



Brand book





Brand identity

Our design language



The Wipro identity is born from our brand idea of **Connected Insights** and pays homage to our heritage. All our graphic elements and the overall graphic language is a reflection of this.



Our multicolored brand mark demonstrates our connected world and modernizes the colors from our brand heritage.



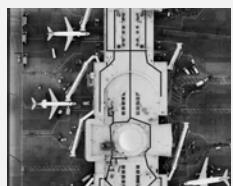
The Wipro disc is the manifestation of our interconnected world. They come together to reveal specific patterns and insights. From the use of multiple disks signifying the breadth of our connections, to one highlighting a single individual. Everything and everyone is interconnected.

Brand toolkit

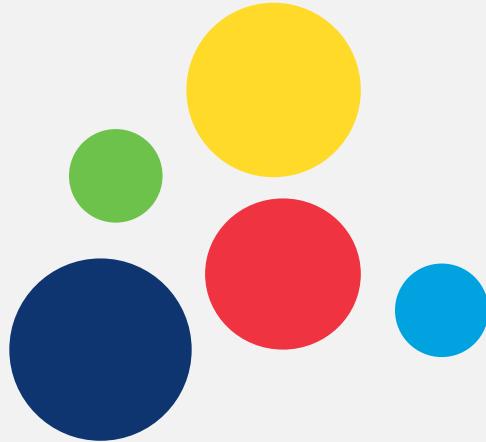
Brand mark:



Primary photography:



Color:

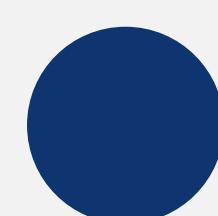


Infographics:



Typefaces:

Akkurat Mono
Akkurat
Arial



Iconography:



Brand
mark



Brand mark introduction

The Wipro brand mark is our most important visual asset. It is our brand's signature, embodying our brand strategy and what we stand for. The styling of the brand mark gives it a sense of fluidity, resourcefulness, optimism and connectivity.

It has a simplicity and elegance that feels smart and contemporary.

The circles radiating out around the wordmark are a representation of the connections that our brand creates for our customer, propelling us into the future.

Brand mark colors

The blue of the word mark creates a sense of reliability and authority. The multicolored dots/discs are associated with energy and optimism.

Wipro in text

When Wipro is written in text, it should appear in sentence case (e.g. capital 'W' and lowercase 'ipro')



The Wipro brand mark.

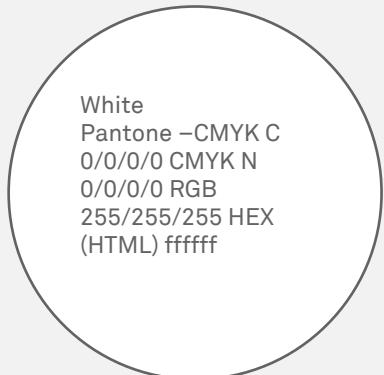
Brand mark on colored backgrounds

This page provides an overview on the placement of our primary brand mark on different colored backgrounds. We always aim to apply the brand mark on either white, Wipro Light Gray or light background first. A light background is defined as the tonal equivalent of a 0% – 10% tint of black.

The brand mark can also be placed on light, black and white photographic backgrounds with a tonal range equivalent to a 10% tint of black.



White background.



Wipro Light Gray background.



Our brand mark placed on
our Wipro Light Gray flat
colored background.



Our brand mark placed on
light black and white
photographic
backgrounds.

Brand mark sizing and minimum sizes

Recommended brand mark size

We should always make sure our brand mark is the right size. The table (right) shows the recommended brand mark sizes.

This is worked out by dividing the diagonal length of the page by 9, and rounding to the nearest whole number.

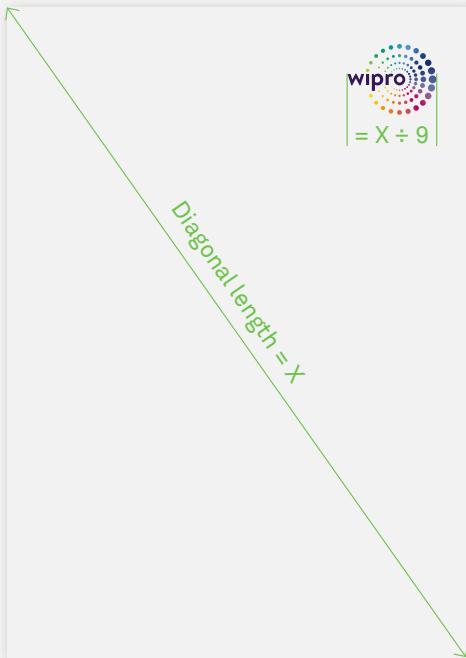
Minimum size

A minimum size of the brand mark has been defined to ensure high-quality reproduction on-screen and in print. The brand marks are measured across the overall width.

Primary brand mark

In print: 25mm

On screen: 60px



Sizes	brand mark width
A5	29mm
B5	34mm
A4	40mm
A3	57mm
A2	81mm



Primary brand mark minimum size.
Print: 25mm
Screen: 60px

Brand mark clear space

To ensure maximum standout, clarity and legibility for the Wipro brand marks an area of clear space has been defined that should remain free of any elements such as text, graphics or imagery.

The minimum clear space for all brand mark versions is defined by the height (100%) of the letter 'o'. However, where possible this clear space should be increased.



Primary brand mark clear space.

co-branding (horizontal)

Co-branding is a marketing partnership between at least two brands. It can encompass several different types of branding partnerships; joint ventures, sponsorships and charity events are some examples.

This page shows how to create lock-ups with the Wipro brand.

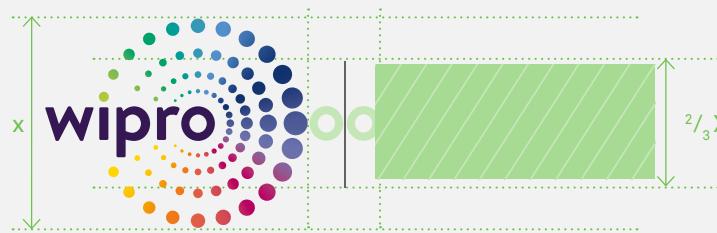
The lock-up comprises the partner brand mark, a separator line, the Wipro brand mark and an optional designation line.

When Wipro is the lead, the Wipro brand mark should be used first.

Overall, a visual balance between the brand marks should be achieved.

For examples in application, please see section 3 of this brand book.

Note: co-branding lock-ups need to be approved by the Brand Team.



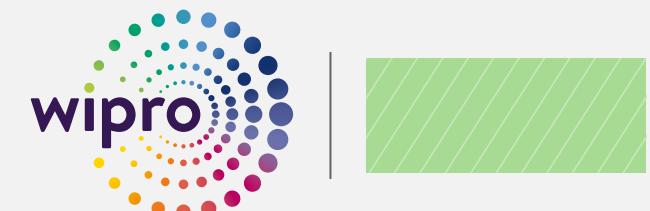
Example 1. Wipro lead brand.
(co-branding logo and vertical divider line
is $\frac{2}{3}x$ -height of Wipro logo).



Example 2. LTA lead brand.
(co-branding logo is $\frac{3}{4}x$ -height of Wipro logo, the
vertical divider line is $\frac{3}{4}x$ -height of co-branding logo).



Example 3. Partner brand dictates the lock-up design.

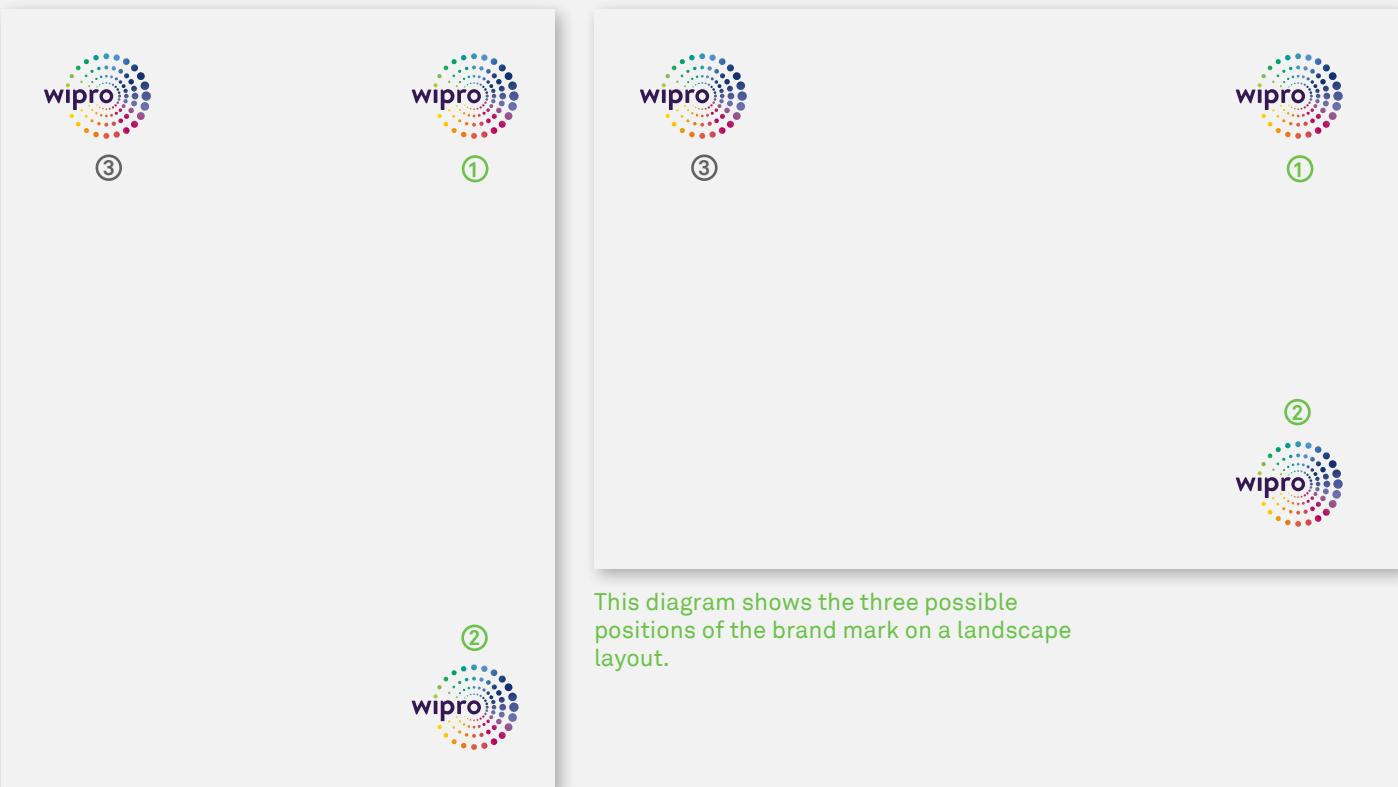


Brand mark placement

We allow flexibility when placing our brand mark on our communications. However, the top and bottom right positions are preferred as indicated on the diagram on this page.

In certain instances such as websites, follow the usual convention of placing the brand mark in the top left position.

