



Introduction

In today's world, image is everything. The information contained in this manual will assure that the overall reputation behind the Westinghouse name and its identification will be upheld to the highest standards. The Westinghouse name carries with it an overall value and integrity, so it is especially important that the key elements of the Westinghouse identity remain uniform in their usage.

The six key elements are:

- the Circle W Logo Mark
- the Primary Horizontal Signature
- the Primary Vertical Signature
- the Advertising Signatures
- the Westinghouse Gothic Typeface
- the standard Westinghouse blue color

These elements are esteemed and recognized standards that consumers value in their products. The reason for that recognition is quality. That is why the Westinghouse selling statement is among the most recognized of all advertising signatures.



Circle W Logo Mark



Primary Horizontal Signature



Westinghouse

Primary Vertical Signature

**You can be sure...
if it's Westinghouse**



Advertising Signature

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz st

Westinghouse Gothic
Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz st



Westinghouse blue

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Circle W Logo Mark

The logo mark is a uniquely designed graphic element used to identify Westinghouse. It connotes loyalty, a customer following, and has the capability to be recognized throughout the world and across language barriers. It is important that the symbol remains constant and unchanged throughout its usage.

Guidelines for the Circle W

- 1 The diameter of the circle is equal to "D." Once the diameter of the circle is determined, other graphics may be properly placed, and other measurements may be properly determined and used.
- 2 To isolate and avoid crowding the symbol, a non-interference zone has been created. This is indicated by the outer blue shaded area in the diagram on the next page. It is based on 1/8 the diameter of the Circle W symbol, and shows the minimum space allowed between the Circle W and any other element. However, this does not include other logos. If another logo is used within the vicinity of the Circle W, that logo must be at least four times the diameter in distance away from the Circle W.
- 3 Other acceptable variations of the Circle W include the reversed Narrow Border Circle W, and the reversed Wide Border Circle W (shown on the right).

Circle W and Alternative Usage



Circle W



Narrow Border Circle W



Wide Border Circle W

When using the Westinghouse Gothic typeface, the following are helpful key commands:

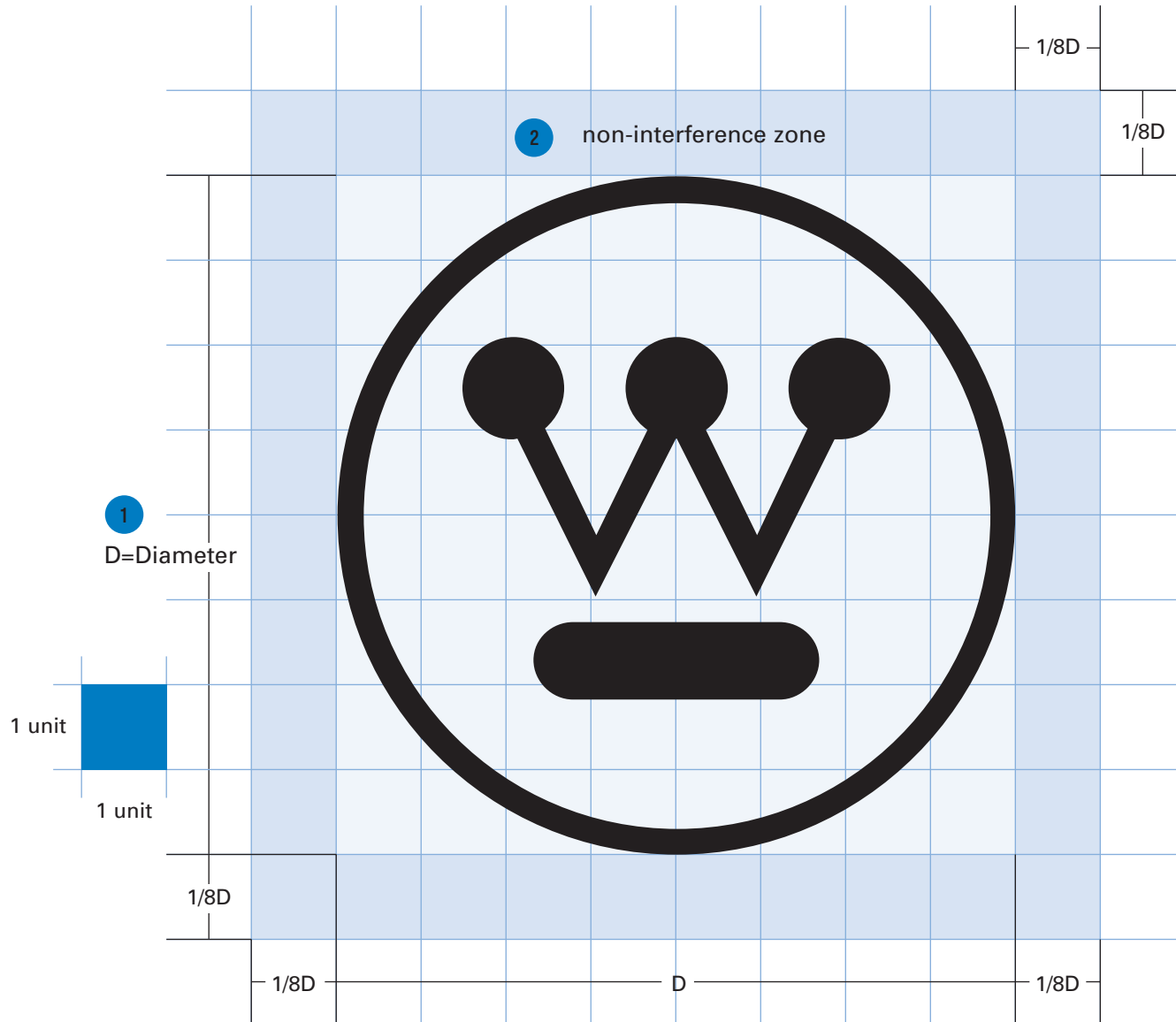
- Ⓜ = Option+w (MAC)
- Ⓜ = Alt+0188 (PC)
- Ⓜ = Shift+Option+W (MAC)
- Ⓜ = Alt+0132 (PC)
- Ⓜ = Shift+Option+V (MAC)
- Ⓜ = Alt+0189 (PC)

