WORLD PRECISION INSTRUMENTS

for wherever science takes you

WPI BRAND IDENTITY AND STYLE GUIDE

WPI'S BRAND IDENTITY

Establishing a strong brand identity is a critical ingredient to the company's success. Abiding by the guidelines set in this document will present WPI to consumers as an organized and trusted name in laboratory equipment. WPI's brand identity style guide will focus on both visual and tonal elements, broken down so that employees may fully understand how to best represent t he brand.

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LOGO AND USAGE

OFFICIAL LOGO

World Precision Instruments' logo brings the company's rich history as a leading provider in laboratory equipment into the modern age. By maintaining the signature globe shape and custom 'WPI' lettering while updating the brand colors and typeface, WPI's trusted image shines through.

LOGO VARIATIONS

Standard
This logo is used on the website and the catalog, as well as other marketing materials that need to emphasize the full WPI name.

Stand-Alone
This logo may be used on social media sites such as Facebook and Twitter, and may be used for other applications where "World Precision Instruments" is clearly visible or has been well established elsewhere on the page or in the design. Use sparingly.

1. The logo should appear in full color, wherever possible.
2. Never use a full color logo on a colored background. The logo should always reverse white out of a colored background.
3. When the logo cannot be used in the corporate colors, it should appear in black, when on a white background.
4. When the logo cannot be used in the corporate colors, it should appear in white, when on a black background.
5. The logo should always appear in white, when on a 'busy' colorful background.
6. The logo should always appear in white, when on a black and white image that has a dark contrasted background. If the black and white image used has a lighter background, a black logo should be used.
7. The logo should appear in full color when placed onto color images where the background is of a complimentary lighter and not saturated clean color.
8. If the logo is placed onto a pale color image a black logotype may also be used.

Because the logo is the brand's primary visual representation, its integrity should be respected at all times, in all places. Please do not stretch, condense, augment or distort its form.
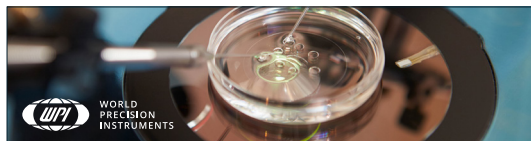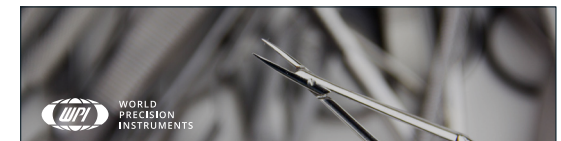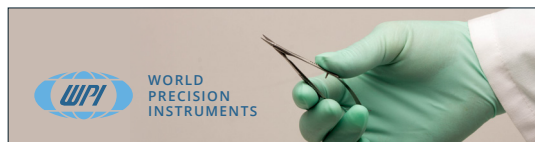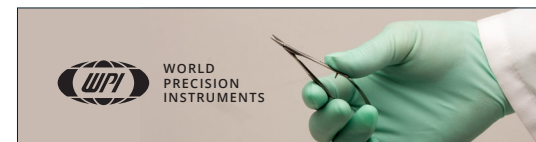
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LEGAL DOCUMENT HEADER

WORLD PRECISION INSTRUMENTS, LLC.
175 Sarasota Center Blvd. Sarasota, FL 34240
P (941) 371-1003 · F (941) 377-5428 · www.wpiinc.com

WORLD PRECISION INSTRUMENTS, LLC.
NEW CUSTOMER CREDIT INFORMATION
F-FI-006   Rev A

Document Type / Title

Content Area

LETTERHEAD FOR US HOME OFFICE

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Lorem ipsum,

Dolor sit amet, consectetur adipiscing elit. Nullam volutpat neque iaculis convallis commodo. Nam elementum, metus sit amet accumsan luctus, nibh tellus mattis est, vitae mollis sapien mi nec mauris. Ut bibendum pellentesque tempor. Cras lacinia nisi erat, vitae finibus quam fermentum id. Phasellus at ullamcorper dui, sit amet viverra augue. Etiam blandit justo egestas, fringilla nunc et, tempus nunc. Quisque a orci in nulla aliquam hendrerit. Aliquam venenatis consectetur eleifend. Fusce fringilla id nisi eget ultricies.

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Etiam volutpat pellentesque magna, vitae rhoncus ipsum condimentum at. Fusce id justo massa. Aenean et tempus mauris, vestibulum malesuada quam. In euismod purus id pretium luctus. Morbi finibus consectetur nisl a luctus. Nulla efficitur bibendum erat eu rutrum.

Sincerely,

John Doe

COLORS AND FONTS

BRAND COLORS

LOGO COLORS

"DARK BLUE" PANTONE 301 U #27618E R39 G97 B142 C89 M61 Y23 K5	"LIGHT BLUE" PANTONE 2915 U #66B1E1 R103 G177 B226 C56 M16 Y0 K0

"Dark Blue" and "Light Blue" are WPI's primary brand colors, to be used in the official 2-color logo. Black and white can also be used to complete the color palette.

