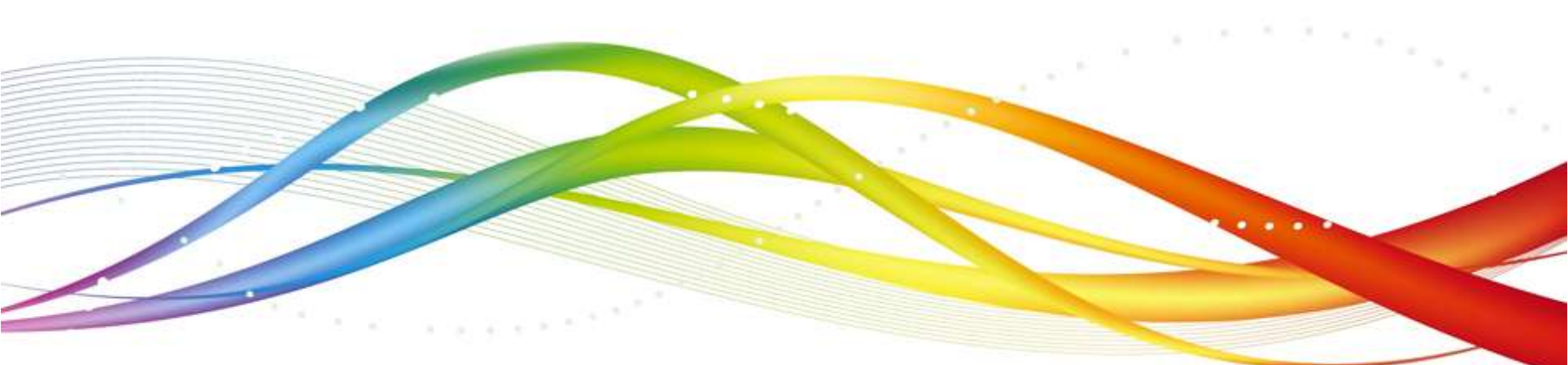




# Corporate Brand Guidelines

Corporate Brand



# Agenda

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**1 Brand Identity – Elements & Types**

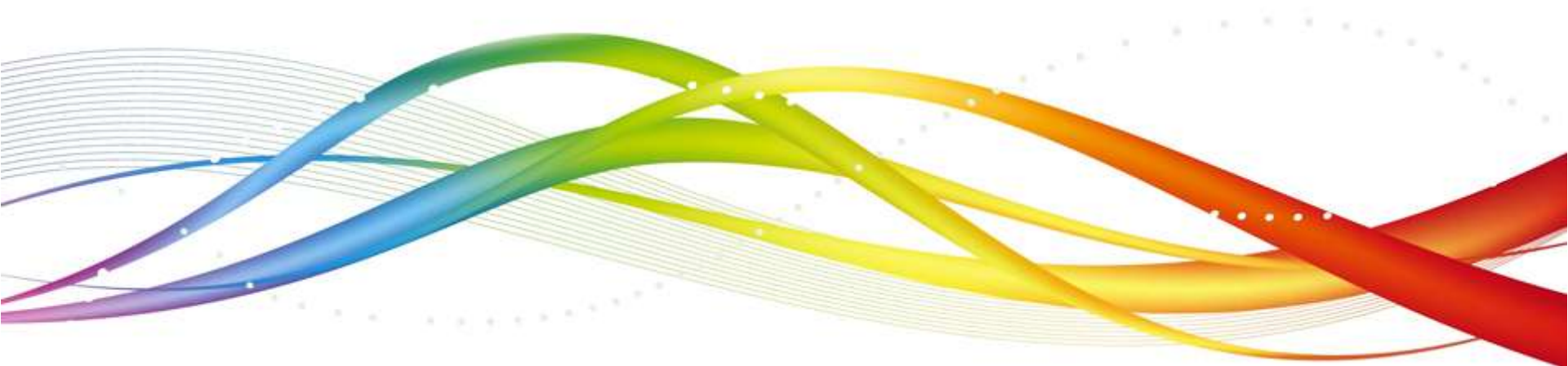
**2 Brand Personality & Tone of Voice**

**3 Brand Usage Guidelines**

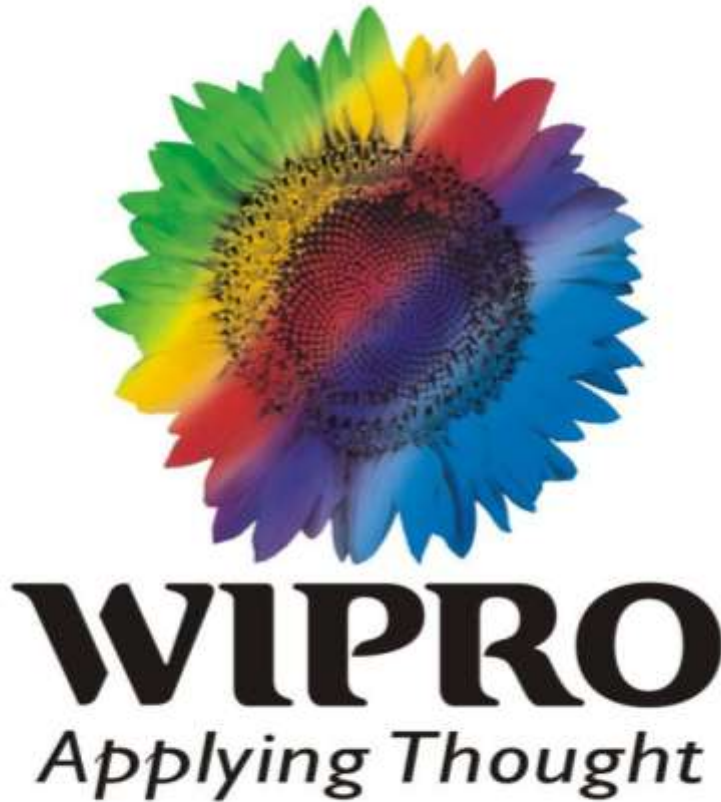
**4 Brand Governance**

**5 Brand Information Guide**

# Brand Identity – Elements & Types



# Brand Identity - Elements



- 3 elements
  - Rainbow Flower
  - Wipro
  - Applying Thought
- All 3 elements must always appear together

**Wipro - Founded on values (Spirit of Wipro) &  
Driven by the credo of 'Applying Thought'**

# Brand Identity - Elements

- Rainbow Flower



- Always refer to it as a ‘Rainbow Flower’
- Symbolizes the energy of our diversity, the dynamism of Team Wipro and the Yin-Yang balance we strive for.
- Connotation: Youthful & Energetic, Multifaceted, Innovative & Vibrant

- Significance of the colours :

- |            |  |
|------------|--|
| • Green →  | Fields, Prosperity, Freshness, Growth, Youth |
| • Yellow → | Sun, Warmth, Vitality, Aspirations           |
| • Red →    | Blood, Life giving, Dynamic, Auspicious      |
| • Violet → | Intelligence, Innovation, Mystery            |
| • Blue →   | Sky, Sea, Transparency, Natural              |

The image shows the word "WIPRO" in a bold, black, sans-serif font. The letters are set against a light blue grid background. The font is a unique handwritten style, reflecting Wipro's identity as a humane corporation. The letters are thick and have a slightly irregular, hand-drawn appearance. The word is centered horizontally within the frame.

### **‘Wipro’**

- Font: A unique handwritten creation to reflect Wipro as a humane corporation
- The typography is a scaled grid

# Brand Identity - Elements

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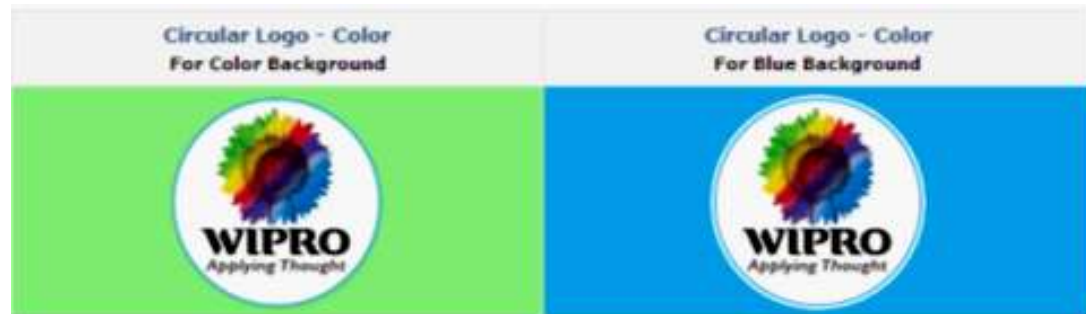
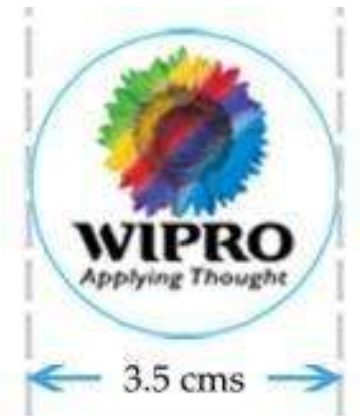
- *‘Applying Thought’*
  - Is Wipro’s commitment & credo - to uphold the Wipro values in our quest to deliver Innovation, Quality and Superior Value to all our stakeholders.
  - Connotation: Powerful, Intellectual, Futuristic, Maturity & Commitment to Innovation
- Dimensions
  - Thinking for the customer
  - Application of Thinking
  - Continuous Application
- Font:
  - Gill Sans
  - Inclined typography
  - Reflects the dynamism of Wipro

# Brand Identity - Forms

- Normal identity
  - For white background



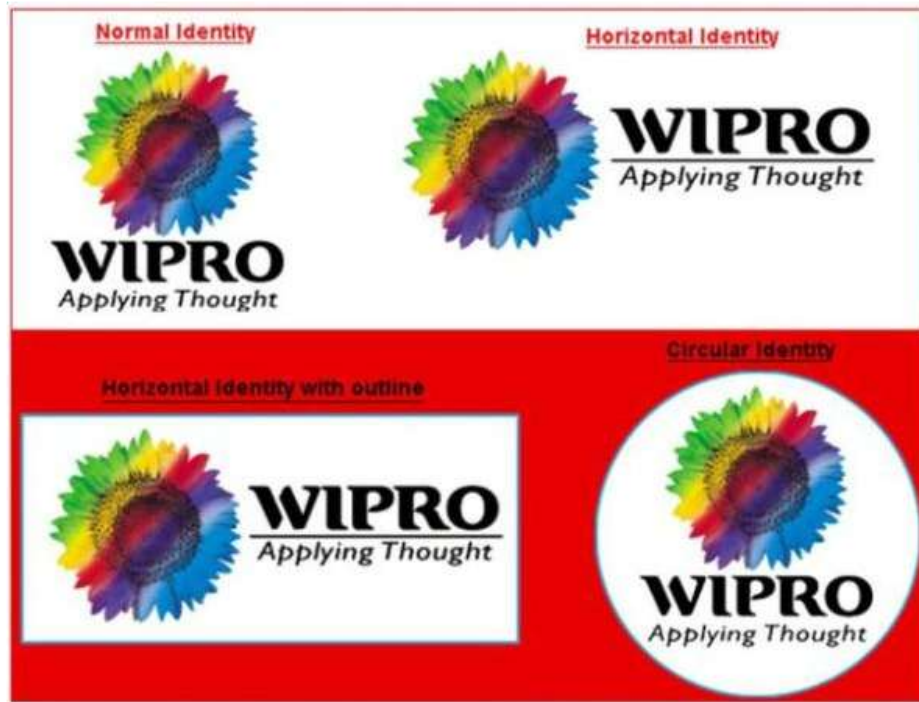
- Circular identity
  - For colour background
  - The circular contour is always blue



'Wipro Cares' and 'Wipro Applying Thought in Schools' are exceptions and can use the Wipro Logo with a blue contour on a white background. This is to avoid the interference of words



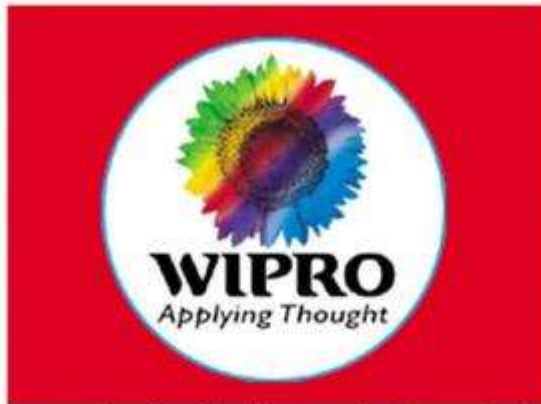
# Brand Identity - Forms



- Colour
  - Normal
    - ➔ White background
  - Circular
    - ➔ Colour background
  - Horizontal
    - ➔ Explicitly stated cases

# Brand Identity - Forms

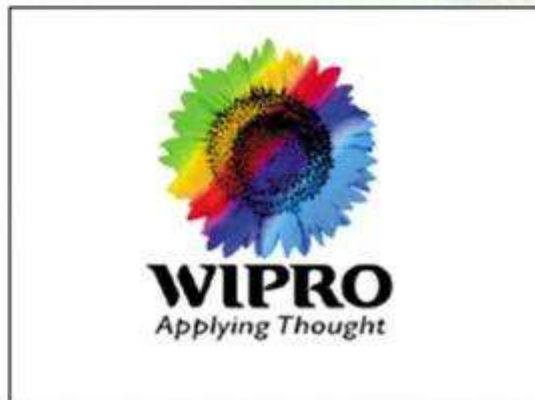
- Colour



The round contour identity on any background colour.  
Use this precise 100 cyan contour to create a brand unit.



