

02.1

LOGOTYPE



Logotype *Official version*

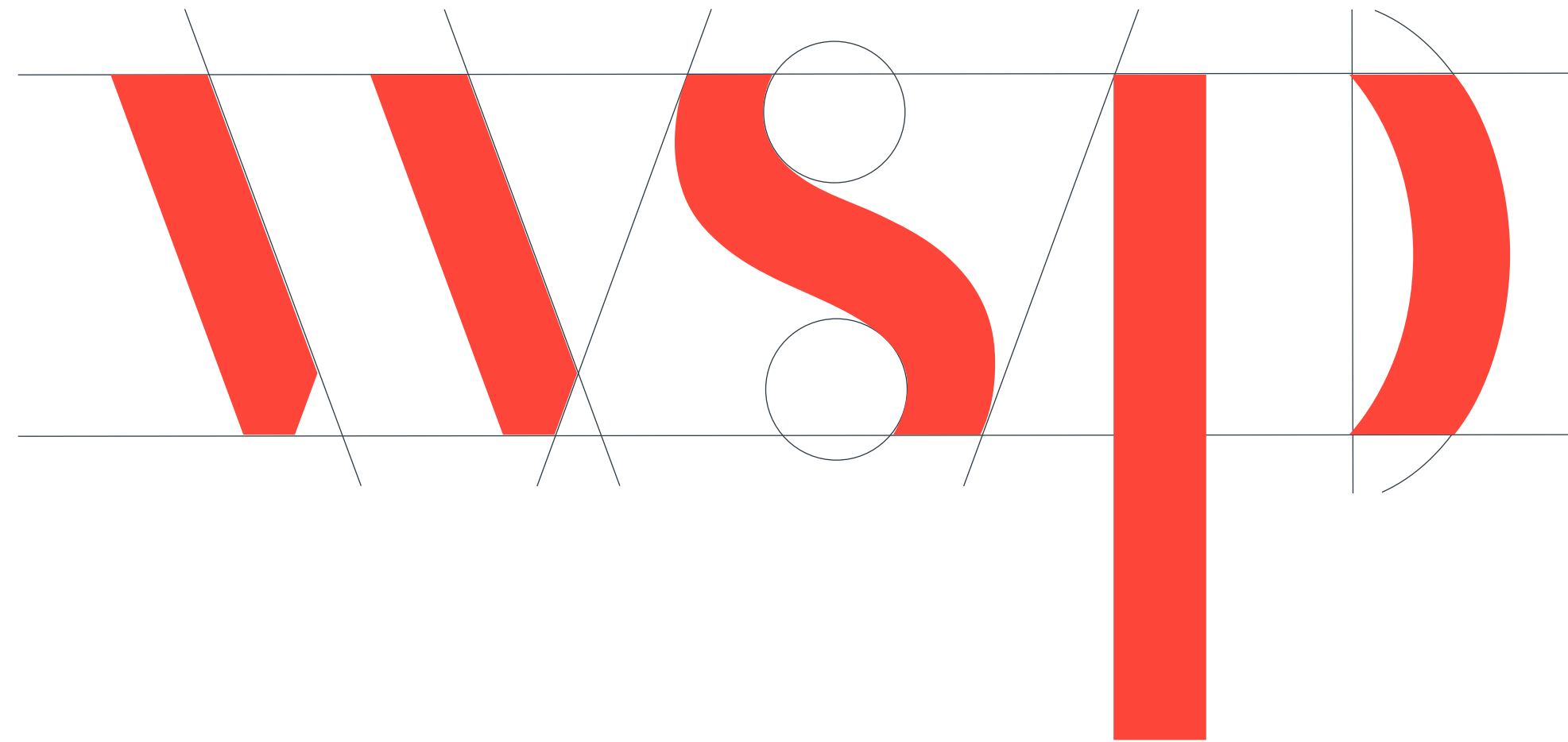
WSP's logo speaks to the complexity and intelligence of engineering, while remaining open to the endless possibilities driving the work of our employees. The iconic new logo is supported by rich and unique photography; together, they embody the urge to ask questions and to plan, design, and engineer an impactful legacy.

