

# BESTIAL WOLF<sup>®</sup>

BRAND BOOK





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# BESTIAL WOLF<sup>®</sup>

BESTIAL WOLF was founded in 2010, born out of its founders' enthusiasm for extreme sports and their business spirit. A powerful and successful fusion of one of the brands with the most remarkable worldwide projection in the scooter area.

From the very beginning, BESTIAL WOLF has proved to have a unique identity that makes a difference in the scooter world and stirs passion in the followers' hearts.

# Brand's values

## Value suggestions:

Recreation and free lifestyle  
Innovation  
Improvement

## Brand's identity:

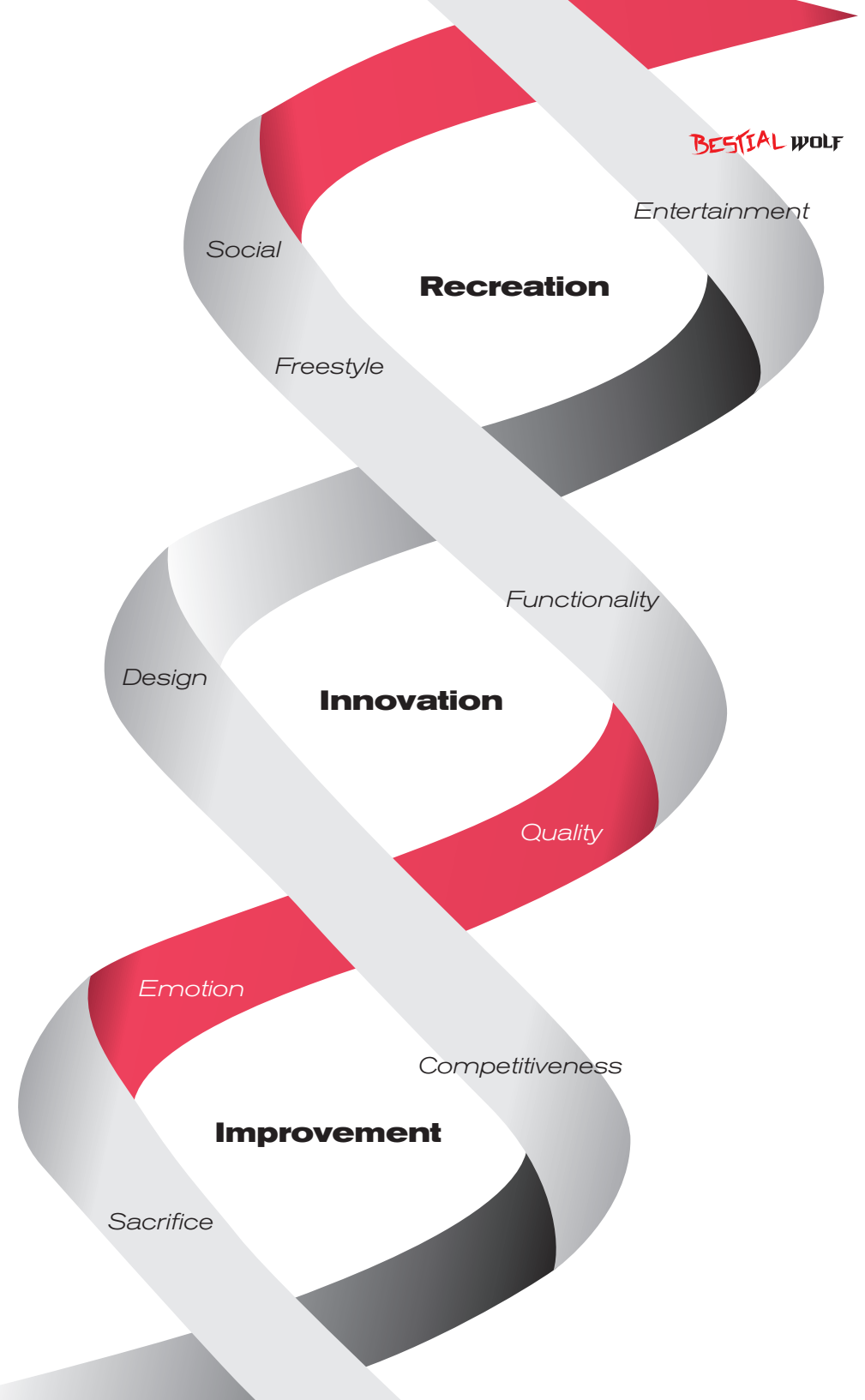
Recreation and improvement

## Identity message:

We are Sport

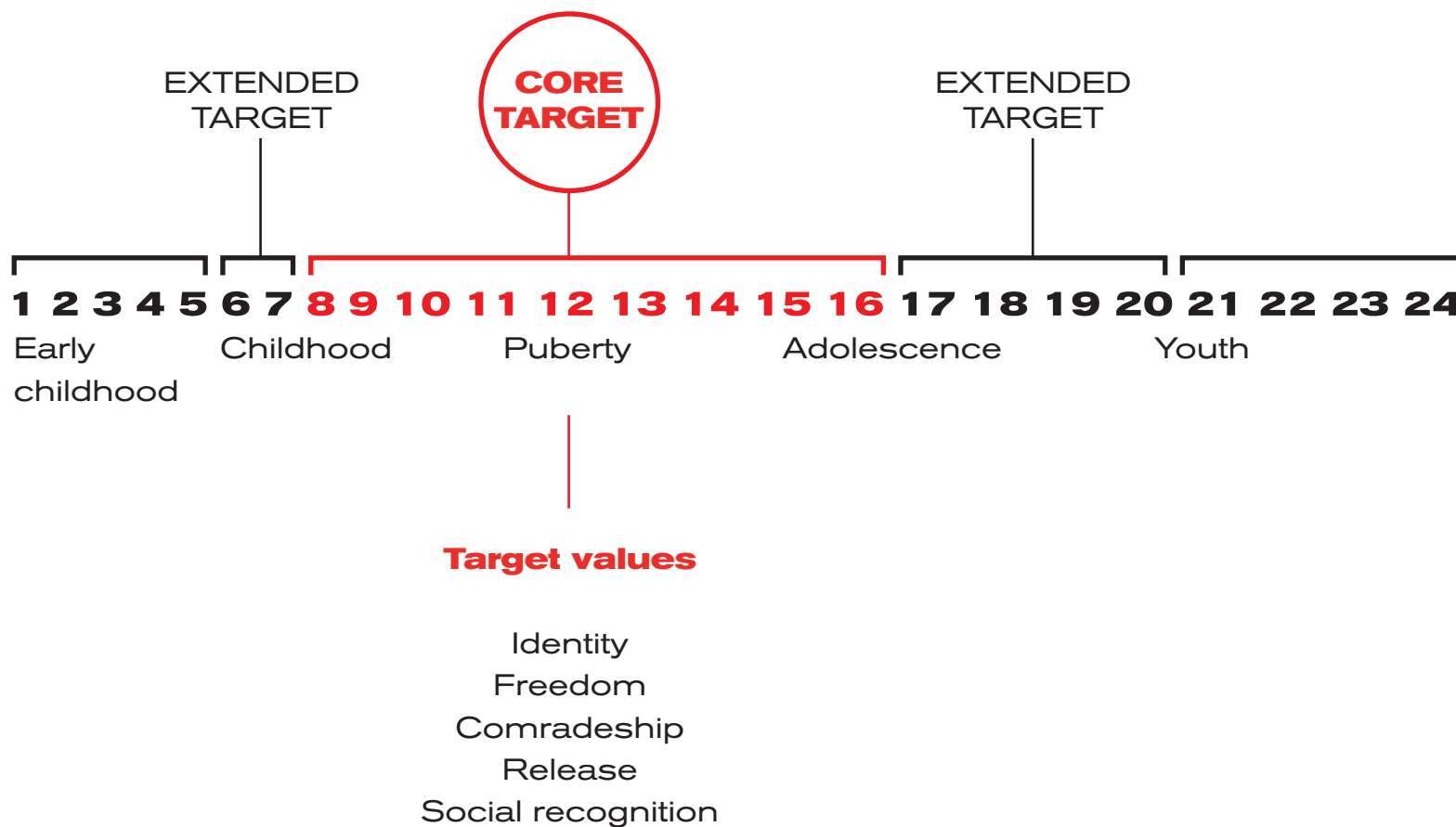
BESTIAL WOLF is a leader brand focused on freestyle sports, offering a warm and close contact with the users and distribution channel. Innovation is one of the company's main features offering attractive and functional designs which are made from the highest quality materials and go through special processes to guarantee a high standard.

