

Visual

Identity

Our visual elements work together to communicate a cohesive message, reflecting our brand promise and personality. This resulting visual identity is comprised of our Wipfli logo, color palette, typography and graphic elements.

Logo

Color

Typography

Graphics

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Overview

The primary logo is a core element of the Wipfli branding system. It consists of two parts: the Wipfli Blue rectangle and the Wipfli name, typeset as a wordmark within it. The primary logo should be used in as many applications as possible.

[Contact the Wipfli Creative Director for our full logo suite. →](#)



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Clear Space

Clear space should always be carefully maintained around the primary logo, as it prevents other elements from interfering with or distracting from the mark itself.

The minimum amount of clear space is always equal to the height and width of the “P” in Wipfli.

Always keep clear space at the top, bottom, right and left of the logo. Proper use of clear space around the logo helps to protect its integrity.



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Sizing

Proper sizing is also essential in protecting the integrity of the primary logo. Minimum size guidelines have been established to ensure that the primary logo remains legible in all applications.

When using the logo at small sizes, please be sure to consider the fidelity of the production method so that the primary logo maintains its readability. Although maximum size guidelines have not been specified, it's important to note that a proper balance should always be struck between the logo and the surface on which it sits.

Environmental building signage represents the only case in which the Wipfli wordmark may appear outside of the bar construct.



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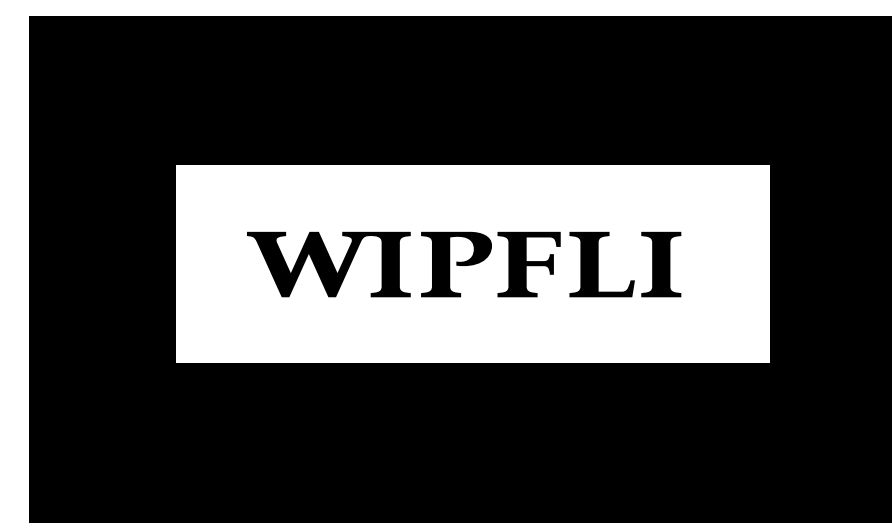
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Color Use

Using the primary logo consistently will help build brand strength. In as many instances as possible, the primary logo should appear within the bar in Wipfli Blue.



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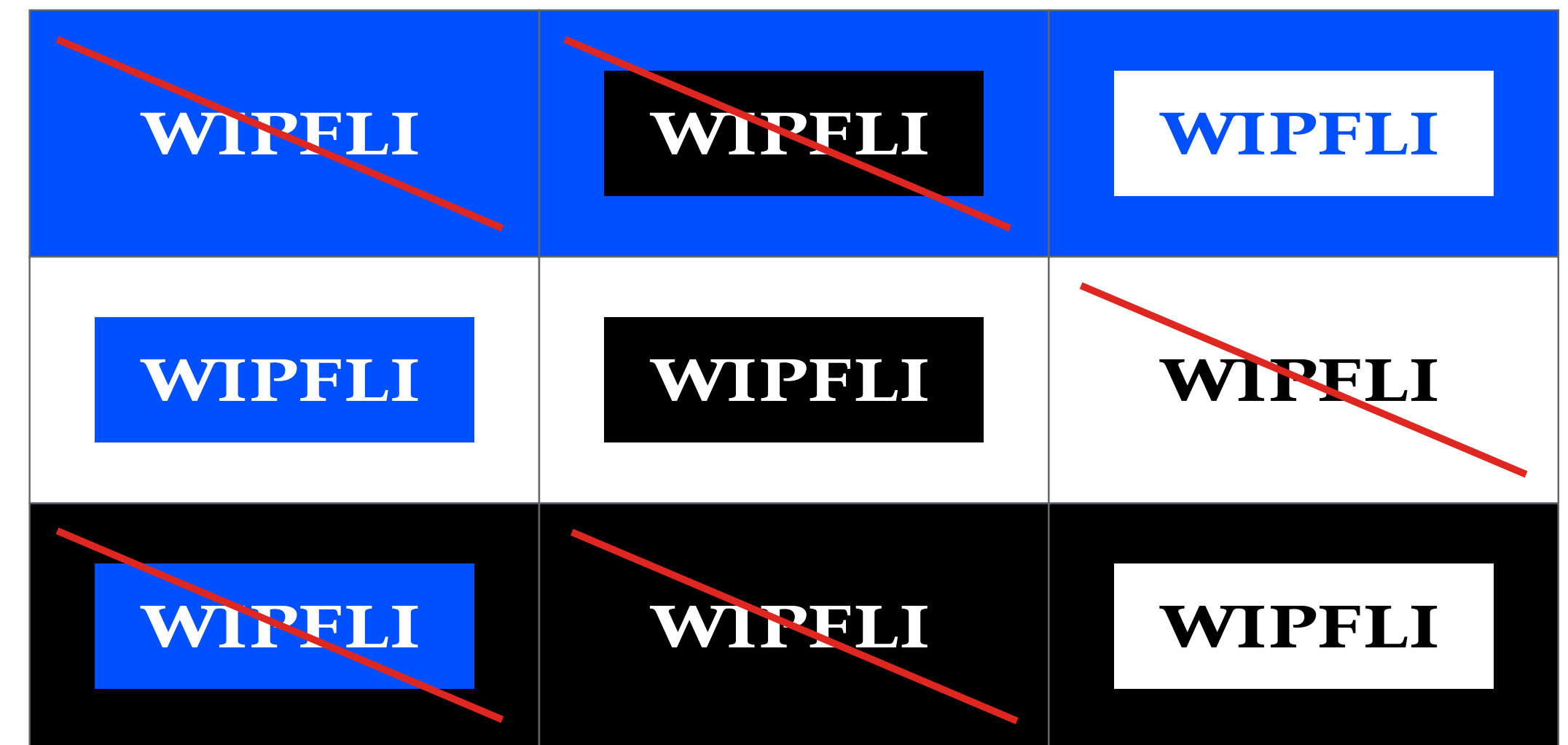
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Color Use

