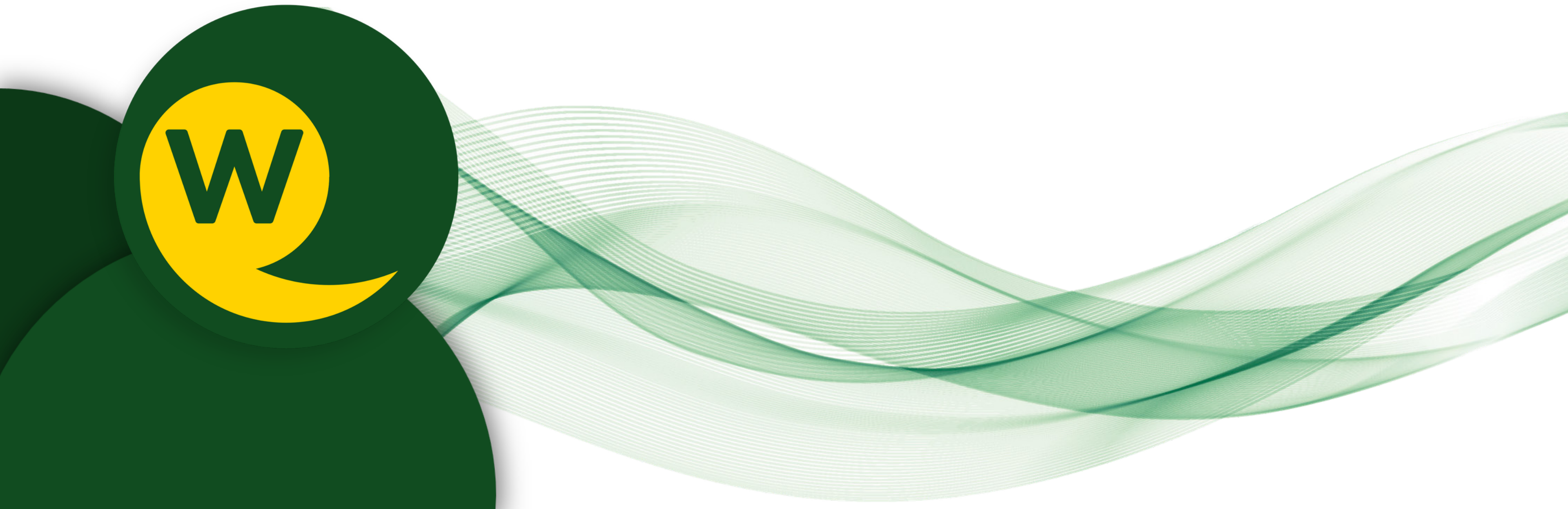


Brand Guideline

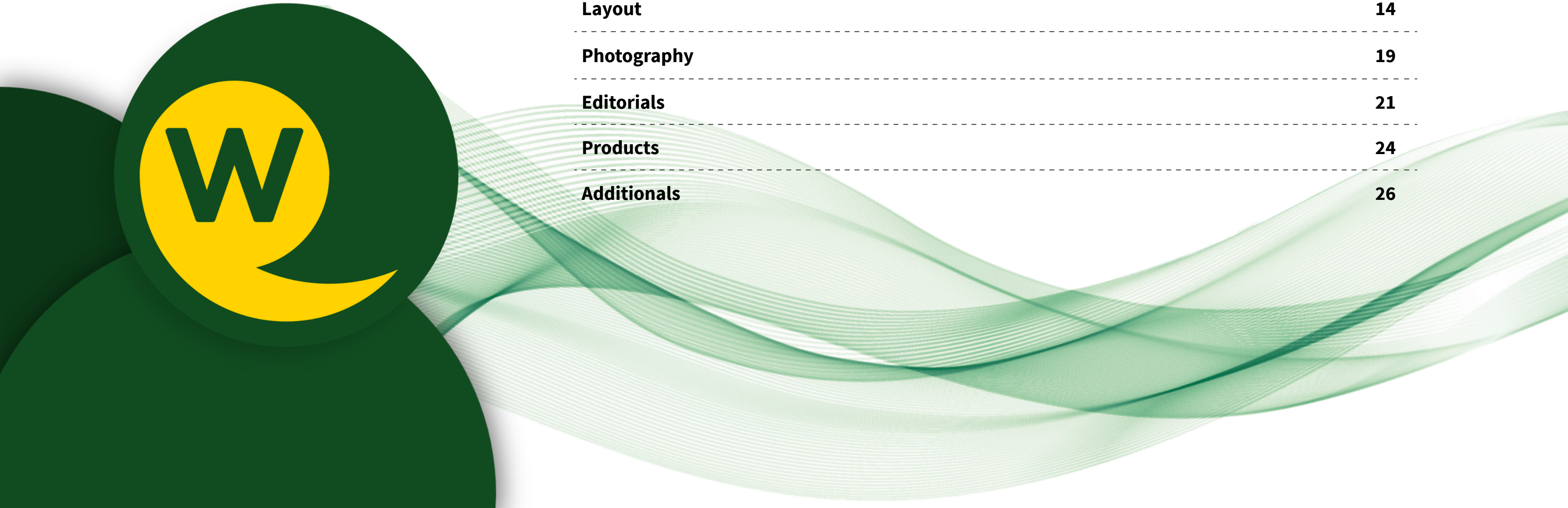
WOLFTANK
GROUP

WOLFTANK GROUP



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Brand Guideline

THE BRAND

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.

The logo for WOLFTANK GROUP is displayed. The word "WOLFTANK" is in a bold, dark green, sans-serif font. The letter "O" is replaced by a stylized key visual: a dark green circle with a yellow crescent shape inside, resembling a wolf's head or a tank turret. Below "WOLFTANK", the word "GROUP" is written in a semi-bold, dark green, sans-serif font.

Brand Guideline

LOGO

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.

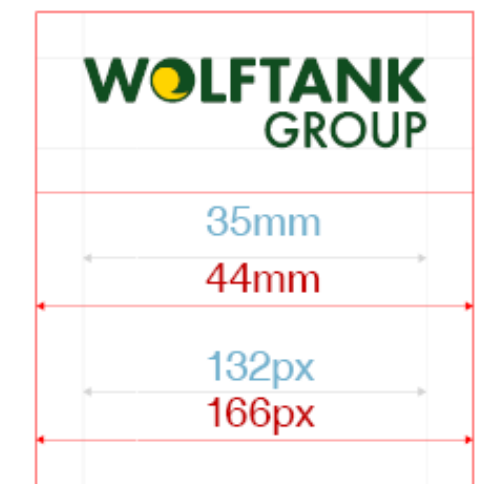
communication@woltankgroup.com

WOLFTANK
GROUP



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

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



LOGO VERSIONS

WOLFTANK
GROUP

WOLFTANK
GROUP

WOLFTANK
GROUP



Brand Guideline

BRAND HIERARCHY

Wolftank Group operates according to the so-called “**Master House Brand Concept.**” Wolftank Group serves as the umbrella brand, under which regional brands, subsidiaries, and product brands are positioned. These brands support one another by increasing visibility, exposure, and opportunities for inter-company collaboration.

In all cases, however, it is essential to preserve the value and recognition of the Group brand and to consistently follow the established brand hierarchy across all marketing materials.

This approach ensures a **strong, consistent**, and **unified corporate identity** throughout the Group.

WOLFTANK
GROUP

WOLFTANK
GROUP

WOLFTANK
AUSTRIA

WOLFTANK
DEUTSCHLAND

WOLFTANK
FRANCE

WOLFTANK
ITALY

WOLFTANK
IBERIA

 MARES

Ostellato
ambiente

 **Petrotecnica**
TERRA THERAPY

WOLFTANK
ROVERETA

WOLFTANK
SHANGHAI

Sirigenera
RECUPERO RISORSE AMBIENTALI

WOLFTANK
USA

Our strong product brands:

adisa **DOPA**[®]

Brand Guideline

BRAND HIERARCHY

With a few practical examples, the concept of Woltank Group as the so-called umbrella brand becomes more accessible and provides a clearer picture of what it really means.

The fact that subsidiaries are clearly part of the Group is beneficial in both directions: subsidiaries can leverage the Woltank Group brand for their local activities, while Woltank Group can leverage the local brands to build additional trust and credibility with clients, especially for larger projects. Main communication channels, such as LinkedIn and corporate news, remain covered by the Woltank Group brand.

