

wsp

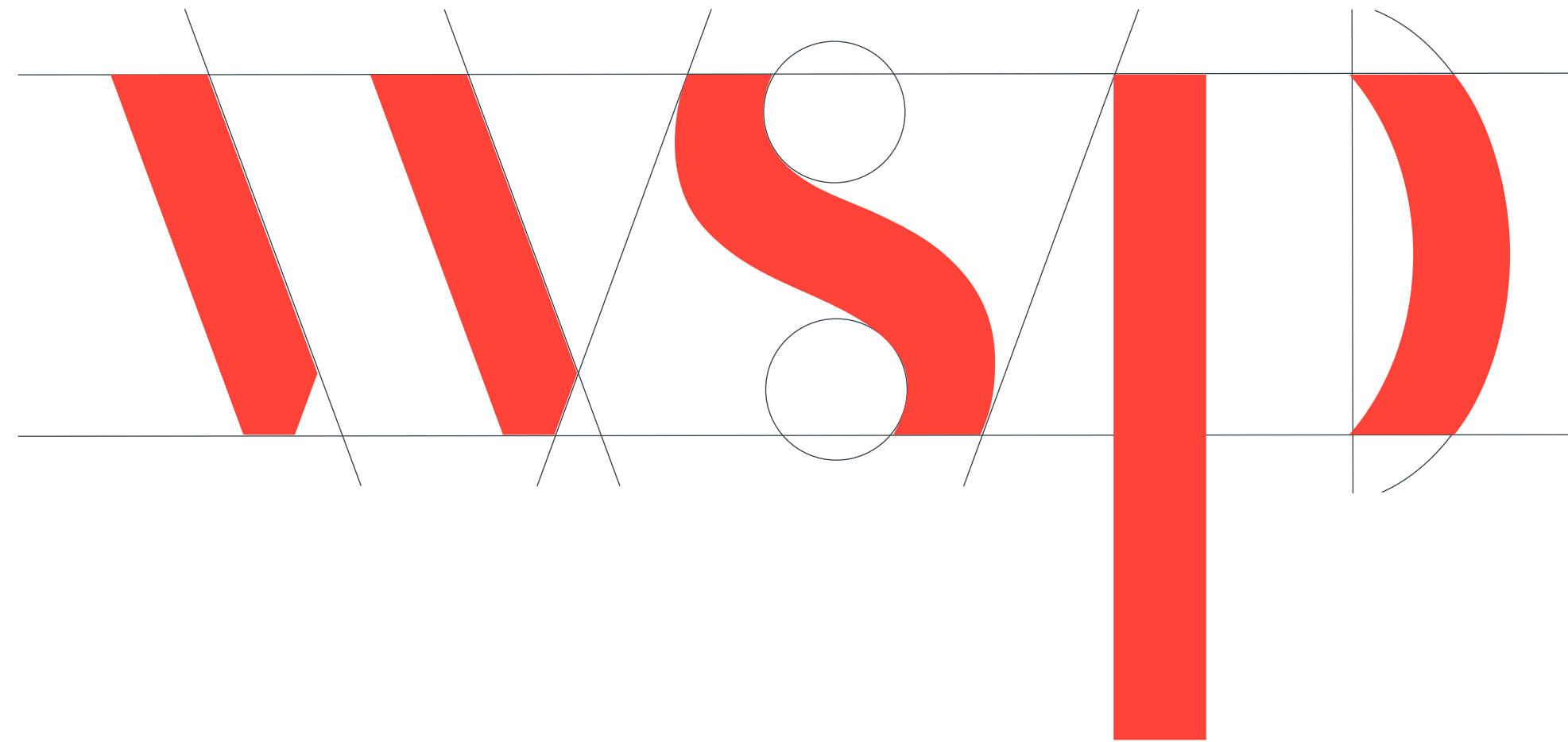
Logotype
*Official
version*

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.



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Logotype
Construction



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Logotype
*Black and
white versions*

The black & white
versions should only be
used when colour printing
isn't available.

