



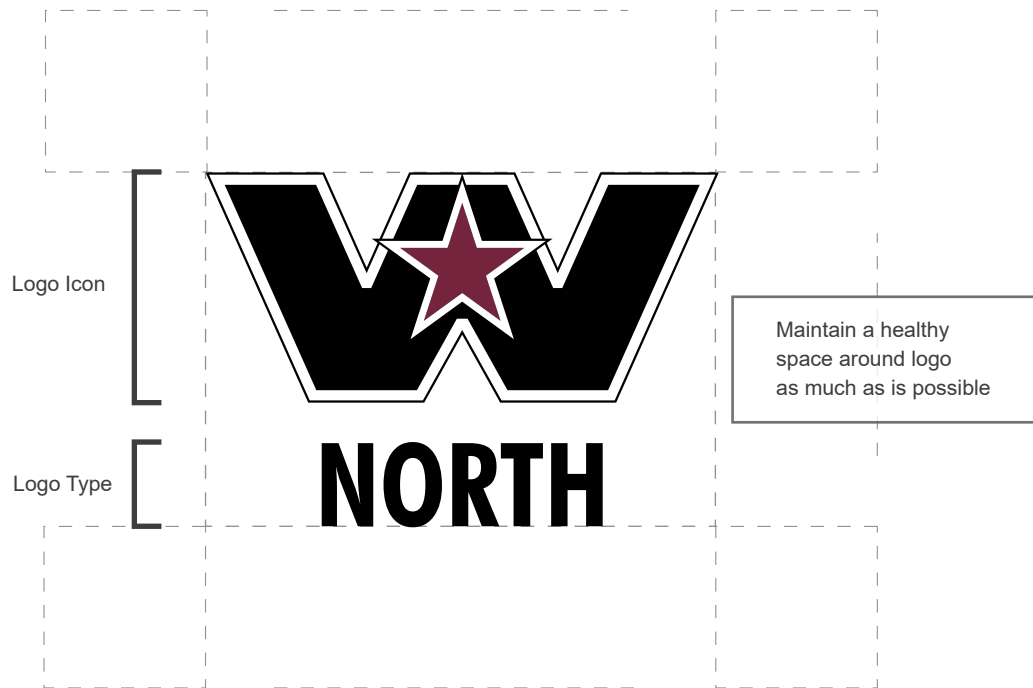
NORTH

VISUAL IDENTITY STYLEGUIDE

OCTOBER 2021

★ LOGO ANATOMY

The Western Star North logo features a familiar and simple design.



ALTERNATIVE LOGO VARIATIONS



REVERSE BLACK & WHITE



REVERSE COLOR



REVERSE COLOR BACKGROUND

LOGO VARIATIONS: WESTERN STAR TRUCKS

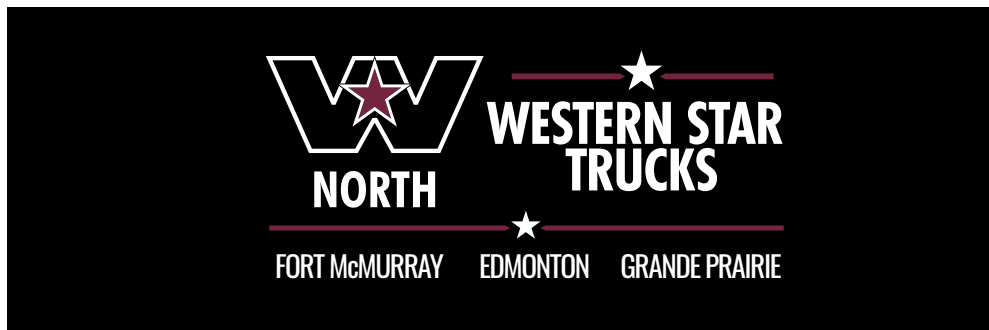
Given the importance of maintaining the integrity of the Western Star North brand, while clearly communicating the distinctly separate location of WSNorth branches, these logos variations have been provided. This is a general variation of the logo featuring the overall brand in full.





LOGO VARIATIONS: WESTERN STAR - ALL LOCATIONS

Given the importance of maintaining the integrity of the Western Star North brand, while clearly communicating the distinctly separate location of WSNorth branches, these logos variations have been provided.



★ LOGO VARIATIONS: EDMONTON

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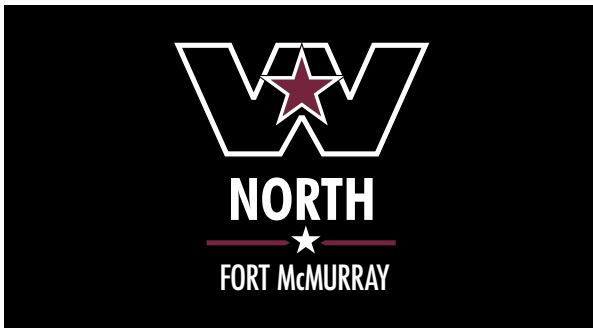
★ LOGO VARIATIONS: GRANDE PRAIRIE

Given the importance of maintaining the integrity of the Western Star North brand, while clearly communicating the distinctly separate location of WSNorth branches, these logos variations have been provided.



