



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.

1. Who is WP Engine

2. Logos

3. Color palette

4. Typography

5. Iconography

6. Photography

7. Storytelling



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.

#1

WordPress provider
among top 200K most visited websites

150+

countries

1.5M+

users and customers

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.



Elevated
expertise



People-focused
culture



Relentless
innovation



Unmatched
performance



02. Logos



The history of the cog

An engine to power your freedom to create

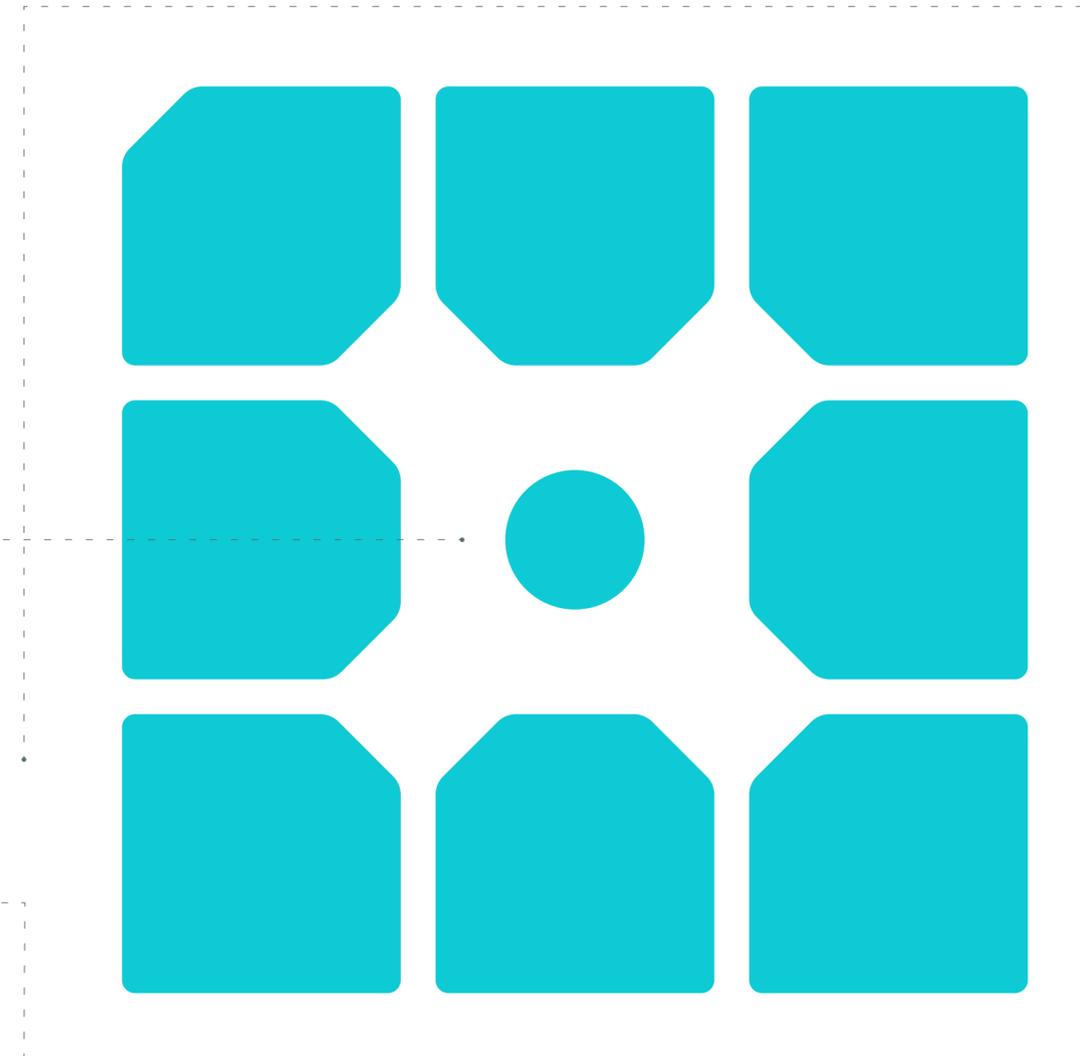
The cog brand element has been used by WP Engine since 2013, representing the element powering the sites of our customers. The cog's design was lightly updated in 2024 for a more rounded and spaced look with increased functionality when shown at smaller scale.

