



Brand Identity Design System

GUIDELINES

V1.0 – OCTOBER 2023

Contents /

03	About This Guide
08	Brand Overview
14	Visual Language
19	Logos
29	Colors
36	Typography
43	Photography
53	Examples of Use

About This Guide

ABOUT THIS GUIDE

Our brand identity is a visual and verbal manifestation of our brand. This guide gives you the elements you need to develop consistent, meaningful, on-brand communications that bring our brand to life.

Wahl brand identity goals

- ★ Become a vehicle for brand love and advocacy, internally and externally
- ★ Express our brand promise, personality and attributes
- ★ Distinguish us in the marketplace
- ★ Grab the attention of and engage our customers and culture at large
- ★ Provide a mechanism for consistent replication of our brand identity

This comprehensive edition of the brand identity design guide was authored for art directors, designers, marketing creatives and professionals.

It contains the most thorough explanations and demonstrations of the Wahl Professional brand identity design system.

Asset requests and general brand identity and design inquiries should be sent to brand@WahlPro.com.

An overview of these guidelines can be found on brand.wahlpro.com.

For creative approval and brand design questions, please contact brand@WahlPro.com.

Brand Overview

Our brand comes alive in everything we do.
It forms the foundation for how we show
up in the world.

Understanding our belief, purpose, and character is the crucial first step in expressing our brand authentically and consistently. This builds credibility and trust with people we interact with.

When we have a strong grasp of who we are, we can confidently create compelling and singular brand communications.

OUR BRAND BELIEF

We believe hair has the profound ability to ***connect*** us to ourselves and the world around us.

OUR BRAND PURPOSE

We exist to unlock the power of ***connection*** — one haircut at a time.



Connection is our superpower.

It's the thing that separates us from the rest.

Who we are

GROUNDING CHAMPION

Our belief, purpose and superpower combine with our distinct character to form the foundation for our brand identity.

We are a Grounded Champion.

This identity becomes a useful shorthand for anytime we communicate our brand.

In fact, when crafting our visual language, every component was chosen and defined with our identity in mind.

Using that same identity as inspiration, we can confidently begin to assemble these elements. All of this guarantees that we appear authentically and consistently to our audience.

GROUNDING

Created humbly with intention.
Rooted in quality, values and understanding of people's needs.

WAHL®
P R O F E S S I O N A L

Igniting connection, enabling growth, fearlessly pushing people forward and fueling the future.

CHAMPION

PRIMARY LOGO & FIVE-STAR MARK



5-STAR
★★★★
★★★
SERIES

COLOR



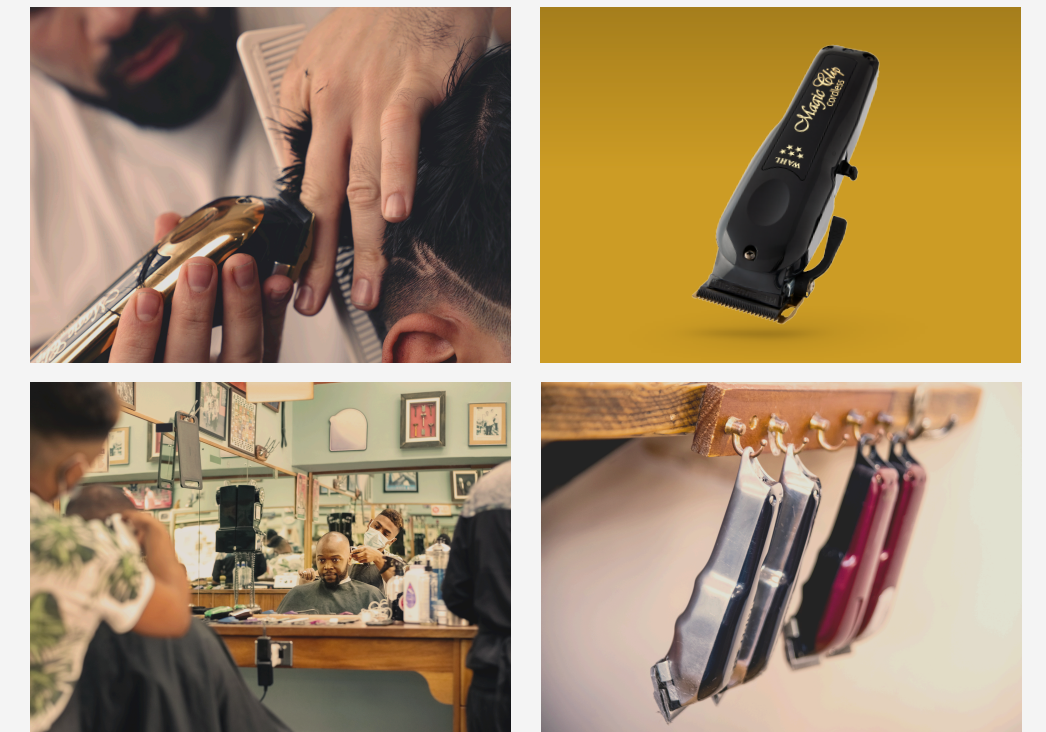
TYPOGRAPHY

Headline style

SUBHEADLINE

This is body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

PHOTOGRAPHY

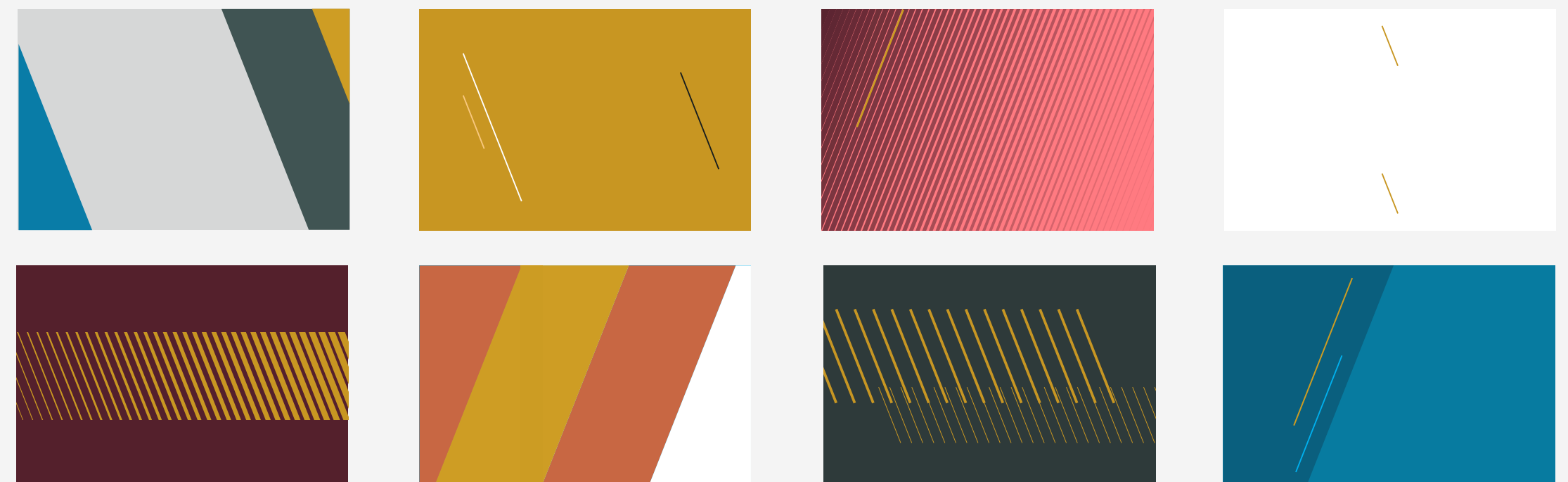


Our brand toolkit

Our visual identity is rooted in our brand identity of a Grounded Champion. This system comprises our logo, color, typography, photography and graphic treatments.

These elements combine to create a rich and consistent visual expression of our brand. The following sections go into greater depth for each of the components and offer guidelines and examples for using them effectively.

TAPER VISUAL LANGUAGE

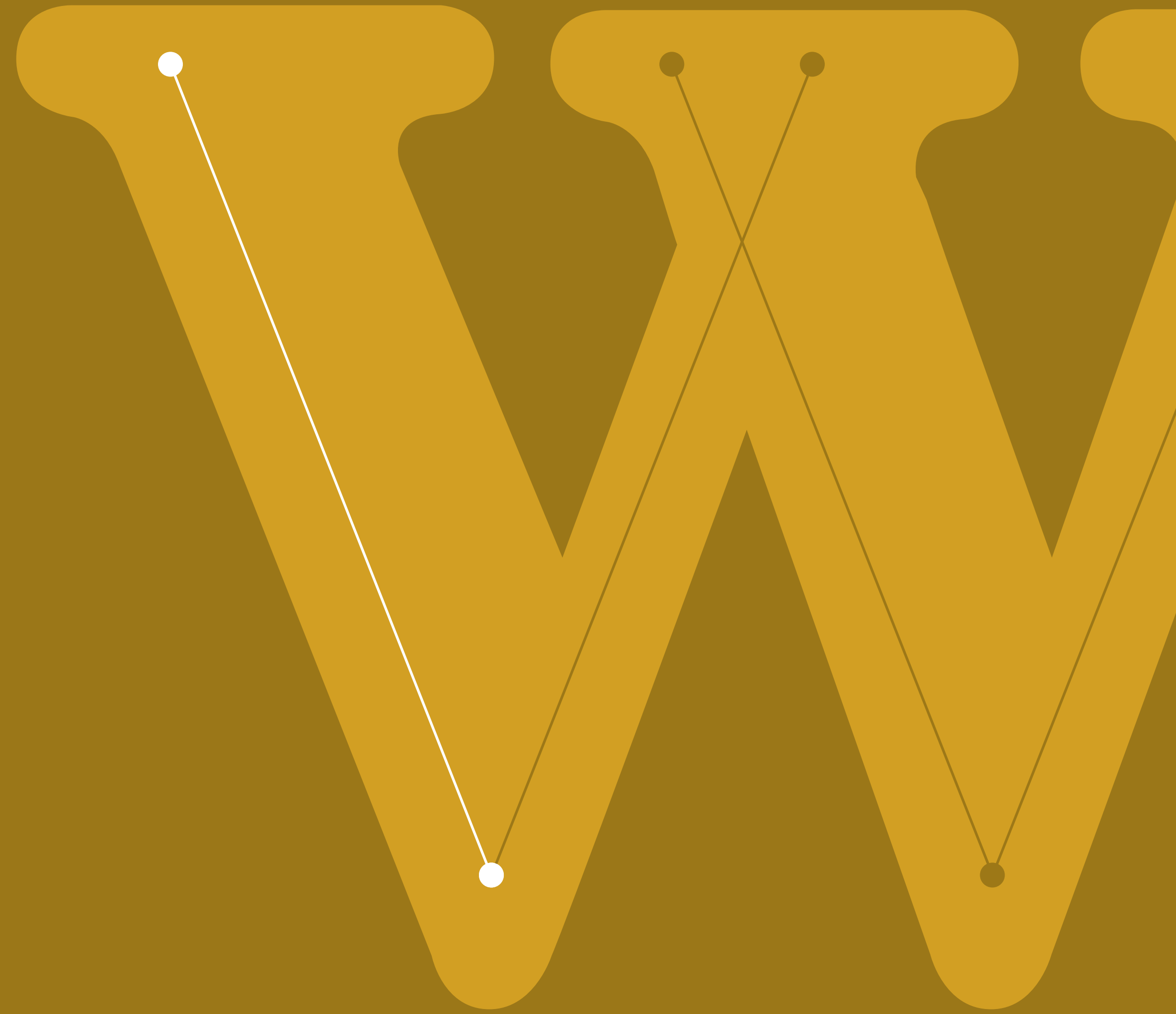


Visual Language

A unique visual language starts with a compelling brand idea. Ours is drawn from the angles of our iconic brand initial, the Wahl “W.”

It’s the foundation of our design system and the building block for our graphic expression.

These distinct angles represent our brand personality by signaling connection, precision and dynamic movement.



