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BRAND BOOK

April 2024

WEC
LINES

LOGO



The logo can be utilized in its primary color scheme or entirely in white. It is important to ensure that an appropriate level of contrast is maintained for optimal visibility.



COLOURS

The colours on this page also indicate proportional use. Keep it clean by using a lot of white space and mostly Primary colours. Use the Secondary colours sparsely only.

PMS: 2757 C
 FC: 100 / 70 / 0 / 60
 RGB: 0 / 40 / 86
 HEX: #002856
 RAL: 5022 (container)
 Foil: Masterplot 757

PMS: Process Cyan C
 FC: 100 / 0 / 0 / 0
 RGB: 0 / 159 / 227
 HEX: #009fe3
 RAL: 5015 (container)
 Foil: Masterplot 785

PMS: Cool Gray 3 C
 FC: 0 / 0 / 0 / 15
 RGB: 239 / 239 / 239
 HEX: #efefef

FC: 20 / 0 / 0 / 0
 RGB: 212 / 237 / 252
 HEX: #d4edfc

FC: 15 / 22 / 97 / 3
 RGB: 222 / 187 / 0
 HEX: #debb00

FC: 71 / 0 / 31 / 0
 RGB: 41 / 182 / 188
 HEX: #29b6bc

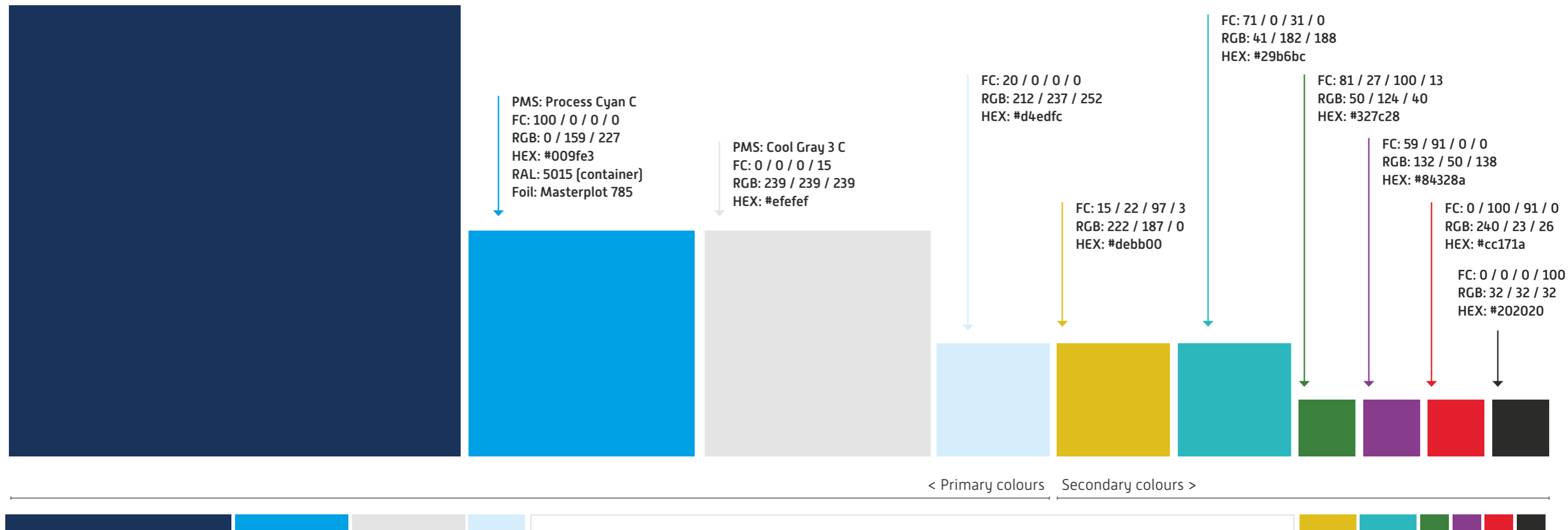
FC: 81 / 27 / 100 / 13
 RGB: 50 / 124 / 40
 HEX: #327c28

