WPI

Worcester Polytechnic Institute Guidelines for Use:

Institutional Logos, Word Marks, and Standard Typography

Table of Contents

Our symbol of theory and practice

The WPI logo is our unifying symbol of theory and practice. This guide provides specific guidelines and standards. Indeed the WPI community influenced this evolution of the university mark, which was adapted to increase the level of flexibility in its use and placement while maintaining a sense of prestige and heritage.

Designed in 1887 by Alonzo S. Kimball, the popular head of physics and engineering, the WPI seal includes elements that reflect the university's founding principles and the ongoing promise of a WPI education: two open books, representing theory; the arm and a hammer from the Washburn Shops weather vane, representing practice; the WPI motto, Lehr and Kunst, German for learning and skilled arts, on the banner; and the heart, representing Worcester's location in the heart of the Commonwealth. A simplified version of the seal has been integrated with the WPI initials to create the university logo.

Official colors

WPI's official colors are Crimson (PMS 187c) and Gray (PMS 429c). Black is considered an accent color.

Color specifications should never be altered.

NOTE: Due to the inconsistent nature of computer monitors and office printers, the colors depicted within this guide may not match the actual PANTONE® colors when viewed on screen or printed on your office printer.

For accurate color reproduction for:
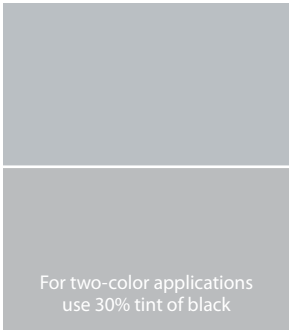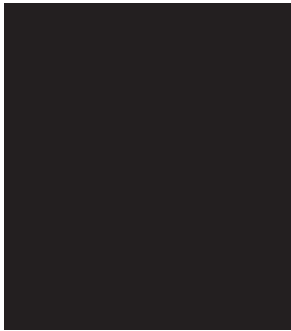
Printed materials, use the PANTONE® or CMYK 4-color process numbers. NOTE: For two-color printing Pantone 429c (gray) may be reproduced as a 30% tint of black. (To avoid a color shift, this is recommended only for items that are printed on pure white stock.)

Full color (4-color process) and 2-color (spot color) versions of all logo and word mark files are available.

Web, use sRGB and HTML numbers.

Embroidery thread, use MADEIRA® numbers.

PANTONE® is a registered trademark of PANTONE Inc.

MADEIRA® is a registered trademark of MADEIRA USA LTD.

For two-color applications use 30% tint of black

PANTONE 187c	PANTONE 429c	BLACK
CMYK:	**CMYK:**	**CMYK:**
C: 7	C: 21	C: 0
M: 100	M: 11	M: 0
Y: 82	Y: 9	Y: 0
K: 26	K: 23	K: 100
sRGB:	**sRGB:**	**sRGB:**
R: 172	R: 169	R: 0
G: 43	G: 176	G: 0
B: 55	B: 183	B: 0
HTML: AC2B37	**HTML:** A9B0B7	**HTML:** 000000
MADEIRA: 1181	**MADEIRA:** 1011	**MADEIRA:** 1000

Licensing the WPI brand

In June 2012, WPI began licensing vendors wishing to produce materials bearing the WPI logo, word mark, and seal. We began with the bookstore, and as of the start of A-term 2012, all new merchandise coming into the store carries the official treatment of the WPI logo as defined in this guide. All vendors producing merchandise for sale through the bookstore have signed a licensing agreement with the agency that represents WPI.

As we move forward with our logo rollout and our commitment to preserve, protect, and promote our brand, WPI will begin licensing additional non-bookstore vendors during the fall and winter of 2012 with all vendors signing a licensing agreement by January 1, 2013. This impacts any vendor that reproduces the WPI logo, name, or seal for any reason. Licensing workshops will be held during B-Term for WPI employees to clarify and explain the process.

A list of WPI licensees is available by visiting http://lrgusa.com/licensing/vendor-list/. Type "Worcester Polytechnic Institute" in the search bar at the top of the page.

1. Institutional Logos

1.1 Institutional logo—primary

Proper use of the WPI primary institutional logo:

Full color reproduction is preferred. See ① and ②. When full color logos are used on dark or patterned backgrounds, the WPI type reverses to white, as seen in illustration ②.

For two-color printing, use the files with "2Clr" in the file name.

One color logos may only appear in Pantone 187c (crimson), as in ③a, Pantone 429c (gray), as in ③b, 100% black, as in ③c, or a 30% tint of black (**to be used only on pure white stock**), as in ③d. When one color logos are used on dark or patterned backgrounds, the logo reverses to white as in ④.

For detailed color information see page 5 .

Preferred positioning: Use this logo when left- or right-handed position is required.

See page 9 for recommended use for centered positioning.

①

Full color on white or light backgrounds

②

Full color on dark or patterned backgrounds

③ a   b
   c   d

One color on white or light backgrounds

④

One color on dark or patterned backgrounds

1.2 Institutional logo—secondary

Proper use of the WPI secondary institutional logo:

Full color reproduction is preferred. See ① and ②. When full color logos are used on dark or patterned backgrounds, the WPI type reverses to white, as seen in illustration ②.