★ LOGO VARIATIONS: FORT McMURRAY

Given the importance of maintaining the integrity of the Western Star North brand, while clearly communicating the distinctly separate location of WSNorth branches, these logos variations have been provided.



COLOR THEME

PRIMARY COLOR VALUES

PANTONE is the original burgundy ink for exact color matching.

CMYK are 4-color print-related colors. RGB are web / digital colors (can be used for digital desktop printing).

HEX are web HTML color values.



Burgundy Red

PANTONE 209C

C 39	R 114	HEX
M 91	G 37	#72253D
Y 57	B 61	
K 37		



Basic Black

C 75	R 0	HEX
M 68	G 0	#000000
Y 67	B 0	
K 90		

SPECIALTY GRADIENT COLOR VALUES

For branded marketing pieces and design elements (such as the gradient / full color star on the following page), a more intensified gradient color has been provided. This will allow for a brilliant/rich red enhancement to the darker primary burgundy brand color. The result will allow for stronger marketing promotions, while respecting the original brand theme.

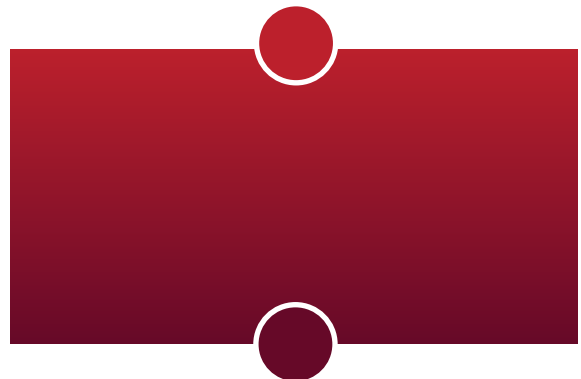
Gradient Red



C 18	R 188	HEX
M 100	G 32	#BC202C
Y 92	B 44	
K 8		



C 36	R 102	HEX
M 99	G 9	#66092B
Y 68	B 40	
K 49		



STAR GRAPHIC

The star graphic is visually synonymous with the Western Star brand and is a valuable element to include in marketing pieces to reinforce brand recognition. The subtle addition of a 'star' element, even apart from the name "Western Star", is useful representation of the brand.

Provided below are star graphics that can and should be used for Western Star North marketing.



GRADIENT / FULL COLOR STAR

Original shape / styling from Western Star's logo - with color rich enhancement and 3D effect.



ORIGINAL STAR

Original shape / styling from Western Star's logo with primary burgundy coloration.



BASE STAR

Extracted burgundy star graphic for simple, clean design applications.

TYPOGRAPHY

LOGO TYPOGRAPHY

The font used for used in the main Western Star North is **Futura PT Condensed Bold**. For the logos of Western Star North family, this font will be used in all files.



Futura PT
Condensed Bold

PRINT MARKETING & WEB TYPOGRAPHY

The Futura Font that is used in the Western Star logo is not a universal font that is easily available on all computer systems, nor is it a web font that is easily supported online on website or applications. For a more easily accessed font family that can be downloaded for free and installed on desktop or website via Google Fonts, please use the following fonts:

FOR TITLES & HEADINGS :

OSWALD BOLD

OSWALD MEDIUM

OSWALD REGULAR

OSWALD LIGHT

For Standard Body Text :

Arial Black

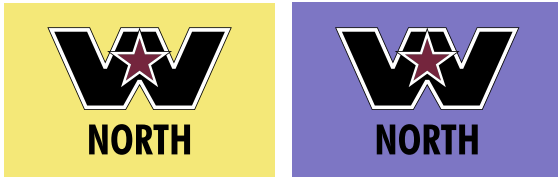
Arial Bold

Arial Regular

Design Note: For consistency, titles should mostly be displayed as UPPERCASE text - unless for stylistic reasons to do otherwise.

★ THINGS TO AVOID

Here are a few things to be careful of when using the logo and branding in design/layout. Most are purely common sense, but - it's worth mentioning to avoid a problem!



Be Smart With Backgrounds & Colors

Placing on backgrounds that cause colors in the logo to blend into the background - or to clash with other colors - is not good design. Maintaining brand consistency with color choices strengthens the brand through familiarity.



Don't distort elements

Don't pull apart or stretch elements in ways unintended. Maintain the proportions and spacing of the logo appropriately.



Make Sure The Brand is Visible

Placed against the wrong background, the logo is lost. Strive for visibility, always.



Don't Use the Western Star Trucks Logo

We want to build the Western Star NORTH brand for our local marketplace.



Don't Use the Chrome variation of the Western Star Logo

The chrome version is outdated and for brand consistency, please refrain from using it.