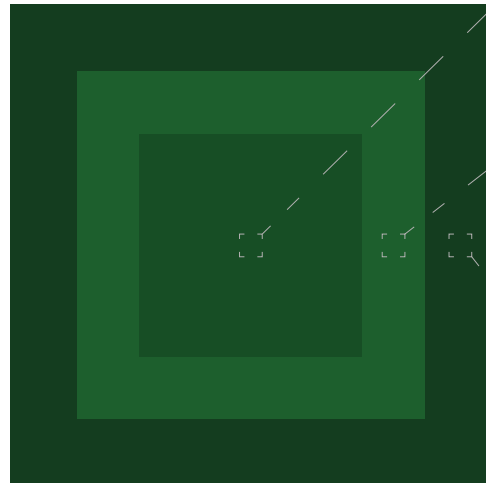


# **WOLFTANK GROUP**

► **BRAND MANUAL**



## BRAND ESSENCE



### Environmental Awareness

Restoring and protecting our planet's original and healthy state

### Honesty

Being transparent, able to be trusted and truthful

### Responsibility

With the brand's commitment, with our environment, with our context and with ourselves

### Sustainability

Offering products and services without using resources which cannot be replaced or harm the environment

### Enthusiasm

Facing every project, every new day with positivity, commitment and passion in what we do

### Growth

Constant development by respecting environment at the same time



**OUR LOGO**



## LOGO



## GENERAL

Our logo is a so called combined word brand composed by the following elements:

- key visual in form of the letter “O”
- our name in bold and
- the subline in semi-bold

The complete logo is held in our corporate colors. The wording and letters in our corporate green, and the customised “O” as our key visual in both corporate colors.



## LOGO



## SIZING

A logo is usually one of the first impressions a company can give and therefore amongst the most valuable assets of a corporate design.

In order to ensure that the logo is properly displayed, a so called safe zone is required when using the logo.

The defined safe zone is equally the size of the customised “O” within the word brand.

When using the Woltank Group brand or any other Corporate Design element it is mandatory to request the approval from the Groups’ Communication team.

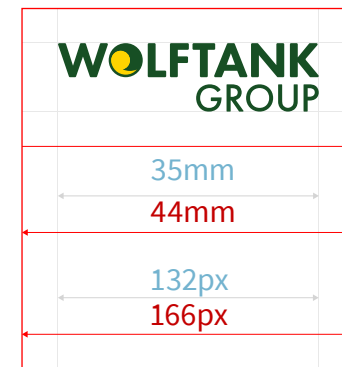
**communication@woltank.com**



### MINIMUM SIZE

The minimum width of the logo is 35mm (132px).

Including the protection zone that equals 44mm (166px) width.



Print

Digital

## LOGO



## VERSIONS

Wolftank Group Logo: color



Wolftank Group Logo: white



Wolftank Group Logo: black and grey scale



## LOGO



## USEFUL

### Digital

Color mode: RGB

Format: **JPG, PNG or SVG**



<Wolftank\_Group\_Logo\_RGB>

### Print

Color mode: CMYK

Format: **PDF**



<Wolftank\_Group\_Logo\_CMYK>



<Wolftank\_Group\_Logo\_white>



<Wolftank\_Group\_Logo\_black>

## LOGO



## DONT'S

The WolfTank Group logo is the most known element of the Corporate Design, therefore it is of utmost importance to use it precisely in a correct and respectful matter. If you plan to use the WolfTank Group logo

or in general the brand, in any case it is required to get the approval of the Groups' communication team (contact [communication@wolftank.com](mailto:communication@wolftank.com)). The usage of the WolfTank Group logo is without exceptions only allowed in

the correct formats and variations. No element shall be changed or modified on your on behalf. Skewing, clipping, coloring, twisting or any other modification is strictly forbidden.

Distortion / Tilt / Reflection



Visual effects behind / around the logo



Recoloring elements



Displacing or resizing



**NO GO!**



Placing the colored logo on colored backgrounds or photos





Page 10 of 10

They do have their own logo, with the primary word brand in focus and the same logo guides applied as for the Group.

**WOLFTANK**  
ITALY

**WOLFTANK**  
DEUTSCHLAND

## LOGO



## PRODUCT BRANDS

Additionally to the regional brands we have a couple of prominent product brands where we do want to preserve its value and recognition.

