

PROFESSIONAL OPERATOR

Logo Guidelines

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 primary PO logo (and its versions) should be the default logo used in all marketing and communications initiatives to promote the program. The secondary logo, AKA the “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.

PRIMARY VERSION

Primary Reverse-Color Version



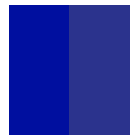
SECONDARY (SEAL) VERSION

Primary Reverse-Color Version



COLOR PALETTE

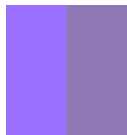
RGB COLOR | CMYK COLOR



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

PROFESSIONAL OPERATOR

Logo Variations

PRIMARY VERSION

Primary Full-Color Version



Primary Reverse-Color Version



One-Color Version



Reverse Version



One-Color Gray



Drop Only Versions



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.

SECONDARY (SEAL) VERSION

Primary Full-Color Version



Primary Reverse-Color Version



One-Color Version



Reverse Version



One-Color Gray

