



BRAND GUIDELINES · VERSION 1.0 · AUGUST 2026

How WestDigital looks, sounds and moves.

For partners, press and everyone who puts the name on a page: the logo and how to use it, colour and type, composition, the product family, imagery, motion, voice, and every file you need.

01

The brand

01. 1 What WestDigital is

01. 2 The idea in the mark

What WestDigital is

Software and AI for airlines, rail and cruise operators: passenger experiences that adapt to each person, insight from the data journeys create, and the operational leverage that follows.

WestDigital is built by the team behind entertainment services for airlines, private jets and cruise operators. It is the home of four products.

WestIQ	The intelligence layer: personalization, recommendations, analytics, advertising, commerce and passenger insight.
Stream	The streaming platform.
StreamIQ	Stream with WestIQ built in.
TOM	AI-assisted content review and content intelligence for in-flight entertainment.

The name is written WestDigital, one word, capital W and capital D, everywhere including legal lines: © 2026 WestDigital. No other company name appears on a WestDigital surface.



The idea in the mark



The passenger is the solid centre. Intelligence compounds around them.

One orbit of three arcs whose lengths double, forty, eighty, one hundred and sixty degrees, with gaps that double too. Each pass around the individual, the system knows twice as much. The opening is where the next doubling would land, and in the lockup it faces the name.

The name carries the second idea. West is set in solid ink; Digital takes a two-stop ramp from pink to ultraviolet that starts exactly where the two words meet. That seam is the company story: an established travel operator crossing into software and AI, with the digital half carrying the energy.

Together they give the brand one sentence to live by: everything WestDigital builds is arranged around one person.

02

Logo

02. 1 The lockup

02. 2 Wordmark and mark

02. 3 Construction

02. 4 Clear space and minimum size

02. 5 Versions

02. 6 Small sizes and tiles

02. 7 Misuse

The lockup



ON NIGHT



ON PAPER

The mark and the wordmark together are the primary logo. Use the lockup wherever WestDigital appears for the first time on a surface: a website header, a deck cover, a document, a signature. The mark sits to the left, its opening toward the name; the wordmark is an outlined asset and is never re-typed.

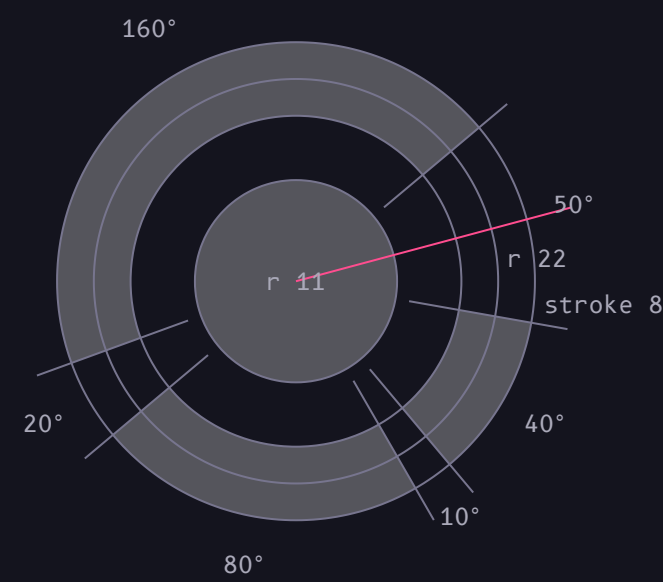
Wordmark and mark



The wordmark alone is for places where the mark has already been seen or would be too small to matter: navigation bars, running headers, legal lines, the byline under a product name.

The mark alone is for places that are square or tiny: avatars, app tiles, favicons, a hero when the name is already on the page. It never replaces the lockup on a surface where the brand is being introduced.

Construction



THE MARK: ONE ORBIT, THREE ARCS, ONE CORE

The mark lives in a box of 64 units. The orbit has a radius of 22 and a stroke of 8 with flat ends. The three arcs are 40, 80 and 160 degrees long and the gaps between them are 10, 20 and 50 degrees, running clockwise. The core is a solid disc of radius 11. The 50 degree opening is centred at 75 degrees, so it faces the name.



THE LOCKUP: MARK 64, CAP HEIGHT 33, AIR 12.8

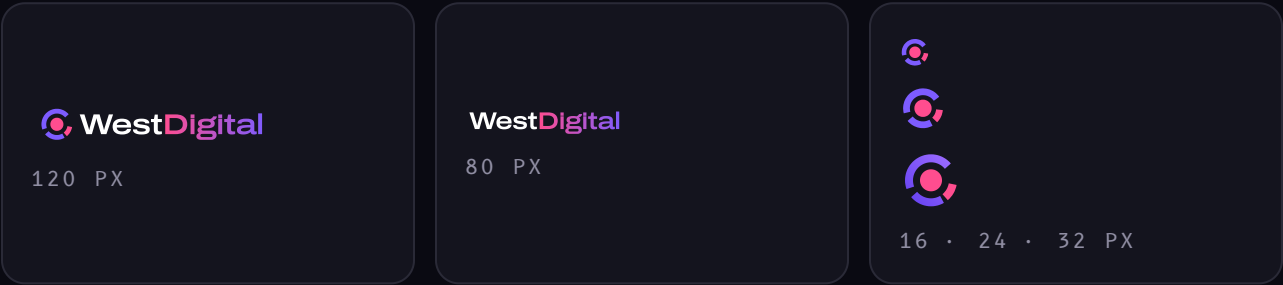
In the lockup the wordmark's cap height is 33 units, just over half the mark, and its cap centre sits on the mark's centre line. The wordmark sits 12.8 units of clear air from the mark, measured from the mark's ink to the first letter's ink; the distance from the mark's box follows from each mark's own opening, so every lockup in the family carries the same air. Every proportion scales together; never adjust one on its own.