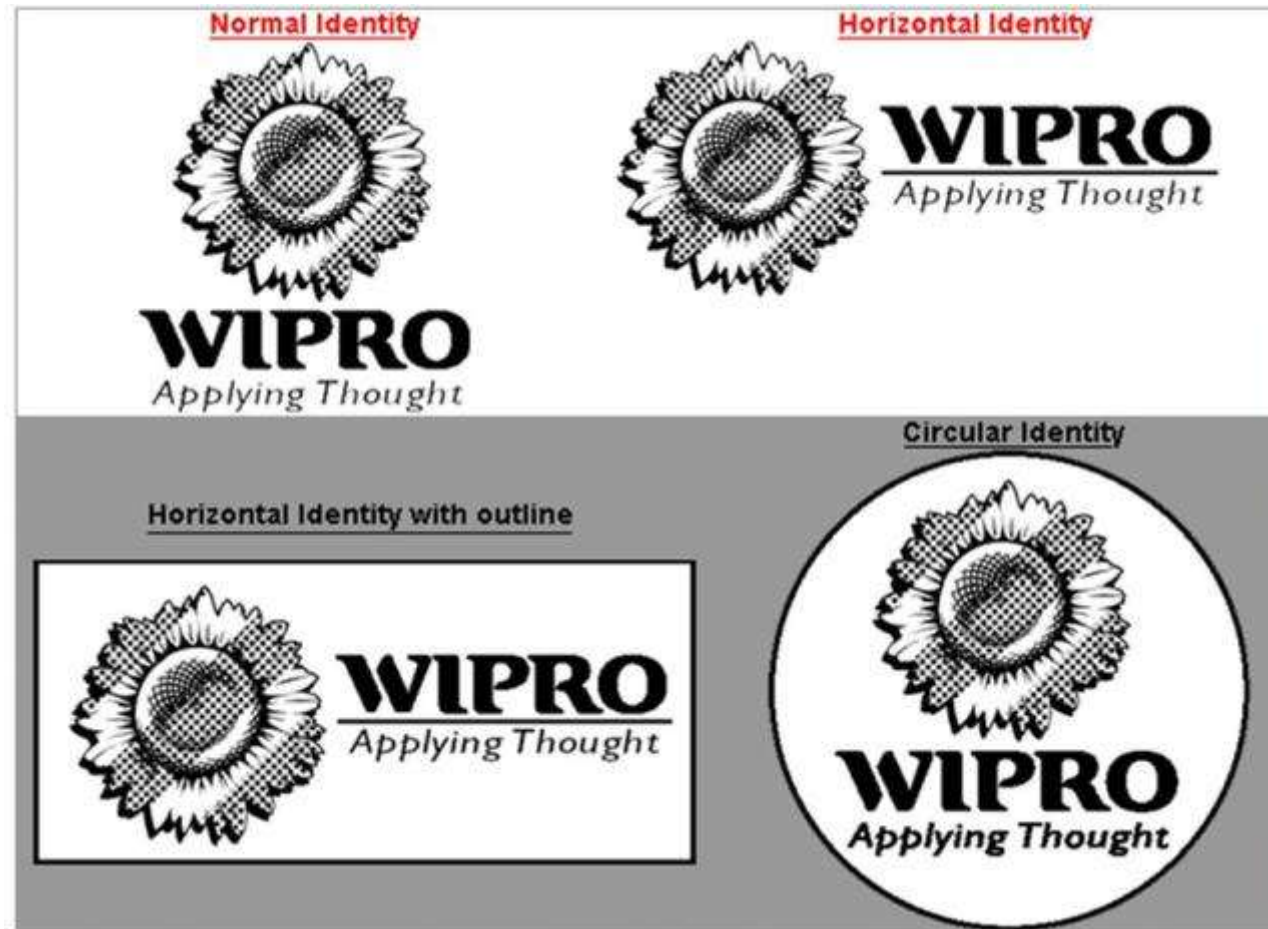
If the round contour identity is placed on a cyan background use this precise white to outline the contour.



Identity on a white background. No need for a contour.

# Brand Identity - Forms

- B & W



# Brand Identity - Forms

- B & W



The round contour black & white Identity on a black background. Use this precise white line to outline the contour.



No need for contour incase of white background

# Brand Identity - Forms



## Colour – Normal

- To be used on white background
- Most recommended Identity



## Colour – Circular

- To be used on coloured background
- The outline should always be blue
- Download the correct identity - do not draw a circular outline around the normal identity



## B&W – Normal

- To be used on white background
- For B&W communication;



## B&W – Circular

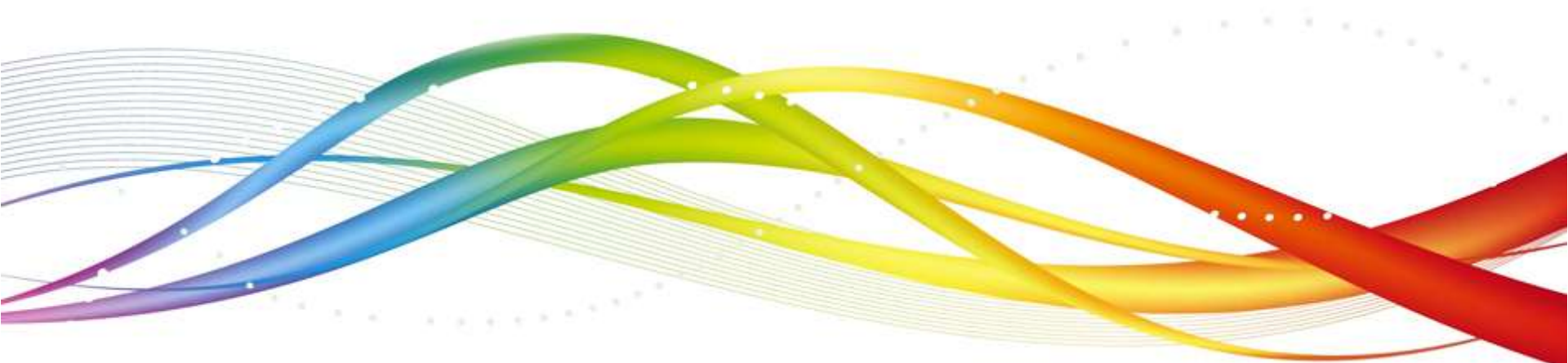
- To be used on black background
- For B&W communication;



## Colour – Rectangular

- To be used in when there is a restriction of space
- Press ads – where the size is less than 60 cc
- Corporate Hoardings - bereft of any message & horizontal in shape
- Selected Merchandize – e.g. Pen (on a circular surface)

# Brand Personality & Tone of Voice



# Brand Identity - Personality

*“A successful, innovative and humane corporation focused on consumer needs, offering a variety of products, solutions and services that fulfils those needs, keeping in mind the socio economic realities of the markets it serves.”*

*“A competent, trustworthy and honest business partner & employer, that places a premium on long term, mutually beneficial relationships and offers strong growth opportunities with an inspiring work & business atmosphere.”*

## Values - Spirit of Wipro

- **Intensity to Win**



## Wipro - Brand Personality

**Successful & Innovative, a Global Corporation**

- **Act with Sensitivity**



**Humane, Concern for the Society & Ecology**

- **Unyielding Integrity**



**Trustworthy & Honest; Responsible & Going beyond Compliance**



# Brand Wipro – Tone of Voice

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- The receiver of any Wipro communication from Wipro should experience a sound & feel that is aligned to its Brand Personality & in synch with its core Values
- The communication must reflect a quiet confidence that Wipro:
  - Believes in itself
  - Will complete what it set out to do & achieve its objectives
  - Can & will to deliver on its brand commitment : “Applying Thought”
  - Is a ‘Responsible Global Corporation’
- The key tone of voice elements are:
  - Intelligent, Innovative & Quietly Confident
  - Fair, Humane & Sensitive
  - Forthright , Transparent & Responsible



# Brand Wipro – Tone of Voice – E.g.



# KICK THEIR BUTS

(...and those 'ifs'...and 'whys'...the 'not dones'...the 'takes weeks'...the 'ybwes'...and the 'er-ums'.)

You've probably heard them all. Especially when things come to a boil. But more often than not, it's not the ability of your team that's to blame, as much as the resources they use. After all, the only way to get the best from your team is by giving them the means to deliver. Welcome the new Wipro SuperGenius Flex. Powered by the Intel® Pentium® Processor 1000 MHz. With lesser components for less things to go wrong, it combines speed with substance to perform the toughest of tasks with ease. Above all, it's backed by the highly reliable Microsoft Windows 2000. To make sure you are never let down, ever. No ifs. No buts. **SUPERGENIUS FLEX.** Just pure performance.

Wipro SuperGenius Flex with Intel® Pentium® Processor 1000MHz, 128 MB RAM, 3GB HDD, 12X CD-ROM, 56 Kbps Fax Modem, 35cm (13.1) Color Monitor. Monitor: Windows 2000 Professional.

Microsoft Wipro recommends Windows 2000 Professional for business. [www.wipro.com](http://www.wipro.com)



Example: SuperGenius Flex.

The brief: The SuperGenius Flex offers both performance and reliability. This is because it is built around 1000MHz PIII, which offers unmatched power and the latest Flex technology which makes for lesser components and therefore less can go wrong with it. From a customer point-of-view this translates into a 'no excuses' performance.

X

While the above ad communicates the benefit of performance and reliability impactfully, its tone of voice is **harsh and overly aggressive**. This is not in keeping with Wipro's personality. Therefore it was not approved.

# Brand Wipro – Tone of Voice – E.g.



There are always several reasons why a particular job can't be done

# NO MORE

You've probably heard them all. Especially when things come to a halt. But more often than not, it's not the ability of your team that's to blame, as much as the resources they use. After all, the only way to get the best from your team is by giving them the means to deliver. Welcome the new Wipro SuperGenius Flex. Powered by the Intel® Pentium® Processor 1000 MHz. With lesser components for less things to go wrong, it combines speed with robustness to perform the toughest of tasks with ease. Above all, it's backed by the highly reliable Microsoft Windows 2000. To make sure you are never let down, ever. No ifs. No buts. **SUPERGENIUS FLEX.** Just pure performance.

Wipro SuperGenius F10 with Intel® Pentium® II processor 1000MHz, 128 MB RAM, 4GB HDD, 32X CD-ROM, 56 Kbps Fax Modem, 256K (15) Colour Monitor, Mouse, Windows 2000 Professional.

Microsoft® Wipro recommends Windows 2000 Professional for business. [www.wiproindia.com](http://www.wiproindia.com)

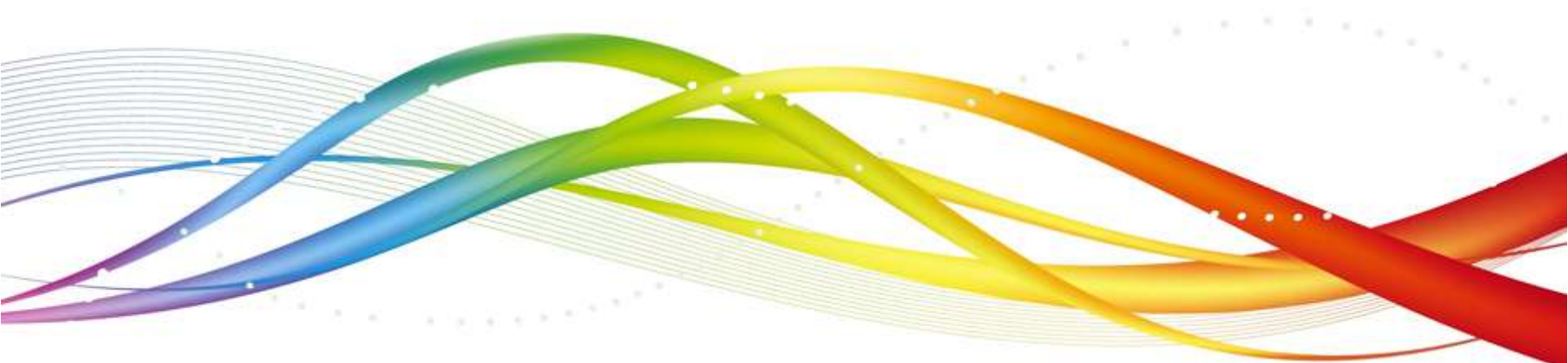


SuperGenius Flex revised ad.

The same ad has been reworked to conform to the Wipro brand personality. The headline here, communicates the same benefit, as impactfully and with a quiet confidence that is in keeping with the Wipro personality.



# Brand Usage Guidelines



# Brand Usage Guidelines

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## Background:

- The Wipro Brand identity is clearly one of our key assets. It enjoys the trust of our customers & other stakeholders, who believe that Wipro stands for quality, reliability & superior value.
- Given our global footprint across diverse businesses, the challenge is to communicate the Wipro brand personality - consistently, accurately & with maximum impact.
- The intent is not to curb creativity but to provide a framework for **consistent & focused** usage of the Wipro brand identity across all forms of communication across various touch-points, with a view to create a distinct & enduring brand image.

# Brand Usage Guidelines

- To increase or decrease the size of the identity, drag-and-drop from any of the 4 corners of the Identity
- Clearance equivalent to the letter 'P' in 'WIPRO' should be provided between the identity and the edges of the copy
- Design layout of any communication should not use any visual imagery of the Sunflower



# Brand Usage Guidelines

- Common Usage Violations



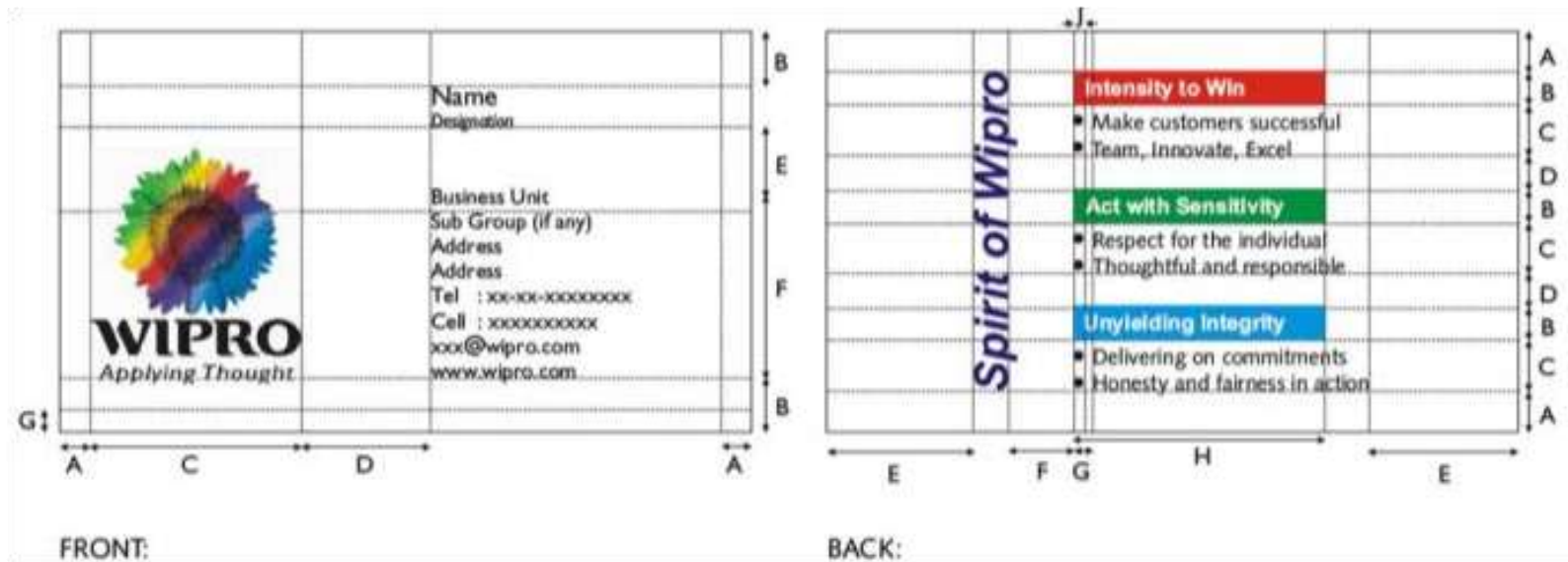
# Brand Usage Guidelines

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## Common Usage Violations

- Creation of Logos (images) for Products, Solutions and Business Units is **not** permissible.
- All such logo or name units should be restricted to 'Font Based' units. The font used for these units should be 'Arial'
- All such Font based units should be approved by the Brand team

