

# Visual guidelines

Your guide to working with our brand.

April 2026

Westcon  Comstor

# Welcome to our visual guidelines

As our company evolves to meet new needs of partners and their customers, so does our brand.

Our visual identity reflects where we've come from and where we're going: a trusted IT distributor leading the way in Partner Success.

This guide will walk you through the parts that make up our visual brand and how to use them.

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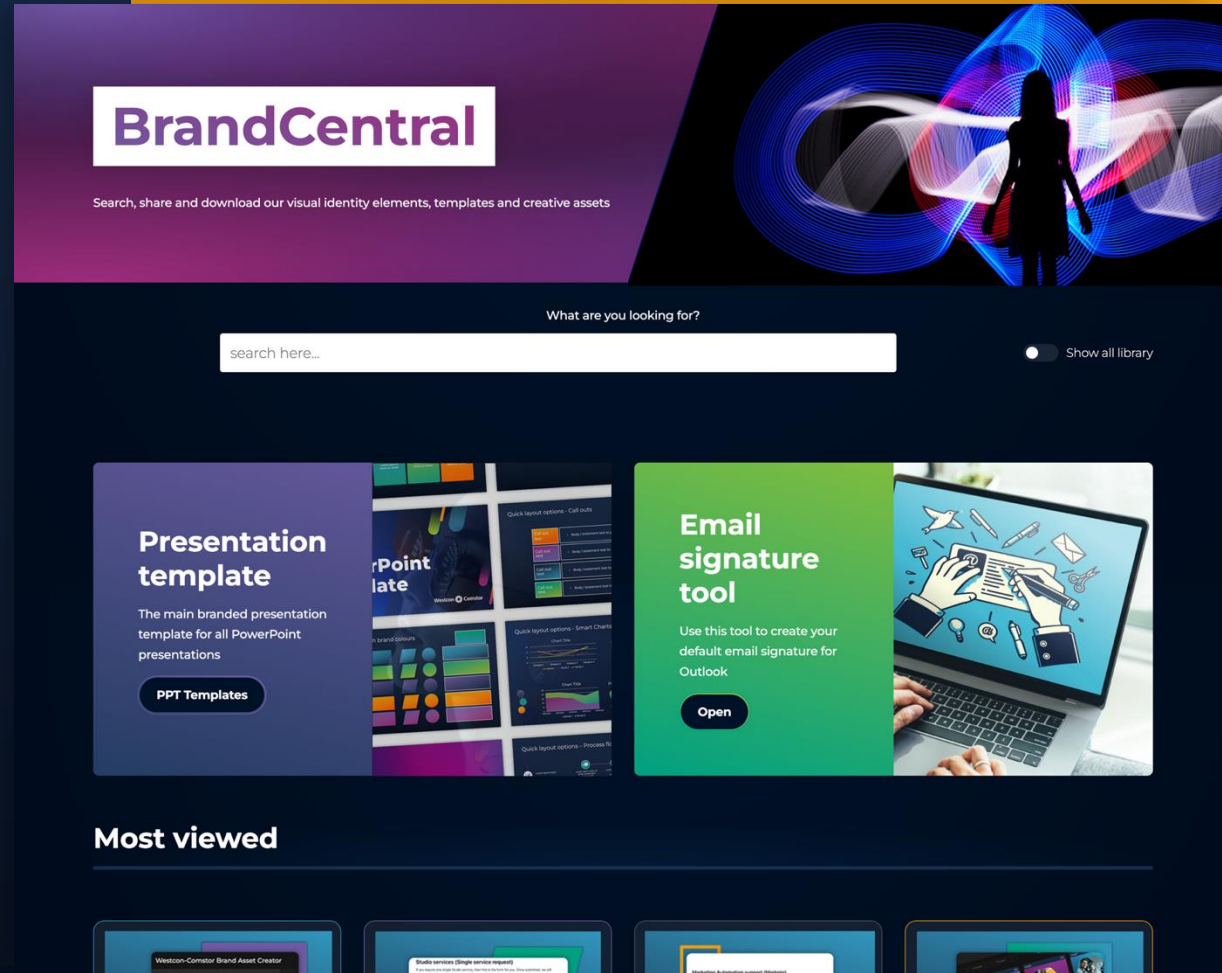
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# BrandCentral

BrandCentral is the best place to start when you're working with our brand. It's our internal library where you'll find all the tools, templates, logos, icons, and support you need.

Bookmark it for easy access and check back often for updates.

