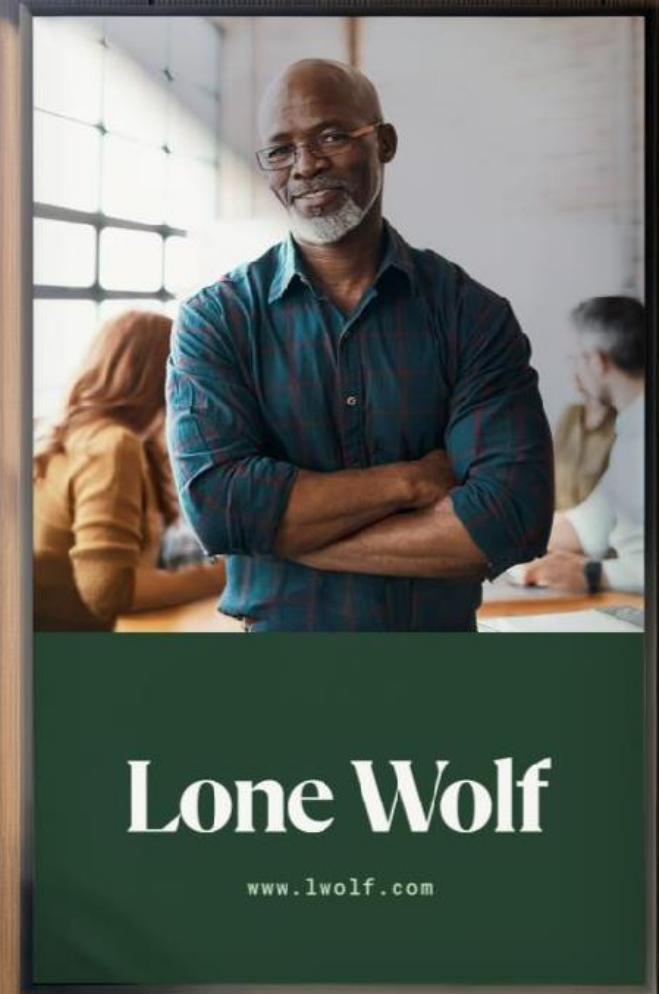


Lone Wolf Technologies

Brand guidelines for partners



Logos



The primary logo consists of the words "Lone Wolf" in a dark green, serif typeface. The letters are well-spaced and the font is clean and professional.

Lone Wolf

PRIMARY LOGO

The secondary logo is a condensed version of the primary logo, with the words "Lone" and "Wolf" stacked vertically. The letters are tightly packed together, making it suitable for smaller spaces.

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

Note: The secondary logo must only 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 primary logo consists of the words "Lone Wolf" in a bold, serif typeface. The text is centered within a thin rectangular border. Above the text, the text "1" MINIMUM SIZE" is written in a smaller, sans-serif font.

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

If enough space is not available for the primary logo, consider the use of the 'stacked' secondary logo.

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



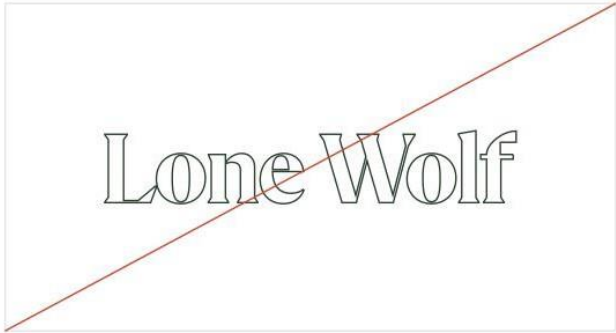
Lone Wolf

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 / 82 #b7dbb6	229 / 237 / 231 #e5ede7
Orange	Orange (accessible)	Orange	White Orange
241 / 84 / 35 #f15423	210 / 66 / 26 #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.

Note: Our accent colors should only be used as an 'accent'. They should never be the prominent color within a design.

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 ON ORANGE	White* White Orange ON ORANGE (accessible)	Dark Green Green ON LIGHT ORANGE	Dark Green Green Light Green Orange ON WHITE ORANGE	

*While not an official brand color, white should be used to create further contrast between text and backgrounds and as a way to "lighten" the overall feel of an asset.

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.
 - *Digital materials must maintain 4.5:1 contrast ratio to comply with accessibility requirements.*
- Do not use more than two colors in type hierarchy to keep the design clean.

****All colors have been tested for digital use.***

Note: Accessible Orange (#D2421A) is a darkened version of our brand 'Orange' for use with light text and backgrounds to satisfy accessibility requirements.

Thank you.

Lone Wolf

www.lwolf.com