



2021 MEDIA FACT SHEET + LOGO USAGE

Headquarters

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

Website

www.westmonroe.com

Employees

1,500

Offices

Chicago
Dallas
Los Angeles
Minneapolis
New York
San Francisco
Seattle
Washington, D.C.

Overview

West Monroe is a national consulting firm that was born in technology but built for business—partnering with companies in transformative industries to deliver real, measurable results. Technology is who we are, it is not something we bolted on overnight, and we believe it is one of the greatest enablers of business value. That’s why we work in diverse, multidisciplinary teams that blend industry expertise with deep operational and technology capabilities to create quantifiable, financial value for our clients. Our 1,300 employees based in seven offices across the United States also own 100% of our business, so when you partner with us you know we are committed—because your success is our success. Our undeniably different approach breeds undeniable results. 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 Marketing Officer
[Susan Stelter](#), Chief People Officer
[Kevin Rooney](#), Chief Administrative Officer
[Alberto Ruocco](#), Chief Information Officer

Core topic expertise

Analytics & Artificial Intelligence
Corporate Transformation
Customer Experience
Cybersecurity
Digital
Mergers & Acquisitions
Operations Excellence
Strategic Sourcing

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

Retail

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