

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



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 going. The refreshed 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


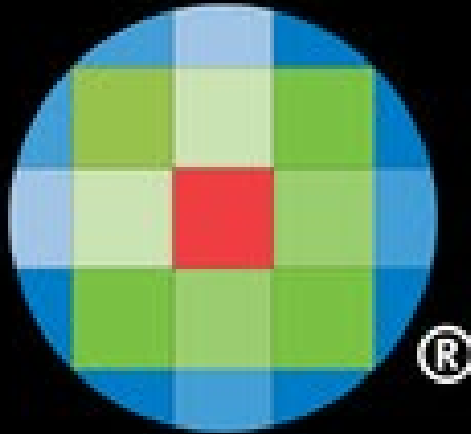
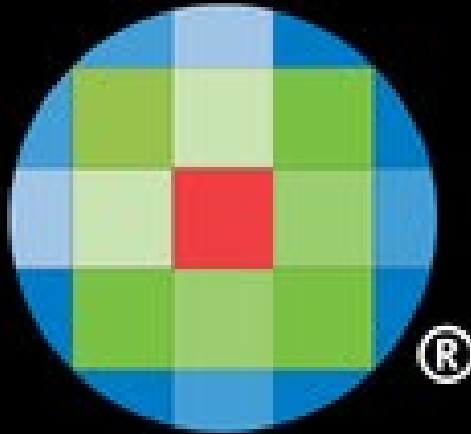
The wheel + the wordmark is our primary logo. It is at its most powerful on a plain white or black background. It