WARNING:

These symbols should never:

- be redrawn in any way
- be combined or attached to other symbols
- be used in any unusual way
- appear with additional borders or decorative elements

Circle W Logo Mark



The outer blue border is the non-interference zone. It is shown in this diagram for reference only and should never appear in any printed or media materials.

Primary Horizontal Signature

A company's signature is the logo mark in a fixed relationship with the printed name logotype of the corporation. The combination of the Circle W and the Westinghouse logotype create the Primary Signature. The Circle W makes the primary signature easily recognized, while the logotype brings meaning to the completed signature. Shown on this page is the preferred horizontal format. The proportions must always remain consistent, and should not be manipulated in any way.

Guidelines for the Primary Horizontal Signature

- 1 Westinghouse Gothic Book typeface is always used to create the logotype used in the primary signatures. The kerning and letter-spacing has been created using a specific ratio; therefore, it is not to be altered. Never display the logotype in less than a quarter of an inch size. Exact reproductions are available on the CD-ROM in the back of the manual.
- 2 The ligature is the connecting "s" and "t" (st), and is a unique feature of the Westinghouse logotype. The ligature is never used in text, it is only to be used in the word "Westinghouse" as a graphic.
- 3 When the logotype is used in conjunction with the Circle W in a horizontal format, it is imperative to maintain a 1:2 ratio. The 1 refers to the diameter of the Circle W. The 2 refers to the length of the logotype. Therefore, the logotype's length is 2 times the diameter of the Circle W. The 3:16 ratio is in reference to the logotype **only**. The 3 refers to the height of the logotype (measurement determined from the top of the "h" to the bottom of the "g"), and 16 refers to the length of the logotype.
- 4 The baseline in the word "Westinghouse" should be aligned with the top of the ellipse located within the Circle W.
- 5 The distance between the Circle W and the logotype is 1/8 the diameter of the logo mark.

Elements of the Primary Horizontal Signature

Westinghouse Logotype



Ligature



Circle W

When using the Westinghouse Gothic typeface, the following are helpful key commands:

st=Shift+Option+S (MAC)

st=Alt+0205 (PC)

Ⓜ=Option+w (MAC)

Ⓜ=Alt+0188 (PC)

Ⓜ=Shift+Option+W (MAC)

Ⓜ=Alt+0132 (PC)

Ⓜ=Shift+Option+V (MAC)