FC: 59 / 91 / 0 / 0
 RGB: 132 / 50 / 138
 HEX: #84328a

FC: 0 / 100 / 91 / 0
 RGB: 240 / 23 / 26
 HEX: #cc171a

FC: 0 / 0 / 0 / 100
 RGB: 32 / 32 / 32
 HEX: #202020

< Primary colours | Secondary colours >



TYPOGRAPHY

HEADLINE NEW ALWYN BOLD CAPS 32/36 LEFT JUSTIFIED

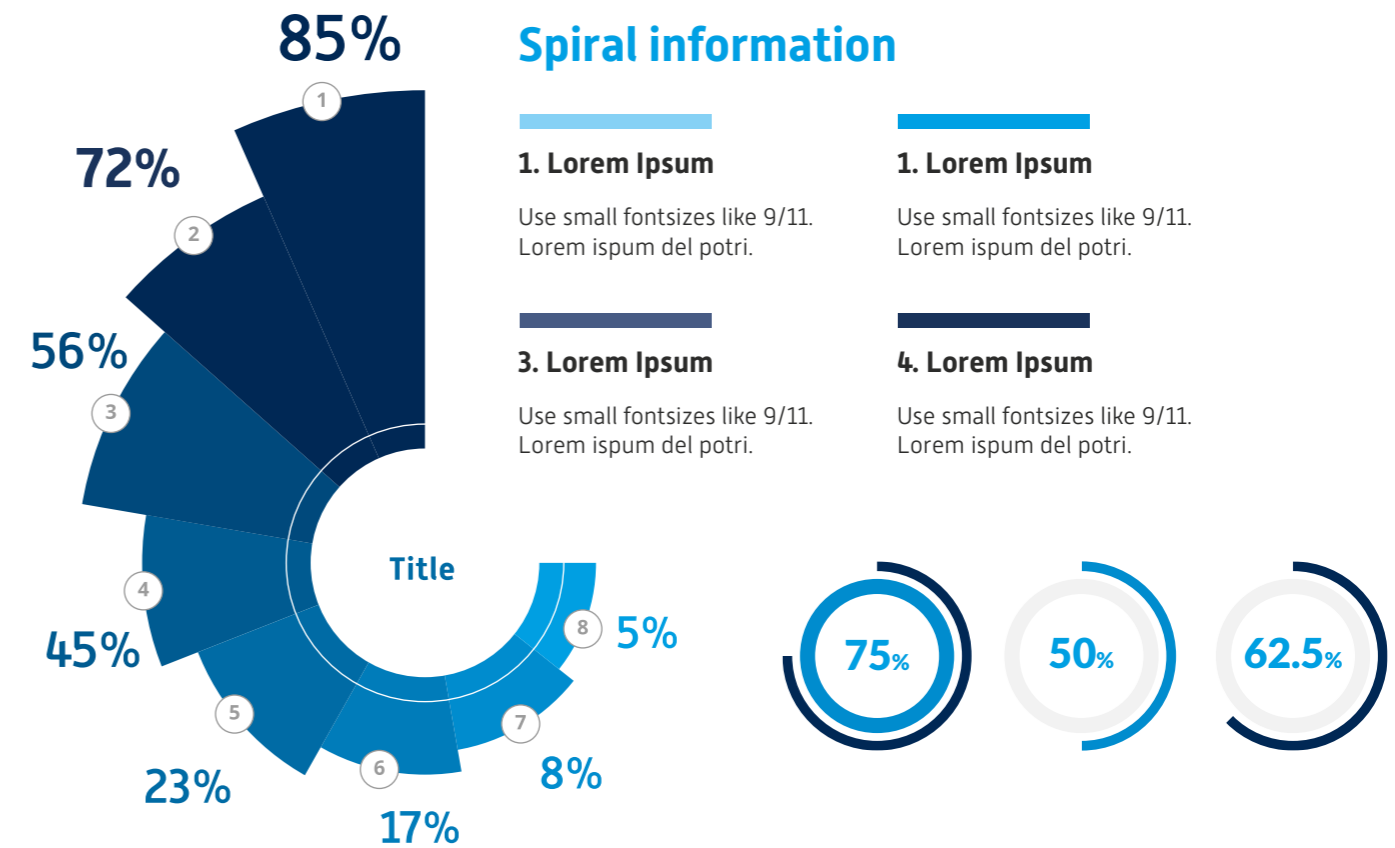
Subtitle Body Alwyn New Bold 18/22

Intro Alwyn New Medium 11/17 Left Justified - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Body Alwyn New Light 11/17 Left Justified - Ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Subheader Alwyn New bold 11/17

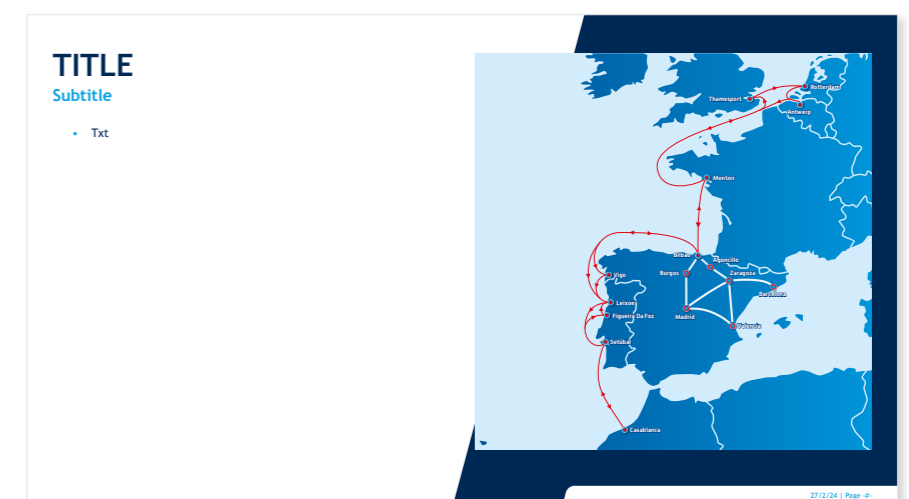
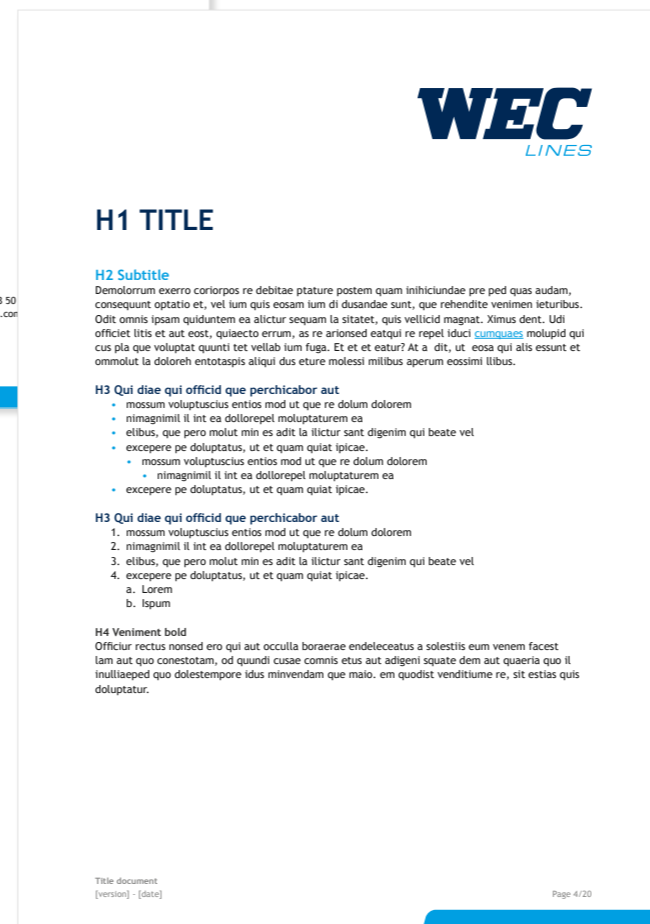
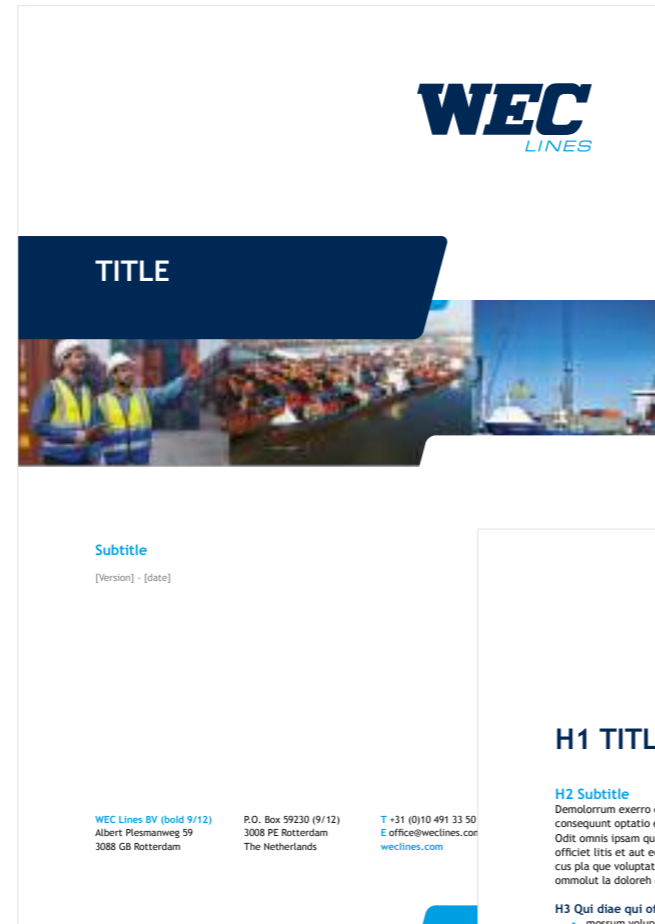
Ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam.



In graphics, the entire Alwyn font family can be used to create differentiation. However, avoid using the italics in any text other than body text.

