

Corporate Brand Guidelines

Corporate Brand



Agenda

1 Brand Identity – Elements & Types

2 Brand Personality & Tone of Voice

3 Brand Usage Guidelines

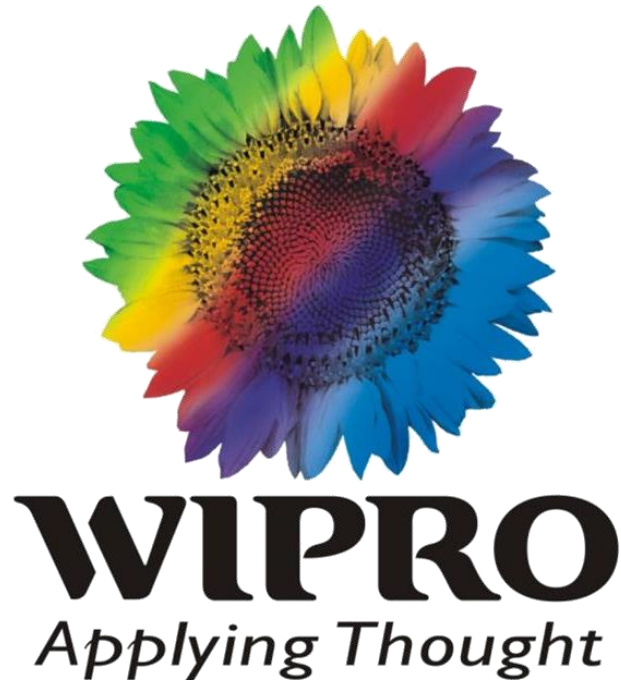
4 Brand Governance

5 Brand Information Guide

Brand Identity – Elements & Types



Brand Identity - Elements

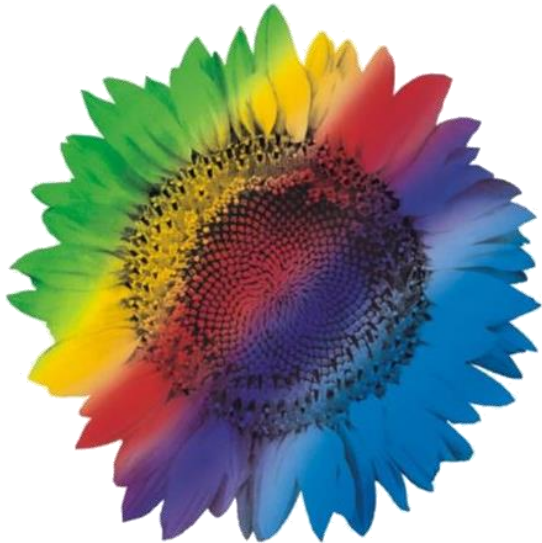


- ➔ **3 Elements**
 - Rainbow Flower
 - Wipro
 - Applying Thought
- ➔ **All 3 elements must always appear together**


**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** : Dynamic & Energetic, Multifaceted, Large & Diversified, Innovative and 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



WIPRO

‘ Wipro ’

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



Brand Identity - Elements

'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

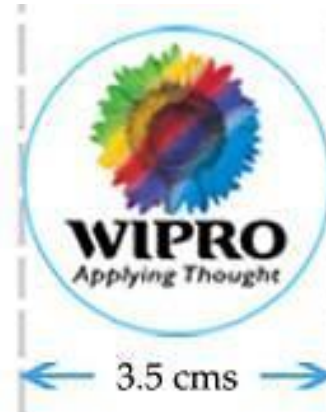
Normal Identity

- For white background



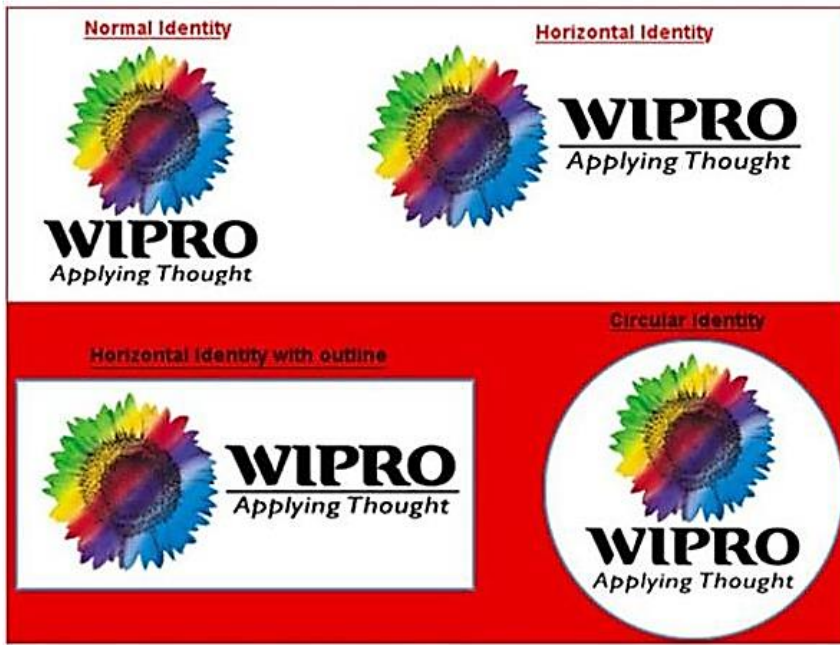
Circular Identity

- 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

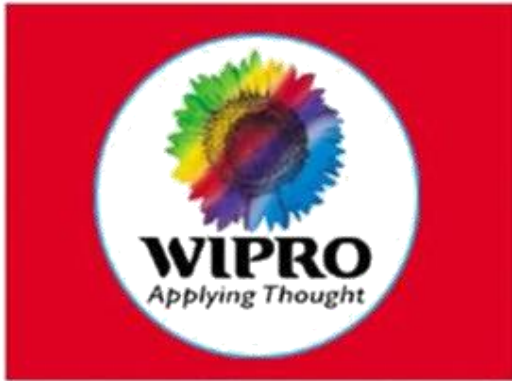


Colour

- ➔ 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



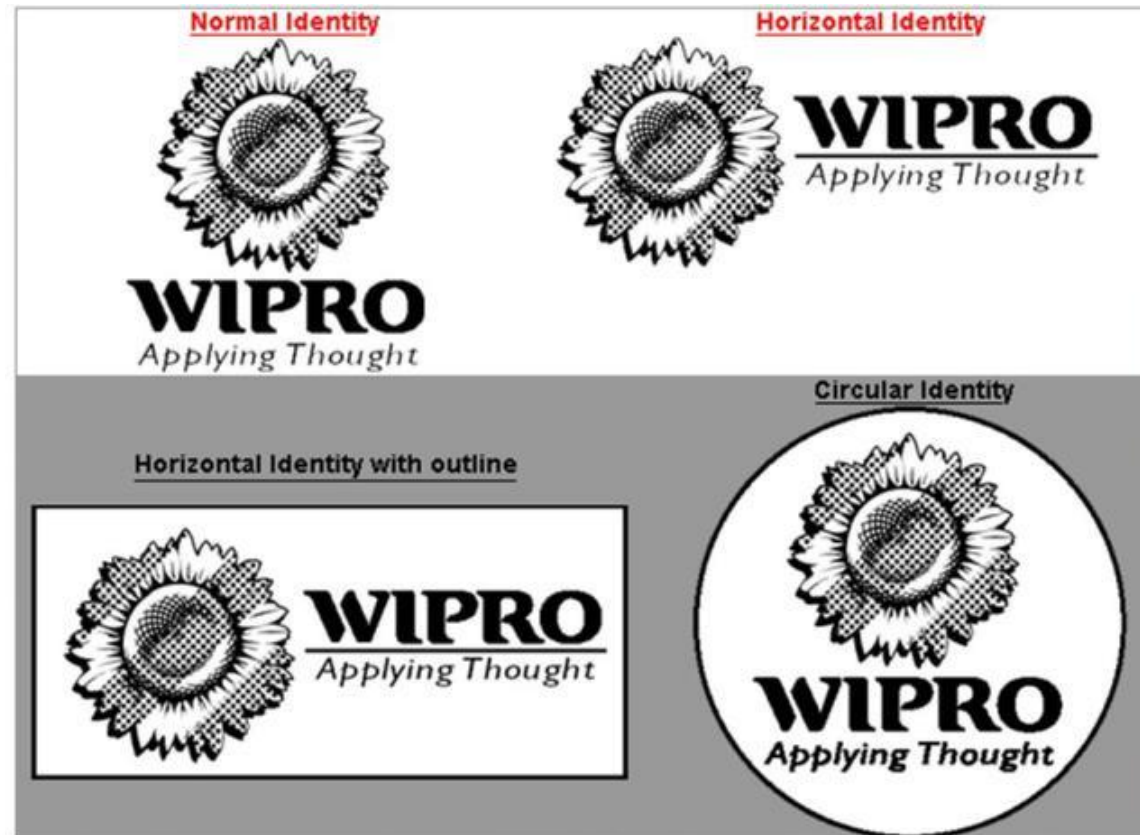
If the round contour Identity is placed on a cyan background, use this precise white to outline the contour.



