



HOWL

BRAND GUIDELINES.

VERSION 1.1 — 2026-08-12

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THE PLATFORM

HOWL is a third-party competitive ranked platform for **WARDOGS**, the squad-based FPS on Steam. Think of it as the community's FACEIT: dedicated community servers running structured ranked formats, a transparent skill rating, and a pack-themed seasonal ladder that gives every match stakes.

WARDOGS is built on three-faction warfare, and HOWL leans into it — every ranked format pits **three packs** against each other, from tight 4v4v4 skirmishes to all-out 33v33v33 Warfare Ranked. Your HOWL Rating follows you across every mode, every server, every season.

PACK ARENA

8v8v8 guns-only arena. The flagship competitive mode — fast rounds, pure aim, three packs.

WARFARE RANKED

33v33v33 all-out combined arms. Full-scale ranked warfare with vehicles and objectives.

HOWL RATING

One rating, seven tiers — Stray to Alpha. Earned on community servers, worn everywhere.

PERSONALITY

FIERCE

WE PLAY TO WIN

PRECISE

STATS DON'T LIE

PACK-FIRST

NO LONE WOLVES

UNOFFICIAL — BUT PROFESSIONAL

COMMUNITY-RUN, PRODUCTION-
GRADE

VOICE & TONE

- ▶ **Direct and confident.** Short sentences. No hedging, no corporate filler.
- ▶ **Competitive, never toxic.** We hype the grind and the pack — we never punch down at players.
- ▶ **Pack language.** Ranks, packs, hunts, howls. Used with intent, never as gimmick.
- ▶ **Honest about what we are.** A community project, stated plainly wherever the brand appears.



CONSTRUCTION CONCEPT

The mark is an angular wolf head built from **three interlocking shards** — one for each faction on a WARDOGS battlefield. No single shard dominates: lock them together and the pack appears.

3

SHARDS

Interlocking angular facets form the head — hard edges, zero curves, zero gradients.

3

FACTIONS

Every ranked format is three-way: 4v4v4, 8v8v8, 33v33v33. The geometry is the game.

1

PACK

United the shards read as a wolf mid-howl — the sound a pack makes before the fight.

MEANING

- ▶ **Fang Amber facets** — aggression and the will to climb the ladder.
- ▶ **Bone-white cuts** — precision; the negative space is as deliberate as the shapes.
- ▶ **Forward-pointing silhouette** — always advancing, never defensive.
- ▶ **Legible at 24px** — designed to survive server browsers, avatars and overlays.

**PRIMARY LOCKUP — DARK**

Default. Website header, panels, press kit, document headers on dark.

**PRIMARY LOCKUP — LIGHT**

Same lockup for light backgrounds: press, print, merch, documents.

**WORDMARK — AMBER**

High-impact moments: overlays, partner lockups, store art. Use sparingly.

**WORDMARK — BONE**

Wordmark-only on dark: stream overlays, footers, watermarked layouts.

**WORDMARK — COAL**

Wordmark-only on light: documents, press pages, packaging.

**MARK — COLOR**

App icon, favicon, overlay bug, server-browser glyph, avatar base.

**MARK — MONO BONE**

Single-color on dark: watermarking, emboss, one-color print.

**MARK — MONO COAL**

Single-color on light: one-color print, stamps, legal documents.

SELECTION RULE

Prefer the **full lockup** whenever space allows — the wordmark carries the name. Drop to the **mark alone** only when the HOWL name is already established in context (app icons, avatars, repeat patterns). Mono variants exist for single-color reproduction only, never as a stylistic choice on screen.

GIVE THE PACK ROOM TO BREATHE



CLEAR SPACE = HEIGHT OF THE "O" IN HOWL (X) ON ALL SIDES



CLEAR SPACE

The exclusion zone around any HOWL logo equals **the cap-height of the "O"** in the HOWL wordmark — measured from the logo as used. No type, UI, imagery edges or other logos may enter this zone. When in doubt, add more space, never less.

MINIMUM SIZES – DIGITAL



LOCKUP — 120 PX WIDE
MIN

Below 120px the wordmark degrades;
switch to the mark alone.



MARK — 24 PX MIN

Absolute floor for the mark (favicons,
inline glyphs). Never smaller.

- ▶ Print minimums: lockup **32mm** wide, mark **7mm** wide.
- ▶ Below minimum sizes, use plain text **"HOWL"** set in the display typeface.



DON'T

DON'T RECOLOR

Never apply off-palette colors, team colors or per-mode recolors to the logo.



DON'T

DON'T ROTATE

The mark always sits level at 0°. No tilting, flipping or mirroring.



DON'T

DON'T ADD EFFECTS

No glows, drop shadows, bevels, outlines or gradient fills. Flat only.



DON'T

DON'T USE ON BUSY IMAGERY

Never place the logo on cluttered or low-contrast backgrounds. Ghost the backdrop or use a solid field.



DON'T

DON'T STRETCH

Never scale non-proportionally. Lock the aspect ratio, always.



