Brand and Messaging
Style Guide

Westcon Comstor

Delivering Results Together

powered by WestconGroup

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Westcon Comstor
Delivering Results Together
powered by WestconGroup

Respect the Brand. Use the Book.

If you ask ten people at Apple, BMW or Virgin what their company does, they'll all give the same answer. Why? Because they understand the essence of their brands.

For more than a year, we have been working to not just create a great new logo or refine our messaging techniques, but to discover the essence of Westcon-Comstor. We discovered that there was a disconnect. Many saw Westcon and Comstor as two separate companies. Some believed that Westcon or Comstor in one region was a different entity than Westcon or Comstor in another region. And there was a lot of confusion about where WestconGroup fit in. No one was telling the same Westcon-Comstor story.

Through conscientious contemplation, in-depth discussions and painstaking hard work, we found the root of what makes us who we are. And now we want to share that with you.

No matter where you are in the world, we should all be on the same page in telling the Westcon-Comstor story.

Of course, there will be times when we have to respect the individual brands, Westcon and Comstor. This book will help you differentiate between those times so we always tell the most appropriate story.

That's the aim of these guidelines. This book was created to help you understand the thinking behind, and the use of, WestconGroup's go-to-market brands, Westcon-Comstor, its messaging and its visual identity. Think of it as the foundation on which you are building something BIG.

What may seem like a bunch of rules and regulations on usage and style are really opportunities for every one of us to share the same story of Westcon-Comstor no matter where we are, what we do or whom we are speaking to.

Great brands tell great stories. This book helps you tell the Westcon-Comstor story.

The Power of Consistency

Once upon a time there was a brand without a consistent messaging and without consistent visual identity. No one knew who it was or what it did. And, more importantly, no one trusted the brand. So the brand died friendless and penniless. The end.

That's NOT our story, and here's why.

When a partner, customer or prospect sees the Westcon-Comstor brand and hears our consistent message, it reinforces our unique selling points in their minds.

This begins the journey of "brand recall." Brand recall is a psychological experience in which the more times a customer sees and hears the same communication, the more familiar they become with who we are, and therefore they learn to put their trust in us.

And we all know people tend to do business with people and companies they trust.

Delivering a consistent visual identity and message not only gives our audience, our partners and customers something nice to look at and to read, but it affects how they feel about us. It expands on our promise to be trusted advisors, it emphasizes our ability to deliver results and be responsible for what we do and say, and it encourages our partners to want to do business with us.

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Though we are in the IT business, we are still humans in a relationship with other humans — and how we make them feel matters. If we're not all on the same page when it comes to the WestconGroup company and our Westcon-Comstor brands, then we are nowhere.

Consistency:

- Helps us manage perceptions
- Connotes our professionalism, purpose and stability
- Conveys our personality and attitude
- Eliminates brand confusion
- Instills confidence
- Protects our investment
- Builds on previous successes

Your Ambassadorship

"A brand is a living entity — and it's enriched or undermined cumulatively over time, the product of a thousand small gestures." — Michael Eisner, former CEO, The Walt Disney Company

And each of us is responsible for those small gestures every day. It's a big responsibility. This book isn't here to tell you what to do. It's here to empower you as a brand ambassador. The consistency of our brand depends on you. Each of us plays a big role in successfully representing our company and brands.

This is your chance to embrace the powerful changes within our company and be confident in striving for greater consistency in who we are, what we do and how we are represented, while maintaining the flexibility that allows us to respond to the needs of our business partners.

Don't let the daunting assumption of change and learning something new hinder your opportunities. If you use this guide, your job will be made 100 times easier.

- No more wondering which colors, logo, words or tone to use.
- No more random decisions about elements or messaging.
- No need to worry about the minute details — it's all spelled out for you in these pages.

As a creative professional and marketing guru, you can spend your valuable time focused on what you do best — advocating and evangelizing the power of Westcon-Comstor to help our partners achieve greater levels of success. Following this guide enables you to write eloquent and provocative messages, create impelling visuals, and to meet your ultimate goal of effective marketing.

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Who Are We?

Whether you've been working with Westcon-Comstor from the start or for only a couple of months, you should be aware that you are a part of something so revolutionary, it will change the way the IT channel flows.

As a value-added distributor, Westcon-Comstor is at the forefront of **transforming distribution** by enabling our partners to meet their customers' needs now and pursue new opportunities with physical, digital and hybrid IT platforms, products and solutions. We help our partners navigate logistic complexities through our global capabilities in cloud, deployment and services. Our passion is to partner with vendors, resellers and service providers to **deliver results together**, enabling them to achieve the fastest time to revenue.

Westcon-Comstor understands that in order to be successful today, none of us can do it alone. We are here to be a trusted advisor, **investing in our partners' futures** by providing access to market knowledge and technical expertise that will uncover new business opportunities. Through our enablement and engagement programs, we help maximize business performance for the long term, as well as capitalize on emerging IT opportunities with our new technology incubation programs.

Our teams take great pride in addressing and responding to partner needs, **creating an exceptional experience** unlike any other in the channel. Through our global presence and the diverse makeup of our teams, we encourage innovation, creativity and fun when it comes to business. By taking a collaborative, channel-centric approach that is committed to excellence every step of the way, we help our partners achieve greater success.

A Brief History of 30 Years

It all started in June 1985 when Thomas Dolan, Philip Raffiani and Roman Michalowski founded Westcon Associates in a two-car garage 20 miles north of New York City.

Early believers in the potential of Ethernet run over telephone wiring rather than coaxial cable, these three gentlemen mortgaged their homes to purchase $1 million in Ethernet products, which they moved by telephoning prospects.

With a passion to put partners first, Westcon was one of a number of small distributors that changed the way computer products were sold by offering technical support and training, as well as marketing and even financing assistance to small businesses, helping many upgrade their technology infrastructures.

In 1998, Datatec acquired WestconGroup, with the intent to consolidate all its Value-Added Distributor businesses under the name WestconGroup. Comstor was brought into the WestconGroup fold in 1999 with the purchase of Cisco Systems-focused distributor comstor.net from General Electric. Through a variety of acquisitions and a long line of esteemed partnerships, WestconGroup has become a global force in the IT channel, from North America and Europe to Africa and the Middle East to Asia and the Pacific to Latin America and South America.

For more than 30 years, WestconGroup has been committed to keeping our promise of putting our partners first. It is only through our partners' success that we can measure our own. That's what drives us to empower people, unite teams and work with our partners to achieve not only the favorable results they expect, but to exceed those expectations.

In just 30 years, WestconGroup has grown from three guys in a two-car garage to nearly 4,000 associates serving over 20,000 customers in 70-plus countries across six continents.

From left: Tom Dolan, Phil Raffiani and Roman Michalowski

The two-car garage where it all began 20 miles north of NYC

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1985

WESTCON

WestconGroup
networking together

westcon
networking together®

comstor
networking together®

WestconGroup®

Westcon® Comstor®

Westcon | Comstor

2015

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Origins of Our Brand Refresh

Over the past year, we have been working to develop our brand with a new and dynamic logo design and compelling messaging that captures the essence of our business.

Through this discovery process, we have all learned more about who we are as a company and what drives us to be the value-added distributor our business partners trust and rely on most. It has also helped us determine our go-to-market strategy for Westcon and Comstor and the role they play together in our overall success.

So let's break it down.

Datatec is WestconGroup's parent company. Headquartered in Johannesburg, South Africa, Datatec is a publicly traded company on the Johannesburg Stock Exchange and the Alternative Investment Market of the London Stock Exchange. All communications from Datatec will refer to us by our legal name WestconGroup or WestconGroup Inc. rather than our go-to-market brands Westcon-Comstor, Westcon or Comstor.

WestconGroup Inc. remains as our legal corporate name. It will be used in the context of legal, compliance and financial matters. The new logo includes a reference that our brands are "powered by WestconGroup."

For our go-to-market strategy, we are merging our legacy brands, Westcon and Comstor into **Westcon-Comstor**. This consolidation gives us an opportunity companywide to solidify our brand and to grow in the channel without impacting the way we do business or enacting any organizational changes.

When using the term "Westcon-Comstor" in text, include a hyphen between the two names as shown. When graphically depicted, the logo includes the Burst between the two names, as shown in the Visual Identity section.

Through Westcon-Comstor, we offer seven Practices that are comprised of three capabilities and four technologies. Our three capabilities are offered through Westcon-Comstor and include Cloud, Global Deployment and Services. The four technologies, Security, Unified Communications and Collaboration, Networking and Data Center, are offered to our reseller partners through either Westcon or Comstor. Westcon encompasses a variety of industry-leading vendors, while Comstor is our Cisco-centric brand.

We have also crafted new messaging about our company and our brands, and are introducing our new tagline **"Delivering Results Together"** as part of our core positioning statement. This statement explains why we do what we do. Though just three simple words, they convey not only a powerful message, but remind us and our customers of our promises.

Delivering: We are a leading global, value-added distributor and we know the intricacies of the channel better than anyone.

Results: We pay attention to the big picture while focusing on the details to ensure we meet, and exceed, the expectations of our customers.

Together: We don't do it alone. It is with the confidence our partners place in us, the hard work and inspiration of every one on the Westcon-Comstor team and our commitment to building relationships that makes sure our partners can count on us.

We work with our partners to deliver these results, because even though it may look like technology on the outside, it's human beings who are benefiting from this technology, and it's human beings who depend on us.

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Our Messaging

Great brands are made of more than just eye-catching logos and graphic representations. They also are made from thoughtful and consistent messaging and the language used to describe the essence of the company.

We have developed a new messaging platform and framework that answers the questions "Why" choose Westcon-Comstor, "How" we deliver value add and "What" makes us unique. But it isn't only about what we say, but how we say it. These messages are delivered in a consistent tone, personality and language style that will further help our ability to be heard.

In order to remain consistent and stay on target, we have developed template copy to help tell the story of Westcon-Comstor, as well as uniform messaging around our seven Practices. This copy enables the Westcon-Comstor story to be told the same way every time, so no matter where you are or whom you are talking to, the story is the same.

Our Visual Identity

"Logos and branding are so important. In a big part of the world, people cannot read French or English, but are great at remembering signs." — Karl Lagerfeld, fashion designer and artist

Without saying a word, our logo impacts the way people feel about us. Our logo isn't just about looking pretty and being recognizable. It conveys the depth of our company's character, our promise to our partners, and how we work to deliver on that promise. We have now joined Westcon and Comstor together with a graphic icon called the Burst.

The Burst is comprised of the flashes that represent our Practices. Each flash has evolved to include pixels in and around the circumference of the Burst, representing the industry evolution to a hybrid distribution model. The interaction between flashes is the engagement our Practices share, the collaboration between regions and the cohesiveness of our relationship with our partners.

The Burst represents a burst of ideas leading to innovation, a burst of energy that propels us to achieve more, and a burst of opportunities through traditional and emerging markets combined. As we expand and invest in emerging markets, the Burst can also expand with more Practices bursting open to reveal greater opportunities.

It's impactful and innovative. Just like us.

Synonymous with our tagline of Delivering Results Together, our logo tells a collaborative story, not only between our two go-to-market brands, but within the cohesive co-mingling of our Practice colors in the Burst. We represent two brands, but we all work together to achieve the collective goals of Westcon-Comstor, specifically to deliver the results our customers expect.

Regionally Speaking

We understand and are sensitive to the differences in language, usage and grammar throughout our different regions. The messaging as a whole remains the same. No matter where you are in the world, the Westcon-Comstor brand is the same, easily identifiable and understood to represent our company. Through the development of regional Writing Style Guides, our brand cohesion will only become stronger as we remain committed to consistency and expressing ourselves in a manner that is easily understood.

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We have joined our go-to-market brands with a piece of graphic iconography we call the Burst. The Burst isn't just an amazing piece of graphic design. It also tells the Westcon-Comstor story through color, composition and placement.

The Burst is comprised of the seven flashes representing each of our Practices. Each flash has evolved to include pixels on the outer edges expanding outward and creating a sense of motion to tell the story of how we are always reaching for opportunities and moving forward.

The flashes overlap as they come to create the center of the Burst. This overlapping visually explains the coming together of our brands, the collaboration between our global regions and the commitment we have to work closely with our partners to deliver success. As the flashes merge, new hues are created, providing us with new elements to use as we evolve and grow.

Placed between our two brands, Westcon and Comstor, the Burst connects these brands and creates one cohesive logo.

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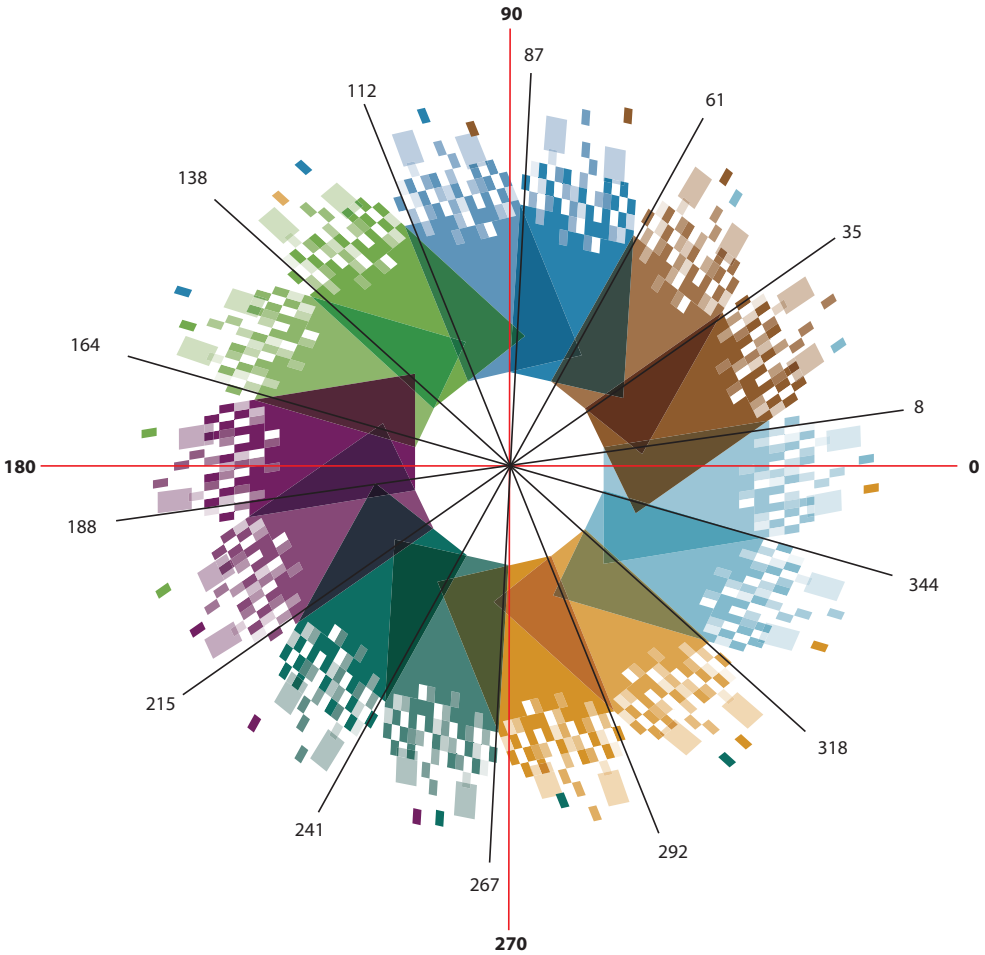
The Engineering of the Burst



note: Each angle is lined up to the left edge of the flash.

Within the Burst, are fourteen flashes. These fourteen flashes are representative of each of our seven Practices. Each flash is at a different angle and their degrees are relevant to the design. The relativity of the design is reflective in all collateral where colors and pixels are used to denote any one of the seven Practices.

When the flashes are used independent from the Burst to represent a particular Practice in any design, it is a good idea to keep the flash at these angles so that all collateral across all Practices are represented as a smaller piece to a larger puzzle, Westcon–Comstor. While this is not a required practice across all designed collateral, it is a nice call back to the overall brand.

Note: Designs utilizing the angles to reference a specific Practice do not need to be the exact angle presented in the example. For instance, a design for the Security Practice (sand, our version of orange) can utilize an angle between 267 and 318 degrees. However, it is best practice to stay closer to the middle of the two (292 degrees) to clearly differentiate from designs for another Practice.

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Logo Introduction

The Westcon–Comstor logo is our corporate mark and the key building block of our visual identity. Our corporate signature is the combination of the logo and our company name. The logo and company name together have a fixed relationship that should never be changed in any way. The logo may be referred to as the corporate mark or the "Burst."

1. Full logo – to be used as the premier logo when being produced at a minimum of 70mm in length. (see page 27)

Westcon Comstor

Delivering Results Together

powered by WestconGroup

2. Logo with tagline only – to be used when being produced at a minimum of 60mm in length. (see page 27)

Westcon Comstor

Delivering Results Together

3. Logo with subline only – to be used when tagline is used as a headline to eliminate redundancy.

Westcon Comstor

powered by WestconGroup

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4. Base logo – to be used ONLY when tagline and subline become too small.
   (see Merchandise Application section on page 39–40 for exceptions to 1, 2, 3 of page 9)

Westcon Comstor

5. Reverse logo – to be used as a secondary option. The logo should not be used on a background color that matches or is in close relationship to the colors presented in the color palette. (see page 25, #12)

Westcon Comstor
Delivering Results Together
powered by WestconGroup

Westcon Comstor
Delivering Results Together

Westcon Comstor
powered by WestconGroup

Westcon Comstor

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Logo Introduction

1. Full GTM logo – to be used as the premier logo when being produced at a minimum of 45mm in length. Specific to vendor and services (where appropriate).

Westcon
Delivering Results Together
powered by WestconGroup

Comstor
Delivering Results Together
powered by WestconGroup

2. GTM logo with tagline only – to be used when being produced at a minimum of 30mm in length. (see page 28)

Westcon
Delivering Results Together

Comstor
Delivering Results Together

3. GTM logo with subline only – to be used when tagline is used as a headline to eliminate redundancy.

Westcon
powered by WestconGroup

Comstor
powered by WestconGroup

Note: A 'base logo' for both Westcon and Comstor does not exist and therefore, should never be used.

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Logo Introduction – Reverse

1. Full GTM logo – to be used as the premier logo when being produced at a minimum of 55mm in length. (see page 30)
   Specific to vendor and services (where appropriate).

2. GTM logo with tagline only – to be used when being produced at a minimum of 40mm in length. (see page 30)

3. GTM logo with subline only – to be used when tagline is used as a headline to eliminate redundancy.

Note: A 'base logo' for both Westcon and Comstor does not exist and therefore, should never be used.

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Logo Clearspace

It is important to keep the corporate mark clear of any other graphic elements. To regulate this, an exclusion space has been established around the corporate mark. The exclusion space indicates the closest any other graphic element or message can be positioned in relation to our corporate mark, our company name or our corporate signature. The logo and company name together have a fixed relationship that should never be changed in any way.

Clearspace

Whenever you use the logo, it should be surrounded by clear space to ensure its visibility and impact. No graphic elements of any kind should invade this clearspace zone. The clearspace zone will always be relative to the size of the Burst being used. The guides are lined up to the left edge of the "W", the right edge of the "r", the top of the Burst and the baseline of the subline or tagline.

Westcon–Comstor
with tagline
and subline

Westcon–Comstor
with tagline only

Westcon–Comstor
with subline only

© 2016 WestconGroup, Revised January 2016

Clearspace

Whenever you use the logo, it should be surrounded by clear space to ensure its visibility and impact. No graphic elements of any kind should invade this clearspace zone. The clearspace zone will always be relative to the size of the Burst being used. The guides are lined up to the left edge of the "W", the right edge and the top of the Burst and the baseline of the subline or tagline.

Westcon
with tagline
and subline

Westcon
with tagline only

Westcon
with subline only

© 2016 WestconGroup, Revised January 2016

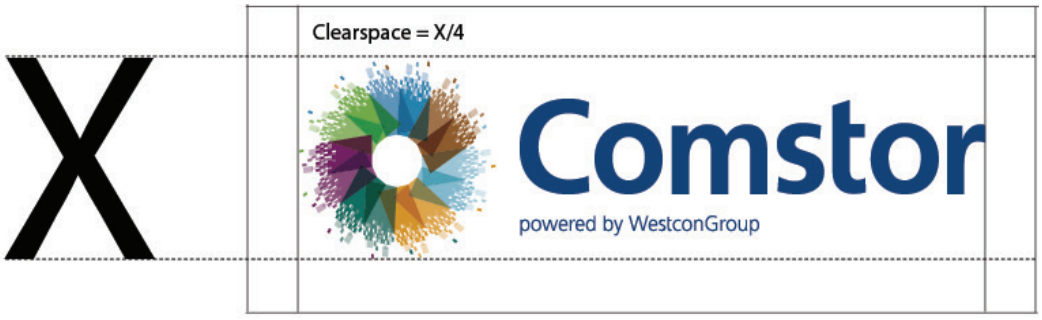
Clearspace

Whenever you use the logo, it should be surrounded by clear space to ensure its visibility and impact. No graphic elements of any kind should invade this clearspace zone. The clearspace zone will always be relative to the size of the Burst being used. The guides are lined up to the right edge of the "r", the right edge and the top of the Burst and the baseline of the subline or tagline.

Comstor
with tagline
and subline

Comstor
with tagline only

Comstor
with subline only



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Logo Construction and Computation **(For Design Use Only)**

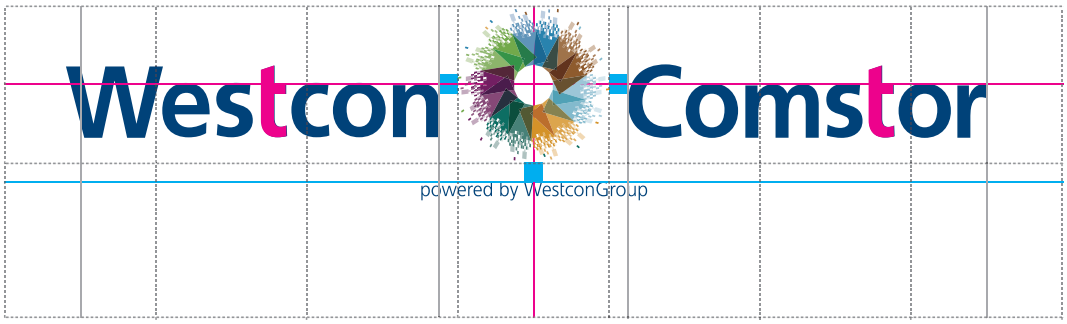
Computation

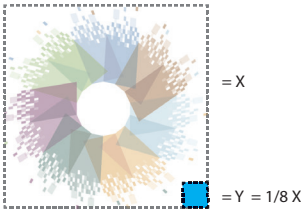
To establish the exclusion space, establish the height of the corporate mark as represented by X. To calculate Y, divide X by 8. (Y=1/8X). Pink lines indicate alignment with pink letters. Use the pink letters as your alignment guide. Blue lines correspond and align with blue Y boxes.

Westcon–Comstor with tagline and subline

Westcon–Comstor with tagline only

Westcon–Comstor with subline only





Note: Logo can be provided as a broken element file upon request.

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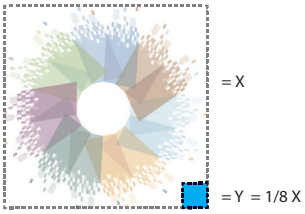
Logo Construction and Computation **(For Design Use Only)**

Westcon
with tagline
and subline

Westcon
with tagline only

Westcon
with subline only



Note: Logo can be provided as a broken element file upon request.

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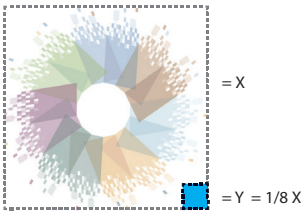
Logo Construction and Computation **(For Design Use Only)**

Comstor
with tagline
and subline

Comstor
with tagline only

Comstor
with subline only



Note: Logo can be provided as a broken element file upon request.

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What Brand Should I Use?

For most roles, the brand you represent will not change. Here is a quick reference guide. If you have questions, please ask your regional marketing lead or contact Jason Liggitt at jason.liggitt@westcongroup.com.

Company	When to Use
Westcon Comstor Delivering Results Together powered by WestconGroup	**When do I use Westcon-Comstor?** When your role supports both brands – such as Regional Marketing Leads, the ELT, Capability Practices (Cloud, GDS, Services), and most global support roles.
Westcon Delivering Results Together powered by WestconGroup	**When do I use Westcon?** When your role is dedicated to the Westcon business unit and/or line card such as an Avaya or F5 Product Manager, or a UCC or Security Account Manager.
Comstor Delivering Results Together powered by WestconGroup	**When do I use Comstor?** When your role is dedicated to the Comstor business unit and/or the Cisco and/or Cisco Powered line card.
WestconGroup	**When do I use WestconGroup?** WestconGroup is reserved for anyone that is dealing with financial, legal or compliance matters. Anyone that is customer- or vendor-facing SHOULD NOT use WestconGroup.

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Logo Matrix – What Logo Should I Use?