If you can't find what you're looking for, please raise a Wrike ticket with the Studio.



# Our logos

Our logo is the heart of our brand. It's what makes us recognisable.

Westcon-Comstor is our main brand, but we have three lines of business: Westcon, Comstor, and Rebura. It's important to use the right logo for your audience.

**Westcon-Comstor, Westcon, and Comstor are our only logos. No other logos are permissible under any circumstances.**

You can use our logos on brand colors or image backgrounds. Use the full-colour logo on white and the white logo on colours or images.

For the Rebura brand guidelines, please see [here](#).



# How to use our logo

You'll find different versions of our logo files in BrandCentral for use on light, dark, and image backgrounds.

## Remember:

- ✓ Don't change the font
- ✓ Don't change any of the colours
- ✓ Don't cramp the logo
- ✓ Don't modify the burst
- ✓ Don't use the logos without the burst symbol
- ✓ Don't change the relationship of the burst with the wordmark
- ✓ Don't apply any effects to the logo i.e. shadows, glows and strokes
- ✓ Don't alter the ratio of the logo
- ✓ Always allow clear space around the logo

Examples of incorrect usage

**WestconComstor**



# Our logo and strapline



Partner Success. It's what we do.

Our strapline is **'Partner Success. It's what we do.'** This simple statement is a big part of who we are.

When you pair it with the Westcon-Comstor logo, it makes our message even stronger. We recommend you use it as often as you can.

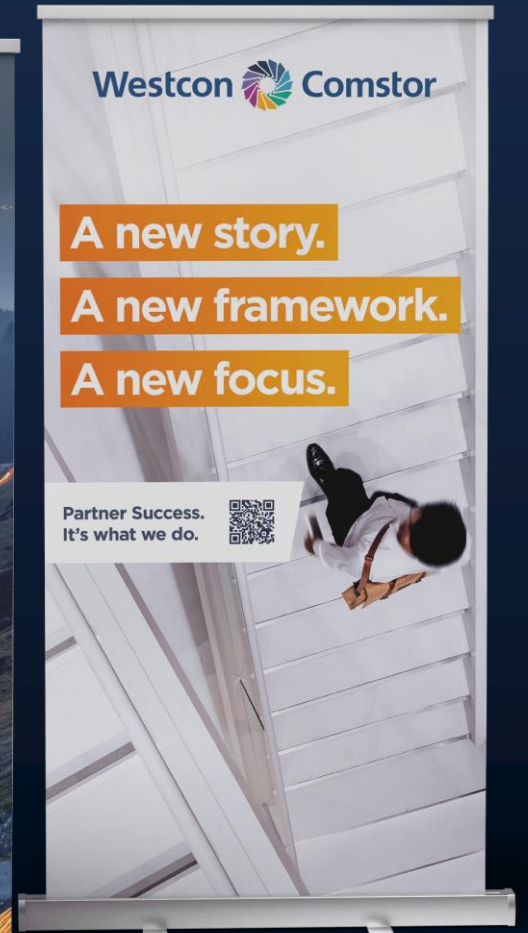
## Here are some rules:

- Capitalise the 'P' in Partner and the 'S' in Success
- Use two full stops: one after 'Success' and one after 'do'
- You can use the strapline locked up with the Westcon-Comstor logo (Example 1), or as a stand-alone statement (Example 2). Do not pair the strapline with any other logo
- **'Partner Success. It's what we do.'** is our ONLY company strapline. Do not create or use any alternative straplines.

Example 1



Example 2



# Vendor logos

When paired with a vendor logo, Westcon or Comstor always goes on the left.

Leave some clear space around the logos – you can use the width of the burst as a measure.

When space is at a premium and a lock up logo isn't an option, please note the logos can be separated. Lead with our brand logos at the top, and vendor logos further down the asset.





# Typography

## Font

Our brand font is Montserrat. It's versatile, modern, and easy to read.

Using our font correctly makes everything easier to read and helps draw attention to important text.

## Ribbon

The brand ribbon helps important messages stand out. Use it sparingly for headings or to highlight key information like quotes or data points.