Our visual language

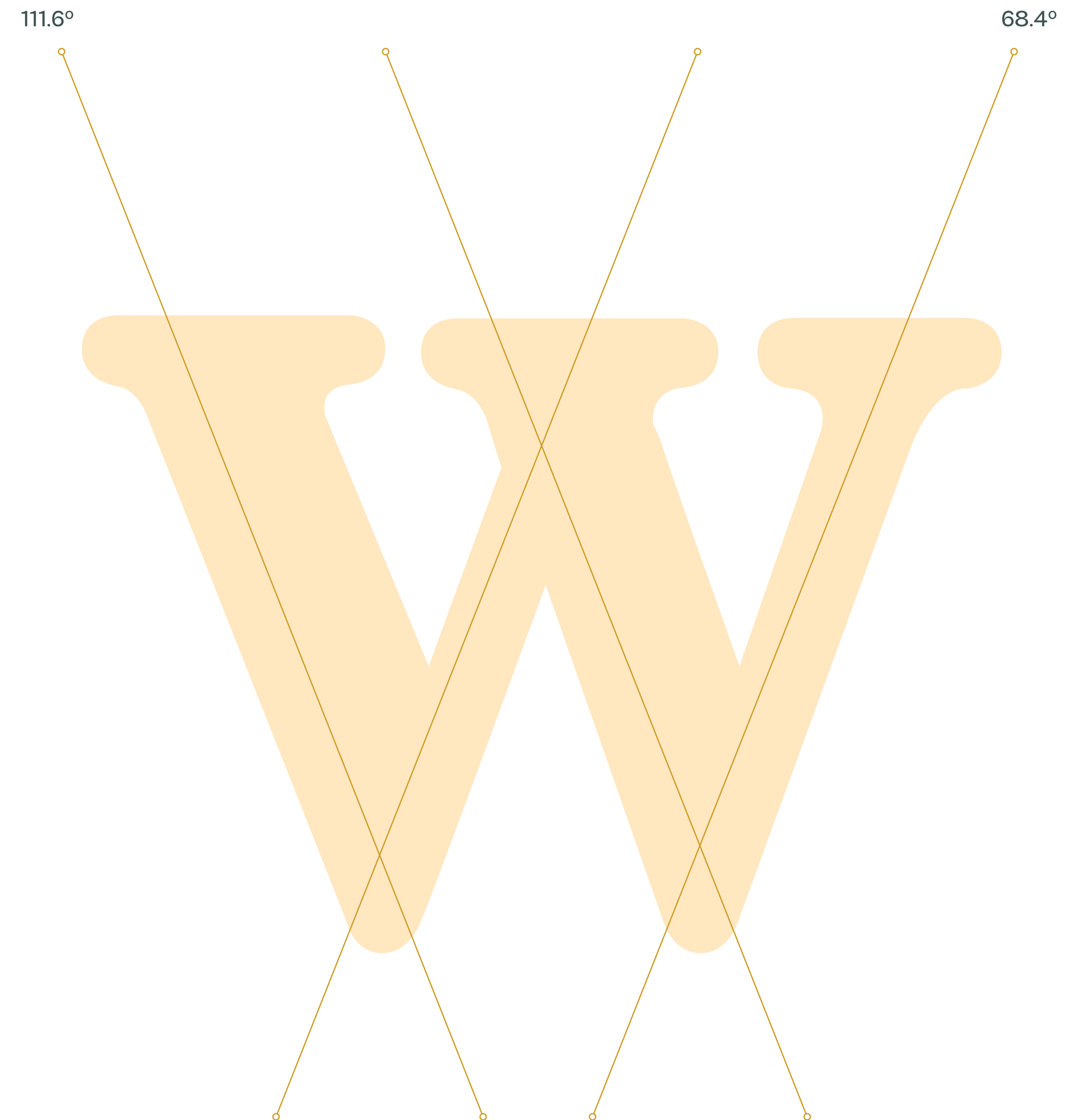
THE TAPER

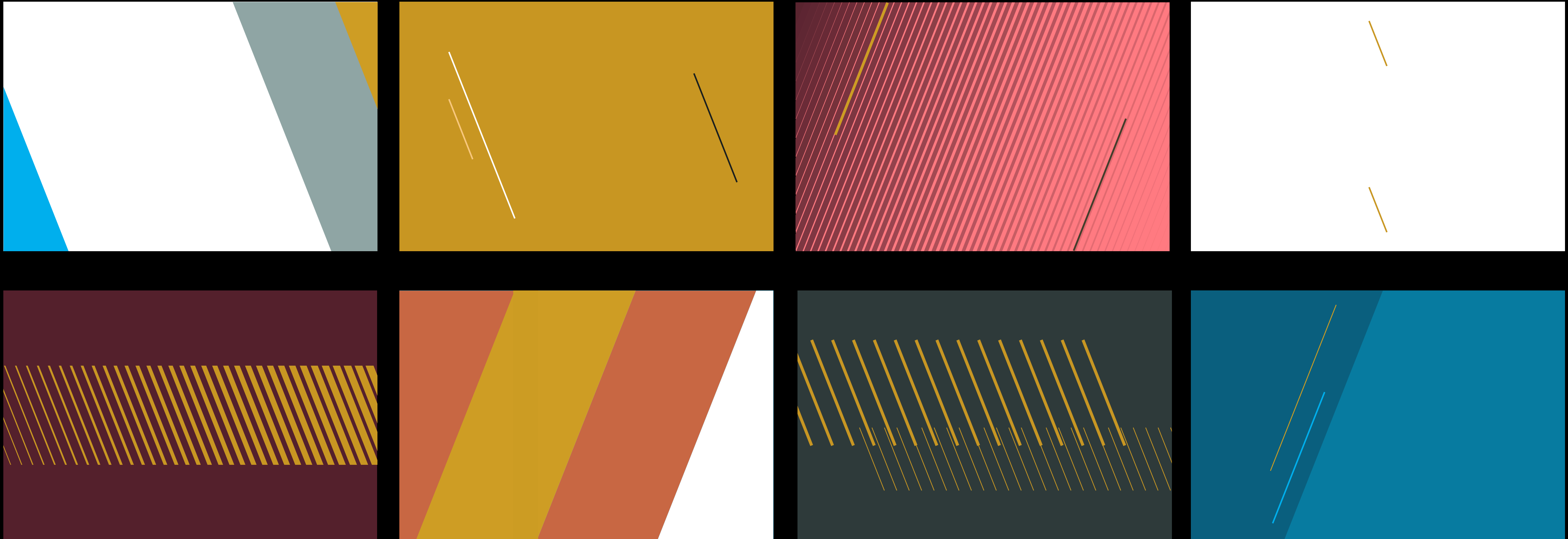
A taper creates a gradual transition from one part to another. A smooth taper is a sign of craft and experience. Our Taper visual language evokes those same qualities.

Formed from the distinct angles of our logo's iconic W, the Taper creates a dynamic system representing quality, speed and precision. It can be used as holding shapes for color and image, for creating dynamic patterns and shapes, and even for aligning typography.

By building graphic elements from these unique angles, our visual identity creates a sense of ownability that extends well beyond our logo.

We know these angles are **very** specific, but it's just another example of the attention to detail and precision we put in everything we do.





The Taper can be used to create a variety of compositions or expressions through scale, weight, frequency and abstraction. The examples above only begin to scratch the surface of how the Taper can be used to express the Wahl brand visually.

Here's what to avoid

Our taper visual language is extremely expressive and can expand to limitless possibilities.

It can serve as a visual “volume knob” of brand expression from something very quiet such as a single angled line or shape in the corner, or a repeating pattern that evokes the motion and sound of our precision blades.

NOTE: Keep in mind that sometimes less is more. Avoid overlapping patterns that become distracting and overwhelming or minimize our products, professionals, or fans.

Always base angles on 111.6° or 68.4°. Other angles should be avoided

Overuse of criss-crossing lines

Parallel lines create a pattern and rhythm. Avoid overuse of lines that cross and become busy or distracting



Logos

Our logos and brand marks are the primary visual representation of our brand. It's important that we use them correctly and consistently to ensure we always show up authentically.

Our logo

Use our primary logo to build brand consistency and equity.

To avoid other objects on the page competing with or crowding out our logo, reserve a margin of blank space around the logo approximately the height and width of the W on all sides.

Follow the guidance shown here for clear space and minimum sizing.



LOGO CLEARANCE



MINIMUM SIZING

Logo variations

Our logo comes in these approved color variations.

The white and black variations are our primary logos. The white logo can be used on dark backgrounds. The black logo can be used on light backgrounds.

The gold logo is our secondary variation. It can appear on both light and dark backgrounds, provided there is enough contrast for readability.

Any additional color variations of the Wahl Professional logo must be approved before use by the brand team.

For approval, contact:

brand@WahlPro.com

PRIMARY LOGO



SECONDARY LOGO



PRIMARY LOGO



SECONDARY LOGO



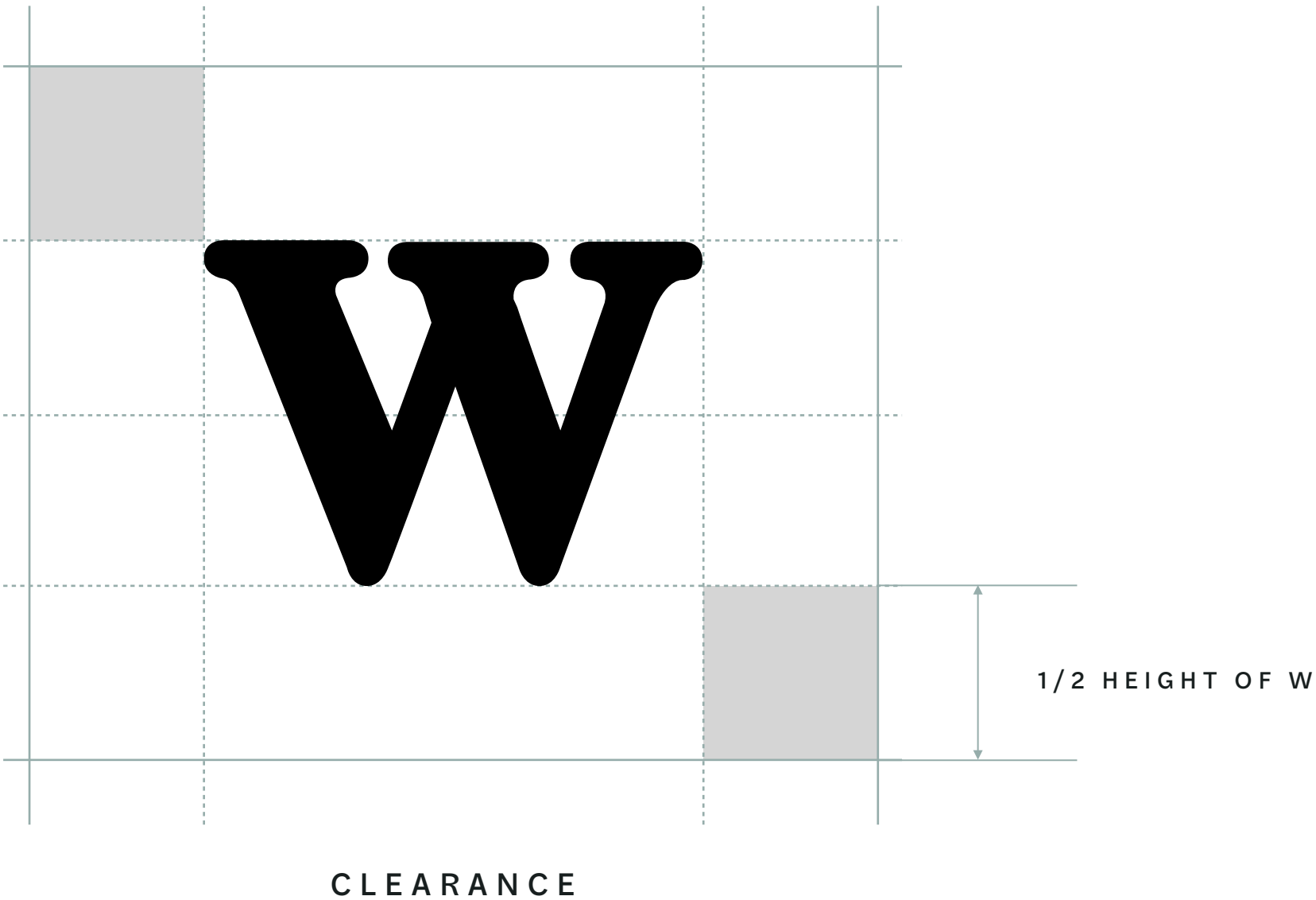
Shorthand icon

Our “W” icon can be used as a secondary brand indicator in situations where space is too limited for the Wahl Professional logo to be used legibly.

Most often, it will be used as a social media profile icon, but it can also serve as a shorthand for the brand in other situations like product/packaging design or print/digital marketing.

To avoid other objects on the page competing with or crowding out the shorthand icon, reserve a margin of blank space around the W approximately half the height of the logo on all sides.

NOTE: The Wahl Professional name or full logo lockup should be present at a legible size somewhere in proximity to the “W” icon to ensure proper attribution.



Icon variations

Our shorthand logo comes in these approved color variations.

The white and black variations are our primary shorthand icons. The white W can be used on dark backgrounds. The black W can be used on light backgrounds.

The gold icon is our secondary variation. The gold W can appear on both light and dark backgrounds, provided there is enough contrast for readability.

Any additional color variations of the shorthand icon must be approved before use by the brand team.

For approval, contact:

brand@WahlPro.com

PRIMARY ICON



SECONDARY ICON



PRIMARY ICON



SECONDARY ICON



Our Five-Star Series mark

Five-Star is the pinnacle of our professional line of products. The supporting Five-Star logo mark should be treated with the same care as our Wahl Professional logo.

To avoid other objects on the page competing with or crowding out the Five-Star mark, reserve a margin of blank space around the size of the star in the lockup on all sides.



LOGO CLEARANCE



MINIMUM SIZING

Mark variations, vertical

The Five-Star supporting mark comes in these approved color variations.

The white and black variations are our primary marks. The white mark can be used on dark backgrounds. The black mark can be used on light backgrounds.

The gold mark is our secondary variation. This can appear on both light and dark backgrounds, provided there is enough contrast for readability.

Any additional color variations to the Five-Star mark must be approved before use by the brand team.

For approval, contact:

brand@WahlPro.com



Mark variations, horizontal

The Five-Star supporting mark comes in these approved color variations.