Wolftank Groups' strong product brands are placed together with the Wolftank Group brand, it is obligatory to credit the Wolftank Group properly whereas the strong product brand needs to be recognised close to the right context or imagery.

Keep in mind the previous mentioned conditions and make sure a clearly integrated and respectful appearance is given.



## ICON



The icon of the Woltank Group composed and recognised as key visual with the initial letter “W” inside.

We define the icon as secondary option, in case the primary logo is not suitable the icon can be used.



## ICON



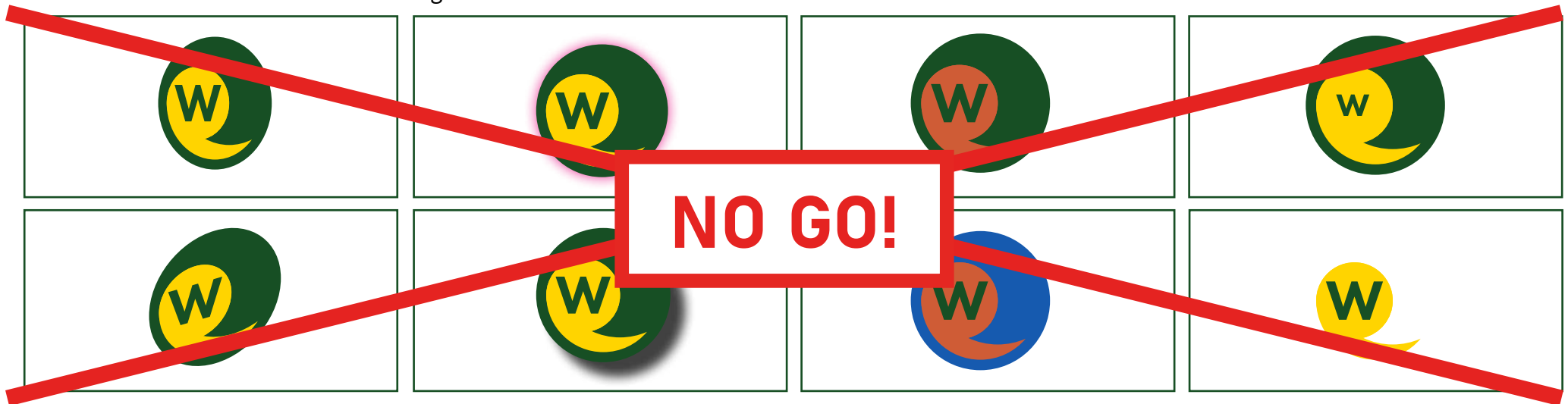
## DONT'S

Distortion / Tilt / Reflection

Visual effects behind / around the logo

Recoloring elements

Displacing or resizing



# COLOURS



## COLOURS



The colors of the logo are key elements of the brand and its essence. Make sure there are no wrong numbers or letters within the color code.



RGB  
24, 78, 36  
CMYK  
69, 0, 54, 69  
RAL  
6035  
PANTONE  
3537 C



| RGB        | CMYK          | RAL  |
|------------|---------------|------|
| 20, 61, 31 | 67, 0, 49, 76 | 6005 |



| RGB        | CMYK          | RAL  |
|------------|---------------|------|
| 29, 96, 46 | 70, 0, 52, 62 | 6002 |



RGB  
255, 211, 0  
CMYK  
0, 17, 100, 0  
RAL  
1023  
PANTONE  
109 C



| RGB          | CMYK         | RAL  |
|--------------|--------------|------|
| 251, 192, 12 | 0, 24, 95, 1 | 1003 |



| RGB          | CMYK         | RAL  |
|--------------|--------------|------|
| 255, 228, 91 | 0, 11, 64, 0 | 1018 |

# FONTS



## FONTS

### PROFESSIONAL PRINT

For the professional print and online appearance of the Woltank Group we chose a combination between the modern Bahnschrift font for headers / titles and Source Sans Pro as support for the body text.

Text highlights are generally allowed if the highlights are based on our corporate colors. However, this should only be used in rare occasions.