BESTIAL WOLF promotes ethical values as important as sacrifice, improvement and competitiveness and help to transmit and strengthen them.



# Target

Age graphic



# Scooters

Scooter ranking



Basic

Jackie



Initiation

Demon



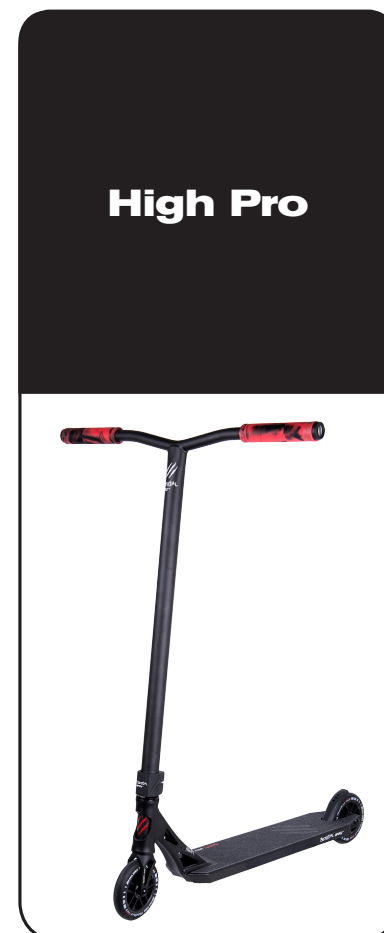
