

WOLF

ESTD 1834

GRAPHICS STANDARDS MANUAL

2018/2019

INTRODUCTION

THIS BOOK IS AN OVERVIEW OF THE VISUAL AND EMOTIONAL LANGUAGE OF THE WOLF BRAND.

IT SHOWS WHAT WE DO AND HOW WE DO IT. USE THIS AS A GUIDE FOR CREATING EACH WOLF EXPRESSION.

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BRAND POSITIONING

THE WOLF BRAND HAS A LONG-STANDING HERITAGE AND A REPUTATION OF CRAFTSMANSHIP, INNOVATION AND QUALITY. IT DRIVES EVERYTHING WE DO AND GIVES THE BRAND CLEAR FOCUS. THE WOLF BRAND REPRESENTS PROTECTION FOR SOME OF PEOPLE'S MOST PRECIOUS POSSESSIONS.



LOGO GUIDELINES

The WOLF logo design denotes the simple elegance of a company that was established in 1834. Altering the WOLF marque in any way is not an option. The logotype uses a custom designed typeface and should not be altered.

The logotype and the “estd 1834” signature, together create the WOLF marque. Together these form the most significant feature of the WOLF product and corporate identity and should be used on all aspects of marque communication. The WOLF logo should never be altered, tilted, distorted or manipulated on any application.

The logo consists of the word "WOLF" in a large, bold, black, custom sans-serif typeface. Below it, the text "ESTD 1834" is written in a smaller, black, all-caps sans-serif font. The "ESTD" is in a lighter weight than the "1834".

WOLF
ESTD 1834

LOGO GUIDELINES

In order to gain maximum visibility, the WOLF logo should always appear with a minimum area of clear space around the logo. This area should be free of any type or graphic element. Using mean-line height of the letter “W” of the logotype as “x”, the clear space is a 1x area around the logo which should be clear of any type or graphic element. These rules apply to all usage of the WOLF lock-up on all mediums.

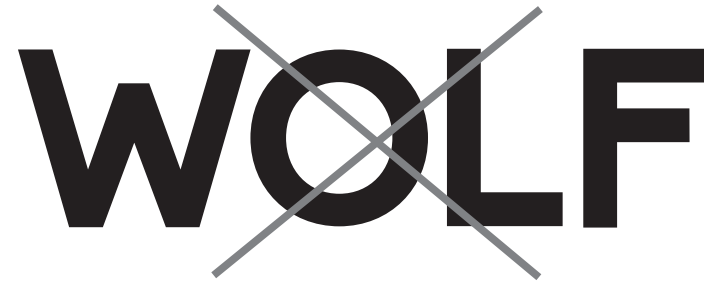


LOGO GUIDELINES

Give the marque space and keep it simple. Don't cover it with anything or distract it with busy backgrounds.

Don't add any words to the logo.

Keep the symbol marque and logotype proportionate to each other in size and positioning. Don't tilt, shift or switch. Don't crop, clip or squish.



- Never remove the Estd. 1834 from the marque logo.



- Never move Estd. 1834 to the top of the marque logo.

LOGO WITH TAGLINE

The Handmade for a Lifetime™ logo-type tagline is a custom designed signature.

The logotype is a lighter and smaller variation of the Gotham typeface and should not be replicated by attempting to retypeset it using the WOLF font.

WOLF
ESTD 1834

Handmade for a lifetime™

LOGO GUIDELINES

When applying the Handmade for a Lifetime™ logotype on applications it's important the WOLF, estd 1834 logo or proper brand service name accompany the custom designed signature.



Never place the Handmade for a Lifetime™ logotype tagline between the elements of the marque



Never move the Handmade for a Lifetime™ logotype tagline to the top of the marque

COLOUR

For all visual communications that relate to the WOLF master brand, black is the required colour for usage (or white when on a dark background). It has been chosen for its elegant, contemporary and premium nature.

Only email signatures, business cards, presentation folders and note cards will use the WOLF grey.

When the logo application is meant for print, always use CYMK colour mode.

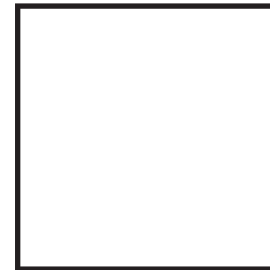
When the logo application is meant for web, or to be projected on any screen, always use RGB colour mode.

When the logo application is meant for print, always make sure the colour mode for blacks is CYMK at 100%.



