Brand Style Guide
Introduction

This document is designed to bring together all the elements that make up the DNA of our brand. Think of it as a strategic foundation for several things:

- An overview of what WP Engine brand stands for today and aspires to be tomorrow
- An essential read for any creative and strategic stakeholders
- A design guide for the WP Engine brand identity, and how our brand elements come together
- An explanation for how our brand should be perceived with a roadmap to ensure message, imagery, and marketing actions are consistent.
01. Who is WP Engine?
WP Engine provides the most relied-upon and trusted WordPress products for businesses, brands, and agencies of all sizes.

We are on a mission to power the freedom to create, by providing the premium solutions, services, support, and tools to grow your online marketing, media, or merchant presence using WordPress. This includes specialized solutions for managed WordPress hosting, eCommerce, enterprise WordPress, headless WordPress, and developer-centric tools.

With a focus on delivering exceptional performance, innovation, and expertise, WP Engine empowers customers to create, manage, and optimize their WordPress websites with confidence. With an catalogue of industry-standard tools, we give our customers enterprise-grade capability, but down-to-earth guidance from real people.

WP Engine’s tech innovation and award-winning experts help to power and drive better digital experiences than anyone else on WordPress.
Our mission

We power the freedom to create.

Our vision

To be the world’s most trusted WordPress technology company as the market leader in Managed WordPress, Headless, and eCommerce.
Our audience

We are dedicated to instilling confidence online for WordPress site owners, digital strategists, and developers of small-to-mid-sized businesses and enterprises, and the agencies that serve them.
What we stand for: Core values

WP Engine's core values serve as the framework for all our decisions and a means of holding ourselves accountable. This is what we stand for.

**Do the Right Thing**
We act with integrity, always making decisions that we believe are honest and fair for everyone involved.

**Customer Inspired**
We aim to turn our customers into advocates by earning their trust and celebrating their successes as our own.

**Design Matters**
We put care and thought into everything we build, showing we value quality and detail.

**Committed to Give Back**
We contribute to our local communities and the WordPress community, inspiring others and making a positive impact.

**Built for Growth**
We learn and grow from both our successes and our mistakes, aiming for a better future for everyone.
What sets us apart: *brand value pillars*

Our four brand pillars embody the characteristics that set us apart from others. When we're short on time and want to convey to people what makes us special, we say that WP Engine delivers unmatched performance, expert guidance, and cutting-edge innovation, all while fostering a people-focused culture that prioritizes care and inclusivity.
02. Logos
The history of the cog

An engine to power your freedom to create

The cog brand element has been used by WP Engine since 2013, representing the element powering the sites of our customers. The cog's design was lightly updated in 2024 for a more rounded and spaced look with increased functionality when shown at smaller scale.

Our core: Managed WordPress + our customers

WP Engine's history is rooted in its core offering: our managed WordPress platform to power sites. Additionally, we are a business continually inspired by our customers. We use the circle at the heart of our logo to represent our core business, and the customers who are at the heart of everything we do.

A multi-product, multi-persona story

The outer ring of the cog is made of unique notched pieces that can represent the multiple tools and plugins we've built for WordPress, working elegantly with each other and paired with our core Managed WordPress offering. We also use these shapes as a container for employee images to represent the team of people that make WP Engine special.
Corporate logo

Logo lockup

The logo consists of the wordmark and the brand mark, known as the “cog.” Both units together make the logo and should be used as a single graphic. The relative size and spatial relationship of the logo elements should not be altered.

The trademark symbol ™ should be used until our logo registration is complete. Once registered, the registration symbol ® should always accompany our logo.

The cog

The cog is a clear statement of our brand essence that we are the vital machinery that powers your digital presence.

Wordmark

Our wordmark is clean and professional. We are intentional in the choice of the font weight, where “WP” uses a heavy stroke, paying tribute to the WordPress ecosystem, and “engine” uses lowercase, regular weight of Inter Variable font that's consistent to the rest of the font style.
Corporate logo: primary usage

Our corporate logo versions were created with specific intent. Please keep their integrity intact.