# Brand Usage Guidelines



- Visiting Card

- Font: Gill Sans

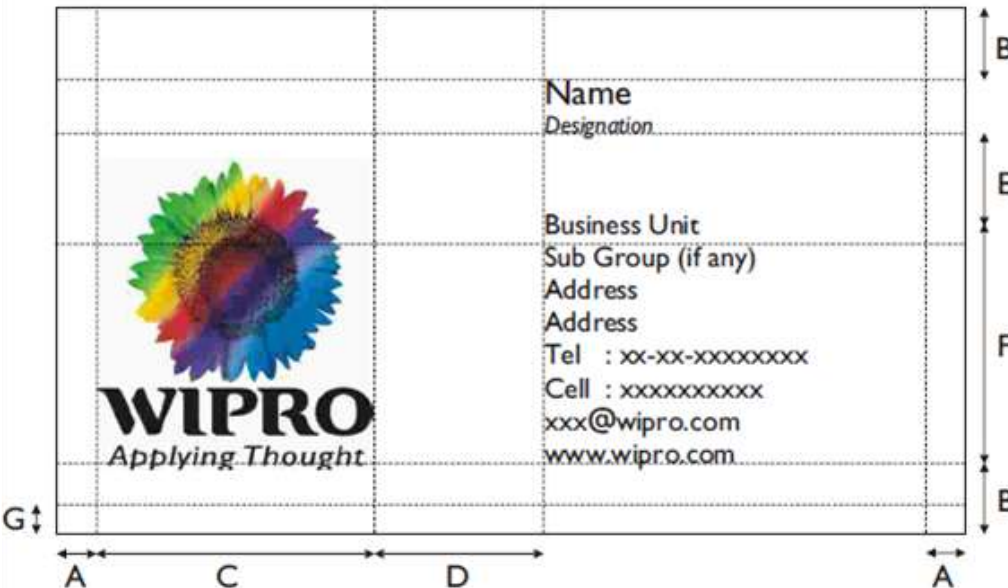
- Exception to the guideline for Rear side only

- Onsite details for onsite employees
    - Double language cards



# Brand Usage Guidelines

- Visiting Card

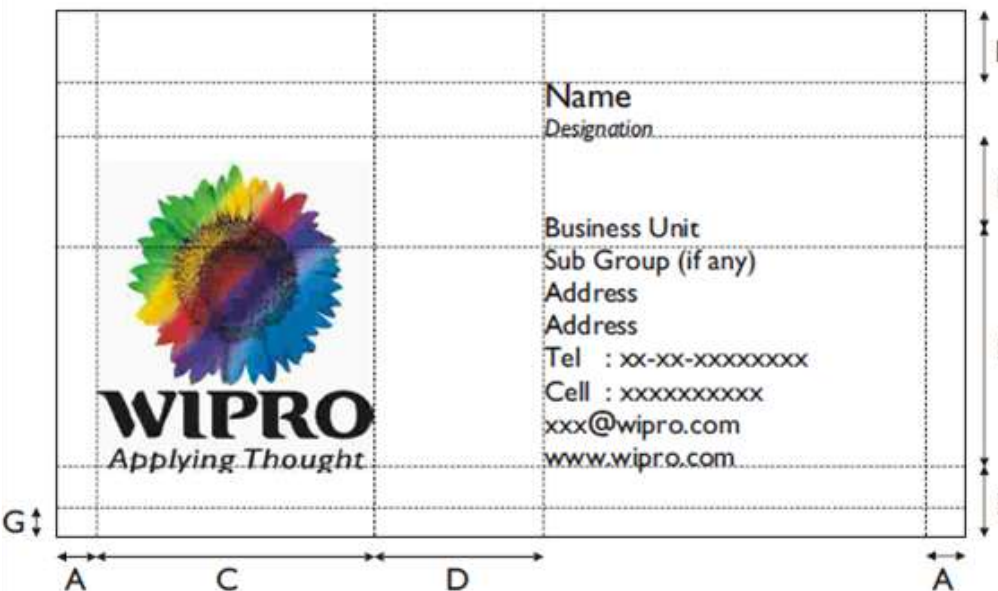


## FRONT:

1. Visiting Card Size : 90 mm x 52 mm
2. Margins: A = 4 mm, B = 7 mm. Ensure that printing is always within this margin
3. Identity Size: C = 27.5 mm
4. D = 17 mm (Ideally). However for longer names and addresses 'D' can be reduced. Ensure minimum D = 10 mm
5. F defines the boundary for Address. However for longer names and addresses 'E' can be reduced. Ensure minimum E = 4.8 mm.  
Where 'F' is still not sufficient 'G' will be the bottom margin. G = 2.5 mm. This should used only as a last resort.
6. Fonts and Line Spacing
  - i) Name - Gill Sans Regular 10 pts; 16 pts leading
  - ii) Designation - Gill Sans Italics 7 pts; 9 pts leading
  - iii) Business Unit - Gill Sans Regular 8 pts; 16 pts leading
  - iv) Address/Tel/Mobile/email/Website - Gill Sans Regular 8 pts; 9 pts leading

# Brand Usage Guidelines

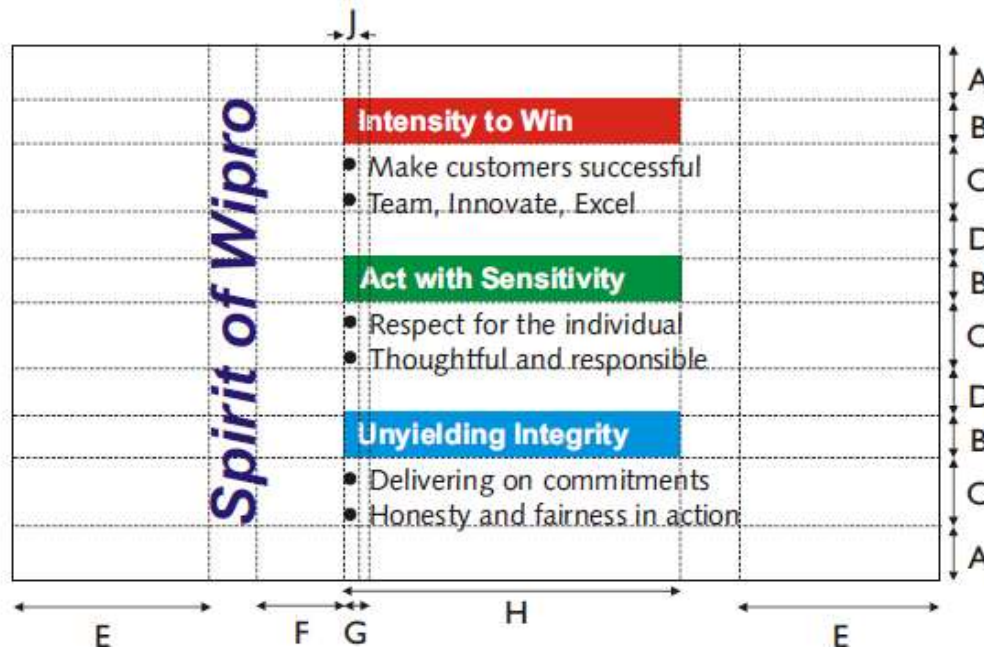
- Visiting Card



- Visiting Card material: 300 gsm Foreign Art Card with Matte Finish
- Screen Ruling: 150 LPI
- Residence numbers/Mobile numbers may form part of the address depending on specific business requirements. However, do not violate all above specifications.
- Website address to be either corporate website address or business-unit website address. For instance:  
www.wiprocorporate.com for Wipro Corporate;  
www.wipro.com for Wipro Technologies and  
www.wipro.co.in for Wipro Infotech. Do not put more than one URL on the visiting card.
- Where the email is long and cannot fit within the specified margins, the email will be the last line. Centre the email within the margins 'A'. 'G' will form the bottom margin instead of 'B'.

# Brand Usage Guidelines

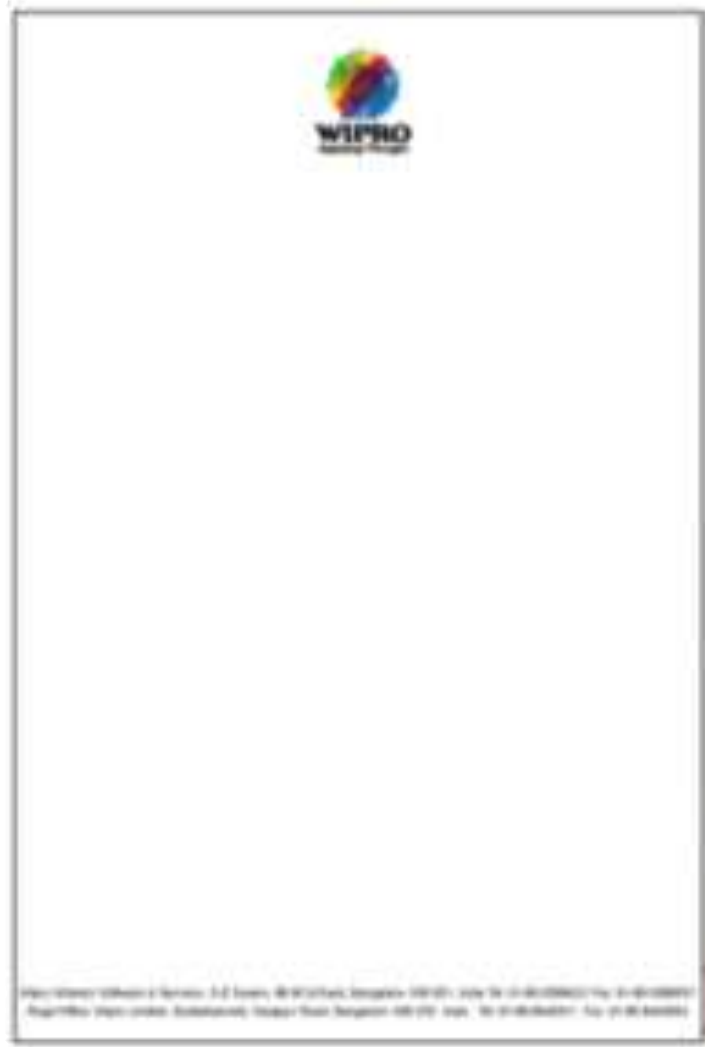
- Visiting Card



## BACK:

- Top and Bottom Margin A = 5.2 mm  
Right and Left Margin E = 19.1 mm
- All three patches H x B = 32.6 mm x 4.2 mm  
Patch 1 - 100 Magenta + 100 Yellow  
Patch 2 - 100 Cyan + 100 Yellow  
Patch 3 - 100 Cyan  
Font of Intensity to Win, Act with Sensitivity and Unyielding Integrity Arial 8 pts Bold with 9.6 pts leading  
Space of text from left margin of patch J = 1.5 mm
- Dingbat 1.1 diameter black dot  
Font of "Make customers.... till fairness in action" Humanst 531 Bt 8 pts with 9.6 pts leading  
Space from Dingbat to text G = 2.4 mm  
C = 6.6 mm
- D = 4.4 mm
- Spirit of Wipro 100Cyan + 100 Magenta 17.2 pts Arial Bold Italics  
F = 8.5 mm

# Brand Usage Guidelines



- Letterhead
  - Font: Gill Sans
  - Wipro logo:
    - Normal Colour
    - Centre aligned
  - Address
    - Corporate Letterhead
      - Corporate Address – Bottom of the page & Centre-aligned
    - BU Letterhead
      - Bottom of the page & Centre-aligned
      - 1.Line1: BU Address
      - 2.Line 2: Corporate - Bottom of the page & Centre-aligned

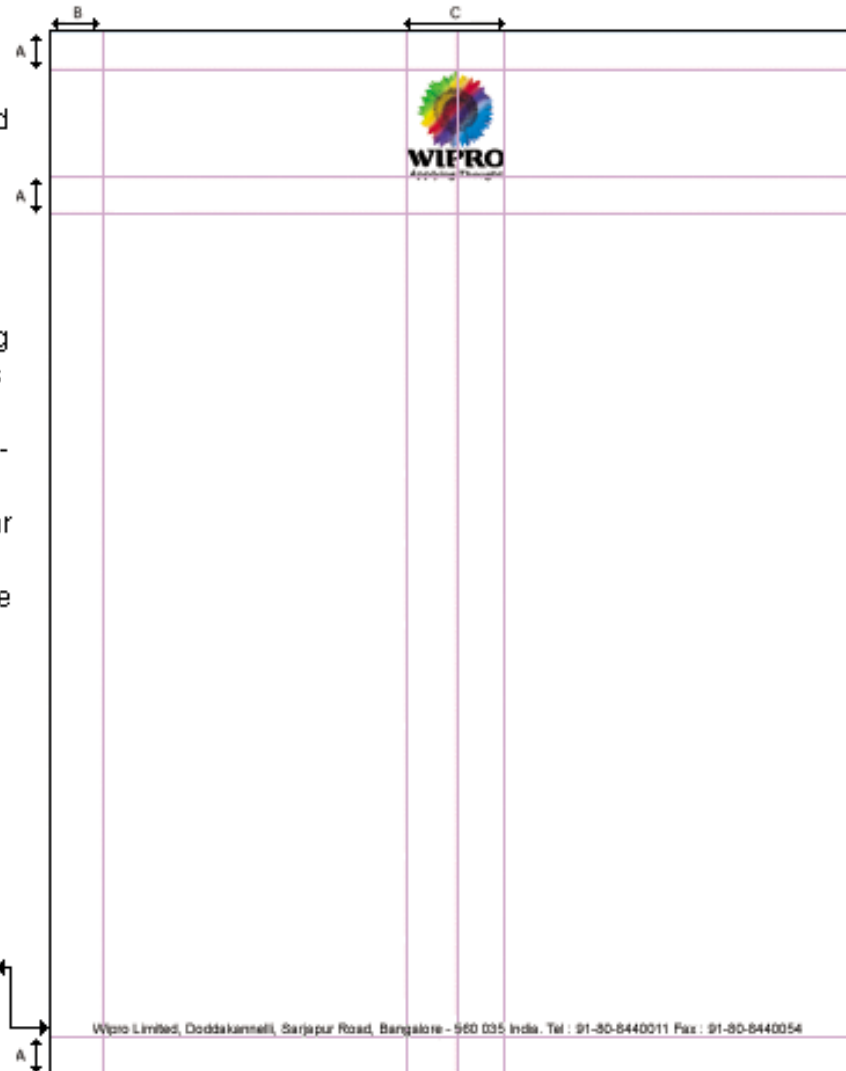
# Brand Usage Guidelines

## • Letterhead for Corporate

### SPECIFICATIONS

Letter Head 210 mm x 297 mm, Paper used 100gsm Executive Bond

1. A=10 mm
2. B=20 mm
3. C=27.5 mm
4. Name : Gill Sans Regular -10pts -10pts leading
5. Designation : Gill Sans Italics - 9pts - 10pts leading
6. Business Units : Gill Sans Bold Italic - 8.5pts - 10.2pts leading
7. Address /Tel /Fax /email : Gill Sans Regular 8pts - 9.2pts leading - 20% Condensed
8. The address line at the bottom should be centrally aligned.



