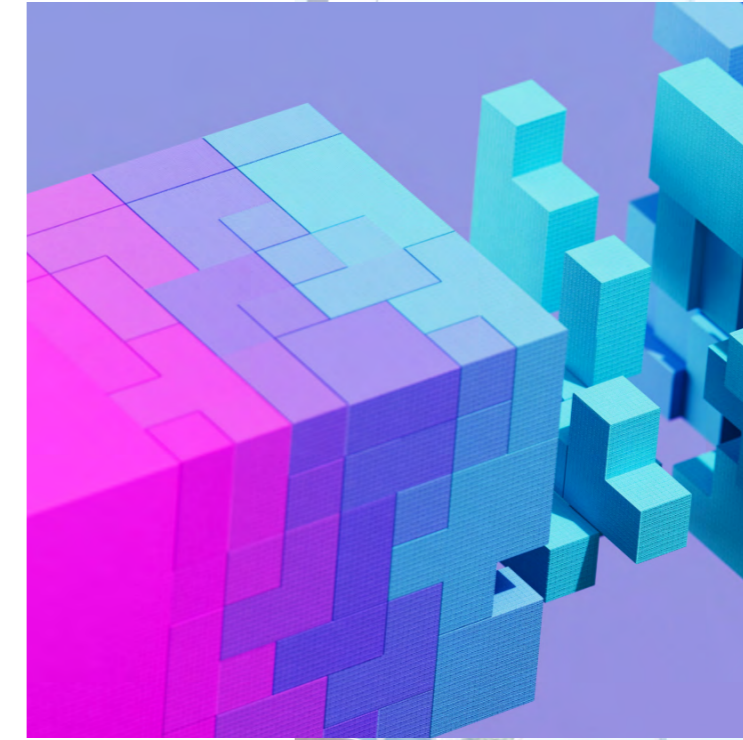




2026

MEDIA FACT SHEET

+ LOGO USAGE



HEADQUARTERS

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

WEBSITE

www.westmonroe.com

EMPLOYEES

2,000

OFFICES

Boston
Chicago
Costa Rica
Dallas
London
Los Angeles
Minneapolis
New York
San Francisco
Seattle
Washington, D.C.

Overview

West Monroe is a global business and technology consulting firm passionate about creating value for our clients. We co-create solutions that accelerate results now and prepare industries to tackle what's next. We're excited by the possibilities that technology creates. We work with our clients to deliver on the possible, building on their goals, generating fresh insights and creating inspiring outcomes.

We excel at the intersection of industry, strategy, people and technology—always driving rapid impact. Our all-in approach comes from our unique employee ownership structure. Our clients' success is our success. From the beginning, our growth has come from putting people at the center. Fortune and USA Today consistently celebrate West Monroe as a top workplace, and we're recognized as a leading consultancy by Forbes and Forrester. Let's find more value for your business.

Share our passion at westmonroe.com.

Founding Story

Four former consultants—Dean Fischer, Susan Stelter, Matt Rager, and Kevin McCarty—sat down at Miller's Pub in April 2002 in Chicago with no clients, no playbook, and a big idea. Over a stack of napkins, they sketched out what consulting should look like: a firm built on real partnership, where people come first and results follow.

Those early ideas became West Monroe's core values. They still guide us today—in every investment we make, every new team member we welcome, and every client relationship we build. It's not just what we do; it's how we do it—together.

EXECUTIVE LEADERSHIP TEAM

Gil Mermelstein - Chief Executive Officer

Harin Shetty - President

Bret Greenstein - Chief AI Officer

Dan Freiman - Chief Financial Officer

Tanya Moore - Chief People Officer

Kevin Rooney - Chief Information Officer

Kamau Coar - General Counsel

CORE FUNCTIONAL EXPERTISE

Technology & Experience

Organization, People & Change

Operations Excellence

Mergers & Acquisitions

CORE INDUSTRY EXPERTISE

Consumer & Industrial Products

Energy & Utilities

Banking & Credit Unions

Healthcare & Life Sciences

Insurance

Private Equity

High Tech & Software

MEDIA & 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

LOGO

INTRODUCTION

Our logo, combining a symbol and wordmark, is a crucial aspect of our visual identity, consistently representing our brand across all communications.