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Logotype
*Official
background
colours*

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Logotype Dos and don'ts

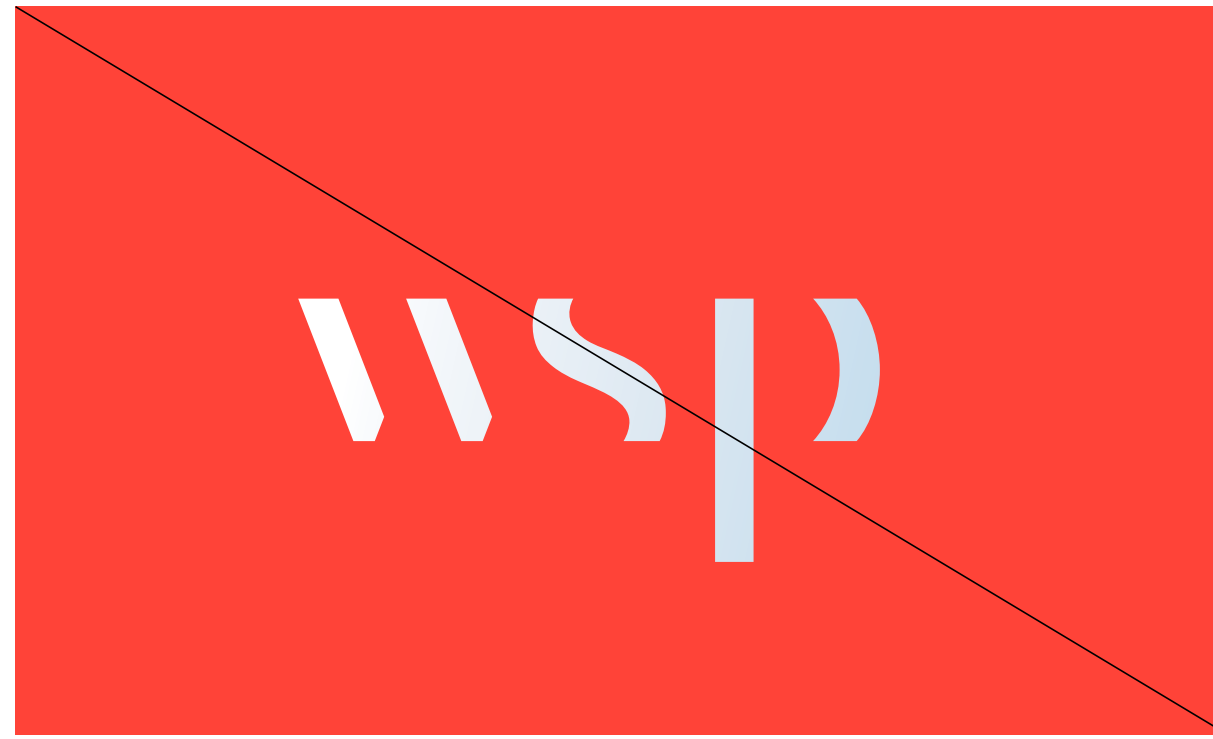
Background colour

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

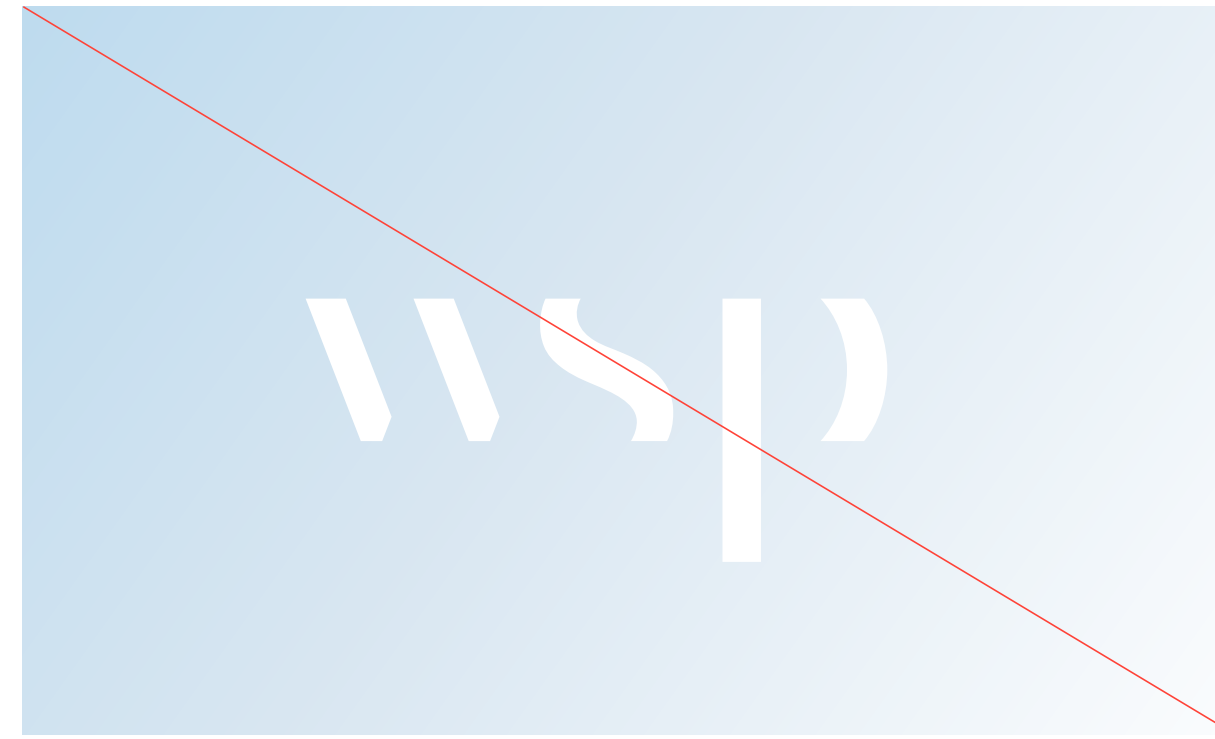
02
Do not use a white
logo on a sky gradient
background. Use a
red logo instead. See
exception on next page.