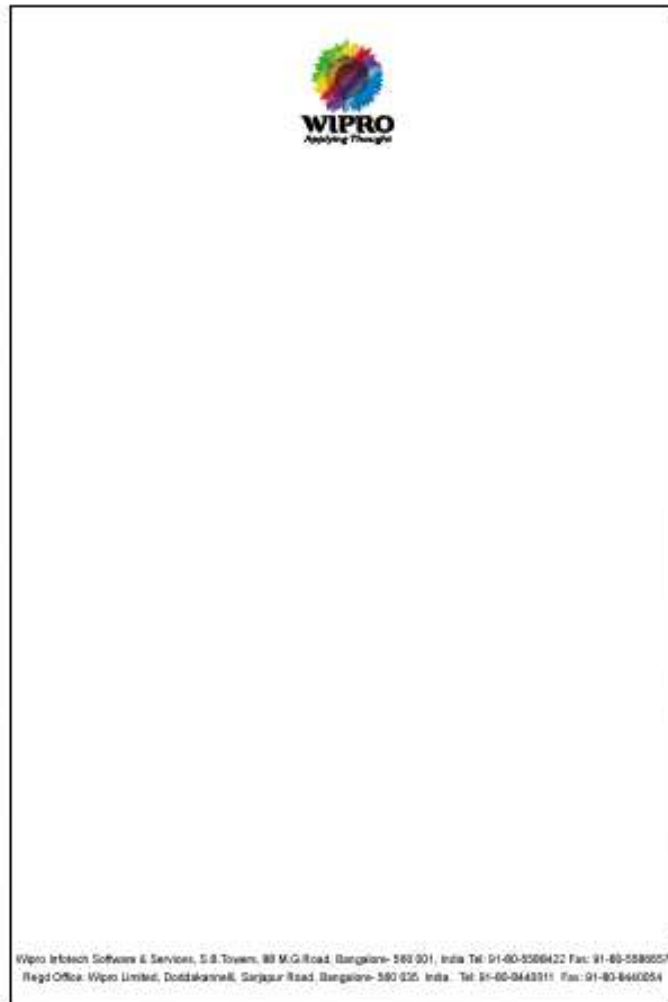
Wipro Limited, Doddakannelli, Sarjapur Road,  
Bangalore-560 035. India Tel: 91-80-8440011-15,  
Fax: 91-80-8440054

Wipro Limited, Doddakannelli, Sarjapur Road, Bangalore - 560 035 India. Tel : 91-80-8440011 Fax : 91-80-8440054



# Brand Usage Guidelines

- Letterhead for Business Unit



Line 1: Business Unit - Name and address  
Gill Sans - 8.5pts - 10.2pts leading -20% Condensed  
Business Unit Name and Sub-division if any in old.

Line 2: Business Unit - Name and address  
Gill Sans - 8pts - 9.2pts leading - 20% Condensed.  
Registered Office and Wipro Limited in bold.

#### IMPORTANT POINTS:

1. These formats can be also be used for Envelopes.
2. Letterheads with digital logo can be used as fax templates. All other dimensions remain same.
3. For long Division names/addresses the contents may spill into three lines.
4. Depending on business needs (Factory locations / International offices) a third address line may be added.
5. Business Unit letterheads should have only the Wipro Identity at the top, centrally aligned.
6. Depending upon their design, the Business Units are free to have the address details aligned as per their design at the bottom. However, they should be consistent in their design usage.

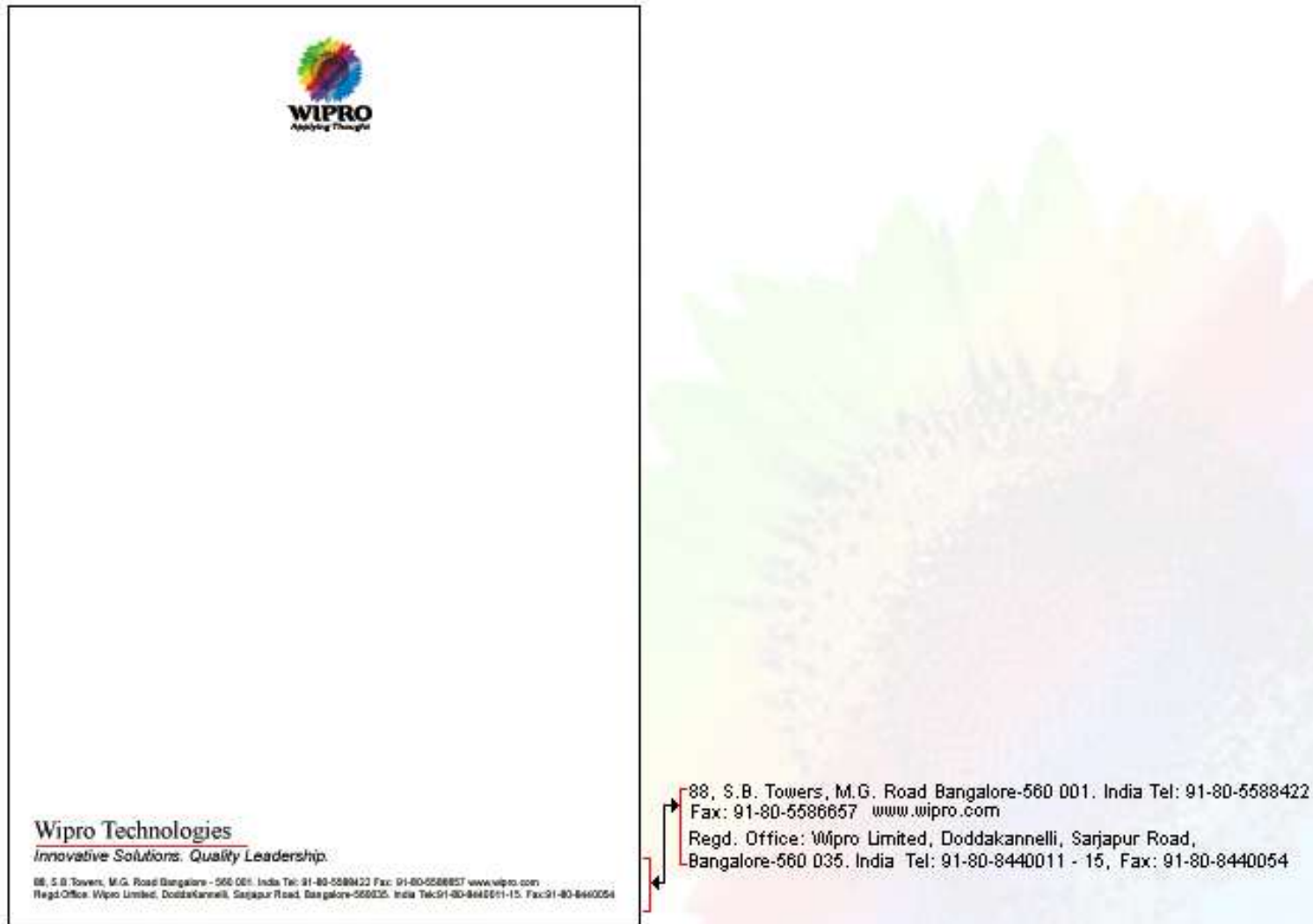
Wipro Infotech Software & Services, S.B.Towers, 88 M.G. Road,  
Bangalore -560 001, India Tel:91-80-5588422 Fax: 91-80-5588657

Regd. Office: Wipro Limited, Doddakannelli, Sarjapur Road,  
Bangalore-560 035, India Tel: 91-80-8440011 - 15, Fax: 91-80-8440054

Wipro Infotech Software & Services, S.B.Towers, 88 M.G.Road, Bangalore-560 001, India Tel: 91-80-5588422 Fax: 91-80-5588657  
Regd Office: Wipro Limited, Doddakannelli, Sarjapur Road, Bangalore-560 035, India. Tel: 91-80-8440011 Fax: 91-80-8440054

# Brand Usage Guidelines

- Letterhead for Business Unit



# Brand Usage Guidelines

- Envelopes

- Wipro logo

- Size: Minimum 2 cms
    - Placement : Top-left-hand corner
    - Type: B&W / Colour can be used



- Address

- Font: Gill Sans
    - Placement
      - Horizontal envelopes: Bottom, within 2 lines, Left-aligned
      - Vertical envelopes: Bottom-left-hand corner

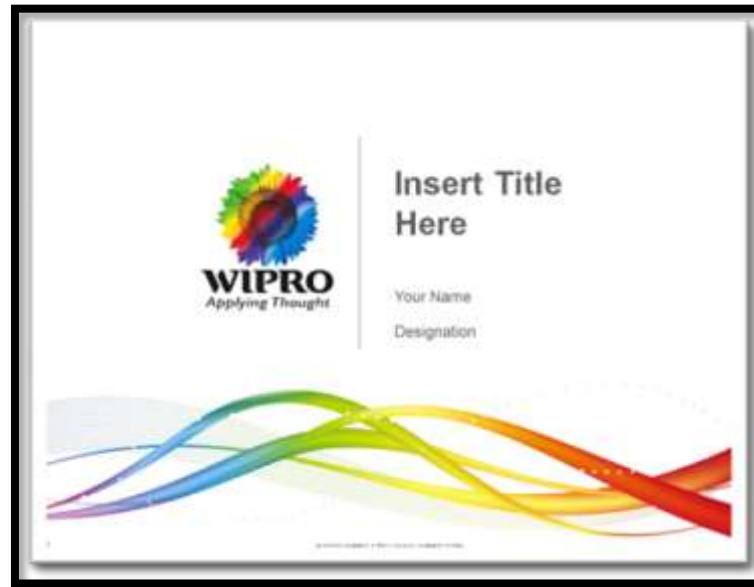
## SPECIFICATIONS

1. Envelope size 240 mm x 110 mm
2. A = 7 mm
3. B = 20 mm
4. C = 27.5 mm
5. Business Unit /Division if any / Wipro limited - Gill Sans Bold 8pts - 9pts leading
6. Address/ Tel/ Fax/ Tix - Gill Sans Regular 8pts - 9pts leading

The digital Identity can be used in place of the colour version. The rest of the specifications remain the same.



# Brand Usage Guidelines



- Presentation template
  - Download standard template from:  
[http://channelw.wipro.com/news/announcements/information/wipro\\_presentation\\_template.php](http://channelw.wipro.com/news/announcements/information/wipro_presentation_template.php)

# Brand Usage Guidelines



- Apparels – Shirts / T-shirts
  - Preferably on light coloured shirts / t-shirts
    - Avoid dark colours as ‘Applying Thought’ will not be visible
  - Size: Normal identity: 4.2 cms ; Circular identity: 6.5 cms
  - Placement:
    - Always on left-top left-hand-side (of the person wearing the Shirt / T-shirt)
    - 2.5cms above the pocket (or an imaginary pocket)
    - Centre-aligned to the pocket

# Brand Usage Guidelines



- Apparels– Shirts / T-shirts
  - Writing the name an internal event / initiative
    - Front left-hand side below the identity & only on the pocket
    - Front right-hand side
    - Sleeve, cuff, shoulder or back

*Note: The above guideline is also applicable to half sleeve shirts*

# Brand Usage Guidelines

- Apparels – Shirts / T-shirts
  - For special events with partners where both the logos have to appear
    - Clearance:
      - Equivalent to the size of 'P' in WIPRO between the logos or a minimum of 1cm
  - If partner has a horizontal logo
  - If partner has a vertical logo



- Sample must be approved by Corporate Brand (logo reproduction, colour of the apparel, etc.)

*Note: The above guideline is also applicable to half sleeve shirts*

# Brand Usage Guidelines

- Merchandize – Other items
  - All 3 elements of the Brand Identity must be used together
  - Normal identity on white background & Circular identity on coloured background
  - For Coffee Mugs
    - Size: 2 cms
    - Placement: Center-vertical alignment
    - Type:
      - Coloured Ceramics surfaces : Circular identity
      - White Ceramics surfaces : Normal identity
      - Transparent surfaces : Normal B&W identity
  - For Pens / other cylindrical objects
    - Type:
      - Horizontal Colour identity



# Brand Usage Guidelines

- Merchandize – Other items
  - Leather items
    - Type: Normal B&W identity
    - Placement: Suitable prominent area
    - Treatment: Embossing



- Clocks & Watches
  - Type: Normal Colour identity
  - Placement:
    - Center of the dial
    - If centre-placement is not possible, please forward your proposal at [corporate.brand@wipro.com](mailto:corporate.brand@wipro.com)



# Brand Usage Guidelines

- Merchandize – Other items
  - Name of internal event / initiative
    - It should not be written above the identity
    - It can be written below the identity
      - On the front face of a Coffee Mug
      - On the eye-shade area of a Cap
  - Note:
    - For any other kind of merchandize, broadly, the essence of the recommended guidelines would apply.

