



Westelcom® Company

| Brand & Style Guideline
2020 / Westelcom® Company

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I CONCEPT



+

W



I LOGO & STYLE



#FF2C21

RGB: 255 / 44 / 33

CMYK: 0 / 88 / 83 / 0



#DE1F26

RGB: 222 / 31 / 38

CMYK: 6 / 100 / 100 / 1



#131340

RGB: 19 / 19 / 64

CMYK: 100 / 97 / 38 / 51

RED LOGO



BLACK LOGO



GRAY LOGO



REVERSED LOGO



#FF2C21



#131340



I MINIMUM SIZE

When the monogram size
is below 32 pixels it becomes
necessary to use this application
(like in the favicon case)



↑
monogram

This recommendation only applies to the monogram logo.
Only use when the minimum size
is under: 1 inch (Print), 32 pixels (Digital)



Digital



32 pixels

Print



1 inch

Font

Open Sans it is on virtually every computer. The design embodies the concept that a typeface should absolutely support the reading process – that clear communication is the primary goal of typography.

OPEN SANS

Light / regular / semibold / bold / extrabold

HEADLINE 1 / LIGHT

HEADLINE 2 / REGULAR

HEADLINE 3 / BOLD

I TYPOGRAPHY

Our Vision

At Westelcom, we believe in doing what other telecommunications companies are unwilling to do and our vision is to be great at designing, delivering, and supporting mission critical communications solutions to our customers by:

- **Constructing our network with multiple levels of redundancy and protection.**
- **Taking the lead with solving communications challenges for our customers.**
- **Providing solutions rather than selling products and services.**

I COLOR PALETTE



RGB 255 : 44 : 33
HEX #FF2C21
CMYK 0 : 88 : 83 : 0



RGB 222 : 31 : 38
HEX #DE1F26
CMYK 6 : 100 : 100 : 2



RGB 19 : 19 : 64
HEX #131340
CMYK 100 : 97 : 38 : 51



RGB 32 : 32 : 32
HEX #202020
CMYK 75 : 65 : 60 : 79



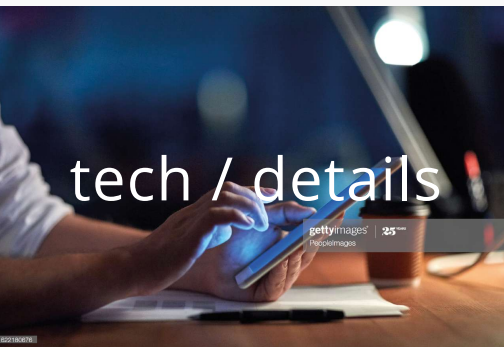
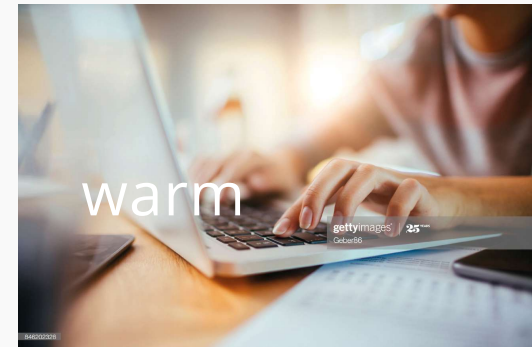
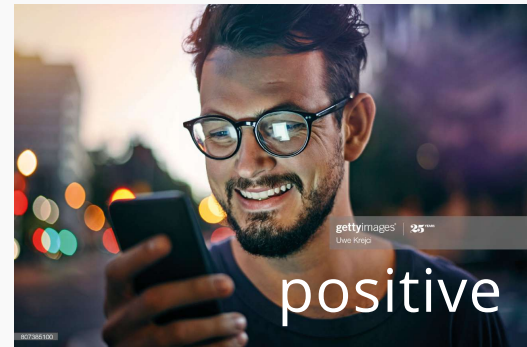
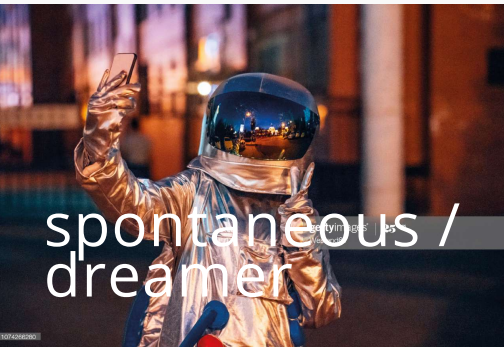
RGB 60 : 60 : 59
HEX #3C3C3B
CMYK 0 : 0 : 0 : 90



RGB 189 : 189 : 189
HEX #CECECE
CMYK 0 : 0 : 0 : 26

COLORS

Our palette reflects security and sobriety in order to consolidate the brand and make it global.



