



Weil-McLain Style Guide

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Logo Variations



The logo consists of three elements: the logomark, the wordmark, and SPX technologies buildmark. Refer to the four approved usage variations for the logo.

Primary logo



Wordmark + SPX Technologies buildmark logo



Logomark



Color Variations

Select the correct Weil-McLain logo to ensure maximum contrast and legibility. Use the color logo when possible, reserving one-color logos when full-color isn't an option.

Color	White	Black

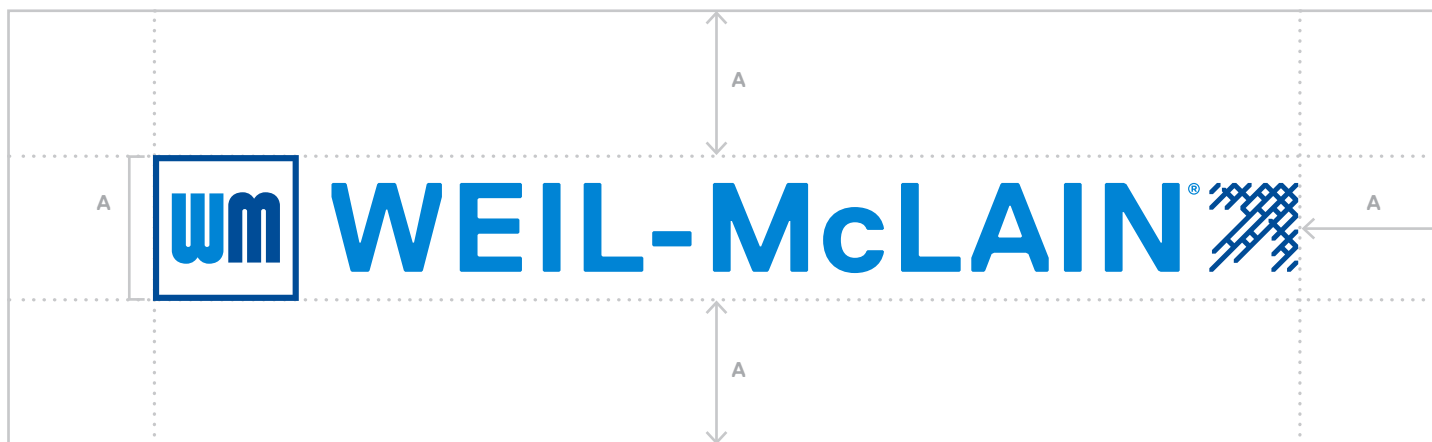
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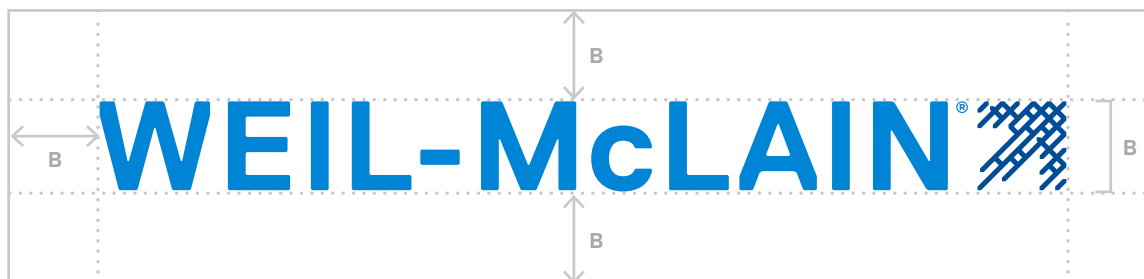
Logo Clear Space

Clear space is the area surrounding the logo that must be free of all text and graphic elements.

The required minimum clear space for the primary and secondary logo is equal to the height of the logomark (A).



The required minimum clear space for the wordmark + SPX Technologies buildmark logo is equal to the height of the buildmark (B).



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Logo Misuse Examples

Our logo is the key element of our visual identity and represents our brand. It must not be modified, distorted, or altered in any way. Below are some examples of improper logo usage to avoid.

Do not squish the logo



Do not stretch the logo



Do not add drop shadows, strokes or glow effects



Do not modify any elements of the approved logos



Do not use unapproved colors for the logos



Do not alter logo with department or program names



Do not use legacy versions of the logo



Do not reset or alter the wordmark's typeface



Do not rotate the logo



Avoid using the logo on low-contrast backgrounds



Do not add graphic elements to the logo



Do not use the logo on busy backgrounds



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Typography

Replica comes in various weights and styles: bold and light for titles or emphasis, and regular for body text. If Replica is unavailable (e.g., in HTML or Microsoft Word/PowerPoint), Calibri is an acceptable substitute. Employees should use Calibri for daily communications, while Replica is reserved for marketing materials.

Primary font

Replica

Replica Light

Since 1881, Weil-McLain® has been a leader in hydronic heating systems.

Replica Bold

Since 1881, Weil-McLain® has been a leader in hydronic heating systems.

Replica Regular

Since 1881, Weil-McLain® has been a leader in hydronic heating systems.

Replica Heavy

Since 1881, Weil-McLain® has been a leader in hydronic heating systems.

Secondary font

Calibri

Calibri Regular

Since 1881, Weil-McLain® has been a leader in hydronic heating systems.

Calibri Bold

Since 1881, Weil-McLain® has been a leader in hydronic heating systems.

Color

Our palette features a family of blues. Primary colors should cover 80% of the page, while secondary colors should be used sparingly, up to 20%, for highlights and calls to action. Using tints of the colors and use of white space is encouraged to create dynamic and well structured communications.

Primary color palette

SPX Dark Blue	SPX Blue	SPX Light Blue	White
PMS 294 CP	PMS 2945 CP	PMS 2173 CP	CMYK 0/0/0/0
CMYK 100/74/0/45	CMYK 100/64/0/16	CMYK 82/36/0/0	RGB 255/255/255
RGB 0/47/108	RGB 0/76/151	RGB 0/132/213	HEX FFFFFF
HEX 002F6C	HEX 004C97	HEX 0084D5	

Secondary color palette

SPX Light Gray	SPX Dark Gray
CMYK 42/34/35/1	CMYK 63/55/55/30
RGB 154/154/154	RGB 87/88/87
HEX 999A99	HEX 575756