Clear space and minimum size



Clear space is one core, the diameter of the centre disc, measured from the edge of the mark and the wordmark on every side. Nothing else enters that space: no type, no rules, no other logos, no edge of the page.

Minimum sizes. The lockup is never narrower than 120 px on screen or 28 mm in print. The wordmark alone: 80 px or 20 mm. The mark alone: 16 px or 5 mm. Below 32 px the mark uses its flat cut, which has slightly wider gaps and a heavier stroke so the three arcs still read.



Versions



FLAT MARK, NIGHT



FLAT MARK, PAPER



ONE COLOUR, WHITE



ONE COLOUR, NIGHT



ONE COLOUR, ORBIT



REVERSED ON ORBIT



WestDigital

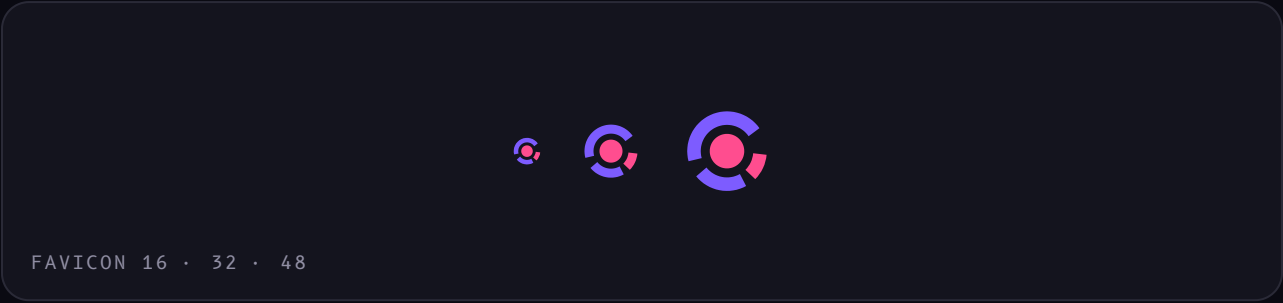
WESTDIGITAL BRAND GUIDELINES ·
 STACKED, NIGHT



WestDigital

STACKED, PAPER

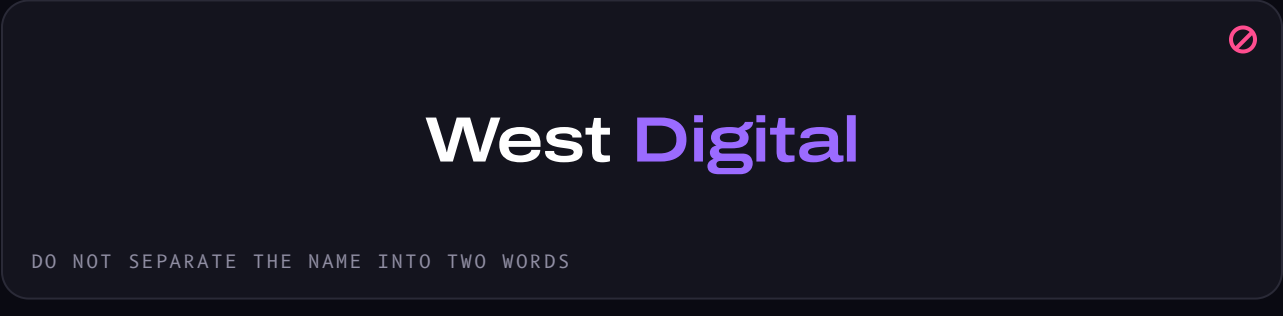
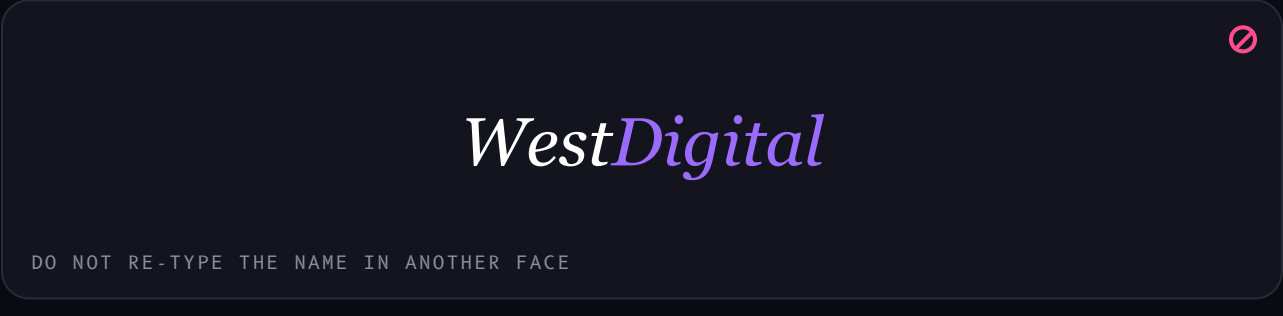
Small sizes and tiles



The favicon is the flat cut of the mark on a transparent ground. App tiles and avatars put the full colour mark on a Night or Paper tile with corners rounded to 22 percent of the tile; avatars are round.

A single letter, a W, is never used as a monogram or avatar. The orbit is the mark at every size.

Misuse



If a situation is not covered here, use the lockup from the asset pack unchanged, with its clear space, on Night or Paper.