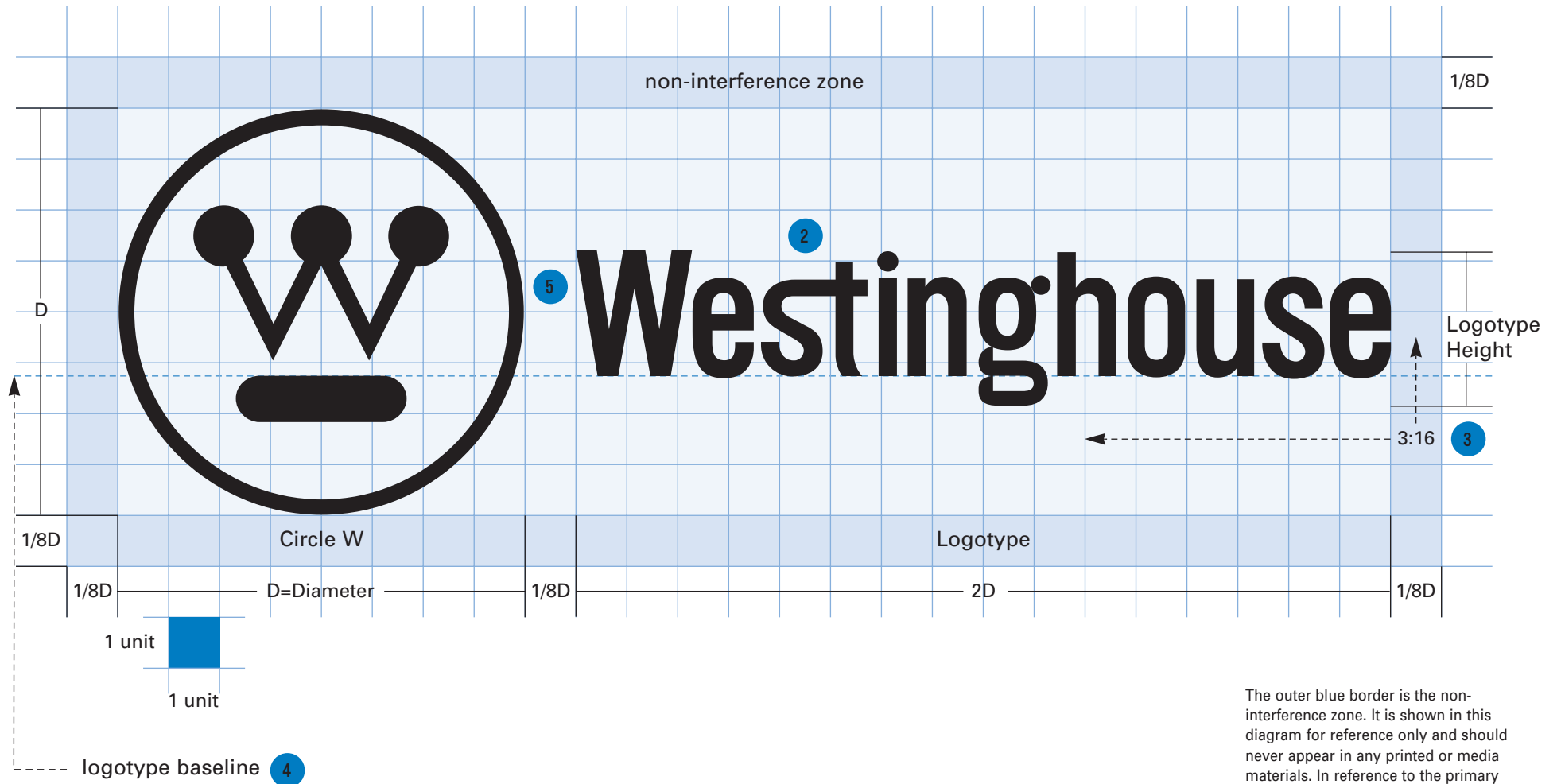
Ⓜ=Alt+0189 (PC)

WARNING:

These symbols should never:

- be redrawn in any way
- be combined or attached to other symbols
- be used in any unusual way
- appear with additional borders or decorative elements

Primary Horizontal Signature



The outer blue border is the non-interference zone. It is shown in this diagram for reference only and should never appear in any printed or media materials. In reference to the primary horizontal signature, the zone is based on $1/8$ the diameter of the Circle W, and shows the minimum space allowed between the primary signature and other elements. If the nearby element is another trademark, it should not appear closer than four times the diameter of the Circle W away from the primary signature.

Primary Vertical Signature

Combining the Circle W and the Westinghouse logotype creates the Primary Vertical Signature. When faced with space limitations, it may be necessary to utilize the Primary Vertical Signature. Always apply the same proportional standards to both vertical and horizontal signatures; remain consistent and never manipulate the signatures.

Guidelines for the Primary Vertical Signature

- 1 Westinghouse Gothic Book typeface is always used to create the logotype used in the primary signatures. The kerning and letter-spacing has been created using a specific ratio; therefore, it is not to be altered. Never display the logotype in less than a quarter of an inch size. Exact reproductions are available on the CD-ROM in the back of the manual.
- 2 The ligature is the connecting “s” and “t” (st), and is a unique feature of the Westinghouse logotype. The ligature is never used in text, it is only to be used in the word “Westinghouse” as a graphic.
- 3 When the logotype is used in conjunction with the Circle W in a vertical format, it is imperative to maintain a 1:2 ratio. The 1 refers to the diameter of the Circle W. The 2 refers to the length of the logotype. Therefore, the logotype’s length is 2 times the diameter of the Circle W. The 3:16 ratio is in reference to the logotype **only**. The 3 refers to the height of the logotype (measurement determined from the top of the “h” to the bottom of the “g”), and 16 refers to the length of the logotype.
- 4 The logotype should always be centered on the Circle W’s vertical axis. The vertical axis is based on one half the diameter of the Circle W.
- 5 The distance between the Circle W and the logotype is 1/8 the diameter of the logo mark.