The use of the WSP logo by third parties is generally managed on a national level and a case-by-case basis. It should support business relationships and benefit our brand. It should only be used by organizations that are in line with our Guiding Principles and Code of Ethics. WSP always reserves the right to request that our logo be removed, and to see how and where it is displayed.



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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 dont's

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.

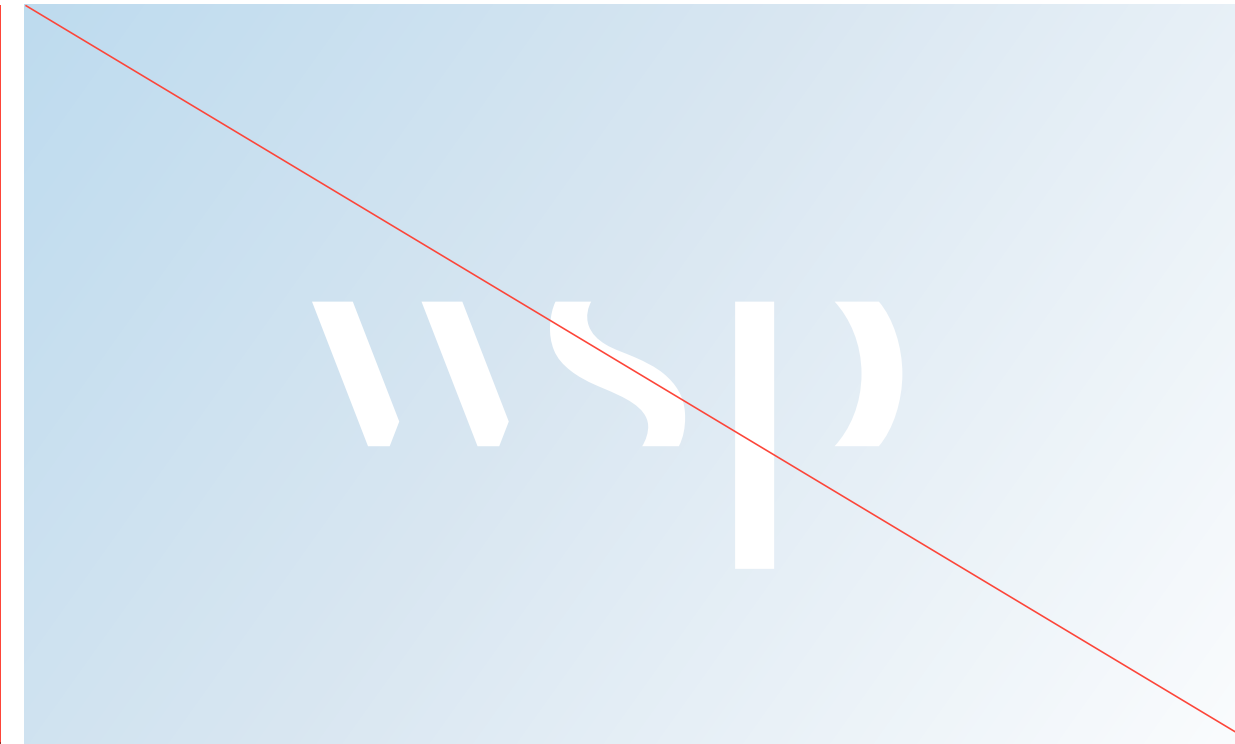
03

Do not use a gradient logo on a white background.

01



02



03



Logotype Dos and dont's

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.