03

Colour

03. 1 The palette

03. 2 Using colour

03. 3 The seam ramp and proportion

03. 4 In print

The palette

ORBIT	50 F1EEFE	100 E4DDFF	200 C9B9FF	300 B194FF	400 986BFF	500 7D5CFF	600 6A45F2	700 5637D6	800 3E279B	900 281865	950 1D1148
CORE	50 FFF1F4	100 FFE2E8	200 FFC3D2	300 FFA2BB	400 FF7DA5	500 FF4D8F	600 E0257E	700 B31F64	800 88184B	900 601134	950 4D0E29
NIGHT	50 F1F0F3	100 E2E2E8	200 C6C6D1	300 ABAABA	400 918FA4	500 77758E	600 5C5B70	700 424153	800 2A2A37	900 14141E	950 0A0A12

Night
#0A0A12
C89 M82 Y65 K87
The ground on dark surfaces; the ink on light surfaces.

Paper
#FFFFFF
C0 M0 Y0 K0
The ground on light surfaces; the ink on dark surfaces.

Orbit
#7D5CFF
C71 M68 Y0 K0
The brand violet: the mark's orbit and the end of the seam. Links use step 400 on dark and 600 on light; buttons fill with step 600 on both, so white text passes.

Core
#FF4D8F
C0 M80 Y7 K0
The brand pink: the core of the mark, the start of the seam, one highlight per page; step 600 on light grounds.

Click any step to copy its code. Each colour has a scale from 50 to 950; the brand values are Orbit 500 and Core 500 on dark grounds, Orbit 600 and Core 600 on light grounds. Each swatch carries its CMYK value; see In print for the profile, the gamut and the print files.

Using colour

Dark surfaces

 Ground	#0A0A12
 Raised surface	#14141E
 Line	#2A2A37
 Text	#F1F0F3
 Secondary text	#ABAABA
 Tertiary text	#918FA4
 Link	#9B6BFF
 Button fill	#6A45F2
 Emphasis	#FF4D8F

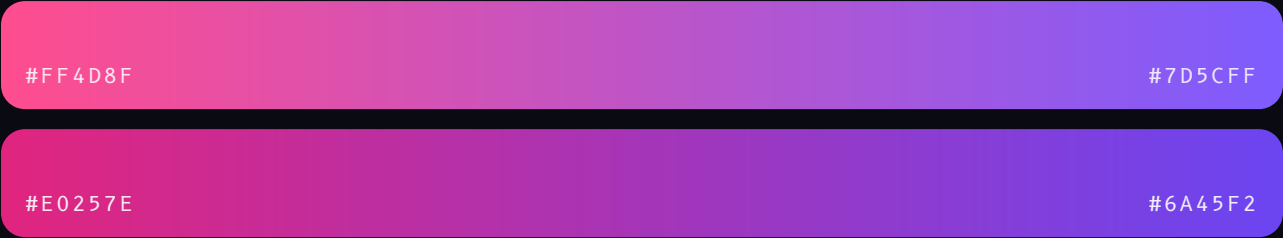
Light surfaces

 Ground	#FFFFFF
 Raised surface	#F1F0F3
 Line	#E2E2E8
 Text	#0A0A12
 Secondary text	#5C5B70
 Tertiary text	#77758E
 Link	#6A45F2
 Button fill	#6A45F2
 Emphasis	#E0257E

Contrast

TEXT ON GROUND	RATIO	USE
  Paper on Night	19.72	AAA
  Night 300 on Night	8.63	AAA
  Night 400 on Night	6.26	AA
  Orbit 400 on Night	5.58	AA
  Orbit 500 on Night	4.55	AA
  Core 500 on Night	6.30	AA
  Night on Paper	19.72	AAA
  Night 600 on Paper	6.59	AA
  Night 500 on Paper	4.45	AA large
  Orbit 600 on Paper	5.61	AA

The seam ramp and proportion



The ramp runs in one direction, from Core to Orbit, with two stops. It appears once per composition: in the wordmark's Digital, or on one hero element, or on one tile. It is never applied to West, to body text, to buttons or to more than one thing on a page. Angle: horizontal in the wordmark, 45 degrees rising to the right on tiles and fields.



Proportion on any surface: about seventy percent ground, twenty percent ink, eight percent Orbit, and Core as the last two percent. Core is a signal, not a colour scheme; if a page has more than one pink element, one of them is wrong.

Dark is the brand's home. Light surfaces are for documents, partner materials and anything that has to print well; both are complete systems and every asset exists for both.

In print

Print values are conversions, made properly. Every CMYK value on this page is an ICC conversion from the screen colour to Coated GRACoL 2006 (ISO 12647-2), relative colorimetric with black point compensation; the values file in the asset pack carries Coated FOGRA39 as well for printers who proof to the ISO reference. Give your printer the value and the profile name together; a number without its profile means nothing on press.

Night is 100 K. As ink, for type and logos, Night prints as solid black. The rich black listed for Night 950 is for large fields only, never for type, and never under a small mark.

The flat cut is the brand in print. Gradients are for screens. Every print file in the pack is the flat cut: vector, CMYK, one core of clear space built in, ready for a printer as it is. Use the reverse cut on dark stock and the one-colour cut on one-ink jobs.

