wppi 2021 STYLE GUIDE

PRIMARY LOGO

PRIMARY FULL TITLE LOGO

WEDDING
AND PORTRAIT
PHOTOGRAPHY
INTERNATIONAL

PRIMARY LOGO KNOCKOUT
White on navy background.
One color knockout can be all white.

FULL TITLE KNOCKOUT LOGO
White on navy background.
One color knockout can be all white.

WEDDING
AND PORTRAIT
PHOTOGRAPHY
INTERNATIONAL

ONE COLOR LOGO
PMS 2758

NAVY FULL TITLE LOGO
One color version would be all navy.

WEDDING
AND PORTRAIT
PHOTOGRAPHY
INTERNATIONAL

LOGO WITH DATE AND LOCATION

LOGO WITH DATE AND LOCATION AND FULL TITLE

KNOCKOUT LOGO WITH DATE AND LOCATION
White on navy background.
One color knockout can be all white.

FULL TITLE KNOCKOUT LOGO WITH DATE AND LOCATION
White on navy background.
One color knockout can be all white.

ONE COLOR LOGO
PMS 2758

NAVY FULL TITLE LOGO WITH DATE AND LOCATION
One color version would be all navy.

wppi

THE MIRAGE, LAS VEGAS
LIVE JUDGING | **CONFERENCE** | **SHOW**
MARCH 7-8, 2021 | **MARCH 7-11, 2021** | **MARCH 9-11, 2021**

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THE MIRAGE, LAS VEGAS
LIVE JUDGING | **CONFERENCE** | **SHOW**
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wppi MARCH 7-11, 2021

MIRAGE, LAS VEGAS
LIVE JUDGING | **CONFERENCE** | **SHOW**
MARCH 7-8 | **MARCH 7-11** | **MARCH 9-11**

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MIRAGE, LAS VEGAS
LIVE JUDGING | **CONFERENCE** | **SHOW**
MARCH 7-8 | **MARCH 7-11** | **MARCH 9-11**
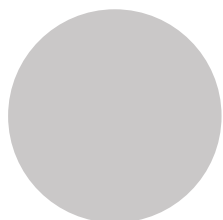
PRIMARY COLORS

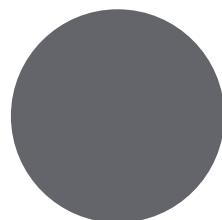These are the colors that can be used for the logo and backgrounds and copy.
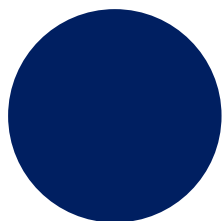
PANTONE 2758
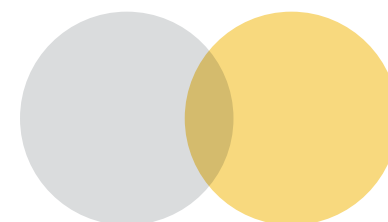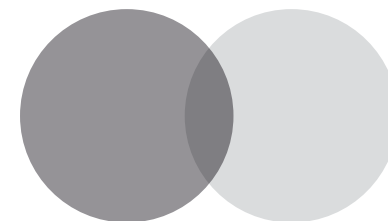CMYK 100.93.30.30
RGB 30.40.90
HEX #1e285a
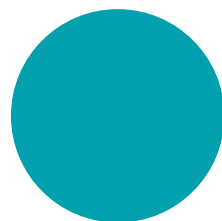
PANTONE 7467
CMYK 100.6.35.0
RGB 0.162.175
HEX #00a2af

PANTONE Cool Gray 3
CMYK 22.16.16.0
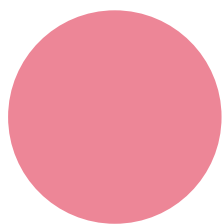BLACK ONLY 0.0.0.25
RGB 198.200.202
HEX #c6c8ca

PANTONE Cool Gray 10
CMYK 5.20.100.0
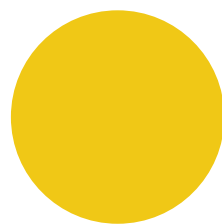BLACK ONLY 0.0.0.75
RGB 100.100.100
HEX #646464

ACCENT COLORS

These are secondary colors and should be used minimally.

