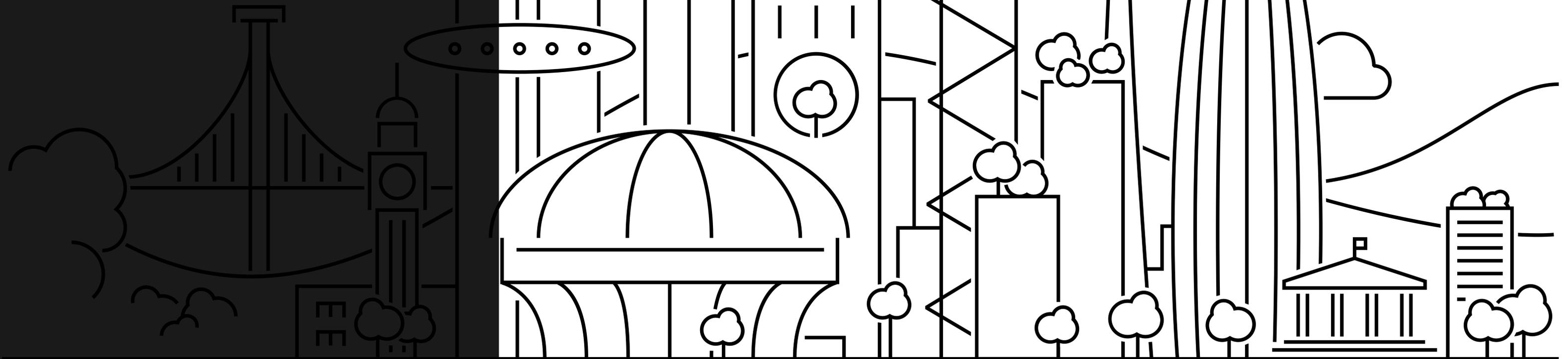

Wolters Kluwer Creative Brand Guidelines



Introduction

Welcome to Wolters Kluwer's Brand Book. This document provides a robust set of creative guidelines.

The following pages will guide you through our core brand elements (such as logo, typeface & color) and will provide general rules for applying these elements across a variety of media types.

This Brand Book was made exclusively for designers working on Wolters Kluwer assets. It is shared at the request of the involved Wolters Kluwer marketing and communications teams. All contents of this Brand Book are copyright protected.



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→ Brand Vision → Design Basics

- Logo
- Color
- Typography
- Grid
- Photography
- Illustrations
- Motion
- Visual Data

→ Applied Design

- Digital
- Print
- Spatial



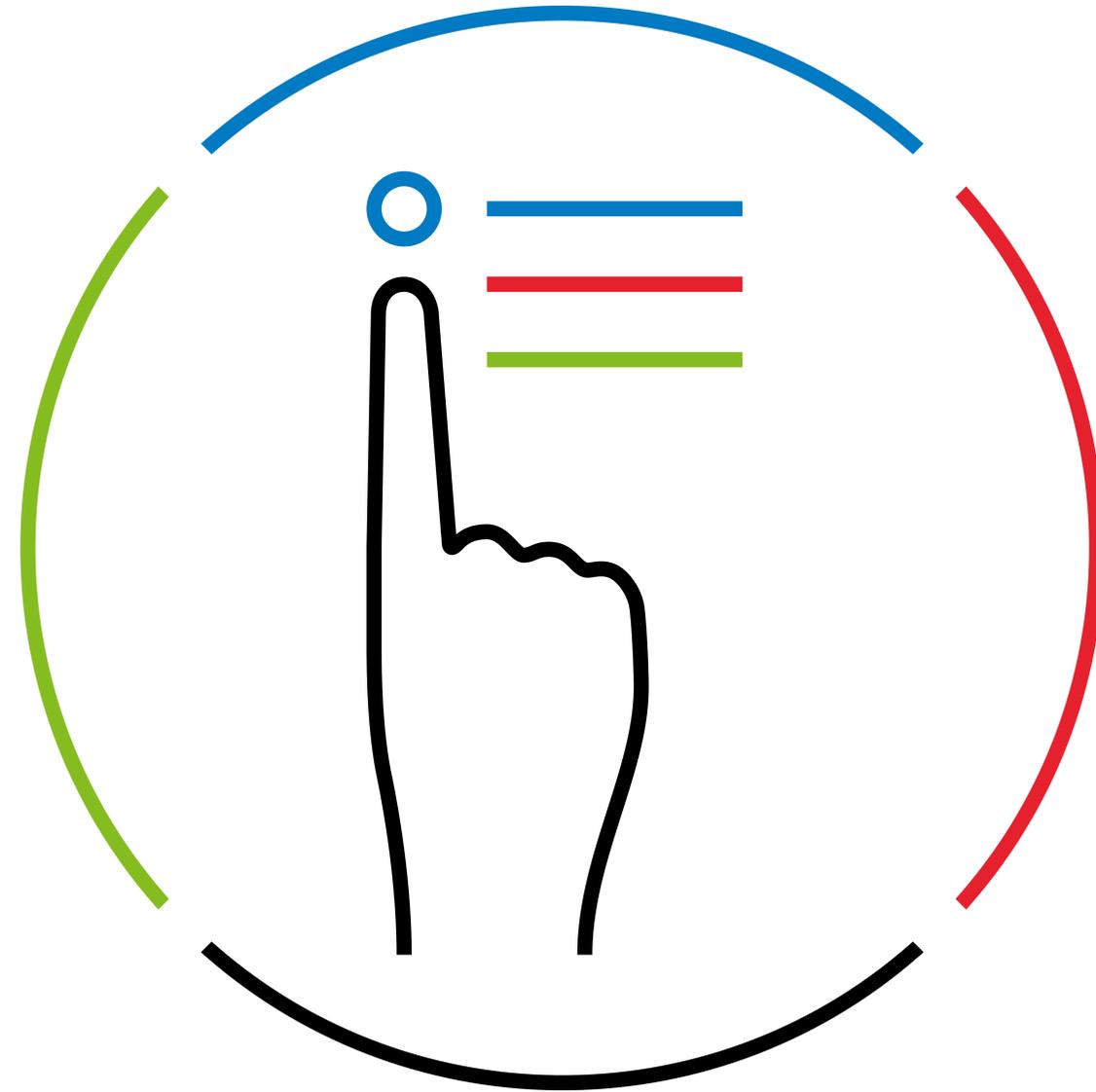
Pre-designed
templates are
available through
your Wolters Kluwer
counterpart.



Brand Vision

Transformation needs design

Our design work plays a critical role in showing our company's transformation, in bringing across who we are today and where we are headed in the future. Our creative brand guidelines provide us with a rich foundation that is simple enough to be flexible, and powerful enough to push the perception of Wolters Kluwer forward.



Design Basics

Logo

Our logo was created in 2005, marking the start of our journey as a software company. It stands for a company that is constantly on the move. We anticipate the needs and aspirations of our customers, who are always at the core of our thinking (the red in the wheel). It's abstract, and the pixels trigger our imaginations.



Primary logo

The wheel + the wordmark is our primary logo. It is at its most powerful on a plain white or black background. It may also be placed on a background with a light grey or dark grey hue.

Design Basics

Logo Variations



Logo variations

These alternative variations of the logo can be used if it's not possible to apply the primary logo.

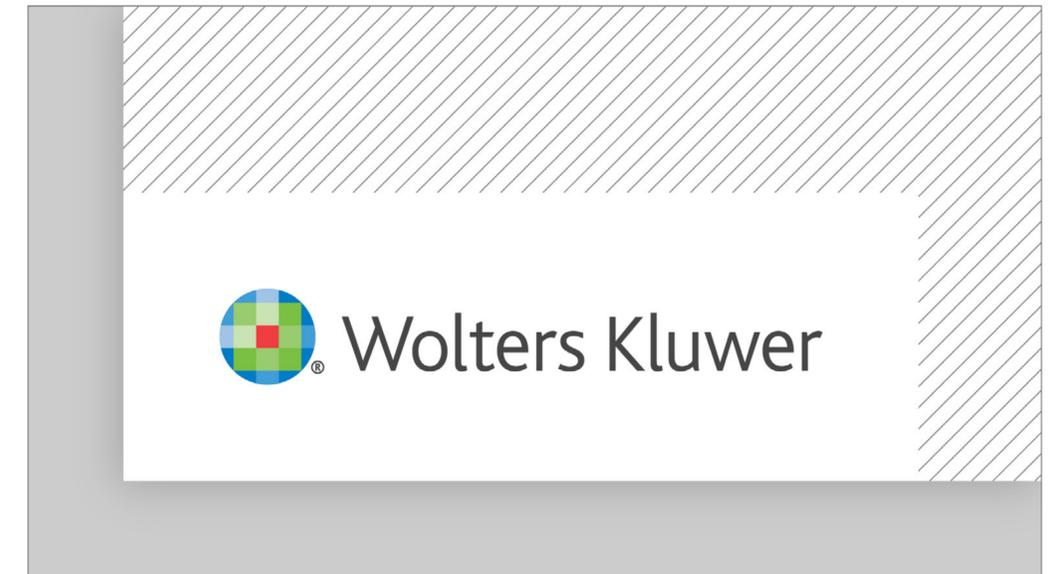
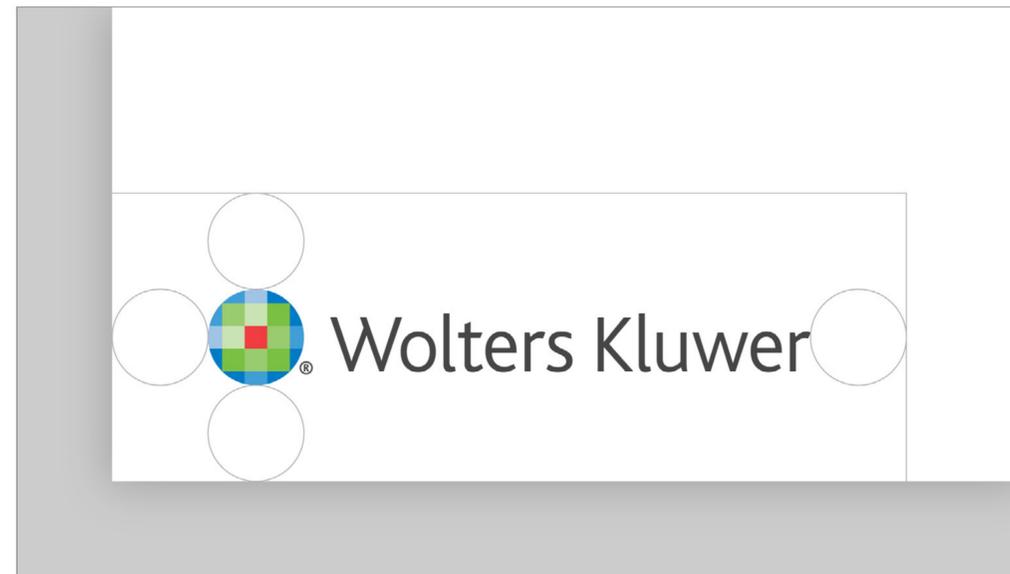
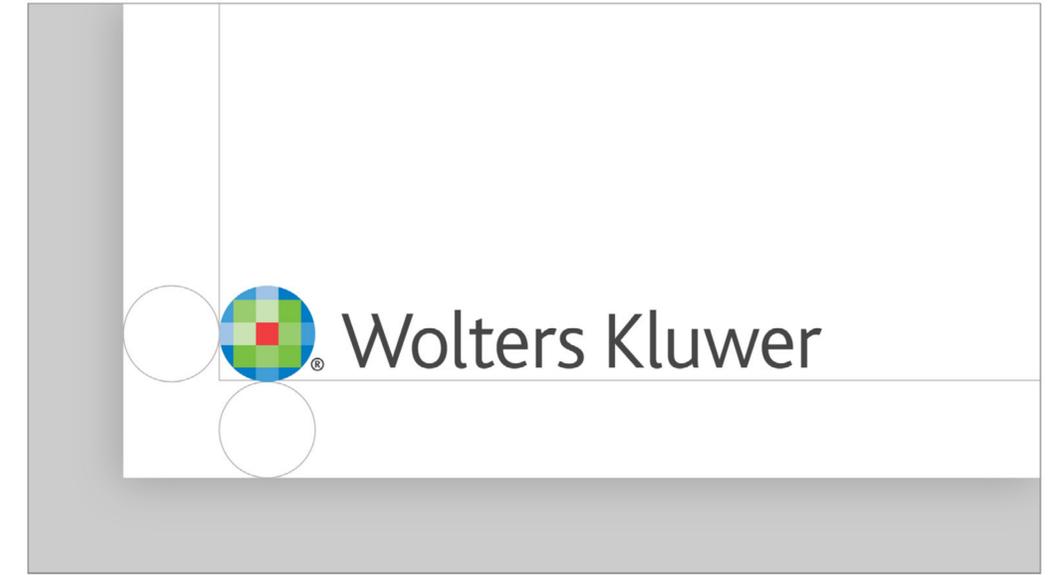
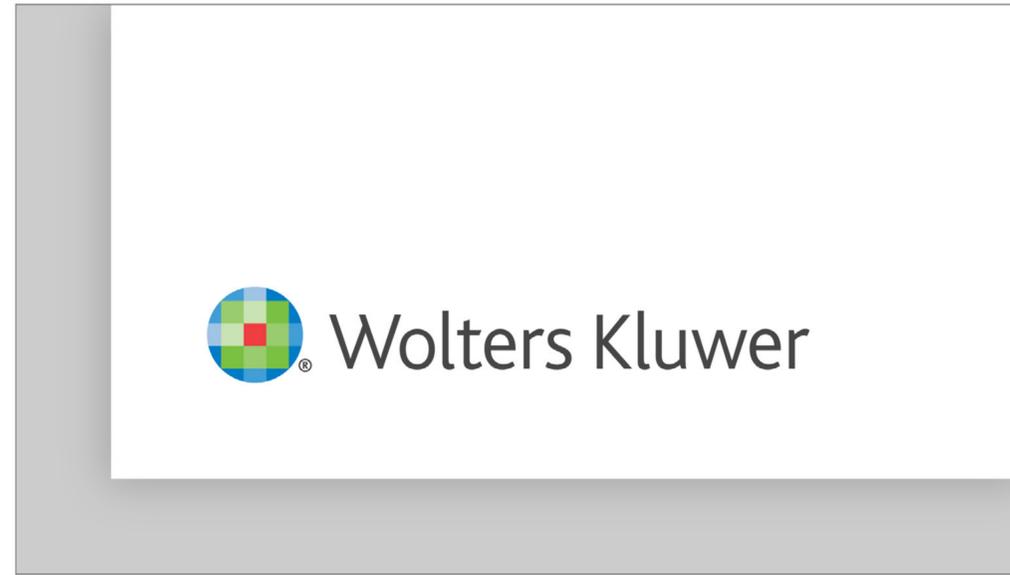
Greyscale & monochrome logo

These greyscale and monochrome versions of the logo can be used if it's not possible to use the full color version.



Design Basics

Logo Application



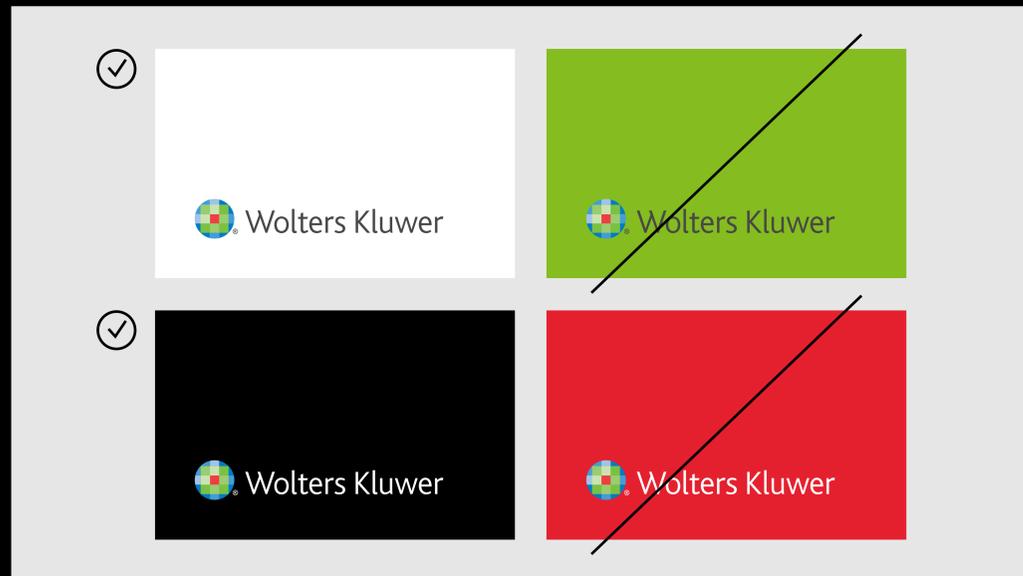
Logo application

Place the logo left aligned, using the wheel as a measure to create margins and minimal white space around the logo.

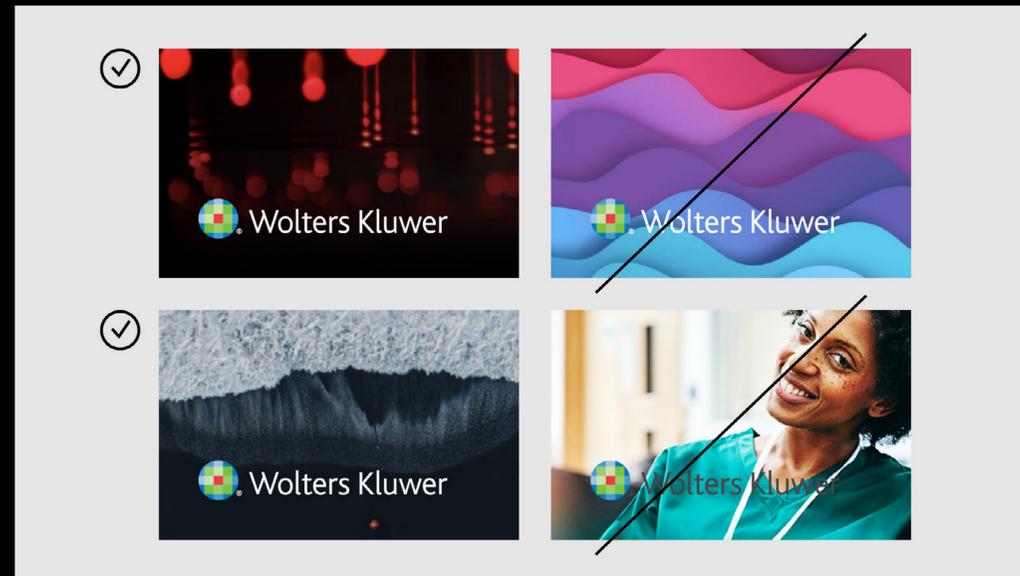


Logo

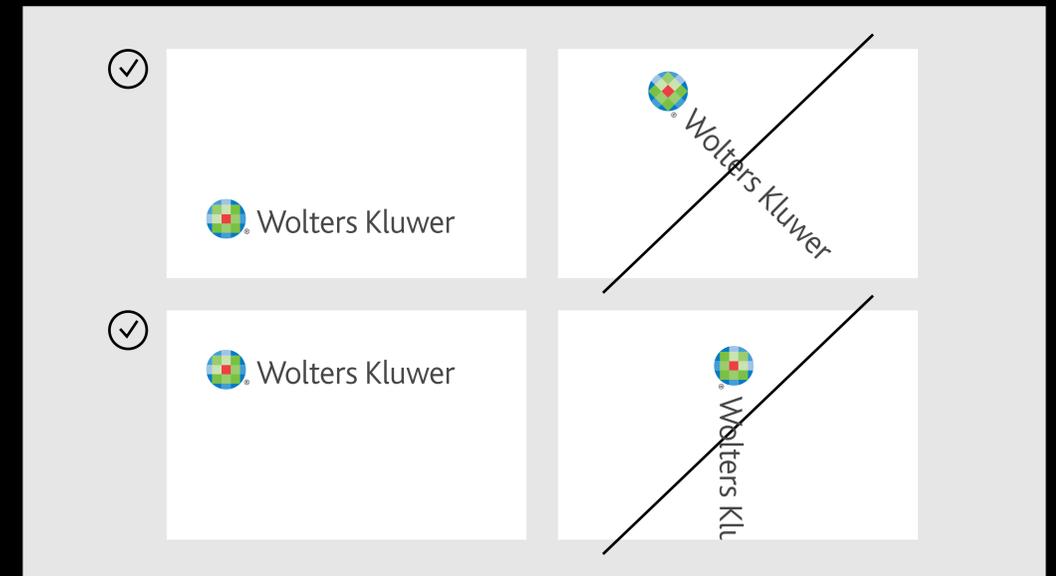
Do's & don'ts



The logo can be placed on top of a plain black and white or on a light or dark shade of grey. Don't place the logo on top of other colors.



If the logo is placed on an image, it should be calm, with a neutral hue, and have sufficient contrast. Don't place the logo on top of a busy image.

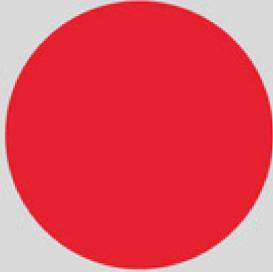
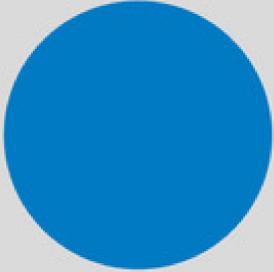
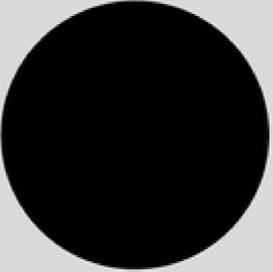
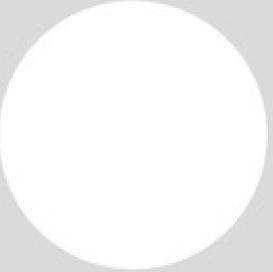


Always place the logo horizontally, left aligned. Don't place the logo on an angle or vertical. One exception to this would be on the spine of a print publication.

Design Basics

Color

RGB – the three primary colors that form the basis of all digital screen-based colors. They're also our core brand colors. For us, these colors represent our digital focus, the essential quality of our products and solutions, and the simplicity of how we deliver information. Together with black and white, we use these colors to bring our messages to life.

