WSP’s new logo speaks to the complexity and intelligence of engineering, while remaining open to the endless possibilities driving the work of our employees. The iconic new logo is supported by rich and unique photography; together, they embody the urge to ask questions and to plan, design, and engineer an impactful legacy.
The black & white versions should only be used when colour printing isn’t available.
Logotype
Official background colours
Logotype Dos and don'ts

Background colour

01 Do not use a sky gradient logo on a red background. Always use a white logo on a red background.

02 Do not use a white logo on a sky gradient background. Use a red logo instead. See exception on next page.

03 Do not use a gradient logo on a white background.
Dos and don'ts

Image background

01
Do not use a white logo when there is not enough contrast between the image and logo.

02
Always use a red logo on a sky background, unless the second visual uses the same colours or makes it hard to read the logo's letters. In such cases, simply adjust the proportion of light and medium blue in the image to make sure the logo is visible.

03
Be careful not to use a red logo on an image with colours that cause a visual vibration. Use a white logo instead.
Logotype
Don’ts
General rules

01. Do not rotate the logo
02. Do not add effects to the logo
03. Do not change the logo’s proportions
04. Do not change the shape of the logo’s letters
05. Do not stretch or flatten the logo
06. Do not move the logo’s letters
07. Do not outline the logo
08. Do not add a descriptor to the logo
The protection space is equivalent to the height of the S in the logo. The space is calculated starting at the bottom of the W and S, not at the bottom of the P.

The minimal size may not be smaller than 0.5 inches in width. Any smaller than that and the logo becomes difficult to read.
The logo is centered in our visuals. Its size may vary depending on the type of communication and the impact we hope to make.