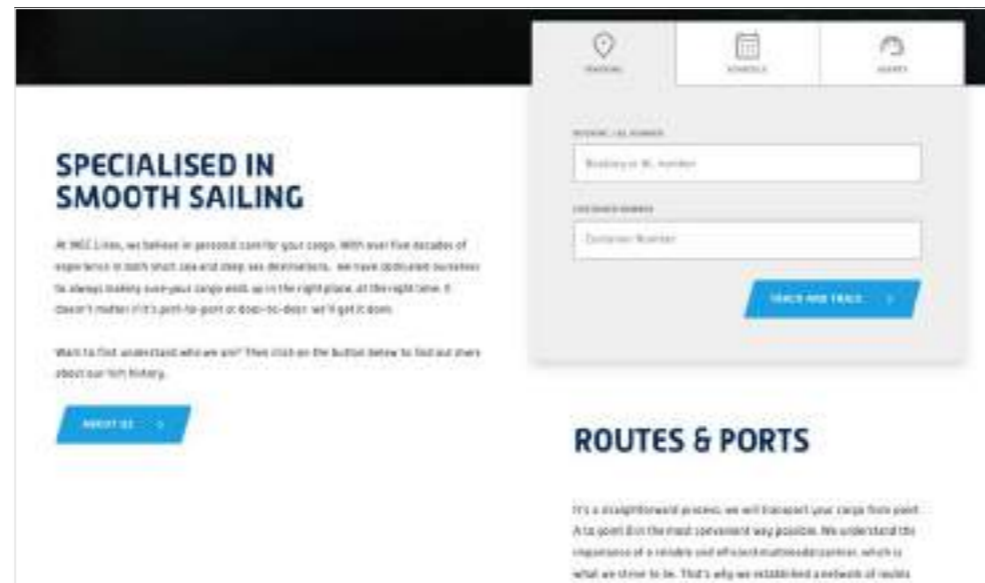
TYPOGRAPHY

In certain scenarios, especially within Microsoft Word, PowerPoint and Outlook an exception is made regarding font usage. For these programs, the Trebuchet MS font is employed. This choice is strategic; Trebuchet MS is a universally accessible font across all Office programs. Its widespread availability ensures consistency and compatibility in documents and presentations, regardless of the device or platform being used. Documents are often shared and edited by multiple people using different systems. By standardizing the font to Trebuchet MS in Microsoft Office use, we ensure that our communications maintain their intended appearance and readability, irrespective of where or how they are accessed.



GRAPHICS

Our brand's look and feel is defined by a combination of distinct colors, chosen fonts, and a key graphical element. The latter is a slanted bar with sides at a 15-degree angle, adding dynamism to our design as well as creating a cohesive and recognizable identity for our brand.



Making sure your cargo ends up in the right place, at the right time.



MAPS

We use a stylized world map with a blue gradient to illustrate our trading routes. When using only a part of this map, the blue gradient is carefully adjusted to match the width of the visible area, ensuring consistency and visual appeal in all representations.

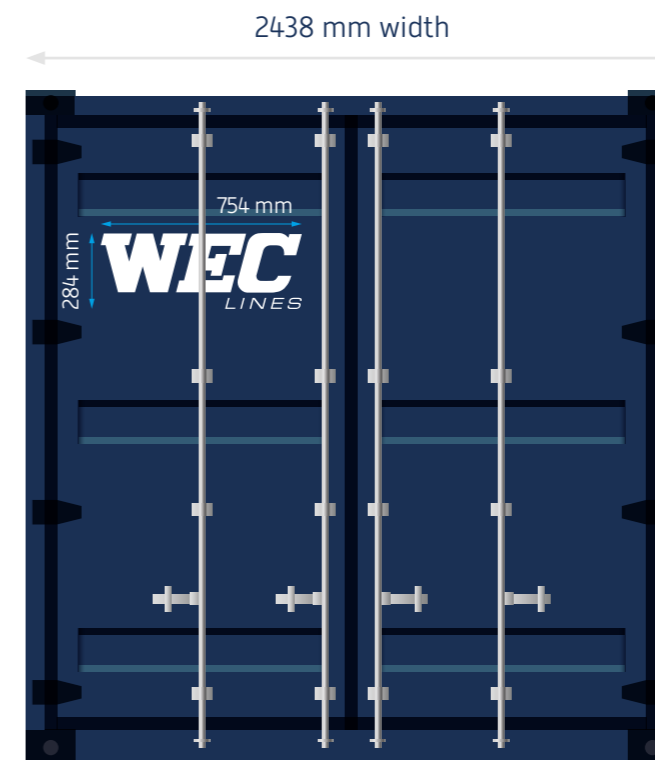
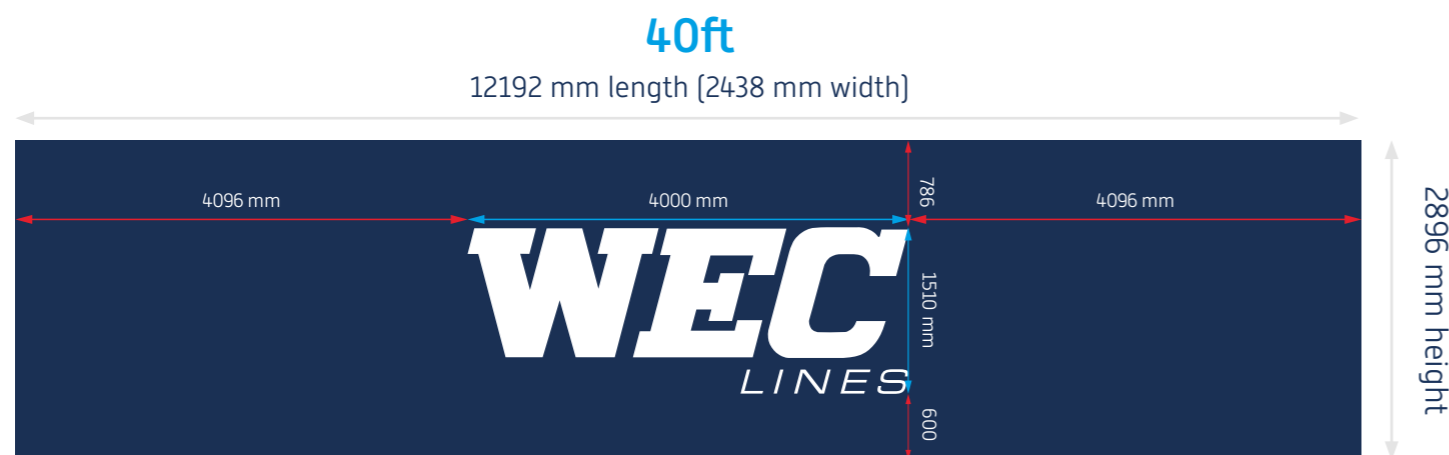
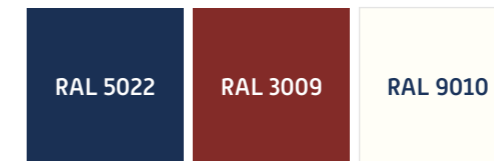


STANDARD CONTAINERS

Place the logo in the centre horizontally. When placing the logo as a sticker instead of painting it onto the container, we maintain the real logo size irrespective of foil size and use a transparent background/foil.



