Visual brand guidelines

Your guide to creating compelling and consistent assets that tell Westcon-Comstor's unique story

January 2021 | V1.0

Westcon • Comstor

Welcome to our Brand Guidelines

These guidelines outline Westcon-Comstor's visual brand identity with practical advice and support to help external suppliers and third parties to work consistently with our brand.

Following these guidelines helps everyone – inside and outside the business – to stay on the same page, so we can present a strong and cohesive vision of the Westcon-Comstor brand to the outside world.

Read on to see how to use our logos, images, icons, fonts and colour palette correctly, so you create consistent, on-brand assets.

These guidelines walk you through the elements that make up our visual identity, and how to use them correctly.

Contents

Our logos

Our brand is more than a logo, it's the foundation of our identity. Westcon-Comstor is our lead brand but we go to market through our two lines of business: Westcon and Comstor. Use whichever is relevant for your vendor and intended audience.

The logo works best on a white background, but it is acceptable to place the logo on black or the corporate blue.

How to use our logos

Do use the prepared versions of the logo. There is a separate file for use on a black background

Do leave room so that the logos are distinct

Don't alter the relationship between the type and the burst

Don't change the font

Don't recolour any part of the logo

Don't change the logo for single colour printing

Don't combine with vendor logos

Don't apply effects

Don't put the logo on anything but white, very near white or black

Don't cramp the logo – make sure there is enough space around it

Don't modify the burst

Don't break up design or change the relationship of the burst symbol with the text

Don't use the logos without the burst symbol

Don't alter the logo ratio

Do not apply a single colour to the logo. When printing for single colour, request support from the digital marketing team

Don't angle the logo

Don't stretch the logo ratio

Don't apply effects

Please use the correct logo on coloured backgrounds

Please use the correct logo on coloured backgrounds

Logo lock-ups

It's important to maintain the integrity of the brand so we only have logos for our core brands.

Individual marketing campaigns do not need a logo, but the Studio can work with you to create a theme or look.

For programmes that should be aligned to our core brands, we can create logo 'lock-ups' – a composite logo with all elements locked in their relative positions. You must get approval before requesting a logo lock-up. When using a lock-up, don't take them apart or alter them in any way.

Our fonts

Clean, modern, simple and easy to read anywhere, Gotham is our primary font for print applications with Tahoma as an alternative for digital applications like PowerPoint and email.

Style	Font	Size	Tracking	Leading
Body Text	Gotham Light **Gotham Book**	8-14pt	-20	120%
Sub-heading	Gotham Book **Gotham Medium**	14-36pt	-20	110%-120%
Heading	**Gotham Bold**	20pt and higher	-20 to -30	110%-120%

Size and weight

- Don't use more than three sizes.
- Use Bold for large headlines.
- Use Bold for increased legibility at small sizes or over backgrounds.
- Use Book or Bold for sub-headings.
- Black can be used for infographics or other call out elements.
- Never use text smaller than 6pt.

Case

- Use sentence case.
- Capitalise brand names, technologies and capabilities, e.g. Avaya, Collaboration or Services.
- Use all-uppercase sparingly.

Letter spacing

- Letter spacing, or tracking, is the space between letters.
- See table above for guidelines.
- Use 'Optical' kerning instead of 'metrics' or 0 in print applications.

Justification

- Type should typically be set flush left, ragged right.
- Never use fully justified type.
- Avoid widows, orphans,

Line spacing

- Line spacing, or leading, is the spacing between baselines of type. See " Leading" in the table above for guidelines.

How not to use our fonts

Don't overuse all caps – you can use all caps to call out certain important information but avoid using all caps for headers or call to actions

Don't use too many type styles in one layout

Don't use Gotham Light for headlines

Don't stretch or squeeze text

Don't apply text effects or outlines that reduce readability

This has too much negative tracking

This has too much tracking

This text is stretched

The spacing between these lines is too much

This headline is hy-phenated

Avoiding leaving obvious widows

Avoid widows (words by themselves on a line) shorter than 7 characters.

DON'T USE ALL CAPS

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

Don't use shadow effects on text

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

Our colour palette

We use colour to bring our brand to life. Each of our technologies and capabilities has its own colour, but only use one with the blue at a time – if there are multiple or no associations, default to corporate grey.

