

LOGO

COLOURS

TYPOGRAPHY

GRAPHICS

MAPS

CONTAINERS

VESSELS

TRUCKS

BRAND BOOK

July 2025

WEC
LINES

LOGO



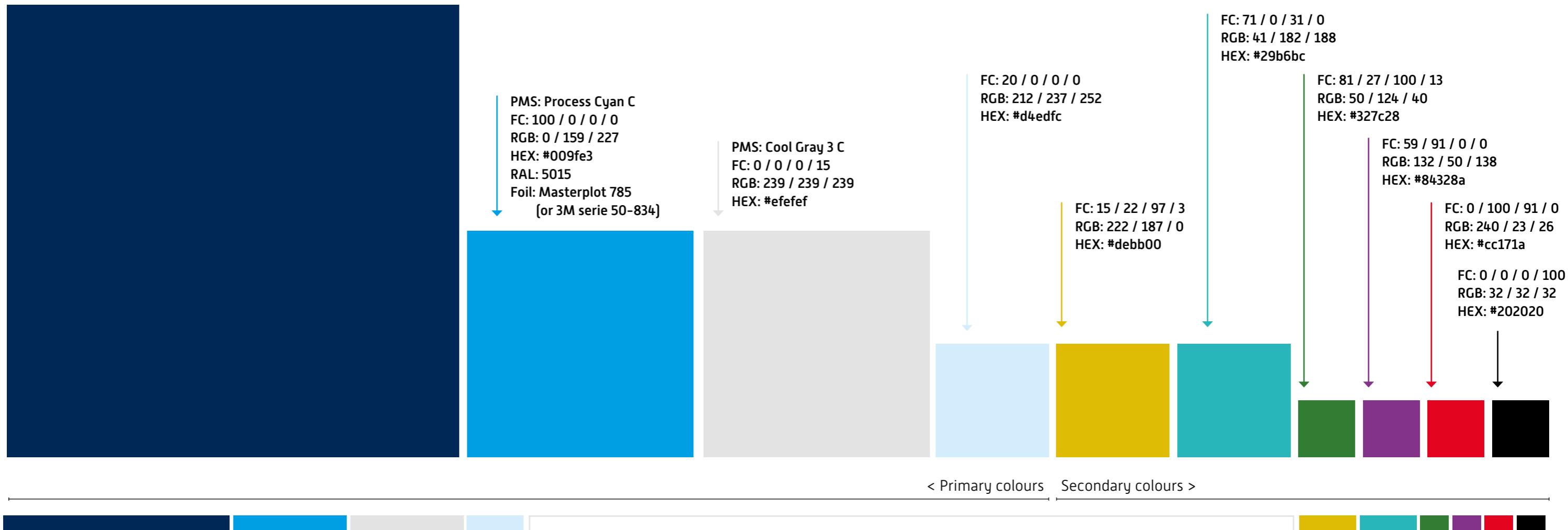
The logo can be utilized in its primary color scheme or entirely in white. It is important to ensure that an appropriate level of contrast is maintained for optimal visibility.



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 sparingly only.

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



TYPOGRAPHY

HEADLINE NEW ALWYN BOLD CAPS 32/36 LEFT JUSTIFIED

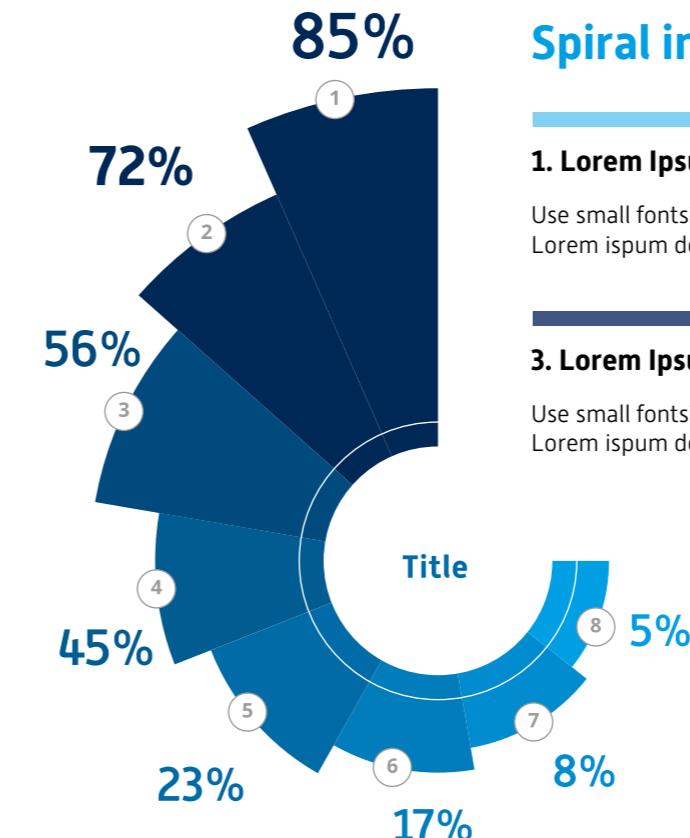
Subtitle Body Alwyn New Bold 18/22

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 ecitationem ullam corporis suscipit laboriosam.