MARKETING MATERIALS

Main Colors

PANTONE 2965 U #3B5063 R60 G81 B100 C80 M62 Y43 K25	PANTONE 2727 C "WPI DEEP BLUE" #0E82C2 R14 G130 B194 C83 M40 Y2 K0	PANTONE 332 C #87E1D1 R135 G225 B209 C42 M0 Y24 K0

FREQUENT USES: Background	**FREQUENT USES:** Dividing lines Primary graphics	**FREQUENT USES:** Headlines Dividing lines
AVOID USING: As copy	**AVOID USING:** As large blocks of text	**AVOID USING:** As large blocks of text

World Precision Instruments' visual identity intends to utilize cool and neutral primary colors to emphasize sterility, simplicity and quality.

SECONDARY COLORS

"ORANGE ACCENT" PANTONE 151 C #FF8E00 R255 G142 B0 C0 M53 Y100 K0	"GREY ACCENT" PANTONE Cool Gray 7 C #999999 R153 G153 B153 C0 M0 Y0 K40

FREQUENT USES:
Call to action bar
Website accents

AVOID USING:
As body copy

"Orange Accent" and "Grey Accent" are WPI's secondary brand colors, used within the website, as well as promotional materials when needed. These warm colors work in harmony with the primary blue colors. Any tint of the above colors are acceptable to include in company designs. When pairing colors together, use a combination of dynamic and neutral colors, not all dynamic or all neutral.

FONT USAGE

NO vertical/horizontal scale should be used.

Open Sans

is a Google owned sans-serif font with a large number of variations and an open license for use. The font was "optimized for legibility across print, web, and mobile interfaces" and provides legibility in its various uses. The font itself is professional and clean. It presents WPI as such. The many variations allow the perfect font weight for any design. It should be used for headlines and may be used for copy. Short headlines or labels can be all caps, otherwise headlines and subheads are sentence case.

Open Sans Regular (Headings/Titles, Logo, Ads)
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

COMBINATION

RESEARCH LABORATORY EQUIPMENT FOR WHERE SCIENCE TAKES YOU!

Looking for a source of cost-effective and high-quality research instruments so you can focus on your scientific journey? Let WPI be your trusted partner as you stock your research laboratory with equipment, surgical instruments and supplies. Cited in 1000s of notable publications over the last 50 years, WPI offers quality and value to biomedical researchers. Whether you study cell and tissue biology, animal physiology, electrophysiology or perform small animal surgery, we present...

All the instruments for where science takes you.
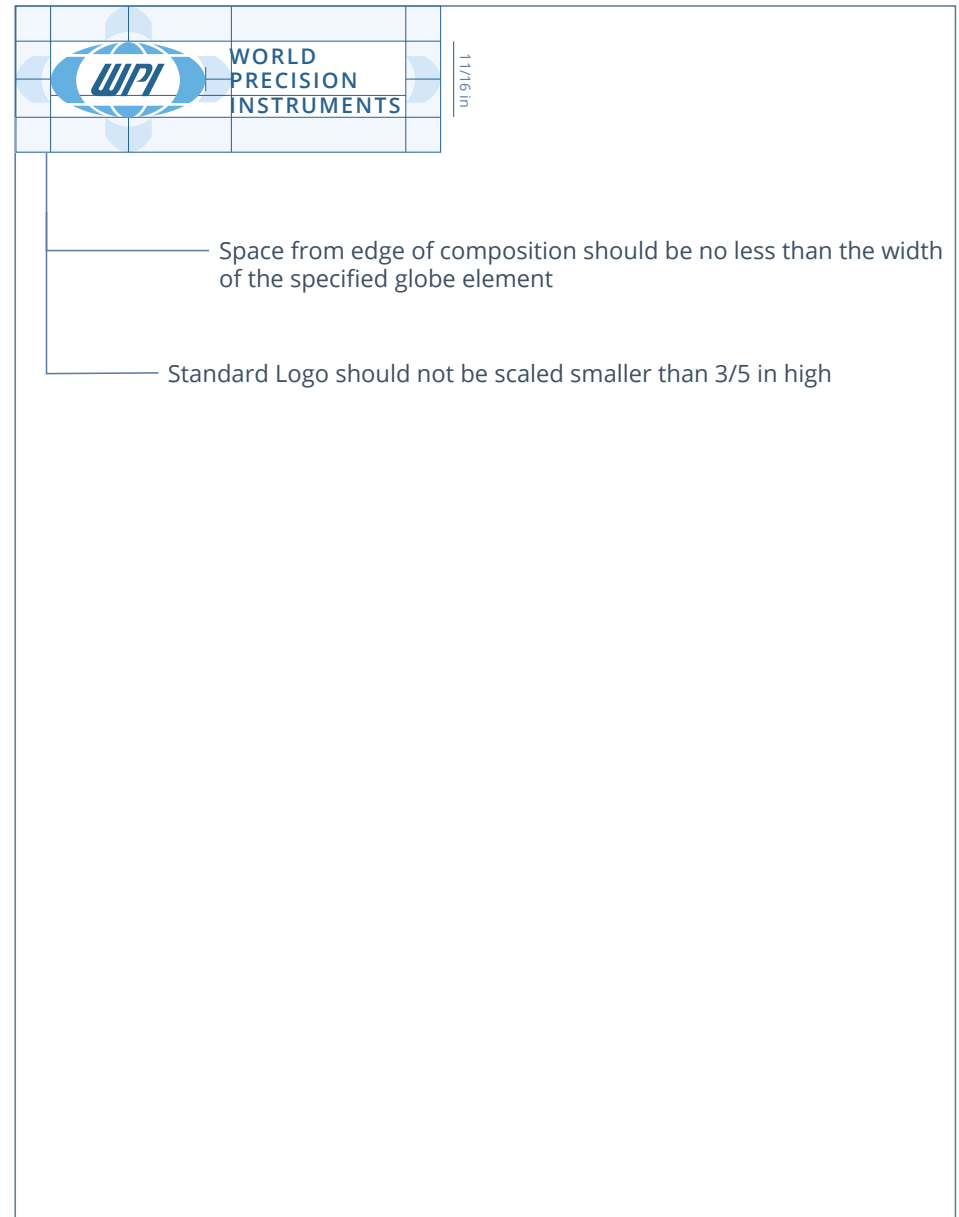
PRINTED MATERIALS

PRINTED AD LAYOUT GUIDELINES ◢

KEEP IT SIMPLE. KEEP IT LIGHT. KEEP IT CLEAN.