Corporate

Corporate blue
R37 G81 B123
#25517B
Pantone 2945

Corporate grey
R145 G159 B169
#919FA9
Pantone 7543

Use grey when there is no technology or capability defined

Technologies

Security
R239 G157 B10
#EF9D0A
Pantone 137

Infrastructure
R157 G44 B124
#9D2C7C
Pantone 513

Mobility
R23 G43 B73
#172B49
Pantone 2768

*Middle East Only

Collaboration
R0 G160 B130
#00A082
Pantone 3272

Data Centre
R109 G91 B164
#6D5BA3
Pantone 272

Capabilities

Digital Distribution
R142 G199 B72
#97C232
Pantone 368

GSCS
R168 G39 B78
#AC2347
Pantone 200

Services
R52 G152 B85
#3396BC
Pantone 2925

How to use our colour palette

Do always use blue as the primary colour

Do use only one extra colour

Don't use tints or semi-transparent shapes

Don't use other colours (such as vendor colours)
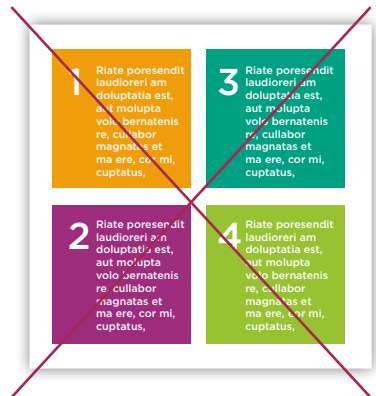
Don't use multiple colour associations together, or as decoration

Blue should always be the primary colour
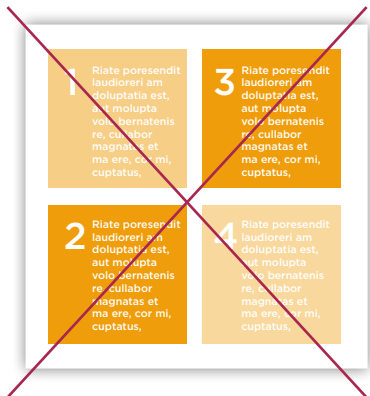
Don't use tints of the colours, or use as semi-transparent shapes

Don't introduce new colours, such as Vendor colours.

Our graphics

Our triangle graphics are integral to our visual identity. They work together with our logo to create a stronger, more recognisable brand.

Any alterations or modifications look unprofessional and dilute the brand, so it's important not to use different shapes, sizes or angles.

Our images

Fresh and modern, authentic and optimistic, our imagery conveys the themes of partnership, integrity and expertise to show the 'human' side of our business.

Corporate

Corporate-New Normal

Collaboration

Data Centre

Digital Distribution

GSCS

Infrastructure

Mobility

Networking


Security

Services

Verticals

How not to use images

If searching for your own images, **avoid using the following:**

- Typical stock clichés, staged interactions or unrepresentative of real life

- Heavy use of Photoshop for special effects/overlays and blended with illustrations or icons

- Abstract themes and heavy motion blur

- Images that lack human interaction, such as empty data centres, etc.

- Lens flares

- Fingers pointing

- People looking directly at the camera

- Images that cause offence in certain markets
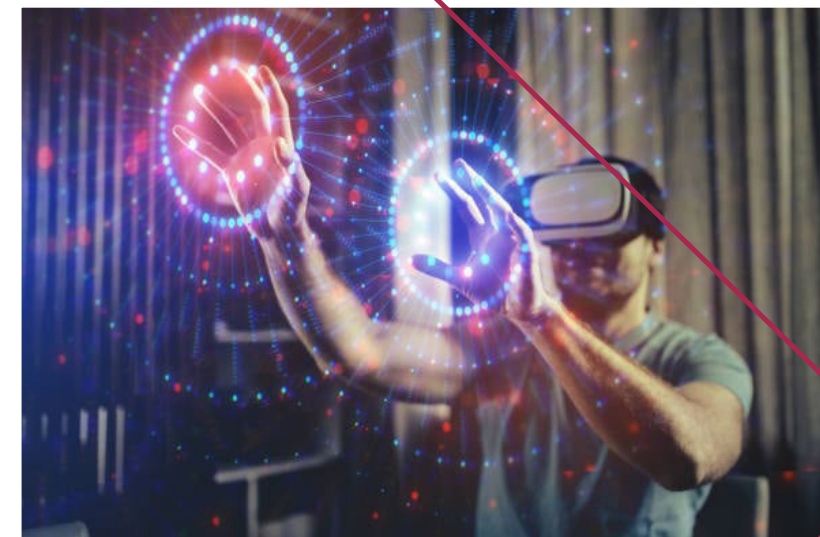
- Screenshots scraped off Google
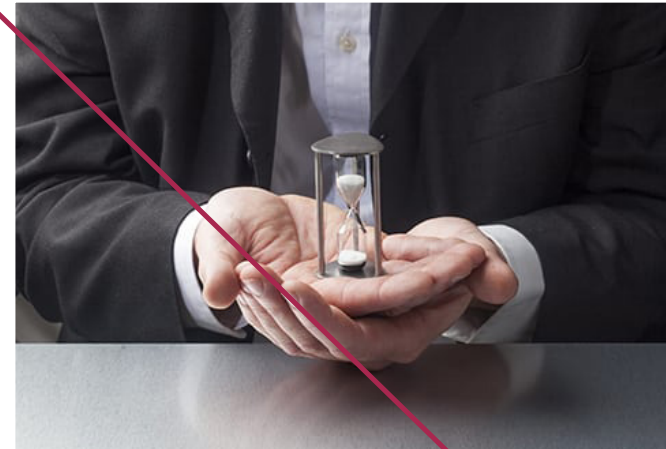
Staged scenario