Spiral information

1. Lorem Ipsum

Use small font sizes like 9/11. Lorem ipsum del potri.

3. Lorem Ipsum

Use small font sizes like 9/11. Lorem ipsum del potri.

1. Lorem Ipsum

Use small font sizes like 9/11. Lorem ipsum del potri.

4. Lorem Ipsum

Use small font sizes like 9/11. Lorem ipsum del potri.



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.

WEC LINES

TITLE

Subtitle
[Version] - [date]

WEC Lines BV (bold 9/12)
Albert Plesmanweg 59
3088 GB Rotterdam
The Netherlands

P.O. Box 59230 (9/12)
3008 PE Rotterdam

T +31 (0)10 491 33 50
Eoffice@weclines.com

H1 TITLE

H2 Subtitle
Demolorum exero coriopos re debitae ptature postem quam inihiclunda pre ped quas audam, consequent optatio et, vel ium quis eosam ium di dusandae sunt, que rehndite venimen ieturibus. Odit omnis ipsam quidument ea alictr sequam la sitatet, quis vellcid magnat. Ximus dent. Udi officiet litis et aut eost, quieacto errum, as reioned eatqui re repel iduci [cumquae](#) molupid qui cus pla que voluptat quanti tet vellab ium fuga. Et et etatur? At a dit, ut eosa qui als essunt et omolut la doloreh entotapis aliqui dus eture molessi miltibus apurum eosissi illibus.

H3 Qui diae qui officid que perchicabor aut

- mossum voluptusci entios mod ut que re dolor dolorem
- nimagnimil il int ea dolorrepel molupatatum ea
- elibus, que pero molut min es adit la ilictur sant digenim qui beate vel
- excepere pe dolortatus, ut et quam quiat ipicæ.
- mossum voluptusci entios mod ut que re dolor dolorem
- nimagnimil il int ea dolorrepel molupatatum ea
- excepere pe dolupatatus, ut et quam quiat ipicæ.

H4 Veniment bold
Officur rectus nonsed ero qui aut occula boraerae endeleceatus a solestis eum venem facest lam aut quo conestotam, od quandi cusee commis etus aut adigeni squatde dem aut quaeria quo il inulliaeped quo dolestempore idus minvendam que malo, em quodist venditume re, sit estias quis dolupatur.

Title document
[version] - [date]

Page 4/20



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.



SPECIALISED IN SMOOTH SAILING

At WEC Lines, we believe in personal care for your cargo. With over five decades of experience in both short sea and deep sea destinations, we have dedicated ourselves to always making sure your cargo ends up in the right place, at the right time. It doesn't matter if it's port-to-port or door-to-door, we'll get it done.

Want to first understand who we are? Then click on the button below to find out more about our rich history.

[ABOUT US >](#)

TRACK AND TRACE

ROUTES & PORTS

It's a straightforward process: we will transport your cargo from point A to point B in the most convenient way possible. We understand the importance of a reliable and efficient multimodal partner, which is what we strive to be. That's why we established a network of routes.

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

WEC LINES

Full name
Job title
E: Lorem.ipsum@weclines.com
M: +31 (0)12 34 56 78
WEC Lines BV
Albert Plesmanweg 59
3088 GB Rotterdam [NL]
T: +31 (0)10 491 33 50
D: +31 (0)10 491 33 50
[WECLINES.COM](#)

TITLE

SUBTITLE

Clim expe labo nisciet dolupti umquae con re voluptae dit repellabo

- Solorestotae dem et vandaernam vendit aut mos.
- Cil eos rerspere volectum rerene etur, omnit reicim quis evelest rernatistius ea eum vercimet.
- Solorestotae dem et vandaernam vendit aut mos.
- Cil eos rerspere volectum rerene etur, omnit reicim quis evelest rernatistius ea eum vercimet.
- Solorestotae dem.