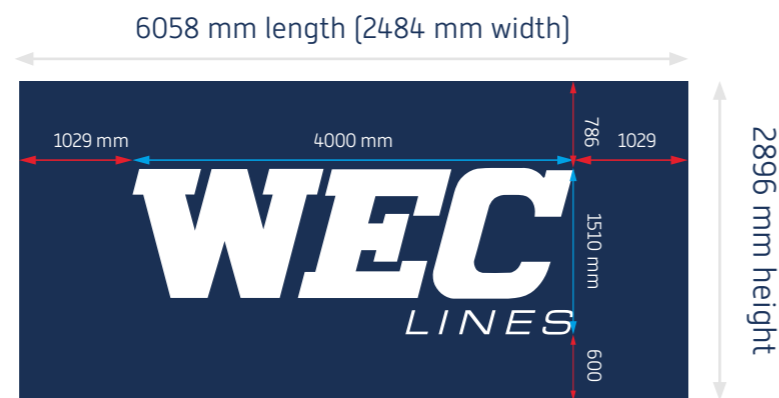
Outside: RAL 5022
Inside: RAL 3009
Logo: RAL 9010



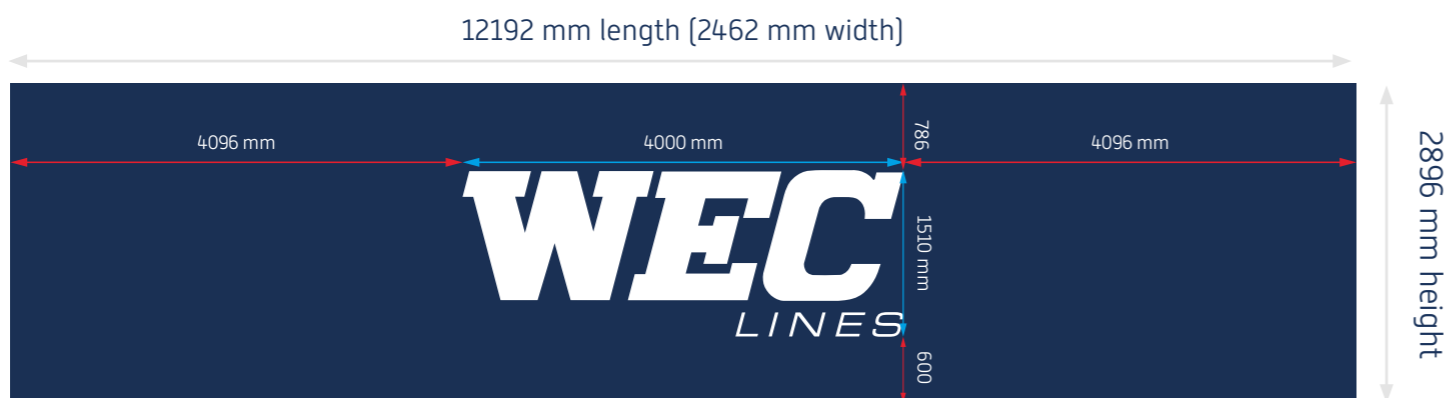
HIGH CUBE PALLET-WIDE CONTAINERS

Place the logo in the centre horizontally. When placing the logo as a sticker instead of painting it onto the container, we maintain the real logo size irrespective of foil size and use a transparent background/foil.

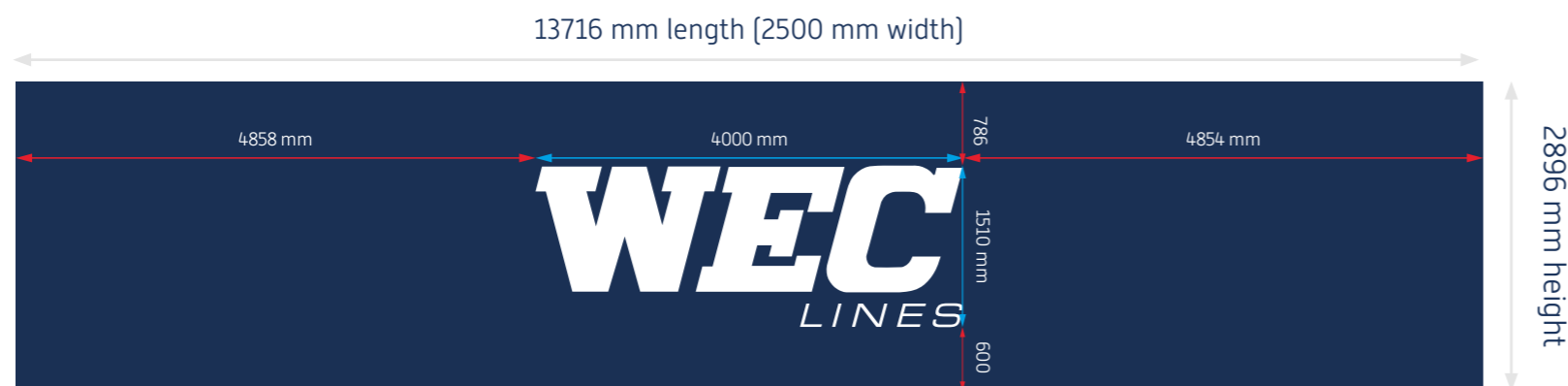
20ft



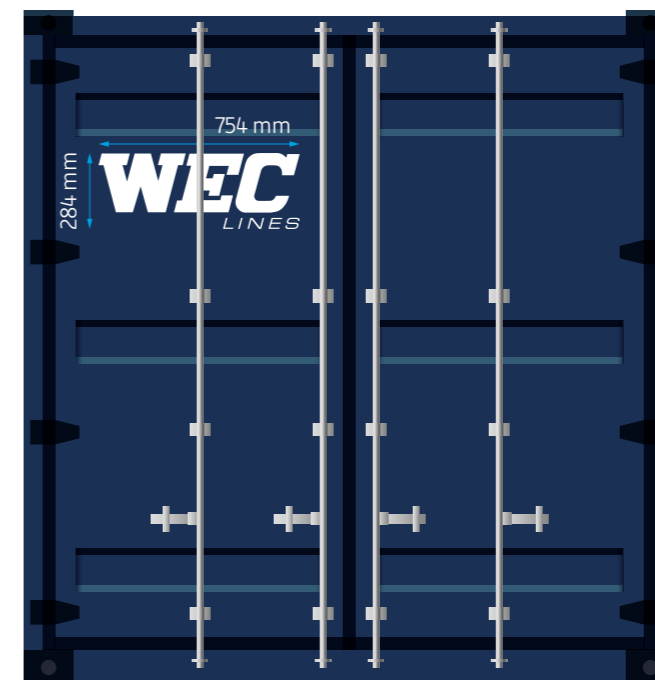
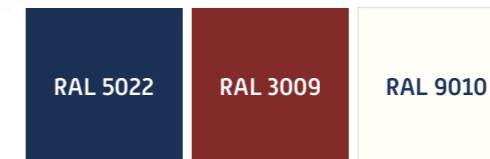
40ft



