Visual brand guidelines

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

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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.
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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.

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**Westcon**

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

**Comstor**

Don’t use the logos without the burst symbol.

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**Westcon Comstor**

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

**Westcon Comstor**

Don’t angle the logo.

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**Westcon Comstor**

Don’t apply effects.

**Westcon Comstor**

Please use the correct logo on coloured backgrounds.

**Westcon Comstor**

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.

<table>
<thead>
<tr>
<th>Style</th>
<th>Font</th>
<th>Size</th>
<th>Tracking</th>
<th>Leading</th>
</tr>
</thead>
<tbody>
<tr>
<td>Body Text</td>
<td>Gotham Light</td>
<td>8-14pt</td>
<td>-20</td>
<td>120%</td>
</tr>
<tr>
<td></td>
<td>Gotham Book</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sub-heading</td>
<td>Gotham Book</td>
<td>14-36pt</td>
<td>-20</td>
<td>110%-120%</td>
</tr>
<tr>
<td></td>
<td>Gotham Medium</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Heading</td>
<td>Gotham Bold</td>
<td>20pt and higher</td>
<td>-20 to -30</td>
<td>110%-120%</td>
</tr>
</tbody>
</table>

**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.

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

Avoiding leaving obvious widows.

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

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**
  - Hex: #25517B
  - Pantone: 2945
- **Corporate grey**
  - Hex: #919FA9
  - Pantone: 7543

**Technologies**
- **Security**
  - Hex: #EF9D0A
  - Pantone: 137
- **Infrastructure**
  - Hex: #9D2C7C
  - Pantone: 513
- **Collaboration**
  - Hex: #00A082
  - Pantone: 3272
- **Data Centre**
  - Hex: #6D5BA3
  - Pantone: 272
- **Mobility**
  - Hex: #172B49
  - Pantone: 2768

*Middle East Only

**Capabilities**
- **Digital Distribution**
  - Hex: #97C232
  - Pantone: 568
- **GSCS**
  - Hex: #AC2347
  - Pantone: 200
- **Services**
  - Hex: #33968C
  - Pantone: 2925

Use grey when there is no technology or capability defined.
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)

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Asset ownership and sparing

Global deployment beyond your local presence

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1. Don’t use multiple colour associations together, or as decoration
2. Blue should always be the primary colour
3. Don’t use tints of the colours, or use as semi-transparent shapes
4. Don’t introduce new colours, such as Vendor colours.

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Cisco Business Dashboard

Cisco Business Dashboard can manage all the Cisco Business devices and provide a single pane of glass for managing the network.

It simplifies traditional challenges in deploying and managing business networks while automating the configuration, monitoring and troubleshooting management of the network.

Find out more

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Offer to note

Cisco Business Dashboard now includes 25 device licenses with the software at no cost. This means any Small Business owner or office manager can download Cisco Business Dashboard from cisco.com or click to deploy a virtual machine instance from the AWS Marketplace and immediately start to manage up to 25 Cisco Business devices.

For partners or managed service providers who manage a bigger network, additional licenses can be...
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.
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.

**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