SHORT SEA

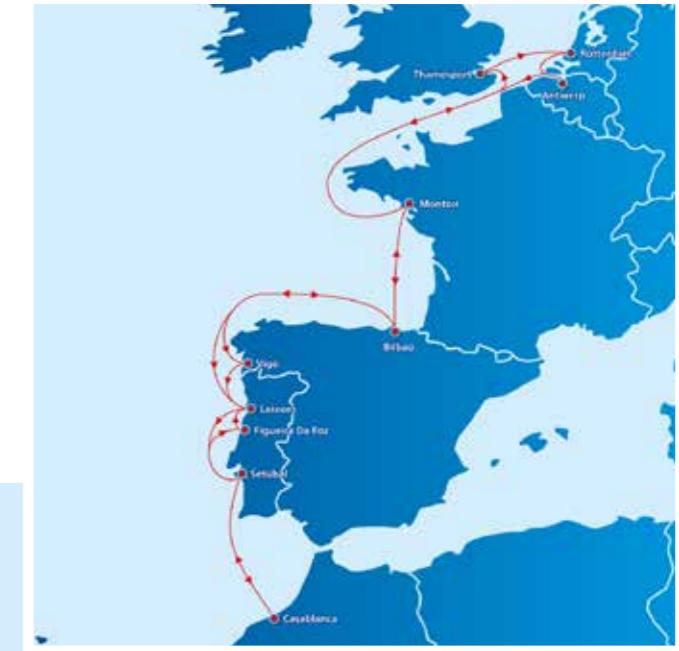
The map displays a network of shipping routes originating from various ports along the coastlines of Spain and North Africa, including Bilbao, Agoncillo, Burgos, Zaragoza, Madrid, Valencia, Cádiz, Casablanca, Santa Cruz de Tenerife, Arrecife, and Las Palmas. The routes are represented by red and yellow dashed lines connecting the ports.

For further information on our schedules, pricing, or services, please visit [weclines.com](#) or call your local WEC Lines office.

WEC LINES

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.

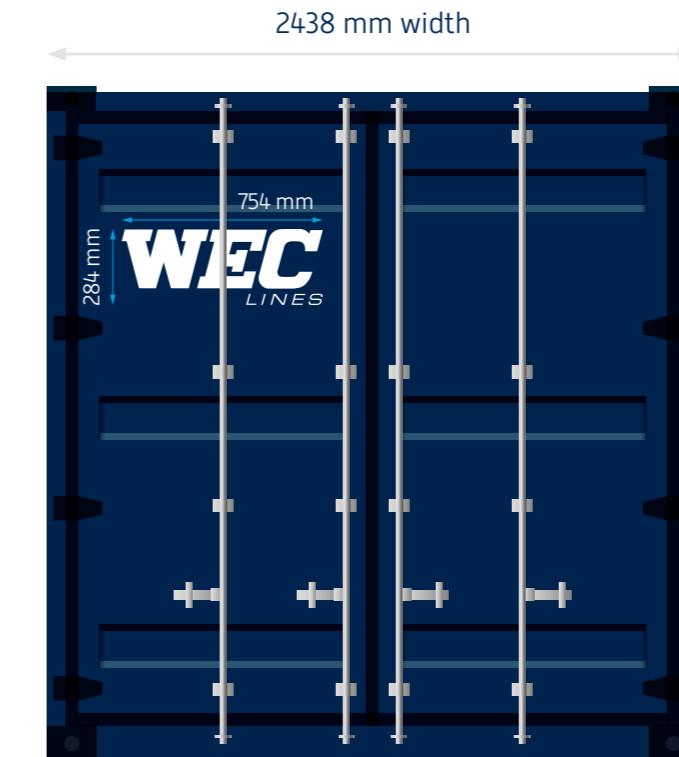


STANDARD CONTAINERS

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

6058 mm length (2484 mm width)



40ft

12192 mm length (2462 mm width)



45ft

13716 mm length (2500 mm width)

