



**WOLFE**

**AUTOMOTIVE  
GROUP**

**BRANDING GUIDELINE**

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## OUR BRAND

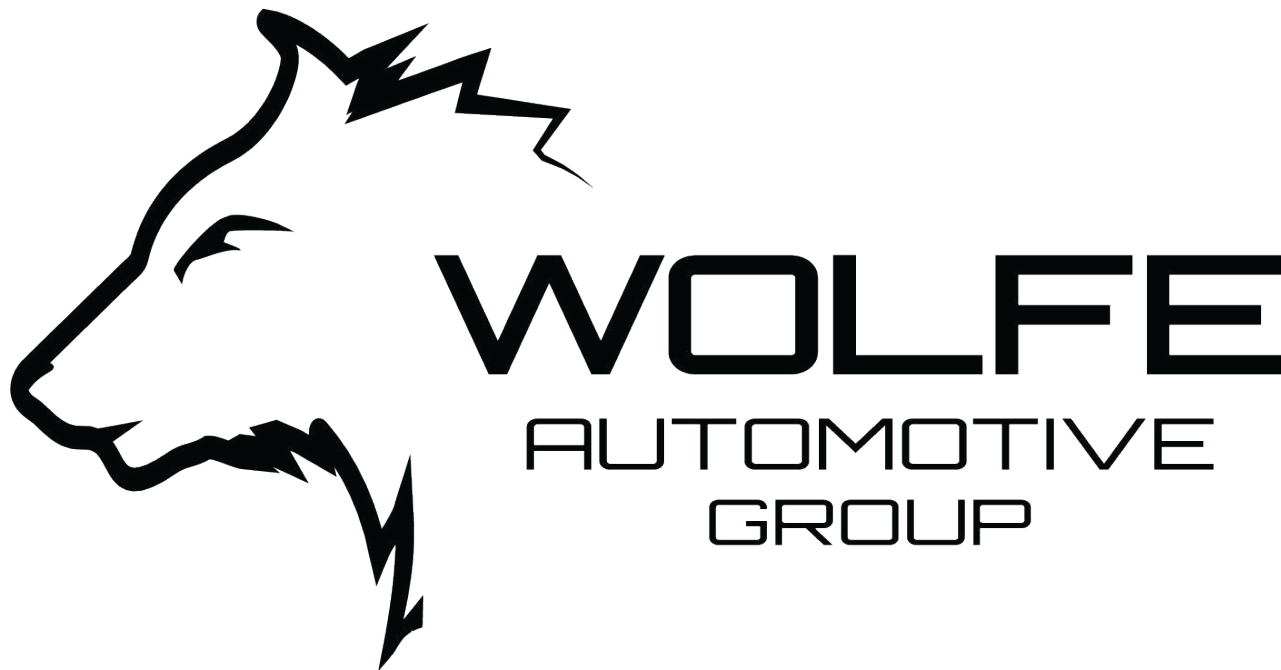
Branding gives your company personality while building trust with your clients through recognition and familiarity, distinguishing you from competitors.  
The Wolfe is key to our brand.

# WOLFE AUTOMOTIVE GROUP LOGO

This logo is to be viewed as the original and base style that all Wolfe related brands are to adopt.