- Please only use provided logos files without any alterations
- Ensure logos are selected to be high contrast against a solid background for visibility

2-Color

- The primary version of our logo is the teal + navy on a light background.
- Our cog mark should always be our WP Engine teal color.
- Depending on the background, use either white or navy (whichever provides the highest contrast)

1-Color

- When a single color / high-contrast version of our logo is required, pick the option with the highest contrast with its background.
- Single color versions of that logo may be shown in either white or in navy.
- Consult the brand team about third parties wishing to use the WP Engine logo in other colors.
Corporate logo: secondary usage

Stacked version

Use the stacked logo for tight horizontal spaces like mobile apps or banner ads. It’s made to keep our brand looking good when horizontal space is limited. These should generally follow the same rules as the horizontal logo: high contrast against backgrounds and prioritize usage of the dual color on a light background.

Cog-only version

The cog-only version of the logo can be used alone as a design element or an avatar of the company for things like company social profile images. This graphic does not require a registered trademark symbol.
Corporate logo: usage guidelines

Clearspace
When shown with other design elements, our logos need to breathe. Clearspace protects our brand integrity and clarity.

- **Horizontal version**: Use the height of the "P" in WP Engine to keep intruding elements from the surroundings.
- **Stacked version**: Because the text is smaller in this version, we use a notched shape from our cog to provide spacing on all sides.
- **Cog-only version (for circular crop placements)**: When putting a square logo into a round hole, we resize the cog to 60% of the image height in order to prevent any element from being cropped.

Minimum sizing
The maximum size of our logo is infinite, while the minimum size is 22px high in digital uses and .75 inch wide for print. Minimum for the stacked logo is 68px high in digital uses and .5 inch wide for print.

**Horizontal minimum sizing**
22px height digital / .75in width print

- **Stacked minimum sizing**
68px height digital / .5in width print
Corporate logo: what not to do

- Don't use logo files that aren't provided by the brand department.
- Don't alter the color of the individual elements.
- Don't alter the layout of the individual elements.
- Don't use the logo on a background with low contrast.
- Don't use the wordmark in place of text when representing WP Engine in a sentence.
- Don't use the logo on top of busy photographic elements.
- Don't use the wordmark alone.
- Don't stretch or condense the logo.
- Don't replace the wordmark with text.
- Don't rotate the logo.
- Don't stack WP and Engine.
- Don't use the logo without the registration mark.
Co-branding

You can pair the WP Engine logo with other company logos by following these steps:

- For co-branding, use the horizontal version of WP Engine logo only (shown here).
- Adhere to both the WP Engine logo guidelines and those of the partner.
- Keep enough space between logos to maintain their distinct identities. This space should be as wide as the WP Engine cog mark, with a vertical divider centered between them.
- Align logos at their vertical or horizontal centers.
- The divider line’s width should be half that of the WP Engine logo’s “i”.
- The divider line’s height should be 1.25 times the cog mark’s height (Horizontal version) and width of the widest logomark (Vertical version).
03. Color palette
Primary palette

Our brand palette is vibrant and expansive, representing the energy and vitality of the company culture and brand personality.

The primary brand colors are teal, blue, and navy, a spectrum that provides the technological confidence and peace of mind as symbolic of our brand pillar.

Primary

WP Engine Teal
HEX: #0ECAD4
RGB: 14 202 212
Pantone: 319 C
CMYK: 66 0 21 0

WP Engine Blue
HEX: #006BD6
RGB: 0 107 214
Pantone: 265 C
CMYK: 84 58 0 0

WP Engine Navy
HEX: #002447
RGB: 0 36 71
Pantone: 2768 C
CMYK: 100 48 0 72
WP Engine brand: Color balance and proportion

The WP Engine Brand uses a core color ratio to determine the amount of color that lives on the page. Color proportions should try to adhere as closely as possible to the guidance below.