03
Do not use a gradient
logo on a white
background.

01



02



03



Logotype Dos and don'ts

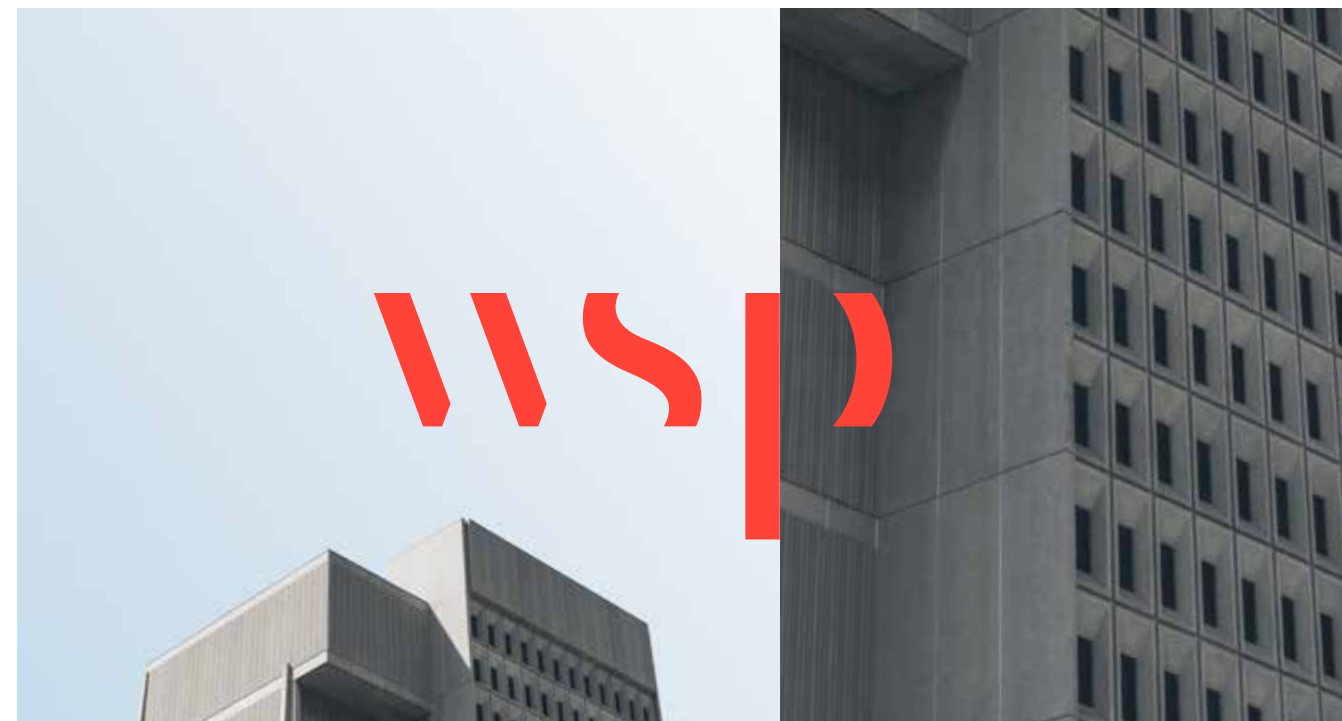