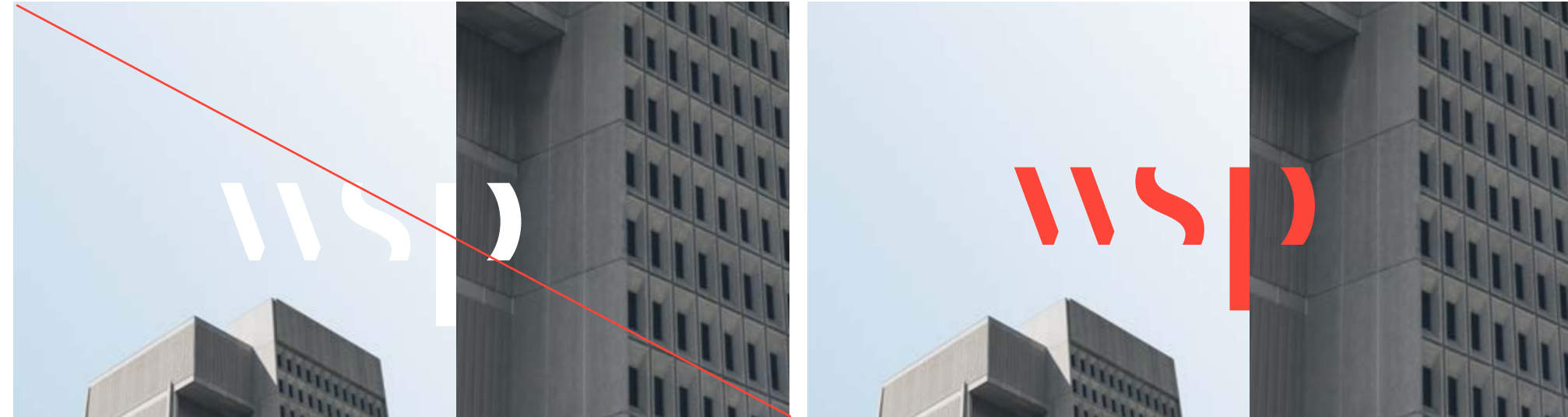
03

Be careful not to use a red logo on an image with colours that may cause visual vibration. Use a white logo instead.

04

Do not integrate the full logo in an image or overlay an element over it. Use a framed letter instead.