Available Logos	When to Use
Lead Logo	• Use for the three Capability Practices: Cloud, Global Deployment and Services. • Use for representation for all ELT members and employees responsible for both go-to-market brands. (see WestconGroup below) • Use for all corporate communications, collateral and signage. – Interior/exterior corporate signage – Corporate home pages – Corporate presentations – Corporate multimedia – Corporate marketing collateral – Corporate event invitations, signage and collateral • Use for vendor promotions that are jointly promoted by both brands (Cloud vendors, solutions, etc.). • Use for business cards for corporate employees.
Westcon Logo	• Use when promoting a specific Westcon-focused Technology Practice: Security, Unified Communications and Collaboration, Networking and Data Center. • Use for business focused only on the Westcon line card – Vendor emails – Presentations – Event invitations, signage and collateral • Westcon-Comstor logo will be the anchor logo whenever the Westcon logo is the prominent logo. • If using only one logo due to space, for example in social media, the "powered by WestconGroup" subline must be used. • Business cards should carry the lead logo accompanied by the Westcon logo.
Comstor Logo	• Use when promoting a specific Comstor-focused Technology Practice: Security, Unified Communications and Collaboration, Networking and Data Center. • Use for business focused only on the Comstor line card – Vendor emails – Presentations – Event invitations, signage and collateral • Westcon-Comstor logo will be the anchor logo whenever the Comstor logo is the prominent logo. • If using only one logo due to space, for example in social media, the "powered by WestconGroup" subline must be used. • Business cards should carry the lead logo accompanied by the Comstor logo.
WestconGroup Logo	• Use only for legal, compliance and financial communications. • Use for any ELT members, management and employees from Legal, Finance and Compliance.

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Logo Application on a Page

If any version of our corporate signature is placed near the edge of a page, there must be a cushion from the edge. As seen in the example, the cushion will be relative to the size of the logo's Burst being used. The minimum space from the edge will be 12.7mm of space from any edge.

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Logo Application on a Background

When placing the logo on a background do not use a background color that resembles any color used in the burst or logotype. (see page 25, #12 for rule) As a premium, use white or 25% gray as the background. A black background is preferred when using the reverse logo. If the logo needs to sit over an image, do not place over any colors that may camouflage any part of the burst or logotype. (see page 68 for example, Regional Heroes)

Background

100% white

100% black

25% gray

Westcon-Comstor blue

Image background

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Logo Application (Correct Use)

Application for Positioning with Partner Logos

If a partner logo is introduced, there must be a break between our corporate mark and the partner logo. For the Westcon–Comstor logo, the break width will be relative to the size of the Burst being used, as shown in the example. For both Westcon and Comstor logos, the break will be the width of the "st" from the logo type being used. Both logos must sit on a relative baseline and sizes should be proportional. Neither logo is to be more prominent than the other.

Logo Application (Incorrect Use)

Do not place logo on any background resembling any of the colors in the Burst. (see page 25, #12)

Note: Approval is required if a vendor chooses to use any of our logos to partner with theirs.

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Logo Application (Incorrect Use)

Don’ts (applies to all variations)	Incorrect Logo Application
1. Do not stack the logo type.	
2. Do not rotate the Burst.	
3. Do not alter the Burst.	
4. Do not alter the logo typeface.	
5. Do not change the size relationship between the logo type and the Burst.	
6. Do not change the perception or stretch elements in any direction.	

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Logo Application (Incorrect Use)

Don’ts (applies to all variations)	Incorrect Logo Application
7. Do not change colors.	
8. Do not use a drop shadow.	
9. Do not use PS filters including bevel, emboss, overlays or textures.	
10. Do not use the logo in all black.	
11. Do not use the logo in all white.	
12. Do not place logo on any background resembling any of the colors in the Burst.	

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Logo Application (Incorrect Use)

Don’ts (applies to all variations)	Incorrect Logo Application
13. Do not use the Burst independently.	
14. Do not use tagline independently. (Tagline can be used in copy reference but not as a visual)	Delivering Results Together
15. Do not use subline independently. (exception see page 41)	powered by WestconGroup
16. Do not use ‘Comstor’ before ‘Westcon’ in design or in copy.	Comstor Westcon

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Minimum Logo Sizes - Print and Web

Full Logo

With tagline
and subline

Westcon Comstor
Delivering Results Together
powered by WestconGroup

70mm or 198.425px

Tagline only

Westcon Comstor
Delivering Results Together

60mm or 170.079px

Subline only

Westcon Comstor
powered by WestconGroup

70mm or 198.425px

Base logo

Westcon Comstor

30mm or 85.039px

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Minimum Logo Sizes - Print and Web

Half Logo

With tagline and subline

45mm or 127.559px

45mm or 127.559px

Tagline only

30mm or 85.039px

30mm or 85.039px

Subline only

40mm or 113.386px

40mm or 113.386px

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Minimum Logo Sizes - Print and Web

Full Logo

With tagline
and subline

Tagline only

Subline only

Base logo

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Minimum Logo Sizes - Print and Web

Half Logo

With tagline
and subline

Tagline only

Subline only

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Practices Graphic Application

In most cases, the Practices graphic works in tandem with all Westcon-Comstor company logos. It is standard to include a logo in the header or top of any designed collateral. It is also standard to anchor the design with the Practices graphic to reference the Practices offered by Westcon-Comstor. The minimum size for print will be 60mm which is the size of the graphic used on the company business card. (see page 45 for example of business card application)

Minimum Graphic Size - Print and Web

Main graphic

60mm or 170.079px

Reverse graphic

60mm or 170.079px

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Font and Typography

Typography plays an important role in the overall tone and quality of communications, reinforcing our personality and ensuring clarity and harmony. We have created 'Westcon-Comstor' to use as our primary corporate typeface. 'Westcon-Comstor' is a simple, clean and robust sans serif typeface that is highly legible and exclusive to Westcon-Comstor.

Primary Font

Westcon-Comstor

Design House

Wonderment Creative House, 2015

Font History

Wonderment Creative House created a unique font, 'Westcon-Comstor,' that is proprietary to Westcon-Comstor. We were able to generate a typeface that is compatible on both Windows and Mac, and ultimately be Web safe.

Westcon-Comstor: Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
! @ # $ % ^ & * ( ) _ + - = : ; " ' < . ? / { [ ] } | \

Westcon-Comstor: Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
! @ # $ % ^ & * ( ) _ + - = : ; " ' < . ? / { [ ] } | \

Westcon-Comstor: Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
**! @ # $ % ^ & * ( ) _ + - = : ; " ' < . ? / { [ ] } | **

Westcon-Comstor: Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
*! @ # $ % ^ & * ( ) _ + - = : ; " ' < . ? / { [ ] } | *

Westcon-Comstor: Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
*! @ # $ % ^ & * ( ) _ + - = : ; " ' < . ? / { [ ] } | *

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Font and Typography

Emails will utilize Tahoma as our default Web safe font to ensure optimization. Tahoma will be used throughout the entirety of emails, email signatures and web pages. It can also be used as an alternative to the Westcon-Comstor typeface in PowerPoint presentations, press releases and when using the corporate letterhead in MS Word. When referring to the company Weston-Comstor, a hyphen is used to represent the Burst in the company logo.

Email-Safe AlternativeFont

Tahoma

Designer

Matthew Carter

Font History

Tahoma™ Family is one of Microsoft's most popular sans serif typeface families. The original Tahoma™ Family consisted of two Windows TrueType fonts (regular and bold), and was created to address the challenges of on-screen display, particularly at small sizes in dialog boxes and menus. The Tahoma fonts set new standards in system font design.

Tahoma - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
! @ # $ % ^ & * ( ) _ + - = : ; ” ’ < . ? / { [ ] } | \

Tahoma - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
**! @ # $ % ^ & * ( ) _ + - = : ; ” ’ < . ? / { [ ] } | **

Example Usage

Use a hyphen

Westcon-Comstor

Tahoma - Regular

Fonts are available for download here:
https://westcon1.sharepoint.com/sites/Marketing/DLC

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Font and Typography

When to Use Each Font

Westcon-Comstor Light	Westcon-Comstor Regular	**Westcon-Comstor Bold**	*Westcon-Comstor Italic*	Tahoma
• Headlines • Subheadlines • Body copy • Captions • Footnotes • Quotations	• Headlines • Subheadlines • Body copy	• **Headlines** • **Subheadlines** • **Body Copy**	• *Subheadlines* • *Captions* • *Footnotes* • *Quotations*	• Web body copy • Email copy • Word docs • PowerPoint

Text Hierarchy

Font Application Example (see page 35)

Large Headline
Light

Small Headline
Bold

Subline Section
Light

CTAs
Light

Delivering Results Together
powered by WestconGroup

We inspire, empower and enable you
to strengthen your digital business.
Let us be part of your cloud journey.

www.westcongroup.com
first.lastname@westcon.com
+1 303 566 XXXX

Example Usage

24pt Light
30pt Leading
27pt Bold

Brand & Style
Guidebook

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Text Hierarchy

Text hierarchy presents lettering in formulaic structure to give the most important words, the greatest impact. The text hierarchy for use in common layouts is as follows:

Caption Text

6pt Type / 7.2pt Leading

Example Text
Example Text

Copy Text

8pt Type / 9.6pt Leading

Example Text
Example Text

Headline Copy Text

12pt Type / 14pt Leading / Bold or light

Example Text
Example Text

Subline Section / CTA

15pt Type / 18pt Leading / Bold or light

Example Text
Example Text

Small Headline

31pt Type / 35pt Leading / Bold or light

Example Text
Example Text

Large Headline

40pt Type / 46pt Leading / Light

Example Text
Example Text

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Color Palette

Color plays an important role in the Westcon-Comstor corporate identity. A palette of primary colors has been developed to comprise a cohesive scheme. Consistent use of these colors will contribute to the harmonious look of the Westcon-Comstor brand identity across all relevant media.

Primary Color System and Color Codes

Westcon-Comstor Blue

CMYK : C100 M82 Y27 K11
RGB : R0 G65 B122
Hex : #00417A
PMS : 654C

Color Tones

70% OPACITY
CMYK : C70 M58 Y18 K8
RGB : R92 G104 B147
Hex : #5C6893
PMS : 7668C

30% OPACITY
CMYK : C30 M25 Y8 K3
RGB : R171 G174 B197
Hex : #ABAEC5
PMS : 5295C

50% OPACITY
CMYK : C50 M41 Y13 K5
RGB : R129 G135 B170
Hex : #8187aa
PMS : 7674C

10% OPACITY
CMYK : C10 M8 Y3 K1
RGB : R221 G221 B230
Hex : #DDDDE6
PMS : 5315C

Cloud

Main Color: Sea

CMYK : C81 M40 Y17 K0
RGB : R44 G131 B174
Hex : #2C83AE
PMS : 7689C

Color Tones

70% OPACITY
CMYK : C56 M28 Y12 K0
RGB : R115 G159 B194
Hex : #739FC2
PMS : 645C

50% OPACITY
CMYK : C41 M20 Y9 K0
RGB : R151 G180 B208
Hex : #97B4D0
PMS : 644C

30% OPACITY
CMYK : C52 M12 Y5 K0
RGB : R189 G206 B223
Hex : #BDCEDF
PMS : 537C

10% OPACITY
CMYK : C8 M4 Y2 K0
RGB : R230 G235 B242
Hex : #E6EBF2
PMS : 656C

Overlay Tones

CMYK : C92 M56 Y25 K5
RGB : R11 G103 B145
Hex : #0B6791
PMS : 7700C

CMYK : C81 M56 Y62 K47
RGB : R41 G66 B64
Hex : #294240
PMS : 560C

CMYK : C73 M52 Y64 K41
RGB : R59 G77 B70
Hex : #3B4D46
PMS : 446C

CMYK : C68 M63 Y69 K70
RGB : R41 G39 B34
Hex : #292722
PMS : BLACK C

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Primary Color System and Color Codes

Global Deployment

Main Color: Land

CMYK : C11 M50 Y79 K43
RGB : R142 G91 B45
Hex : #8F5A28
PMS : 464C

Color Tones

70% OPACITY
CMYK : C8 M35 Y55 K30
RGB : R162 G130 B93
Hex : #AC825D
PMS : 4645C

50% OPACITY
CMYK : C5 M25 Y40 K22
RGB : R193 G159 B128
Hex : #C19F80
PMS : 7521C

30% OPACITY
CMYK : C3 M15 Y24 K13
RGB : R193 G159 B128
Hex : #D7BFAA
PMS : 481C

10% OPACITY
CMYK : C1 M5 Y8 K4
RGB : R238 G228 B219
Hex : #EEE4DB
PMS : 7604C

Overlay Tones

CMYK : C39 M75 Y86 K49
RGB : R98 G53 B31
Hex : #62351F
PMS : 161C

CMYK : C49 M67 Y78 K60
RGB : R73 G48 B33
Hex : #493021
PMS : 476C

CMYK : C46 M57 Y83 K37
RGB : R106 G82 B49
Hex : #6A5231
PMS : 4485C

CMYK : C60 M53 Y76 K45
RGB : R76 G74 B53
Hex : #4C4A35
PMS : 7771C

Services

Main Color: Sky

CMYK : C47 M13 Y13 K0
RGB : R132 G186 B206
Hex : #84B8CC
PMS : 550C

Color Tones

70% OPACITY
CMYK : C33 M33 Y9 K9
RGB : R169 G204 B218
Hex : #A9CCDA
PMS : 551C

50% OPACITY
CMYK : C24 M7 Y7 K0
RGB : R191 G216 B227
Hex : #BFD8E3
PMS : 552C

30% OPACITY
CMYK : C15 M4 Y4 K0
RGB : R214 G229 B236
Hex : #D6E5EC
PMS : 649C

10% OPACITY
CMYK : C5 M1 Y1 K0
RGB : R240 G245 B247
Hex : #F0F5F7
PMS : 663C

Overlay Tones

CMYK : C67 M22 Y23 K0
RGB : R82 G161 B183
Hex : #52A1B7
PMS : 549C

CMYK : C60 M37 Y76 K19
RGB : R101 G118 B80
Hex : #657650
PMS : 5763C

CMYK : C47 M38 Y77 K13
RGB : R135 G131 B13
Hex : #878352
PMS : 5763C

CMYK : C42 M55 Y82 K28
RGB : R123 G94 B28
Hex : #7B5E39
PMS : 7505C

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Primary Color System and Color Codes

Security

Main Color: Sand

CMYK : C3 M40 Y100 K13
RGB : R213 G145 B26
Hex : #D5911A
PMS : 7563C

Color Tones

70% OPACITY
CMYK : C2 M28 Y70 K9
RGB : R244 G173 B92
Hex : #E0AD5C
PMS : 7407C

50% OPACITY
CMYK : C2 M20 Y50 K7
RGB : R232 G191 B231
Hex : #EDC084
PMS : 7508C

30% OPACITY
CMYK : C1 M12 Y30 K4
RGB : R241 G214 B175
Hex : #F1D6AF
PMS : 7506C

10% OPACITY
CMYK : C1 M4 Y10 K1
RGB : R248 G238 B223
Hex : #F8EEDF
PMS : 7527C

Overlay Tones

CMYK : C22 M63 Y96 K7
RGB : R188 G110 B45
Hex : #BC6E2D
PMS : 7572C

CMYK : C67 M44 Y86 K36
RGB : R74 G90 B53
Hex : #4A5A35
PMS : 574C

CMYK : C61 M52 Y78 K45
RGB : R74 G74 B51
Hex : #4A4A33
PMS : 7771C

CMYK : C84 M48 Y80 K57
RGB : R22 G61 B42
Hex : #163D2A
PMS : 3435C

UCC

Main Color: Leaf

CMYK : C95 M35 Y64 K19
RGB : R0 G110 B99
Hex : #006E63
PMS : 562C

Color Tones

70% OPACITY
CMYK : C71 M22 Y45 K2
RGB : R77 G154 B146
Hex : #4D9A92
PMS : 7473C

50% OPACITY
CMYK : C51 M13 Y31 K0
RGB : R127 G182 B177
Hex : #7FB6B1
PMS : 5493C

30% OPACITY
CMYK : C30 M6 Y18 K0
RGB : R178 G211 B208
Hex : #B2D3D0
PMS : 566C

10% OPACITY
CMYK : C9 M1 Y5 K0
RGB : R229 G240 B239
Hex : #E5F0EF
PMS : 7541C

Overlay Tones

CMYK : C90 M42 Y77 K42
RGB : R1 G81 B61
Hex : #01513D
PMS : 343C

CMYK : C79 M66 Y61 K69
RGB : R28 G37 B41
Hex : #1C2529
PMS : 433C

CMYK : C81 M70 Y52 K52
RGB : R41 G49 B62
Hex : #29313E
PMS : 7546C

CMYK : C80 M80 Y53 K69
RGB : R31 G24 B42
Hex : #1F182A
PMS : 276C

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Primary Color System and Color Codes

Networking

Main Color: Plum

CMYK : C45 M100 Y9 K31
RGB : R116 G15 B99
Hex : #740F63
PMS : 255C

Color Tones

70% OPACITY
CMYK : C31 M70 Y7 K22
RGB : R146 G85 B133
Hex : #925585
PMS : 7655C

50% OPACITY
CMYK : C23 M50 Y5 K16
RGB : R169 G123 B159
Hex : #A97B9F
PMS : 7654C

30% OPACITY
CMYK : C14 M30 Y3 K9
RGB : R196 G167 B192
Hex : #C4A7C0
PMS : 5155C

10% OPACITY
CMYK : C5 M10 Y1 K3
RGB : R229 G219 B229
Hex : #E5DBE5
PMS : 664C

Overlay Tones

CMYK : C72 M96 Y38 K36
RGB : R75 G30 B77
Hex : #4B1E4D
PMS : 262C

CMYK : C62 M78 Y54 K21
RGB : R59 G34 B48
Hex : #3B2230
PMS : 7449C

CMYK : C51 M83 Y54 K50
RGB : R84 G41 B57
Hex : #542939
PMS : 7645C

CMYK : C60 M73 Y61 K62
RGB : R60 G40 B45
Hex : #3C282D
PMS : Black 5 C

Data Center

Main Color: Meadow

CMYK : C61 M14 Y91 K1
RGB : R115 G169 B78
Hex : #73A94E
PMS : 7489C

Color Tones

70% OPACITY
CMYK : C42 M7 Y62 K0
RGB : R157 G195 B131
Hex : #9DC383
PMS : 577C

50% OPACITY
CMYK : C40 M4 Y43 K0
RGB : R184 G212 B166
Hex : #B8D4A6
PMS : 580C

30% OPACITY
CMYK : C17 M2 Y24 K0
RGB : R212 G229 B202
Hex : #D4E5CA
PMS : 7485C

10% OPACITY
CMYK : C4 M1 Y7 K0
RGB : R241 G246 B237
Hex : #F1F6ED
PMS : 621C

Overlay Tones

CMYK : C79 M20 Y87 K5
RGB : R57 G145 B70
Hex : #399146
PMS : 7740C

CMYK : C88 M33 Y89 K21
RGB : R20 G112 B67
Hex : #147043
PMS : 7733C

CMYK : C81 M29 Y87 K16
RGB : R51 G124 B74
Hex : #337C4A
PMS : 349C

CMYK : C86 M38 Y78 K30
RGB : R29 G97 B71
Hex : #1D6147
PMS : 554C

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Color Palette **(South Africa Only)**

Primary Color System and Color Codes for Mobility Practice Only

Mobility

Main Color: Clay

CMYK : C81 M70 Y52 K52
RGB : R41 G49 B62
Hex : #29313E
PMS : 7546C

Color Tones

70% OPACITY

CMYK : C56 M49 Y36 K36
RGB : R88 G90 B100
Hex : #585A64
PMS : Cool Gray 11 C

30% OPACITY

CMYK : C25 M21 Y16 K16
RGB : R166 G165 B172
Hex : #A6A5AC
PMS : Cool Gray 6 C

50% OPACITY

CMYK : C41 M35 Y26 K26
RGB : R123 G123 B132
Hex : #7B7B84
PMS : Cool Gray 9 C

10% OPACITY

CMYK : C8 M7 Y5 K5
RGB : R218 G216 B218
Hex : #DAD8DA
PMS : Cool Gray 1 C

Note: The Mobility main color does not include an overlay palette since it, itself, is an overlay. The available tones are the main color at different opacities.

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Merchandise Application

When it comes to merchandise, it may be impossible to comply to the minimum sizes required for print and Web. For example, if you choose to market the company on the side of a pen, the full logo will not fit. For these instances, the logo and subline can exist apart, but must remain in conjuntion with each other. An example is provided below.

Note: This placement features the Westcon–Comstor logo with the tagline only on the the front of the shirt. On the back of the shirt is the enlarged subline. An alternative placement for the subline can be the right sleeve.

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Note: This placement features the Westcon–Comstor logo with the tagline only on the the front of the mug. On the back of the mug is the enlarged subline.

For Embroidery Use ONLY

When applying the logo as embroidery, the standard logos will not translate due to the detail and overlays. Use the alternate Burst pictured here, in place of the standard Burst. This version of the Burst follows all the same rules as the standard version and can ONLY be used for embroidery.

Westcon Comstor

For Etched and Engraved Use ONLY

When applying the logo as etching or engraving, the standard logos will not translate due to the colors and overlays. This version of the logo follows all the same rules as the standard version and can ONLY be used for etching and engraving.

Westcon Comstor
Delivering Results Together
powered by WestconGroup

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Merchandise Application – Co-branded

Note: This placement features the Westcon-Comstor full logo on the the front of the mug. On the back of the mug is the partner logo using the same proportion.
(see page 23 for guidelines for applying the Westcon-Comstor logo with a partner logo)

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Environmental Application

Indoor and outdoor signage will feature the Westcon-Comstor logo including ONLY the subline, "powered by WestconGroup." Do not include the tagline "Delivering Results Together" on monument signage as it may change over time. The digital display image will be on a white background and will require the full logo, including the tagline and subline.

1. Monument Sign

2. Boardroom

3. Reception

4. Lounge

Headquarters Application Sites

1. Monument Sign – 61" x 24" outdoor sign, direct print full color and laminated on 3mm dibond.

2. Boardroom – (3a) Laser-cut 3/8" acrylic letters with 067 blue vinyl backing "Westcon" measuring 7.25" H x 39" W and "Comstor" measuring 7.25" H x 37.5" W.
(3b) Cut 067 blue vinyl "powered by WestconGroup" measuring 1.5" H x 19.125" W.

3. Reception – 15.75" diameter: non-illuminated dimensional center medallion of 1/8" clear acrylic with printed vinyl to create the color effect.

4. Lounge – Digital image, must use full logo and must stay stationary.

1. Outdoor Sign

2. Digital Display

3. Internal Wall

Options for the Regions

1. Outdoor Sign – 61" x 24" outdoor sign, direct print full color and laminated on 3mm dibond.

2. Digital Display – Digital image, must use full logo and must stay stationary.

3. Internal Wall – (3a) Laser-cut 3/8" acrylic letters with 067 blue vinyl backing "Westcon" measuring 7.25" H x 39" W and "Comstor" measuring 7.25" H x 37.5" W.
(3b) Cut 067 blue vinyl "powered by WestconGroup" measuring 1.5" H x 19.125" W.

Note: Approval is required before producing any signage.

Note: If a region has a seperate office for Westcon or Comstor, it will always be branded 'Westcon-Comstor'.

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Business Card 3.5 x 2in – CEO, Finance and Legal

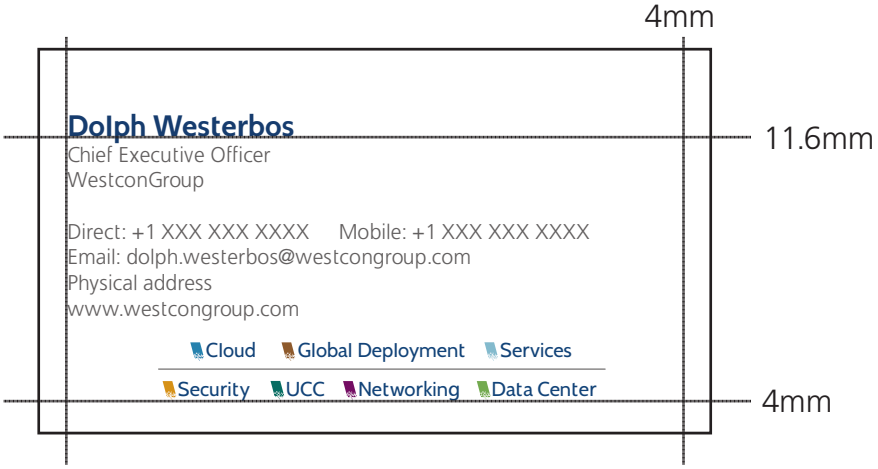
Front of Card

1. Name
Font: Westcon–Comstor Bold, 11pt
Westcon–Comstor Blue:
C100 M82 Y27 K11

2. Contact Info
Font: Westcon–Comstor Light, 7.95pt
Gray: C60 M55 Y53 K24

3. Margins
Bottom and side margins are 4mm from each edge.

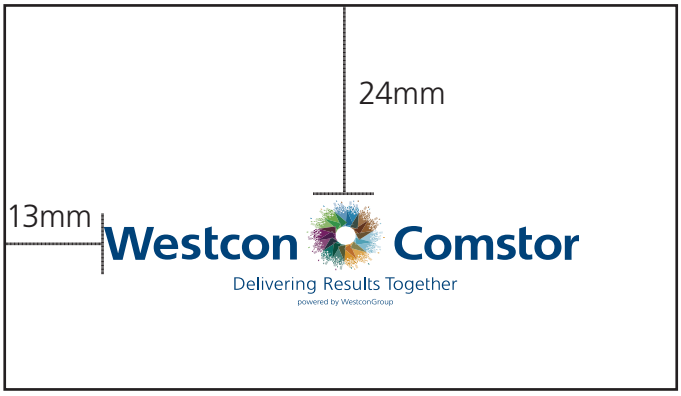
Front



Back of Card

1. Logo
Use the full Westcon–Comstor logo including the tagline.

Back



Specs

1. Size
3.5 x 2in

2. Stock
120# Endurance Silk Cover

Note: Westcon–Comstor font should be specified and provided to the printer. (see pages 33–33 for download)
Business cards are also available in metric/UK format, 85mm X 55mm.