The symbol itself is thoughtfully designed to reflect both our legacy compass and the uniquely collaborative way of West Monroe. Our logo tells our story of connection, the power of coming together to surround a challenge and create success — every person, every strength of West Monroe united in common purpose. The rotated squares within the symbol convey diverse perspectives and expertise within our team, while the wordmark, in bold and unified typography, reinforces the strength and pragmatism of our brand.



The Compass represents the unity with which we solve today's and tomorrow's ever-changing problems.

Our name is composed in a single modern typographic treatment that is easy to read.

COLOR FORMATS & BACKGROUNDS

We have established multiple color formats of our logo to account for a variety of production methods and applications. Use the guidelines on this page to determine which format best suits your deliverable.

PREFERRED LOGO AND BACKGROUND COLOR COMBINATIONS



One-color Grounded Blue on White (preferred)

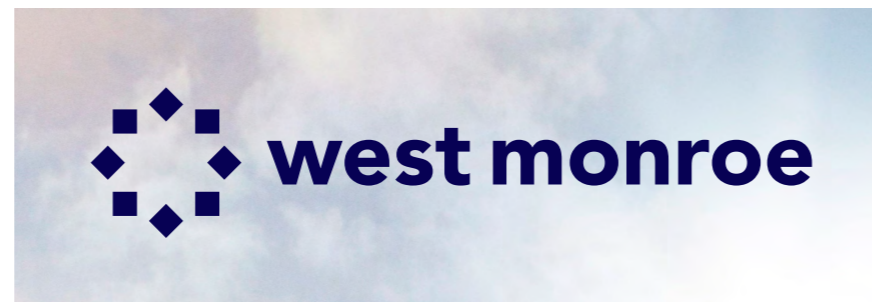


One-color Grounded Blue on Light Gray



One-color White on Grounded Blue

LIMITED-USE LOGO AND BACKGROUND COLOR COMBINATIONS



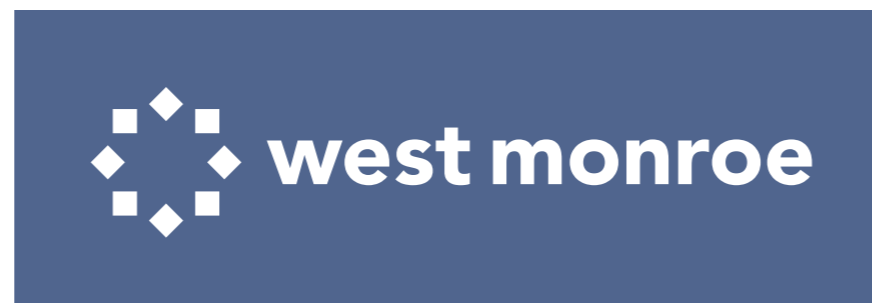
One-color Grounded Blue on simple light photographic background