Elements of the Primary Vertical Signature

Westinghouse Logotype

st

Ligature



Circle W

When using the Westinghouse Gothic typeface, the following are helpful key commands:

st=Shift+Option+S (MAC)

st=Alt+0205 (PC)

Ⓜ=Option+w (MAC)

Ⓜ=Alt+0188 (PC)

Ⓜ=Shift+Option+W (MAC)

Ⓜ=Alt+0132 (PC)

Ⓜ=Shift+Option+V (MAC)

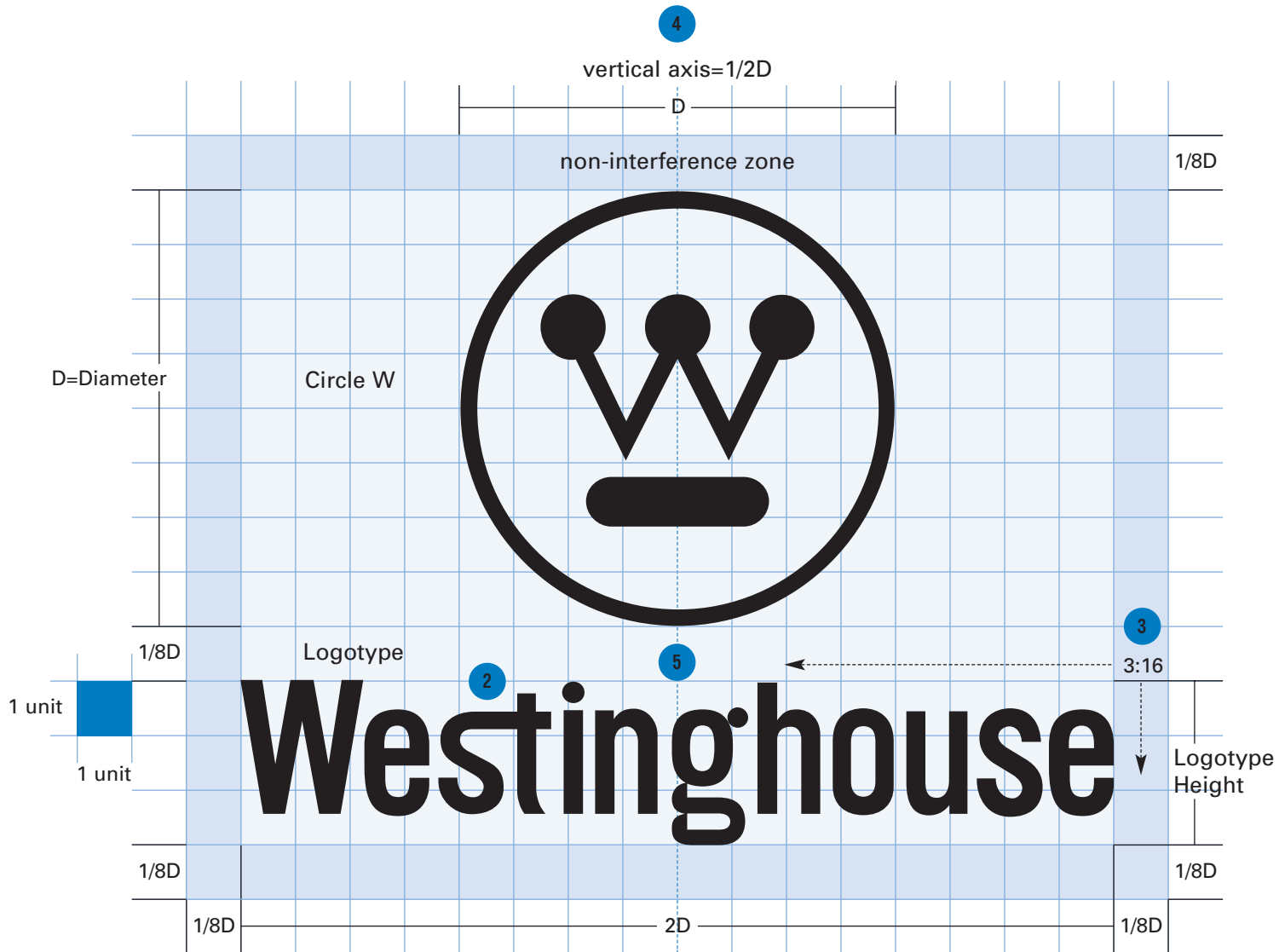
Ⓜ=Alt+0189 (PC)

WARNING:

These symbols should never:

- be redrawn in any way
- be combined or attached to other symbols
- be used in any unusual way
- appear with additional borders or decorative elements

Primary Vertical Signature



The outer blue border is the non-interference zone. It is shown in this diagram for reference only and should never appear in any printed or media materials. In reference to the primary vertical signature, the zone is based on $1/8$ the diameter of the Circle W, and shows the minimum space allowed between the primary signature and other elements. If the nearby element is another trademark, it should not appear closer than four times the diameter of the Circle W away from the primary signature.

Advertising Signature

When the Circle W is used in conjunction with the selling statement, “You can be sure...if it’s Westinghouse,” the advertising signature is created. The advertising signature is accurate only when the Circle W appears with Westinghouse Gothic Book typeface. Depending upon space limitation, the advertising signature must appear on one line when used horizontally and on two lines when used vertically.