COLOUR	HEX	RGB	CMYK, COATED GRACOL 2006	PRESS	USE
 Orbit	#7D5CFF	125 92 255	C71 M68 Y0 K0	outside the gamut: spot ink	the mark, the ramp, on every ground
 Core	#FF4D8F	255 77 143	C0 M80 Y7 K0	proof on press	the core, the ramp, on every ground
 Night 950	#0A0A12	10 10 18	C89 M82 Y65 K87	prints faithfully	ink: 100 K; the rich black is for fields
 Night 600	#5C5B70	92 91 112	C66 M59 Y36 K20	prints faithfully	secondary text on paper
 Paper	#FFFFFF	255 255 255	C0 M0 Y0 K0	prints faithfully	
 WestIQ signal	#2679EB	38 121 235	C79 M51 Y0 K0	outside the gamut: spot ink	the bezel
 WestIQ inner	#73B1FF	115 177 255	C53 M22 Y0 K0	proof on press	the inner ring
 Gold	#EEA743	238 167 67	C5 M39 Y80 K0	prints faithfully	WestIQ and StreamIQ
 Stream teal	#2ED3B7	46 211 183	C64 M0 Y38 K0	proof on press	the flat cut
 TOM orange	#FF7A45	255 122 69	C0 M64 Y73 K0	prints faithfully	the flat cut

Some of the brand does not exist in four-colour process. Orbit, the brand violet, sits well outside the CMYK gamut: the process build prints as a dull slate, and no mix of four inks reaches it. For anything where the violet matters, print it as a spot ink matched to the hex, and proof it. The WestIQ signal blue and the Stream teal lose part of their chroma the same way; Core pink, TOM orange, the gold and every neutral print faithfully. The table marks which is which.

One set of values on every ground. A mark is the same hex on white as on Night; nothing shifts with the background. Only ink changes with the ground: the wordmark and the product names are white on dark surfaces and Night on light ones.

04

Typography

04.1 One family, one axis

04.2 The scale

One family, one axis

WestDigital

**Archivo across its width axis is
the whole typographic system.**

The name sits at the wide end of the axis, width 125 and weight 600, and is only ever used as the outlined wordmark. Display lines step in to width 118; titles to 112; headings to 106; body text runs at the normal width, 100, weight 400. The effect is one voice that gets wider and more certain as it gets larger, and the wordmark is its loudest register.

B612 Mono is the second voice, the instrument voice shared with WestIQ. It is for eyebrows, codes, data, timestamps and captions set in capitals with wide tracking, never for paragraphs.

Both faces are published under the SIL Open Font License and come with the asset pack. Fallbacks: Archivo, system-ui, sans-serif; B612 Mono, ui-monospace, monospace.

The scale

Smarter with every mile.

Passenger intelligence for the connected cabin

Recommendations with reasons

WestIQ recommends what each passenger is likely to watch next, and says why. Search the catalog in plain language. Personas keep a family sharing one screen from being treated as one viewer.

Small text carries captions, footers and legal lines.

B 612 MONO · EYEBROWS · CODES · 14:32:07

ROLE	SIZE / LEADING	WIDTH	WEIGHT	TRACKING	USE
Wordmark	outlined	125	600	as drawn	the logo only
Display	56 / 1.02	118	560	-0.022 em	hero lines, deck covers
Title	36 / 1.1	112	540	-0.018 em	section titles
Heading	24 / 1.2	106	520	-0.012 em	cards, sub-heads
Body	17 / 1.55	100	400	0	paragraphs, up to 66 characters a line
Small	14 / 1.5	100	420	0	captions, footers, legal
Mono	11 / 1.4	B612 Mono	400	+0.14 em, capitals	eyebrows, codes, data, timestamps

Sentence case everywhere, including titles and buttons. No faux bold or italics; Archivo has real weights. Never set the name WestDigital in live type where the wordmark belongs.

05

Composition

05.1 Grid and space

05.2 Placing the mark

Grid and space



Twelve columns, 24 px gutters, 1200 px maximum content width, 24 px page margin on small screens and 48 px above 900 px.

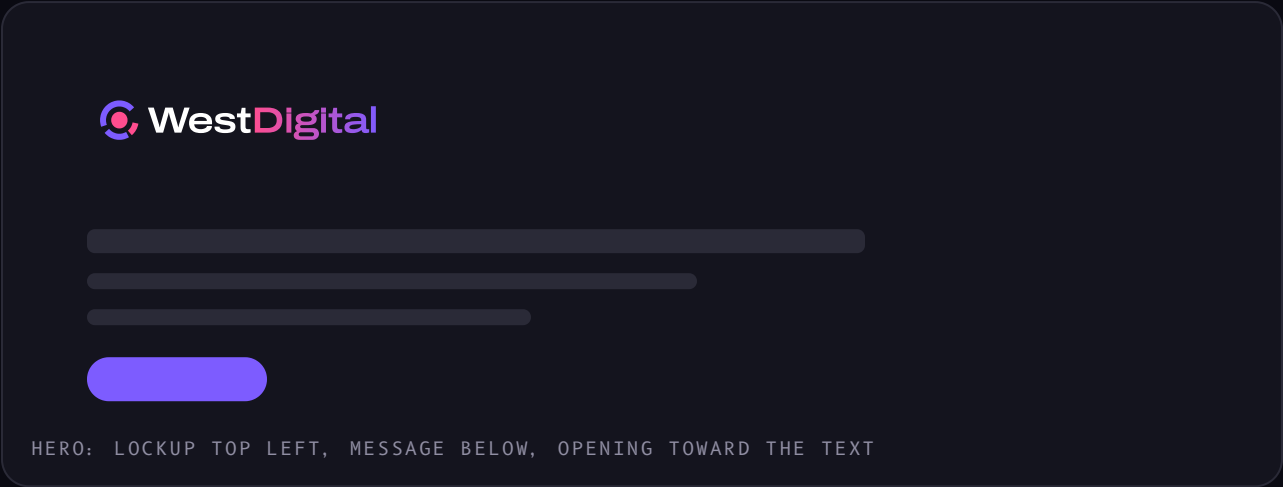


Spacing steps: 4, 8, 12, 16, 24, 32, 48, 64, 96, 128 px. Corner radius: 8 px for controls, 14 px for cards and tiles, 24 px for large panels; app tiles use 22 percent of their side.