				
HEX #E5202E	HEX #85BC20	HEX #007AC3	HEX #000000	HEX #FFFFFF
RGB 229 / 32 / 46	RGB 133 / 188 / 32	RGB 0 / 122 / 195	RGB 0 / 0 / 0	RGB 255 / 255 / 255
CMYK 0 / 95 / 80 / 0	CMYK 55 / 0 / 100 / 0	CMYK 100 / 34 / 0 / 2	CMYK 40 / 30 / 30 / 100	CMYK 0 / 0 / 0 / 0
Pantone 185	Pantone 368	Pantone 3005	Pantone Process black	Pantone -



Design Basics

Color Shades

Blues



HEX #003D62
RGB 0 / 61 / 98
CMYK 100 / 73 / 36 / 26

HEX #005C92
RGB 0 / 92 / 146
CMYK 93 / 60 / 18 / 4

HEX #007AC3
RGB 0 / 122 / 195
CMYK 84 / 44 / 0 / 0

HEX #409BD2
RGB 64 / 155 / 210
CMYK 71 / 26 / 3 / 0

HEX #A6D0EA
RGB 166 / 208 / 234
CMYK 39 / 7 / 4 / 0

Greens



HEX #374F0E
RGB 55 / 79 / 14
CMYK 75 / 44 / 100 / 46

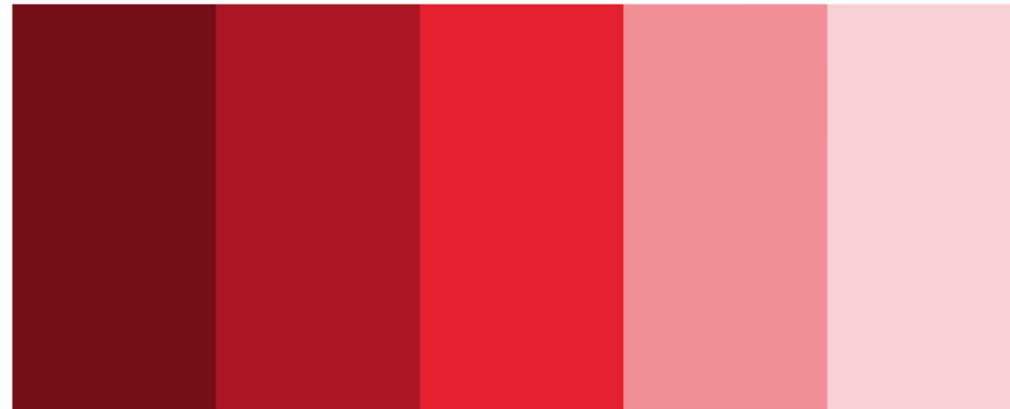
HEX #648D18
RGB 100 / 141 / 24
CMYK 66 / 24 / 100 / 8

HEX #85BC20
RGB 133 / 188 / 32
CMYK 55 / 0 / 100 / 0

HEX #A4CD58
RGB 164 / 205 / 88
CMYK 44 / 0 / 77 / 0

HEX #D4E8B1
RGB 212 / 232 / 177
CMYK 22 / 0 / 39 / 0

Reds



HEX #731017
RGB 115 / 16 / 23
CMYK 32 / 100 / 85 / 47

HEX #AC1823
RGB 172 / 24 / 35
CMYK 21 / 100 / 87 / 15

HEX #E5202E
RGB 229 / 32 / 46
CMYK 0 / 95 / 80 / 0

HEX #F29097
RGB 242 / 144 / 151
CMYK 0 / 54 / 28 / 0

HEX #FAD2D5
RGB 250 / 210 / 213
CMYK 0 / 24 / 10 / 0

Neutrals



HEX #191919
RGB 25 / 25 / 25
CMYK 77 / 67 / 61 / 83

HEX #474747
RGB 71 / 71 / 71
CMYK 64 / 54 / 51 / 52

HEX #939393
RGB 147 / 147 / 147
CMYK 43 / 34 / 34 / 13

HEX #DADADA
RGB 218 / 218 / 218
CMYK 17 / 12 / 13 / 0

HEX #EDED
RGB 237 / 237 / 237
CMYK 8 / 5 / 7 / 0

Color shades

Color shades have a functional purpose in our design scheme. The shades can be used for UX purposes in digital products and complex data visualization.

Background colors

We use neutral background colors (Neutrals) to let the core colors shine and allow the content to be the focus point.



Design Basics

Color Application

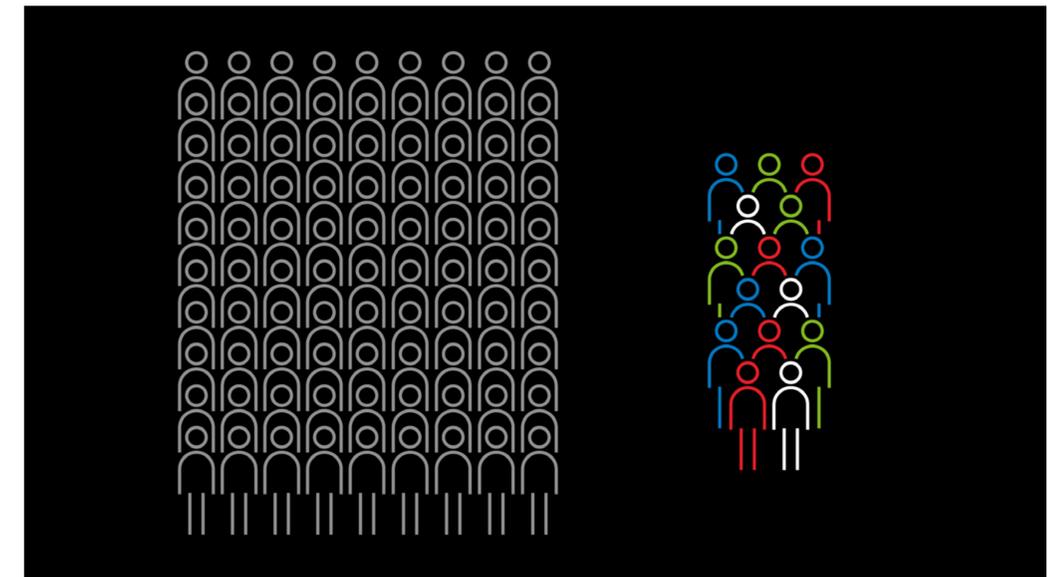
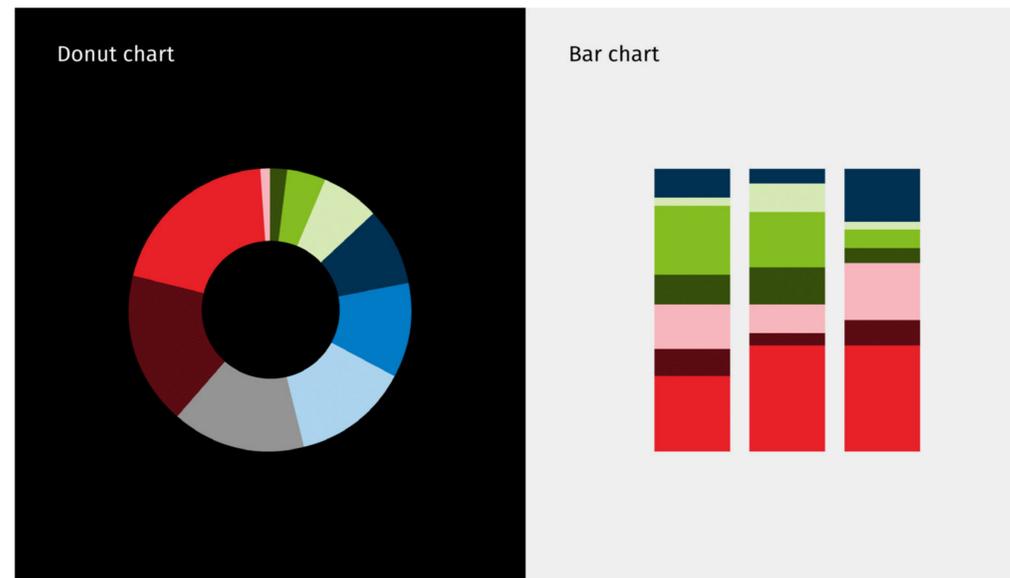
→ [register now](#) Webinar

Tuesday, April 7
Wednesday, April 8
Thursday, April 9

TSoftPlus Product Demo

Wolters Kluwer

This banner features a clean white background with a blue horizontal line above the registration link and a red horizontal line above the word 'Webinar'. The dates are listed in a small, grey font. The title 'TSoftPlus Product Demo' is prominently displayed in a large, black, sans-serif font. The Wolters Kluwer logo, consisting of a colorful square icon and the company name, is positioned in the bottom left corner.



Color application

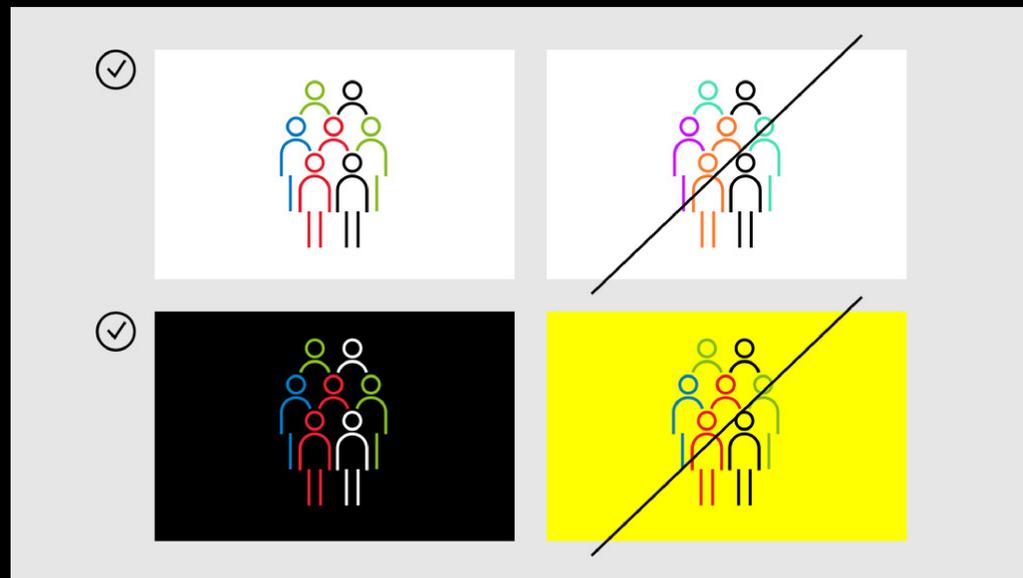
There are many ways that you can apply color to your design. We're going for simplicity and impact. See this example where color is used in a data visualization to create meaning and draw attention to the main message of the graphic.

Color in:

- Typographic composition
- Photography
- Charts
- Data visualization

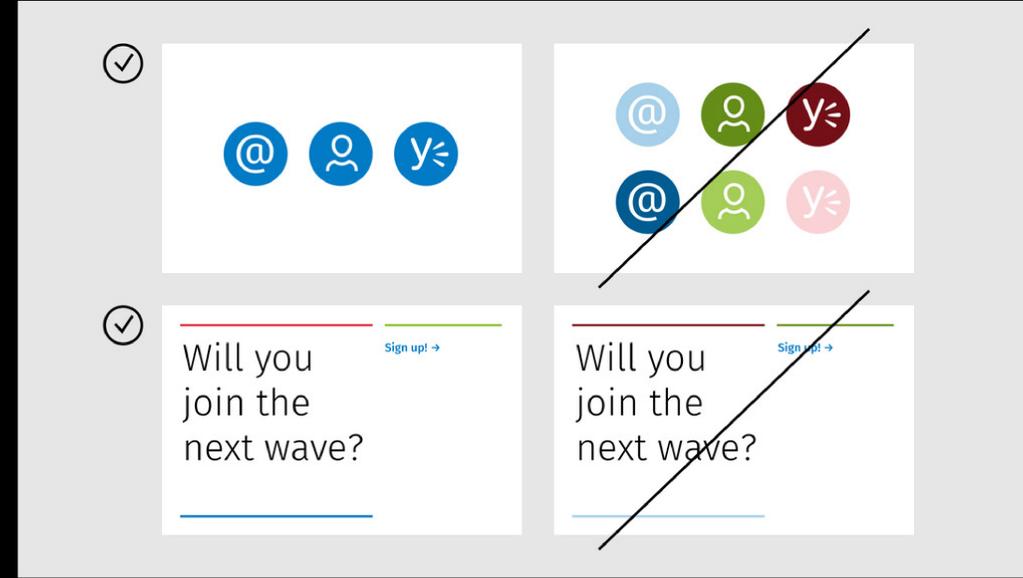


Do's & don'ts



Illustrations

Only use the Wolters Kluwer brand colors.



Buttons and lines

Use the Wolters Kluwer primary blue for buttons and the primary colors for lines. Avoid color shades for buttons and lines.



Backgrounds

Use neutral colors (black, white, greys) as background color. Avoid other colors for backgrounds.



Typography

Typography has been a fundamental medium for sharing knowledge for centuries, and it still is today. Whether in print or on screen, good typography is legible and pleasant to the eye. Our typographical tools and principles have been developed to meet these requirements, regardless of medium or device.

Fira Sans
Fira Sans
Fira Sans
Fira Sans

Fira Sans
Fira Sans
Fira Sans
Fira Sans

Typeface

Fira Sans is our typeface. It is a humanistic sans-serif font family that was co-created by a group of renowned type designers including digital font expert and designer Erik Spiekermann. It is designed for the digital era, yet also suitable for print.



Typography

Four weights

Fira Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Fira Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Fira Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Fira Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

There are 4 different weights which we use to create hierarchy and clarity in our messages.



Design Basics

Typography

Global language

hello

ابحرم

Γειά σου

हैल्लो

привет

xin chào

שלום

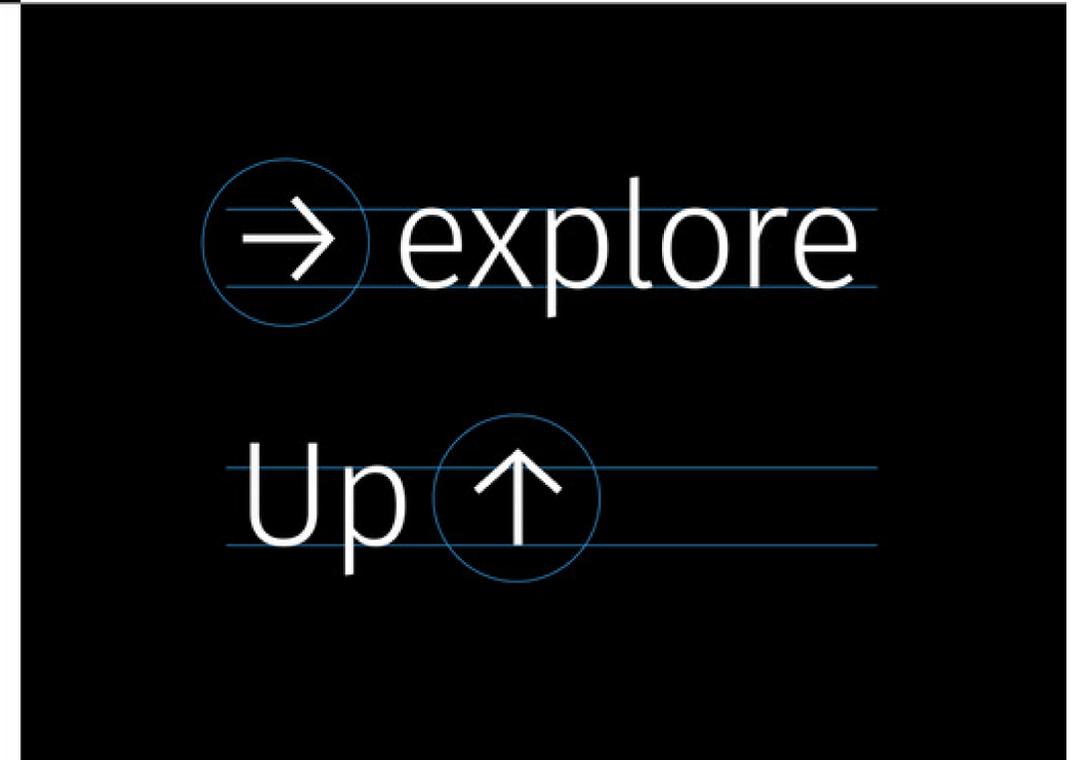
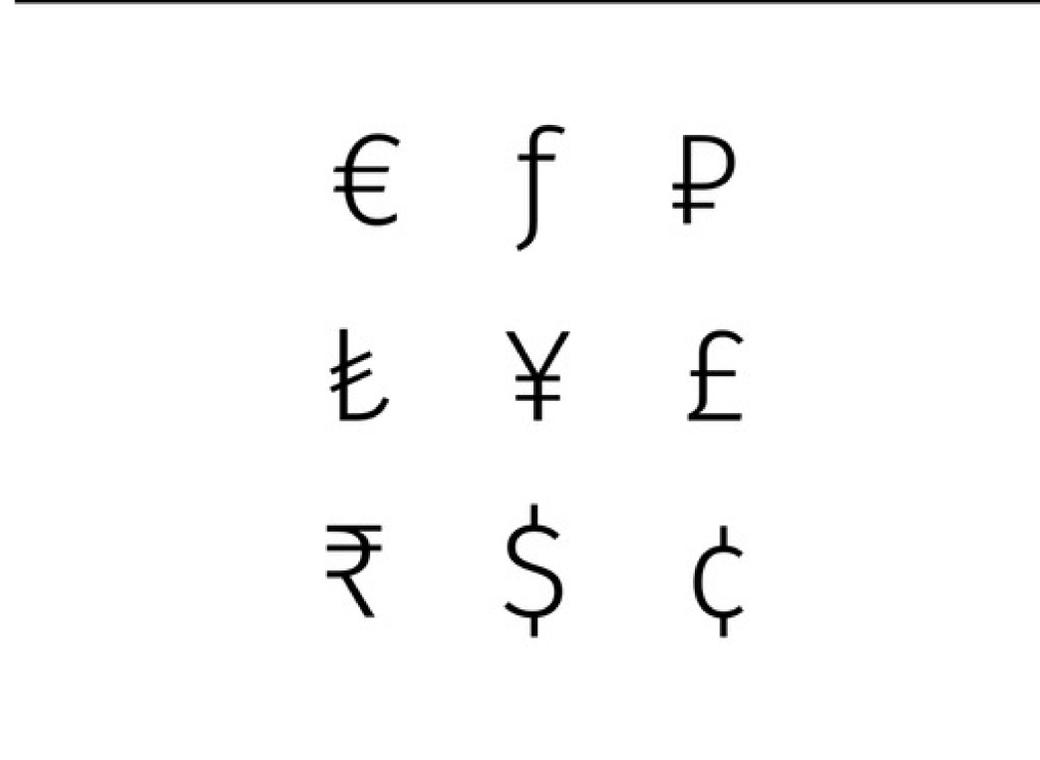
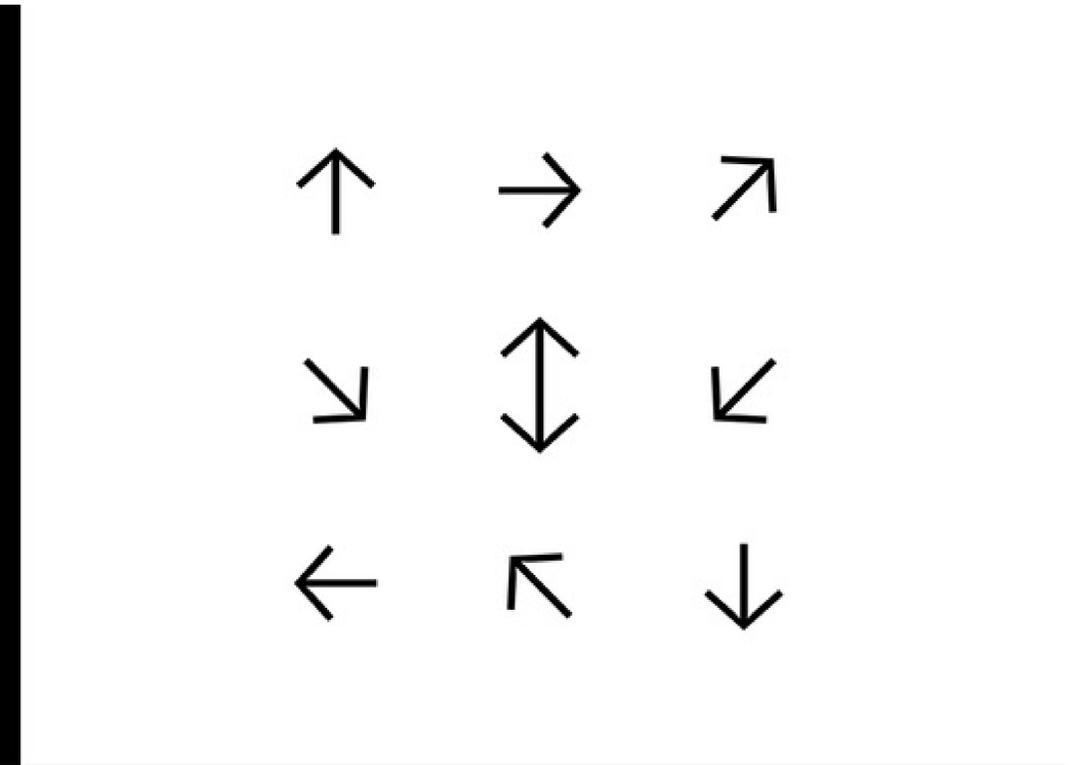
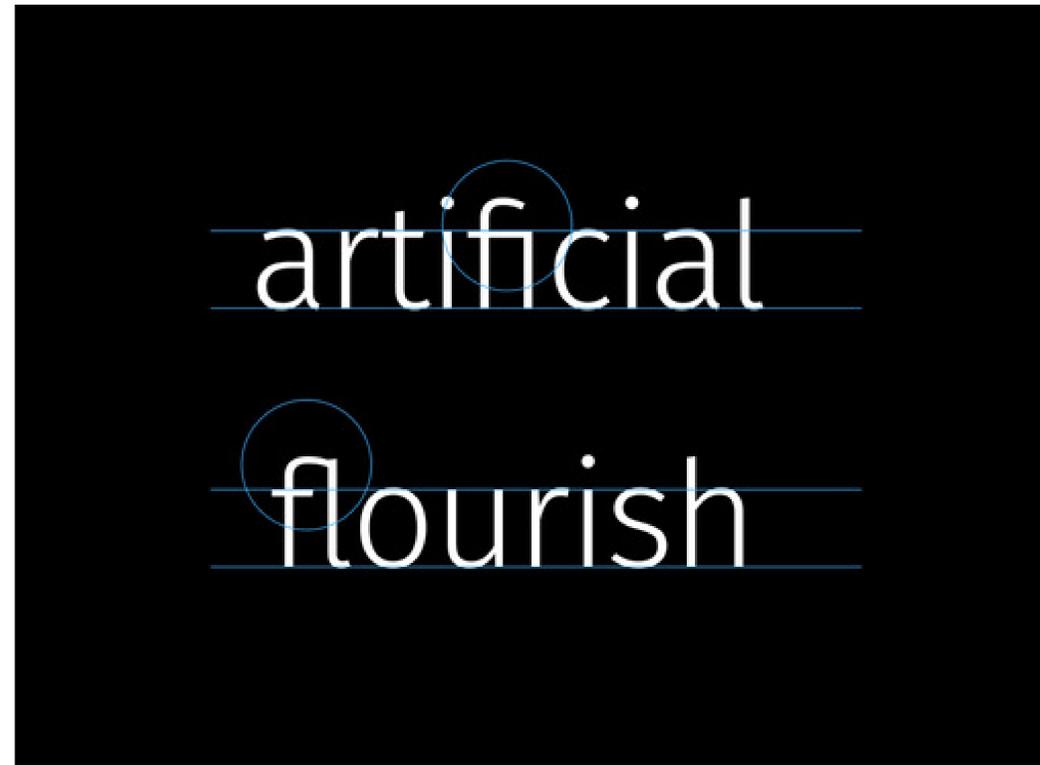
नमस्त

ولاء

Fyra Sans is part of the FiraGo project which supports multiple languages globally. Fira Sans allows us to express the brand coherently, in almost all geographic locations.