<table>
<thead>
<tr>
<th>PRIMARY</th>
<th>SECONDARY</th>
<th>ACCENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>60%</td>
<td>30%</td>
<td>10%</td>
</tr>
</tbody>
</table>

- **Background** (Main color)
- **Text** (Combination in total)
- **Elements** (Logo, icons)

<table>
<thead>
<tr>
<th>LIGHT</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>White (Brand Primary/Web/Product light mode)</td>
<td>Navy</td>
<td>Teal</td>
</tr>
<tr>
<td></td>
<td>Dark Gray</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Blue</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DARK</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Navy (Brand/Marketing assets)</td>
<td>White</td>
<td>Teal</td>
</tr>
<tr>
<td>Dark Gray (Product dark mode)</td>
<td>Light Gray</td>
<td></td>
</tr>
</tbody>
</table>
Secondary and tertiary palette

Additional color options provide design flexibility to align with various moods and contexts. Purple, green, yellow, and orange serve as our secondary palette, adding a touch of personality and emphasis to our brand. Use of these colors is encouraged especially for internal purposes to help showcase the richness and vibrancy of our culture. Our tertiary colors are more functional from a UX perspective with neutrals serving as a background palate and our red serving as a sharp warning (which should be used sparingly).

Secondary

<table>
<thead>
<tr>
<th>Color</th>
<th>HEX</th>
<th>Pantone</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purple</td>
<td>#7A4E5E</td>
<td>2225 C</td>
<td>47 70 229</td>
</tr>
<tr>
<td></td>
<td>RGB</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>122 69 229</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green</td>
<td>#039B5C</td>
<td>340 C</td>
<td>98 41 39</td>
</tr>
<tr>
<td></td>
<td>RGB</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3 155 92</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yellow</td>
<td>#FFC34E</td>
<td>1225 C</td>
<td>0 24 69 0</td>
</tr>
<tr>
<td></td>
<td>RGB</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>255 195 78</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Orange</td>
<td>#FF6119</td>
<td>1585 C</td>
<td>0 82 90 0</td>
</tr>
<tr>
<td></td>
<td>RGB</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>255 97 25</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Tertiary

<table>
<thead>
<tr>
<th>Color</th>
<th>HEX</th>
<th>Pantone</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red</td>
<td>#D01243</td>
<td>1788 C</td>
<td>92 70 13</td>
</tr>
<tr>
<td></td>
<td>RGB</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>221 18 67</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Light Gray</td>
<td>HEX</td>
<td>#F4F5F6</td>
<td>7541 C</td>
</tr>
<tr>
<td></td>
<td>RGB</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>244 245 246</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medium Gray</td>
<td>HEX</td>
<td>#586C74</td>
<td>431 C</td>
</tr>
<tr>
<td></td>
<td>RGB</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>81 108 116</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dark Gray (text)</td>
<td>HEX</td>
<td>#1F2426</td>
<td>419 C</td>
</tr>
<tr>
<td></td>
<td>RGB</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>31 36 38</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Gradients

Gradients enhance the design sophistication, promoting a premium and cohesive perception of our brand. Our primary, more solid gradients generally include WP Engine teal combined with another primary or secondary color, and adopt a radiant style. These elements are used to help add depth and dimension to our products, tools, plugins, or areas of interest in design where we want to add a splash.

Lighter gradient versions can be employed as background components to add depth to the overall design aesthetic. Radial gradients start with lighter WP Engine Teal in the top-left, with a 45-degree angle into the secondary color in the bottom-right.
04.

