

**U
O**WOLVES

BRAND GUIDELINES 2021



BRAND HISTORY

DC Wolves is a solo rock project from the mind and music of songwriter and multi-instrumentalist, Dan Cahill.

As years of playing in metal, rock, and shoegaze bands blended into routine, Cahill grew an appetite for both creative autonomy and synergistic collaboration. In 2016, he ventured out into the wilderness in search of a sound he could call his own, and a pack of original minds to share in the win. It wasn't until the next year that his music took shape and his solo project, DC Wolves rose to the surface.





BRAND IDENTITY

Pulling from both mainstream rock classics and more nuanced subgenres of rock, DC Wolves is a statement of ingenuity, an account of exploration, and above all, a personal challenge to unearth every corner of music as an expeditioner of one's own capabilities.

Identifiers

Probing || Searching || Evolving || Expanding

Influences

Rock || Alternative Rock || Hard rock || Grunge

BRAND VOICE

When writing or speaking on behalf of DC Wolves, one should always use verbiage that is:

- Strong
- Thoughtful
- Introspective
- Bold
- Curious

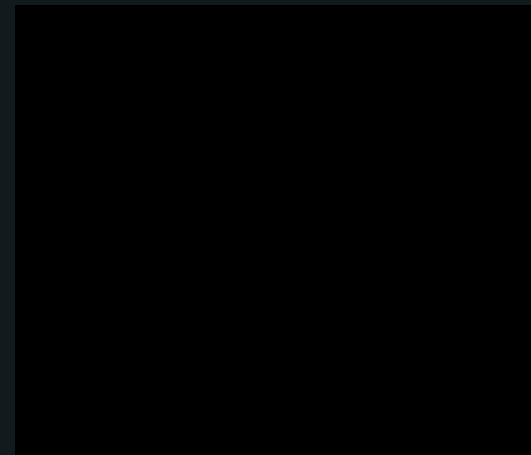


BRAND COLORS

The DC Wolves color palette is bold, edgy, and daring, encompassing the spirit of the band's adventurous songwriting and innovative arrangements.



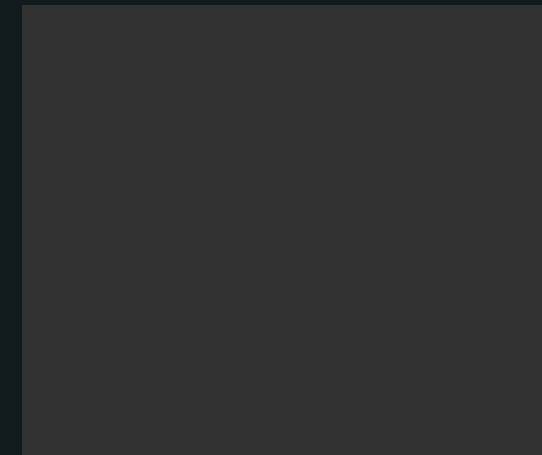
#EC2426



#000000



#FFFFFF



#323232

BRAND TYPEFACE

The DC Wolves typeface is clean & angular, with a brushstroke accent. In cases where Radnika Next is not available, DIN Neuziet Grotesk may be used as a substitute typeface.

Headline

Radnika Next

All caps

Alt: DIN Neuziet Grotesk

Body text

Radnika Next Light

Sentence case

Alt: DIN Neuziet Grotesk

Light

Callout

Fearless

Sentence case

LOREM IPSUM DOLOR SIT AMET,
CONSECTETUR ADIPISCING ELIT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lorem ipsum dolor sit amet

BRAND LOGOS

Primary



DC Wolves' primary logo consists of the block letters in red and black. It should be used as the default version.



Secondary

DC Wolves' secondary logos consist of the block or bubble letters in red and white, and may be used in place of the primary..

BRAND PHOTOGRAPHY

The selection of photos available for use reflect the style and sound of DC Wolves as an artist. Any stock photography used should be consistent with the band's urban, artistic, edgy and approachable characteristics.

BLACK & WHITE



MUTED COLORS



URBAN SETTING



CONNECT

CONTACT DC WOLVES



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