When producing outdoor advertising the top or bottom right-hand corner creates most standout. Whenever possible avoid centering the brand mark.



This diagram shows the three possible positions of the brand mark on a portrait layout.

This diagram shows the three possible positions of the brand mark on a landscape layout.

Brand mark misuse

A strong brand is applied consistently. It is important our brand mark is never altered. Here are a few examples of simple things to avoid. Please follow the principles outlined in this brand book.

Always use the master artwork, never recreate any elements of the brand mark.



Never distort the brand mark.
Always scale in proportion



The brand mark should
never be placed in a holding
shape.



Nothing should be added or
locked-up with the brand mark.



The direction of the
gradient should never be
changed.



Do not place the
brand mark on a 100%
tint of the primary
colors.



Do not place the
brand mark on a dark
blue background.



Don't change any
proportions between
elements.



Never create outlines
as shown in the
example.



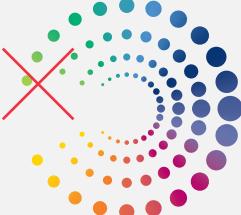
Never change the relative
positions of the elements.



Never change the gradient
of the brand mark.



Never apply any effects to
the brand mark such
as glows or drop
shadows.



Never use the
discs as shown.

Color



Color overview

We are a multicolored brand with blue being our key color.

Our color palette is made up of five colors. They make us stand out and play a critical part in what makes us look and feel different.

White and Light Gray are usually used for backgrounds.

Dark Gray is usually used for body text.

The Wipro brand should always be reproduced on coated paper stock.

Navy Blue*
Pantone† 288 C
CMYK C 100/78/6/32
CMYK N 100/66/6/32
RGB 14/53/112
HEX (HTML) 0e3570

Apple Green
Pantone 360 C
CMYK C 59/0/96/0
CMYK N 59/0/96/0
RGB 109/194/75
HEX (HTML) 6dc24b

*Please be aware that there is an additional blue (not shown) used as part of the brand mark. The brand mark color should never be changed.
†Pantone® is a registered trademark of Pantone, Inc.

Sunny Yellow
Pantone 128
CMYK C 0/13/87/0
CMYK N 0/13/87/0
RGB 255/218/41
HEX (HTML) ffda29

Ruby Red
Pantone Red 032 C
CMYK C 0/86/71/0
CMYK N 0/90/63/0
RGB 239/51/65
HEX (HTML) ef3341

Sky Blue
Pantone 2925 C
CMYK C 81/13/0/0
CMYK N 85/13/0/0
RGB 0/162/224
HEX (HTML) 00a2e0

Note:
C = COATED STOCK
N = NEWSPRINT STOCK

White
Pantone –
CMYK C 0/0/0/0
CMYK N 0/0/0/0
RGB 255/255/255
HEX (HTML) ffffff

Light Gray
Pantone –
CMYK C 0/0/0/7
CMYK N 0/0/0/7
RGB 242/242/242
HEX (HTML) f2f2f2

Dark Gray
Pantone –
CMYK C 0/0/0/80
CMYK N 0/0/0/80
RGB 100/99/99
HEX (HTML) 646363

Note to designers and artwork:
All artwork for print has been created using the COATED FOGRA39 color settings, all artwork for screen has been created using the sRGB IEC61966-2.1 color settings within the Adobe® Creative Suite®.
For correct color reproduction always use these profiles.

Support colors

Our support colors are derived from our primary colors. They complement our primary palette and add further flexibility.

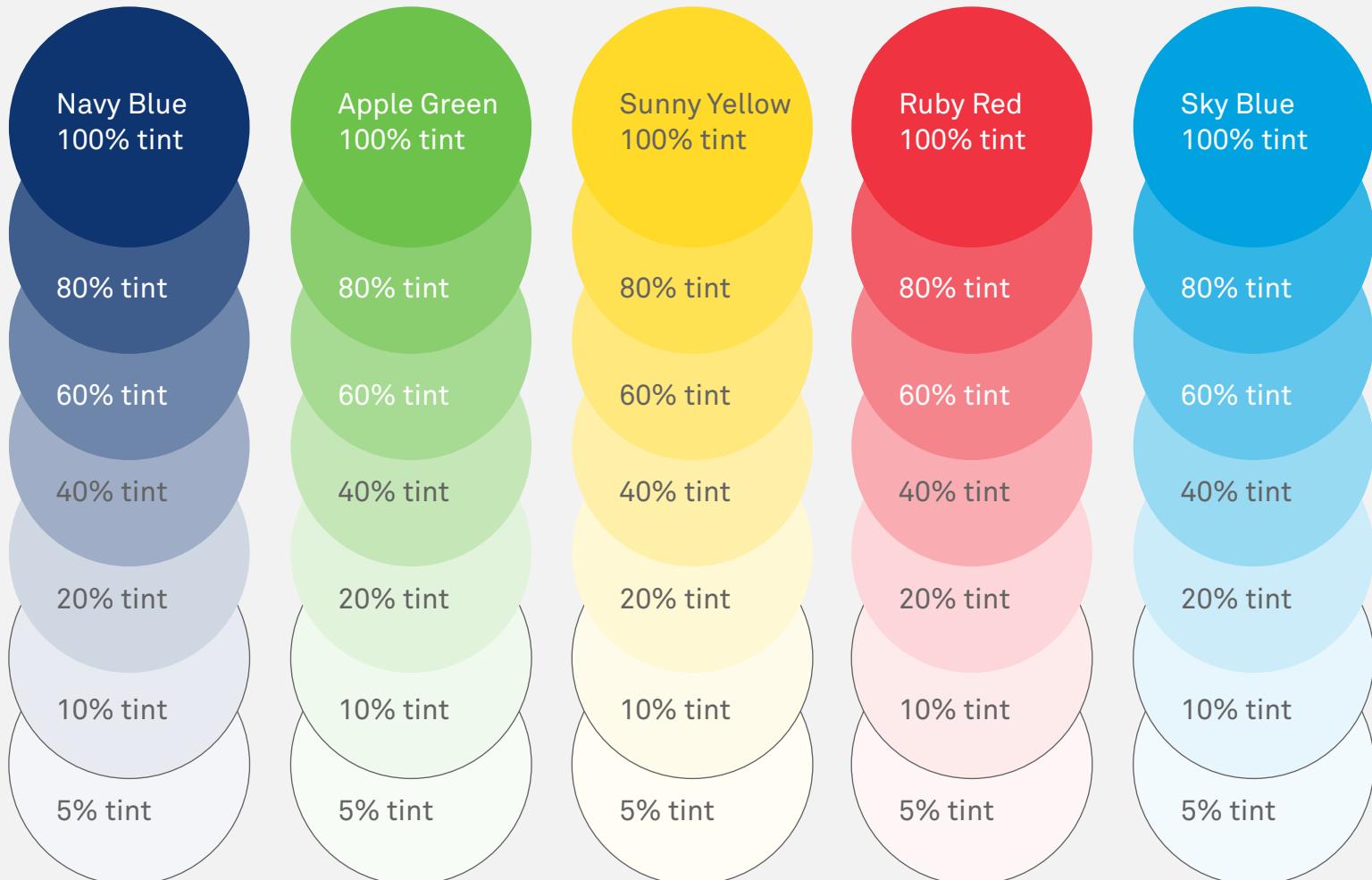
These colors are also used to highlight and differentiate information within charts and graphs and are used as part of our infographics.

We use a selection of tints ranging between 80% and 20% opacity. For digital applications and backgrounds we use very subtle tints of 10% and 5%. This gives our brand more flexibility, without changing the overall look and feel.

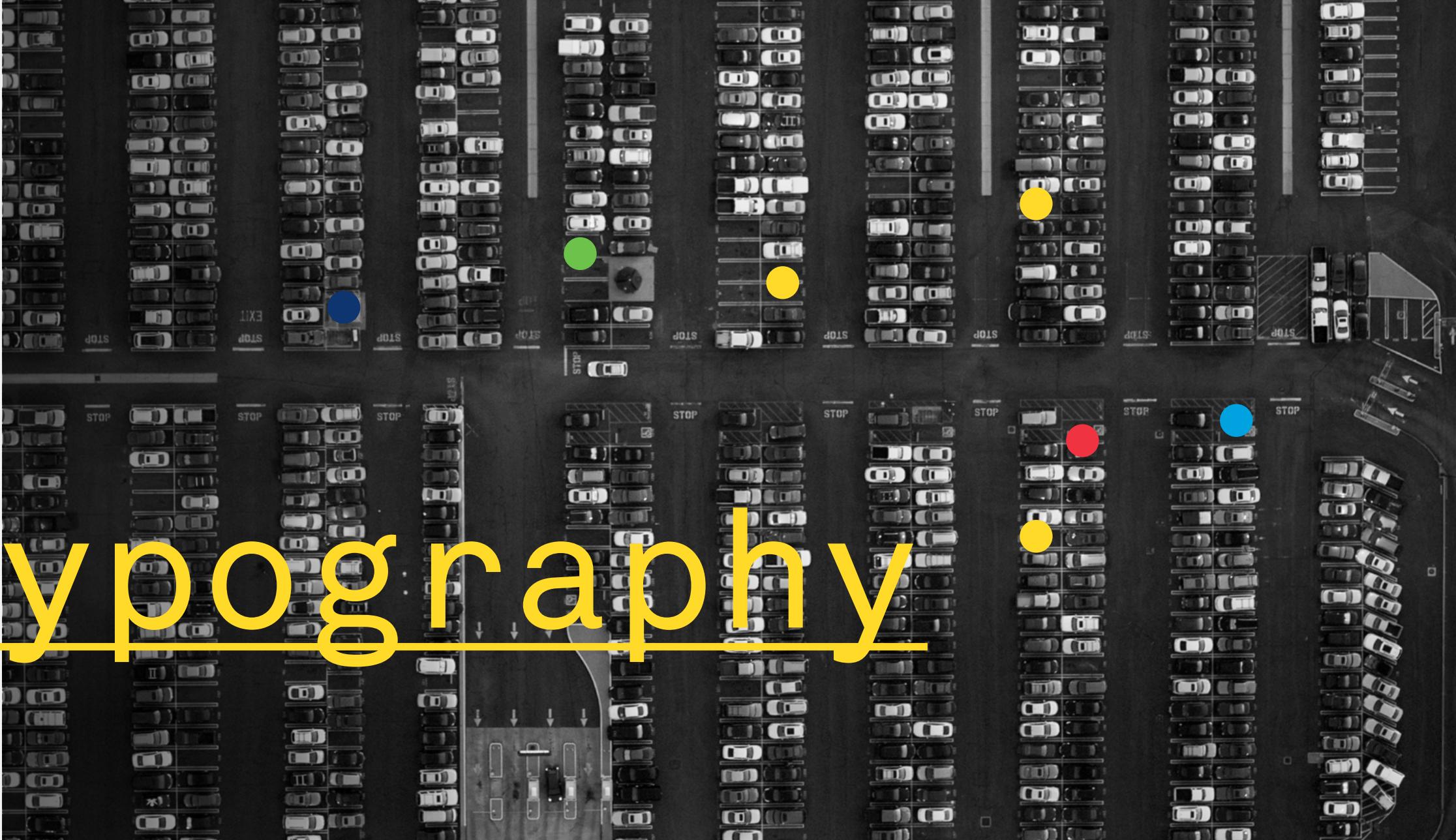
Text on colors:

Gray text (80K) can be used on tints ranging from 5% – 40%.