Typography
Heading typography: Lora

Lora, our heading font, combines elegance with readability, making headlines stand out and creating a clear visual hierarchy. Its open-source nature aligns with our commitment to accessibility and community.
Primary typography: Inter 4

Inter, chosen for our body text and integrated into our product and ecosystem logos, embodies flexibility in typography, offering versatile application across different mediums. Its variable version 4 is optimized for both screen and print, focusing on readability and legibility while maintaining an efficient file size for quick load times. This modern and open-source font underlines our dedication to innovation and accessibility.
Typographic hierarchy

Lora and Inter make up our brand font set. Each exhibits a distinct personality, representing the Friendly and Sage-like aspects of our brand persona. As products of open source libraries, they underscore our commitment to the open source WordPress community.

Headlines are set in Lora Medium and emphasis words (used sparingly), are set in Lora Medium Italic. Guidance for our web properties below. Specific sizing may vary by channel.

EYEBROW STYLING

Inter Variable Medium, 16px, 110% line spacing, 10% letter spacing, Medium Gray #5B6C74

This is a headline.

Lora Medium, 68px, 110% line spacing, -1% letter spacing, Navy #002447
Lora Medium Italic, 68px, 110% line spacing, -1% letter spacing, Navy #002447

This is a section header.

Inter Variable Medium, 45px, 125% line spacing, Dark Gray #1F2426

This is what a section subhead would look like.

Lora Medium, 37px, 110% line spacing, -1% letter spacing, Dark Gray #1F2426

This is a content header.

Inter Variable Medium, 31px, 125% line spacing, Dark Gray #1F2426

This is a small content header.

Inter Variable Bold, 26px, 125% line spacing, Dark Gray #1F2426

And when body copy comes into play, this is what the content would look like. The color is derived from a green-tinted gray value that has enough contrast to stand-off of the page but doesn’t look like a black.

Hyperlink

Inter Variable Regular, 16px, 150% line spacing, Dark Gray #1F2426

Inter Variable SemiBold, 16px, Blue #006BD6
## Primary and backup fonts

<table>
<thead>
<tr>
<th>Best</th>
<th>Good</th>
<th>Backup</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lora</strong></td>
<td><strong>Lora</strong></td>
<td><strong>Georgia</strong></td>
</tr>
<tr>
<td>Inter 4</td>
<td>Inter 3</td>
<td>Helvetica, Arial</td>
</tr>
</tbody>
</table>

### Primary brand font pairing

Marketing materials, illustrations, collateral, and anything created by the Brand team should use our primary font pairing.

### Backup pairing 1

**Screen and internal cloud tools**

Internal documents created in any product within Google Suite might only have access to an older version of Inter, which will still work in those contexts.

### Backup pairing 2

**Restricted font choice applications**

Used in channels with readability, rendering constraints, or general restriction to outside fonts such as web-safe fall back fonts for web and email tools – these fonts will give a general approximation of our brand.
05.
Iconography
Visual direction

We've put together a unified set of icons that not only help market our products but are also used within them. These icons clearly showcase the main features of our products, tools, and plugins, ensuring users understand their capabilities at a glance.

By choosing a two-color design, our icons easily match with whatever they are paired with, ensuring a cohesive and attractive appearance across all our offerings. In UI-specific circumstances, single-color design may be used.

Color options

The primary icon color set is Teal and Blue. Additional color variants in 2 color and 1 color are available based on creative use. Contact the brand team if an additional color variant is needed.

Brand color sets
- Teal and Blue
- Navy
- Teal and White
- White

Available sizes

General icons are available in two sizes, 64px and 48px. 64px is the default and most commonly used, with 48px available when smaller icons are required, in instances such as email.

24px icons are used exclusively for product UI and web applications.
General Icons

We've crafted a diverse array of icons to vividly represent key business concepts, setting 64px as the go-to size for clarity and impact. For tighter spaces, like emails, a compact 48px option is at your disposal. Teal and Blue dominate our palette, but we've got you covered with extra color options for dark mode and monochrome scenarios.
Product UI Icons

Our Product UI icons, streamlined in single color and exclusively set at 24px, are crafted for use within our product, tool, or plugin portals, serving UX needs with precision. These icons complement our marketing-oriented iconography, providing a cohesive visual experience across our digital environments.
06. Photography
Photography ecosystem

WP Engine’s photography captures the essence of every stage in a WordPress builder’s journey. Placing our customers at the heart of our strategy, our photography guidelines aim to vividly showcase their individuality, autonomy, and vibrant energy.