45ft



Outside: RAL 5022
 Inside: RAL 3009
 Logo: RAL 9010

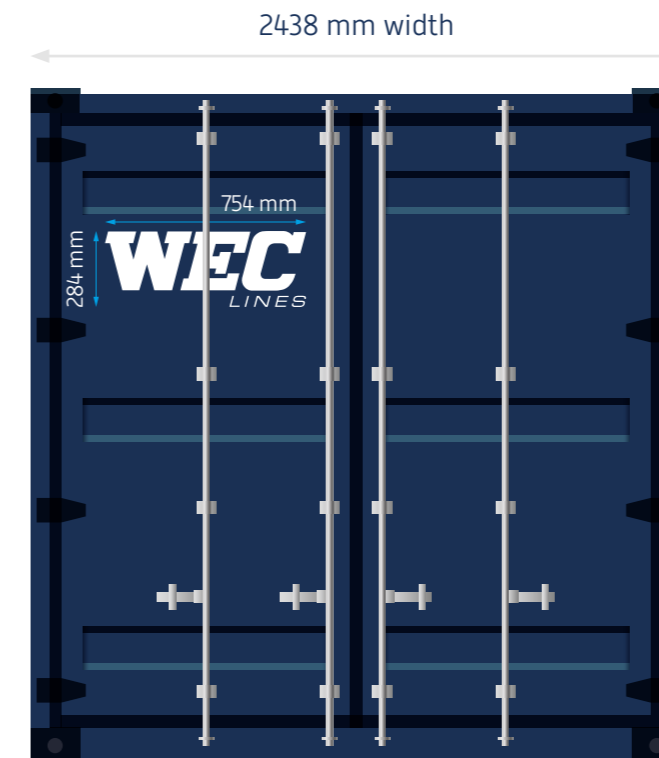
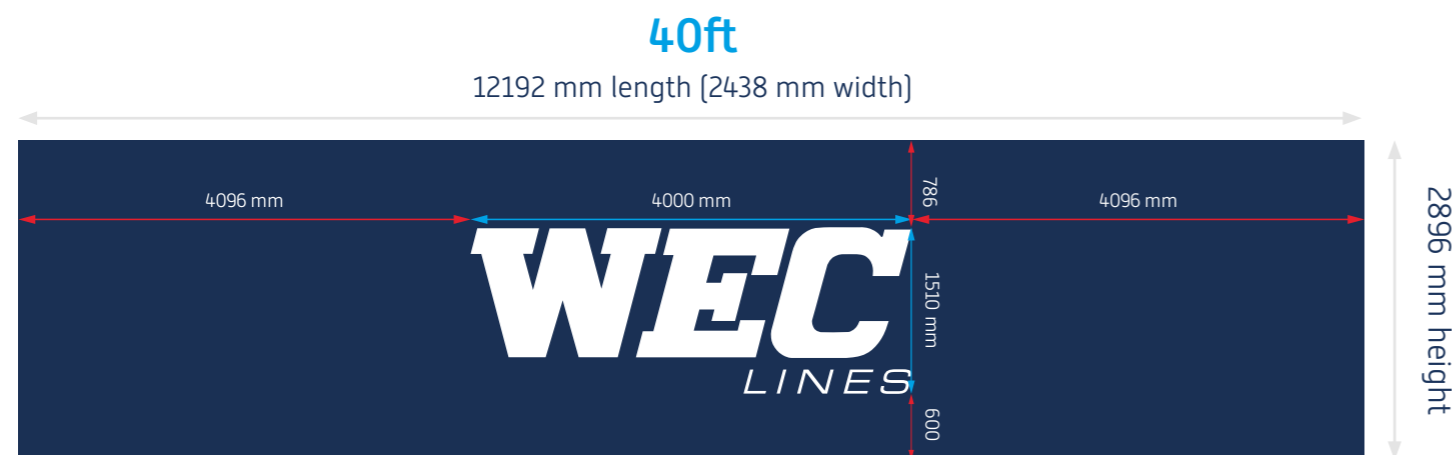
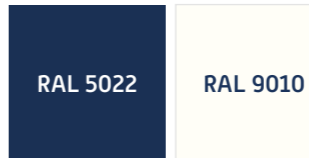


OPEN TOP CONTAINERS

Place the logo in the centre horizontally. When placing the logo as a sticker instead of painting it onto the container, we maintain the real logo size irrespective of foil size and use a transparent background/foil.