Typography Glyphs



Fira Sans includes many special characters (also called “glyphs”) for various design needs.



Typography

Fallback fonts

If Fira Sans is not available in your language (e.g. Chinese and Japanese) or in the medium you are creating with, these fallback fonts can be used as alternatives:

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



Design Basics

Typography

Color & call to action

White

Black

Explore →

Explore →

Explore →

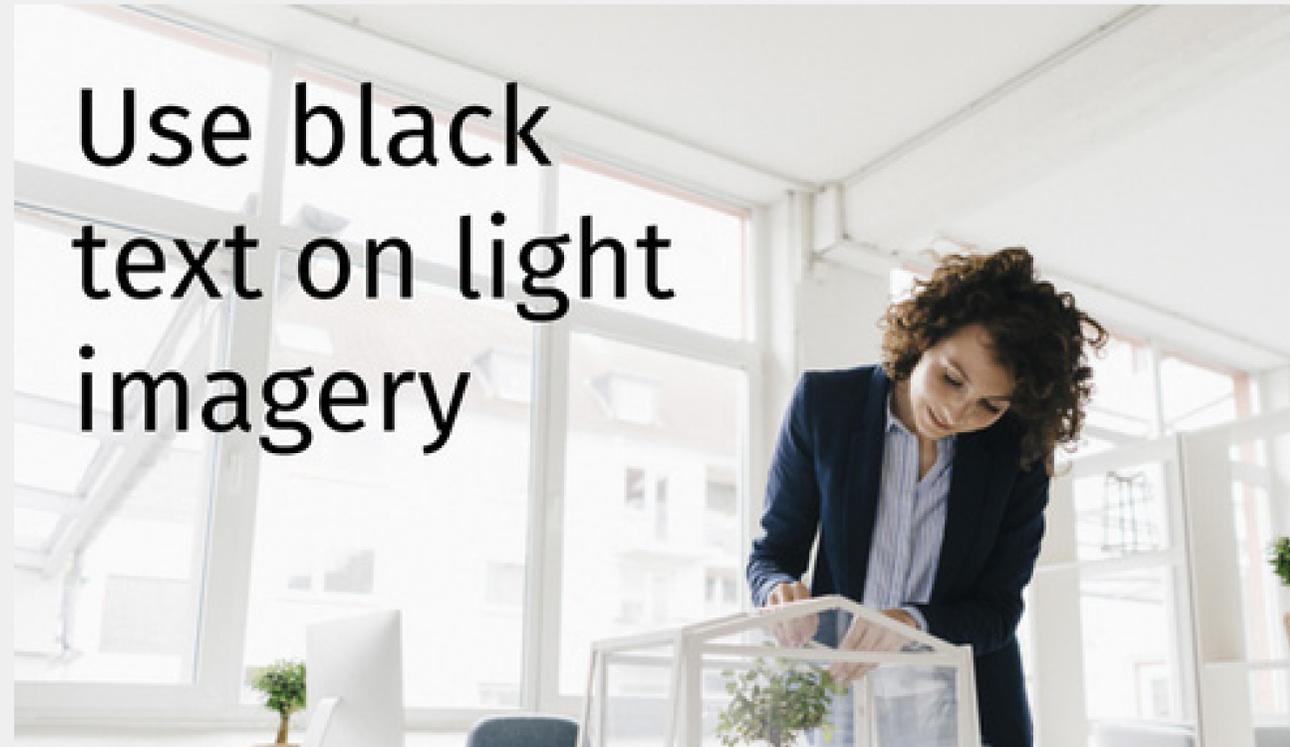
Explore →

Blue is used to signal calls to action. This is an exception to the rule that type is either black or white.



Design Basics

Typography Color & image



Text color should only be black or white, depending on the background.



Typography Hierarchy

Identifier
Fira Sans Medium

Identifier

Headline
Fira Sans Light
Leading: 1.1

Big Title

Intro text
Fira Sans Regular
Leading: 1.5

This is an intro text and the size is 1/4 of the headline.

Body text headline
Fira Sans Bold
Leading: 1.5

This is a body text headline

This is body text. Ped mi, que eos sita pra volut vero everum ipsanimagnis que atem qui non pa cuptassi duciis aut volupta tquasperrum non corepud aerferferum labore consequo omnisquam, ilitasita solluptatur?

Body text
Fira Sans Regular
Leading: 1.5

This is a body text headline

This is body text. Ped mi, que eos sita pra volut vero everum ipsanimagnis que atem qui non pa cuptassi duciis aut volupta tquasperrum non corepud aerferferum labore consequo omnisquam, ilitasita solluptatur?

Call To Action
Fira Sans Regular
Colour: #007AC3
Leading: 1.5

→ [Read more](#)

Identifier
Big Title

Big Title
Subtitle

Title
Subtitle

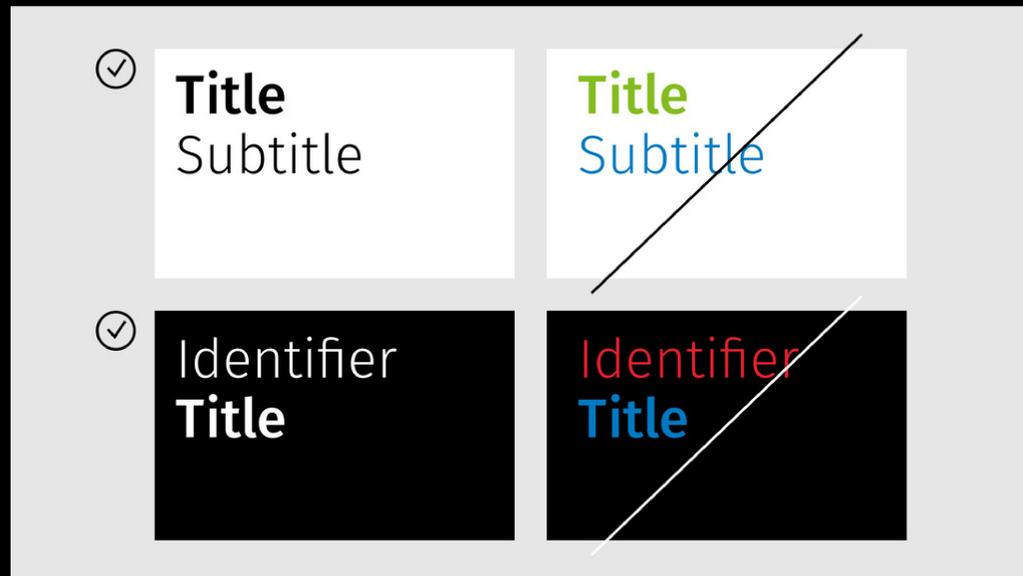
Identifier
Title

Size difference or weight difference are a great way to create hierarchy.



Typography

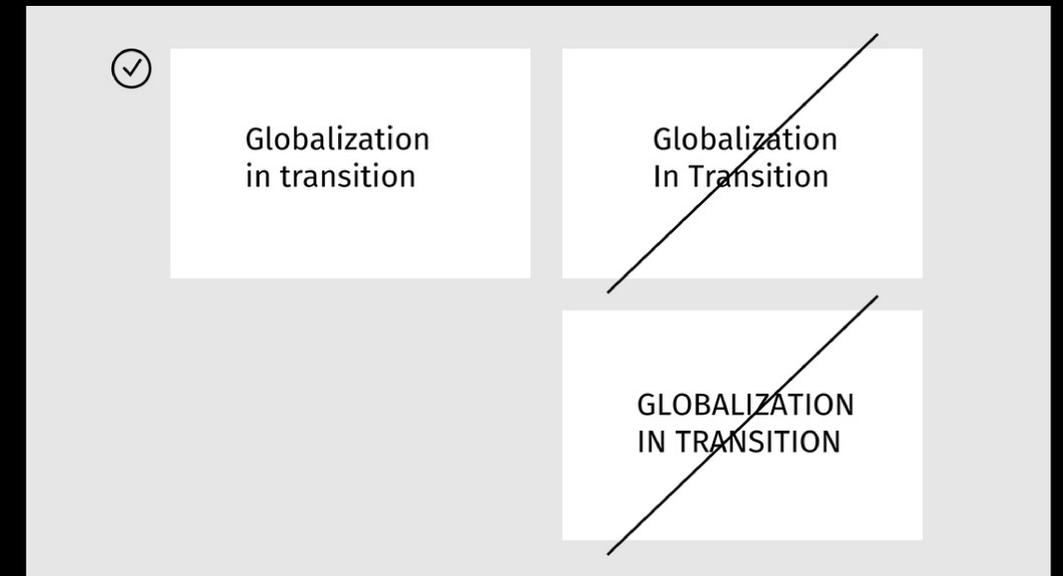
Do's & don'ts



Use black or white for text. Don't use colored text.



When using type on top of an image, make sure the contrast is sufficient.



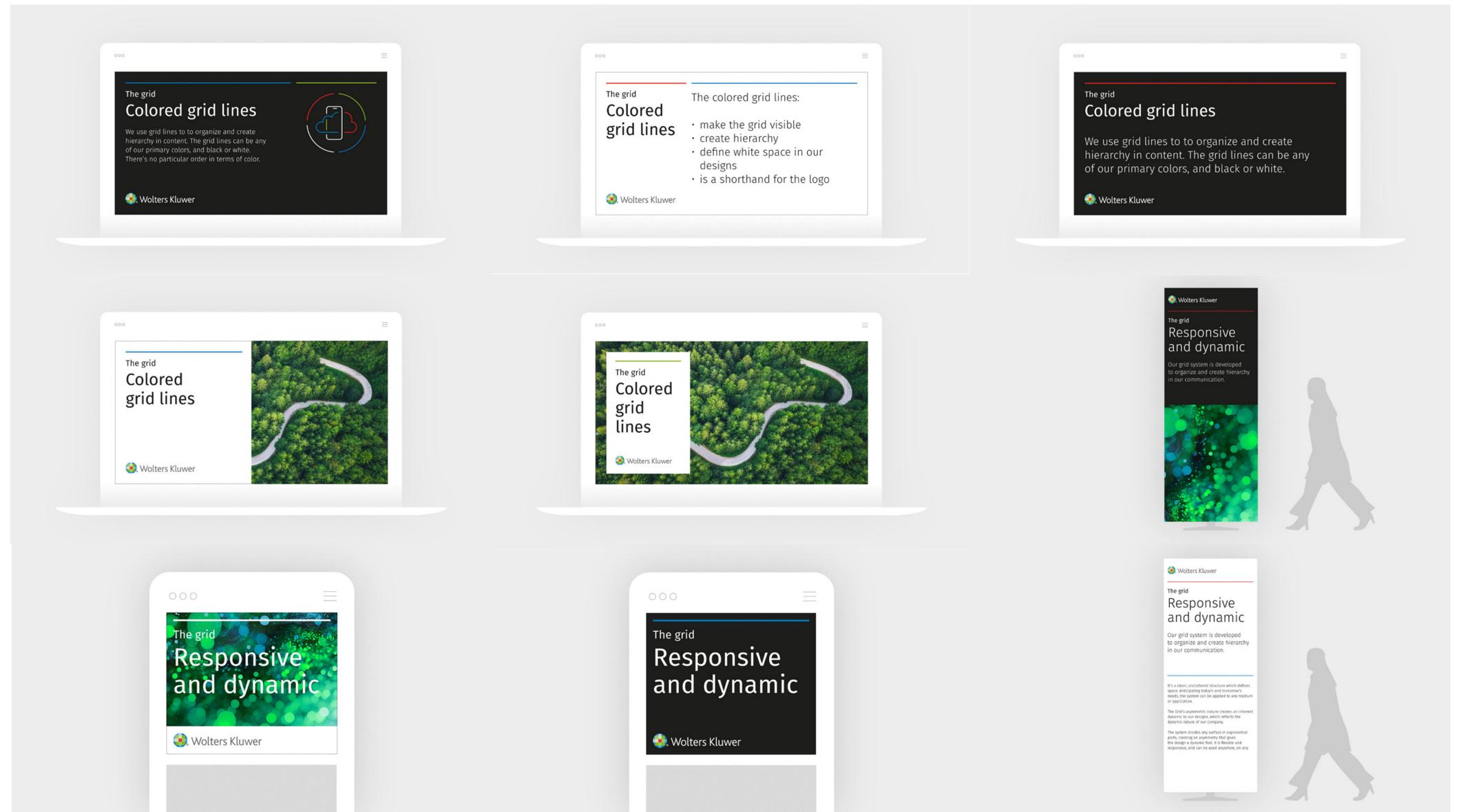
Use 'Sentence case' for text. Avoid 'Title Case' or CAPS.



Design Basics

Grid

Our grid system is developed to organize and create hierarchy in our communication. It's a clean, uncluttered structure which defines space. Anticipating today's and tomorrow's needs, the system can be applied to any medium or application.



The grid system divides any surface into exponential parts, creating an asymmetry that gives the design a dynamic feel. It is flexible and responsive, and can be used anywhere, on any device.

We use grid lines to to organize and create hierarchy in content.

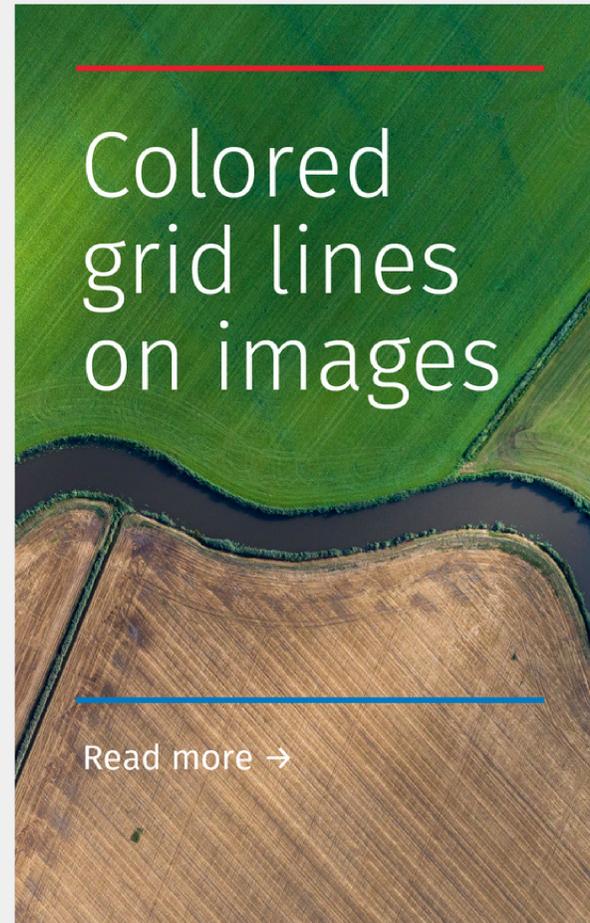
The colored grid lines:

- make the grid visible
- create hierarchy
- define white space in our designs
- echoes the colors in logo

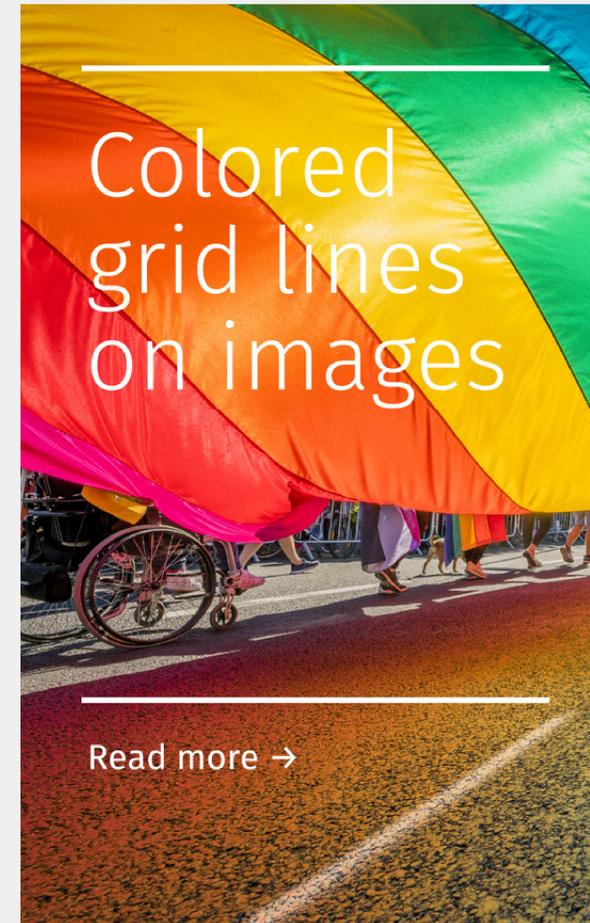


Design Basics

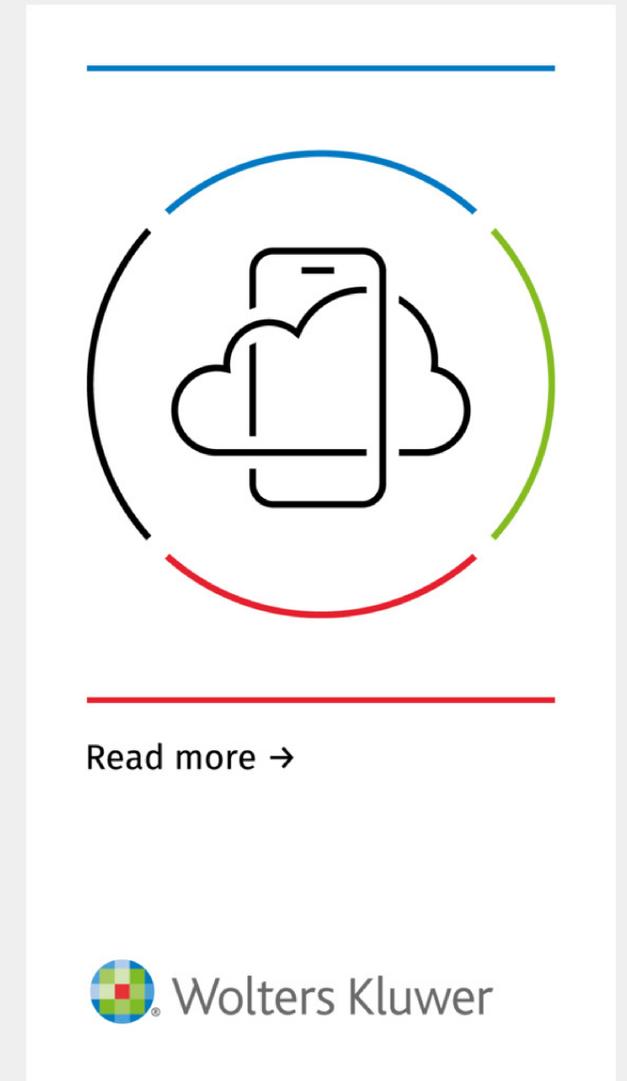
Grid Grid lines & images



Coloured lines can be used if the image has sufficient contrast



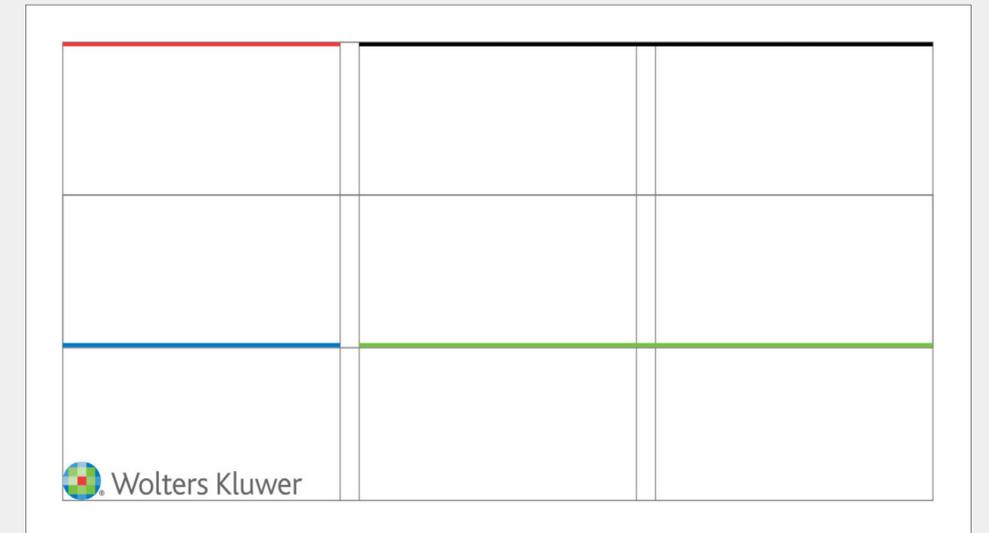
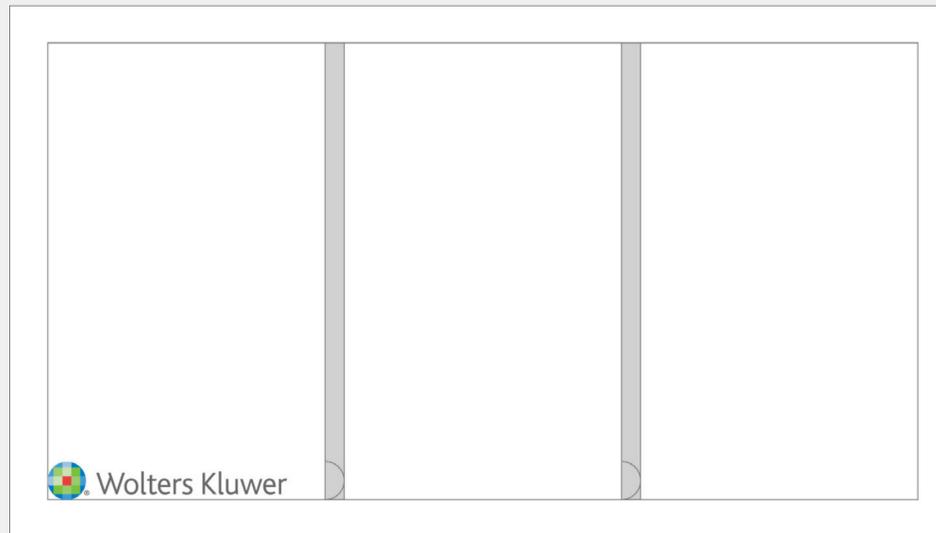
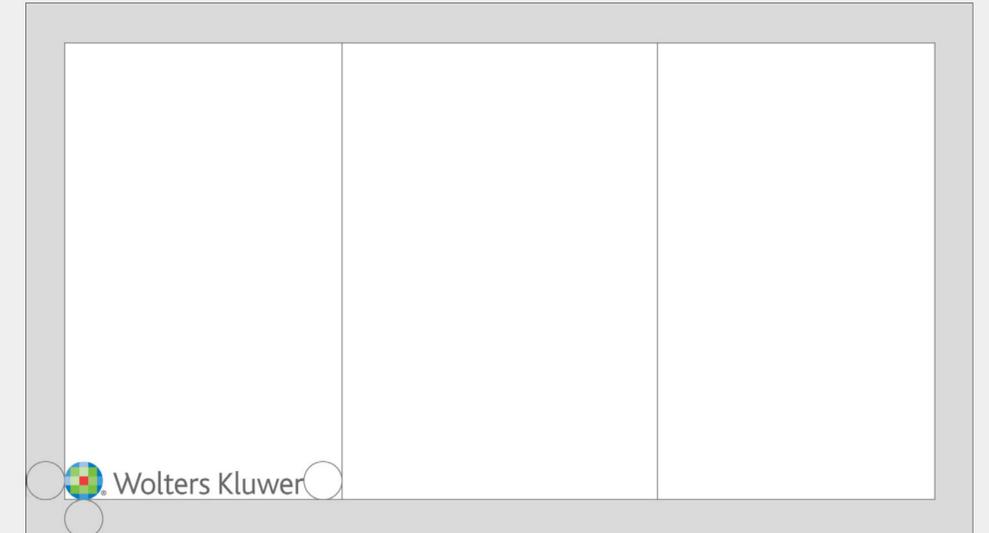
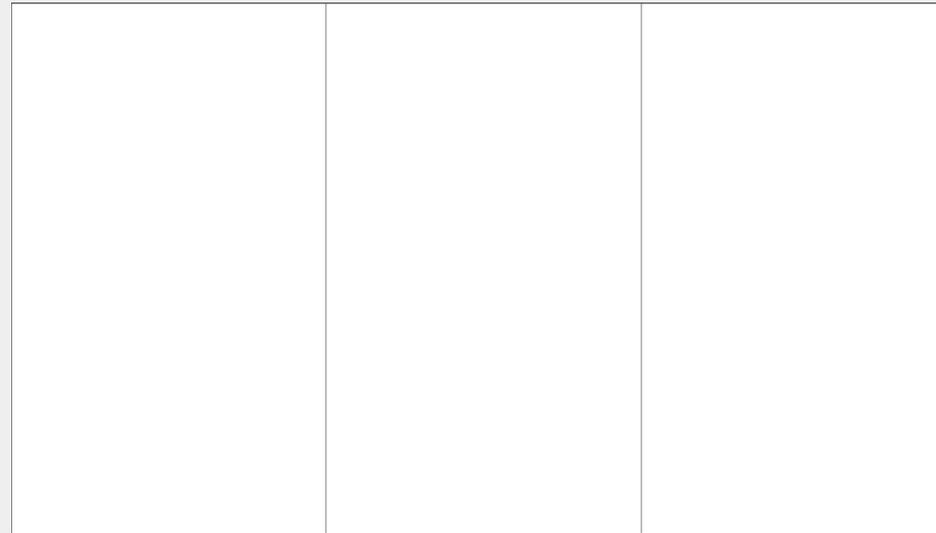
Lines can be black or white if there is not enough contrast.