#### HEADERS, TITLES

BAHNSCHRIFT

BOLD, REGULAR, LIGHT, SEMIBOLD CONDENSED

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**(.,,:?!ß€&%@) 0123456789**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,,:?!ß€&%@) 0123456789

#### BODY TEXT

Source Sans Pro

Bold, Italic, Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**(.,,:?!ß€&%@) 0123456789**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,,:?!ß€&%@) 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

(.,,:?!ß€&%@) 0123456789



## FONTS



### PROFESSIONAL PRINT EXAMPLE

# I AM A POSITIVE TITLE FOR PRINT MATERIAL

Ilis habus firiterfere quam simihic aperips, que in sena, etissentem quo  
et L. Omnimanum, ununum ducermis? Vales dem pratus? Nam tuita  
virtus et andenis fur pris, comnic occhiliu mursunt eratrum ad cata,  
turo ad Catus egerih interius etero et verfecut vil contellarei consultu  
sum, se aude receps, que horum Rompra re prorteas nost? Cupio esta  
dem furia desse miliciis, criterfir que in di,

#### Font settings:

##### Title:

Bahnschrift | Bold | Uppercase |  
Line height: 1:1 with font size.

##### Body:

Source Sans Pro | Regular

## FONTS



## OFFICE USAGE

### DAY TO DAY

Calibri  
Bold, Italic, Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**(.,:?!ß€&%@) 0123456789**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*(.,:?!ß€&%@) 0123456789*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:?!ß€&%@) 0123456789


And always keep in mind: **Think  
before you print.**


# STATIONARY



STATIONARY

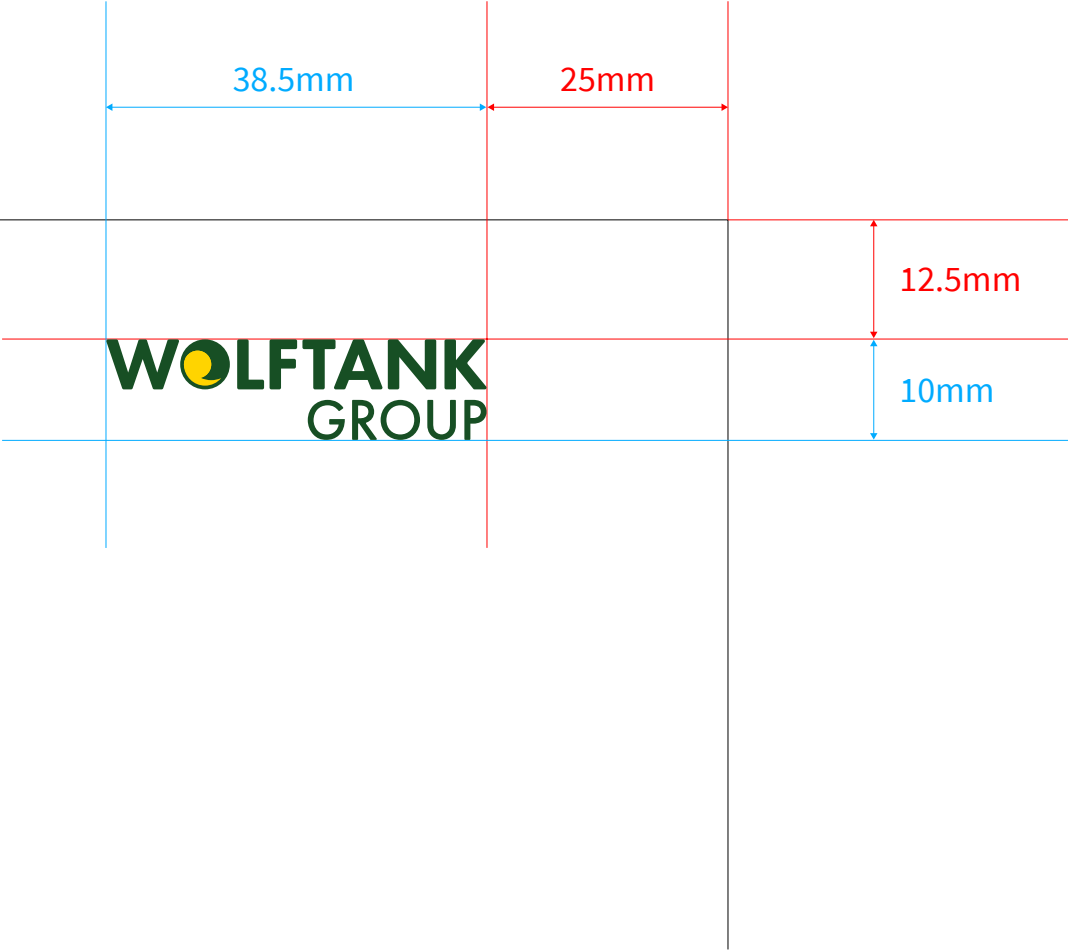






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Tel: +43 (0)21 345 726  
info@wolftank.com

