



The Associated Boards
of Certification

Superior Water Starts Here™

A SUPERIOR BRAND STARTS HERE

Water Professionals International Brand Book | Brand Experience + Guidelines

VERSION 2: 11/2023

INTRODUCTION

**A HIGHER STANDARD OF
AUTHORITY, PROFESSIONALISM,
AND RELIABILITY**

**WPI ensures that
water and wastewater
professionals are
authorities on protecting
public health. This brand
book is designed to
protect the WPI brand.**

This brand book helps to create a common understanding of the WPI brand among employees, member boards, stakeholders and partners, and provides the guidelines necessary to help all achieve, ensure and protect our brand excellence. When we use these guidelines in the development of WPI communications, the messaging we craft and the communication tools we design and create will ensure a superior brand experience. For questions pertaining to this **brand book** and/or the WPI brand, please contact the Marketing Team at marketing@gowpi.org. Brand assets, including logos, fonts, digital letterhead, and our PowerPoint® template can be downloaded at gowpi.org/wpi-media-kit.



**WATER
PROFESSIONALS
INTERNATIONAL**

THE WPI BRAND EXPERIENCE

Water Professionals International Brand Book | Brand Experience

BRAND EXPERIENCE

WPI Mission

Competent Water & Wastewater Professionals in a Supportive Policy Environment.

WPI Vision Statement

Public Health and the Environment are Protected Through Stewardship of Water Resources

Our Organizational Strategies

CREDENTIALING

WPI believes that competent operators are essential to stewardship of water and wastewater resources and systems.

WE WILL:

- ✔ Increase the number of operators pursuing certification
- ✔ Increase the number of certified operators
- ✔ Increase the breadth of validated certifications across relevant water/wastewater disciplines

ADVOCACY

WPI is interested in developing and maintaining a competent workforce to support safe and effective water and wastewater systems.

WE WILL:

- ✔ Establish WPI PO certification as a partnered component of state/provincial licensure
- ✔ Expand reciprocity of operator licensure across states/provinces
- ✔ Increase public funding for operator workforce development, certification, and training

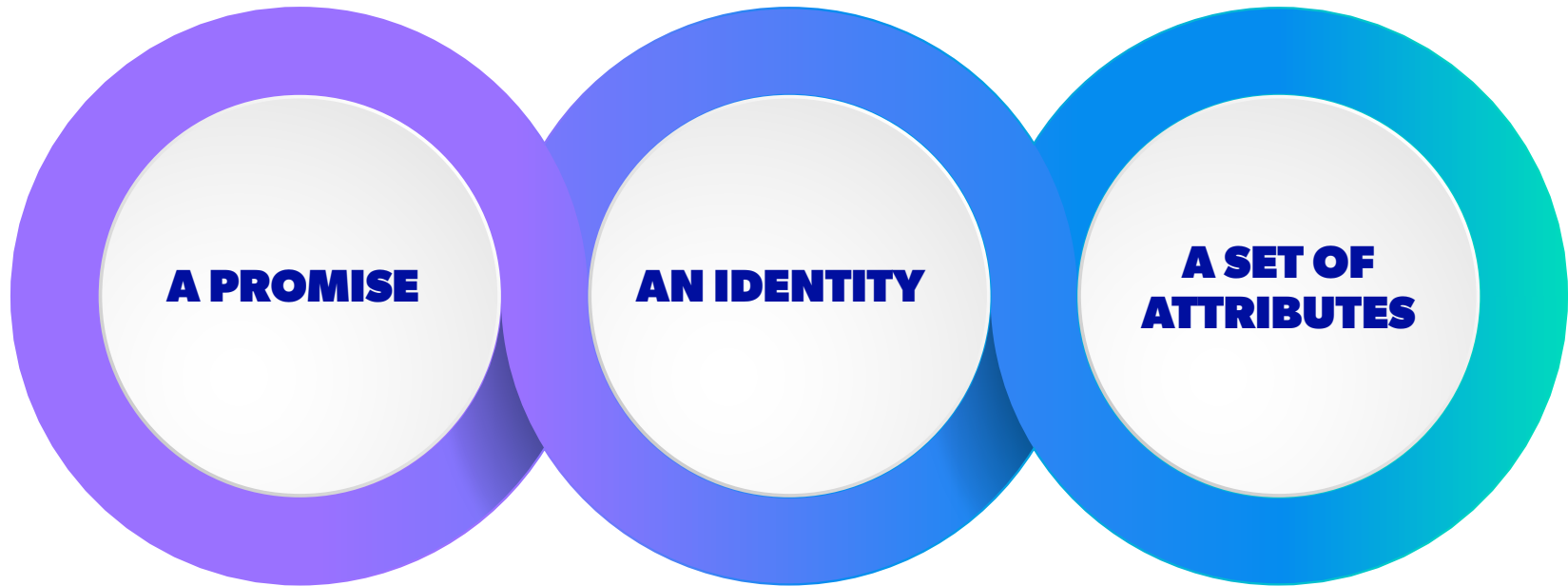
BRAND EXPERIENCE

Table of Contents

Introduction	2	Logo Clear Space	25	Brand Imagery	53
The WPI Brand Experience	3	Logo Color Formats	26	Imagery.....	54
WPI Mission	4	WPI Horizontal Logo Variations	27	Imagery with WPI Gradient	55
WPI Vision Statement	4	WPI Vertical Logo Variations	29	Imagery Selection/Usage Checklist	56
A Brand is... ..	6	WPI Logotype Logo Variations.....	31	Brand Extensions	57
WPI Brand Promise	7	Logo Misuses	32	Professional Operator Marketing Logo	
Primary Brand Promise	7	Brand Color System	33	& Seal	58
WPI in One Brief Line	8	WPI Color Palette	34	Professional Operator Marketing Logo	
WPI Characteristics	9	ADA Compliant Colors	35	& Tagline Minimum Sizing	59
Brand Values.....	9	Brand Typography.....	36	Professional Operator Tagline	60
Brand Attributes	9	Typography	37	Professional Operator Marketing Logo	
Brand Voice.....	9	Gibson Font Family	38	Clear Space	61
Brand Personality.....	9	Noto Serif Font Family	39	Professional Operator Marketing Logo	
Key Messages	10	Montserrat & Arial Font Families	40	& Seal Variations	62
Global Authority	11	Brand Identity System.....	41	ABC Testing Logo.....	63
Trust, Integrity and Reliability.....	12	Letterhead.....	42	ABC Testing Logo Variations &	
Convenience and Cost Savings	13	Business Cards and Envelopes.....	43	Minimum Sizing	64
Professionalism	14	Microsoft PowerPoint Template	44	IMMERSE Logo	65
Validation	15	Website	45	IMMERSE Logo Variations &	
Advocacy.....	16	Email Signature and Text	46	Minimum Sizing	66
Education and Workforce Development.....	17	Personal Messages and		IMMERSE.....	67
Innovation	18	Promotional Banners.....	47	Innovation in Certification (liC) Logo	68
WPI at a Glance	19	Design System Elements.....	48	Innovation in Certification (liC)	
The WPI Brand Guidelines.....	20	Key Elements	49	Logo Variations	69
WPI Logo and Usage.....	21	Shapes and Pattern Components	50	Innovation in Certification (liC)	
The Brand Identity	22	Visualizing the Brand	51	Logo Minimum Sizes	70
Logo and Tagline Minimum Sizing	23	Graphs and Infographics.....	52	WPI Partnership Logo.....	71
Tagline.....	24			WPI Partnership Logo Variations &	
Print.....	24			Minimum Sizing	72
Web/Digital	24			C2EP Logo.....	73
				C2EP Logo Variations &	
				Minimum Sizing	74

BRAND EXPERIENCE

A Brand is ...



Our brand is an intellectual and emotional bond our audience has with WPI—intangible but very real. The **WPI brand** influences the decisions of our member boards, certifying authorities, water and wastewater professionals, public officials, and other stakeholders. However, it's more than just our logo. **Our brand** is an ever-evolving ecosystem composed of the promise our brand makes, the attributes that define us, our visual identity, and every touch point our audience has with us.

Our brand may be expressed through an advertisement, an e-mail, social media, or via [gowpi.org](https://www.gowpi.org). But, it can also be an experience when an individual interacts with a WPI staff member or volunteer. The messaging guidance and visual direction this book provides give an effective foundation to help us continue to ensure a superior brand.

BRAND EXPERIENCE

WPI Brand Promise

Our brand promise is how we express the unique ways in which WPI helps certifying authorities and water and wastewater professionals protect public health and the environment. This promise—and supplementary

versions—convey the brand experience our audience members should expect when they engage with our products, services, employees, member board representatives, and volunteers.

**This is
who we
serve,
how we
serve, and
why we
serve.**

PRIMARY BRAND PROMISE

Water and wastewater treatment professionals are on the front lines of protecting public health and the environment. Water Professionals International is the central water industry authority that ensures these women and men are prepared to meet the standards that their communities can trust in.



BRAND EXPERIENCE

WPI in One Brief Line (Elevator Pitch):

An elevator pitch is a helpful tool to use when someone asks “who is WPI?” or “what does WPI do?” This brief statement is conversational in nature, short and easy to memorize.



TAGLINE

Our tagline captures the essence of our brand promise and corporate mission and vision in one concise, memorable line. For usage guidance see [page 21](#).

Horizontal Version

Superior Water Starts Here™

Vertical Version

Superior Water Starts Here™

NOTE: If a succinct, single statement is needed when writing about WPI, this line can be used as is.

BRAND EXPERIENCE

WPI Characteristics



BRAND EXPERIENCE

Key Messages

The following are WPI's key messages. The key messages and supporting proof points should be used to shape any communications that refer to the corresponding brand attribute. This helps to ensure that all those from our organization are speaking in a consistent voice.



**Global
Authority**



**Trust, Integrity
and Reliability**



**Convenience
and Cost Savings**



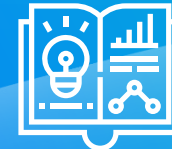
Professionalism



Validation



Advocacy



**Education
and Workforce
Development**



Innovation

BRAND EXPERIENCE



Global Authority

Key Message:

Water Professionals International is the recognized global authority on reliable and legally sound certification programs for water and wastewater professionals.

PROOF POINTS:

- WPI is the leading authority on advancing the quality and integrity of environmental certification programs globally. WPI membership spans 49 U.S. states/territories, 12 Canadian provinces/territories, many Canadian First Nations and U.S. tribal entities, as well as many Eastern European, Caribbean, and Middle Eastern countries/territories. With a commitment to safeguarding public health, the environment, and economies worldwide, WPI is at the forefront of advancing best practices for sustainable water workforce development.
- WPI is recognized as the benchmark authority for certification programs; we've built the model standards.
- WPI offers a voluntary certification program to water treatment, distribution, collection, wastewater treatment, and industrial waste operators, water and wastewater laboratory analysts, plant maintenance technologists, and biosolids land appliers.
- WPI provides quality testing services that strengthen the certification programs of our members. We offer standardized and client-customized certification exams in the categories of water treatment, water distribution, wastewater collection, wastewater treatment, biological and physical/chemical industrial waste, backflow prevention assembly testing, water/wastewater laboratory, biosolids land application, and plant maintenance.
- WPI follows best practices and protocols in the development of our processes and tests; our approach is legally defensible and reliable because it is psychometrically valid.
- WPI is the only organization that offers an international Professional Operator (PO) certification/designation.
- WPI is the only national/international member-based organization that fosters water/wastewater professional operator certification.
- When we develop certifications we follow ISO, NCCA, and ANSI standards.
- The subject matter experts that inform WPI's initiatives, products, and services are recognized as "brilliant" by industry peers and represent a diversity of experience on a global scale.
- WPI is recognized as a sole-source contractor with a number of state governments (a rare status).
- WPI values the standardization of processes, acceptability, testing, etc. and works to ensure standards across the water industry.