Grid lines can also be used to define space in illustrations.



Grid Grid setup



How the grid is set up.

- Define the columns
- Define the margins
- Define the gutters
- Define the rows and set the lines
(line thickness = 10% of margins)



Design Basics

Grid Grid variations



Full page image



1/2 page image

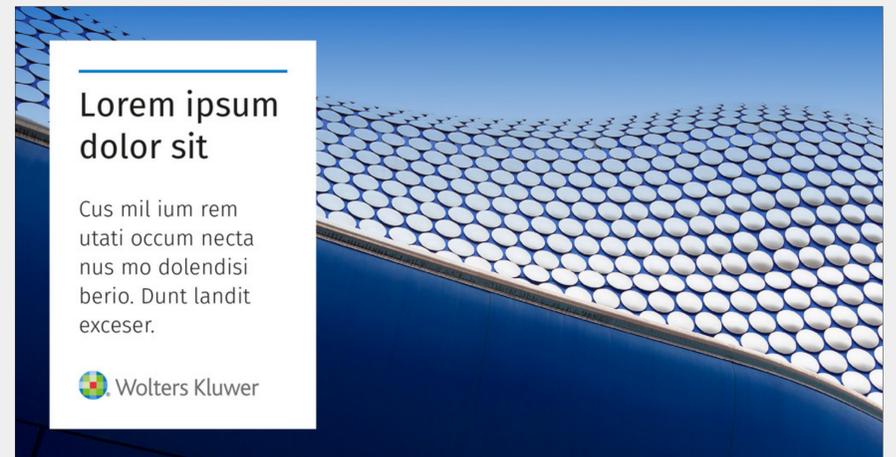
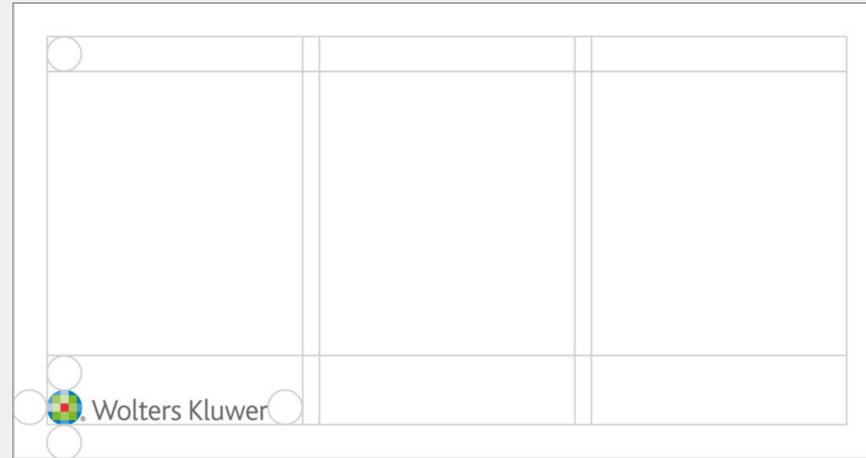


1/3 page image



Design Basics

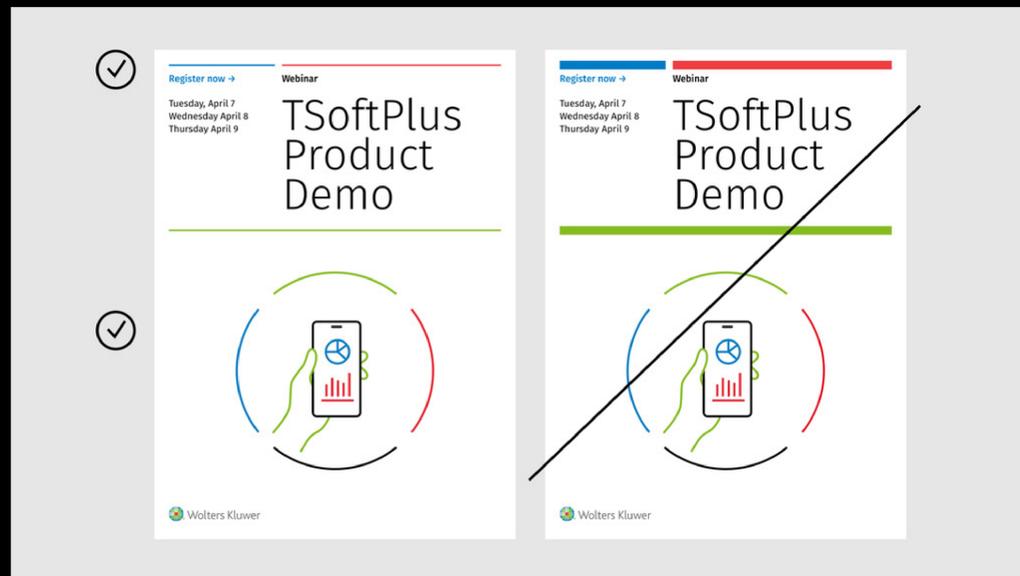
Grid Grid variations



Design Basics

Grid

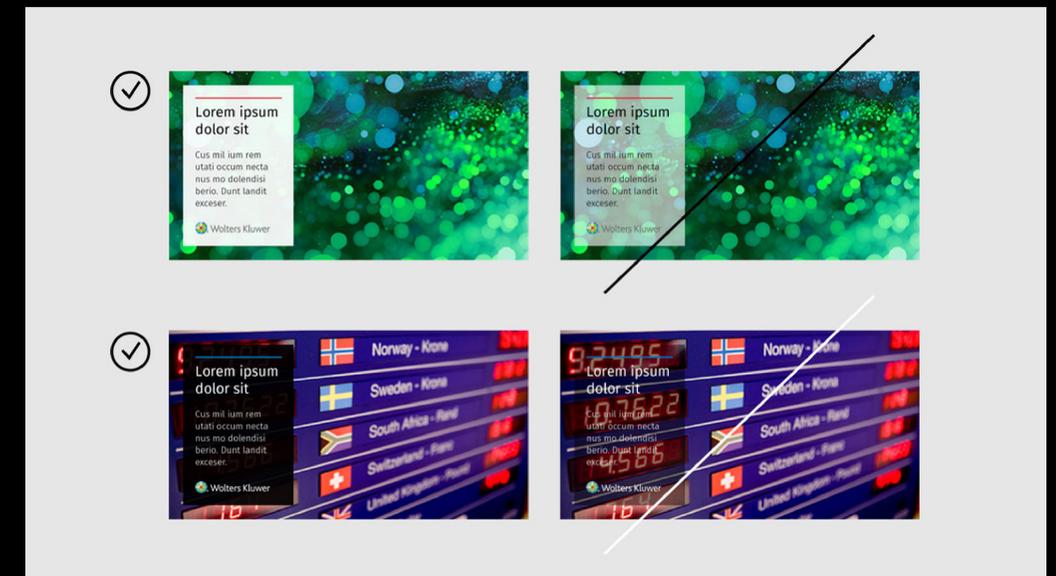
Do's & don'ts



Be mindful of the line thickness in the grid.



Use white or black backgrounds. Don't use colored backgrounds.



When using transparency in a textframe, do not use less than 90% to ensure legibility.



Design Basics

Photography

We are real people, working to find real solutions to real problems. Our unique characteristics and peculiarities make us human. They distinguish us from others. In our quest for real impact, we are dedicated, curious, knowledgeable, cooperative and inventive. We are experts, and paired with advanced technology, we can create astonishing results.



Through images, we show who we are and what we stand for.



Design Basics

Photography Customers & employees

- diversity of people
- open posture
- interaction
- professional
- business
- clients
- work environment



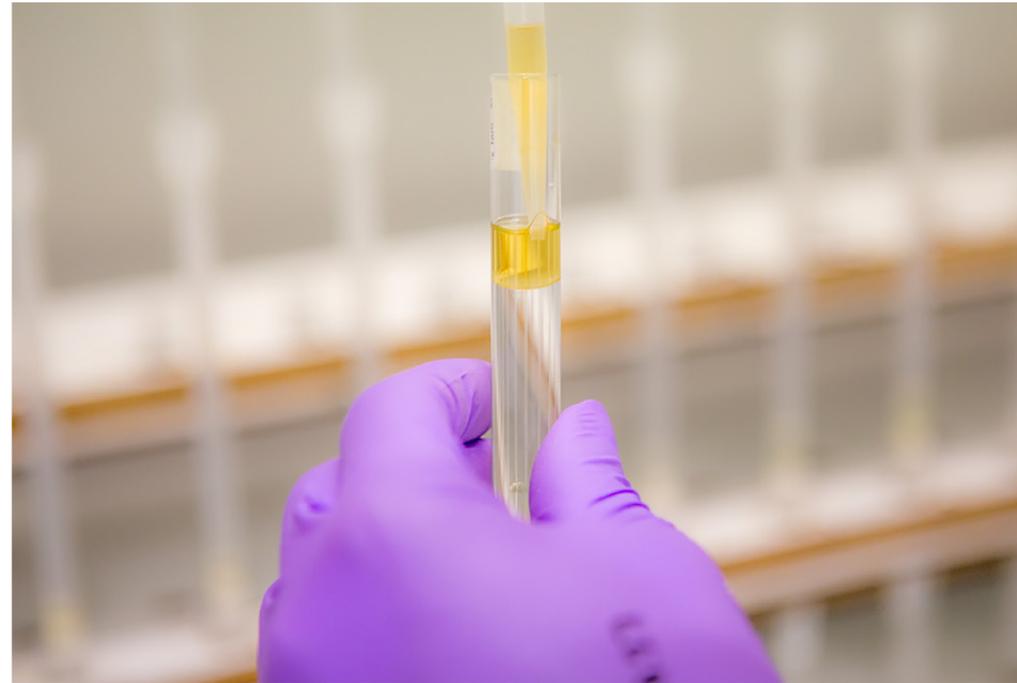
Images with people have the person(s) as the main focus and show interaction - within a team, with a colleague, client or with the camera. The style is documentary.



Design Basics

Photography Workspace

- real world
- customer environments
- labs
- offices
- conference rooms
- business districts
- cities



Imagery of workplaces should use real environments whenever possible. They show collaboration and interaction - either between people or between people and technology.

If no people are included, the image should communicate a message or story, with a clear focal point to catch the eye. The style is documentary.



Design Basics

Photography Society

- global
- society
- environment
- offices
- big picture
- man & nature



Images in this category focus on people engaging in society, and can be used to tell a story about larger trends in the world.

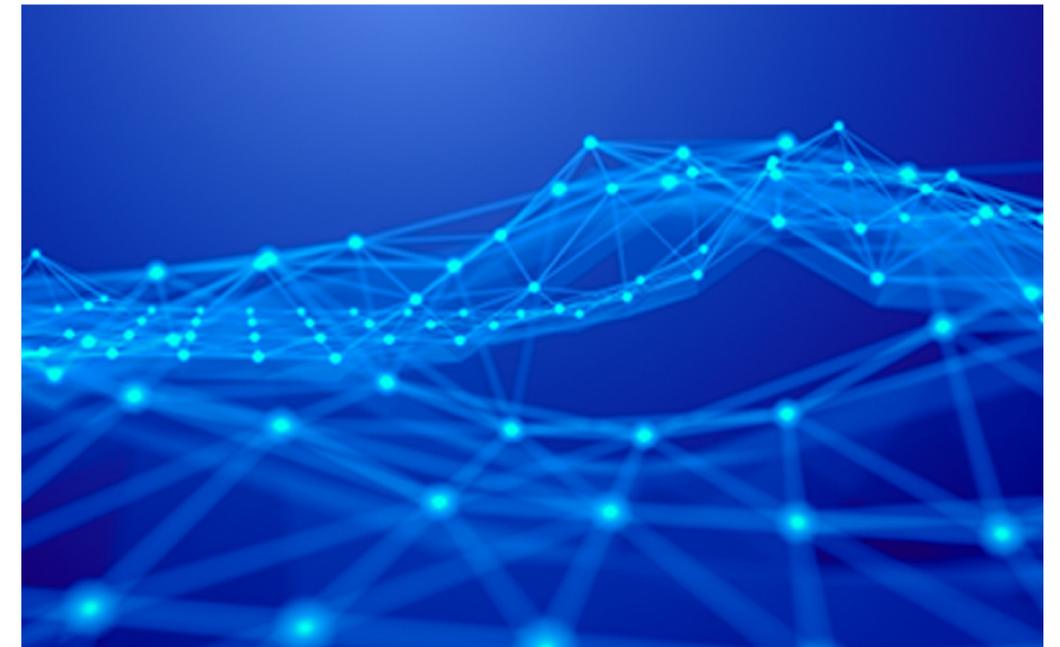
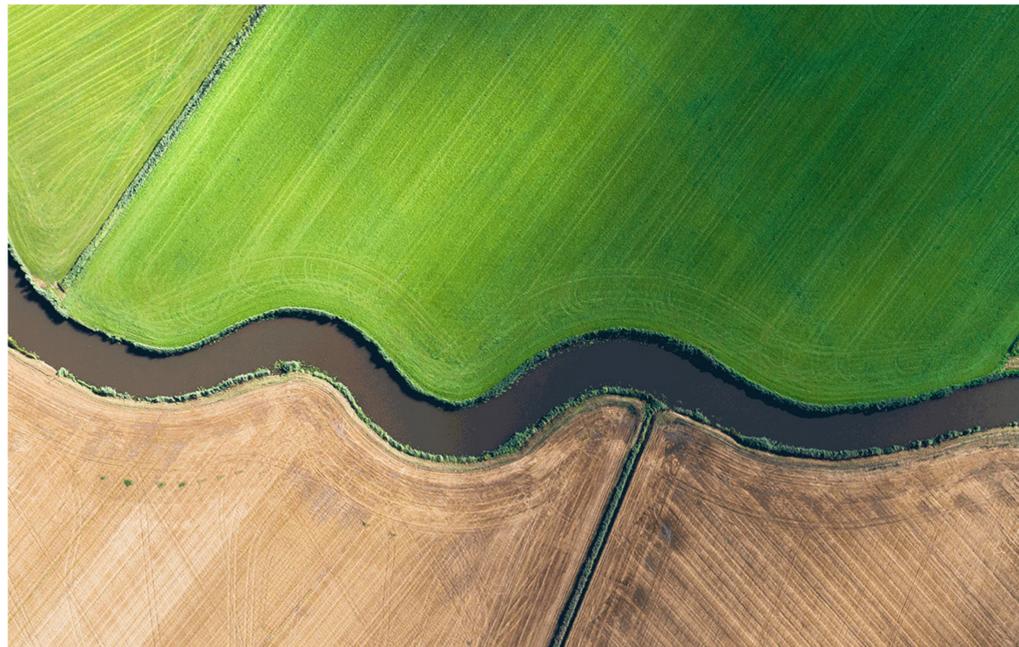
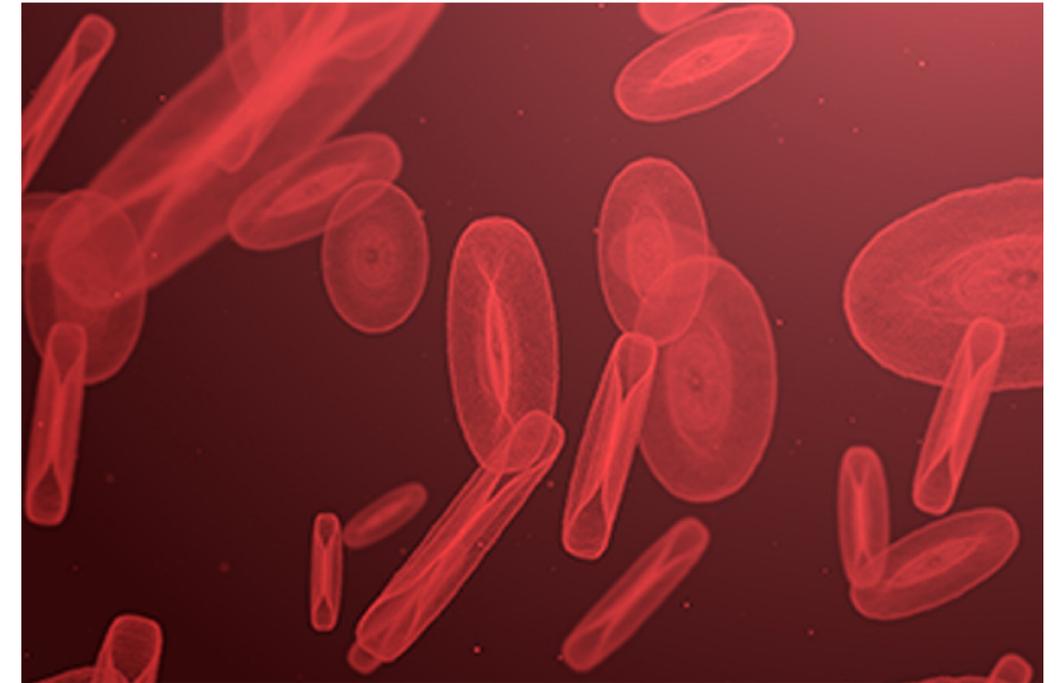
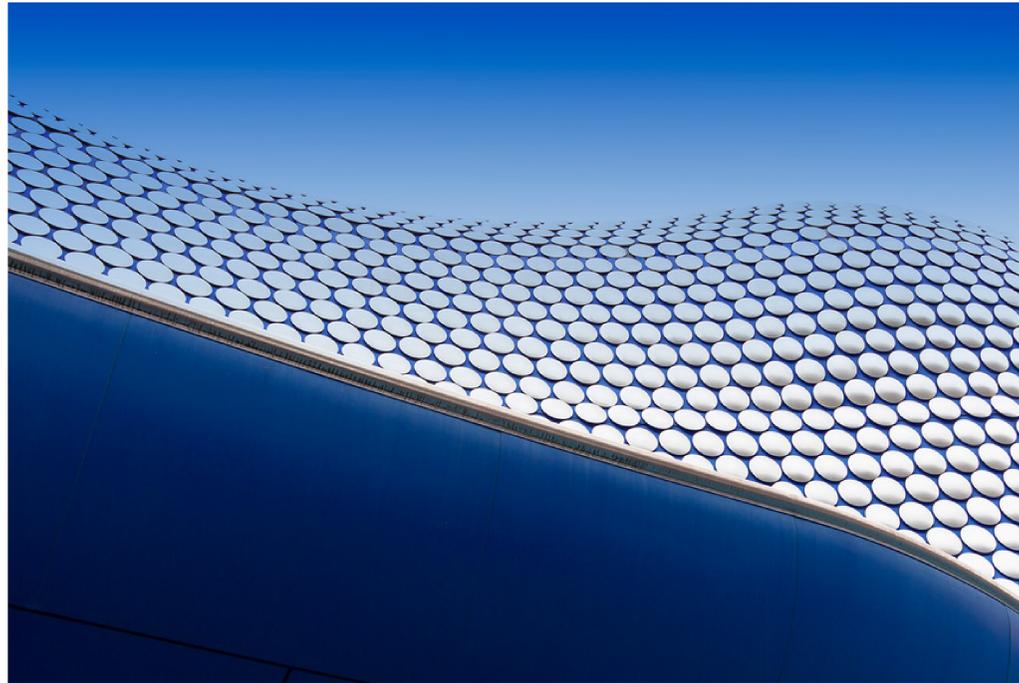
These images are often zoomed out to create a sense of overview. The composition has contrast in color and shape to give the image a dynamic feel. The style is documentary.



Design Basics

Photography Abstracts

- tech
- pattern
- data
- color
- micro
- macro



Images can be used to illustrate abstract topics like strategy, big data, and AI. These kinds of images have a repetitive structure or display abstract patterns.

They can be highly zoomed in or have a bird's-eye view perspective. To create the greatest graphical impact, abstract images work best with only one or two dominant colors.