01



03



02



04

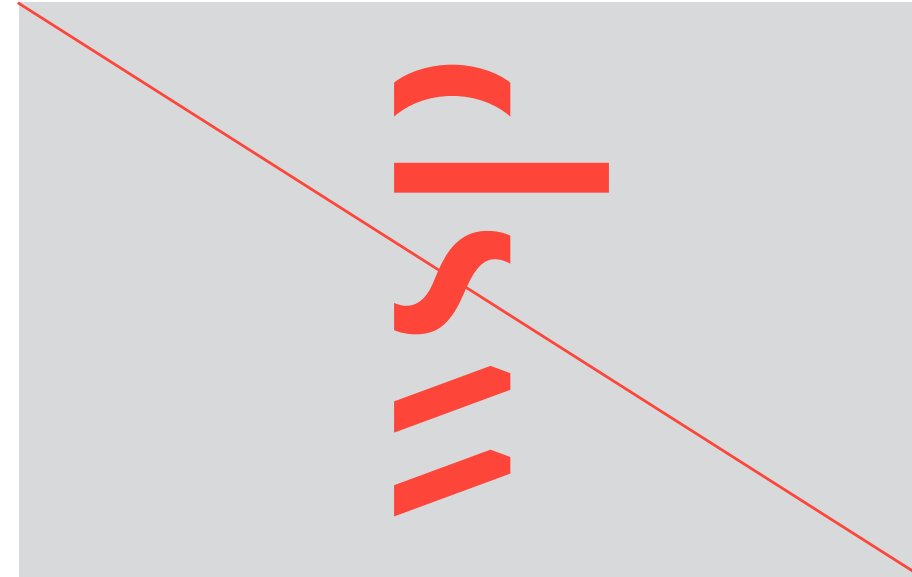


Logotype

Dont's

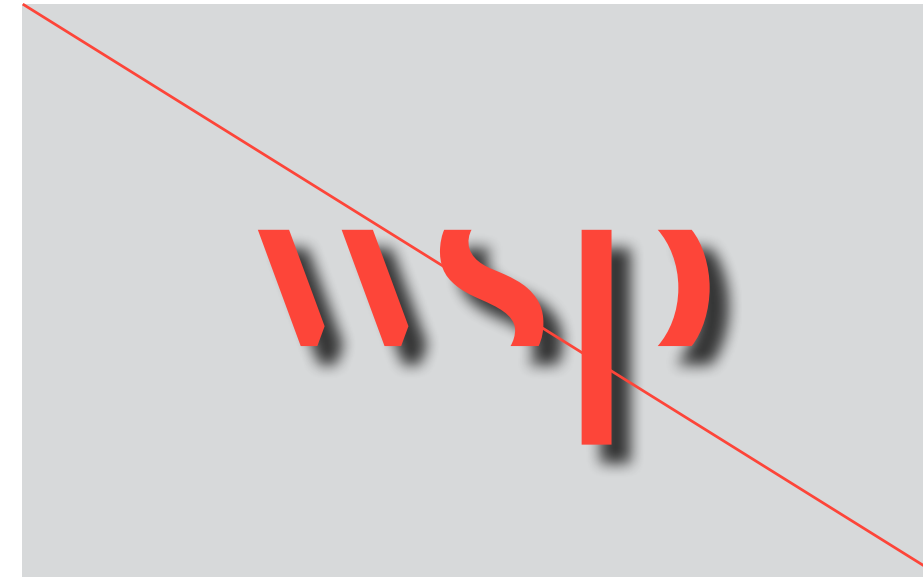
General rules

01



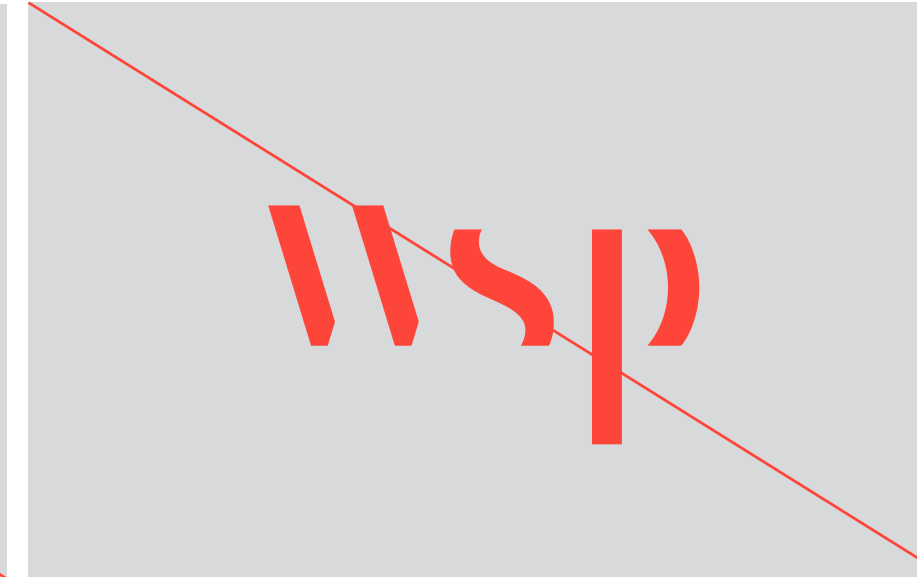
Do not rotate the logo

02



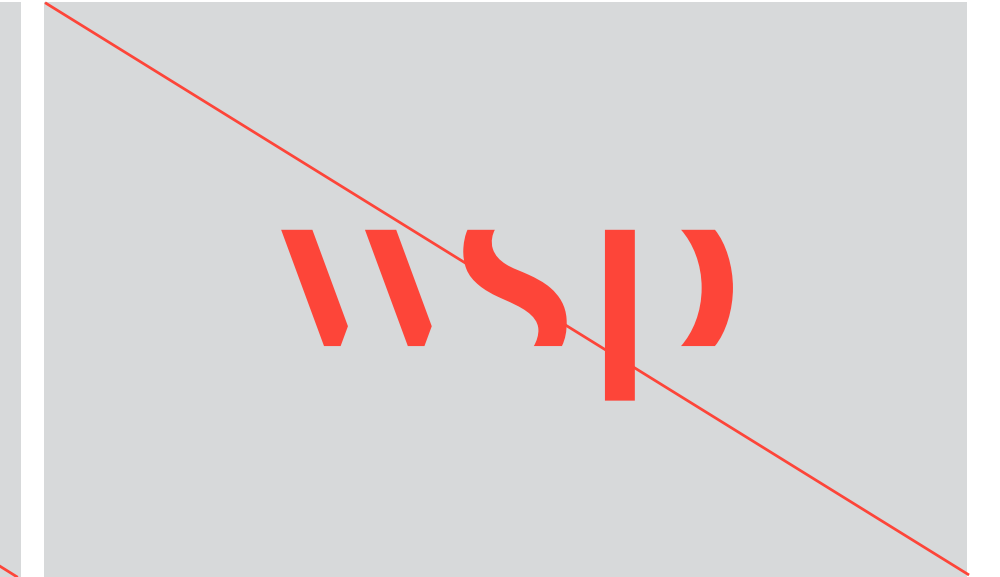
Do not add effects to the logo

03