WOLFTANK
GROUP

Using the umbrella brand core concept in practice, here as an email banner.



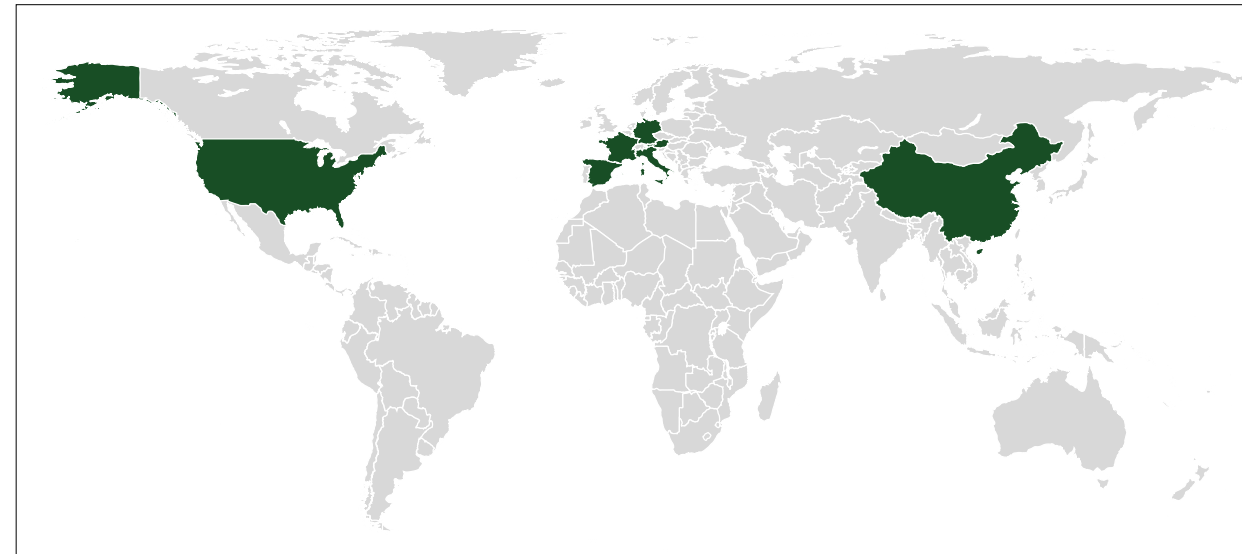
An example of the recently published Environmental Policy.



An example how to disclose the strong product brand "DOPA" within the image.

OUR BRANDS AND SUBSIDIARIES

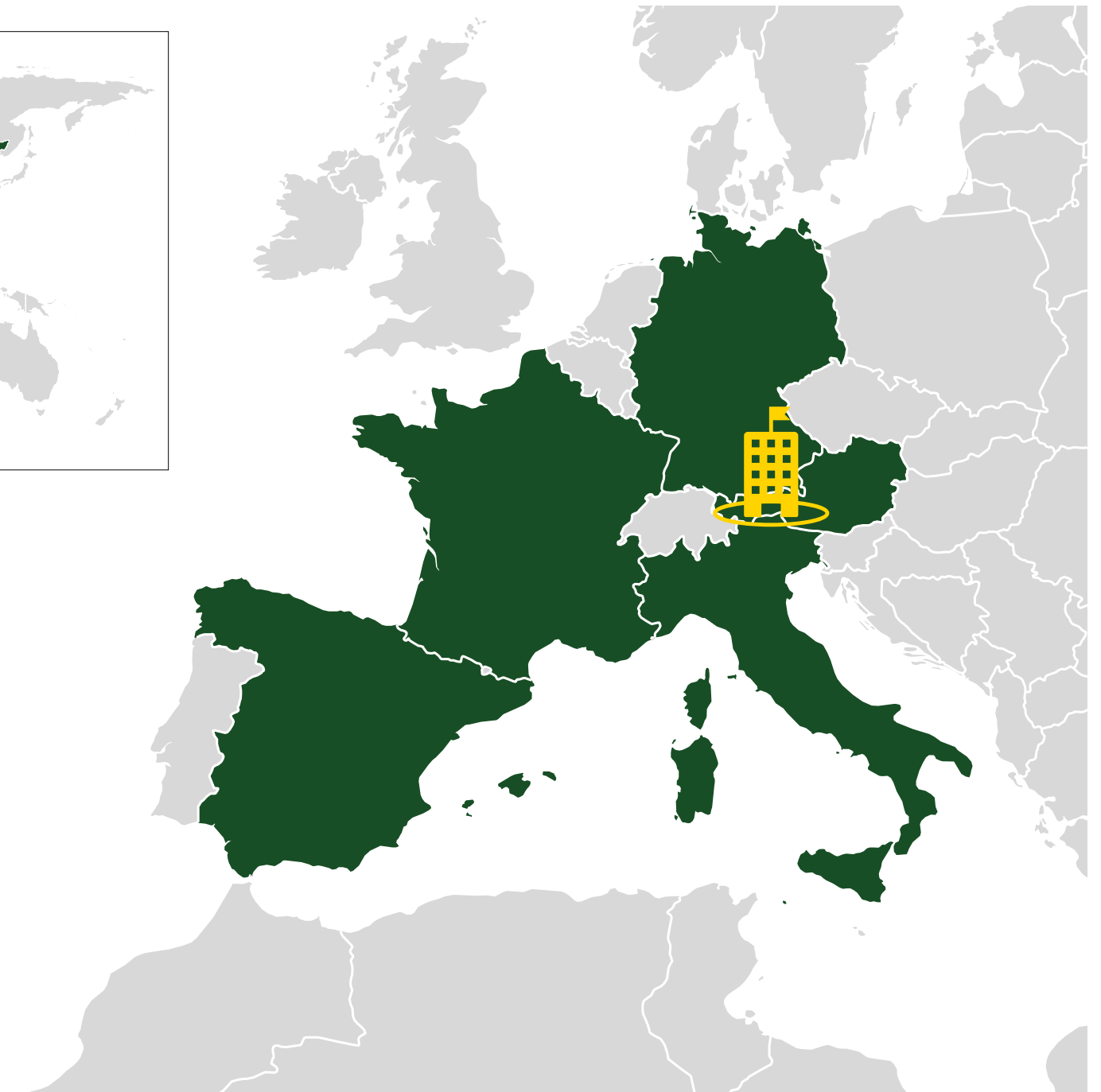
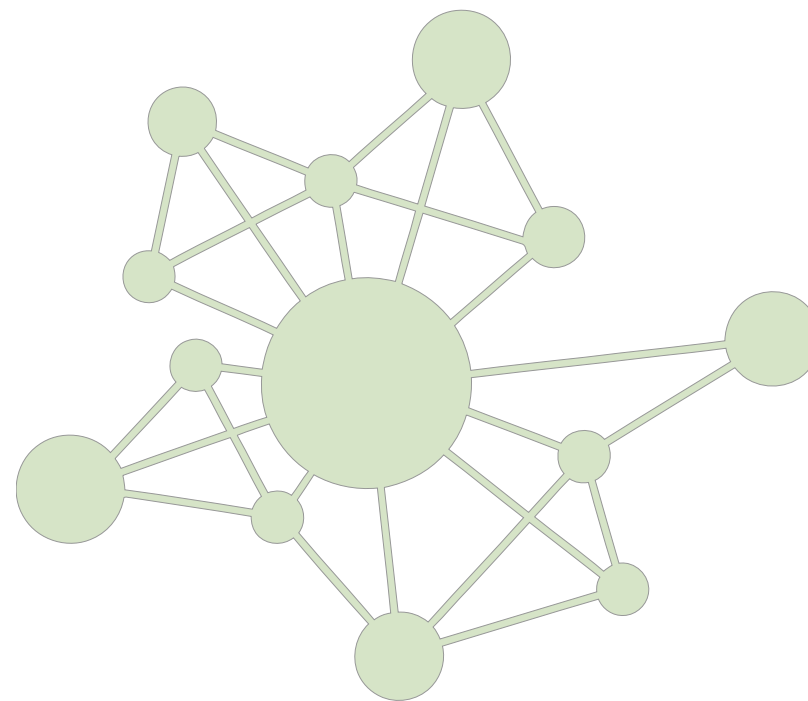
The headquarter of the Wolftank Group is in **Innsbruck, Austria** and core industrial business spans from USA to China (Shanghai), whereas Europe is the central area of activity in **building a clean, safe environment for future generations.**



WOLFTANK
GROUP



Wolftank Group AG
Leopoldstraße 2, Innsbruck
A-6020, Austria



DONT'S

The Wolf tank 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 manner.