Space is the brand's quietest asset and its most used. The lockup gets one core of clear space; sections get at least 96 px between them; a paragraph never runs past 66 characters. When in doubt, remove one thing and add space.

Corners are rounded, never sharp and never pill-shaped except on small buttons. Borders are one pixel of the Line colour. Shadows are not used on dark surfaces; on light surfaces a card may carry a single soft shadow at 8 percent opacity.

Placing the mark



The mark's opening faces the message: left of a headline, above a line of copy, toward the centre of a composition. It never points off the page. On a photograph the lockup sits on a Night scrim of at least 60 percent, never directly on the image.

One ramp per composition. If the wordmark's Digital is on the page, no other element carries the gradient; if a hero field carries it, the lockup in that composition uses its flat cut.

06

Family

06. 1 One orbit, five products

06. 2 Product lockups

06. 3 Product colour

One orbit, five products



WESTDIGITAL



WESTIQ



STREAM



STREAMIQ



TOM



WESTDIGITAL



WESTIQ



STREAM



STREAMIQ



TOM

Every product mark is the parent's orbit: radius 22, stroke 8, flat ends, the opening at 75 degrees toward the name, around the same solid core in Core pink. The core is the passenger, and it is the same passenger in every product. What changes is the number of arcs and the hue. The parent doubles, three arcs. Stream flows, one unbroken arc. TOM reviews, two arcs that read as brackets around the centre.

WestIQ carries the instrument: a bezel and an inner ring in signal blue, the gold tail seated in the ring at four thirty, and a gold pupil at the centre, the passenger as the signal. StreamIQ is Stream with that same gold at its head: WestIQ inside Stream. Product hues never appear in the parent's mark, and the parent's ultraviolet ramp never appears in a product's.

Product lockups



A product lockup is its mark, its name in the same register as the parent but one weight lighter, and the line "by WestDigital" beneath, with the parent's wordmark in ink. Products never wear the seam ramp; the endorsement is quiet on purpose.

Names: WestIQ, Stream, StreamIQ and TOM, on first mention as "Stream by WestDigital". The parent's own legal line is "© 2026 WestDigital"; no other company name appears on WestDigital or product surfaces.

Product colour



Aurora · Stream and StreamIQ



Dark ground
#14B8A0 to #5EEBD0
C89 M0 Y13 K28



Light ground
#14B8A0 to #5EEBD0
C89 M0 Y13 K28



Flat
#2ED3B7
C64 M0 Y38 K0
dark · #2ED3B7 light



Ember · TOM



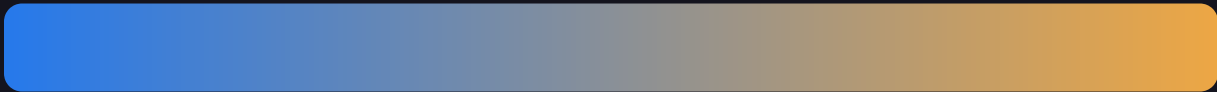
Dark ground
#FF6A3D to #FFA24D
C0 M58 Y76 K0



Light ground
#FF6A3D to #FFA24D
C0 M58 Y76 K0



Flat
#FF7A45
C0 M64 Y73 K0
dark · #FF7A45 light



Signal and gold · WestIQ



Signal
#2679EB
C79 M51 Y0 K0
the bezel

07

Imagery and motion

07.1 Imagery

07.2 Motion

Imagery



Orbit field: abstract imagery generated from the mark's own geometry.

Product surfaces. Show the products as they are: real screens on a dark ground, no invented interfaces, no retouched results.

Orbit fields. Abstract imagery is built from the mark: arcs at doubling radii, one ramp, on Night, with a single Core point. It replaces stock illustration everywhere.

Photography. Travel in progress, seen calmly: a cabin at cruise, a screen in use, a platform at first light. Natural light, quiet colour, no clouds with a plane through them, no handshakes, no staged smiles. People are never identifiable without consent, and no airline, aircraft or partner is identifiable unless they have agreed to appear.

Motion



0 MS · 40°



120 MS · 80°



360 MS · 160°



840 MS · CORE



The brand has one motion signature. The arcs draw clockwise in doubling time: 40 degrees over 120 ms, 80 over 240, 160 over 480; the core lands at 840 ms; the seam ignites across Digital at one second. After that the seam breathes on an eight second loop, a slow drift of the pink and the violet along the word.

It plays once per page, where the brand is introduced: the cover of this guide, the hero of the website, the first slide of a deck. The breathing loop is reserved for WestDigital's own surfaces; partner materials use the static lockup.

Everything else is restrained: 200 ms ease-out transitions, a two pixel lift on hover, and nothing that loops. When a viewer has asked for reduced motion, the finished mark is shown and nothing moves.

08

Voice

08.1 How WestDigital writes

How WestDigital writes

Say what it does. Then stop.

- Short sentences, present tense, active voice. The product does something; say what.
- Specific beats grand. No superlatives, no "revolutionary", no "seamless". Numbers only when they are true and approved.
- Quiet about the machinery. WestDigital never names the suppliers, cloud providers or models behind a product. It says "AI" and "cloud" and moves on.
- Sentence case everywhere, including titles, buttons and navigation.
- Straight quotes. Commas, colons and periods do the work of dashes; the em dash and the en dash are not used.
- The name is WestDigital, one word. Products are WestIQ, Stream, StreamIQ and TOM; on first mention, "Stream by WestDigital".