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

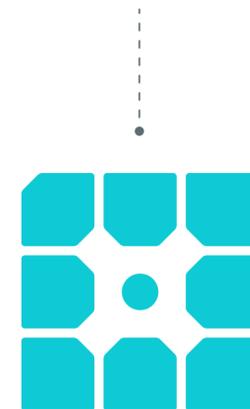
Logo lockup

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.



WP engine™

Wordmark

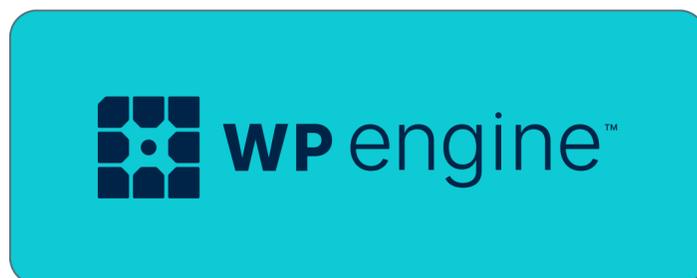
Our wordmark is clean and professional. We are intentional in the choice of the font weight, where “WP” uses a heavy stroke, paying tribute to the WordPress ecosystem, and “engine” uses lowercase, regular weight of Inter variable font that’s consistent to the rest of the font style.

Corporate logo: *primary usage*

Horizontal version | 2-color



Horizontal version | 1-color



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.



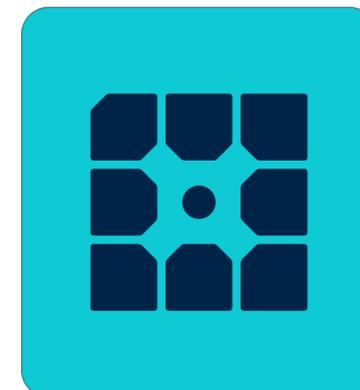
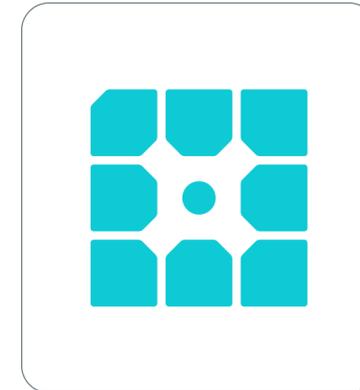
Vertical version |
2-color



Vertical version |
1-color

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.

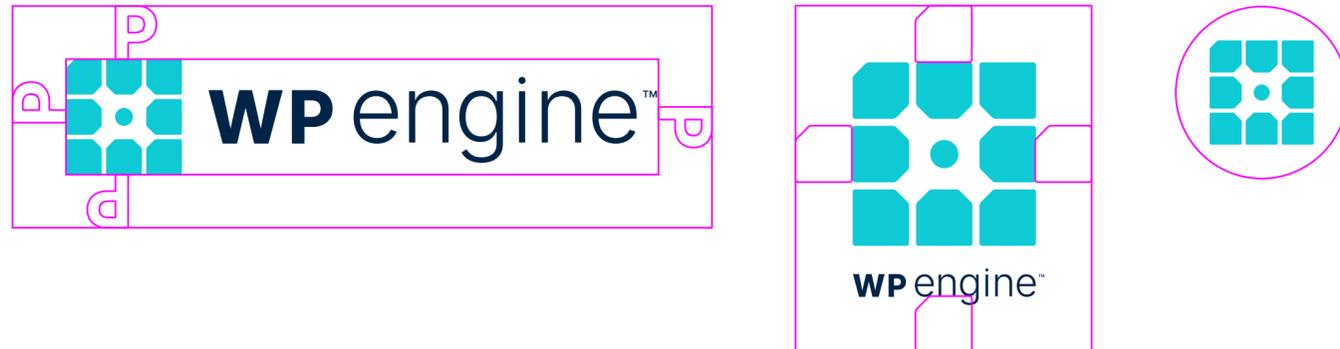


Corporate logo: *usage guidelines*

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*



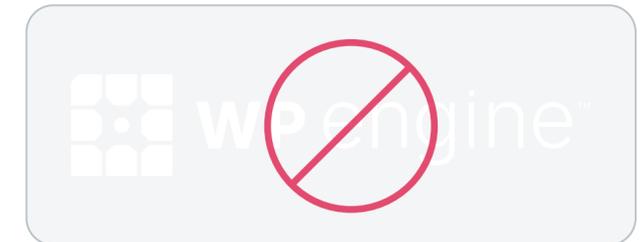
Don't use logo files that aren't provided by the brand department.