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@wolftankgroup.com).

The usage of the Woltank Group logo is without exceptions only allowed in the correct formats and variations.

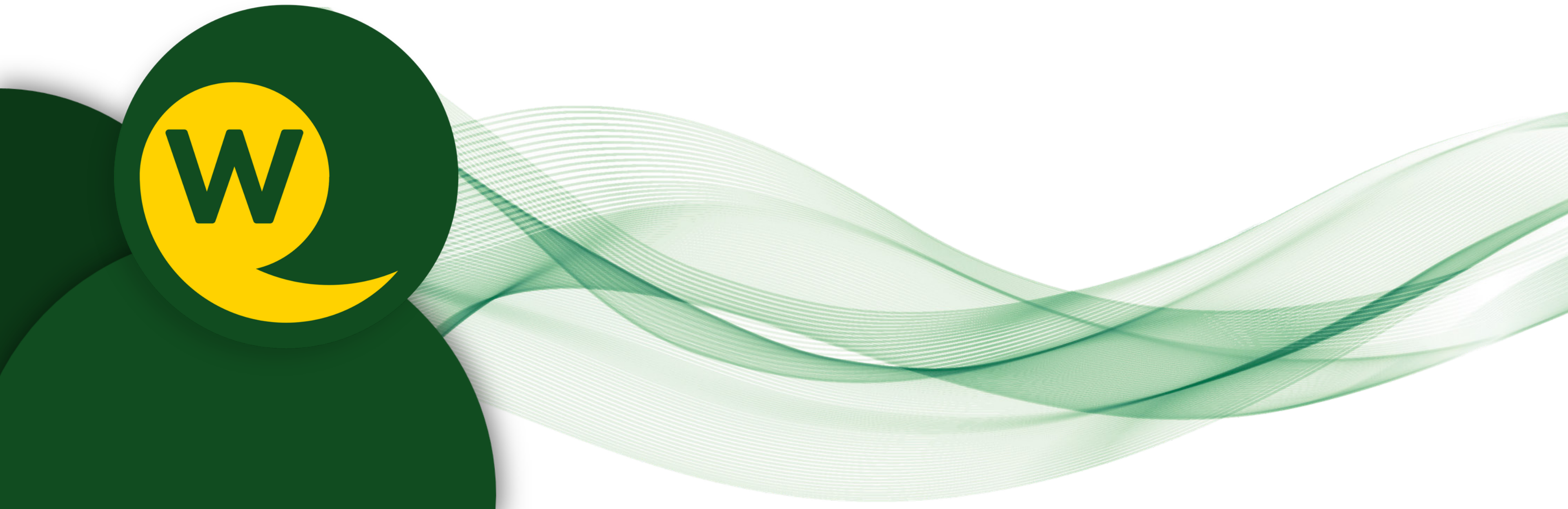
No element shall be changed or modified on your on behalf. Skewing, clipping, coloring, twisting or any other modification is strictly forbidden.



 Brand Guideline

COLORS

WOLFTANK
GROUP



Brand Guideline

COLORS AT A GLANCE

GREEN

RGB 24, 78, 36

CMYK 69, 0, 54, 69

RAL 6035 (or 6002)

closest approximation RAL

YELLOW

RGB 255, 211, 0

CMYK 0, 17, 100, 0

RAL 1023

closest approximation RAL

Secondary

Mist Grey

HEX #EEF0EC

RGB 238, 240, 236

CMYK 1, 0, 2, 6

Sage Green

HEX #9BBF78

RGB 155, 191, 120

CMYK 19, 0, 37, 25

Graphite

HEX #252A26

RGB 37, 42, 38

CMYK 12, 0, 10, 84

Accent Colours | Use selectively to complement the primary palette

Mist Blue

HEX #DCE5E8

RGB 220, 229, 232

CMYK 5, 1, 0, 9

Terracotta

HEX #EC953B

RGB 236, 149, 59

CMYK 0, 37, 75, 7

Deep Navy

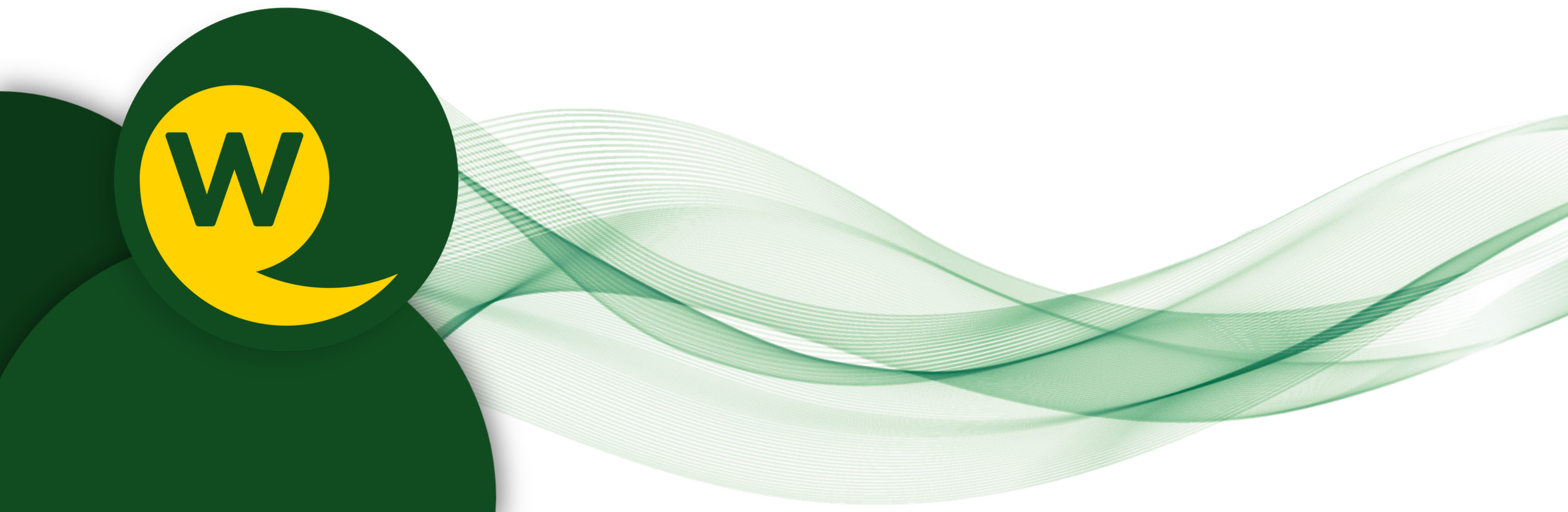
HEX #202D37

RGB 32, 45, 55

CMYK 42, 18, 0, 78

 Brand Guideline

TYPOGRAPHY



TYPOGRAPHY | PRINT

Title

BAHNSCHRIFT BOLD CONDENSED | 26-72PT

Used for primary titles and headlines, depending where it is applied - look and feel is primary key driver for font sizing in the title.

Heading

BAHNSCHRIFT BOLD CONDENSED | 16 - 18PT

Used for section headers, dividers or highlights within the editorial context.

Subtitle

Source Sans Pro Bold | 14 - 16 pt

Used for subtitles and subheadings.