For two-color printing, use the files with "2Clr" in the file name.

One color logos may only appear in Pantone 187c (crimson), as in ③a, Pantone 429c (gray), as in ③b, 100% black, as in ③c, or a 30% tint of black (**to be used only on pure white stock**), as in ③d. When one color logos are used on dark or patterned backgrounds, the logo reverses to white, as in ④.

For detailed color information see page 5.

Preferred positioning: Use this logo for applications where a centered positioning is required, or where its square proportions are appropriate.

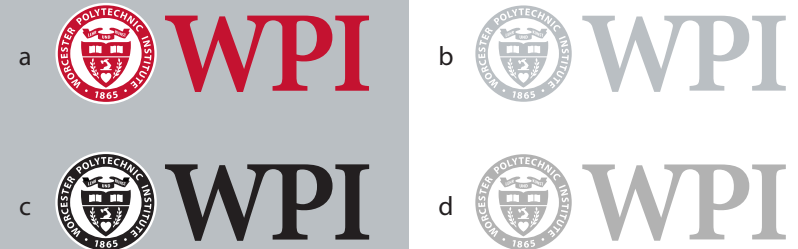Back cover

Slip sheet

①

Full color on white or light backgrounds

②

Full color on dark or patterned backgrounds

③

a b

c d

One color on white or light backgrounds

④
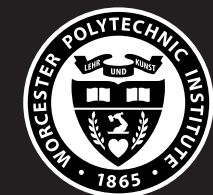
One color on dark or patterned backgrounds

1.3 Institutional logo—tertiary

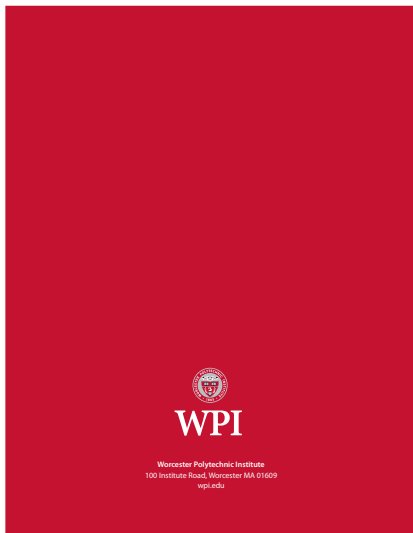**Proper use of the WPI tertiary institutional logo:**

Full color reproduction is preferred. See ① and ②. When full color logos are used on dark or patterned backgrounds, the "Worcester Polytechnic Institute" type reverses to white, as in illustration ②.

For two-color printing, use the files with "2Clr" in the file name.

One color logos may only appear in Pantone 187c (crimson), as in ③a, Pantone 429c (gray), as in ③b, 100% black, as in ③c, or a 30% tint of black (**to be used only on pure white stock**), as in ③d. When one color logos are used on dark or patterned backgrounds, the logo reverses to white, as in ④.

For detailed color information see page 5.

Use this logo only for applications where wide proportions are appropriate, e.g. signage, across the width of a poster, or where it can be used at a size large enough for the height of the seal to meet the minimum size requirement of 1/2".

Seal would be too small to read on a pen or pencil

①
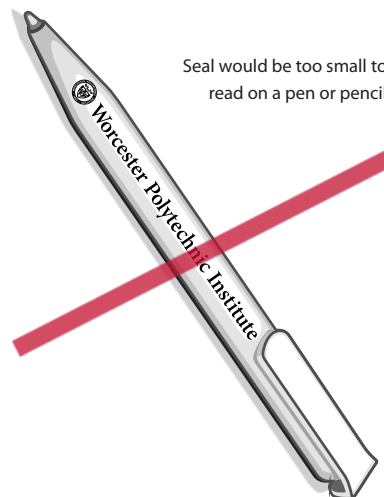
Worcester Polytechnic Institute

Full color on white or light backgrounds

②

Worcester Polytechnic Institute

Full color on dark or patterned backgrounds

③

a   Worcester Polytechnic Institute

b   Worcester Polytechnic Institute

c   Worcester Polytechnic Institute

d   Worcester Polytechnic Institute

④

Worcester Polytechnic Institute

One color on dark or patterned backgrounds

1.4 Institutional word marks—serif

WPI work marks, like the logo itself, are carefully designed to function as artwork. **Use art files made available. Do not recreate or alter.**

Proper use of the WPI institutional word mark-serif:

When used on white or light backgrounds, word marks may appear only in Pantone 187c (crimson) or 100% black, as seen in illustration ①. Marks in Pantone 429c (gray) or a 30% tint of black (WPI_WM_Minion_30BLK), as in ② are **restricted to use on pure white backgrounds only**.

When a word mark is used on dark or patterned backgrounds, the mark reverses to white, as in ③.

For detailed color information see page 5.

Suggested use: Use this version of the word mark in applications requiring a formal, authoritative, or traditional approach, for example, presentations to peers or partners, university collateral, and alumni communications.

NOTE: A small caps serif word mark is used **only** on university and presidential stationery, business cards, and select materials managed by the Division of Marketing and Communications.