Semi Pro

Booster



Pro

Rocky

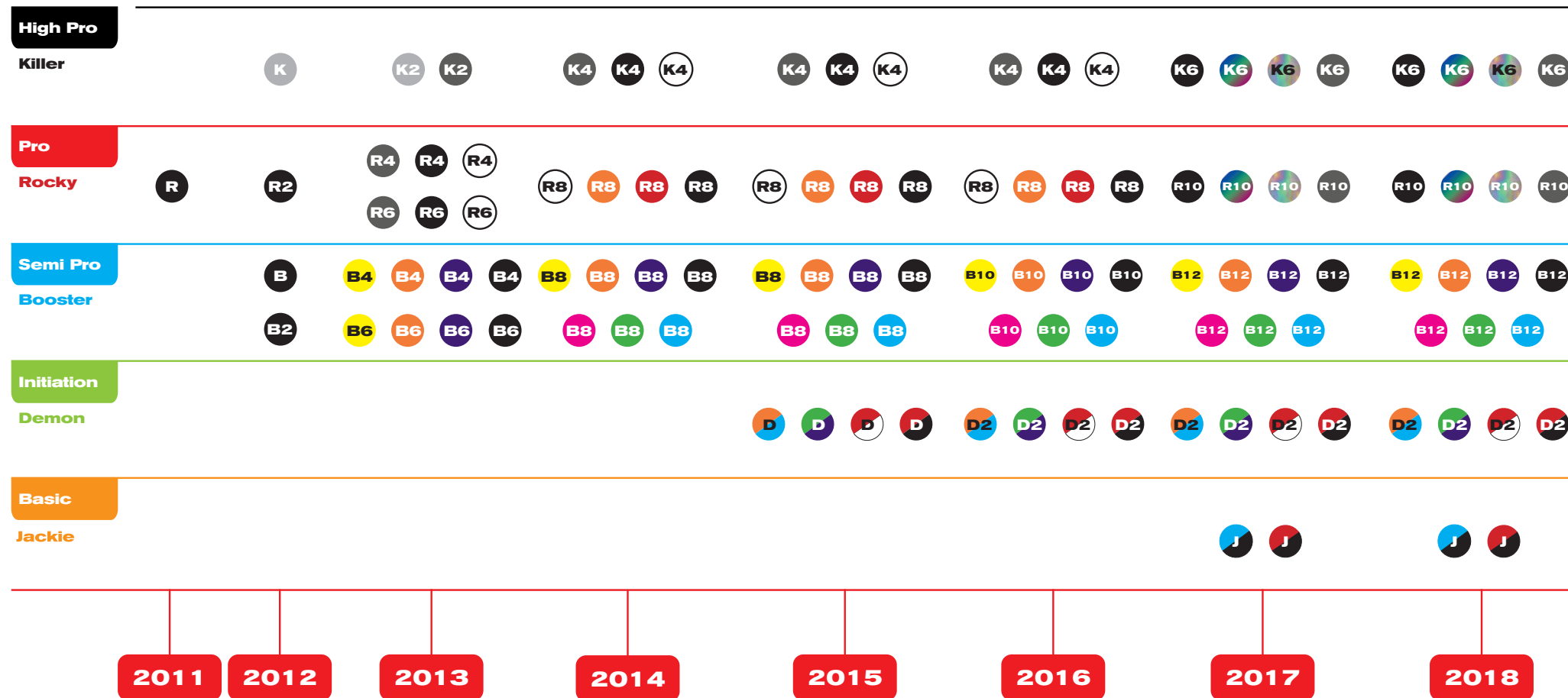


High Pro

Killer

# Evolution graphic

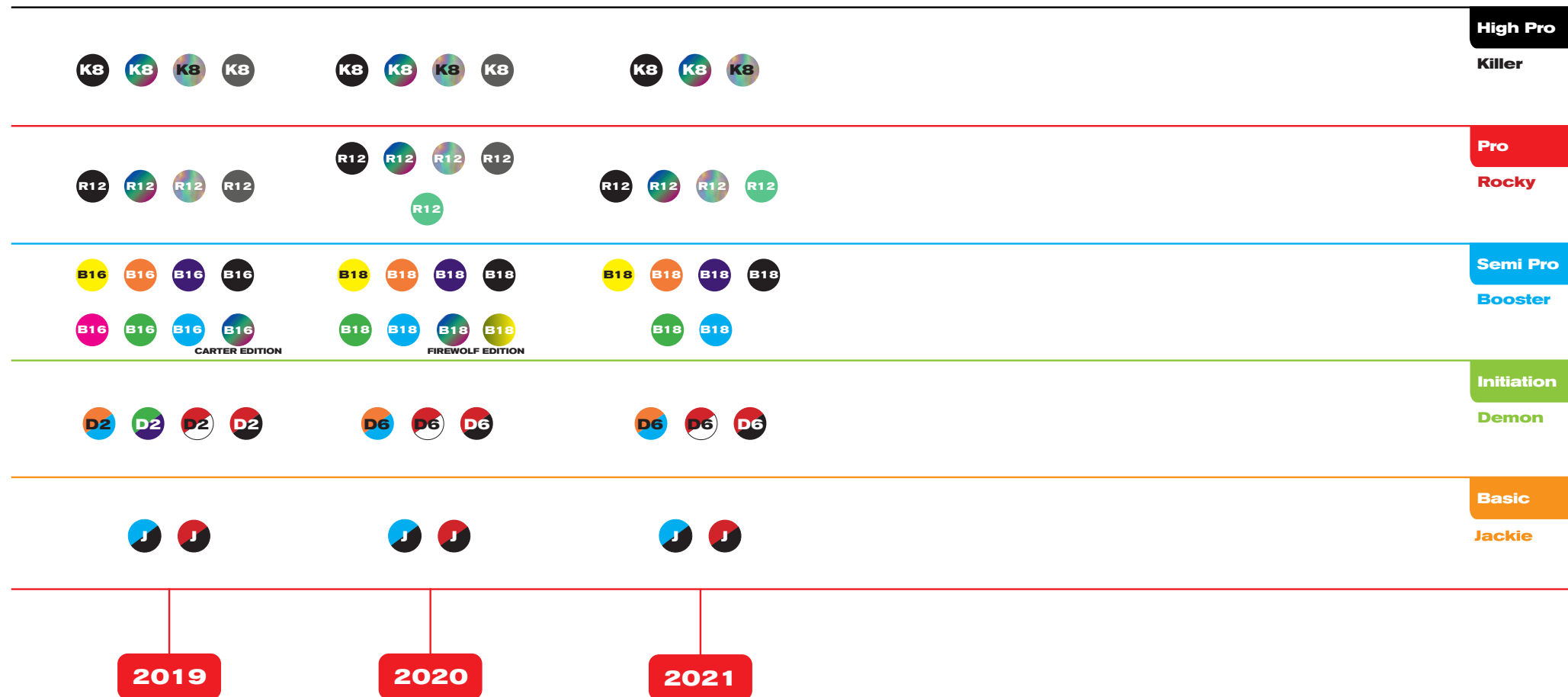
Different models in our catalogue throughout time.





# Evolution graphic

Different models in our catalogue throughout time.