Design Basics

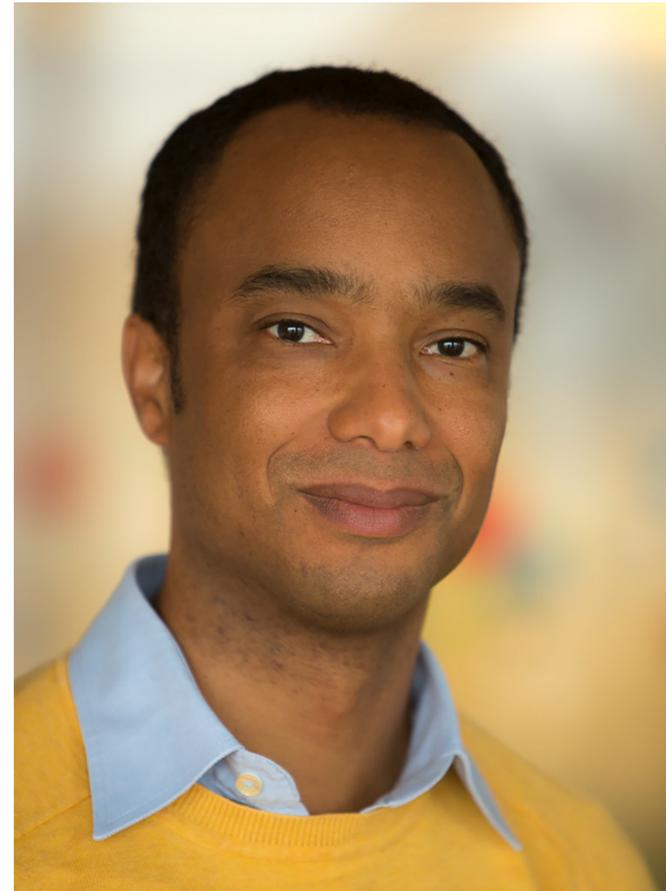
Photography Portraits

Although the photograph is posed, it still gives the feeling of an accidental encounter between the subject and the person who sees the photo. The exchange of a smile, a brief moment of recognition.

- vitality
- friendly
- focus
- natural



Portraits express energy, presence, and expertise. The background is simple or mildly out of focus. Although the photograph is posed, it still gives the feeling of an accidental encounter between the subject and the person who sees the photo. The exchange of a smile, a brief moment of recognition.



Facial expression

Friendly, open, not too smiley

Lighting

- Ambient, natural, soft light flooding from large windows
- The subject of the photograph is facing the light source thus avoiding harsh shadows
- Windows are reflecting (highlighted!) in the subject's eyes

Background

Out of focus, blurred, colorful, bright, not symmetrical, no repeating patterns



Posture

- The subject is standing at all times
- The body is slightly turned, not frontal. One shoulder is turned towards the camera
- Body weight is on the front leg
- Make a long neck, chin forward (feels like a giraffe but looks great!)
- To make sure you have the best side of the face, take pictures with the left shoulder to the camera as well as the right
- Be aware of double chins

Equipment

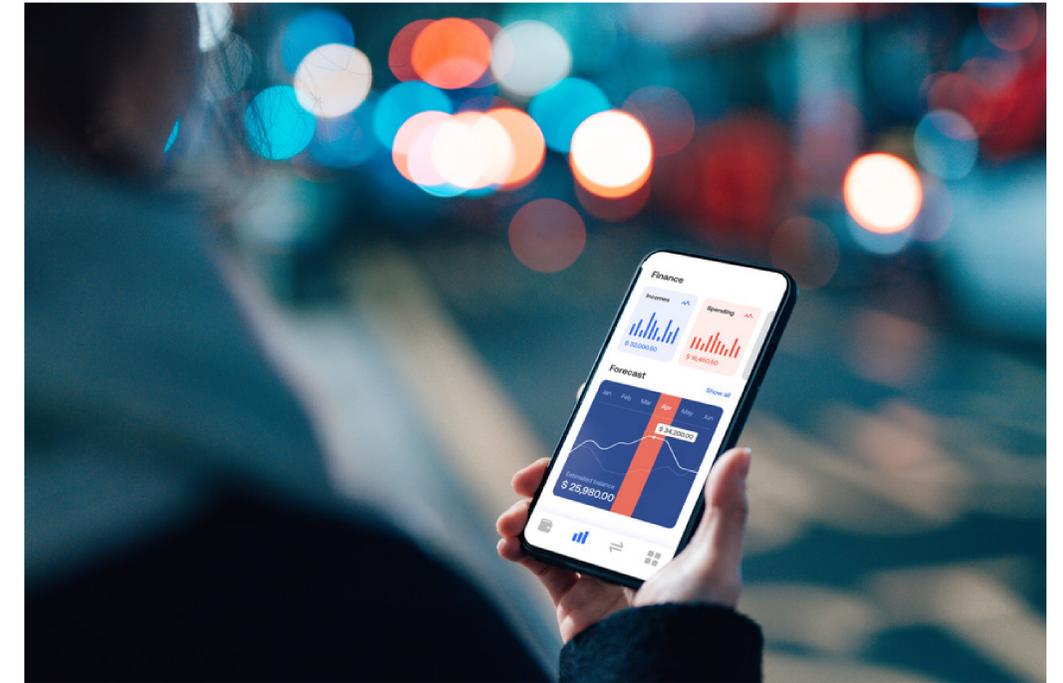
- Long lens, at least 100 mm
- Smallest f-number, largest aperture



Design Basics

Photography Products

- interface
- charts
- infographics
- simple
- devices
- state-of-the-art



Images of products show a clear and simple view of how it delivers a solution. Digital products should be presented within a device to ensure it has the proper context. Surroundings are neutral and therefore inclusive for any end user.



Photography

What to avoid



Graphical overlays on images



Images that feel dated or feel like stock



Images including people who are obviously models



Low quality or blurry images



Cliché stock images, such as the business handshake, high fives, hands in a circle etc.



Images where people are using books, paper, or traditional media



Black and white imagery or sepia tones



Poor indoor light or back-lit subjects



Design Basics

Illustrations Primary

Use

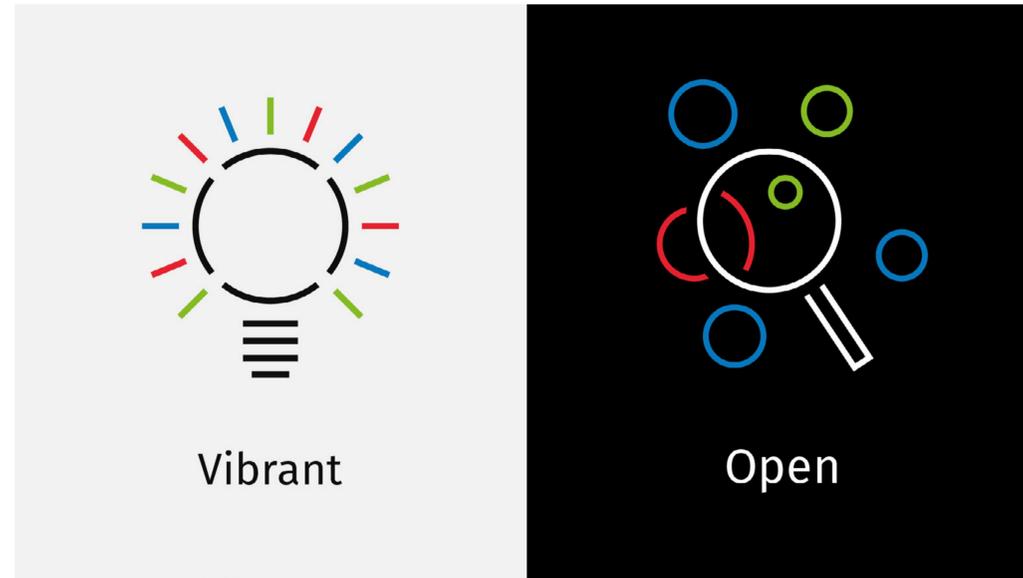
To be used as an eye-catcher, placed in a monumental way, with sufficient space

Style

Minimalistic line illustration

Color scheme

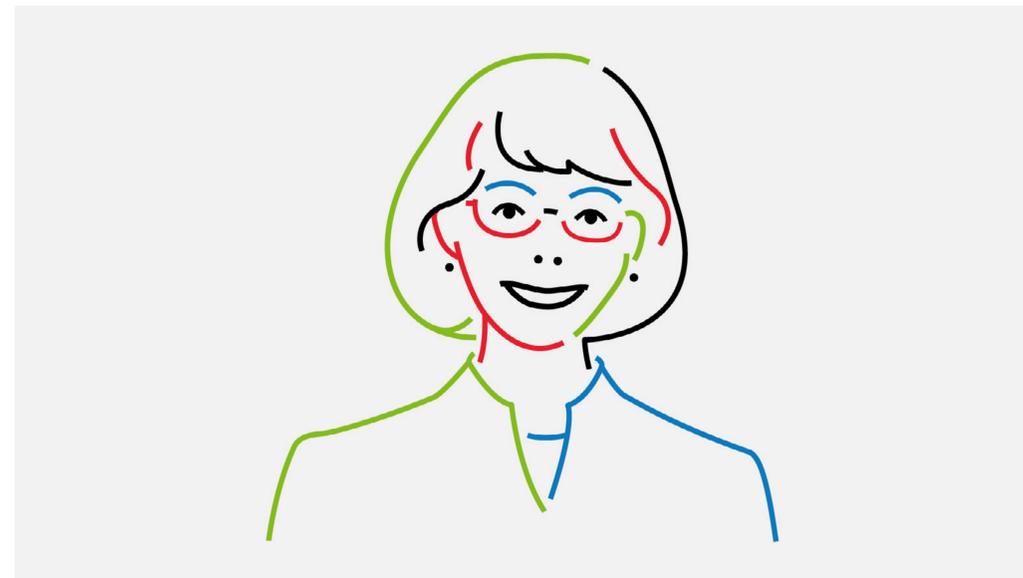
Primary colors + black and white



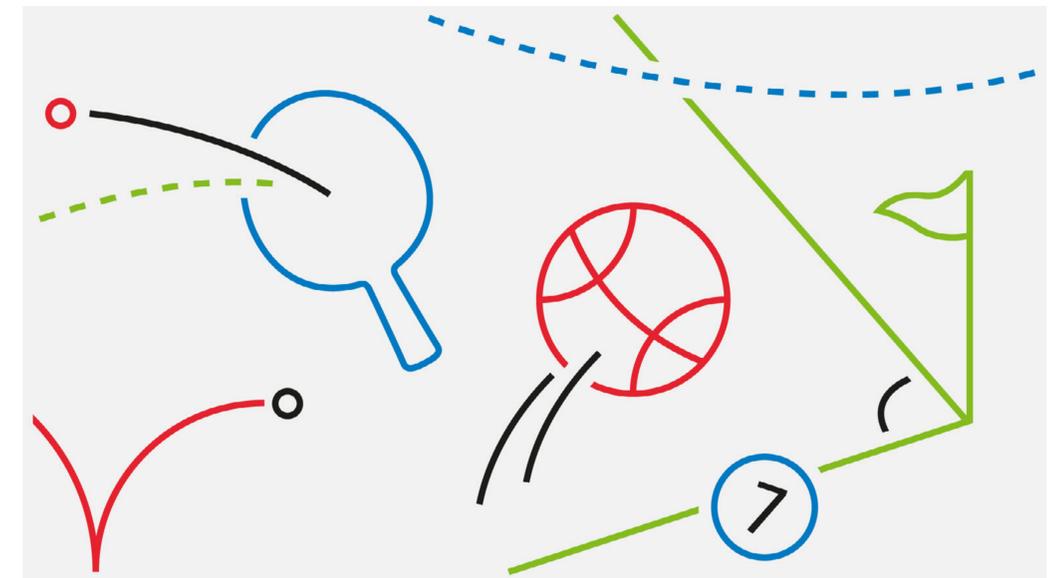
Theme illustrations



Banner illustration for hallway



Portrait illustration



Mural illustration



Design Basics

Illustrations Secondary

Use

These smaller illustrations visualize a topical theme. They're often used to differentiate choices for the user.

Style

Minimalistic line illustration

Color scheme

Primary colors + black and white



Large icon



Medium icon



Basic icon



Illustrated icons



User interface icons: these communicate an action that a user can take while interacting in a digital environment. These icons are purely functional and should not be used for other purposes.

Design Basics

Illustrations Descriptive

Use

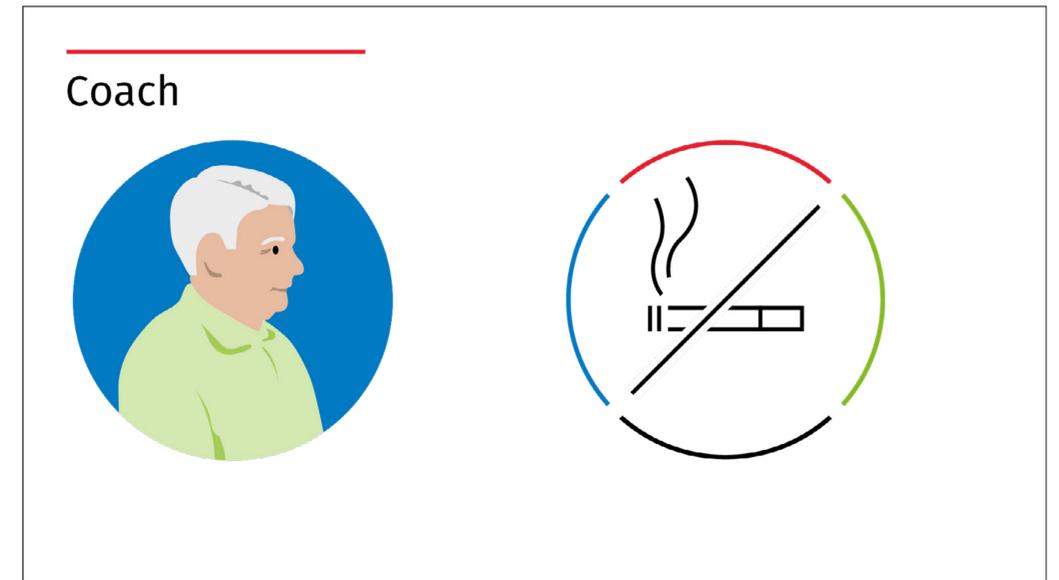
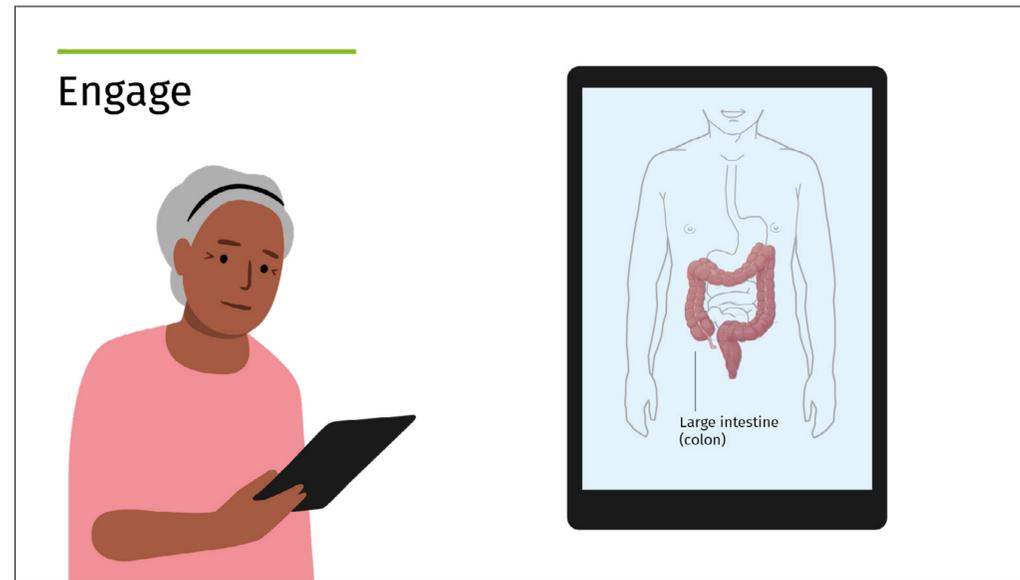
These are illustrations which explain a product and/or a process.

Style

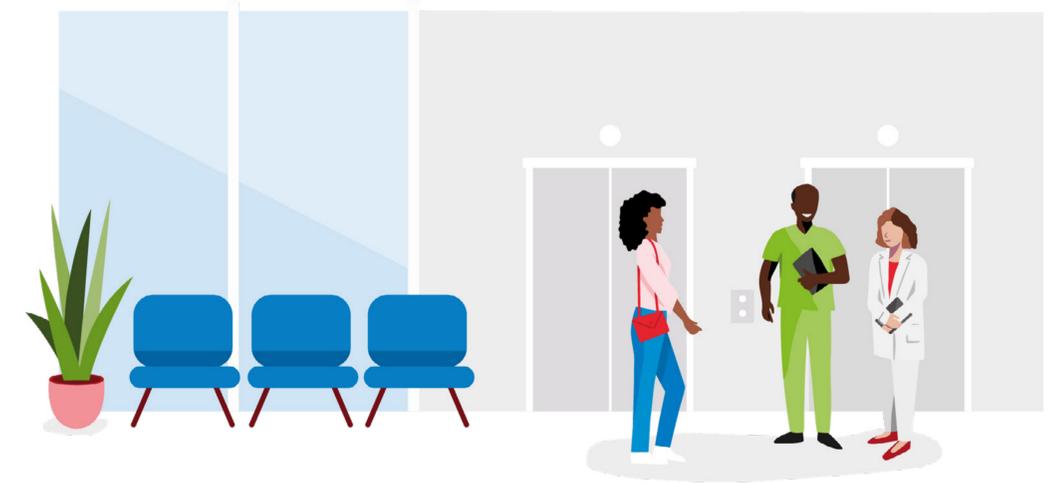
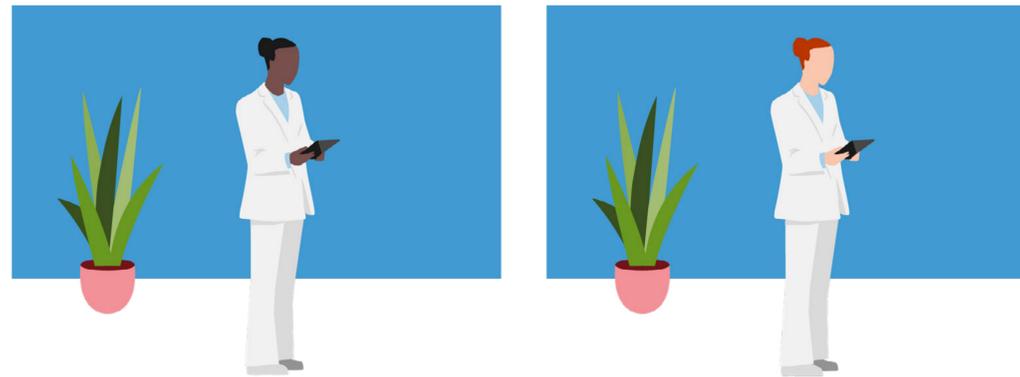
We use a simplified, naturalistic style. The common denominators are: real-life situations, clean and simple & solid shapes.

Color scheme

In this specific category natural skin and hair tones may be used to show diversity. For all other elements the color shades should be used.

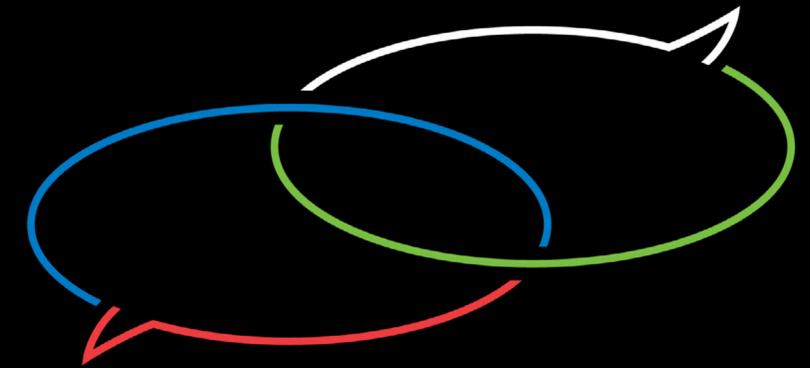
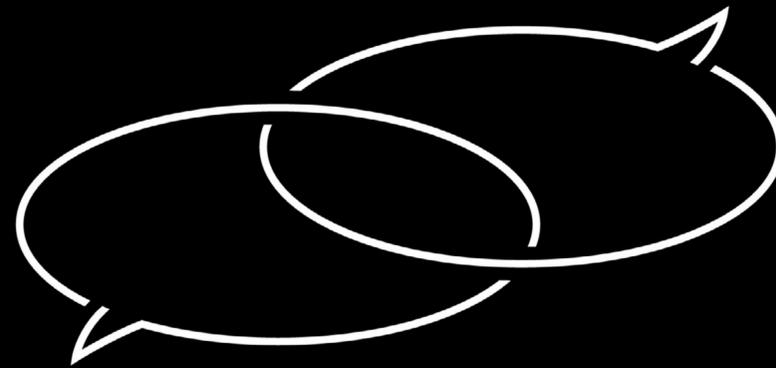
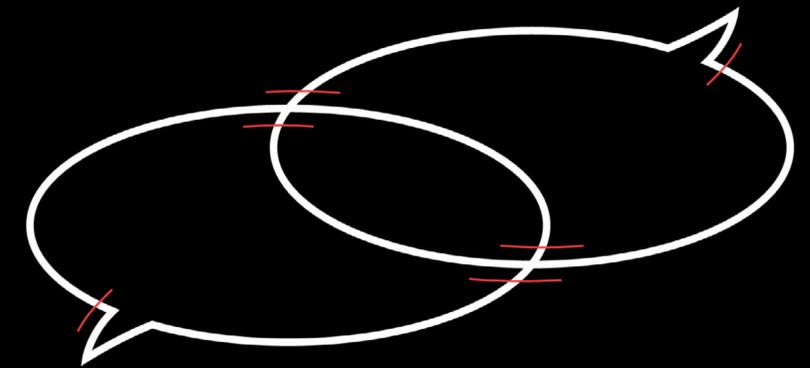
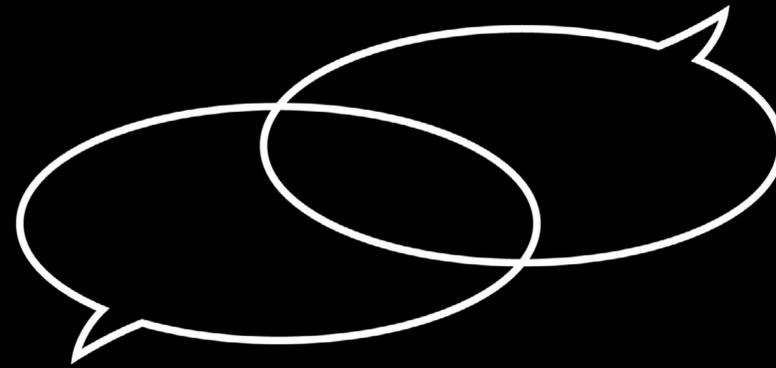


This style should be used with restraint, and must not be used as a central part of marketing communications.