①

Worcester Polytechnic Institute

Worcester Polytechnic Institute

On white or light backgrounds

②

Worcester Polytechnic Institute

On pure white backgrounds only

③

Worcester Polytechnic Institute

On dark or patterned backgrounds

③

Worcester Polytechnic Institute

On dark or patterned backgrounds

1.5 Institutional word marks—sans serif

WPI work marks, like the logo itself, are carefully designed to function as artwork. **Use art files made available. Do not recreate or alter.**

Proper use of the WPI word marks-sans serif:

When used on white or light backgrounds, word marks may appear only in Pantone 187c (crimson) or 100% black, as seen in illustration ①.

Marks in Pantone 429c (gray) or a 30% tint of black, as seen in ②, are **restricted to use on pure white backgrounds only**.

When a word mark is used on dark or patterned backgrounds, the mark reverses to white, as in ③.

For detailed color information see page 5.

Suggested use: Both sans serif versions depict a more informal, friendly, and open look and feel. In particular, the all uppercase sans serif word mark functions well where an innovative, cutting-edge look is appropriate.

Worcester Polytechnic Institute

①

Worcester Polytechnic Institute
WORCESTER POLYTECHNIC INSTITUTE

Worcester Polytechnic Institute
WORCESTER POLYTECHNIC INSTITUTE

On white or light backgrounds

②

Worcester Polytechnic Institute
WORCESTER POLYTECHNIC INSTITUTE

On pure white background only

③

Worcester Polytechnic Institute
WORCESTER POLYTECHNIC INSTITUTE

On dark or patterned backgrounds

③

Worcester Polytechnic Institute
WORCESTER POLYTECHNIC INSTITUTE

On dark or patterned backgrounds

1.6 Institutional logos—area of isolation

The free space surrounding the logo (area of isolation) prevents it from visually competing with type or images that surround it. This area (indicated by the broken gray line) should always be void of type or other design elements.

X is always equal to the height of the "W" in WPI regardless of the size of the logo.

Correct use

Incorrect use
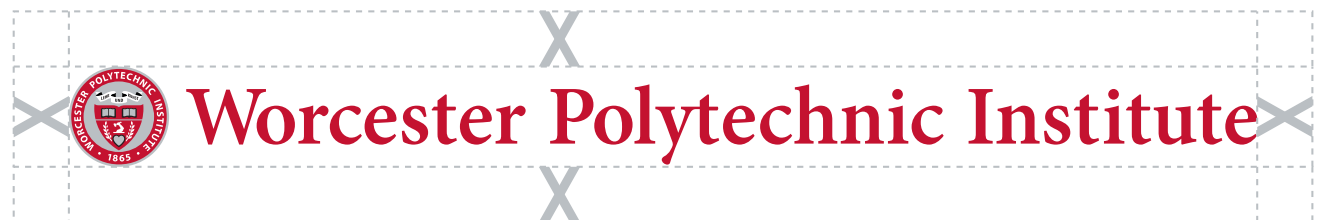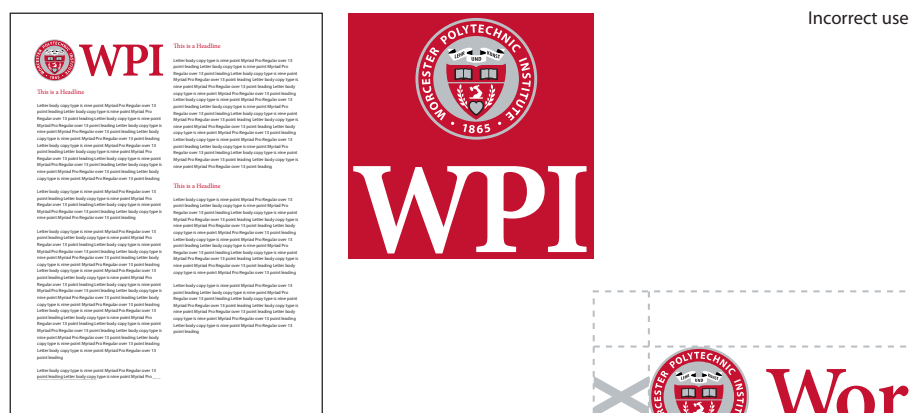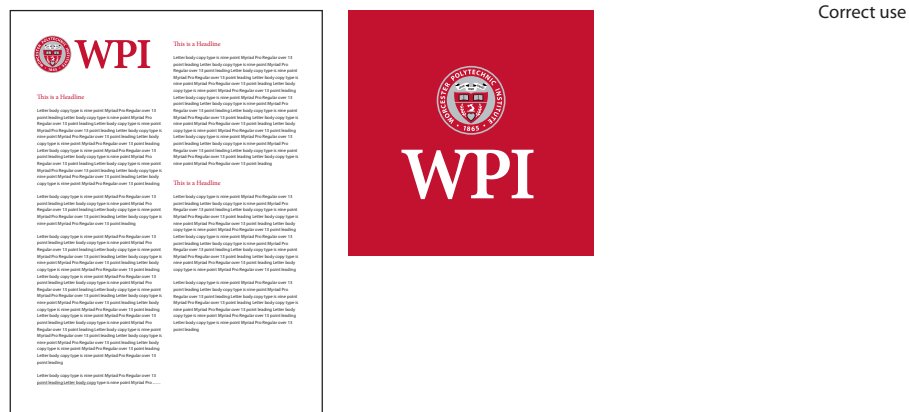
1.7 Institutional logos—minimum size

The height of the seal component of all institutional logos should never be smaller than 1/2".

