



LONE WOLF
TECHNOLOGIES

BRANDING STANDARDS

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Brand Identity

The Branding Standards have been created to help you understand the Lone Wolf brand. They provide the foundation for consistency across all media including, web, promotions, and advertising. They also clearly outline how to properly use our various brand elements, and what to avoid.

By following these standards, you are helping define Lone Wolf's image for our customers, partners, and our industry at large. Equally important, you help them recognize, differentiate, and remember Lone Wolf. Please follow these standards for the most effective look of the Lone Wolf brand.

WHO WE ARE

JOYFUL, CURIOUS,
HUMBLE, EVER CHANGING

WE ALWAYS

create connections, keep things simple, and think big but start small.

WE BELIEVE

our experience, our love of technology and our consistent search for meaningful work keeps us moving forward. That we are stronger and smarter as a team; that our clients are members of that team and that we can say we don't know because sometimes, we don't.

LONE WOLF

Where Real Estate and Technology Meet.

Logo Variations

Appropriate use of our logo is key in maintaining our brand identity. When displayed, our logo should always look correct, professional, and consistent. Please follow the below graphic specifications when using our logo. Alterations to these specifications are prohibited without the consent of Lone Wolf's Branding Department.

When referencing the company name in a sentence, the first mention should always be "Lone Wolf Technologies", any mention of the company afterwards, can be "Lone Wolf". When completing any formal proposals or legal documents "Lone Wolf Real Estate Technologies." The company should never be referred to as loneWOLF – this format is reserved for our products only.

Social Media

This variation of the logo is strictly reserved for use as social media icons only.

If you have any questions or concerns about how and where this logo is to be used please contact creative@lwolf.com.

Primary

Secondary

Colour



Black



Knock out



Social Media Variation



Logo Dimensions

Proportions

If need be, scale the logo proportionately, as to retain it's ratio of 1:0.82. The preferred size is 1.55" x 1.28", or larger. For the horizontal version the ratio is 1:0.25. The preferred size is 2" x .5", or larger.

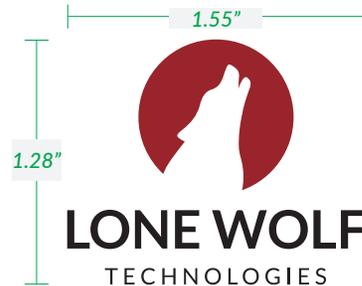
Clear Space

The minimum amount of clear space on all 4 sides of this logo is 1/4 the height of the logo.

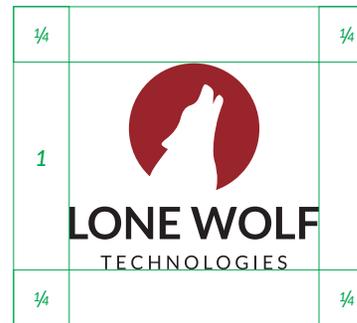
Minimum Size

The minimum width of this logo is 1.25" or 90px. Never reduce it smaller then this size.

Proportions



Clear Space



Minimum Size

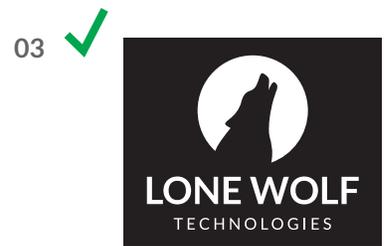


Do's and Don'ts

Please treat our logos with respect, by not subjecting it to the following treatments:

NOTE: Even though only the primary logo is shown below, the below rules also apply to our secondary logo and all of our product logos.

Because there are many logos out there (saved on employee's desktops from years ago), ALL logos that are NOT included in this document must be submitted to creative@lwolf.com for review. Branding will then determine IF your submitted logo is still brand compliant, and notify you whether or not you may continue to use it. Please never use a logo that you are unsure of.



Colour Pallet

Primary Colours



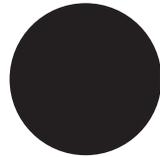
LONE WOLF RED

CMYK: 26/96/86/23

RGB: 154/38/44

HEX: #9a262c

Pantone: 7622C



BLACK

CMYK: 0/0/0/100

RGB: 35/31/32

HEX: #231f20

Complimentary Colours



YELLOW

CMYK: 0/40/100/0

RGB: 250/166/26

HEX: #faa61a

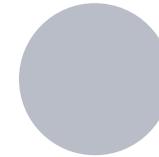


DARK BLUE

CMYK: 78/69/45/33

RGB: 62/68/87

HEX: #3e4457

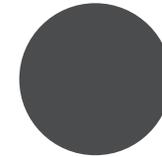


LIGHT BLUE

CMYK: 27/20/15/0

RGB: 186/190/199

HEX: #babec7



GREY

CMYK: 0/0/0/85

RGB: 77/77/79

HEX: #4d4d4f

Brand Fonts



Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Questions?

It is everyone's responsibility to ensure that all material created for Lone Wolf, whether for internal or external use, is 100% brand compliant. The best way to ensure brand compliance is to send all material to creative@lwolf.com for review and approval, prior to finalizing your project.

If you have any questions or concerns about the information found in this PDF please contact creative@lwolf.com.

Thank you.