BRAND EXPERIENCE



Trust, Integrity and Reliability

Key Message:

The certifying authorities—and the general public that these authorities serve—can trust in the integrity and reliability of Water Professionals International to protect public health and the environment.

PROOF POINTS:

- WPI follows best practices and protocols in the development of our processes and tests; our approach is legally defensible and reliable because it is psychometrically valid.
- When we develop certifications we follow ISO, NCCA, and ANSI standards.
- The subject matter experts that inform WPI's initiatives, products, and services are recognized as "brilliant" by industry peers and represent a diversity of experience on a global scale.
- Certifications are developed by PhD's and utilize scientific-based human assessment methods and other best practices.
- WPI offers third-party credibility that helps buffer potential political/community pressures.
- WPI is a not-for-profit coalition of certifiers focused on protecting the health, safety, and welfare of the public.
- There is a sense of security in the "legitimacy" of WPI's exams and our approach to their development.
- WPI values the standardization of processes, acceptability, testing, etc. and works to ensure standards across the water industry.

BRAND EXPERIENCE



Convenience and Cost Savings

Key Message:

Created to be the central authority in water and wastewater treatment testing and certification, Water Professionals International offers convenience and cost savings to its member boards. WPI can efficiently and expertly write, manage and facilitate exams for its members so they don't have to.

PROOF POINTS:

- WPI is a communication network and resource center for over 100 certifying authorities in over 40 states and 10 Canadian provinces and territories, as well as several international and tribal programs.
- WPI is recognized as the benchmark authority for certification programs; we've built the model standards.
- WPI provides quality testing services that strengthen the certification programs of our members. We offer standardized and client-customized certification exams in the categories of water treatment, water distribution, wastewater collection, wastewater treatment, biological and physical/chemical industrial waste, backflow prevention assembly testing, water/wastewater laboratory, biosolids land application, and plant maintenance.
- WPI follows best practices and protocols in the development of our processes and tests; our approach is legally defensible and reliable because it is psychometrically valid.
- WPI is the only national/international member-based organization that fosters water/wastewater professional operator certification.
- When we develop certifications we follow ISO, NCCA, and ANSI standards.
- The subject matter experts that inform WPI's initiatives, products, and services are recognized as "brilliant" by industry peers and represent a diversity of experience on a global scale.

BRAND EXPERIENCE



Professionalism

Key Message:

The professionals who test, treat, and protect our water resources take their responsibilities seriously. As the benchmark authority for certification programs, Water Professionals International is driven by our responsibility to help ensure and recognize the professionalism of these women and men.

PROOF POINTS:

- WPI is the only organization that offers an international Professional Operator (PO) certification/designation.
- Professionals who have participated in ABC Certification or certification provided by member-certifying authorities can rely on the fact that our approach to processes and tests is legally defensible and reliable because it is psychometrically valid.
- Individuals within the WPI community experience recognition as a water/wastewater professional.
- Professionals who earn certification find validation in their profession; they are respected for their accomplishments and are valued for their knowledge and skills.
- Certified operators and other professionals feel a sense of satisfaction in being part of something bigger—we protect the environment and improve people's lives.
- ABC Awards are established by the Board of Directors to recognize activities and accomplishments of the Association's members, volunteers, and stakeholders. They include: Harris F. Seidel Lifetime Achievement Award, Certification Program Award, Robert C. McAnespie Outstanding Certification Officer Award, Jess Jones Excellence in Service Award, and the Dr. Kenneth D. Kerri Excellence in Workforce Development Award.

BRAND EXPERIENCE



Validation

Key Message:

Water and wastewater treatment professionals who serve their communities are on the front lines of protecting public health. Being a part of the Water Professionals International community and earning a certification validates their dedication to public service.

PROOF POINTS:

- As the governing body for certification in water and wastewater treatment, being certified via WPI provides validation in one's professionalism.
- WPI is the only organization that offers an international Professional Operator (PO) certification.
- WPI hosts a pinning ceremony in which newly certified Professional Operators are recognized publicly; the pinning is promoted within a certificant's community.
- WPI actively recognizes community members via its Certifier newsletter as well as via social media and the CEO Dashboard.
- WPI and its members provide a number of opportunities to professionals to maintain their certification in order to support their professional growth.
- The women and men who comprise the WPI community form a tight-knit network that supports one another in their individual growth.

BRAND EXPERIENCE



Advocacy

Key Message:

Water Professionals International actively **advocates for the health and safety of our water resources, and for the certifying authorities who ensure the competency of our water and wastewater treatment workforce.**

PROOF POINTS:

- WPI is a communication network and resource center for over 100 certifying authorities in over 40 states and 10 Canadian provinces and territories, as well as several international and tribal programs.
- WPI is the only national/international member-based organization that fosters water/wastewater Professional Operator (PO) certification.
- WPI programs have certified more than 500,000 water and wastewater operators, laboratory analysts, plant maintenance technologists, biosolids land appliers, and backflow prevention assembly testers.

BRAND EXPERIENCE



Education and Workforce Development

Key Message:

Education and workforce development are key priorities for Water Professionals International. We lead a number of initiatives that ensure water industry professionals are highly trained.

PROOF POINTS:

- WPI hosts the Annual WPI Innovation in Certification Conference (IiC).
- WPI offers a voluntary certification program to water treatment, distribution, collection, wastewater treatment, and industrial waste operators, water and wastewater laboratory analysts, plant maintenance technologists, and biosolids land appliers.

BRAND EXPERIENCE



Innovation

Key Message:

The development and adoption of new ideas, processes, and technologies by the water industry is essential to protecting public health and the environment. Water Professionals International does our part by being a leader in testing and certification innovation.

PROOF POINTS:

- WPI follows best practices and protocols in the development of our processes and tests; our approach is legally defensible and reliable because it is psychometrically valid.
- WPI is the only national/international member-based organization that fosters water/wastewater professional operator certification.
- When we develop certifications we follow ISO, NCCA, and ANSI standards.
- The subject matter experts that inform WPI's initiatives, products, and services are recognized as "brilliant" by industry peers and represent a diversity of experience on a global scale.

BRAND EXPERIENCE

WPI at a Glance

The infographic consists of five vertical panels, each with a numbered header in a black banner. The panels are: 1. Brand Values (purple background), 2. Brand Attributes (blue background), 3. Brand Promise (blue background), 4. Brand Voice (teal background), and 5. Brand Personality (teal background). Each panel contains a list of brand characteristics or a descriptive paragraph.

- 1 BRAND VALUES**
 - Professionalism
 - Standardization
 - Protecting Health and the Environment
 - Integrity
 - Advocacy and Education
 - Partnership
 - Innovation
- 2 BRAND ATTRIBUTES**
 - Professionalism
 - Validation
 - Trustworthy
 - Integrity
 - Leadership
 - Dependable/Reliable
 - Accuracy
- 3 BRAND PROMISE**

Water and wastewater treatment professionals are on the front lines of protecting public health and the environment. Water Professionals International is the central water industry authority that ensures these women and men are prepared to meet the standards that their communities can trust in.
- 4 BRAND VOICE**
 - Clear and Concise
 - Supportive/Welcoming
 - Confident/Authoritative
 - Reliable
 - Consistent
 - Personable
- 5 BRAND PERSONALITY**

The experience of interacting with WPI is similar to how you feel when you connect with a trusted colleague over a cup of coffee or a beer for advice or simply to catch up.



**WATER
PROFESSIONALS
INTERNATIONAL**

THE WPI BRAND GUIDELINES

Water Professionals International Brand Book | Brand Guidelines



**WATER
PROFESSIONALS
INTERNATIONAL**

WPI LOGO AND USAGE

Water Professionals International Brand Book | Brand Guidelines

WPI LOGO AND USAGE

The Brand Identity

The WPI logo is our primary visual brand asset; it's what introduces and identifies our organization to people the world over. Therefore, the logo should be treated with respect by adhering to the guidelines set forth within this document. The better we treat our identity, the better

the impact our brand will have on the world of water and wastewater treatment. Below we outline the various components that comprise the WPI logo.

NOTE: The colors in the logo and throughout this document are displayed in RGB, which is the true color value displayed on screen. See page 34 for examples of CMYK colors (for print only). You will notice that onscreen, CMYK colors may seem more dull but they will print appropriately.

HORIZONTAL PRIMARY LOGO



STACKED PRIMARY LOGO



RECOMMENDED USAGE/BEST PRACTICES

- The horizontal tagline version or stacked tagline version of the WPI logo may be used interchangeably depending on which version best fits your layout or usage needs.

SEPARATING THE TAGLINE FROM THE LOGO



It is permissible to separate the tagline from the logo; however, the two must be used on the same page. For example, the logo may be placed at the top of an advertisement and the tagline at the bottom.

WPI LOGO AND USAGE

Logo and Tagline Minimum Sizing

To ensure optimum legibility of the logo and tagline (when together or apart), it is important to follow these sizing parameters. The logo should be used without the tagline when it drops below the minimum size listed below. If size allows, always use the logo with tagline.

LOGO MINIMUM SIZES (WITH TAGLINE)

Horizontal With Tagline

1.65" | 4.2 CM | 158 PX



Superior Water Starts Here™

Vertical With Tagline

.85" | 2.1 CM | 81 PX



Superior Water Starts Here™

LOGO MINIMUM SIZES (NO DESCRIPTOR OR TAGLINE)

Logotype Only

.85" | 2.1 CM | 81 PX



Horizontal Reversed With Tagline

1.65" | 4.2 CM | 118 PX



Superior Water Starts Here™

Stacked Reversed With Tagline

.85" | 2.1 CM | 55 PX



Superior Water Starts Here™

Reversed Logotype Only

.85" | 2.2 CM | 62 PX



TAGLINE MINIMUM SIZES

Horizontal Tagline

1.175" | 3 CM | 113 PX

Superior Water Starts Here™

Stacked Tagline

.65" | 1.65 CM | 62 PX

Superior Water Starts Here™

NOTE: Any usage of the logo below the minimum size must omit the tagline.

WPI LOGO AND USAGE

Tagline

PRINT

The tagline **should** be used on all marketing and business applications in conjunction with the WPI logo. Exceptions include instances where the size of the logo is below the logo minimum sizes (with tagline) specified on [page 23](#). It is permissible to separate the tagline from the logo ([see page 22](#)), however, the two must be used on the same page. For example, the logo may be placed at the top of an advertisement and the tagline at the bottom.

The tagline should never be recreated in any other font or style. The sizing of the WPI tagline is flexible. See [page 23](#) for sizing requirements and [page 25](#) for clear space. Tagline artwork is available from the WPI marketing department.

WEB/DIGITAL

The tagline **should** be used in all digital marketing applications in conjunction with the WPI logo. Exceptions include instances where the size of the logo is below the logo minimum sizes (with tagline) specified on [page 23](#).

NOTE: The tagline may be eliminated due to size restrictions. See [page 23](#) for more information.

NOTE: Please contact WPI Marketing at marketing@gowpi.org for electronic artwork files.

TAGLINES

Horizontal

Superior Water Starts Here™

Superior Water Starts Here™

Superior Water Starts Here™

Superior Water Starts Here™

Stacked

**Superior Water
Starts Here™**

**Superior Water
Starts Here™**

**Superior Water
Starts Here™**

**Superior Water
Starts Here™**

NOTE: The tagline may be used in WPI Royal Blue, WPI Gray, Black and Reversed White.

DO NOT RECREATE THE TAGLINE IN ANY OTHER FONT OR STYLE; USE PROVIDED ARTWORK.