1/2"

WPI

1/2"

WPI

1/2"

Worcester Polytechnic Institute
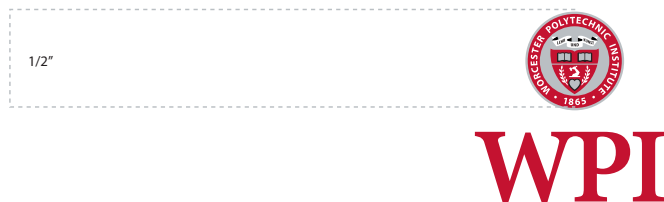
To encourage consistent use, sizing the logo so that the seal component measures 3/4" in height is preferred sizing for front or back covers of most university publications.

1.8 Institutional logos—common misuse

To maintain the strength and integrity of the WPI logos they must never be altered in any way. While these "never 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

1.9 Official fonts—institutional

Two fonts have been chosen as official WPI typography. Each OpenType font is a highly readable, clean, cross-platform, and Microsoft compatible. Minion Pro is reminiscent of the Renaissance period of "elegant, beautiful and highly readable type designs." Likewise, Myriad Pro offers clean open shapes and precise letter fit for legibility without compromising creativity.

formal, authoritative, traditional

Primary Font: Minion Pro Semibold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Font: Minion Pro Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

informal, youthful, friendly

Secondary Font: Myriad Pro Semibold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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

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

* for Microsoft Word templates, may be substituted with Verdana Regular

1.10 Official fonts—headlines and body copy

The primary font choice for headlines is Minion Pro Semibold (always in upper and lowercase). The primary font for body copy is Myriad Pro Regular*. In applications where sub-headlines are required the preferred font is Minion Pro Italic. In applications where an informal headline font is preferred, Myriad Pro Semibold may be used in title case or all caps.

For information regarding font families associated with the WPI brand identity, see page 16.

Minion Pro Semibold

Minion Pro Italic Sub-Headline

Myriad Pro Regular body copy Myriad body copy Myriad body copy body copy Myriad body copy Myriad body copy Myriad Pro Regular Myriad Pro Regular body copy Myriad body copy Myriad body copy body copy Myriad body copy Myriad body copy Myriad Pro Regular Myriad Pro Regular body copy Myriad body copy Myriad body copy body copy Myriad body copy Myriad body copy Myriad Pro Regular

Myriad Pro Regular body copy Myriad body copy Myriad body copy body copy Myriad body copy Myriad body copy Myriad Pro Regular Myriad Pro Regular body copy Myriad body copy Myriad body copy body copy Myriad body copy Myriad body copy Myriad Pro Regular Myriad Pro Regular body copy Myriad body copy Myriad body copy body copy Myriad body copy Myriad body copy Myriad Pro Regular Myriad Pro Regular body copy Myriad body copy Myriad body copy body copy Myriad body copy Myriad body copy Myriad Pro Regular

* for Microsoft Word templates, may be substituted with Verdana Regular

Myriad Pro Semibold

Minion Pro Italic Sub-Headline

Myriad Pro Regular body copy Myriad body copy Myriad body copy body copy Myriad body copy Myriad body copy Myriad Pro Regular Myriad Pro Regular body copy Myriad body copy Myriad body copy body copy Myriad body copy Myriad body copy Myriad Pro Regular

Myriad Pro Regular body copy Myriad body copy Myriad body copy body copy Myriad body copy Myriad body copy Myriad Pro Regular Myriad Pro Regular body copy Myriad body copy Myriad body copy body copy Myriad body copy Myriad body copy Myriad Pro Regular Myriad Pro Regular body copy Myriad body copy Myriad body copy body copy Myriad body copy Myriad body copy Myriad Pro Regular Myriad Pro Regular body copy Myriad body copy Myriad body copy body copy Myriad body copy Myriad body copy Myriad Pro Regular Myriad Pro Regular body copy Myriad body copy Myriad body copy body copy Myriad body copy Myriad body copy Myriad Pro Regular

MYRIAD PRO SEMIBOLD

Minion Pro Italic Sub-Headline

Myriad Pro Regular body copy Myriad body copy Myriad body copy body copy Myriad body copy Myriad body copy Myriad Pro Regular Myriad Pro Regular body copy Myriad body copy Myriad body copy body copy Myriad body copy Myriad body copy Myriad Pro Regular Myriad Pro Regular body copy Myriad body copy Myriad body copy body copy Myriad body copy Myriad body copy Myriad Pro Regular Myriad Pro Regular body copy Myriad body copy Myriad body copy body copy Myriad body copy Myriad body copy Myriad Pro Regular Myriad Pro Regular body copy Myriad body copy Myriad body copy

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NOTE: Myriad Pro Semibold in all uppercase is only recommended for short headlines

2. Applying the Institutional Logo

2.1 Stationery—with department or division

Letterhead and envelopes are available customized for departments and administrative divisions and may be ordered through the WPI Print Services. Contact Printing Services at **printing@wpi.edu**.

