



**WESTERN SKIES  
CONSULTING**

BRAND KIT GUIDE  
2025

# LOGO

## MAIN LOGO FEATURES



## PRIMARY LOGO

The Western Skies Consulting logo features a bold mountain silhouette with the initials 'WSC' at its peak, representing strength, clarity, and the steady climb toward personal and professional success, while the clean, modern typography reflects the company's commitment to empowerment, growth, and impactful guidance.

## LOGO VARIATION

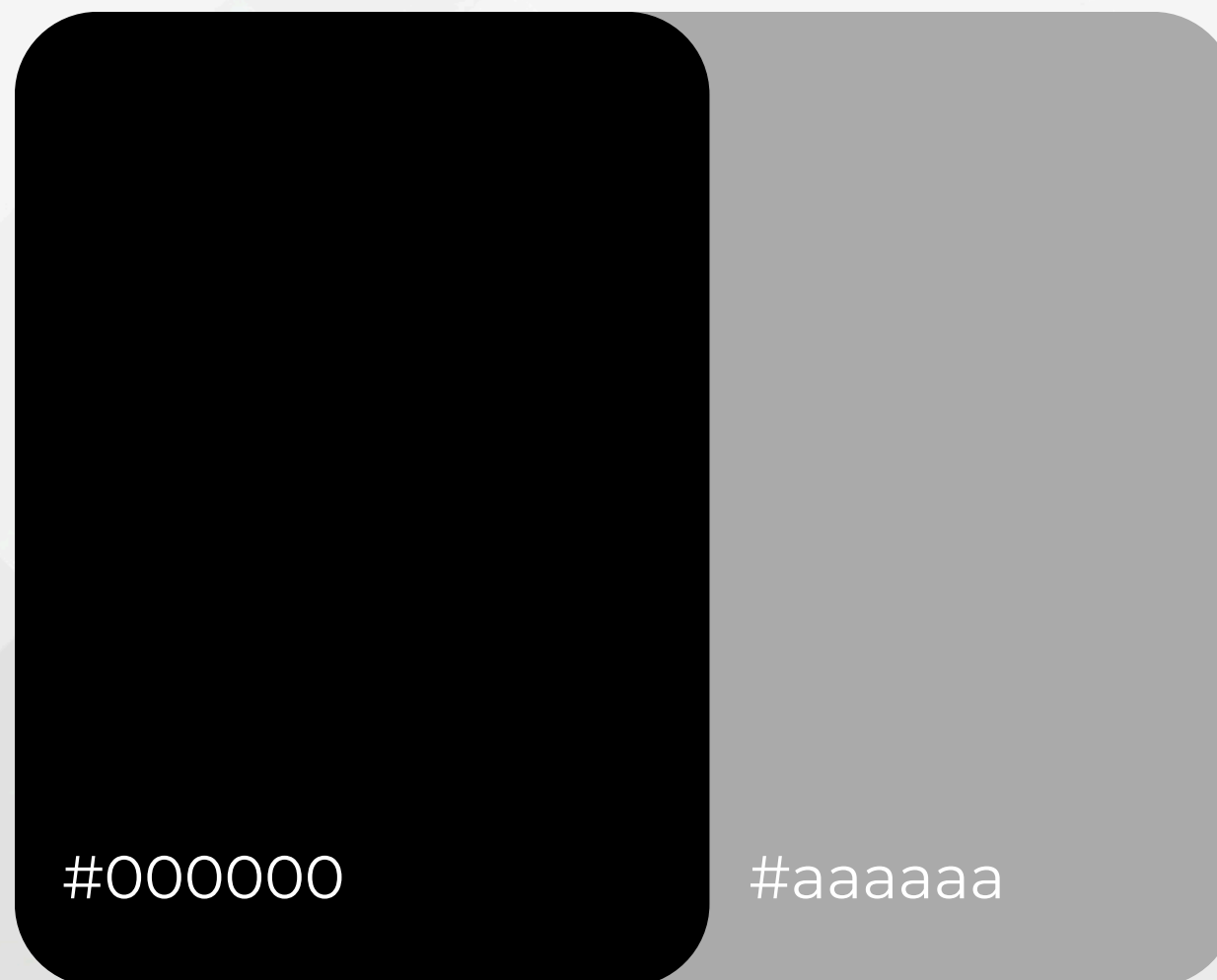


## LOGO VARIATION

The logo blends strength, clarity, and regional identity through a clean, mountain-inspired design. At the heart of the logo is a bold, stylized mountain range, outlined in white with sharp peaks and angular lines representing stability, growth, and upward momentum—qualities that define WSC's consulting approach.

# COLOR PALETTE

These colors reflect our brand's identity and personality .



# BRAND TYPOGRAPHY

## PRIMARY TYPEFACE

**Chau Pilomene**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZ**

**abcdefghijklmnopqrstu  
vwxyz**

**1234567890**

## SECONDARY TYPEFACE

**OSWALD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
TUVWXYZ**

**abcdefghijklmnopqrst  
uvwxyz**

**1234567890**