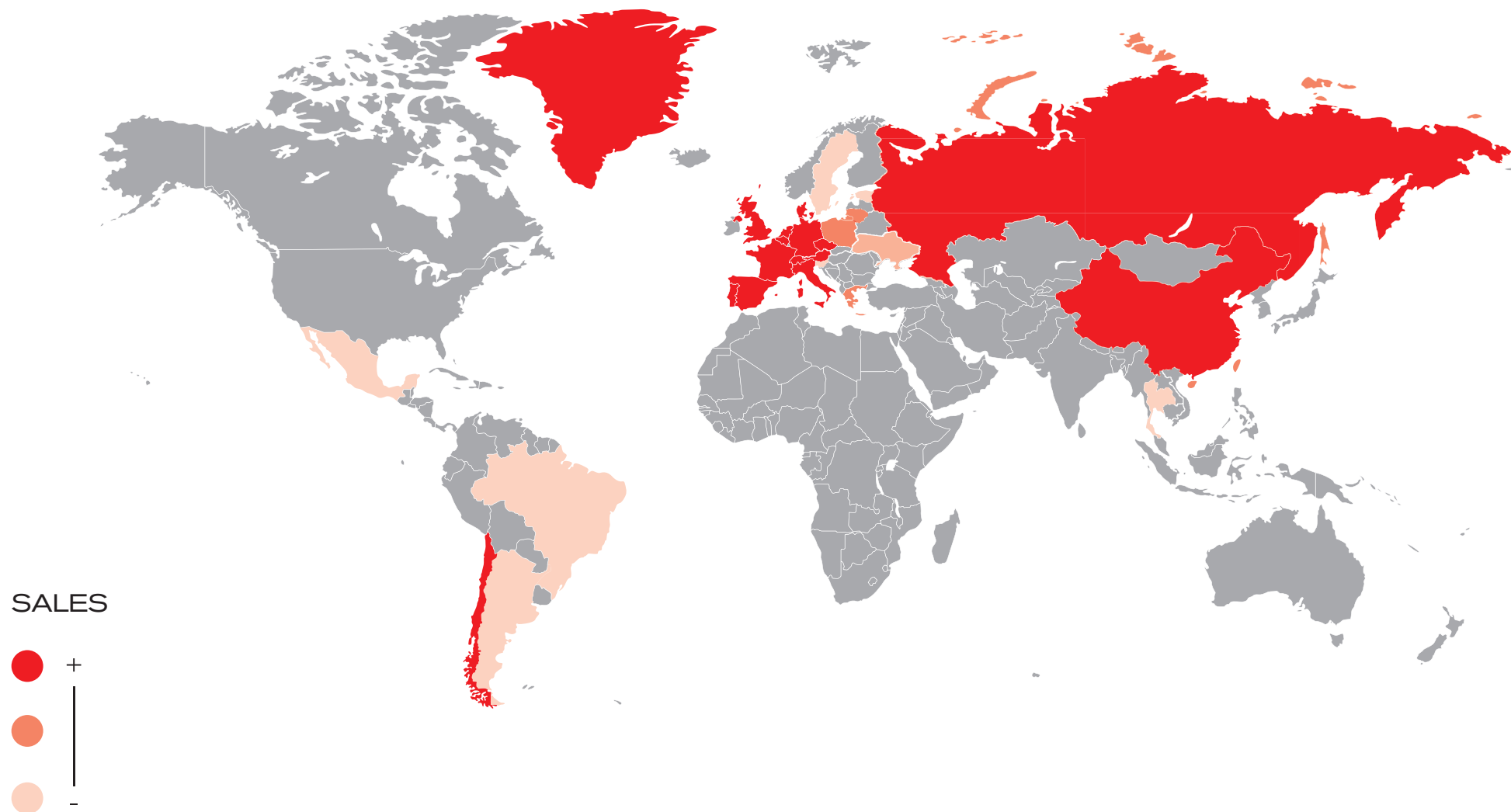


# Accessories

While having a wide range of scooters for different categories, Bestial Wolf also offers a huge variety of accessories and additional items, which allow the riders to customize their scooters and make them unique.