Proper letter and address placement for letterhead and envelopes are detailed here. The preferred font for letters and envelopes is 9pt Myriad Pro Regular* with 13pt leading.

To assist you with proper letter formatting and placement, a Microsoft Word template is available on the Marketing and Communications website.

*In Microsoft Word templates, may be substituted with Verdana Regular

WORCESTER POLYTECHNIC INSTITUTE

YOUR OFFICE OR DEPARTMENT NAME HERE

2.5″

Jane Doe
Title Goes Here
123 Main Street
Anytown, USA 12345

Date Goes Here

Dear Mrs. Doe,

Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading

Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading

Sincerely,

John Doe
Title Goes Here
Worcester Polytechnic Institute

FURTHER CUSTOMIZATION PERMITTED HERE

100 INSTITUTE ROAD, WORCESTER MA 01609 USA

WORCESTER POLYTECHNIC INSTITUTE
YOUR OFFICE OR DEPARTMENT NAME HERE
100 Institute Road, Worcester MA 01609 USA

WPI

1.75″

Jane Doe
Title Goes Here
123 Main Street
Anytown, USA 12345

Lorem

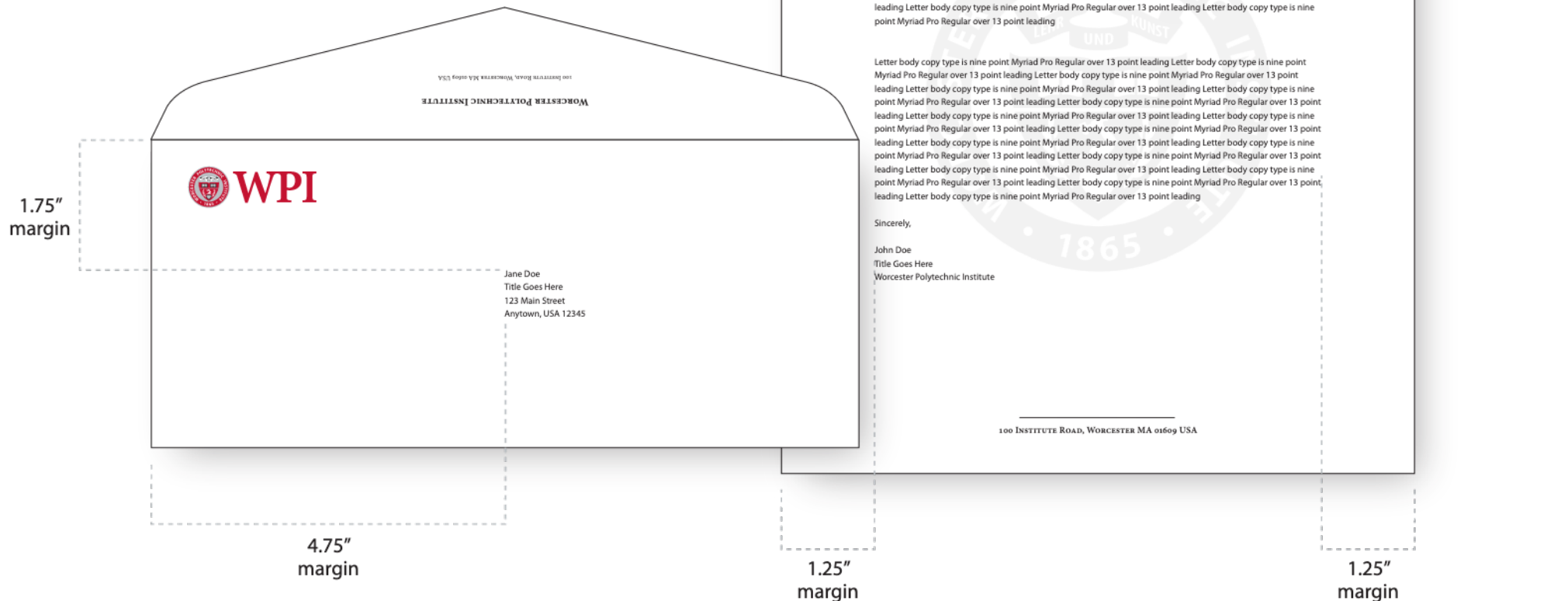4.75″

1.25″
margin

1.25″
margin

2.3 Stationery—without customization

WPI stationery is also available to all departments and can be ordered through the WPI Print Services. Contact Printing Services at **printing@wpi.edu**.

Proper letter and address placement for letterhead and envelopes are detailed here. The preferred font for letters and envelopes is 9pt Myriad Pro Regular* with 13pt leading.

To assist you with proper letter formatting and placement, a Microsoft Word template is available on the Marketing and Communications website.

