LOGO USAGE GUIDE

WESTENERGY

Instructions of how to use Westenergy's logo

Westenergy's logo

Westenergy's logo consists of a symbol and a wordmark.
In the symbol letters W and E create a form that distributes energy to all directions.
The main colours are spring green and grey with a hint of sandy brown.

Do not recreate or alter the logo! Use only downloadable versions from our website.
Do neither change the proportions nor the arrangement of the logo and its parts from the original.

To use our logo in a customer reference list requires a separate contract.
Please ask your contact person at Westenergy for more information.

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The protected area

The protected area around the logo is defined by the height of the wordmark.
Other elements (text, pictures etc.) may not be placed in the protected area.

Logo variations

There are 3 variations of Westenergy's logo available for download.

WESTENERGY — Main logo (preferred)

WESTENERGY — White

WESTENERGY — Black

WESTENERGY

Guidelines for the variations

Always use the main logo if possible.
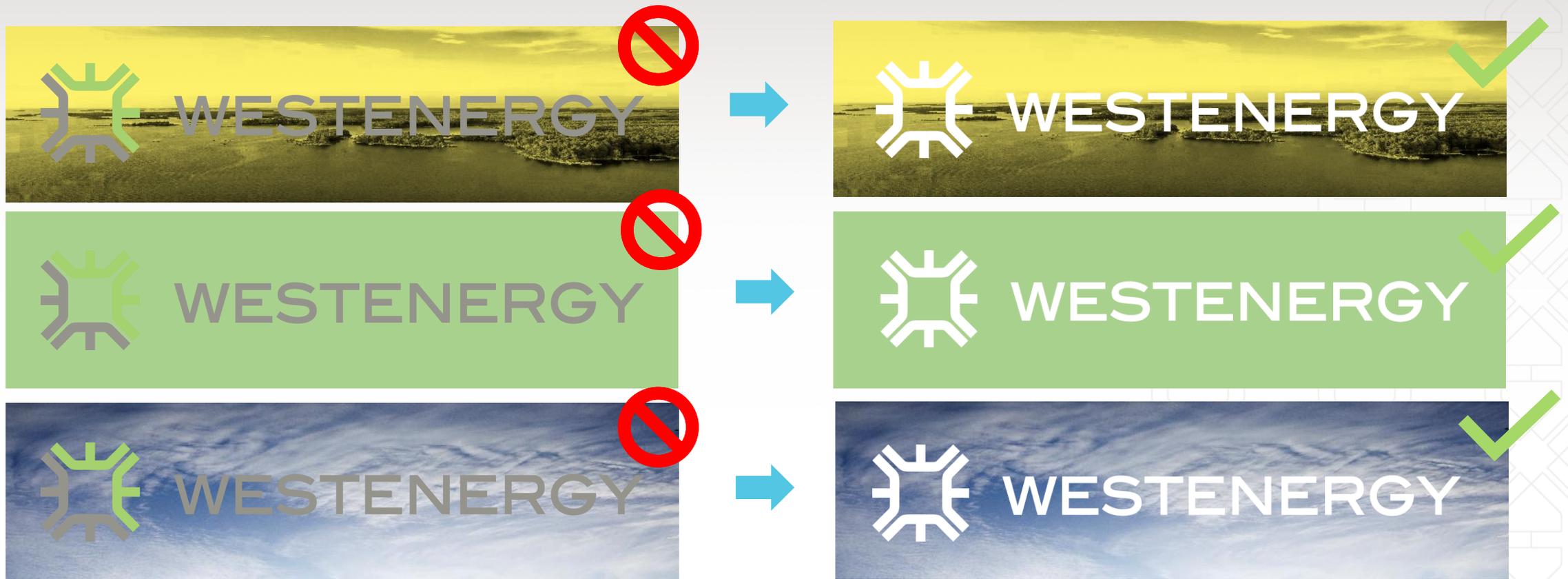

White or light background

Black background

Light background image

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Guidelines for the variations

If there is not enough contrast between the main logo and the background use white or black version.

Guidelines for the variations

Avoid placing the logo on images or patterns, especially if there is a lot of variation from light to dark.

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Help with the logo usage?

If you are not sure which logo variation to use or you need help otherwise with the logo usage please contact Westenergy's Quality and Communications Manager or Communications Officer.

Thank you for following our logo usage guidelines!

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