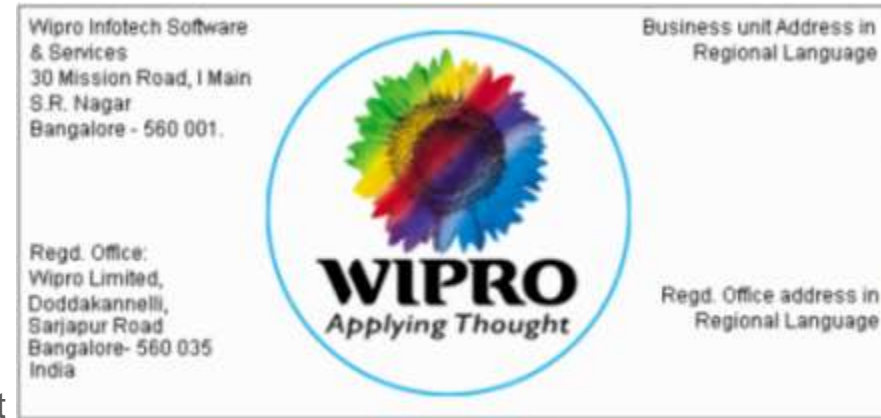


# Brand Usage Guidelines

- Signage & Boards

- Statutory Signage

- Background: White
    - Identity
      - Type: Circular Colour Identity
      - Size: 1/3<sup>rd</sup> the size of the board
      - Placement: Center-vertical alignment



- Language:

- English (left-hand-side)
    - Regional / Local Language (Right-hand-side)

- For offices outside India

- Mail the foreign statutory requirement to [corporate.brand@wipro.com](mailto:corporate.brand@wipro.com)
    - In absence of foreign statutory requirement, use the above guideline



# Brand Usage Guidelines



- Signage & Boards
  - Reception-area Signage
    - Theme: Spirit of Wipro
    - Size:
      - Standard:
        - » Large: 6.0 \* 4.0 ft
        - » Medium: 4.5 \* 3.0 ft
        - » Small: 2.0 \* 1.5 ft
      - Others: Made-to-order
    - Placement: Behind / beside reception desk in of every Wipro office
    - How to arrange for the same:
      - Mail requirement to [corporate.brand@wipro.com](mailto:corporate.brand@wipro.com)
        - » Location, Size, Quantity
        - » Contact person's name, email ID & mobile no.

# Brand Usage Guidelines

- Press Advertisement
  - Identity size & clearance will vary as per the ad size.

Clearance refers to the distance between the edges of the identity and the margins of the ad.

For ad sizes less than 60 cc		Normal Identity Colour/B&W		Circular Identity Colour/B&W		Horizontal Identity Colour/B&W		Horizontal Identity with outline		Magazines
Measured in cms.	Size	Clearance	Size	Clearance	Size	Clearance	Size	Clearance	Size	Clearance
Corporate	2.5	1	3.4	0.6	2.5	1	5	1	1.3	
Business Unit	2	0.5	2.5	0.4	2	0.5	4.5	0.5	0.8	
Product	2	0.5	2.5	0.4	2	0.5	4.5	0.5	0.8	

For ad sizes 60 cc to 115 cc		Normal Identity Colour/B&W		Circular Identity Colour/B&W		Magazine ads*
Measured in cms.	Size	Clearance	Size	Clearance	Clearance	
Corporate	3	1	3.9	0.7	1.5	
Business Unit	2.5	1	3.4	0.6	1.5	
Product	2.5	1	3.4	0.6	1.5	

- Identity placement
  - Corporate / BU ad: Bottom right-hand-corner

## Corporate/Business Unit Ad

*Identity should be placed only in the bottom right hand corner as shown*



# Brand Usage Guidelines




- Press Advertisement
  - Identity placement
    - Product / Service ad: Top right-hand-corner
      - Product shot can be placed as per product manager's discretion
      - If the size of the Wipro identity in the product shot is:
        - » Equal or larger than the specified size – separate Wipro identity need not be placed
        - » Less than the specified size – a separate Wipro identity has to be placed

# Brand Usage Guidelines

**Corporate/Business Unit Ad**


*Identity should be placed only in the bottom right hand corner as shown for sizes less than 60cc*



This format would be used for all the advertisements except where there is a product shot. In those cases, we shall use the placement mentioned for the Product.

**Product/Services Ad**

*Identity should be placed only in the top right hand corner as shown, if the size is less than 60cc and the identity on the product shot is smaller than the size recommended*



- Press Advertisement
  - Identity placement for rectangular press advertisement

# Brand Usage Guidelines



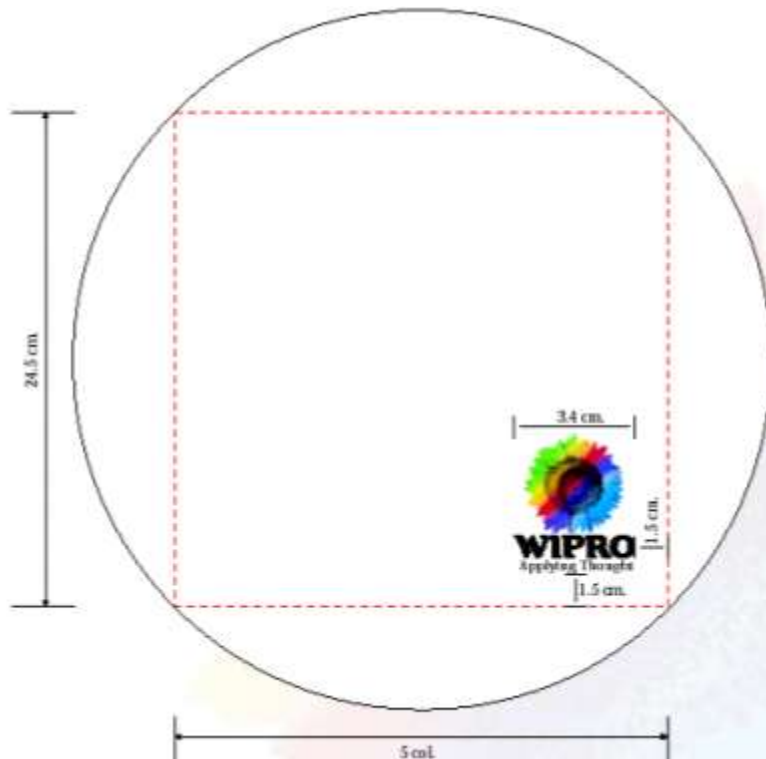
- Press Advertisement
  - Identity placement
    - Product / Service ad: E.g. of Product shot

# Brand Usage Guidelines

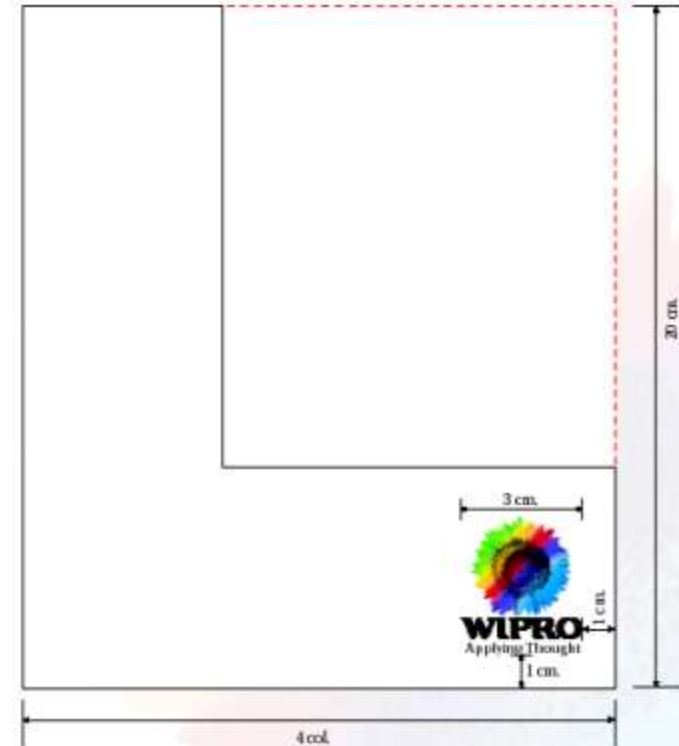
- Press Advertisement
  - For Irregular sizes

For Press ads in odd/irregular sizes (e.g. a circular ad as shown in the diagram), it is suggested that an outline be drawn outside or inside the ad to complete a square or a rectangle as might be the case. That space should be compared to the closest possible Press ad size, to determine the size of the identity.

For example in the circular ad shown, the outline drawn inside the ad works out to a size of 24.5 x 5 cc i.e. 125cc. Therefore the size of the identity will be governed by those specified for 101-200 cc ads. Placement and clearance will be as specified.



In this example, a square space has been created by extending the two corners of the 'L' shaped ad. The size of the square space works out to be 20 x 4 cc i.e. 80 cc. Hence the size of the identity should be specified for 60 - 100 cc ads. Placement and clearance will be as specified.





# Brand Usage Guidelines

- Point-of-Purchase (POP) material
  - Posters, Dangers, Streamers, Brochures & Pamphlets
  - E.g. of how surface area of a dangler is to be determined
  - Placement of identity left to discretion of product manager

This odd shaped dangler has a total surface area of 101 sq. inches, which is < 130 sq. inches. The recommended size of the identity, therefore, is 1.8 inches.





# Brand Usage Guidelines

- Point-of-Purchase (POP) material
  - Do not use horizontal identity POPs
    - Exception:
      - Cover page of Brochure / pamphlet of size smaller than 6" \* 6"

- E.g. of a Product / Service Poster with a Product shot
  - Identity placement

For example, consider the following Wipro Longlite poster in size 19" x 14"



No need to use the Wipro identity, as the identity in pack is equal to or greater than that specified, i.e. 2.8 inches.

Need to use the Wipro identity as the identity in pack is less than that specified, i.e. 2.8 inches.

1. **The size specifications are sacrosanct. For any POP size, the identity cannot be made bigger or smaller than the size specified. Deviations are not acceptable.**
2. For Corporate or Business Unit POPs, the placement of the identity is left to discretion, as long as the recommendations on the size and the clearance area are being adhered to.
3. Product POP need not have a separate Wipro identity when the product shot carries the Wipro identity in a size as specified. The Wipro identity is to be placed in the top right hand corner if the identity on the product shot is smaller than the size specified.

# Brand Usage Guidelines

- Posters

For poster sizes 9"x 7", 11"x 9", 14"x 9"	Normal Identity		Circular Identity	
<i>Measured in inches</i>	Size	Clearance	Size	Clearance
Corporate	1.7	0.6*	2	0.6*
Business Unit	1.7	0.6*	2	0.6*
Product	1.5	0.6	1.8	0.6

For poster sizes 19"x 14", 22" x 17"	Normal Identity		Circular Identity	
<i>Measured in inches</i>	Size	Clearance	Size	Clearance
Corporate	2.7	0.8*	3	0.8*
Business Unit	2.7	0.8*	3	0.8*
Product	2.5	0.8	2.8	0.8

For poster sizes 30" x 20"	Normal Identity		Circular Identity	
<i>Measured in inches</i>	Size	Clearance	Size	Clearance
Corporate	3.5	1*	3.8	1*
Business Unit	3.5	1*	3.8	1*
Product	3.5	1	3.6	1

\* For Corporate and Business Unit posters, the Wipro Identity can be placed as appropriate. However, the clearance has to be maintained only when the identity is placed near the margin.

**Note :** The horizontal Identity cannot be used in posters.

# Brand Usage Guidelines

- Danglers

For dangler sizes 10"x 8"	Normal Identity		Circular Identity	
<i>Measured in inches</i>	Size	Clearance	Size	Clearance
Corporate	1.7	0.6*	2	0.6*
Business Unit	1.7	0.6*	2	0.6*
Product	1.5	0.6	1.8	0.6*

For poster sizes 13" x 10"	Normal Identity		Circular Identity	
<i>Measured in inches</i>	Size	Clearance	Size	Clearance
Corporate	2.7	0.8*	3	0.8*
Business Unit	2.7	0.8*	3	0.8*
Product	2.5	0.8*	2.8	0.8*

\* While the Wipro identity can be placed as appropriate, the clearance has to be maintained only when the identity is placed near the margin.

**Note :**

The above grids have been prepared keeping the standard sizes in mind. The horizontal identity cannot be used in danglers and streamers.

# Brand Usage Guidelines

- Streamers

For streamer sizes 9" x 7", 10" x 8", 14" x 9"	Normal Identity		Circular Identity	
	Size	Clearance	Size	Clearance
Corporate	1.7	0.6*	2	0.6*
Business Unit	1.7	0.6*	2	0.6*
Product	1.5	0.6*	1.8	0.6*

\* While the Wipro identity can be placed as appropriate, the clearance has to be maintained only when the identity is placed near the margin.

**Note:**

The above grids have been prepared keeping the standard sizes in mind. The horizontal identity cannot be used in dangles and streamers.

# Brand Usage Guidelines

- Irregular Sized POPs

Surface area <130 sq. inches	Normal Identity		Circular Identity	
<i>Measured in inches</i>	Size	Clearance	Size	Clearance
Corporate	1.7	0.6*	2	0.6*
Business Unit	1.7	0.6*	2	0.6*
Product	1.5	0.6	1.8	0.6

Surface area <130 sq.inches up to 374 sq.inches	Normal Identity		Circular Identity	
<i>Measured in inches</i>	Size	Clearance	Size	Clearance
Corporate	2.7	0.8*	3	0.8*
Business Unit	2.7	0.8*	3	0.8*
Product	2.5	0.8*	2.8	0.8*

Surface area >374 sq. inches	Normal Identity		Circular Identity	
<i>Measured in inches</i>	Size	Clearance	Size	Clearance
Corporate	3.5	1*	3.8	1*
Business Unit	3.5	1*	3.8	1*
Product	3.5	1*	3.6	1*

\* While the Wipro identity can be placed as appropriate, the clearance has to be maintained only when the identity is placed near the margin. The minimum recommended size of the identity for any POP will be 1.5 inch, to facilitate recognition from a distance.

**Note:** The horizontal Identity cannot be used in any POP.

# Brand Usage Guidelines

- Irregular Sized POPs

The following example illustrates how the surface area is to be determined.

This odd shaped dangler has a total surface area of 101 sq. inches. which is < 130 sq. inches. The recommended size of the identity, therefore, is 1.8 inches.





