







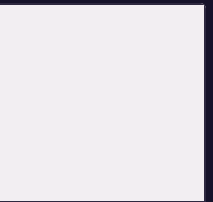

# SAMURAI WOLF DEFENSE

BRAND IDENTITY KIT — 2026

PREPARED BY MFS CONSULTING

## 01 — FOUNDATION

### Color Palette

					
<b>Wolf Purple</b> #6B21A8 Primary Brand	<b>Deep Purple</b> #4C1D95 Armor / Shadow	<b>Samurai Red</b> #CC1F1F Helmet / Chevron	<b>Void Navy</b> #1E1A2E Background	<b>Wolf White</b> #F2EEF2 Face / Text	<b>Shadow Gray</b> #C0BAC4 Face Detail

## 02 — TYPOGRAPHY

### Type System

LOGO / HERO FONT

# SAMURAI WOLF

**Arial Black / Impact**

Use for: Logo, Hero headlines, Posters

Weight: 900 · Tight tracking

SUBHEADING / TAGLINE

## Train Like a Warrior

**Cinzel (Google Fonts)**

Use for: Headers, Taglines, Certificates

Weight: 400 / 700

UI LABELS / BUTTONS

# DEFENSE SOLUTIONS

**Rajdhani (Google Fonts)**

Use for: Subtitles, Buttons, Pricing

Weight: 600 / 700 · Spaced caps

BODY / DESCRIPTIONS

Elite firearms instruction rooted in military discipline. Built to prepare you for real-world situations.

**Raleway (Google Fonts)**

Use for: Body text, Forms, Descriptions

Weight: 300 / 400 / 600

03 — LOGO SYSTEM

## Logo Variations



FULL COLOR — DARK  
BACKGROUND ✓ PRIMARY



FULL COLOR — PURPLE  
BACKGROUND



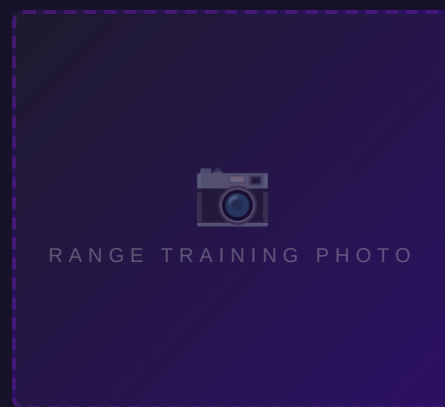
FULL COLOR — LIGHT  
BACKGROUND

**Logo Usage Note:** The original logo was provided by the client and represents the official brand mark of Samurai Wolf Defense. Always use the original file — do not recreate, trace, or substitute. Request source files (AI/SVG) from the original designer for print use.

PHOTO PLACEHOLDERS

## Marketing Photos

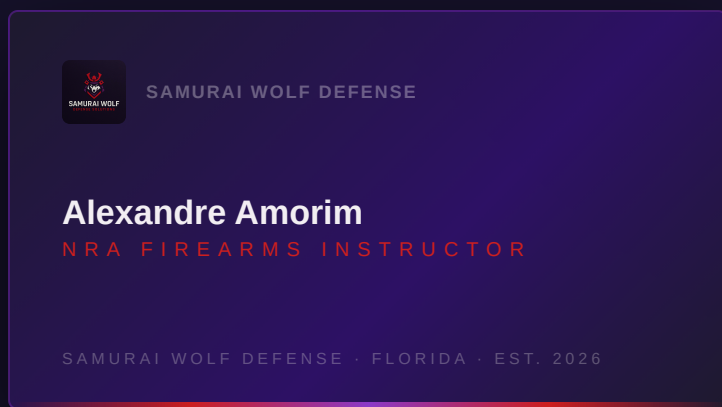
Replace these placeholders with real training photos. Recommended: action shots on the range, class group photos, and close-up instructor shots. Minimum 1080px wide, JPEG format.



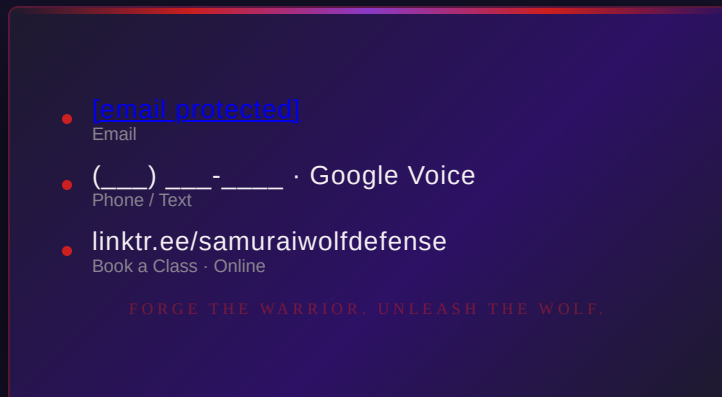
## 04 — PRINT IDENTITY

# Business Card Design

### FRONT SIDE



### BACK SIDE



**Print Specs:** 3.5" × 2" · 300 DPI · Bleed 0.125" · 16pt soft-touch matte recommended · Spot UV on wolf icon for premium feel. Order from Moo.com, VistaPrint, or 4Over4.

05 — TECHNICAL

# Brand Specifications

## Logo Clearspace

Min size (print) **1.5 in wide**

Min size (digital) **80px wide**

Clear space **= height of "S"**

Formats **AI · SVG · PNG · PDF**

## Social Media Sizes

Profile Photo **400 × 400 px**

IG Post **1080 × 1080 px**

IG Story / Reel **1080 × 1920 px**

Facebook Cover **851 × 315 px**

## File Formats

Scalable **AI / SVG / EPS**

Digital **PNG transparent**

Print **PDF / EPS 300dpi**

Photos **JPEG 72dpi/300dpi**

06 — DIGITAL PRESENCE

# Social Media Templates



**NOW ENROLLING**

**3 CLASS LEVELS · FLORIDA**

[linktr.ee/samuraiwolfdefense](https://linktr.ee/samuraiwolfdefense)

**Class Promo Post**

1080 × 1080 px — Instagram Square



**TRAIN LIKE A WARRIOR**

**VETERAN-OWNED · FLORIDA**

**Brand Story Post**

1080 × 1080 px — Instagram Square



**Concealed Carry CCW**

**\$250 / PERSON**

**BOOK NOW**

07 — BRAND VOICE

## Tone & Messaging

Authoritative

not → Arrogant

Disciplined

not → Rigid

Empowering

not → Salesy

Precise

not → Cold

### DO

- ✓ Use action words: "Train," "Protect," "Master"
- ✓ Reference military precision and veteran service
- ✓ Speak to the student's safety and confidence
- ✓ Keep captions tight — short sentences, strong verbs
- ✓ Use #SamuraiWolf #DefendWithHonor on all posts

### DON'T

- ✗ Use fear-based or political messaging
- ✗ Stretch, recolor, or add effects to the logo
- ✗ Place logo on busy backgrounds without dark overlay
- ✗ Use red for body text — accent only
- ✗ Use casual slang or excessive emojis

08 — MESSAGING

## Approved Taglines

Forge the Warrior.  
Unleash the Wolf.

PRIMARY TAGLINE

Military Precision.  
Civilian Ready.

SECONDARY TAGLINE

Defend With Honor.  
Lead With Purpose.

CAMPAIGN / SOCIAL

Samurai