Black:

C: 100
M: 100
Y: 100
K: 100



White

C: 0
M: 0
Y: 0
K: 0



Grey

C: 0
M: 0
Y: 0
K: 40

**LOGO APPLICATIONS BASED
ON BACKGROUND COLOUR**

The WOLF logo can only be printed on either white or black backgrounds, always using black or white.



WHITE OVER BLACK [C:0 M:0 Y:0 K:0]



BLACK OVER WHITE [C:100 M:100 Y:100 K:100]

TYPOGRAPHY

Gotham is WOLF's typeface and it's an important element of the brand's personality. It was chosen to give a distinct look that is both clean and bold. Using only Gotham as a primary typeface will help to develop a sense of consistency between all WOLF communications.

Because of its clear legibility and bold letter forms, it should be used for titles, headlines, sub-headers and body copy on all communications. There is both a light and bold weight for you to choose from. The light weight is preferred on print applications.

TYPEFACE:
GOTHAM LIGHT & BOLD

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z

a b c d e f g h i j k l m n o p q
r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

CORPORATE COMMUNICATIONS MATERIALS

Several corporate communications materials have been created for you. Please make sure to always use preprinted templates, as opposed to retyping your own, in order to protect the correct usage of the logo and other elements of the corporate identity.

WOLF
ESTD 1834

September 6, 2016

John Smith
The White House
1600 Pennsylvania Avenue, N.W.
Washington, DC 20500

Dear Mr. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudinum lectorum. Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum.

Sincerely,

Simon Wolf
CEO.

WOLF1834.COM

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WOLF
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John Smith
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Washington, DC 20500

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SIMON WOLF
CEO
TEL: +1 310.473.0012 EXT:111
EMAIL: SIMON@WOLF1834.COM

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EMAIL SIGNATURE



SIMON WOLF / CEO

EMAIL: SIMON@WOLF1834.COM

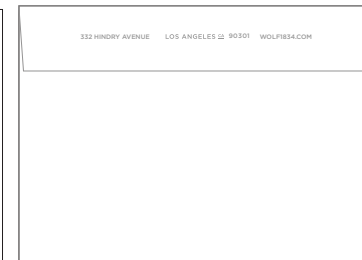
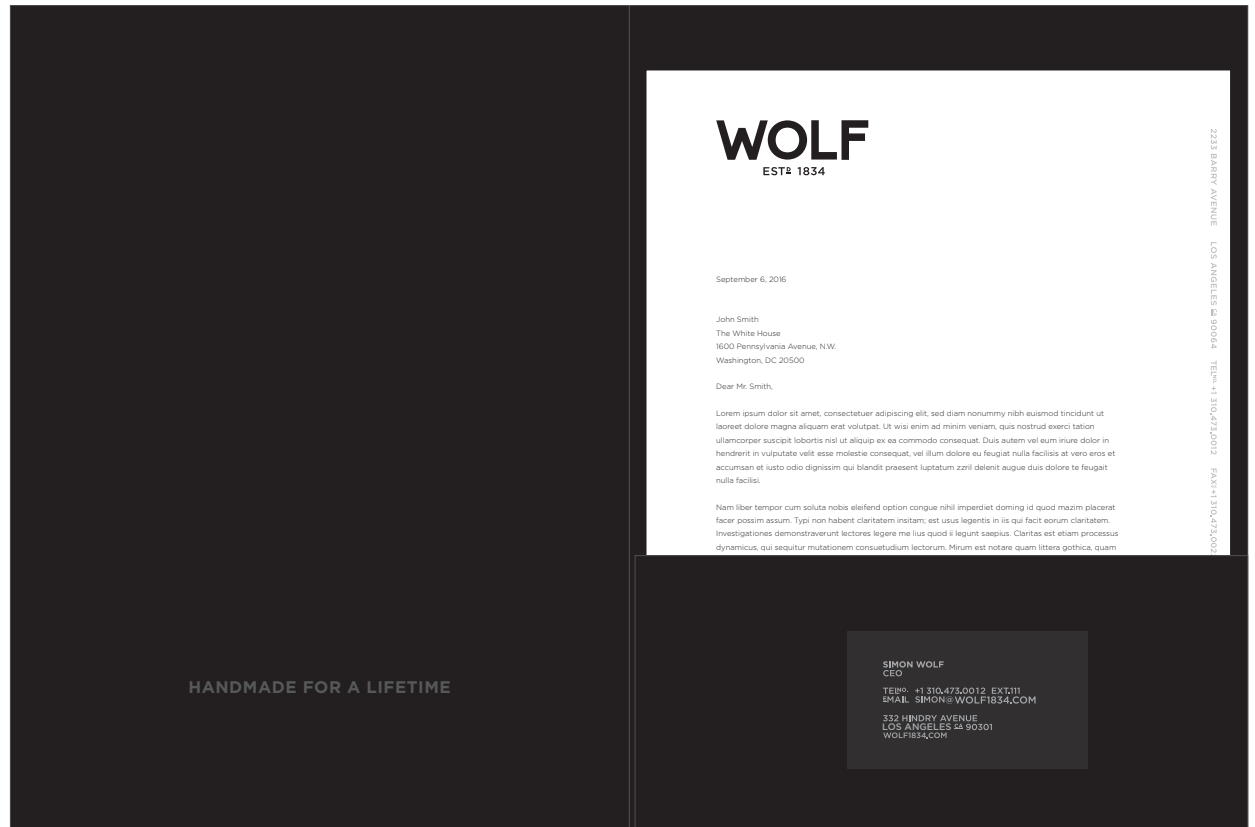
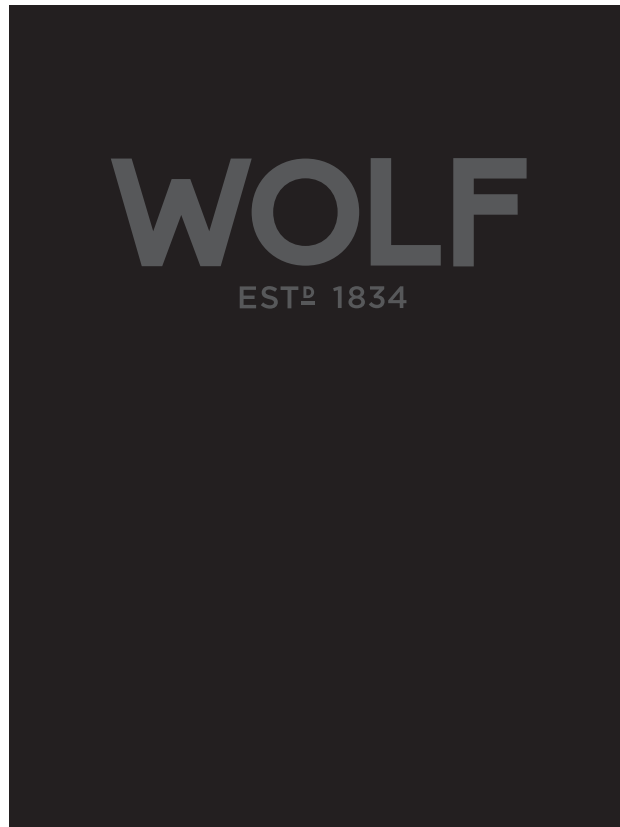
TEL: +1.310.473.0012 / FAX: +1.310.473.0022