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Business Card 3.5 x 2in – ELT and Regional Leads

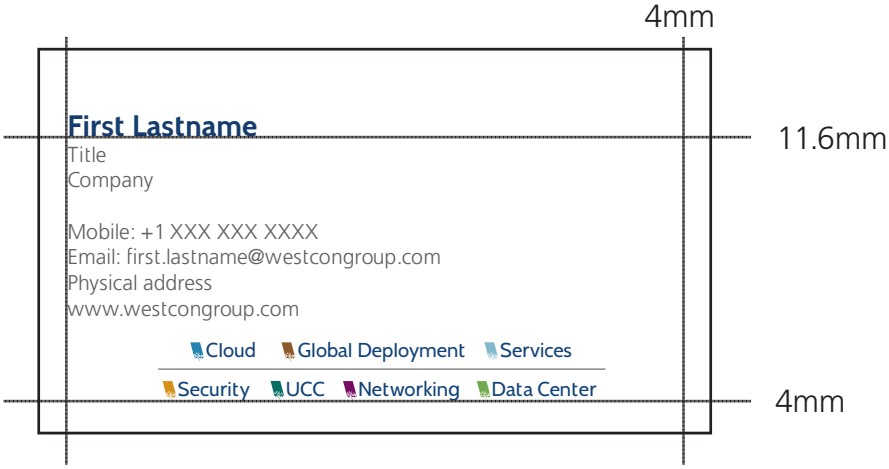
Front of Card

1. Name
Font: Westcon–Comstor Bold, 11pt
Westcon–Comstor Blue:
C100 M82 Y27 K11

2. Contact Info
Font: Westcon–Comstor Light, 7.95pt
Gray: C60 M55 Y53 K24

3. Margins
Bottom and side margins are 4mm from each edge.

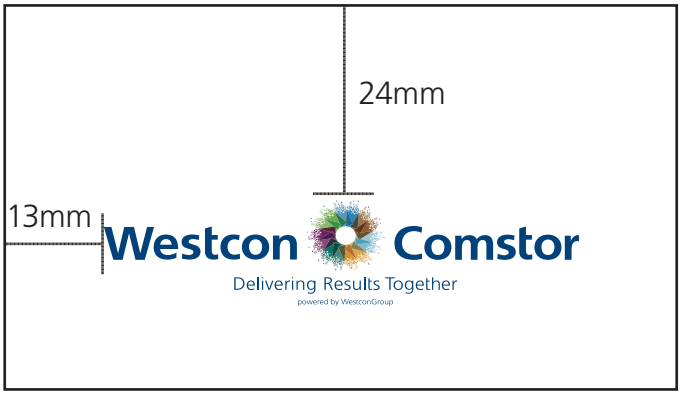
Front



Back of Card

1. Logo
Use the full Westcon–Comstor logo including the tagline.

Back



Specs

1. Size
3.5 x 2in

2. Stock
120# Endurance Silk Cover

Note: Westcon–Comstor font should be specified and provided to the printer. (see pages 33–33 for download)
Business cards are also available in metric/UK format, 85mm X 55mm.

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Business Card 3.5 x 2in – Westcon

Front of Card

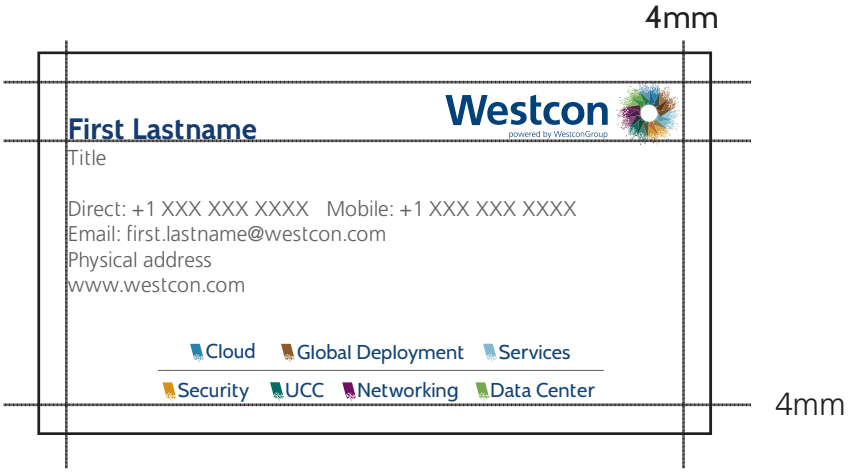
1. Name
Font: Westcon–Comstor Bold, 11pt
Westcon–Comstor Blue:
C100 M82 Y27 K11

2. Contact Info
Font: Westcon–Comstor Light, 7.95pt
Gray: C60 M55 Y53 K24

3. Logo
Use appropriate logo with subline only.

4. Margins
Margins are 4mm from each edge.

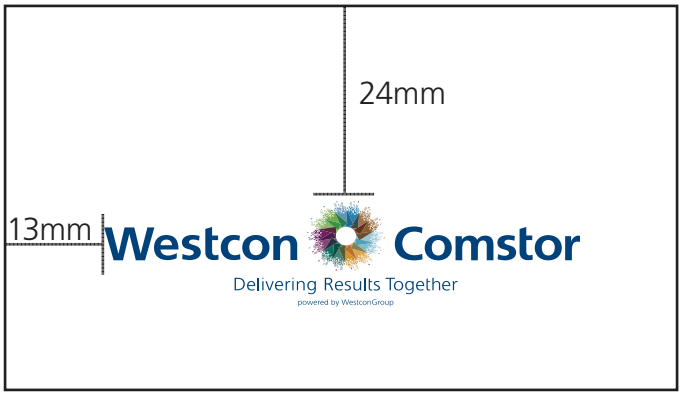
Front



Back of Card

1. Logo
Use the full Westcon–Comstor logo with the tagline and subline.

Back



Specs

1. Size
3.5 x 2in

2. Stock
120# Endurance Silk Cover

Note: Westcon–Comstor font should be specified and provided to the printer. (see pages 33–33 for download)
Business cards are also available in metric/UK format, 85mm X 55mm.

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Business Card 3.5 x 2in – Comstor

Front of Card

1. Name
Font: Westcon-Comstor Bold, 11pt
Westcon-Comstor Blue:
C100 M82 Y27 K11

2. Contact Info
Font: Westcon-Comstor Light, 7.95pt
Gray: C60 M55 Y53 K24

3. Logo
Use appropriate logo with subline only.

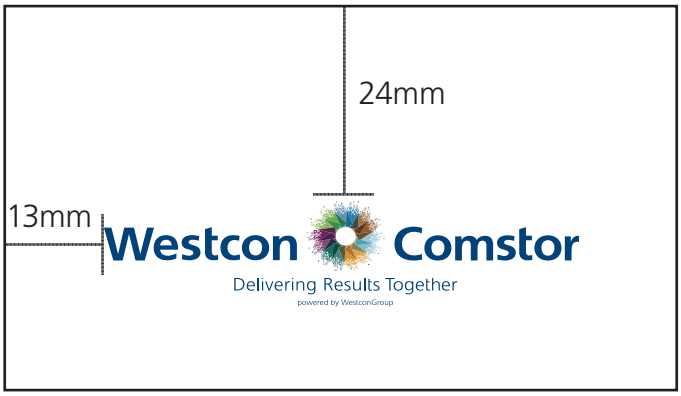
4. Margins
Margins are 4mm from each edge.

Front

Back of Card

1. Logo
Use the full Westcon-Comstor logo with the tagline and subline.

Back



Specs

1. Size
3.5 x 2in

2. Stock
120# Endurance Silk Cover

Note: Westcon-Comstor font should be specified and provided to the printer. (see pages 33-33 for download)
Business cards are also available in metric/UK format, 85mm X 55mm.

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Letterhead 8.5 x11in

InDesign Template

1. Name
Font: Westcon-Comstor Bold, 12pt

2. Body Copy
Font: Westcon-Comstor Light, 12pt

3. Logo
Use full logo, tagline and subline.

4. Margins
Logo is placed 12.7mm from the top of the page, Practices footer graphic is 12.7mm from the bottom of the page. Both are centered. The side margins are 16mm from the edge.

16mm

MS Word Doc Template

1. Body Copy
Font: Westcon-Comstor Light, 12pt

2. Logo
Use full logo, tagline and subline.

3. Margins
Logo is placed 4mm from the top of the page, Practices footer graphic is 4mm from the bottom of the page. Both are centered. The side margins are 4mm from the edge.

4mm

4mm

Note: This Word doc template is also available in A4, Metric/UK format.

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Invoice – Word Document, Letter 8.5 x 11in

The invoice template follows a simlar layout as the letterhead but is designed to accomodate pre-populated content imported from other programs. For instance, if an invoice is created in Excel it can be exported as an image and placed on a empty invoice template. The template will only include the full logo centered in the header area. This allows maximum space for the imported content.

centered

12.7mm

Westcon Comstor

Delivering Results Together

powered by WestconGroup

To,

[redacted]

Subject: - The details of our account to enable Electronic Payment

Particulars of Vendor

Beneficiaries Name :-

(Name as appearing in your Bank Account)

Beneficiaries Address :-

CITY :- **ZIP CODE :-**

Country

Contact Persons Name :-

(Name of the person in the organization to whom the payment information should be sent)

Contact Numbers :- **Land line :** **Mobile No.**

(Telephone/Mobile numbers of the above contact person in case of any clarification)

Email Address :-

(e-mail ID of the above contact person to whom the payment information should be mailed)

Wipro Contact Person's mail id

Country where the Goods/Services delivered

Permanent account no. (PAN):-

(Mandatory for the services provided to India. In absence of this info withholding tax at highest slab will be deducted.)

(TDS certificate will be issued only in case of availability of PAN)

Particulars of Bank Account

Bank Name :-

Branch Address :-

CITY :- **ZIP CODE:**

Bank Account Number :-

(Account to which the payment would get transferred) Please provide the complete Account number as appearing in your bank statement.

Swift Code:-

SORT Code(*UK Vendor only*) **Domestice ABA/ACH routing number (*US vendor only*)** **BSB No.(*Australian Vendor only*)**

Bank Branch Id (*Singapore Vendor only*) **Transit number & Bank code (*Canada vendor Only*)**

Transit number Bank code

IBAN Number

(If the vendor is from European countries and UK)

Currency

Permanent Establishment in India **NO**

Confirmation **This is to confirm that aforementioned vendor is a valid and subsisting corporation / company incorporated and registered and tax resident of aforementioned country and we do not have permanent establishment in India as per DTAA with _____ (Specify the country)**

Please attach the Tax Residency Certificate along with this form

(* See Note below)

Thanking You,

Authorized Signatory

We hereby declare that the particulars given above are true, accurate and complete and Wipro can transfer funds to above given bank account number and send the information to above given email contact.

If the fund transfer is delayed or lost because of incomplete or inaccurate information, we acknowledge that Wipro Limited will not have

Note: This Word doc template is also available in A4, Metric/UK format.

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MS Word Template

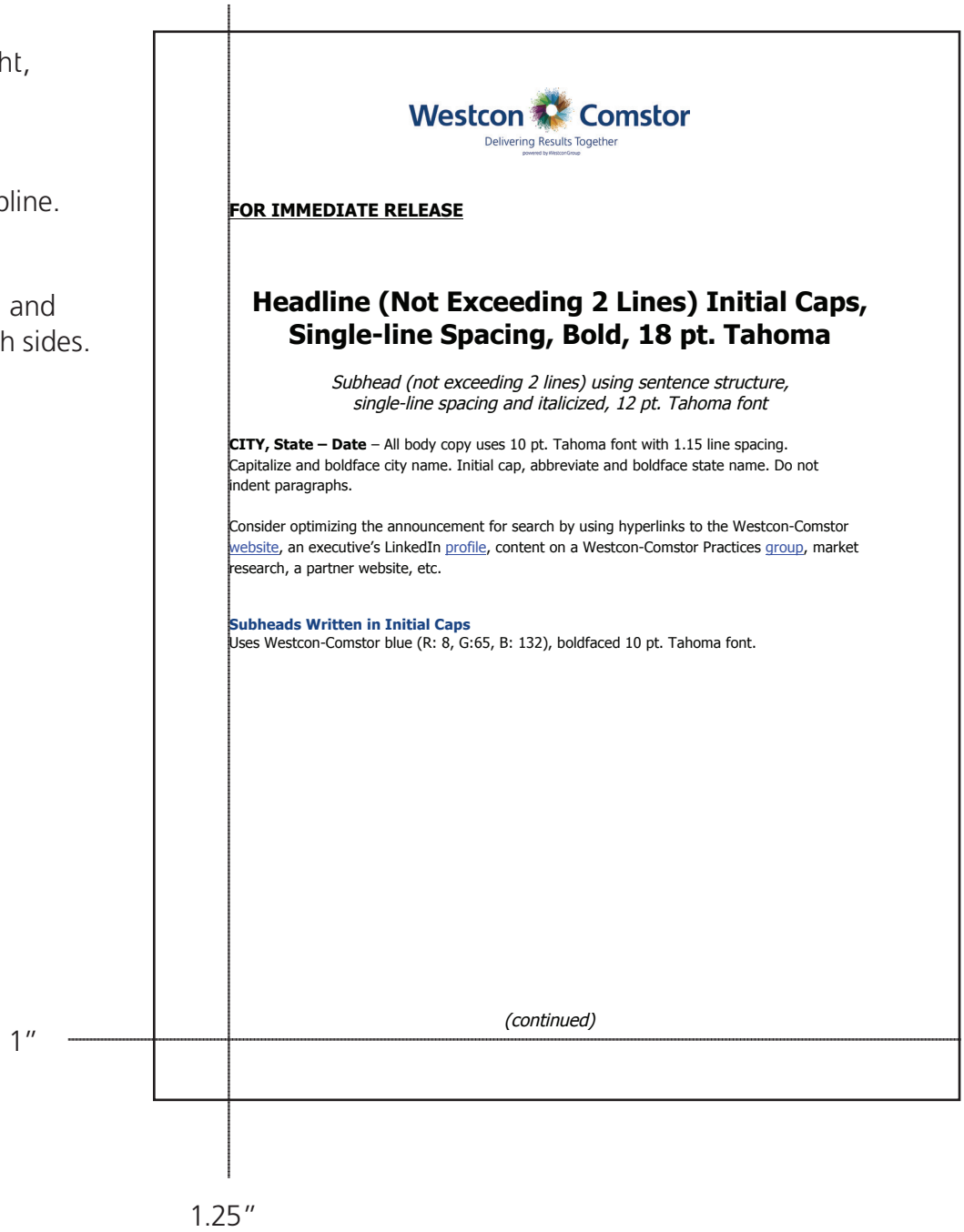
1. Headline
Font: Westcon–Comstor Light,
Bold 18pt

1. Subhead
Font: Westcon–Comstor Light,
Italic 12pt

2. Body Copy
Font: Westcon–Comstor Light,
Regular 10pt

3. Logo
Use full logo, tagline and subline.

4. Margins
Margins are 1" from the top and bottom edges, 1.25" on both sides.



Note: This Word doc template is also available in A4, Metric/UK format.

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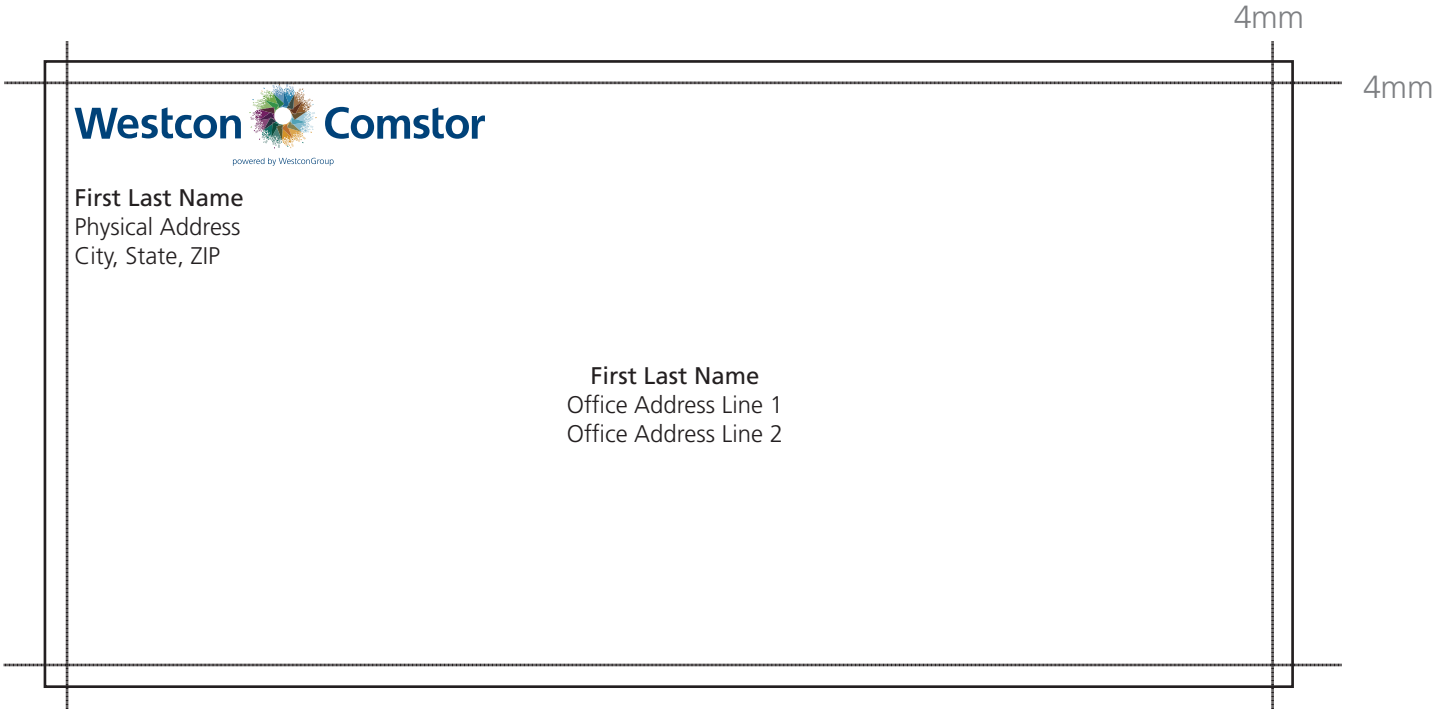
A4 Envelope

1. Name
Font: Westcon-Comstor Light, 12pt
Gray: C60 M55 Y53 K24

2. Contact Info
Font: Westcon-Comstor Light, 12pt
Gray: C60 M55 Y53 K24

4. Logo
Use appropriate logo without tagline.

5. Margins
Margins are 4mm from each edge.



Westcon-Comstor font should be specified and provided to the printer.
(see pages 33-33 for download)

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2-Pocket Presentation Folder

1. Size
Closed: 9 x 12in; Open: 18 x 12in

2. Stock
Must be white stock since the design includes white elements.

3. Coating
Use gloss coating.

4. Logo
Use full logo.

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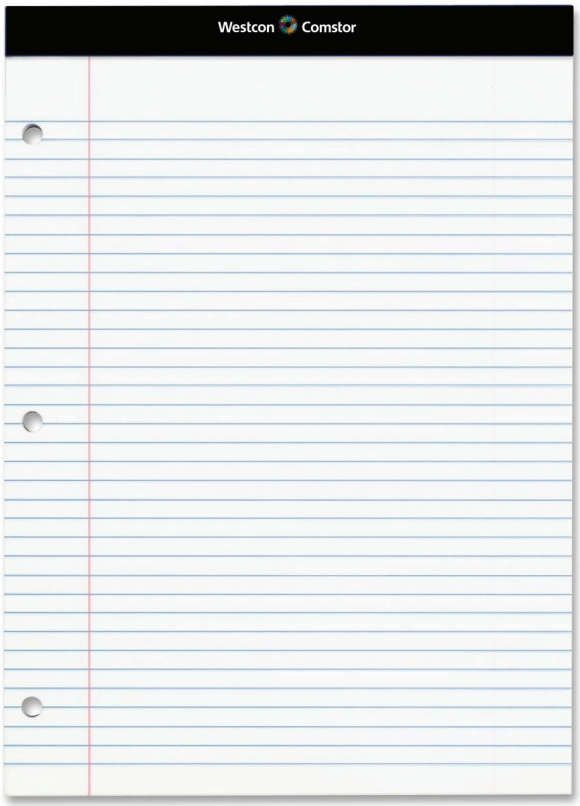
Legal Notepad

1. Color Binding
Black or white

2. Color Paper
White or legal yellow

3. Logo
Use base logo.



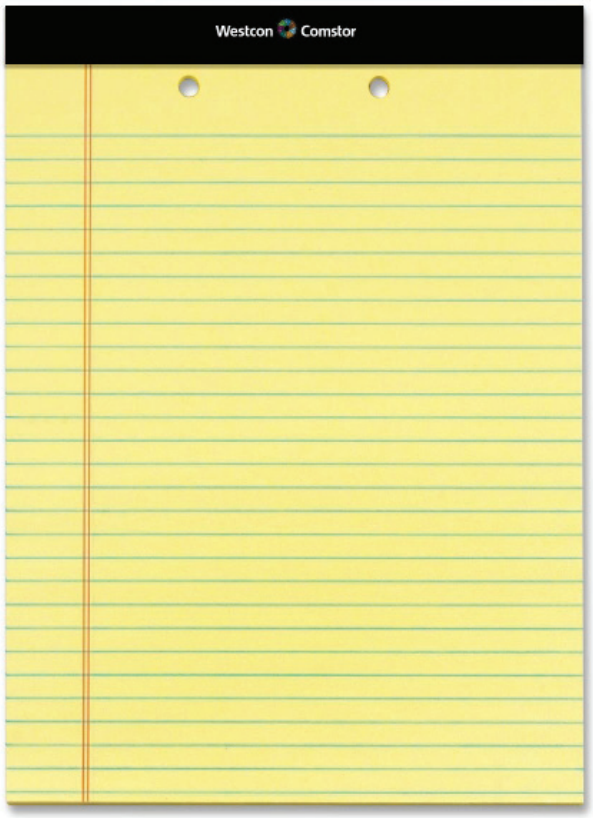


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Photo ID Badge

1. Card Dimensions

The standard ID card size is referred to by the international standard definition "CR80". The official size for the most common ID card was codified by the International Organization for Standards (ISO) in the specification document ISO 7810 (Identification Cards–Physical Characteristics). The dimensions were defined as:

- 3.375" W
- 2.125" H

The most common card thickness is 0.030 inches (30mm). This size encompasses all financial cards (credit cards) and most other common cards which conveniently fit in a wallet or badge holder.

- Card Dimensions: 3–3/8" x 2–1/8" (85.6mm x 54mm)
- Card Thickness: 30mm

If you plan to have a slot punch on your card, please allow 3/8" from the edge to the bottom of the slot punch on your card layout.

Front

2. Artwork Guidelines

Graphic Elements (logos, flashes, etc.)

- High–resolution .jpg files is the best format to submit card artwork.
- Color separation: RGB
- Minimum resolution must be 300dpi, but 600dpi is preferable (at 100%).
- Logos and graphics may be submitted in the following file types: .jpg, .png or .pdf.

Full-Card Artwork

Full–card artwork dimensions must be either

- 3–3/8" x 2–1/8" (with no bleed) or
- 3–1/2" x 2–1/4" (with 1/8" bleed) – do not include crop marks

For full–card artwork, separate files should be submitted for front and back. In addition, to allow our designers to correctly set up the variable data merge parameters, please submit two separate .jpg files.

Westcon–Comstor font should be specified and provided to the printer.
(see pages 33–33 for download)

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3. Back of Card

- Single color black print only
- QR code (optional) – Name, email address and phone number embedded (no physical address as this should not be readily accessible to someone who may find the card).
- Employee ID number barcode (optional)
- Optional information text line (Level 1, Level 2, etc)

4. Visitor Badges

Substitute photo with large colored "V" for visitor badges.
Green = Card with Security System Access; Red = Card without Security System Access

Substitute "name" with "Visitor 5xxx" 5001, 5002 … 5999, etc. for visitor badges with access; "Visitor 0xxx" 0001, 0002 … 0999, etc. for visitor badges without access.

5. Employee Title (optional)

Titles change rather quickly for new employees in many cases, policy would be for Director Level and above to have their title included; (substitute "Contractor" or Contractor Name if cleaning service employees, maintenance, etc. are issued permanent cards).

Back

Visitor Badge

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Do

Do include certifications provided they meet the following criteria: Certification initials must be followed by a comma after the name, in the font size and color of your email signature. Please use initials, NOT icons, and limit the amount of certifications so they fit on one line. Signature font guidelines include:

Font
PC Users:
Name: Tahoma 12; Font color (blue) = R = 0, G = 65, B = 122
Title: Tahoma 10; Font color (gray) = R = 129, G = 129, B = 129
All other text including URLs: Tahoma 9; Font color (gray) = R = 129, G = 129, B = 129

Mac Users:
Name: Tahoma 16; Font color (blue) = R = 0, G = 65, B = 122
Title: Tahoma 13; Font color (gray) = R = 129, G = 129, B = 129
All other text including URLs: Tahoma 12; Font color (gray) = R = 129, G = 129, B = 129

Do use one of the following URLs: www.westcongroup.com, www.westcon.com, or www.comstor.com.

Do include banner ads in your signature block as long as they follow these guidelines: The banner should appear above the signature. All banners ads must be 100px–150px tall and 600px–650px wide. See below for two examples (one is 500px wide and the other is maximum of 650px wide).

Do Not

- **Do not** use your email signature on replies. (If transferred correctly, you can use when forwarding)
- **Do not** include social media icons.
- **Do not** include other messages except approved banner ads. This includes "green" statements, inspirational quotes, etc.
- **Do not** include vendor logos (except where part of an active marketing campaign).

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Email Body

- Body font text should be set to Tahoma 10 at a minimum but please use a size that works for you.
- The background of every email should be white. Please do not place a colored or patterned background behind your email.

