

Wesley Spectrum Services Style Guide Quick Reference

The Signature

The Word Mark used in combination with the logo is referred to as the Signature. The authorized configuration shown in this style guide is the only approved Signature for Wesley Spectrum Services. Combined in this precise manner, this configuration of the Logo and Word Mark create a unified identity for Wesley Spectrum Services.



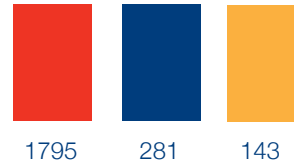
Logo

Word Mark

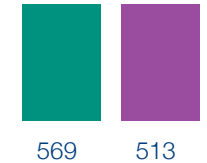
Approved Wesley Spectrum Services Colors

The Logo and Word Mark should be reproduced in the approved corporate colors. Shown is the Official Wesley Spectrum Services PANTONE® color palette for print applications. Both the PMS ink number and the process printing ink mix equivalents are included below. It is important to mention that the process equivalents are not an exact match.

Primary Colors



Secondary colors



Wesley Spectrum Services Signature Colors
Logo - PMS Red 1795, Blue 281, Gold 143
Word Mark - PMS Blue 281, Red 1795

Wesley Spectrum Services Signature Colors Process ink equivalents:
PMS Blue 281 = C -100, M -72, Y - 0, K -32
PMS Red 1795 = C -0, M -94, Y -100, K -0
PMS Gold 143 = C - 0, M - 35, Y - 85, K - 0
PMS Green 569 = C -98, M -0, Y -57, K -17
PMS Purple 513 = C -44, M -83, Y -0, K -0



Recommended typefaces to be used with the WESLEY SPECTRUM SERVICES Signature

The following typefaces are approved for use in communication and publication literature for Wesley Spectrum Services, Inc.

Serif Family

The serif font family suggested for use with Wesley Spectrum Services is Times or Times new Roman. Times is available in 2 weights; Times Roman and Times bold. Both are available in italic. This font is recommended for use as the body copy when you are creating an internal or external document for Wesley Spectrum Services. A sampling of the font family is shown right.

Sans Serif Family

The sans serif font family suggested for use with Wesley Spectrum Services is Helvetica. Helvetica is available in 2 weights; Helvetica regular and Helvetica bold. Both are available in italic. This font should be used for headlines and sub-heads when creating internal or external documents for Wesley Spectrum Services. A sampling of the font family is shown right.

For questions in regard to a specific project that you are working on, or standards which need further clarification, please contact Jennifer Mullen, Communication and Public Relations Manager, Wesley Spectrum Services, at: 412-831-9390.

Times

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Times Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Times Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Times Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Bold

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abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Bold Italic

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abcdefghijklmnopqrstuvwxyz 1234567890