DON'T

DON'T REDRAW OR SUBSTITUTE

Never redraw, re-facet or swap in lookalike marks. Use the master files only.

**FANG AMBER**

HEX #FF9E1B

RGB 255 / 158 / 27

Primary accent. CTAs, live info, rank-up moments — sparing use only.

COAL

HEX #0D0F10

RGB 13 / 15 / 16

Base field. Primary background for the entire brand system.

PANEL CHARCOAL

HEX #1A1E21

RGB 26 / 30 / 33

Surfaces and cards. Lifts content one step off the base field.

STEEL

HEX #8A9199

RGB 138 / 145 / 153

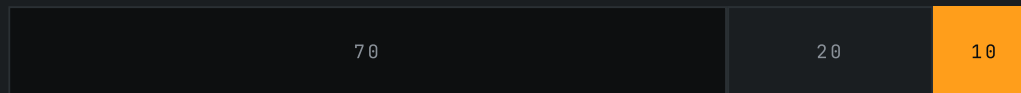
Secondary text, captions, spec labels, quiet UI chrome.

BONE

HEX #F2F0EA

RGB 242 / 240 / 234

Primary text and wordmark color on dark. Never pure white.

USAGE RATIO – 70 / 20 / 10

70% COAL + BONE TYPE

20% CHARCOAL + STEEL

10% FANG AMBER

AMBER DISCIPLINE

Fang Amber is a signal, not a fill. Reserve it for **calls to action, live/online states, ratings and critical highlights**. If more than a tenth of any surface is amber, something is wrong. Rank-tier colors are the only exception, and they belong exclusively to the rank system.



DISPLAY / HEADLINES

ANTON

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Always uppercase. Headlines, section titles, hero statements, rank-up splashes. Single weight — let size and tracking do the work.

400 • UPPERCASE ONLY • TRACKING +0.5-3%

BODY / UI

Archivo

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklm
nopqrstuvwxyz 0123456789

Paragraphs, rules, UI labels, navigation. Regular and Medium for body, SemiBold/Bold for emphasis. Sentence case, never all-caps for long copy.

400 / 500 / 600 / 700 / 800

DATA / SPEC LABELS

JetBrains Mono

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
#/_

Stats, HOWL Ratings, pixel specs, hex codes, server names, timestamps. The voice of the platform's data layer — small, letterspaced, precise.

400 / 500 / 700 • LETTER-SPACED CAPS

LICENSING — ALL THREE TYPEFACES ARE FREE AND OPEN-SOURCE UNDER THE **SIL OPEN FONT LICENSE (OFL)**, AVAILABLE VIA [GOOGLE FONTS](#). SAFE FOR COMMERCIAL, STREAM AND MERCHANDISE USE WITH NO FEES.



MODE 01



PACK ARENA

8V8V8 — GUNS ONLY

The flagship competitive format: three packs, tight arena maps, pure gunplay. Icon use — mode select, match cards, Discord emoji.

MODE 02



WARFARE RANKED

33V33V33 — ALL-OUT WARFARE

Full-scale combined arms: vehicles, objectives, chaos with stakes. Icon use — mode select, match cards, event banners.

MODE 03



PACK SKIRMISH

4V4V4 — FAST FORMAT

The quick-hit mode for warm-ups and small packs: short rounds, instant queues. Icon use — mode select, match cards, Discord emoji.

COLOR RULE

Mode icons are rendered in **Fang Amber** or **monochrome (Bone / Coal)** only — **never recolored per-mode**. The one exception is the Warfare Ranked emblem, whose canonical form is the Steel + Amber composite shown above; treat that two-tone build as its fixed artwork. Mode identity comes from shape and naming, never from inventing new colorways.



STRAY

0–599



HOUND

600–999



TRACKER

1000–1399



HUNTER

1400–1799



STALKER

1800–2199



WARLORD

2200–2599



ALPHA

TOP 100 / REGION

HOWL RATING BANDS

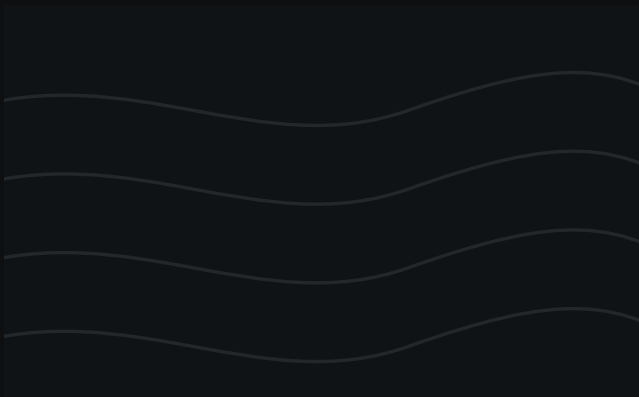
Every ranked match moves a player's **HOWL Rating**. Bands are fixed: Stray 0–599, Hound 600–999, Tracker 1000–1399, Hunter 1400–1799, Stalker 1800–2199, Warlord 2200–2599.

Alpha is not a band — it is the top 100 rated players per region, recalculated nightly, and it can be lost every single day.