PANTONE 701
CMYK 5.58.23.0
RGB 232.135.152
HEX #e88798

PANTONE 122
CMYK 100.93.30.30
RGB 240.200.22
HEX #f0c816
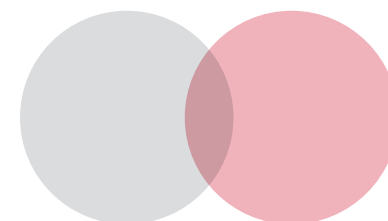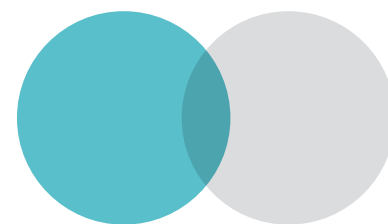
COLOR USAGE

Inspiration for color combinations.

WHITE DISPLAY light grey on navy.

PINK DISPLAY and white on navy.

GREY DISPLAY and white on navy.

TEAL DISPLAY and white on navy.

YELLOW DISPLAY and white on navy.

NAVY DISPLAY dark grey on grey.

PINK DISPLAY and navy on grey.

GREY DISPLAY and navy on grey.

TEAL DISPLAY and navy on grey.

NAVY DISPLAY and pink on grey.

COLORPLAY

Use colors at 60% tint and multiply to get the overlay effect.

Friends Ultra Bold
ABCDEFGHIIJJKLMNOPQRRSTUVWXYZ
aabcdefghiijkllmnopqrsttuvwxyz 1234567890

This font should be used for display text. Headlines and subheads can appear in both capitalized and upper & lower case. This font can be used for body copy in small passages and when used against dark backgrounds.

Friends Regular
ABCDEFGHIIJJKLMNOPQRRSTUVWXYZ
aabcdefghiijkllmnopqrsttuvwxyz 1234567890

This font can be used for subheads and captions. It can appear in both capitalized and upper & lower case. This font can also be used for body copy in larger passages and when used against light backgrounds.

MIRAGE BOLD
ABCDEFGHIJKLMNOPQRRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

This is the secondary font for display copy and headlines. It can be used for subheds and accent text as well as headline text in cases where friends is already used heavily. It can appear in both capitalized and upper & lower case. It can also be used as body copy against dark backgrounds.

Friends Ultra Bold
ABCDEFGHIIJJKLMNOPQRRSTUVWXYZ
aabcdefghiijkllmnopqrsttuvwxyz 1234567890

This font should be used for display text. Headlines and subheads can appear in both capitalized and upper & lower case. This font can be used for body copy in small passages when used against dark backgrounds.

Friends Regular
ABCDEFGHIIJJKLMNOPQRRSTUVWXYZ
aabcdefghiijkllmnopqrsttuvwxyz 1234567890

This font can be used for subheads and captions. It can appear in both in capitalized and upper & lower case. This font can also be used for body copy in larger passages when used against light backgrounds.

MIRAGE BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

This is the secondary font for display copy and headlines. It can be used for subheds and accent text as well as headline text in cases where friends is already used heavily. It can appear in both capitalized and upper & lower case. It can also be used as body copy against dark backgrounds.

MIRAGE MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

This font is for body copy for large passages against light backgrounds.

FOR DIGITAL AND EMAIL USE ONLY

Roboto Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

This font should be used for display text, headlines and subheads and can appear in both capitalized and upper & lower case. This font can be used for body copy in small passages and when used against dark backgrounds.

FOR DIGITAL AND EMAIL USE ONLY

Roboto Regular
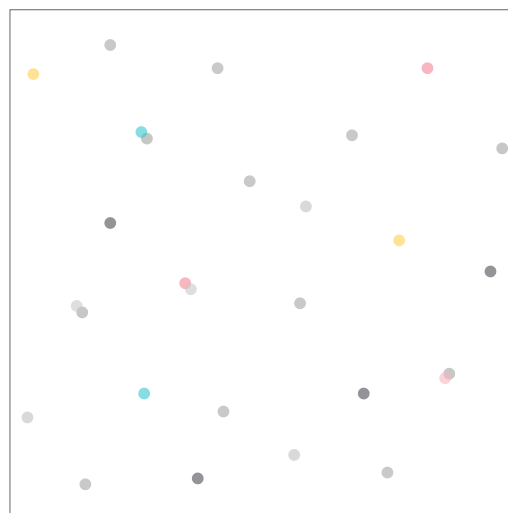ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

This font should be used for body copy.

PATTERN 1
Light Background

File name:
WPPI_Bubbles_Pattern_ForLightBkg
For use on light backgrounds ONLY.