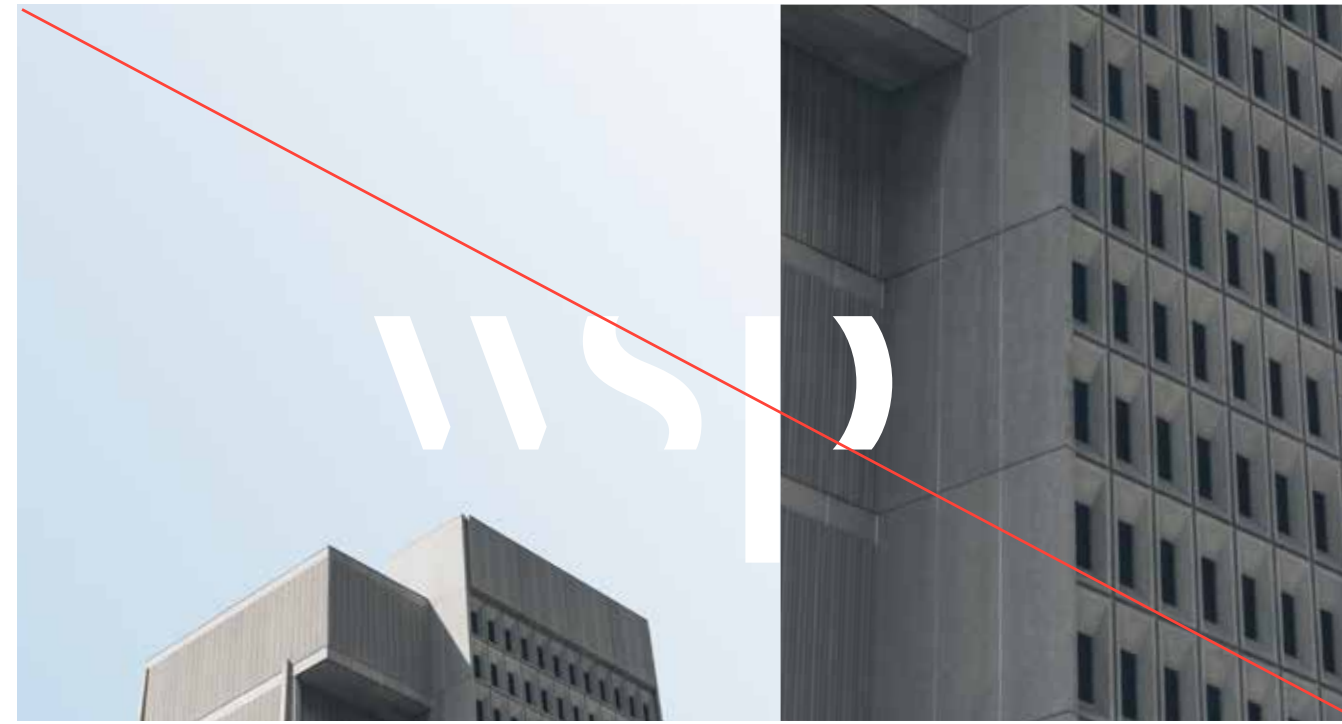
Image background

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.

