There are two layouts for the Wolfpack Digital logo: one vertical and one horizontal. The logo should be used with enough safety space around it.
2. Safety area

This is how to measure the safety distance from the edges. Use the “W” symbol as a guide.
Make sure not to place anything inside the safety area.
3. Web Colours

Primary Colours

- Sunset: #FA357B
- Full Moon: #FFCF35
- Borealis: #00CFB6
- Midnight: #6561FF

Typography Palette

- Pitch Black: #000000
- Text: #757575
- Pitch Black - 7%: #41294A

Our main color is **Sunset** and it should be used in the majority of all visuals featuring Wolfpack Digital.
4. Typography

Fonts

**Wolfpack**
Poppins Extra Bold

**Digital**
Gloss & Bloom

**Powerful**
Open Sans

Whenever possible, please use **Poppins Extra Bold** on presentations featuring Wolfpack Digital.
5. Presentation Layouts

work hard, wolf harder
living the now

The team company almost doubled in size each year since the beginning and we are now 50 people altogether. We are currently at our 4th office - a gorgeous and spacious house in central Cluj.

Most of our clients come from Western Europe and the US, and they range from startups to powerful brands, building both B2B and B2C apps.

Our top five industries are transportation, fintech, IoT, healthtech, and social (entertainment & recruitment).

We are set to continue this beautiful journey by working with more inspiring clients by either developing apps & solutions to stand at the core of their business, or so as to digitize or extend their core business.

We are here to make an impact on innovation while investing in a company culture that supports the best results!

The Wolfpack Digital Signature Layout respects the standard 12-column grid, but we like to play around with alignment of texts and other components. Please check on our website www.wolfpack-digital.com for more examples.
6. The wolf

Wolfpack Digital is very proud of the now iconic digital wolf, please feel free to use it but only in relation to Wolfpack Digital as a brand.
7. General Visual Guidelines

Do’s:
- Titles should always use Poppins Bold
- Highlighting key-words with Gloss & Bloom is allowed.
- Celebrate what deserves celebrating
- When sharing photos of the team, whenever possible, choose pictures showcasing diversity in our team
- A generally happy mood & cozy feel should always be displayed
- Display the uniqueness of our team and work environment
- Use bright pictures
- All layouts presented here are accepted

Dont’s:
- Low-quality or pixelated photos
- People with closed eyes, their backs or unnatural, awkward body positioning
- Avoid pictures where skin-tones are off
- Faded colours

wolftionary
/wolfʃeɪnəri/
noun
a collection of words and expressions used within the Wolfpack Digital team which are unique to the team culture
Thank you for supporting our identity

If you want to use any Wolfpack Digital visual in a way that we missed here, please feel free to contact us anytime at marketing@wolfpack-digital.com and include a visual mockup of the intended use, so we can help and confirm it as well.

follow us on social media

visit our website

www.wolfpack-digital.com