



# *Style* Guide

Guidelines for Contributors and Designers

*#ForWrappersByWrappers*

# Welcome to the WrapFam Unleashed Style Guide

Dear WrapFam,

Welcome to the official *WrapFam* Unleashed Style Guide! This guide is designed to provide clear and practical guidelines for contributors, advertisers, and designers to ensure everything we create together reflects the bold, creative, and innovative spirit of our community.

At *WrapFam* Unleashed, our mission is simple: to celebrate and elevate the wrap industry. We're more than a magazine—we're a global community of wrappers, designers, and innovators. Through your stories, designs, and collaborations, we've built a publication by wrappers, for wrappers ([#forwrappersbywrappers](#)).

This guide will help you align your submissions, ads, and designs with our brand's identity while still showcasing your unique creativity. Whether you're submitting a stunning wrap feature, designing an ad, or writing an article, these standards ensure your work shines as part of the *WrapFam* Unleashed experience.

We're excited to work with you and can't wait to see how you'll continue to inspire the industry.

Let's unleash greatness together!

Warm regards,

*Riggs & Leslie*  
WrapFam Unleashed

# Brand Overview

At WrapFam Unleashed, our brand is more than just a magazine—it's a movement. We're here to celebrate the artistry, innovation, and community of the wrap industry. Every element of our brand, from the logo to the content, reflects our commitment to being the ultimate resource for wrappers, designers, and wrap enthusiasts.



# Logo



## Primary Logo:

Use the full-color logo for digital and print whenever possible.



## Black and White Logo:

For monochromatic applications.



## Reversed Logo:

Use on dark or vibrant backgrounds to maintain visibility.



## Avoid These Mistakes:

- Do not stretch, distort, or rotate the logo.
- Do not alter the colors or apply effects like shadows or gradients.
- Do not place the logo over busy or distracting backgrounds.

# Visual Identity

## Color Palette:



90, 80, 0, 0  
58, 80, 160  
3a50a0



75, 25, 0, 0  
28, 156, 210  
1c9cd2



0, 0, 0, 100  
0, 0, 0  
000000



0, 0, 0, 0  
255, 255, 255  
ffffff

## Typography:

**Title - Lora Bold 32/38.4**

Subtitle - Lato Regular 16/19.2

Subhead - Lora Bold 14/20

Body - Lato Regular 11.5/18

## Web-Safe Alternatives:

Verdana

**Libre Baskerville**



# Tone and Voice

The tone and voice of *WrapFam Unleashed* reflect the personality of the wrap industry—bold, creative, and community-driven. Everything we publish, from articles to advertisements, should feel authentic, engaging, and relevant to our readers.

## Our Tone

- **Confident and Bold:** We are leaders in the wrap industry and speak with authority while remaining approachable.
- **Innovative and Forward-Thinking:** Our content showcases cutting-edge designs, ideas, and solutions.
- **Inclusive and Community-Focused:** We are #forwrappersbywrappers, and everything we do centers on celebrating the diverse talents in our industry.

## Our Voice

- **Peer-to-Peer:** Speak as if you're talking to a fellow professional in the industry. Avoid overly formal language but remain professional.
- **Relatable and Authentic:** Use clear, straightforward language. Avoid jargon unless it's commonly understood in the wrap community.
- **Inspiring:** Motivate readers with stories, ideas, and content that showcase the passion and creativity behind wraps.

## Do's and Don'ts

### Do:

- Use conversational language that connects with readers on a personal level.
- Incorporate industry-specific terms where appropriate.
- Highlight the community spirit of *WrapFam Unleashed*.
- Always reference the brand as *WrapFam Unleashed* (with *Fam* in italics).

### Don't:

- Overcomplicate articles with excessive technical details unless necessary for the audience.
- Use language that excludes or alienates parts of the community.
- Write in a tone that feels too formal, corporate, or detached.
- Do not split the name into “Wrap Fam Unleashed” or alter its formatting.

# Photography and Video Guidelines

To ensure the highest quality for *WrapFam Unleashed*, all photo and video submissions must meet the following guidelines. This ensures your work is showcased in its best light while maintaining consistency across our magazine and platforms.

## Preferred Style:

- Vibrant, high-quality images showcasing wraps, designers, and shops.