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).

Horizontal



Vertical



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	WP Engine Blue	WP Engine Navy
HEX #0ECAD4	HEX #006BD6	HEX #002447
RGB 14 202 212	RGB 0 107 214	RGB 0 36 71
Pantone 319 C	Pantone 285 C	Pantone 2768 C
CMYK 66 0 21 0	CMYK 84 58 0 0	CMYK 100 49 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.

PRIMARY

60%

Background
(Main color)

SECONDARY

30%

Text
(Combination in total)

ACCENT

10%

Elements
(Logo, icons)

LIGHT

White (Brand Primary/Web/Product light mode)	Navy	Dark Gray	Blue	Teal
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DARK

Navy (Brand/Marketing assets)	White	Teal
Dark Gray (Product dark mode)	Light Gray	

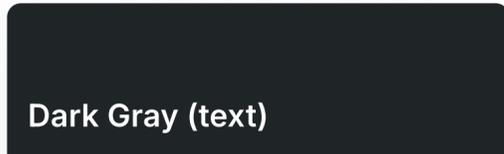
Secondary and tertiary palette

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

			
Purple	Green	Yellow	Orange
HEX #7A45E5	HEX #039B5C	HEX #FFC34E	HEX #FF6119
Pantone 2725 C	Pantone 340 C	Pantone 1225 C	Pantone 1585 C
RGB 122 69 229	RGB 3 155 92	RGB 255 195 78	RGB 255 97 25
CMYK 47 70 0 10	CMYK 98 0 41 39	CMYK 0 24 69 0	CMYK 0 62 90 0

Tertiary

			
Red	Light Gray	Medium Gray	Dark Gray (text)
HEX #DD1243	HEX #F4F5F6	HEX #5B6C74	HEX #1F2426
Pantone 1788 C	Pantone 7541 C	Pantone 431 C	Pantone 419 C
RGB 221 18 67	RGB 244 245 246	RGB 91 108 116	RGB 31 36 38
CMYK 0 92 70 13	CMYK 10 0 4	CMYK 22 7 0 55	CMYK 18 5 0 85

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.

 <p>Center</p> <table><thead><tr><th>HEX</th><th>RBG</th><th>CMYK</th></tr></thead><tbody><tr><td>#5EDCE2</td><td>94 220 226</td><td>58 3 0 11</td></tr><tr><td>#0CA8B1</td><td>12 168 177</td><td>93 5 0 17</td></tr></tbody></table>	HEX	RBG	CMYK	#5EDCE2	94 220 226	58 3 0 11	#0CA8B1	12 168 177	93 5 0 17	 <p>Power</p> <table><thead><tr><th>HEX</th><th>RBG</th><th>CMYK</th></tr></thead><tbody><tr><td>#0ECAD4</td><td>14 202 212</td><td>93 5 0 17</td></tr><tr><td>#006BD6</td><td>0 107 214</td><td>100 50 0 16</td></tr></tbody></table>	HEX	RBG	CMYK	#0ECAD4	14 202 212	93 5 0 17	#006BD6	0 107 214	100 50 0 16	 <p>Build</p> <table><thead><tr><th>HEX</th><th>RBG</th><th>CMYK</th></tr></thead><tbody><tr><td>#0ECAD4</td><td>14 202 212</td><td>93 5 0 17</td></tr><tr><td>#7A45E5</td><td>122 69 229</td><td>47 70 0 10</td></tr></tbody></table>	HEX	RBG	CMYK	#0ECAD4	14 202 212	93 5 0 17	#7A45E5	122 69 229	47 70 0 10	 <p>Grow</p> <table><thead><tr><th>HEX</th><th>RBG</th><th>CMYK</th></tr></thead><tbody><tr><td>#0ECAD4</td><td>14 202 212</td><td>93 5 0 17</td></tr><tr><td>#039B5C</td><td>3 155 92</td><td>98 0 41 39</td></tr></tbody></table>	HEX	RBG	CMYK	#0ECAD4	14 202 212	93 5 0 17	#039B5C	3 155 92	98 0 41 39	 <p>Elevate</p> <table><thead><tr><th>HEX</th><th>RBG</th><th>CMYK</th></tr></thead><tbody><tr><td>#0ECAD4</td><td>14 202 212</td><td>93 5 0 17</td></tr><tr><td>#00366B</td><td>0 54 107</td><td>100 50 0 58</td></tr></tbody></table>	HEX	RBG	CMYK	#0ECAD4	14 202 212	93 5 0 17	#00366B	0 54 107	100 50 0 58	 <p>Spark</p> <table><thead><tr><th>HEX</th><th>RBG</th><th>CMYK</th></tr></thead><tbody><tr><td>#FFC34E</td><td>255 195 78</td><td>0 24 69 0</td></tr><tr><td>#FF6119</td><td>255 97 25</td><td>0 62 90 0</td></tr></tbody></table>	HEX	RBG	CMYK	#FFC34E	255 195 78	0 24 69 0	#FF6119	255 97 25	0 62 90 0
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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.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ? /)