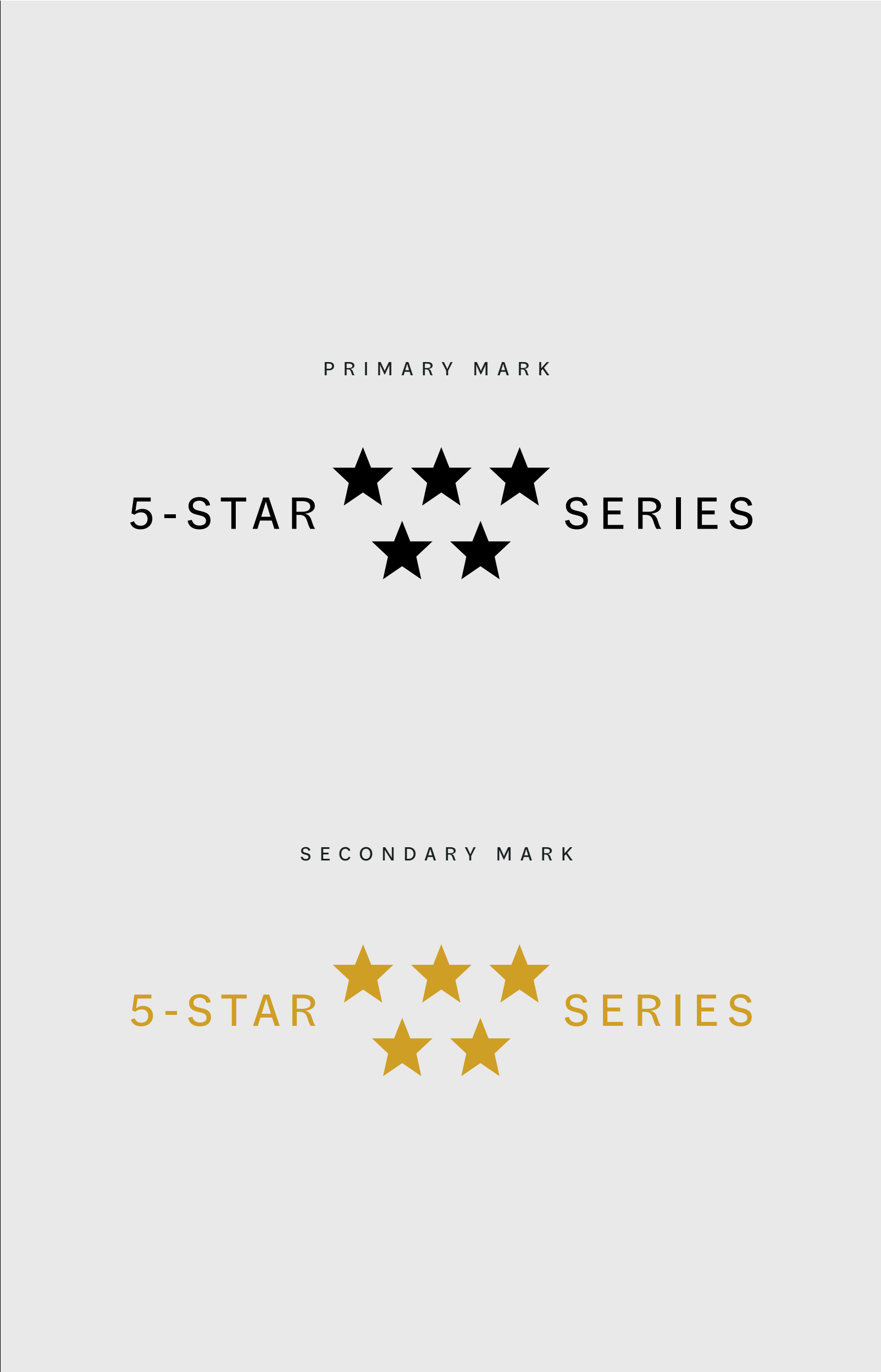
The white and black variations are our primary marks. The white mark can be used on dark backgrounds. The black mark can be used on light backgrounds.

The gold mark is our secondary variation. This can appear on both light and dark backgrounds, provided there is enough contrast for readability.

Any additional color variations to the Five-Star mark must be approved before use by the brand team.

For approval, contact:

brand@WahlPro.com



Here's what to avoid

Keep these basic guidelines in mind when using our logo or supporting logo marks.

They preserve the integrity and quality of our brand's visual language.

While the Wahl Professional logo is shown at right, this guidance applies to any of our logos and marks.

Do not change the angle of the logo



Do not stretch the logo out of proportion



Do not alter the color of the logo



Do not place the logo on low-contrast imagery



Do not add drop shadows



Do not re-create using any other typeface



Do not create new logo lockups



Do not outline the logo



Colors

We have a rich tradition and heritage.
Our colors draw upon that history while
infusing our brand with a fresh energy.

Wahl Gold remains our most identifiable color. It signals our leadership and evokes a sense of confidence and optimism. Steel accompanies Wahl Gold in our primary palette, serving to ground the visual identity. Its subtle warmth also ensures our brand stays approachable.

Our secondary palette adds an upbeat energy with just a dash of grit and sophistication, invigorating our brand.

Each color in our palette has tints and shades for added flexibility. Tints are values lighter than the base color, and shades are values darker than the base color.

PRIMARY COLORS



Wahl Gold

R207 G158 B36
HEX #CF9E24
C20 M37 Y100 K1

Steel

R22 G31 B31
HEX #161F1F
C78 M64 Y65 K75

SECONDARY COLORS



Vermillion

R207 G103 B66
HEX #CF6742
C14 M71 Y82 K2

Denim

R9 G124 B167
HEX #097CA7
C87 M42 Y19 K1

Burgundy

R140 G54 B44
HEX #8C364A
C34 M87 Y57 K24

Mint

R109 G204 B193
HEX #6DCCC1
C54 M0 Y30 K0

TINT 02	SHADE 01	TINT 04	TINT 02
R255 G242 B223 HEX #FFF2DF C0 M4 Y11 K0	R154 G119 B26 HEX #9A771A C36 M47 Y100 K14	R214 G216 B216 HEX #D6D8D8 C15 M10 Y11 K0	R90 G96 B96 HEX #5A6060 C64 M52 Y53 K24
TINT 01	SHADE 02	TINT 03	TINT 01
R255 G207 B128 HEX #FFCF80 C0 M20 Y57 K20	R69 G62 B44 HEX #453E2C C59 M58 Y76 K53	R119 G124 B124 HEX #777C7C C55 M44 Y45 K9	R59 G63 B62 HEX #3B3F3E C70 M60 Y61 K49

TINT 01	TINT 01	TINT 01	TINT 01
R255 G136 B89 HEX #FF8859 C0 M58 Y67 K0	R0 G182 B245 HEX #00B6F5 C67 M10 Y0 K0	R255 G122 B136 HEX #FF7A88 C0 M66 Y31 K0	R136 G255 B243 HEX #88FFF3 C36 M0 Y14 K0
SHADE 01	SHADE 01	SHADE 01	SHADE 01
R153 G75 B50 HEX #994B32 C28 M76 Y86 K22	R10 G95 B127 HEX #0A5F7F C93 M57 Y33 K12	R84 G33 B46 HEX #54212E C45 M85 Y60 K55	R78 G146 B138 HEX #4E928A C71 M26 Y48 K3

NEUTRAL COLORS

WHITE	R255 G255 B255 HEX #FFFFFF C0 M0 Y0 K0
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BLACK	R0 G0 B0 HEX #000000 C75 M68 Y67 K90
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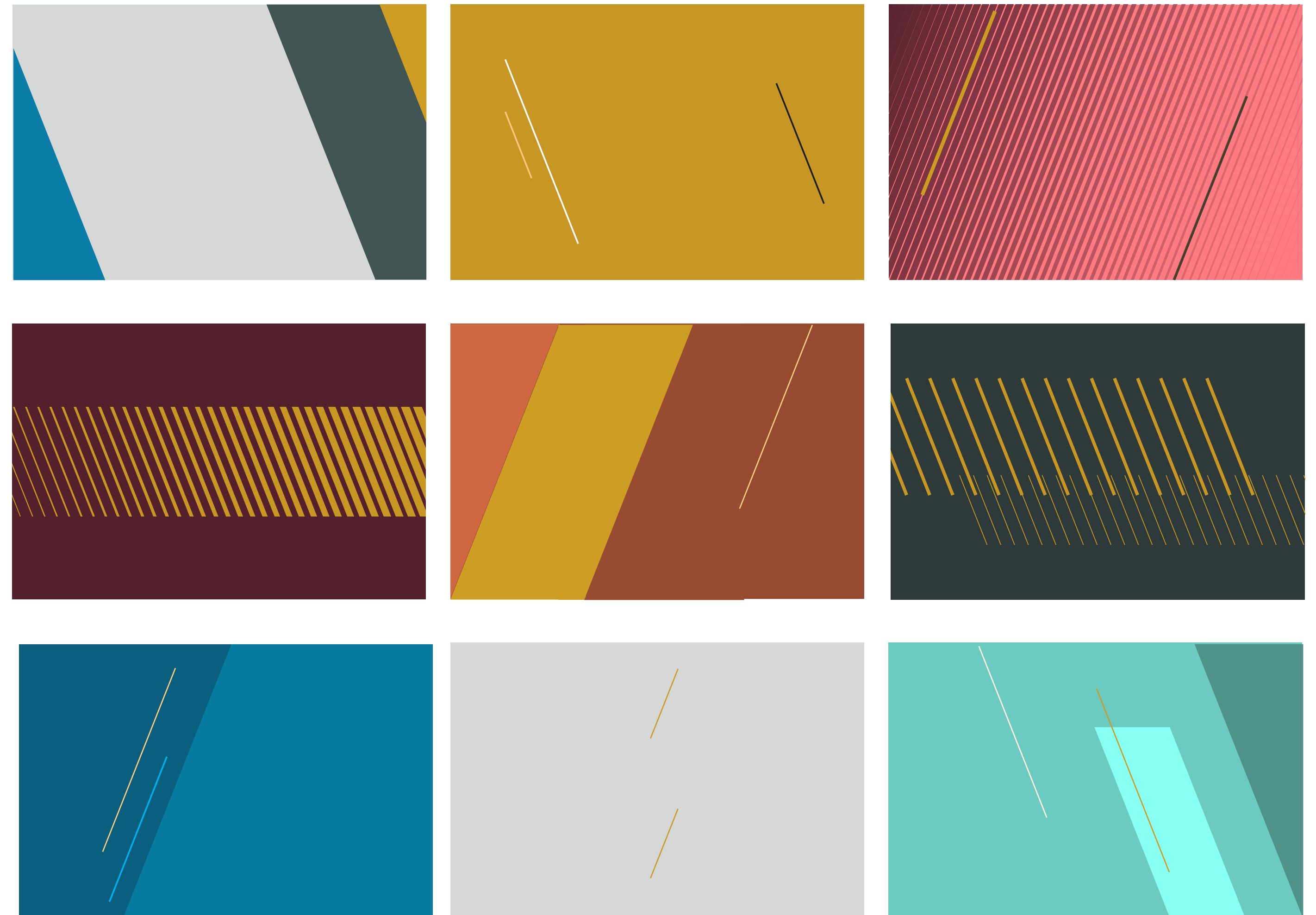
Color hierarchy

Our primary brand colors are Wahl Gold and Steel. These colors should be used in all our brand expressions. They are intended to be the consistent colors that make our brand immediately recognizable.

Our secondary colors of Denim, Vermillion, Burgundy and Mint act as accent colors for our brand. They appear individually (in tints and shades) alongside our primary colors, adding energy and directing interest to specific details.

There are no rigid rules when it comes to the proportions of brand colors used in applications. Only two requirements exist when it comes to applying brand colors:

1. Wahl Gold must always be present whether in a large or small quantity.
2. When a secondary color is needed, only use one per application. Combining secondary colors isn't recommended.



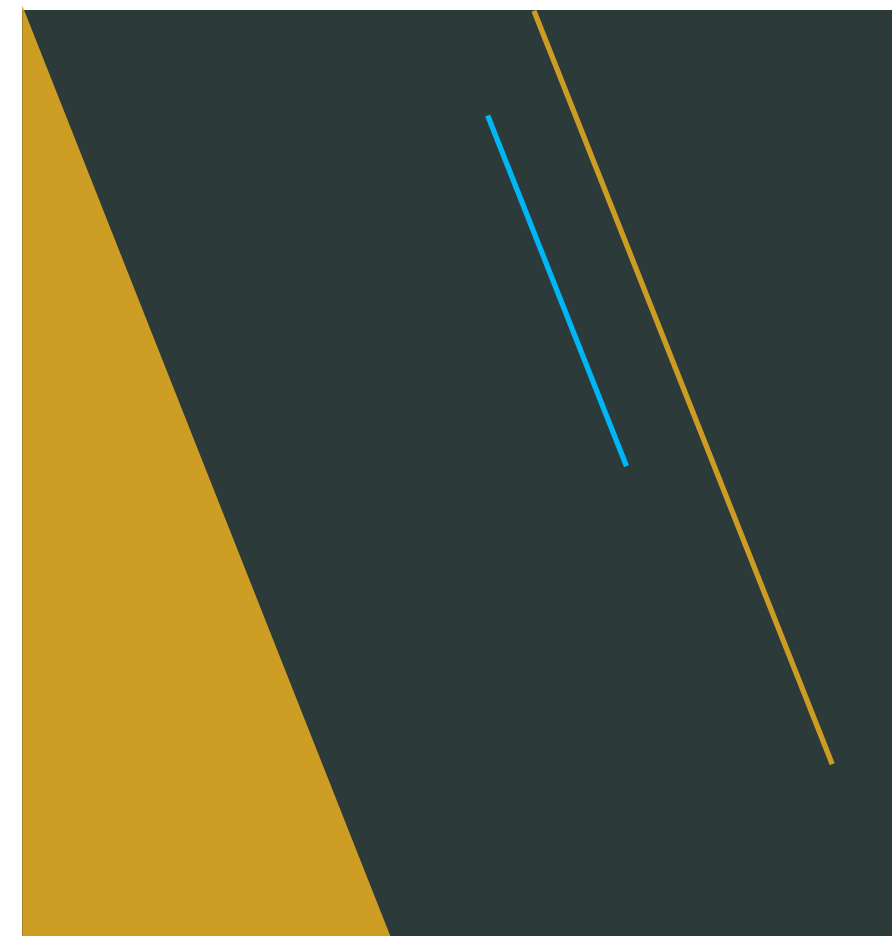
Audience-specific color

The professionals we serve fit into two basic categories we call sub-brands: **barbers/stylists and animal groomers**. To create distinction between professions we feel that it is best to differentiate through use of color.

