

BRAND BOOK

April 2021/ v1

The logo for 'Wolf Bread' is rendered in a playful, bubbly, pink font with thick black outlines. The word 'wolf' is positioned above the word 'bread'. The letters are rounded and have a slight 3D effect. The 'o' in 'wolf' and the 'o' in 'bread' are particularly prominent, with the 'o' in 'bread' having a small dot inside it. The overall style is fun and approachable.

wolf
bread

CONTENTS

Logo

Typography

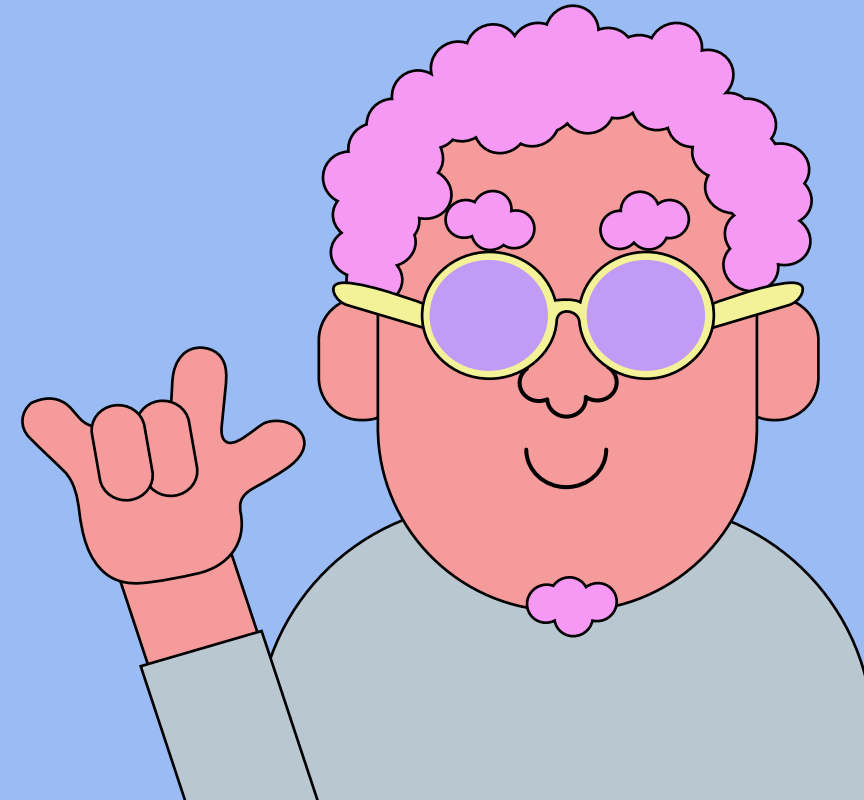
Colour

Graphic Elements

Illustrations

Visual Usage

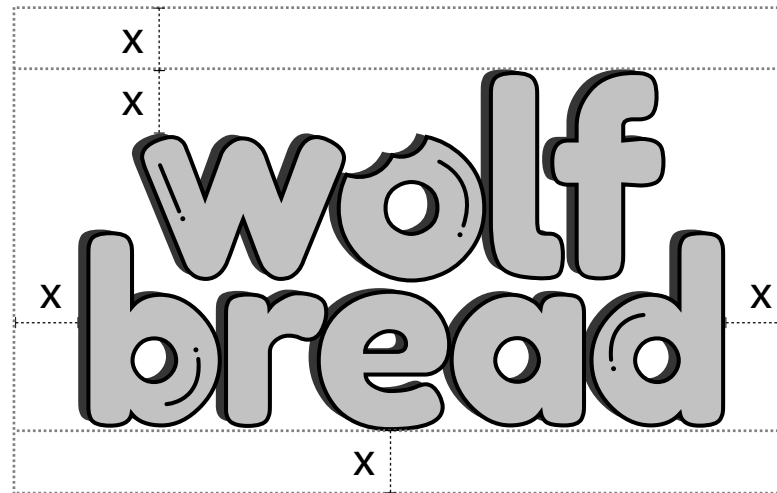
Collaterals/Merch





Catering to the idea of 'kids having fun', the bubbly type looks edible with a bite into the 'O' which also looks like a donut. Bread and dough, being slang for money is incorporated in the overall visual idea of this silhouette.