PATTERN 2
Color Background

File name:
PPI_Bubbles_Pattern_ForBLUEbkg
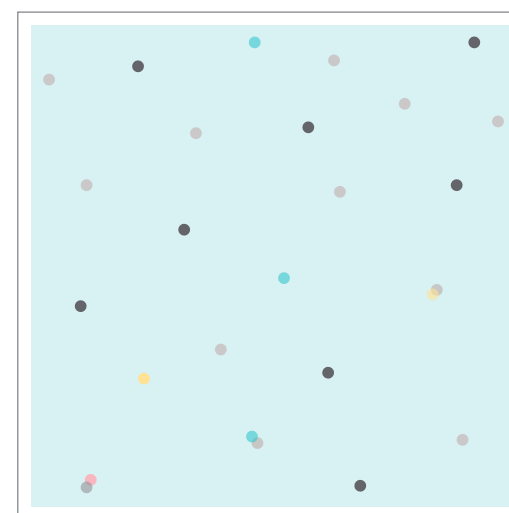For use on dark backgrounds ONLY.

PATTERN 1
White background
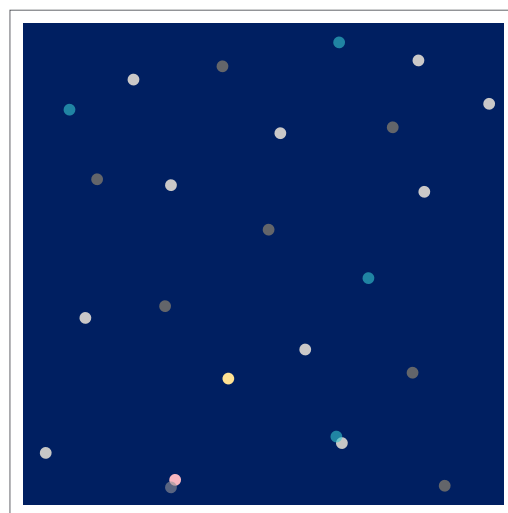
PATTERN 2
Navy background
PMS 2758

PATTERN 1
Light grey background
PMS Cool Gray 3 at 30%

PATTERN 2
Light Turquoise background
Pantone 7467 at 15%

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PHOTOGRAPHY
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PHOTOGRAPHY INTERNATIONAL
MIRAGE, LAS VEGAS | MARCH 7–11, 2021

Please note the minimum clearspace for logos. This area is measured by the shape of the superscript dot above the "i."
This area must be kept free of any text or graphic elements, including the bubble pattern background.

When working with the bubble patterns, please remember to adhere to the logo clearspace. This same rule is true when working
with copy or graphic elements. There should always breathing room between copy, graphic elements and the bubble pattern.
Please also pay close attention to ensure all bubbles are shown in full. NO PARTIAL BUBBLES SHOULD EVER BE VISABLE.

Scale logo proportionally and follow clearspace guidelines on previous page.

DON'T DISTORT

DON'T ROTATE

DON'T STACK

DON'T ADD EFFECTS

DON'T RECOLOR

DON'T USE NON-APPROVED BACKGROUND COLORS

Have a blast at **wppi** 80's party!

DON'T MIX LOGO AND WORDS

Please refrain from using our logo improperly. Here are a few examples of usages to avoid.

wppi
WEDDING AND PORTRAIT
PHOTOGRAPHY INTERNATIONAL

BRINGING MEMORIES INTO
FOCUS

NETWORK
with new
photographers
and reunite
with old friends

LIVE JUDGING
of The Annual –
Print, Album,
and Filmmaking
Competition

**REAL
EDUCATION**
with industry
leaders

DISCOVER
and test
thousands
of products

WPPIEXPO.COM

REGISTER TODAY
FOR WPPI 2021
Not yet registered? Let's check to see
if we have your information.

FIRST NAME

LAST NAME

COMPANY

REGISTER

UPDATE YOUR RECORD
To edit your existing registration,
enter the information below.

EMAIL

PASSWORD

FORGOT YOU PASSWORD?
Your password is at least 8 characters.

Please enter your email above and click here to have
instructions for creating or resetting the password for
your existing registration emailed to you.

REGISTER

MacBook

| LIVE JUDGING | CONFERENCE | SHOW |
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**For questions regarding this style guide
or for branding and marketing, contact:**

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