Frequently Asked Questions

1. Is my email address and a main contact telephone number mandatory?

Yes

2. Should I include my mobile number?

It is optional to include your mobile number, but is recommended for employees who cannot be reached at their desk. All phone numbers should be stacked one on top of the other.

3. Can I include my VNet number?

No. All employees must have one version of their signature. VNet numbers are for internal use only and should not be included.

4. How do I change the default font style for new messages?
- Click the **File** tab.
- Click **Options**.
- Click **Mail**.
- Under **Compose messages**, click **Stationery and Fonts**.
- On the **Personal Stationery** tab, under **New Mail messages**, click **Font**.
- On the **Font** tab, under **Font**, click the font you wish to use for all new messages.
- Select font style Tahoma, font size 10 (at a minimum).
- Click **OK** on the **Font**, the **Signatures and Stationery** and the **Outlook Options** dialog boxes.

When you create a message, the new settings take effect.

5. How do I change the default font style for replies or forwards?

- Click the **File** tab.
- Click **Options**.
- Click **Mail**.
- Under **Compose messages**, click **Stationery and Fonts**.
- On the **Personal Stationery** tab, under **Replying or Forwarding Messages**, click **Font**.
- On the **Font** tab, change the font options to font Tahoma, font size 10 (at a minimum).
- Click **OK** on the **Font**, the **Signatures and Stationery** and the **Outlook Options** dialog boxes.

When you reply to or forward a message, the new settings will automatically take effect.

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Corporate Email Construction Guidelines

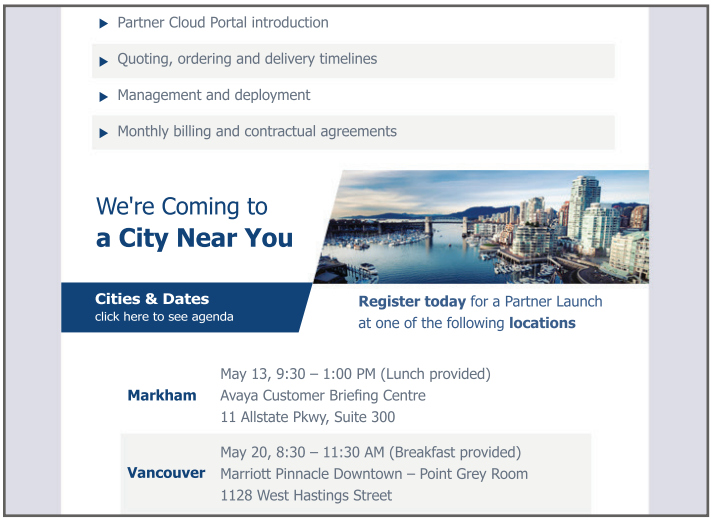
The corporate email is made up of three main components: the masthead, the reset image, and the freeze or footer. The masthead and reset image are designed to be customizable, however rules do apply. Although flexibility in design is encouraged to differentiate business groups, guidelines are established for consistency across all corporate email communications.

Masthead

The masthead is intended to grab the reader's attention and guide them toward the information contained within the email. Variations to the layout of the masthead provide flexibility in order to complement the email's messaging.

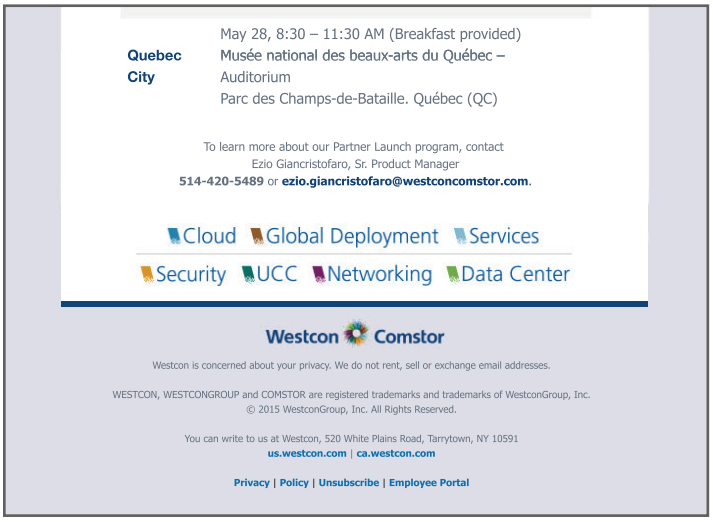
Reset / Breaker Image

The reset image provides a visual break in text, allowing the reader's eyes to pause and digest the copy. The reset image also acts as a frame for the next important piece of information.



Freeze / Footer

The freeze/footer is the anchor for the email. It provides balance and serves as a corporate value reinforcement to the reader. The freeze / footer allows for content and call-to-action variances, but the design elements must remain consistent at all times.



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Corporate Email Construction Guidelines – Masthead

The masthead is intended to grab the reader's attention and guide them toward the information contained within the email. Variations to the layout of the masthead provide flexibility in order to complement the email's messaging.

Masthead Options

A. Headline in Email Body – Custom Pixellation

B. Headline in Image – MUST USE ALL PIXELS (12)

Choosing Imagery

Use the "rule of thirds" when choosing a lifestyle image. If you divide the image into thirds, the ideal image will populate the middle and right thirds (2 & 3) with most of its content.

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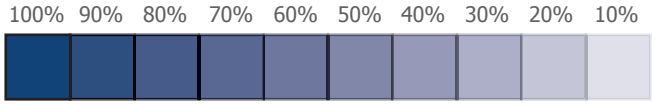
A. Using a Headline in the Body

Here are examples of the different variations of the main email image. Each image can be customized with a different combination of pixels allowing for differentiation, yet consistency.

As stated on the percentages graphic, you can choose two pixels from the 1st column, three pixels from the 2nd column and one pixel from the 3rd column to create the desired effect. Turn off pixel layers that are not going to be used.

The percentages on each pixel indicates where to set the opacity. Each pixel is filled with the Westcon-Comstor Blue, but each pixel is set to a specific opacity to accomplish a consistent design. Do not cover any important content with pixels. Rearrange accordingly.



Westcon-Comstor Blue

CMYK : C100 M82 Y27 K11
RGB : R0 G65 B122
Hex : #00417a
PMS : 654C

B. Using a Headline on the Image

An option to use a headline on the image is provided to allow more flexibility when constructing these emails. However, rules do apply.

If you choose to incorporate a headline on the image:

1. Use ALL 12 pixels over the image to create a full frame for the copy to live in.
2. For optimum readability, use white for the headline.
3. Frame copy between horizontal pixel borders, but not on or over the adjoining pixel lines.
4. Use at least 2mm of space between the headline copy and image content.
5. Use logos without a background only.

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Email Construction Guidelines – Reset / Breaker Image

The reset image creates an opportunity to reengage the reader and motivate them to consume the entire email. Its purpose is to break up the monotony of an email. Without a visual break, the email seems longer, less impactful, and easy to forget or overlook. The reset image also gives the reader an opportunity to reset mentally to consume more information and to reset visually to give the eye a break from the copy.

Construction of the Image

The layout of the reset image allows you to feature a dynamic image. The layout also provides opportunity to include a headline and additional messaging. In this particular email example, the reset image is used to introduce the tour dates of a Partner Launch.

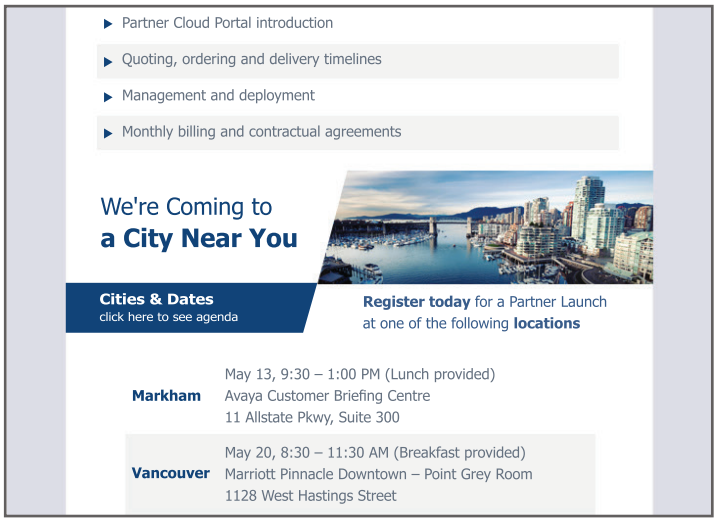
The reset image can be broken down into four quadrants.

1. Headline – 24 to 26pt font

2. Subhead 1 – 15pt font

3. Image – use a high-resolution image

4. Subhead 2 – 15pt font



Note: You have freedom to utilize Light and Bold in conjunction to create hierarchy. (see headline)

Note: Gray border is for example only. Do NOT use a border around the reset image within the email.

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Email Construction Guidelines – Freeze / Footer

The freeze/footer is a standard portion of the email. While the call to action might change up in content, the remaining elements are static. There is less flexibility and opportunity for customization in the footer. This portion is meant to be the anchor of the email, creating overall balance and serving as a final value resonator for the reader.

Construction of the Freeze

The freeze/footer concludes the email by anchoring the bottom portion.

The freeze/footer can be broken down into six elements.

1. CTA – 12pt font, Centered
2. Graphic – Centered
3. Hairline – 2pt, Westcon–Comstor Blue
4. Logo – Centered, no tagline, no subline
5. Legal – 10pt font
6. Links – 10pt font

Note: Gray border is for example only. Do NOT use a border around the freeze / footer within the email.

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Westcon and Comstor Email Designs

View in Web Browser

Westcon Delivering Results Together

Lorem ipsum dolor sit amet, consect

Attend a Partner Launch in a City Near You!

Register now and find out how you can start offering your customers both choice and flexibility with an Avaya Powered Cloud Solution by Westcon-Comstor & Simply Magic.

REGISTER **NOW**

Join us to find out how this unique solution provides Avaya Partners the option of offering cloud-based services to your customers on a recurring monthly service model. Do you want to...

- Deliver a cloud-based solution that includes a full-featured IP Office, bundled SIP trunking, and dedicated access circuits at a compelling price?
- Deliver an OPEX cloud-based solution without relinquishing your end-customer relationship?
- Deliver a cloud-based solution while maintaining Professional Service ownership and leveraging your IP Office expertise?
- Generate a recurring revenue stream?
- Leverage Canada's installed base to provide a full-featured IP Office Solution to customers from 1 to 100 users in the initial offering?

During this session you will be introduced to:

- Customer Cost Saving Benefits
  - Reducing the IT complexity of equipment maintenance and operational costs
  - Trunk and access savings
  - Long distance savings
  - Infrastructure savings
- The overall solution architecture
- Partner Cloud Portal introduction
- Quoting, ordering and delivery timelines
- Management and deployment
- Monthly billing and contractual agreements

We're Coming to **a City Near You**

Cities & Dates
click here to see agenda

Register today for a Partner Launch at one of the following **locations**

Markham	May 13, 9:30 – 1:00 PM (Lunch provided) Avaya Customer Briefing Centre 11 Allstate Pkwy, Suite 300
Vancouver	May 20, 8:30 – 11:30 AM (Breakfast provided) Marriott Pinnacle Downtown – Point Grey Room 1128 West Hastings Street
Calgary	May 21, 8:30 – 11:30 AM (Breakfast provided) Calgary TELUS Convention Centre – Room 104/105 120 9 Ave SE
Montreal	May 26, 8:30 – 11:30 AM (Breakfast provided) Musée Grévin Montréal – Centre Eaton de Montréal 705, Rue Sainte-Catherine Ouest
Quebec City	May 28, 8:30 – 11:30 AM (Breakfast provided) Musée national des beaux-arts du Québec – Auditorium Parc des Champs-de-Bataille. Québec (QC)

To learn more about our Partner Launch program, contact
Ezio Giancristofaro, Sr. Product Manager
514-420-5489 or **ezio.giancristofaro@westconcomstor.com**.

Cloud Global Deployment Services
Security UCC Networking Data Center

Westcon Comstor

Westcon is concerned about your privacy. We do not rent, sell or exchange email addresses.

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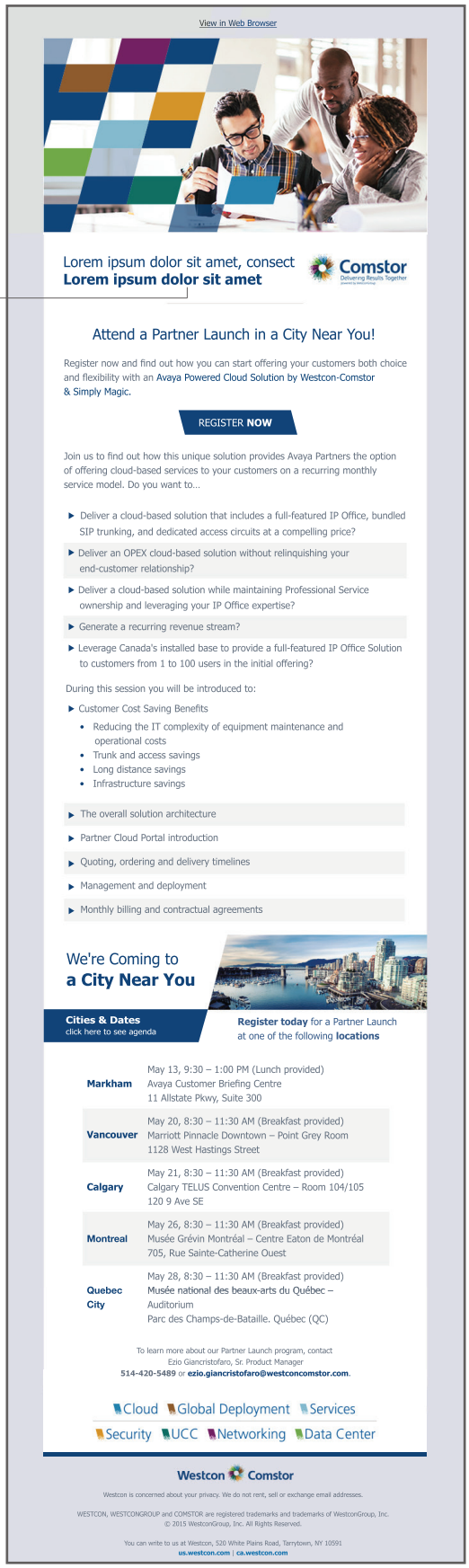
You can write to us at Westcon, 520 White Plains Road, Tarrytown, NY 10591
us.westcon.com | **ca.westcon.com**

One Line Headline

Two Line Headline



View in Web Browser

Lorem ipsum dolor sit amet, consect
Lorem ipsum dolor sit amet

Comstor Delivering Results Together

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Montreal	May 26, 8:30 – 11:30 AM (Breakfast provided) Musée Grévin Montréal – Centre Eaton de Montréal 705, Rue Sainte-Catherine Ouest
Quebec City	May 28, 8:30 – 11:30 AM (Breakfast provided) Musée national des beaux-arts du Québec – Auditorium Parc des Champs-de-Bataille. Québec (QC)

To learn more about our Partner Launch program, contact
Ezio Giancristofaro, Sr. Product Manager
514-420-5489 or **ezio.giancristofaro@westconcomstor.com**.

Cloud Global Deployment Services
Security UCC Networking Data Center

Westcon Comstor

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us.westcon.com | **ca.westcon.com**

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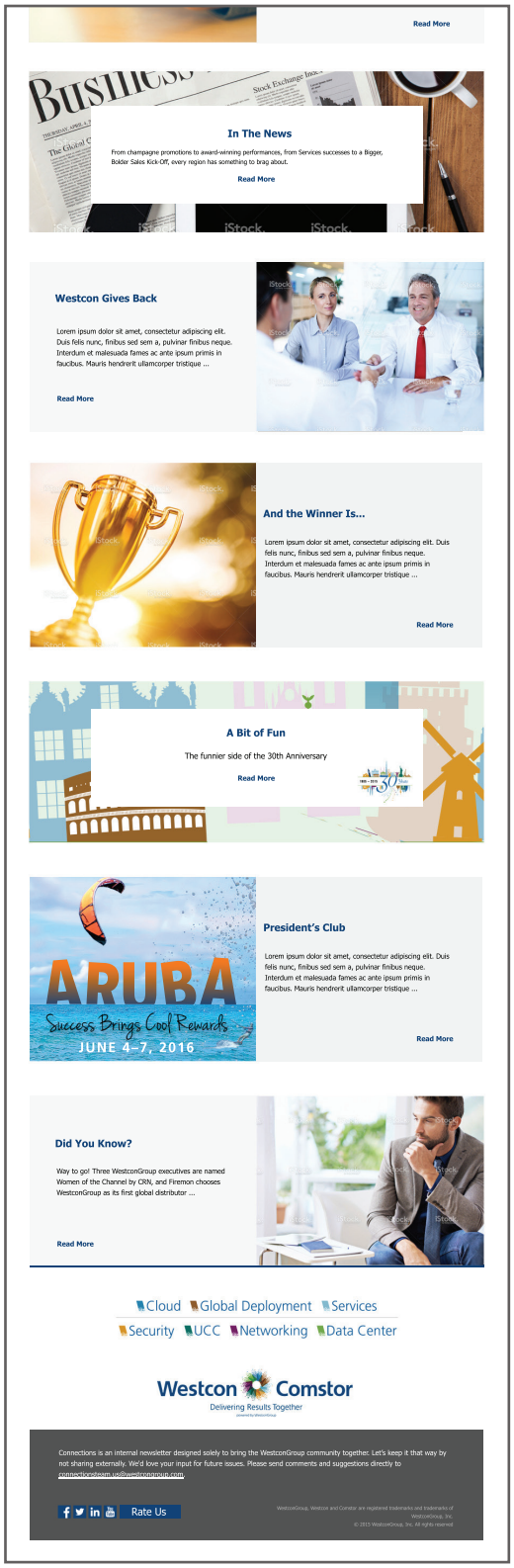
Connections Newsletter Design **(For Reference Only)**

Top Portion of Newsletter

Bottom Portion of Newsletter



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Usage Guide

When featuring a vendor or partnership, use these alternative layouts to maximize the partner's branding while not overtaking our own brand. The layout is designed to feature elements of both brands evenly and consistently as to not compete with each other.

Depending on which of the seven Practices the vendor plays in will dictate which template and color palette you must adhere to.

Note: Do NOT import the vendor logo on a white background.
It MUST be imported as a .png with a transparent background.

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Hero Images – Introduction

The hero images are representative to each one of our seven Practices. These images are intended to work individually and collectively. Each Practice is represented by its respective color, image and angle of the flash. The angles used in these compositions are the same used for each flash that make up the Burst (for angles, see page 8). When displayed together, the individual images collectively reference the overall brand, Westcon–Comstor, while still representing each Practice.

Sizes Include:

8.5in X 11in

2050px X 664px

728px X 90px

160px X 600px

250px X 250px

125px X 125px

120px X 240px

240px X 400px

Technology Practices

Offered through either Westcon or Comstor, our Technology Practices provide our partners with a strong portfolio of technology–leading and emerging vendors with the most innovative solutions.

1. Security
2. Unified Communications and Collaboration
3. Networking
4. Data Center

Capability Practices

Offered through the combined Westcon–Comstor brand, our capabilities enhance our partners' potential, extend their global reach, expand their opportunities and enable their businesses to thrive worldwide.

5. Cloud
6. Global Deployment
7. Services

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Hero Image – Regionals

NA – New York

NA – Toronto

LATAM – Mexico City

APAC – Sydney

EMEA – Milan

Note: Other sizes and cities are not pictured, but available upon request.

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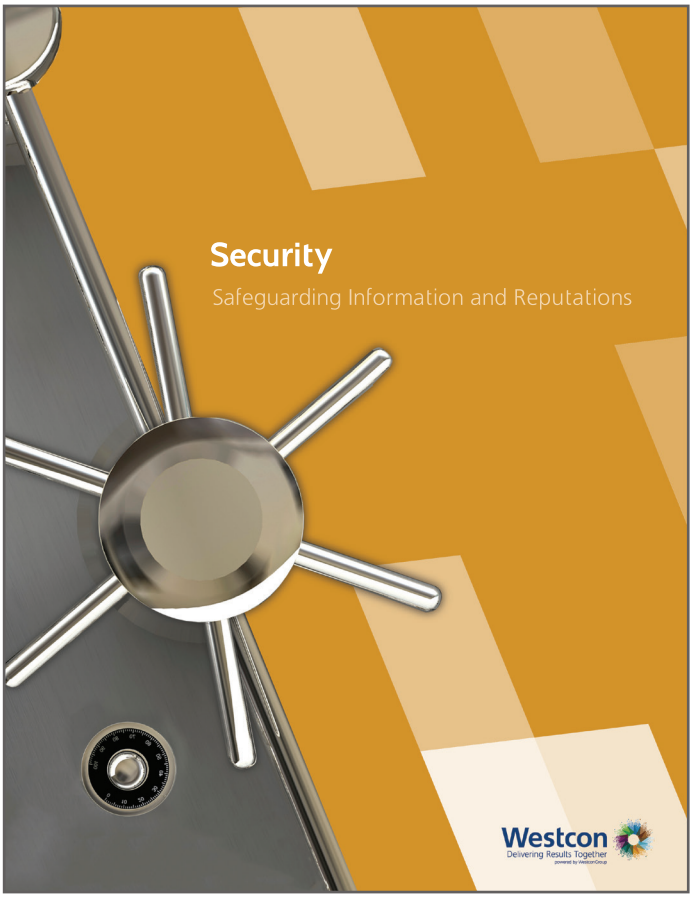
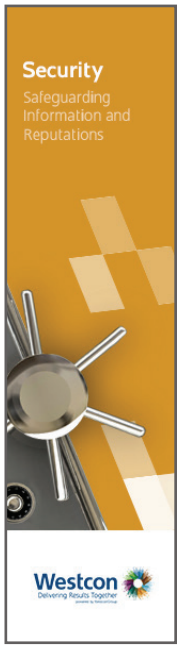
Hero Image – Security

8.5in X 11in



160px X 600px

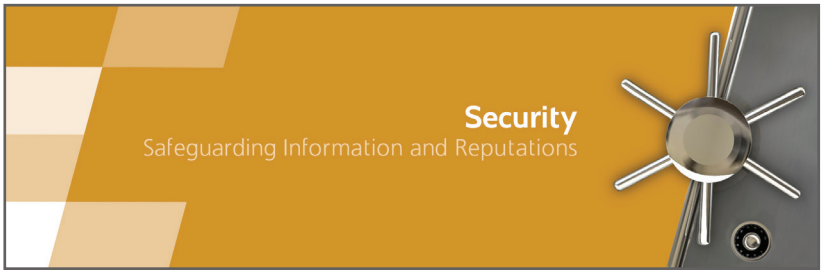


240px X 400px

125px X 125px

250px X 250px, Slide 1 → Slide 2

2050px X 664px



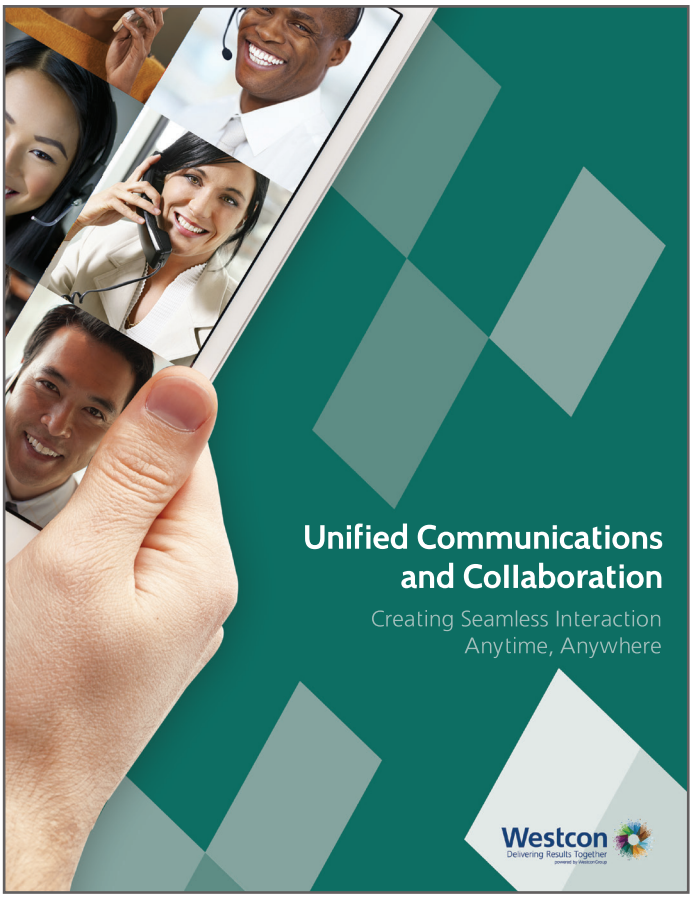
120px X 240px, Slide 1 → Slide 2

728px X 90px

© 2016 WestconGroup, Revised January 2016

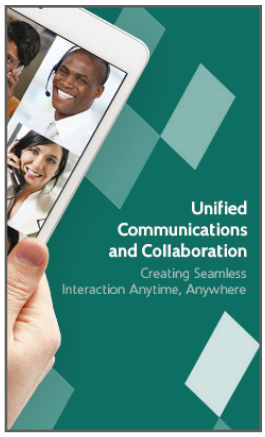
Hero Image – Unified Communications and Collaboration