DO

WestIQ recommends what each passenger is likely to watch next, and says why.

DO NOT

~~Our revolutionary AI-powered platform transforms the passenger journey with seamless, next-generation personalization.~~

DO

Search the catalog in plain language.

DO NOT

~~Leverage cutting-edge natural language capabilities to unlock content discovery.~~

DO

Each airline's data stays its own. Nothing trains on it.

DO NOT

~~Enterprise-grade security you can trust, powered by industry-leading infrastructure.~~

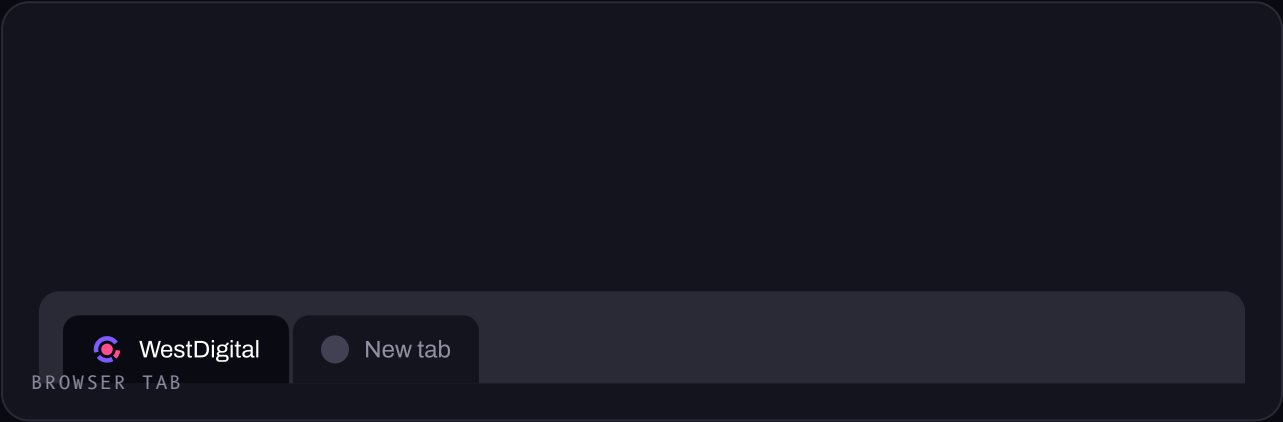
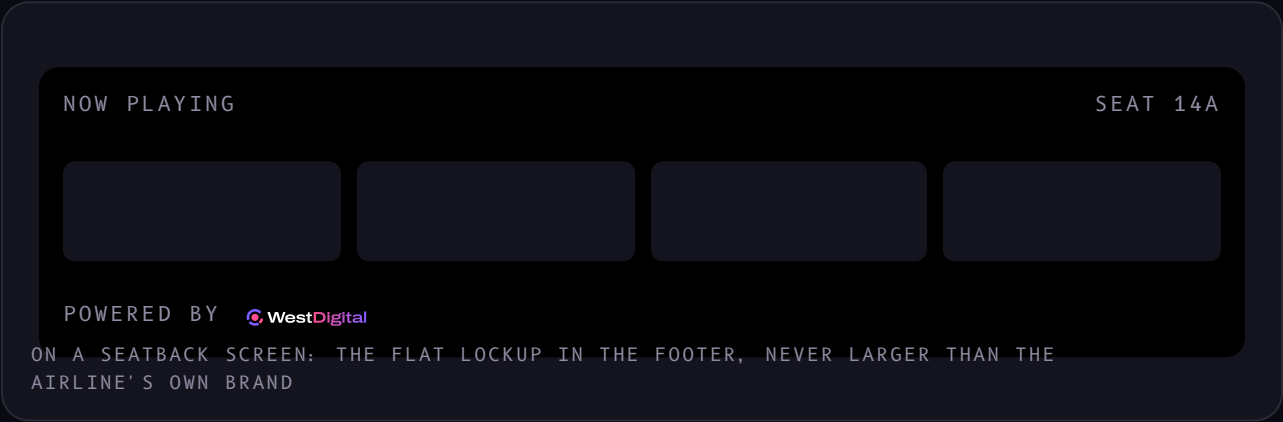
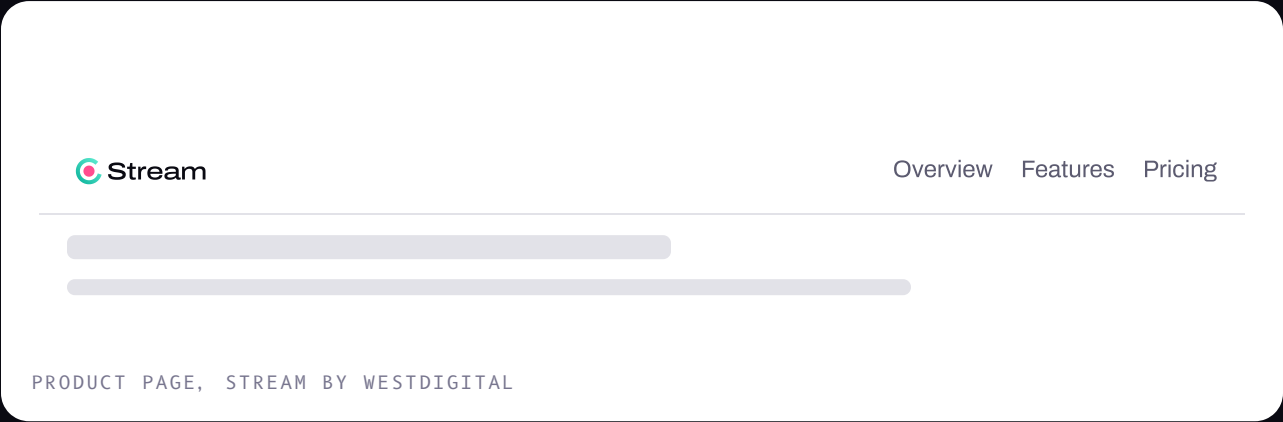
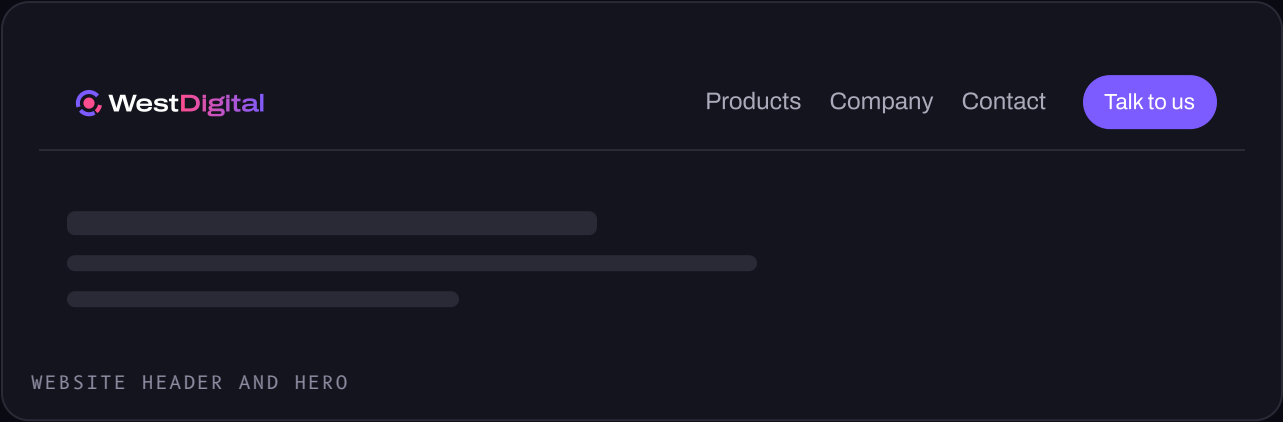
09