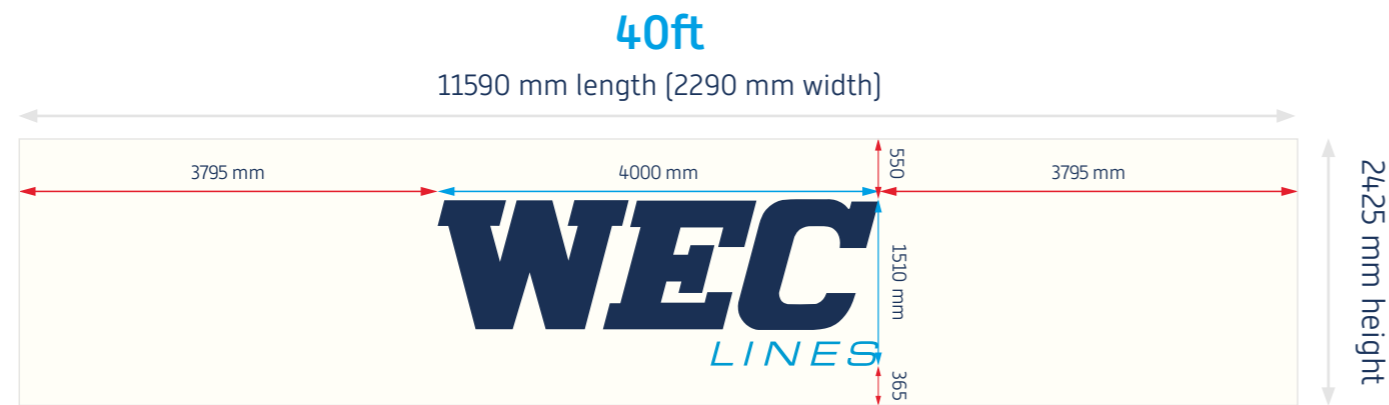


Outside: RAL 5022
 Inside: RAL 3009
 Logo: RAL 9010

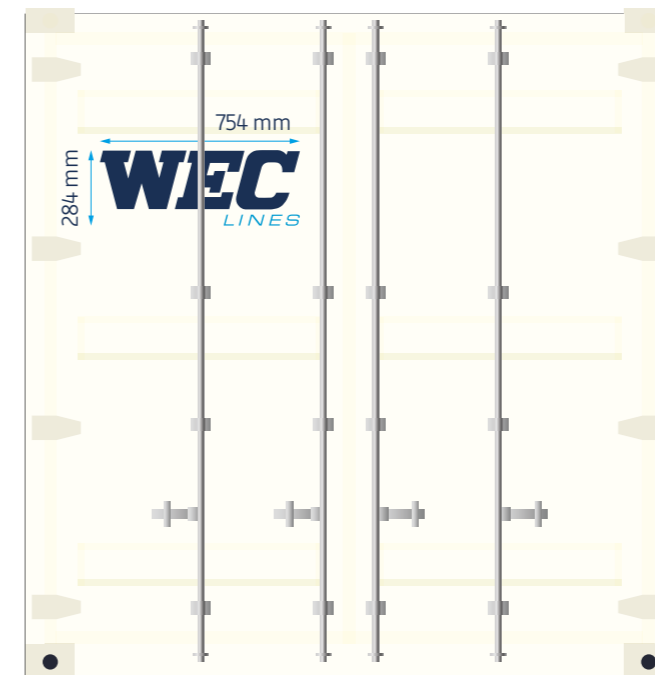
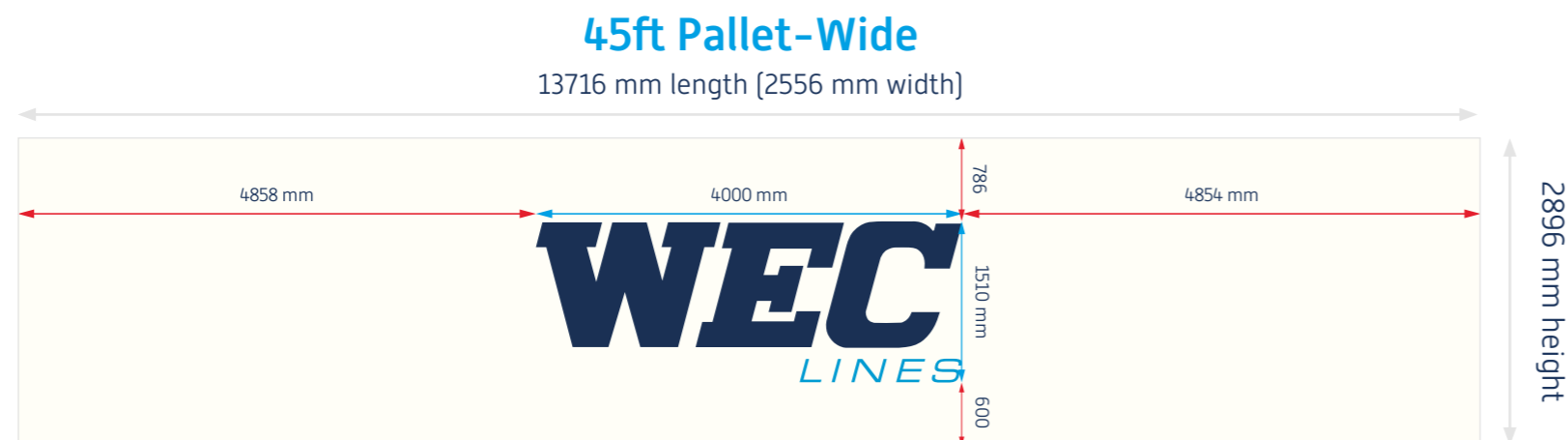


HIGH CUBE REEFERS

Place the logo in the centre horizontally. When placing the logo as a sticker instead of painting it onto the container, we maintain the real logo size irrespective of foil size and use a transparent background/foil.

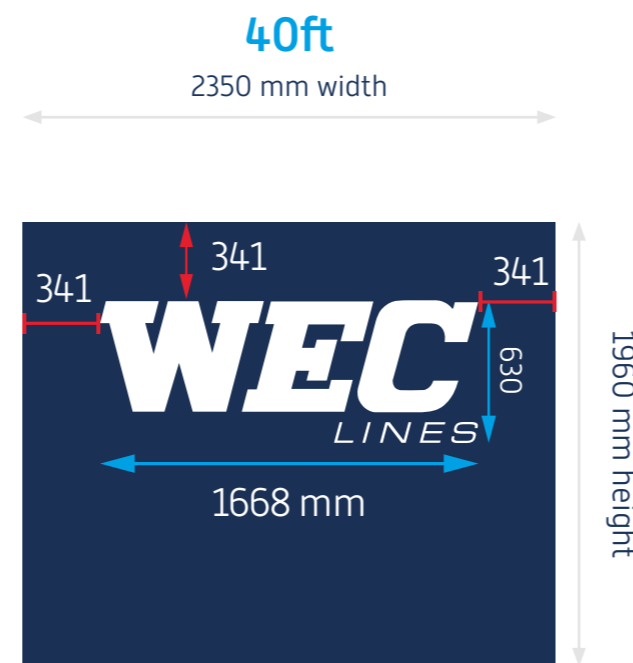
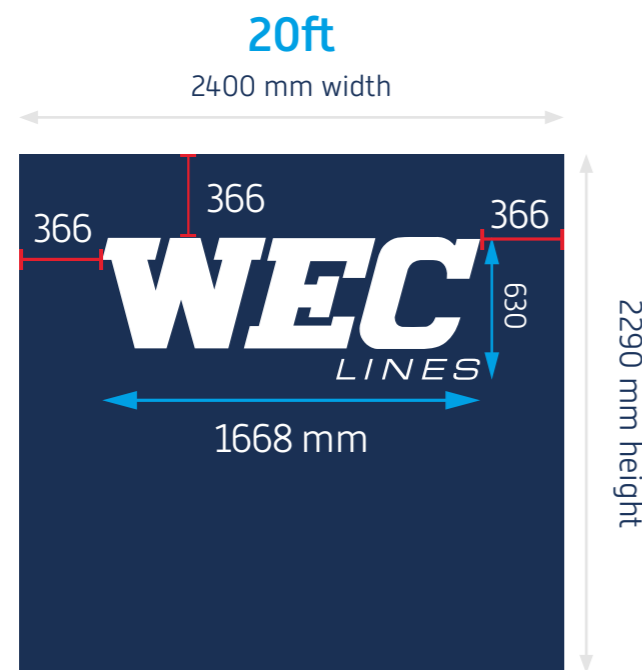


Outside: RAL 5022
Logo: RAL 9010 + RAL 5015



FLAT RACKS

Place the logo in the centre horizontally and one height-logo from top. When placing the logo as a sticker instead of painting it onto the container, we maintain the real logo size irrespective of foil size and use a transparent background/foil.

