WPI Lib

BRANDED LOGO GUIDELINES

UPDATED FEBRUARY 2024

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LOGO ELEMENT 1: (TM) LOGO

Trademarked logo element of WPI
(Worcester Polytechnic Institute)

LOGO ELEMENT 3: WORD

Redesigned logo element for WPILib.
Specific usage to follow.

LOGO ELEMENT 2: ICON

Redesigned logo element for WPILib.
Specific usage to follow.

RESTRICTION

The 1st and 3rd elements **must be used together as outlined in this guide**.
It is not allowed to use "WPI" or "Lib" separately, or in isolation, without the other
word element. There are cases where it is allowed to use the middle element
ICON on its own.

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LOGO ELEMENT 1: (TM) LOGO

Trademarked logo element of WPI
(Worcester Polytechnic Institute)

Font Family: Minion
Weight: Semibold

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

LOGO ELEMENT 3: WORD

Redesigned logo element for WPILib.
Specific usage to follow.

Font Family: Myriad Pro
Weight: Regular

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

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PRIMARY COLOR 1: RED

PRIMARY COLOR 2: GREY

Red

PANTONE 187C

CMYK
C: 7
M: 100
Y: 82
K: 26

SRGB:
R: 172
G: 43
B: 55

HTML: AC2B37

Grey

PANTONE 2336C

CMYK
C: 0
M: 0
Y: 0
K: 69

SRGB:
R: 78
G: 78
B: 78

HTML: 4E4E4E

PRIMARY | FULL COLOR **SECONDARY** **TERTIARY**

REVERSED | SINGLE COLOR ON SOLID BACKGROUND (HIGH CONTRAST)

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Square / Profile
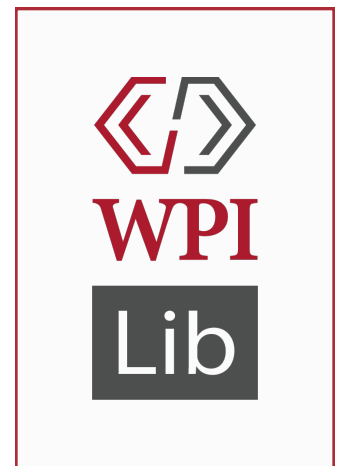
‹/› WPI Lib

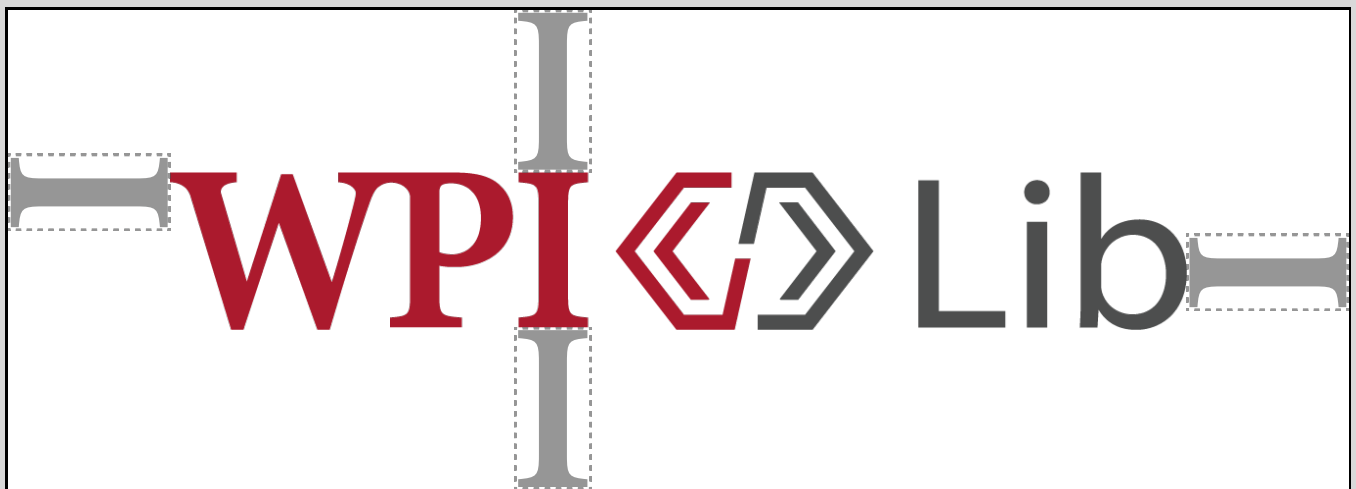**Poster / Vertical example**
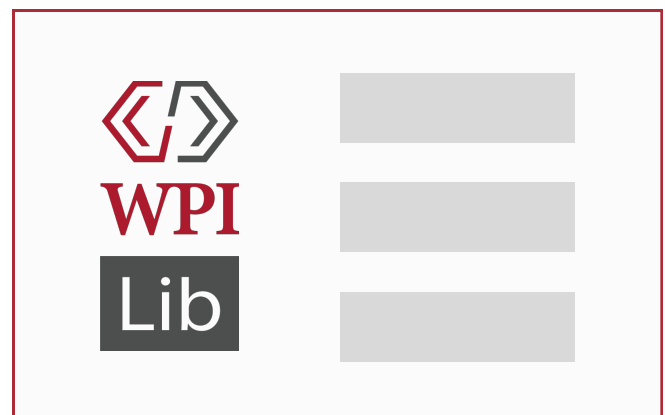
‹/› WPI Lib

Landscape example

PADDING SPACE AROUND LOGO

For all Logo instances, the 'I' in 'WPI' should be used as the required space between other content.

Example of padding around Secondary Logo lockup.

Other content

Example of padding around Primary Logo lockup.

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COMMON MISUSE - DISTORT

Do not distort the logo or elements within.

COMMON MISUSE - SCALE

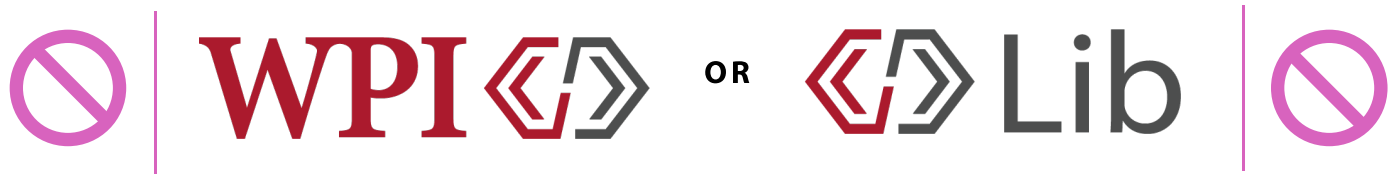Do not transform, scale, or squash, the logo. Use only uniform scale.

COMMON MISUSE - COLOR

Do not overlay colors onto the logo that are not included in the branding set.

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COMMON MISUSE - ISOLATION

Do not use "WPI" or "Lib" in isolation.
They must be used together in either Primary, Secondary,
or Tertiary logo lockups.

COMMON MISUSE - EXAMPLES

Do not use "WPI" or "Lib" in isolation with the Icon element.
They must be used together in either Primary, Secondary,
or Tertiary logo lockups.