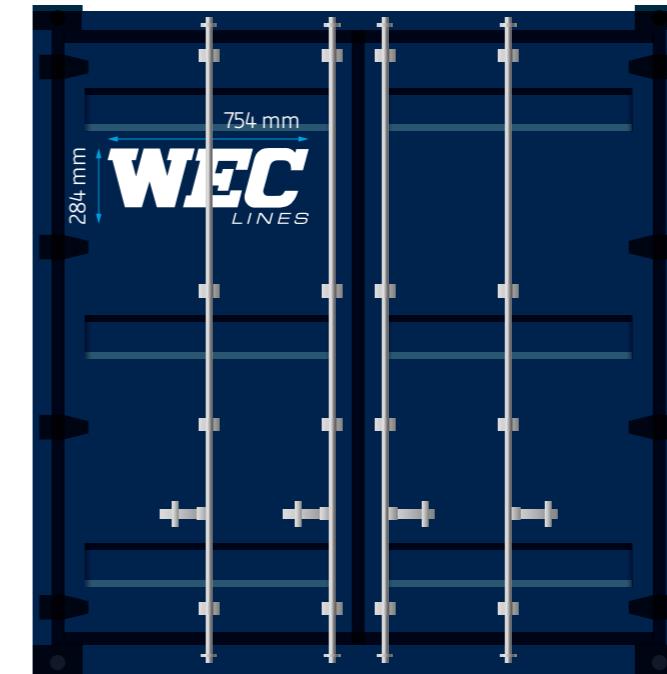


Outside: RAL 5022
Inside: RAL 3009
Logo: RAL 9010

RAL 5022

RAL 3009

RAL 9010

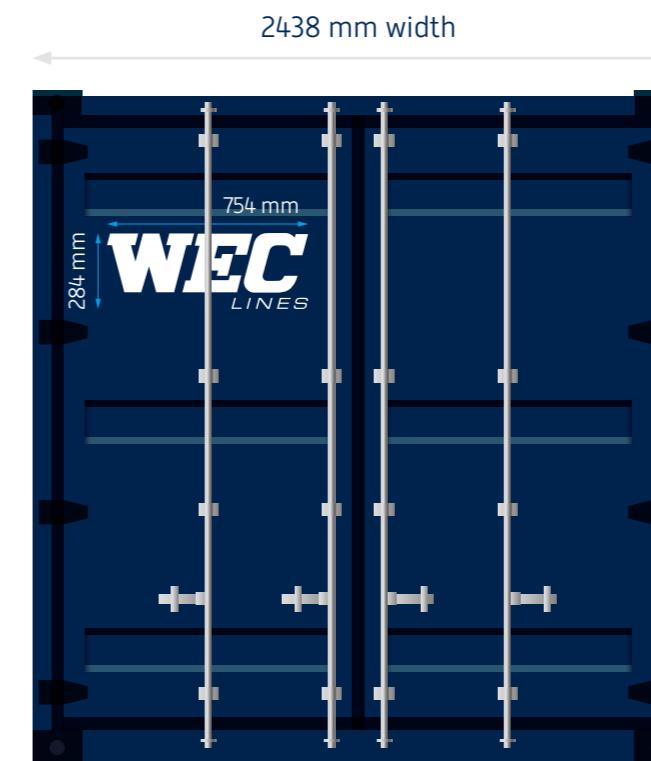


OPEN TOP CONTAINERS

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

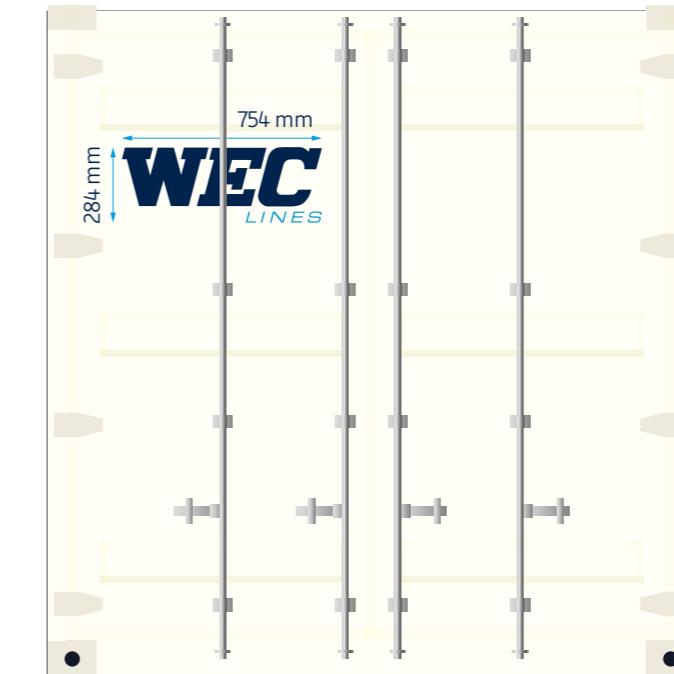
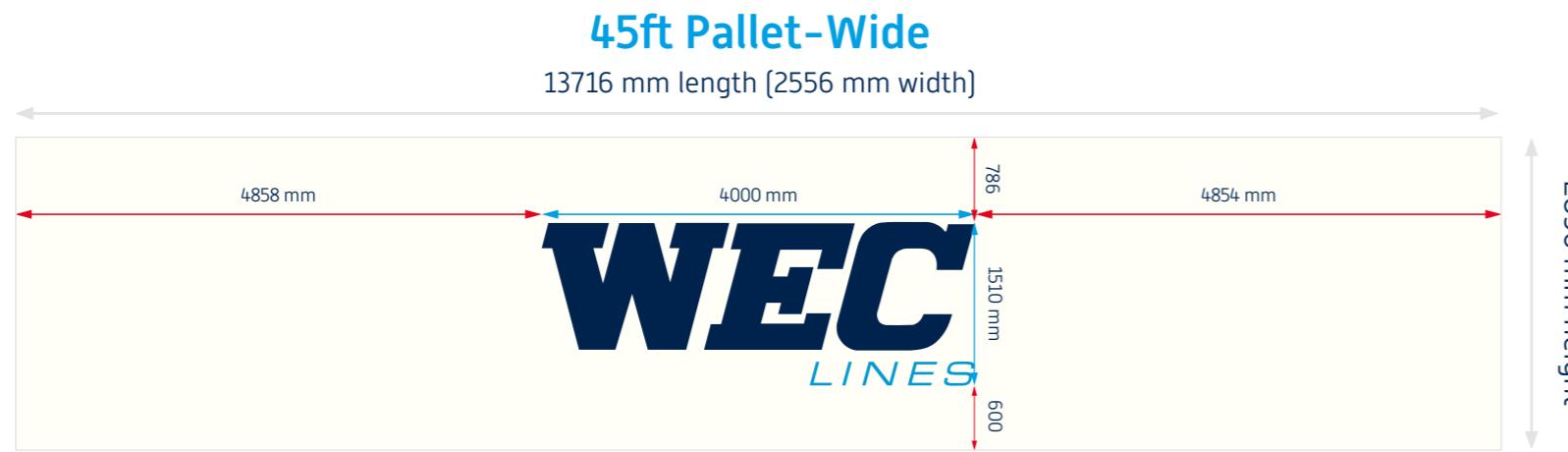


