

wppi2023 STYLE GUIDE

PRESENTED BY
 EMERALD



PRIMARY LOGO



PRIMARY FULL TITLE LOGO



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.



ONE COLOR LOGO
PMS 2758



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
MARCH 5-6, 2023 | MARCH 5-9, 2023 | MARCH 7-9, 2023

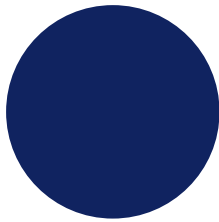
wppi THE MIRAGE, LAS VEGAS
LIVE JUDGING | CONFERENCE | SHOW
MARCH 5-6, 2023 | MARCH 5-9, 2023 | MARCH 7-9, 2023

wppi2023
MIRAGE, LAS VEGAS
JUDGING | CONFERENCE | SHOW
MAR. 5-6 | MAR. 5-9 | MAR. 7-9

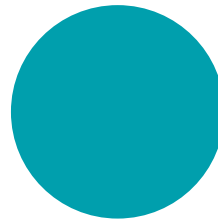
wppi2023
MIRAGE, LAS VEGAS
JUDGING | CONFERENCE | SHOW
MAR. 5-6 | MAR. 5-9 | MAR. 7-9

PRIMARY COLORS

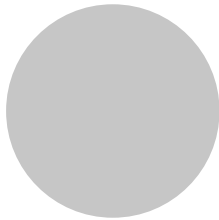
These are the colors that can be used for the logo and backgrounds and copy.



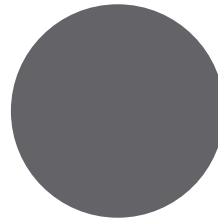
PANTONE 2758
 CMYK 100.93.30.30
 RGB 30.40.90
 HEX #1e285a



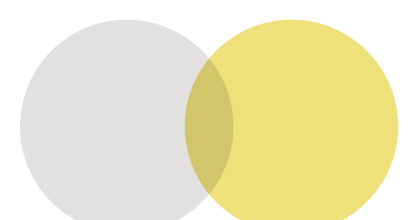
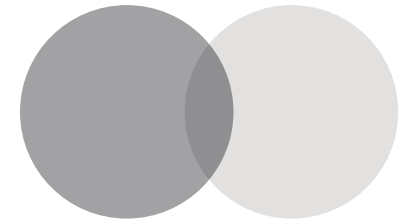
PANTONE 7467
 CMYK 100.6.35.0
 RGB 0.162.175
 HEX #00a2af



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

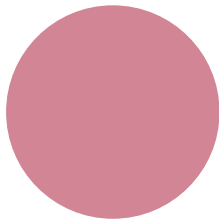


PANTONE Cool Gray 10
 CMYK 5.20.100.0
 BLACK ONLY 0.0.0.75
 RGB 100.100.100
 HEX #646464

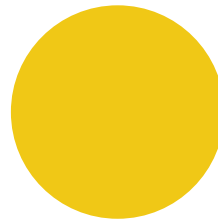


ACCENT COLORS

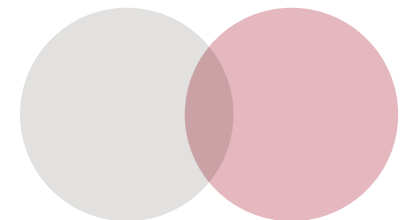
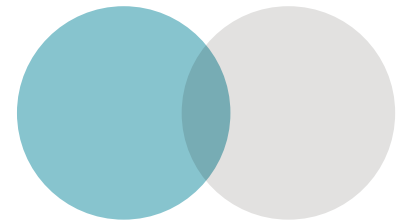
These are secondary colors and should be used minimally.



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.

<p>WHITE DISPLAY light grey on navy.</p>	<p>PINK DISPLAY and white on navy.</p>	<p>GREY DISPLAY and white on navy.</p>	<p>TEAL DISPLAY and white on navy.</p>	<p>YELLOW DISPLAY and white on navy.</p>
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<p>NAVY DISPLAY dark grey on grey.</p>	<p>PINK DISPLAY and navy on grey.</p>	<p>GREY DISPLAY and navy on grey.</p>	<p>TEAL DISPLAY and navy on grey.</p>	<p>NAVY DISPLAY and pink on grey.</p>
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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 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.