The primary color palette allows for a variety of color pairings. The examples to the right include the approved color pairings, as well as the combinations that are not approved for use.

Keep in mind that any background color which conceals the Wipfli bar is considered forbidden.



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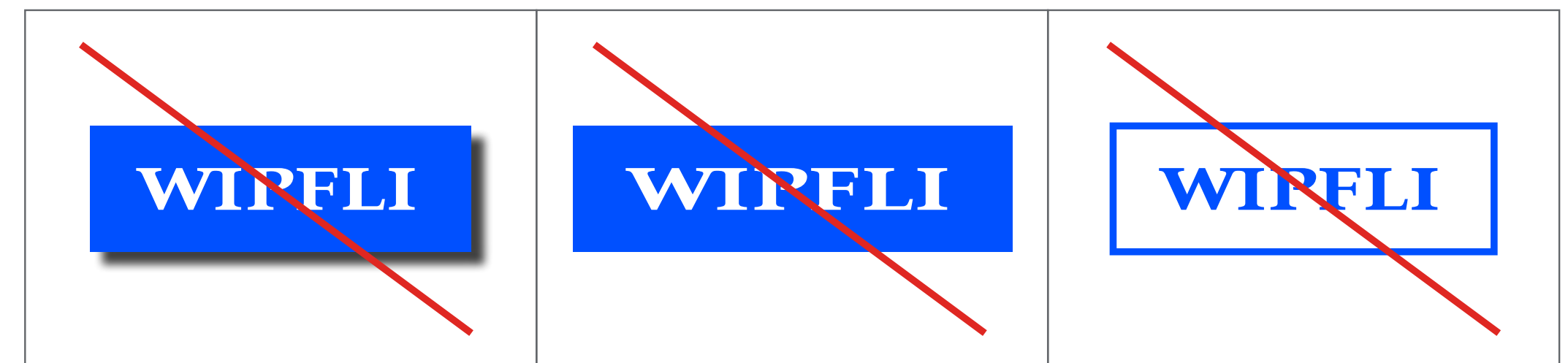
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Improper Use

It's critical to maintain the integrity of the logo at all times. The following examples illustrate improper logo usage.

Signage represents the only case in which the Wipfli wordmark may appear outside of the bar construct.



Do not add drop shadow to the logo.

Do not stretch the logo.

Do not outline the Wipfli bar.



Do not rotate the logo.

Do not remove the logo from the Wipfli bar.

Do not place the logo over photography without approved borders and styling.

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Primary Colors

Color is an integral part of the Wipfli brand, and its consistent use is crucial to maintaining brand integrity. These are the values and specifications for Wipfli's primary color palette, consisting of Wipfli Blue, Wipfli Gray and white. Please follow these to ensure accuracy and symmetry across all branded collateral.



Wipfli Blue	CMYK 90, 68, 0, 0 RGB 0, 80, 255 HEX #0050ff PMS 2728C / 2388 U	Wipfli Gray	CMYK 40, 30, 20, 66 RGB 99, 102, 106 HEX #63666a PMS Cool Gray 10 C / 432 U
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