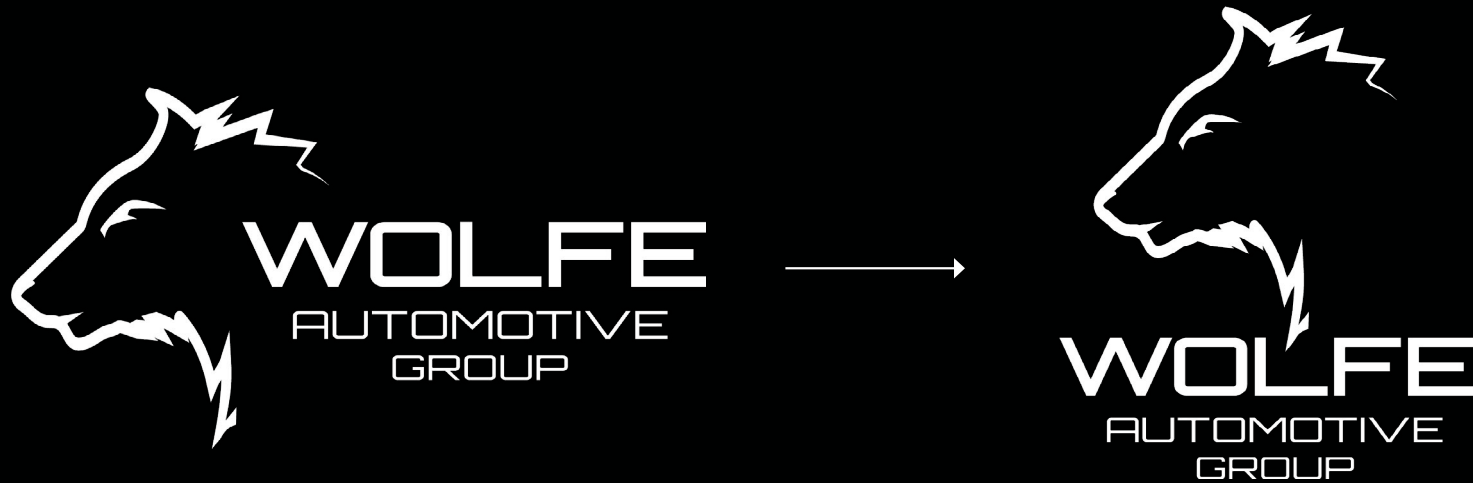
The horizontal styling is the primary style for all Wolfe logo applications. It plays an important part putting emphasis on the wolf head which solely identifies the Wolfe brand and partnerships across all locations.

\* The proportions of the wolf head and wordmark are to remain intact when adjusting the overall logo size for all applications.



## LOGO BALANCE

Vertical styles are available for the Wolfe Automotive Group logo and co-brands for specific applications where the width space is restricted.



In these three examples we can see how the clear space is effected by the logo format that was chosen. With landscape, there is a more balanced clear space around the horizontal logo but when the width is restricted to a portrait format, the balance is greatly uneven. By switching to the vertical logo, the clear space feels balanced again. The results aren't as extreme with the square orientation, however, choosing the vertical logo also results in a more even clear space all around. Use this as a guide when deciding which logo format to choose if it's unclear.

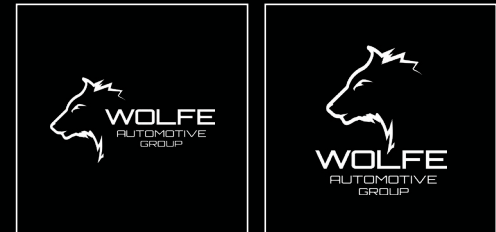
Landscape



Portrait



Square



# HORIZONTAL CO-BRANDING | WORDMARK

As partnerships grow, Wolfe Automotive Group may require additional logos specific to their location. Below are examples of how the various locations are to adapt the branding guidelines of the Wolfe Automotive Group logo.

Image mark and line 1 proportions are to remain intact when adjusting the overall logo size for all applications.

Text height of line 2 is 50% of line 1 and text height of line 3 is 50% of line 2.

Line 2 may increase to two lines of text if the dealership names are too long to remain balanced and/or within the width of line 1.

(These two lines will have the same text height).

Inverted options are available.



# VERTICAL CO-BRANDING | WORDMARK

The same rules for the horizontal style apply to the vertical style.

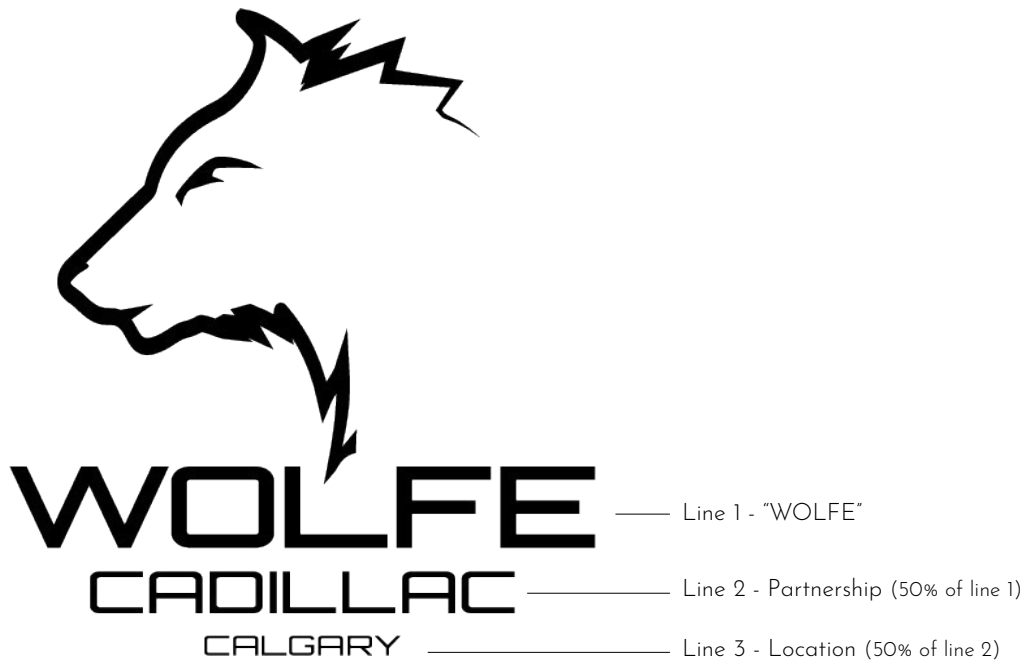
Image mark and line 1 proportions are to remain intact when adjusting the overall logo size for all applications.