Body

Clean and readable body text for all paragraph content across documents and presentations. | **11pt**

Used for paragraphs and general content

Quote / Caption

Emphasised or attributed text | 11pt

Used for pull-quotes, captions, and footnotes

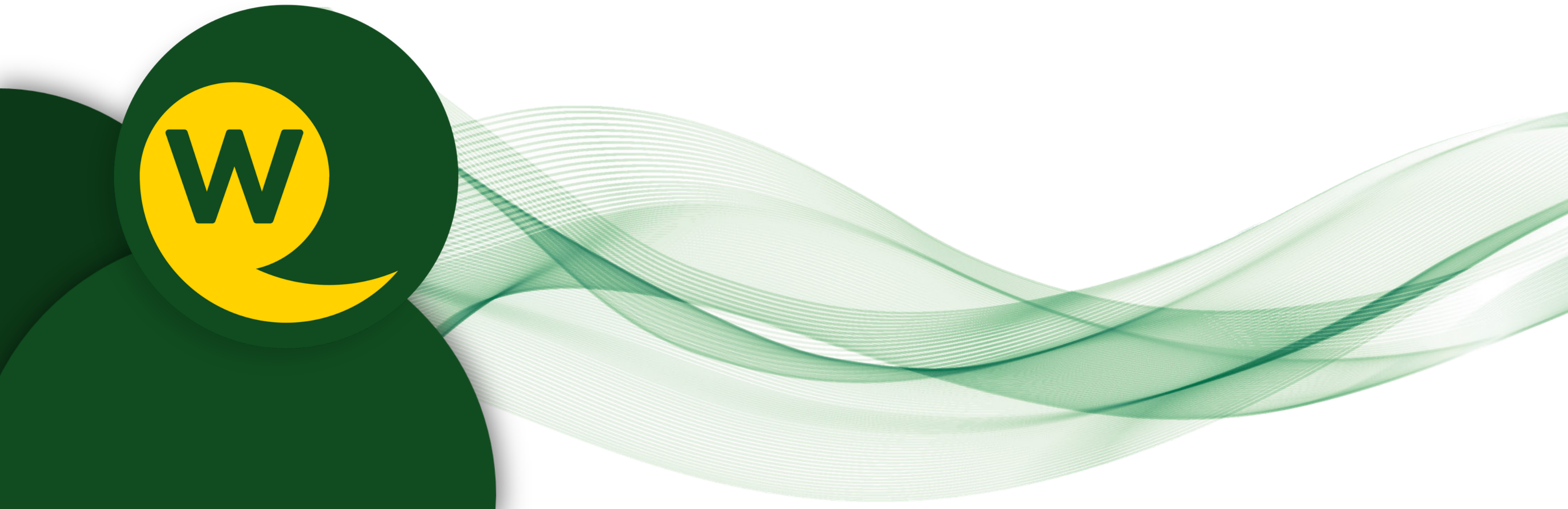
Office Documents

For our daily business we use and keep using **Calibri** throughout all documents. It is amongst the most user-friendly fonts and pre-installed on every machine.

 Brand Guideline

LAYOUT

WOLFTANK
GROUP



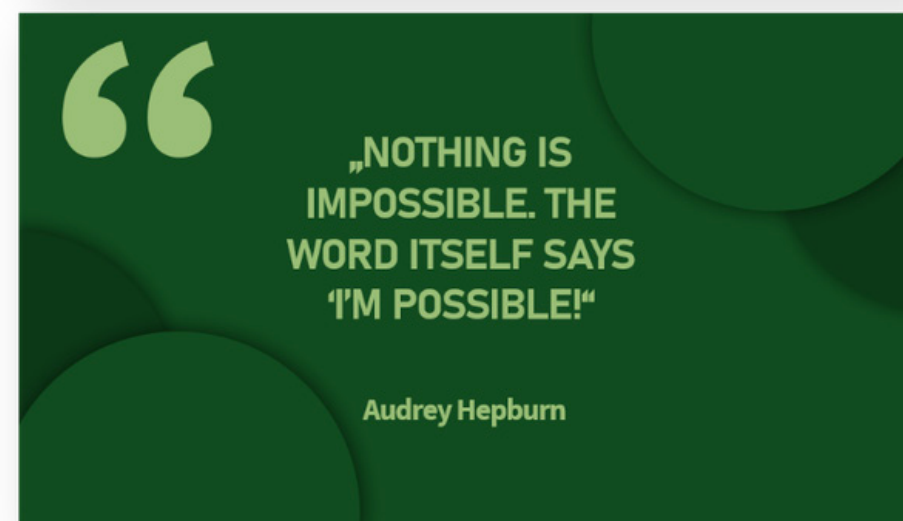
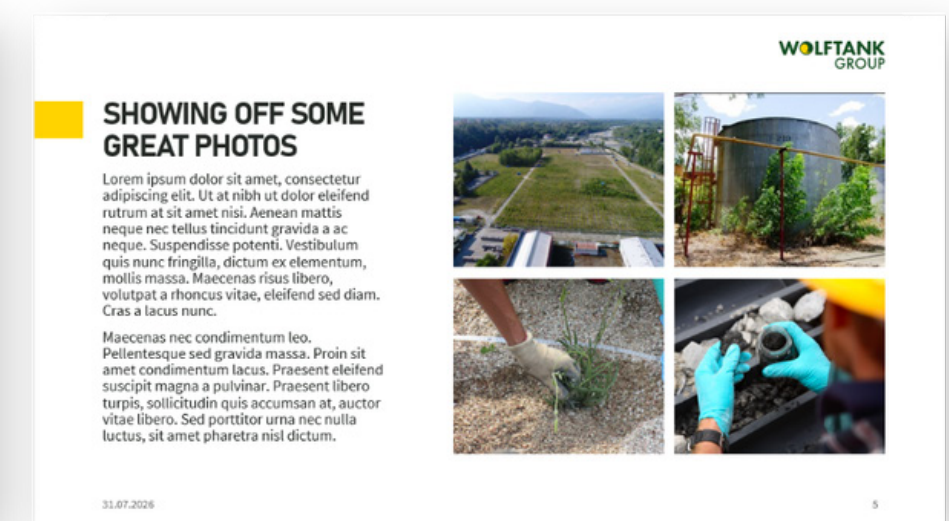
PRESENTATIONS

Prioritize Readability: Maintain a clean, uncluttered layout with ample white space to ensure maximum readability and visual appeal.

Concise Messaging: Get straight to the point. Embrace the "less is more" philosophy to avoid overwhelming the audience with heavy text blocks.

Clear Intent: Structure your information logically to showcase your primary message and objectives immediately.

High Visibility: Ensure the Wolftank Group brand, as well as the specific project you are presenting, stand out prominently and consistently across all slides.



TYPOGRAPHY | PRESENTATIONS

Title

BAHNSCHRIFT BOLD CONDENSED | 40 TO 60PT

Used for primary pages like separators, quotes and standalone statements.

Heading

BAHNSCHRIFT BOLD CONDENSED | 28PT

Used for inner page slides of a section. See image 2.

Subtitle

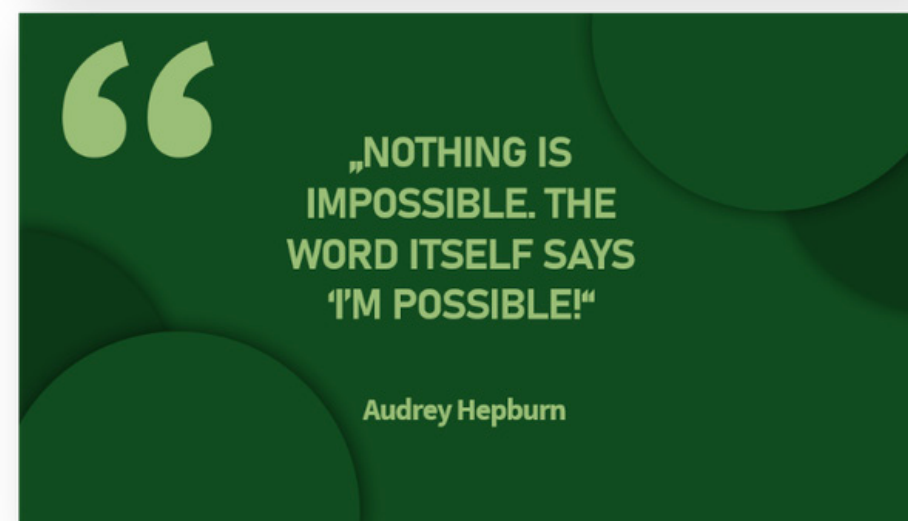
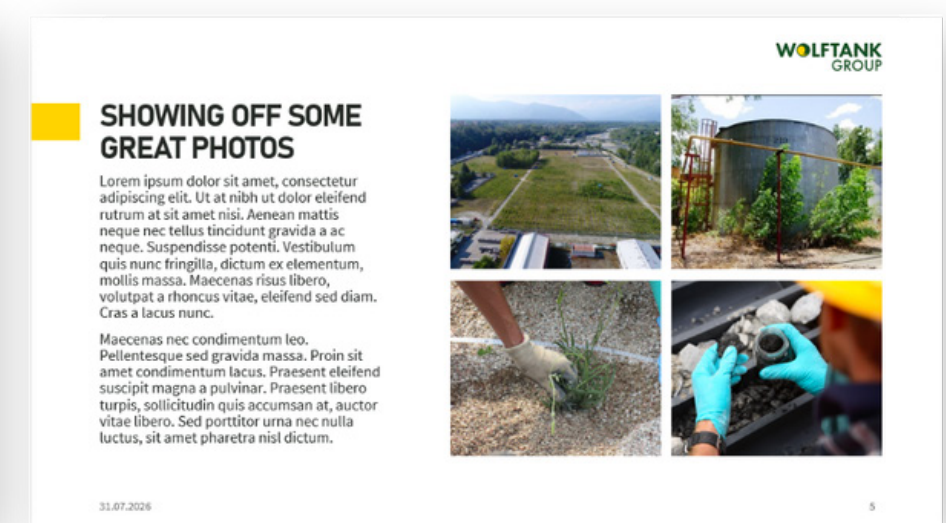
Source Sans Pro Bold | 21 to 24pt | Sage Green

Information which supports the title and needs to stand out or give contrast.