8.5in X 11in

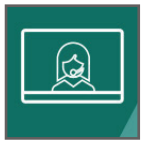


160px X 600px

240px X 400px



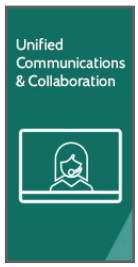
125px X 125px



250px X 250px, Slide 1 → Slide 2

2050px X 664px

120px X 240px, Slide 1 → Slide 2

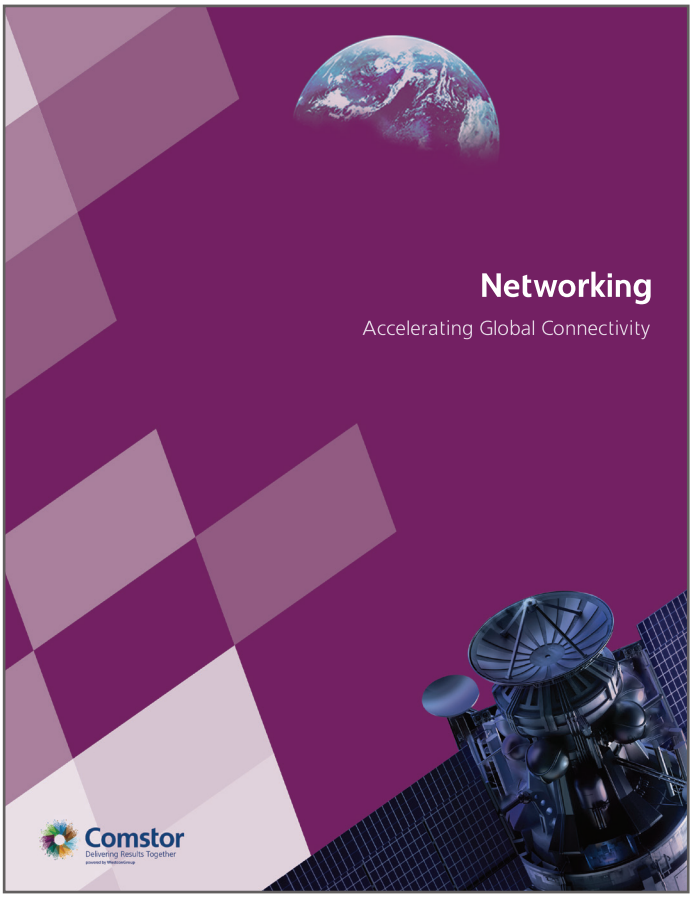


728px X 90px

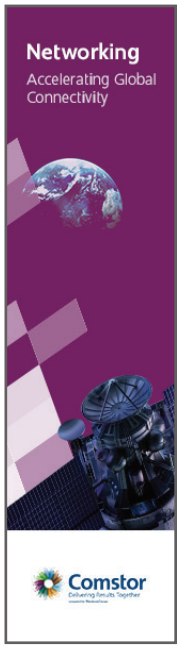
© 2016 WestconGroup, Revised January 2016

Hero Image – Networking

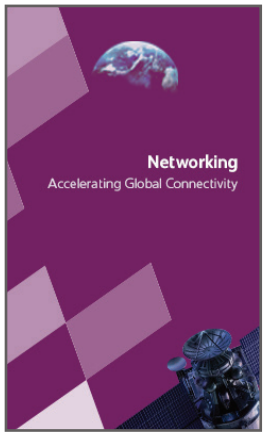
8.5in X 11in



160px X 600px



240px X 400px



125px X 125px

250px X 250px, Slide 1 → Slide 2

2050px X 664px

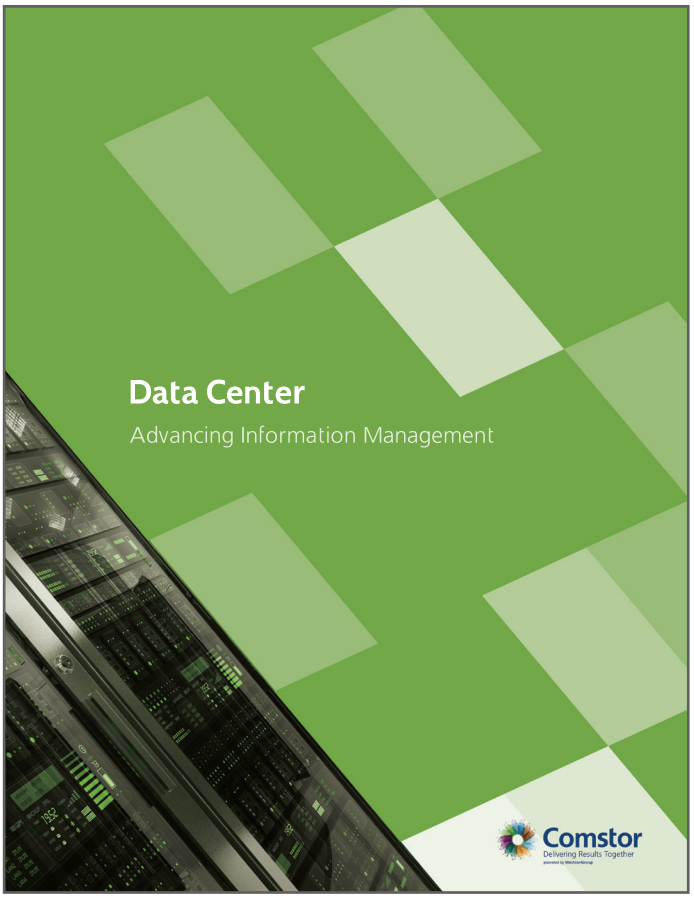
120px X 240px, Slide 1 → Slide 2

728px X 90px

© 2016 WestconGroup, Revised January 2016

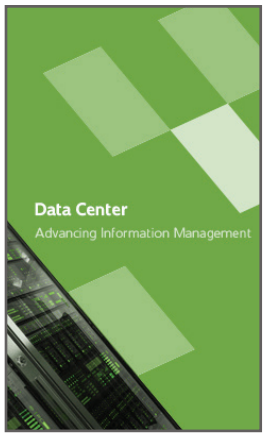
Hero Image – Data Center

8.5in X 11in



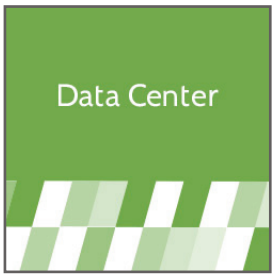
160px X 600px

240px X 400px

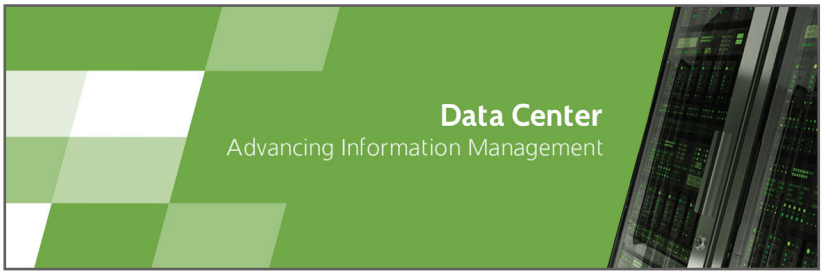


125px X 125px

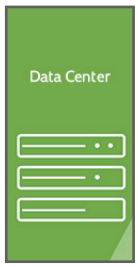
250px X 250px, Slide 1 → Slide 2



2050px X 664px



120px X 240px, Slide 1 → Slide 2



728px X 90px

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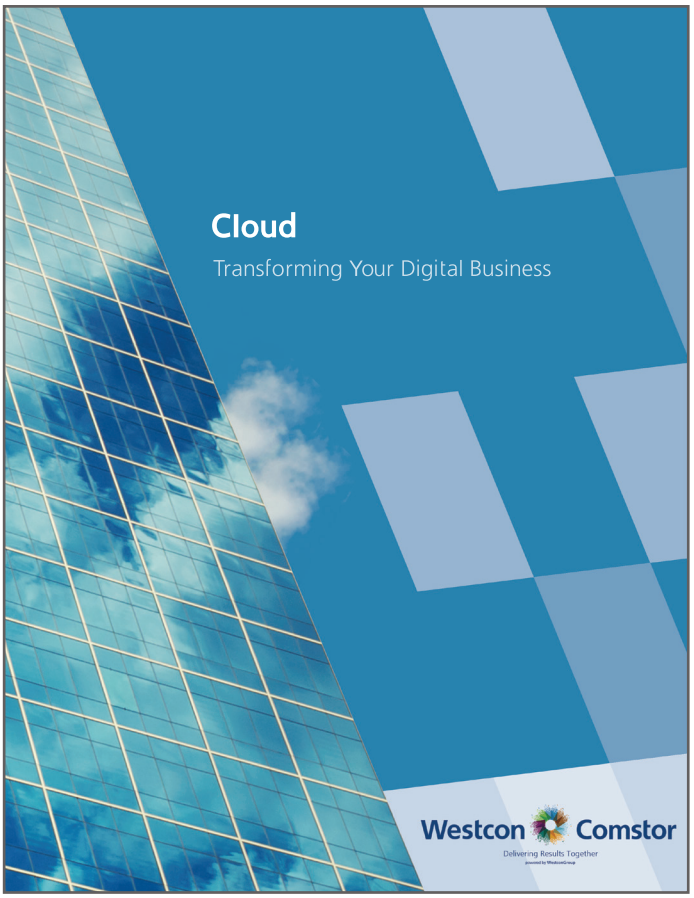
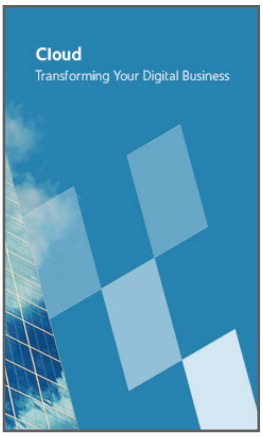
Hero Image – Cloud

8.5in X 11in



160px X 600px

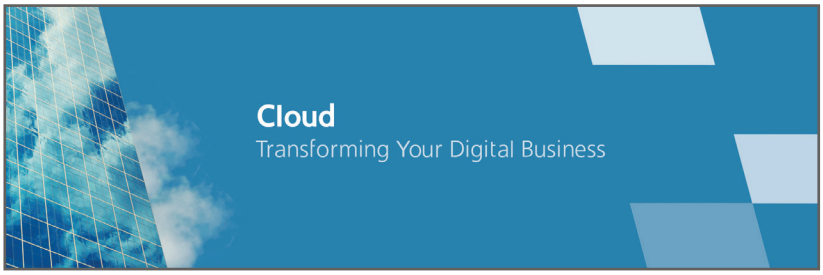
240px X 400px



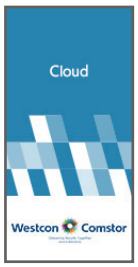
125px X 125px

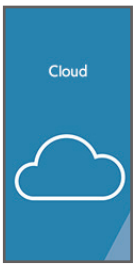
250px X 250px, Slide 1 → Slide 2

2050px X 664px



120px X 240px, Slide 1 → Slide 2



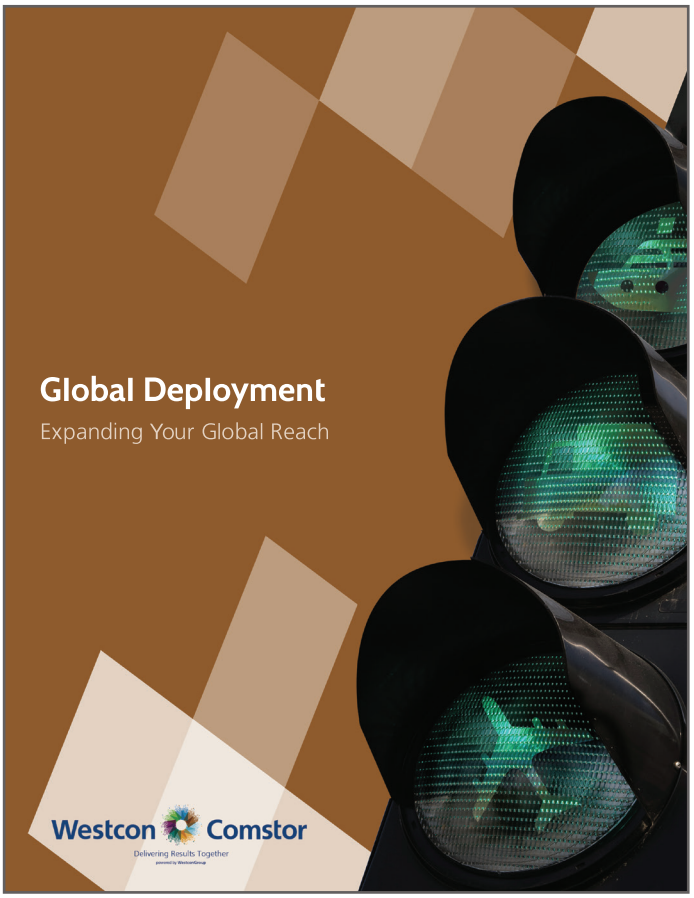


728px X 90px

© 2016 WestconGroup, Revised January 2016

Hero Image – Global Deployment

8.5in X 11in



160px X 600px

240px X 400px

125px X 125px

250px X 250px, Slide 1 → Slide 2

2050px X 664px

120px X 240px, Slide 1 → Slide 2

728px X 90px

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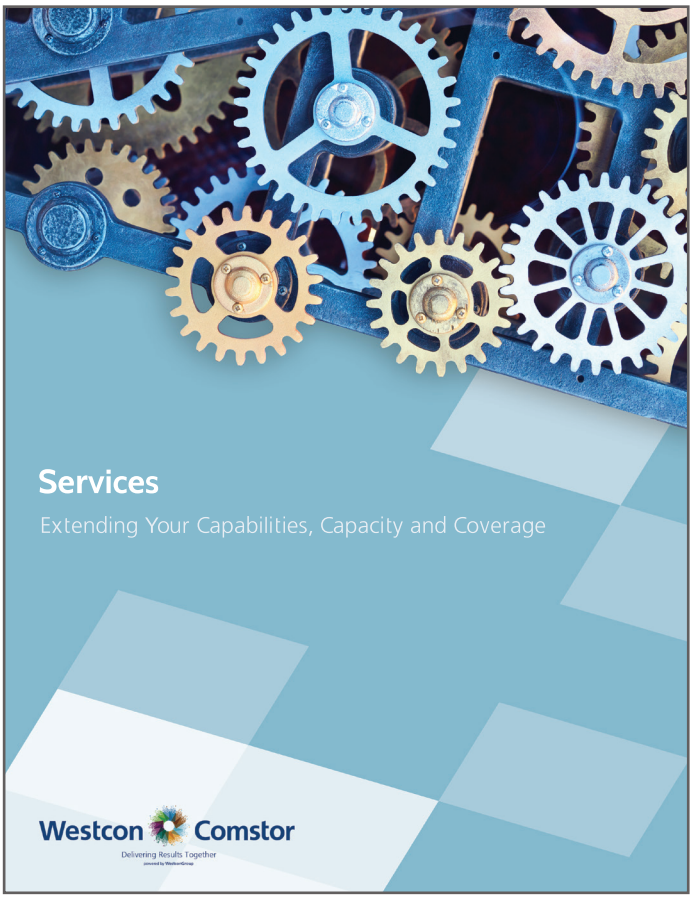
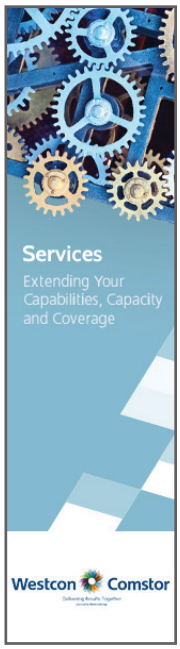
Hero Image – Services

8.5in X 11in



160px X 600px

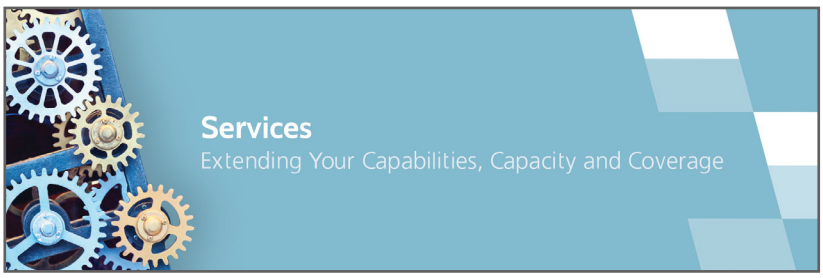


240px X 400px

125px X 125px

250px X 250px, Slide 1 → Slide 2

2050px X 664px



120px X 240px, Slide 1 → Slide 2

728px X 90px

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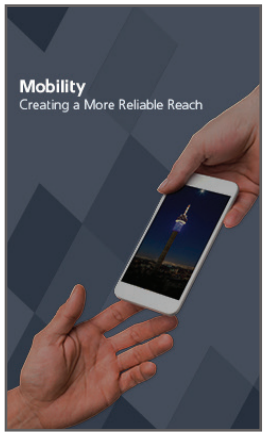
Hero Image – Mobility **(South Africa Only)**

8.5in X 11in

160px X 600px

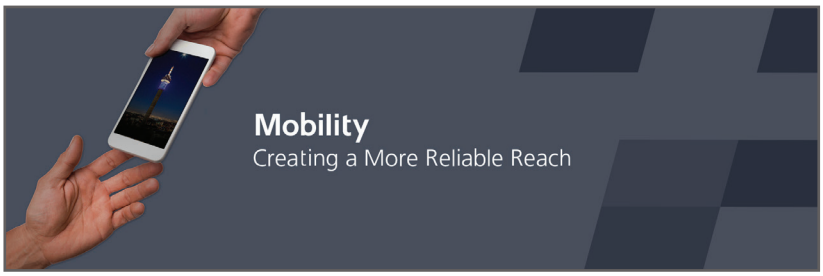
240px X 400px



125px X 125px

250px X 250px, Slide 1 → Slide 2

2050px X 664px



120px X 240px, Slide 1 → Slide 2

728px X 90px

Note: Hero tagline represented is for placeholder purposes only.

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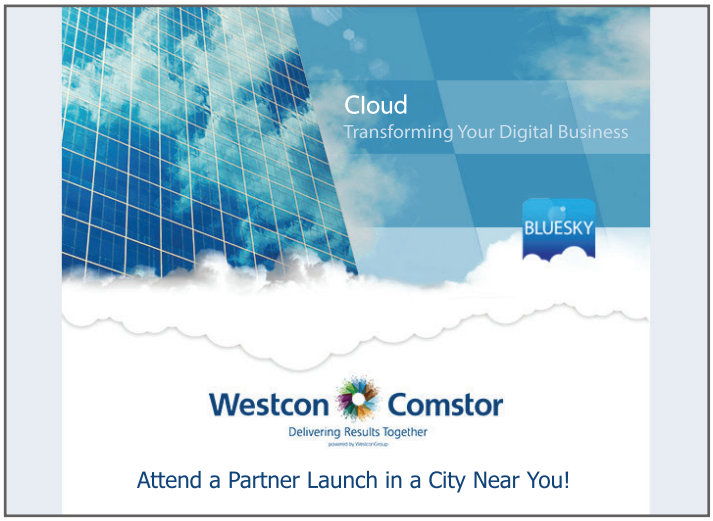
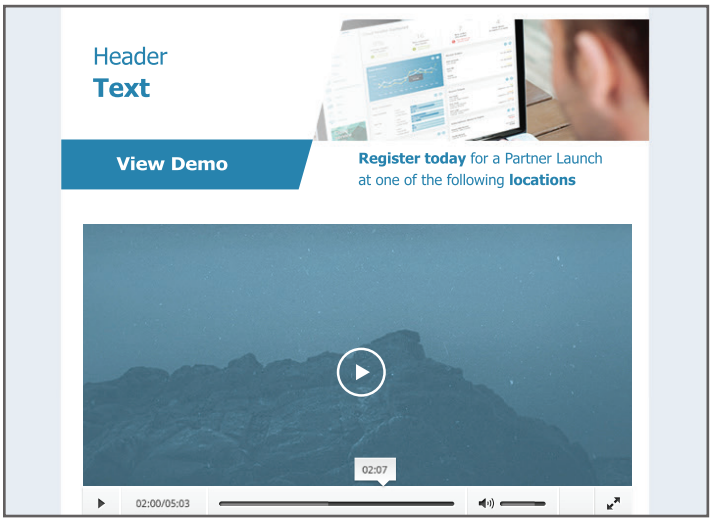
Practice Email Designs

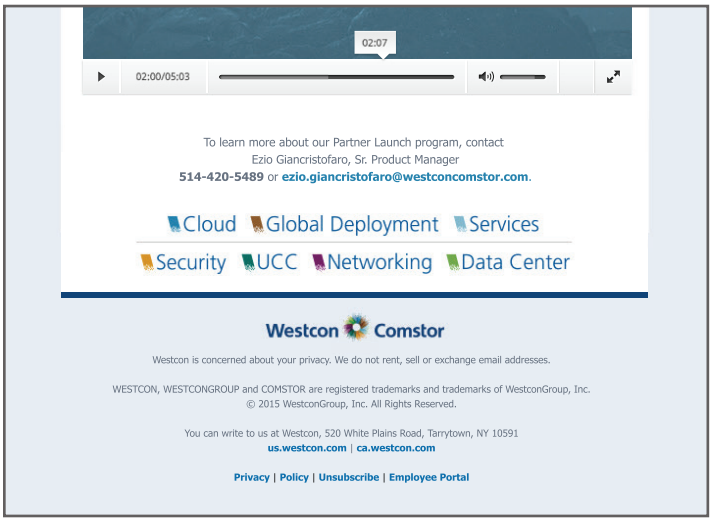
Masthead



Reset / Breaker Image



Freeze / Footer



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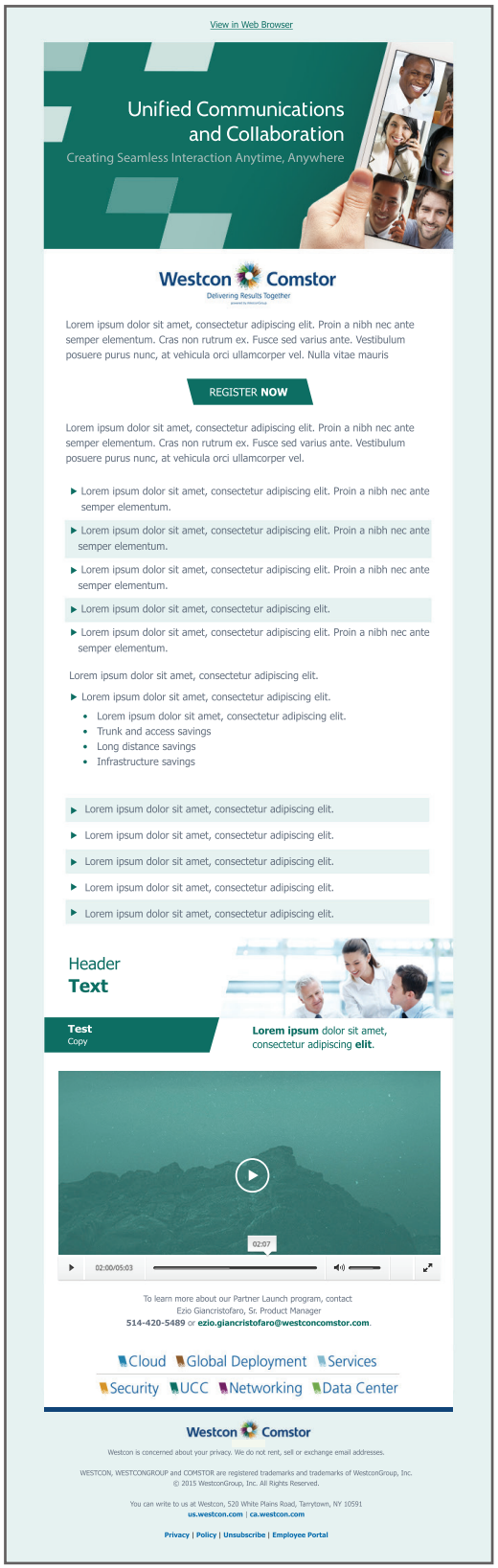
Practice Email Designs

© 2016 WestconGroup, Revised January 2016

Practice Email Designs



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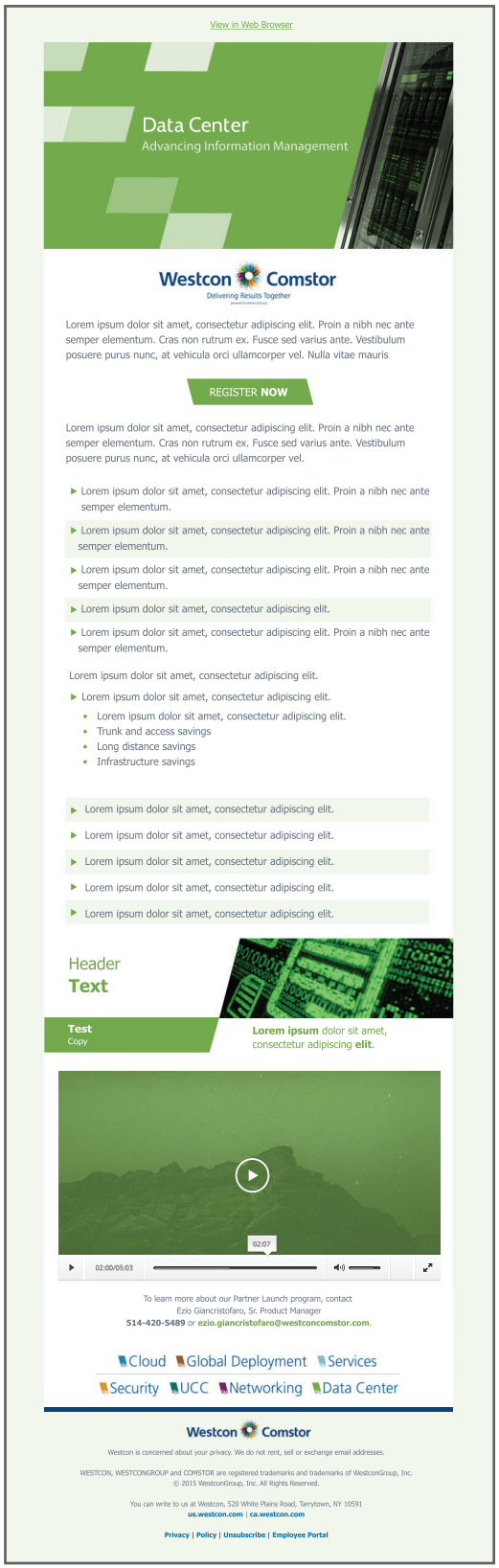
Practice Email Designs



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Individual Flash Usage

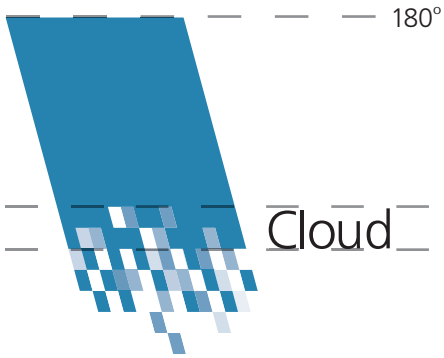
There may be instances where individual flashes can be used independently from the Burst to feature an individual Practice.