SAFE SPACE



X is the height between the top of w and l
Safe space around the logo should be x from each side.



Basic White versions of logo with and without shadow



Basic Black versions of logo with and without shadow



wolf
bread

wolf
bread

wolf
bread

COLOURED VERSIONS OF LOGO WITH SHADOW

wolf
bread

wolf
bread

wolf
bread



Do not use shadow logo without highlights



Do not change spacing



Do not stretch or skew the logo



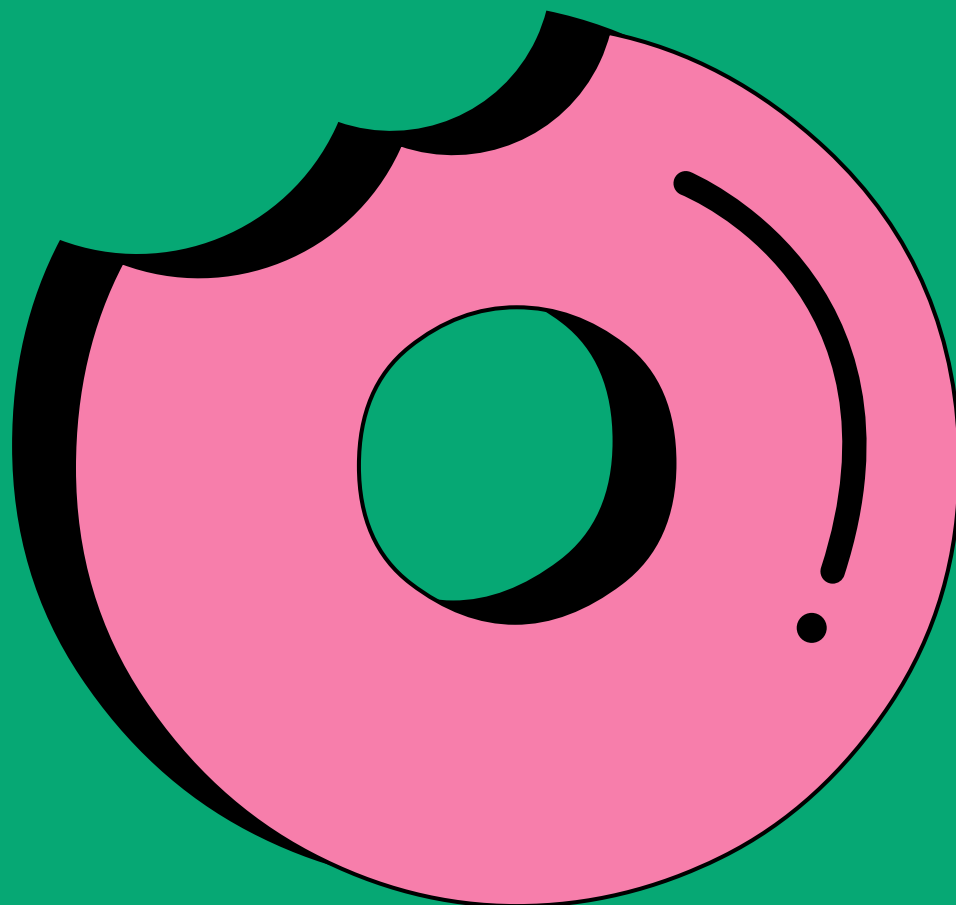
Do not shift bite mark on other letters



Do not use logo with low contrast



Do not use logo with gradients



LOGO MARK

wolf
bread

Font

Weight

Typesetting



Overall Brand Usage

Ivy Journal
Avenir

Ag

Bold

Ivy Journal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

Regular

Ivy Journal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

Medium

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

Oblique

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

Title

Article Title

Lead

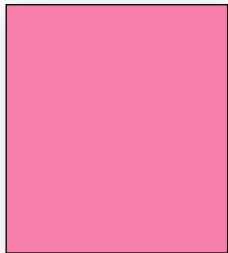
Lorem ipsum dolor sit amet, coct
tuer adipiscing elit, sed dia nonu