Stock cliché

Unrelated to industry

Photoshopped effects

Fake or staged interactions

Faked compositions
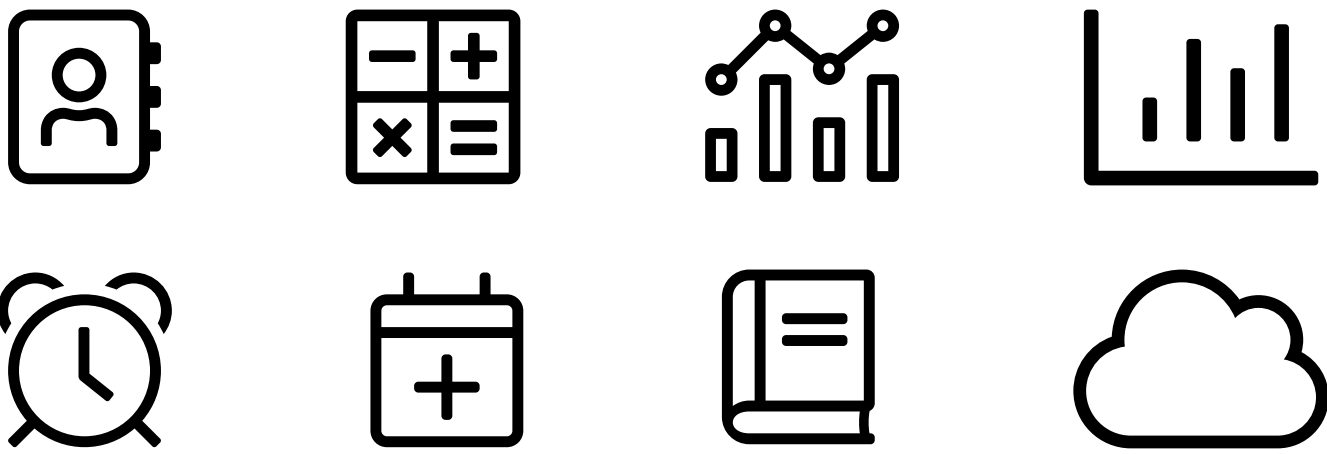
Looking into camera

Pointing / Illustration

Lens flares

Our icons

Icons are an essential part of our designs, visually expressing objects, actions and ideas. Use them to communicate the core idea and intent of a product or action.

We have two sets of icons, thin line and solid. You can use either, but stick to one type per asset.
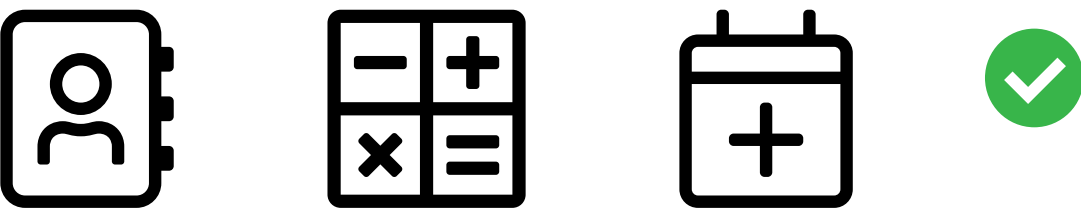
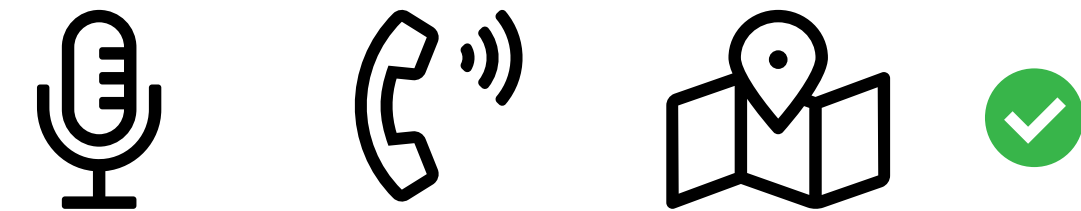### Thin line icons

Solid icons

Do's

Use icons from the same set, either solid or thin line. Not both.

Use the corporate color, or the color aligned to the technology or architecture. Only one color per asset!

Make sure the icons are all aligned and the same size, this makes it a lot easier on the eye.

Don'ts

Using icons from different sets looks messy.

Different icon colors make the design look messy and unprofessional.

Different sized and unaligned icons make any asset look really messy and unprofessional.

Our brand matters

Everyone has their part to play in maintaining the integrity of the Westcon-Comstor brand. Following these guidelines and using the assets available, will help us to present a consistent and cohesive visual identity to the outside world.

For other design guidelines and advice, please contact the Studio at: **askbrand@westcon.com**