Application Rules

When using an individual flash with the title text, the top of the flash must remain 180° horizontal. The top of the flash must also be flush with the top edge of the image or page.

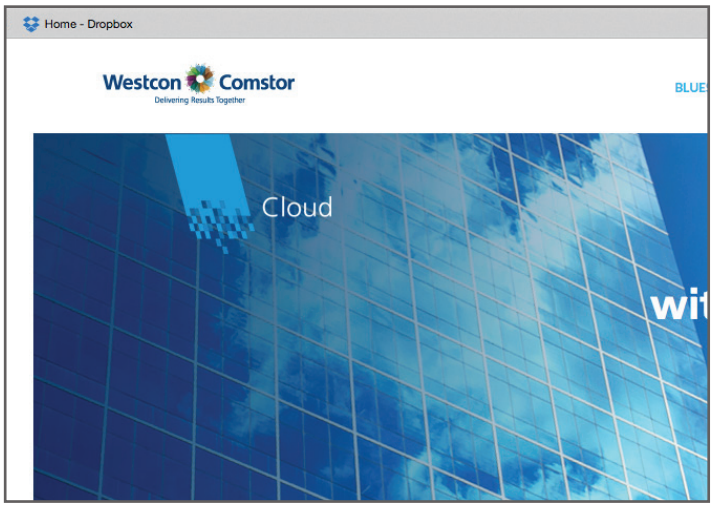
The title text must be in the primary company font: Westcon–Comstor. The font size must stay relative to the size of the flash used. As in the example, the text should be sized to the height of the top two rows of pixels. Text color can be either black or white, depending on the background.

The individual flash and title should not dominate the page or image. It is intended to subtly reference the related Practice, not to be used as a main design element.



Web Application

This is a screen shot of the current Cloud Microsite. (cloud.westconcomstor.com)



Print Application

This is a mockup of how the flash might be used individually on a printed piece.

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GTM Logos

The GTM logos may be needed to feature an individual Practice with a partner logo. Also available in a Reverse version.

Westcon Cloud

Comstor Cloud

Westcon Global Deployment Services

Comstor Global Deployment Services

Westcon Services

Comstor Services

Westcon Security

Comstor Security

Westcon UCC

Comstor UCC

Westcon Networking

Comstor Networking

Westcon Data Center

Comstor Data Center

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PowerPoint Templates – Corporate

The corporate PowerPoint presentation is available in two formats; standard 4:3 and a larger 16:9. While the 4:3 is standard and widely used, the 16:9 format can accomodate more body copy. The following are examples of the 4:3 format. These slides are not fixed and can be re-ordered as needed.

Main Title Slide

The main title slide is the introduction page for your presentation. It will include the name and title of the presenter, the title of the presentation and date (if needed).

Use the open gap to start the quote or headline.

Agenda Slide

Agenda slide presents the list of topics that will be discussed in the presentation.

About Us Slide

This is an information slide that can potentially be an "about" page that will include a relevant image.

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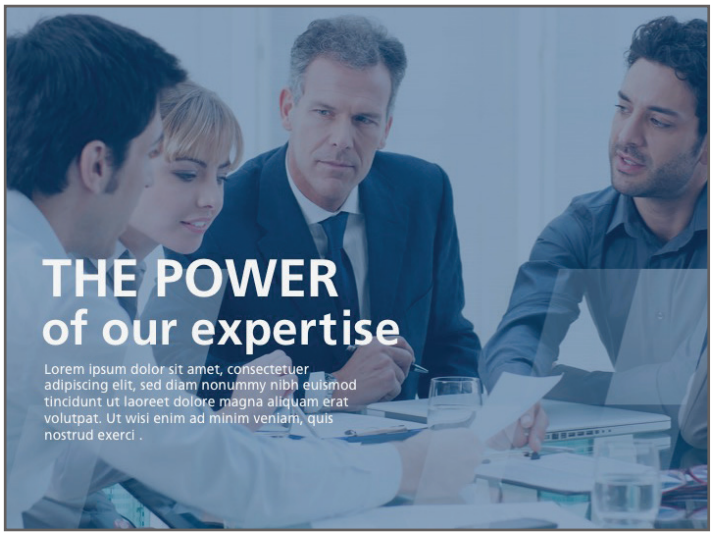
Title Page 1

Title Page 2

Title page that can include body copy.



Business Partners Slide

This slide can feature our customers and vendors.

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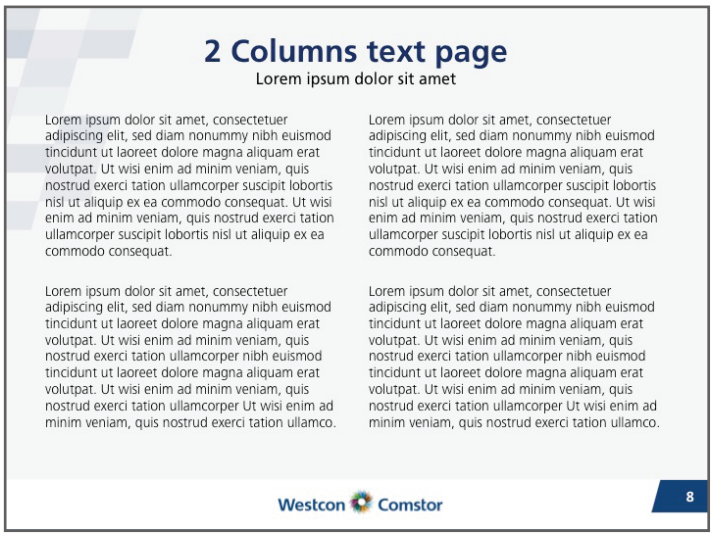
Generic Information Slide

The generic information slide is to accomodate any topics involving a large volume of body copy.

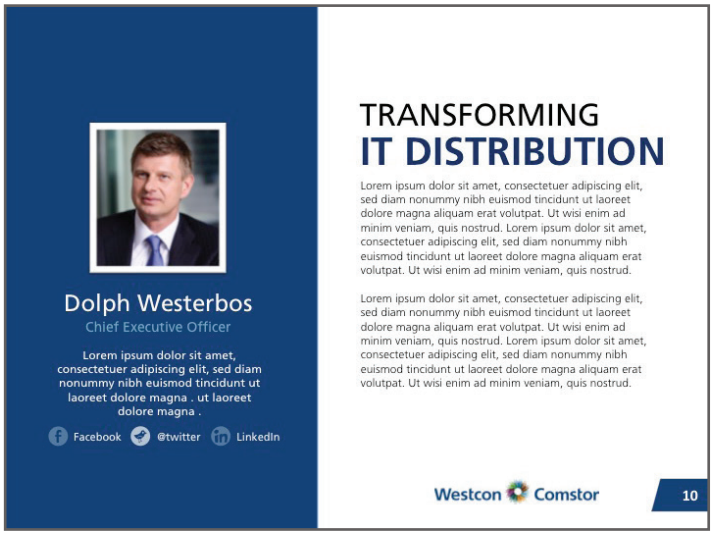
Note: The 4:3 format allows for a two column layout only.
The 16:9 format allows for two and three columns of body copy.



Feature Slide

The feature slide is used to feature any new products or events.

Bio Slide



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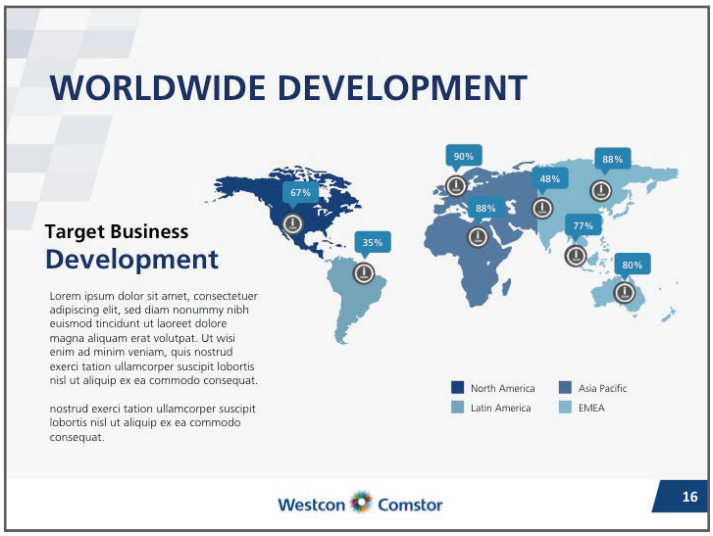
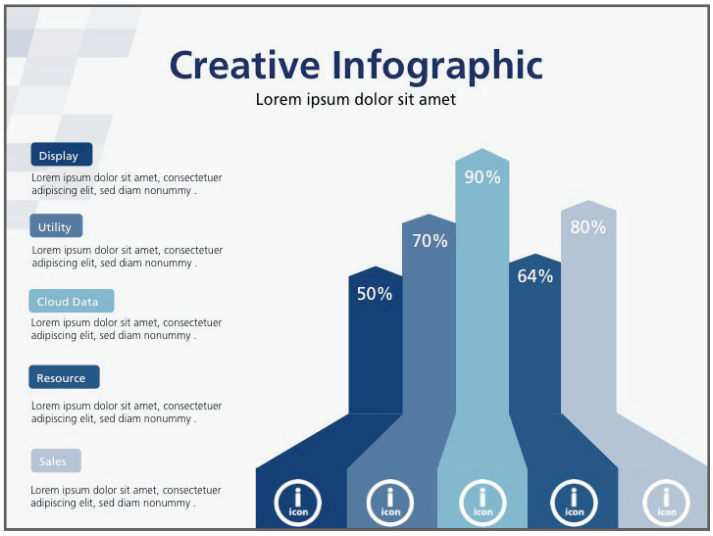
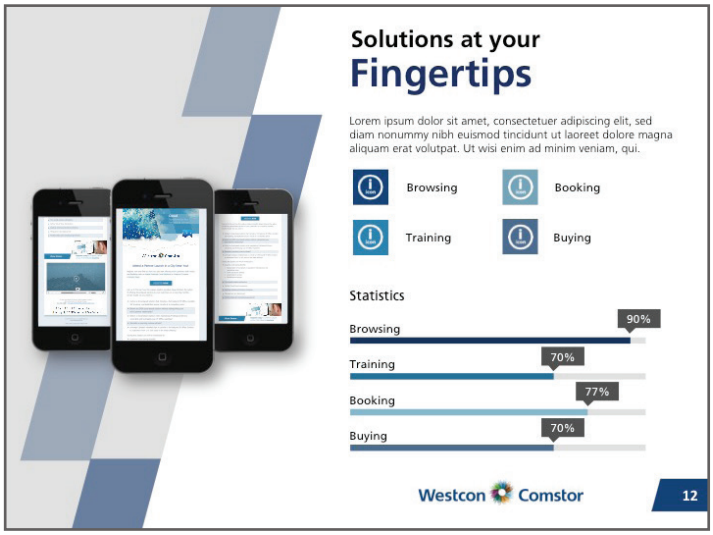
Infographic Example 1



Infographic Example 2



Infographic Example 3



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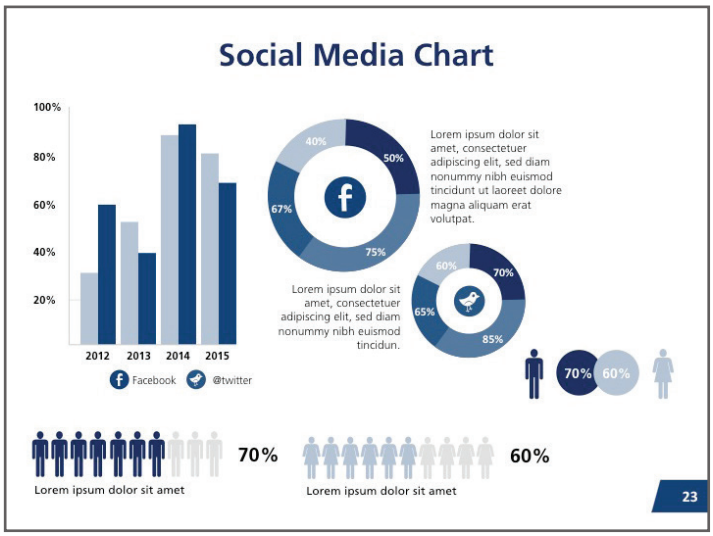
Infographic Example 4



Team Slide 1

This slide can be used to feature a team, including bios, images and contact information.

Team Slide 2

This slide provides a more candid team shot without any individual personalization.

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Break Slide 1

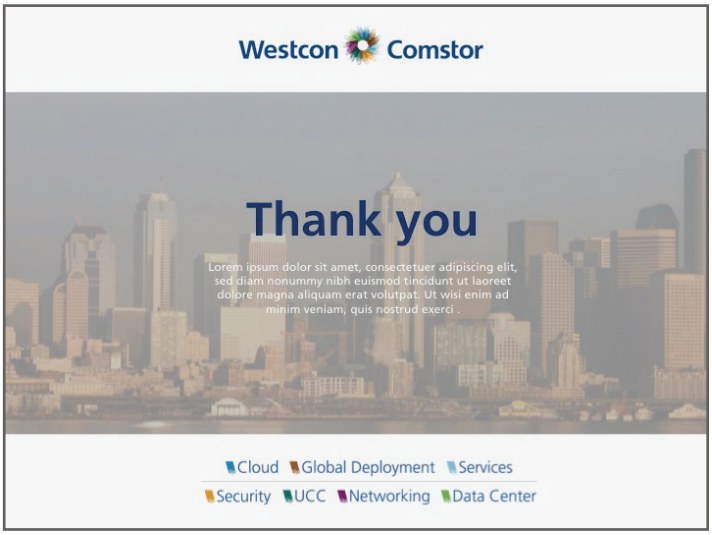
Use this slide for a short 30-minute break.

Break Slide 2

Use this slide for a longer 60-minute break.

Closing Slide

The closing slide concludes the presentation. It allows an opportunity to thank the guests, make a final statement and display the brand one last time.



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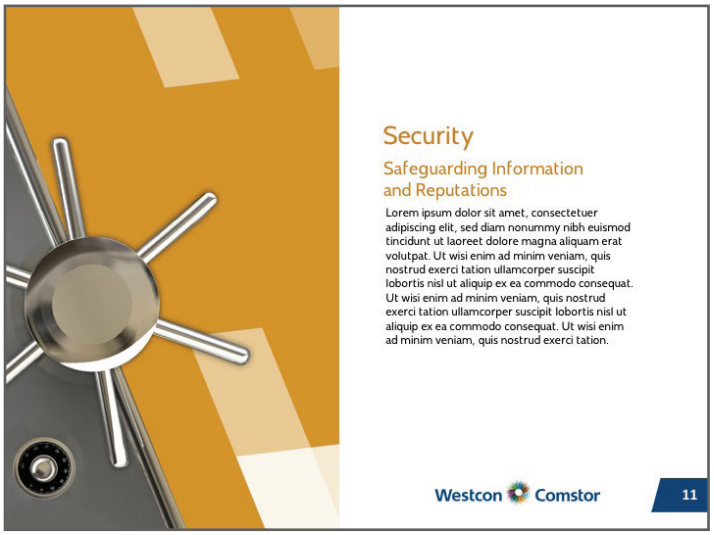
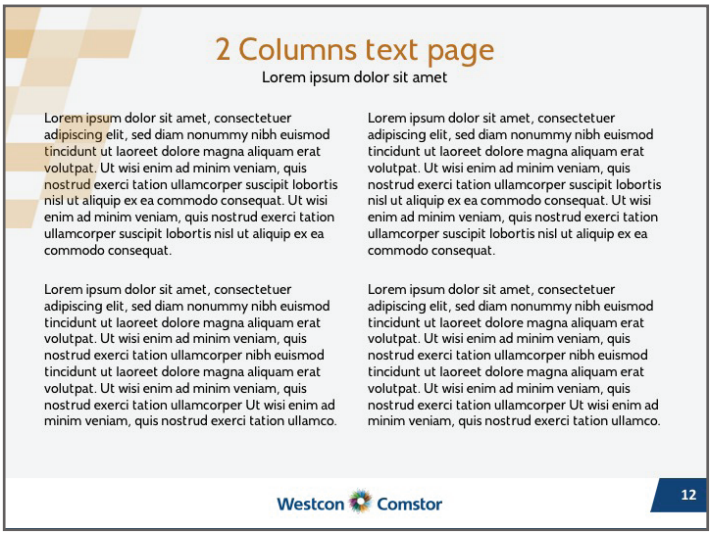
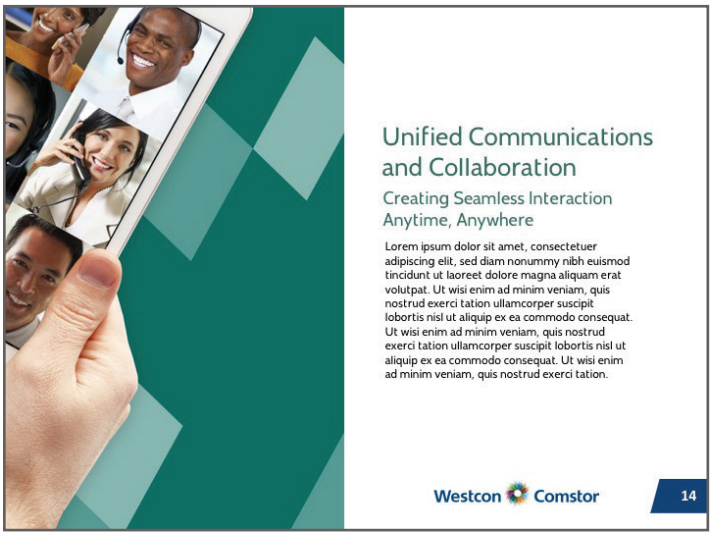
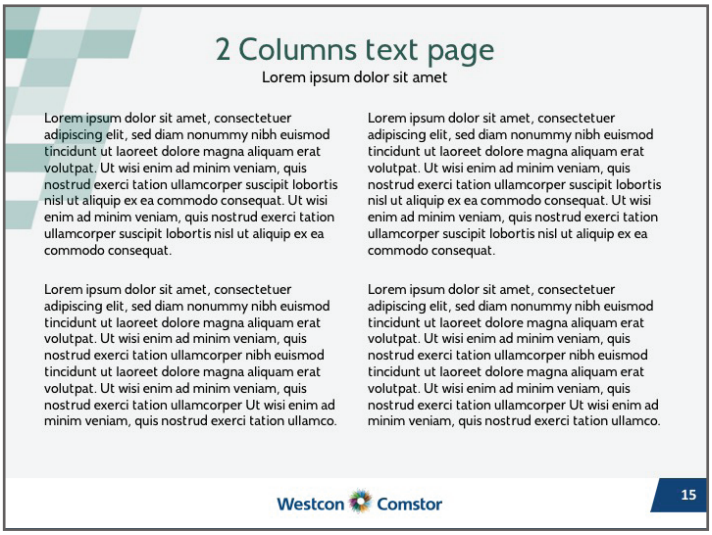
PowerPoint Templates – Practice Intro Pages

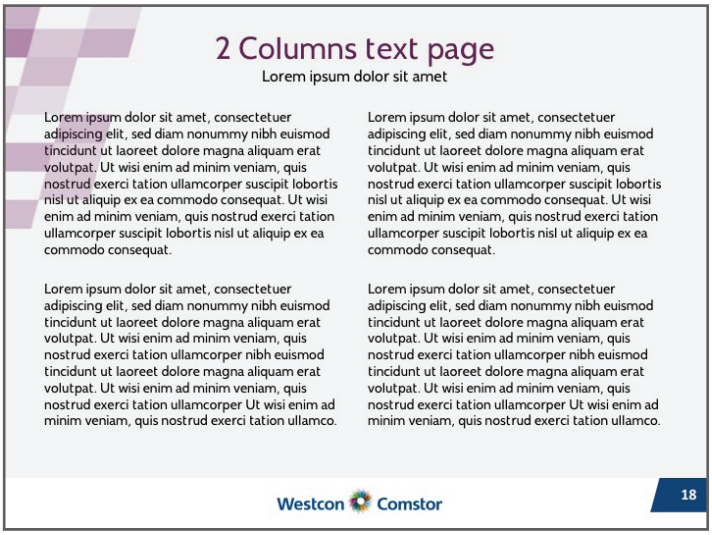
The Practice introduction pages are used for presentations regarding a particular Practice. Each of the seven Practices have their own templates to create a cohesive look and feel. They can be used along with the corporate templates but MUST be used as a 'section' rather than sporadically spread throughout the corporate slides.











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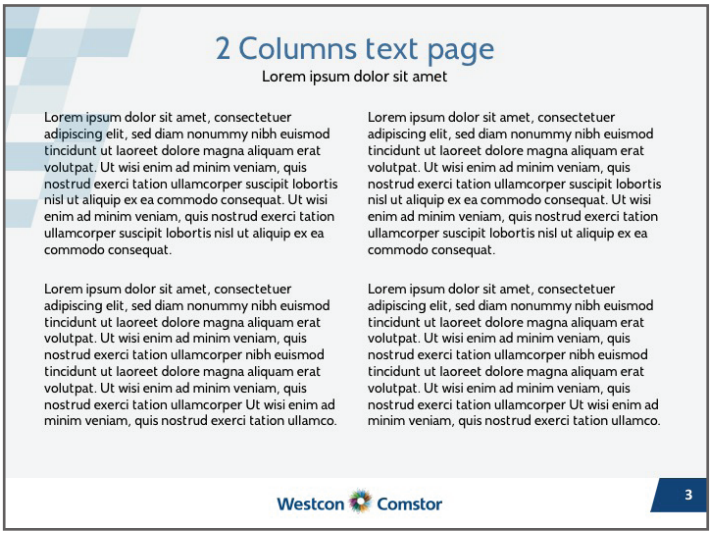

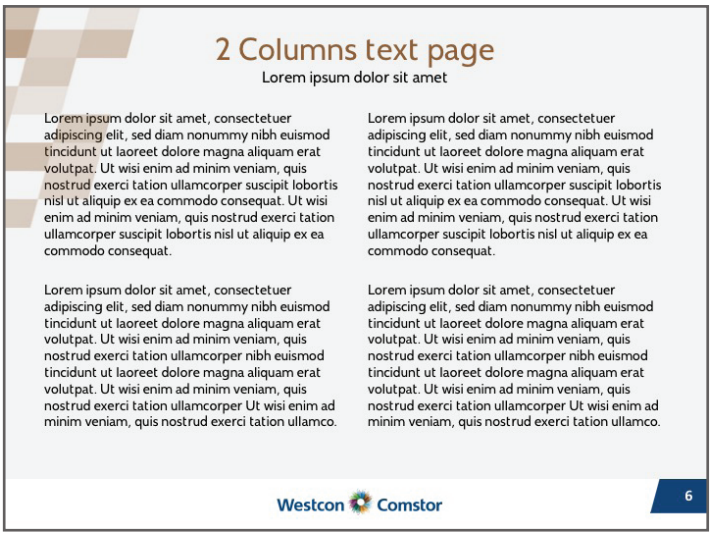

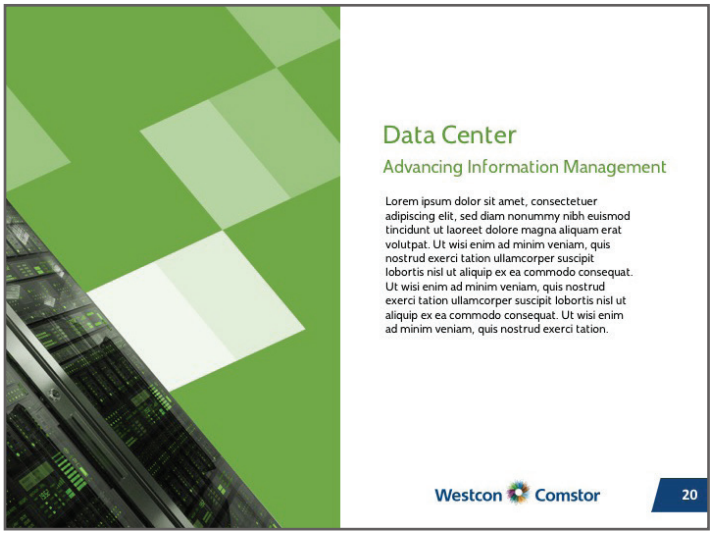

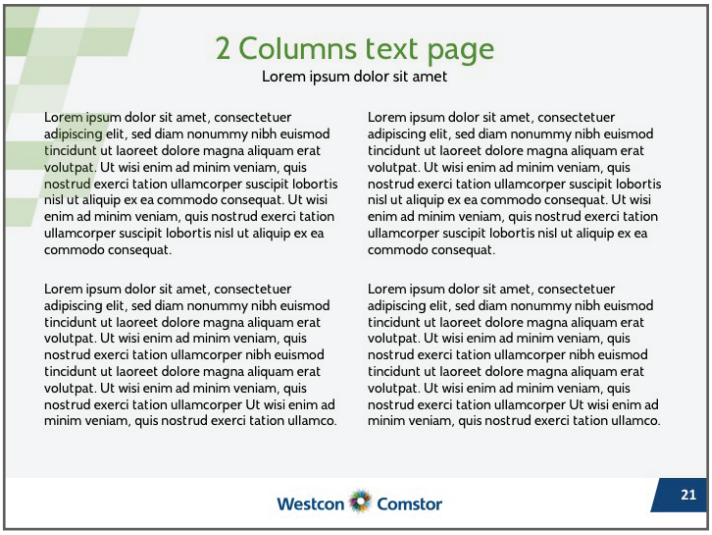

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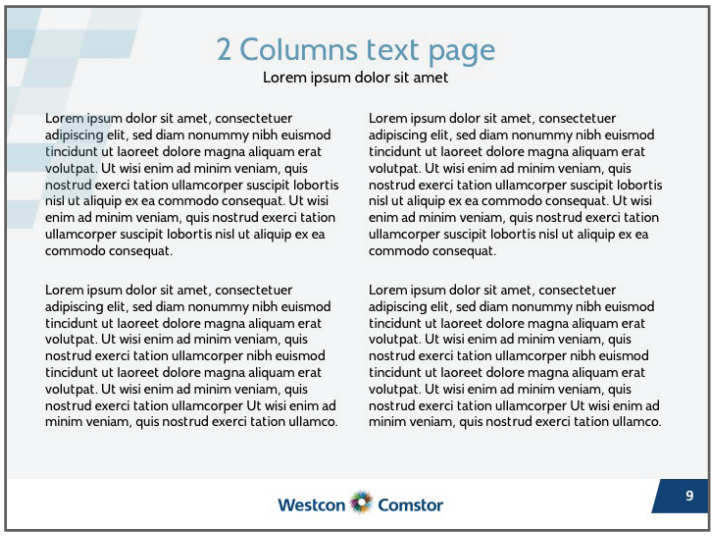
PowerPoint Templates – Practice Intro Pages



PowerPoint Templates – Practice Title Pages

The Practice title pages are designed as an introduction page to presentations featuring a particular Practice. These slides will be used to introduce the name and title of the presenter along with the title and date of the presentation.