may also be placed on a background with a light grey or dark grey hue.







Logo Variations





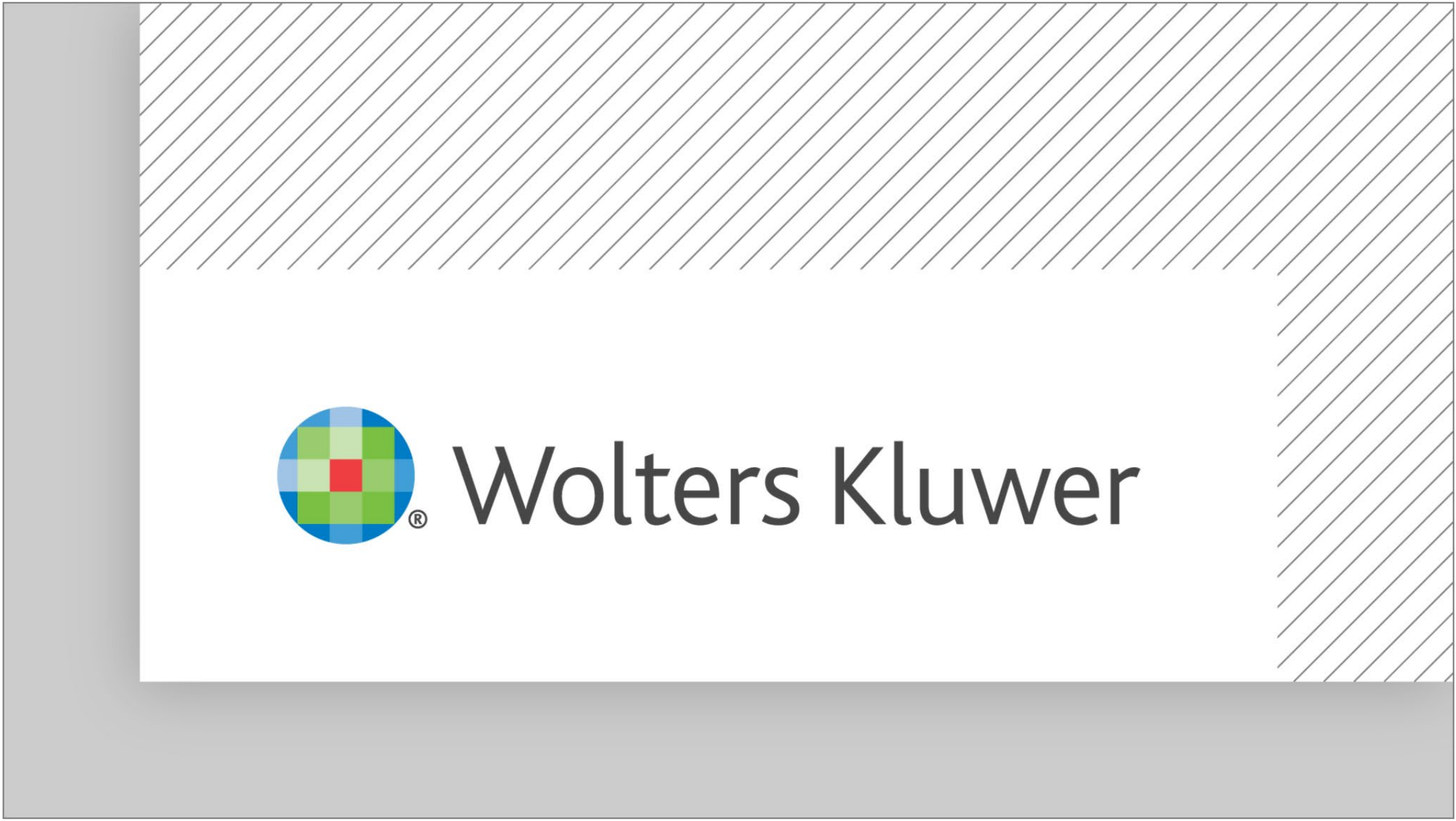
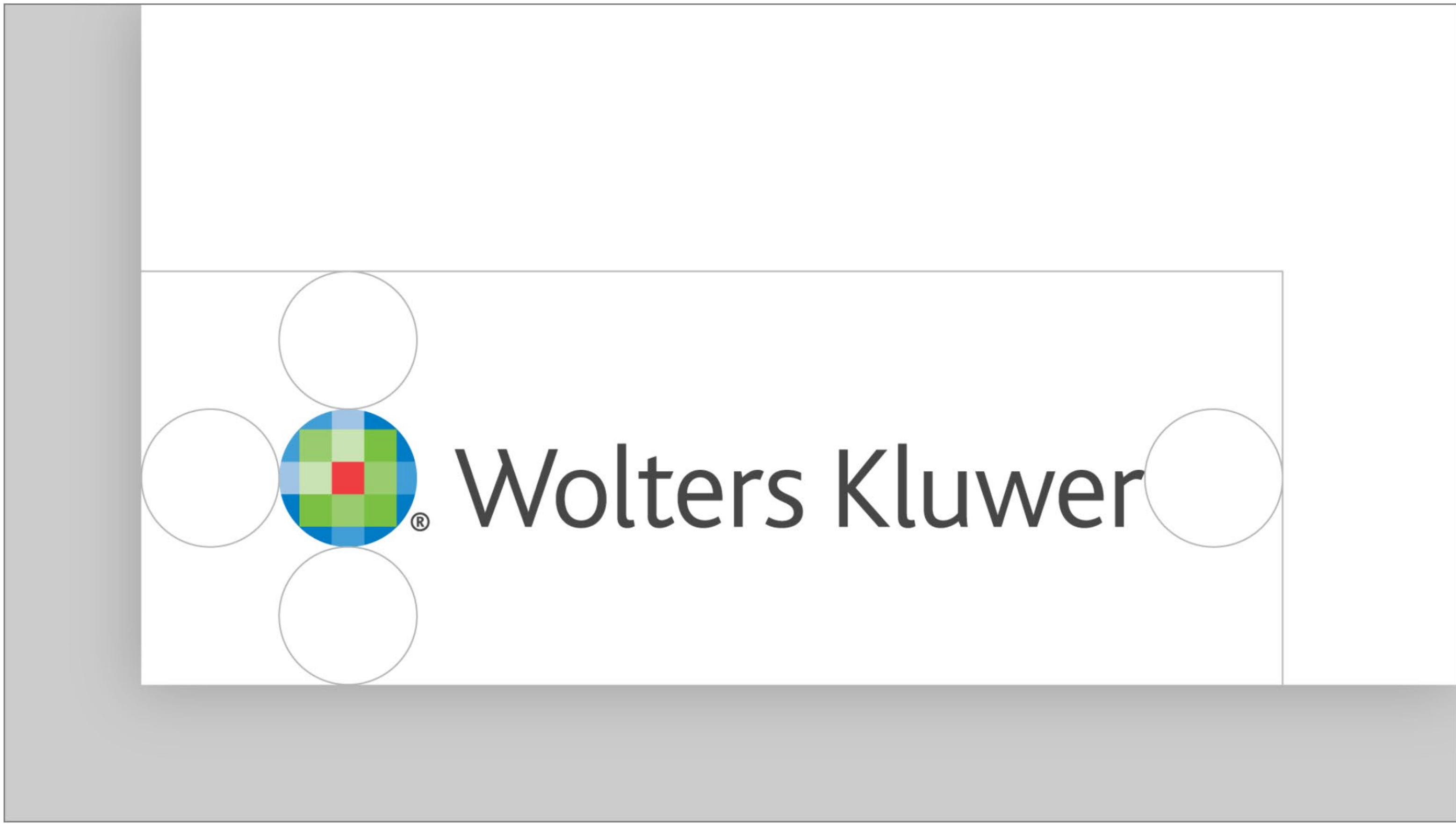