White text can be used on tints ranging from 100% – 60%.



Typography



Typography overview

Akkurat Mono

Akkurat Mono is our display font, it is used for feature headings at larger sizes, e.g. document title, section dividers, article headings, environmental graphics, etc. It can also be used as part of infographics.

It is only used in the font weight Regular and often uses the underline feature. It is always set in sentence case, never uppercase.

The underline effect is applied by using the standard/default character underline feature within the word processing application.

Akkurat

The typeface Akkurat complements Akkurat Mono well. It is used for all secondary level copy. This includes headings at medium and small sizes, introduction paragraphs, quotes and body copy.

Display
typeface:

Akkurat Mono

Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()_+?><

Brand
typeface:

Akkurat

Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()_+?>

Light
Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()_+?>

Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()_+?>

Regular
Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()_+?>

Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()_+?>

Bold
Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()_+?>

Typography style

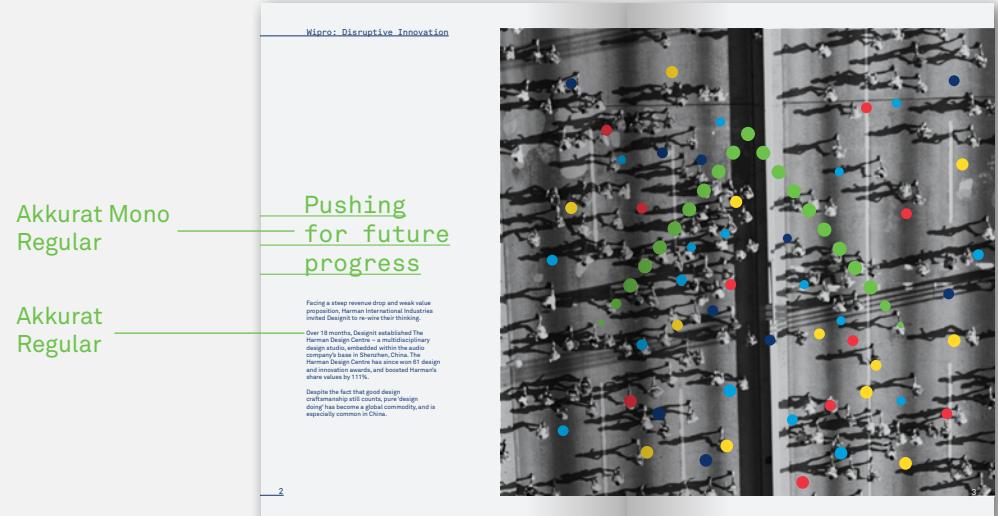
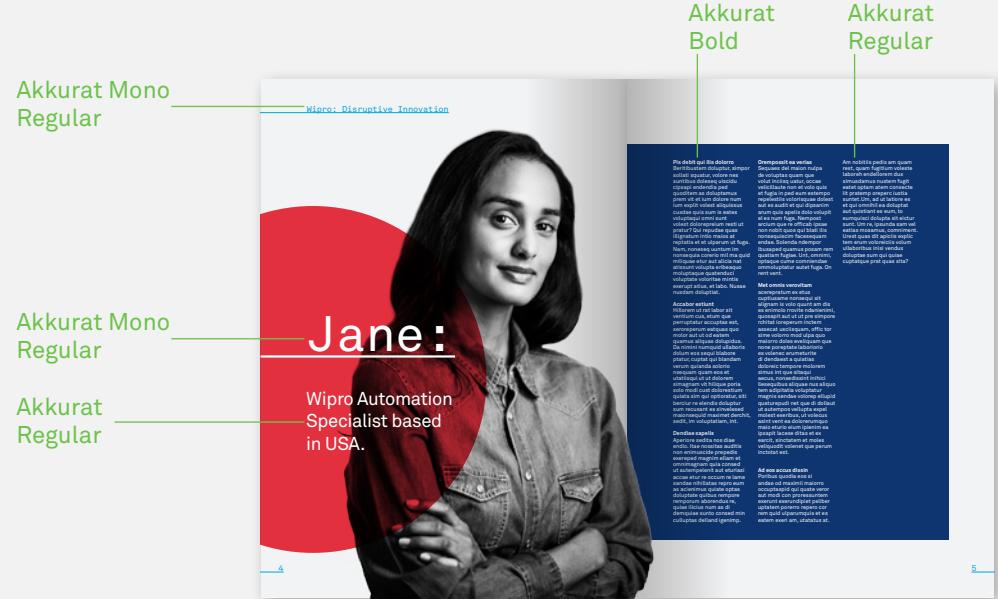
For feature headlines and key messages we use Akkurat Mono. It usually uses an underline style that bleeds off the page edge as shown. It should be used at a large size to create impact and interest. Akkurat Bold is used for secondary headings. Body text is typeset in Akkurat Regular.

Style principles

Large text can partially overlay photography and is offset within the layout. An underline style is used to create emphasis and to anchor feature text. The rule should only be used together with Akkurat Mono.

Body text should only be styled using Akkurat Light, Regular and Bold (and italics for emphasis).

For further examples please see section 3 of this brand book.



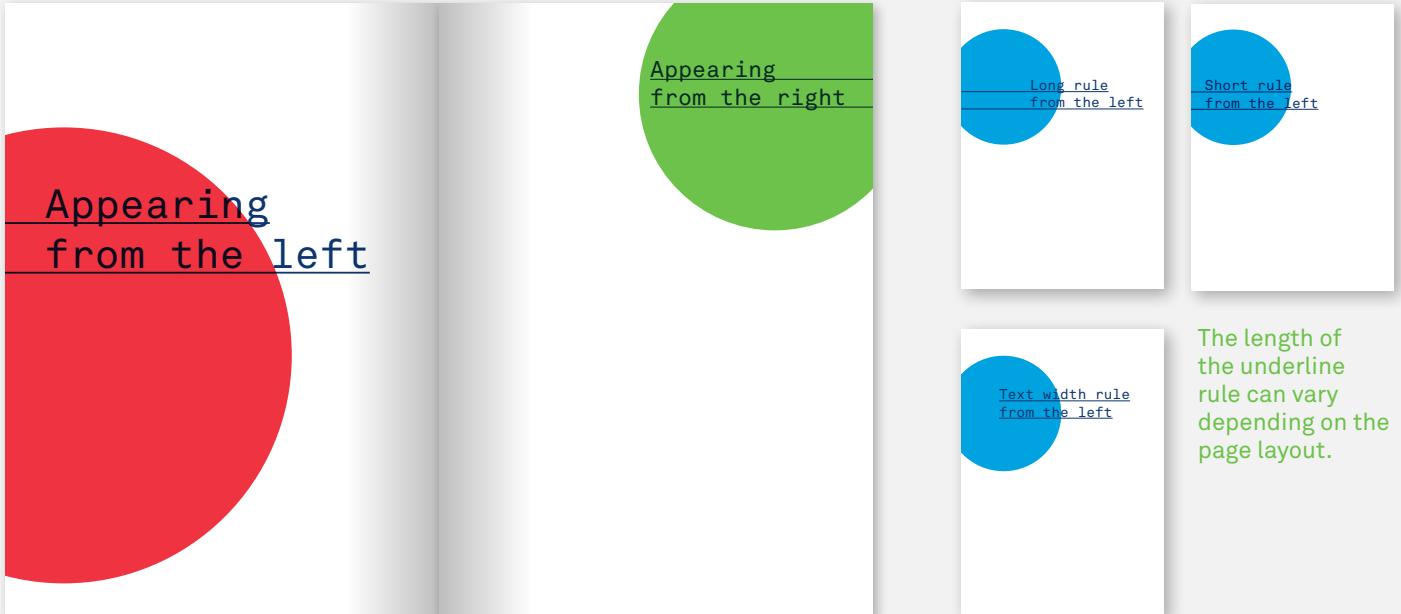
Akkurat Bold
Akkurat Regular

Headline styling

Akkurat is a reliable text font with great legibility. The font is designed to combine the qualities of classic sans serif craft with appropriate contemporary freshness. Akkurat Mono on the other hand suggests a progressive technology-led style. We use Akkurat Mono as a display font, for feature headings. Here we always apply a underline effect to the text. This is used for added standout and is a manifestation of our interconnectivity.

When used, it usually bleeds off the layout/page edge as shown. (The use of the Wipro disc is optional.) In many instances the text ‘naturally’ bleeds off the left-hand side, but bleeding off to the right is also acceptable.

Note: only use the underline rule with Akkurat Mono, never with Akkurat.



Text, typeset in Akkurat Mono,
to illustrate the stylistic
opposites compared with Akkurat.

Akkurat Mono (for feature headings).

Text, typeset in Akkurat,
to illustrate the stylistic
opposites compared with Akkurat Mono.

Akkurat (for all body text applications).

Typography details

Size and weight

- Limit type to no more than three sizes.
- Use Akkurat Mono as a display font, for feature headings.
- Body text headlines are styled using Akkurat Bold.
- Body text should be styled using Akkurat Light, Regular and Bold (and italics for emphasis).

Case

- Sentence case is our standard for all communications.
- Never use all-uppercase.

Line spacing

- Line spacing refers to the space between lines of type. See the chart at right for line spacing guidelines.

Letter spacing

- Letter spacing (also known as tracking) is the space between letters. Letter spacing and word spacing are set by default to 0. In some cases, spacing may need to be adjusted.

Justification

- Type should always be set flush left, ragged right. Centered text should be avoided. However, in restrictive spaces such as tall narrow formats, centered text can be useful.
- Avoid widows, orphans and lines that end with hyphens.

	Leading	Tracking
Body Text (8-14pt)	120% minimum	0
Body text headline (8~36pt+)	120% minimum	0 to -15
Feature headline text (14~36pt+)	100% minimum	0 to -50

Typography in use

Body text

Body text is typeset using Akkurat Regular ① or Light. Key information, introductions and captions ② can use bold for emphasis. Text should always be ranged left and should not be force justified. Centered text should be avoided but can be useful in restrictive spaces.

Feature headings and quotations

We use Akkurat Mono for impact and emphasis. It usually uses a underline rule that bleeds off the page ③. Alternatively, the rule can only stretch the length of the words as shown here ④.

Our Wipro disc

Discs are part of our graphic language. They can frame photography ⑤, create a focal disc ⑥ or hold text ⑦.



System typeface

For Microsoft® Office® applications, such as PowerPoint® or Word®, and other on-screen applications the system font Arial is used in place of Akkurat. Arial is a system font and installed on most PCs and Macs, which ensures all users can view these fonts.

Arial is a highly legible on-screen and retains a good legibility at small sizes. Arial is the default font that will be used when a system font is required. Arial can be used in Regular, Italic, Bold and Bold Italic. Where possible the feature headings should use the underline styling.