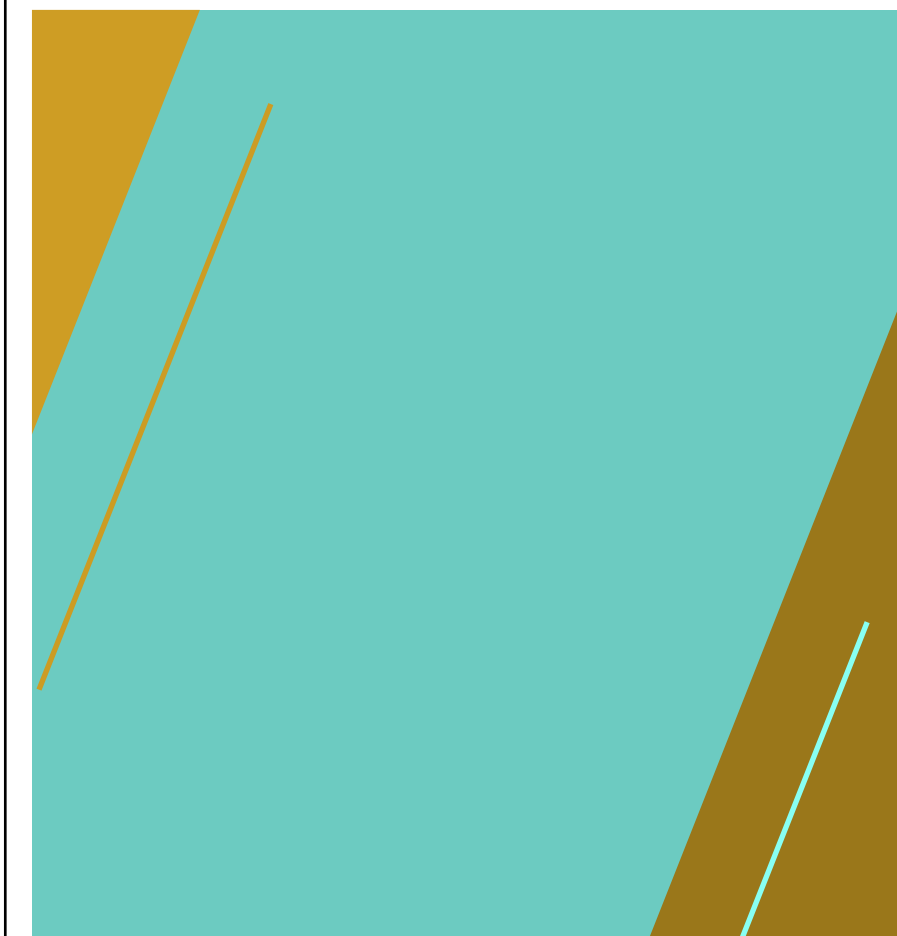
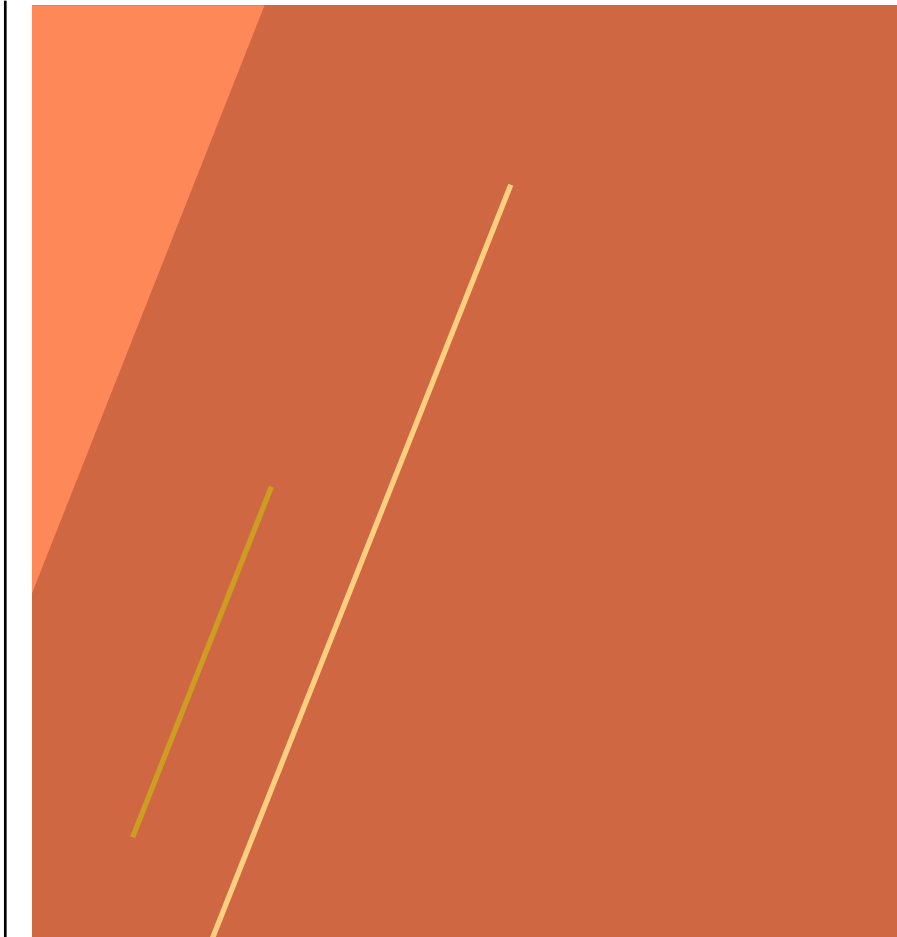
It's vital to maintain consistency as a brand overall while giving some creative liberties to distinguish between sub-brands. This will help with brand recognition holistically while ensuring the different professions don't appear as wildly different brands.

When designing for our barbers/stylists, Wahl Gold and Steel are used in the largest proportion. Our secondary colors can be used as optional accent colors.

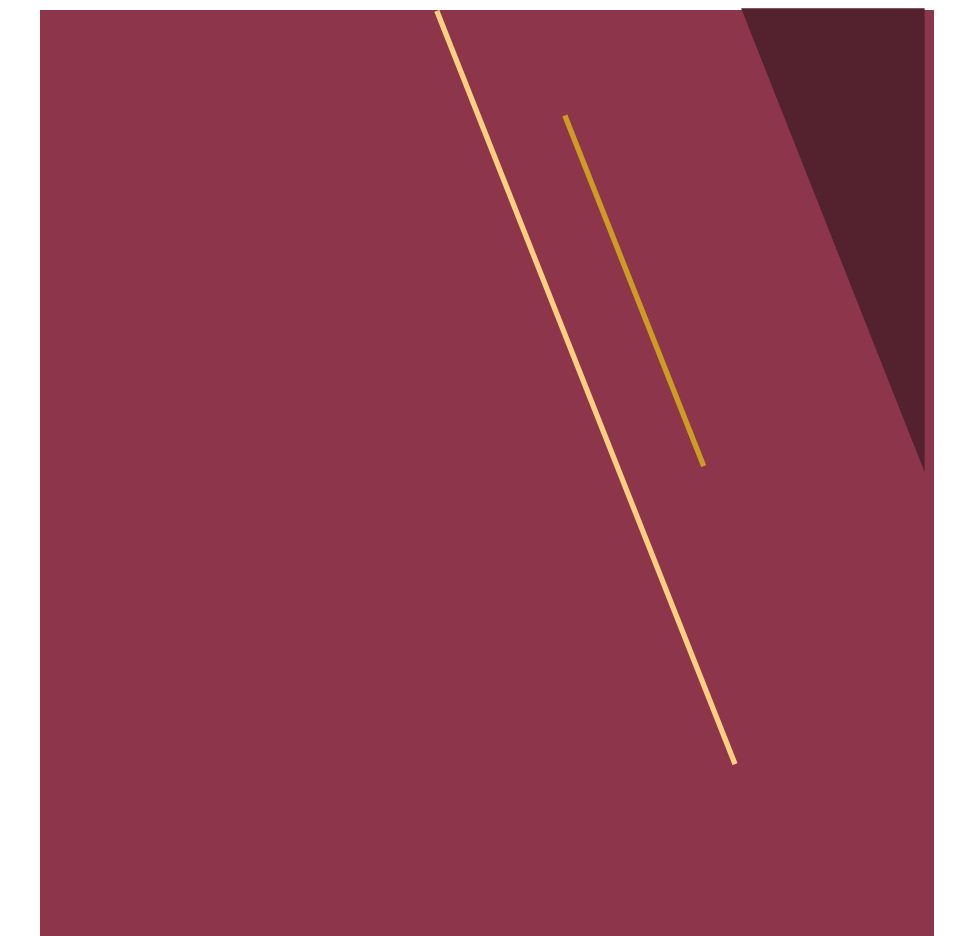
When designing for groomers, the proportions are inverted and our secondary colors take on more prominence. Wahl Gold must still always be present but has a much less central role. Steel can also be used but also as a more secondary or accent element.



BARBER/STYLIST
Wahl Gold and Steel led with
optional secondary accents



GROOMER
Secondary palette led with
Wahl Gold accents



Color accessibility

Web Content Accessibility Guidelines (WCAG) are a set of recommendations for making web content more accessible — primarily for people with disabilities. The color pairings outlined at right ensure the contrast ratio between foreground and background colors will meet the AA accessibility level. An interactive accessibility checker is available at:

<https://accessibleweb.com/color-contrast-checker/>.

While WCAG is intended for web and digital environments, it is recommended that the same principles are applied to print environments whenever possible.

See prior page for guidance on color use and hierarchy.

AA Approved for “normal” text (body copy) that is below 18pt or 24px

AA Approved for “large” text (headlines and display type) that is above 18pt or 24px

✓ Approved for user interface components

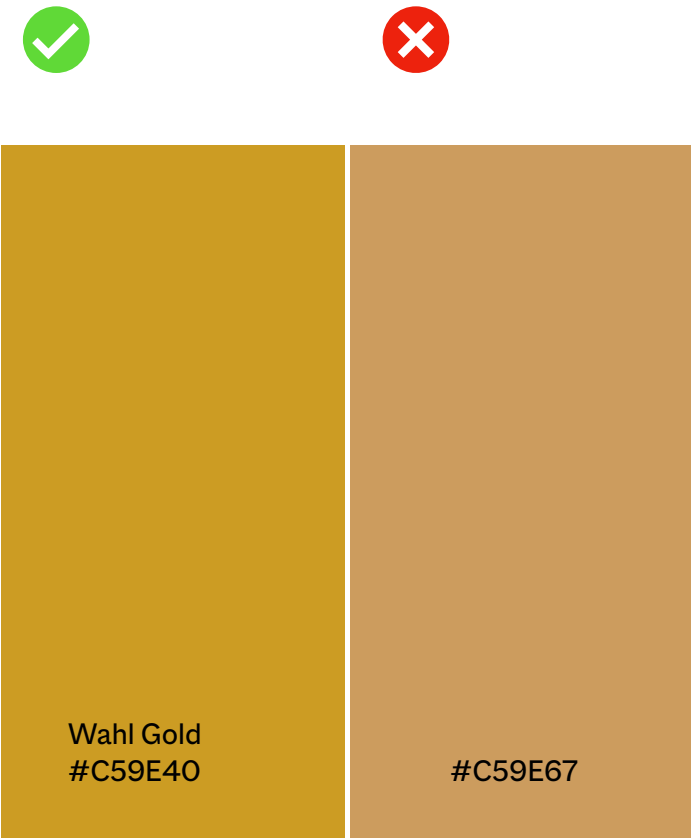
<div>SteelAA AA✓</div>	<div>WhiteAA AA✓ Wahl GoldAA AA✓</div>	<div>WhiteAA✓ SteelAA AA✓</div>	<div>WhiteAA✓ SteelAA✓</div>	<div>WhiteAA✓ Wahl GoldAA✓</div>	<div>SteelAA AA✓</div>
<div>SteelAA AA✓</div>	<div>SteelAA. AA✓</div>				
<div>SteelAA. AA✓</div>	<div>WhiteAA✓ SteelAA✓</div>	<div>SteelAA. AA✓</div>			
<div>WhiteAA✓ SteelAA✓</div>	<div>WhiteAA. AA✓</div>				
<div>WhiteAA. AA✓ Wahl GoldAA✓</div>	<div>WhiteAA. AA✓ Wahl GoldAA✓</div>	<div>WhiteAA. AA✓</div>	<div>WhiteAA. AA✓</div>	<div>WhiteAA. AA✓ Wahl GoldAA. AA✓</div>	<div>WhiteAA✓ SteelAA. AA✓</div>

Here's what to avoid

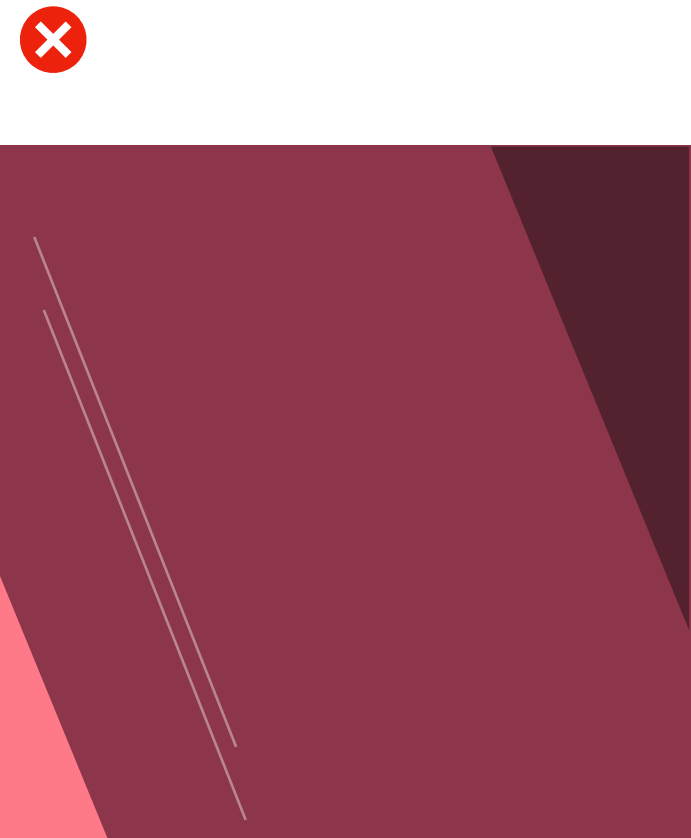
Color has a strong connection to memory and emotion. Maintaining consistency and purpose in our application of brand colors is crucial for building equity for our brand in people's minds.