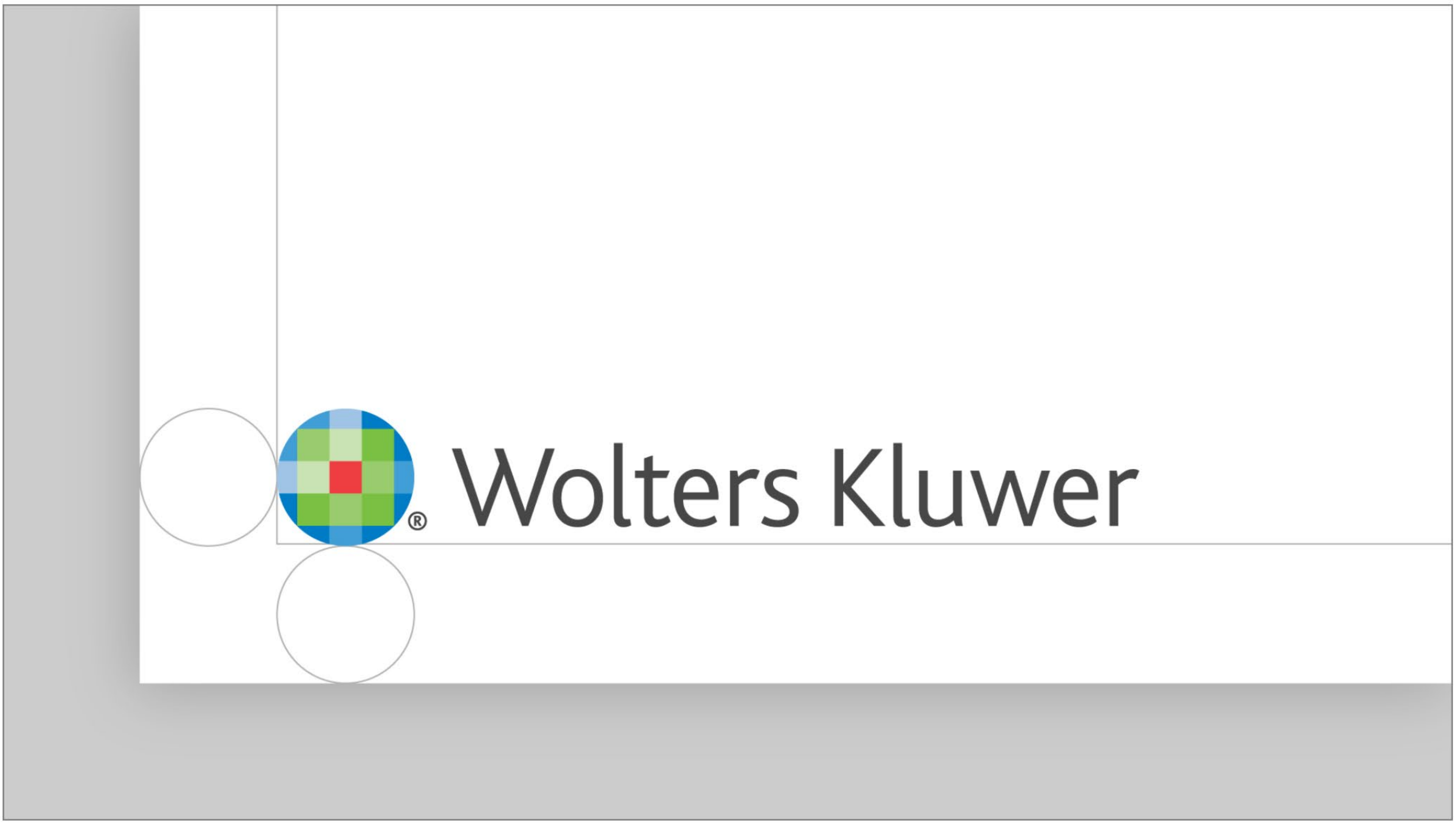
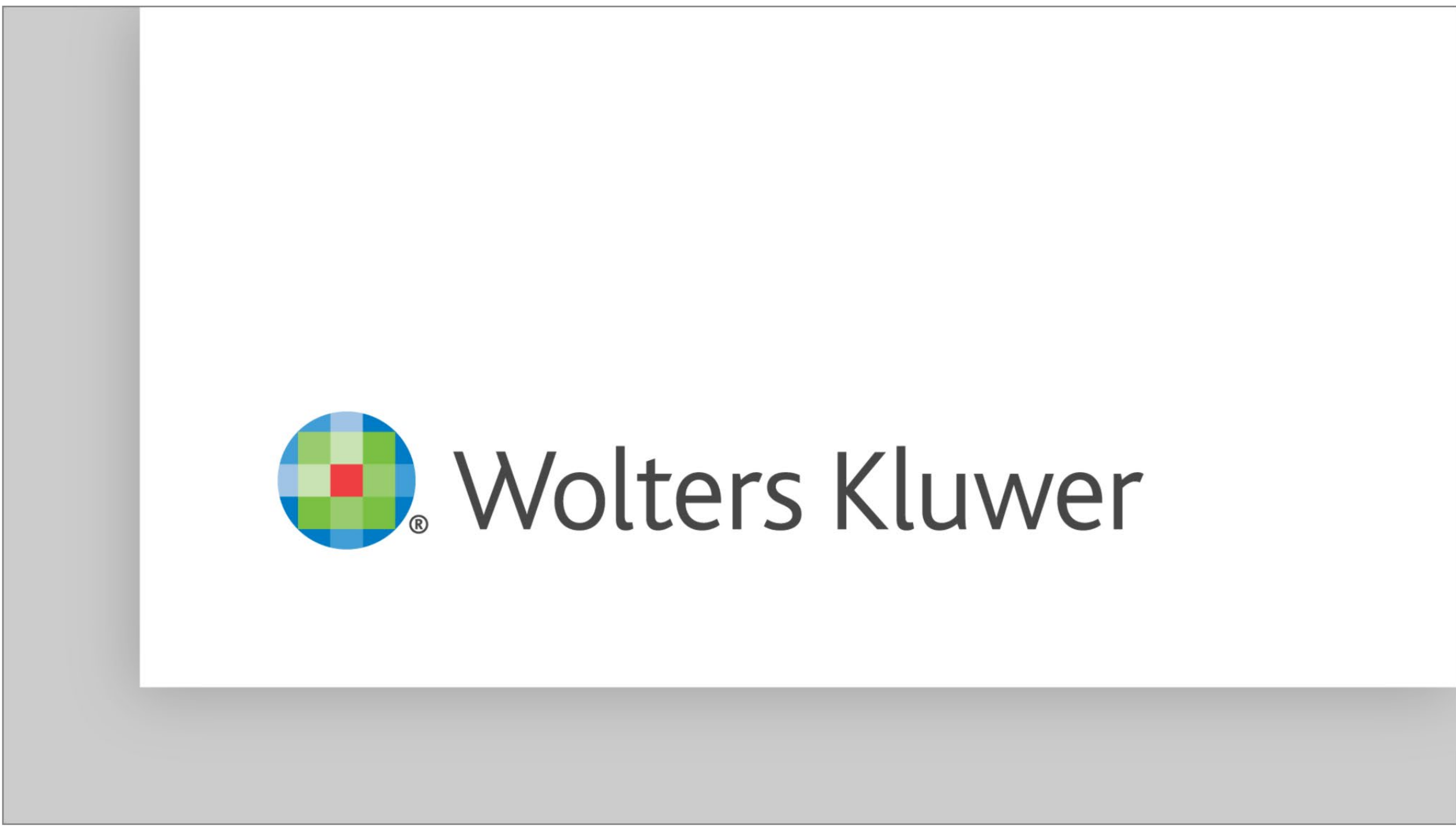




Logo variations
These alternative variations of the logo can be used if it's not possible to apply the primary logo.

