



2022 MEDIA FACT SHEET + LOGO USAGE

Headquarters

311 W Monroe St, 14th Floor
Chicago, IL 60606

Website

www.westmonroe.com

Employees

2,000

Offices

Chicago
Dallas
Los Angeles
Minneapolis
New York
San Francisco
Seattle
London (coming soon)
Washington, D.C.

Overview

West Monroe is a digital services firm that was born in technology but built for business—partnering with companies in transformative industries to deliver quantifiable financial value. We believe that digital is a mindset—not a project, a team, or a destination—and it’s something companies become, not something they do. That’s why we work in diverse, multidisciplinary teams that blend management consulting, digital design, and product engineering to move companies from traditional ways of working to digital operating models—and create experiences that transcend the digital and physical worlds. Connected by the 13 founding values that drive our culture, our 2,000 employees work collaboratively across the firm with the belief that your success is our success. Visit WestMonroe.com to [learn more](#).

Founding story

In April 2002, four former consultants, Dean Fischer, Susan Stelter, Matt Rager, and Kevin McCarty, met at Miller’s Pub in Chicago – with a clean slate and no clients. On a bunch of napkins, they sketched out their ideal consulting firm. The words on those napkins became West Monroe’s core values and continue to guide the firm every day, from how we consider future investments, to how we welcome new employees, to how we treat our clients.

Executive leadership team

[Kevin McCarty](#), Chief Executive Officer
[Doug Armstrong](#), Chief Operations Officer
[Tom Bolger](#), Chief Strategy Officer
[Zach Jones](#), Chief Financial Officer
[Casey Foss](#), Chief Commercial Officer
[Susan Stelter](#), Chief People Officer
[Kevin Rooney](#), Chief Administrative Officer
[Alberto Ruocco](#), Chief Information Officer
[Tom Ewers](#), Chief Revenue Officer

Core topic expertise

Business Services
Digital & Technology
Mergers & Acquisitions
People

Core industry expertise

Consumer & Industrial Products

Energy & Utilities

- Electric Utilities
- Gas Utilities
- Water Utilities

Financial Services

- Banking & Credit Unions
- Agricultural Lending & Farm Credit

Healthcare & Life Sciences

- Health Plans
- Health Systems
- Life Sciences
- Dental & Ancillary

Private Equity

High Tech & Software

Media & public speaking contacts

Need an expert for your news story or conference?

Christina Galoozis, cgaloozis@westmonroe.com, +1 312.447.6623
Shira Cohen, scohen@westmonroe.com, + 312.386.6049

THE WEST MONROE LOGO

LOGO USAGE

Colors

If the logo is used in one color, the west diamond should be “cut out.”

Clearspace

Minimum clearspace is the area surrounding a logo that must be kept free of any text or graphic elements. To help maintain visual impact on all of our communications, always allow for generous space around the West Monroe logo. Minimum clearspace is measured by the size of the diamond in the mark.

Minimum size

The West Monroe logo must be sized large enough so it can be read easily on every application, both print or digital. Our logo can be scaled to as large a size as needed, but it should not be used at sizes smaller than the minimums shown on the right.

Primary logo



Logo variations

One color usage: Dark



Brand yellow + white



Clearspace



Minimum size



1" / 100px

Minimum logo width is:
Print: 1 inches
Screen: 100 pixels

LOGO DOS AND DON'TS

The West Monroe logo is one of the most important elements of our visual system — and as such, it has to be applied consistently across all materials. On the right, we've included a few examples of “Dos” and “Don'ts” to follow when using our logo. Although these do not represent every instance of misuse, they illustrate many common situations to avoid. Remember, only West Monroe-approved artwork should be used for our logo. Never try to recreate, modify, or augment the logo in any way.

Logo should never be locked up with any additional text.

*NOTE: Our identity may be used by itself only in digital applications for small spaces (website favicon, Instagram/Facebook/Twitter avatar) and for no other applications

Dos



Scale proportionally



Keep correct clearspace

Don'ts



Don't stack



Don't distort



Don't rotate



Don't add effects



Don't use grayscale



Don't recolor to non-brand color



Don't place full-color logo over colored backgrounds



Don't mix the wordmark with text



Don't use the identity by itself*



Don't lockup any copy with logo



Don't lockup “partners” with logo