Keeping the content and communication simple and providing a reason to believe will effectively communicate the intended message without overwhelming the viewer. This means that ads will clearly communicate the value proposition, focusing on the application and benefits. We will avoid listing the features and specifications only. The ads focus on what the customer gets from using the products instead of all the product details. We focus on the "why" of the products, not just the "what."

The logo should always be placed in the upper left hand corner of the marketing material. The height of the logo should always be 1/16 the longest edge of the composition; however, when accompanied by the "World Precision Instruments" text, the logo should not be scaled smaller than 0.6in. high. When logo is present without descriptive text, it may be scaled smaller.

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1 1/16 in

Space from edge of composition should be no less than the width of the specified globe element

Standard Logo should not be scaled smaller than 3/5 in high

PRINTED AD LAYOUT GUIDELINES

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Headlines should be short and convey a single thought or message.

While the headline is large and direct in its message, the body copy houses the details and reasons to believe in the statement made in the title. The tone of the copy should be representative of the company while expressing important key points to interest the viewer. In communicating with customers, WPI should be presented as the customer's collaborator. For WPI, the body copy will often encompass benefits or applications, with focus on why a customer needs the product or solution.

HEADLINES SHOULD BE SHORT AND CONVEY A SINGLE THOUGHT OR MESSAGE.

While the headline is large and direct in its message, the body copy houses the details and reasons to believe in the statement made in the title. The tone of the copy should be representative of the company while expressing important key points to interest the viewer. In communicating with customers, WPI should be presented as the customer's collaborator. For WPI, the body copy will often encompass benefits or applications, with focus on why a customer needs the product or solution.

Minimum distance of copy from edge should be equal to that of the distance between the logo and the edge

EMAIL SIGNATURE

Lisa J Fulghum, Creative Director

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An ISO9001:2015 certified company

SAMPLE SIGNATURE FORMAT

HOW TO CHANGE SIGNATURE

To change your email signature in Outlook do this:
1. Go to Settings (Gear icon) > View all Outlook settings > Compose and reply.
2. Under Email signature, type your signature and use the available formatting options to change its appearance.
3. Select Save when you're done.

https://support.microsoft.com/en-us/office/create-and-add-an-email-signature-in-outlook-on-the-web-5ff9dcfd-d3f1-447b-b2e9-39f91b074ea3?ui=en-us&rs=en-us&ad=us

PRINTED AD LAYOUT GUIDELINES & TRADE AD EXAMPLES

HEADLINE

- Open Sans
- Representative of brand voice
- Conveys single idea
- Large but not overwhelming

BODY COPY

- Open Sans
- Representative of brand voice
- Needed information only
- Contains reasons to believe

TAGLINE AND LOGO (WHEN APPLICABLE)

- Small
- Top left of composition
- Height 1/25 of the page size

INCLUDE

- Breathing room
- Simplicity
- High-resolution product and/or lifestyle images
- Brand colors

AVOID

- Over-punctuation
- Pixilated images
- Text drop shadows / 3D effects

*Note: These are examples of executions that follow the guidelines set in this book.

The layout of any printed material is subject to change so long as the guidelines are met.
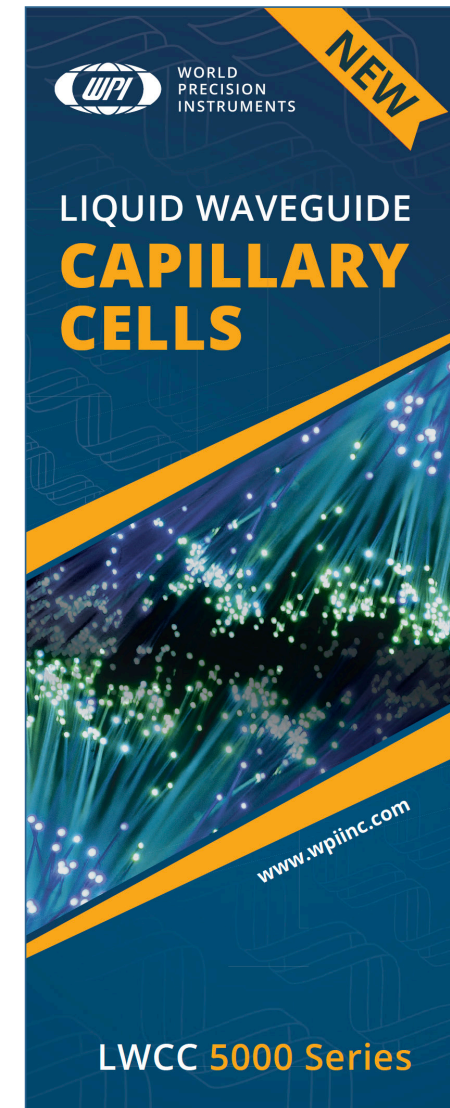
IMAGERY

PRODUCT IMAGERY

PRODUCTS

Photographs of products sold by World Precision Instruments should be clean and clear, showcasing each subject as well as possible. Products should be shot on a white background when possible and photos edited so that any dust, smudges, or other imperfections are gone. In some instances where a product's transparency or color may interfere with a white background, dark background may be substituted. It is important to keep these alternate backgrounds consistent for the products that may require it, building visual continuity within formats that may depict multiple products per page - primarily within the catalog, as well as the website.