Text height of line 2 is 50% of line 1 and text height of line 3 is 50% of line 2.

Line 2 may increase to two lines of text if the dealership names are too long to remain balanced and/or within the width of line 1.

(These two lines will have the same text height).

Inverted options are available.



# CO-BRANDING | EMBLEMS

Co-Branding is an important part to the Wolfe Brand and a balanced co-brand shows respect to the Wolfe group and partnered dealerships

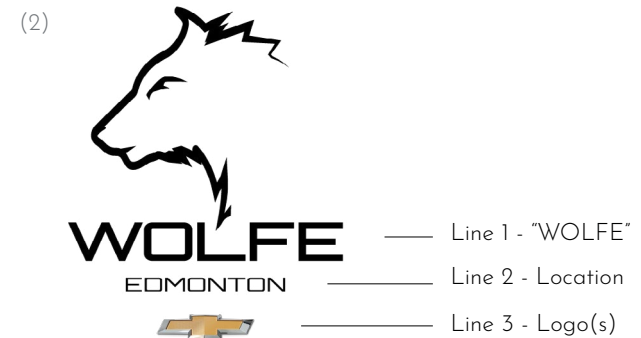
There are three approved styles for co-branding with partnered dealerships

Horizontal Stack (1) | Vertical Stack (2) | Horizontal Side-by-Side (3)

In style 1 & 2, logos must be centered under the name "WOLFE" and decreased in size if necessary as to not extend past the word's width.

In style 3, the weight of the divider line is 0.5pt with equivalent clearspace on either side.

The size of clearspace on either side equals the height from the top of text line 1 to the bottom of text line 3.





# CO-BRANDING | EMBLEMS

Examples of co-branding style 1

Order of emblems will always be Chevrolet, Buick, GMC



# CO-BRANDING | EMBLEMS

Examples of co-branding style 2

Order of emblems will always be Chevrolet, Buick, GMC



# CO-BRANDING | EMBLEMS

Examples of co-branding style 3

Order of emblems will always be Chevrolet, Buick, GMC



# CO-BRANDING | INVERTED COLOURS

Examples of co-branding styles 1 - 3 inverted

(1)



(2)



(3)



## CO-BRANDING | CADILLAC

The Wolfe brand has been built in respect to Cadillac's branding applications.

Please refer to Cadillac's branding guidelines for more in-depth details on how to use Wolfe - Cadillac lockup

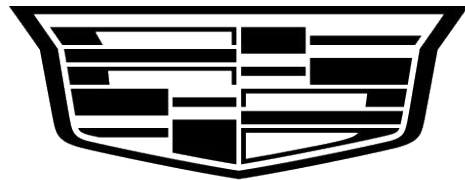
Wolfe logo and related come before the Cadillac logo and must align side by side (no stacking).

The Cadillac 2D Crest logo version must always be used separate from Cadillac's wordmark.

Width between the logos is equal to width of the 2D Crest with divider line in the middle.

The weight of the divider line is determined by the width of the crest. (Crest width  $\times$  0.5 = line weight in px)

The 2D crest cannot be smaller than 0.4in wide when printing and 40px on screen.



