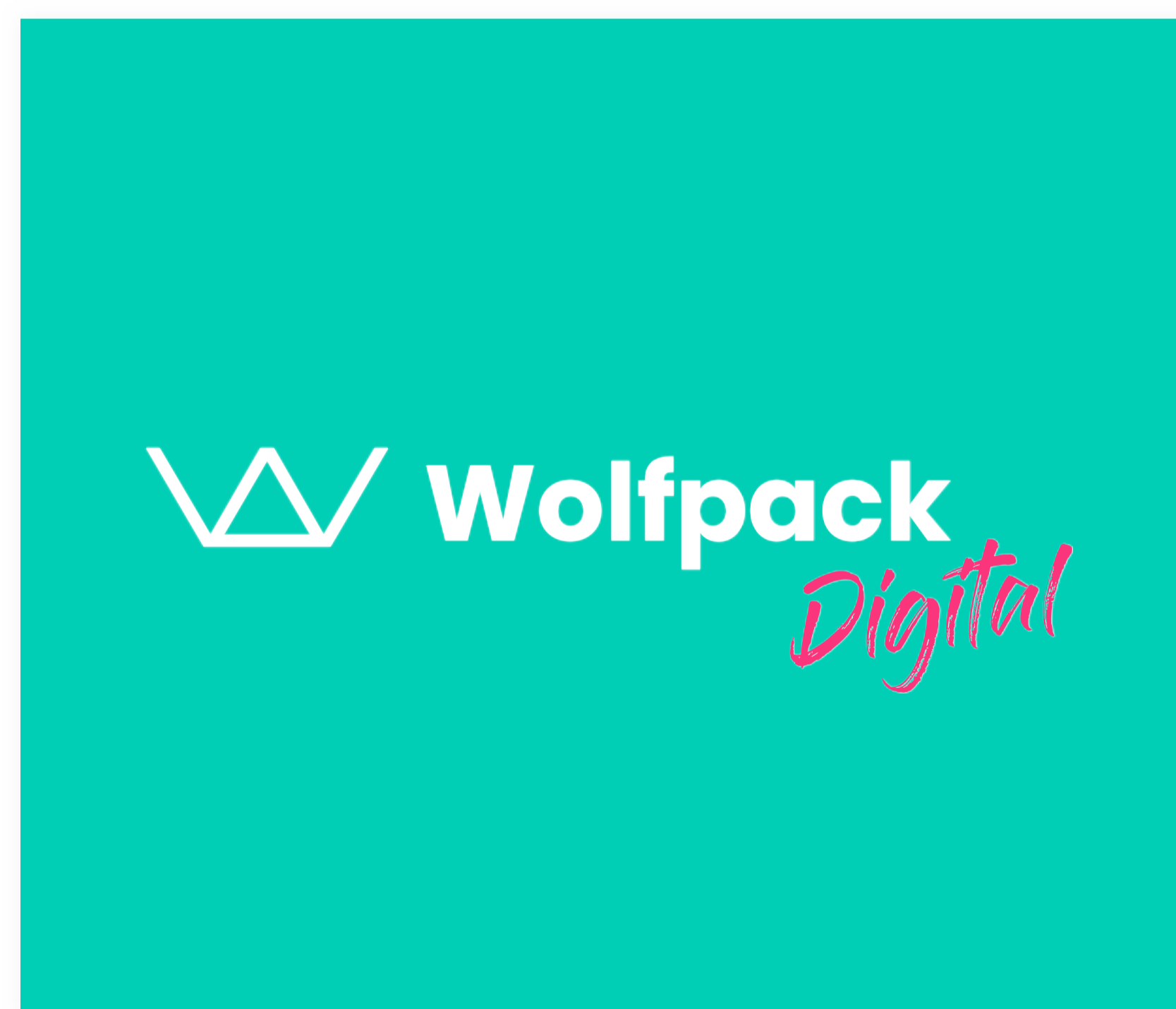
# Wolfpack Digital

Powerful web & mobile apps start-to-end

Branding & Identity Guidelines

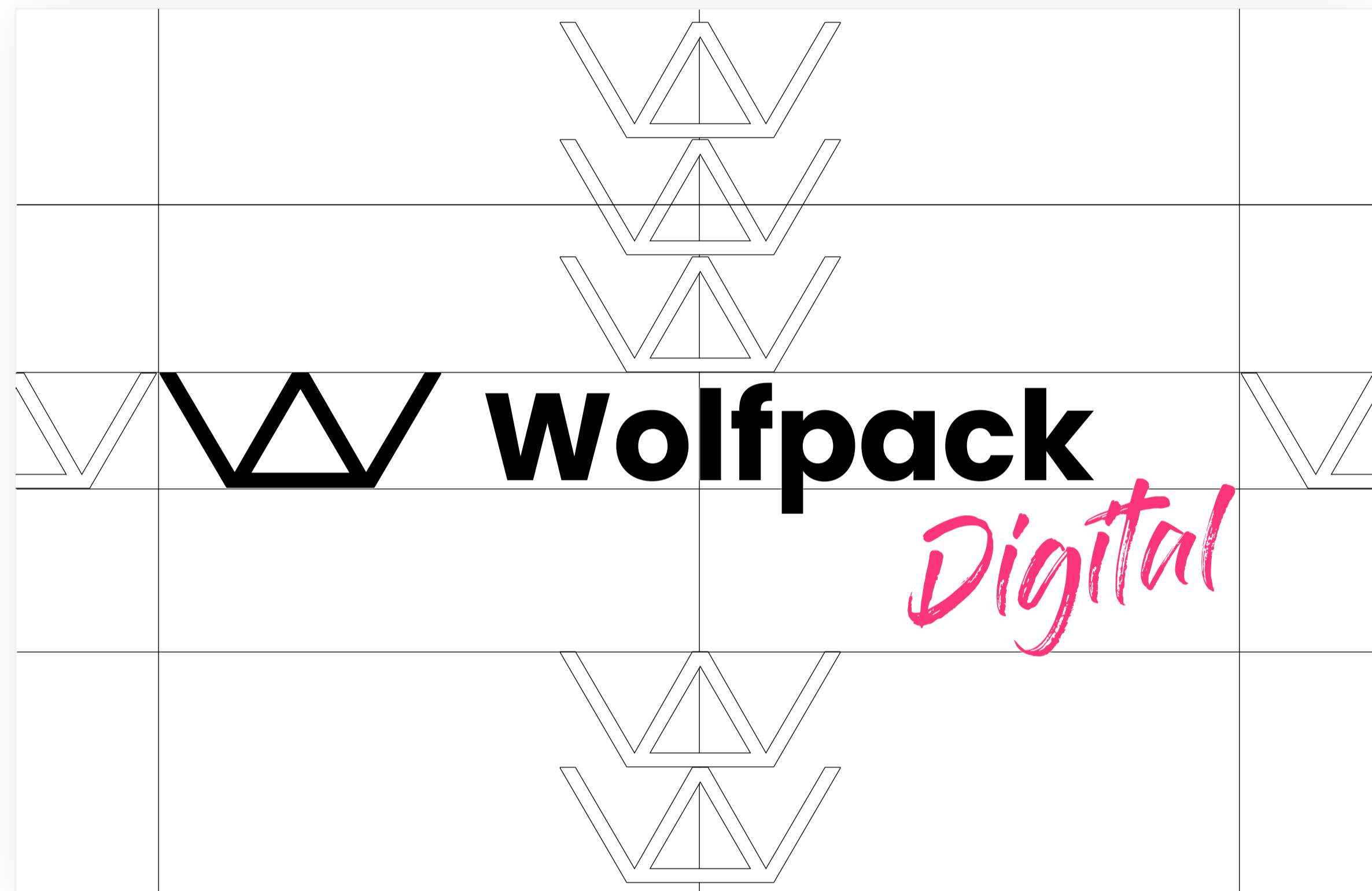


# 1. Logo & Symbol



There are two layouts for the **Wolfpack Digital** logo: one vertical and one horizontal. The logo should be used with enough safety space around it.

## 2. Safety area



This is how to measure the safety distance from the edges. **Use the “W” symbol as a guide.**

Make sure not to place anything inside the safety area.