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

Brand Identity - Forms

Black & White



Brand Identity - Forms

Black & White



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



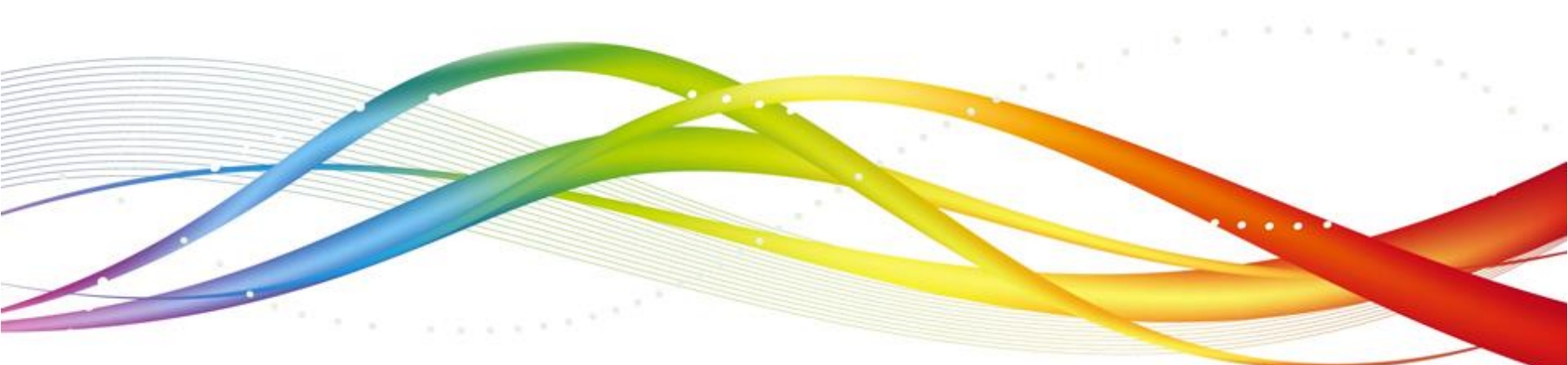
- To be used on black background
- For B&W communication;

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

Act with Sensitivity

Unyielding Integrity

Wipro - Brand Personality

➤ Successful & Innovative, a Global Corporation

➤ Humane, Concern for the Society & Ecology

➤ Trustworthy & Honest; Responsible & Going beyond Compliance

Brand Wipro – Tone of Voice

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

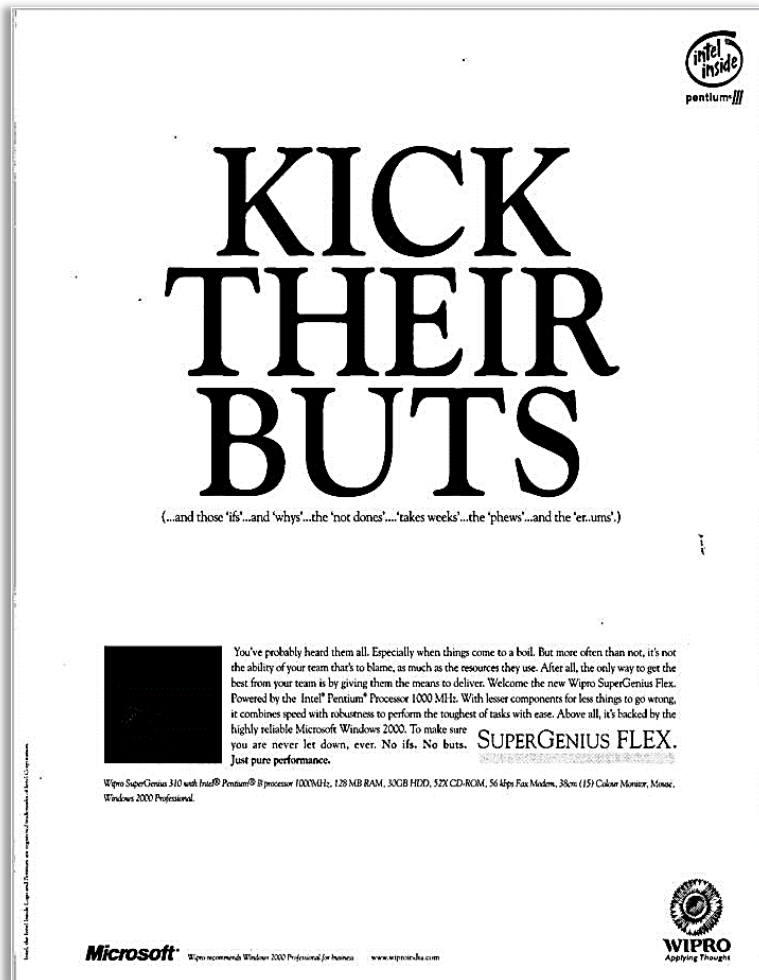
The communication must reflect a quiet confidence that Wipro:

- 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.



The advertisement features the Intel Inside Pentium III logo in the top right corner. The main headline is 'KICK THEIR BUTS' in large, bold, black serif font. Below it, a smaller line of text reads: '(...and those 'ifs'...and 'whys'...the 'not dones'...takes weeks'...the 'phews'...and the 'er.ums'.)'. A black rectangular box contains the text: '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 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.' Below this box, the product specifications are listed: 'Wipro SuperGenius 310 with Intel® Pentium® Processor 1000MHz, 128MB RAM, 3XGB HDD, 52X CD-ROM, 56 Kbps Fax Modem, 38cm (15) Color Monitor, Mouse, Windows 2000 Professional.' The Microsoft logo and 'Wipro recommends Windows 2000 Professional for home' are at the bottom left, and the Wipro logo 'WIPRO Applying Thought' is at the bottom right.