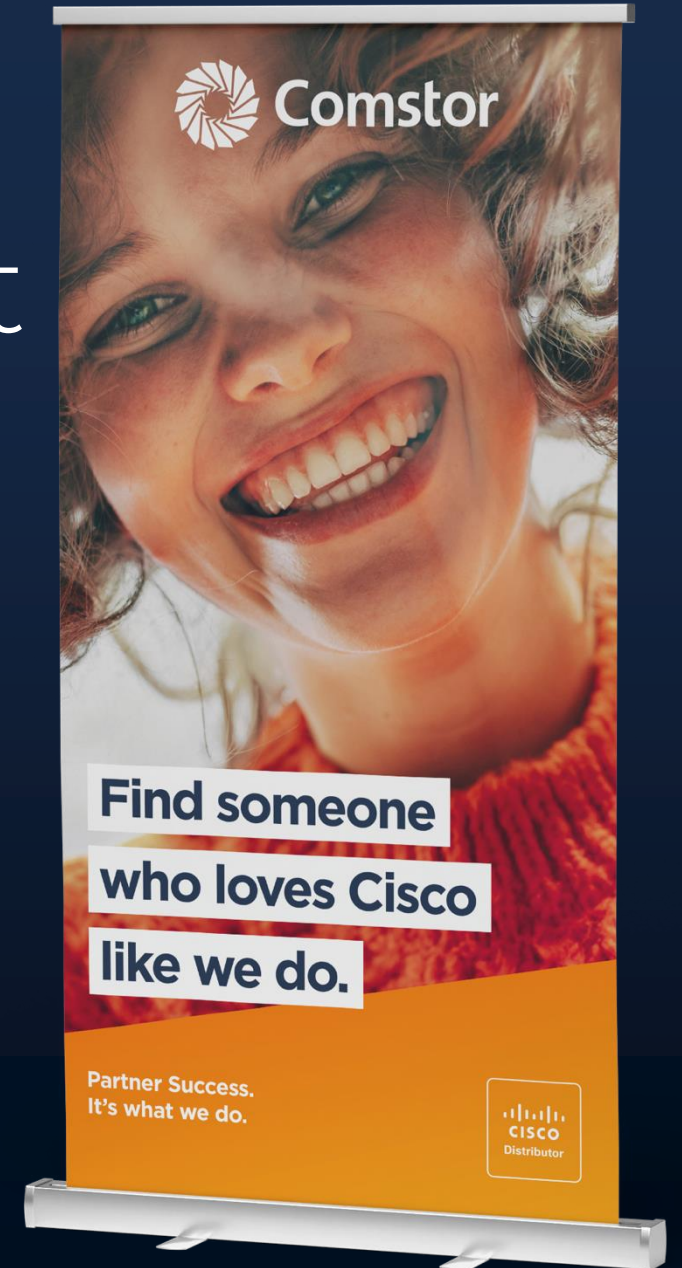
# Montserrat

Light Regular **Bold Black**

A B C D E F G H I J K L N  
O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n  
o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9  
@ \$ % £ ? ! : , . & + - \* ( )

**Partner Success.**

**It's what we do.**



# Typography usage

Using our font correctly makes our copy easy to read and helps highlight important text.

Here are some tips on what not to do with our fonts:

This has too much negative tracking



This has too much tracking



This text is stretched



Don't use two different gradients over each other



The spacing between these lines is too much



This headline is hyphenated



Avoiding leaving obvious widows



Don't use the ribbon style for large content blocks of copy or body copy in the design



DON'T OVER SPACE OUT LETTERS



Don't use Light fonts for headlines  
Instead, use Bold fonts



Don't use shadow effects on text



Don't use the gradient on text that is not in the ribbon style



Don't use TOO MANY Type styles in one layout



Don't use an outline on text to try and make it stand out



Don't Capitalise Every Word



Don't use the ribbon style for lots of elements on the design



# Colour palette

Our expressive colour palette offers the flexibility to be used across both light and dark backgrounds, including imagery.

When selecting colours, please ensure they complement each other and maintain sufficient contrast with the background.

Avoid combinations that clash or blend in, as this can compromise readability and visual impact.

If you're using more than one supporting colour, keep the design simple and clean.

Do not use vendor colours to co-brand any marketing materials or assets.