HIGH CUBE REEFERS

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.

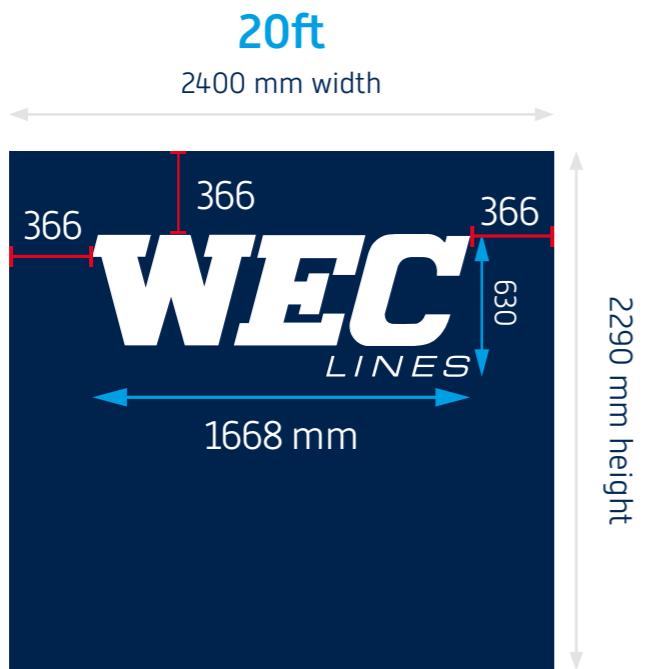


Outside: RAL 5022
Logo: RAL 9010 + RAL 5015



FLAT RACKS

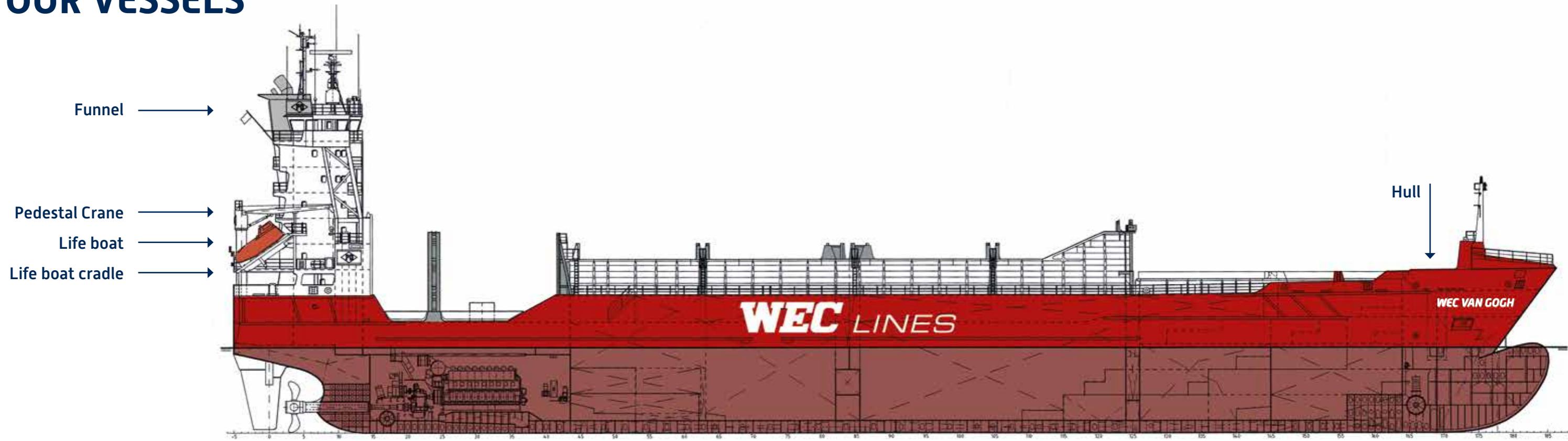
Place the logo in the centre horizontally and one height-logo from top. When placing the logo as a sticker instead of painting it onto the container, we maintain the real logo size irrespective of foil size and use a transparent background/foil.