*In Microsoft Word templates, may be substituted with Verdana Regular

2"
margin

WORCESTER POLYTECHNIC INSTITUTE

Jane Doe   Date Goes Here
Title Goes Here
123 Main Street
Anytown, USA 12345

Dear Mrs. Doe,

Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading

Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading Letter body copy type is nine point Myriad Pro Regular over 13 point leading

Sincerely,

John Doe
Title Goes Here
Worcester Polytechnic Institute

100 INSTITUTE ROAD, WORCESTER MA 01609 USA

100 INSTITUTE ROAD, WORCESTER MA 01609 USA

WORCESTER POLYTECHNIC INSTITUTE

Jane Doe
Title Goes Here
123 Main Street
Anytown, USA 12345

1.75"
margin

4.75"
margin

1.25"
margin

1.25"
margin

2.4 Business cards

All WPI business cards follow the format below. Business cards will be available through the WPI Print Services.
To place an order, contact Printing Services at **printing@wpi.edu**.
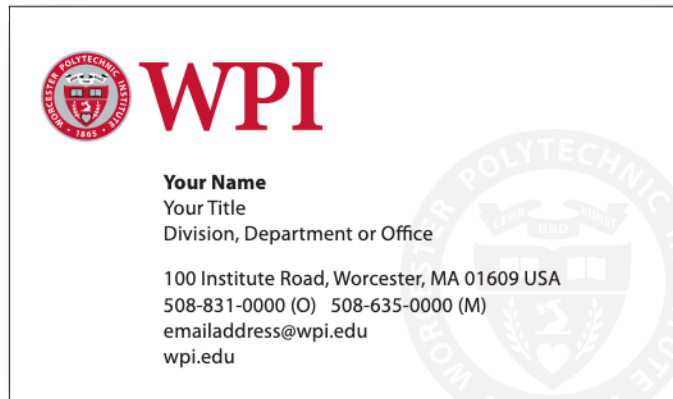
2.5 Staff Collared or T-Shirts

WPI is aiming to centralize shirt orders to ensure quality, consistency, and reduction in cost. Contact your Marketing Program Manager for assistance.

2.6 Standard Name Tags

WPI is aiming to centralize name tag orders to ensure quality, consistency, and reduction in cost. Contact your Marketing Program Manager for assistance.

Joanne Harrington
She, Her, Hers
Administrative Assistant
Mathematical Sciences Department

WORCESTER POLYTECHNIC INSTITUTE

WPI

Jonathan Harrington '90
Director of Operations
Life Sciences and Bioengineering Center

2.7 Event banners and table covers

WPI standard event banners (144" x 72" and 72" x 36") and table covers (36" x 48" and 54" x 48") are available for use through the Division of Marketing and Communications.

Reserve them **a minimum 1 week prior to your event** by contacting Marketing at **marketing@wpi.edu**.

Orders for customized table covers (available only as shown below) must be paid for by the department by which they are ordered.

Place your order **a minimum of 3 weeks prior to your event** by contacting Marketing at **marketing@wpi.edu**.
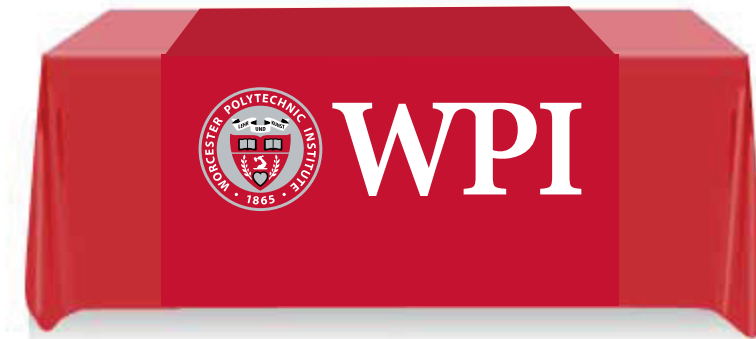
2.8 Frequently used templates

Check back for updates to this section.

These templates are available on the WPI Marketing Communications website

PowerPoint
Name tags for events
Standard email signatures
E-letterhead template

These items may be ordered through the WPI Print Shop
Note pads

Note pads
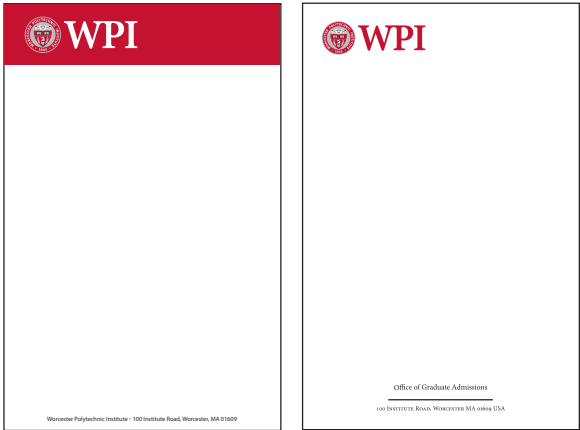
E-letterhead template

PowerPoint template
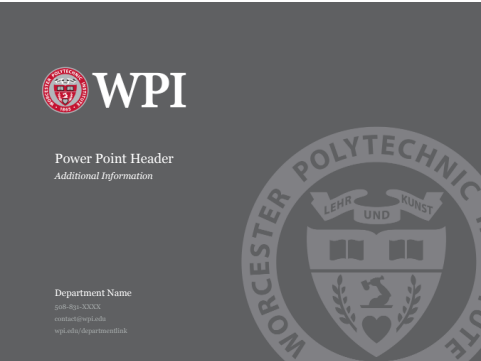
Standard E-mail signatures

