

# wppi2022 STYLE GUIDE

PRESENTED BY  
 EMERALD



wppi

**PRIMARY LOGO**

wppi WEDDING  
AND PORTRAIT  
PHOTOGRAPHY  
INTERNATIONAL

**PRIMARY FULL TITLE LOGO**

wppi

**PRIMARY LOGO KNOCKOUT**

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



wppi WEDDING  
AND PORTRAIT  
PHOTOGRAPHY  
INTERNATIONAL

**FULL TITLE KNOCKOUT LOGO**

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



wppi

**ONE COLOR LOGO**  
PMS 2758

wppi WEDDING  
AND PORTRAIT  
PHOTOGRAPHY  
INTERNATIONAL

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



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  
FEB. 27-FEB. 28, 2022 | FEB. 28-MARCH 3, 2022 | MARCH 1-3, 2022

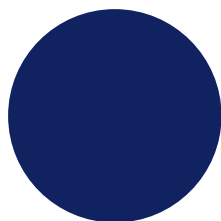
**wppi** THE MIRAGE, LAS VEGAS  
LIVE JUDGING | CONFERENCE | SHOW  
FEB. 27-FEB. 28, 2022 | FEB. 28-MARCH 3, 2022 | MARCH 1-3, 2022

**wppi** FEB. 27 –  
MARCH 3  
2022  
MIRAGE, LAS VEGAS  
LIVE JUDGING | CONFERENCE | SHOW  
FEB. 27-FEB. 28 | FEB. 28-MARCH 3 | MARCH 1-3

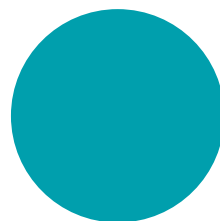
**wppi** FEB. 27 –  
MARCH 3  
2022  
MIRAGE, LAS VEGAS  
LIVE JUDGING | CONFERENCE | SHOW  
FEB. 27-FEB. 28 | FEB. 28-MARCH 3 | MARCH 1-3

## PRIMARY COLORS

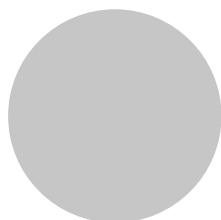
These are the colors that can be used for the logo and backgrounds and copy.



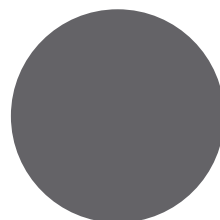
**PANTONE 2758**  
CMYK 100.93.30.30  
RGB 30.40.90  
HEX #1e285a



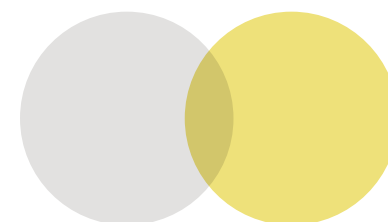
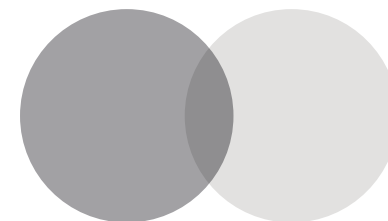
**PANTONE 7467**  
CMYK 100.6.35.0  
RGB 0.162.175  
HEX #00a2af



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

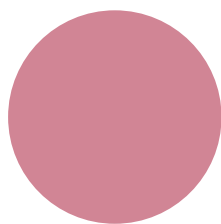


**PANTONE Cool Gray 10**  
CMYK 5.20.100.0  
BLACK ONLY 0.0.0.75  
RGB 100.100.100  
HEX #646464

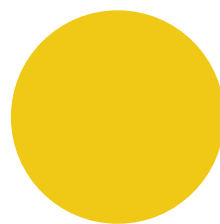


## ACCENT COLORS

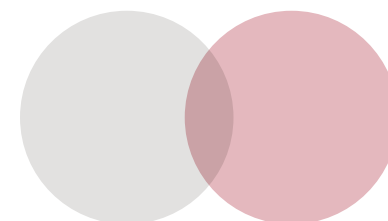
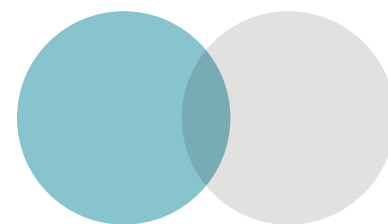
These are secondary colors and should be used minimally.