Arial Bold is used for headings and subheadings and Arial Regular for body text. Arial should never be used on materials designed exclusively for print and are used only in Microsoft Office applications.

Headline style:

Arial

Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()_+?><

Body text style:

Arial

Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()_+?><

Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()_+?><

Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()_+?><

Bold italic:

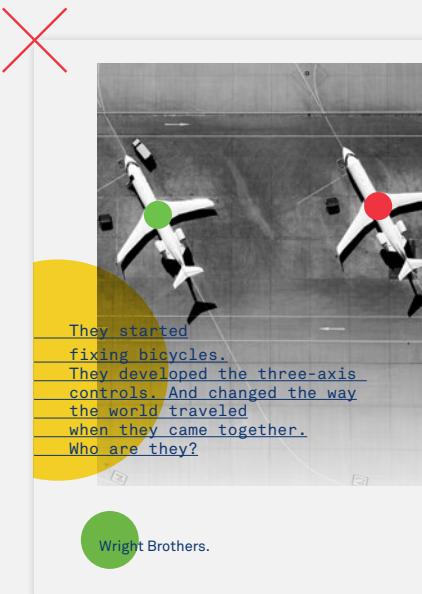
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 !@£\$%^&*()_+?><

Typography misuse

This page shows some examples of what should be avoided when laying out and styling text.

 This is Akkurat Regular with a shadow.

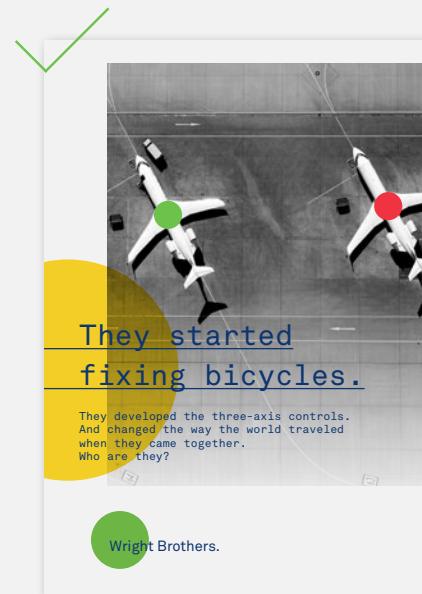
 This text is stretched.



Avoid styling long headlines using Akkurat Mono. We recommend two to a maximum of four lines of text.

 This text is kerned at negative 100

 This headline is hyphenated.



The example shows how to shorten and simplify the headline. The secondary text is also styled using Akkurat Mono but without underline effect.

 The line spacing on this text is 200%.

 Don't leave orphans in text.



The example shows how to shorten and simplify the headline. The secondary text is styled using Akkurat Regular.

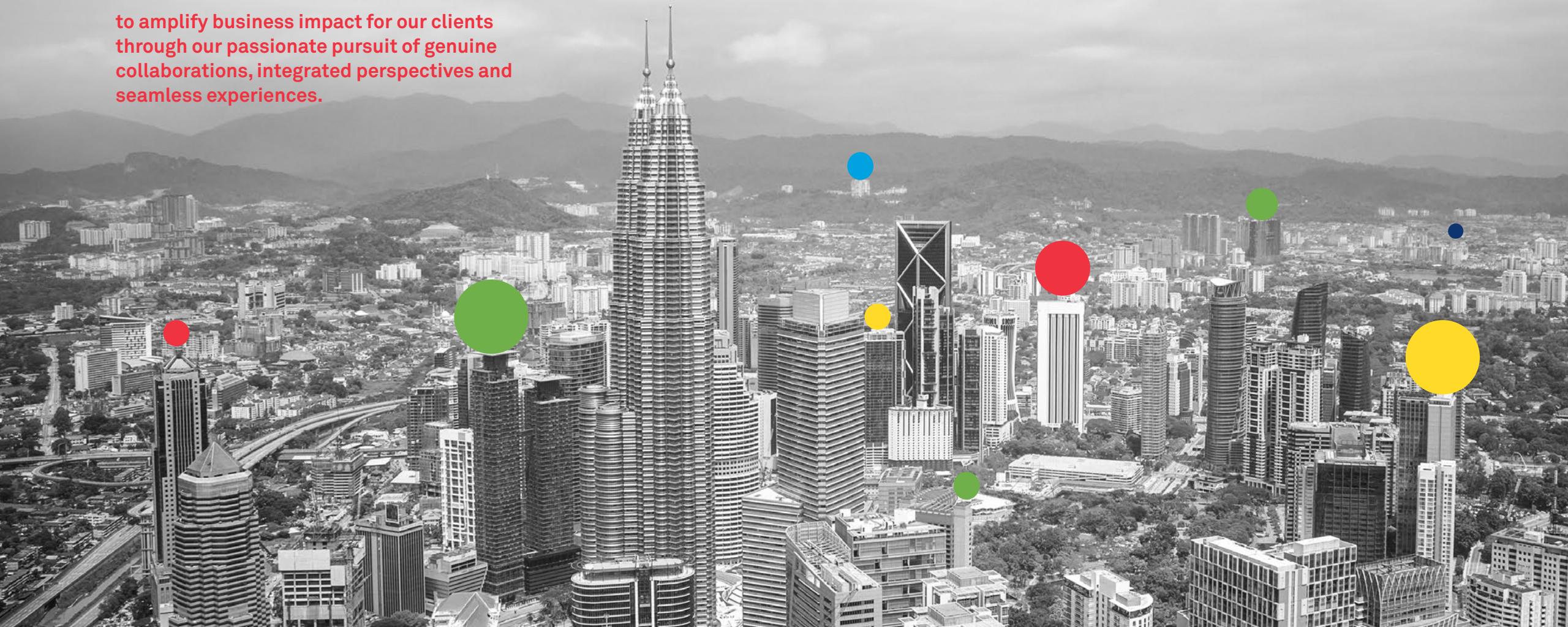
wipro
disc



Wipro disc introduction

Our graphic device is the *Wipro disc*. The discs are released from the Wipro brand mark and are a manifestation of our brand purpose:

to amplify business impact for our clients through our passionate pursuit of genuine collaborations, integrated perspectives and seamless experiences.



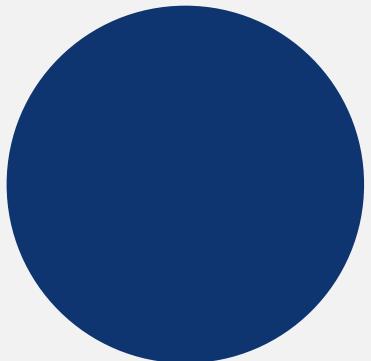
Wipro disc overview

A Wipro disc can emphasize a single person, thought or an individual item. Multiple discs can reveal or illustrate patterns that represent insights, highlight data or illustrate connections. In most instances several discs show aspects of our interconnected world.

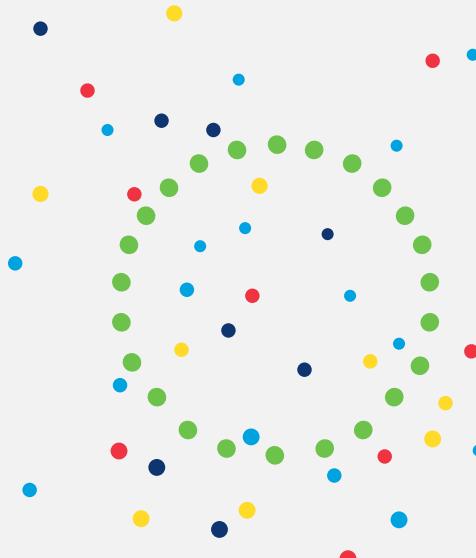
For expediency, throughout the majority of this brand book the *Wipro disc* will be referred to as *disc(s)*.

Principles to keep in mind

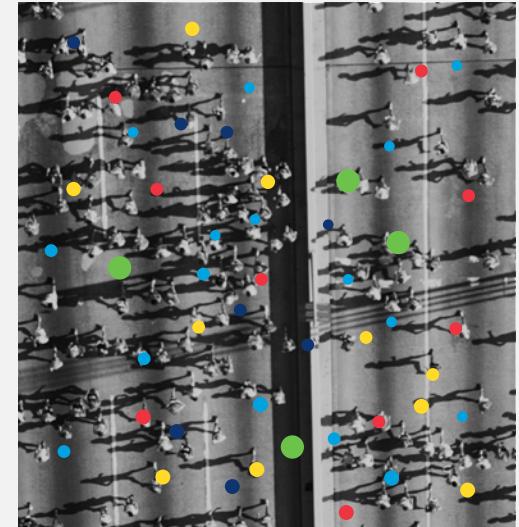
- All brand items should feature our Wipro disc(s).
- The discs should be used purposefully, not just decoratively.
- The disc(s) is only used together with our primary black and white photography (not on our secondary color photography).



The Wipro disc.



When applying our Wipro discs, structures, patterns, trends and insights can be revealed.



Wipro disc in use

The Wipro disc is a key element of our identity. It is used large, medium and small. Its size depends on the type of application and the desired impact. Sometimes the discs are used to draw attention (therefore we apply it at large sizes), in other instances it is used to complement the Wipro brand mark (therefore used at small sizes).

In some situations the disc is used to simply accentuate elements within a layout, similar to a bullet point or highlight.

Care should be taken that the clear space of the brand mark is always kept free from discs to ensure legibility and standout.

Avoid using the Wipro disc just decoratively. It should be applied purposefully.

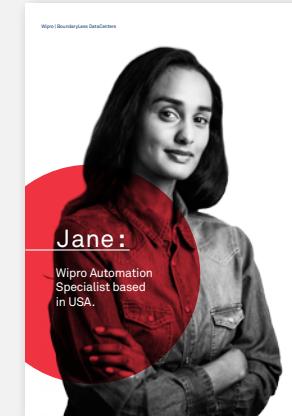
There are no specific size relations between the brand mark and the Wipro disc. This is to allow flexibility in application and ensure the disc can respond to specific needs. A visual balance of elements should be achieved. For example, a small disc is used to highlight a call to action. A medium sized disc is used to anchor headlines or quotes. A large disc can be used to emphasize a document title or an individual person, etc.

In content-rich applications, the size and placement of the Wipro discs should aid the reader but not interfere or even distract.

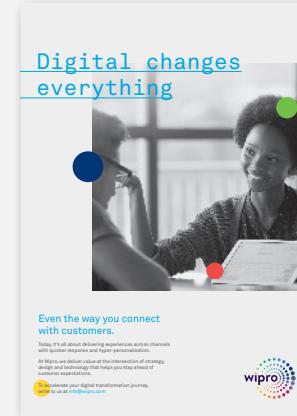
The application section of this brand book provide extensive examples that show the Wipro disc in action. Follow the overall look and feel to achieve the right balance and keep the aesthetics of this brand book in mind.



Large Wipro disc to highlight a document title.



Large Wipro disc to highlight a person or theme.



Small Wipro disc to highlight a call to action.



Small Wipro disc to illustrate interconnectivity.



Medium sized Wipro discs to anchor a quote and to emphasize a portrait image.

Wipro disc and photography

This page illustrates examples of how the Wipro disc can be used in combination with photography.