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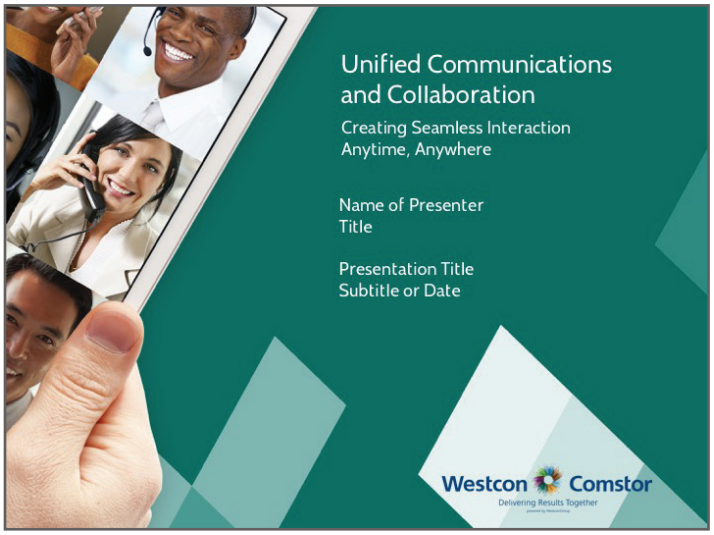

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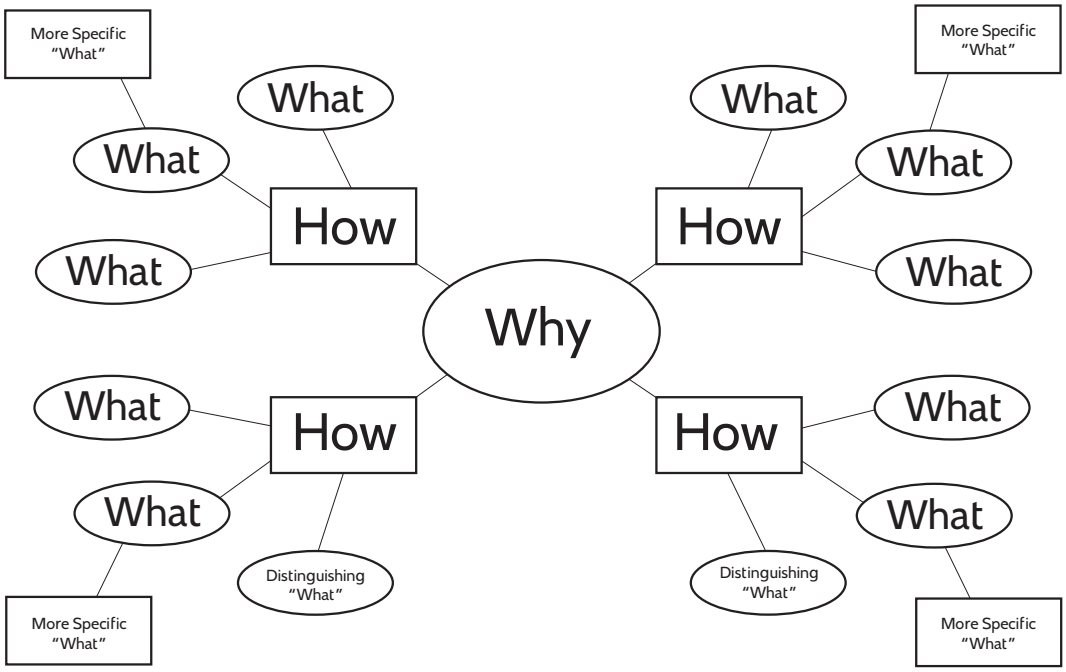
Our Message Map



A message map is the foundation for all communications relating to an organization, a specific project or an initiative. It is a commonly used management tool to develop the core concepts behind a specific topic, before trying to populate messages into a variety of tactics.

The Westcon-Comstor Message Map asks these questions:
Why should our target market pay attention Westcon-Comstor?
How does Westcon-Comstor help to ensure its target market realizes this outcome and result?
What unique attributes does Westcon-Comstor bring to the table to ensure the outcome and results are achieved?

These questions really opened our eyes and got us thinking.

Why should channel resellers and vendors not only pay attention to us, but do business with us? Our answer was clear, because we are committed to keeping our promise of delivering the results our partners want by creating a powerful, inspiring and profitable relationship that benefits not only Westcon-Comstor, but especially our partners.

How are we going to do that? What do we do that is so unique?
We took stock of our strengths and our weaknesses, and focused on three qualities that set us apart from other distributors in the channel:

We are **transforming IT distribution** by enabling our partners to meet customer needs now and pursue new opportunities with physical, digital and hybrid IT platforms, products and solutions.

We are **investing in the future**, providing access to market knowledge and technical expertise that will uncover new business opportunities, as well as through enablement and engagement programs to maximize business performance for the long term.

We are **creating an exceptional partner experience** that encourages innovation, creativity and fun through a collaborative, channel-centric approach that is committed to excellence every step of the way.

Using the answers to these questions, we can now provide a consistent message every time we tell the Westcon-Comstor story.

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Our Tone of Voice

"People will forget what you said, people will forget what you did, but people will never forget how you made them feel." – Maya Angelou, author and poet

Like our logo, we speak clearly in a confident, intelligent tone of voice. Through this tone of voice, we evoke emotions in everyone who hears our message.

The emotions our messaging evoke are:

- **Trust** – Our partners want to do business with us, because they know they can trust us.
- **Confidence** – Not only are we confident in our abilities, but our partners can feel confident in their relationship with us.
- **Knowledgeable** – We know what we're doing, we understand the channel and we understand the global needs of our customers.
- **Partner Focused** – Our success is based on the success of our customers and vendor partners, making us committed to doing what's best for their business.
- **Collaborative** – It's only through working together with our customers and vendors that we can achieve the success we deserve.
- **Longevity** – Westcon-Comstor has been around for 30 years and we are just hitting our stride, with great expectations for the future.
- **Humble** – We know we aren't all things to all people, but we are the best at what we do and we are always striving to be better.

The personality of how we say what we say is just as important as the words themselves. Westcon-Comstor messaging has a unique personality that fits with who we are as a company and how we want others to see us. We are professional, but we are also human with a heartfelt sense of humor that isn't degrading. The personality of our messaging conveys our confidence in our abilities and strengths without being arrogant and belittling toward our competition. We are bold and enthusiastic, active and alert, but not aggressive or manipulating.

What Do We Have to Say?

There are so many wonderful things to say about Westcon-Comstor that we may confuse what we're trying to say. To remain on point with our messaging, we go back to the Message Map and focus on the content themes that emphasize our brand.

- We are continuously focused on and invested in the future.
- We are committed to keeping the promises we make to our partners.
- We have an enthusiastic passion for putting our partners first.
- We are focused on operational excellence and transforming the way business is done in the channel.
- We have an extensive awareness of market trends and innovations.
- We have a proven ability to deliver value to all parts of the supply chain extending our partners' opportunities.

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And How Do We Say It?

Consistent language style provides a seamless essence to the messaging, making it impossible to delineate who wrote it and when.

Like other aspects of our brand, the Westcon-Comstor language style is crafted using short statements of strong, dominant and dynamic words. We are a company that's constantly moving forward, so we use active verbs instead of passive tense. Our messaging is clear and concise, articulating our value so everyone in our audience can hear what we have to say.

Since we are a global company, we avoid colloquial, dialectic and slang language. However, regional teams may include phrases that are unique to their audience for materials that are regionally specific.

Template Copy

"Say what you mean, mean what you say and preferably in as few well-chosen words as possible."
— Sir Richard Branson, founder of Virgin Group

The template copy below ensures that whether it's a public relations release, an event bio or a brief for a news story, we always say what we mean about Westcon-Comstor and we mean what we say.

110-word Westcon-Comstor Boilerplate
About Westcon-Comstor
Westcon-Comstor (WestconGroup Inc.) is a value-added technology distributor of category-leading solutions in Security, Collaboration, Networking and Data Center. The company is transforming the technology supply chain through its global capabilities in Cloud, Global Deployment and Services. Through a unique physical and digital distribution network, Westcon-Comstor extends its partners' global reach while providing the local expertise needed to successfully navigate worldwide opportunities. The company combines expert technical and market knowledge with industry-leading partner enablement programs. Collaborating with its partners in a unique engagement model, Westcon-Comstor strives to provide an exceptional partner experience in delivering results together. The company goes to market under the Westcon and Comstor brands.

Get Connected
WestconGroup.com | LinkedIn | Twitter | Facebook

75-word Westcon-Comstor Boilerplate
About Westcon-Comstor
Westcon-Comstor (WestconGroup Inc.) is a value-added technology distributor of category-leading solutions in Security, Collaboration, Networking and Data Center. The company is transforming the technology supply chain through its global capabilities in Cloud, Global Deployment and Services. Westcon-Comstor combines expert technical and market knowledge with industry-leading partner enablement programs. Collaborating with its partners in a unique engagement model, Westcon-Comstor strives to provide an exceptional partner experience in delivering results together. The company goes to market under the Westcon and Comstor brands.

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Template Copy (continued)

50-word Westcon-Comstor Boilerplate
About Westcon-Comstor
Westcon-Comstor (WestconGroup Inc.) is a value-added technology distributor of category-leading solutions, transforming the technology supply chain through its global capabilities. The company combines expert technical and market knowledge with industry-leading partner enablement programs. Collaborating with its partners in a unique engagement model, Westcon-Comstor strives to provide an exceptional partner experience in delivering results together.

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25-word Westcon-Comstor Boilerplate
About Westcon-Comstor
Westcon-Comstor is a specialized distributor of category-leading solutions and global capabilities. Combining technology expertise, partner enablement and a unique engagement model, Westcon-Comstor collaborates with partners to deliver results together.

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Our Seven Practices

Technologies
Offered through either Westcon or Comstor, our Technology Practices provide our partners with a strong portfolio of technology-leading and emerging vendors with the most innovative solutions.

Security
The Westcon-Comstor Security Practice offers solution providers the portfolio, tools and support they need to safeguard their clients' information and reputations. Our Security team tailors solutions to meet the unique security needs of your customers and expand your sales efforts to lock-in greater revenue.

Unified Communications and Collaboration
The Westcon-Comstor Unified Communications and Collaboration Practice enables solution providers to deliver and create seamless interactions anytime, anywhere. With our strong portfolio of technology-leading and emerging vendors, we provide you with the solutions your customers need to connect, create and evolve.

Networking
The Westcon-Comstor Networking Practice helps you accelerate global connectivity through our connection with technology-leading and emerging networking vendors, making your success our business.

Data Center
The Westcon-Comstor Data Center Practice enables solution providers to advance information management on a global scale. Our portfolio of industry-leading data center solutions includes server, network and storage consolidation, desktop virtualization and virtualized unified communications solutions help you boost your profits.

Capabilities
Offered through the combined Westcon-Comstor brand, our capabilities enhance our partners' potential, extend their global reach, expand their opportunities and enable their businesses to thrive worldwide.

Cloud
The Westcon-Comstor Cloud Practice transforms your cloud opportunities by combining cloud services, enablement programs and the BlueSky cloud management platform. With powerful real-time analytics providing visibility into all aspects of the customer lifecycle, you can expand your service options, increase your profitability and enhance customer satisfaction.

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Global Deployment

The Westcon-Comstor Global Deployment Services Practice helps you navigate international trade regulations so you can successfully execute on a global scale. Through our specialized distribution network, we provide the expertise you need to partner with multinational companies in countries where you currently don't have a presence. By leveraging the strength of our local relationships, you can benefit from a single point of contact for in-country fulfillment and local currency invoicing.

Services

The Westcon-Comstor Services Practice enables solution providers to grow their businesses globally by helping them discover and develop their greatest potential. Our Services Practice provides vendor-focused education services, professional services, support services and supply chain services that provide end-to-end support and integration capabilities. Along with a highly skilled and field-experienced in-house staff, we complement every corner of your business so you can focus on success.

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24/7
Use with slash without spaces before or after. Denotes continuous availability, 24-hours-a-day, 7-days-a-week.

and, &
Always use *and* rather than an ampersand (&) unless the content appears in a title, table, part of a proper name or needs a short-hand representation for space-saving purposes.

accent marks
Use accent marks, such as *á, ç, é,* sparingly. In electronic form, accent marks can become garbled and cause the copy to become misinterpreted.

add-on
Started out life as an adjective. *It was an add-on sale.* But now this phrase can be used as a noun with the hyphen intact. *The SCSI drive was an add-on.*

advisor
While both *advisor* and *adviser* are correct, use the more aesthetically pleasing *advisor*.

afterparty, After Party
One word in reference to any party after another party. Capitalized and two words when referring to the Comstor After Party.

afterward, afterwards, afterword, afterwords
AP suggests without the *s*. The inclusion of an *s* is preferred in British English. The first means *later.* The second means *an epilogue*.

all right
Two words.

a.m., p.m.
Always use lowercase; always use periods. Use a space between the number and the a.m. or p.m.

anti-virus, anti-malware, anti-spam, anti-spyware
Lowercase with hyphens.

audio conference
Two words.

B2B
Business to business (n) or *business-to-business* (adj). It's acceptable to use the acronym on first reference.

baccalaureate
Bachelor's degree is preferred over the more formal version. Use lowercase.

back office, back-office
Two words as a noun; hyphenated as adjective.

backward, backwards
AP suggests without the *s*. The inclusion of an *s* is preferred in British English.

bar code
Two words.

bi, semi
Bi means two. *Semi* means half. Although *semi* always means *half*, the prefix *bi* can mean either *every other* or *twice*. Thus, *bimonthly* can mean either *every two months* or *twice a month*. When using the prefix *bi*, give the reader clues about which meaning you intend. And when you are the reader, you should make sure you know which meaning the writer intends. When you mean *twice* (as in *twice a week* or *twice a month*), you can avoid ambiguity by using the prefix *semi* (as in *semiweekly*

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for *twice a week* and *semimonthly* for *twice a month*) even though technically you could use the prefix *bi*. There is a special word that means *every two years*. It is *biennial*. The word *biannual* has only one meaning: *occurring twice a year*. *Biannual* is interchangeable with *semiannual*, although *biannual* is less preferable since you should avoid any chance of misleading those who are not thoroughly familiar with these definitions. Never use a hyphen with either of these prefixes unless the root word begins with the letter *i*, as in *semi-independent, semi-invalid* and *semi-infinite.*

board of directors/board of trustees
Lowercase.

Burst
When referring to the colorful icon between Westcon and Comstor in our logo, capitalize the *B*.

capital, capitol
The word *capitol* is the building in which a state legislative body meets, or in which the functions of state government are carried out. When capitalized, the word Capitol refers only to the Washington, D.C. building in which U.S. Congress meets. When used as a noun, the word *capital* may be the city in which a government's capitol is located, or any city that is the center of a specific activity or industry (*the financial capital of the world*). Capital also refers to money, to the uppermost part of a supporting column and to an uppercase letter. If the word capital is used as an adjective, it may relate to something of high quality (*a capital idea*) or importance (*a capital mistake*) or to something involving the death penalty (*capital punishment*).

catalog, catalogue
Catalog is the preferred AP spelling. *Catalogue* is the preferred British English spelling.

chachka
Common and accepted spelling for *tchotchke*, a Yiddish word meaning toy, small plaything, bauble, trinket or little knickknack.

check in (n/v)/check-in (adj.)
Verb: To register at a hotel. Noun: The action of checking in. Adjective: *Check-in* time, requires a hyphen.

check out (n/v)/check-out (adj.)
Verb: To vacate and pay for lodging. Noun: The action of checking out. Adjective: *Check-out* time, requires a hyphen.

client / server
Not *Client/Server* or *client-server.*

co-locate, co-location
Hyphenate because *co* is a prefix.

committee
Capitalize when part of the formal title of a committee.

companywide
One word.

compliment, complement
To *compliment* is to give flattery or praise. It also means a free offer. To *complement* is to complete or bring to perfection.

Comstor
Part of our go-to-market brand, Westcon-Comstor. Stands alone only when referring to one of our four technologies. *Comstor Networking Practice*. The Comstor brand is Cisco-centric.

continued
When a *continued* line is called for and space is at a premium, abbreviate as *cont'd*. Otherwise spell out.

cost-effective, cost-effectiveness
Always use hyphen.

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co-worker
Hyphenated

cut and paste, copy and paste
Because *cut and paste* is a familiar phrase, many people use it when, in fact, they mean *copy and paste*. This can lead to disastrous results if followed literally. If you tell someone to duplicate something rather than move it, tell them to *copy* it.

cyberspace
One word.

data
Data is a collective noun and, therefore, it should be used with a singular verb, e.g., data is vs. data are.

database
One word.

data center
Two words. When referencing our Data Center Practice always spelled Data Center. British spelling can be *data centre*.

Datatec
WestconGroup's parent company. Headquartered in Johannesburg, South Africa, Datatec is a publicly traded company on the Johannesburg Stock Exchange and the Alternative Investment Market of the London Stock Exchange.

dates
Always use Arabic figures, without *st, nd, rd or th* (Example of what not to do: *3rd Annual*). Capitalize months. When a month is used with a specific day, abbreviate the following months: *Jan., Feb., Mar., Apr., Aug., Sept., Oct., Nov.* and *Dec*. Spell out *May, June* and *July*. When a phrase refers to a month, day and year, spell out the month and set off the year with commas. *The event is July 5, 2015, at the Hilton.*

AP suggests month, day, year styling *August 5, 2015*, however, global dates can be written day, month, year *5 August, 2015*.

dedicated
When used to indicate exclusive assignment to a particular vendor or service, style as follows: *Call Comstor's dedicated Cisco systems engineers.*

degree
Use an apostrophe in bachelor's degree or master's degree, but not in Bachelor of Arts or Master of Science. Abbreviate with periods all except *MBA: B.S., M.A., Ph.D.*

desktop
One word.

dialog, dialogue
Dialog is the preferred AP spelling. *Dialogue* is the preferred British English spelling.

dimensions
When referring to one dimension, spell out the dimensional measure (15-inch monitor, 20-inch footprint); When referring to length and width combined, use inch mark (4" x 6").

disc, disk
Use *disk* when referring to hard disk drives, floppy disk drives. Use *disc* in proper names and when referring to compact discs and CD-ROMs.

download
One word.

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down time
Two words.

drop-shipped, drop-shipping, drop shipping
Use a hyphen when it becomes a transitive verb: *We drop-shipped the products yesterday.* Use a hyphen when it becomes a compound adjective: *Westcon-Comstor Services offers a drop-shipping service.* Use no hyphen when used as a noun. *We offer drop shipping.*

e-book, e-business, e-commerce, e-marketing, e-reader
Use lowercase with a hyphen for most *e-* terms. Exception: *email* and *emoji* are lowercase without a hyphen. *Email* can be used as a noun or a verb.

e.g., i.e., et al.
In Latin *e.g.* is *exempli gratia* and means *for example*; in Latin *i.e.* is *id est* and means *that is*; in Latin *et al*. is *`et alia* and means *and others* or *and elsewhere*. The English equivalents are preferable in formal prose, although sometimes two–letter abbreviations make them desirable. Always put commas after *e.g.* and *i.e.*

end user, end-user
Hyphenate only when used as an adjective. *The end user requires end-user documentation.*

enterprise
The entire organization. Only capitalize when used as a proper noun or title for a business unit, otherwise it is lowercase. *Cisco Enterprise Network solutions enable your enterprise to accelerate innovation.*

enterprise networking
The networking infrastructure in a large enterprise with multiple computer systems and networks of different types.

enterprisewide
One word.

etc.
This is the abbreviated form of *et cetera* (*and other things*); it should never be used in reference to people. *Etc.* implies that a list of things is too extensive to recite. But often writers seem to run out of thoughts and tack on *etc.* for no real purpose. Also, two redundancies appear with this abbreviation: (1) *and etc.*, which is poor style because *et* means *and,* and (2) *etc.* at the end of a list that begins with *e.g.*, which properly introduces a short list of examples.

Ethernet
Always capitalize.

extranet
Refers to an *intranet* that is partially accessible to authorized outsiders. Whereas an *intranet* resides behind a firewall and is accessible only to people who are members of the same company or organization, an *extranet* provides various levels of accessibility to outsiders. You can access an *extranet* only if you have a valid username and password; your identity determines which parts of the *extranet* you can view.

federal
Lowercase when used as an adjective to distinguish something from state, county, city, town or private entities; use a capital letter for the architectural style and for corporate or governmental bodies that use the word in their name (*Federal Trade Commission, Federal Express*).

fiber optic
Lowercase both words. Note the spelling of *fiber.*

Fibre Channel
Always capitalize both words. Note the spelling of "Fibre."

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fiscal year
Abbreviate as FYXX. Datatec, WestconGroup's parent company's fiscal year is March 1 – Feb. 28.

flat screen monitor
No hyphen.

flier
When referring to a handbill. Not *flyer*.

floor planning
Two words. A form of inventory financing involving the use of trust receipts; also known as trust receipt financing. Under *floor planning*, the borrower gets funds with which to pay for goods purchased. The borrower holds the goods in trust for the bank by issuing the bank a trust receipt. As the borrower sells the goods, the borrower sends the proceeds to the bank.

foreign words and quotations
Those that are accepted universally, like *bon voyage* and *versus* are clear in context. Those not understood should be placed in quotation marks and explained.

forward, forwards
AP suggests without the *s*. The inclusion of an *s* is preferred in British English.

full time (adv.), full-time (adj.)
Hyphenated only when used as an adjective. *She works full time. She is a full-time employee.*

frame relay
Lowercase.

GbE
The acronym for *Gigabit Ethernet.*

Gbps
The acryonym for *Gigabits per second. 2Gbps* (no space between figure and abbreviation).

GIF
The acronym for *Graphics Interchange Format*. Pronounced *giff*, with a hard "g". A popular bitmapped graphics file format that supports 8-bit color and is widely used on the Web because the files compress well. GIFs have a color table that includes the most representative 256 colors used. Unlike the JPEG format, a GIF image will not deteriorate when an image is compressed and resaved.

Gigabit
One billion bits. Abbreviate as *Gb. 1Gb* (no space between figure and abbreviation).

Gigabit Ethernet
Always capitalize both words.

Gigabyte
One billion bytes. Abbreviate as *GB.* Refers to amount of memory (DRAM, EDO, SRAM, et al.), storage capacity (hard drive, drive array, tape backup, et Al.), or amount of storage space used by a file. A *1GB virtual drive* (no space between figure and abbreviation).

GPL
The acronym for *General Public License*, a copyright alternative designed by The Free Software Foundation that gives the general public complete rights to copy, use and modify software code as long as they provide the same permissions to all others. GPL also can be applied to printed materials, thus eliminating the need for users to obtain reproduction rights.

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handheld
One word as a noun or as an adjective.

hard drive
Two words.

he or she
To avoid sexist language, many writers use this alternative phrasing (in place of the generic *he*). Use it sparingly — preferably after exhausting all less obtrusive methods of achieving gender neutrality. But *he or she* is preferable to *he/she, s/he, (s)he* and the like.

healthcare
One word.

help desk, help-desk
Two words when referring to the entity; hyphenate when using as an adjective.

hertz
Abbreviate as Hz.

hi-def
High definition. No caps. Hyphenated.

high quality, high-quality
Hyphenate when used as an adjective.

home page
Two words. According to Merriam-Webster, it is incorrect to use the one-word version (homepage) at this time, but dictionaries have been known to change to reflect modern usage. We will update this entry as common usage dictates.

hotline
One word.