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 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

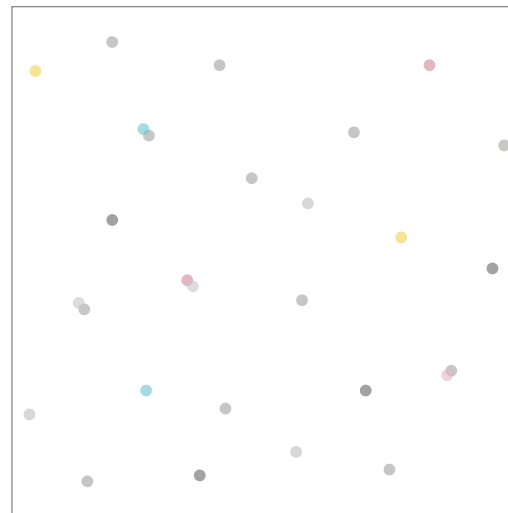
ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

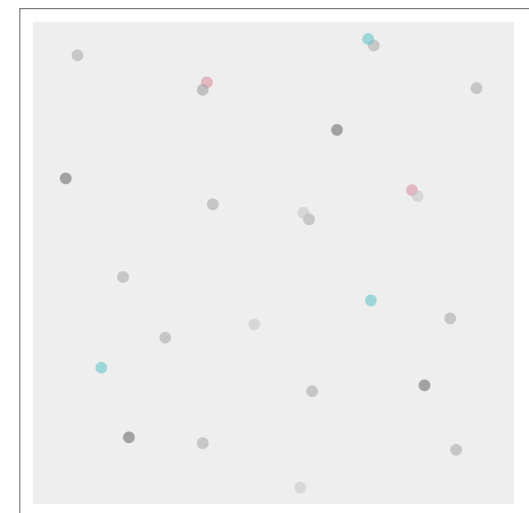
This font should be used for body copy.



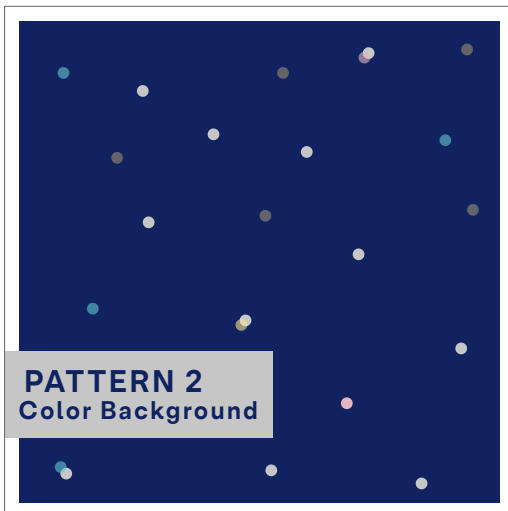
File name:
WPPI_Bubbles_Pattern_ForLightBkg
For use on light backgrounds ONLY.



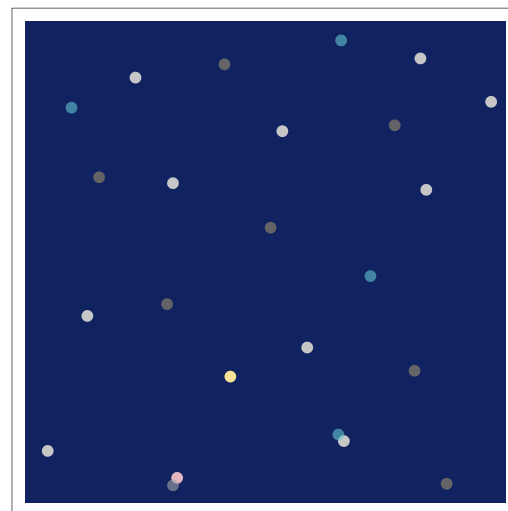
PATTERN 1
White background



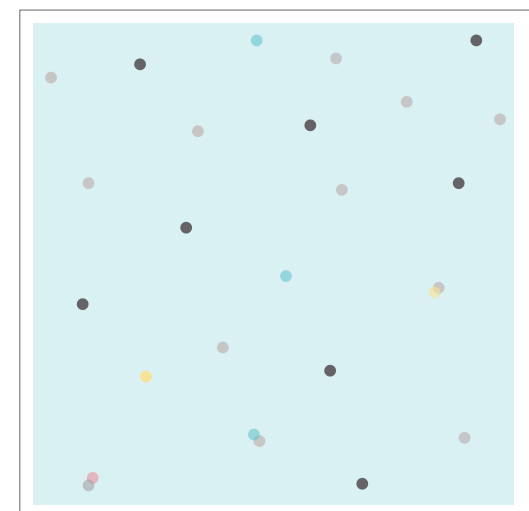
PATTERN 1
Light grey background
PMS Cool Gray 3 at 30%



File name:
PPI_Bubbles_Pattern_ForBLUEbkg
For use on dark backgrounds ONLY.



PATTERN 2
Navy background
PMS 2758



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.**