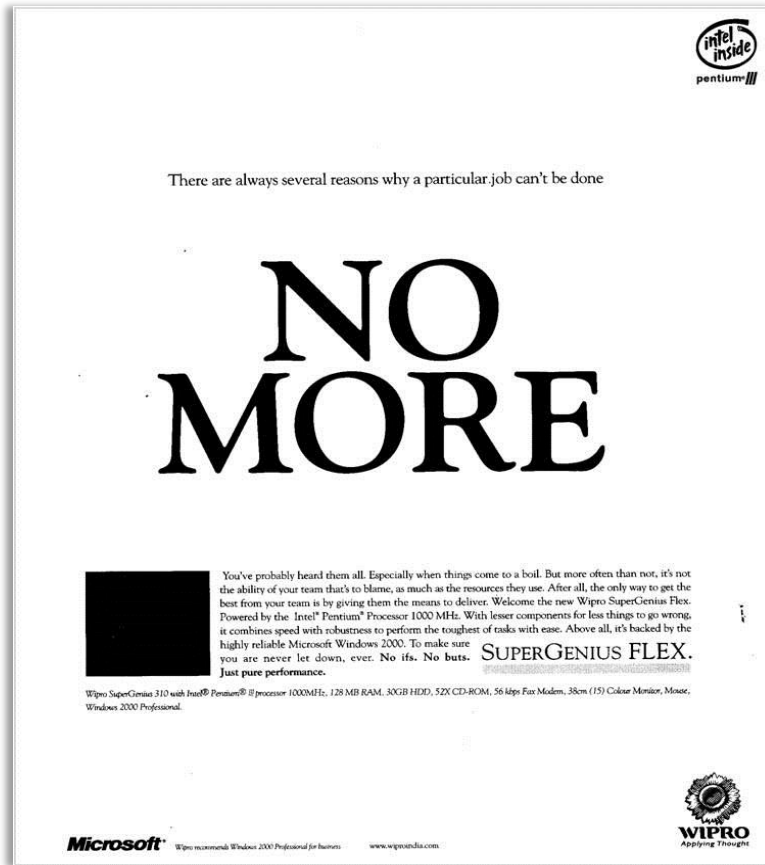
Example: SuperGenius Flex.

- **The brief:** The SuperGenius Flex offers 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 excuse' performance.



While the above ad communicates the benefit of performance and reliability impact fully, its tone of voice is **harsh and overly aggressive**. This 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 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 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 310 with Intel® Pentium® III Processor 1000MHz, 128 MB RAM, 30GB HDD, 52X CD-ROM, 56 Kbps Fax Modem, 38cm (15) Colour Monitor, Mouse, Windows 2000 Professional.

Microsoft Wipro recommends Windows 2000 Professional for business. www.wiproindia.com

WIPRO
Applying Thought

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

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

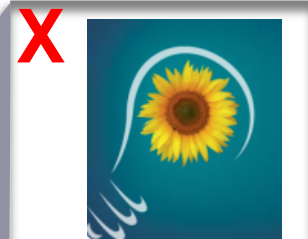
Brand Usage Guidelines

- To **Increase or Decrease the Size** of the Identity, Drag-&-Drop from Any of the 4 Corners of the Identity



- **Clearance** Equivalent to the Letter 'P' in 'WIPRO' Should be Provided Between the Identity & 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



Do not use the normal logo on a colored background



Do not use the round logo on white background



Do not use the 3 elements (the Rainbow Flower, Wipro Wordmark and the Brand Promise 'Applying Thought') of the logo separately



Do not use the logo in a shape similar to, but not the specified round logo



Do not add a design element inside the round logo circle



Do not stretch the logo with incorrect properties



Do not use the logo with poor reproduction



Do not use the logo in a size smaller than the minimum size



Do not use the round logo with other than the approved color



Do not use the logo with a gradation of tone



Do not use the logo with poor reproduction



Do not use the logo with an outline

Brand Usage Guidelines

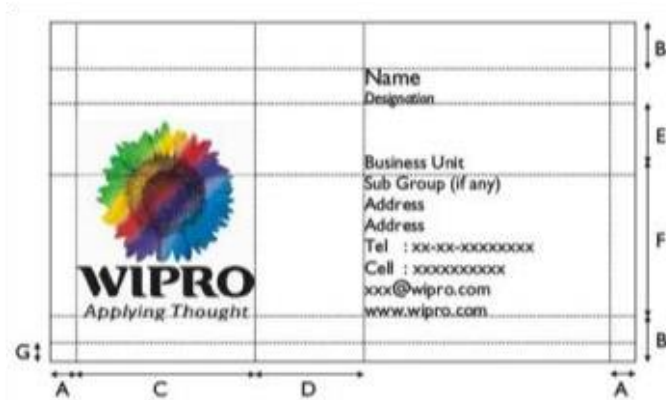
Common Usage Violations

- Creation of Logos (images) for Products, Solutions and Business Units is **NOT** permissible.

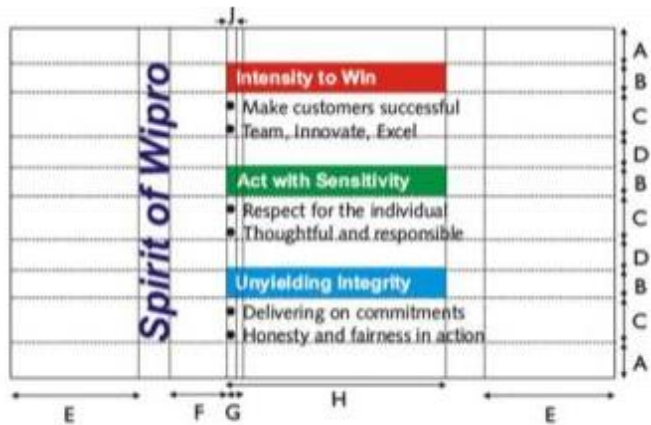
- All such logo or name units should be restricted to '**Font Based**' units. The font used for these units should be 'Arial'

- All such Font based units should be approved by the Brand team

Brand Usage Guidelines



FRONT:



BACK:

Visiting Card

➔ Font

- Gill Sans

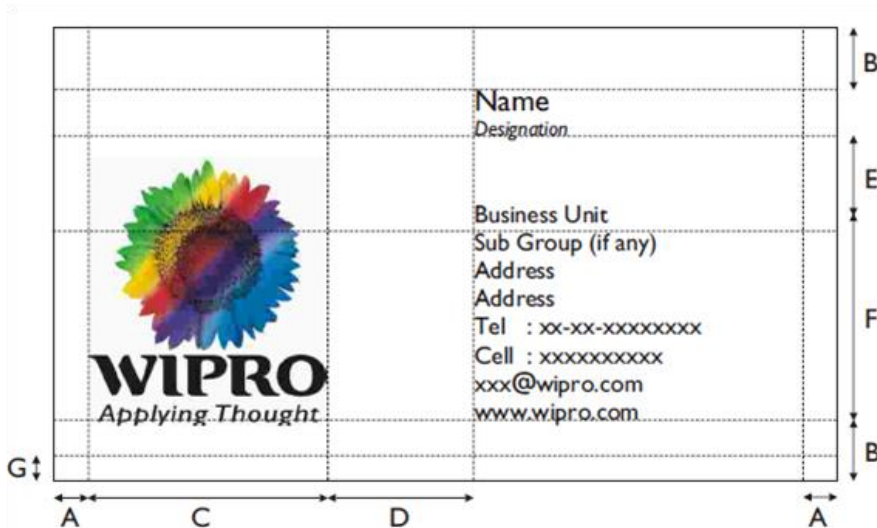
➔ Exception to the guideline for Rear side only

- Onsite details for onsite employees
- Double language cards

Brand Usage Guidelines

1

Visiting Card



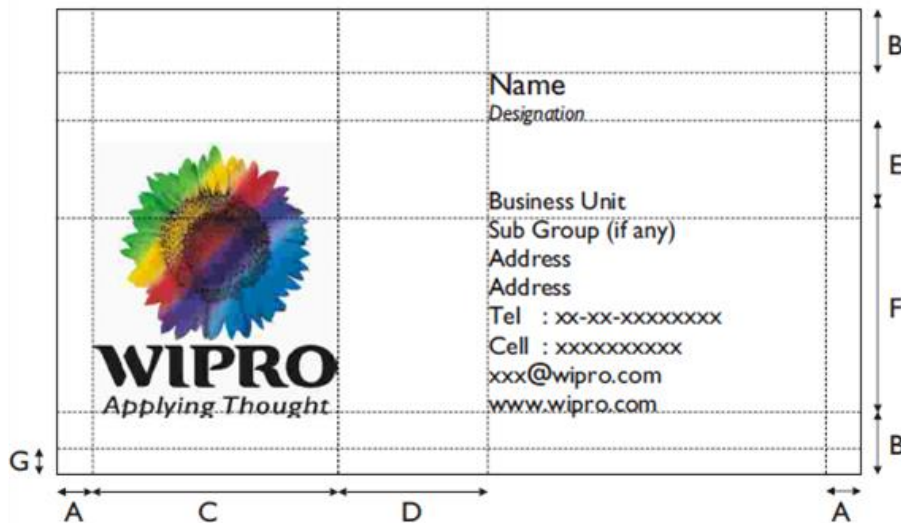
FRONT :