Body

Source Sans Pro Regular | 16 to 18 pt

Used for paragraphs and general content.



A glance at the presentation template

TYPOGRAPHY | DOCUMENTS

Title

CALIBRI BOLD UPPERCASE | 26-72PT

Used for primary titles and headlines, depending where it is applied - look and feel is primary key driver for font sizing in the title.

Heading

CALIBRI BOLD UPPERCASE | 16-18PT

Used for section headers, dividers or highlights within the editorial context.

Subtitle

Calibri Bold | 14 - 16 pt

Used for subtitles and subheadings.

Body

Clean and readable body text for all paragraph content across documents and presentations. | **11pt**

Used for paragraphs and general content

Quote / Caption

Emphasised or attributed text | 11pt

Used for pull-quotes, captions, and footnotes

Office Documents

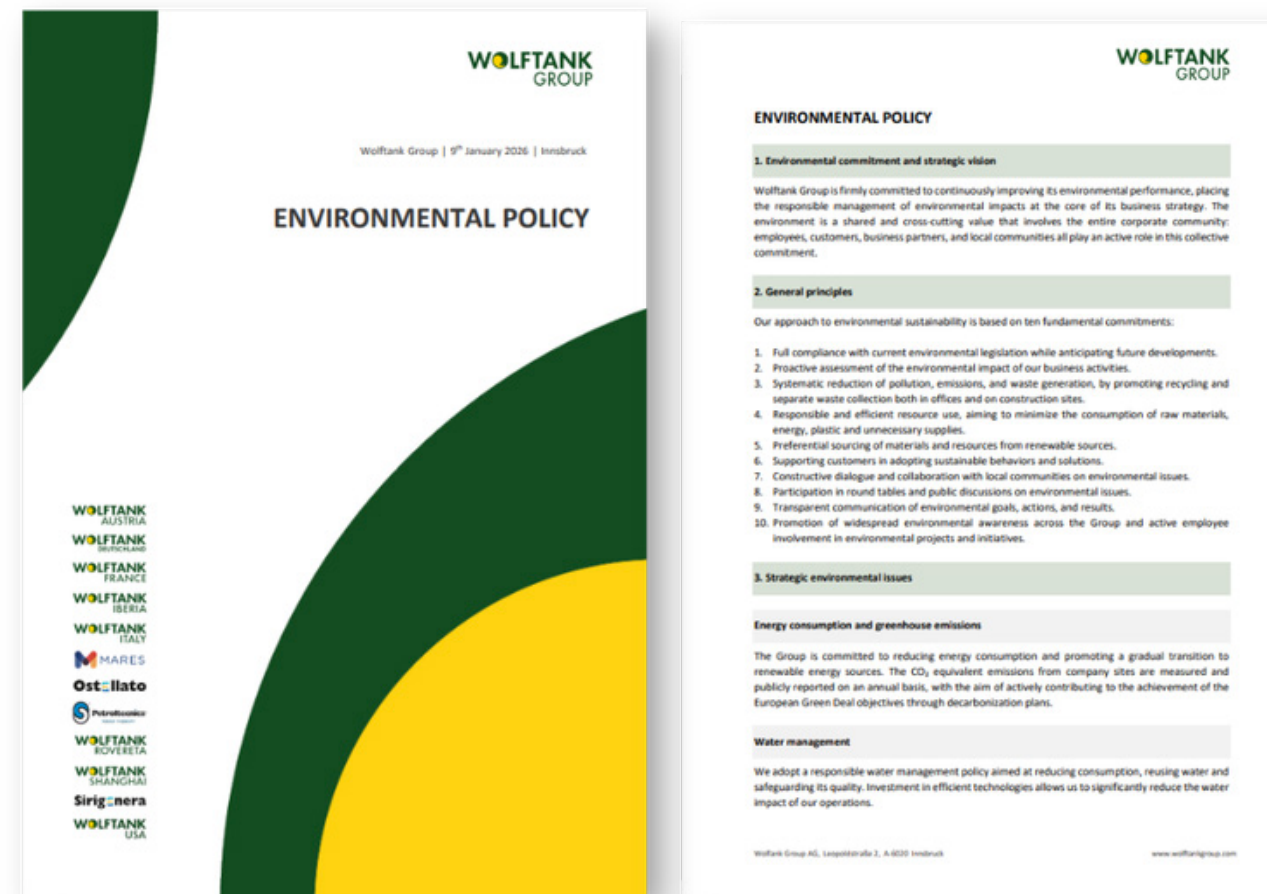
For our daily business we use and keep using **Calibri** throughout all documents. It is amongst the most user-friendly fonts and pre-installed on every machine.

Brand Guideline DOCUMENTS

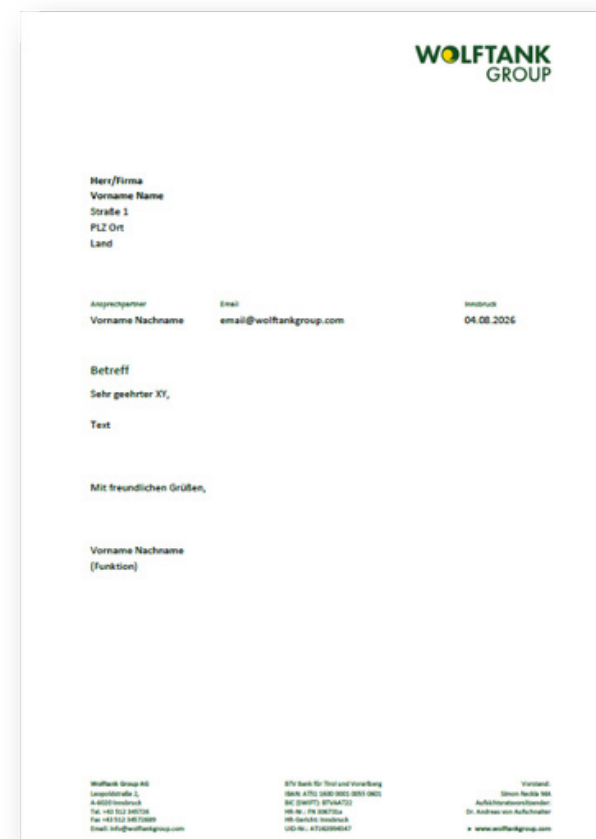
Authorized templates only: All official correspondence and reports must strictly use authorized templates to ensure absolute consistency across the organization.

Approved letterheads: Ensure all letterheads are approved and accurately represent the Woltank Group brand.