~~**Superior Water Starts Here™**~~

~~**Superior Water
Starts Here™**~~

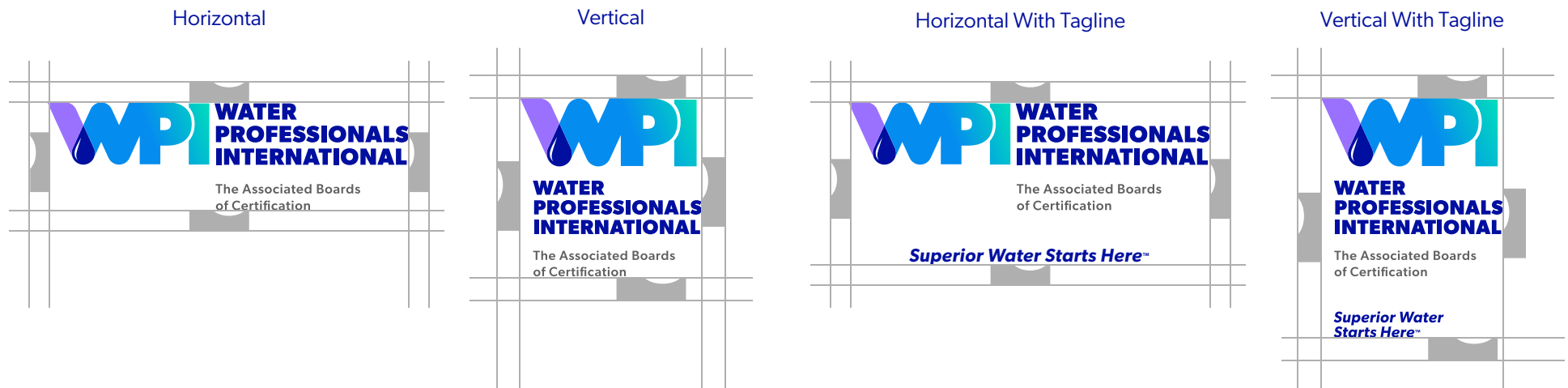
WPI LOGO AND USAGE

Logo Clear Space

It is important to maintain a clear “buffer” of space as outlined below around the WPI logo in order to maximize its visual impact and ensure it is easy to identify and read. The clear space is proportional to the logo and is based on the width of the letter ‘I’ in the WPI logotype. This area should be clear of typography, photography, patterns, folds, surface edges, and page trim that would affect the legibility of the logo

components. An exception to this is if the background is a photograph or graphic of which the logo is reversed out. The important factor is maintaining the logo’s readability over the photo or graphic. When the tagline appears separate from the logo, the height of the “S” from **Superior Water Starts Here™** is used as the clear space. See examples below.

LOGO CLEAR SPACE



NOTE: The width of the “I” in WPI is used to determine the clear space around the logo and the logo with the tagline.

LOGO WITH TAGLINE CLEAR SPACE



NOTE: The height of the “S” in the tagline is used to determine the clear space of the tagline when used separately from the logo.

WPI LOGO AND USAGE

Logo Color Formats

The consistent and approved use of the official WPI brand colors in the logo is key to the integrity of our identity. The examples here demonstrate the only acceptable use of full-color, reverse-color and reverse-white formats. Always use approved electronic artwork. Use the preferred full-color logo, one-color or reversed logos whenever possible.

NOTE: The colors in the logo and throughout this document are displayed in RGB, which is the true color value displayed on screen. See page 34 for examples of CMYK colors (for print only). You will notice that onscreen, CMYK colors may seem dull but they will print appropriately.

NOTE: Please contact WPI Marketing at marketing@gowpi.org for electronic artwork files.

Full-Color



Reverse-Color



Reverse



Black



One-Color Royal Blue



One-Color Gray



WPI LOGO AND USAGE

WPI Horizontal Logo Variations (Page 1 of 2)

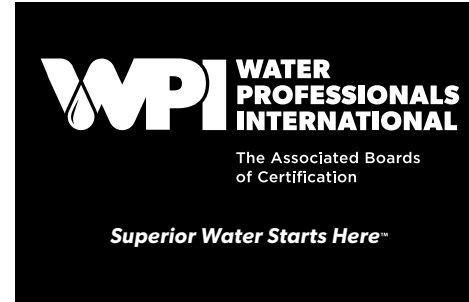
Horizontal Full-Color



Horizontal Color-Reversed



Horizontal Reversed



Horizontal Black



Horizontal Full-Color Without Tagline



Horizontal Color-Reversed Without Tagline



Horizontal Reversed Without Tagline



Horizontal Black Without Tagline



Horizontal Full-Color No Descriptor



Horizontal Color-Reversed No Descriptor



Horizontal Reversed No Descriptor



Horizontal Black No Descriptor



WPI LOGO AND USAGE

WPI Horizontal Logo Variations (Page 2 of 2)

Horizontal One-Color Royal Blue



Horizontal One-Color Gray



Horizontal One-Color Royal Blue
Without Tagline



Horizontal One-Color Gray
Without Tagline



Horizontal One-Color Royal Blue
No Descriptor



Horizontal One-Color Gray
No Descriptor



WPI LOGO AND USAGE

WPI Vertical Logo Variations (Page 1 of 2)

Vertical Full-Color



Vertical Color-Reversed



Vertical Reversed



Vertical Black



Vertical Full-Color Without Tagline



Vertical Color-Reversed Without Tagline



Vertical Reversed Without Tagline



Vertical Black Without Tagline



Vertical Full-Color No Descriptor



Vertical Color-Reversed No Descriptor



Vertical Reversed No Descriptor



Vertical Black No Descriptor



WPI LOGO AND USAGE

WPI Vertical Logo Variations (Page 2 of 2)

Vertical One-Color Royal Blue



Vertical One-Color Gray



Vertical One-Color Royal Blue
Without Tagline



Vertical One-Color Gray
Without Tagline



Vertical One-Color Royal Blue
No Descriptor



Vertical One-Color Gray
No Descriptor



WPI LOGO AND USAGE

WPI Logotype Logo Variations

Full-Color Logotype



Full-Color Logotype
(placed on a black background)



Reversed Logotype



Black Logotype



One-Color Royal Blue Logotype



One-Color Gray Logotype











NOTE: If any versions of the WPI logo is placed over a photo, make sure there is enough contrast between the photo and logo.

WPI LOGO AND USAGE

Logo Misuses

Many times, a well-intentioned treatment of our logo can be categorized as misuse. This usually occurs due to a lack of awareness of the correct guidelines. Consistent and accurate presentation of the WPI logo will reinforce awareness of our brand and ensure the legal protectability of our trademark is not compromised. To help avoid misuse, use only approved electronic artwork. **When sharing WPI identity electronic artwork, always provide this brand book to ensure proper adherence to our guidelines.**

NOTE: Please contact WPI Marketing Team at marketing@gowpi.org for electronic artwork files.

 <p>The Associated Boards of Certification</p> <p><i>Superior Water Starts Here™</i></p> <p>DO NOT change or retype the WPI Logo letters.</p>	 <p>The Associated Boards of Certification</p> <p><i>Superior Water Starts Here™</i></p> <p>DO NOT rotate or change the orientation of the logo.</p>	 <p>The Associated Boards of Certification</p> <p><i>Superior Water Starts Here™</i></p> <p>DO NOT use 3-D effects with the logo in print.</p>
 <p>The Associated Boards of Certification</p> <p><i>Superior Water Starts Here™</i></p> <p>DO NOT remove any portion of the logo.</p>	 <p>The Associated Boards of Certification</p> <p><i>Superior Water Starts Here™</i></p> <p>DO NOT alter the logo colors or use unapproved logo formats.</p>	 <p>The Associated Boards of Certification</p> <p><i>Superior Water Starts Here™</i></p> <p>DO NOT outline the logotype or any elements of the logo.</p>
 <p>The Associated Boards of Certification</p> <p><i>Superior Water Starts Here™</i></p> <p>DO NOT violate the logo clear space with graphic elements, type, or page edges (see page 25).</p>	 <p>The Associated Boards of Certification</p> <p><i>Superior Water Starts Here™</i></p> <p>DO NOT scan or allow poor quality productions or reproductions.</p>	 <p>The Associated Boards of Certification</p> <p><i>Superior Water Starts Here™</i></p> <p>DO NOT allow the logo to become distorted due to improper scaling.</p>



**WATER
PROFESSIONALS
INTERNATIONAL**

BRAND COLOR SYSTEM

Water Professionals International Brand Book | Brand Guidelines

BRAND COLOR SYSTEM

WPI Color Palette

The WPI design system relies on the use of the WPI's primary brand colors: WPI Purple, WPI Royal Blue, WPI Light Blue, WPI Green, WPI Gray and WPI Black. Some of the colors are chosen to represent key elements of the WPI organization:

WPI Purple: Wastewater Treatment	WPI Light Blue: Potable Water	WPI Green: Sustainability	WPI Royal Blue: WPI's ability to bring these elements together
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WPI LOGO DISPLAYED AS RGB (SCREEN COLORS)

Logotype Gradient

Name
WPI Royal Blue

Descriptor
WPI Gray

The Associated Boards of Certification

Tagline
WPI Royal Blue *Superior Water Starts Here™*

WPI LOGO DISPLAYED AS CMYK (PRINT COLORS)

NOTE: CMYK values (colors for print) render a bit more dull on screen than RGB values. This is not an issue when printing. Always use RGB values for digital applications.

The Associated Boards of Certification

Superior Water Starts Here™

PRIMARY COLOR PALETTE

<p>RGB COLOR CMYK COLOR</p> <p>WPI Royal Blue Pantone: Blue 072c RGB: 0/15/159 HEX: 000F9F CMYK: 100/97/2/3</p>	<p>RGB COLOR CMYK COLOR</p> <p>WPI Purple Pantone: 2655c RGB:154/113/225 HEX: 9A71FF CMYK:47/57/0/0</p>
<p>RGB COLOR CMYK COLOR</p> <p>WPI Light Blue Pantone: 2727c RGB: 5/140/239 HEX: 058CEF CMYK: 77/49/0/0</p>	<p>RGB COLOR CMYK COLOR</p> <p>WPI Green Pantone: 3385c RGB: 0/221/188 HEX: 00DDBC CMYK: 63/0/45/0</p>
<p>RGB COLOR CMYK COLOR</p> <p>WPI Gray Pantone: Cool Grey 10c RGB: 96/96/96 HEX: 606060 CMYK: 62/52/48/19</p>	<p>RGB COLOR CMYK COLOR</p> <p>WPI BLACK RGB: 0/0/0 HEX: 000000 CMYK: 0/0/0/100</p>

NOTE: PANTONE® is a registered trademark of PANTONE®, Inc. PANTONE® is PANTONE®, Inc's. check-standard trademark for color reproduction and color reproduction materials.


BRAND COLOR SYSTEM

ADA Compliant Colors (Colors that apply for websites and digital ads)

Water Professionals International (WPI) has committed to an inclusive and accessible experience and has chosen to comply with the American Disabilities Act standards for the WPI brand color palettes.

Below are the WPI colors on specific backgrounds that meet the 3:1 AA contrast ratio of color blind-based standard requirements.