1. Visiting Card Size : 90 mm X 52 mm
2. Margins: A = 4 mm, B = 7mm, Ensure that printing is always within this margin
3. Identity Size: C = 27.5 mm
4. D = 17mm (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.
6. Fonts and Line Spacing
 - Name – Gill Sans Regular 10 pts; 16 pts leading
 - Designation – Gill Sans italics 7 pts; 9 pts leading
 - Business Unit – Gill Sans Regular 8 pts; 16 pts lading
 - Address/Tel/Mobile/email/website – Gill sans Regular 8 pts; 9pts lading

Brand Usage Guidelines

2

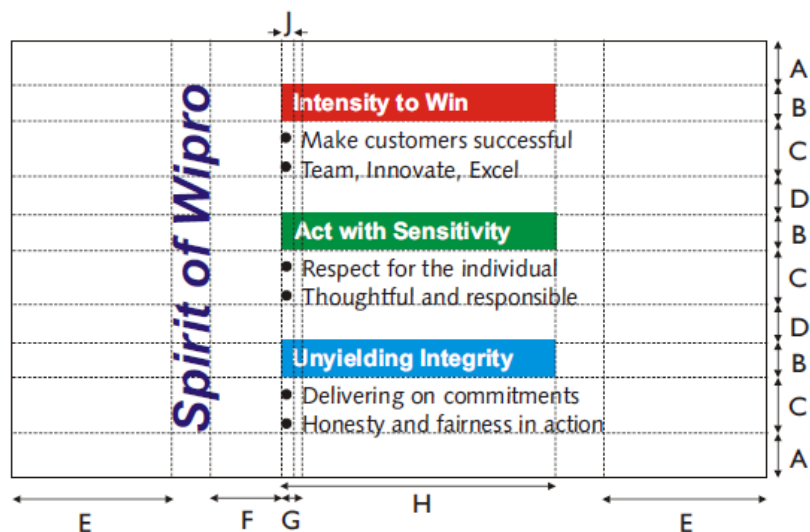
Visiting Card



7. Visiting Card material : 300 gsm Foreign Art Card with Matte Finish
8. Screen Ruling: 150 LPI
9. Residence numbers/Mobile numbers may form part of the address depending on specific business requirements. However, do not violate all above specifications.
10. Website address to be either corporate website address or business – unit website address. For instance: www.wiprocorporate.com for Wipro Corporate; www.wipro.co.in for Wipro Infotech. Do not put more than one URL on the visiting card
11. 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 :

1. Top and Bottom Margin A = 5.2 mm Right and Left Margin E = 19. mm
2. 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
3. Dingbat 1.1 diameter black dot Font of “Make customers..... till fairness in action” Humanist 531 Bt 8 pts with 9.6 pts leading Space from Dingbat to text G = 2.4 mm C = 6.6 mm
4. D = 4.4 mm
5. Spirit of Wipro 100 Cyan + 100 Magenta 17.2 pts Arirl F = 8.5 mm

Brand Usage Guidelines



Registered Office: Wipro Limited, Doddakannelli, Sarjapur Road, Bangalore – 560035, India | Tel: +91-80-2844 0011
Fax: +9180-2844 0054 | Website: www.wipro.com | Email: info@wipro.com | CIN No. L32102KA1945PLC020800

Letterhead

➔ Font

- Gill Sans

➔ Wipro logo

- Normal Colour
- Centre aligned

➔ Address

- Corporate Letterhead
 - Corporate Address – Bottom of the page & Centre-aligned
 - Address needs to have CIN, website and Email ID
- BU Letterhead
 - Bottom of the page & Centre-aligned
 - Line1: BU Address
 - Line 2: Corporate - Bottom of the page & Centre-aligned. Address needs to have CIN, website and Email ID

Brand Usage Guidelines

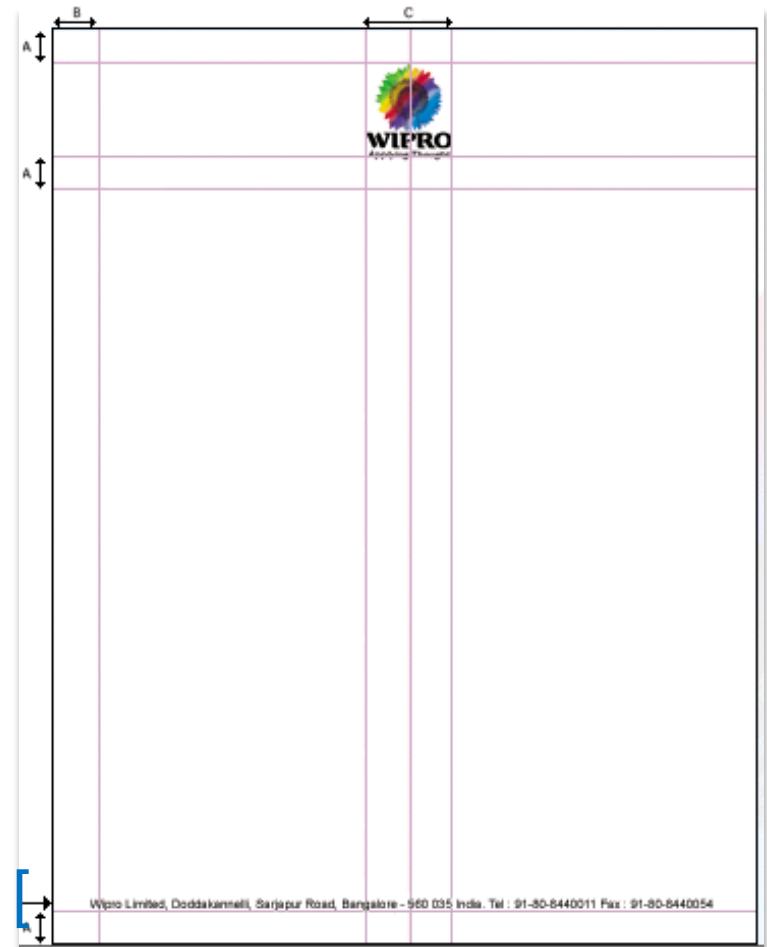
Letterhead for Corporate

SPECIFICATIONS

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

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

Wipro Limited, Doddakannelli, Sarjapur Road,
Bangalore – 560035, India | Tel:+91-80-2844 0011
Fax: +9180-2844 0054 | Website: www.wipro.com |
Email: info@wipro.com | CIN No.
L32102KA1945PLC020800



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 old.