Keep this guidance in mind when applying color for our brand.

Altering color codes



Using only secondary colors



More than one secondary color per application



Color combinations where type isn't accessible



Typography

Our typographic style aims to capture the spirit of the Grounded Champion.

Our brand font is Macklin, a historical revival type family with contemporary sensibilities and functionality. This font family, combined with how we use it, expresses a humble, confident, hard-working visual voice.

Typographic style

Our typographic style helps further express a consistent visual voice.

While there are exceptions to the rules, our style typically follows these guidelines.

HEADLINES

Macklin Sans Regular
Sentence case, left aligned

SUBHEADERS

Macklin Sans Bold
All caps, left aligned, 25% tracking

BODY COPY

Macklin Text Regular
Sentence case, left aligned

CTA/EYEBROW

Macklin Sans Regular
All caps, left aligned, 25% tracking

Brand font family

H U M B L E . C O N F I D E N T . H A R D - W O R K I N G .

Macklin is our primary brand font family. “It is inspired by the era when type leapt off the pages of books and onto large-scale posters and advertisements. Macklin’s sharp yet elegant forms push the superfamily to a place that’s more suited to contemporary use and modern design.”

Optimized for screens and expanded into a full family of weights in slab serif, sans serif, and text, Macklin offers a flexible and fitting typographic foundation for anything the brand needs to communicate in written word.

HEADLINE : MACKLIN SANS REGULAR

SUBHEADER : MACKLIN SANS BOLD

BODY COPY : MACKLIN TEXT REGULAR

CTA/EYEBROW : MACKLIN SANS REGULAR

MACKLIN TYPE FAMILY

S A N S

Extra Bold	Medium
Extra Bold <i>Italic</i>	Medium <i>Italic</i>
Bold	Light
Bold <i>Italic</i>	Light <i>Italic</i>

T E X T

Bold	Regular
Bold <i>Italic</i>	<i>Italic</i>
Medium	Light
Medium <i>Italic</i>	Light <i>Italic</i>

Headline casing

We've established a loose set of rules to allow for a range of expressions in type while maintaining a recognizable typographic voice. The type rules are designed to not be too prescriptive. We encourage you to explore the style in this font family.

Mixed casing (combining ALL CAPS and lowercase/title case) is our primary headline expression, however using all of the same casing is also acceptable. Below are just a few ways you might combine different type styles together.



Make it
a family
affair

Sentence case



MAKE IT
a family
affair

Mix of uppercase and lowercase



Make it
A FAMILY
AFFAIR

Mix of lowercase and uppercase



Make it
a family
affair

Mix of regular and italic

NOTE: Avoid using all Italic UPPERCASE in the same size. It feels less distinct and ownable.

Headline alignment

Shifting the line alignment or using the angles of our Taper language to align the type creates more expressive, branded typography.

Combined with our mixed casing approach demonstrated on the previous page, this allows for a broad spectrum of headline treatments that still feel unique to our brand.

90°
Make it
a family
affair

111.6°
Make it
a family
affair

68.4°
Make it
a family
affair

68.4°
Make it
a family
affair

System fonts

When brand fonts are not available, we use these specified fonts that are accessible across operating systems.

They follow the same standard typographic styling as our brand fonts.

HEADLINES

Arial Regular
Sentence case, left aligned

SUBHEADERS

Arial Bold
All caps, left aligned, 25% tracking

BODY COPY

Georgia Regular
Sentence case, left aligned

CTA/EYEBROW

Arial Regular
All caps, left aligned, 25% tracking

System font family

H U M B L E . C O N F I D E N T . H A R D - W O R K I N G .

Arial is our default headline font, and Georgia is our default body copy font. These default fonts are used when our primary brand font is not available for use.

These fonts can also be used for internal communications like email, PowerPoint, Word documents, etc. Both Arial and Georgia are standard system fonts that are widely available to all employees for day-to-day work.

SYSTEM FONT FAMILY

A R I A L

Bold

Bold Italic

Regular

Italic

G E O R G I A

Bold

Bold Italic

Regular

Italic

HEADLINE : ARIAL REGULAR

SUBHEADER : ARIAL BOLD

BODY COPY : GEORGIA REGULAR

CTA/EYEBROW : MACKLIN SANS REGULAR

Here's what to avoid

Our brand font Macklin has many different styles in its family that can create a broad range of expression to meet any need you may have.

While we encourage exploration, please limit your type use to only our brand font to ensure that your typography comes from a singular brand voice.

At right are some examples of what to avoid when working with typography.

Any font besides our approved brand fonts

Using brand fonts inconsistent with our style

All uppercase italic font

Altering brand fonts



America's Clipper Company

Macklin Sans Light



America's Clipper Company



AMERICA'S CLIPPER COMPANY



AMERICA'S CLIPPER COMPANY



America's Clipper Company

Photography

Whether in a studio or in the real world, our photography should always reflect reality, authenticity and diversity of our fans. There should be also be a clear focal point or movement present.

Photographic style

Aligning with our identity of a Grounded Champion, our photographic style is documentary at its essence. When we use images of people, they should be as authentic and unposed as possible, in an environment they would naturally inhabit.

Subject matter is the primary way we distinguish between our specific audiences (Five-Star, Wahl Professional Barber/Beauty, Wahl Professional Animal).



Branded image presets

To give our photography a subtle branded element, we've created presets to apply to imagery. These filters serve to unify the saturation and temperature of imagery, creating a consistent tone.

Our images have slightly less contrast, giving them an approachable feel while still maintaining a wide dynamic range (not too dark, not too light) and natural skin tones.

The temperature adjustments for our photography are informed by our primary brand color. We use Wahl Gold as a tint to create consistent warm tones in our imagery.



ORIGINAL IMAGE

BRANDED PRESET

Core categories

Photography recommendations are representative of images that can be sourced from stock websites when necessary.

Photography should always showcase the form and function of our products and highlight the professionals who use them to the highest caliber.



DOCUMENTARY PORTRAIT



DOCUMENTARY PRODUCT



STUDIO PORTRAIT



STUDIO PRODUCT

Documentary portrait

- ✦ Real professionals and clients should be the focal point
- ✦ Includes both individuals and groups
- ✦ Use real environments
- ✦ Candid or direct to camera
- ✦ Sincere expressions
- ✦ Natural lighting



Documentary product

- ★ Our product should be the focal point
- ★ Showcase the form and function of our products to greatest effect
- ★ Product should coexist seamlessly with reality
- ★ Use real professionals
- ★ Use real environments
- ★ Natural lighting



Studio portrait

- ✦ Use real people
- ✦ Dominant or tone-on-tone color
- ✦ Direct to camera (candid if appropriate)
- ✦ Diverse subjects
- ✦ Sincere expressions
- ✦ Simple, neutral backgrounds are preferred



Studio product

- ✦ Showcase the form and function of our products to greatest effect
- ✦ Dynamic angles
- ✦ Highlight features
- ✦ Soft lighting
- ✦ Realistic shadows
- ✦ Clear focus
- ✦ Highest possible resolution
- ✦ Neutral or brand colors for background
- ✦ Use cutout background when needed



Here's what to avoid

Photography is the most immediate way to infuse our brand with humanity. The way we represent our products and the people they impact directly affects how our brand is received.

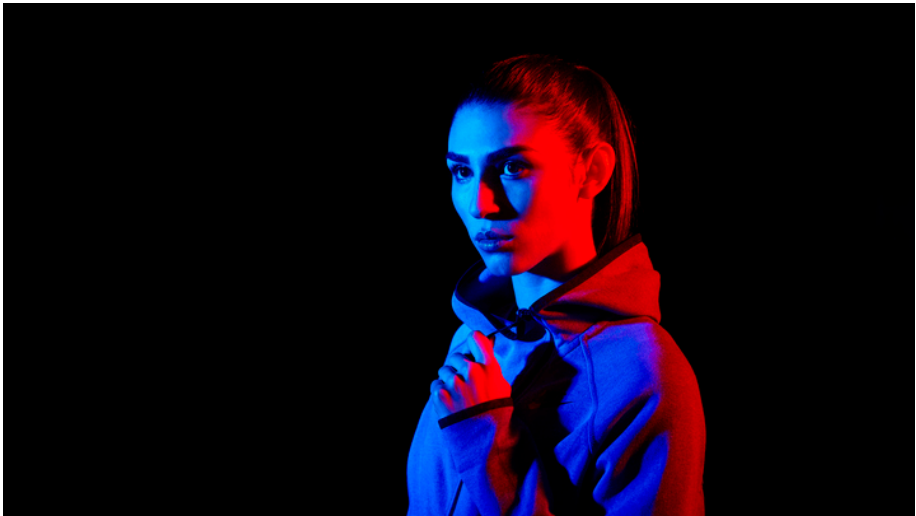
Common mistakes are listed at the right to identify types of imagery and subject matter to avoid.



Insincere expressions



Lens flares and soft focus



Artificial lighting



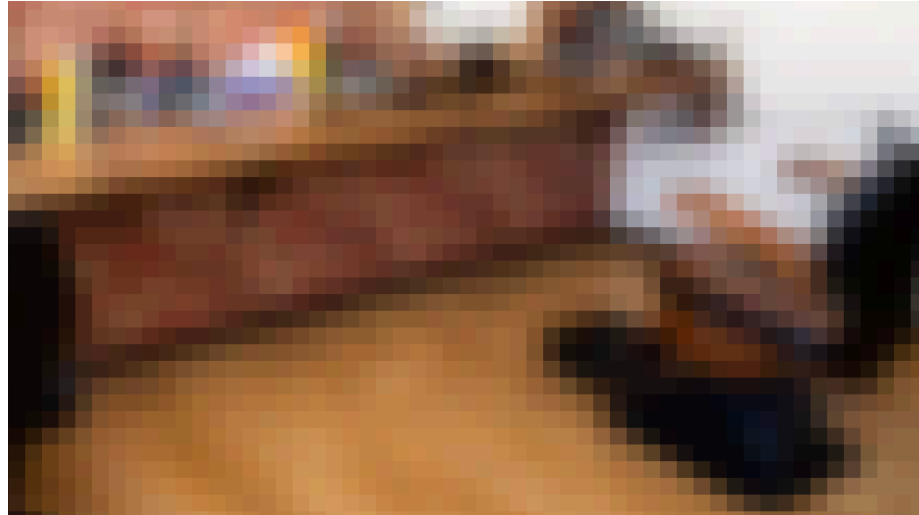
Staged environments



No clear focal point



Black-and-white photography



Low resolution



Unrealistic product integration



Unnecessary photo effects

Examples of Use

Our visual elements are all rooted in our brand identity of the Grounded Champion. It is essential to keep that same identity in mind when combining them to create your designs.

The following examples of use are meant to inspire you to create brand communications that fully express our identity in consistent yet creative ways.