# Brand Usage Guidelines

- Brochures & Templates

For brochure and pamphlet sizes up to 60 sq.inches	Normal Identity		Circular Identity	
<i>Measured in cms.</i>	Size	Clearance	Size	Clearance
Corporate	3	1*	3.9	0.7*
Business Unit	2.5	1*	3.4	0.6*
Product	2.5	1*	3.4	0.6*

For brochure and pamphlet sizes $\geq$ 60 sq. inches	Normal Identity		Circular Identity	
<i>Measured in cms.</i>	Size	Clearance	Size	Clearance
Corporate	3.4	1.5*	4.4	1*
Business Unit	3	1.5*	3.9	1*
Product	2.8	1.5*	3.7	0.7*

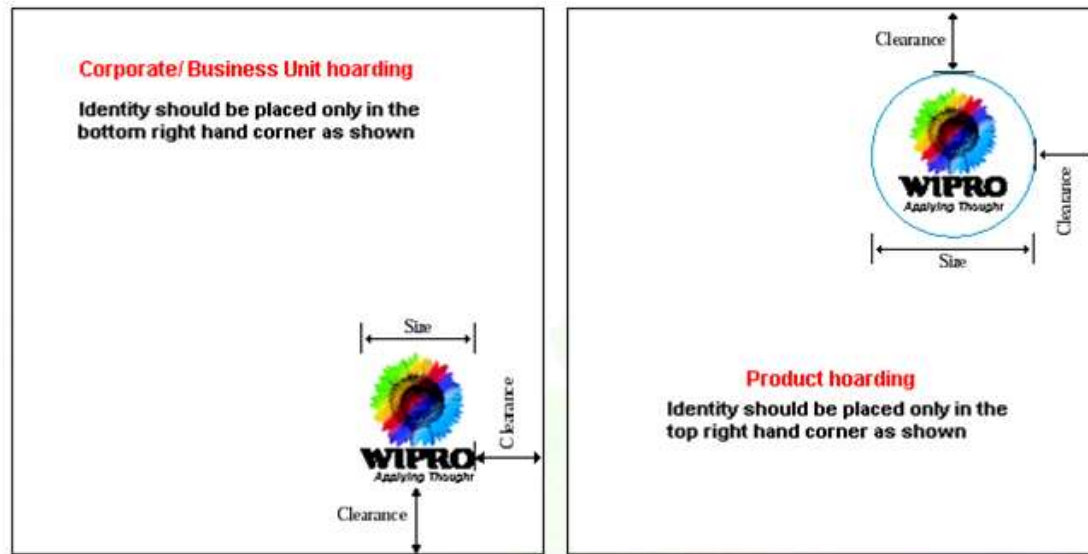
\* While the Wipro identity can be placed as appropriate, the clearance has to be maintained only when the identity is placed near the margin.

**Notes:**

1. The horizontal identity cannot be used for the above. It may however be used if the size of the brochure or pamphlet is smaller than 6"x6". In this case, please use the identity as specified for the <60cc ad.
2. The above sizes are only for the cover page. For the inside pages, the recommended sizes of the normal and circular identities are 2 cms. and 2.5 cms. respectively. The clearance however, will remain the same.



# Brand Usage Guidelines



- Hoardings
  - Identity Placement

# Brand Usage Guidelines



- Hoardings
  - For corporate hoarding bereft of any other message
    - Identity Size: Large & proportionate to the hoarding size
    - Identity Placement: Centre
    - Identity Type: Normal Colour

*Note: If the hoarding is rectangular in shape, the Horizontal Colour Identity can be used*

# Brand Usage Guidelines

- Hoardings

Size and placement specifications have been defined for a range of sizes. Hoardings are usually painted or use vinyl in colour, so there are no specifications defined for the B & W identity.

Definition : Clearance refers to the distance between the edges of the identity and the margins of the display area.

For hoarding size 200 - 400 ft	Normal Identity		Circular Identity	
<i>Measured in ft.</i>	Size	Clearance	Size	Clearance
Corporate	3.5	1.5	4	1.5
Business Unit	3	1.5	3.5	1.5
Product	3	1.5	3.5	1

For hoarding size 400 - 800 ft	Normal Identity		Circular Identity	
<i>Measured in ft.</i>	Size	Clearance	Size	Clearance
Corporate	4	2	4.5	2
Business Unit	3.5	2	4	2
Product	3	1.5	4	1

For hoarding size 800 - 2400 ft	Normal Identity		Circular Identity	
<i>Measured in ft.</i>	Size	Clearance	Size	Clearance
Corporate	5	2	5.5	2
Business Unit	4	2	4.5	2
Product	4	1.5	4.5	1

# Brand Usage Guidelines

- Packaging

	Normal identity	Circular Identity	Horizontal Identity	Clearance
<i>Measured in cms.</i>	Size	Size	Size	Size
Minimum recommended size on pack face	1.5	2	1.5	3
If the pack face is too small for the identity to be legible	Drop Applying Thought if identity $\leq 0.7$ cm	Drop Applying Thought if identity $\leq 1$ cm.	Drop** Applying Thought if identity $\leq 0.7$ cm.	Drop** Applying Thought if identity $\leq 1.4$ cms.

\* The horizontal identity can only be used if the space on the pack face is not large enough to accommodate the normal or circular identity.

\*\* The word WIPRO should be aligned to the center of the Rainbow Flower.

## Example: The new Wipro Shikakai pack



-- Size of identity should be 2 cms. on the pack face.

If the circular identity is 1 cm. drop 'Applying Thought' since it will not be legible.



# Brand Usage Guidelines

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- Typography
  - Gill Sans / Goudy Old Style can be used
  - There is no restriction on the style of the typeface.
  - The typeface can be italic, bold, normal or bold italic.

# Brand Usage Guidelines

- Typography

## Point Size

Element	Ad. size	Minimum point size
Headline	Less than 60 cc	12 pts.
	60-100 cc	14 pts.
	101-200 cc	16 pts.
	201 + cc	25 pts.
Copy	Less than 100 cc	9 pts.
	101-200 cc	11 pts.
	201 + cc	12 pts.
Mandatories	All sizes	5 pts.

Minimum Leading = 0. No negative leading allowed. No maximum limit.

Eg.:

### Allowed (0)

We promise to serve Customers with continuous improvement in quality, cost and delivery of our product and services. We promise to serve Customers with continuous

### Allowed (higher)

We promise to serve Customers with continuous improvement in quality, cost and delivery of our product and services. We promise to serve Customers with continuous

### Not allowed (negative)

We promise to serve Customers with continuous improvement in quality, cost and delivery of our product and services. We promise to serve Customers with continuous

## Leading (Inter Line Spacing)



# Brand Usage Guidelines

- Typography

## Kerning

Fixed kerning: -2 (or equivalent depending on software used). No variations allowed.

Eg.:

### Allowed (-2)

We promise to serve Customers with continuous improvement in quality, cost and delivery of our product and services. We promise to serve Customers with continuous

### Not allowed (-3)

We promise to serve Customers with continuous improvement in quality, cost and delivery of our product and services. We promise to serve Customers with continuous

### Not allowed (0)

We promise to serve Customers with continuous improvement in quality, cost and delivery of our product and services. We promise to serve Customers with continuous improvement in

## Column width and alignment

No. of columns : No restriction. Column width : Minimum 4 cm.  
Maximum 20 cm (in the case of single column for large ads).

Eg.:

### Allowed

We promise to serve Customers with continuous improvement in quality, cost and delivery of our product and services. We promise to serve Customers with continuous improvement in

← 4 cm. →

### Allowed

We promise to serve Customers with continuous improvement in quality, cost and delivery of our product and services. We promise to serve Customers with continuous

← 4.5 cm. →

### Not allowed

We promise to serve Customers with continuous improvement in quality, cost and delivery of our product and services. We promise to serve Customers with continuous improvement

← 3.8 cm. →



# Brand Usage Guidelines

- Typography

## Paragraph Indents

Eg.:

### Allowed

We promise to serve Customers with continuous improvement in quality, cost and delivery of our product and services. We promise to serve Customers with continuous improvement in

— Minimum : 5 mm.

### Allowed

We promise to serve Customers with continuous improvement in quality, cost and delivery of our product and services. We promise to serve Customers with continuous improvement in quality

— Maximum : 7 mm.

### Not allowed

We promise to serve Customers with continuous improvement in quality, cost and delivery of our product and services. We promise to serve Customers with continuous improvement

— 10 mm.

The allowable range for para indenting is between 5 mm to 7 mm. Any deviation is disallowed.

## Paragraph Spacing

Eg.:

### Allowed

We promise to serve Customers with continuous improvement in quality, cost and delivery of our product and services.  
We promise to serve Customers with continuous

(0)

### Allowed

We promise to serve Customers with continuous improvement in quality, cost and delivery of our product and services.  
We promise to serve Customers with continuous

(1)

### Not allowed

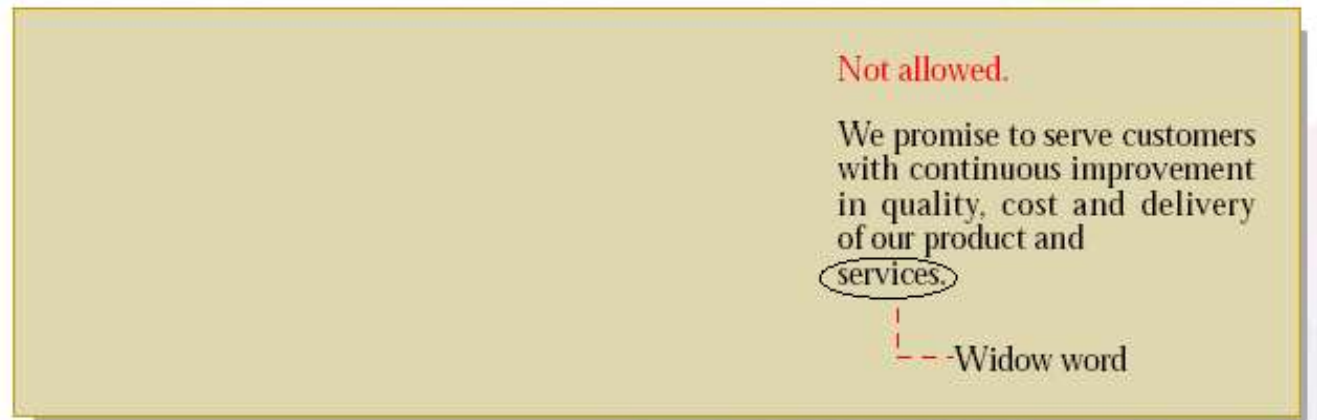
We promise to serve Customers with continuous improvement in quality, cost and delivery of our product and services.  
We promise to serve Customers with continuous

(-1)

# Brand Usage Guidelines

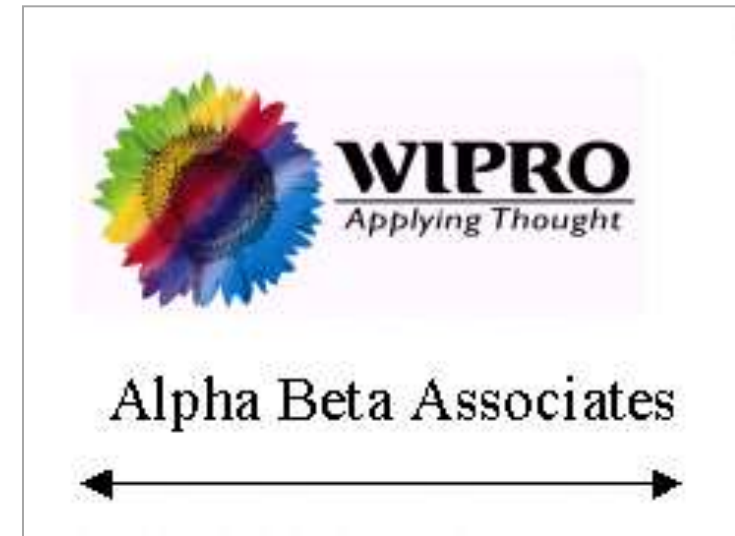
- Typography

Widow Word



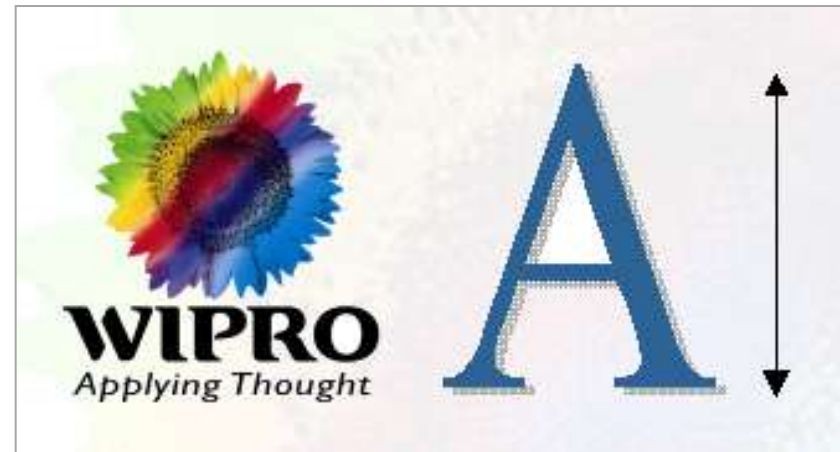
# Brand Usage Guidelines

- Use of Joint Logos for Special Events with Business Partners
  - E.g. CEO visit , celebrate partnership milestone, etc.
  - Need to ensure Wipro brand gets equal mileage as the partner brand
  - Treatment in case of varying widths / heights of the logos:
  - Where partner logo is horizontal in nature
    - Use horizontal identity
    - Equal width for both identities
    - Wipro identity should be placed above the partner identity (exception can be made for Wipro customer i.e. Partner identity on above)
    - Clearance equivalent to the letter 'P' in 'WIPRO' should be provided between the identity