01



02



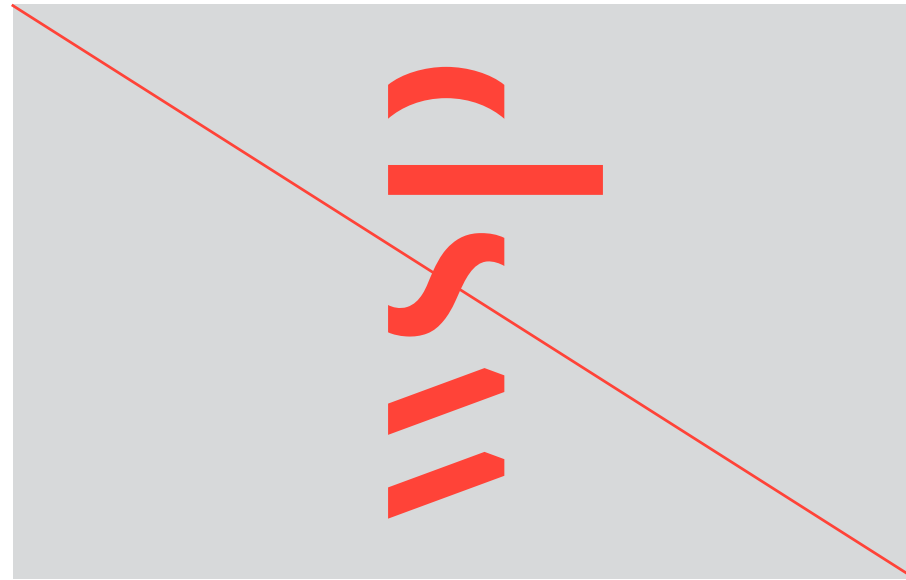
03



Logotype Don'ts

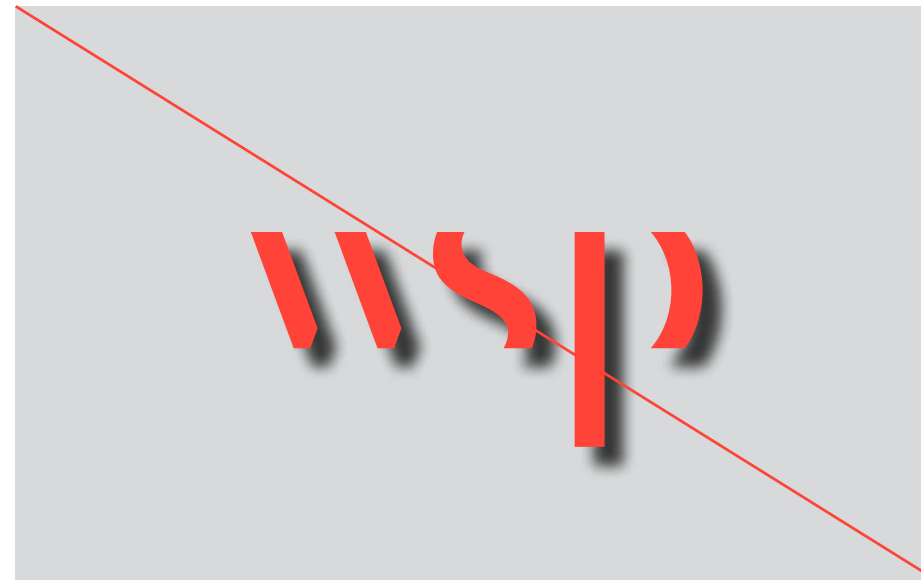
General rules

01



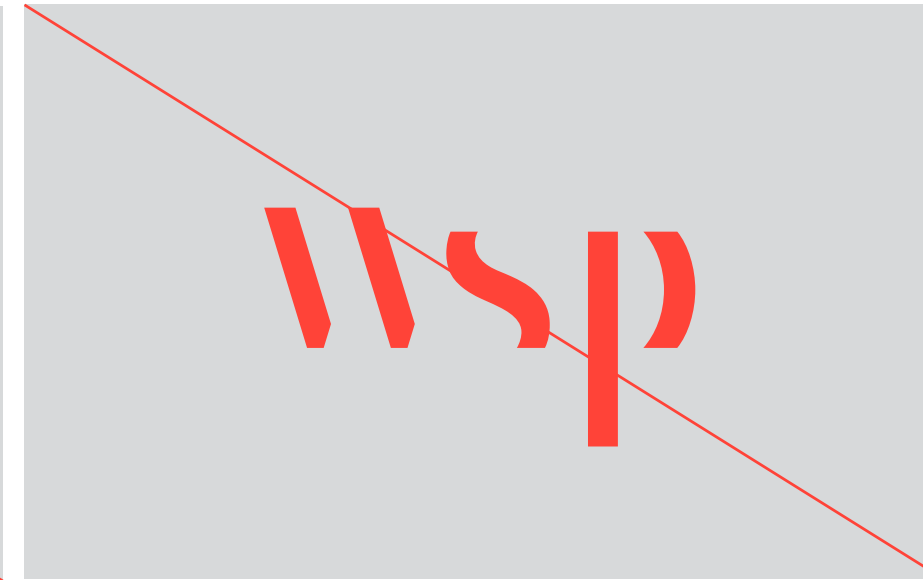
Do not rotate the logo

02