Out of home



Out of home

Taper angle element
in Wahl Gold

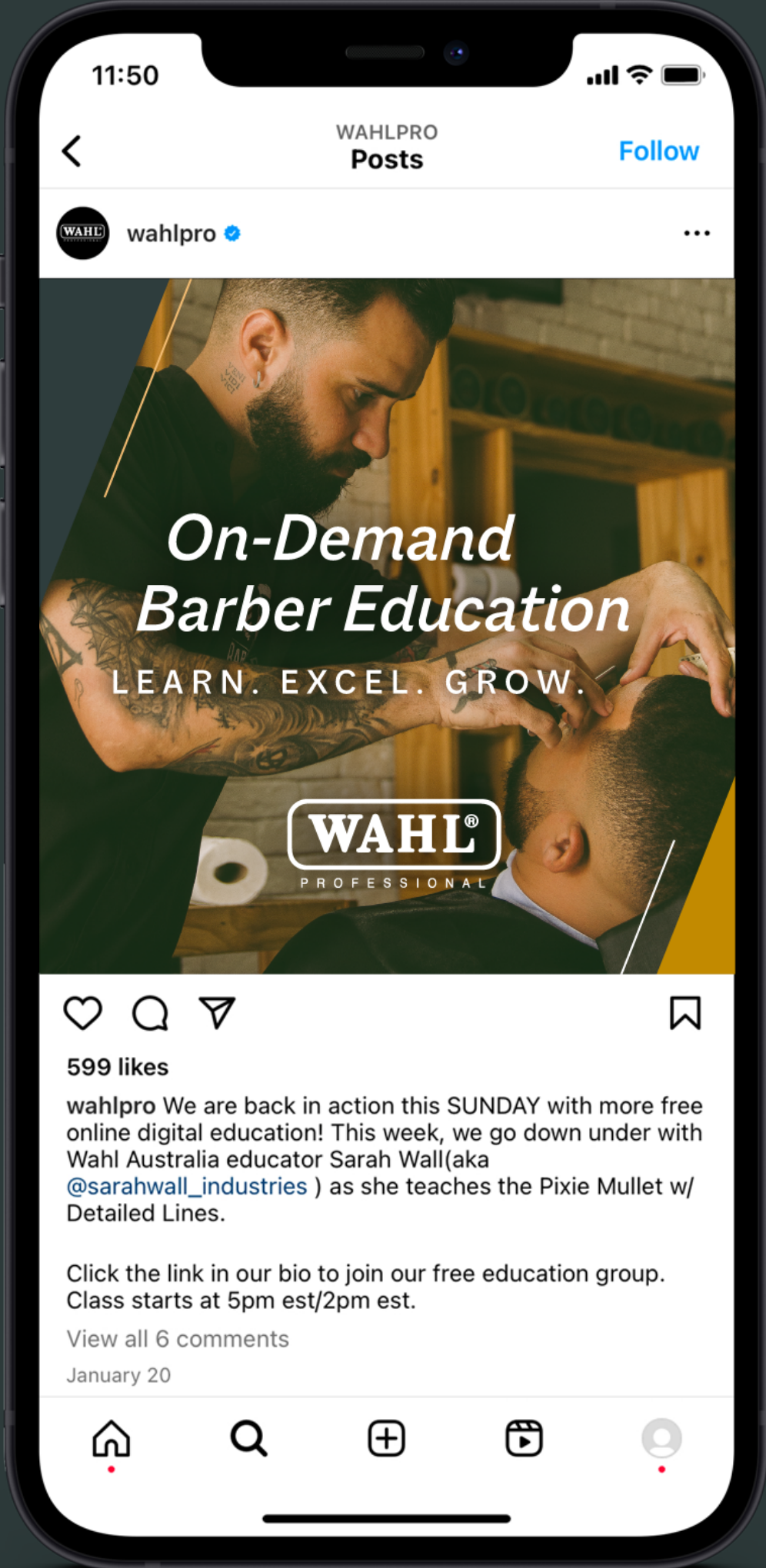
Mixed case headline

Wahl Gold accent

Color-treated photography
highlighting real professionals,
documentary portrait



Social media



Social media

Taper angle elements

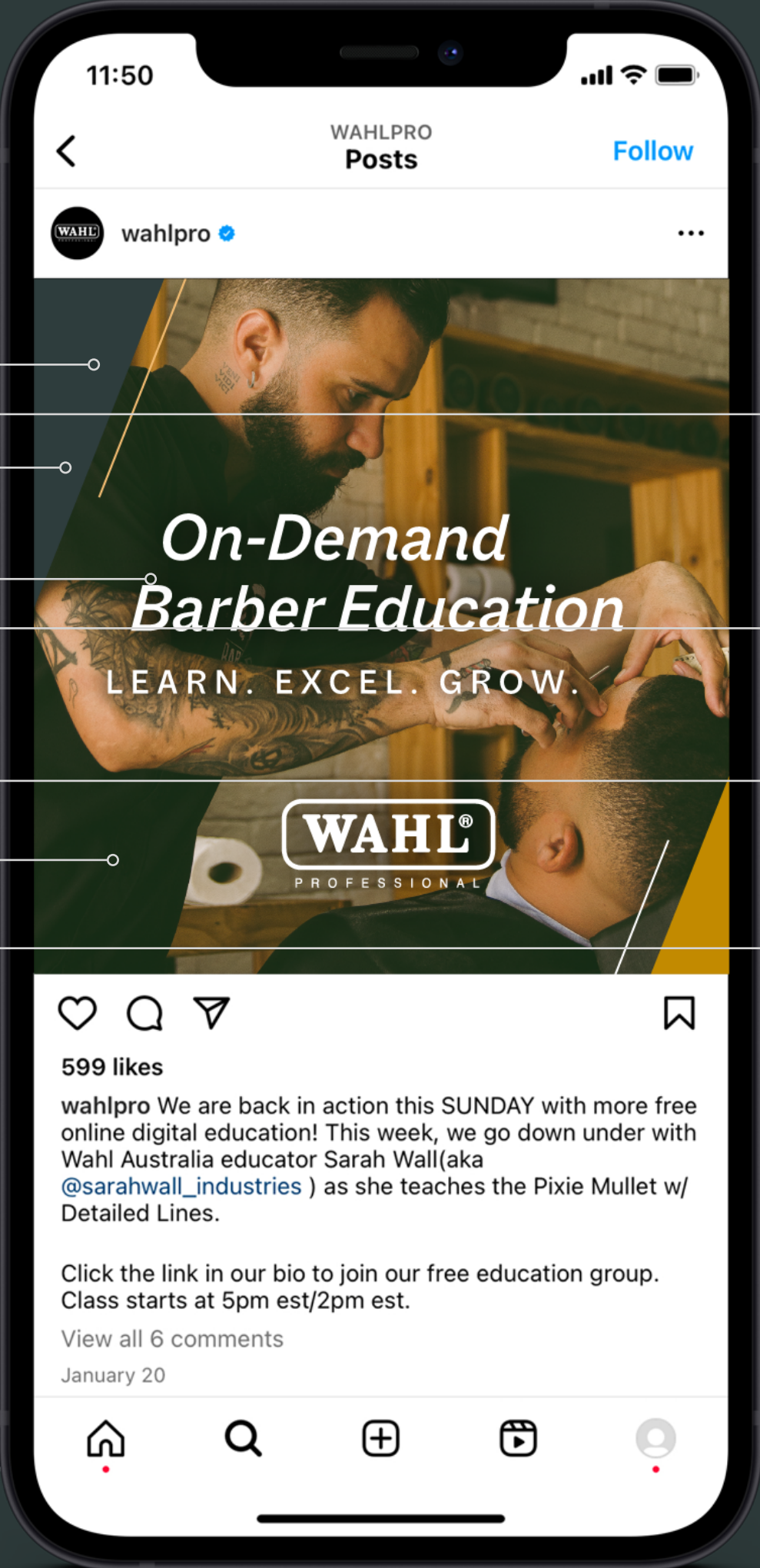
Primary color led, barber

Branded headline

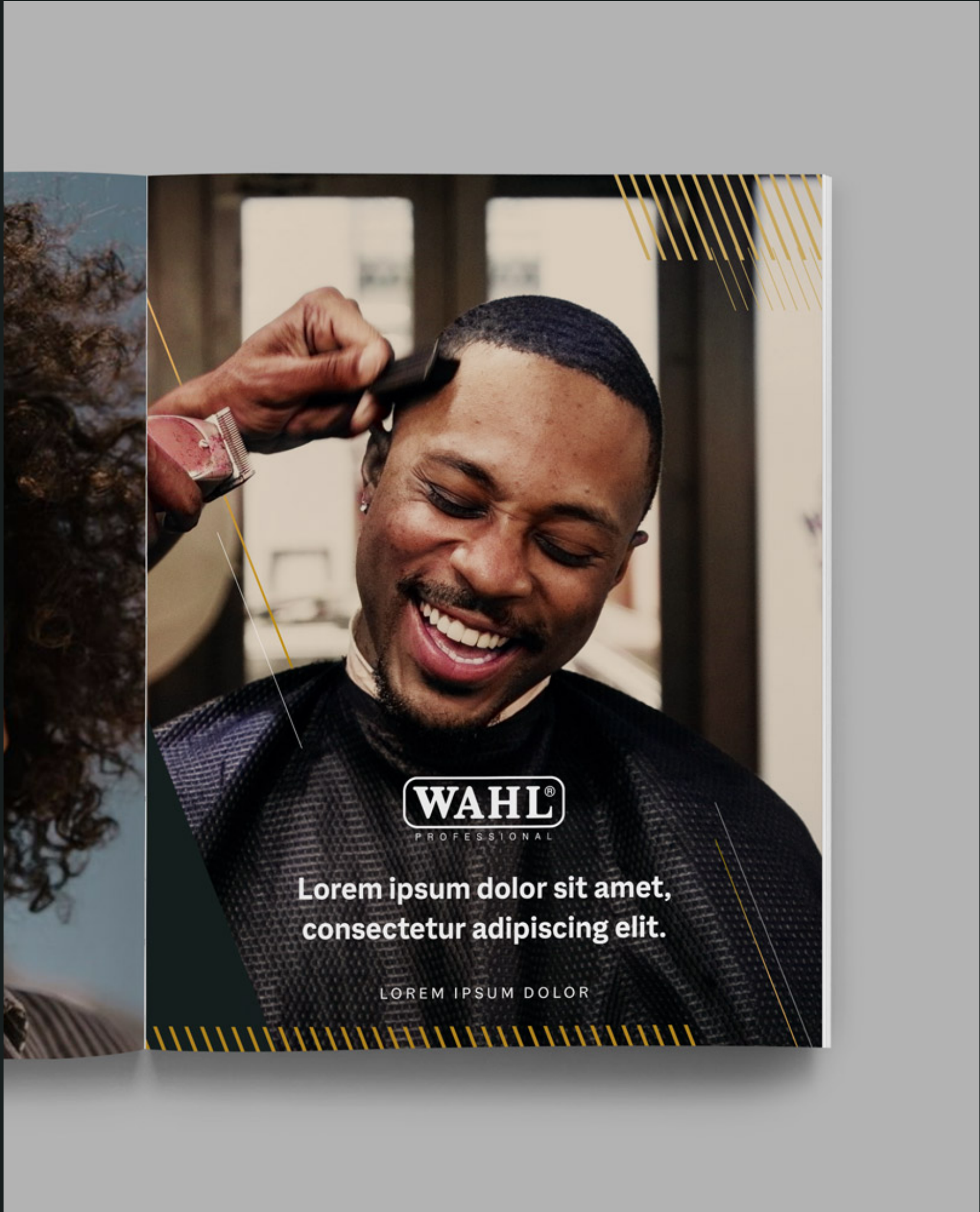
Secondary color led, groomer

Documentary-style portrait

Studio portrait style



Print Ad



Print Ad

Taper angle elements

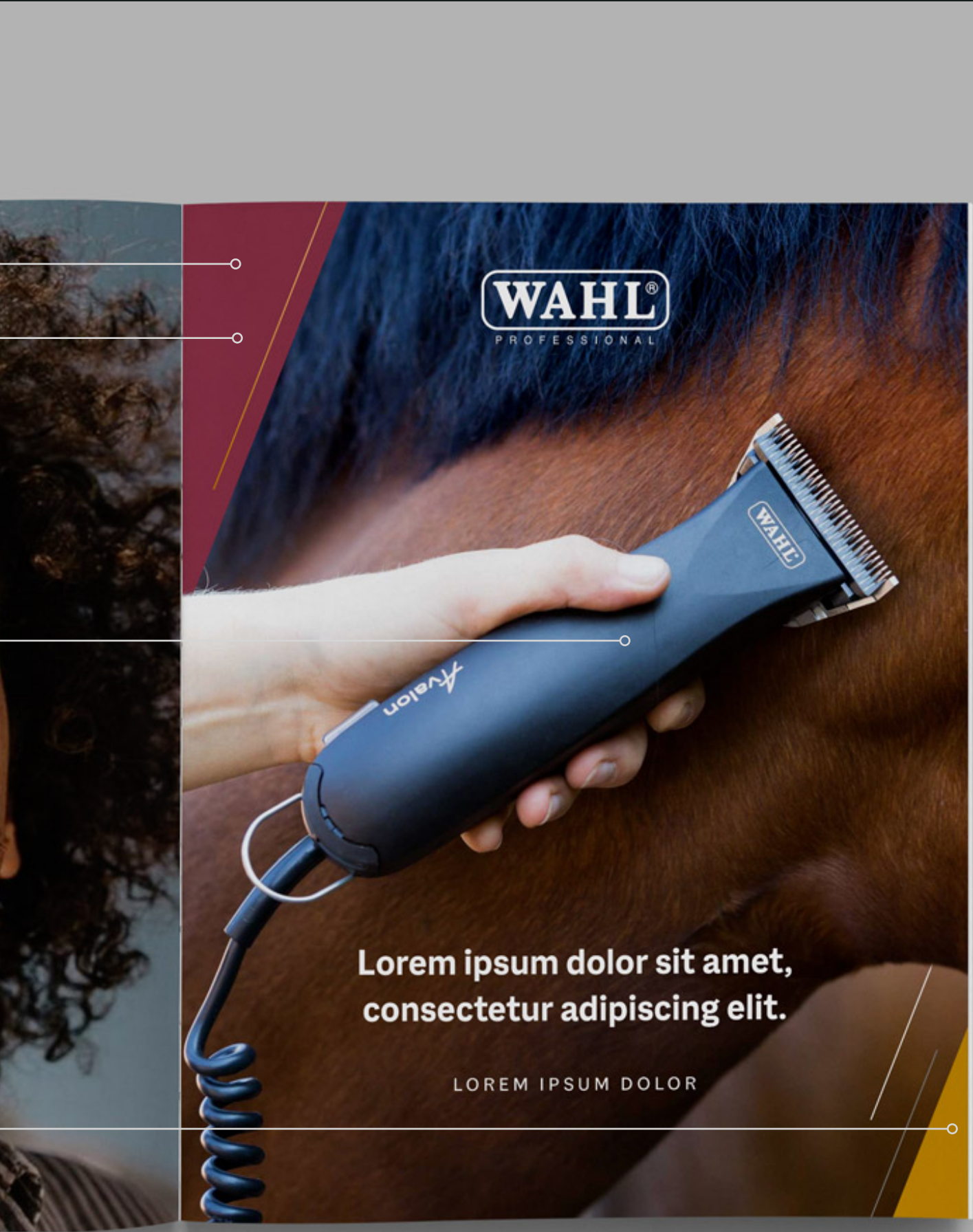
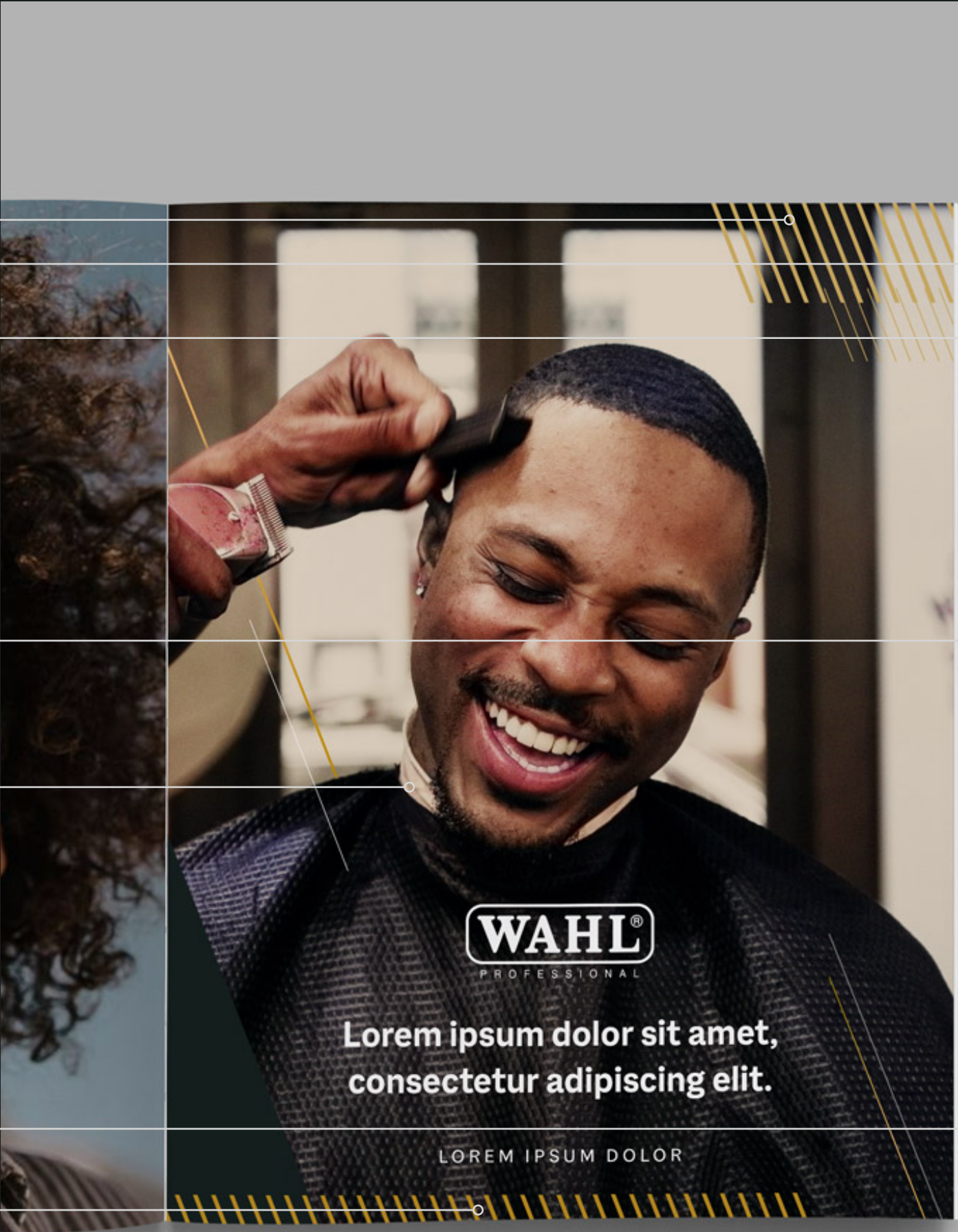
Secondary color led, groomer