Outside: RAL 5022
Logo: RAL 9010



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	Grey	11480
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
Engine room	Dark green	40640
Ballast tanks Fresh water tank	Cream	20320

Topcoats	RAL 5010	10000	40640	50800
	20300	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 76% of total surface height onto which the logo needs to be placed (between hall fenders). Maintain 12% 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 4.2 metre x 76% = 3.2 metre logo height with 50 cms above (deck height) and 50 cms below (bumper strip): i.e., WEC Corneille, WEC Van Gogh, WEC Frans Hals, WEC De Hoogh, WEC Mondriaan, WEC Van Rijn, WEC Jan Steen, and WEC Vermeer.



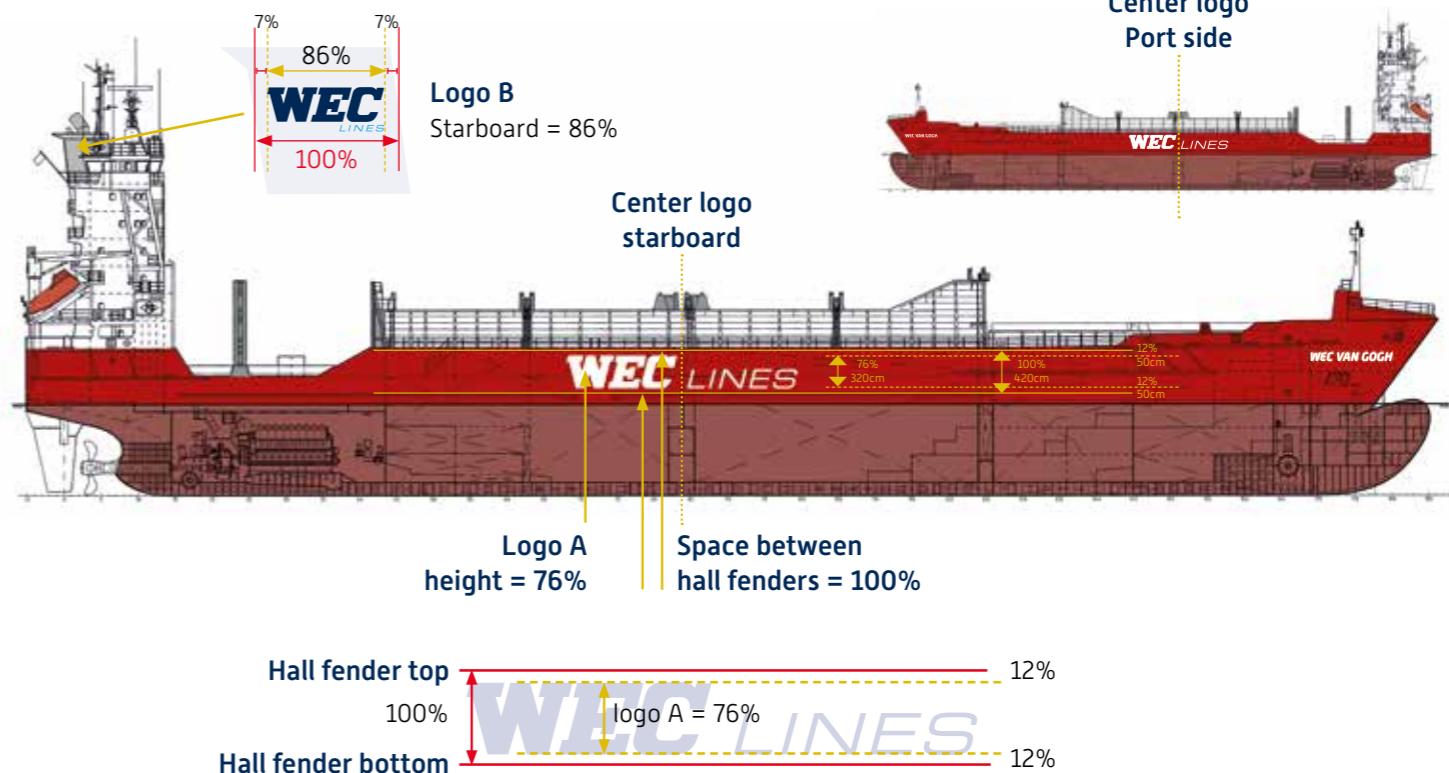
Logo B - This logo is to be used on the funnel at both port and hull sides as well as on the accommodation at starboard.

Funnel: Always place the logo centred at 86% of the total funnel surface width. Maintain 7% free space left and right.

