

WPI Logo Usage: Quick Reference Guide

The WPI logo with its integrated university seal is our unifying symbol of theory and practice. As of the start of the Academic Year 2013, all materials developed and distributed will use the new logo.

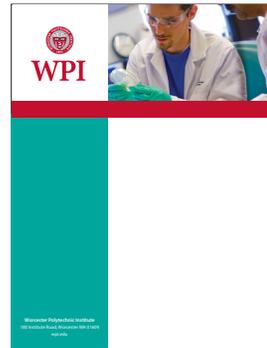
All logo files are available from the Division of Marketing and Communications.

Any questions? Email logo@wpi.edu.

Primary—this is the default choice



Secondary



Tertiary



An alternative for specialized uses including posters and signage. The absolute minimum size requirement is **1/2-inch** for the seal, which means don't use this on pencils or pens.



University Word Marks

Word marks, like the logo itself, are carefully designed to function as artwork. Use art files made available (crimson, gray, black, and white). Do not recreate or alter.

Traditional, authoritative (Serif font)

Worcester Polytechnic Institute

Modern, friendly (San-serif font)

WORCESTER POLYTECHNIC INSTITUTE

Worcester Polytechnic Institute

As a general rule, when the logo is used on the front of material, use the word mark on the back; when the word mark is used on the front, place the logo on the back.

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 Semibold
Myriad Pro Semibold Italic
Myriad Pro Bold
Myriad Pro Bold Italic

Minion Pro Regular
Minion Pro Italic
Minion Pro Medium
Minion Pro Medium Italic
Minion Pro Semibold
Minion Pro Semibold Italic
Minion Pro Bold
Minion Pro Bold Italic

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

Do and Don't

Do

- Do use prepared files of the logo and word marks. These are available at wpi.edu/+marketing or at logo@wpi.edu
 - Full color, two-color, and one color logos will be provided in .png (for print) and .jpg (for web). If you are working with a vendor who needs an .eps format for printing items such as t-shirts, pens, etc., please email logo@wpi.edu.
- Do give the logo room to breathe to ensure it doesn't visually compete with type or images that surround it. (example A)
- Do use branded templates for materials. The WPI print shop can supply customized notepads, letterhead, and business cards. PowerPoint and other simple templates are downloadable at wpi.edu/+marketing. Check often for updates or consult your marketing manager. (example B)

Don't: Common Misuse (Applies to All Versions)

To maintain the strength and integrity of the WPI logos they must never be altered in any way. While these "never to do" examples are all shown using the primary logo, the rules apply to all logo versions.



Never distort the logo



Never alter proportions of the components



Never alter color placement



Never box the logo



Never alter the color



Never add typography or word mark



Never alter placement of the components



Never alter the typography



Never rotate the logo



Never use the logo as part of a sentence

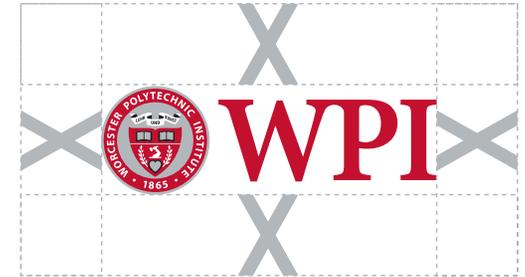


Never outline any part of the logo



Never add a drop shadow or other special effects

A



B