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ADDITIONAL CORPORATE COMMUNICATIONS MATERIALS



BROCHURES, FLYERS AND BANNERS

When creating brochures, flyers, banners or any other print pieces, make sure you always use the appropriate size, leading and weight of the typography, and please place all elements like headlines, subheads, copy and photography within the designated areas.

Header: Gotham Black/ Font Size: 30pt/ Leading: 36pt

Copy: Gotham Book/ Font Size: 12pt/ Leading: 18pt

Product Title: Gotham Bold/ Font size: 7pt/ Leading 11pt
Product Info: Gotham Light/ Font size: 7pt/ Leading 11pt

BLAKE

Traditional with a contemporary flare, Blake makes a bold statement. Genuine leather and mindful engineering protects the manly things in life for today's gentleman. This collection takes design, function and attention to detail to a whole new level.

SINGLE WINDER

WITH STORAGE

Item: 4606
8" W x 10" D x 10" H
20.5 x 25.5 x 25.5 cm



PHOTOGRAPHY

Make sure all product photographs visually describe the subject matter in a clean, clear and interesting manner, using as few props as possible. Be mindful of clear focus, reflections or glare that could bring the attention of the viewer away from the product.

Always aim to find angles that allow the viewer to get a sense of depth and dimension, and make sure you light the product correctly in order to allow proper separation from the background. Always make sure you capture high resolution shots that can be scaled down in order to allow space for type.



PHOTOGRAPHY

The art direction for hero photography expresses the uniqueness and craftsmanship of the WOLF brand. Hero shots do not require all products to be open. Instead, focus on the shapes, textures and try to arrange products in geometrically beautiful compositions. The final image, however obtained, should feel aspirational and provide an emotional link between the “hero” subject and the WOLF customer.