Generally, an individual disc is used to highlight a single person, object, or singular thought or theme.

Multiple discs are used to illustrate 'connected insights'.

For information on how to use the Wipro disc without photography, see next page.

Note: only up to two discs can use a multiply/overlay effect. Multiple discs are always colored solid at an opacity of 100%.

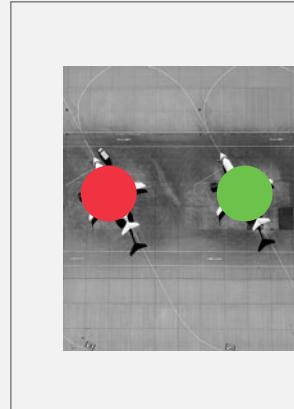
Multiply effects are only available in professional design tools used by agencies and design studios. When creating designs in programs such as Microsoft Office, use flat colored discs (without applying any effects).



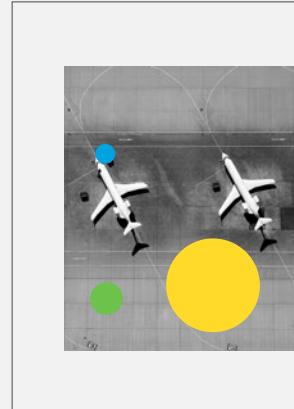
Using one disc to highlight an individual (no effect applied).



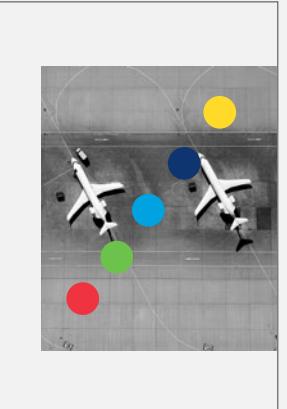
Using one disc to highlight an individual (multiply effect applied).



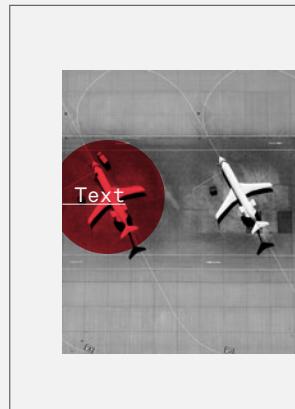
Using two discs of equal size (no effect or multiply effect applied).



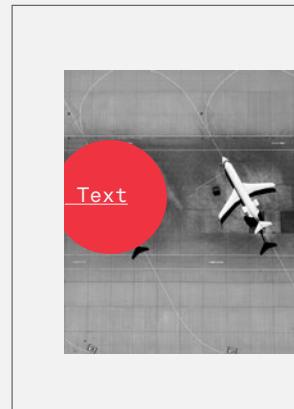
Using multiple discs at multiple sizes (no effect applied).



Multiple discs at same size (no effect applied).



Text and disc (multiply effect applied).



Text and disc (no effect applied).



Text, large disc and multiple small discs (all no effect applied).



Text and large disc and multiple small discs (large with multiply effect applied).



Discs used to highlight call outs.

Wipro disc within layouts

The examples on this page illustrate the use of the Wipro disc within layouts. Discs can be used at 100% opacity or in lighter shades as defined in the support color page.

- ① The disc is used for emphasis, to ‘anchor’ a pull quote or to highlight important copy.
- ② The disc can be used to amplify or highlight an image.
- ③ Discs can be used to hold titles or headlines.
- ④ Discs can be used to hold or anchor section headers.

General notes:

- Use any of the primary and support colors for Wipro discs. Ensure that the legibility of the text is not compromised.
- The discs can hold or contain our icons, illustrations, text or photography.

1 **Wipro | Boundaryless DataCenters**
The disc contains a red pull quote: "laboris niti ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

2 **Digitalize and move ahead**
The disc contains a yellow image of a woman with glasses and the text "Boundaries no more".

3 **The cogs of BLDC**
The disc contains a green title "Assessment & Target Placements" and a red title "Reference Architecture".

4 **Key differentiators and business impact**
The disc contains a pink title "Leading US Based Global Glass Manufacturer" and a blue title "Largest retailer in Australia".

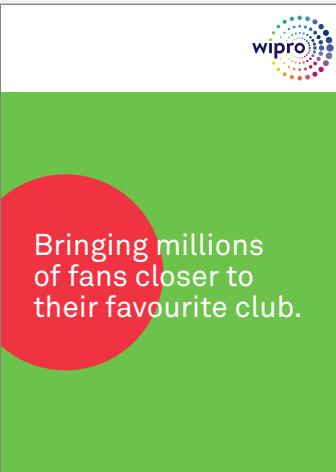
Graphic use of the Wipro disc

This page shows the use of the Wipro disc applied in a graphic way. The discs can be placed on a white or light gray background or alternatively on any backgrounds using the colors from our primary or secondary palette. Larger discs are usually used to hold or anchor text. The examples here show how the device can be applied with a high degree of flexibility.

When using small Wipro discs they should respond to the message/ headline of the communication piece. For example, if an invitation is 'relating to a football event', use 11 or 22 two dots to represent footballers. Likewise, when the message is about 'progress' the Wipro discs can form an arrow to reference the subject matter.

Note: multiple Wipro discs should not be used randomly but convey meaning, a message or insight.

When depicting or illustrating a concept, the discs can either be all colored using a singular color or alternatively use multiple colors.



WiproBuzz

What you need to know about the new IBM Bluemix

The Wipro-IBM Alliance team is pleased to share the following resources. Don't forget to sign up for the IBM Bluemix Massive Open Online Course (MOOC) today for free cloud training.

SOFTLAYER **IBM Bluemix** **bluebox** **IBM Bluemix**

At World of Watson, IBM announced a new, single IBM Cloud platform simply branded as IBM Bluemix. Whether your clients are building native mobile applications, cloud integrating existing applications, or running/enhancing workloads, IBM Bluemix is where access to data, services and infrastructure come together. Learn more about this milestone bringing together SoftLayer, BlueBox, and BlueBox together under a common brand by accessing the following resources:

- Watch the short [Bluemix Brand Launch Executive Video](#) to understand what has changed and why.
- Learn more about the [new single UI client experience](#).
- Learn more about the [IBM Bluemix Product Brief](#) ready to learn what this means to you.
- Visit the [New IBM Cloud Home Page](#) on PartnerWorld to stay current with future announcements and resources.

Additional announcements and resources supporting the new Bluemix launch

[Cloud Object Storage](#) [Video • Resource Page](#) • [PartnerWorld University Sales Education](#)
[IBM Cloud Video Solutions](#) [Video • Resource Page](#) • [PartnerWorld University Sales Education](#)
[IBM Watson Data Platform \(DataWorks\)](#) [Video • Resource Page](#) • [PartnerWorld University Sales Education](#)

Discuss on Yammer:
Get Involved!
[Sign up for the IBM Bluemix MOOC today!](#)
Join the [IBM Bluemix Community](#) and the [IBM Global Alliance Official Community](#).

Thank you,
Global Alliance Team
[ibm.alliance@wipro.com](#)

wipro.com

Monday 1st August, 2017 RSVP

Tickets are non-refundable, and is for the invitee only. We would be delighted if you accept the invite in line with your organisation's policies.

in f t v

Wipro is Chelsea FC's Digital and IT partner.

Wipro

Invitation

As the official Digital and IT Partner at Chelsea FC, it gives Wipro immense pleasure to invite your esteemed presence at an exclusive lunch with the players of the Chelsea FC team.

Join us on 1st August for an exquisite lunch and the chance to interact with the players in person.

Monday 1st August, 2017 RSVP

Tickets are non-refundable, and is for the invitee only. We would be delighted if you accept the invite in line with your organisation's policies.

wipro.com

in f t v

Examples of the Wipro disc applied graphically.

Wipro disc for call-outs

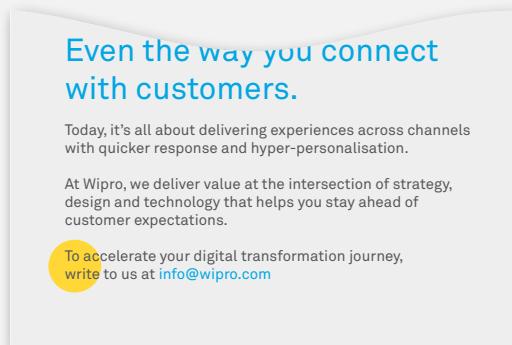
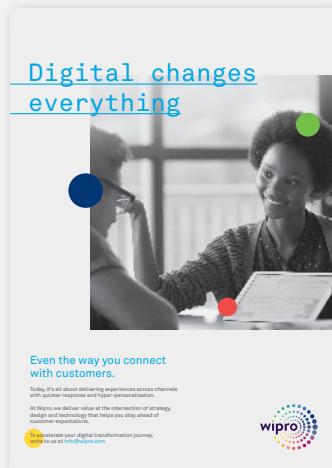
We also use a Wipro disc to highlight key information, such as call-outs and call to actions.

The call-out disc should be smaller than any other key graphic device and also be sympathetic to the size of the text and the overall layout.

When using discs for call-outs, colors should be chosen that allow the text to be clearly legible. Usually our primary green and yellow work best.

The disc can be applied to any applications where call-outs or call to actions are used.

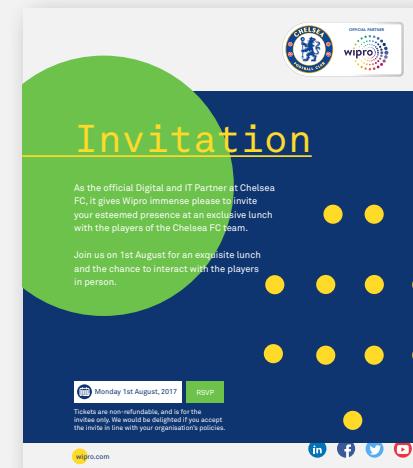
Please have a look at the examples on this page for reference and also the application section for further guidance.



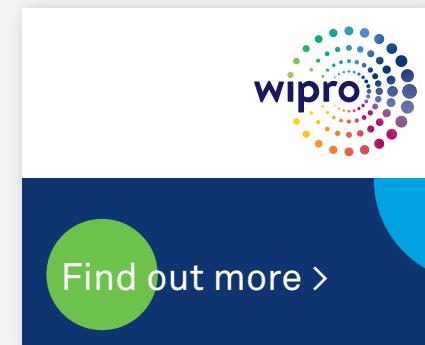
Example of a call-out on an ad.



Example of a call-out on a pull-up banner.



Call-out used for the website.



Example of a call to action as part of a digital ad.

Wipro disc as picture frame

We also use our Wipro disc to frame photography at a secondary level, never on the primary face of an application, such as brochure covers or websites.

Using the disc as a holding shape is optional and should only be applied when this design suits the layout. Alternatively, use a standard rectangular shape to frame photography.

Black and white photography as well as color photography can be framed by the disc shape as shown here.



Black and white example.



Color example.