WPI COLORS THAT ARE ADA COMPLIANT ON TOP OF A WHITE BACKGROUND



WPI Purple
Font size must be 28px or larger


WPI Royal Blue

WPI Light Blue
Font size must be 28px or larger

WPI Gray

WPI Black

WPI COLORS THAT ARE ADA COMPLIANT ON TOP OF A LIGHT BLUE BACKGROUND




WPI Royal Blue

Black

White
Font size must be 28px or larger

WPI COLORS THAT ARE ADA COMPLIANT ON TOP OF A BLACK BACKGROUND



WPI Purple

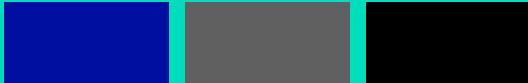
WPI Light Blue

WPI Green

WPI Gray

White
Font size must be 28px or larger

WPI COLORS THAT ARE ADA COMPLIANT ON TOP OF A GREEN BACKGROUND




WPI Royal Blue

WPI Gray
Font size must be 28px or larger

Black

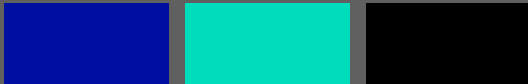
WPI COLORS THAT ARE ADA COMPLIANT ON TOP OF A PURPLE BACKGROUND



WPI Royal Blue
Font size must be 28px or larger

WPI White
Font size must be 28px or larger

WPI COLORS THAT ARE ADA COMPLIANT ON TOP OF A GRAY BACKGROUND




WPI Royal Blue
Font size must be 28px or larger

WPI Green
Font size must be 28px or larger

Black

WPI COLORS THAT ARE ADA COMPLIANT ON TOP OF A ROYAL BLUE BACKGROUND



WPI Purple
Font size must be 28px or larger

WPI Light Blue
Font size must be 28px or larger

WPI Green

White



**WATER
PROFESSIONALS
INTERNATIONAL**

BRAND TYPOGRAPHY

Water Professionals International Brand Book | Brand Guidelines

BRAND TYPOGRAPHY

Typography

Gibson and Noto Serif are WPI's brand fonts. These two fonts have been chosen for their compatibility with the WPI logo and ability to be utilized effectively in print and online materials. All weights (regular, bold) and styles (italic, bold italic) may be used. The consistent use of this font helps establish WPI typography as a recognizable brand identity element while reinforcing a unified appearance throughout communication materials. Arial may be used as a substitute for Gibson in nondesign programs or applications; it is the preferred text

font for use in Microsoft® Office documents and e-mail. Within the recommended and supported font families are a variety of typesetting treatments that will create a unique message appearance. Many options can be created by using upper and lower case, all lower case, all upper case, italics, bold and light, and regular, variable point sizes, etc. These type treatments can help create an interesting, dynamic look. Avoid using type treatments that affect the readability of the type or distort the type to fit into a given area.

Primary Brand Font

Gibson Font Family

NOTE:

- Gibson is available from Adobe® Typekit
- Noto Serif is available from Google® Fonts.

Primary Brand Font

Noto Serif Font Family

Alternative Microsoft® Brand Font

Montserrat Font Family

NOTE: Montserrat may be used for instances when Gibson is not available to be an embedded font. Use Montserrat for all your Microsoft® Office applications.

Alternative Email Brand Font

Arial Font Family

NOTE: Arial may be used for instances when Gibson is not available (for example, documents created in Microsoft® Office or HTML emails).

BRAND TYPOGRAPHY

PRIMARY FONTS

Gibson Font Family (Adobe® Typekit Font) [To activate the Adobe Gibson font from your Creative Cloud account, visit here.](#)

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HEAVY ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

NOTE: Canada Type is the copyright holder of Gibson, and it is not a free font. WPI follows all license restrictions for the usage and distribution of the font.

BRAND COLOR SYSTEM

PRIMARY FONTS

Noto Serif Font Family (Google® Font) [To download the free Noto Serif Google font, visit here.](#)

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BRAND COLOR SYSTEM

ALTERNATIVE MICROSOFT® BRAND FONT

Montserrat Font Family (Google® Font)

To download the free Montserrat Google font, [visit here](#).

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ALTERNATIVE EMAIL BRAND FONT

Arial Font Family

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



**WATER
PROFESSIONALS
INTERNATIONAL**

BRAND IDENTITY SYSTEM

Water Professionals International Brand Book | Brand Guidelines

BRAND IDENTITY SYSTEM

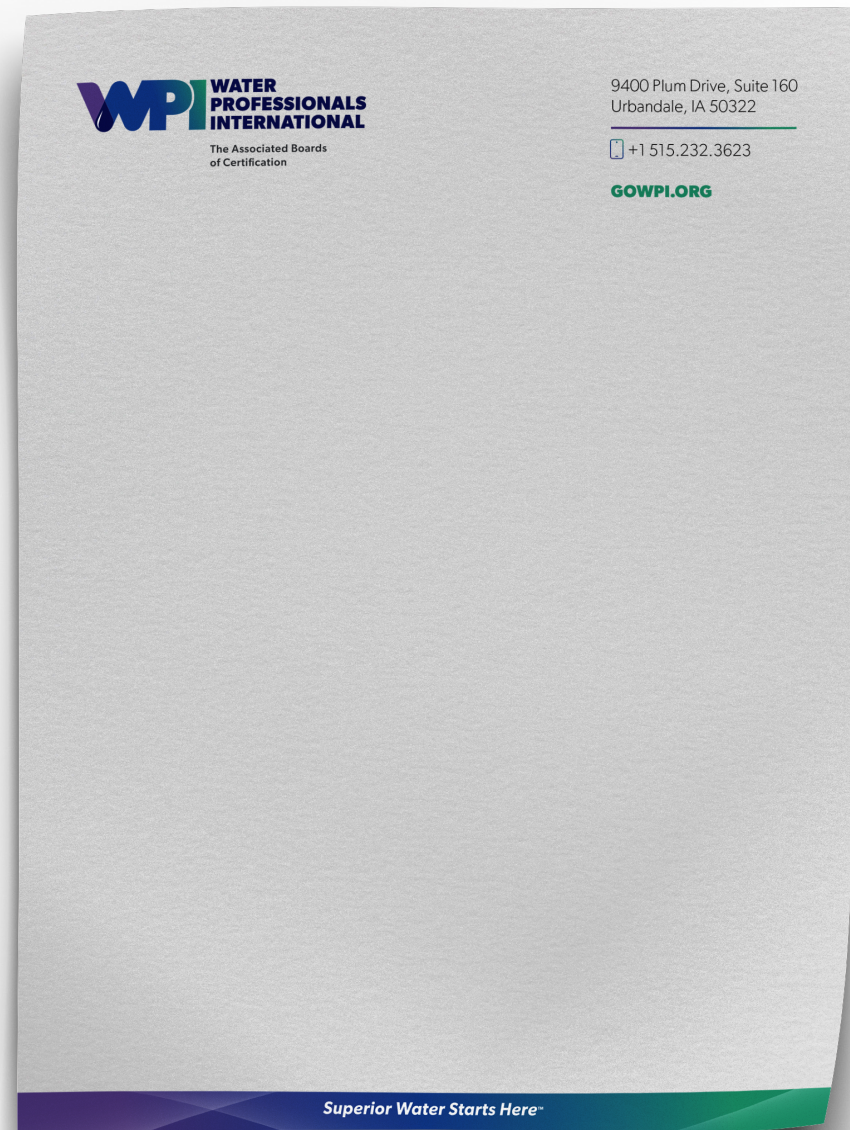
Letterhead

The WPI letterhead has been created by professional designers and should not be recreated. The position of the WPI logo, address block, tagline, and design components should remain consistent on all letterhead.

When printing letterhead, whether conventional or digitally, consistency in color and paper stock is key to ensuring a cohesive brand.

Preferred Paper Stock: 60 lb. Cougar Text Smooth or comparable.

NOTE: This letterhead is available as a Microsoft® Office template. Please contact WPI Marketing Team at marketing@gowpi.org for electronic artwork files.



BRAND IDENTITY SYSTEM

Business Cards

The WPI business card should follow the layout shown here. The position of the WPI logo, address block, tagline, and design components should remain consistent on all business cards.

When printing business cards, whether conventional or digitally, consistency in color and paper stock is key to ensuring a cohesive brand.

Paper Stock: 100 lb. Cougar Cover Smooth or comparable.

NOTE: Please contact WPI Marketing Team at marketing@gowpi.org for electronic artwork files.



Envelopes

The WPI envelope should follow the layout shown here. The position of the WPI logo, address block, tagline, and design components should remain consistent on all envelopes. There are various sizes when it comes to the envelopes. If you are in need of a specific size, submit your request to marketing@gowpi.org. When printing envelopes, whether conventionally or digitally, consistency in color and paper stock is key to ensuring a cohesive brand.

Paper Stock: 60 lb. Cougar Text Smooth or comparable.

BRAND IDENTITY SYSTEM

Microsoft PowerPoint Template

The official WPI Microsoft PowerPoint® template should be used for all WPI-related presentations. It has been designed in such a way to maximize flexibility of content layout and has been programmed to incorporate WPI fonts.

When incorporating images and visual data (e.g. graphs), please follow the guidelines in this document.



NOTE: Please contact WPI Marketing Team at marketing@gowpi.org for electronic artwork files.

BRAND IDENTITY SYSTEM

Website

The new gowpi.org website is the cornerstone of the new WPI brand. The site has been designed to be mobile-friendly, responsive, up-to-date, and easy to use. The site includes features that will help visitors stay informed about what’s happening at WPI, connect with others in the WPI community, and learn more about the programs and services that WPI offers.

PHOTOGRAPHY

Photography selections must always involve a relatable element of WPI’s commitment to the industry and apply to any category for which it may be used. When selecting or creating photography for the website, please consider the following:

- ✓ All photography must include proper ALT text to remain ADA compliant.
- ✓ All photography must be high-resolution and in focus.
- ✓ Photography should be cropped to eliminate unnecessary visual elements and distractions.
- ✓ Photography should not be used for decorative purposes only; it should always add context or enhance the user experience.
- ✓ All photography must be web-optimized to avoid slow site performance.
- ✓ All photography selections that intend to have text on top of it must meet accessibility standards related to contrast with a minimum baseline of the text being 70% brighter than the photography used behind it.

TYPOGRAPHY

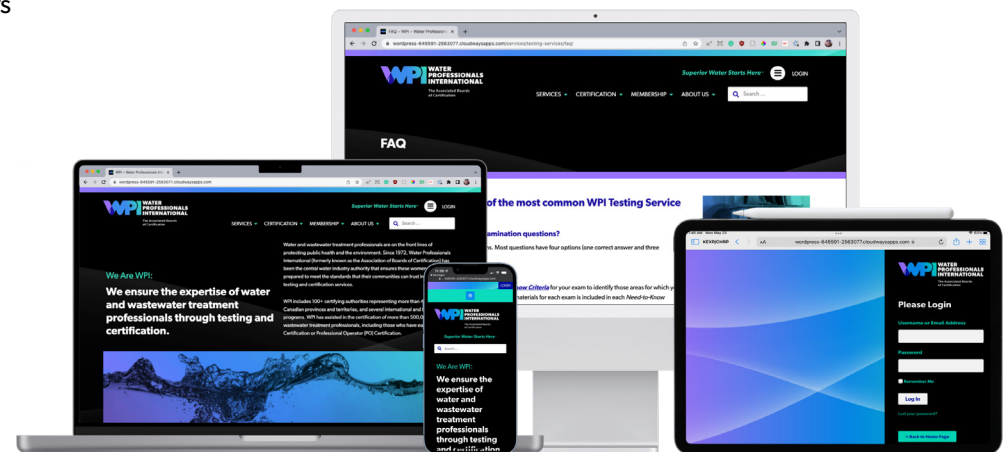
The typography used throughout the website is Gibson, and usage of that typeface and examples are found on [page 37](#). Canada Type is the copyright holder of Gibson, and it is not a free font. WPI follows all license restrictions for the usage of the font on the gowpi.org website.

The gowpi.org website should follow all photography, typography, and appropriate color values found throughout these guidelines to ensure it is compliant with ADA AA, WCAG AA, and ARIA accessibility standards. When creating or updating content for the website, adhere to these guidelines to ensure that this website remains accessible to all visitors.

COLORS

The color palette used on gowpi.org is dynamic but offers the flexibility to organize WPI’s initiatives and programs into sections visually.

