

The independent technical conscience.

An evolved identity system for cyber, cloud
and IT assurance — board-ready, fixed-fee.

01 · STRATEGY

Quiet authority. Senior-led. Fixed fee.

Westgate Sentinel is the independent technical conscience for boards that need certainty, not consultancy. We deliver senior-led cyber, cloud and IT assurance for UK SMEs and M&A — fixed scope, fixed fee, no theatre.

MESSAGING PILLARS

01 Find it before it costs you.

Outside-in views and tenant deep-dives, written for boards.

02 Fixed scope, fixed fee.

Quoted up-front. No retainers. No scope creep.

03 Senior-only delivery.

The person who scoped it does the work.

04 Built for audits & deals.

Evidence packs that hold up under diligence.

02 · LOGO

A sentinel, drawn with restraint.



CLEAR-SPACE · CAP-HEIGHT OF WORDMARK ON ALL SIDES

MIN SIZE · 24PX DIGITAL · 12MM PRINT

DON'T RECOLOUR, STRETCH, OUTLINE OR TILT THE MARK

03 · COLOUR

Five colours. Disciplined ratios.



Ironstone — Primary · text · authority

Bone — Base · paper · calm

Signal Amber — Accent · single use · action

Verdigris — Supporting · positive states

Ember — Alerts only

04 · TYPOGRAPHY

Three voices. One system.

DISPLAY · FRAUNCES (EDITORIAL SERIF)

Quiet authority.

BODY · INTER (HUMANIST SANS)

The Hygiene Pack is a fixed-scope review of the controls that auditors, insurers and acquirers ask about first. We test what's configured, write up what we found, and leave you with the evidence — not a sales pitch.

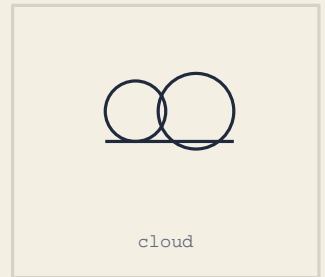
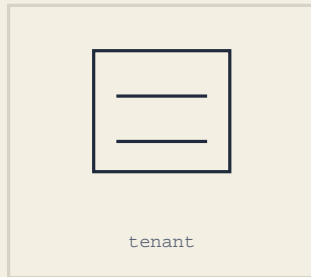
MONO ACCENT · JETBRAINS MONO

WGC-CER WGC-M365 WGC-HYG WGC-DLG WGC-AI

05 · ICONOGRAPHY

One weight. Geometric. Quiet.

Drawn on a 48px grid at a single 1.5px stroke with rounded joins. Icons describe; they never decorate.



06 · IMAGERY

Forensic, not theatrical.

No hoodies. No padlocks. No matrix code. Imagery suggests measurement, evidence and quiet British competence: architectural detail, document desks, instrument macros.

USE

Architectural · instrument · document desks. Muted duotone in Ironstone & Bone.

AVOID

Stock cyber clichés. Hooded figures. Glowing keyboards. Padlocks. Handshakes.

07 · VOICE

Write like a partner, not a vendor.

Plain English first.

If a CFO has to look it up, change it.

Evidence, then opinion.

Observed → meaning → recommendation.

No fear-selling.

Risk is real. Theatre isn't useful.

BEFORE

Leverage our enterprise-grade managed XDR platform to elevate your cyber posture.

AFTER

We watch your tenant. When something looks wrong, we tell you what it is and what to do about it.

08 · COMPONENTS

A small, opinionated kit.

WGC-HYG

The Hygiene Pack

£4,800

FIXED FEE · EX VAT

- Identity & access review
- Email auth (SPF/DKIM/DMARC)
- Endpoint posture report
- Findings pack + exec summary

SERVICE-CODE CHIPS · MONOSPACE, HAIRLINE BORDER

09 · APPLICATIONS

The brand, applied.

Seven applications anchor the system in the real world: business card (front + back), email signature, LinkedIn banner, report cover, slide deck, social posts and the one-pager service sheet. See the Applications section of the brief for full mockups.

NEXT STEPS

- 01 Pressure-test palette in real proposal layouts
- 02 Commission custom monogram refinement
- 03 Build deck template (Keynote + Google Slides)
- 04 Roll system into westgatesentinel.co.uk