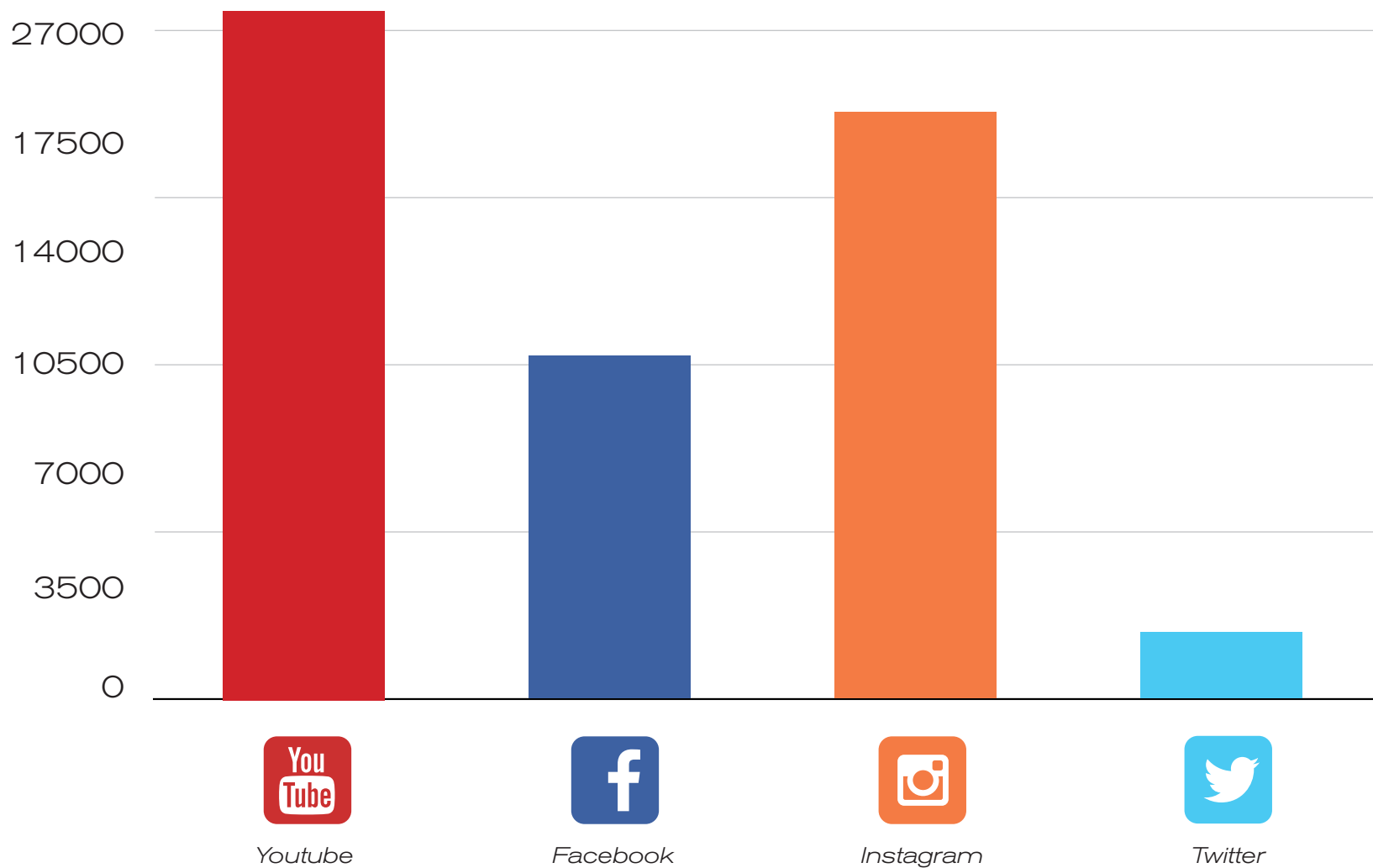


# Brand's establishment worldwide



# Social networks

Followers



# Sponsorship

As proof of commitment with the scooter world, BESTIAL WOLF organizes a yearly high level competition, in which participate the most remarkable riders of the scooter world, including members of the “BESTIAL TEAM”. The most outstanding work, regarding sports’ promotion,

that Bestial Wolf develops is the collaboration with the suitable distribution channels, public institutions and users: sponsoring, organizing and supporting events related to the scooter and freestyle sports in general.



# Bestial Team

BESTIAL WOLF sponsors its own team which is formed by a selection of the best national and international riders. The "BESTIAL TEAM" participates in sport events

worldwide and the job done as global brand ambassador is just outstanding.



# Media sponsorship

Bestial Wolf is always involved in events related to extreme and freestyle sports. The brand also participates in social events linked to its target.



## Logo

The brand wishes to transmit an informal, competitive, stunning and young image. It has an own motto to promote sport at all levels: WE ARE SPORT.

*Calligraphic typography:*

*Represents the brand's most informal and aggressive side.*



*Daredevil typography:*

*Represents sportsmanship and stability.*



*The logo is flexible and adaptable on different products of the brand and their parts.*

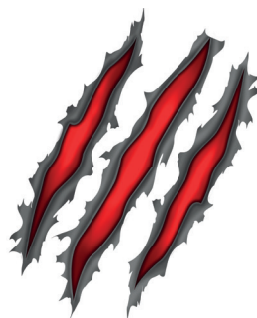
*It can be applied in landscape or block formats.*



# Graphic resources

These graphics are used to highlight and strengthen the Bestial Wolf's image on packaging, banners, posters, etc. It won't be used as main element and its use is limited.

*\*It's adaptable to different graphic compositions.*



# Extension and application









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