Cadillac Secondary  
2D Crest



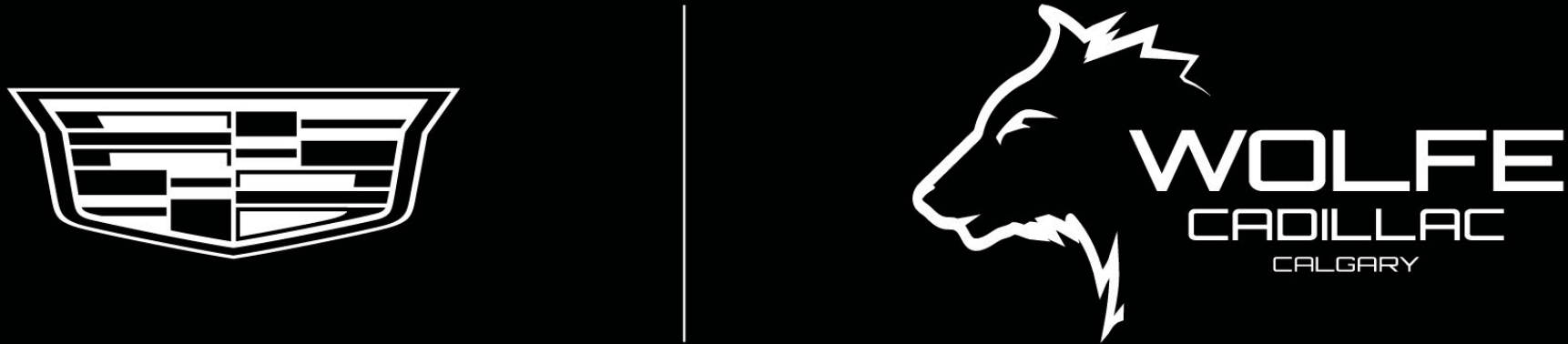
Space between logos = width of  
Cadillac 2D Crest



Co-Branding  
Wordmark Logo

## CO-BRANDING | CADILLAC

The new Cadillac crest signature has been rendered with both a Primary 2D Crest (white crest on dark background) and an inverted Secondary 2D Crest that is used on light backgrounds. Below is an example of co-branding with the primary 2D crest.



When using the inverted Wolfe logo, do not directly invert the colours on the Cadillac 2D Crest to make the logo white and vice versa; Cadillac has provided 2 separate logos that have been inverted correctly for use. For more details on co-branding with Cadillac and use of their logo, please refer to the Cadillac Branding Guideline.

*Below is an example from the Cadillac Branding Guideline showcasing the Primary 2D crest when the colours have been inverted incorrectly from black to white for use on a dark background.*



# TYPOGRAPHY

The Orbitron font family offers a unique styling to the brand that makes it really stand out.

## Orbitron Regular

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 ! ? @ # \$ % &

## Orbitron 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 ! ? @ # \$ % &

## Orbitron Black

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 ! ? @ # \$ % &

# TYPOGRAPHY

The Josefin Sans family offers a counter balance to the unique styling of Orbitron with clean, contemporary tones creating an appealing contrast.

## Josefin Sans Thin

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 ! ? @ # \$ % &

## Josefin Sans Regular

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 ! ? @ # \$ % &

## Josefin Sans 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 ! ? @ # \$ % &



## COLOUR PALETTE

The Wolfe brand consists of a simple black and white colour palette. Any other colour introduction must go through an approval process before it can be applied.

White

**C:0 M:0 Y:0 K:0 | HEX: #FFFFFF**

True Black

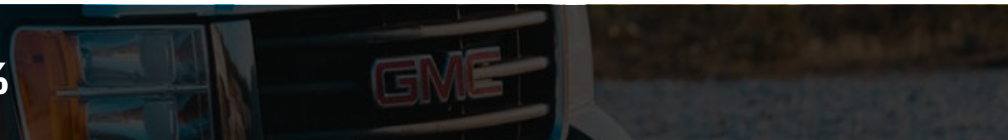
**C:75 M:68 Y:67 K:90 | HEX: #000000**

Grey

**C:40 M:32 Y:33 K:0 | HEX: #A0A1A0**

Overlay

**TRUE BLACK OPACITY 75%**



## STATIONERY

Consistent stationery puts your branding into action creating the professional image you want your clients past, present and future, to see. It's how they'll know to feel you're the trustworthy choice for their business.

Please use the Wolfe guidelines in accompaniment with other specified brand guidelines.