IMPORTANT POINTS :

- These formats can be also be used for Envelopes
- Letterheads with digital logo can be used as fax templates. All other dimensions remain same
- For long Division names/addresses the contents may spill into three lines.
- Depending on business needs (Factory locations / International offices) a third address line may be added
- Business Unit letterheads should have only the wipro Identity at the top, centrally aligned
- 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

88, S.B. Towers, M.G.Road, Bangalore – 560 001. India Tel : 91-80-5588422 Fax:91-80-5586657

Regd. Office : Wipro Limited, Doddakannelli, Sarjapur Road, Bangalore – 560035, India | Tel:+91-80-2844 0011 | Fax: +9180-2844 0054 | Website: www.wipro.com | Email: info@wipro.com | CIN No. L32102KA1945PLC020800

Wipro Infosys Software & Services, S.B.Towers, 88 M.G.Road, Bangalore-560 001, India Tel: 91-80-5588422 Fax: 91-80-5586657
Regd Office: Wipro Limited, Doddakannelli, Sarjapur Road, Bangalore-560 035 India Tel: 91-80-9449311 Fax: 91-80-8440544

Brand Usage Guidelines

Letterhead for Business Unit

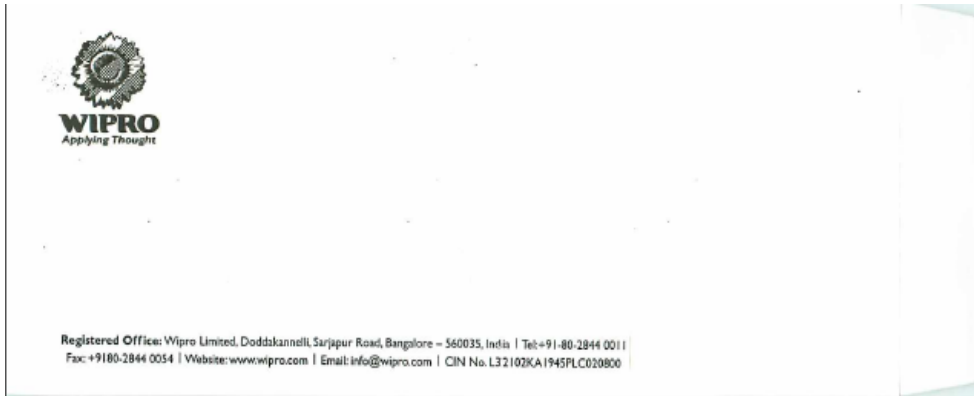


88, S.B. Towers, M.G.Road, Bangalore – 560 001. India
Tel : 91-80-5588422 Fax:91-80-5586657

Regd. Office: Wipro Limited, Doddakannelli, Sarjapur
Road, Bangalore – 560035, India | Tel:+91-80-2844 0011 |
Fax: +9180-2844 0054 | Website: www.wipro.com | Email:
info@wipro.com | CIN No. L32102KA1945PLC020800

Brand Usage Guidelines

Envelopes



Wipro logo

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



Address

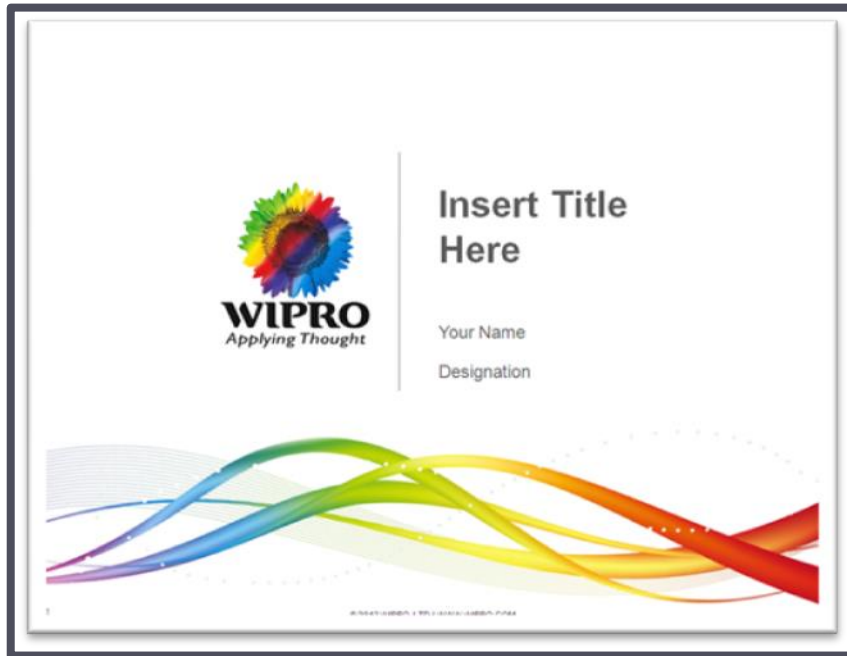
- **Font:** Gill Sans
- **Placement**
 - Horizontal envelopes: Bottom, within 2 lines, Left-aligned
 - Vertical envelopes: Bottom-left-hand corner

SPECIFICATIONS

- Envelope size 240 mm x 110 mm
- A= 7 mm
- B= 20 mm
- C= 27.5 mm
- Business Unit/Division if any/ Wipro limited – Gill Sans Bold 8pts – 9pts leading
- Address/Tel/Fax/CIN/Email/Website – Gill Sans Regular 8pts – 9pts leading

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

Brand Usage Guidelines



➔ Presentation Template



Download standard template from

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

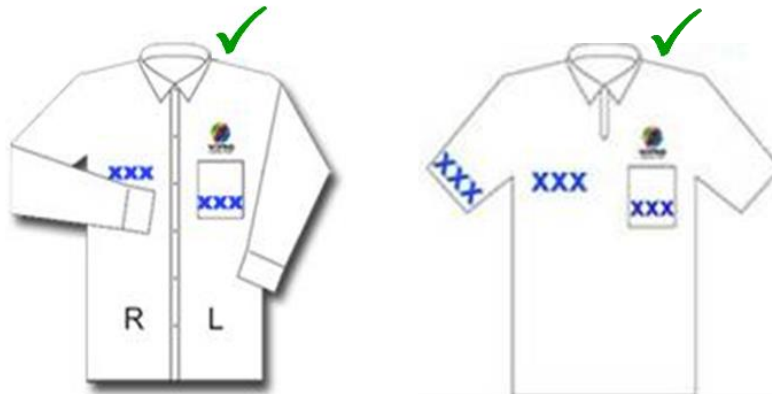
- Normal identity: 4.2 cms ; Circular identity: 6.5 cms



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



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

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



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

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: 1/3rd 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
- In absence of foreign statutory requirement, use the above guideline

Note: For any other kind of merchandize, broadly, the essence of the recommended guidelines would apply

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
 - 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 the edges of the identity & the margins of the ad

For ad sizes less then 60 cc	Normal Identity Colour/B&W		Circular Identity Colour/B&W		Horizotal Identity Colour/B&W		Horizontal Identity with outline		Magazines
	Measured in cms	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	1.4	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		Magazines
	Measured in cms	Size	Clearance	Size	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