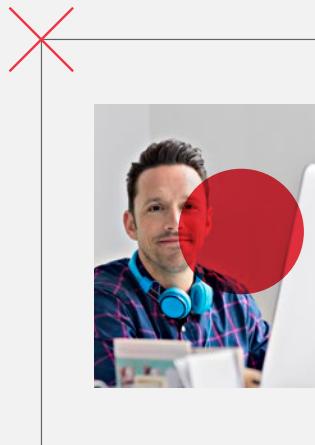


Wipro disc misuse

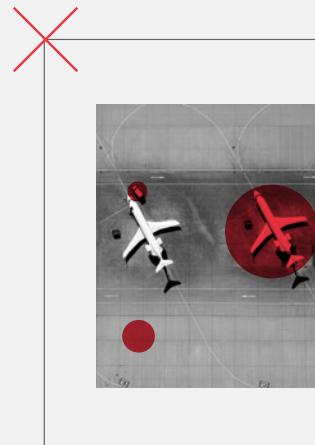
The Wipro disc gives our designs ownership and standout. Therefore it is important that they are applied correctly and consistently. Here are a few simple things to avoid. Please follow the principles outlined in this brand book.



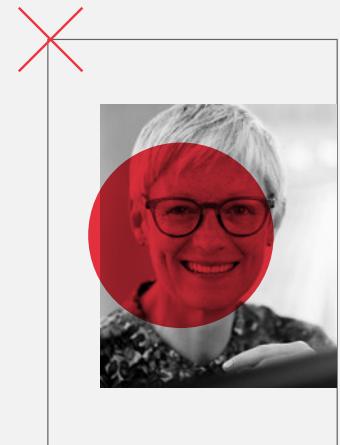
Never apply tints to the disc when using a multiply effects.



Never apply the disc to color photography.



Only apply the multiply effect to up to two large discs.



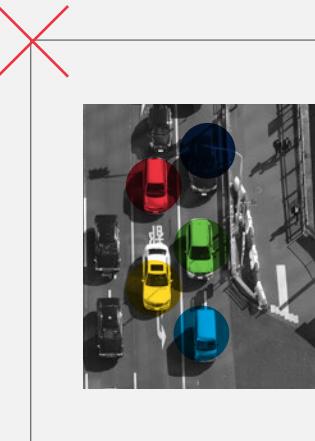
Don't obscure the entire subject of the image.



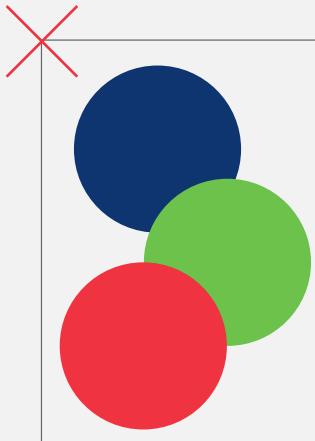
The disc should never cover the whole layout.



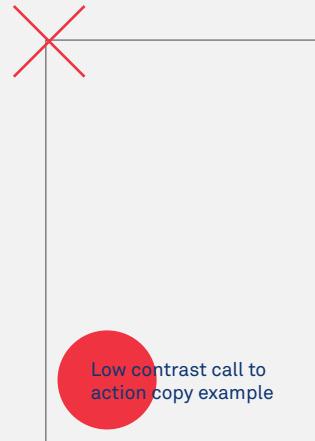
Never apply gradations to our discs.



Only up to two shapes should use the multiply effect.

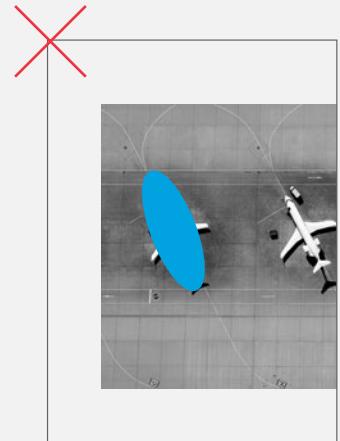


Our discs should never overlap.



Low contrast call to action copy example

Discs should never compromise the legibility of text.



The disc device should never be distorted. It must be circular.

Imagery



Imagery overview

Primary photography

Our primary photography style is in black and white. It has a timeless quality and makes our look and feel ownable. Black and white photography helps to emphasize space, form, pattern and emotion and creates the perfect backdrop for our colorful Wipro discs.

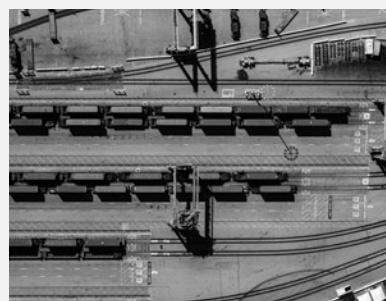
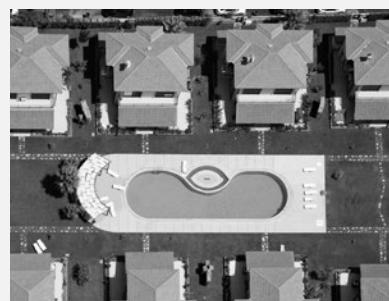
We capture the people we work with, the environments we provide our service to, and the businesses and economies we work together with. It is always used on the primary face of an application (e.g. brochure cover, homepage, etc.)

Secondary photography

This type of photography is used to support our primary photography on the secondary face of an application (e.g. internal brochure spreads). They help to give a broader context to our stories.

Note: never use secondary photography on the primary face of applications.

Primary photography



Secondary photography

Primary photography

Our photography allows us to tell stories and shows others how we see the world around us. It is always end user-centric, not technology focused. This applies to all our photography. We capture life from close-ups to wide aerial shots.

We illustrate six categories:

Category 1: close-up individuals (proud and looking at the camera).

Category 2: group or team pictures (showing people working together).

Category 3: office environments (showing larger groups of people).

Category 4: views of exterior office spaces.

Category 5: bird's-eye view of people.

Category 6: bird's-eye view of the world.

Our photography style is crisp, high in contrast and in focus, never washed out, blurry or out of focus.

Primary photography



Category 1: close-up individuals.



Category 2: group or team pictures.



Category 3: office environments.



Category 4: views of exterior office spaces.



Category 5: bird's-eye view of people.



Category 6: bird's-eye view of the world.

Secondary photography

All our feature photography should be black and white. However, on a secondary level we use color photography.

We use color photography to support our primary photography and to give a broader context to our stories. It is only used on the secondary face of applications.

Secondary photography shows our people and customers within their work environments. The focus should always be on the person/people not technology itself, such as server rooms, technical equipment, etc.

Color photography is also used for editorials, personal interviews and optionally for profile pictures.

Our secondary photography follows the general look of the primary photography. It is crisp, high in contrast and in focus, never washed out or blurry.

Secondary photography



Staff interviews.



Profile pictures.



Editorials.



Support photography to provide context.



Photographic content and styling

Content

We show a mix of people and environments, relating to our broad range of industries and services we provide our service to.

Technology as the subject matter is not the primary focus of our photography. Instead, the idea of technology with a human element creating a seamless experience must be highlighted/shown.

People

As an international business we always aim to capture a diverse mix of people from young to old, representing men and women of different cultures and backgrounds from around the world.

When capturing people, photography should be authentic, emotive and engaging.

When showing portrait photography, the person should be expressive and happy, without the photograph becoming contrived or unnatural.

Avoid scenarios that feel staged or look unrealistic.

Styling

All our photography should be in focus, sharp and high in contrast. The composition of our photography is controlled. Close-ups of people are usually captured in an enclosed environment, reminiscent of an office space. However, the focus should always be the people, rather than the specific setting.

Color

Primary photography should always be in black and white. Images should not appear hazy, washed out or blurry. Grainy photography should also be avoided.



Stock photography overview

We mainly source our photography online from stock libraries. (Found imagery should never be used due to licensing restrictions.)

Stock photography is pre-shot imagery that can be licensed and used by Wipro. Stock library archives can be vast, providing a broad range of options to supplement our stories and support our business needs.

We recommend using one of the following libraries:

www.gettyimages.com
www.shutterstock.com
www.offset.com
www.istockphoto.com

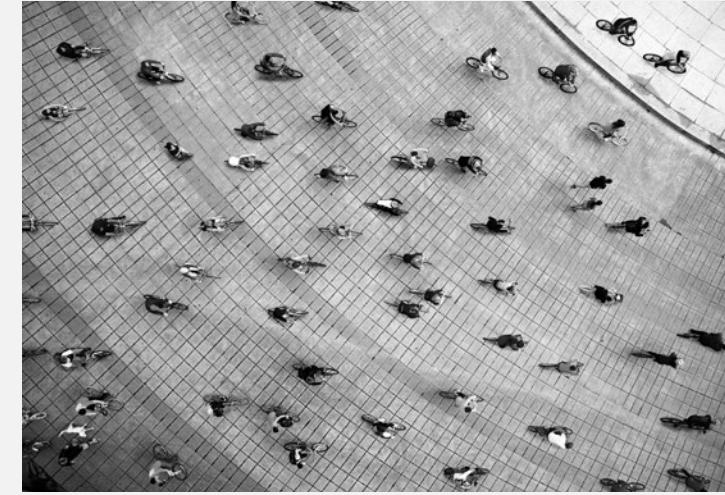
When searching for photography, there are generally two options available:

- **Royalty Free**
- **Rights Managed**.

Royalty Free: This type of photography can be bought for a one-off license and is priced according to file size only. They can be used for an unlimited duration across all media, but are always non-exclusive.

Rights Managed: This type of photography is priced according to file size, usage, duration and countries it will appear in. Rights Managed photography can be of higher quality and include more specialized content but is usually more expensive than Royalty Free imagery. Exclusivity options are also available.

Both color and black and white photography can be sourced from libraries. Page 57 shows how to best convert photography to follow our brand look and feel.



Selecting stock photography

Selecting the right photography is crucial, ensuring a consistent brand look and feel.

Wipro's image style is a distinctive combination of subject selection, background, lighting, camera angles, focus and depth-of-field.

Images should be captured with a neutral, editorial point-of-view to depict realistic scenes.

All of Wipro's visual imagery must have one or several of the following characteristics:

- Authentic
- Strong subject/message
- Distinctive
- Consumer-centric
- Natural
- Diverse

The questions below help identify relevant considerations for on-brand stock imagery:

1. Does this photograph represent people, their lives and the world around us in a way that is credible and not idealized?
2. Is this photograph candid yet warm, demonstrating sensitivity to the subject?
3. Does this photograph feel as though you are observing a real-life situation?
4. Is this photograph captured in context of a real setting?
5. Is the photograph crisp and does it feature clear details?
6. Does the photograph answer yes to these questions:
 - Are you drawn into the story?
 - Can you connect with the scene?
 - Do you have an emotional response to it?