## BUSINESS CARDS | WOLFE AUTOMOTIVE GROUP

A business card is a classic staple to leave behind for your customers as a reminder to who you are. With a slick black front and simple clean contact side, your card represents the professionalism clients can trust in you.



**First Name, Last Name**  
Title  
Address Line 1  
Address Line 2  
website.com

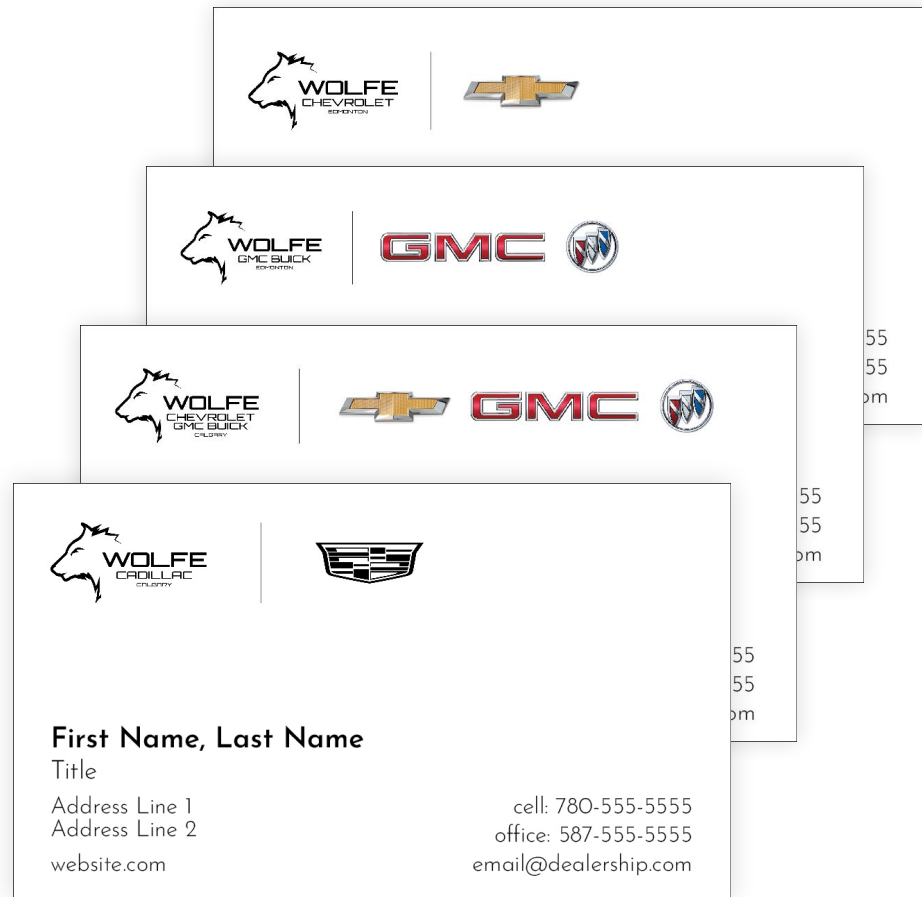
cell: 780-555-5555  
office: 587-555-5555  
email@dealership.com

# BUSINESS CARDS | CO-BRANDING

Consistency with co-branded cards is key to keeping your brand accurate and professional across all branch and dealership locations.

Co-branded cards will use Logo Style 3 for the contact side and to always be placed in the top left corner.

Names will be semibold to stand out, with address and website below. Phone numbers and email address will be right justified and on the bottom right.