Lora

[Download](#) ↔



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.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ? /)

Inter 4

[Download](#) ↗



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.

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

[Hyperlink](#)

Inter Variable SemiBold, 16px, Blue #006BD6

Primary and backup fonts

Best

Lora
Inter 4

Primary brand font pairing

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

Good

Lora
Inter 3

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

Georgia
Helvetica, Arial

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



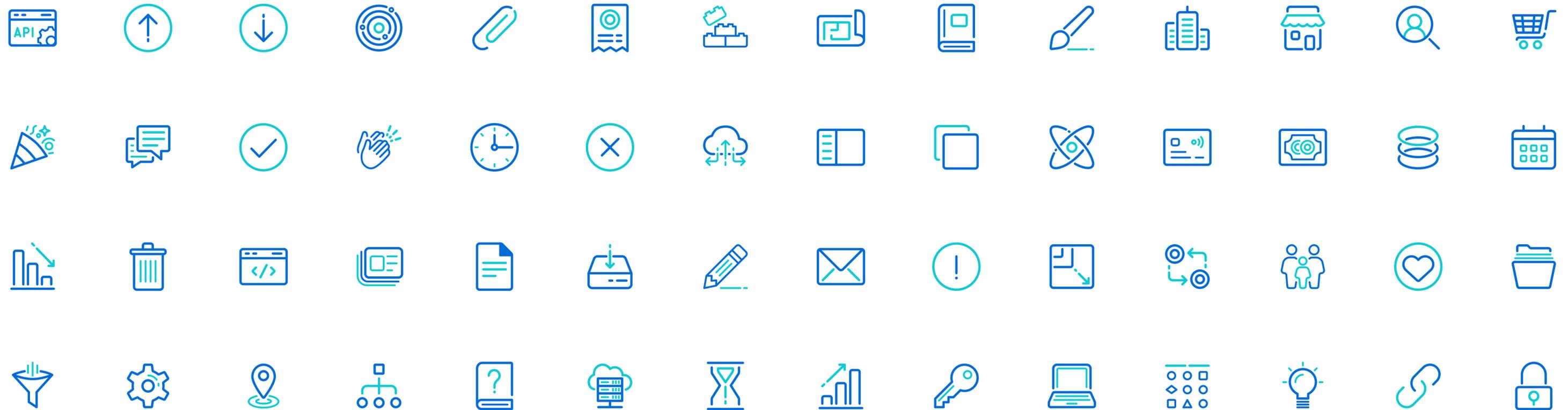
Available sizes

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.

