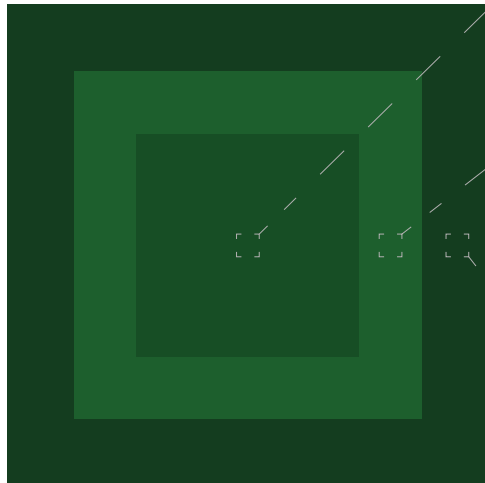


WOLFTANK GROUP

▶ **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.

WOLFTANK
GROUP

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.

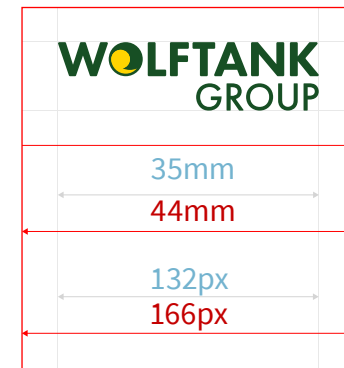
communication@woltank.com



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). 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



Placing the colored logo on colored backgrounds or photos



LOGO



LOCAL REGIONAL BRANDS

We define our identity also through regional brands.

Local regional brands emphasise and ease the access of local stakeholder to the Group.

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

Shorter country names

WOLFTANK
ITALY

Longer country names

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



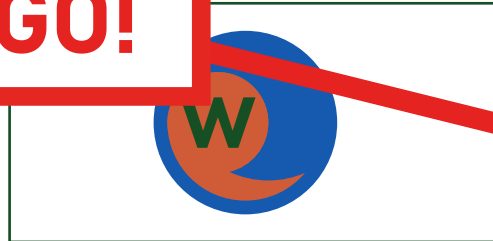
Visual effects behind / around the logo



Recoloring elements



Displacing or resizing



NO GO!

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



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



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



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



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

FONTS



FONTS

PROFESSIONAL PRINT

For the professional print and online appearance of the Wolf tank 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

Source Sans Pro
Bold, Italic, Regular

BODY TEXT

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 egernih interius etero et verfecut vil contellarei consultu sum, se aude receps, que horum Rompra re prortea 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
(.,:?!β€&%@) 0123456789**

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

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

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


STATIONARY



STATIONARY

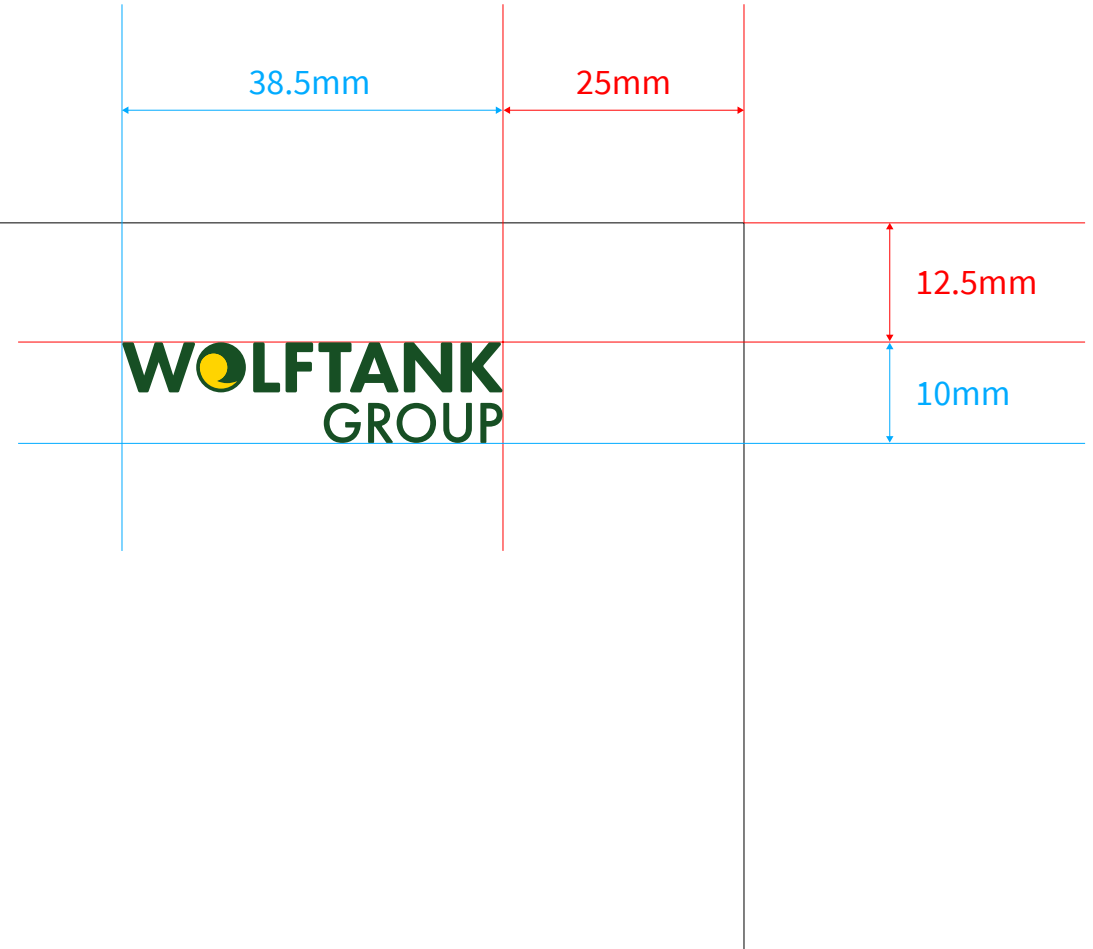


WOLFTANK GROUP



Wolf tank Group
Grabenweg 58, 6020 Innsbruck, Austria
Tel: +43 (0)31 345 736
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



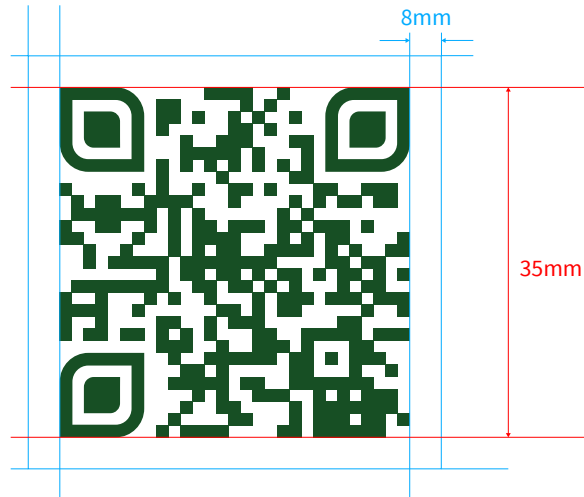
QR CODES

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.



Wolf tank Group Homepage

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

communication@wolftank.com

DIGITAL



Profile picture throughout all of our social media presences



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

WOLFTANK GROUP

BRAND MANUAL



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