HTML
The acronym for *HyperText Markup Language*: The document format used on the World Wide Web. Always uppercase. Use acronym on first reference.

hyperlink
One word.

hypertext
A system of linking electronic documents.

in house, in-house
Style as two words unless it is used as an adjective, e.g., *in-house counsel*.

inbox
Lowercase.

inch
Spell out as *16-inch*, not *16"* unless a short-hand abbreviation is necessary for inclusion in a table cell or equation or when referring to length and width combined (*4" x 6"*).

inkjet
One word.

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instant rebate
Lowercase.

Internet
Capitalize.

intranet
Intranet is a common noun (like network, for instance) and should be capitalized only when its placement in a sentence demands it.

iPad, iPhone, iPod
Small *i*, capital *P*.

IT
The acronym for *Information Technology*. Acceptable on first reference.

JPEG
The acronym for *Joint Photographic Experts Group* pronounced *jay-peg*. A popular standard for compressing still images. Acceptable on first reference.

job titles
If the title precedes the individual's name, it should be capitalized; if it follows the individual's name, it should be lowercase. Capitalize a department name that's included in a title if it's the full department name, regardless of whether it comes before or after the name. (See more on style for titles in the Grammar and Punctuation section.)

Kickoff, kick off
One word as a noun. *The Sales Kickoff in Denver was a huge success*. Two words as a verb. *It's time to kick off the event*.

kilobyte
One thousand bytes. Abbreviate as *KB*. Refers to amount of memory (DRAM, EDO, SRAM, et al.), storage capacity (floppy drive) or amount of storage space used by a file. Style as *640KB* (no space between figure and abbreviation).

Kbps
Kilobits per second (Kbps). When referring to the movement or transfer of data, *-bits* is generally the appropriate suffix. However, the use of *-bytes* is becoming more frequent as newer technologies increase transfer speeds beyond *-bits*. Typically used when referring to data across a computer bus, along a telephone line and across a network. Style as *12Kbps* (no space between figure and abbreviation).

LAN
The acronym for *Local Area Network*. Acceptable on first reference.

login, logon, logoff, logout
One word in noun form. Use two words in verb form: *I log in to my computer*. We prefer *login* and *logout*.

market share
Two words. Hyphenate when used as an adjective.

Mbps
The acronym for *Megabits per second*. Style as *100Mbps* with no space between the figure and abbreviation.

MBps
The acronym for *Megabytes per second*. Double-check the use of this abbreviation, since *-bits* is generally the appropriate suffix. However, the use of *-bytes* is becoming more frequent as newer technologies increase transfer speeds beyond *-bits*.

megabit
One million bits. Abbreviate as *Mb*. Style as *1Mb* with no space between the figure and abbreviation.

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megabyte
One million bytes. Abbreviate as *MB*. Refers to amount of memory (DRAM, EDO, SCRAM, et al.), storage capacity (hard drive, CD-ROM, tape backup, et al.), or amount of storage space used by a file. Style as *128MB EDO RAM* with no space between figure and abbreviation.

megahertz
Abbreviate as *MHz*, not *Mhz*. Style as *733MHz* with no space between figure and abbreviation.

megapixel
Lowercase. Spell out whenever possible. In tabular materials and where space is extremely tight, *Mpixel* can be used.

megawatts
Abbreviate as *MW*. There is not a space between figure and abbreviation: *80MW*.

mid
No hyphen unless a capitalized word or number follows. *Mid-America, mid-Atlantic, mid-30s*.

midmarket
One word.

midsize, midsized
One word, both versions are correct; hyphenate if being used as an adjective, e.g., *mid-sized business*.

millimeter
When abbreviated, it is styled without space between the number and abbreviation: *4mm*.

millisecond
The acronym for *millisecond(s)* is *ms*. It is one thousandth of a second, is a measure of a storage device's read or write time. It also is used to measure data packet travel time on a network.

milliwatts
Abbreviate as *mW*. No space between figure and abbreviation: *120mW*.

mind share
Two words.

money
Use numbers for amounts up to $1 million. *$10, $100, $500,000*. For amounts greater than $1 million, spell out and use up to two decimal places. Do not use a hyphen. *$5.35 million*. In headlines and tables, it's acceptable to use capital K for thousands, M for millions and B for billions instead of spelling out the amount. Use without a space between the number and the letter. *$5.35M*

more than, over
More than is preferred on first reference with *over* used on next reference so as not to be redundant. *WestconGroup has more than 100 offices with over 3,000 employees.*

multimedia, multitasking, multiprocessing, multifunctional, multivendor
When *multi* is the prefix, style as one word.

names
On first reference, use the person's full name (first and last) and title. On second reference, use only the last name, without the title.

Network Application Support
Digital implementation of open systems, which provides standards-based software, allowing a variety of workstations (VMS, ULTRIX, Sun, DOS, Windows, OS/2, Mac, etc.) to interface via VAX and ULTRIX servers. Do NOT use as an acronym.

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new year
Only capitalize when referencing the actual holiday.

No.
Use as the abbreviation for *number* in conjunction with a figure, position or rank.

nonbranded
One word.

nonprofit
One word.

off-site, off site
Hyphenate when used as an adjective (off-site meeting) but otherwise style as two words (the meeting occurred off site).

offline
One word.

on board
You're almost always going to use *on board* (two words) unless it's being used as an adjective, e.g., *onboard* computers.

on-site, on site
As an adjective, hyphenate the words (on-site inspection) but otherwise style as two words (the staff is on site).

one-stop
Hyphenate as an adjective. *Your one-stop source for all your networking needs.*

online
Always style as one word.

operating system
After first reference, use acronym OS except in the plural form.

over, more than
More than is preferred on first reference with *over* used on next reference so as not to be redundant. *WestconGroup has more than 100 offices with over 3,000 employees.*

p.m., a.m.
Always use lower case; always use periods. Use a space between the number and the a.m. or p.m.

page
Spell out, not *p*. or *pg*. Capitalize when used with figures, e.g., *Page 10*.

part time, part-time
Hyphenate when used as an adjective or compound modifier.

partner
Partner can be used to refer to either a vendor or a reseller. When referring to Westcon-Comstor partners, meaning both vendors and resellers, use the term *partner* alone or *business partner.* When referring to either a vendor or a reseller, use *vendor partner, business partner* or *reseller partner*.

PDF file
The acronym for *Portable Document Format file*, which is the file format used by the Acrobat document exchange system. Acceptable on first reference.

percent
Always spell out, except in headlines or tables.

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phone numbers
Phone numbers should be written as follows: country code, area code, phone number with no dashes, periods or commas in the phone number and a space between the first three digits and the last four Abbreviate extension *ext.*, and option *opt*. Example: Global Headquarters *+1 914 829 7000*

plug and play
No hyphen as noun. Hyphenate as an adjective. *Plug-and-play capabilities*.

plug-in
Started out life as an adjective, but now works as a noun with the hyphen intact.

podcast
One word, lowercase.

postcard
One word.

Practices
When referring to Westcon-Comstor Practices, capitalize. *Westcon Security Practice*. Westcon-Comstor Practices include three capabilities: Cloud, Global Deployment and Services; and four technologies: Security, Unified Communications and Collaboration, Networking and Data Center.

pre-sales, post-sales, pre- and post-sales
Hyphenate. Note that it's *pre-sales*, not *pre-sale*.

premier, premiere
Premier means best, *premiere* means first instance.

publication titles
Put book titles, TV shows, games and music titles in quotation marks. Do not use quotations around the Bible, software titles, catalogs, handbooks, magazines, newspapers, newsletters and similar publications. Do not use quotes for websites or apps. Also, do not capitalize the word "magazine" unless it is part of the proper title.

Q/Q, Y/Y
Quarter-over-quarter and year-over-year typically styled with just the initial letters and are used to refer to revenue and profit changes from one quarter or year to the next.

rackmount, rackmountable
Refers to servers that can be positioned in a rack. Style as one word.

RAID
The acronym meaning *Redundant Array of Independent Disks.* Acceptable on first reference.

RAM
The acronym for *Random Access Memory*. Acceptable on first reference.

read-only
Hyphenate.

realtime
One word.

reseller
Lowercase

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RFP, RFI, RFQ
Acronyms for *Request for Proposal, Request for Information* and *Request for Quotation*. Acceptable on first reference.

ROI
The acronym for *Return On Investment*. Acceptable on first reference.

rollout, roll out
One word as a noun. *The product rollout was successful.* Separate words as a verb. *The vendor plans to roll out the revised model next week.*

rpm
The acronym for *revolutions per minute.* This is a rare exception where the acronym should be lower case: *7200 rpm* (noun), *7200-rpm* (adjective).

resolution
Monitor resolutions should be indicated as follows: *800 x 600*, not *800x600*.

ROM
The acronym for *Read Only Memory*. Acceptable on first reference.

SAN
The acronym for *Storage Area Network*. Acceptable on first reference.

screen saver
Two words.

SCSI
The acronym for *Small Computer System Interface* pronounced "*skuzzy.*" SCSI is a hardware interface that allows the connection of up to seven or 15 peripheral devices to a single expansion board that plugs into the computer called a SCSI host adapter or SCSI controller. SCSI is widely used, from personal computers to mainframes.

SEO
The acronym for *Search Engine Optimization*. Acceptable on first reference.

Serial ATA
Abbreviate *SATA*. A serial protocol for storage devices that uses thinner cabling than comparable parallel IDE cables. Acceptable on first reference.

service provider
Lowercase.

SKO
Sales Kickoff. Spell out on first reference then use the acronym.

SLA
This is the acronym for *Service Level Agreement*. No hyphenation, per industry standards. Acceptable on first reference.

smartphone
One word, lowercase.

SMB, SMBs
This is the acronym for *small and medium businesses*. It should be spelled out on first reference and then styled as SMB thereafter.

SMO
The acronym for *Social Media Optimization*. Write out on first reference.

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SOHO
The acronym for *Small Office/Home Office*. Acceptable on first reference.

solution provider
Lowercase.

SPIF
This is the acronym for *Sales Promotion Incentive Fund*. No need to spell out on first reference. This is often spelled *SPIFF*, but we do not spell it that way since it doesn't accurately reflect the phrase as an acronym; plural is *SPIFs*.

stand-alone
Hyphenate.

states
Use two-letter postal abbreviations (The Chicago Manual of Style). See Grammar and Style Section.

systems engineer
Always pluralize *systems*. Spell out on first reference. On subsequent references, use *SE* or *SEs*.

techno
As a prefix, hyphenate if following word begins with vowel; no hyphen if consonant. *techno-universe, technoculture.*

television/TV
Okay to use *TV.*

thin client
Two words as both noun and adjective.

through
Never *thru. Available through Dec. 31.*

TIFF
An acronym for *Tagged Image File Format.* This is a widely used bitmapped graphic file format developed by Aldus and Microsoft that handles monochrome, gray scale, 8- and 24-bit color. Acceptable on first reference.

time
Use a colon to separate hours from minutes. It is not necessary to include zeros in full-hour times in narrative construction. *The webinar is at 11 a.m.* Use a.m. and p.m. without capitals and with periods and a space after the number. Use an en dash with a space on either side to depict spans of time. *10:00 – 10:30 a.m., 11:00 a.m. – 1:00 p.m.*

time frame
Two words.

touchscreen
One word.

toward, towards
AP suggests without the *s*. The inclusion of an *s* is preferred in British English.

trade show
Two words.

ultra wide
Two words. Hyphenate as an adjective.

under way
Two words. *The promotion is now under way. Underway* is an adjective referring only to boating.

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Unified Communications and Collaboration
Spell out except when space is limited then use the acronym *UCC.*

United States, U.S.
Spell out when it stands alone; use U.S. when it is a modifier.

UNIX
Not *Unix*.

upload/download
One word. To transmit data from a computer to a bulletin board service, mainframe or network. In a communications session, *download* means *receive, upload* means *transmit*.

upsell
One word. It means to add on associated products or upgrades, typically at point-of-sale.

URL
The acronym for *Universal Resource Locator*, the address of a website. It refers to an entire World Wide Web address. Acceptable on first reference.

USB
The acronym for *Universal Serial Bus*. Acceptable on first reference.

value-added reseller (VAR)
Not *Value-Added Reseller* or *value added reseller*. The acronym *VAR* is acceptable on first reference. Even though it's an acronym, it should be lowercase when spelled out.

vendor partner
Understood internally as those manufacturers and software publishers whose products Westcon-Comstor distributes. For clarity in externally aimed copy, use *manufacturer* or *software publisher* as appropriate or place in a context that makes the intended meaning precise.

videoconference
One word.

VoFR, VoIP
The acronym for *Voice over Frame Relay, Voice over Internet Protocol.*

voice mail
Two words.

WAN
The acronym for Wide Area Network. Acceptable on first reference.

Web
Capitalize.

webcam
Lowercase.

webcast
Style similarly to *broadcast*, a webcast is a transmission over the Internet of an event such as a concert or conference. The event is prerecorded. Use lowercase.

web conferencing
Two words both lowercase.

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webinar
This type of Internet-based seminar is offered live via teleconference or streaming over the Internet. Use lowercase. (See webcast).
website
One word, lowercase.

Westcon
Part of our go-to-market brand, Westcon-Comstor. Stands alone only when referring to one of our four technologies. *Westcon Security Practice*. The Westcon brand includes a variety of vendors offering these technologies.

Westcon-Comstor
Westcon hyphen Comstor, no spaces. This refers to our go-to-market brands.

Westcon-Comstor Capabilities
Three of the seven Westcon-Comstor Practices. Include: Westcon-Comstor Cloud, Westcon-Comstor Global Deployment and Westcon-Comstor Services.

Westcon-Comstor Practices
When referring to Westcon-Comstor Practices, capitalize. *Westcon Security Practice.* Westcon-Comstor Practices include three capabilities: Cloud, Global Deployment and Services; and four technologies: Security, Unified Communications and Collaboration, Networking and Data Center.

Westcon-Comstor Technologies
Four of the seven Westcon-Comstor Practices. Technologies are offered either through Westcon or Comstor not as Westcon-Comstor. Include: Security, Unified Communications and Collaboration, Networking and Data Center.

WestconGroup
WestconGroup is our legal corporate name. It is used in the context of legal, compliance and financial matters.

Wi-Fi
Capitalize the *W* and the *F*. Hyphenated.

workflow
One word.

workplace, workstation
One word.

worldwide
One word, except as *World Wide Web*.

World Wide Web
Capitalized.

Y/Y, Q/Q
Year-over-year and quarter-over-quarter typically styled with just the initial letters and are used to refer to revenue and profit changes from one quarter or year to the next.

ZIP code
All cap *ZIP* but lowercase *code. ZIP* is an acronym for *Zoning Improvement Plan.* A comma is not necessary between the state name and the ZIP code.

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abbreviations and acronyms
Acronyms are abbreviations pronounced as a word, such as NASA. Initialisms are abbreviations that are pronounced as a series of letters, such as ATM and DNA. Uncommon acronyms should be spelled out on first reference with the first letter of each word capitalized. After first reference, the acronym can be used. First reference: *small and medium business;* Second reference: *SMB.*

For corporate titles, spell out the title on first reference and use acronym for every reference after. Exception: *CEO* does not need to be spelled out on first reference. First reference: *Chief Marketing Officer*; second reference: *CMO*.

WestconGroup regions should be spelled out, except when used in tables, lists or headlines where space is limited. The exception is the acronym EMEA for Europe, Middle East and Africa can be used throughout.
Spelled out: *Asia Pacific*; acronym: *APAC*
Spelled out: *Latin America*; acronym: *LATAM*
Spelled out: *North America*; acronym: *NA*

EU
As an abbreviation for European Union, do not use periods. Can use abbreviation on first reference.

U.S.
As an abbreviation for United States, use periods for U.S. Can use abbreviation on first reference.
Exceptions: When used as part the Westcon or Comstor title: Westcon US, Comstor US. Also when used in a headline, do not use periods.

USA
As an abbreviation for United States of America, do not use periods. Can use abbreviation on first reference.

bulleted lists
Use periods for bullets that are sentences. For bulleted statements, do not use bullets. Do not mix styles.

When using a bulleted list of statements without periods, do not include a period at the end of the last bullet.

capitalization of titles/departments
Capitalize position titles when they precede the person's name, e.g., *Chief Financial Officer Cathy Jessup*. When the title follows the individual's name, it should be lower case, e.g., *Cathy Jessup, chief financial officer*.

Capitalize Practice names, e.g., *Security Practice, Cloud Practice.*

Capitalize the names of Westcon–Comstor teams, e.g., *The Digital Transformation team.*

Capitalize the names of department, e.g., *Global Marketing department, Human Resources department*

comma, use of
When used with quotations, commas always go inside the quotation marks. Commas are used to separate elements in a series but should not be placed before the conjunction in a simple series. *Westcon inventories, distributes and supports many products.* However, you should use a comma before a conjunction in a series if it is followed by a subseries that also contains a conjunction, e.g., *Westcon-Comstor distribution regions include: North America, Latin America, Asia Pacific, and Europe, the Middle East and Africa.*

Use a comma in numerical figures larger than 999. The exceptions are product names, street addresses, broadcast frequencies, room numbers, serial numbers, lumens, resolution, telephone numbers and years.

Use a comma to separate an introductory clause or phrase from the main clause. *To give resellers a competitive edge, Westcon-Comstor offers a variety of services to augment and expand our customers' offerings.*

Use a comma to separate main clauses joined by a conjunction when the subjects of the clauses are different. *The test was*

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accurate, and the results were favorable. You may omit the comma if no confusion would result. *Jack went up the hill and Jill went down.*

Do not use a comma between the name of the corporation and Inc. as well as Ltd.

dash, use of
Use an "em dash" to indicate a sudden break in thought that causes an abrupt change in sentence structure. *Her entire family — even her dog — speaks with a Southern accent.* Em dashes should contain spaces before and after. An "en dash" is used to divide a date or time range. En dashes should have a space before and after the dash.

Note: If the sentence containing the em dash is split between two lines, the em dash should appear at the end of the line, as in this example:

"Her entire family — even her dog —
speaks with a Southern accent."

ellipsis (...)
An ellipsis has multiple uses. It can indicate that words have been left out in quoted material. It also can be used to indicate a pause in speech, an unfinished thought or, at the end of a sentence, a trailing off into silence. Finally, an ellipsis can be used for omissions between sentences (which requires a period and a space followed by three dots: . ...). An ellipsis at the end of a sentence with no sentence following it should be followed by a period (for a total of four dots) (The Chicago Manual of Style). Our style is to include a space before or after the ellipsis.

Avoid using ellipsis and instead rewrite to make the sentence meaning clearer to the reader.

headline and title styles
Use title case (initial caps) for headlines and use sentence case for subheads as well as for headlines that are complete sentences with punctuation. Exceptions are generally based on typographical or graphical treatment. When using initial caps, articles, conjunctions and prepositions of four or fewer letters should be lowercase, unless they're part of a proper name or are the only lowercase word in the headline.

In titles and headings, capitalize words that form parts of hyphenated compounds without regard for hyphens.
Examples:
- The Future Of Server-Based Computing
- New Do-It-Yourself Guide

sentence case:
Only the first word is capitalized. (Email subject lines should be in sentence case.)

title case:
Every word is capitalized except articles ("a," "an" and "the"), coordinating conjunctions ("and," "or," "but," "so," "yet" and "nor") and prepositions with four or fewer letters (such as "in") unless it's the only lowercase word in the headline or subhead. Also, the first and last words should always be capitalized, regardless of what they are.

hyphen, use of
Hyphens are joiners. Use them to avoid ambiguity. *She recovered the sales territory (gained back the sales territory). She re-covered the sales territory (went back out, perhaps calling on customers).* Also, use hyphens to form a single idea from two or more words. *Our second-quarter earnings; a part-time job*. In general, use a hyphen to form a compound adjective before a noun, i.e., *high-technology manufacturer.*

months
When followed by a specific day or date range, abbreviate the following months:
- *Jan., Feb., Mar., Apr., Aug., Sept., Oct., Nov.* and *Dec.* Spell out *May, June* and *July.*
- When used with a year, spell out the month. For dates, always use Arabic numerals alone, never *1st, 2nd, 3rd or 4th* unless the number comes before the month e.g., *30th of June.*
- *January 2015 was a cold month.*
- *Offer good now through Aug. 31.*

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When a phrase refers to a month, day or date range and a year, spell out the month and place a comma following the date(s). If there's a date range, separate the range with an en dash and spaces before and after.

- *January 29, 2015, was a wonderful day. Or 29 January, 2015 was a wonderful day.*
- *Join us Jan. 29 – 31. Or Join us 29 – 31 Jan.*
- *Join us January 29 – 31, 2015. Or Join us 29 – 31 January.*

When the month follows the day, spell out the month and follow the day with st, nd, rd or th as appropriate:
The 1st of April puts some people on edge.

numbers
Except as noted below, spell out numbers one through nine and use numerals for 10 and above.

Spell out numbers at the beginning of a sentence or rewrite the sentence. The only exception: a numeral that identifies a calendar year.

- Wrong: *30 vendors signed up for the Security Program last year.*
- Right: *Last year, 30 vendors signed up for the Security Program.*
- Right: *2014 was a very good year for Westcon-Comstor.*
- Right: *Seven account managers were promoted last year.*

If a passage includes numbers that follow one another, one should be spelled and the other should be represented as a numeral, particularly if it reflects a unit of measure.
Example:
We used ten 2-gallon cans of red paint on the garage.

Always spell out and hyphenate simple fractions.
Examples:
One-half of the pies have been eaten. A two-thirds majority is required for that bill to pass in Congress. Write decimals as numerals. Put a zero in front of a decimal unless the decimal itself begins with a zero.

With numbers containing decimal points, use a comma only when the number has five or more digits before the decimal point. Place the comma in front of the third digit to the left of the decimal point, e.g., 15,235.05.

The following examples apply when writing dates:
Examples:
The meeting is scheduled for June 30.
The meeting is scheduled for June 30, 2015.
The meeting is scheduled for the 30th of June.
We have had tricks played on us on Apr. 1.
The 1st of April puts some people on edge.

Hyphenate all compound numbers being written out from *twenty-one* through *ninety-nine, e.g., if the compound number begins a sentence.*
Example: Twenty-nine people won an award for helping their communities.

Punctuation and usage examples:

- *A five-year-old girl*
- *three-year warranty*
- *nine-pin connector*
- *two-port printer*
- *six-foot cable*
- *two per customer*
- *the 1990s* (no apostrophe)
- *the '90s (place an apostrophe where there are omitted numbers, i.e., "19")*
- *The board voted five to four*
- *five cents*
- *250-watt power supply*
- *Number one distributor*

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- *0.6 percent market share*
- *18-percent increase*
- *ratio of 2:1*
- *five-user system*
- *10Base-T, 10Base-TX or 100Base-T*
- *75 Ohm cable*
- *35mm film*
- *4X read / 8X write*
- *3X zoom lens*
- *1024 x 768*
- *1200 x 1200dpi*
- *1200-dpi printer*
- *1000 lumens*
- *1000-lumen printer*
- *8.5" x 11" (in a table)*
- *8.5- by 11-inch (in narrative)*
- *5-, 10-, 25- and 50-user packs*
- *5.0 megapixels*
- *5.0-megapixel sensor*

parentheses
Place a period outside a closing parenthesis if the material inside is not a sentence *(such as this fragment). (An independent parenthetical sentence, such as this one, takes a period before the closing parenthesis.)*

phone numbers
Phone numbers should be written as follows: country code, area code, phone number with no dashes, periods or commas in the phone number and a space between the first three digits and the last four Abbreviate extension *ext.*, and option *opt.*
Example: Global Headquarters *+1 914 829 7000*

possessives
The possessive case of single and plural common nouns that do not end in an *s* or *z* sound are formed by adding an apostrophe plus "s" to the end of the word.
Examples:
the boy's mother
at her wit's end

The possessive case of singular nouns ending in an *s* or a *z* sound is usually formed by adding an apostrophe plus "s" to the end of the word.
Examples:
the press's books
the boss's desk
the audience's reaction

The possessive case of plural nouns ending in an *s* or a *z* sound is formed by adding only an apostrophe to the end of the word. One exception to this rule is that one-syllable irregular plurals are usually formed by adding an apostrophe "s".
Examples:
horses' stalls
consumers' confidence

Do not use an apostrophe to show the plural form unless you are pluralizing a single letter as shown below:

Correct:
Mary received all A's in her MBA courses.
The '90s were the IT industry's best growth years.
All SPIFs are valid through the end of the month.

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Incorrect:
Spring temperatures are in the 60's.
Our SE's are the best in the business.

quotation marks
Double quotation marks ("x") surround the exact words of a speaker or writer. If a full paragraph of quoted material is followed by a paragraph that continues the quotation, do not use close-quote marks at the end of the first paragraph. Do, however, put open-quote marks at the start of the second paragraph. Use single quotation marks for quotes within quotes. Use three marks together if two quoted elements end at the same time: She said, "He told me, 'I love you.'" When using quotes for a word used ironically, use double quotes, i.e., The "debate" turned into a free-for-all. As a general rule, punctuation is placed inside quotation marks unless the quoted content is a phrase at the end of a sentence and the punctuation relates to the larger sentence overall.

semicolon
Use a semicolon between two main clauses not joined by *and, but, or, nor, for. It is time to go; there won't be another opportunity like this.* Use semicolons between elements in a compound series. *These machines are used by: Tom, the engineer; Ralph, the administrator; and Bob, the janitor.*

slash
This is a slash: /. Because it leans forward, it is sometimes called a forward slash. In body copy, do not include a space on either side of the slash. In headlines or as design elements dictate, do include a space on either side of the slash for easier readability.

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