In use

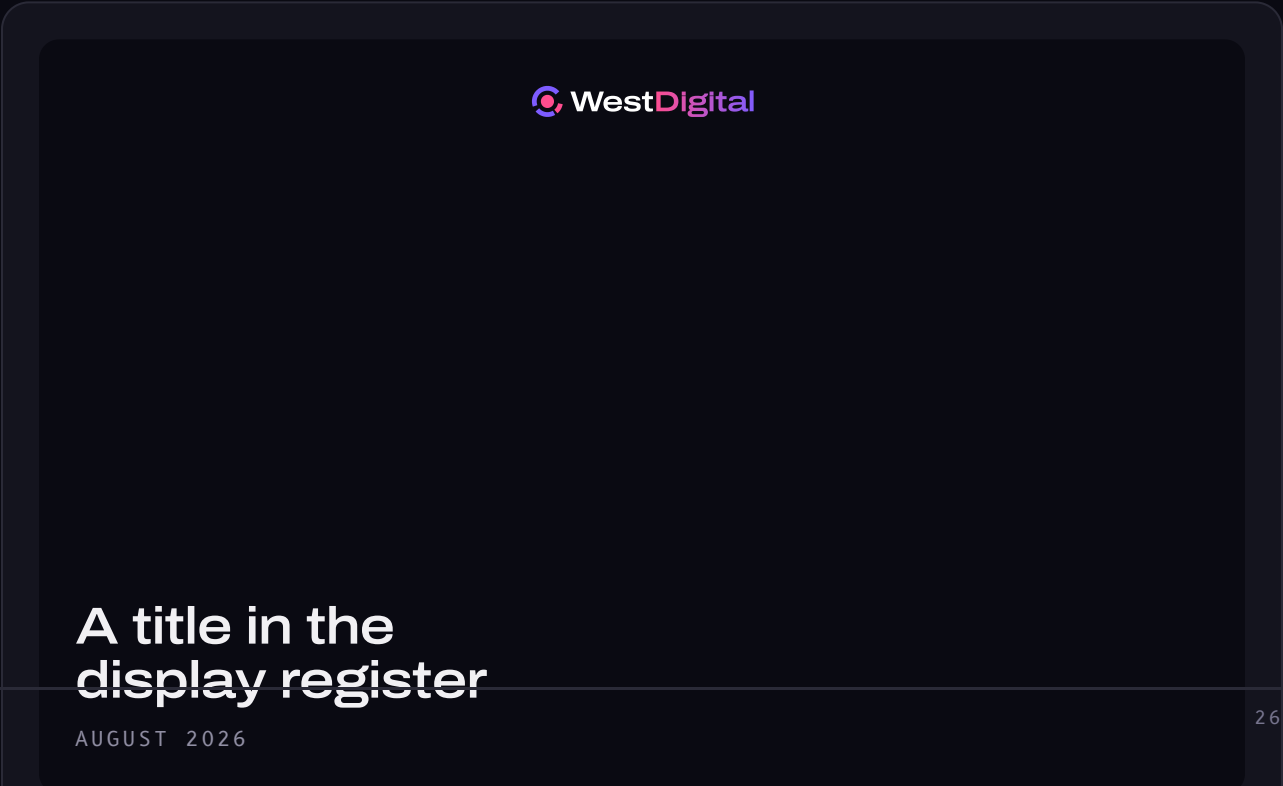
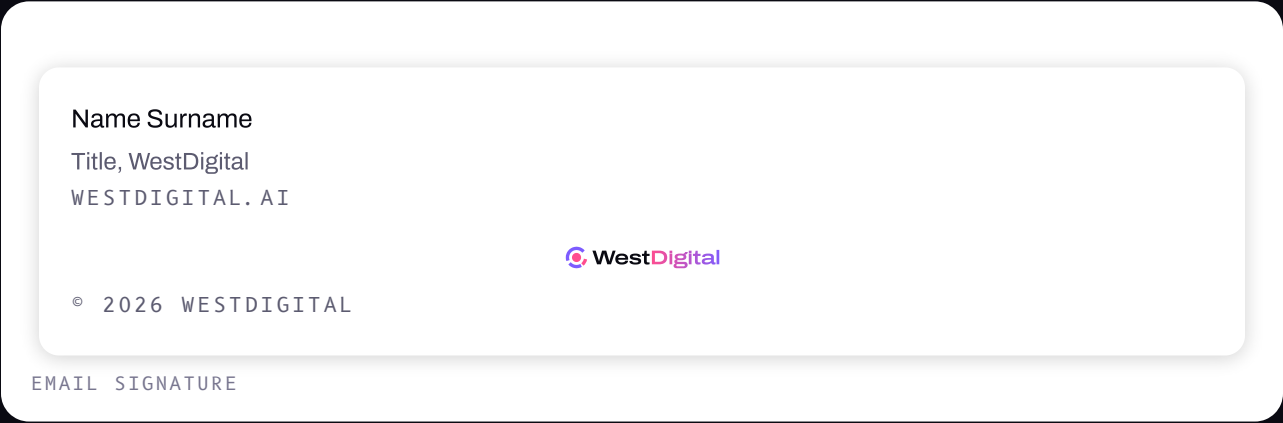
09.1 On screen