Guidelines for the Advertising Signature

- 1 The height of the initial cap in the word “You” is equal to “Y.” The diameter of the Circle W should be 2 1/2 times as large as “Y.” In the advertising signature selling statement, the height of the initial cap must never be less than 1/4 of an inch in size. Maximum size constraints do not exist.
- 2 When the word “Westinghouse” is used in a complete sentence, the ligature should never be used. The ligature is a graphic. Additionally, the selling statement must always be typeset in Westinghouse Gothic Book.
- 3 The only time when it is acceptable for the Circle W to follow the word “Westinghouse” is in the advertising signature. In all other cases the Circle W must precede the word “Westinghouse.”
- 4 The baseline of the word “Westinghouse” should be aligned with the top of the ellipse located within the Circle W.
- 5 Only one Circle W may appear at a time with the selling statement. The five Circle W’s shown here represent acceptable positioning. When using any one of the five placements shown below, you must measure from the left of the “W” or from the right of the last “e” in Westinghouse.

Elements of the Advertising Signature



Circle W

**You can be sure...
if it’s Westinghouse**

Selling Statement

When using the Westinghouse Gothic typeface, the following are helpful key commands:

⌘=Option+w (MAC)

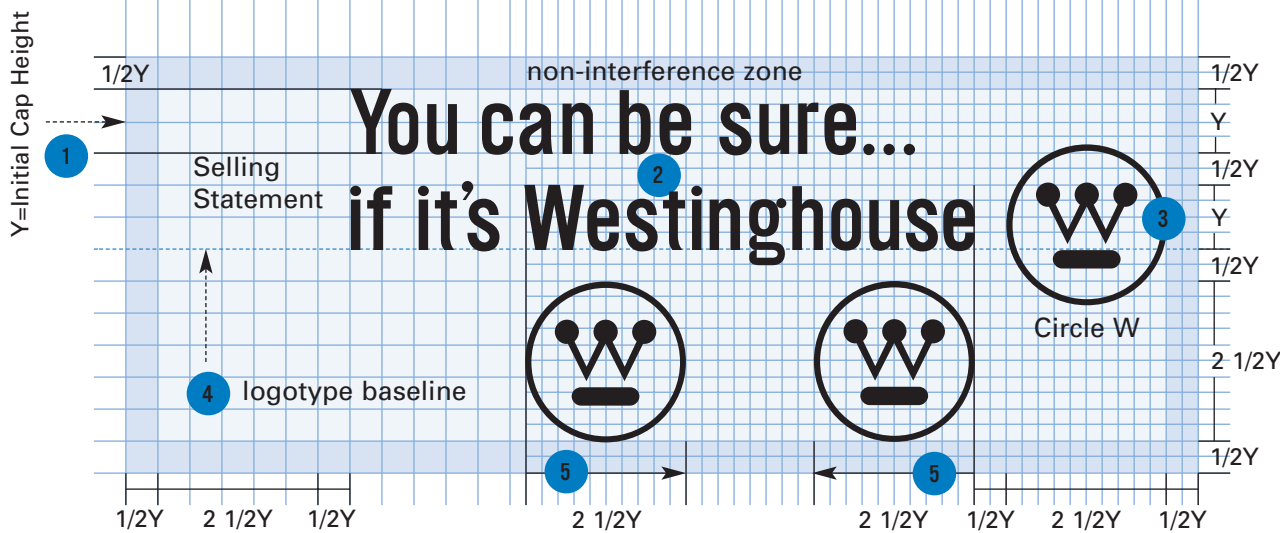
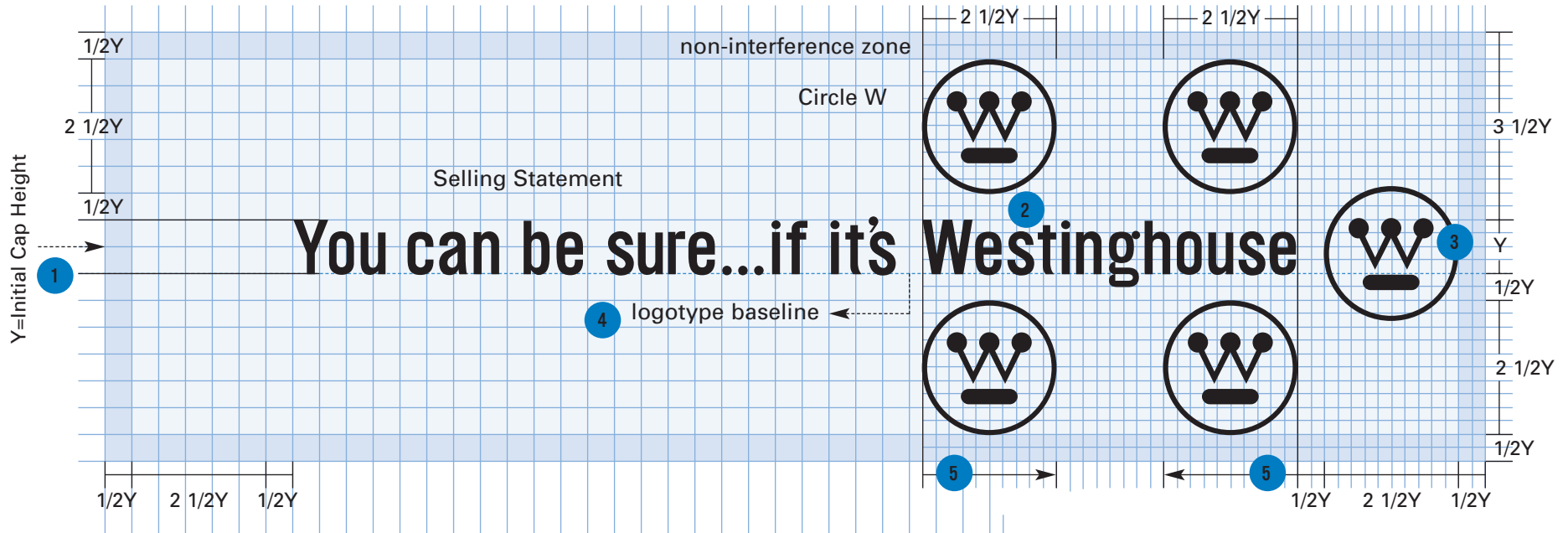
⌘=Alt+0188 (PC)