# LETTERHEAD & ENVELOPE

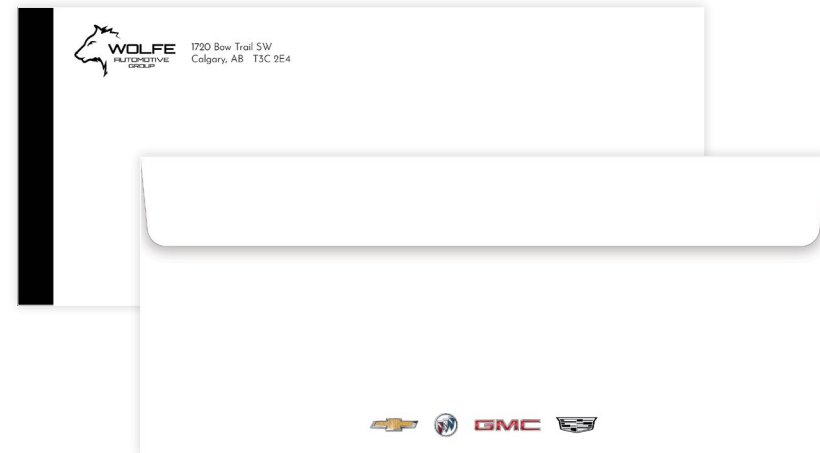
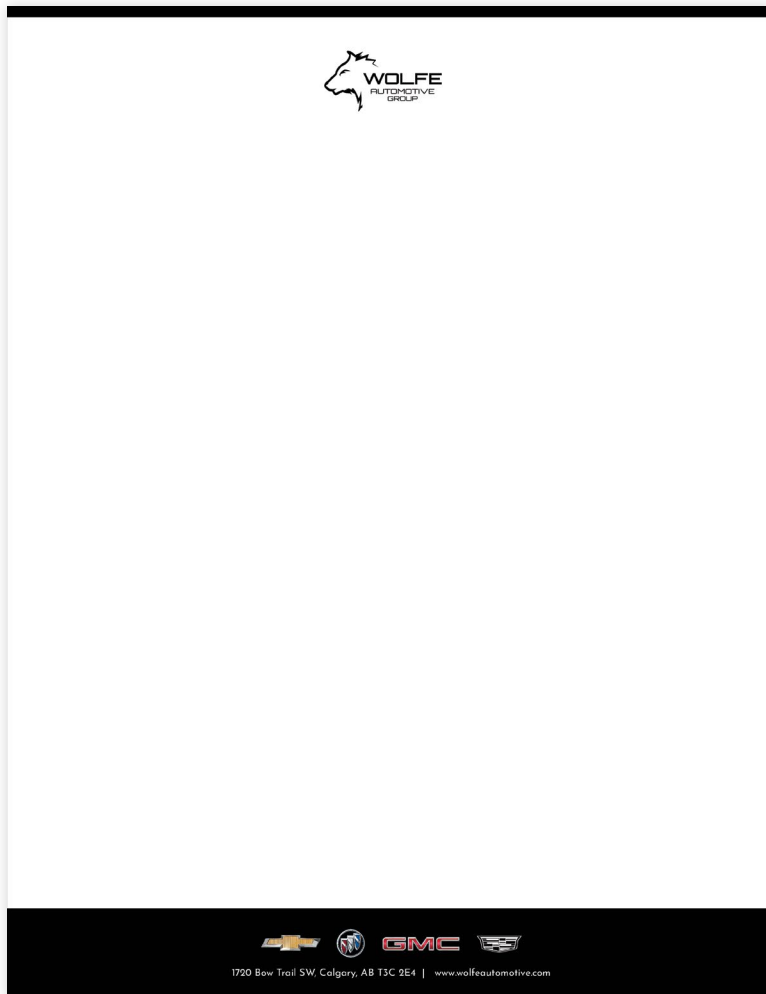
All Wolfe and Co-branding will follow the same styling in accompaniment with other specified brand guidelines.

Wordmark style logo is to be placed top and center on the letterhead with partnership emblems centered at the bottom in the black bar.

Address and website centered under the emblems in a single line of text.

Body copy font is Josefin Sans Regular at 10pt height with 14pt line spacing.

Custom envelopes will also use the wordmark logo style on front with emblems on the back centered on the bottom.



# MASTHEAD

Order of logos to stay intact on each website banner in order of Wolfe Automotive Group (or co-brand wordmark) - Chevrolet - Buick - GMC - Cadillac.