# 3. Web Colours

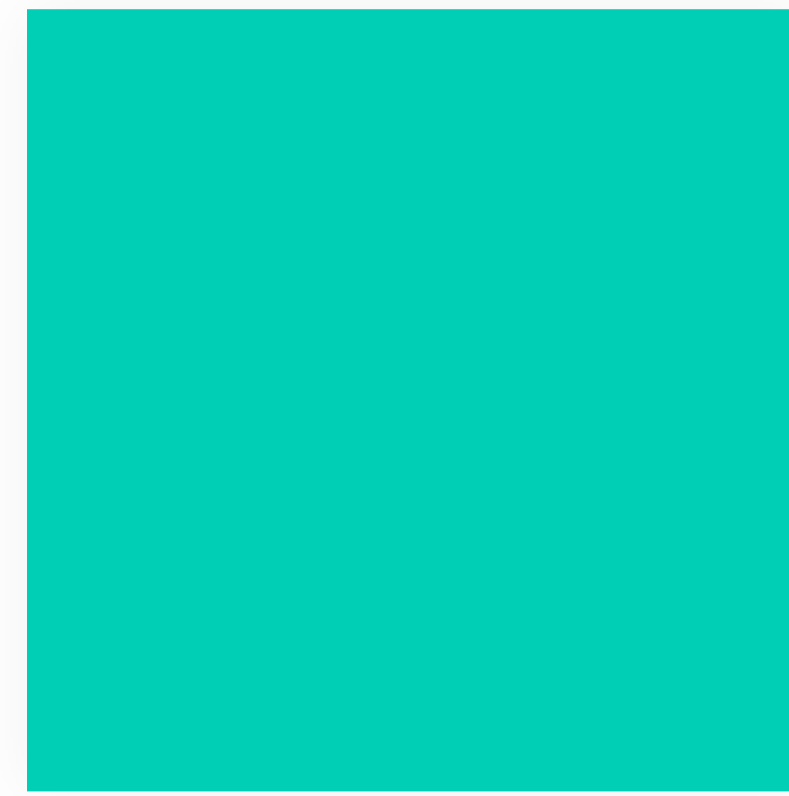
## Primary Colours



Sunset  
**#FA357B**



Full Moon  
**#FFCF35**

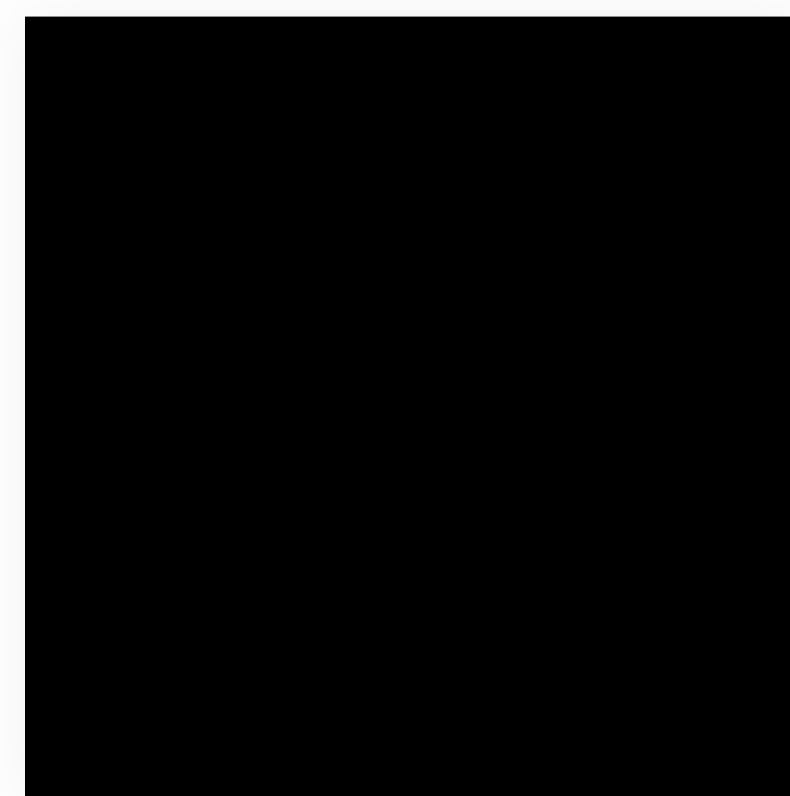


Borealis  
**#00CFB6**



Midnight  
**#6561FF**

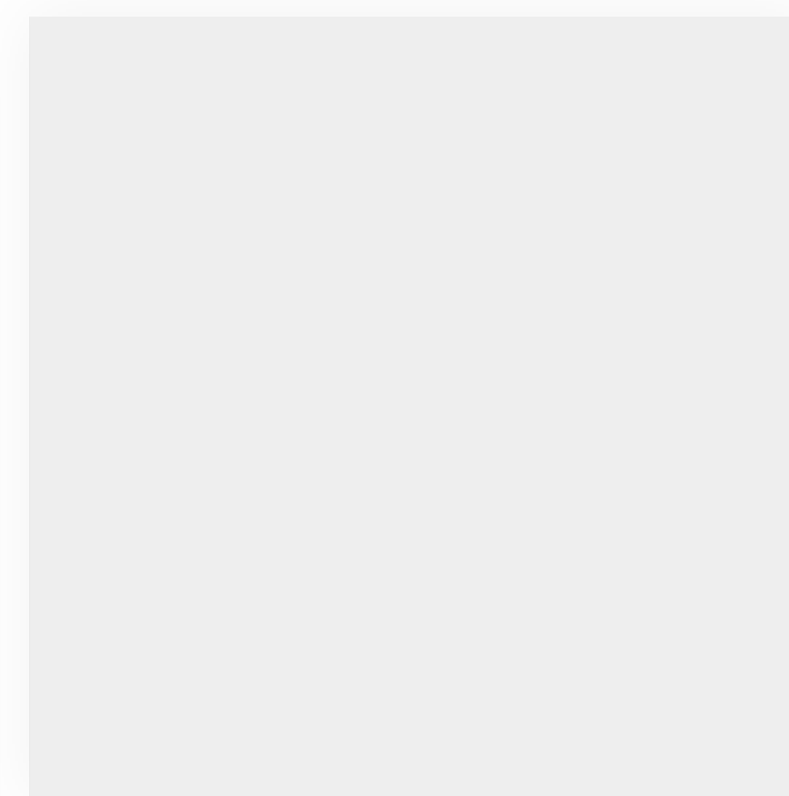
## Typography Palette



Pitch Black  
**#000000**



Text  
**#757575**



Pitch Black - 7%  
**#41294A**

Our main color is **Sunset** and it should be used in the majority of all visuals featuring **Wolfpack Digital**.



# 4. Typography

## Fonts

### **Wolfpack**

Poppins Extra Bold

QWERTYUIOPLKJHGFD SZXC VBNM  
qwertyuioplkjhgfdszxcvbnm  
1234567890

### *Digital*

Gloss & Bloom

QWERTYUIOPLKJHGFD SZXC VBNM  
qwertyuioplkjhgfdszxcvbnm  
1234567890

### **Powerful**

Open Sans

QWERTYUIOPLKJHGFD SZXC VBNM  
qwertyuioplkjhgfdszxcvbnm  
1234567890

Whenever possible, please use **Poppins Extra Bold** on presentations featuring Wolfpack Digital.

# 5. Presentation Layouts

work hard, wolf harder  
**living the now**

The team company almost doubled in size each year since the beginning and we are now 50 people altogether. We are currently at our 4th office - a gorgeous and spacious house in central Cluj.

Most of our clients come from Western Europe and the US, and they range from startups to powerful brands, building both B2B and B2C apps.

Our top five industries are transportation, fintech, IoT, healthtech, and social (entertainment & recruitment).



#WeByte

**2022**

We are set to continue this beautiful journey by working with more inspiring clients by either developing apps & solutions to stand at the core of their business, or so as to digitize or extend their core business.