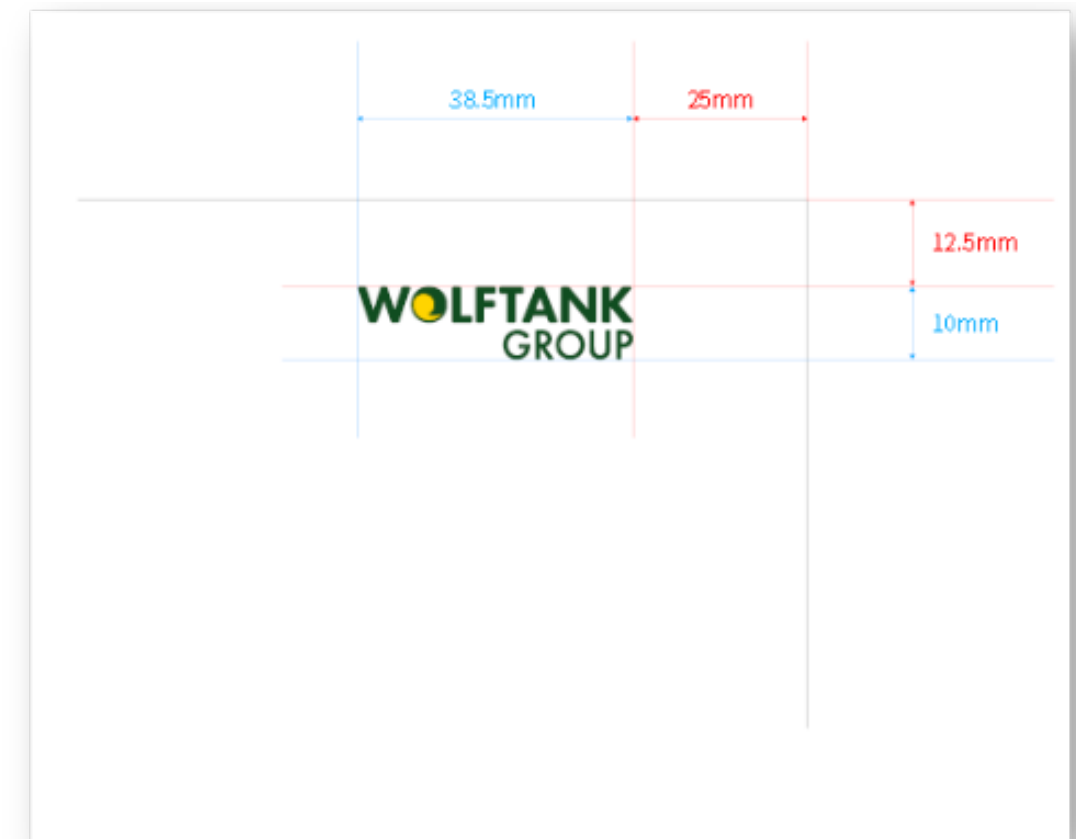
Standardized headers, footers, and brand colors must be used or in case of a new one, approved by the Groups Communication Team, to make the company's identity stand out respectfully.



Example of the new Environmental Policy.



Letter template

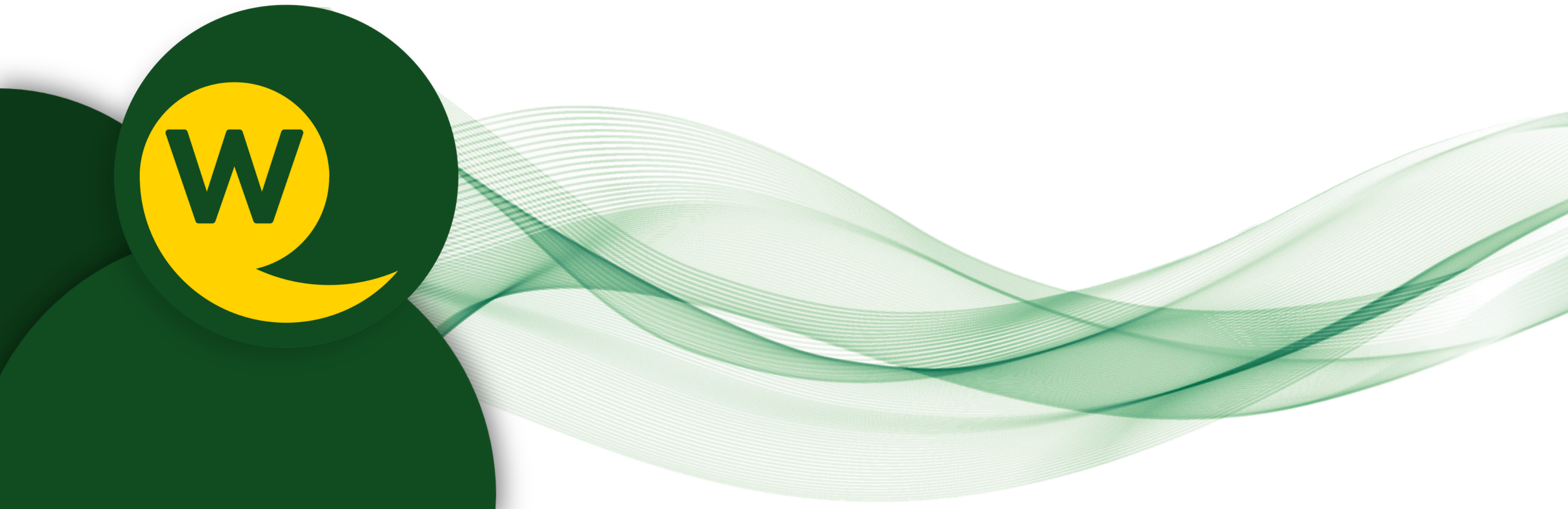




Brand Guideline

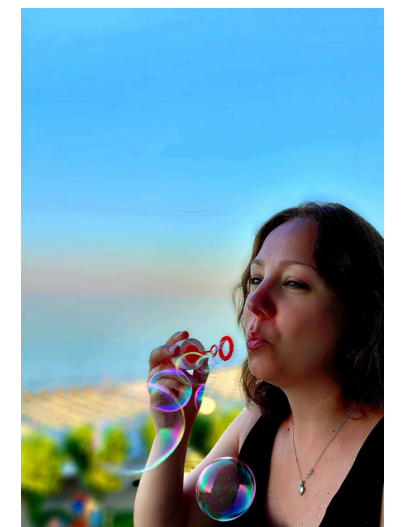
PHOTOGRAPHY

WOLFTANK
GROUP



PHOTOGRAPHY

- Natural rather than artificial.
- Avoid photography that feels staged.
- Genuine spontaneity and vitality.
- Show yourself and our product.
- Bring the project into the spotlight.