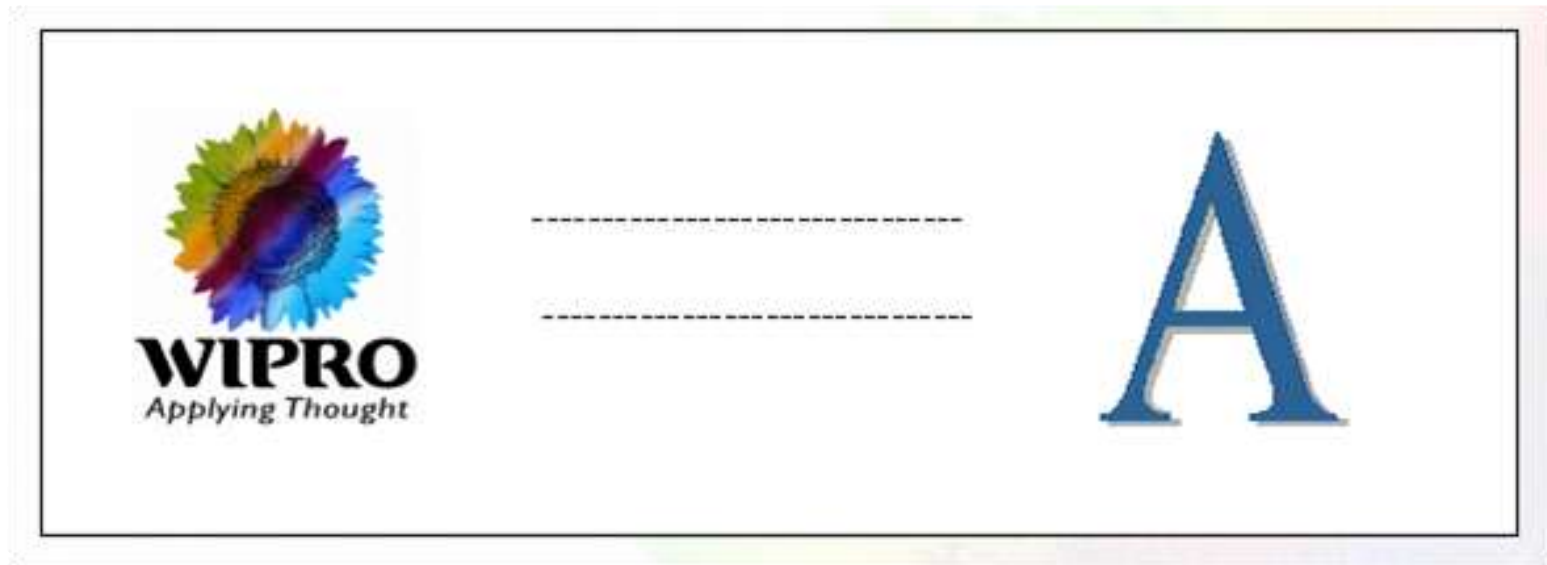


# Brand Usage Guidelines

- Use of Joint Logos for Special Events with Business Partners
  - E.g. CEO visit , celebrate partnership milestone, etc.
  - Treatment in case of varying widths / heights of the logos: (cont'd)
  - Where partner logo is vertical in nature
    - Use normal identity
    - Equal height for both identities
    - Wipro identity should be placed on the left of the partner identity (exception can be made for Wipro customer i.e. Partner identity on the left)
    - Clearance equivalent to the letter 'P' in 'WIPRO' should be provided between the identity



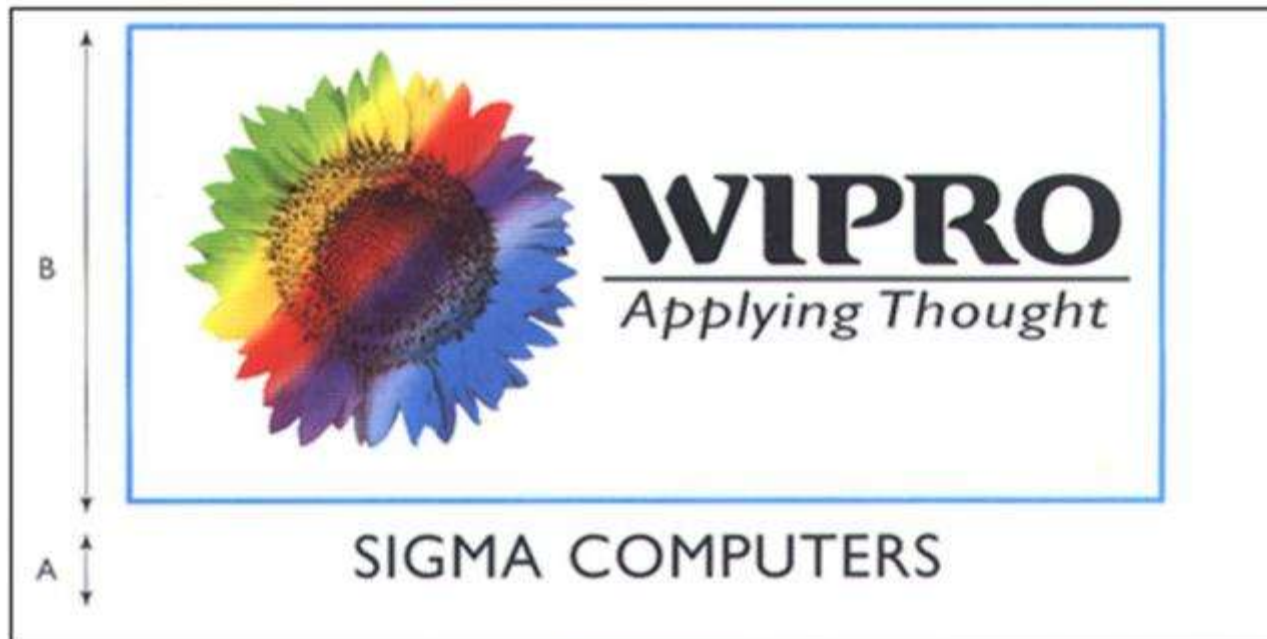
# Brand Usage Guidelines



- Use of Joint Logos for Special Events with Business Partners
  - In case the logos are not placed next to each other
    - Logos in proportion to one another as per size guidelines

# Brand Usage Guidelines

- Partner logo : Shop Signage



Signage ratios - Width = X and Length = 2X

Recommended sizes 24" x 48", 36" x 72", 48" x 96", 96" x 192"

B=10 A

Business associate has the choice of Font / colour for his Company name.

# Brand Usage Guidelines

- Partner logo : Stationery - Letterhead

## SPECIFICATIONS

Letter Head 220 mm x 280 mm, (8.5" x 11")

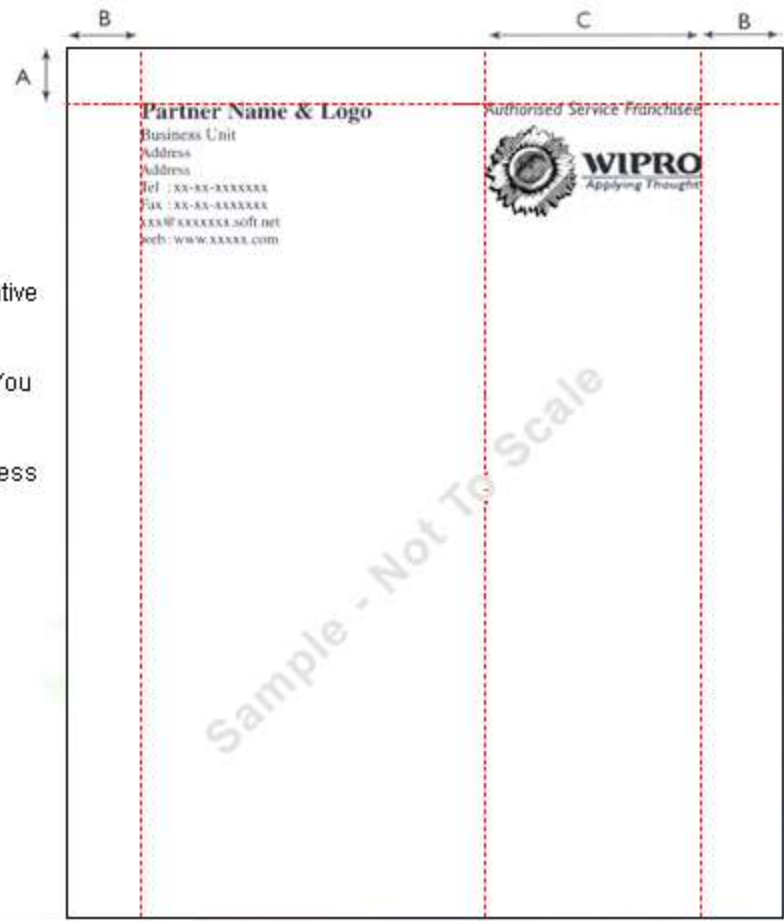
Paper used 100gsm Executive Bond

1. A = 10 mm
2. B = 20 mm
3. C = 40 mm

The "Authorised Service Franchisee" is indicative only.

You may print the actual status with Wipro. You may use colour Identity in place of B & W.

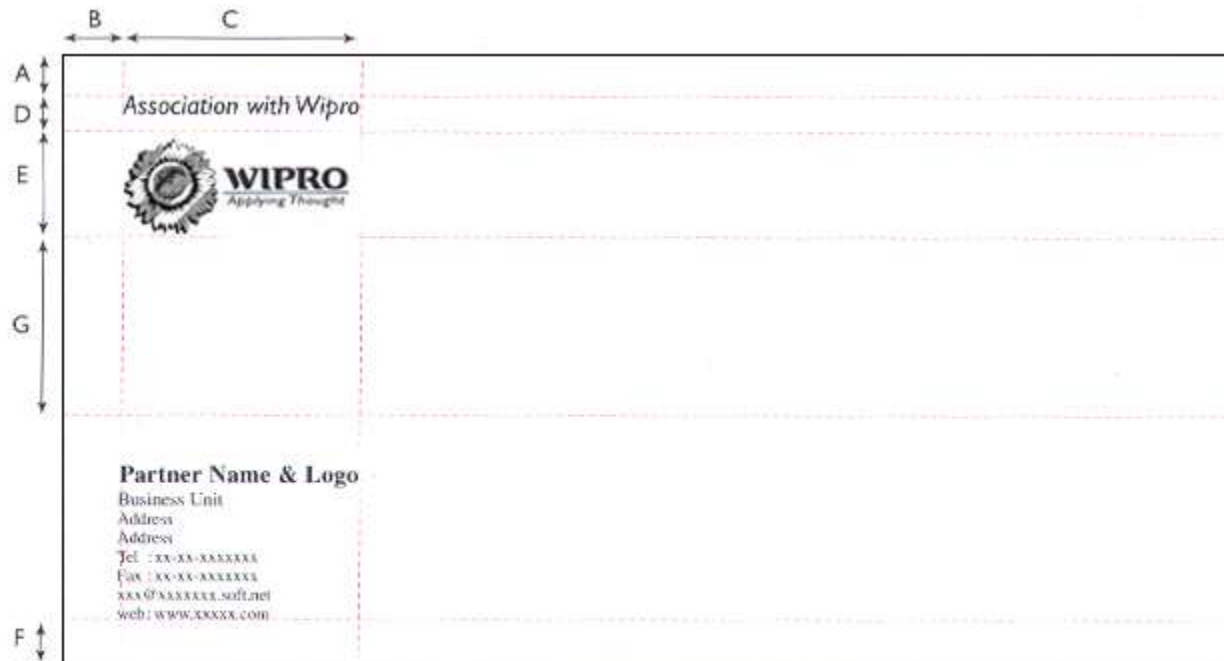
In case of continuation stationery, the address and other details need not be used.





# Brand Usage Guidelines

- Partner logo : Stationery - Envelopes



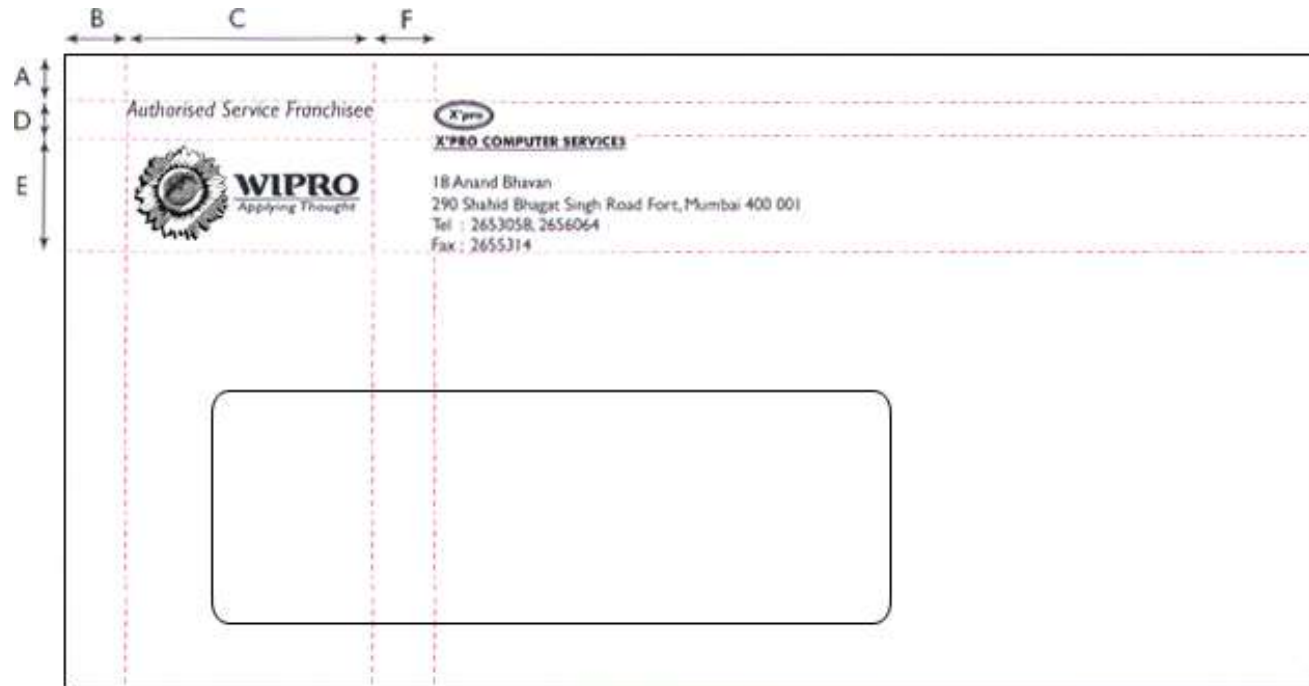
## SPECIFICATIONS

1. Envelope size 235 mm x 108 mm
2. A = 7 mm
3. B = 10 mm
4. C = 40 mm
5. D = 6 mm
6. E = 17.5 mm
7. F = 7 mm
8. G = 30 mm
9. F defines the bottom margin of Dealer Name & Logo Address
10. G defines the minimum margin to be maintained between the Identity and Partner Name & Logo and Address. Ensure minimum G.

The colour Identity can be used in place of the B&W version. The rest of the specifications remain the same.