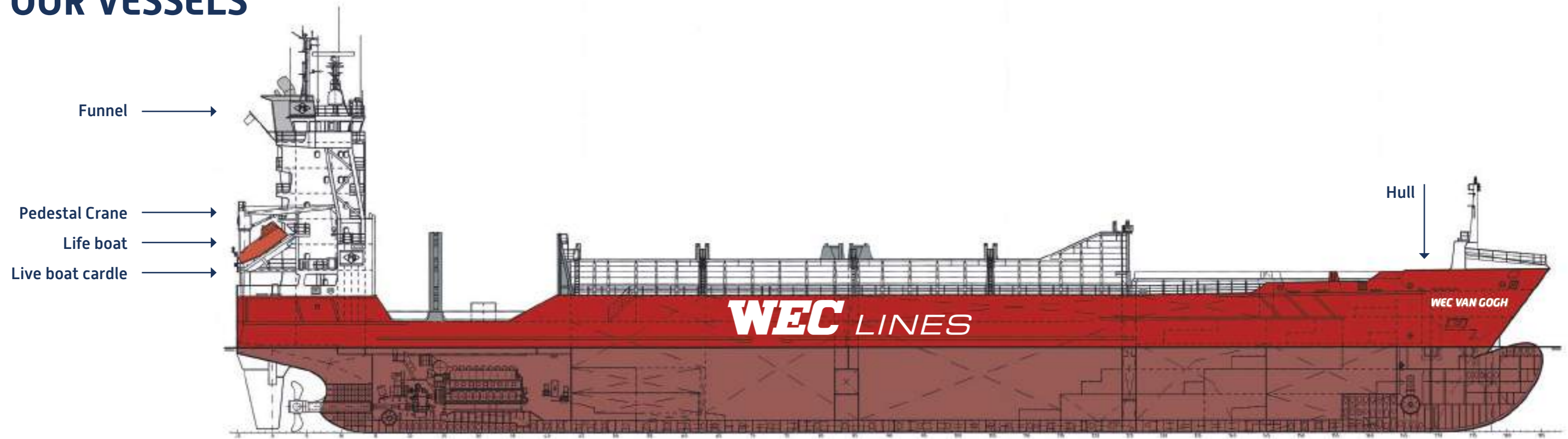


Outside: RAL 5022
Logo: RAL 9010

RAL 5022

RAL 9010

OUR VESSELS



We find it important that our name is clearly visible on the vessel's topsides. This should always be painted on the breakwater of the vessel and on both hull sides.

Always paint the vessel's name on both sides of the bow of the vessel using the font as per the IMO-legislation. In addition, always paint the vessel's name, ownership or flag and IMO-number on the stern of the vessel using the font as per the IMO-legislation.

We source all high-quality labels from the same supplier to safeguard a consistent colour quality. Please contact Marketing.

Element(s)	Color (Hempel)	Code
Superstructure Masts Small cranes aft part base Funnel outside Engine walls	White	10000
Topside Hatch covers & coamings Cargo holds Bilges, chain & locker	Grey	11480
Superstructure decks Main deck Weather deck Trunk deck	Dark green	40640
Funnel exhaust pipes Hot pipes	White Aluminium	19000 (RAL 9006)
[Safety] Markings	Red	50800
	Yellow	20300
	Black	19990 (RAL 9005)
Hull (divided in 2 sections):		
- >9.2m draught and upwards	Flame Red	RAL 3000
- Rest	Brownish Red	51110
WEC Logo on hull	White	10000
Life boat	International Orange	53240
Markings (inside)	Dark Blue	30840
Engine room auxiliary machinery	Light Green	40980
Ballast tanks Fresh water tank	Cream	20320

Topcoats

10000	40640	50800	20300
RAL 5010	19990 (RAL 9005)	RAL 3000	51110
40980	20320	53240	30840

Anticorrosive primers

11480
ALU content pigmentation - MIO
19000 (RAL 9006)



Logo A - Always place logo at 90% of total surface height onto which the logo needs to be placed (between hall fenders). Maintain 5% free space above and below (where below is measured from underneath the word "lines"). For the hull sides, this needs to be above the water line, amidships, and at a maximum 1-2 metres to the aft.

Vessel type - Sietas 168: hall fender height 1550 mm x 90% = 1395 mm logo height: i.e., WEC Corneille, WEC Van Gogh, WEC Frans Hals, WEC De Hoogh, WEC Mondriaan, WEC Van Rijn, WEC Jan Steen, and WEC Vermeer.

Vessel type - Other: hall fender height 1650 mm x 90% = 1485 mm logo height: i.e., WEC Boumeester, WEC Van Eyck, and WEC Van Ruysdael.



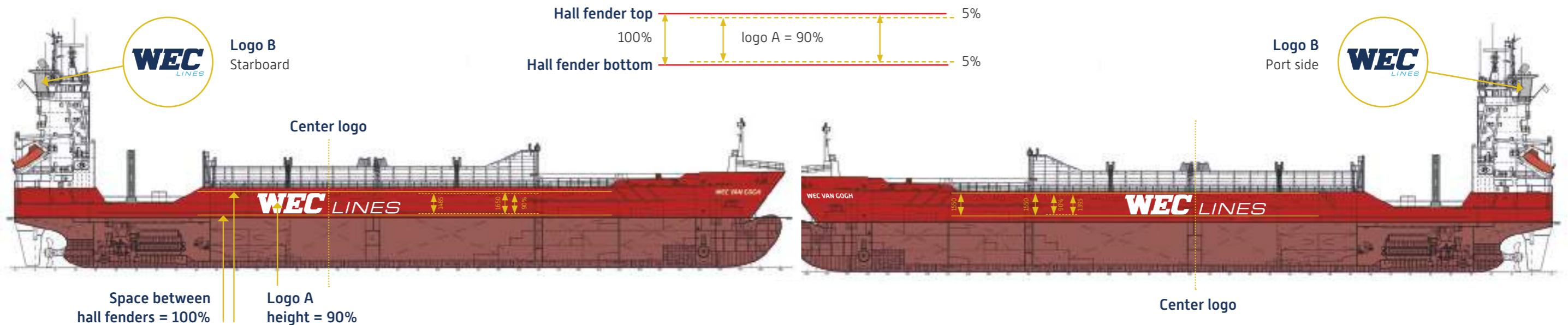
Logo B - This logo is to be used on the funnel at port side and on the accommodation at starboard.



WEC VAN GOGH
Alwyn New Bold -15°

WEC VAN GOGH
LIMASSOL
Alwyn New Bold
Alwyn New Bold Smaller

WEC VAN GOGH
Alwyn New Bold Italic



OUR TRUCKS

WEC

Logo A - Always place logo in the centre of the total surface; with equal free space above and below. On the left side, the letters are readable from bottom to top. Conversely, on the truck's right side, the letters are readable from top to bottom.