Accommodation: Always place the logo centred at 90% of the total accommodation surface width. Maintain 5% free space left and right.

Vessel	Freeboard [in m]		Funnel [in m]			Accommodation [in m]	
	Height	Logo height	Width	Height	Logo width	Width	Logo width
WEC DE HOOGH	4,20	3,19	4,22	4,22	3,21	3,00	2,70
WEC VERMEER	4,20	3,19	3,50	5,20*	2,66	3,00	2,70
WEC MONDRIAAN	4,20	3,19	4,00	5,20*	3,04	3,00	2,70
WEC CORNEILLE	4,20	3,19	3,61	4,57	2,74	3,00	2,70
WEC VAN RIJN	4,20	3,19	3,40	1,33	2,58	3,00	2,70
WEC VAN GOGH	4,20	3,19	3,50	1,30	2,66	3,00	2,70
WEC JAN STEEN	4,20	3,19	4,00	5,40	3,04	3,00	2,70
WEC FRANS HALS	4,20	3,19	3,60	5,20*	2,74	3,00	2,70
WEC VAN RUYSDAEL	1,81	1,38	2,10	1,80	1,60	2,10	1,89
WEC VAN EYCK	2,08	1,58	3,20	2,48	2,43	3,00	2,70
WEC BOUMESTER	1,60	1,22	2,70	1,50	2,05	4,00	3,60

* Without light on top: 500 cm height.



Alwyn New Bold -15°

Alwyn New Bold

Alwyn New Bold Smaller

Alwyn New Bold Italic

OUR TRUCKS



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.



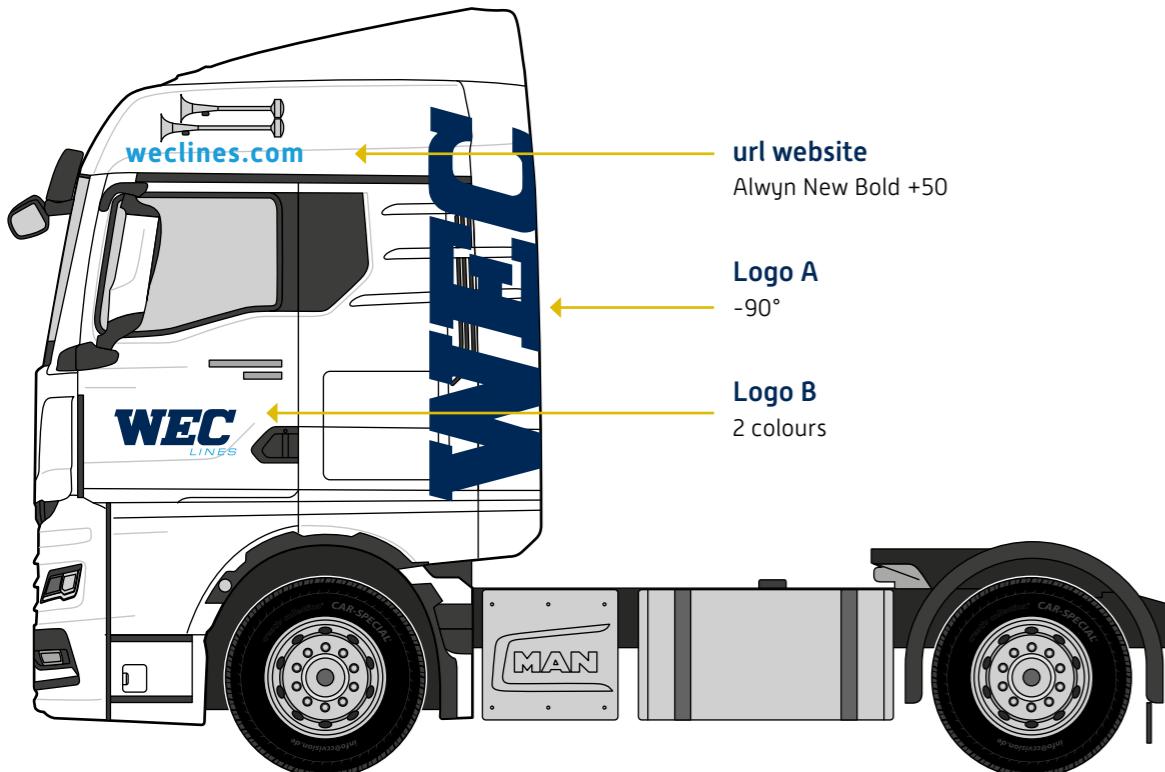
Logo B - Always place the logo in the centre of the upper part of the door; with equal free space above and below. Logo position is equal on both sides of the truck. Space permitting, place logo also above the windscreen on the front [optional].