QUALITY, COST-EFFECTIVE
INSTRUMENTS
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SCIENCE TAKES
YOU

$$\frac{T_1^2}{T_2^2} = \frac{a_1^3}{a_2^3}$$

$$\frac{m_1 + m_2}{R^2}$$
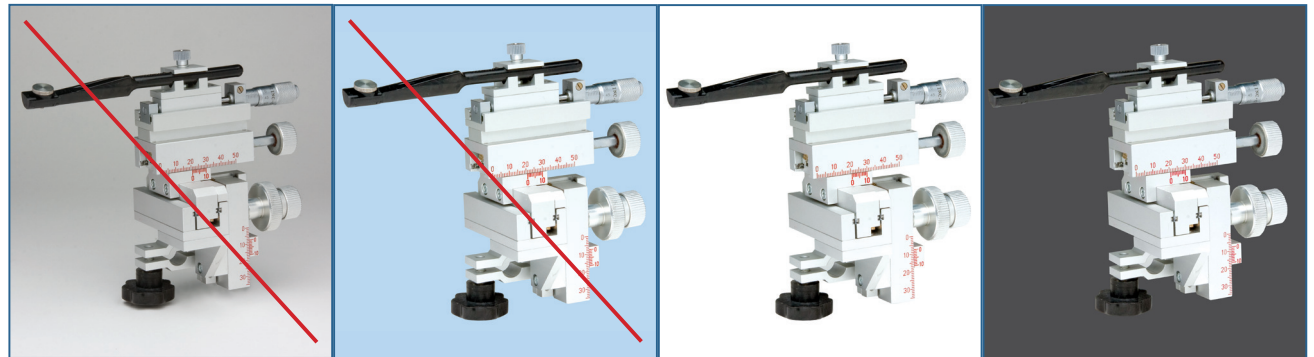
PHOTOGRAPHY

PHOTO SESSIONS

When shooting and editing in-house lifestyle photography, background imagery should be minimal and downplayed. The primary focus should always be the interaction between the subject and the product. Colors should be cool and soft, but also allowing the natural warmth of skin tone to provide a small contrast.

LIFESTYLE IMAGES AND STOCK PHOTOGRAPHY

Lifestyle imagery gives the opportunity to showcase products as they would be used in a laboratory setting. The interaction between the model and product allows the viewer to connect more personally than through a product shot alone by showcasing how our product fits into the customers' lives.

PRODUCT ILLUSTRATION

When illustrating any WPI instruments they must be represented in a polished professional manor. Products should never have faces drawn on them.
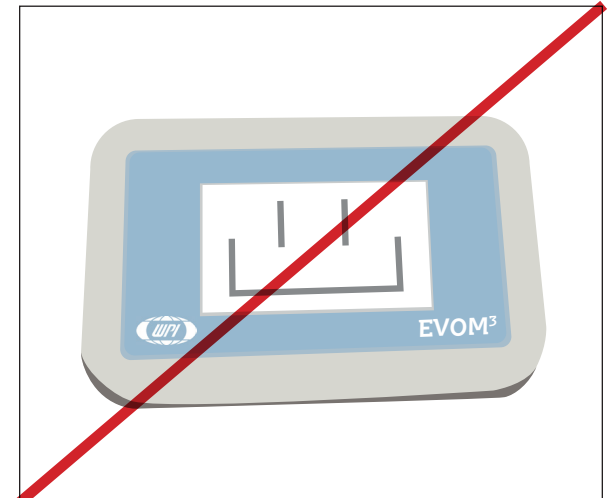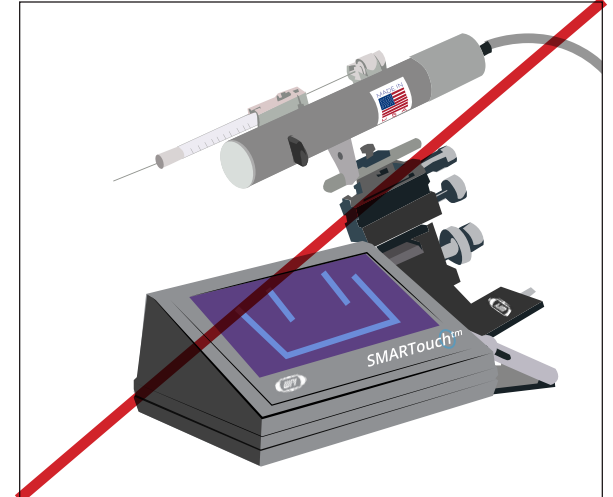
PRODUCT ILLUSTRATION