<b>Corporate Blue</b> R37 G81 B123 C91 M65 Y28 K13 HEX #25517B	<b>Dark Blue</b> R23 G43 B73 C100 M82 Y42 K44 HEX #172B49	<b>Light Blue</b> R51 G150 B188 C75 M27 Y15 K0 HEX#3396BC	<b>Dark Green</b> R0 G160 B130 C80 M10 Y59 K0 HEX #00A082
<b>Light Green</b> R151 G194 B50 C49 M0 Y94 K0 HEX #97C232	<b>Light Orange</b> R237 G157 B10 C3 M44 Y96 K0 HEX #EF9D0A	<b>Dark Orange</b> R248 G898 B2 C0 M72 Y96 K0 HEX #F86202	<b>Magenta</b> R158 G43 B124 C44 M94 Y11 K2 HEX #9E2B7C
<b>Purple</b> R109 G91 B163 C68 M69 Y0 K0 HEX #6D5BA3	<b>Light Blue</b>  <b>Dark Blue</b>	<b>Magenta</b>  <b>Dark Blue</b>	<b>Purple</b>  <b>Magenta</b>
<b>Light Blue</b>  <b>Green</b>	<b>Light Green</b>  <b>Green</b>	<b>Light Orange</b>  <b>Dark Orange</b>	<b>Corporate Grey</b> R145 G159 B169 C47 M29 Y26 K7 #919FA9
<b>Neutral Grey 1</b> R117 G122 B128 C55 M41 Y37 K20 #757A80	<b>Neutral Grey 2</b> R186 G191 B199 C31 M21 K18 Y1 #BABFC7	<b>Neutral Grey 3</b> R232 G235 B237 C11 M6 K7 Y0 #E8EBED	<b>Neutral Grey 4</b> R242 G245 B245 C6 M3 Y4 K0 #F2F5F5

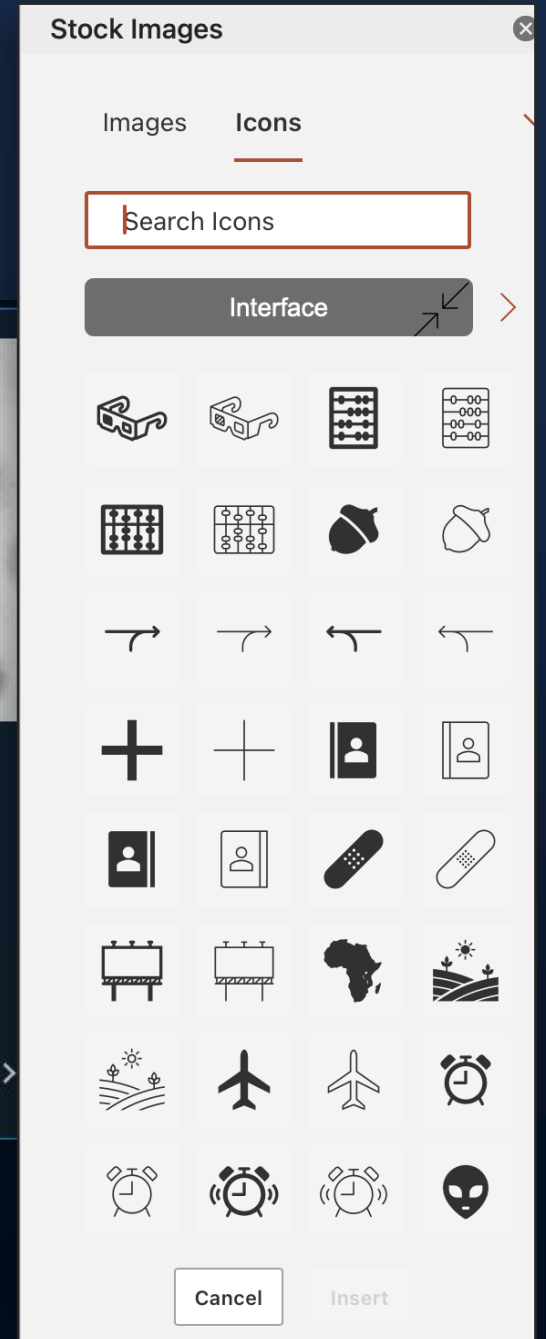
# Iconography

Icons are a simple way to show objects, actions, and ideas.

We have two sets of icons: thin line and solid. You can use either, but it's best to stick to one type per asset to keep things consistent.

3D icons and elements are now part of our brand identity - reserved exclusively for Studio use on strategic assets. Their distinctive style adds depth and impact, reinforcing our visual language in high-value communications.

You can find a selection of icons in [BrandCentral](#).

