

# BRAND GUIDELINES



**Welcome to the Wild Side. Just like the perfect shot in the field, using our logo correctly is all about precision. Let's keep our branding sharp, bold, and untamed—just like the great outdoors.**

**Stick to these guidelines, and you'll be right on target!**

# THE LOGO

For over two decades, Wild TV's logo has been a symbol for outdoor adventure, recognized coast to coast & expanding into new markets abroad.

**Wolf Symbol:** Represents leadership, community, and conservation.

**Maple Leaf:** Highlights Wild TV's Canadian roots and commitment to the land.



## LOGO SIZE

Minimum height for digital



Minimum height for print



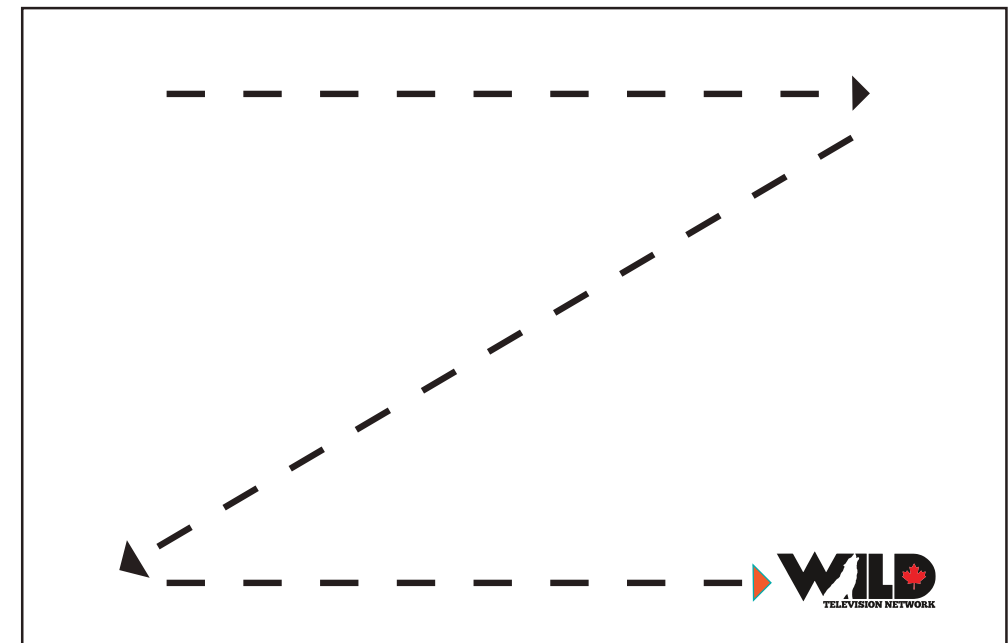
**Minimum Sizes:** The logo has no maximum size but must meet the minimum size for clear visibility.

- Print: 10 mm height
- Digital: 30 px height

## LOGO POSITION

The human eye naturally follows a Z-pattern when scanning. The Wild TV logo should always be placed in the bottom-right corner of the screen, page, or frame for branded content.

Exceptions apply for network assets like lower thirds, fillers, bumpers, sponsorships, end credits, previews, and promo



# LOGO USAGE GUIDELINES

## ISOLATION AREA

The Wild TV logo must have a clear space around it to prevent overlap with other elements.



For example:

- Logo height = 10 mm
- Isolation area = 3 mm on all sides

This is the minimum requirement, but increasing the space is encouraged whenever possible.

## USE AND MISUSE

Consistency is key to maintaining the logo's integrity.

Please do not stretch, rotate, or modify the logo.

Only use as provided.



Do not use without the symbol.



Do not change the colour of the logo.



Do not alter the typography.



Do not place text on the logo.



Do not place logo in a frame.



Do not stretch.



Do not rotate or angle.

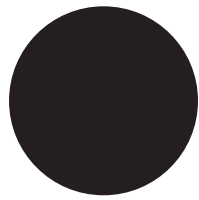


Use on light backgrounds.

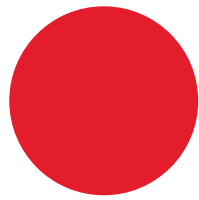


Use on dark backgrounds.

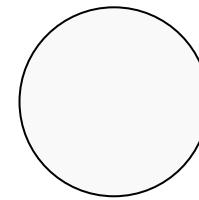
# COLOUR PALETTE



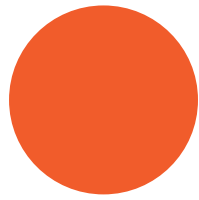
**Pantone P 179-16 C**  
Hex: #231F20  
RGB: 35 | 31 | 32  
CMYK: 0% 0% 0% 100%



**Pantone 185 C**  
Hex: #E4002B  
RGB: 228 | 0 | 43  
CMYK: 4% 100% 93% 0%

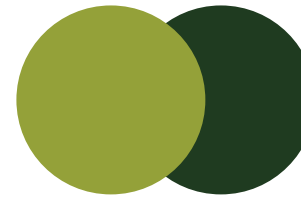


**Pantone 179-1 C**  
Hex: #FFFFFF  
RGB: 255 | 255 | 255  
CMYK: 0% 0% 0% 0%



**Pantone Bright Orange C**  
Hex: #F15D2A  
RGB: 241 | 93 | 42  
CMYK: 0% 79% 94% 0%

**Pantone 7746 C**  
Hex: #95A110  
RGB: 149 | 161 | 16  
CMYK: 46% 24% 100% 3%



**Pantone 5605 C**  
Hex: #1B3B20  
RGB: 27 | 59 | 32  
CMYK: 79% 49% 89% 60%

# TYPOGRAPHY

FONT MADE  
TOMMY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

**Aa**  
BOLD

**Aa**  
MEDIUM

**Aa**  
REGULAR

FONT DUNBROUGH

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

**AA**  
REGULAR

*Thank you*

for taking the time to hunt through our guidelines! We appreciate you fishing for the right brand resources.

Reel in our logos here: <https://sales.wildtv.ca/media-centre>