WARNING:

These symbols should never:

- be redrawn in any way
- be combined or attached to other symbols
- be used in any unusual way
- appear with additional borders or decorative elements

Advertising Signature



The outer blue border is the non-interference zone. It is shown in this diagram for reference only and should never appear in any printed or media materials. In reference to the advertising signature, the zone is based on 1/2 the initial cap height of the word "You", and shows the minimum space allowed between the advertising signature and other elements. If the nearby element is another trademark, it should not appear closer than four times the diameter of the Circle W away from the advertising signature.

Typography

Westinghouse Gothic typeface is the font designed exclusively for Westinghouse. Its purpose is for display, rather than typographical documents. The styles of the lower case letters f, g, r, t, \$, and ¢ are unique to this typeface. The combined “s” and “t” that create the ligature “st” is also unique. This ligature may only be used in the word “Westinghouse” when creating the Primary Signatures. Westinghouse Gothic comes in both Book (heavy) and Light versions, with a minimum type size of 8 points, and a maximum type size of 72 points.

Guidelines for Westinghouse Gothic

- 1 The typeface, Westinghouse Gothic Light (shown on the next page in 45 point type) should only be used in the body copy or as headers. It is only used as an accenting font, not as the main body copy font.
- 2 The Circle W, logotype, primary signatures and advertising signature always use the typeface Westinghouse Gothic Book (shown on the next page in 45 point type).
- 3 An easy access key command guide is placed throughout the manual. This provides instruction on how to easily create the proper usage of the ligature “st”, and the Circle W. Do not, under any circumstances, try to graphically recreate the Circle W. The same policy applies to the recreation of the typeface and logotype.

IMPORTANT! Follow the *Read Me* instructions on the enclosed CD-ROM for proper installation of the Westinghouse Gothic type fonts.

Elements of the Typography

Ligature



Circle W



Narrow Border Circle W



Wide Border Circle W

When using the Westinghouse Gothic typeface, the following are helpful key commands:

st=Shift+Option+S (MAC)
 st=Alt+0205 (PC)
 =Option+w (MAC)
 =Alt+0188 (PC)
 =Shift+Option+W (MAC)
 =Alt+0132 (PC)
 =Shift+Option+V (MAC)
 =Alt+0189 (PC)

WARNING:

These symbols should never:

- be redrawn in any way
- be combined or attached to other symbols
- be used in any unusual way
- appear with additional borders or decorative elements

Typography

1 Westinghouse Gothic Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ \$¢
abcdefghijklmnopqrstuvwxyz st   

2 Westinghouse Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ \$¢
abcdefghijklmnopqrstuvwxyz st   

Color

The specific color, Westinghouse blue, should be used for all Westinghouse identities to add uniformity and additional familiarity with the logos, logotype and signatures. This correct color must always be used to ensure that all printed materials are consistent. Remember to alter the color when using colored papers to properly match the Westinghouse blue.

Guidelines for Using Westinghouse Colors

- 1 The only acceptable colors are Westinghouse blue, white and black. The white and black are the only other colors which can be used for the Westinghouse logos. This color usage applies to the Westinghouse logos, logotype and signatures.
- 2 Listed here are the Westinghouse blue color equivalents for other color systems. These include: PANTONE® 285; the four color printing process (CYMK—cyan, yellow, magenta and black), which is reflective color; transmitted color (RGB—red, green and blue), such as on computer monitors and television; and the TOYO ink matching system. If these options are unavailable, other choices must be approved by the Law & Environmental Affairs Department.
- 3 The Westinghouse Primary Horizontal Signature is shown on the next page, and demonstrates how specific colors are appropriately applied to the logo. If the reversed white version is used, (meaning that what would normally appear black appears white and vice versa) the logo must remain clear and readable. Please note that the logo is only being shown within a black box for legibility and as a reference, and should never appear in any print or media materials in a box.