Example of our simplified, naturalistic style.

Illustrations Construction

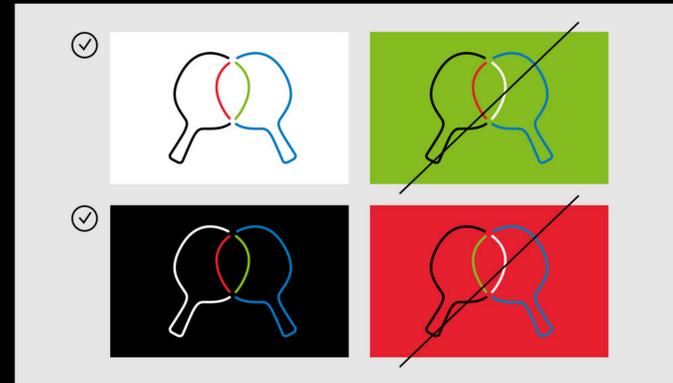


Create a sense of dynamic by giving some of the lines within an illustration open ends.

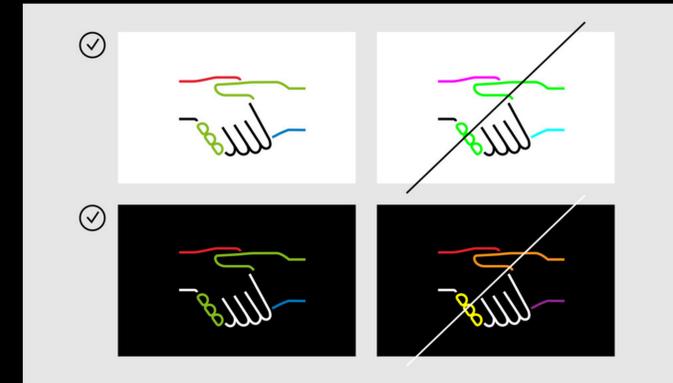
- Design the illustration with overlapping shapes.
- Cut the intersecting lines to create a gap with a minimum line thickness of 1.5.
- Finalize the illustration with Wolters Kluwer red, green, and blue, plus black or white.



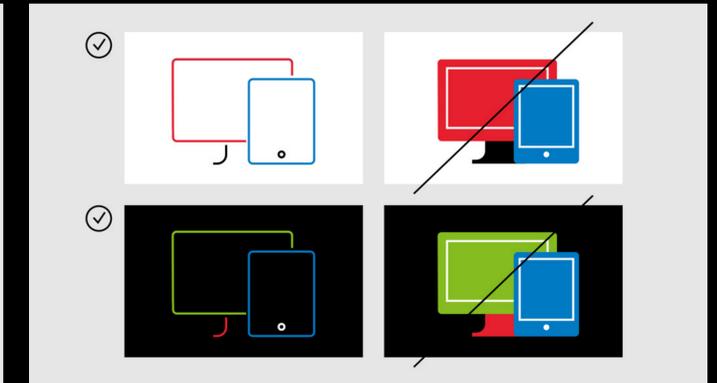
Do's & don'ts



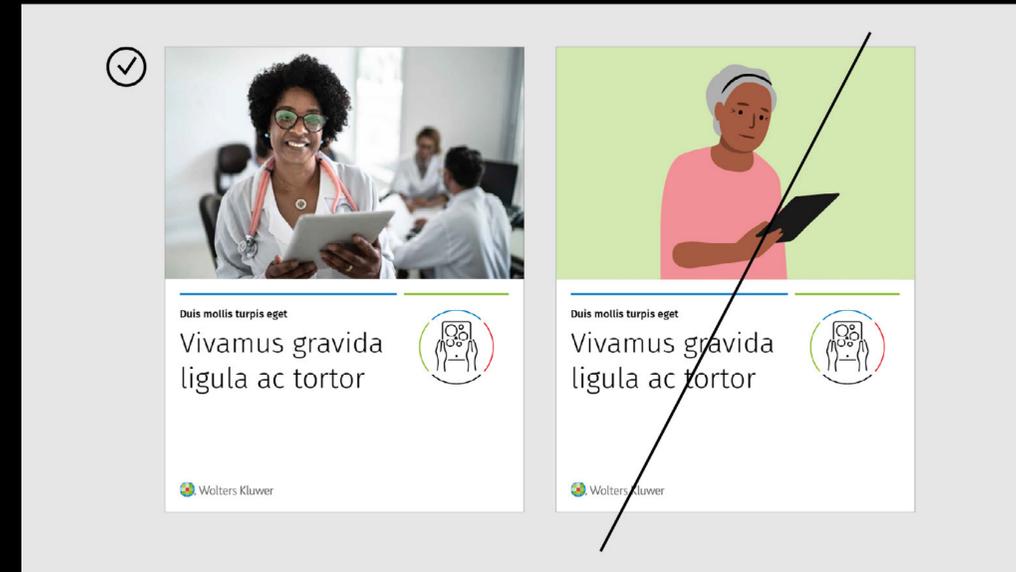
Primary and secondary illustrations have neutral colors as backgrounds. Don't use colored backgrounds.



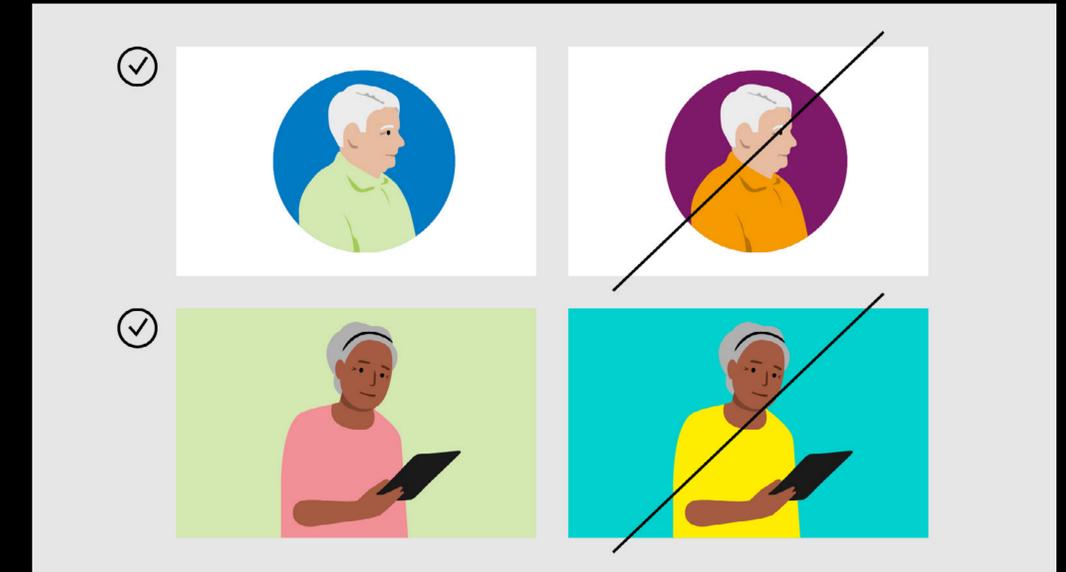
Use our primary colors + black or white for the lines.



Use lines, not solid shapes when creating primary and secondary illustrations.



Use photography or primary and secondary illustrations for marketing communications. Avoid using descriptive illustrations as your main visual for marketing communications purposes.



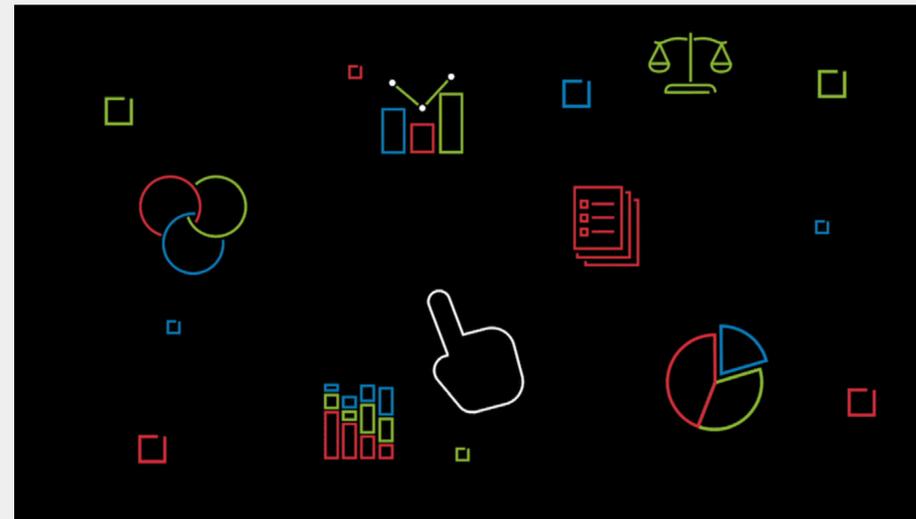
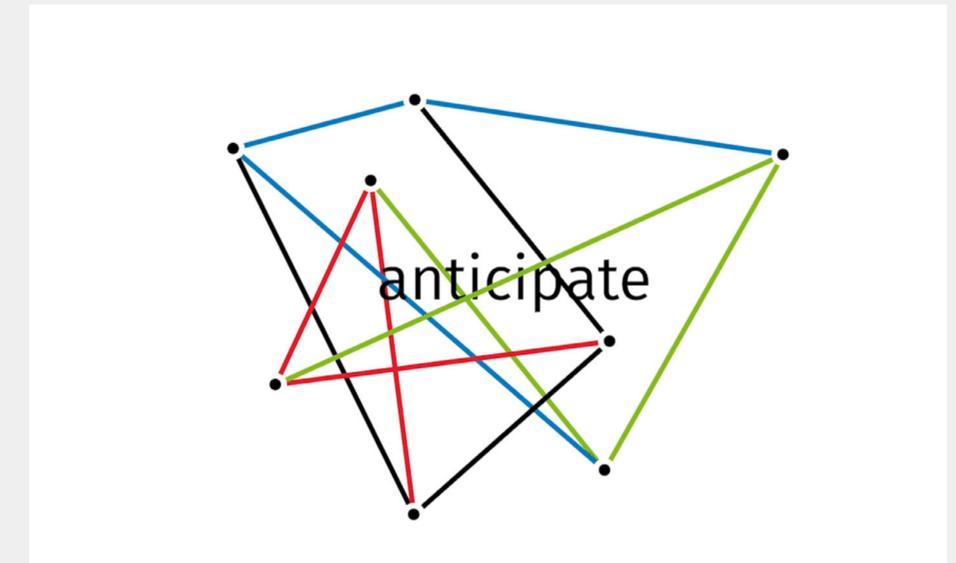
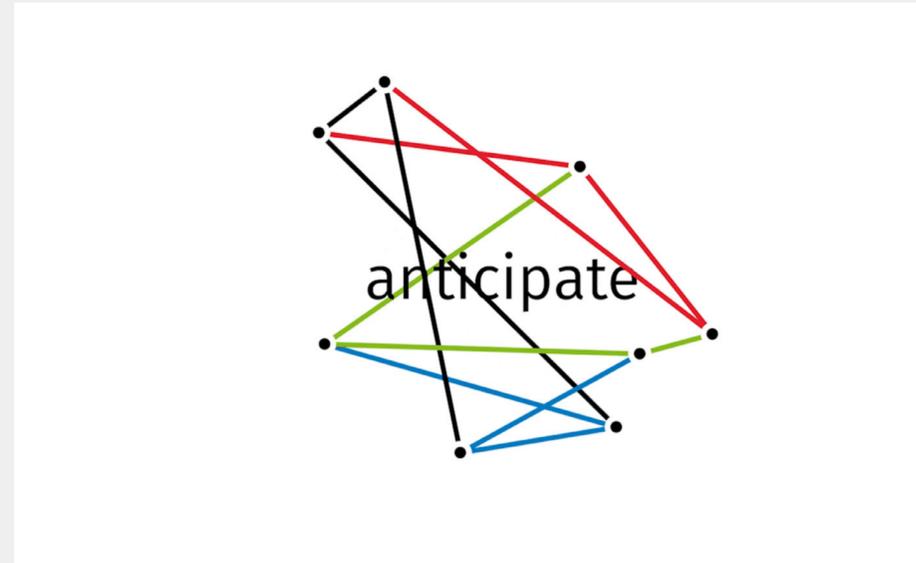
Use our color shades for descriptive illustrations. Off-brand colors may only be used for the purpose of depicting skin color and hair.

Design Basics

Motion

Moving image is an important part of our everyday lives. Today, film and animation are the ideal format for storytelling. Motion also plays an important role in creating seamless experiences and it gives personality to our digital platforms.

Using motion as a brand tool reflects our understanding of a constantly changing world. It underscores that our work is an ongoing process, never complete.



Example of visualizing a specific theme or work process.



Design Basics

Motion Video graphics



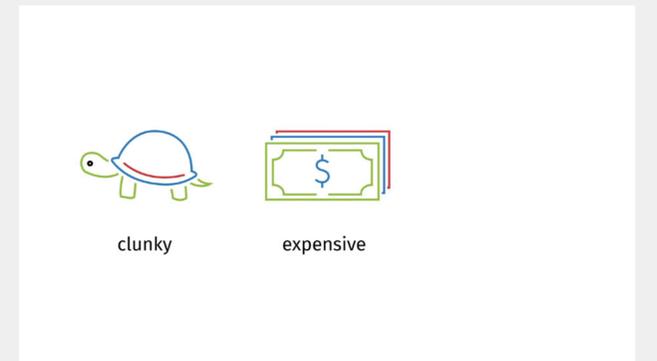
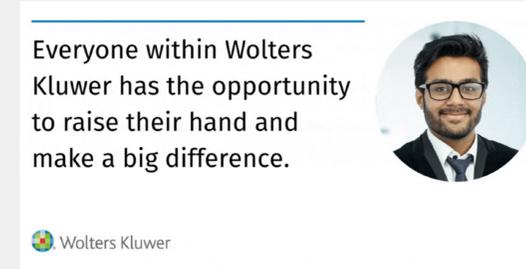
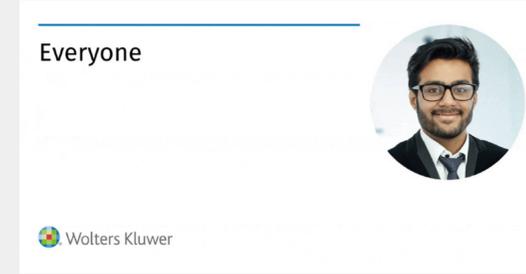
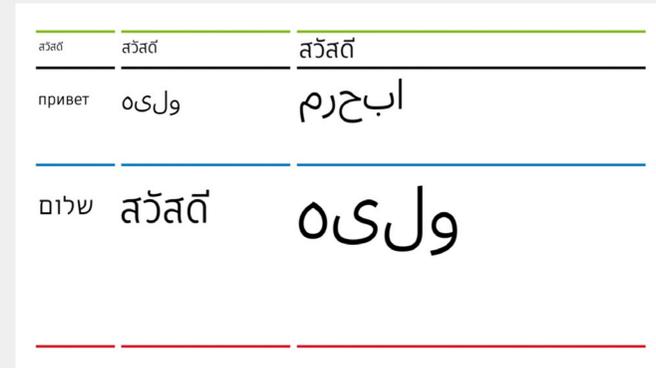
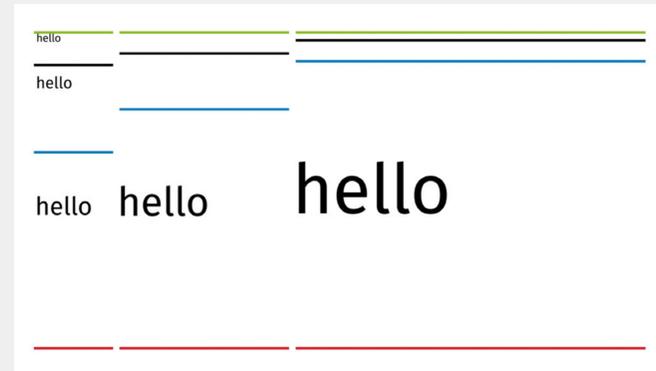
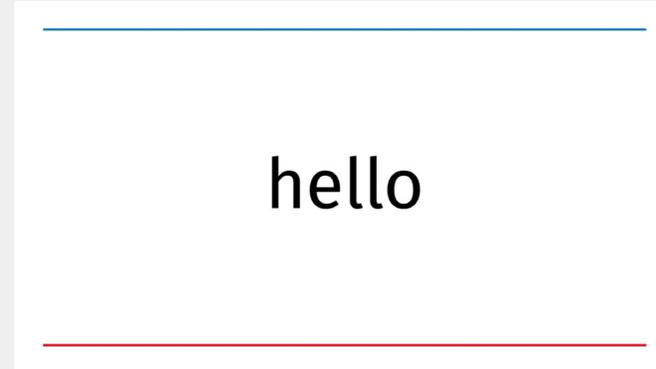
Branded front and end cards are available for you to use in your videos.



Design Basics

Motion Type & data in motion

There are several ways to use type & data in motion. It helps to bring a story to life. Keep it simple and elegant.



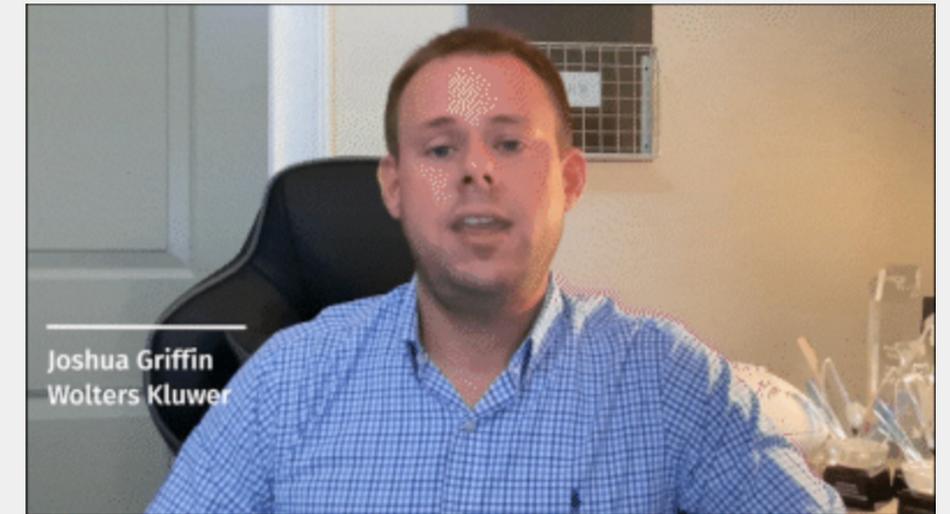
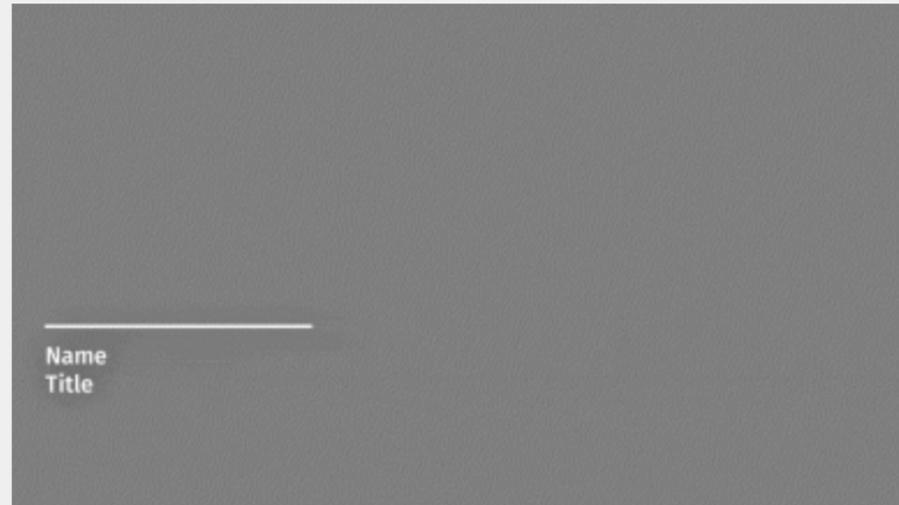
Examples of an easy transition of type sliding across the screen to help you tell your story.



Design Basics

Motion

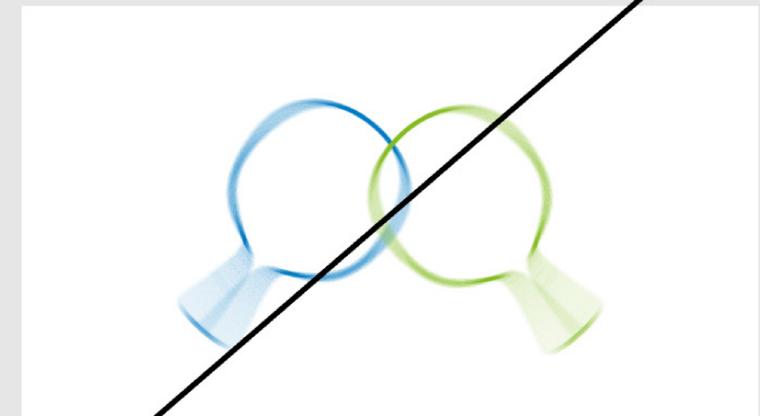
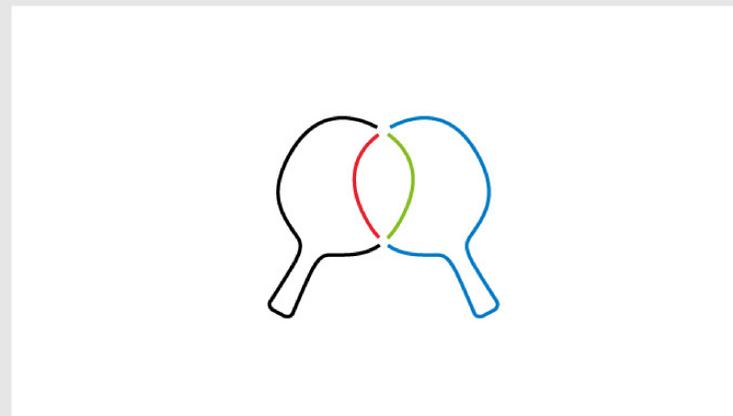
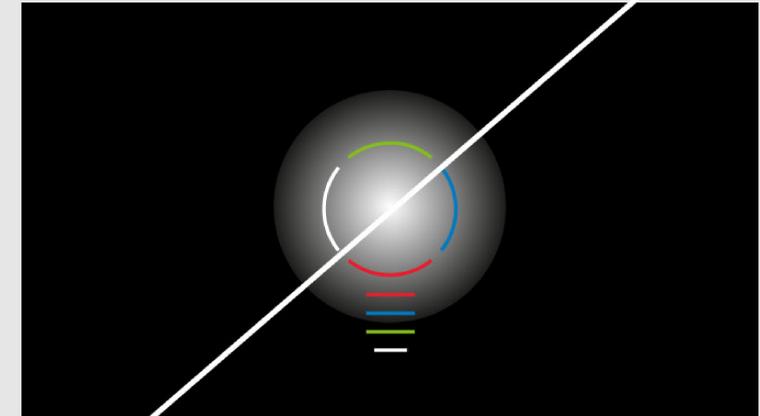
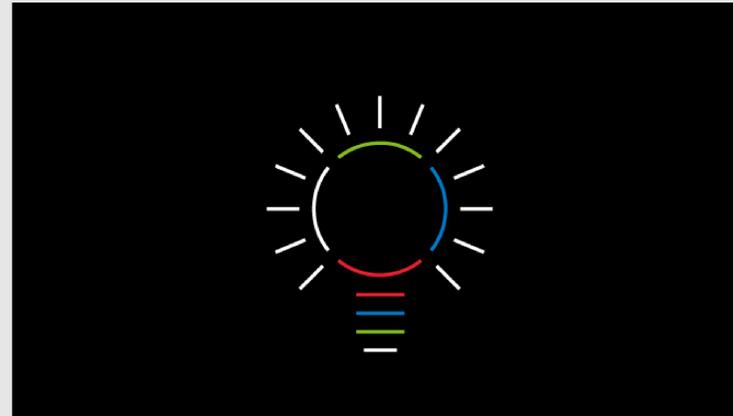
Lower third



The lower third is placed in the title-safe lower left area of the screen. You can find templates for the lower third in our Downloads section.