# Brand Usage Guidelines

- Partner logo : Stationery – Envelopes (with window)



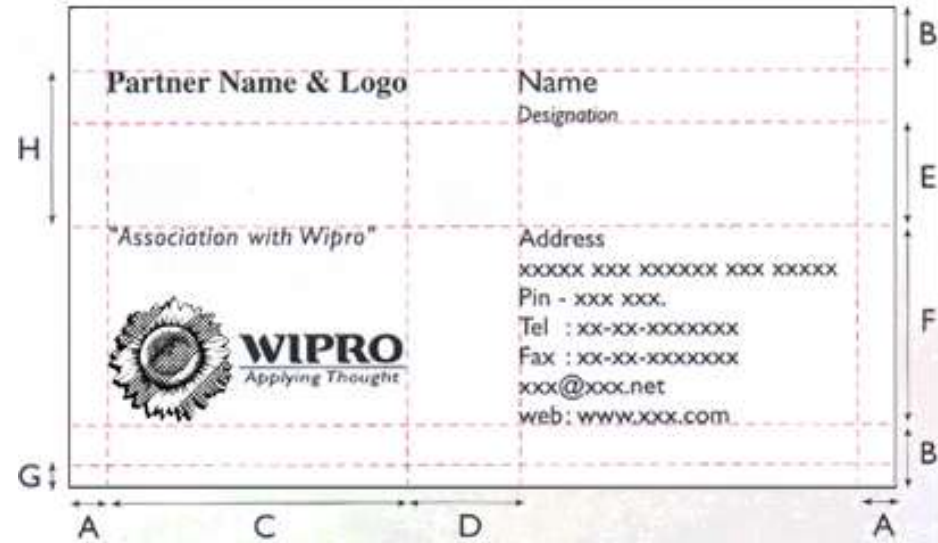
## SPECIFICATIONS

1. Envelope size 235 mm x 108 mm
2. A = 7 mm
3. B = 10 mm
4. C = 40 mm
5. D = 6 mm
6. E = 17.5 mm
7. F = 10 mm

The colour Identity can be used in place of the B&W version. The rest of the specifications remain the same.

# Brand Usage Guidelines

- Partner logo : Stationery – Visiting Card



## SAMPLE VISITING CARDS

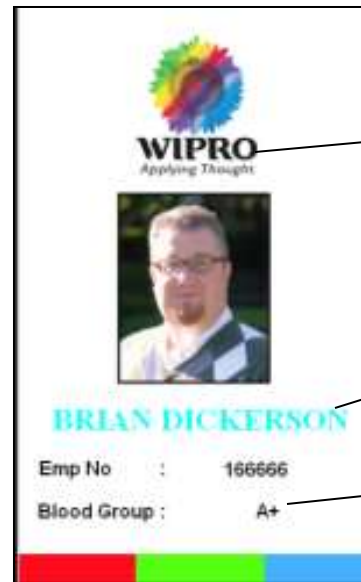


# Brand Usage Guidelines

- Identity Card

The Identity card consists of :

- Brand Identity
- Employee Photo & Name
- Employee Details



Font Size: N pts

Font Size :(N-1) pts

Font Size :(N-2) pts

# Brand Usage Guidelines

- Auto Email Signature

Aditya B  
Associate Consultant



***Recommended  
format***

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Wipro Technologies  
Doddakannelli, Sarjapur Road, Bangalore – 560 035  
Mob: +91 98765 00007 | Ph: +91 80 2844 0011, Ext. 1234 | Fax: +91 80 2844 0350  
Email: [aditya@wipro.com](mailto:aditya@wipro.com) | Website: [www.wipro.com](http://www.wipro.com)

Aditya B  
Associate Consultant

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Wipro Technologies



**Distorted Logo**



***Wipro Logo should not  
be a part of an auto  
email-signature***

# Brand Usage Guidelines

- Wipro Bus Branding

- Branding island:

- Horizontal alignment

- Left of the vehicle: From the passenger-doorway up to the end of vehicle
      - Right of the vehicle: From the driver-door up to the end of vehicle

- Vertical alignment

- Starting from below the passenger windows
      - Ending just above the wheel clearance

- The Product / Service branding message should appear within this area



# Brand Usage Guidelines

- Wipro Bus Branding



- Flexi sheet branding - Do not apply it all over the vehicle
  - Its more difficult to maintain, i.e.
    - Peeling of flexi-sheets
    - Repainting of a larger surface area when the vehicle is released from the fleet
  - It is difficult to ensure a consistent look across the transport fleet at the location
    - For e.g. the flexi-sheet need to be cut & pasted, to allow for the fuel slot , etc.
- 3M is the recommended make of flexi-sheet



# Brand Usage Guidelines

- Wipro Bus Branding



- Product / service creative approval by the concerned BU Marketing team
  - Corporate Brand usage in accordance with the Corporate Brand guidelines, available at: <http://www.wipro.com/newsroom/press-kit.aspx>
- Product / service branding will be executed as per the Vehicle Branding guidelines

# Brand Usage Guidelines

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- Acquired Co. Branding
  - The aforesaid brand guidelines apply to all Wipro acquired companies across the world
  - However, in accordance with the acquisition strategy, for a limited period of time, the acquired brands may remain visible, along with the Wipro Brand Identity.
  - Beyond this period of strategic gestation, all the acquired brands, across all geographies, will walk away into the sunset.
  - Eventually, all acquired companies, across geographies, will have a single brand identity, i.e. the Wipro Brand Identity.
  - In the immediate future, the acquired companies will apply these guidelines within the ambit of the mandate, agreed upon during the acquisition process.

# Brand Usage Guidelines

- Acquired Co. Branding
  - E.g.



Color Identity



Black & White Identity



Never enlarge the logo widthwise



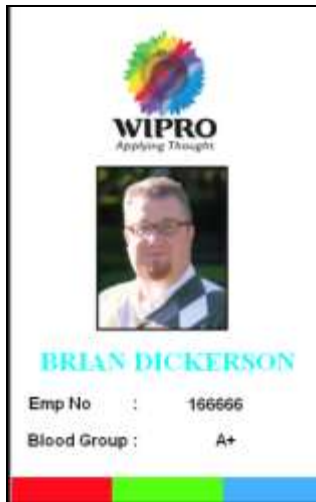
Never enlarge the logo heightwise



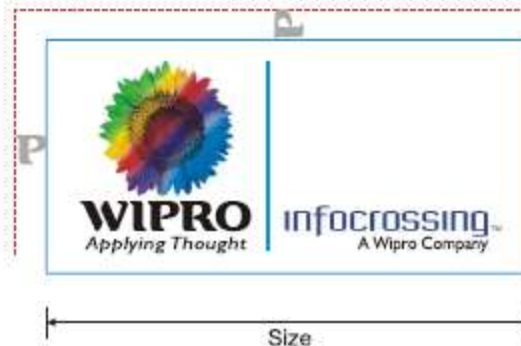
Maintain proportion of the logo by enlarging the logo clip from any of the four corners.

# Brand Usage Guidelines

- Acquired Co. Branding
  - E.g.



Use normal ID  
Card format



- Intensity to Win**
- Make customers successful
  - Team, Innovate, Excel
- Act with Sensitivity**
- Respect for the individual
  - Thoughtful and responsible
- Unyielding Integrity**
- Delivering on commitments
  - Honesty and fairness in action

# Brand Usage Guidelines

- Acquired Co. Branding
  - E.g.



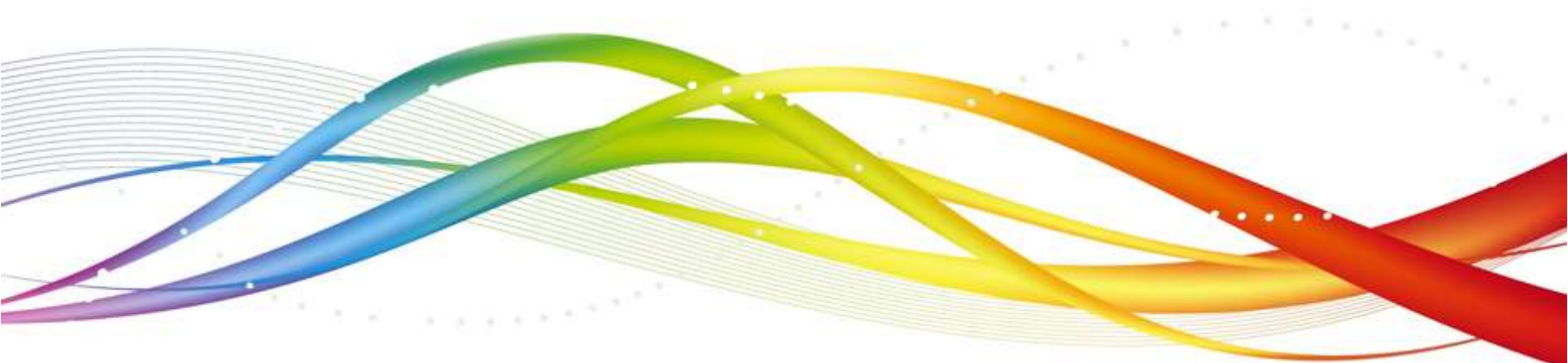
# Brand Usage Guidelines

- Mailers

- Wipro identity should be placed in the top right hand corner. The identity can also be placed at the bottom right hand corner as per creative requirements.
  - The size should be such that 'Applying Thought' in the identity is clearly visible.
  - Normal identity is to be used against a white background.
  - Circular logo is to be used against a colored background.
  - Circular logo with the white outline is to be used if the blue outline is lost in the background color.
- For e.g.



# Brand Governance





# Brand Governance

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- Corporate Brand Team
  - Update corporate brand guidelines & policy
  - Provide easy access to frequently-asked-requirements
  - Support BU marketing efforts
    - Resolve special queries / one-off cases
    - Conduct awareness workshops on a need-basis
- BU Marketing Function
  - Adhere to corporate brand guidelines
    - Ensure creative agencies adhere to corporate brand guidelines
    - Use Brand Information Guide for routine queries / clarifications
  - Provide suggestions / feedback to Corporate Brand Team

# Brand Governance

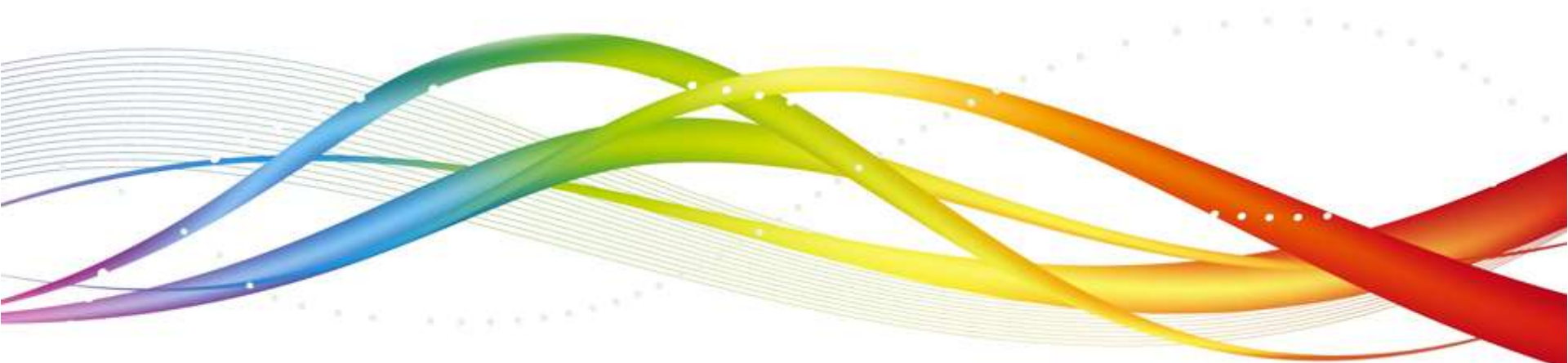
- Standard Operating Procedure
  - For Corporate Brand Guidelines:
    - When in doubt, please refer to integrated brand guideline at
      - <http://www.wipro.com/newsroom/press-kit.aspx>
      - In case of difficulty in download, write to: [corporate.brand@wipro.com](mailto:corporate.brand@wipro.com)
  - For Wipro logo:
    - Always use the correct Wipro logo available at:
      - <http://www.wipro.com/newsroom/press-kit.aspx>
    - When in doubt on logo usage – post query to :  
[corporate.brand@wipro.com](mailto:corporate.brand@wipro.com)
  - For Wipro merchandize : (Purchase from approved vendors only)
    - e-store link :  
<http://bizapps.wipro.com/dotnetapps/wiprogiftlinks/wiprogiftlinks.aspx>
    - For list of approved vendors / physical store write to:  
[corporate.brand@wipro.com](mailto:corporate.brand@wipro.com)

# Brand Governance

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- Standard Operating Procedure
  - BUs to embed Corporate Brand orientation into induction process for all new joinees - fresher or lateral
  - New acquisitions
    - Acquired Brand treatment to be explicitly factored into acquisition strategy
    - Acquired Co. Integration Manager to share the agreed understanding on acquired brand treatment with Corporate Brand
  - Facility Branding
    - Corporate Brand team to support the local FMG team in getting the branding done through approved vendors.
  - Wipro Bus Branding
    - Product / service creative approval by the concerned BU Marketing team. The Corporate Brand will be used as per guidelines.
    - Discrepancies if any, can be reported to the location transport-in-charge (with a cc to: [corporate.brand@wipro.com](mailto:corporate.brand@wipro.com))

# Brand Information Guide



# Brand Governance

	Requirement	Contact / Quick Links
Corporate Brand	<ul style="list-style-type: none"><li>i. For Details</li><li>ii. To Download<ul style="list-style-type: none"><li>• Brand Guidelines</li><li>• Logo</li></ul></li><li>iii. In case of any difficulty OR Special requests</li></ul>	<ul style="list-style-type: none"><li>i. <a href="http://www.wipro.com/corporate/brand/index.htm">http://www.wipro.com/corporate/brand/index.htm</a></li><li>• <a href="http://www.wipro.com/newsroom/press-kit.aspx">http://www.wipro.com/newsroom/press-kit.aspx</a></li><li>• <a href="http://www.wipro.com/newsroom/press-kit.aspx">http://www.wipro.com/newsroom/press-kit.aspx</a></li><li>Write to <a href="mailto:corporate.brand@wipro.com">corporate.brand@wipro.com</a></li></ul>

## Note:

1. When outside Wipro network, kindly login from Wipro Gateway: <http://gateway.wipro.com> to access myWipro and ChannelW.
2. Knet sites can be accessed directly outside Wipro network by providing AD id and password. While typing id please remember to put 'wipro\' and then type id.



# Thank You

Corporate Brand

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