Documentary style product

Documentary style portrait

Wahl Gold accent

Primary color led, barber



Trade show



Trade show

Secondary color accent

Taper angle element
In Wahl Gold

Documentary style portrait

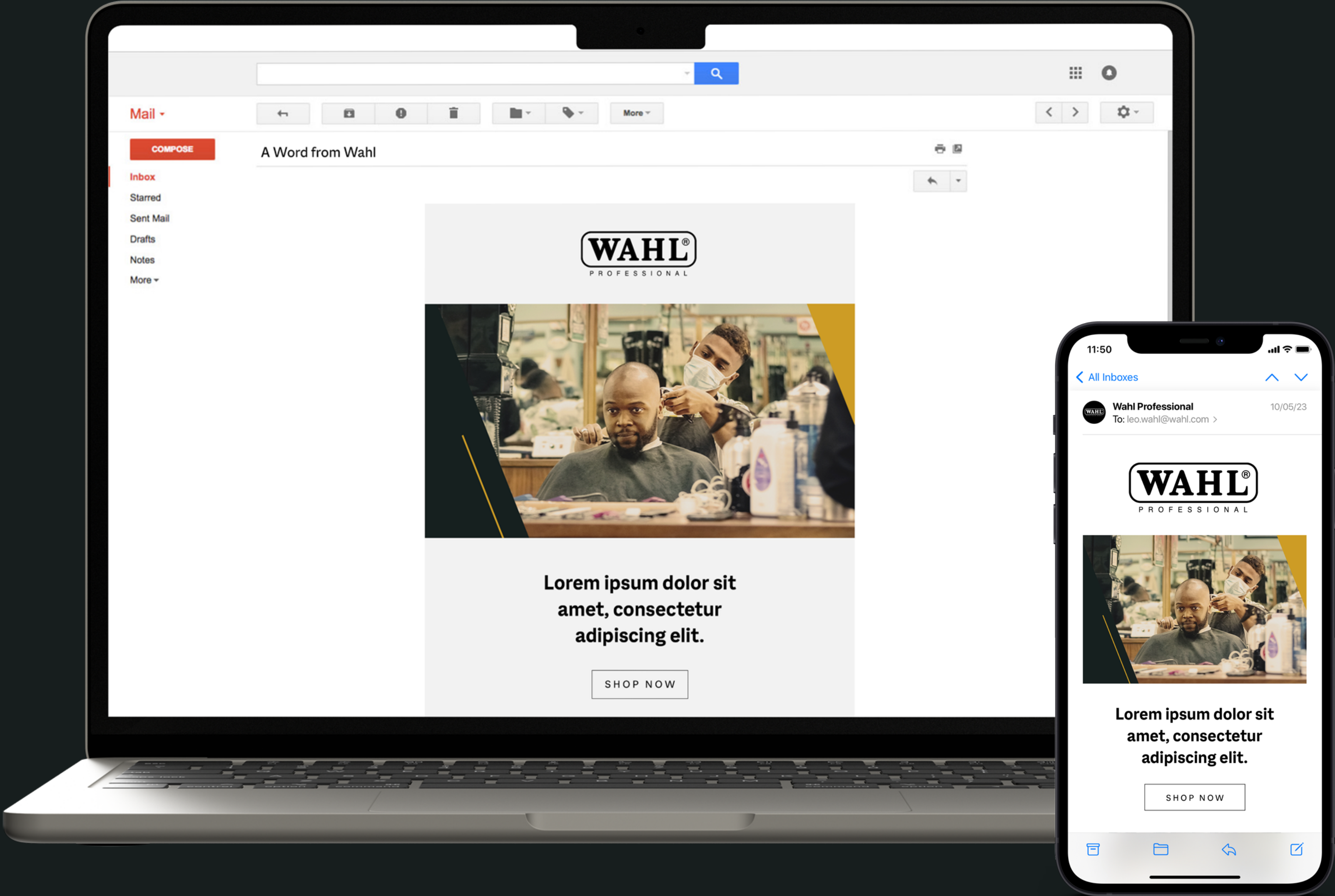
Primary Steel color led

Studio product imagery

Taper angle element
in Wahl Gold



Email



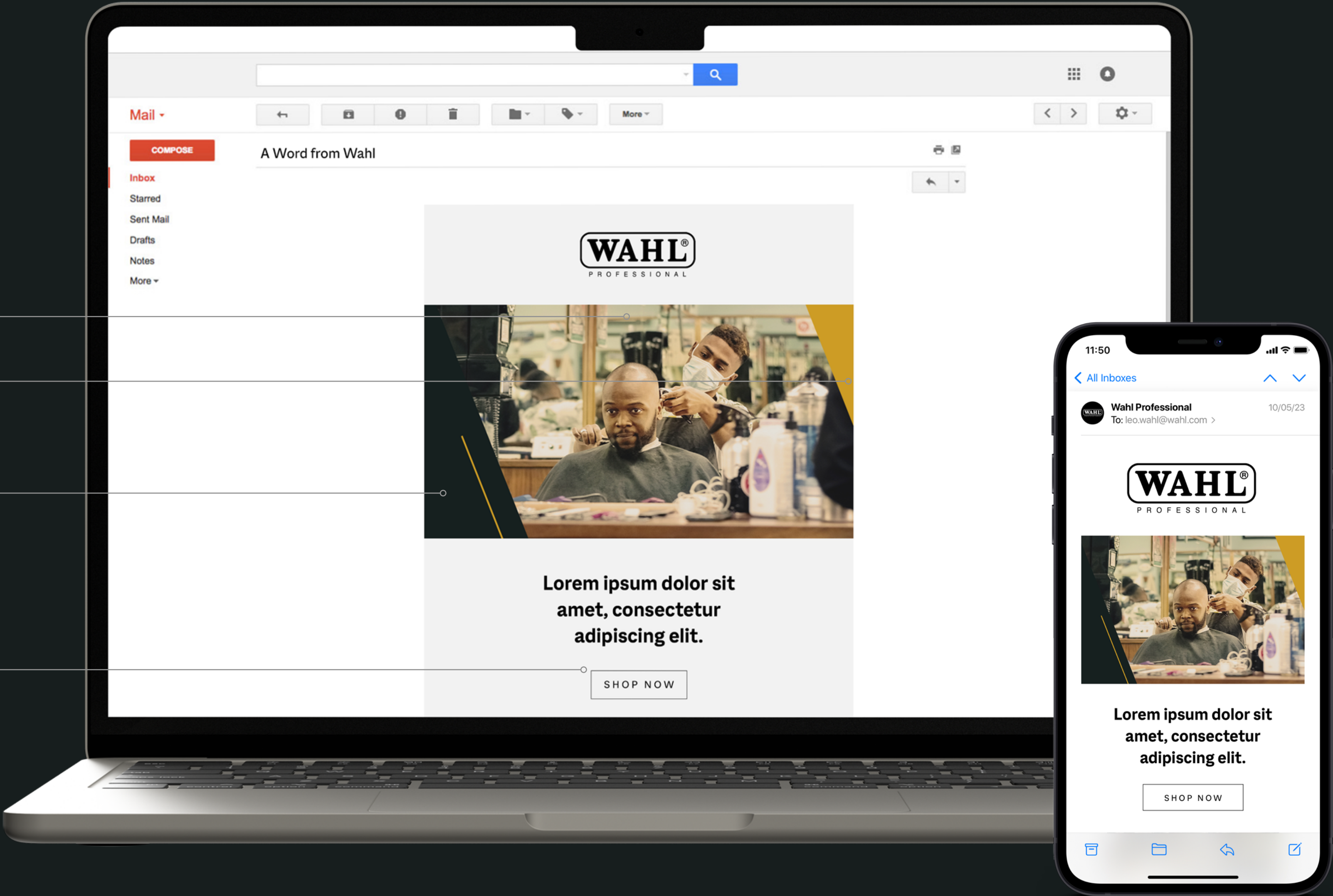
Email

Documentary portrait

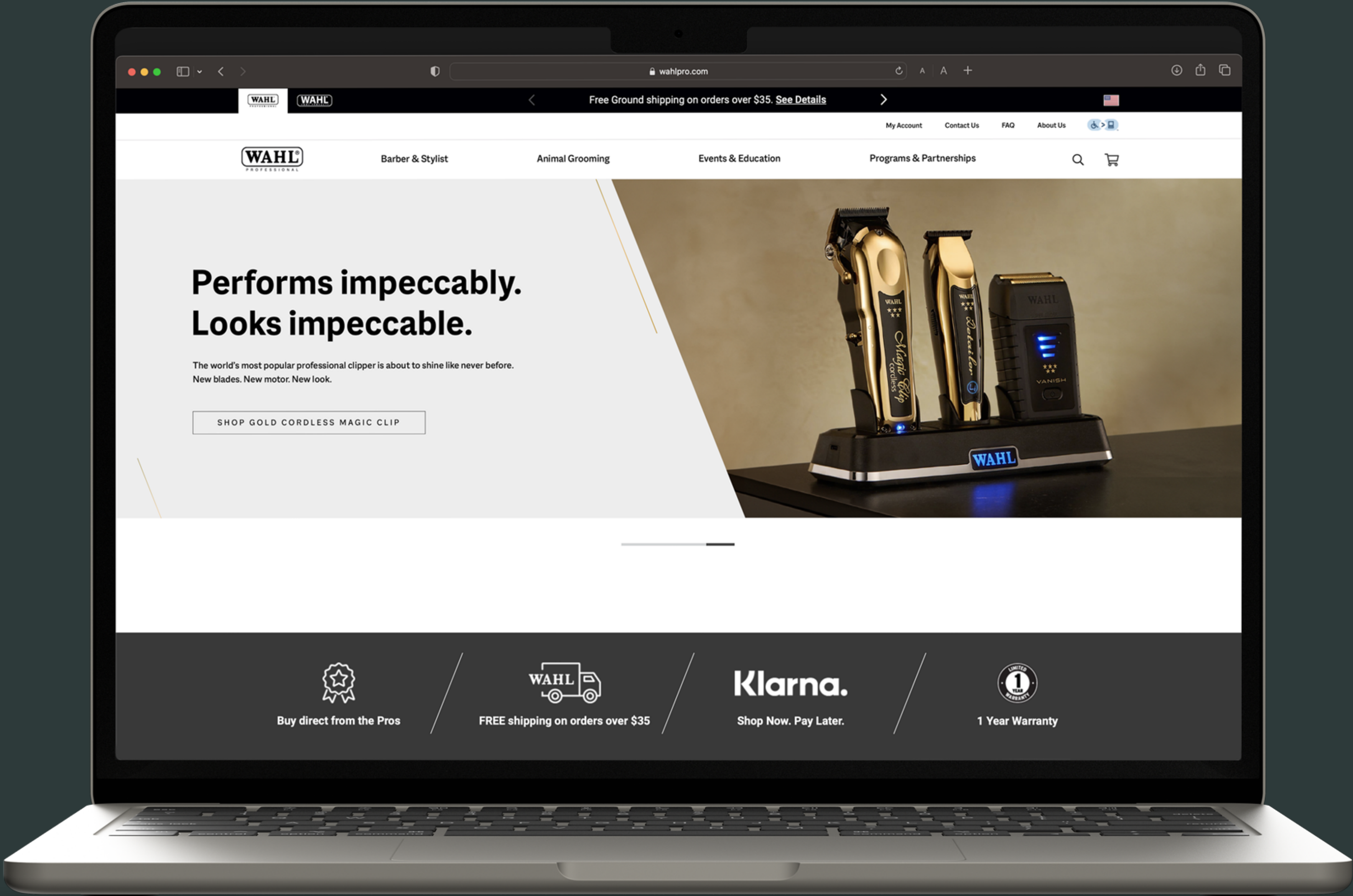
Taper angle element
in Wahl Gold

Steel and Wahl Gold
color led

CTA type style



Landing Page



Landing Page

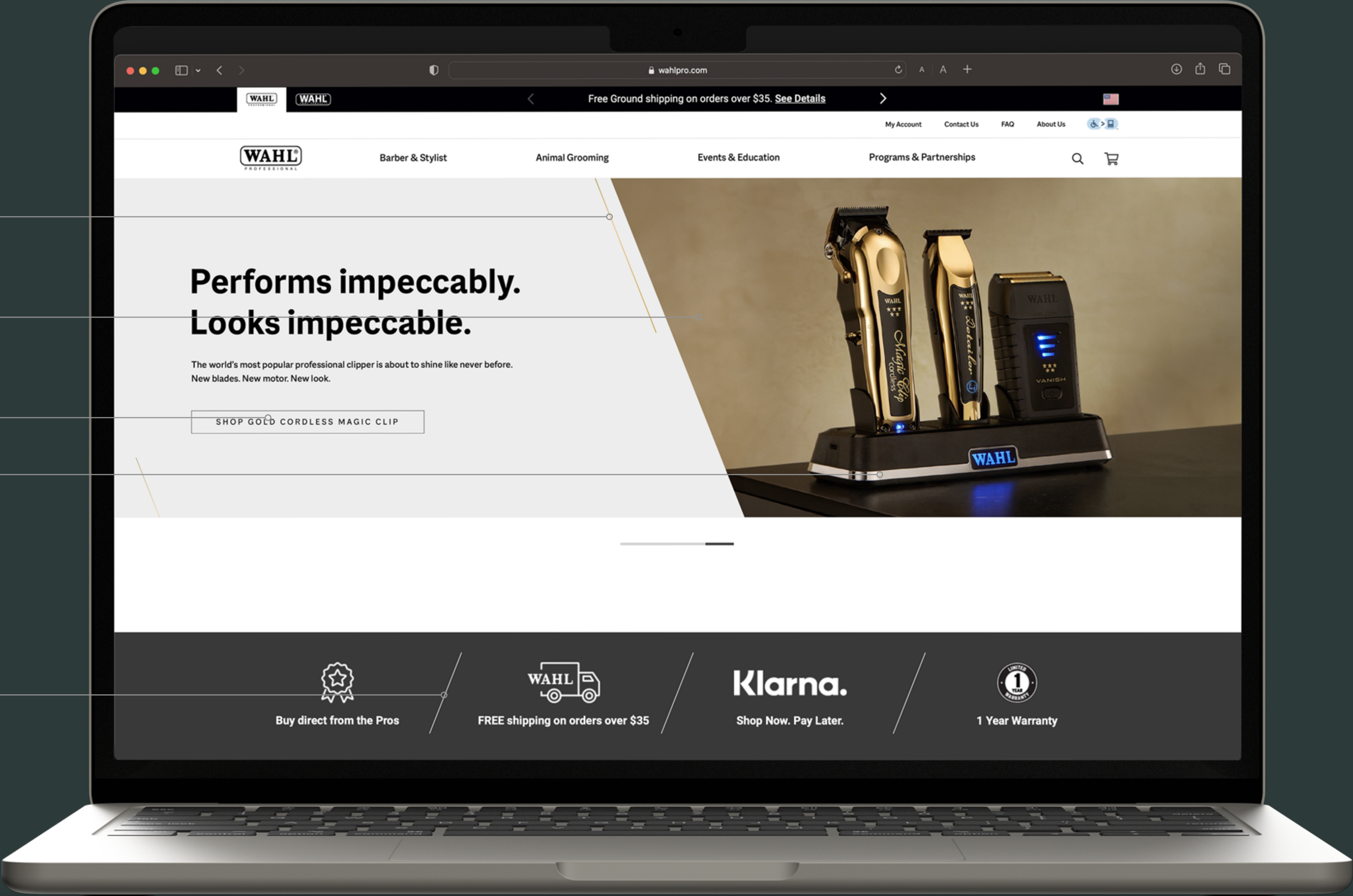
Taper angle element
in Wahl Gold

Taper shape image
container