www.wolftankgroup.com



# PHOTOGRAPHY



## PHOTOGRAPHY

Our photography aims to **capture** people and moments, rather than using them.

**NATURAL RATHER THAN ARTIFICIAL.**

**AVOID PHOTOGRAPHY THAT FEELS STAGED.**

**GENUINE SPONTANEITY AND VITALITY.**



## PHOTOGRAPHY



### CAPTURE EMOTIONS. DELIVER VALUES. AUTHENTIC.

Images should follow the deep values we are focused on, but also consider the technical area in which we operate. Showcase the benefits we give to our customers. For example, if you want to show a dispenser, give it some momentum and vitality.



## PHOTOGRAPHY

### CAPTURING REAL LIFE.



#### Good

Spontaneous and real moments where subjects are not obviously aware to be captured.

#### Bad

This photographs don't work very well as the composition seems extremely staged.



## PHOTOGRAPHY

### CAPTURING BENEFITS.



#### Good

Deliver our product and its benefits clearly and give it some momentum.



#### Bad

Obviously composed or unreal images.

## PHOTOGRAPHY

### INTERVIEWS



#### Good

Capture them from the front with enough space for additional edits on the right. Keep it real and authentic. Smile.

#### Bad

These sceneries don't work very well for us not being left sided and out of frame.

**OTHERS**



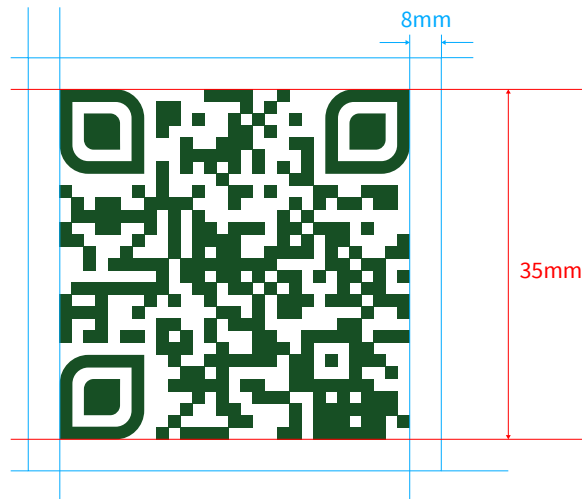
## QR CODES

QR codes are generally a great choice for a quick mobile access of various information.

We prefer the usage of equally designed QR codes and therefore also support our core branding.

For the best result we suggest a minimum size of 35mm width and a safe zone of at least 8mm.

Find all available pre-generated QR codes online within our media and utility area.



**Wolftank Group Homepage**

If you wish to have a new QR code please contact us:

**[communication@wolftank.com](mailto:communication@wolftank.com)**

## DIGITAL



Profile picture  
throughout all of  
our social media  
presences



**#ournewhashtag**

**WOLFTANK**  
GROUP

**#ournewhashtag**

**WOLFTANK**  
GROUP

Less is more - we prefer our social media headers or thumbnails focused.

## QUOTES

### Font settings for quotes:

#### Title:

Bahnschrift | Semibold condensed |  
Line height: 1:1 with font size

#### Name:

Bahnschrift | Semibold condensed |  
Line height: 1:1 with font size

#### Role

Bahnschrift | Light condensed |  
Line height: 1:1 with font size

“Lorem ipsum dolor sit amet,  
consectetuer adipiscing elit, sed”

Max Mustermann  
Mustermann role

“Lorem ipsum dolor sit amet,  
consectetuer adipiscing elit, sed”

Max Mustermann  
Mustermann role



# **WOLFTANK GROUP**

## **BRAND MANUAL**



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