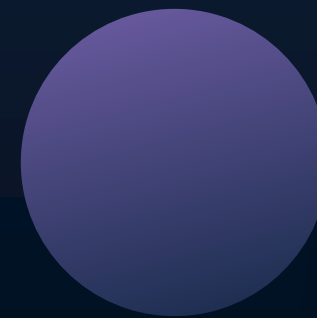
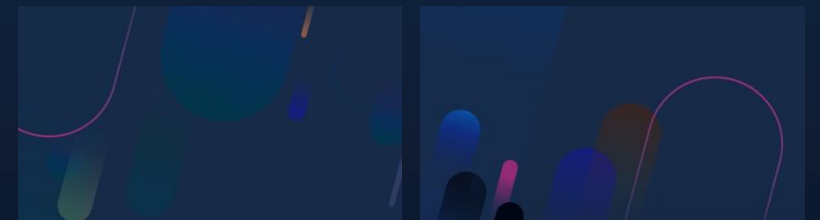


# Elements and shapes

Using our brand shapes adds depth and impact to our designs. Lozenge shapes join our brand style – echoing transformation and future-readiness.

Inspired by our Future Ready theme, they'll feature across touchpoints in both subtle and expressive ways, helping us visually evolve our story.

You'll find official templates and tools in [BrandCentral](#) to help you use them consistently.



# Our imagery doesn't just decorate – it captivates.

By embracing **bold colour palettes** and **engaging compositions**, we create a visual handshake that immediately draws people into our world.

This instant connection mirrors our promise: to be the most admired specialty technology distributor.

# Abstract and conceptual imagery

Our bold and creative imagery visually expresses what it means to be a **future-ready IT business**.

The use of **movement, gradients, and dynamic perspectives** reflects transformation and progress, while the interplay of **layers, light, and bold colour** symbolises the complexity we simplify for our customers.

Abstract images should also incorporate real life macro photography, brand colours and show progression.



# People and real-world photography

Our brand imagery has a modern feel with bold colours that create positive energy and imply trust.

The use of people helps our brand resonate better with our audiences. All imagery should demonstrate vibrant colours or be enhanced with colour overlays in line with our colour palette.

We have carefully curated a brand-approved library of professional images on BrandCentral for you to use.

If you need an image that is not available or require advice on finding a suitable image from another source, please raise a [Wrike ticket](#) with the Studio.





# How to achieve the best look

It's important that our brand is represented correctly and consistently when we use photography and imagery. Here are some examples of images to avoid:

- Typical stock clichés, staged interactions or unrepresentative of real life
- Heavy use of Photoshop for special effects/ overlays and blended with illustrations or icons
- Images that lack human representation, such as empty data centres
- Lens flares
- Fingers pointing
- Images that cause offence in certain markets
- Screenshots scraped off internet search engines
- Overly AI generated images

## Examples of incorrect usage

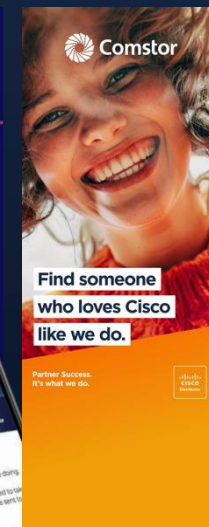
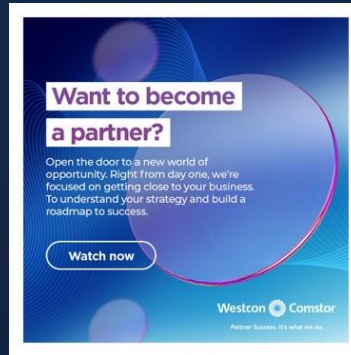


# Visual identity in action

We've built easy-to-use templates and tools to help you create on-brand assets every time.

## A few design tips:

- Do stick to the templates provided
- Do let the Studio know if you spot any errors
- Don't create your own versions of templates
- Don't resize the graphics, as they might not display correctly



# Best practice examples



“  
Ur aute ditis et et as  
maxima volum qui conet  
aut expellam quiatur?  
Lest pres doluptam, aut  
endigni hiliantiis velitat  
iorporento im faceraecea  
de esediasint accusae.  
”

Name \_\_\_\_\_  
Job title \_\_\_\_\_

**Trust.**

**Experience.**

**Expertise.**

**Partner Success.  
It's what we do.**



## Your opinion matters

We value your feedback. After having watched the All Hands recording, please take the short survey.

# Our brand matters

These guidelines apply across all our campaigns, lines of business, and audiences.

We all have a part to play in looking after the Westcon-Comstor brand. By following these guidelines and using the assets in BrandCentral, you will be able to work with our brand correctly and consistently.

For all other design requests and advice, please complete the [Brand Support form](#).

Westcon  Comstor