_____

Your Name
Your Title
Department Name

Worcester Polytechnic Institute
100 Institute Road, Worcester, MA 01609 USA

508-831-0000 (O) 508-635-0000 (M)
emailaddress@wpi.edu
wpi.edu

Event Name tags
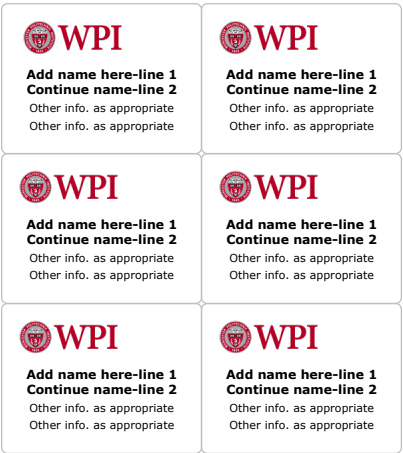
3. Limited or Restricted Use
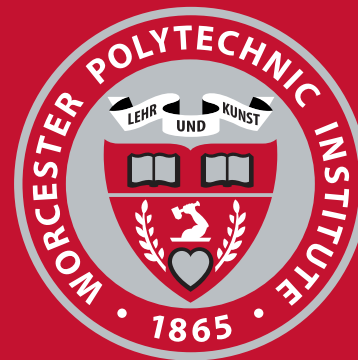
3.1 University sub-brands

When a case is made that a sub-brand or extension of the WPI logo serves a strategic purpose and is aligned with university goals, the Division of Marketing and Communications will create the required logo artwork, prepare the files, and make them available.

Individual units should not—and do not need to—create their own logo artwork. For contact information see page 36.

UNIVERSITY ADVANCEMENT

Alumni
Association

SCHOOL *o*
ENGINEERING

Primary Mark
Vertical or Horizontal
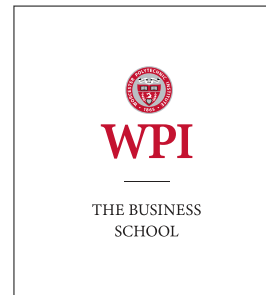
Primary Mark Reversed
Vertical or Horizontal
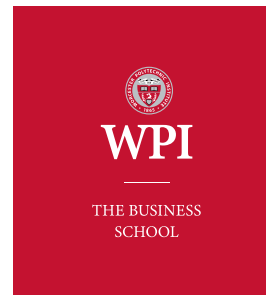
Wordmark
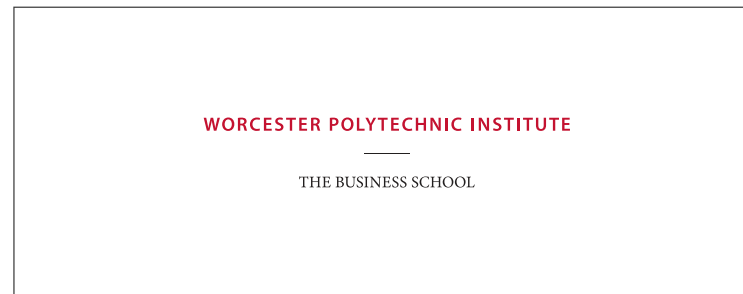
Wordmark Reversed

Secondary Mark
No Seal Option
Vertical or Horizontal

Secondary Mark Reversed
No Seal Option
Vertical or Horizontal

Social Media Profile Graphic
Square
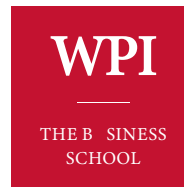
Social Media Profile Graphic
Circle

3.2 University Seal—Stand alone

Use of the stand-alone university seal is restricted to use approved by the Division of Marketing and Communications. All other use is strictly prohibited.

Proper use of the WPI stand alone seal:

Full color reproduction is preferred. See illustrations ① and ②.

For two-color printing, use the files with "2Clr" in the file name.

One color seals may only appear in Pantone 187c (crimson) or 100% black, as in ③. Use of Pantone 429c (gray) or a 30% tint of black are **restricted to use only on pure white paper and backgrounds.**

When one color seals are used on dark or patterned backgrounds, the seal reverses to white ④.

For detailed color information see page 5.

①

Full color on white or light backgrounds

②
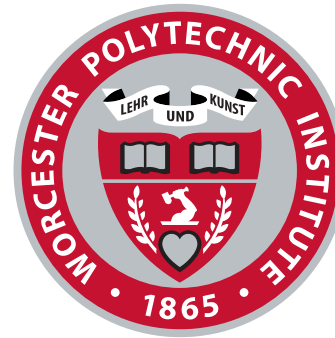
Full color on dark or patterned backgrounds

③

One color on white or light backgrounds

④
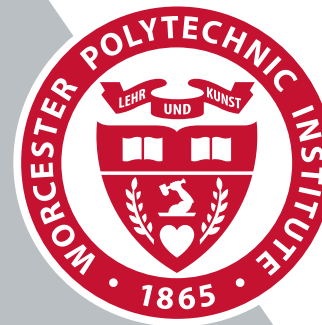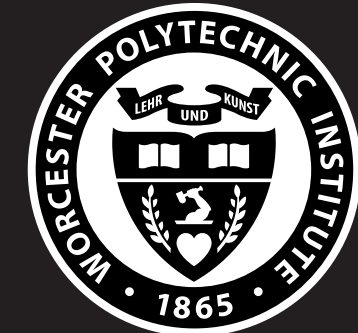
One color on dark or patterned backgrounds

3.2a University seal—area of isolation

The free space surrounding the seal (area of isolation) prevents it from visually competing with type or images that surround it. This area (indicated by the broken gray line) should always be void of type or other design elements.