Press Advertisement

Identity placement for rectangular press advertisement

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



Brand Usage Guidelines

Press Advertisement

Identity placement

- Product / Service ad:
E.g. of Product shot



Brand Usage Guidelines

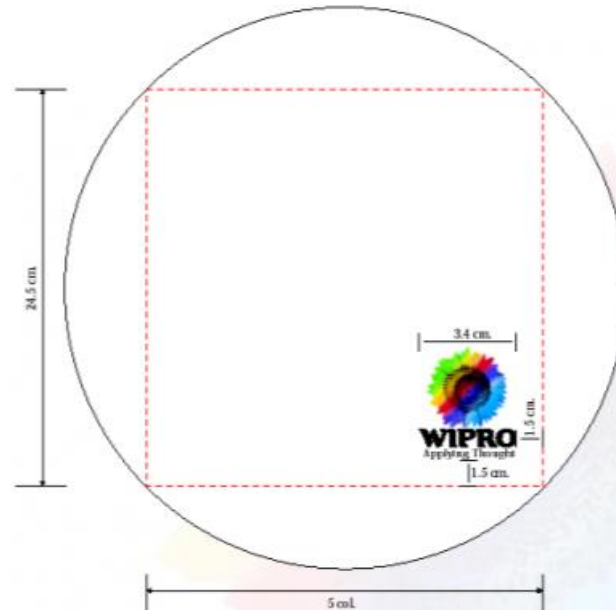
Press Advertisement

For Irregular sizes

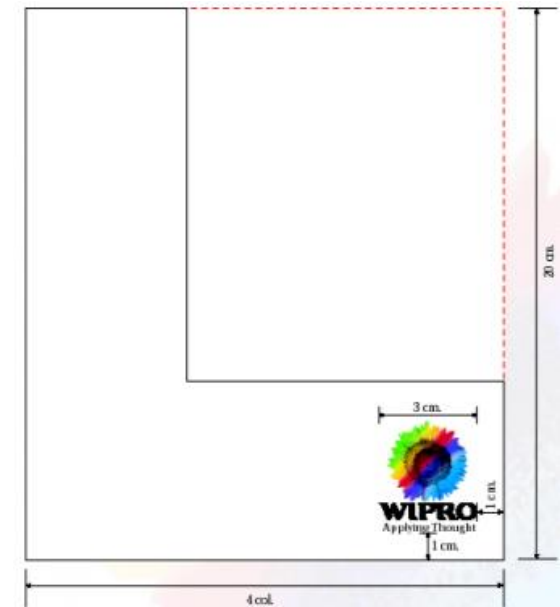
- Product / Service ad: E.g. of Product shot

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 draw Inside the ad works out to a size of 24,5x5 cc I,e, 125 cc. 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
- 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.



E.g. of how surface area of a dangler is to be determined

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"
- 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
- 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
- Product POP need not have a separate Wipro identity when the product shot carries the Wipro identity in a size as specification. 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



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

Brand Usage Guidelines

Posters

Note : The horizontal Identity cannot be used in posters

For poster sizes 9"X 7", 11"X 9", 14"X 9"	Normal Identity		Circular Identity	
Measured in inches	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	
Measured in inches	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	
Measured in inches	Size	Clearance	Size	Clearance
Corporate	3.5	1*	3.6	1*
Business Unit	3.5	1*	3.6	1*
Product	3.5	1	3.6	1

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

Brand Usage Guidelines

Danglers

For poster sizes 10"X 8"	Normal Identity		Circular Identity	
	Measured in inches	Size	Clearance	Size
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	
	Measured in inches	Size	Clearance	Size
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*

Note:

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

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

Brand Usage Guidelines

Streamers

For poster sizes 9"X 8", 10"X 8", 14"X 9",	Normal Identity		Circular Identity	
	Measured in inches	Size	Clearance	Size
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*

Note:

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

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

Brand Usage Guidelines

Irregular Sized POPs

Note : The horizontal Identity cannot be used in any POP

Surface area <130 sq. inches	Normal Identity		Circular Identity	
Measured in inches	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	
Measured in inches	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 <374sq. inches	Normal Identity		Circular Identity	
Measured in inches	Size	Clearance	Size	Clearance
Corporate	3.5	1*	3.6	1*
Business Unit	3.5	1*	3.6	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

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.



E.g. of how surface area of a dangler is to be determined

Brand Usage Guidelines

Brochures & Templates

For brochure and pamphlet sizes up to 60 sq. inches	Normal Identity		Circular Identity	
	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 > 60 sq. inches	Normal Identity		Circular Identity	
	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.

Note:

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 & circular identities are 2 cms. and 2.5 cms. Respectively. The clearance however, will remain the same

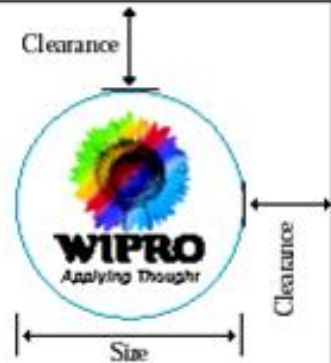
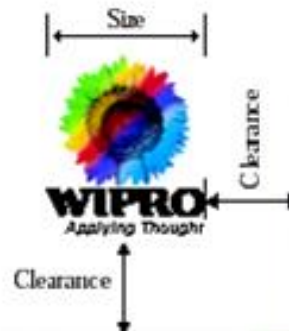
Brand Usage Guidelines

Hoardings

Identity Placement

Corporate/ Business Unit hoarding

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



Product hoarding

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

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

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 & 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 Hoardings Size 200 – 400 ft		Normal Identity		Circular Identity		For Hoardings Size 400 – 800 ft		Normal Identity		Circular Identity	
Measured in ft.	Size	Clearance	Size	Clearance	Measured in ft.	Size	Clearance	Size	Clearance		
Corporate	3.5	1.5	4	1.5	Corporate	4	2	4.5	2		
Business Unit	3	1.5	3.5	1.5	Business Unit	3.5	2	4	2		
Product	3	1.5	3.5	1	Product	3	1.5	4	1		

For Hoardings Size 800 – 2400 ft		Normal Identity		Circular Identity	
Measured in ft.	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

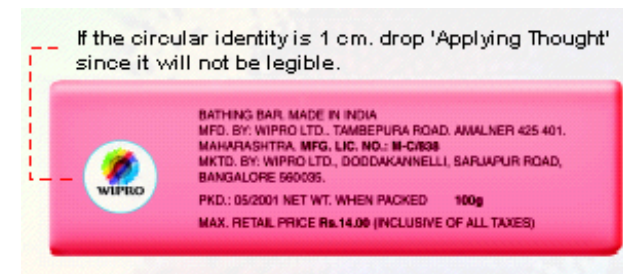
	Normal Identity	Circular Identity	Horizontal Identity	Clearance
Measured in cms.	Size	Size	Size	Size
Minimum recommended size on pack face	1.5	2	1.5	3
If the pack face is too small for the identity to be legible	Drop Applying thought if identity \leq 0.7 cm	Drop Applying thought if identity \leq 0.1 cm	Drop** Applying thought if identity \leq 0.7 cm	Drop ** Applying thought if identity \leq 1.4 cm

- *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

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	12pts
	60 -100 cc	14pts
	101 -200 cc	16pts
	201 + cc	25pts
Copy	Less Than 60 cc	9pts
	101 -200 cc	11pts
	201 + cc	12pts
Mandatories	All Sizes	5pts

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

Not allowed.

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

---Widow word

Brand Usage Guidelines

Use of Joint Logos for Special Events with Business Partners

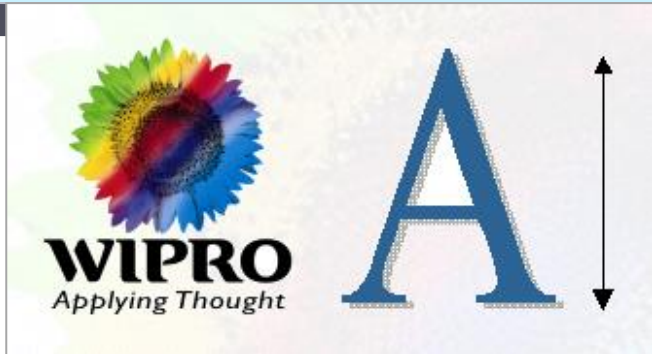


- E.g. CEO visit , celebrate partnership milestone, etc.
- Need to ensure Wipro brand gets equal mileage as the partner brand
- Treatment in case of varying widths / heights of the logos:
- Where partner logo is horizontal in nature
 - Use horizontal identity
 - Equal width for both identities
 - Wipro 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"x48", 36"x72", 48"x96", 96"x192"