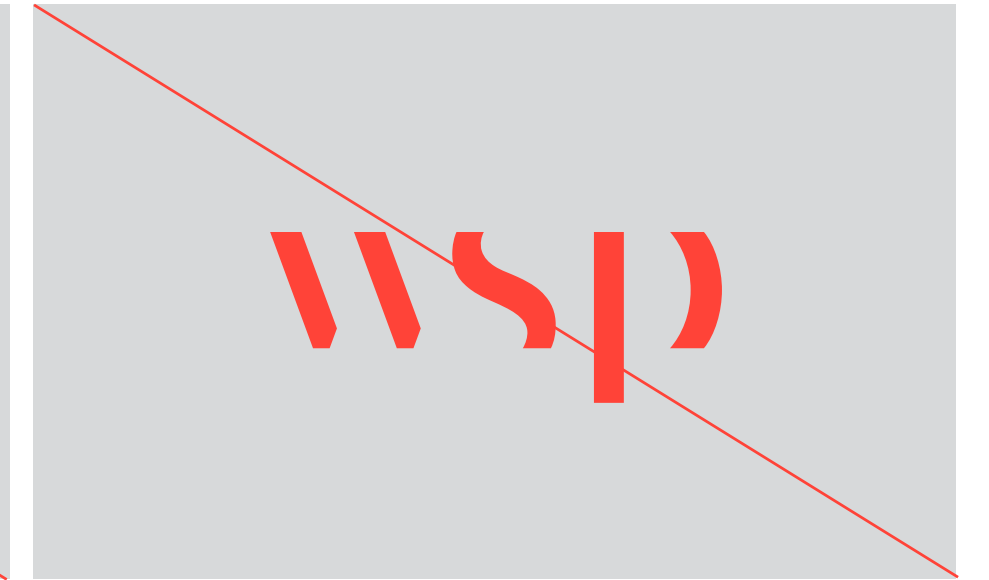
Do not add effects to the logo

03



Do not change the logo's proportions

04



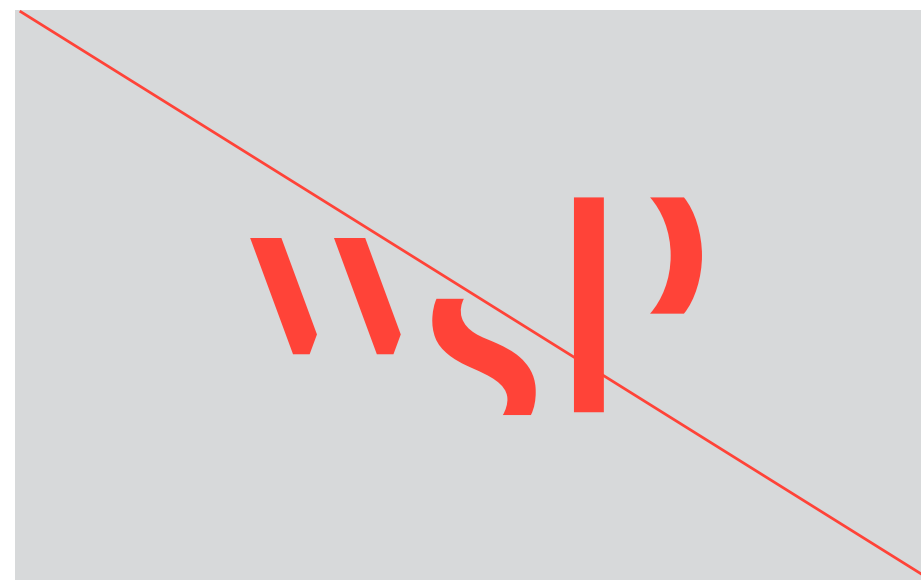
Do not change the shape of the logo's letters