weclines.com

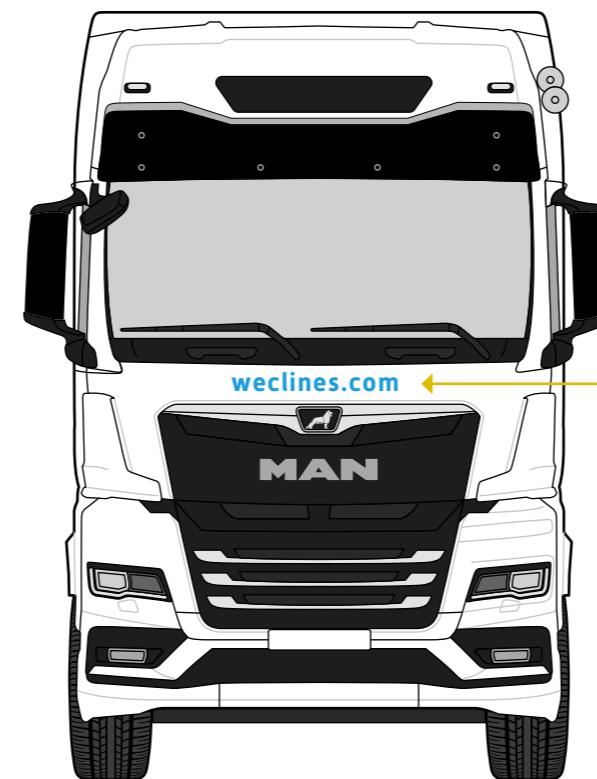
Website - Always place the website centred above the window door on both sides of the truck as well as centred on the front panel. Font to use: Alwyn New Bold +50.



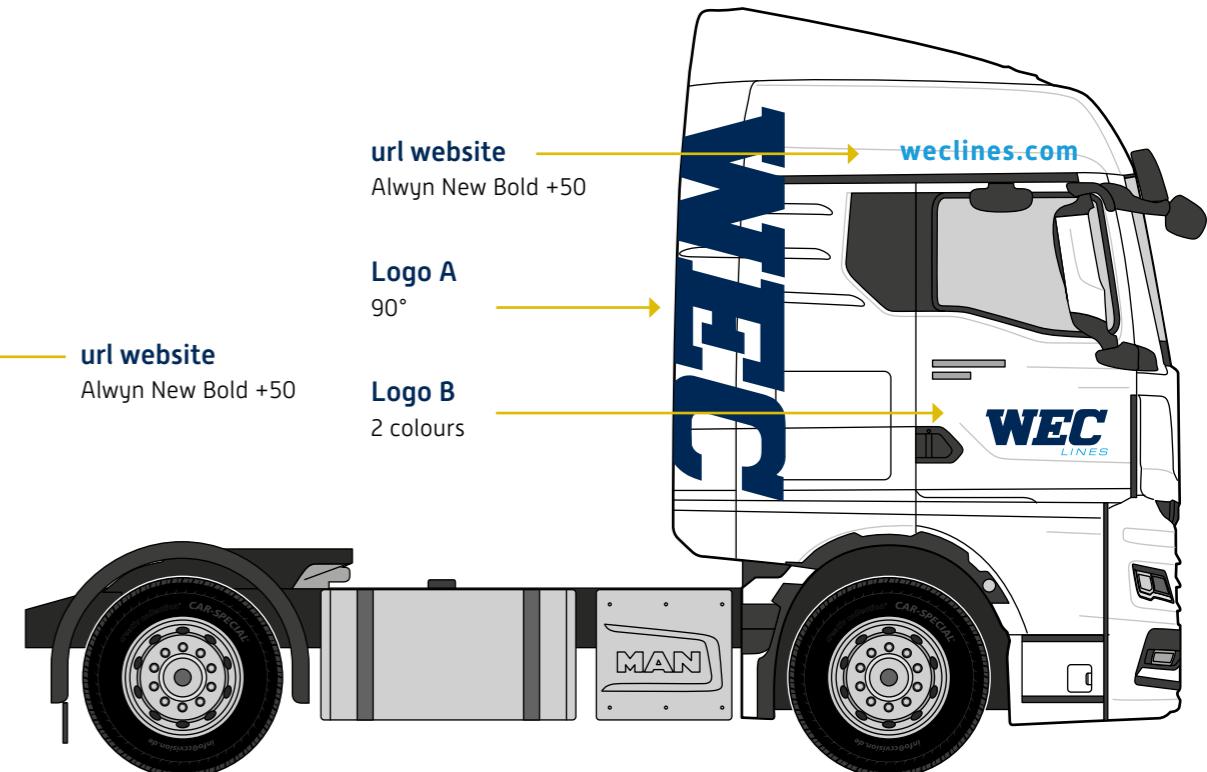
Masterplot 757 (or SWF Indigo Blue)
Masterplot 785 (or 3M serie 50-834)



Left side



Front



Right side