B=10A

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

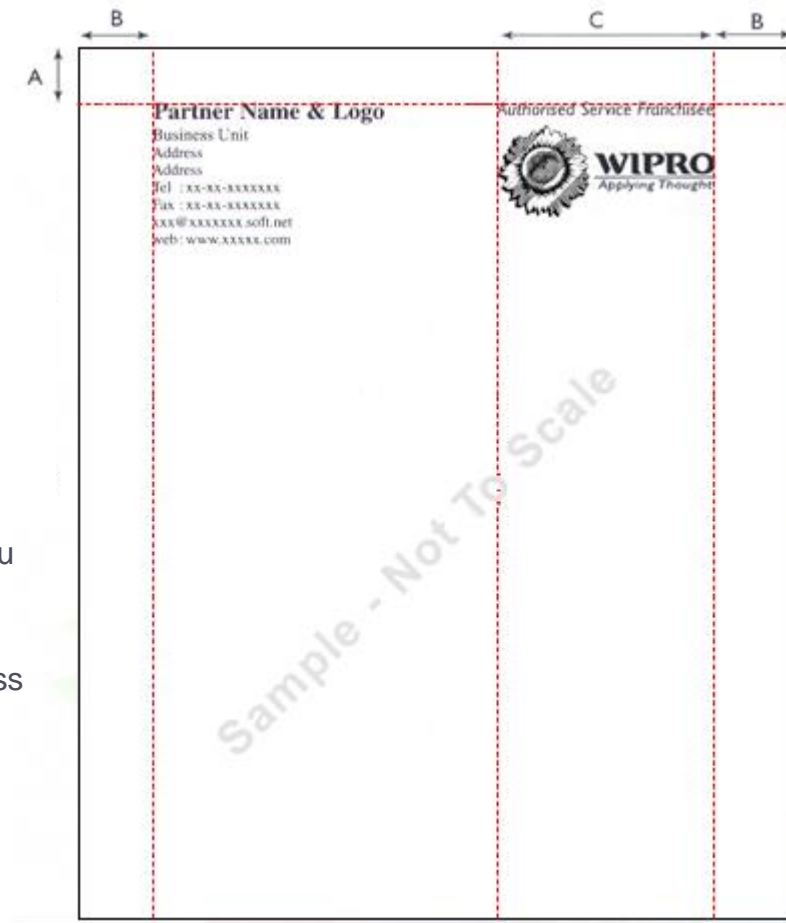
for Slide - 39

Brand Usage Guidelines

Partner logo : Stationery - Letterhead

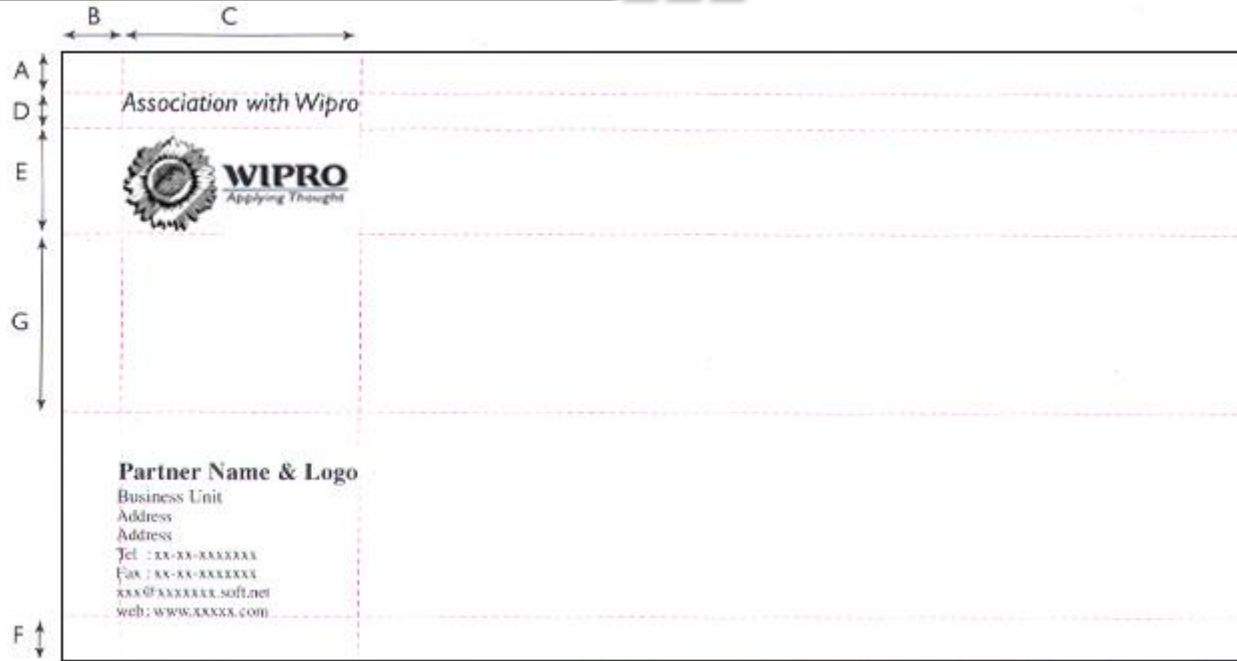
Specifications

- ➔ Letter Head 220 mm x 280 mm, (8.5" x 11")
- ➔ Paper used 100gsm Executive Bond
 - A = 7 mm
 - B = 20 mm
 - C = 40 mm
- ➔ The “Authorized Service Franchisee” is indicative only
- ➔ You may print the actual status with Wipro. You may use colour Identity Inplace of B & W.
- ➔ In Case of Continuation stationery , the address and other details need not be used



Brand Usage Guidelines

Partner logo : Stationery - Envelopes



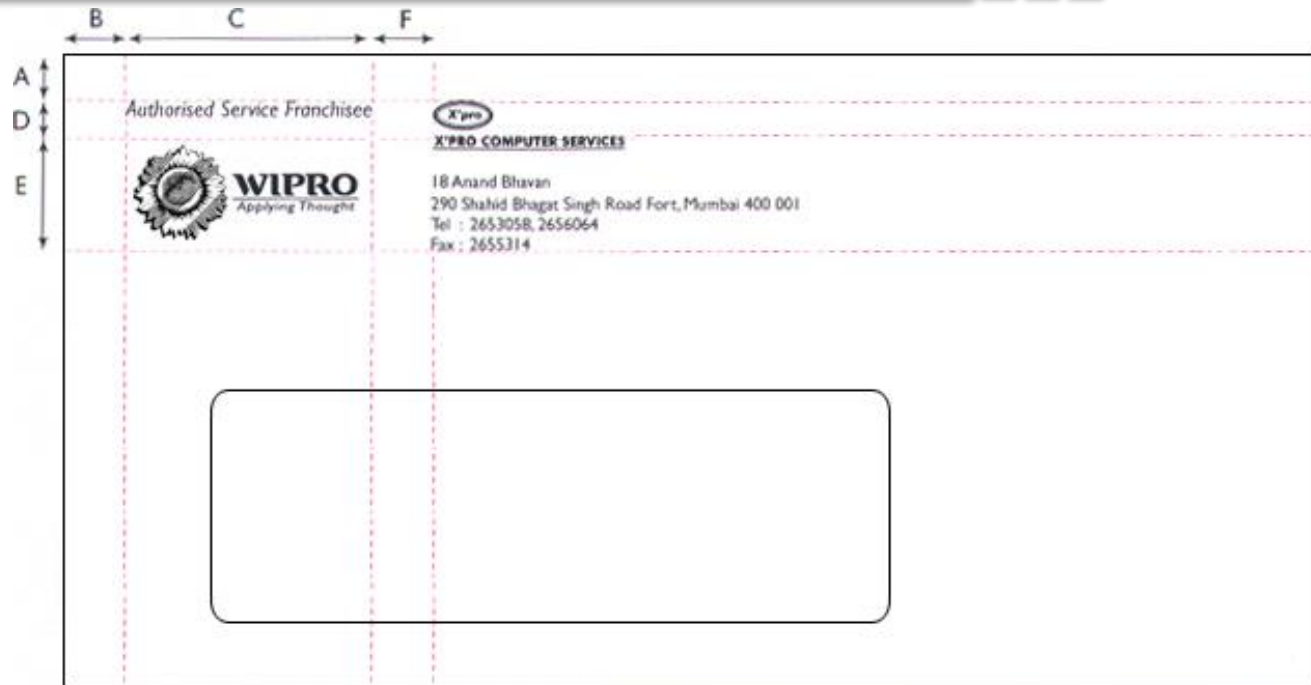
Specifications

- Envelope size 235 mm x 108 mm
- A = 7 mm
- B = 10 mm
- C = 40 mm
- D = 6 mm
- E = 17.5 mm
- F = 7 mm
- G = 30 mm
- F defines the bottom margin of Dealer Name & Logo Address
- G Defines the minimum margin to be maintained between the Identity & Partner Name & Logo & 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)



