



WESTERNTM

SPECIALTY CONTRACTORS

COMMERCIAL • INDUSTRIAL • HISTORIC • FACADES

MASONRY RESTORATION • CONCRETE RESTORATION
ROOFING • WATERPROOFING

BRAND STANDARDS BOOK

LOGO 1 STANDARDS

4 COLOR PROCESS



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Examples of usage:
Web
Print

3 SPOT COLORS



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Examples of usage:
Screen Printing
For Merchandise



PMS 287



C-100 M-68 Y-0 K-12



PMS 2708



C-26 M-10 Y-0 K-0



BLACK



BLACK

1 SPOT COLOR



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Examples of usage:
Screen Printing
For Merchandise



PMS 287



C-100 M-68 Y-0 K-12

LOGO 2 STANDARDS

4 COLOR PROCESS









Examples of usage:
Web
Print

3 SPOT COLORS



Examples of usage:
Screen Printing
For Merchandise

- | | |
|--|---|
|  PMS 287 |  C-100 M-68 Y-0 K-12 |
|  PMS 2708 |  C-100 M-68 Y-0 K-12 |
|  BLACK |  BLACK |

1 SPOT COLOR



Examples of usage:
Screen Printing
For Merchandise

- | | |
|---|---|
|  PMS 287 |  C-100 M-68 Y-0 K-12 |
|---|---|

LOGO 3 STANDARDS

4 COLOR PROCESS



WESTERNTM
SPECIALTY CONTRACTORS
CONFIDENCE THROUGH PERFORMANCE

Examples of usage:
Web
Print

3 SPOT COLORS



WESTERNTM
SPECIALTY CONTRACTORS
CONFIDENCE THROUGH PERFORMANCE

Examples of usage:
Screen Printing
For Merchandise



PMS 287



C-100 M-68 Y-0 K-12



PMS 2708



C-100 M-68 Y-0 K-12



BLACK



BLACK

1 SPOT COLOR



WESTERNTM
SPECIALTY CONTRACTORS
CONFIDENCE THROUGH PERFORMANCE

Examples of usage:
Screen Printing
For Merchandise



PMS 287



C-100 M-68 Y-0 K-12

LOGO 4 STANDARDS

4 COLOR PROCESS

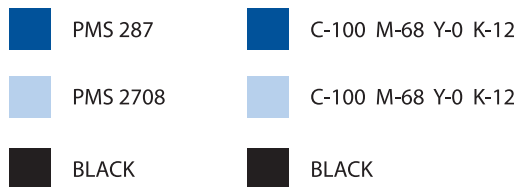


Examples of usage:
Web
Print

3 SPOT COLORS



Examples of usage:
Screen Printing
For Merchandise



1 SPOT COLOR



Examples of usage:
Screen Printing
For Merchandise



"100 YEARS" LOGO STANDARDS

4 COLOR PROCESS



3 SPOT COLORS



1 SPOT COLOR



"DON'T" STANDARDS



↑
Do not change size of icon in proportion to type



Do not reposition icon



↑
Do not place on colored background

LOGO STANDARDS



*There should always be a minimum free space around the logo no less than half the width of the logo's icon.

FONT STANDARDS

Pirulen → **WESTERN**TM
Pirulen → **SPECIALTY CONTRACTORS**

Interstate → **COMMERCIAL • INDUSTRIAL • HISTORIC • FACADES**
MASONRY RESTORATION • CONCRETE RESTORATION
ROOFING • WATERPROOFING

Interstate → **CONFIDENCE THROUGH PERFORMANCE**

Interstate → **MEMBER - WESTERN CONSTRUCTION GROUP - EST. 1915**

ENVELOPE STANDARDS

Logo is 3" wide x .58" high
1/4" from the left and 1/4" from the top

Size
Standard #10
9.5" wide x 4.125" high



LETTERHEAD STANDARDS

*Used during 100th anniversary year

Logo is 3" wide x .58" high
1/4" from left and 1/4" from top

Logo is 1.65" wide x 1.2" high
1/4" from right and 1/4" from top



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1947 Gravois Rd. | St. Louis, MO 63104 | 314-421-1637 | Fax: 314-773-4562 | www.westernspecialtycontractors.com

Font: Interstate, Regular, 9.5pt size, Color: Black

Font: Interstate, Regular, 16.5pt size, 150pt kerning, Color: Black

Font: Interstate, Regular, 9pt size, 150pt kerning, Color: Black

LETTERHEAD STANDARDS

Logo is 3" wide x .58" high
1/4" from the top



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Font: Interstate, Regular, 9.5pt size, Color: Black

Font: Interstate, Regular, 16.5pt size, 150pt kerning, Color: Black

Font: Interstate, Regular, 9pt size, 150pt kerning, Color: Black

BUSINESS CARD STANDARDS



Font: Interstate, Regular, 9pt size, Color: Black

Font: Interstate, Regular, 8pt size, 9.5pt Leading, Color: Black

Font: Interstate, Regular, 8pt size, 13pt Leading, Color: Black

Font: Interstate, Regular, 8pt size, 9.5pt Leading, Color: Black

DAVE ECONOMON

Branch Manager

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Cell: 314•773•8813

1947 Gravois Rd.

St. Louis, MO 63104

DaveEc@westernspecialtycontractors.com

www.westernspecialtycontractors.com

Card bearer's specialty must be highlighted as shown

Font: Interstate, Regular, 8pt size, Color: Black, 9.5pt Leading

Decrease point size to accommodate for length of email addresses.

Font: Interstate, Regular, 9pt size, Kerning: 25, Color: Black