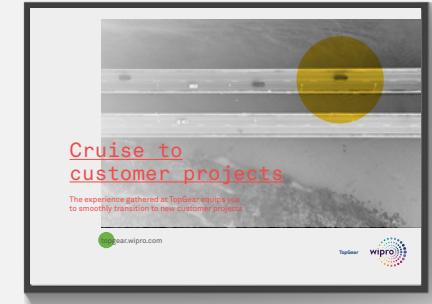
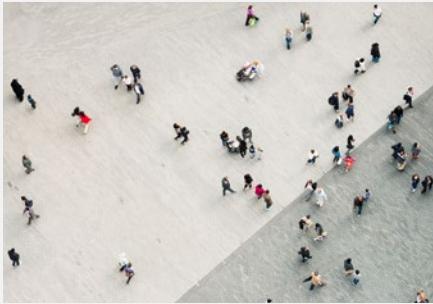
Photography treatment

Our primary black and white photography has a timeless and ownable look. This page illustrates the process for creating our unique photographic styling.

We distinguish between bright and dark photography. Both styles are part of our look and feel. Depending on the layout and design elements, choose the style that creates impact and aids legibility.

To convert a photograph, simply select the 'Grayscale' mode from the image menu. Where necessary adjust the image levels for greater contrast.

Bright photography example



Dark photography example



Photography Misuse

Our photography is all about genuine moments, that are natural and engaging. It should never feel artificial or unreal. This page shows a few simple things to avoid:

- Emotionless images
- Clichéd scenarios or contrived settings
- Staged interactions
- Obvious posing
- Insufficient contrast
- Obvious post-production or Photoshop effects (other than back and white conversions).

Please follow the principles outlined in this brand book.



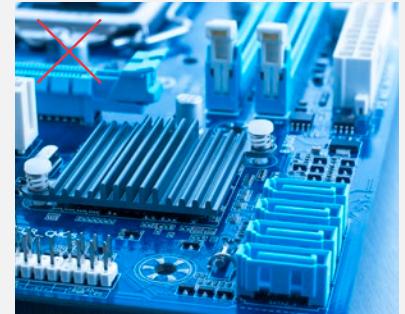
Avoid cold and emotionless images.



Avoid clichéd scenarios.



Avoid staged compositions that feel artificial and unreal.



Technology must never be the primary focus of an image.



Avoid unrealistic-looking poses.



Avoid blurry, out of focus imagery with a lack of definition and contrast.



Avoid composing multiple images together.



Avoid distorted aerial photography such as fish-eye shots.

Grid



Cover layout design principles

Use a grid suitable to the page format and size. For example for portrait A4 pages use a 12-column grid. This provides a flexible framework that can adapt to individual requirements. It is up to the designer's discretion to choose a grid suitable for the brief.

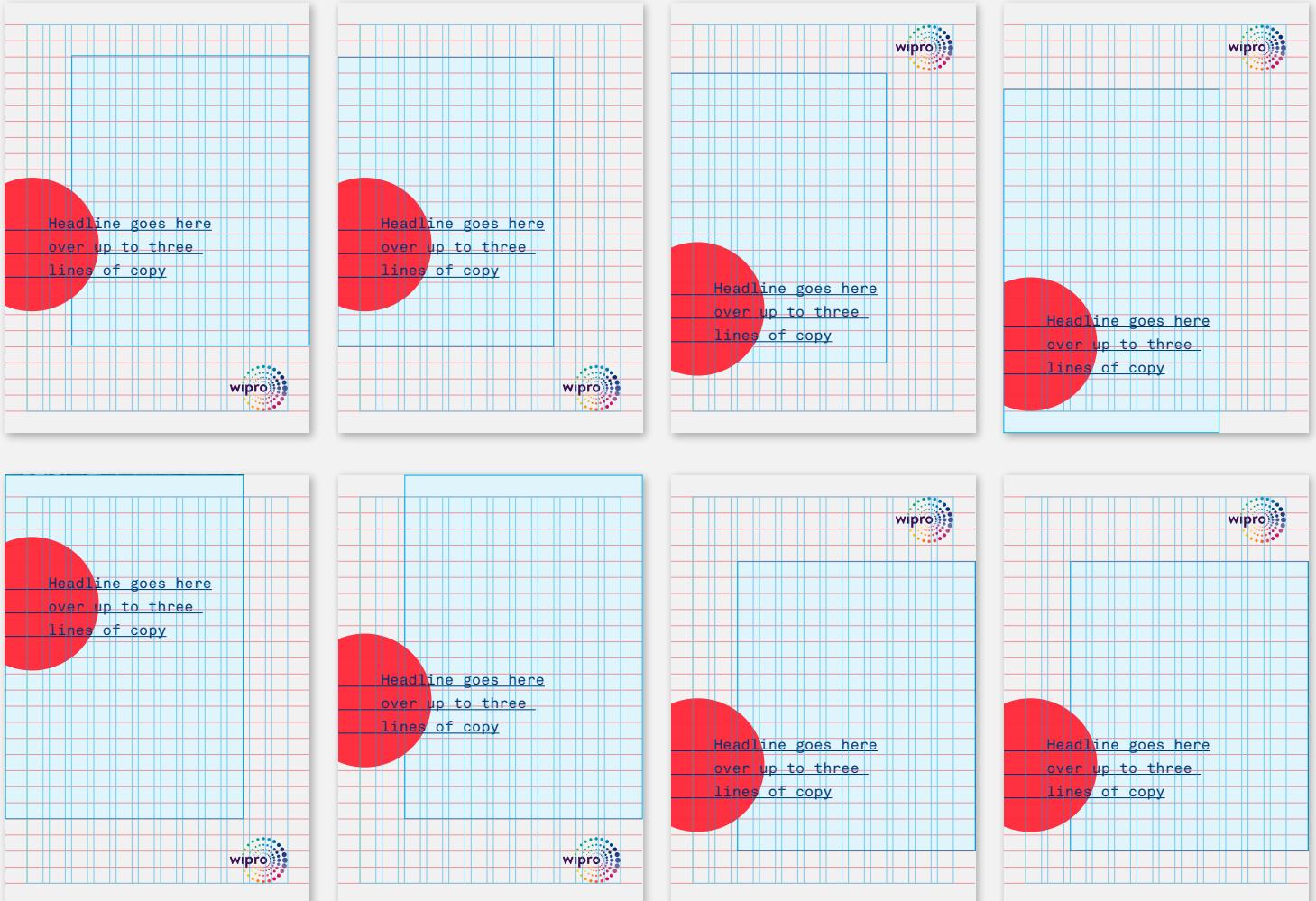
The diagrams on this page show options on how photography can be placed on front covers. The image should bleed off at least on one side, with a maximum of two sides as shown here. The image frames align with the grid.

The size of the brand mark is determined by the principles set out on page 23.

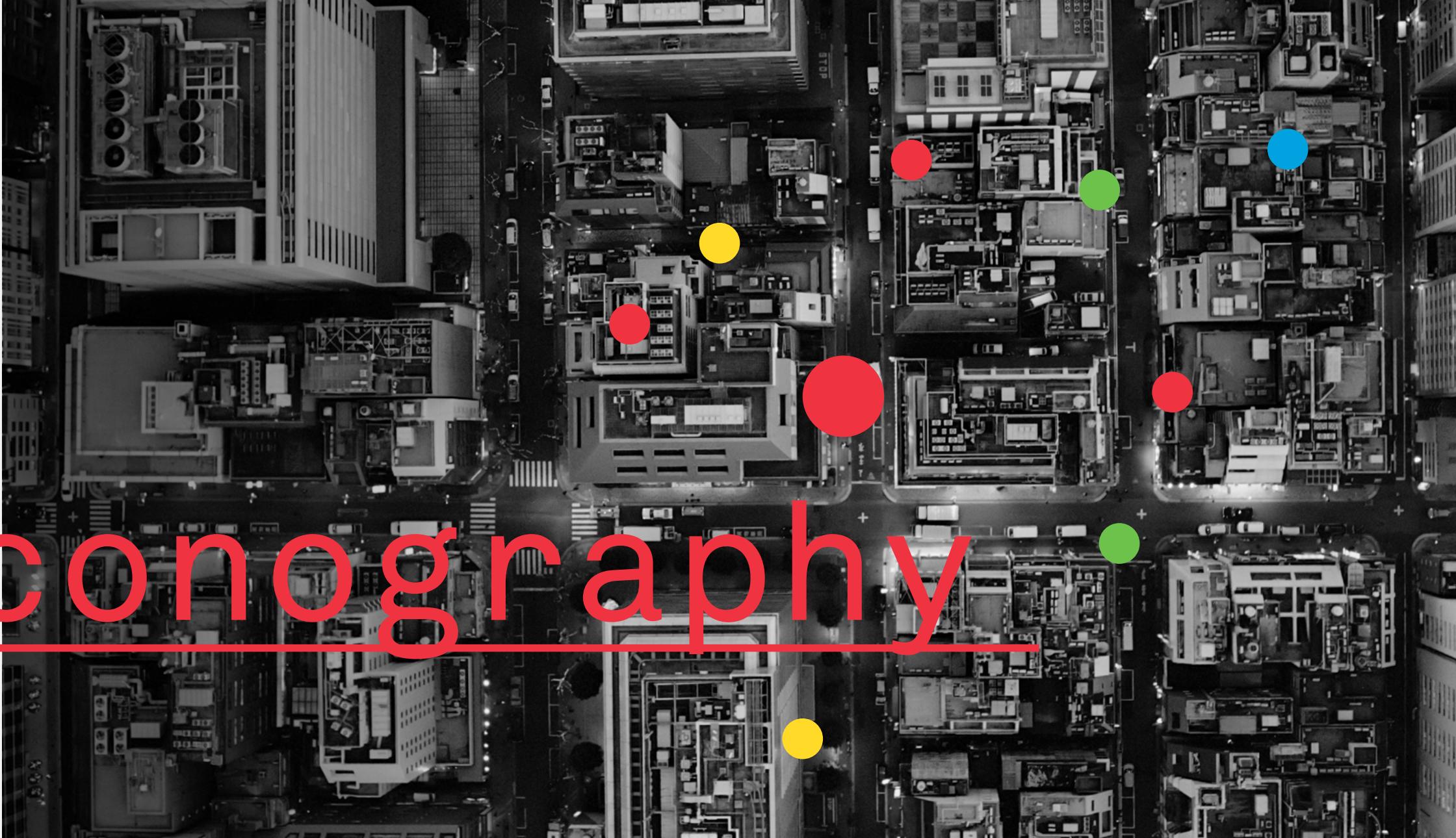


Cover layout – titles

This page shows how titles or headlines can be applied to cover pages. The Wipro disc is used to anchor titles and to create a focal point for increased impact. Titles can move up or down vertically to adjust to the content of the photography beneath. Choose any of the primary or support colors for the discs and the text. However, ensure that the text is legible.