One-color White on simple dark photographic background



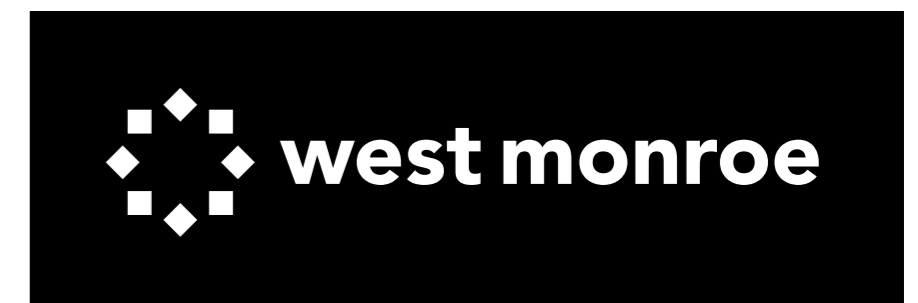
One-color Grounded Blue on Medium Gray



One-color White on Dark Gray



One-color Black on White



One-color White on Black

CLEAR SPACE & MINIMUM SIZE

The clear space around our logos is an area that should be free from other elements like typography, images, graphic elements, patterns, the edge of the surface on which it's placed or anything that would interfere with the legibility and visibility of our logo. When applications allow, we encourage designers to give our logo even more space to shine.