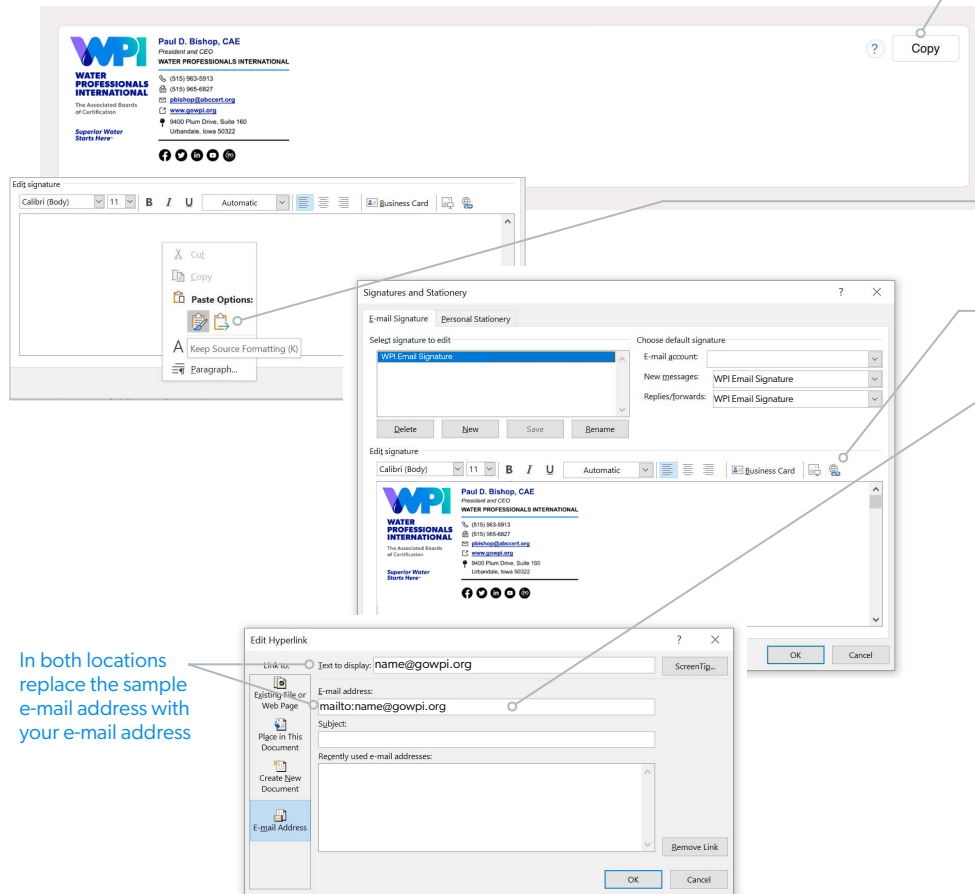
- ✓ The colors have been carefully chosen to be unique to WPI and ensure a consistent look and feel throughout the website.
- ✓ When utilizing these colors on the website, use the HEX value (i.e., #000000). This assures that all visitors have a consistent branded experience across the entire website.



BRAND IDENTITY SYSTEM

Email Signature and Text

Below is an example of the official WPI email signature design that is to be used by each WPI employee. To the right are instructions for implementation. With the exception of updating individual information, the design is not to be modified. On the following page you will find instructions for including additional messaging and promotional banners.



TO UPDATE/CREATE YOUR EMAIL SIGNATURE IN MICROSOFT OUTLOOK DO THE FOLLOWING:

1. Go to https://gowpi.org/email_graphics/email-signature-modified.html
2. Click "Copy" in the top right.
3. Open Microsoft Outlook.
4. Click File > Options > Mail > Signatures (or Outlook > Preferences > Signatures on a Mac).
5. Click "New" to create a new email signature. Give your new email signature a name and click OK.
6. In the "Edit signature" section, right click with your mouse and use the clipboard icon with a paint brush to paste the sample email signature you copied earlier and to retain proper formatting.
7. Begin by editing your name and title information. Edit them individually and carefully to avoid changing the font size or existing styling.
8. NOTE: Do not modify the colors, type size, or layout in any way.
9. To edit the email address, select the existing email address and then click on the globe / link icon in the toolbar.
10. Replace the existing email address with your email address in both "Text to display" and "Email address" fields. Then click OK.
11. Click Save under the "Select signature to edit" section once.
12. In the "Choose default signature" section, specify which email account should get the signature (if you use more than one email account) and whether to add it to new messages and/or replies/forwards. If all settings are ready, click OK at the bottom of the window.
13. Click OK at the bottom of the NEXT window.
14. Create a new email and you should see your new WPI email signature in the body of your email.

NOTE: Please use Google Chrome or Mozilla Firefox to copy your signature code. Do not use Microsoft EDGE or any other browser.

These instructions are based on the Microsoft® Office 365 versions of Outlook for both PC and Mac.

BRAND IDENTITY SYSTEM

Personal Messages and Promotional Banners

You may add out-of-office messages below your email signature or other job/organizational-related messaging. However, personal quotes, inspirational sayings, or any verbiage not related to WPI or your position are not allowed. You may also include digital banners that promote WPI events, products, or services. Please see guidelines below and send graphic production requests or questions to the Marketing Team at marketing@gowpi.org.

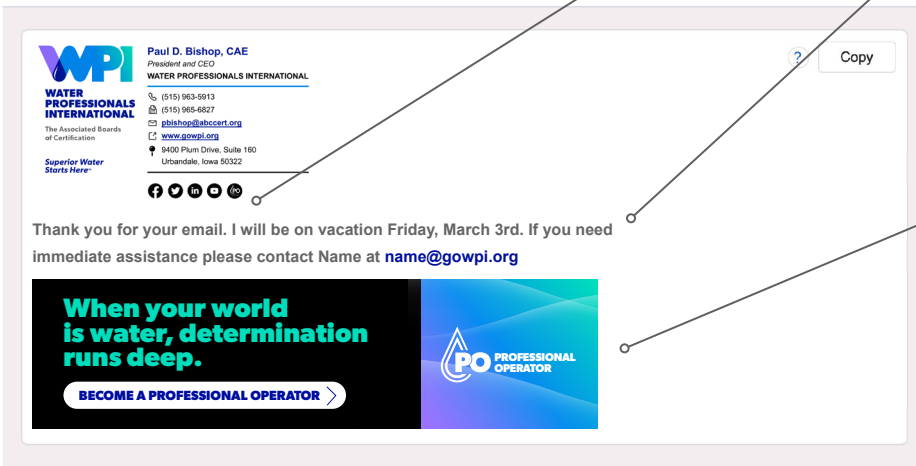
Click the “Enter” button just once to add the appropriate amount of space between the WPI email signature block and the additional message.

Font size must be 12 point for any messages underneath the main signature.

The current font size of the existing email signature is 9 point, so this will help visually separate the additional messaging from the WPI email signature block. The font should remain in Arial.

Any promotional banners need to be an appropriate size. We recommend at least 530 px x 136 px. Click the “Enter” button just once to add the appropriate amount of space between the banner and the WPI email signature block and any additional messaging.

NOTE: The example above is not to actual size.





**WATER
PROFESSIONALS
INTERNATIONAL**

DESIGN SYSTEM ELEMENTS

Water Professionals International Brand Book | Brand Guidelines

DESIGN SYSTEM ELEMENTS

Key Elements

The WPI design system is an important part of the visual expression of our brand. Because it is unique to WPI, it creates a distinctive appearance for all our communications. This system helps our employees, members, and the outside world immediately differentiate our materials from other organizations. By applying our design system in a consistent and thoughtful manner to all materials, we reinforce a message of unity throughout our organization. Designers and communicators are encouraged to explore the use of our design system elements beyond the limited number of applications and examples shown in this guide.

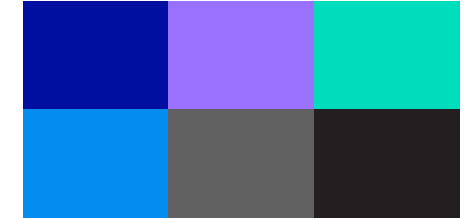
WPI has several key elements that make up our design system: the logo, color, typography, imagery, messaging, and our design components. Together these design elements help create WPI's brand look and feel.

Preserving the integrity of our logo and design system through proper use will ensure that WPI maintains a strong brand appearance across all touchpoints. See the following pages for more on design components not covered previously.

Logo



Color



Typography



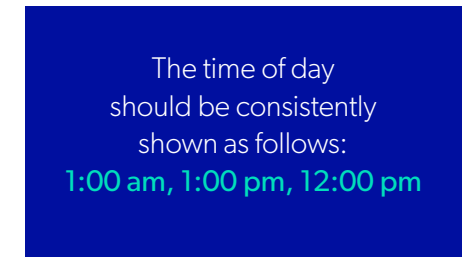
Imagery



WPI Background



Text Formatting



DESIGN SYSTEM ELEMENTS

Shapes and Pattern Components

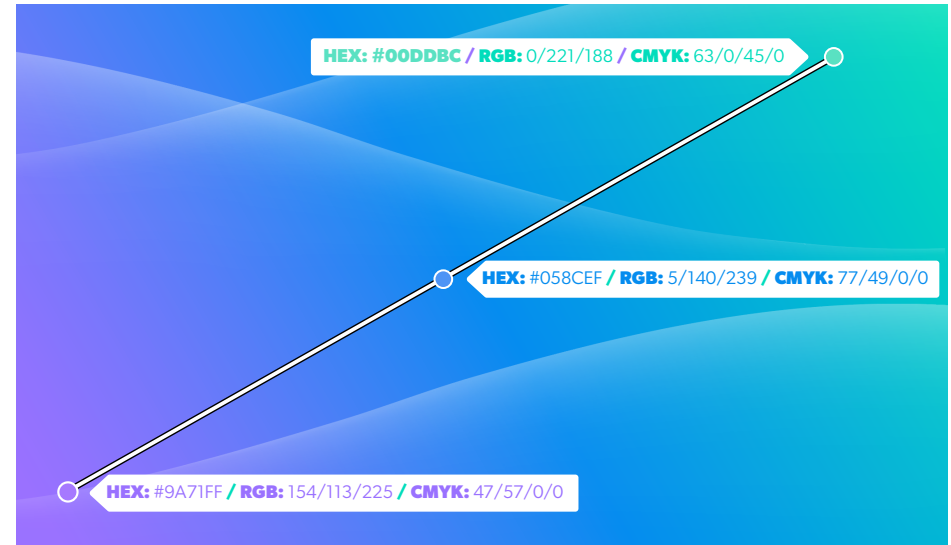
WPI BACKGROUND

The WPI background contains either a single-color background or a three-color gradient background. The three-color gradient background is scaled diagonally and evenly from the bottom left to top right. These colors consist of **WPI Purple**, **WPI Light Blue**, and **WPI Green**. See the color values displayed at the top right.

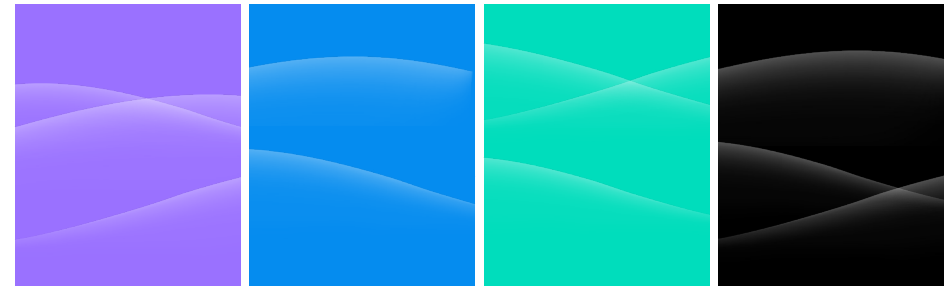
WPI WATERDROP

The WPI Waterdrops are to be used sparingly. These shapes can be used for content such as quotes and statistics to help break up content and provide contrast in layouts. You can use a gradient over water images that don't have people in them ([see page 48](#)). The gradient should be set at a diagonal from bottom left to top right.