ESCALATING SHAPE LANGUAGE

The family reads as a climb: **one chevron** at Stray, stacking to **three chevrons** by Tracker, then an **ornate crest** at Hunter, **wings** at Stalker, a **center gem** at Warlord, and a **crown apex with star** at Alpha. Each tier keeps the amber core — the hunger stays the same, the frame gets grander. Tier colors map 1:1 to emblems and may be used for Discord roles and leaderboard accents — but never to recolor the HOWL logo itself.

CONTOURS, CUTS AND GHOSTS



CONTOUR-LINE TEXTURE

Thin topographic lines in Panel Charcoal (#1A1E21–#22272B) on Coal fields. Terrain under the pack's feet — background depth, never foreground noise.

STROKE $\leq 1.5\text{PT}$ • LARGE-SCALE FIELDS ONLY



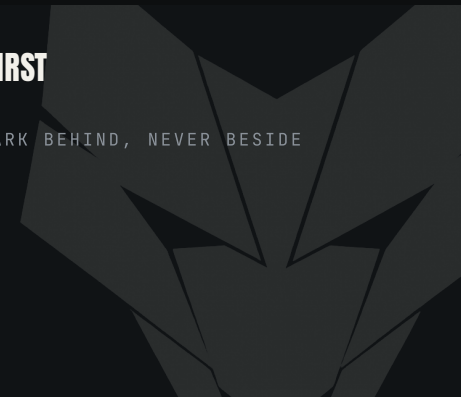
DIAGONAL CUTS & SEAMS

Hard skewed slashes and clipped corners divide sections and punctuate layouts. One bold amber cut maximum per composition; supporting seams stay charcoal.

ANGLE -20° TO -32° • CLIP-PATH CORNER CUTS

CONTENT FIRST

GHOSTED MARK BEHIND, NEVER BESIDE



GHOSTED MARK WATERMARK

The mono Bone mark at 10–15% opacity, oversized and bleeding off edges, behind content on Coal. Adds brand depth to banners and covers without competing with type.

OPACITY 10–15% • SCALE $\geq 150\%$ OF FRAME



DISCORD – SERVER BANNER

960 × 540

SOCIAL_DISCORD_BANNER.PNG



TWITCH – PROFILE BANNER

1200 × 480

SOCIAL_TWITCH_BANNER.PNG



TWITCH – OFFLINE SCREEN

1920 × 1080

SOCIAL_TWITCH_OFFLINE.PNG



X / TWITTER – HEADER

1500 × 500

SOCIAL_X_HEADER.PNG



YOUTUBE – CHANNEL ART

2560 × 1440

CRITICAL CONTENT INSIDE 1546 × 423 SAFE ZONE



HOWL

RANKED WARFARE FOR WARDOGS

HERO BANNER — WEBSITE / DISCORD / TWITCH OFFLINE BASE 2048 × 1152 MASTER



DISCORD AVATAR

1024 × 1024 MASTER

SHIPS AS 512 × 512 · CIRCLE-CROP

SAFE · LEGIBLE AT 48PX SIDEBAR

NAMING & ROLES IN THE WILD

- ▶ **Server browser naming** — region + mode + index, always bracketed:

[HOWL] EU ARENA #01

[HOWL] NA WARFARE #03

- ▶ **Discord role icons** — rank emblems map 1:1 to ladder roles; the emblem is the role icon, the tier color is the role color.
- ▶ **Streamers & partners** — use the mono Bone mark as overlay bug at 10–15% opacity; never restyle it to match a channel palette.



THE NAME

A howl is the sound a pack makes before it moves — one voice calling, many answering. It names both the platform and its promise: you never queue alone. The wordmark is always set **HOWL**, all caps, never "Howl" or "howl" in brand contexts.

DOMAIN STRATEGY

Primary domain: **playhowl.com** — recommended and confirmed available as of 2026-08-12. The "play" prefix keeps the verb in the name and sidesteps squatting on the bare dictionary word. Regional or status subdomains (eu.playhowl.com, status.playhowl.com) inherit the same brand rules.

TRADEMARK STATUS

The HOWL mark and wordmark are **not yet registered trademarks**. Until registration completes, do not use the ® symbol anywhere; ™ may be used on first mention in press-facing material. Do not file, register or purchase domains or marks on behalf of the project without written sign-off from the core team.

RELATIONSHIP TO THE GAME

WARDOGS is developed by Bulkhead Interactive and published by Team17. HOWL is a fan-operated platform. **Never imply endorsement, partnership or official status** — no co-branded lockups, no "official" language, no use of WARDOGS game art inside HOWL brand materials.

REQUIRED DISCLAIMER — REPRODUCE VERBATIM

"HOWL is an unofficial community project and is not affiliated with, endorsed by, or connected to Bulkhead Interactive or Team17. WARDOGS and all related game assets are trademarks of their respective owners." — This disclaimer must appear wherever the brand is used publicly: website footer, Discord server info, stream panels, app stores, press kits and merchandise.



PLAYHOWL.COM

RANKED WARFARE FOR WARDOGS