Do's & don'ts

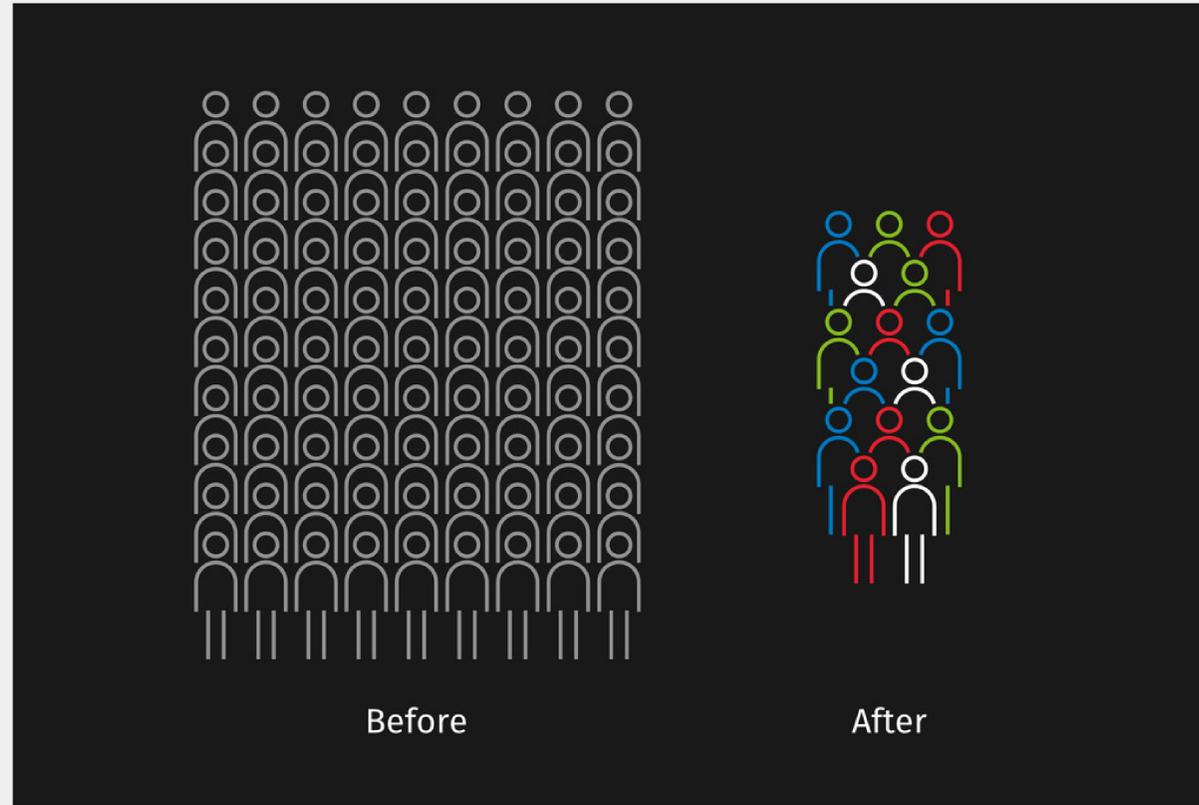


Use clean graphic shapes and simple transitions. Avoid effects.

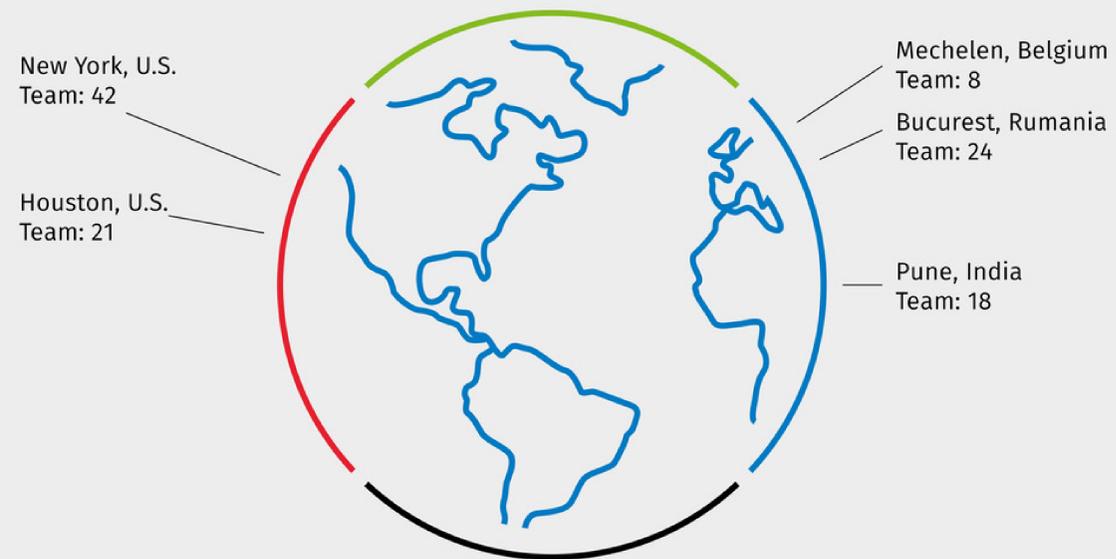
Design Basics

Visual Data

With clear and attractive data visualization, we can help our audience grasp difficult concepts and show them our achievements in a visually engaging way. And we can demonstrate thought leadership by visualizing the trends we detect. Great data visualization is tangible and shareable, which can explain and increase our impact.



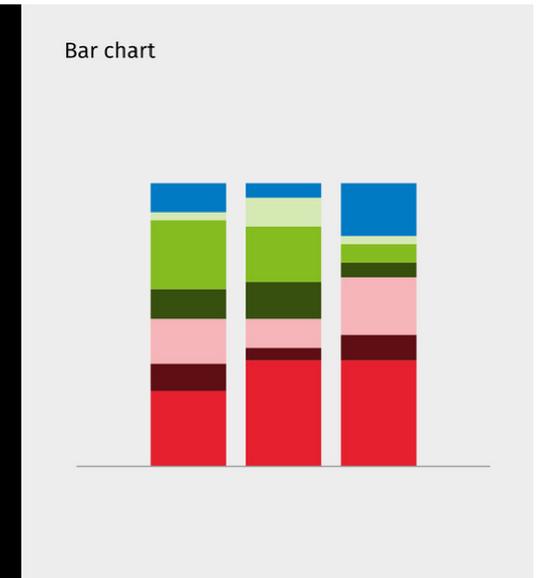
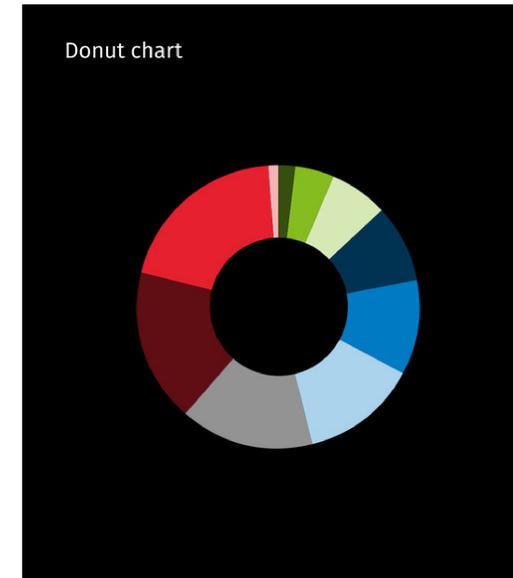
Good infographics explain in a simple and visually attractive way.



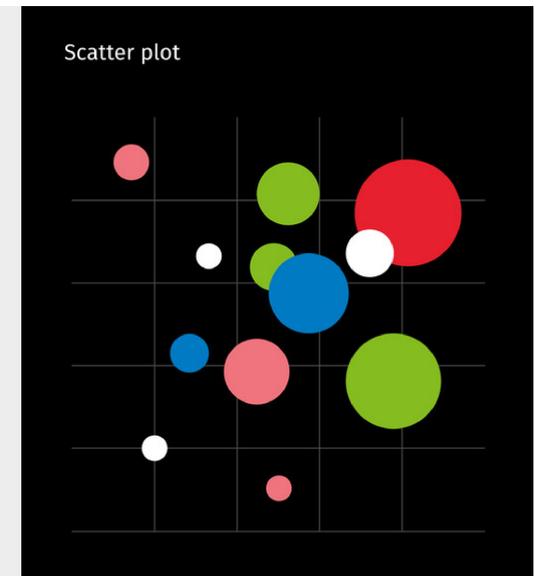
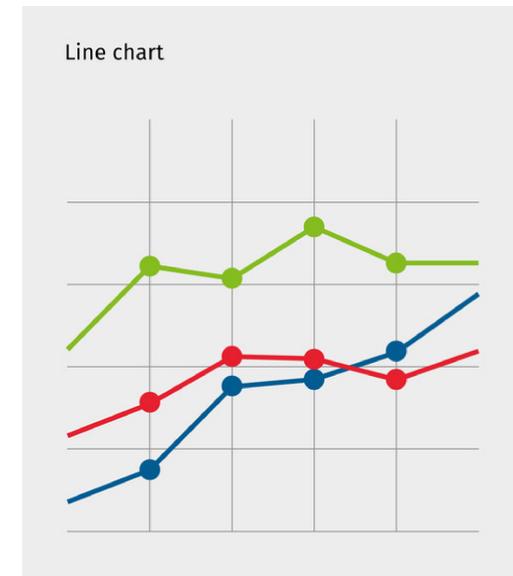
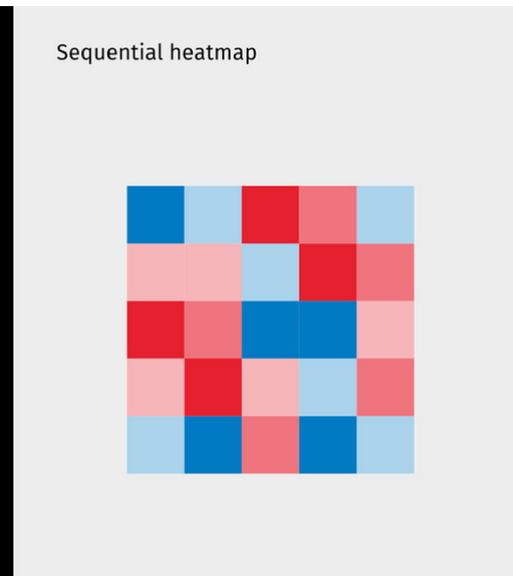
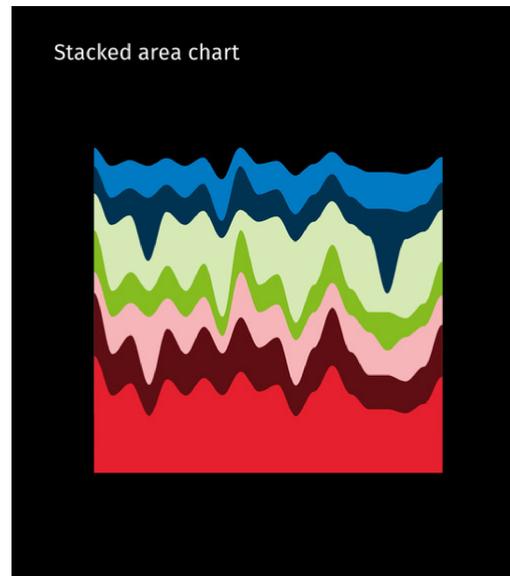
By designing the infographics with our visual DNA (lines, primary colors) we own the narrative.



Visual Data Color & charts



Good charts are clear and attractive.

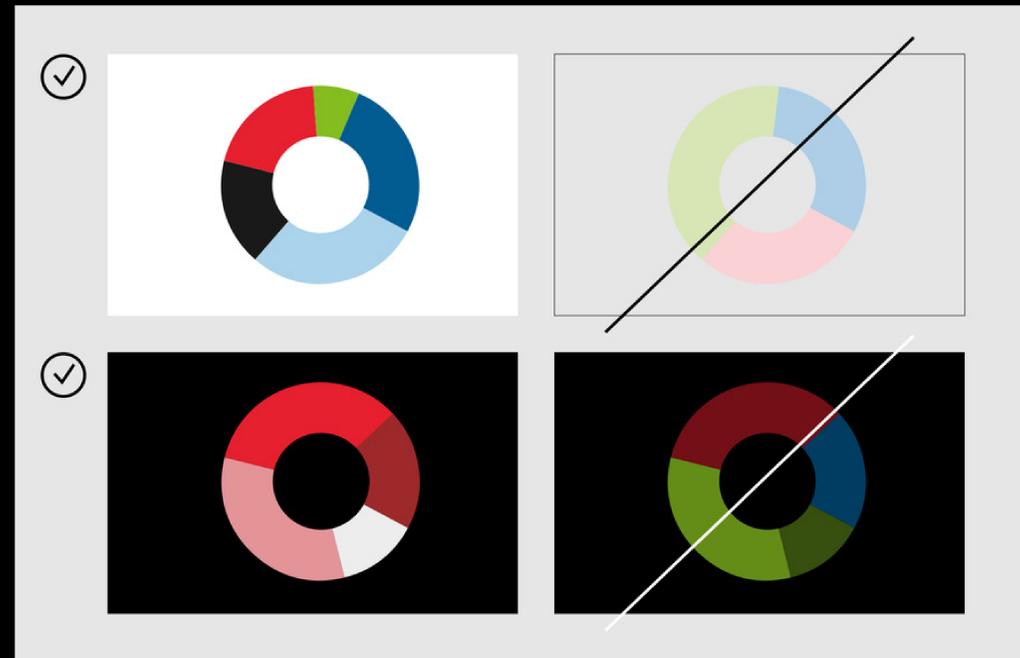


Color is an important element when it comes to differentiating data. To be able to visualize multiple data, the primary colors are complimented with color shades.

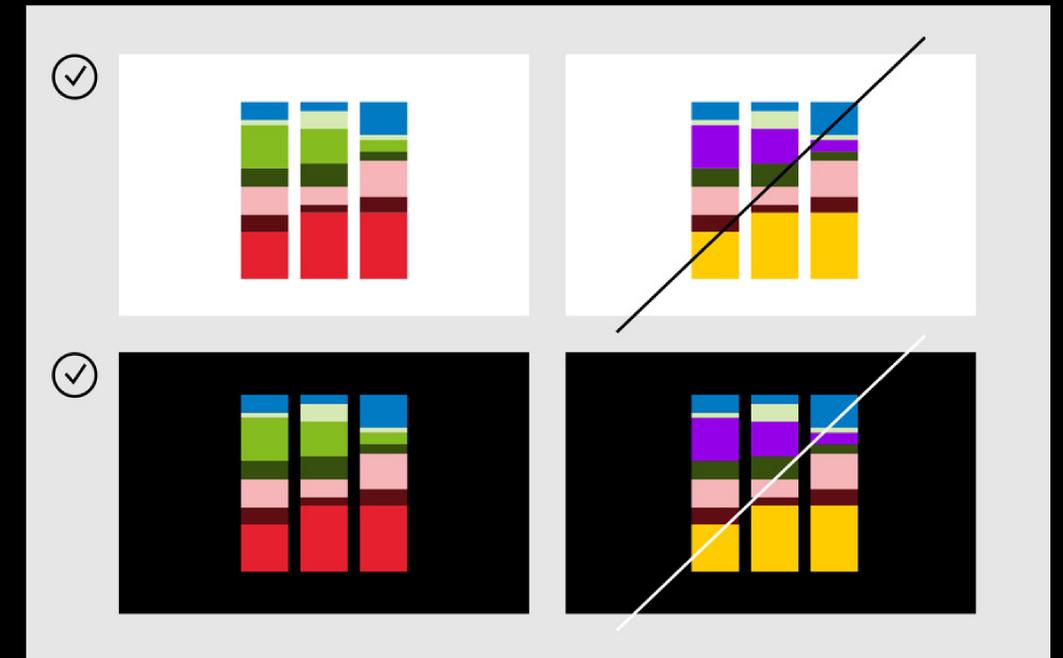
In charts the colors may be used in solid fields as opposed to lines. Use primary colors and color shades when visualizing data.



Do's & don'ts



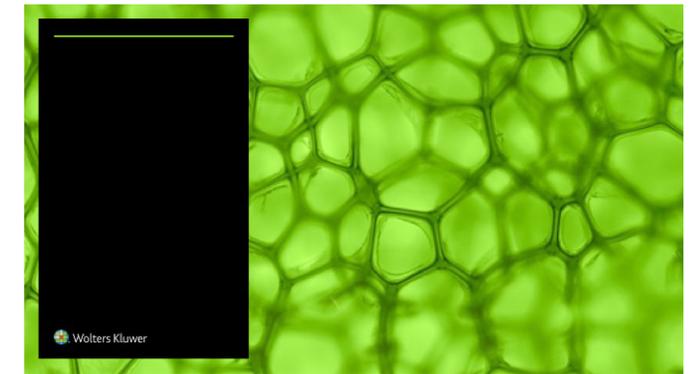
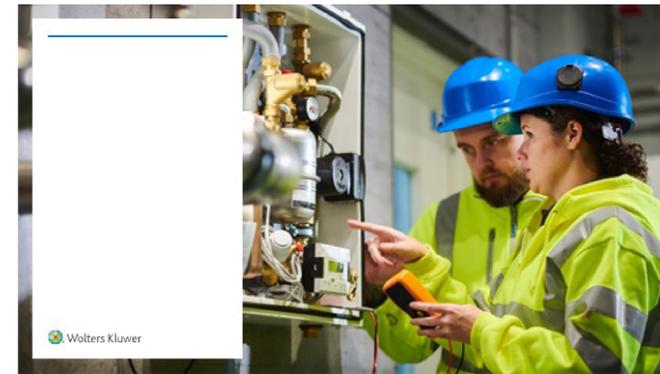
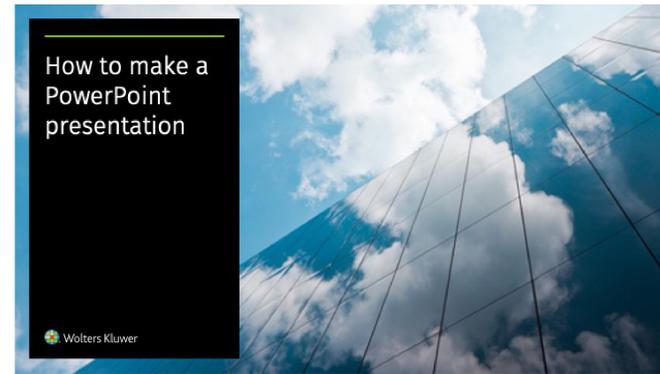
Use sufficient color contrast for clarity.



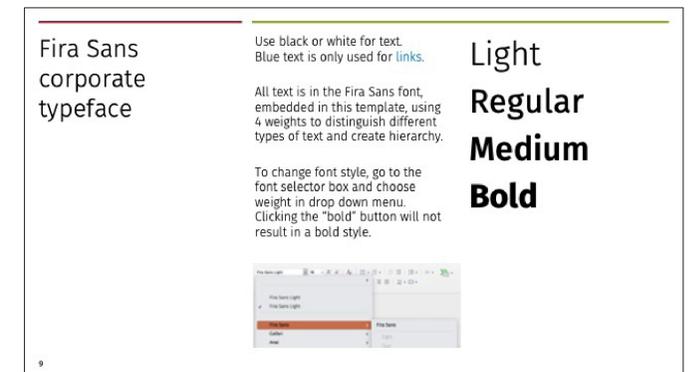
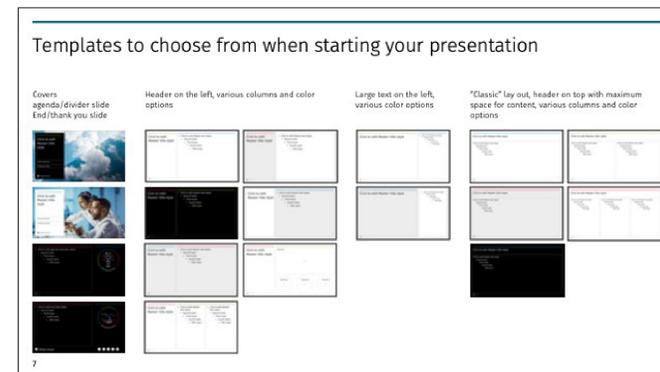
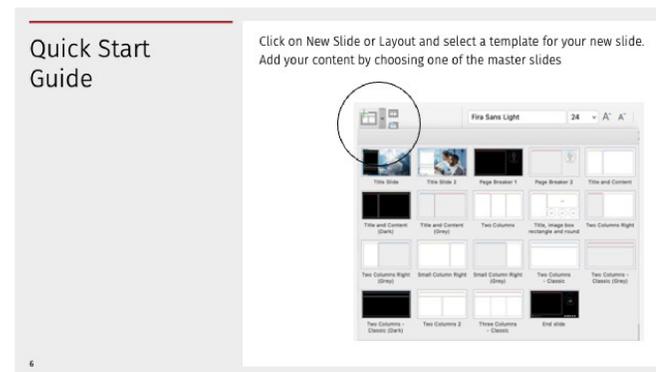
Use our primary brand colors and their shades. Don't use other colors.

