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

3/4 inch

Recommended minimum size **3/4 inch**
(Never smaller than 1/2 inch)
Use in right or left position

Secondary

3/4 inch

Recommended minimum size **3/4 inch**
(Never smaller than 1/2 inch)
Use in centered position or within a squared area

Tertiary

1/2 inch

Worcester Polytechnic Institute

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**

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

<table>
<thead>
<tr>
<th>Color Code</th>
<th>CMYK</th>
<th>sRGB</th>
<th>HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 187c</td>
<td>C7, M100, Y92, K26</td>
<td>R172, G43, B55</td>
<td>AC2B37</td>
</tr>
<tr>
<td>Pantone 429c</td>
<td>C21, M11, Y9, K23</td>
<td>R169, G176, B183</td>
<td>A9B0B7</td>
</tr>
<tr>
<td>Black</td>
<td>C0, M0, Y0, K100</td>
<td>R0, G0, B0</td>
<td>000000</td>
</tr>
</tbody>
</table>

Pantone 187c

For two-color applications use 30% tint of black

Pantone 429c

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

Black

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

Official Fonts*

<table>
<thead>
<tr>
<th>Font Format</th>
<th>Font Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Myriad Pro Regular</td>
<td>Myriad Pro Regular</td>
</tr>
<tr>
<td>Myriad Pro Italic</td>
<td>Myriad Pro Italic</td>
</tr>
<tr>
<td>Myriad Pro Semibold</td>
<td>Myriad Pro Semibold</td>
</tr>
<tr>
<td>Myriad Pro Semibold Italic</td>
<td>Myriad Pro Semibold Italic</td>
</tr>
<tr>
<td>Myriad Pro Bold</td>
<td>Myriad Pro Bold</td>
</tr>
<tr>
<td>Myriad Pro Bold Italic</td>
<td>Myriad Pro Bold Italic</td>
</tr>
</tbody>
</table>

* 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 the color
- Never alter color placement
- Never alter placement of the components
- Never alter the typography
- Never add typography or word mark
- Never rotate the logo
- Never box 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