## Photo Guidelines

- **Quality:** Submit high-resolution images (300 dpi).
- **Cover Consideration:** Images must be at least 8x10 inches at 300 dpi.
- **For Spreads:** Images must be at least 16x20 inches at 300 dpi.
- **No Overediting:** Avoid filters, heavy editing, cropping or enhancements.

## Video Guidelines

- **Length:** Videos should be 15, 30, or 60 seconds long.
- **Watermarks and Logos:** Videos must not contain any watermarks, social media logos (e.g., TikTok, Instagram), or branding overlays.
- **Quality and Framing:** Submit high-resolution, clean footage that clearly showcases your project without unnecessary edits or effects.

## Permission:

Ensure you have explicit permission to use all submitted images and videos, including those featuring wraps, designs, or identifiable individuals.





# Contributor Guidelines

We're excited to spotlight YOU in *WrapFam Unleashed*! Whether you're a shop owner, designer, or independent installer, this is your chance to share your work, insights, and ideas with the global wrap community. Submitting content is easy and accessible to everyone.

## How to Submit Content

Submitting to *WrapFam Unleashed* is as simple as following these three steps:

1. **Choose Your Topic:** Decide which section of the magazine best fits your submission.
2. **Complete the Form:** Use the form provided for your chosen section by visiting [www.thewrapfam.com/submit-content](http://www.thewrapfam.com/submit-content).
3. **Submit and Get Featured:** That's it! Your submission will be reviewed, and you could appear in an upcoming issue of *WrapFam Unleashed*.



**We accept submissions  
in any language!**



# Contributor Guidelines Cont...

## Content Opportunities

We accept submissions in the following categories:

- **Featured Wraps:** Share photos and videos of your latest finished projects.
- **Shop Profiles:** Give us an in-depth look at your shop and what makes your operation tick.
- **Design Studio:** Dive deep into your creative process on a recent design project.
- **The Centerfold:** Submit the most stunning wrap project in your portfolio for our signature feature.
- **Opinion Pieces:** Share your thoughts on industry trends, challenges, or opportunities.
- **Windows, Walls & Floors (WWF):** Highlight projects beyond vehicles.
- **Tips N Tricks (TNT):** Submit pro tips or techniques to help others in the industry.
- **Press Releases:** Announce new products, events, or milestones to the vinyl wrap community.
- **Inside Scoop:** Provide insider info about your company's products or services.

## Submission Requirements

**Forms:** All submissions must be completed using the appropriate form for your chosen category. Forms are available at [www.thewrapfam.com/submit-content](http://www.thewrapfam.com/submit-content).

**Word Count:** While there's no strict limit for most submissions, detailed submissions (e.g., shop profiles, design deep dives) should aim for around 1,200 words.

## Questions or Assistance

If you have questions or need help with your submission, we're here to assist! Call or text us at (303) 219-0827 or email [edit@thewrapfam.com](mailto:edit@thewrapfam.com).

Let your creativity shine, and we'll make sure the world sees it. We can't wait to feature your work in *WrapFam Unleashed!*

# Social Media Hashtags #

When posting on social media, always use the following hashtags to represent the WrapFam Unleashed community::

- #wrapfamunleashed
- #forwrappersbywrappers

**#forwrappersbywrappers** isn't just a tagline—it's the heart of our brand and community. It appears on every social media post, prominently on our magazine cover, and is used to connect wrappers around the globe.

## How to Use Them:

- **Always Include Them:** Use #forwrappersbywrappers and #wrapfamunleashed exactly as written in all social media content and submissions referencing WrapFam Unleashed.
- **Keep Them Intact:** Do not modify the hashtags, separate the words, or add extra symbols.
- **For Print or Visual Materials:** The phrase For Wrappers By Wrappers can appear without the hashtag but should remain consistent and clearly visible without overshadowing the logo.



## Tagging

Tag WrapFam Unleashed in your posts to help us find and share your content.

Use our official handles:

-  Instagram: @wrapfamunleashed
-  Facebook: @wrapfamunleashed
-  LinkedIn: WrapFam Unleashed
-  Tiktok: WrapFam Unleashed



*#ForWrappersByWrappers*

**Questions?** Call or text us at (303) 219-0827 or email [art@thewrapfam.com](mailto:art@thewrapfam.com)