Utilizing our own WP Engine employees as the talent in the majority of our photography. This approach underscores the idea that we, as a company, embody the same values and aspirations as our customers, fostering relatability and camaraderie.
Portraits

Portrait photography humanizes our team members, and evokes positive emotions and energy. By making intentional contacts through the lens, these photographs intend to create a direct connection with the viewers.

Never use executive members’ photography for campaign purposes. Those should be reserved for thought leadership and company profiles.

When to use:

- Promotional advertising
- Promotional site placement
- Promotional email
Environmental

Environmental photography depicts authentic scenes and in-creation moments. Usually featured with more than one team member, these shots are designed to draw the viewers in, making them feel an integral part of our narrative.

When to use:

- Evergreen advertising
- Social
- Email
- Content
- Agency programs
Lifestyle

In our lifestyle photography, WP Engine employees embody the welcoming sage persona that epitomizes our brand. This approach reinforces the notion that WP Engine’s team members are akin to our customers, serving as authentic advocates. They are carefully selected to represent the diverse personas within our customer base, spanning SMBs, developers, enterprises, and agencies.

When to use:

- Targeted, persona-level advertising
- Evergreen site placement
- Social
- Email
Devices

Device photography shows off our innovation and productions, which are truly the differentiators that substantiates our premium branding. By carefully balancing the product versus people images, we ensure our visual identity communicates the sophistication and premium feel.

When to use:

- In-program experience
- LCM emails
- Site placement
- Social
- Content
- Blog
Customer and employee photography

In marketing assets where both customers and WP Engine personas are featured, we distinguish between them by the following methods:

- Positioning customers within the circle, symbolizing their central role in the ecosystem.
- Positioning WP Engineers within the cog piece, symbolizing the supportive and guiding role they play around the customer.
- Adding credits with the name and title to highlight the presence of the WP Engineer.
07. Storytelling
Our messaging sentiment

Our messaging is crafted to resonate on every level, transitioning fluidly from emotional to rational appeals to meet our audience exactly where they are in their journey with us. With our tagline, “confidence online,” we encapsulate this dual approach. Initially, we draw in users with the emotional appeal of our products, services, and plugins—highlighting the practical solutions we offer to their real-world challenges, from website development woes to the need for seamless collaboration. This lays the groundwork for a deeper connection.

As customers progress in their lifecycle, our messaging evolves to emphasize the tangible, rational benefits of choosing WP Engine. We pivot to underscore how our tools and expert team not only solve immediate problems but also open doors to new possibilities, such as significant time savings and enhanced efficiency.

This strategy mirrors the way we approach our illustrations: starting with human-centric marketing to capture hearts and gradually blending in the transformative impact of our technology on real lives. It’s a nuanced approach, scaling our message from emotional to rational, ensuring it’s tailored to align with the audience’s current needs and perspectives, thereby fostering a deeper engagement with our brand.

Your website is more than just data; it’s a story waiting to be told.
We understand the emotional investment you’ve made in your digital presence, and you deserve a stress-free journey as you migrate your website with us.

Confidence Online

Experience managed WordPress with unmatched speed, 99.95%+ uptime, and SOC-2 certified security. Our support boasts a 99% first-contact resolution rate, making us the most trusted WordPress platform globally.
Voice and tone

The defining characteristics of our brand voice ensure that we always sound like WP Engine, no matter the channel, medium or message.