Paragraph

Lorem ipsum dolor sit amet, consectetuer adipiscing
elit, sed diam nonummy nibh euismod tincidunt ut
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enim ad minim veniam, quis nostrud exerci tation
ullamcorper suscipit lobortis nisl ut aliquip ex ea
commodo consequat.



Primary Colours

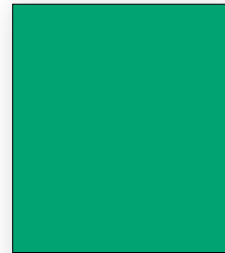


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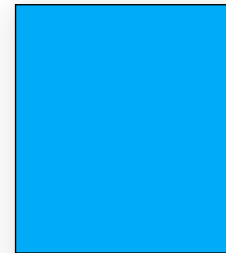


#111110

Secondary Colours



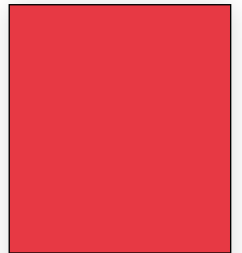
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#00AFFB



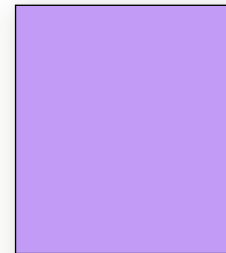
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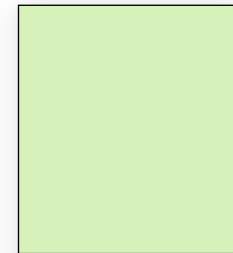
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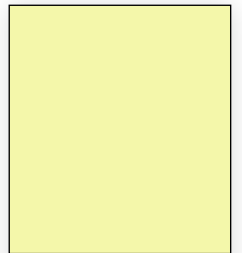
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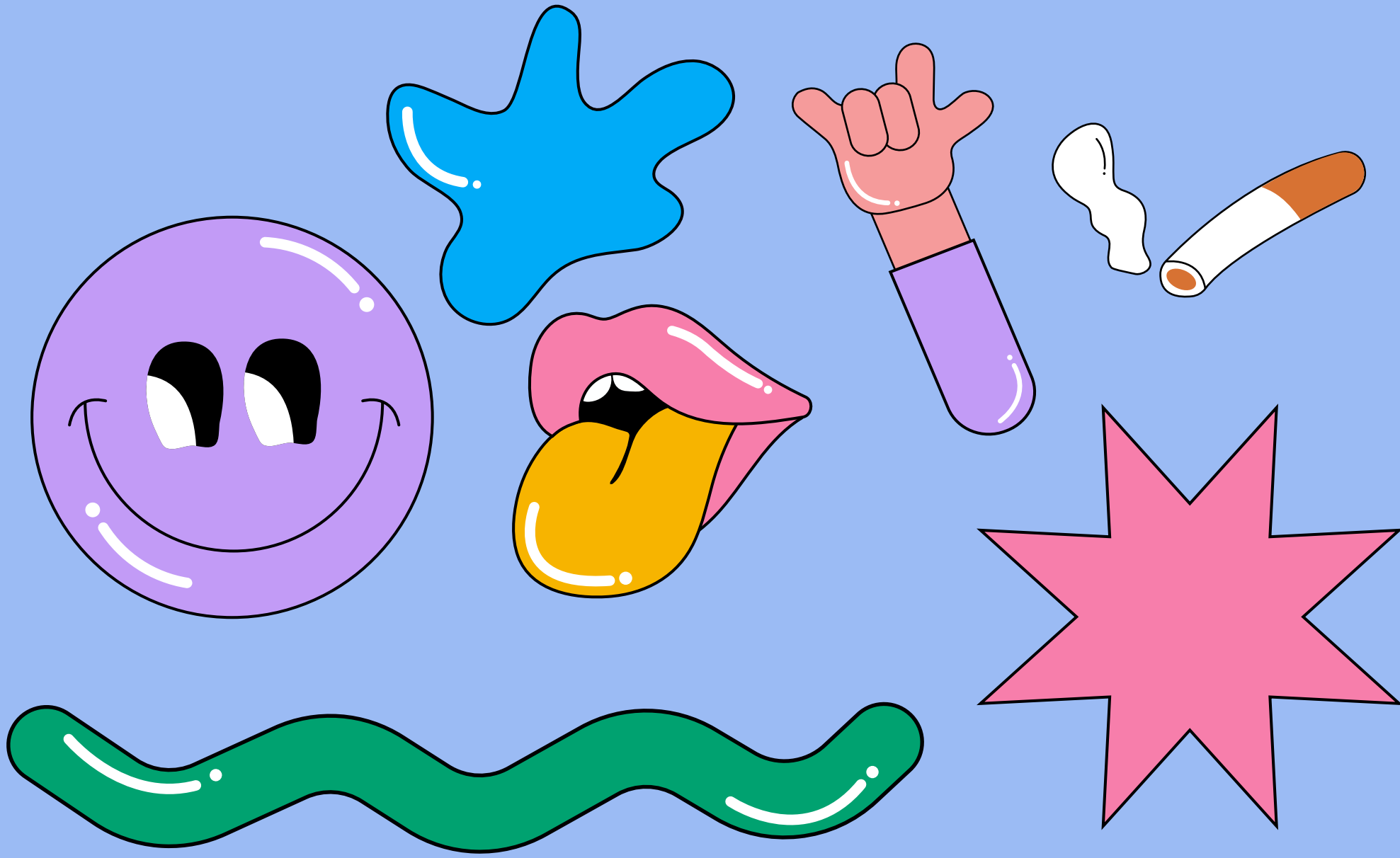
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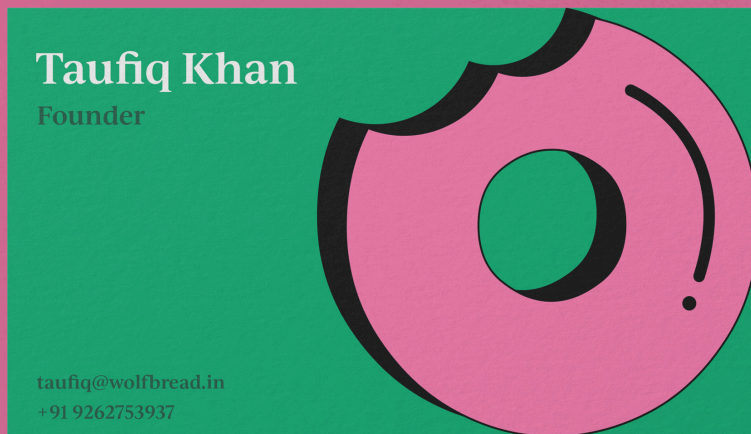
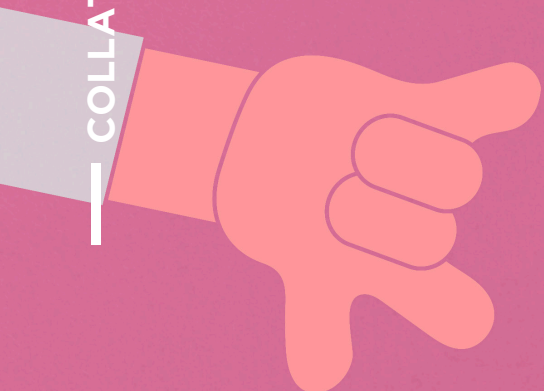


#DAF5BD



#F8FBAE







wolf
bread