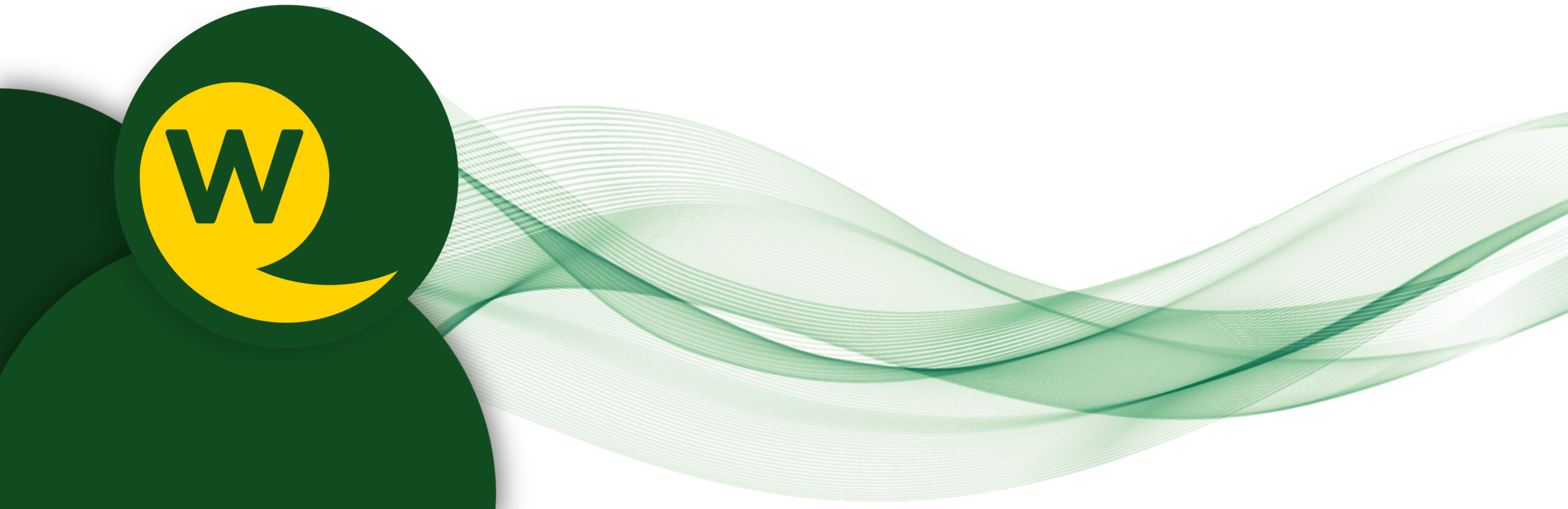




Brand Guideline

EDITORIALS

WOLFTANK
GROUP



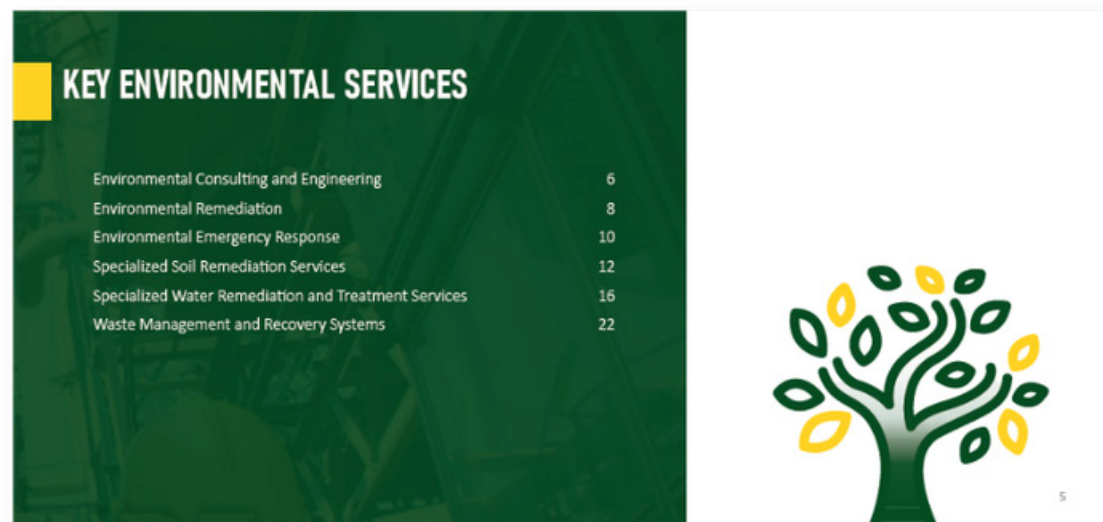
Brand Guideline

BROCHURES

Our Brochures are printed in **DIN LONG** format which provides a handy format to take away and position at exhibitions.

We currently serve brochures for:

- Environmental Services
- Hydrogen & Renewable Energies
- Industrial Coatings & Maintenance



Example of the tree to fill the blank space and further support the overall service of Environmental activities.



Brochures as of today are crafted in the format DIN LONG - consistently having the same front and last page depending on the business area.

Key visuals can be used for specific use cases, such as the tree, supporting the overall context of environmental services. Carefully placing them to provide a great look and feel and further support the message, product and look and feel.



Since the core of Environmental Services lays in Italy, here is a good example how to credit the local brands within a corporate brochure under the umbrella brand WolfTank Group.

BUSINESS CARDS

While business cards are the key of leaving a contact and trace behind to reach out to you, we also provide scannable V-Contacts on the backside of our business cards.

Thus are created also easily via QR Code Monkey by selecting the appropriate tab and filling out the information of the contact person.

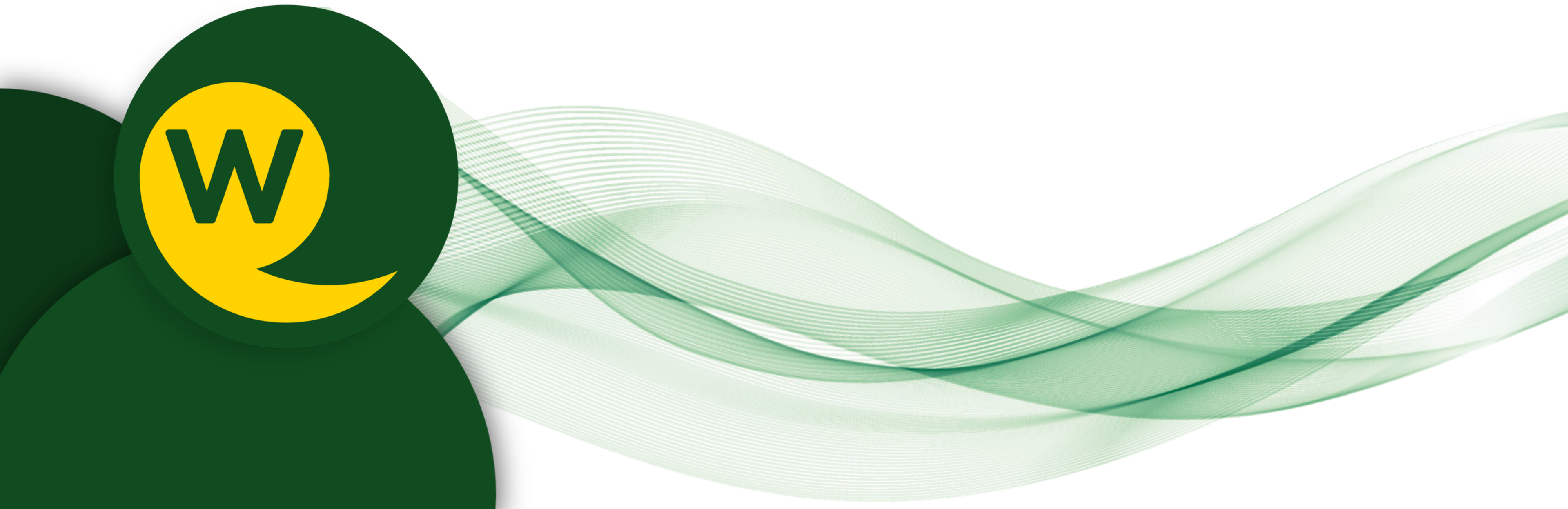
Templates are available on our centralized corporate communication Teams folder.



 Brand Guideline

PRODUCTS

WOLFTANK
GROUP



PRODUCT BRANDING - A FEW EXAMPLES



An example of our WolfTank H2 Dual Dispenser in corporate colors - branded as WolfTank product. Please refer to the color section for more information.

*Powered by sticker, easy to apply and standing out - minimum measurements should be **10x10 cm**. Consider ordering stickers which are suitable for outside usage and weather resistant.*



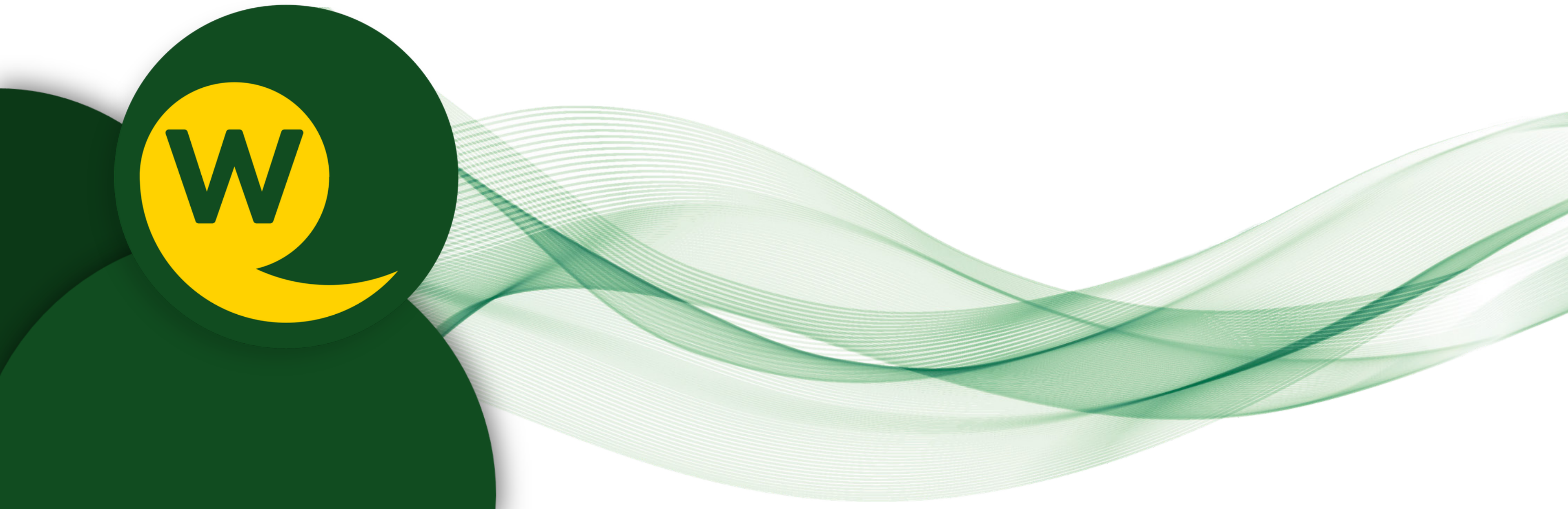
The stickers for the monitoring control unit which comes mostly with a DOPA installation.