MINIMUM SIZE



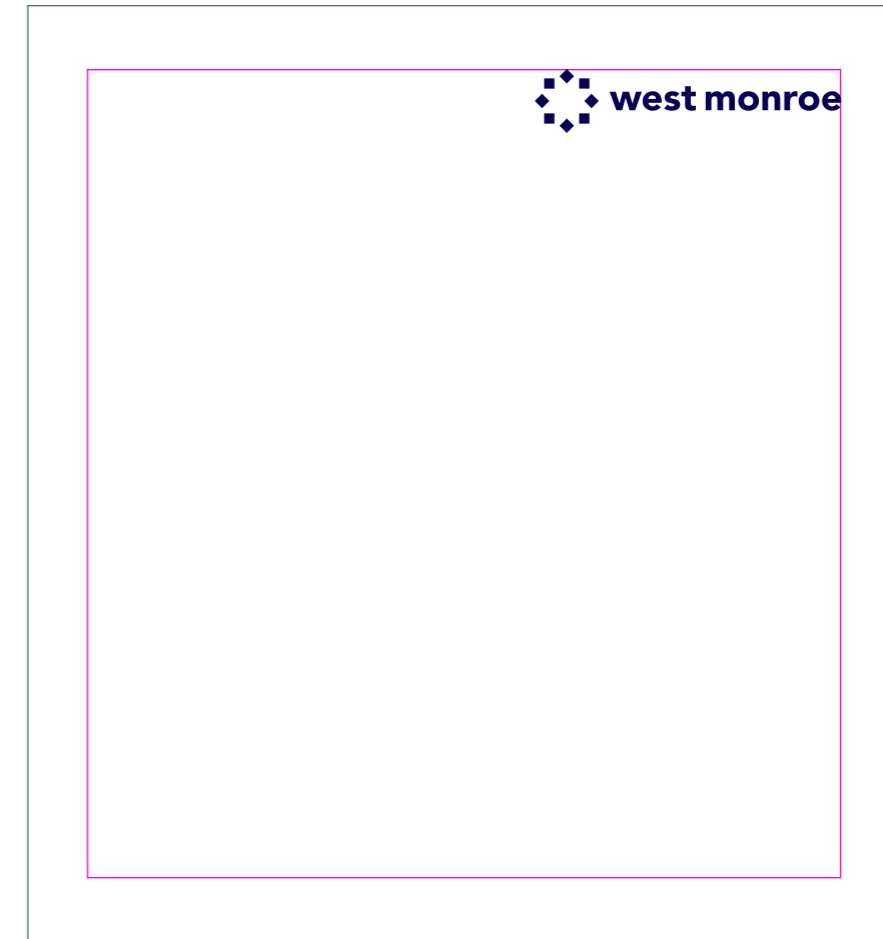
Symbol height on screen: 24px



Symbol height in print: 12pt

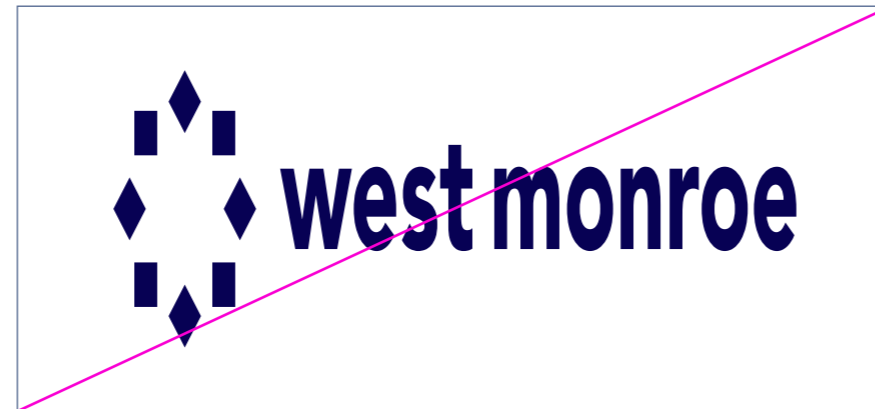
PLACEMENT

Place our logo in any corner of an application, inside margins that honor our clear space guidelines.

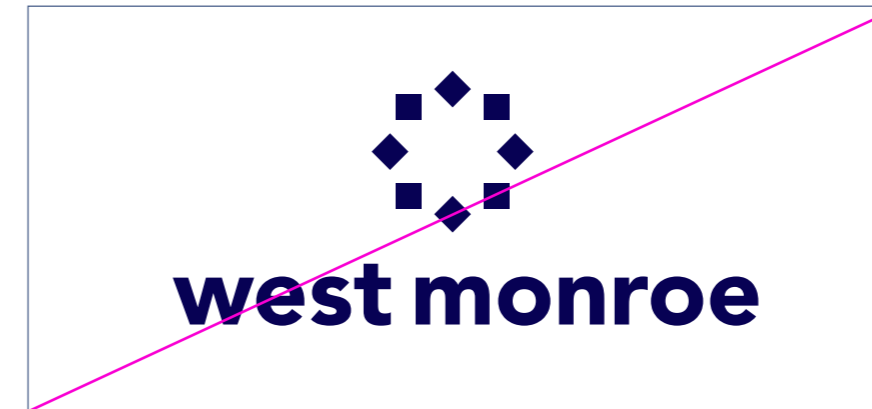


MISUSES

The consistent use of our logo ensures brand recognition. Avoid these common mistakes when applying our logo in layout.



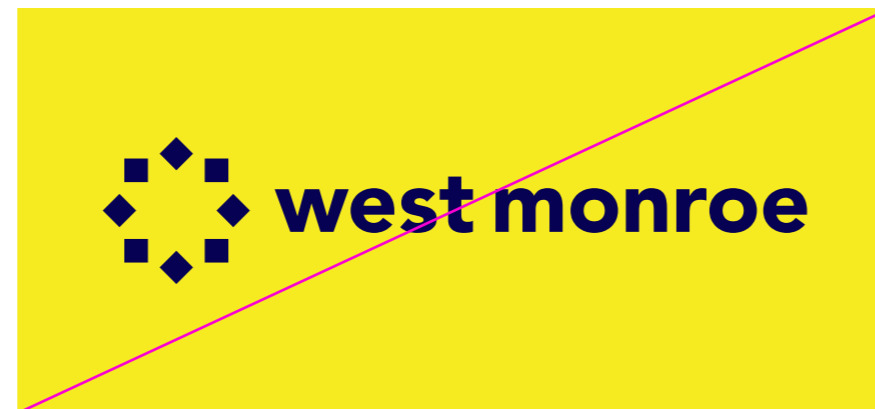
Don't distort our logo by scaling it disproportionately



Don't create new orientations of our logo



Don't change the size relationship of the Compass and our wordmark



Don't place our logo on unapproved background colors



Don't alter the color of our logo



Don't apply special effects such as drop shadows to our logo



Don't place our logo on distracting or low-contrast photographic backgrounds



Don't crowd our logo by violating its clear space with the edge of an application or other elements



Don't use the wordmark without the Compass or vice versa. However, the Compass can be used by itself on social and app icons