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.
Creative Brand Guidelines

→ Brand Vision
→ Design Basics
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  • Color
  • Typography
  • Grid
  • Photography
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→ Applied Design
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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.
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.
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.

<table>
<thead>
<tr>
<th>Color Model</th>
<th>Hex Code</th>
<th>RGB Values</th>
<th>CMYK Values</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red</td>
<td>#E5202E</td>
<td>229 / 32 / 46</td>
<td>0 / 95 / 80</td>
<td>185</td>
</tr>
<tr>
<td>Green</td>
<td>#85BC20</td>
<td>133 / 188 / 32</td>
<td>55 / 0 / 100</td>
<td>368</td>
</tr>
<tr>
<td>Blue</td>
<td>#007AC3</td>
<td>0 / 122 / 195</td>
<td>100 / 34 / 0</td>
<td>3005</td>
</tr>
<tr>
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<td>0 / 0 / 0</td>
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<tr>
<td>White</td>
<td>#FFFFFF</td>
<td>255 / 255 / 255</td>
<td>0 / 0 / 0</td>
<td></td>
</tr>
</tbody>
</table>

Pantone Process black

Pantone -
Design Basics

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.
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
Design Basics

Color

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.

Do’s & don’ts
Design Basics

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.

**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

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

<table>
<thead>
<tr>
<th>Name</th>
<th>Font Example</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fira Sans Light</td>
<td>![](Fira Sans Light.png)</td>
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</tr>
<tr>
<td>Fira Sans Regular</td>
<td>![](Fira Sans Regular.png)</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</td>
</tr>
<tr>
<td>Fira Sans Medium</td>
<td>![](Fira Sans Medium.png)</td>
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</tr>
<tr>
<td>Fira Sans Bold</td>
<td>![](Fira Sans Bold.png)</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</td>
</tr>
</tbody>
</table>
Design Basics

Typography

Global language

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

Use black text on light imagery

Use white text on dark imagery

Color & image

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

Hierarchy

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

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

This is a body text headline
This is body text. Ped mi, que eos sita pra volut vero everum ipsanimaginis que atem qui non pa cupassii ducis aut volupta tquaspernum non corepud aerfererum labore consequo omnisquam, ilitasia solluptatur?

This is a body text headline
This is body text. Ped mi, que eos sita pra volut vero everum ipsanimaginis que atem qui non pa cupassii ducis aut volupta tquaspernum non corepud aerfererum labore consequo omnisquam, ilitasia solluptatur?

→ Read more
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 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
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.
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
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.
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.
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.
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.
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.

- vitality
- friendly
- focus
- natural

**Facial expression**
Friendly, open, not too smily

**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
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.
What to avoid

- Black and white imagery or sepia tones
- Graphical overlays on images
- Cliché stock images, such as the business handshake, high fives, hands in a circle etc.
- Images that feel dated or feel like stock
- Images where people are using books, paper, or traditional media
- Images including people who are obviously models
- Low quality or blurry images
- Black and white imagery or sepia tones
- Poor indoor light or back-lit subjects
Design Basics

Illustrations

The lightness of being

Our visual DNA is embedded in how we create illustrations. We use clean lines in our primary brand colors and black or white. Together, they create bright and playful compositions. The simplicity of our illustrations shows our ability to make complex information usable and consumable.

We use illustration in different ways for different purposes. Each category has its own specific guidelines.
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

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.

Example of our simplified, naturalistic style.

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

Illustration

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.
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.
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.
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.
Design Basics

Motion

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.
Design Basics

Visual Data

Color & charts

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.

Good charts are clear and attractive.

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

Use our primary brand colors and their shades. Don’t use other colors.
Applied Design

Digital Social Media

Social ad
1200 x 630 pixels
Variations of e-mail lay out. Download the separate guidelines on e-mail templates.
Integer varius elit at turpis dapibus

Quisque malesuada ligula id ante dictum egestas. Vivamus gravida ligula ac tortor tempor, non efficitur nisi elementum.

Vivamus ac gravida ligula tortor tempor, non efficitur
There are four document types. All document types are available in US letter and A4 size.

<table>
<thead>
<tr>
<th>Document Type</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Cover image bleed</td>
<td>To be used for cover images that stretch all the way to the border of the document (bleed).</td>
</tr>
<tr>
<td>Cover image</td>
<td>To be used for cover images that remain within the grid of the document, recommended when the document may possibly be printed.</td>
</tr>
<tr>
<td>Cover text</td>
<td>To be used for plain, text only covers.</td>
</tr>
<tr>
<td>No cover</td>
<td>A plain Word document for internal use only.</td>
</tr>
</tbody>
</table>
Applied Design
Spatial
Booth design
Spatial Branded gifts
Questions

For branding support & questions

Contact the Brand support desk for brand guidance and questions: branding@wolterskluwer.com

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

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