Maintaning a polished look thoughout all graphical elements is a must. Never use cartoon or flashy drawings.
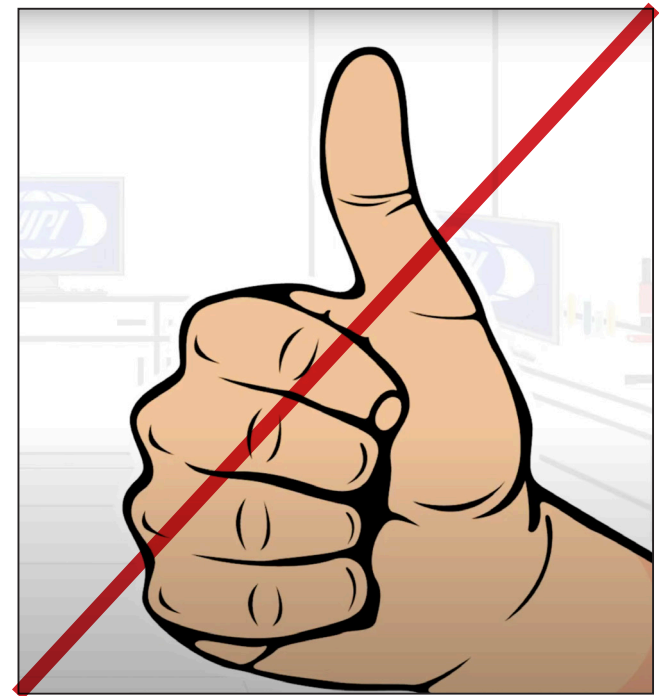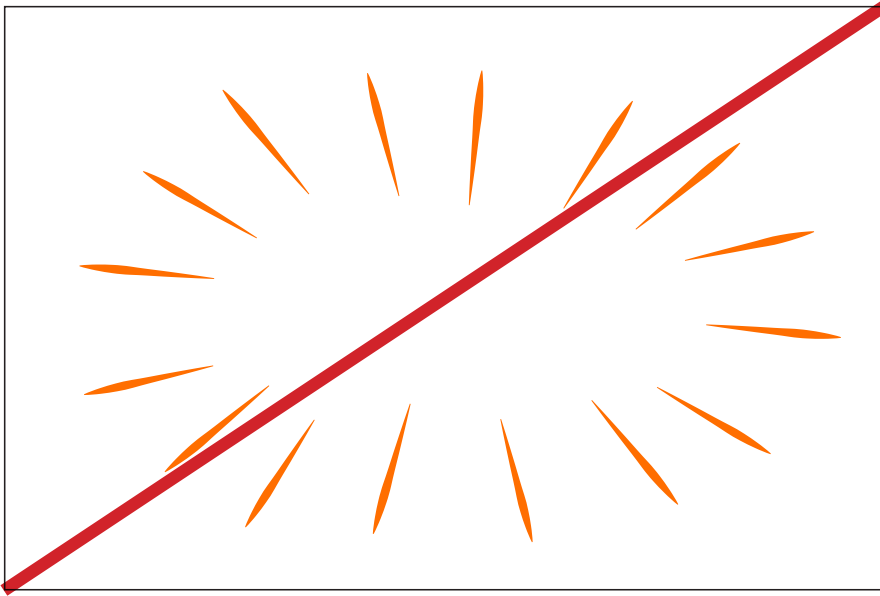
TRADE SHOW MATERIALS

BACKDROP

Trade show booths should physically capture WPI's brand identity through application of similar principals found in trade ads, posters, imagery, etc. The WPI logo should be prominently shown on a poster or banner directly over the booth. The space should not be overwhelmingly cluttered. Focus instead on a few products worth emphasizing, and deliver a clear message. The booth should encompass WPI's company colors as much as possible, tying in the visual identity through not only posters and printed material, but in items such as table cloths and product displays as well.

TABLE CLOTHS

Example 2
White table cloth with standard logo.

Example 1
"Dark Blue" table Runner with inverted white logo.

Example 3
White table cloth with Standard logo and backdrop.

OVERLAYS AND SILKSCREENS

WPI LOGO — ARRANGEMENT

The preferred arrangement is available in a vector graphics file — **Logo-Overlay-Stacked.ai** — available from the WPI Marketing Department.

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←— 1 inch —→

Logo colors:
Pantone 301
Pantone 2915

9-pt Open Sans SemiBold CAPS on 11-pt line spacing, tracking 75
Pantone 30
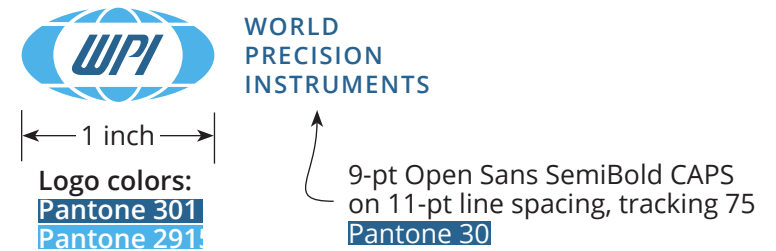
If the space available on an overlay is so small that the preferred layout would result in the Company name appearing in type smaller than 8 pt, then an alternate arrangement should be used. In the example below left — available as a vector graphic named **Logo-Overlay.ai** — the font size remains in the same proportion as in the preferred arrangement. The three words of the company name may also be stacked below the globe to allow fitting into small spaces.

