



**western**

gas & convenience



**western**  
gas & convenience



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gas & convenience

|         |      |
|---------|------|
| Regular | 2.15 |
| Plus    | 2.25 |
| Premium | 2.35 |




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Preferred horizontal



Acceptable vertical signature



The Western Gas & Convenience identity has incorporated a symbol in the signature. The symbol is referred to as "energy in motion". All elements of this identity are in a fixed relationship and must not be separated or altered.

### Area of isolation



For legibility, always guarantee that a minimum amount of open space surrounds the signature. This space, referred to as the area of isolation, relies upon the equivalent of the square length of 3w to be maintained between the signature and all other graphic imagery and typography, including page trim. This area of isolation also applies to the acceptable vertical orientation.

### Typographic families

The following is the Gill Sans font family to be used in the design system:

- Light: abcdefghijklmnopqrstuvwxyz
- Light *italic*: abcdefghijklmnopqrstuvwxyz
- Regular: abcdefghijklmnopqrstuvwxyz
- Regular *italic*: abcdefghijklmnopqrstuvwxyz
- Bold**: abcdefghijklmnopqrstuvwxyz
- Bold *italic***: abcdefghijklmnopqrstuvwxyz

Any chosen serif font that compliments Gill Sans font family is acceptable for use in correspondence.

### Sizing



Small applications of the signature must be created with care. A signature should not be reproduced at a size smaller than 1 1/2" for the preferred horizontal or 1" for the acceptable vertical signature. The measurement is from the left to the right edge of the signature.

These basic identity guidelines must be adhered to.

### Approved 3-color signature Positive



### Acceptable 1-color option Positive



### Reverse



### Signature color

Use the 2-color positive signature for all high visibility applications. Moving counter-clockwise on the "energy in motion", 100% Western Teal, 75% Western Gray, and 50% Western Teal. When multi-color reproduction is limited, a 1-color solution may be used. Acceptable 1-color options include Western Teal and black only. These also have the 100 to 50% variable tints. All black is acceptable only when color printing is not an option. Signatures may reverse to white on any background which provides adequate contrast. Western Teal or black is recommended.

### Color

Specific colors have been created for the Western Gas & Convenience signature. Western Teal and Western Gray are the only approved colors. In lieu of these colors you may use solid coated Pantone 327C and Pantone 445C.

Please Note: The colors represented in this document may not match the specified Pantone colors. Always consult a current Pantone Color Formula Guide for accurate color matching standards. Pantone is a registered trademark of Pantone, Inc. Pantone is Pantone, Inc.'s check standard for color reproduction and color masters. The standard for which is shown is the current edition of the Pantone Color Formula Guide.

|   |   |
|---|---|
| <b>Western Teal</b>   | <b>Western Gray</b>   |
| Process Color:<br>Cyan: 83<br>Magenta: 23<br>Yellow: 47<br>Black: 2 | Process Color:<br>Cyan: 49<br>Magenta: 31<br>Yellow: 42<br>Black: 2 |
| Web Safe Color:<br>Red: 00<br>Green: 93<br>Blue: 8F                 | Web Safe Color:<br>Red: A4<br>Green: B1<br>Blue: AA                 |