X is always equal to the height of the shield regardless of the size of the seal.

3.2b University seal—used as a watermark

Use of the stand-alone university seal as a simulated watermark is **restricted to use by the Division of** Marketing and Communications. All other usage is strictly prohibited. Use of the seal as a watermark is restricted to commercially printed applications where color shifting can be carefully controlled. **It must not be used for items that are printed on office printers.**

A university seal watermark is used in WPI PowerPoint templates. **These templates must be used as provided and never altered.**

To prevent the white seal from appearing pink when placed the over a background of Pantone 187c, a maximum 10% opacity of the white is recommended but should be carefully monitored and adjusted. When placed over other dark or patterned backgrounds the opacity of the white watermark seal or underlying images must be carefully adjusted for optimal clarity of the seal.
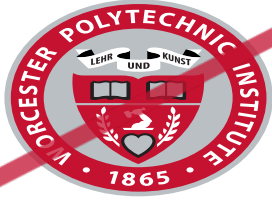
Proper Cropping and Positioning: The "W" in "Worcester" and the final "C" in "Polytechnic" must always be visible.

The gray watermark must never be placed over any colored or patterned backgrounds. Use of the seal as a gray watermark is restricted to use only on pure white paper and backgrounds.
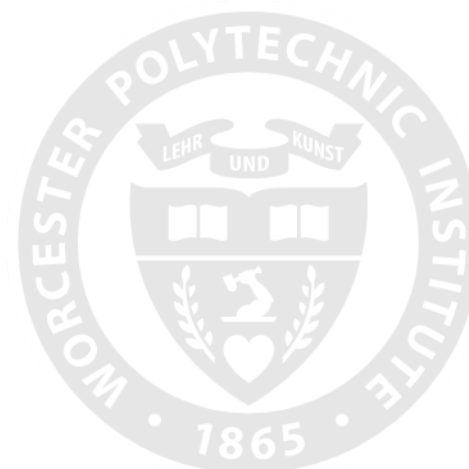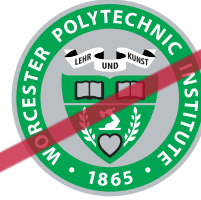
3.2c University seal—common misuse

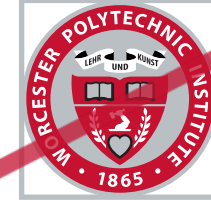Never distort the seal

Never alter color placement
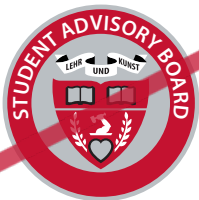
Never alter the color
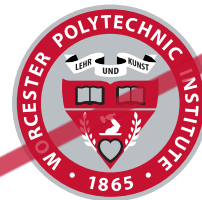
Never crop the full-color seal

Never rotate the seal

Never add or remove graphic components

Never change the words within the seal

Never change the shield

Never use individual components of the seal as stand alone design elements

3.3 Stand alone WPI

Use of the stand-alone WPI is **restricted to use on apparel or other uses as approved by the Division of Marketing and Communications.** No other type or imagery may be used in combination with the stand alone WPI.

4. Helpful Information

4.1 Acquiring brand assets

All WPI brand assets shown or noted in this guide are available through the Division of Marketing and Communications.

Assets will include

Downloadable and e-mailable .pdf of this guide

Full color, two-color, and one color logos in .png formats

Standard HTML e-mail signature templates and instructions

University standard PowerPoint template

E-newsletter and blog header templates

Microsoft Word letter format templates

Word format letterhead (for printing on office computers and e-mailing)

NOTE:

Access to use may be limited in some cases. Some assets may require special permissions.

4.2 Contact information

**For additional information regarding the WPI brand
identity or its use**

Marketing Communications
Worcester Polytechnic Institute
100 Institute Road, Worcester, MA 01609
logo@wpi.edu

To order stationery, business cards, or note pads

WPI Print Services
wpi.edu/offices/printing-services
printing@wpi.edu

4.3 The power of consistency

Enhancing and protecting the WPI brand elements—logos, word marks, the visual identity (the quality, look, and feel of branded materials and products), verbal and visual messaging, and the quality of the WPI experience—requires high standards, consistently applied over time.

This guide focuses on the logos and word marks, colors, and some templates for basic communications—presentations, flyers, e-newsletters—as well as business cards, letterhead systems, and approved ways to apply the logo on such items as banners, name tags, and an electronic signature.

As such, this guide lays the foundation on which we will work together to build a strong and recognized university brand. The power of consistency to build the WPI brand is all of ours.

Our challenge is to unify our university symbols and consistently apply them to support increased recognition.