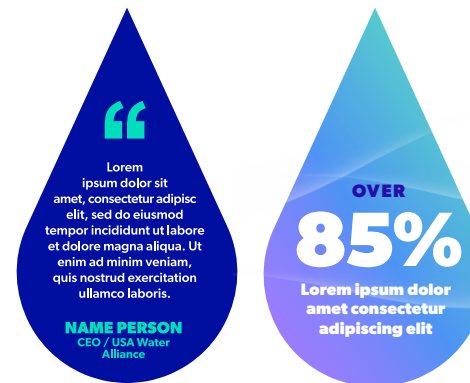
WPI Three-Color Gradient Background



WPI Single-Color Backgrounds



WPI Water Drop



NOTE: the color patterns are displayed in RGB.



**WATER
PROFESSIONALS
INTERNATIONAL**

VISUALIZING THE BRAND

Water Professionals International Brand Book | Brand Guidelines

VISUALIZING THE BRAND

Graphs and Infographics

Conveying visual information to various stakeholders in a clear, concise, and accurate manner is important to our brand image. When creating graphs, infographics, or other tools to visualize data, refer to the following best practices:

WORK AS A TEAM

- ✔ Encourage collaboration among graphic designers and subject matter experts to create a shared understanding of the information needs and goals.
- ✔ Share knowledge and ask questions.
- ✔ Allow for input:
 - Subject matter experts and others can benefit from a graphic designer's knowledge about how information is consumed visually.
 - Designers can unlock the possibilities presented by large sets of data, processes, procedures, etc.

CONVEY THE COMMUNICATION AND/OR BUSINESS GOALS

- ✔ Ensure that your resulting graphic supports the goals behind the presented data or information.
- ✔ Make sure form follows function; don't lose the message because of the design.
- ✔ Don't focus too heavily on the technical side at the cost of clarity.

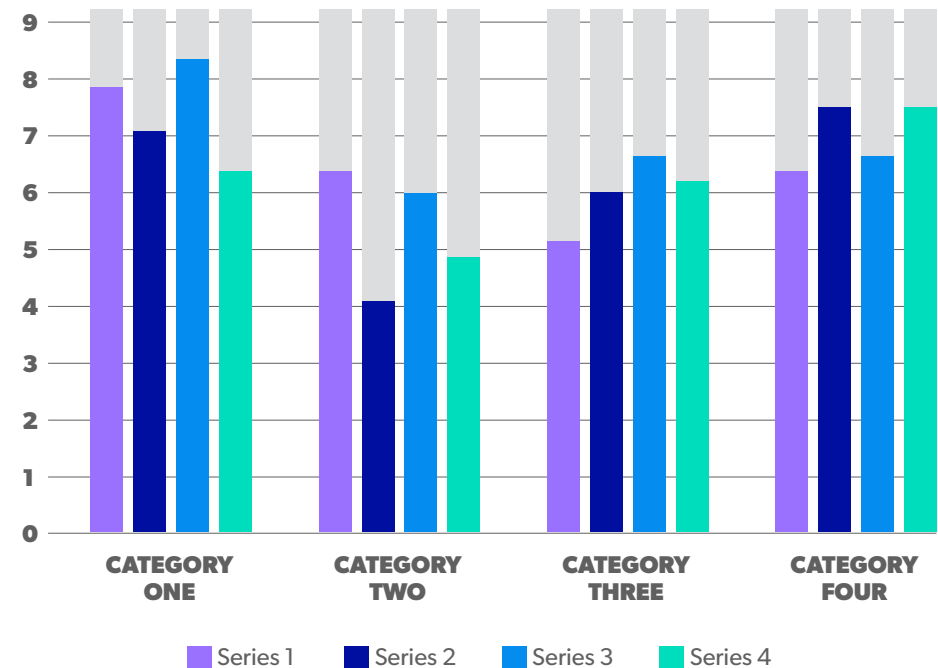
FOR SOPHISTICATED SIMPLICITY

- ✔ Keep in mind: At times, we deal with complex subjects, but not everyone we communicate to has a technical background.
- ✔ When designing imagery, strive to include only the necessary information.
- ✔ Keep the communicated information smart, but make the understanding effortless.

BE "ON BRAND"

- ✔ Double-check that the information presented is accurate.
- ✔ Ensure that the overall look and feel conveys excellence and professionalism.
- ✔ Utilize the WPI brand palette and, where possible to use the full logo.
- ✔ Err on the side of simplicity in terms of format for presentations; animation is acceptable, as long as it does not detract from the information presented.

CHART EXAMPLE



INFOGRAPHIC EXAMPLES





**WATER
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INTERNATIONAL**

BRAND IMAGERY

Water Professionals International Brand Book | Brand Guidelines

BRAND IMAGERY

Imagery

Due to the nature of our industry and a desire for authenticity, the use of high-quality WPI-generated imagery is preferred. However, when proprietary imagery is not available, stock imagery may be used. Image color should be warm and friendly, and may incorporate the primary corporate colors.

WPI is focused on knowledge, people, and connectivity. It is important to show this when we visually portray our brand. There are obvious exceptions to this rule, but people are our focus.

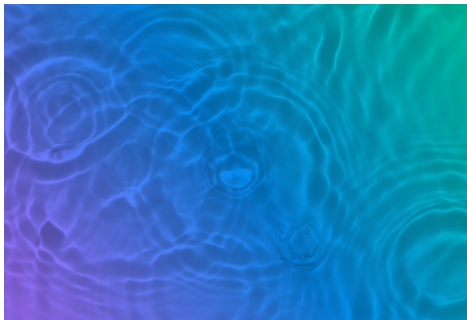
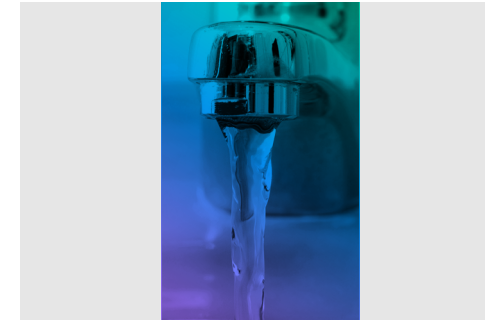
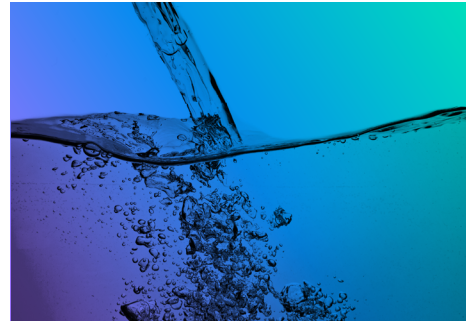
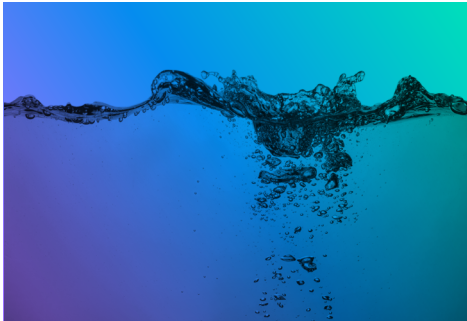


NOTE: Interesting crop and camera angles make ordinary imagery feel more dynamic. Visually interesting shots and closeups of people are unique and creative ways of portraying WPI imagery. Special effects applied to photos can enhance appeal. Abstract images presenting global or technological themes are another way of adding to the WPI look and feel.

BRAND IMAGERY

Imagery With WPI Gradients

Unique gradient color treatments can be applied to black and white images to create colorful, textured backgrounds. **This treatment is not to be applied to images of people's faces.**



BRAND IMAGERY

Imagery Selection/Usage Checklist

To ensure high-quality results, brand compliance, and legal adherence, please follow this imagery selection/usage checklist.

SELECTION

IF AN ELECTRONIC IMAGE:

- ✔ Does it accurately reflect WPI's industry?
- ✔ Have you run it by a subject matter expert to ensure its accuracy and appropriateness?
- ✔ Does it convey excellence?

IF USED TO PROMOTE OUR ORGANIZATION, STAFF, AND MEMBERS:

- ✔ If it's a group shot, does it portray collaboration?
- ✔ Does it reflect professionalism?
- ✔ Does it reflect our commitment to leadership in the water and wastewater treatment industry?
- ✔ Is it warm and inviting?

IF USED TO REFLECT OUR INDUSTRY:

- ✔ Does it convey innovation and excitement?
- ✔ Does it position water and wastewater treatment in a positive, beneficial way?
- ✔ Does it contribute to our commitment to diversity in terms of race, age, and gender?

GENERAL SELECTION CONSIDERATIONS:

- ✔ Has photographic excellence been achieved (e.g., good color contrast, engaging subject matter, interesting use of light, and a strong composition)?
- ✔ Is the image clean and simple with a clear focal point (i.e., not busy, cluttered, and complicated)?

USAGE

IF AN ORIGINAL OR SUPPLIED IMAGE:

- ✔ Do we have written permission from the photographer and subject (if it involves people) for its usage (i.e., do we have a signed release form)?
- ✔ Are there any royalty usage fees to be concerned about?
- ✔ Are we required to include a copyright or credits?

IF A STOCK IMAGE:

- ✔ Is it a rights-managed image, or is it royalty-free? If rights-managed, have you accurately completed required usage information?
- ✔ Does it appear to be a professional image (i.e., have you avoided any amateurish or poor-quality images)?

GENERAL USAGE CONSIDERATIONS:

- ✔ Does the resolution of the image meet the requirements for usage (i.e., if it is to be used in print, is it 300 DPI or greater)? Is the overall size large enough for larger reproductions?
- ✔ Prior to printing or using online, and if a stock image, have you downloaded the purchased image vs. publishing a "comp" version?
- ✔ Is the image set in the proper color profile (i.e., RGB for online usage and CMYK for print)?
- ✔ Using images downloaded from a web browser or search engine should be avoided, as they generally are not of high enough quality and are not approved for use without permission.



**WATER
PROFESSIONALS
INTERNATIONAL**

BRAND EXTENSIONS

Water Professionals International Brand Book | Brand Guidelines

BRAND EXTENSIONS

Professional Operator Marketing Logo & Seal

The Professional Operator program is WPI’s internationally recognized certification and professional development program. Individuals who earn a PO designation demonstrate a mastery of water treatment, water distribution, wastewater collection, and wastewater treatment.

The PO marketing logo (and its versions) should be the default logo used in all marketing and communications initiatives to promote the program. The PO seal should be used on materials and items that recognize an individual has earned a PO designation. For example, certificates, pins, digital badges, and other branded items.

PO MARKETING LOGO

Primary Reverse-Color



PO SEAL

Primary Reverse-Color



SEPARATING THE TAGLINE FROM THE MARKETING LOGO OR SEAL



It is permissible to separate the tagline from the logo, but they should appear together in the same document or on the same page. For instance, you might position the logo at an ad’s top and the tagline at the bottom. When utilizing the PO seal, ensure the tagline is visible within the materials. For example you may place the PO seal on the front of a folder and the tagline on the inner flap. Any usage of the logo below the minimum size must omit the tagline. See [page 59](#) or tagline size usage restrictions. Separate tagline art files are available from marketing@gowpi.org.

COLOR PALETTE

RGB COLOR	CMYK COLOR	WPI Color Name	Pantone	RGB	CMYK	WPI Color Name	Pantone	RGB	CMYK	WPI Color Name	Pantone	RGB	CMYK	WPI Color Name	Pantone	RGB	CMYK											
[Color Swatch]	[Color Swatch]	WPI Royal Blue	Blue 072c	0/15/159	100/97/2/3	WPI Purple	2655c	154/113/225	47/57/0/0	WPI Light Blue	2727c	5/140/239	058CEF	77/49/0/0	WPI Green	3385c	0/221/188	00DDBC	63/0/45/0	WPI Gray	Cool Grey 10c	96/96/96	606060	62/52/48/19	WPI BLACK	0/0/0	000000	0/0/0/100

BRAND EXTENSIONS

Professional Operator Marketing Logo and Tagline Minimum Sizing

MARKETING LOGO MINIMUM SIZES (WITH TAGLINE)

PO Logo With Tagline
1.5" | 3.81 CM | 144 PX



NOTE: Any usage of the marketing logo below the minimum size must omit the tagline.