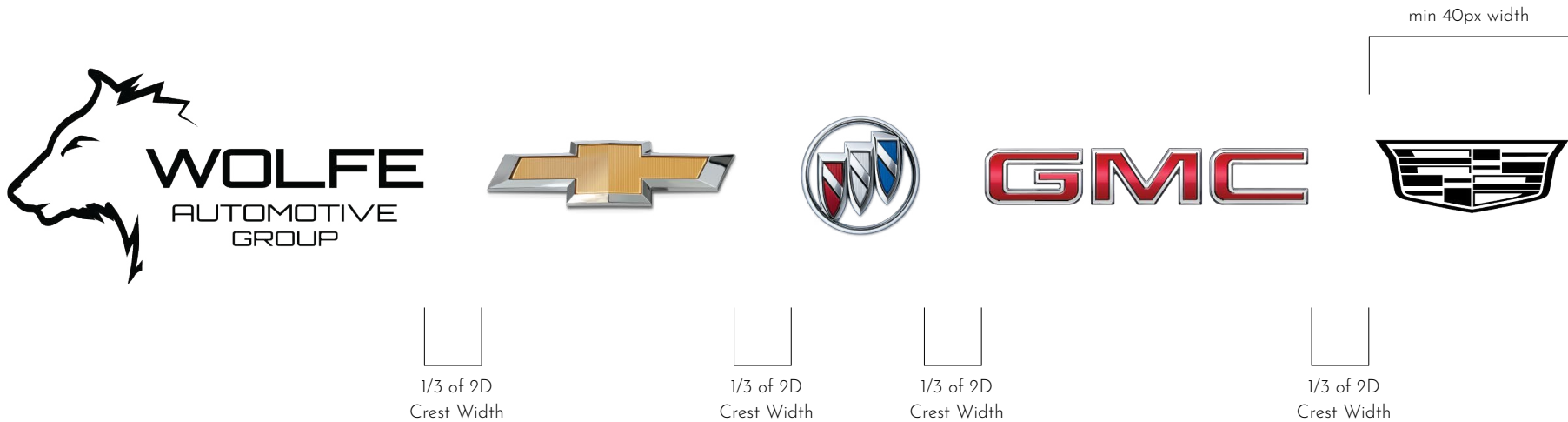
2D Cadillac Crest to be used without word mark below and will always be last.

All logos will follow a single line format centered horizontally to the Wolfe Logo. (Do not stack or drop additional logos down to create a 2nd line).

Width of clearspace between each logo is to equal 1/3 width of 2D Cadillac Crest.

Width of Cadillac 2D Crest is to be no smaller than 40px wide as per Cadillac's Guidelines.

*\*Please see Cadillac Brand Guidelines for more information on use of lockup*





The purpose of the Wolfe Pack Warriors Foundation is to reinvest in our communities and amplify the work being done by local charities.

## WOLFE PACK WARRIORS

Although the Wolfe Pack Warriors has its own purpose and slight styling differences, it will follow the same guidelines as Wolfe Automotive Group to ensure there is consistency with brand recognition.



Inverse options available.

For details on stationery, please follow the guidelines from pages 17 - 20





# WOLFE PACK WARRIORS | TYPOGRAPHY

To create consistency with the Wolfe Automotive Group brand, Wolfe Pack Warriors will also use the Orbitron font family which offers a unique styling to the brand that makes it really stand out.

## Orbitron Regular

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 ! ? @ # \$ % &

## Orbitron 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 ! ? @ # \$ % &

## Orbitron Black

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 ! ? @ # \$ % &

# WOLFE PACK WARRIORS | TYPOGRAPHY

To create consistency with the Wolfe Automotive Group brand, Wolfe Pack Warriors will also use the Josefin Sans family offers a counter balance to the unique styling of Orbitron with clean, contemporary tones creating an appealing contrast

## Josefin Sans Thin

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 ! ? @ # \$ % &

## Josefin Sans Regular

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 ! ? @ # \$ % &

## Josefin Sans 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 ! ? @ # \$ % &

# WOLFE PACK WARRIORS | COLOUR PALETTE

Wolfe Pack Warriors consists of a simple black and white colour palette along with a specific range of grey tones and blue accents. Any other colour introduction must go through an approval process before it can be applied.

White

**C:0 M:0 Y:0 K:0 | HEX: #FFFFFF**

True Black

**C:75 M:68 Y:67 K:90 | HEX: #000000**

Grey 1

**C:24 M:15 Y:13 K:0 | HEX: #C0C9D0**

Grey 2

**C:53 M:42 Y:36 K:4 | HEX: #82858E**

Grey 3

**C:67 M:57 Y:51 K:29 | HEX: #53565A**

Grey 4

**C:74 M:66 Y:63 K:72 | HEX: #212223**

Accent Colour 1

**C:100 M:91 Y:41 K:56 | HEX: #04153B**

Accent Colour 2

**C:43 M:11 Y:0 K:0 | HEX: #8BC3EC**

[CLICK HERE](#)

To download all available Wolfe Group logos or send your request to  
[abanas@wolfeautomotive.com](mailto:abanas@wolfeautomotive.com)



Branding Guideline - 2022

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