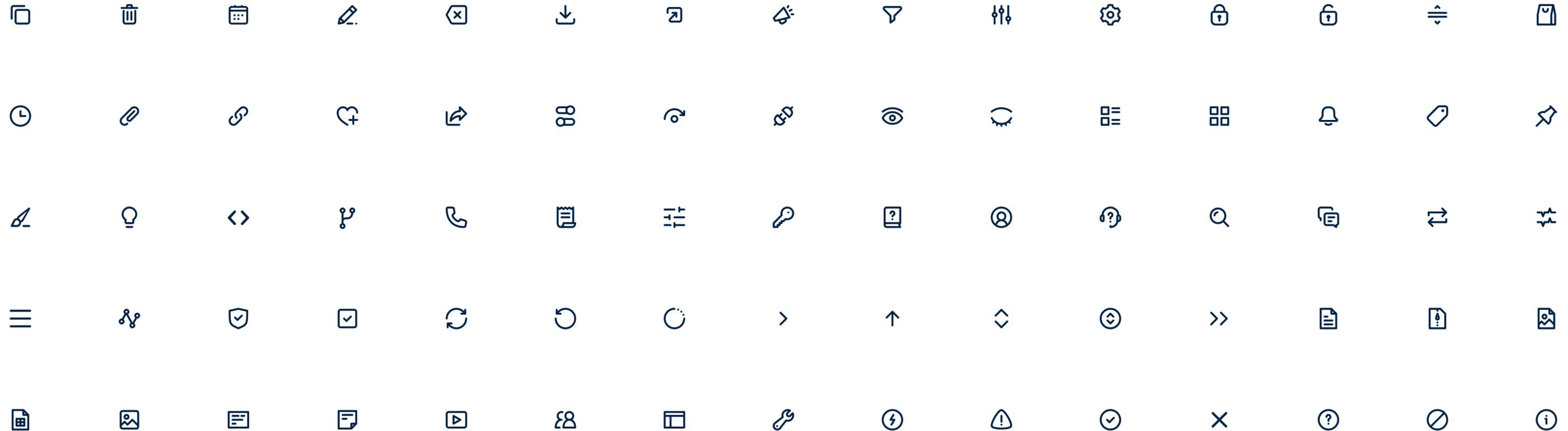
General Icons

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

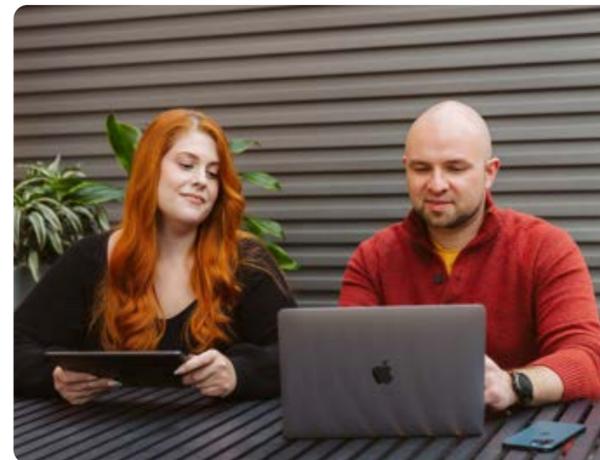


Environmental

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

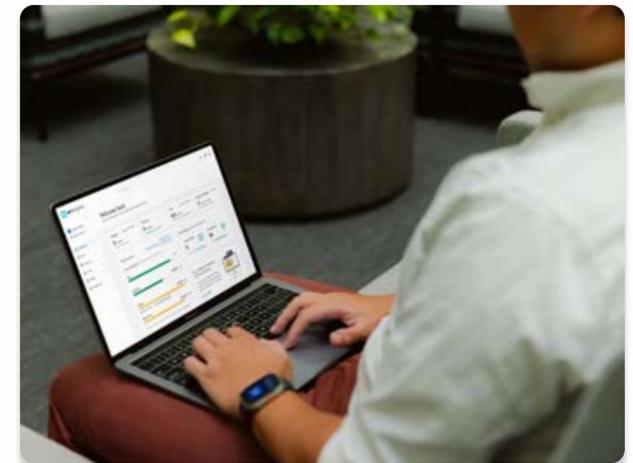


Devices

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.

Emotional

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.

Rational

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.

WP Engine

Correct: WP Engine

Incorrect: WPE (externally), WPEngine, WordPress Engine, wp engine

WordPress

Correct: WordPress

Incorrect: Wordpress, wordpress

Website

Correct: website

Incorrect: web site

eCommerce

Correct: eCommerce, eComm

Incorrect: Ecommerce, ecommerce, ecom

open source

Correct: open source

Incorrect: Open-Source, opensource

Questions?

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

