



**World Premier International Research Center Initiative (WPI)**

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## Introduction

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This manual describes the basic design elements of the logo for the World Premier International Research Center Initiative (WPI) and provides guidelines for using the logo.

The logo's motif of a bird "upward flight" symbolizes WPI research centers striving to ascend to a top world-class level. In its beak the bird is carrying seeds of groundbreaking innovation. To effectively enhance and promote recognition of the WPI Program, please be sure to always use the official master logo data.

## Standard Logo (Basic Form)

At the core of this manual is the Standard Logo (Basic Form). It combines the symbol mark and logotype. The logo embodies the WPI Program's concept and its image serves as the program's vital visual representation.

Altering the basic form of the logo would compromise the consistency of the program's concept. Therefore, modifications such as changing its proportions, rearranging its elements, or incorporating other components are not permitted.



## Display Colors

The display colors of the logo are set so as to visualize the program's concept and perceive its originality. They must, therefore, be reproduced accurately across all media and communication modalities.



**Light blue:** **Print-approximate colors**  
 Process colors: C 65% M 30%  
 Spot colors: DIC 2187 (2591 65%)  
**Screen-approximate colors**  
 RGB: R 77% G 179% B 255%  
 Web-safe colors: #4db3ff



**Blue:** **Print-approximate colors**  
 Process colors: C 90% M 50%  
 Spot colors: DIC 2591  
**Screen-approximate colors**  
 RGB: R 26% G 128% B 255%  
 Web-safe colors: #1a80ff



**Red:** **Print-approximate colors**  
 Process colors: M 100% Y 100%  
 Spot colors: DIC 2497  
**Screen-approximate colors**  
 RGB: R 255% G 0% B 0%  
 Web-safe colors: #ff0000



**Black:** **Print-approximate colors**  
 Process colors: K 100%  
**Screen-approximate colors**  
 RGB: R 0% G 0% B 0%  
 Web-safe colors: #000000

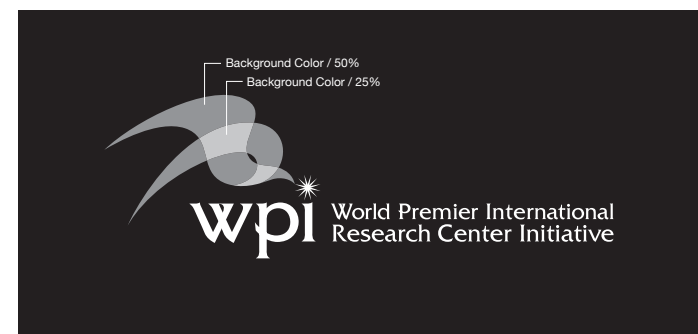
### ■ Standard display



### ■ Monochrome display



### ■ Negative display



## Background Colors

If the logo noticeably lacks visibility or legibility, please refer to the Isolation Guidelines on the next page and ensure there is sufficient margin space around the logo.

### ■ Examples of good visibility



### ■ Examples of poor visibility



## Isolation Guidelines/Smallest Usable Size (Basic Form)

To ensure that the logo makes a clear and distinct impression on viewers without being affected by other surrounding elements, be sure to maintain a certain amount of space around it. This minimum required space is referred to as the “isolation area.” When using the logo, be sure to follow the guidelines on this page and always maintain the specified isolation area around it.

In addition, the logo must always maintain its quality and be displayed clearly. The minimum usage size specified below is the smallest size at which the logo can be reproduced clearly.

### ■ Isolation guidelines

H = Height of the logo



### ■ Minimum Usable Size

\*Reproduction not possible if logo width is less than 25 mm.



## Isolation Guidelines/Smallest Usable Size (Variation)

As with the Basic Form version, it is necessary to maintain a certain amount of space around the logo. When using the logo in this format, be sure to follow the guidelines on this page and always ensure that the specified isolation area is maintained.

In addition, the minimum usage size specified here is the smallest size at which the logo can be clearly reproduced.

### ■ Isolation guidelines

H = Height of the logo



### ■ Minimum Usable Size

\*Reproduction not possible if logo width is less than 16 mm.



## Isolation Guidelines/Smallest Usable Size (Symbol Mark)

As with the Basic Form version, it is necessary to maintain a certain amount of space around the symbol mark. When using the logo in this format, be sure to follow the guidelines on this page and always ensure that the specified isolation area is maintained.

In addition, the minimum usage size specified here is the smallest size at which the symbol mark can be clearly reproduced.

### ■ Isolation guidelines

H = Height of the symbol mark



### ■ Minimum Usable Size

\*Reproduction not possible if logo width is less than 10 mm.