 Brand Guideline

ADDITIONALS

WOLFTANK
GROUP



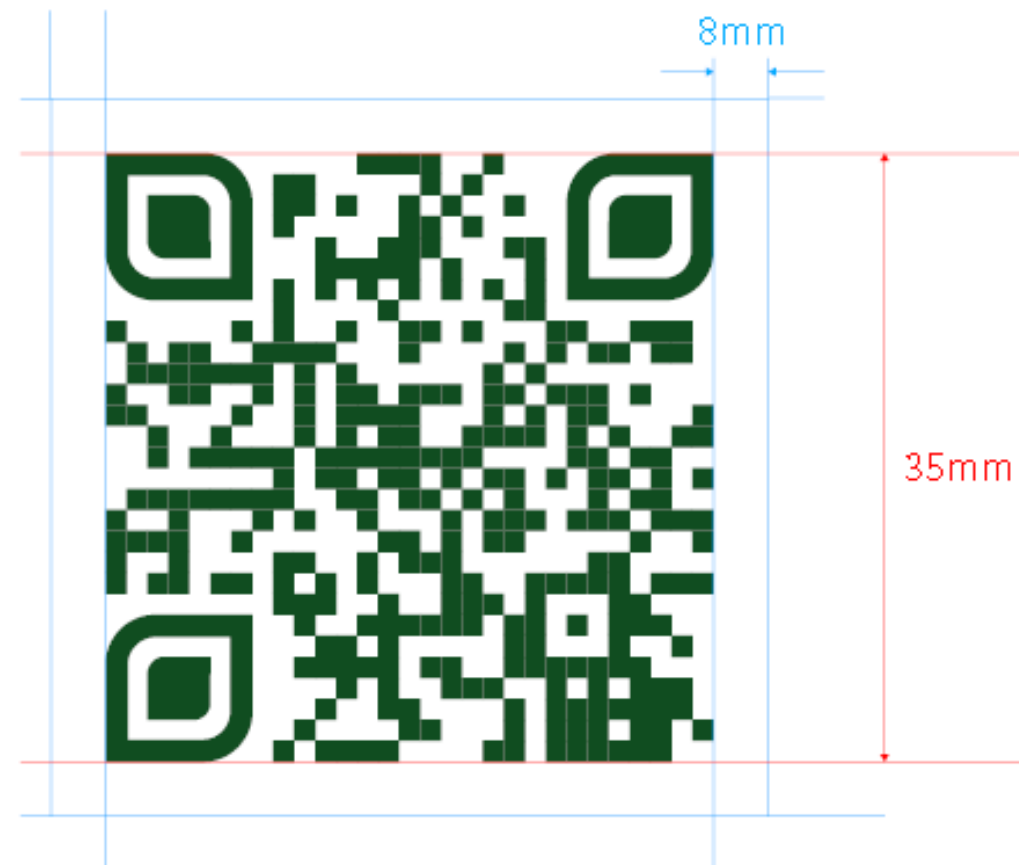
QR CODES

Our QR codes follow a strict format and design. Thus, can be created manually or by using the free service of <https://www.qrcode-monkey.com/>

Color: #184e24 (or if needed any other corporate color which suits the design).

Settings and visual appearance as seen beside can be easily set by following the settings of QR Code Monkey.

In order to make them scannable easily, a minimum measurement shall be considered while it is best to always opt for the scalable SVG format (Vector).



Wolftank Group Homepage

Brand Guideline

PRINTS

First impressions matter, and our corporate presentation folders are designed to make a bold one.

Our professional print identity relies on featuring our key visual oversized and in its striking original colors, creating a dynamic, energizing contrast against clean white or neutral backgrounds.

Whether you are crafting a concept internally or navigating a supplier's online design tool, preserving the absolute clarity and prominence of the Woltank Group logo is non-negotiable.

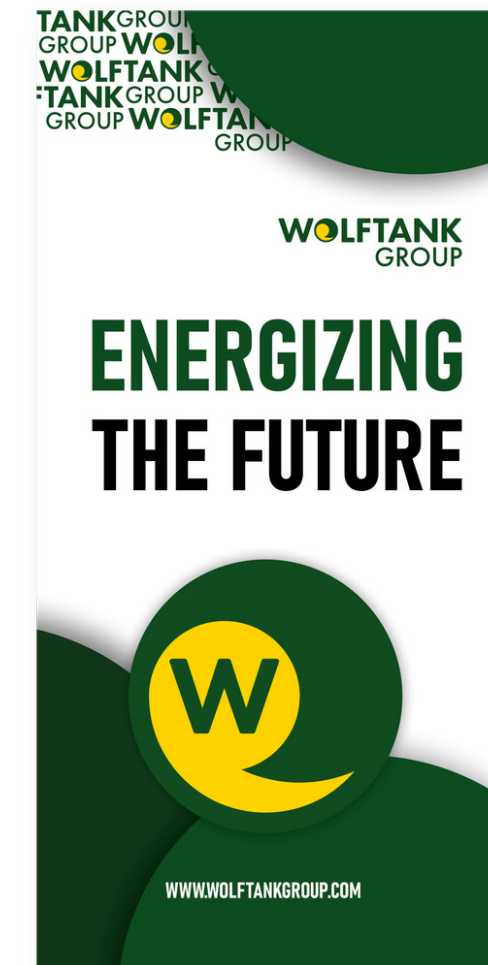
A document folder



An example of a document folder



Rollups



Our corporate standard rollup, available as template in the Corporate Comms Teams Folder.



An example using a target key visual linking to our Environmental Services page while positioning local brands respectfully and maintain corporate recognition.

PRINT BANNERS

There are several local regulations to additionally take place. Please take them into consideration. We provide two different variations of banners: Green and in contrast, the white one.

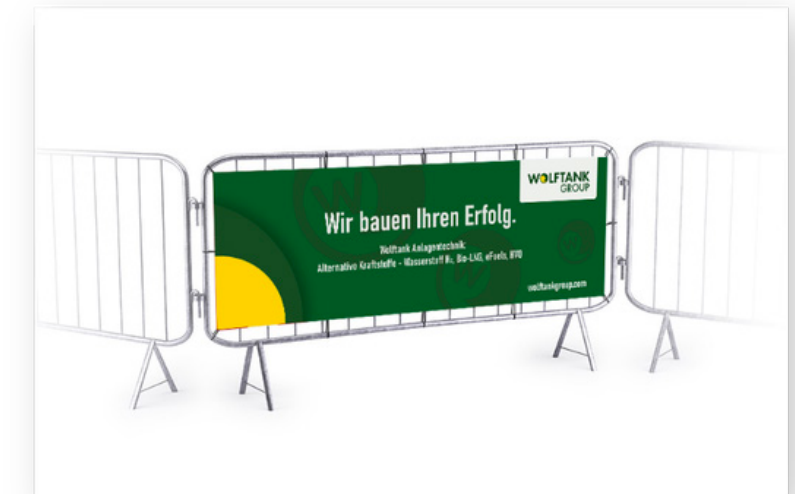
For bigger construction site banners:*

- Hemmed, 20 eyelets all around
- Format: 340 x 173 cm
- Material: 280 g - 300g recycled mesh banner
- Colors: 4/0 color (single-sided CMYK)

For the fences:*

- Hemmed, 12 eyelets all around
- Format: 215 x 73 cm
- Material: 280 g - 300 g mesh fabric
- Colors: 4/0 color

*based on Flyeralarms data



“

**„A QUOTE HIGHLIGHTED IN
CORPORATE COLORS AND
DESIGN, NON INVASIVE BUT
STANDING OUT“**

BY NAME SURNAME