Applied Design

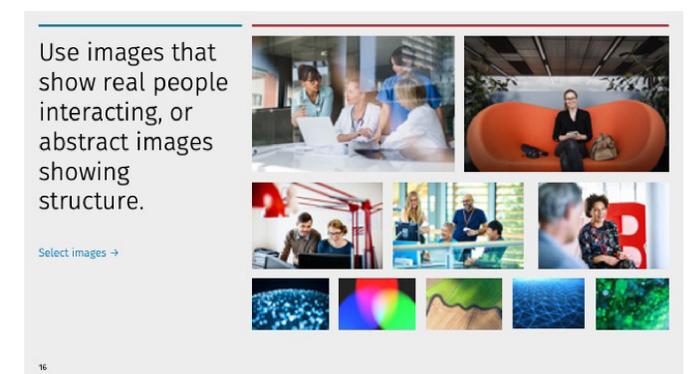
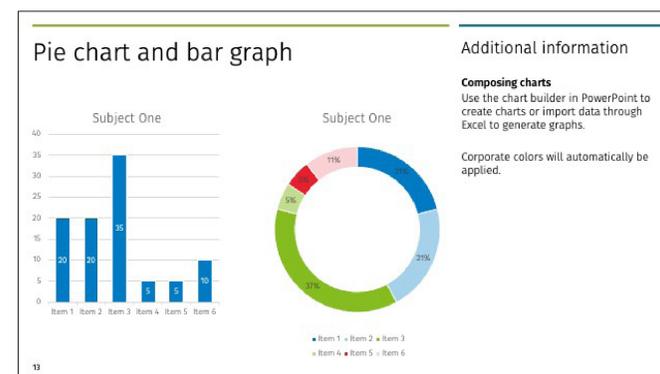
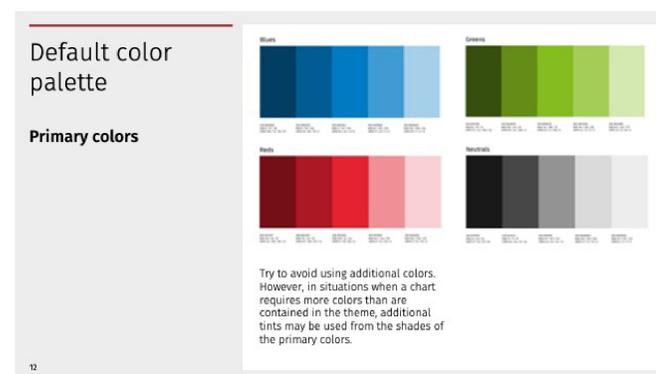
Digital PowerPoint



Cover templates

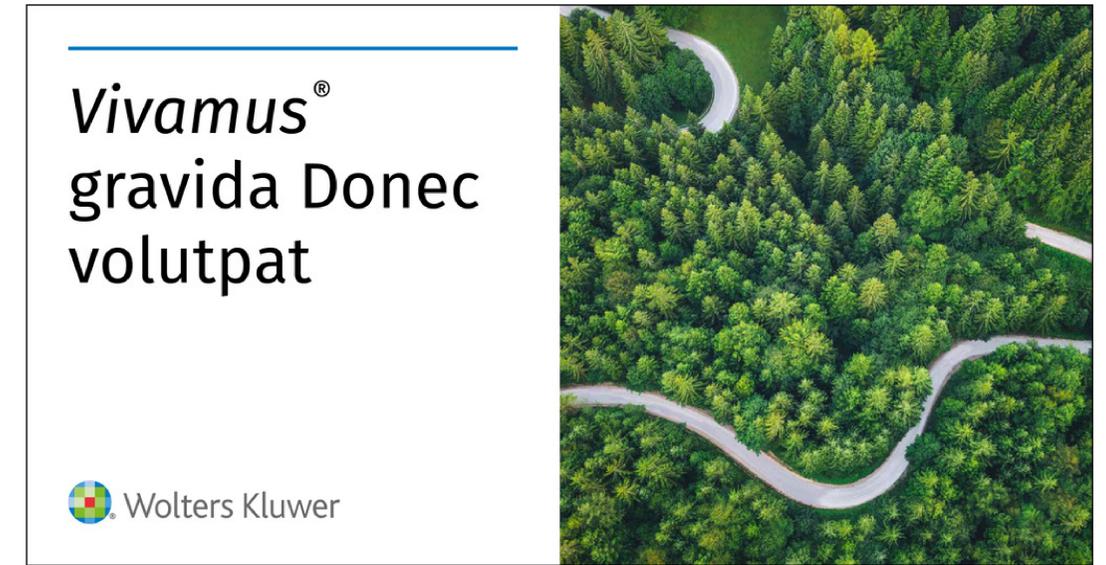
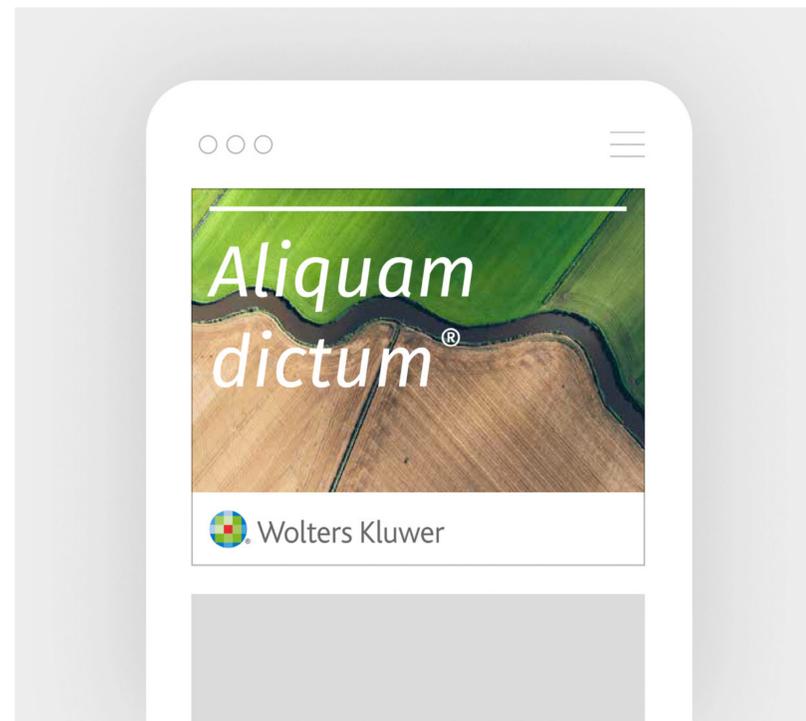
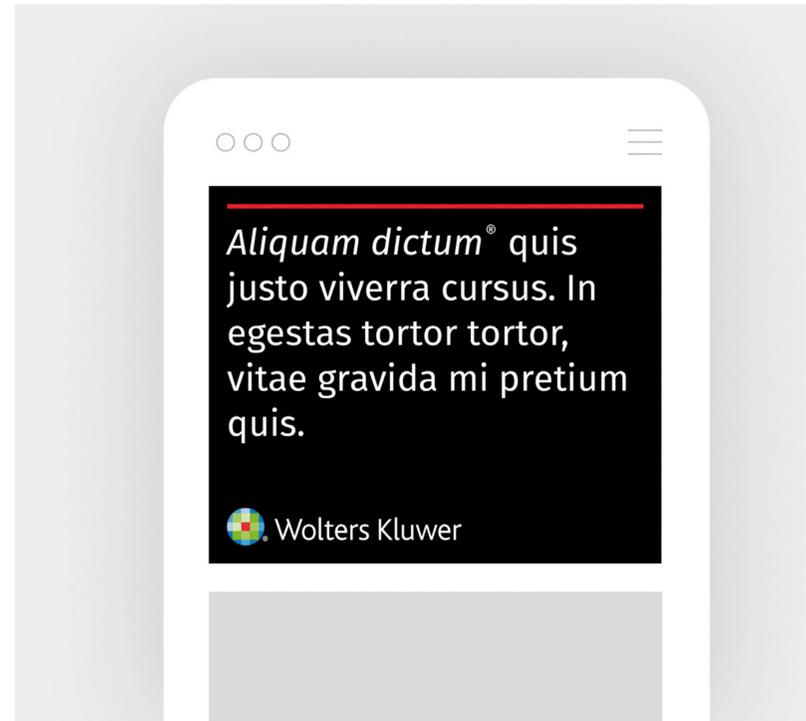


Guide



Applied Design

Digital Advertisement



1200 x 630 pixels



300 x 250 pixels



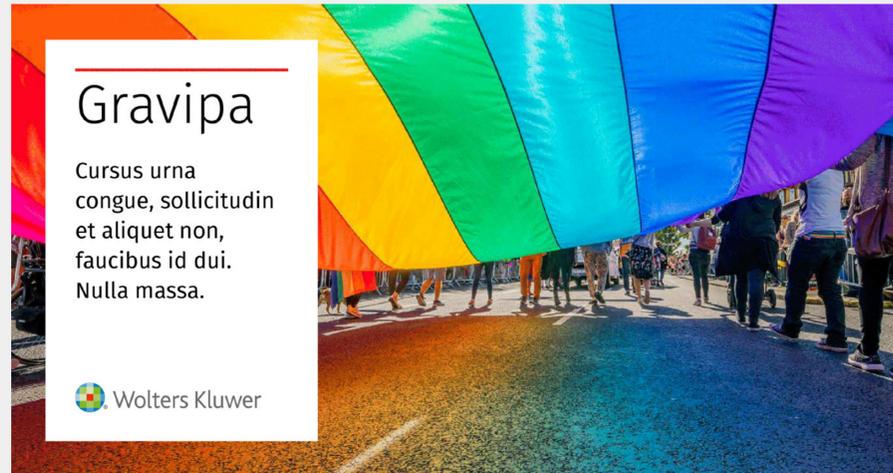
728 x 90 pixels

Set of digital advertisements

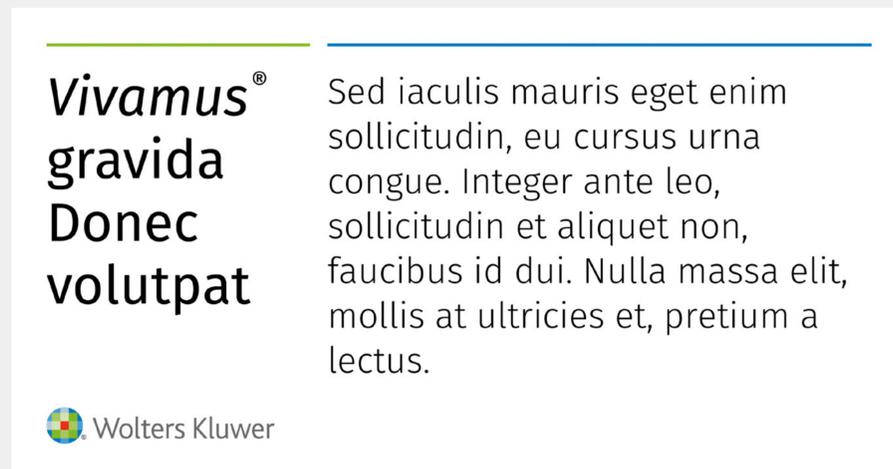
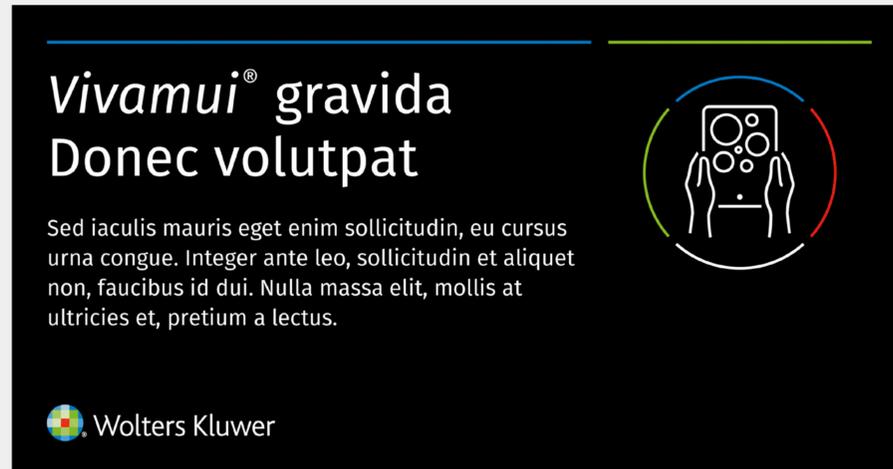


Applied Design

Digital Social Media

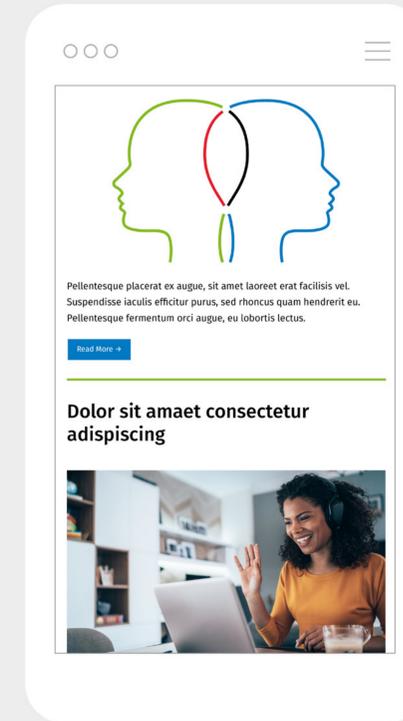
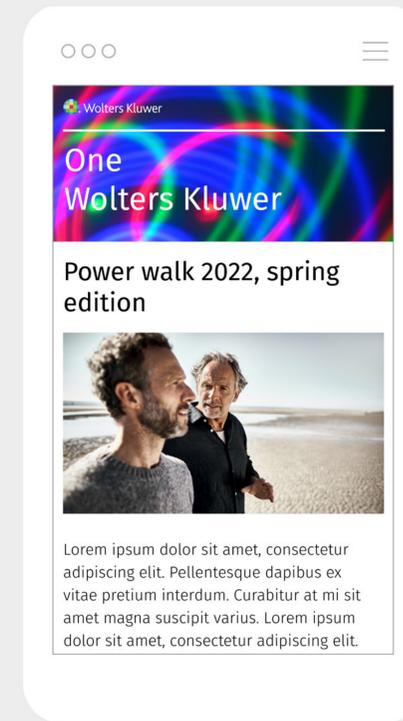
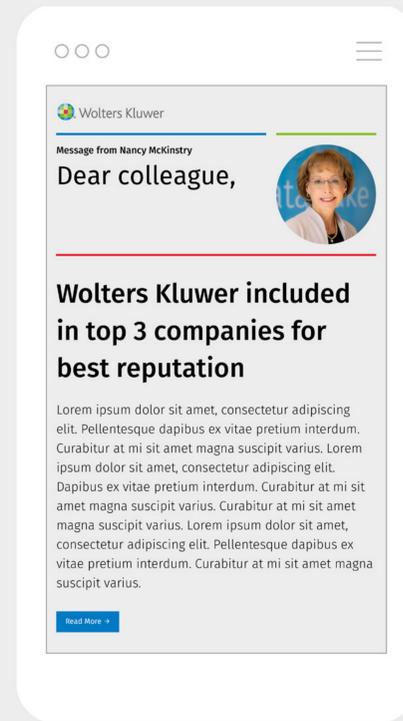
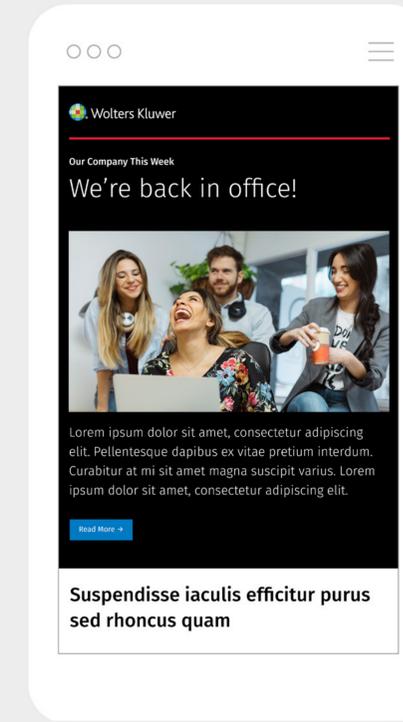
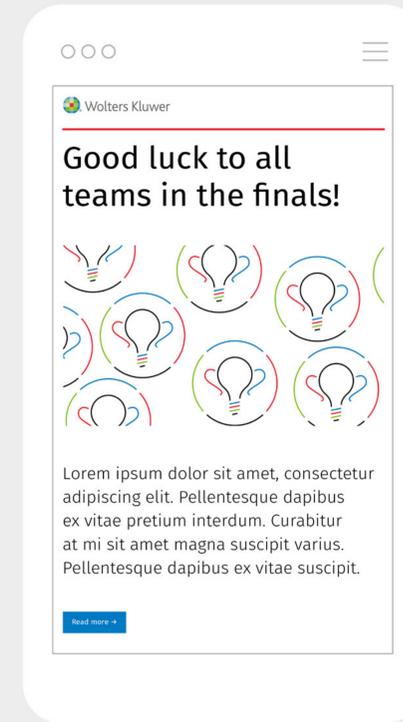
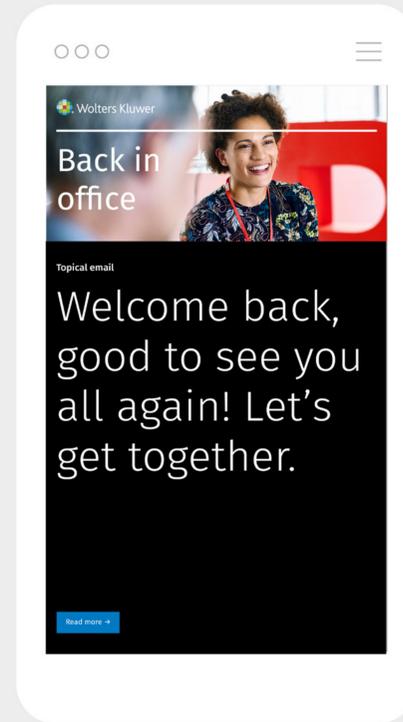


Social ad
1200 x 630 pixels



Applied Design

Digital Newsletter



Variations of e-mail lay out. Download the separate guidelines on e-mail templates



Applied Design

Print Advertisements



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 Wolters Kluwer wolterskluwer.com



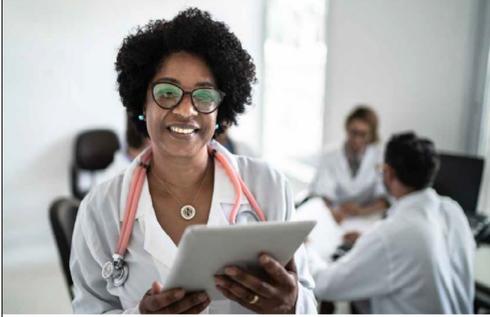
Applied Design

Print Posters



Applied Design

Print Folders, brochures & whitepapers



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Wolters Kluwer



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Nunc at erat fringilla

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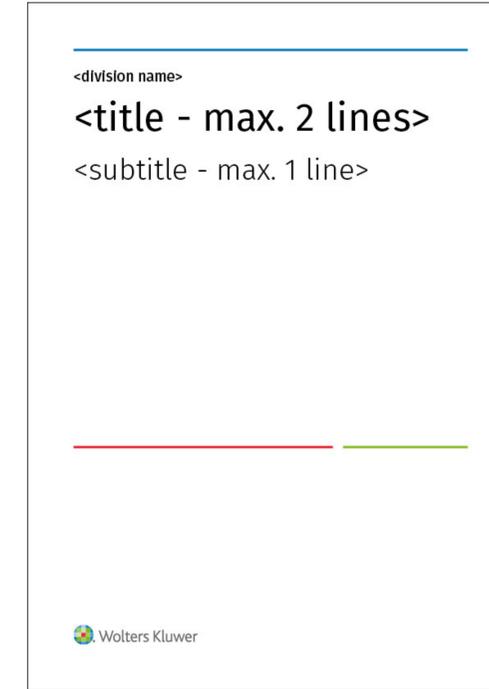
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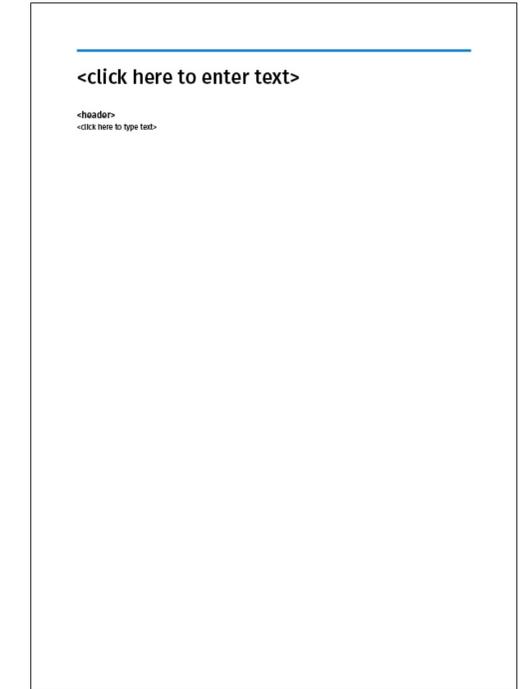
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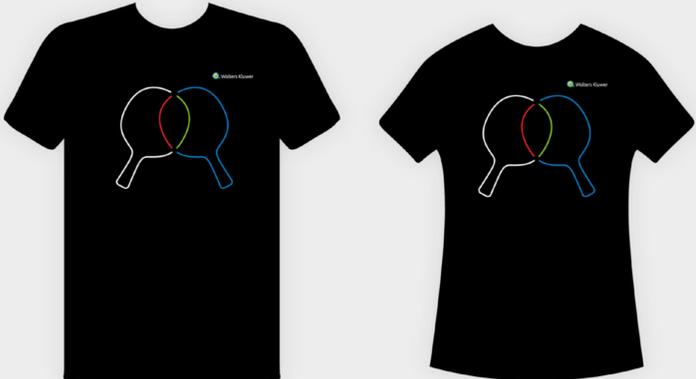
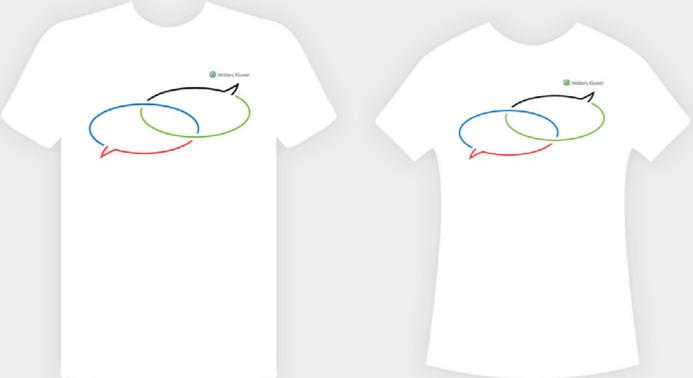
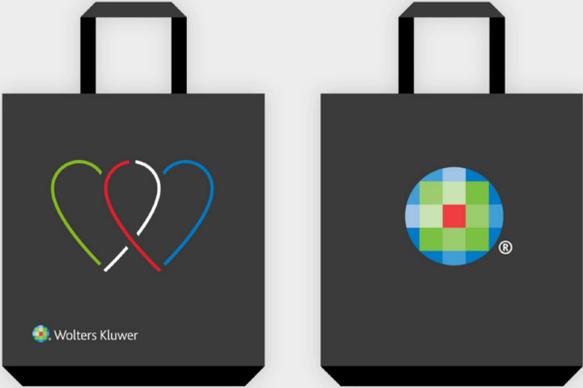
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