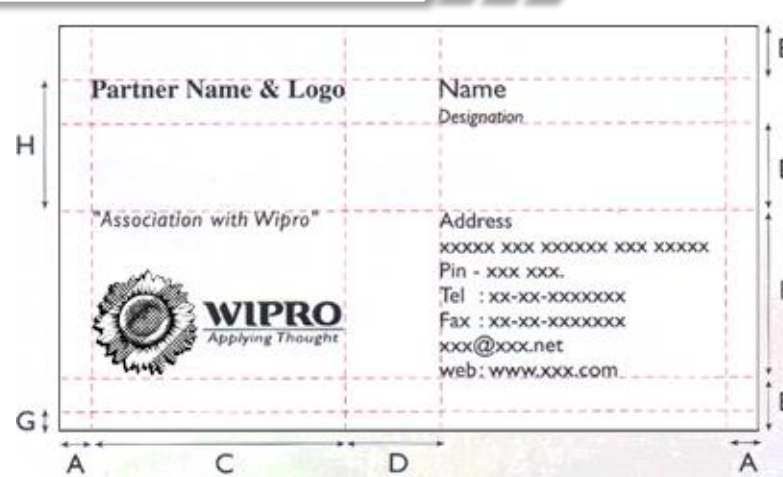
Specifications

- Envelope size 235 mm x 108 mm
- A = 7 mm
- B = 10 mm
- C = 40 mm
- D = 6 mm
- E = 17.5 mm
- 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

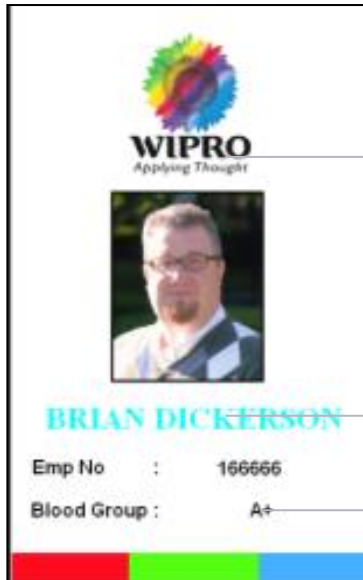


Sample Visiting Cards



Brand Usage Guidelines

Identity Card



Font Size: N pts

Font Size :(N-1) pts

Font Size :(N-2) pts

- The Identity card consists of :
 - Brand Identity
 - Employee Photo & Name
 - Employee Details

Brand Usage Guidelines

Auto Email Signature

Aditya B
Associate Consultant



**Recommended
format**

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 | Website: www.wipro.com

Aditya B
Associate Consultant



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

Wipro Technologies



Distorted Logo

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

Branding island



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

Branding island



Brand Usage Guidelines

Wipro Bus Branding

Flexi sheet branding - Do not apply it all over the vehicle

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

Branding
island



Brand Usage Guidelines

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



Color Identity



Black & White Identity



Color Identity



Black & White Identity



Never enlarge the logo widthwise



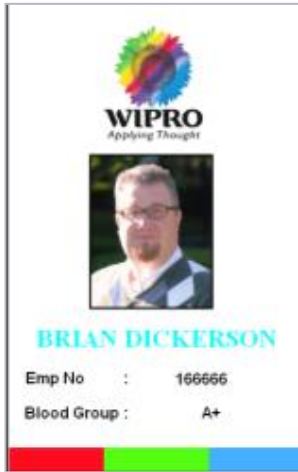
Never enlarge the logo height wise



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

Brand Usage Guidelines

Acquired Co. Branding



Use normal ID Card format



Brand Usage Guidelines

Acquired Co. Branding



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



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

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

➔ 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

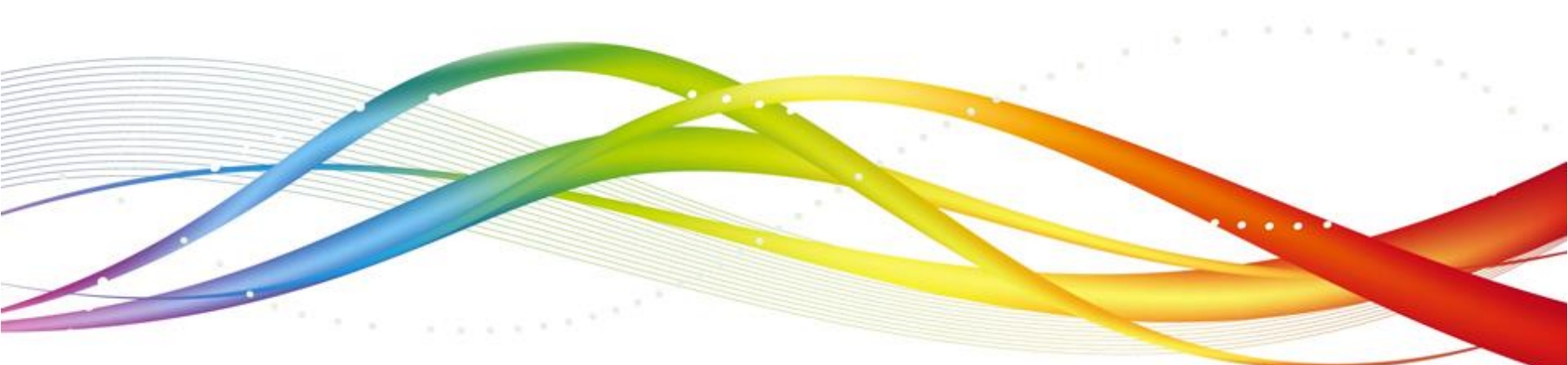
➔ For Wipro merchandize : (Purchase from approved vendors only)

- e-store link : <http://bizapps.wipro.com/dotnetapps/wiprogiftlinks/wiprogiftlinks.aspx>
- For list of approved vendors / physical store write to: corporate.brand@wipro.com

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)

Brand Information Guide



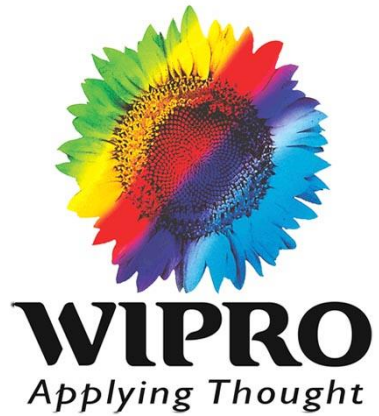
Brand Governance

	Requirement	Contact / Quick Links
Corporate Brand	<ul style="list-style-type: none">▪ To Download<ul style="list-style-type: none">▪ Brand Guidelines▪ Logo▪ In case of any difficulty OR Special requests	<ul style="list-style-type: none">▪ http://www.wipro.com/newsroom/press-kit.aspx▪ http://www.wipro.com/newsroom/press-kit.aspx <p>Write to corporate.brand@wipro.com</p>



Note

- When outside Wipro network, kindly login from Wipro Gateway: <http://gateway.wipro.com> to access myWipro and ChannelW.
- 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

corporate.brand@wipro.com