**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

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 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. **WHEN USING ALL CAPS FOR HEADLINE OR DISPLAY, USE ALTERNATE for "I, J, R" not "I, J, R"**

## Friends Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 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 and when used against light backgrounds. **WHEN USING ALL CAPS FOR HEADLINE OR DISPLAY, USE ALTERNATE for "I, J, R" not "I, J, R"**

## MIRAGE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

This is the secondary font for display copy and headlines. It can be used for subheads 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.

### FOR DIGITAL AND EMAIL USE ONLY

## Arial 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.

## Friends Ultra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 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. **WHEN USING ALL CAPS FOR HEADLINE OR DISPLAY, USE ALTERNATE for "I, J, R" not "I, J, R"**

## Friends Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 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. **WHEN USING ALL CAPS FOR HEADLINE OR DISPLAY, USE ALTERNATE for "I, J, R"**

## MIRAGE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

This is the secondary font for display copy and headlines. It can be used for subheads 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

## ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

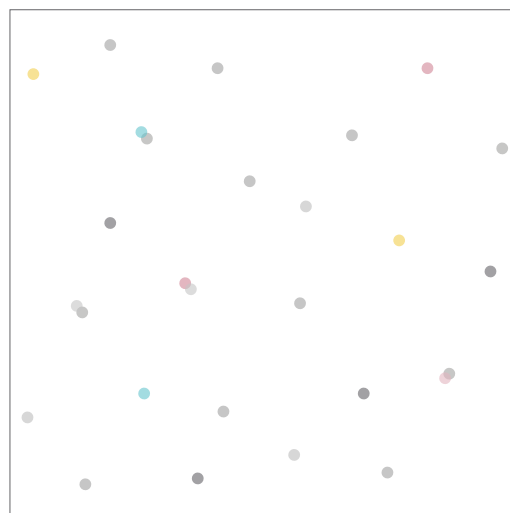
This font should be used for body copy.



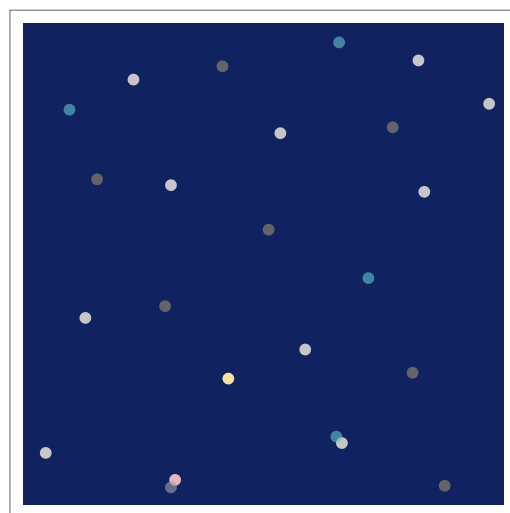
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WPPI\_Bubbles\_Pattern\_ForLightBkg  
For use on light backgrounds ONLY.



**File name:**  
PPI\_Bubbles\_Pattern\_ForBLUEbkg  
For use on dark backgrounds ONLY.



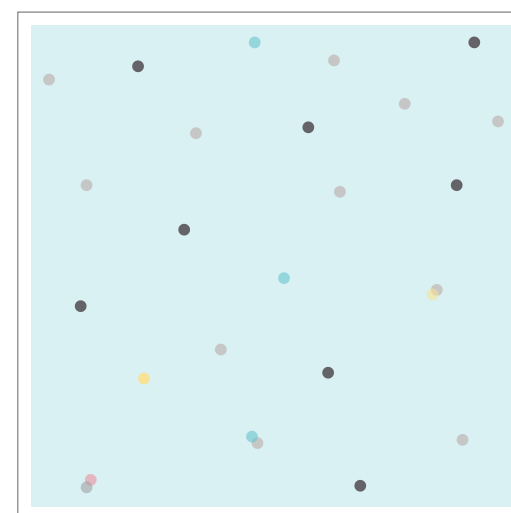
**PATTERN 1**  
White background



**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%



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 be 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 VISIBLE.**





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**



**DON'T MIX LOGO AND WORDS**

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

PRESENTED BY  
 EMERALD

  
**wppi** FEB. 27 –  
MARCH 3  
2022  
MIRAGE, LAS VEGAS

For questions regarding this style guide  
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