Inspired by the Friendly Sage archetype, the voice shines through three defining characteristics:

**Inspirational**
At WP Engine, we are your guiding mentor to showcase the latest and greatest in WordPress technology. We navigate and guide along the complex journey of WordPress business.

- **Encouraging**
  - not commanding

- **Guiding**
  - not patronizing

- **Motivating**
  - not pressuring

- **Mentoring**
  - not overbearing

- **Celebrating**
  - not over-praising

**Principled**
We believe in the power of practical wisdom. We are committed to transparency, clarity, intelligence, and ethical behavior. By delivering insights and content at the place and time that you need it most, we are dedicated to power the creativity for your online potential.

- **Transparent**
  - not vague

- **Factual**
  - not cold

- **Decisive**
  - not authoritarian

- **Intelligent**
  - not showy

- **Ethical**
  - not judgmental

**Approachable**
Our brand voice is like a friendly partner, recognizing that the online journey can be challenging and overwhelming at times, but we are in it together with you. We offer guidance and resources that cater to your needs and goals, providing a sense of stability and support through highs and lows.

- **Friendly**
  - not playful

- **Relatable**
  - not overly casual

- **Joyful**
  - not whimsical

- **Attentive**
  - not intrusive

- **Authentic**
  - not overzealous
Writing and editorial style

In our brand's writing and editorial style, clarity, consistency, and authenticity are paramount. We follow an adapted version of the AP style for WP Engine editorial writing. Here are some highlights:

**Headlines**

Use sentence case with no period for all headlines. Add punctuation only when it is necessary for the understanding of the headline. Proper nouns should be capitalized. Do not use title case.

**Capitalization**

In body copy, we use the "down" style of capitalization, meaning that the use of capital letters is minimized. Only proper nouns, special terms that are consistently capitalized in your field, and certain titles immediately preceding a name should be capitalized. Title-case is reserved for call-to-action items, and is to be used sparingly for emphasis.

**SEO best practices**

When writing for external-facing content esp. those living on the website, incorporate relevant keywords and phrases naturally into our content to improve search engine visibility while ensuring readability and user engagement.

**Numbers**

In general prose, numbers one through one hundred are spelled out (with certain exceptions like measurements, ages, and percentages), while larger numbers are usually represented in numerals.

**Punctuation & other marks**

- **Commas:** with the exception of PR documents, WP Engine uses the Oxford comma for clarity and style. the Oxford comma (also known as the serial comma), which is the comma used before the conjunction in a series of three or more items. For example, “We need eggs, milk, and bread.”

- **Exclamation marks:** used to indicate excitement or yelling. As such, it should be used in moderation to be effective.

- **Quotation Marks and punctuation:** we follow the American English practice of placing commas and periods inside quotation marks, regardless of logic

- **Hyphenation:** use in compound adjectives before nouns (e.g., "well-known author") but not after nouns or when the compound includes an adverb ending in -ly.
### Special capitalization and spacing

When referring to WP Engine and related industry terms in our communications, it’s essential to maintain consistency and accuracy to uphold our brand identity and expertise in the industry standards.

<table>
<thead>
<tr>
<th>Term</th>
<th>Correct</th>
<th>Incorrect</th>
</tr>
</thead>
<tbody>
<tr>
<td>WP Engine</td>
<td>WP Engine</td>
<td>WPE (externally), WPEngine, WordPress Engine, wp engine</td>
</tr>
<tr>
<td>WordPress</td>
<td>WordPress</td>
<td>Wordpress, wordpress</td>
</tr>
<tr>
<td>Website</td>
<td>website</td>
<td>web site</td>
</tr>
<tr>
<td>eCommerce</td>
<td>eCommerce, eComm</td>
<td>Ecommerce, ecommerce, ecom</td>
</tr>
<tr>
<td>open source</td>
<td>open source</td>
<td>Open-Source, opensource</td>
</tr>
</tbody>
</table>
Questions?

For more information or questions about use case, please reach out to brand@wpengine.com.