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COLOR OVERLAYS — PREFERRED COLORS AND FONTS

The preferred background for a color overlay is a pale, slightly blue, neutral color — these examples used **Pantone 649.**
If it is determined that the extra color cannot be used, then the background should be white.

The folowing examples of existing WPI front panel overlays show how different design problems have been approached in the past.
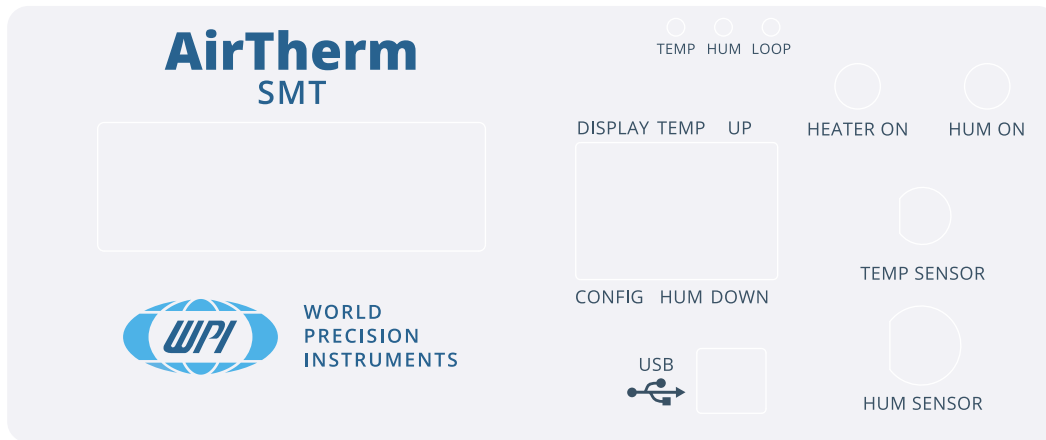
AirTherm — 30 pt Open Sans ExtraBold, Pantone 301
SMT   — 18 pt Open Sans Bold, Pantone 301
Controls   — 10 pt Open Sans SemiBold, Pantone 2965
WPI   — 11 pt Open Sans SemiBold, Pantone 301
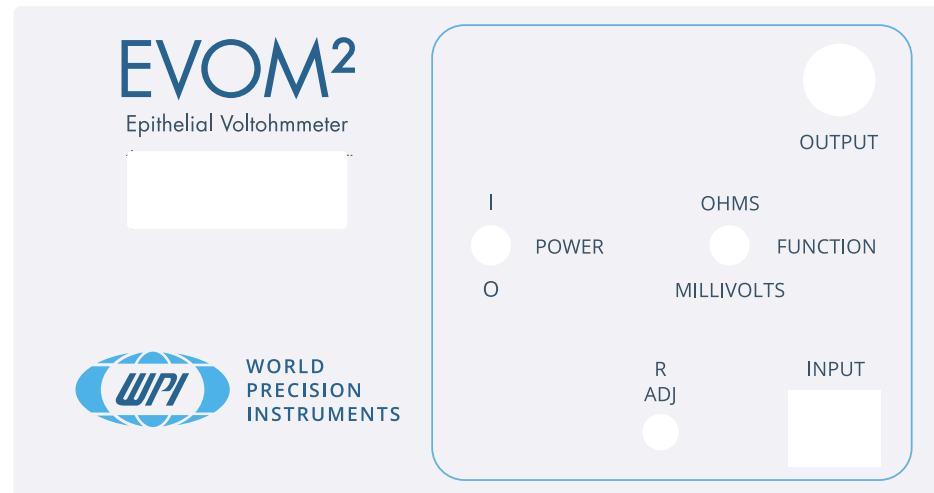
EVOM[2]   — 42 pt Futura Book, Pantone 301
Epithelial — 12 pt Futura Book, Pantone 2965
Controls   — 11 pt Open Sans Regular, Pantone 2965
WPI   — 12 pt Open Sans SemiBold, Pantone 301

MONOCHROME OVERLAYS

A black (or other dark color) overlay will use white for all markings, including WPI branding.
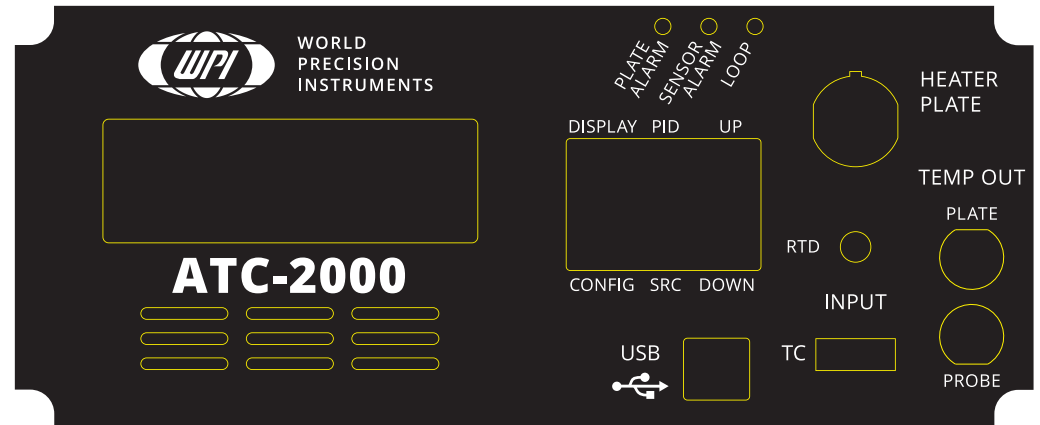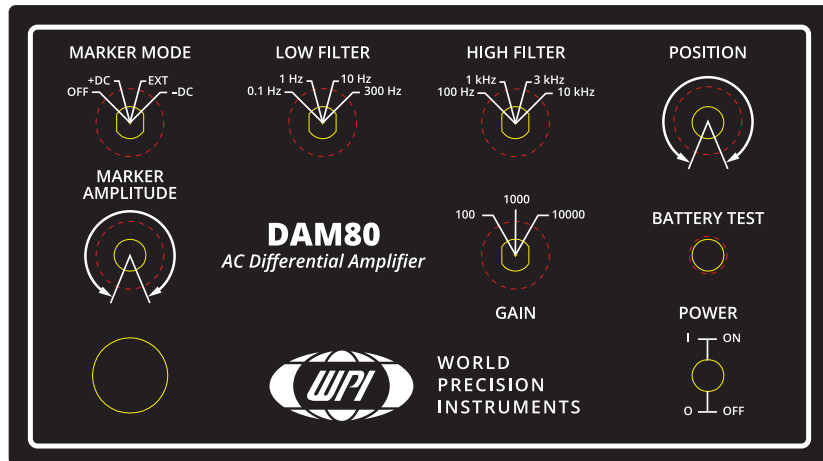
ALTERNATE BRANDING ARRANGEMENTS

