

# WMPL STYLE GUIDE | LOGOS, FONTS, COLORS

WMPL logos can be downloaded in a variety of colors, formats and configurations

## WMPL LOGO VARIATIONS

A: Verticle B: Square C: Horizontal D: Wide Horizontal



## WMPL LOGO SPACING

Please leave at least 1/4 inch spacing around logo.

## WMPL LOGO FORMATS

FOR PRINT and PRESENTATION - EPS

EPS files can be inserted in all Microsoft Office software as well as Adobe software. EPS files are vector-based and not pixel-based. This allows for the files to be scaled with no loss of quality. It also allows a retention of transparency (eg. white logos can be placed on a color background).

FOR WEB ONLY - PNG

PNG files function online the same as jpegs while maintaining their transparency. They are pixel-based and will lose quality when resizing.

## WMPL COLORS

Besides Black and White, WMPL is using two main colors, Green and Blue and one accent color, Red.

### WMPL Green Dark

RGB: 34,45,35

CMYK: 75,58,73,67

HEX: #222D23

### WMPL Blue Dark

RGB: 30, 43, 81

CMYK: 95, 85, 35, 40

HEX: #1E2B51

### WMPL Accent Red

RGB: 90, 39, 43

CMYK: 41, 82, 67, 54

HEX: #5A272B

### WMPL Green Light

RGB: 67, 91, 71

CMYK: 71, 45, 71, 35

HEX: #435B47

### WMPL Blue Light

RGB: 44, 66, 121

CMYK: 95, 84, 25, 11

HEX: #2C4279

## WMPL FONTS

### Times New Roman

### Trebuchet MS

### Font Variations:

Times New Roman Regular

*Times New Roman Italic*

**Times New Roman Bold**

***Times New Roman Bold Italic***

TIMES NEW ROMAN CAPS

times new roman lowercase

Times New Roman Large

Times New Roman Small

Trebuchet MS Regular

*Trebuchet MS Italic*

**Trebuchet MS Bold**

***Trebuchet MS Bold Italic***

TREBUCHET MS CAPS

trebuchet ms lowercase

Trebuchet MS Large

Trebuchet MS Small