PALERMO

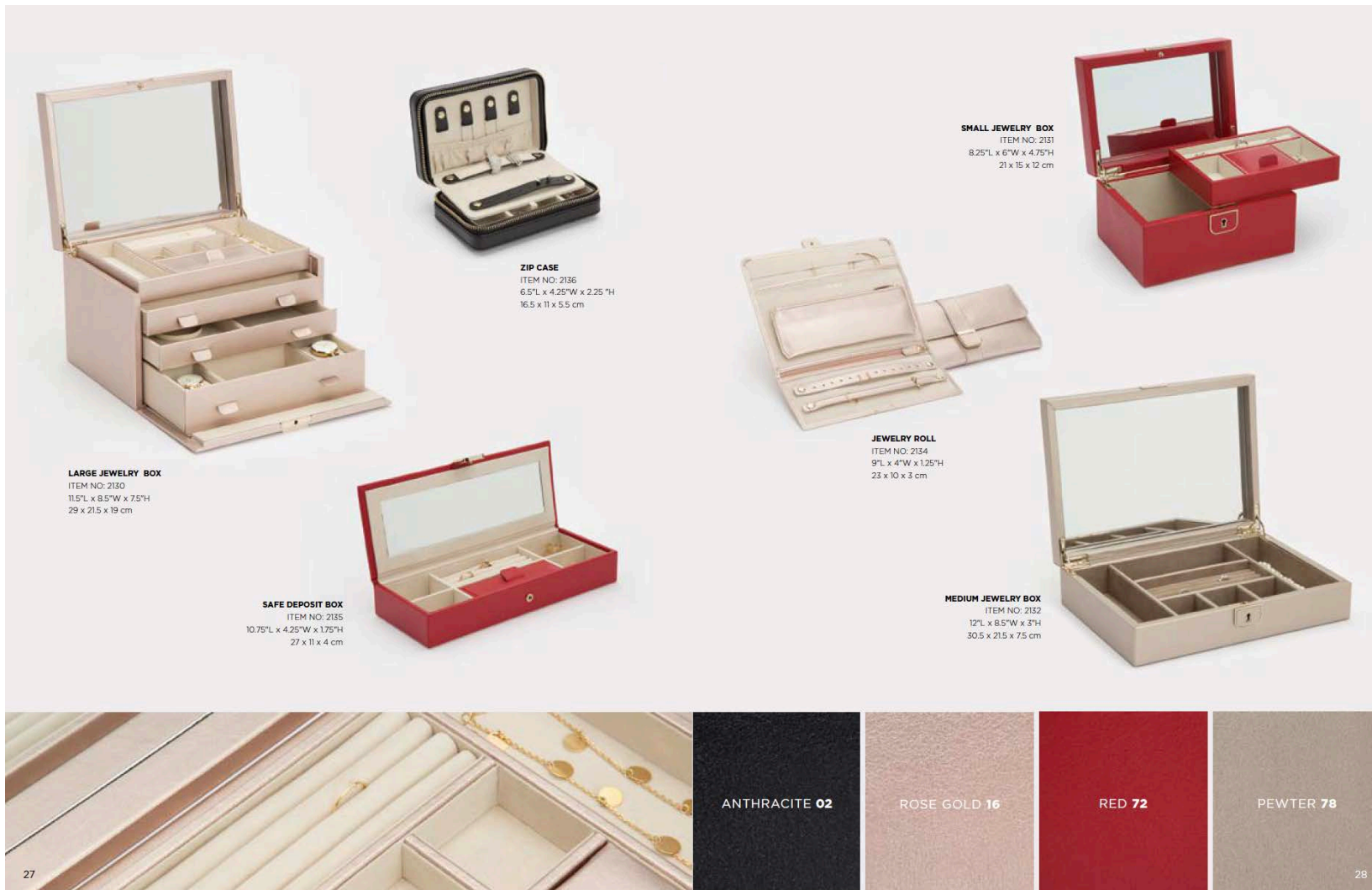
Beauty and color, something our friends in Italy know all about, comes to life in our Palermo collection. Soft leathers enhance this classic collection that includes recessed locks and hinges lined with LusterLoc™ to protect your jewelry from tarnishing for more than 35 years.



PHOTOGRAPHY

When shooting collections, make sure to include every SKU, mix in all the available colours, and allow enough space between products to create a clean, clear and interesting composition. Use as few props and jewellery as possible. Remember, it's all about the product.

The integral link between the customer and the WOLF brand, the watch rotators and jewellery boxes, should be portrayed as premium and iconic. Lighting should be crisp and clean.





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