WEC
LINES

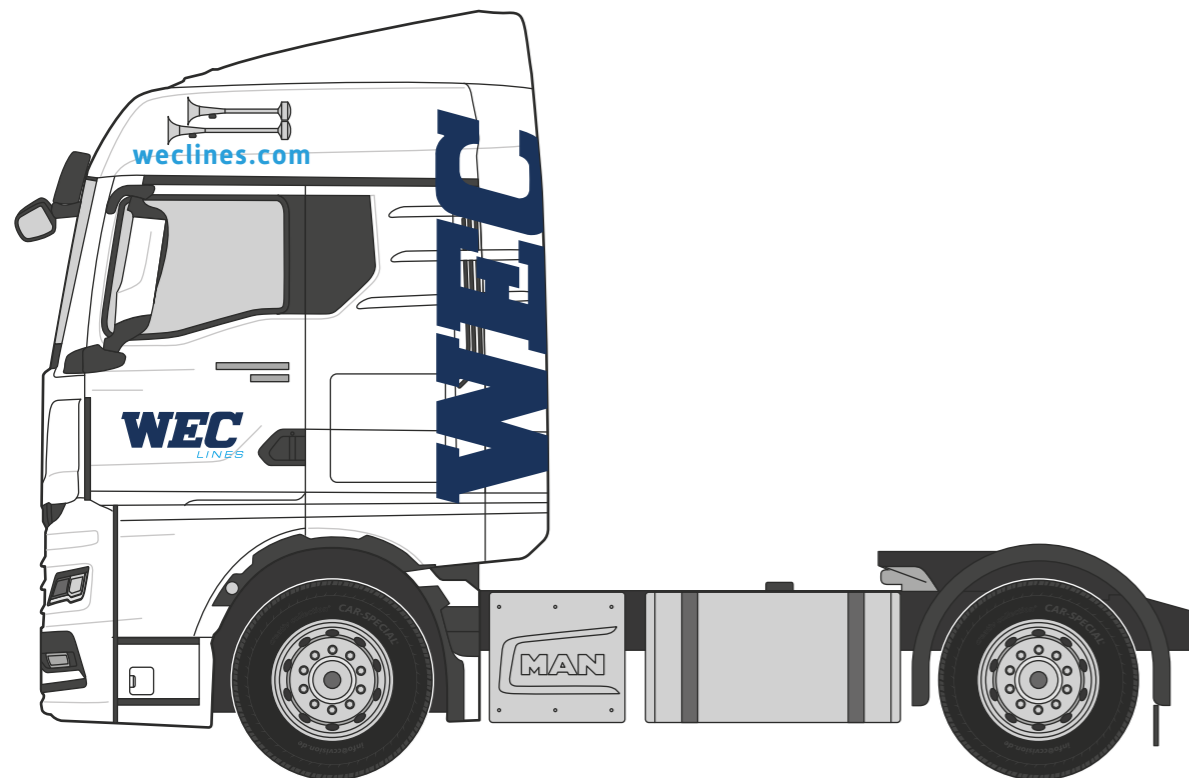
Logo B - Always place the logo in the centre of the upper part of the door; with equal free space above and below. Logo position is equal on both sides of the truck. Space permitting, place logo also above the windscreen on the front (optional).

weclines.com

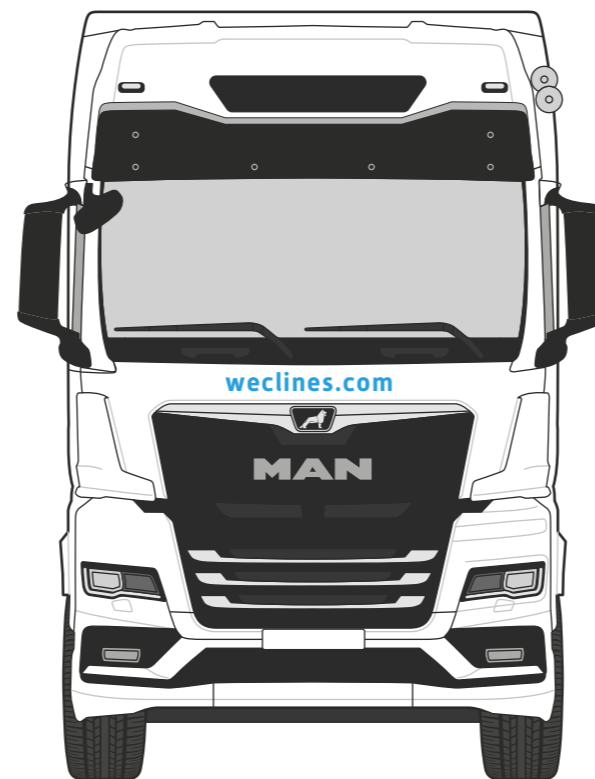
Website - Always place the website centred above the window door on both sides of the truck as well as centred on the front panel. Font to use: Alwyn New Bold +50.

SWF
indigo blue

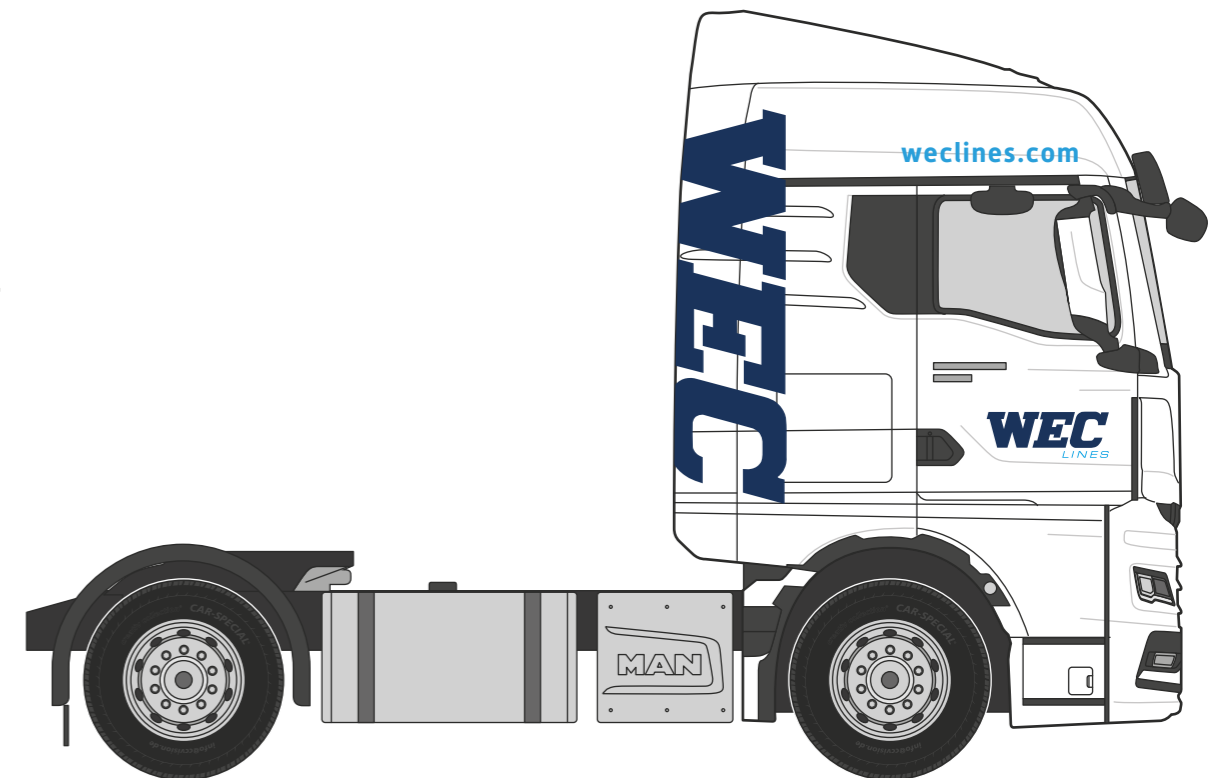
3Mserie
50-834



Left side



Front



Right side

WEC
LINES