When the overlay area is too packed with controls to allow the preferred logo arrangement, these alternates may be used.
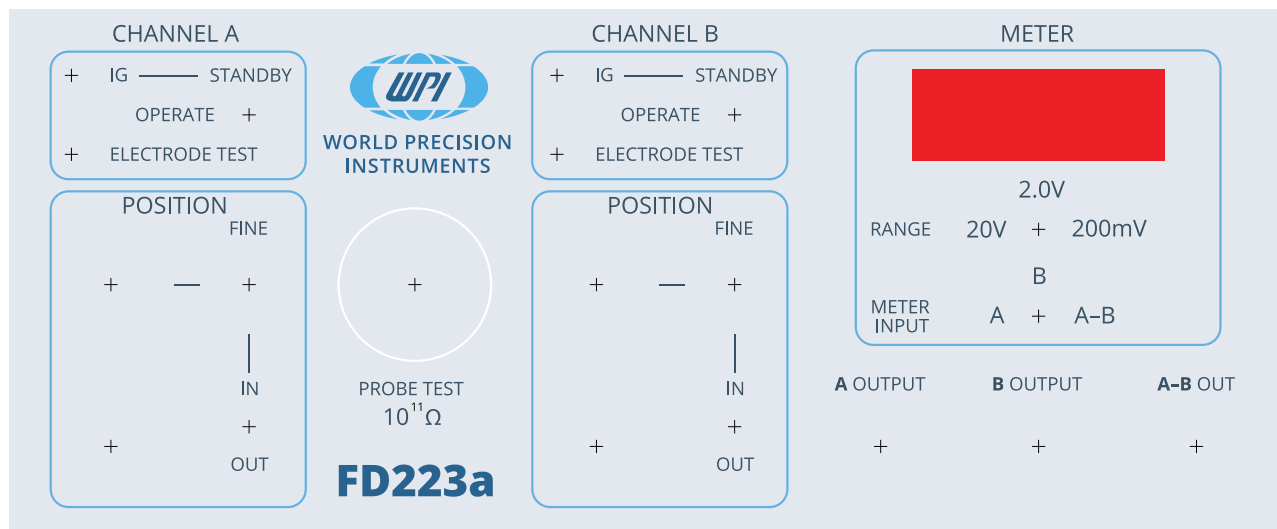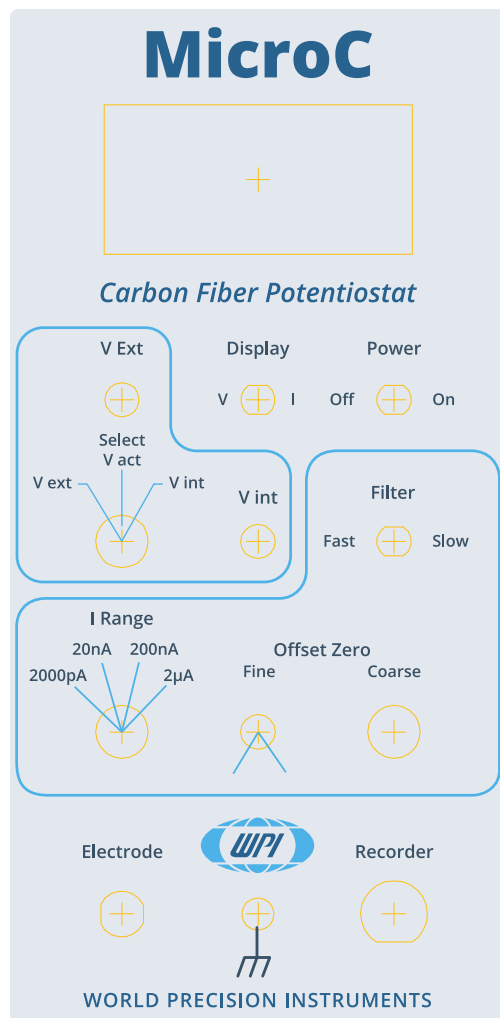
EXTREME SPACE LIMITATIONS