In lieu of Westinghouse blue, you may use PANTONE® 285 (Blue), as shown in the current edition of the PANTONE® Color Formula Guide. The color shown here and throughout this manual is not intended to match the PANTONE® Color Standard. PANTONE® is a registered trademark of Pantone, Inc.

Please keep in mind that paper coatings will affect how the color appears on printed materials.

Color

1



C : 91% R : 58* TOYO
M : 43% G : 117 CF 8502
Y : 0% B : 196
K : 0%

PANTONE® 285
6 parts PANTONE® Reflex Blue
2 parts PANTONE® Process Blue
8 Parts PANTONE® Transparent White

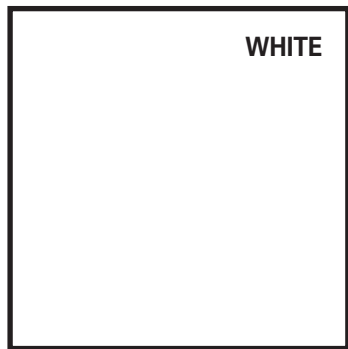
BLACK



C : 0% R : 0* TOYO
M : 0% G : 0 CF 8668
Y : 0% B : 0
K : 100%

PANTONE® Process Black

WHITE



C : 0% R : 255*
M : 0% G : 255
Y : 0% B : 255
K : 0%

PANTONE® Opaque White

3



Westinghouse



Westinghouse



The box above is shown only as a reference. The logo must never appear in a box.

*Color monitor and application variables may effect proper RGB representation of Westinghouse Blue. See the *Read Me* file on the CD-ROM.

Acceptable Adaptations

Detailed below are the ways in which the Circle W may be cropped. In the interest of creative design and marketing promotion, these options have been made available. These cropping guidelines are only for the Circle W, no other portion of the Westinghouse identity may be altered in these ways.

Should you have any additional questions, not addressed in the manual, please contact the Law and Environmental Affairs Department—contact information is detailed on the inside front cover of this manual.

Guidelines for Cropping Circle W

- 1 The circle element of the Circle W must always be visible, and recognizable.
- 2 When using a cropped version of the Circle W, a Circle W or Primary Signature must be repeated in an uncropped version. The uncropped version must appear on the most readable area, and follow the guidelines mentioned throughout this manual.
- 3 If cropping from the top, bottom, left or right side of the Circle W, no more than 2/8 of the diameter may be cropped.
- 4 If cropping from more than one side at a time, the crop for each side may not exceed 2/8 the diameter.
- 5 Diagonal cropping is not allowed.
- 6 The primary signatures and advertising signatures may not be cropped. Only the Circle W may be cropped using the guidelines above.

Guidelines for Embossing Circle W

- 7 When using the Westinghouse logos as an emboss, a single level embossing die must be used. The emboss should have flat edges, never concave or convex. The Westinghouse logo may never be debossed.

When using the Westinghouse Gothic typeface, the following are helpful key commands:

⌘=Option+w (MAC)

⌘=Alt+0188 (PC)

⇧⌘=Shift+Option+W (MAC)

⌘=Alt+0132 (PC)

⇧⌘=Shift+Option+V (MAC)

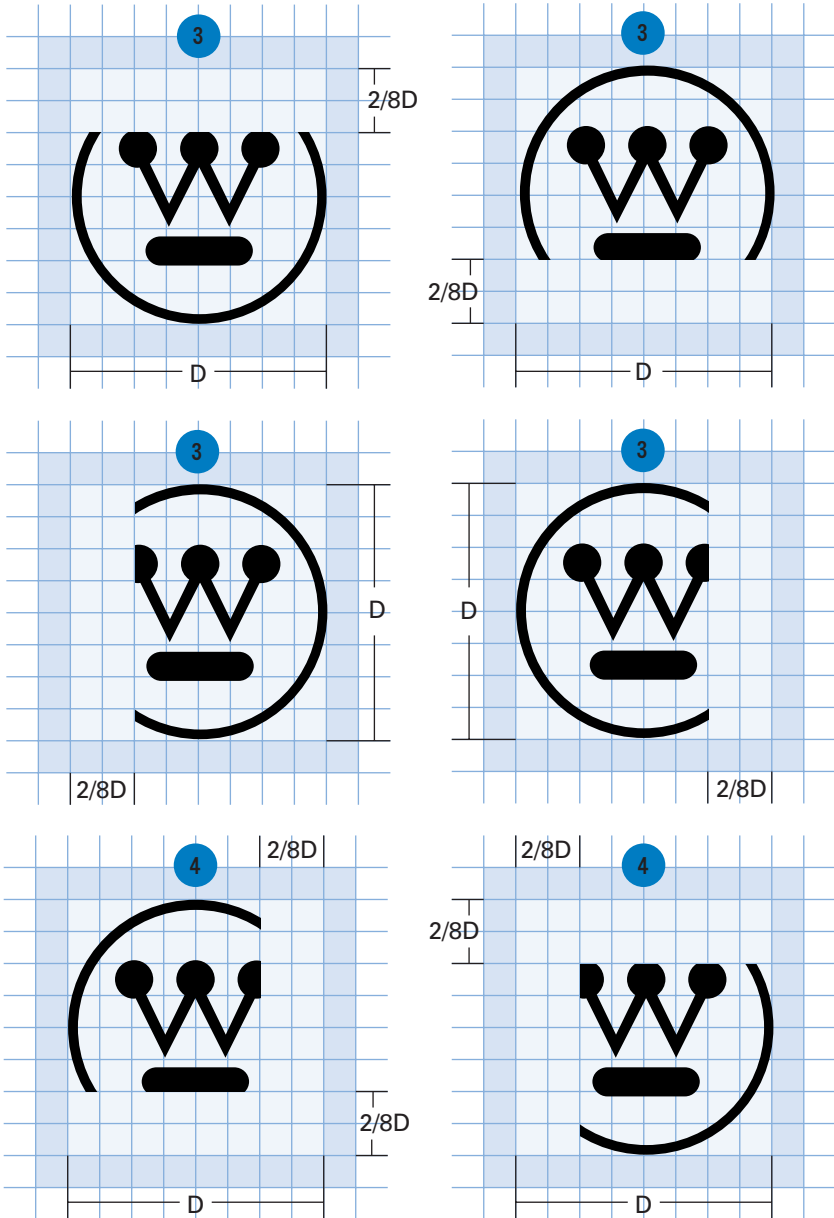
⌘=Alt+0189 (PC)