Iconography

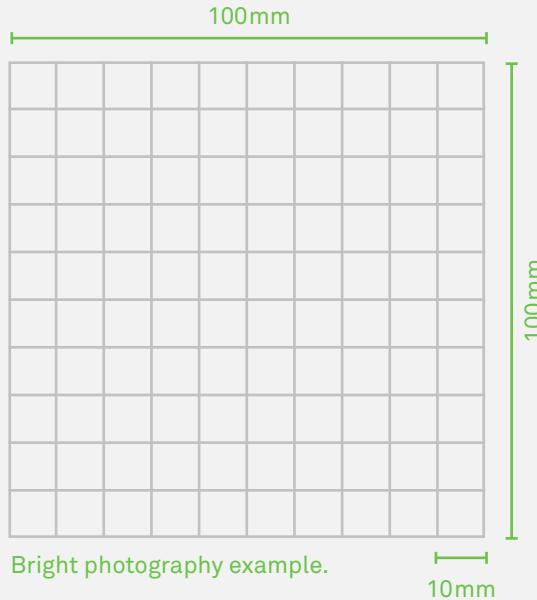


Icon construction

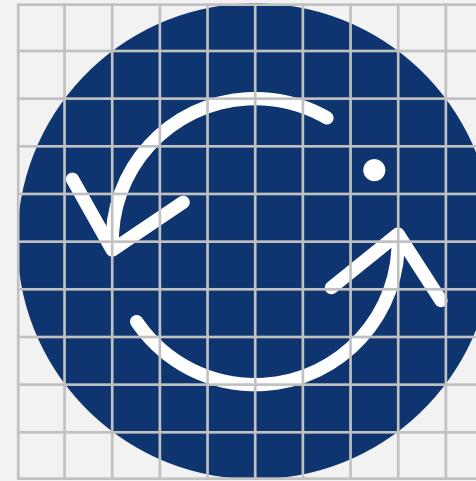
All our icons are based on a few principles to ensure a consistent look and feel. We use a 100x100mm grid to create the icons. Icons are usually centered within this grid.

The following principles apply:

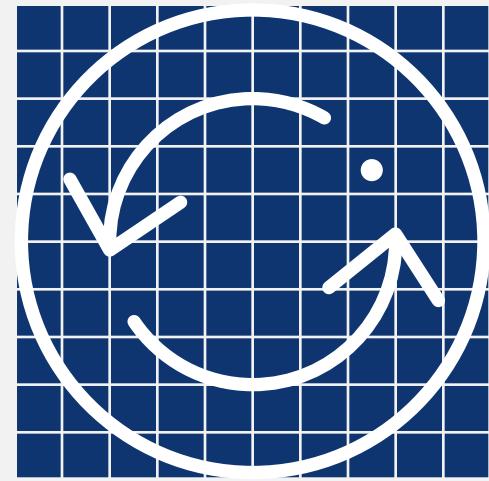
- Use the grid to create icons. (Not all strokes within a icon must fall on a grid line.)
- An icon uses one strategically placed disc/dot to ensure it follows our look and feel.
- The holding shape is circular.
- All icons use white keylines and can sit on any of the five primary colored circular backgrounds. In addition, icons can be colored white within a white circular keylines when reversed.
- The icon stroke weight must be 5pt at 100mm icon grid size.
- Icon strokes always have round stroke ends.



Bright photography example.



Standard icon.



Reverse icon.



Possible color options.



Minimum icon size.

Icon examples

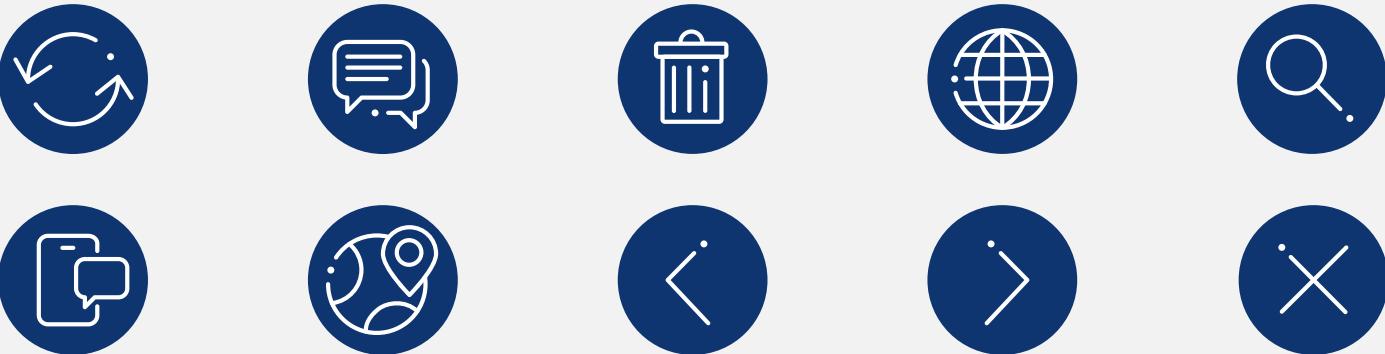
Our icons are delicately crafted, and feel light and elegant. We avoid filled-in shapes. All icons use a strategically placed dot/disc to create our unique look and feel.

This page shows a short selection of icons based on the principles explained on the previous page.

The standard icons in the top two rows show the icons placed in a primary blue circular holding shape. The middle row shows a selection of icons on the five possible background colors.

The bottom two rows show our icons placed on a colored background. Here, only white keylines are used.

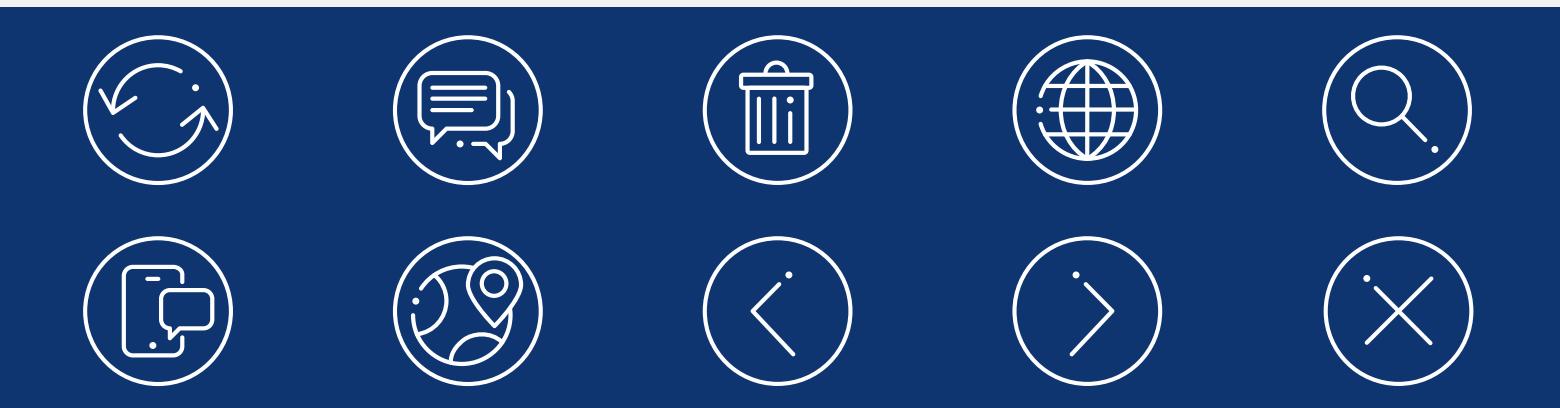
Always create icons based on the guidance provided here. Avoid using 'generic' icons that are 'off-brand'.



Standard icons.



Multiple color options.



Reverse icons.

Information graphics

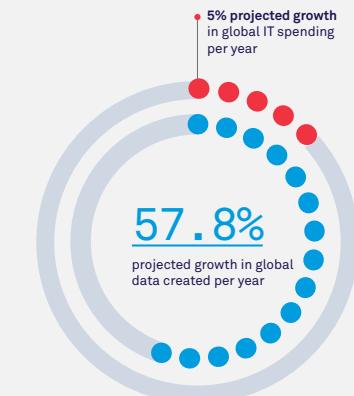
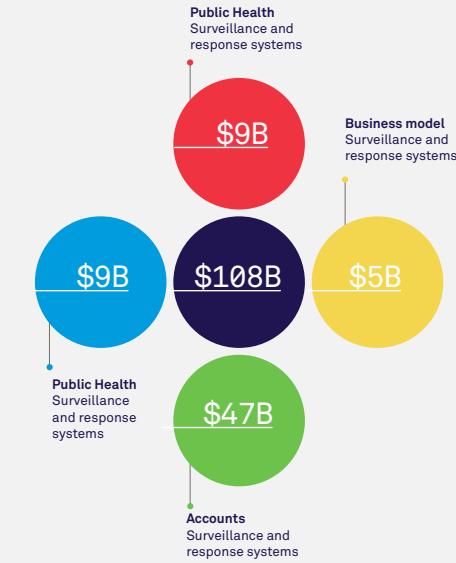
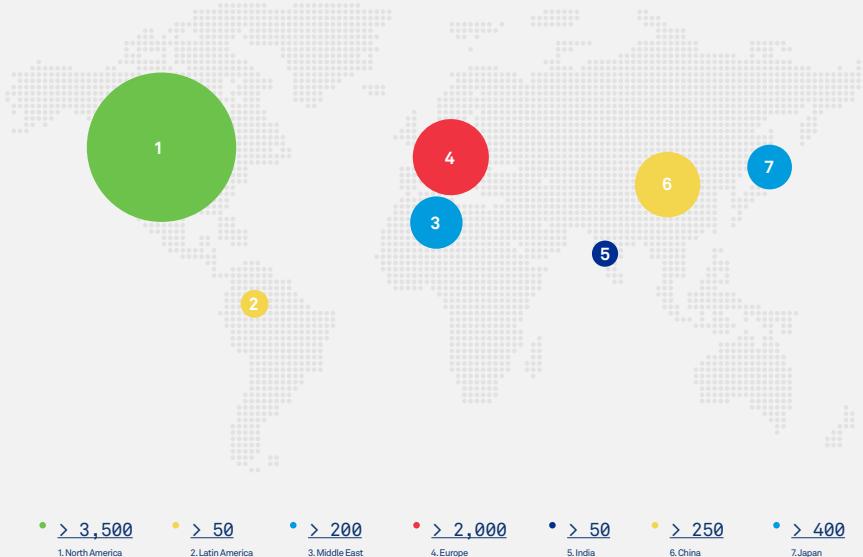


Information graphics overview

Information graphics are visual representations of information or data, intended to present information quickly and clearly. They can improve the understanding by simplifying often complex data in easy to understand graphics, charts and diagrams. We aim to keep our information graphics simple and straightforward, with a sense of ease and elegance.

Here are a few principles to follow when creating information graphics:

- Where possible, our infographics should appear on our light gray colored background. However, it is also possible to place them on white backgrounds.
- All primary colors should be used first, followed by the support colors.
- Akkurat is used for text.



Information graphics charts and diagrams

All our charts and diagrams should have a distinctive Wipro look and feel. To achieve this, our primary colors are used as the predominant palette. Examples on the right show the color use, sequence and hierarchy.

We use our primary color palette first. Once this palette has been exhausted, we use our secondary palette tints.

Wipro Dark Gray (80% tint of black) and Blue may be used for chart headings and for chart structural elements such as axes and text. Standardize the use of color among a set of charts and graphs to ensure consistency.

Note: depending on the application, yellow can be difficult to reproduce. In these instances simply skip this color.



Contact Information

Contact information

For any queries on logo usage other than those explicitly mentioned in this document, please contact the Brand Team at Wipro.

brand.studio@wipro.com



Thank you for reading this brand book.
Applying the guiding principles correctly and consistently
helps to build a stronger Wipro brand.