

WESA BRAND GUIDE



**WHERE
THE
INDUSTRY
MEETS.**



Contents

I. Brand Identity

II. Brand Colors

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BRAND IDENTITY

LOGO

LOGO USAGE

Lettermark



Logotype



Full Lockup



Simplified Lockup



LOGO SPACING: Spacing should be no less than the WxH of the letter "E" in the WESA logotype



LOGO SIZING: Minimum print sizing is 1 inch wide





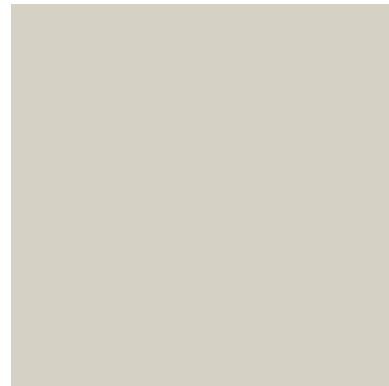
BRAND COLORS

BRAND COLORS

Primary



PMS 7467 C
C 100 M 6 Y 36 K 0
HEX: #00A2B0



PMS 7527 C
C 16 M 13 Y 21 K 0
HEX: #D5D2C5



PMS NEUTRAL BLACK U
C 64 M 59 Y 60 K 41
HEX: #4B4846

Secondary



PMS 1505 C
C 0 M 72 Y 100 K 0
HEX: #F26B21



PMS 216 C
C 38 M 95 Y 53 K 29
HEX: #7F2346



PMS 3945 C
C 7 M 2 Y 100 K 0
HEX: #F3E501



PMS 7687 C
C 100 M 85 Y 15 K 3
HEX: #1C4488



PMS 7733 C
C 89 M 32 Y 89 K 22
HEX: #066E43

LOGO COLOR APPLICATION

B&W



2 Color



1 Color



COLOR COMBOS

A.



D.



B.



E.



C.



F.



BRAND TYPOGRAPHY

BRAND TYPOGRAPHY

Digital Experience

Headlines

Proxima Nova Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Copy

Warnock Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DIGITAL TYPOGRAPY ANATOMY

DIGITAL
EXPERIENCE

TYPE
PAIRING

Proxima Nova
Warnock Pro

WESA HEADER FONT
PROXIMA NOVA EXTRA BOLD

WESA Subhead Font Warnock Pro Italic

WESA Body Copy Font Warnock Pro Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

BRAND TYPOGRAPHY

Print Experience

Headlines

Clarendon Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Copy

Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PRINT TYPOGRAPY ANATOMY

PRINT
EXPERIENCE

TYPE
PAIRING
Clarendon
Gill Sans

WESA HEADER FONT CLARENDON BOLD

WESA Subhead Font Gill Sans Italic

WESA Body Copy Font Gill Sans Light. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