09.2 In print and in hand

On screen



In print and in hand



10

Assets

10.1 Downloads

10.2 Print files

Downloads

The pack holds every cut on this page as SVG and transparent PNG, the product marks and lockups, the favicon and tiles, both typefaces with their licences, and a print folder: every mark and lockup as a press-ready vector PDF in CMYK (the flat cut in colour, one-colour black, and reverse), with the colour values file. Use the SVG wherever you can on screen and the PDF for anything that goes to a printer; the PNG sizes are for tools that cannot take vector.

Files ending in dark are for dark grounds and light for light grounds. Do not alter the files; if you need a cut that is not in the pack, ask.

Version 1.0, August 2026. For permissions and questions about the brand, write to hello@westdigital.ai.

Lockup	westdigital-lockup-dark PNG westdigital-lockup-light PNG westdigital-lockup-flat-dark PNG westdigital-lockup-flat-light PNG westdigital-lockup-mono-white PNG westdigital-lockup-mono-night PNG westdigital-lockup-onecolour-orbit PNG
Stacked	westdigital-stacked-dark PNG westdigital-stacked-light PNG westdigital-stacked-mono-white PNG westdigital-stacked-mono-night PNG
Wordmark	westdigital-wordmark-dark PNG westdigital-wordmark-light PNG westdigital-wordmark-mono-white PNG westdigital-wordmark-mono-night PNG
Mark	westdigital-mark-dark PNG westdigital-mark-light PNG westdigital-mark-flat-dark PNG westdigital-mark-flat-light PNG westdigital-mark-mono-white PNG westdigital-mark-mono-night PNG
Small	westdigital-favicon PNG westdigital-app-tile-dark PNG westdigital-app-tile-light PNG westdigital-avatar PNG
Products	westiq-lockup-dark PNG westiq-lockup-light PNG stream-lockup-dark PNG stream-lockup-light PNG streamiq-lockup-dark PNG streamiq-lockup-light PNG tom-lockup-dark PNG tom-lockup-light PNG
Product marks	westiq-mark-dark PNG westiq-mark-light PNG stream-mark-dark PNG stream-mark-light PNG streamiq-mark-dark PNG streamiq-mark-light PNG tom-mark-dark PNG tom-mark-light PNG
Endorsed, type only	westiq-by-westdigital-dark PNG westiq-by-westdigital-light PNG stream-by-westdigital-dark PNG stream-by-westdigital-light PNG streamiq-by-westdigital-dark PNG streamiq-by-westdigital-light PNG tom-by-westdigital-dark PNG

Print files

Vector PDF, CMYK, one page each, one core of clear space built in, with the Coated GRACoL 2006 output intent embedded so the values mean one thing on press. Three cuts of every asset: the flat colour cut for white stock, one-colour black for one-ink jobs, and the reverse cut (white artwork on a Night field, for dark stock). Hand the file to the printer as it is.

The values file lists every colour in the identity as hex, RGB and CMYK under both Coated GRACoL 2006 and Coated FOGRA39, and marks the hues that need a spot ink.

WestDigital	westdigital-lockup CMYK BLACK REVERSE	westdigital-stacked CMYK BLACK REVERSE
	westdigital-wordmark CMYK BLACK REVERSE	westdigital-mark CMYK BLACK REVERSE
WestIQ	westiq-lockup CMYK BLACK REVERSE	westiq-mark CMYK BLACK REVERSE
Stream	stream-lockup CMYK BLACK REVERSE	stream-mark CMYK BLACK REVERSE
StreamIQ	streamiq-lockup CMYK BLACK REVERSE	streamiq-mark CMYK BLACK REVERSE
TOM	tom-lockup CMYK BLACK REVERSE	tom-mark CMYK BLACK REVERSE



WestDigital

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