Do not change the logo's proportions

04



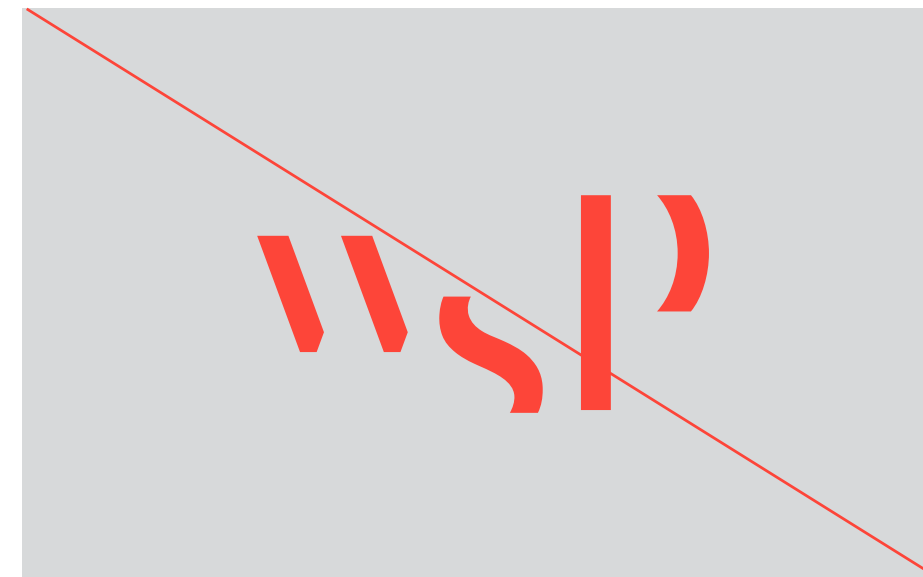
Do not change the shape of the logo's letters

05



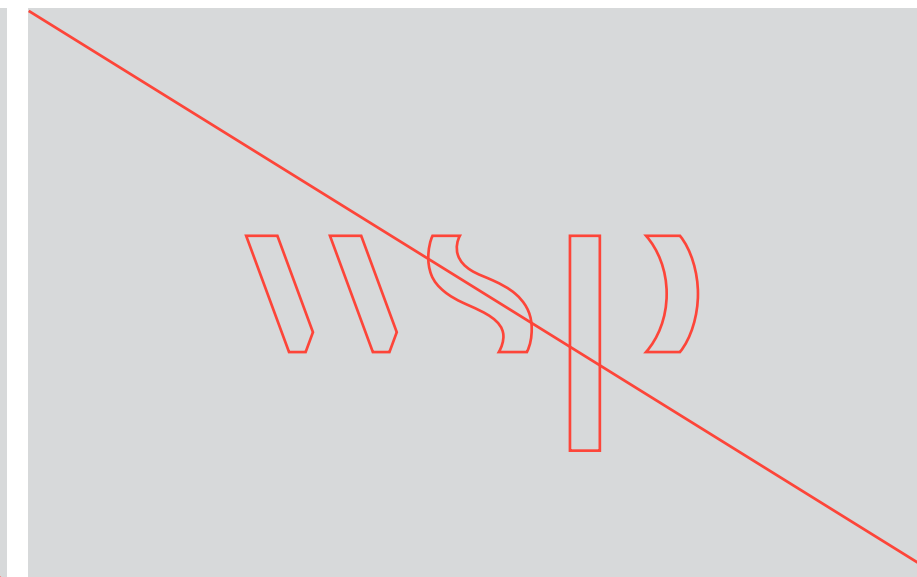
Do not stretch or flatten the logo

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



wsp

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.