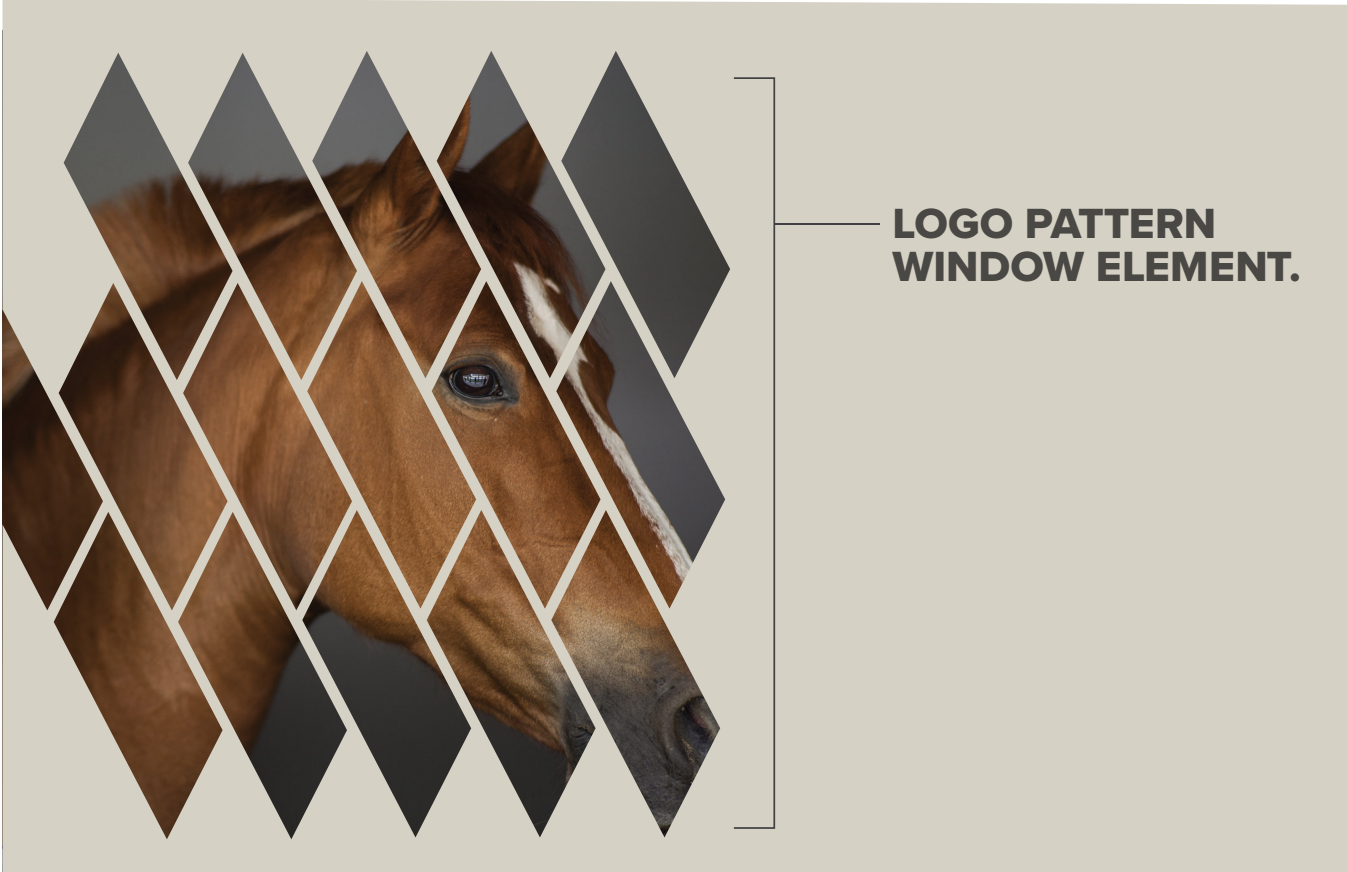
VISUAL ASSETS

VISUAL ASSETS

Running Logo Pattern



Window Logo Pattern





SOCIAL MEDIA

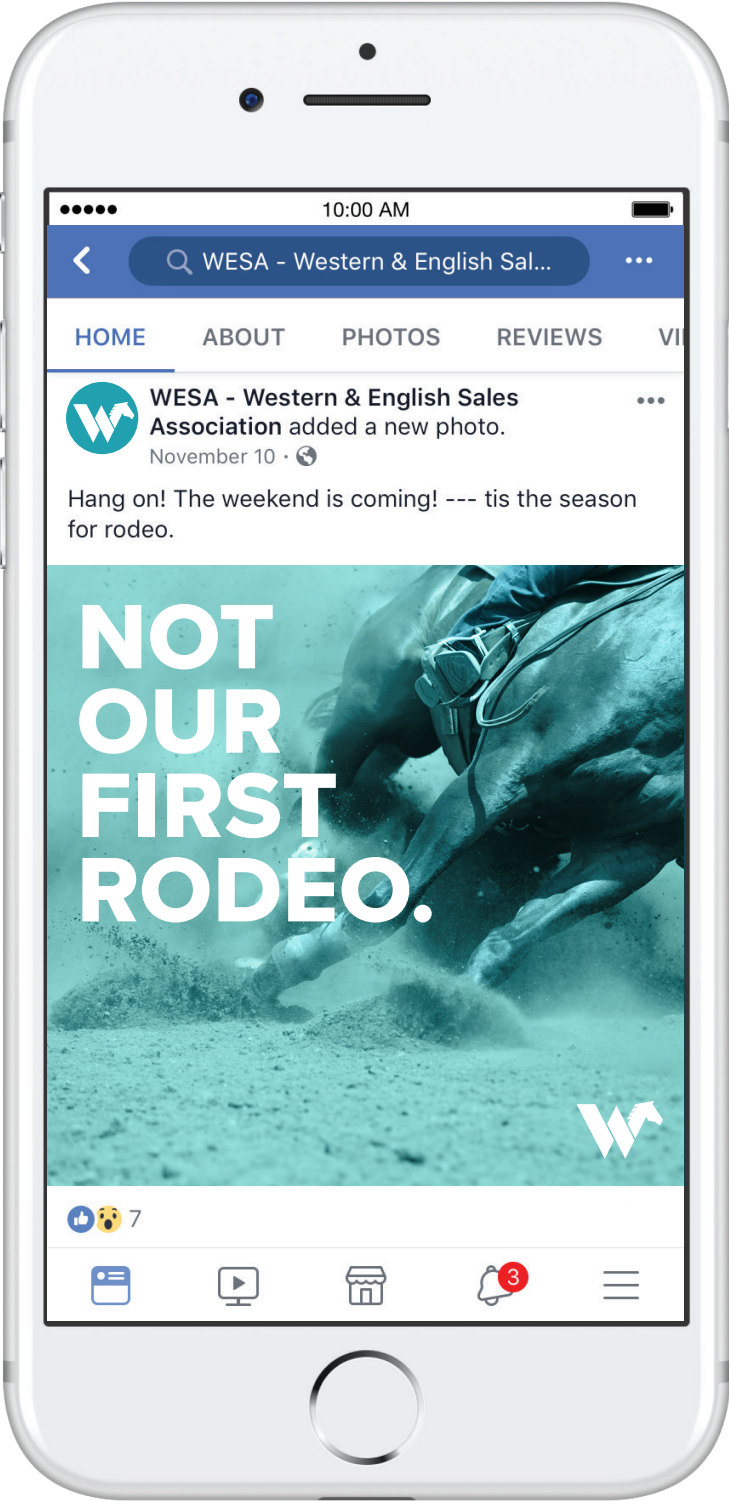
SOCIAL MEDIA TREATMENT



Social Post Anatomy



SOCIAL MEDIA APPLICATION



PHOTOGRAPHY

PHOTOGRAPHY

Branded Color Overlay Photography



Layer Style Effect:
Color at 90% Opacity

Lifestyle Photography



Action Photography



SINCE
1921.



