

2022-23
BRAND
STANDARDS

» West-MEC



Logo bug is orange and logotype is dark blue



Only logotype changes to white when reversed out of dark backgrounds



All white logo when reversed out of orange or orange gradient



Correct logo



Do not change font



Do not use un-approved colors



Do not squish



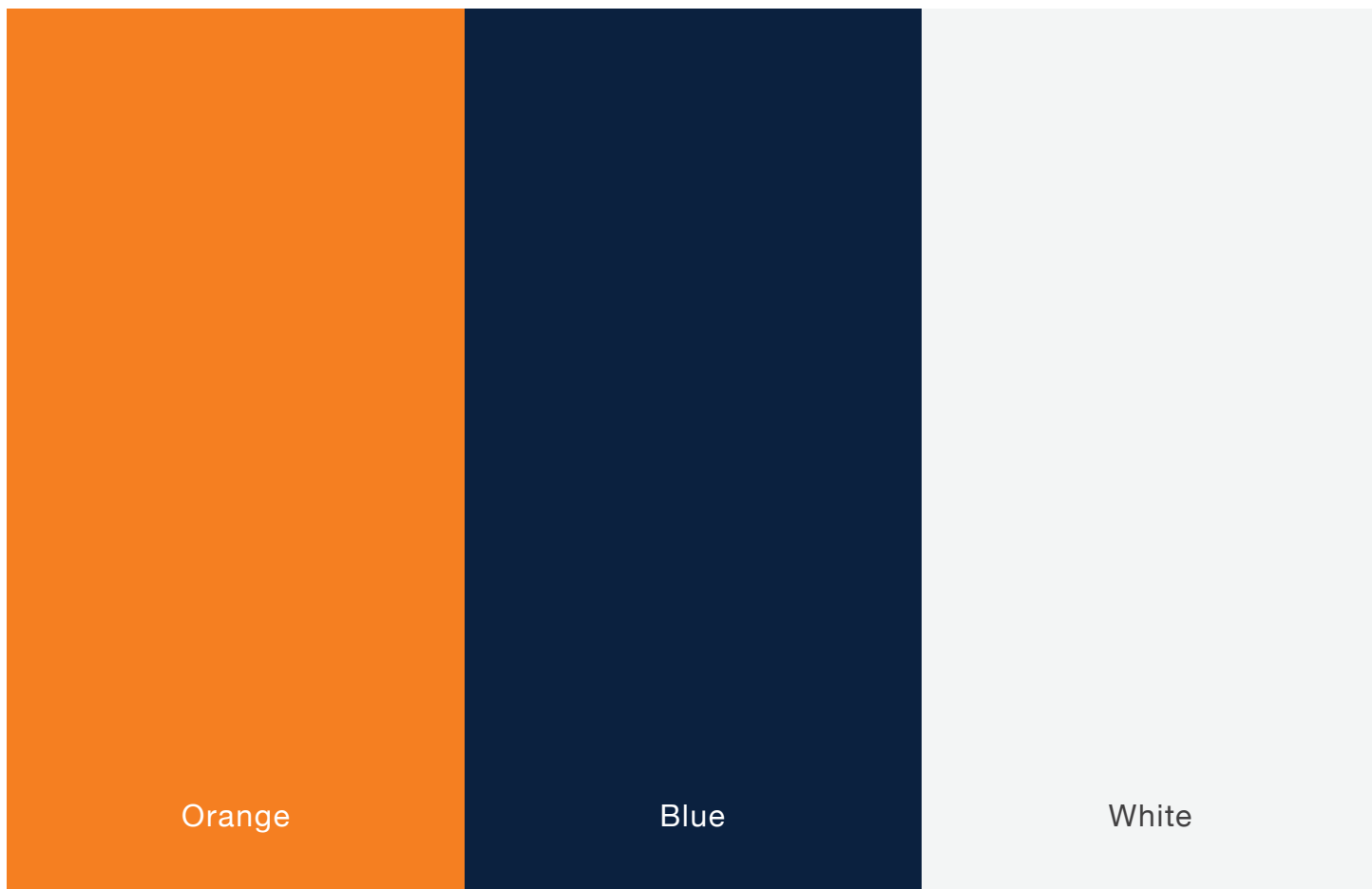
Do not Squeeze



Do not add effects



Do not outline



Orange

Blue

White

0C/62Y/100M/0K
247R/127G/32B
#F57F20

98C/84Y/45M/51K
12R/35G/64B
#0c2340

0C/0Y/0M/0K
255R/255G/255B
#ffffff

GRADIENTS - PRIMARY

WEST-MEC
BRAND 2022-2023



0C/50Y/100M/0K
247R/148G/29B
#F7941D

0C/100Y/100M/0K
237R/28G/36B
#ED1C24

0C/30Y/100M/0K
253R/185G/19B
#FDB913

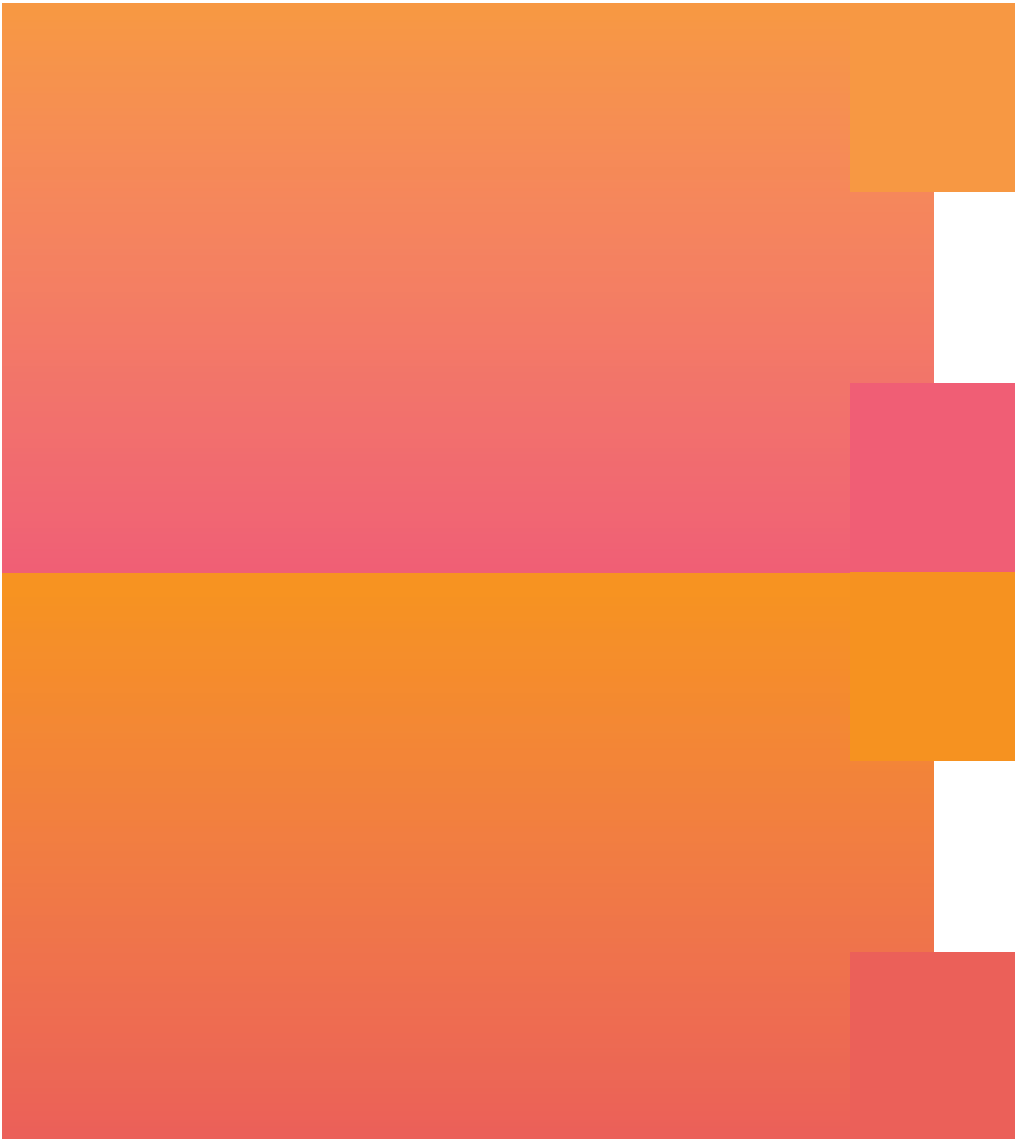
0C/60Y/100M/0K
245R/130G/32B
#F58220

100C/0Y/0M/0K
0R/174G/239B
#00AEEF

100C/98Y/25M/25K
37R/37G/98B
#252562

GRADIENTS - SECONDARY

WEST-MEC
BRAND 2022-2023



0C/48Y/82M/OK
248R/152G/68B
#F89844

0C/78Y/38M/OK
241R/96G/118B
#F16076

0C/51Y/99M/OK
247R/146G/32B
#F79220

3C/77Y/63M/OK
234R/97G/90B
#E9625A

These are the acceptable Adobe Font Families that can be used in a variety of West-MEC projects.

PRIMARY FONTS

Neusa Next Std - Wide

GENERATION ORANGE
Generation Orange

Various Weights

A A A A A
a a a a a

Neusa Next Std

GENERATION ORANGE
Generation Orange

Various Weights

A A A A A
a a a a a

Neue Haas Unica W1G

GENERATION ORANGE
Generation Orange

Various Weights

A A A A A A A A A
a a a a a a a a a

BODY COPY

Neue Haas Grotesk Display Pro

Generation Orange, using Neue Haas Grotesk Display Pro 55 Roman.
ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy
nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper
suscipit lobortis nisl ut aliquip ex ea commodo consequat.

These are the acceptable Adobe Font Families that can be used in a variety of West-MEC projects.

ALTERNATIVE AND DECORATIVE FONTS

Eds Market Regular Slant

GENERATION ORANGE

Eds Market Upright Script

Generation Orange

Eds Market Bold Script

Generation Orange