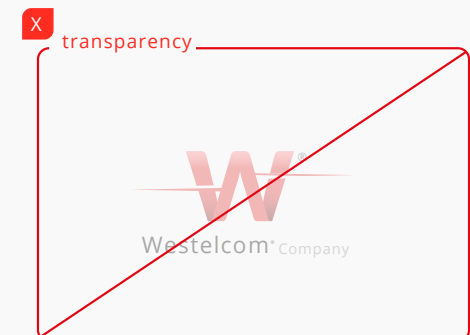
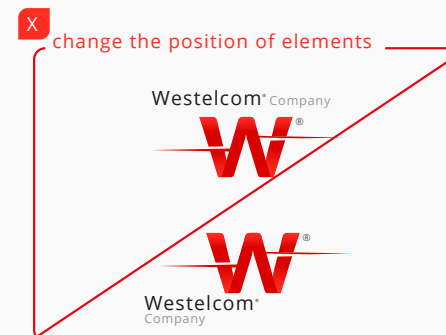
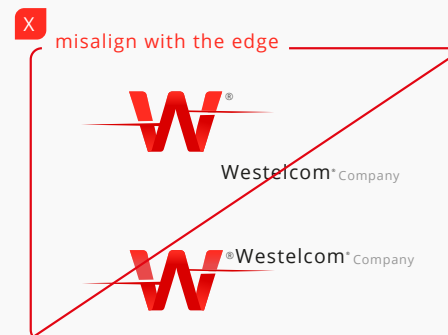
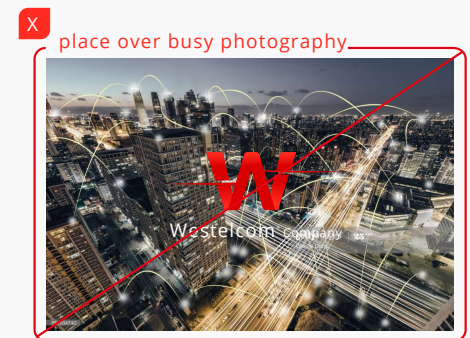




1 NOT TO DO WITH LOGO

Not to do with logo

stretching
changing colors
place over busy photography
misalign with the edge
change the position of elements
transparency





I LOGO VERSIONS

VERTICAL



HORIZONTAL

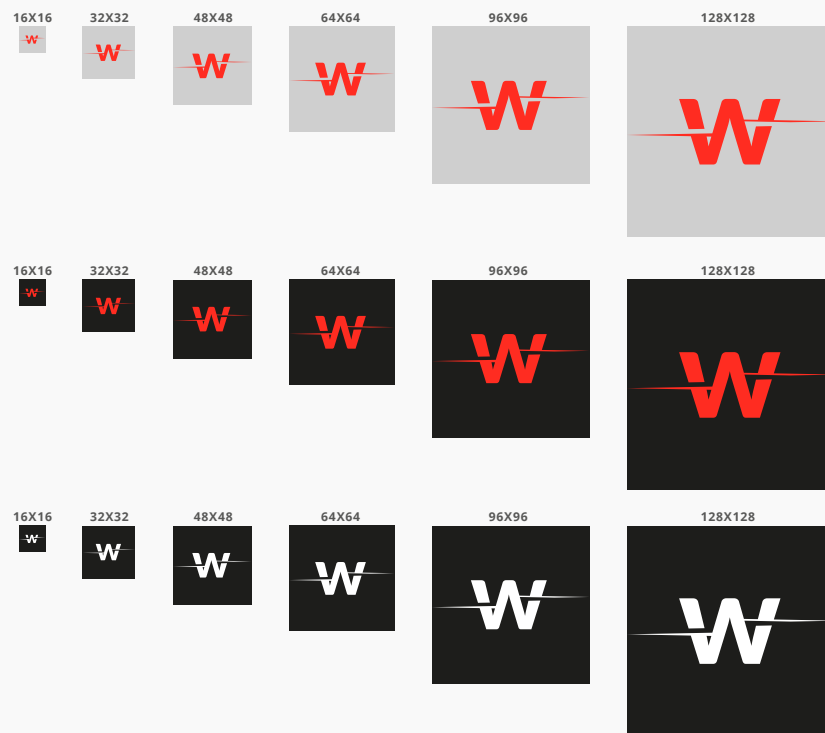


I FAVICON

When the logo size must be
below 32 pixels it becomes
necessary to use this application

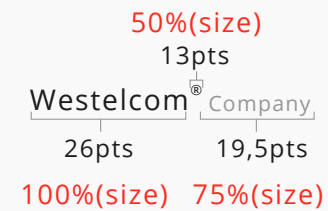
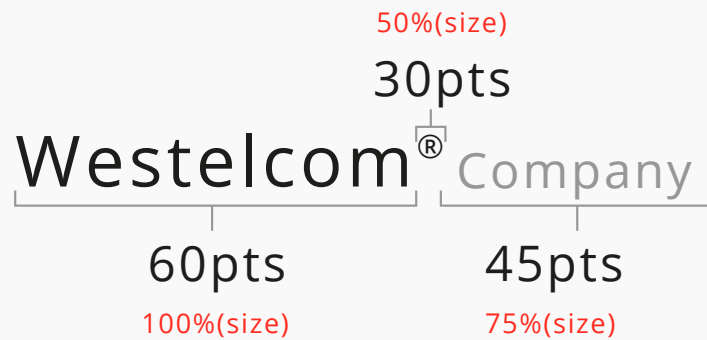


for use with dark mode (In devices)



#FF2C21
RGB: 255 / 44 / 33
CMYK: 0 / 88 / 83 / 0

I TEXT PROPORTION



the word "Westelcom" is our guide to calculate the size of the registered trademark symbol and the word "company". The registered trademark symbol is 50% of the size of "Westelcom" and "company" is 75% of it's size.



THANK YOU

CONTACT US FOR ANY QUESTIONS

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