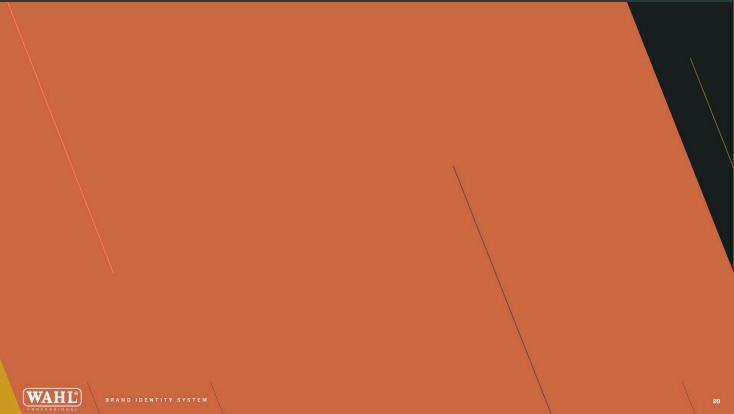
CTA type style

Studio style product

Taper angle separators



Internal Comms



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WAHL

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Internal Comms

Taper angle elements

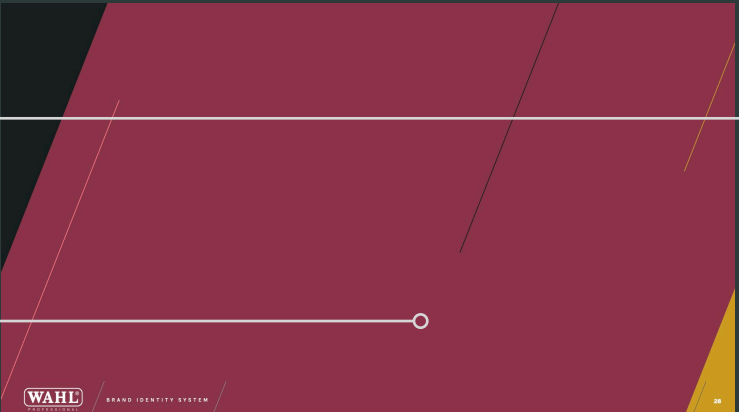
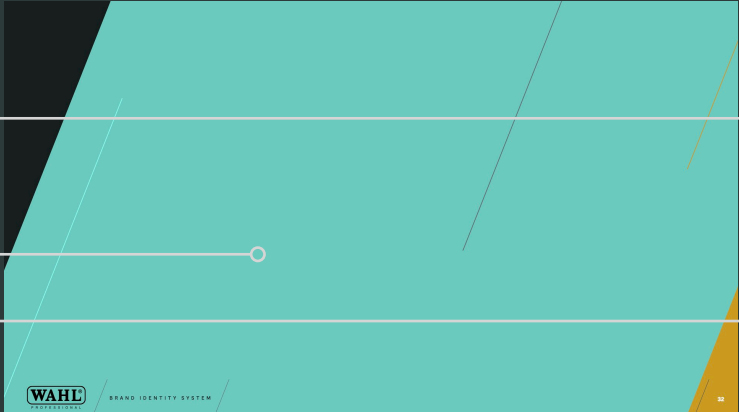
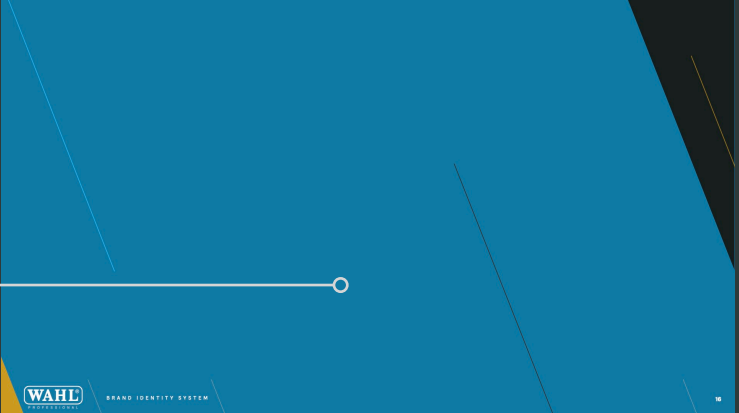
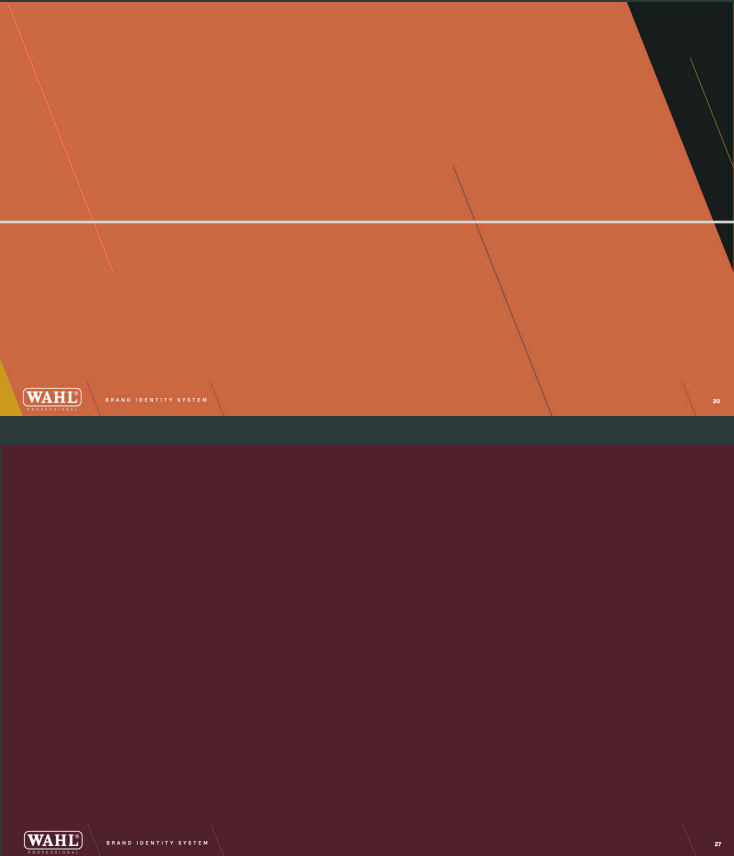
Branded typography

Primary palette

Secondary accent

Taper angle elements

Secondary colors added



Packaging



Packaging

Wahl Professional Gold logo

Brand typography

Products set on taper angle

Taper line accents

Brand colors





P R O F E S S I O N A L