In rare cases, the instrument labeling area is so small that branding must be limited to the WPI logo only. In the examples shown here, the complete company name appears on the rear panel or in an attached serial number sticker. Obviously, the "nameless" logo is the least useful branding and every effort should be made to avoid it.
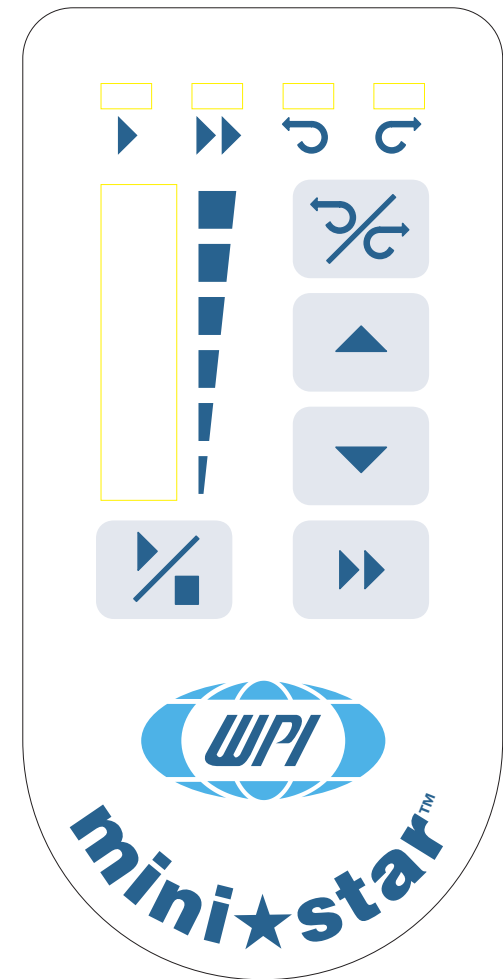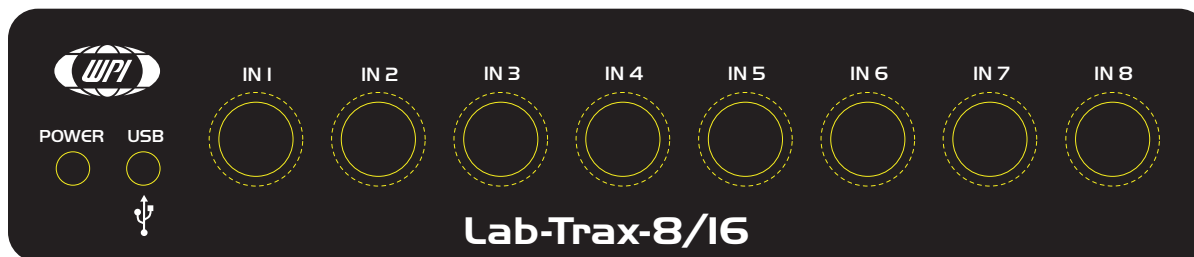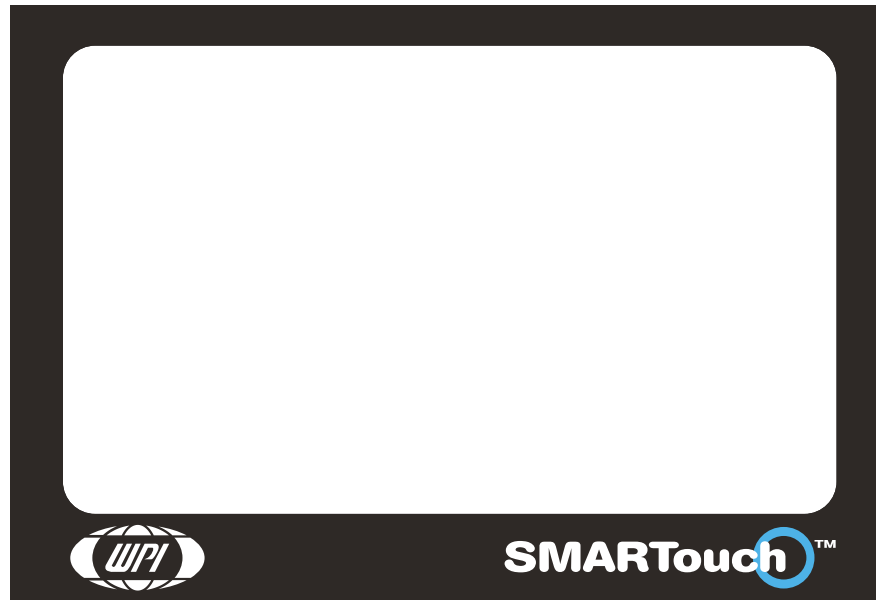
POWERPOINT TEMPLATE

POWERPOINT COMPANY BRANDING

WPI's PowerPoint Template is the presentation template that must be used for any company presentation. This template contains multiple slide designs ready to be used for company presentations in Microsoft PowerPoint.

File name can be found in **location**.

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Instrumenting scientific ideas

World Precision Instruments, LLC (WPI)

For wherever science takes you

WPI Company Confidential   August 4, 2020

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for wherever science takes you

This book was designed to effectively communicate the global WPI brand identity so that together we present our company to the world with consistency, showing ourselves to be a leading supplier of quality and affordable laboratory equipment and supplies.

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