We are here to make an impact on innovation while investing in a company culture that supports the best results!

The **Wolfpack Digital Signature Layout** respects the standard 12-column grid, but we like to play around with alignment of texts and other components. Please check on our website [www.wolfpack-digital.com](http://www.wolfpack-digital.com) for more examples.

## 6. The wolf



Wolfpack Digital is very proud of the now iconic digital wolf, please feel free to use it **but only in relation to Wolfpack Digital as a brand.**

# 7. General Visual Guidelines

## Do's:

- Titles should always use **Poppins Bold**
- Highlighting **key-words with Gloss & Bloom** is allowed.
- Celebrate what deserves celebrating
- When sharing photos of the team, whenever possible, **choose pictures showcasing diversity** in our team
- A generally **happy mood & cozy feel** should always be displayed
- Display the **uniqueness** of our team and work environment
- Use bright pictures
- All layouts presented here are accepted

## Dont's:

- Low-quality or pixelated photos
- People with **closed eyes, their backs or unnatural, awkward body positioning**
- Avoid pictures where **skin-tones are off**
- **Faded colours**







#WeByte

# Thank you for supporting our identity

If you want to use any **Wolfpack Digital** visual in a way that we missed here, please feel free to contact us anytime at [marketing@wolfpack-digital.com](mailto:marketing@wolfpack-digital.com) and include a visual mockup of the intended use, so we can help and confirm it as well.

follow us on social media



visit our website

[www.wolfpack-digital.com](http://www.wolfpack-digital.com)