WARNING:

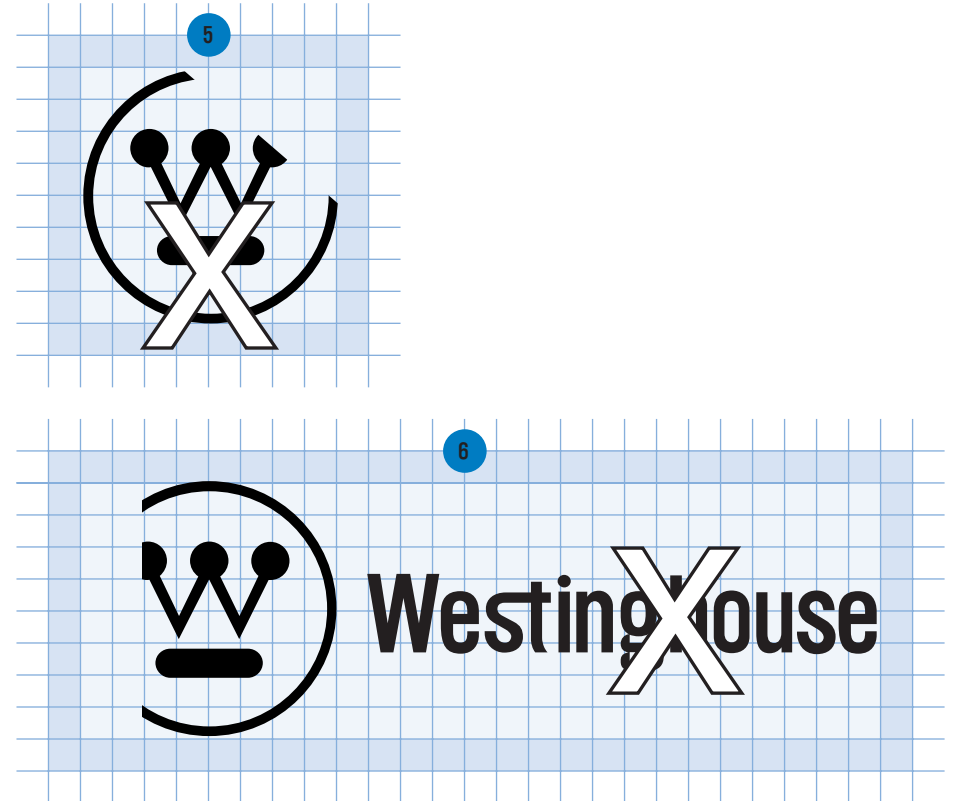
These symbols should never:

- be redrawn in any way
- be combined or attached to other symbols
- be used in any unusual way
- appear with additional borders or decorative elements

Acceptable Adaptations of the Circle W Logo Mark



Unacceptable Adaptations of the Circle W Logo Mark



Unacceptable Applications

The standards throughout this manual serve as a resource for you to utilize when promoting Westinghouse. In order to maintain consistency, you should not use the Westinghouse identity in any other way than the specifications outlined in this manual. The following examples reflect unacceptable usage of the Westinghouse logos, signatures and identity. Please note that the Law and Environmental Affairs Department must first approve all usage.

Unacceptable Usages of the Westinghouse Identity.



The ligature must always be used in the logotype, with or without the Circle W.



Alternate colors and percentages of black and Westinghouse blue are not allowed.



Exact size and relationship requirements must always be used.



The logotype must never be created with extra kerning or letterspacing.



Reversed out usage of the Westinghouse logo must be easily read.



The logotype must always be used in a horizontal format.

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