MARKETING LOGO MINIMUM SIZES (NO TAGLINE)

Logo Only
.75" | 1.9 CM | 72 PX



SEAL MINIMUM SIZES

PO Seal
.85" | 2.1 CM | 81 PX



TAGLINE MINIMUM SIZES (WHEN USED SEPARATELY FROM THE MARKETING LOGO)

Horizontal Tagline
1.1" | 2.8 CM | 105 PX
Superior Water Starts With You™

Stacked Tagline
.55" | 1.4 CM | 53 PX
Superior Water Starts With You™

BRAND EXTENSIONS

Professional Operator Tagline

PRINT/WEB/DIGITAL

The PO tagline **should** be used on all Professional Operator marketing and business applications in conjunction with or in close proximity of the PO marketing logo or seal. For instance, if the PO marketing logo is featured at the top of an advertisement, the logo should include the tagline. While the PO Seal doesn't have to be locked up with the tagline, the tagline should be incorporated somewhere on the material. For instance, it could be placed prominently on the piece, such as on a flap of a folder or the bottom of a certificate. Exceptions exist for logo size below specified minimum sizes (with tagline), see [page 59](#).

The tagline **should never** be recreated in any other font or style (unless it's written out in standard copy). The sizing of the PO tagline is flexible. See [page 59](#) for sizing requirements and [page 61](#) for clear space. Tagline artwork is available from the WPI marketing department.

NOTE: Do not use the WPI tagline on any Professional Operator marketing or business applications. Only the "Superior Water Starts With You™" tagline should be used.

NOTE: If the tagline is written out in the copy, set it in italics and include the "™" symbol at the end of the tagline.

NOTE: The tagline may be eliminated due to size restrictions. See [page 59](#) for more information.

NOTE: Please contact WPI Marketing at marketing@gowpi.org for electronic artwork files.

TAGLINES

Primary Horizontal Tagline Versions

Superior Water Starts With You™

Superior Water Starts With You™

Superior Water Starts With You™

Superior Water Starts With You™

NOTE: The horizontal tagline is the primary tagline, but the stacked version is also suitable when design constraints or spacing necessitate a more vertical presentation.

Stacked Tagline Versions

Superior Water Starts With You™

Superior Water Starts With You™

Superior Water Starts With You™

Superior Water Starts With You™

DO NOT RECREATE THE TAGLINE IN ANY OTHER FONT OR STYLE; USE PROVIDED ARTWORK.

~~**Superior Water Starts With You™**~~ ~~**Superior Water Starts With You™**~~

BRAND EXTENSIONS

Professional Operator Marketing Logo Clear Space

It is important to maintain a clear “buffer” of space as outlined below around the PO Marketing logo in order to maximize its visual impact and ensure it is easy to identify and read. The clear space is proportional to the logo and is based on the width of the letter ‘O’ in the PO name. This area should be clear of typography, photography, patterns, folds, surface edges, and page trim that would affect the legibility of the logo

components. An exception to this is if the background is a photograph or graphic of which the logo is reversed out. The important factor is maintaining the logo’s readability over the photo or graphic. When the tagline appears separate from the logo, the height of the “S” from **Superior Water Starts With You™** is used as the clear space. See examples below.

LOGO CLEAR SPACE

PO Marketing Logo



PO Marketing Logo With Tagline



NOTE: The width of the “O” in the PO name is used to determine the clear space around the logo and the logo with the tagline.

TAGLINE CLEAR SPACE



NOTE: The height of the “S” in the tagline is used to determine the clear space of the tagline when used separately from the logo.

BRAND EXTENSIONS

Professional Operator Marketing Logo & Seal Variations

PO MARKETING LOGO WITH TAGLINE

Primary Full-Color



Primary Reverse-Color



One-Color Royal Blue



Reverse



Black



One-Color Gray



PO MARKETING LOGO WITHOUT TAGLINE

Full-Color



Reverse-Color



One-Color Royal Blue



Reverse



Black



One-Color Gray



PO SEAL

Primary Full-Color



Primary Reverse-Color



One-Color Royal Blue



Reverse Royal Blue



Reverse



Black



One-Color Gray



DROP ONLY



NOTE: Use the "Drop Only" versions where space limits use of the full "Professional Operator" name. For example on smaller branded items or digital icons.

BRAND EXTENSIONS

ABC Testing Logo

ABC Testing is a service offered by WPI that provides standardized and client-custom certification exams to the water and wastewater treatment community. Use the ABC testing logo in all marketing and communication efforts, both internally and externally.

LOGO VERSIONS

Primary Full-Color

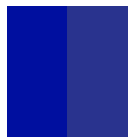


Primary Reverse-Color



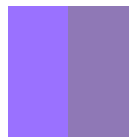
COLOR PALETTE

RGB COLOR | CMYK COLOR



WPI Royal Blue
 Pantone: Blue 072c
 RGB: 0/15/159
 HEX: 000F9F
 CMYK: 100/97/2/3

RGB COLOR | CMYK COLOR



WPI Purple
 Pantone: 2655c
 RGB: 154/113/225
 HEX: 9A71FF
 CMYK: 47/57/0/0

RGB COLOR | CMYK COLOR



WPI Light Blue
 Pantone: 2727c
 RGB: 5/140/239
 HEX: 058CEF
 CMYK: 77/49/0/0

RGB COLOR | CMYK COLOR



WPI Green
 Pantone: 3385c
 RGB: 0/221/188
 HEX: 00DDBC
 CMYK: 63/0/45/0

RGB COLOR | CMYK COLOR



WPI Gray
 Pantone: Cool Grey 10c
 RGB: 96/96/96
 HEX: 606060
 CMYK: 62/52/48/19

RGB COLOR | CMYK COLOR



WPI BLACK
 RGB: 0/0/0
 HEX: 000000
 CMYK: 0/0/0/100

BRAND EXTENSIONS

ABC Testing Logo Variations & Minimum Sizing

Primary Full-Color



Primary Reverse-Color



Reverse



One-Color Gray



LOGO AND TAGLINE MINIMUM SIZES

To ensure optimum legibility of the logo and tagline (when together or apart), it is important to follow these sizing parameters. The logo should be used without the tagline when it drops below the minimum size listed below. If size allows, always use the logo with tagline.

NOTE: Any usage of the logo below the minimum size must omit the Parent Logo.

Logo

1" | 2.5 CM | 96 PX



Logo without Parent Logo

.5" | 1.25 CM | 48 PX



BRAND EXTENSIONS

IMMERSE Logo

IMMERSE (immerse.gowpi.org) is the official blog of WPI where water professionals share and find the latest industry news, insights, and other relevant resources. The primary IMMERSE logo (and its versions) should be the default logo used in all marketing and communication initiatives when promoting the blog.

LOGO VERSIONS

Primary Full-Color

Logotype



Follow Our Flow – Water Pro News — Tagline

Primary Reverse-Color

Logotype



Follow Our Flow – Water Pro News — Tagline

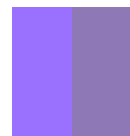
COLOR PALETTE

RGB COLOR | CMYK COLOR



WPI Royal Blue
 Pantone: Blue 072c
 RGB: 0/15/159
 HEX: 000F9F
 CMYK: 100/97/2/3

RGB COLOR | CMYK COLOR



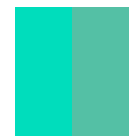
WPI Purple
 Pantone: 2655c
 RGB: 154/113/225
 HEX: 9A71FF
 CMYK: 47/57/0/0

RGB COLOR | CMYK COLOR



WPI Light Blue
 Pantone: 2727c
 RGB: 5/140/239
 HEX: 058CEF
 CMYK: 77/49/0/0

RGB COLOR | CMYK COLOR



WPI Green
 Pantone: 3385c
 RGB: 0/221/188
 HEX: 00DDBC
 CMYK: 63/0/45/0

RGB COLOR | CMYK COLOR



WPI Gray
 Pantone: Cool Grey 10c
 RGB: 96/96/96
 HEX: 606060
 CMYK: 62/52/48/19

RGB COLOR | CMYK COLOR



WPI BLACK
 RGB: 0/0/0
 HEX: 000000
 CMYK: 0/0/0/100

BRAND EXTENSIONS

IMMERSE Logo Variations & Minimum Sizing

A number of IMMERSE logo and tagline variations have been developed to allow for maximum flexibility. The tagline **is required** on all applications in conjunction with the IMMERSE logo. Exceptions include instances where the size of the logo is below the logo minimum sizes (with tagline). It is permissible to separate the tagline from the logo, however, the two must appear on the same page. For example, the logo may be placed prominently at the top of an advertisement and the tagline (tagline only) at the bottom.

Primary Full-Color



Primary Color-Reverse



Black Tagline Only

**Follow Our Flow –
Water Pro News**

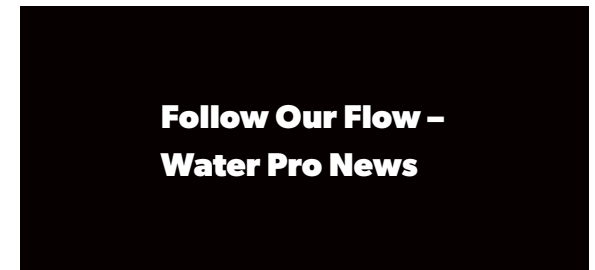
Primary Full-Color Without Tagline



Primary Color-Reverse Without Tagline



Reversed Tagline Only



LOGO AND TAGLINE MINIMUM SIZES

Logo With Tagline
1.65" | 4.2 CM | 158 PX



Logo Without Tagline
.6" | 1.5 CM | 58 PX



Tagline Only
.6" | 1.5 CM | 58 PX

Follow Our Flow
Water Pro News

NOTE: The tagline can be used as one line or two lines depending on application. The tagline on two lines as shown above is used only when separated from the IMMERSE logo.

BRAND EXTENSIONS

IMMERSE

The IMMERSE brand must follow all photography, typography, and appropriate color values found throughout these guidelines to ensure it is compliant with ADA AA, WCAG AA, and ARIA accessibility standards.

PHOTOGRAPHY

Photography selections must always involve a relatable element of WPI's commitment to the industry and apply to any category for which it may be used. When selecting or creating photography for the website, please consider the following:

- ✓ All photography must include proper ALT text to remain ADA compliant.
- ✓ All photography must be high-resolution and in focus.
- ✓ Photography should be cropped to eliminate unnecessary visual elements and distractions.
- ✓ Photography should not be used for decorative purposes only; it should always add context or enhance the user experience.
- ✓ All photography must be web-optimized to avoid slow site performance.
- ✓ All photography selections that intend to have text on top of it must meet accessibility standards related to contrast with a minimum baseline of the text being 70% brighter than the photography used behind it.
- ✓ Feature graphics for blog posts should be 1920 x 1080 .

TYPOGRAPHY

The typography used throughout the website is Gibson, and usage of that typeface and examples are found on [page 37](#). Canada Type is the copyright holder of Gibson, and it is not a free font. WPI follows all license restrictions for the usage of the font on the immerse.gowpi.org blog website.

When creating or updating content for the website, adhere to these guidelines to ensure that this website remains accessible to all visitors.

COLORS

The color palette used on immerse.gowpi.org is dynamic but offers the flexibility to organize WPI's initiatives and programs into sections visually.

- ✓ The colors have been carefully chosen to match WPI's existing color palette. This ensures a consistently branded experience throughout the website.
- ✓ When utilizing these colors on the website, use the HEX value (i.e., #000000). This assures that all visitors have a consistent branded experience across the entire website.



