

Westnet

Style Guidelines



Colours - Primary and Secondary

An extended colour palette can help soften the brand by allowing additional colour to be used in some of the collateral and application work. These colours have been selected for various uses, ranging from print collateral to interior applications and fabric/textile selection.

Primary Colour



PMS 288
100% Cyan, 71% Magenta, 0% Yellow, 18% Black
Websafe #003366
0% Red, 51% Green, 102% Blue

Secondary Colours



Pantone 1505 C
C0 M50 Y95 K0
Websafe CC9900
R204 G153 B0



Pantone 3275 C
C100 M0 Y59 K0
Websafe 339999
R204 G153 B0



Pantone 219 C
C1 M88 Y0 K0
Websafe CC0099
R204 G0 B153



Pantone 124 C
C0 M28 Y100 K6
Websafe FFCC33
R255 G204 B51



Pantone 3125 C
C83 M0 Y21 K8
Websafe 99CCFF
R153 G204 B255



Pantone Warm Red C
C0 M85 Y90 K0
Websafe FF6633
R255 G102 B51



Pantone 390 C
C22 M0 Y100 K8
Websafe CCCC00
R204 G204 B0



Pantone 2925 C
C85 M22 Y0 K0
Websafe 6699CC
R102 G153 B204



Pantone 2587 C
C59 M66 Y0 K0
Websafe 666699
R102 G102 B153



Pantone 360 C
C58 M0 Y100 K0
Websafe 99CC33
R153 G204 B51

About the logo

The fingers wrapped around the globe represent service and caring rather than a typical IT solution which can be cold and corporate looking. The choice of colours are to represent the youthful culture of the company and the fact that the company is typically less corporate than most. The font takes on a sympathetic nature of softer and rounder characteristics while still being business like. The primary colour 'blue' represents earth.



Logo formats - Colour

This set of logos are to be used primarily for corporate usage, such as stationery, signage and 'corporate' printed collateral.



Logo formats - Mono pms 288

This set of logos are to be used primarily for corporate usage, such as stationery, signage and 'corporate' printed collateral.



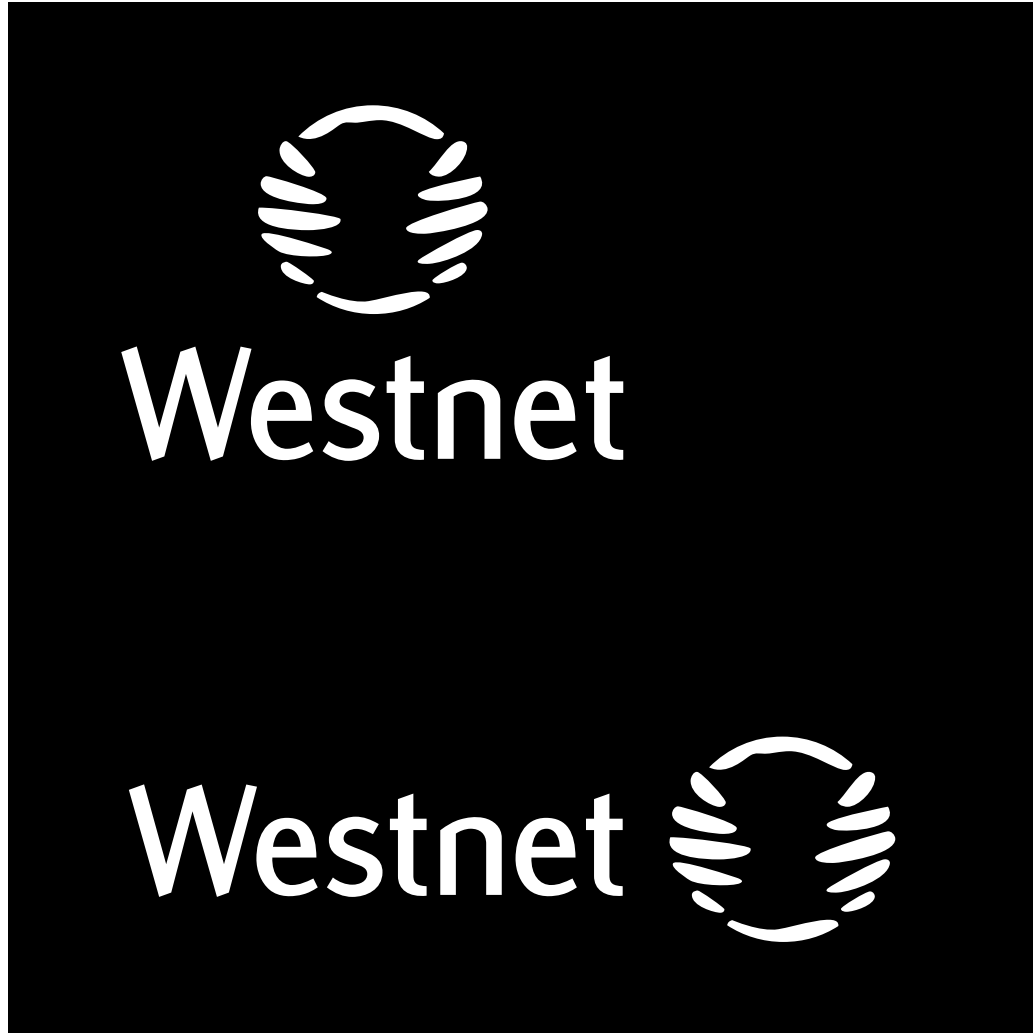
Logo formats - Mono positive

This set of logos are to be used primarily for corporate usage, such as stationery, signage and 'corporate' printed collateral.



Logo formats - Mono negative

This set of logos are to be used primarily for corporate usage, such as stationery, signage and 'corporate' printed collateral.



Exclusion zone

To preserve its visual integrity and aid clarity and readability, the Brand Identity should always sit within an "exclusion zone". These specifications also apply to the alternative colour way.



4 times x

10 times x

Minimum size

To preserve its visual integrity and aid clarity and readability, the Brand Identity should never be used smaller than specified here.

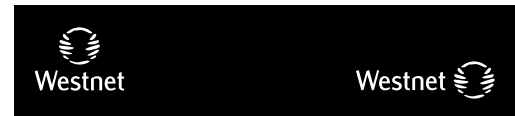


15mm



23mm

Colour



12mm



18mm

Mono

Primary typeface - Headings and subheadings

To preserve its visual integrity and aid clarity and readability, the Brand Identity should never be used smaller than specified here. These specifications also apply to the alternative colour way.

Flux Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Flux Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Flux Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Flux Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

The quick brown
fox jumped over
the lazy dog.

The quick brown
fox jumped over
the lazy dog.

Secondary typeface - Text

To preserve its visual integrity and aid clarity and readability, the Brand Identity should never be used smaller than specified here. These specifications also apply to the alternative colour way.

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

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Corporate Brand with positioning line



Westnet
It's service that sets us apart

Westnet
It's service that sets us apart



Divisional variant - Westnet Hosting

Westnet
Hosting