05



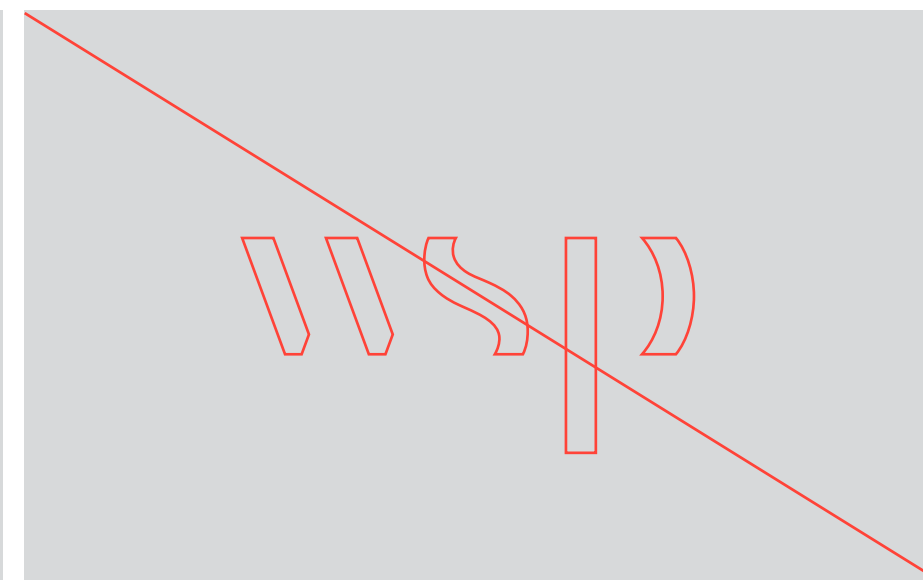
Do not stretch or flatten the logo

06



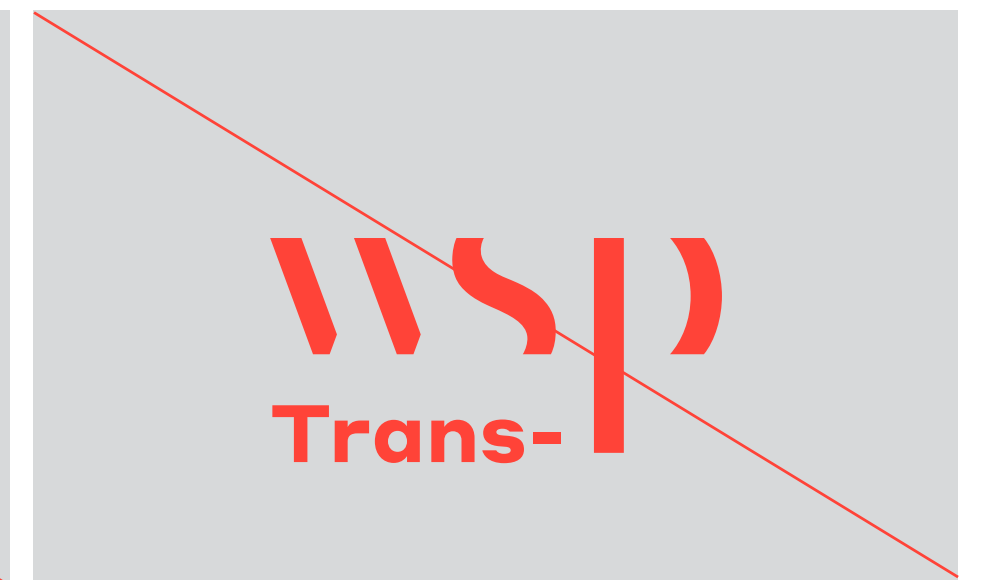
Do not move the logo's letters

07



Do not outline the logo

08



Do not add a descriptor to the logo



Logotype Protection space

and minimal size

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.

Protection space



Minimal size

0.5 in



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Logotype
*Logo in
context*

The logo is centered in our visuals. Its size may vary depending on the type of communication and the impact we hope to make.