BRAND EXTENSIONS

Innovation in Certification (liC) Logo

Innovation in Certification (liC) is WPI’s annual WPI conference—a hub for regulators, certifying authorities, operators, trainers, and industry-related technology providers. Below is the core logo, without the included year. Each year a version of the liC logo is created featuring the last two digits of the year (e.g., “23”) in the year’s color theme. Guidelines for specific years are created separately; please contact WPI Marketing at marketing@gowpi.org for year-specific brand guidelines and electronic artwork files.

HORIZONTAL VERSION

Primary Reverse-Color Version



NOTE: The core logo can be used for “evergreen” items such as conference “swag” that may be carried over yearly.

VERTICAL VERSION

Primary Reverse-Color Version



NOTE: Use the liC logo in all marketing and communication efforts, both internally and externally.

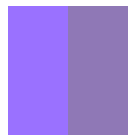
COLOR PALETTE

RGB COLOR | CMYK COLOR



WPI Royal Blue
Pantone: Blue 072c
RGB: 0/15/159
HEX: 000F9F
CMYK: 100/97/2/3

RGB COLOR | CMYK COLOR



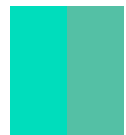
WPI Purple
Pantone: 2655c
RGB: 154/113/225
HEX: 9A71FF
CMYK: 47/57/0/0

RGB COLOR | CMYK COLOR



WPI Light Blue
Pantone: 2727c
RGB: 5/140/239
HEX: 058CEF
CMYK: 77/49/0/0

RGB COLOR | CMYK COLOR



WPI Green
Pantone: 3385c
RGB: 0/221/188
HEX: 00DDBC
CMYK: 63/0/45/0

RGB COLOR | CMYK COLOR



WPI Gray
Pantone: Cool Grey 10c
RGB: 96/96/96
HEX: 606060
CMYK: 62/52/48/19

RGB COLOR | CMYK COLOR



WPI BLACK
RGB: 0/0/0
HEX: 000000
CMYK: 0/0/0/100

BRAND EXTENSIONS

Innovation in Certification (iC) Logo Variations

HORIZONTAL VERSION

Primary Full-Color



Primary Reverse-Color



One-Color Royal Blue



Reverse



Black



One-Color Gray



VERTICAL VERSION

Primary Full-Color



Primary Reverse-Color



One-Color Royal Blue



Reverse



Black



One-Color Gray



ANNUAL CONFERENCE NAME WITH PARENT LOGO

Full-Color without Logotype



Reverse-Color without Logotype



ANNUAL CONFERENCE NAME ONLY

One-Color Royal Blue Name Only



Reversed Name Only



Black Name Only



One-Color Gray Name Only



One-Color Royal Blue



Reverse



Black



One-Color Gray



LOGOTYPE ONLY

Full-Color



Reverse



One-Color Royal Blue



Black



One-Color Gray



BRAND EXTENSIONS

Innovation in Certification (iC) Logo Minimum Sizing

LOGO MINIMUM SIZES

Horizontal Full-Color

1.45" | 3.7 CM | 140 PX



Full-Color Without Logotype

.75" | 1.9 CM | 72 PX



Vertical Full-Color

.75" | 1.9 CM | 72 PX



Full-Color Logotype Only

.375" | .95 CM | 36 PX



NOTE: Any usage of the logo below the minimum size must omit the Parent Logo.

One-Color Royal Blue Name Only

.75" | 1.9 CM | 72 PX



BRAND EXTENSIONS

WPI Patnership Logo

Water Professionals International is proud to introduce our partnership logo, which embodies our core values of working together in a strong global community to ensure safe and clean water. Water operators are essential elements in the process of providing clean water and protecting public health and the environment, which is why we believe in partnering with educational institutions, industry stakeholders and other operators to create competent professionals. When we collaborate with each other, our collective expertise grows even stronger—we believe that this approach will help us achieve our mission: preparing the world’s water professionals for success. With Water Professionals International as your partner, you can rest assured that you’re doing your part to make sure that everyone has access to sustainable sources of clean drinking water.

HORIZONTAL VERSION

Primary Full-Color



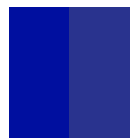
VERTICAL VERSION

Primary Full-Color



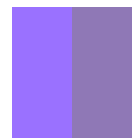
COLOR PALETTE

RGB COLOR | CMYK COLOR



WPI Royal Blue
 Pantone: Blue 072c
 RGB: 0/15/159
 HEX: 000F9F
 CMYK: 100/97/2/3

RGB COLOR | CMYK COLOR



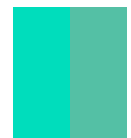
WPI Purple
 Pantone: 2655c
 RGB: 154/113/225
 HEX: 9A71FF
 CMYK: 47/57/0/0

RGB COLOR | CMYK COLOR



WPI Light Blue
 Pantone: 2727c
 RGB: 5/140/239
 HEX: 058CEF
 CMYK: 77/49/0/0

RGB COLOR | CMYK COLOR



WPI Green
 Pantone: 3385c
 RGB: 0/221/188
 HEX: 00DDBC
 CMYK: 63/0/45/0

RGB COLOR | CMYK COLOR



WPI Gray
 Pantone: Cool Grey 10c
 RGB: 96/96/96
 HEX: 606060
 CMYK: 62/52/48/19

RGB COLOR | CMYK COLOR



WPI BLACK
 RGB: 0/0/0
 HEX: 000000
 CMYK: 0/0/0/100

BRAND EXTENSIONS

WPI Partnership Logo Variations & Minimum Sizing

HORIZONTAL VERSION

Primary Full-Color



Black



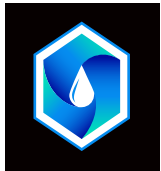
Primary Reverse-Color



Reverse



Icons



NOTE: Use the Icon version where space limits the use of the full logo. For example on smaller branded items or digital icons. It can also be used as a design element.

VERTICAL VERSION

Primary Full-Color



Black



Primary Reverse-Color



Reverse



LOGO MINIMUM SIZES

Horizontal Logo With Tagline

1.25" | 3.175 CM | 120 PX



Vertical Logo With Tagline

1" | 2.5 CM | 96 PX



NOTE: Any usage of the logo below the minimum size must omit the parent logo.

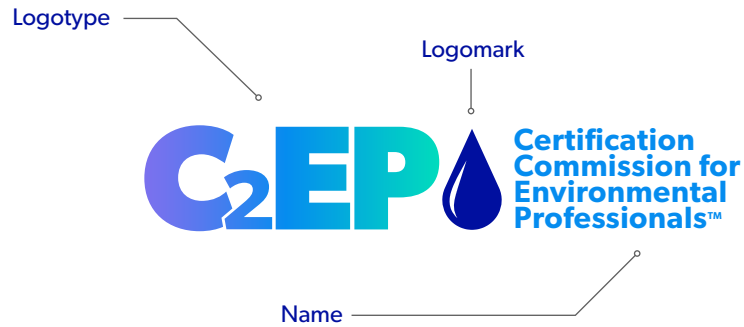
BRAND EXTENSIONS

C2EP Logo

C2EP was established to promote certification as a means of protecting public health and the environment, facilitate the recognition of water/wastewater professionals through a professional designation, and the transfer of certification between environmental certifying authorities.

LOGO VERSIONS

Primary Full-Color



Primary Reverse-Color



COLOR PALETTE

<table border="0"> <tr> <td style="font-size: 8px;">RGB COLOR</td> <td style="font-size: 8px;">CMYK COLOR</td> <td style="padding-left: 10px;">WPI Royal Blue Pantone: Blue 072c RGB: 0/15/159 HEX: 000F9F CMYK: 100/97/2/3</td> </tr> </table>	RGB COLOR	CMYK COLOR	WPI Royal Blue Pantone: Blue 072c RGB: 0/15/159 HEX: 000F9F CMYK: 100/97/2/3	<table border="0"> <tr> <td style="font-size: 8px;">RGB COLOR</td> <td style="font-size: 8px;">CMYK COLOR</td> <td style="padding-left: 10px;">WPI Purple Pantone: 2655c RGB:154/113/225 HEX: 9A71FF CMYK:47/57/0/0</td> </tr> </table>	RGB COLOR	CMYK COLOR	WPI Purple Pantone: 2655c RGB:154/113/225 HEX: 9A71FF CMYK:47/57/0/0	<table border="0"> <tr> <td style="font-size: 8px;">RGB COLOR</td> <td style="font-size: 8px;">CMYK COLOR</td> <td style="padding-left: 10px;">WPI Light Blue Pantone: 2727c RGB: 5/140/239 HEX: 058CEF CMYK: 77/49/0/0</td> </tr> </table>	RGB COLOR	CMYK COLOR	WPI Light Blue Pantone: 2727c RGB: 5/140/239 HEX: 058CEF CMYK: 77/49/0/0	<table border="0"> <tr> <td style="font-size: 8px;">RGB COLOR</td> <td style="font-size: 8px;">CMYK COLOR</td> <td style="padding-left: 10px;">WPI Green Pantone: 3385c RGB: 0/221/188 HEX: 00DDBC CMYK: 63/0/45/0</td> </tr> </table>	RGB COLOR	CMYK COLOR	WPI Green Pantone: 3385c RGB: 0/221/188 HEX: 00DDBC CMYK: 63/0/45/0	<table border="0"> <tr> <td style="font-size: 8px;">RGB COLOR</td> <td style="font-size: 8px;">CMYK COLOR</td> <td style="padding-left: 10px;">WPI Gray Pantone: Cool Grey 10c RGB: 96/96/96 HEX: 606060 CMYK: 62/52/48/19</td> </tr> </table>	RGB COLOR	CMYK COLOR	WPI Gray Pantone: Cool Grey 10c RGB: 96/96/96 HEX: 606060 CMYK: 62/52/48/19	<table border="0"> <tr> <td style="font-size: 8px;">RGB COLOR</td> <td style="font-size: 8px;">CMYK COLOR</td> <td style="padding-left: 10px;">WPI BLACK RGB: 0/0/0 HEX: 000000 CMYK: 0/0/0/100</td> </tr> </table>	RGB COLOR	CMYK COLOR	WPI BLACK RGB: 0/0/0 HEX: 000000 CMYK: 0/0/0/100
RGB COLOR	CMYK COLOR	WPI Royal Blue Pantone: Blue 072c RGB: 0/15/159 HEX: 000F9F CMYK: 100/97/2/3																					
RGB COLOR	CMYK COLOR	WPI Purple Pantone: 2655c RGB:154/113/225 HEX: 9A71FF CMYK:47/57/0/0																					
RGB COLOR	CMYK COLOR	WPI Light Blue Pantone: 2727c RGB: 5/140/239 HEX: 058CEF CMYK: 77/49/0/0																					
RGB COLOR	CMYK COLOR	WPI Green Pantone: 3385c RGB: 0/221/188 HEX: 00DDBC CMYK: 63/0/45/0																					
RGB COLOR	CMYK COLOR	WPI Gray Pantone: Cool Grey 10c RGB: 96/96/96 HEX: 606060 CMYK: 62/52/48/19																					
RGB COLOR	CMYK COLOR	WPI BLACK RGB: 0/0/0 HEX: 000000 CMYK: 0/0/0/100																					

BRAND EXTENSIONS

C2EP Logo Variations & Minimum Sizing

LOGO VERSIONS

Full-Color



One-Color Royal Blue



Black



Full-Color Reverse



Reverse



One-Color Gray



LOGO WITHOUT NAME

Full-Color



One-Color Royal Blue



Black



Full-Color Reverse



Reverse



One-Color Gray



LOGO MINIMUM SIZES

NOTE: Any usage of the logo below the minimum size must omit the name.

Logo

1.25" | 3.175 CM | 120 PX



Logo Without Name

.5" | 1.25 CM | 48 PX





The Associated Boards
of Certification

Superior Water Starts Here™

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