

# WPI Student Organization Identity Guidelines

The goal of these guidelines is to outline the proper usage of the logos to ensure that your club or organization look its best. As a WPI student organization, you may choose from a variety of options regarding the use and placement of various WPI logos, fonts, and spirit marks to use on clothing, merchandise, online, and in print. Please use the logo appropriately and as befits your organization and the university.

## General Guidelines:

1. First, do no harm to the WPI logo. The logo should be treated with dignity and respect.
  - Please do not crop the logo
  - Please do not stretch the logo
  - Please do not sub-brand the logo (add club name)
2. When using WPI's official university or athletic logo, please use the WPI colors of crimson and grey (details below).
3. The Division of Marketing and Communications has developed a number of tools and resources to guide you in utilizing the new logo and branding. Please visit [wpi.edu/+marketing](http://wpi.edu/+marketing) for more information:
  - WPI Visual Identity Guide
  - Downloadable WPI university logo files
  - WPI branded Word document and flyer templates
  - WPI branded letterhead template (All club correspondence that is to be sent on WPI branded letterhead must be approved in advance by the Office of Student Activities)
  - WPI branded PowerPoint templates (To be used when presenting on behalf of WPI to an external audience)
4. Please use WPI licensed vendors for all merchandise orders. Information about licensed vendors is available through WPI Student Government Association (SGA).
5. WPI branded materials for club sports must be approved by the Associate Athletic Director.
6. If you encounter any difficulties or have questions, please contact the Office of Student Activities.

## WPI University Logo Usage

### University Logo

*Primary—this is the default choice*



*Secondary*



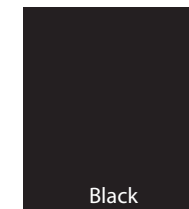
### Official Colors



CMYK: C7, M100, Y82, K26  
sRGB: R172, G43, B55  
HTML: AC2B37  
MADEIRA: 1181



CMYK: C21, M11, Y9, K23  
sRGB: R169, G176, B183  
HTML: A9B0B7  
MADEIRA: 1011



CMYK: C0, M0, Y0, K100  
sRGB: R0, G0, B0  
HTML: 000000  
MADEIRA: 1000

### Official Fonts\*

Myriad Pro Regular  
*Myriad Pro Italic*  
**Myriad Pro Bold**

Minion Pro Regular  
*Minion Pro Italic*  
**Minion Pro Bold**

\* Verdana Regular, a standard Microsoft Office compatible font, can be substituted for Myriad Regular on internal documents.

# Athletics and Gompei Spirit Marks Guidelines

## Athletics Logo

WPI Student organizations may also utilize the Athletic logo. The guidelines for the Athletic logo reflect the guidelines for the University logo. The WPI Athletic logos and detailed placement/usage options for the Athletic logo are available from the Associate Athletic Director.



## Athletics Font

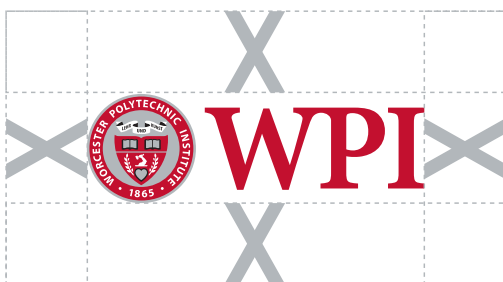
The official Athletic font for student club sports is United Serif:

**WPI (in United Serif font)**

**Worcester Polytechnic Institute (in United Serif font)**

## Additional Guidelines

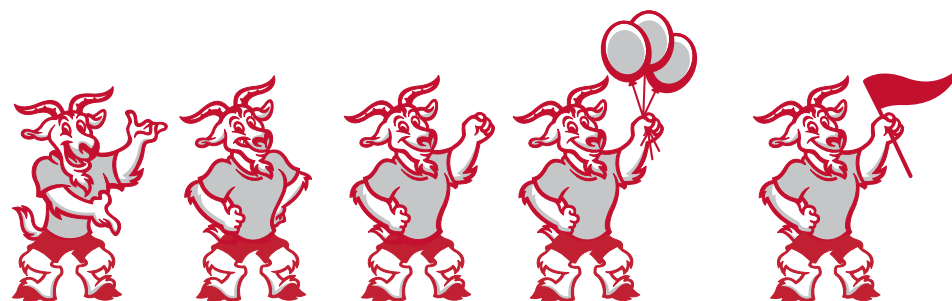
Whenever using an official WPI logo, include an area of isolation around the logo based on the guidelines here. to enable the logo to stand out. For example:



X = the height of the W in WPI

## Gompei Spirit Marks Guidelines

Gompei is an important part of the WPI identity and the spirit mark must maintain its consistency in looks and usage. Again, first do no harm and treat this spirit mark with dignity and respect. Please use approved Gompei images including hands on hips, holding a sign, and one arm raised. You may change the background behind Gompei. Please do not alter the coloring of Gompei. You may use Gompei in crimson and gray, white, or black. Please do not alter Gompei in anyway. Gompei may hold objects such as signs or balloons. Please have any use of Gompei approved by the Office of Student Activities.



## Common Misuse



Never distort the logo



Never alter proportions of the components



Never alter color placement



Never use the logo as part of a sentence



Never box the logo



Never alter the color



Never add typography or word mark



Never outline any part of the logo



Never alter placement of the components



Never alter the typography



Never rotate the logo



Never add a drop shadow or other special effects