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

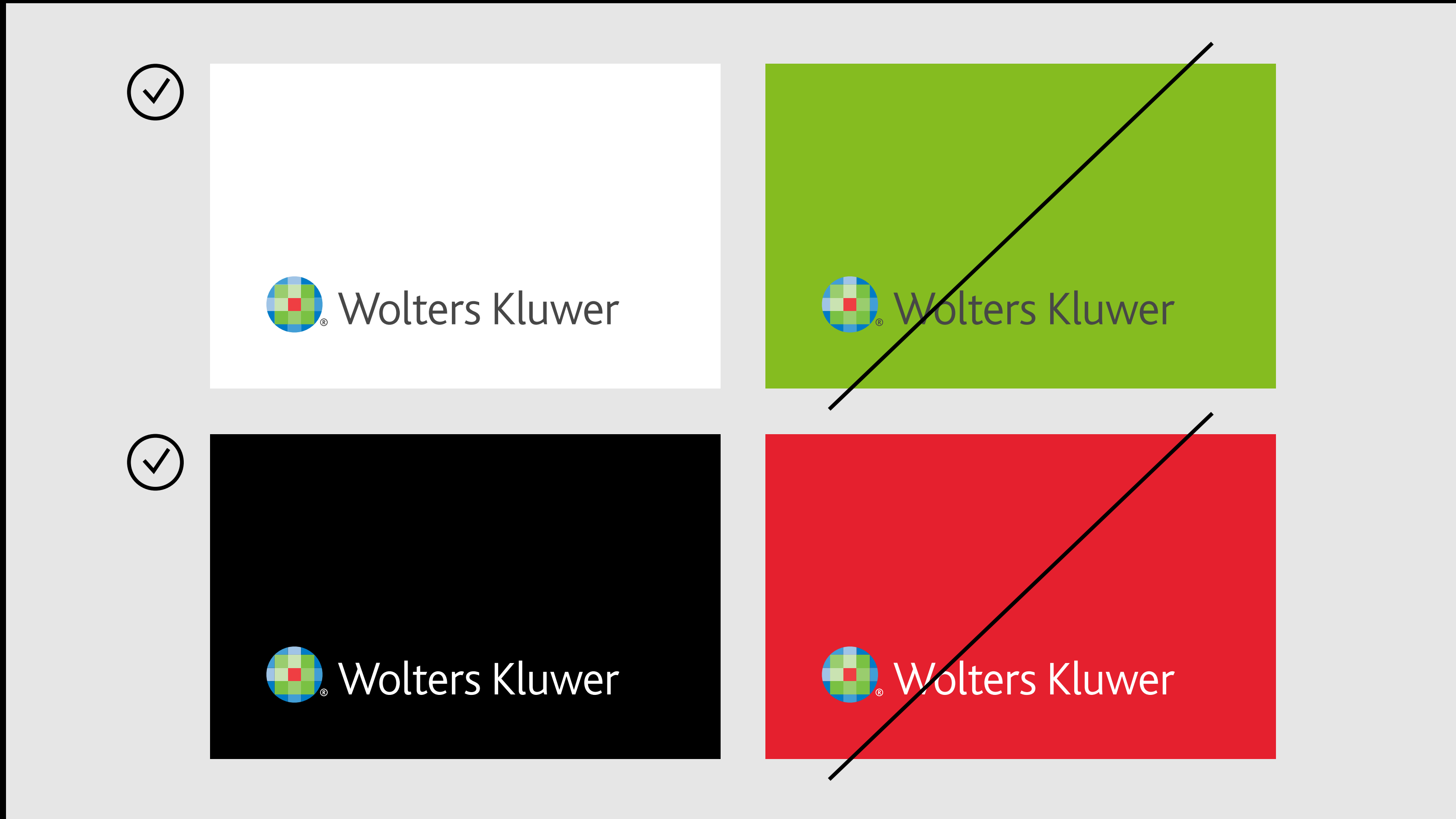
Place the logo left aligned, using the wheel as a measure to create margins and minimal white space around the logo.



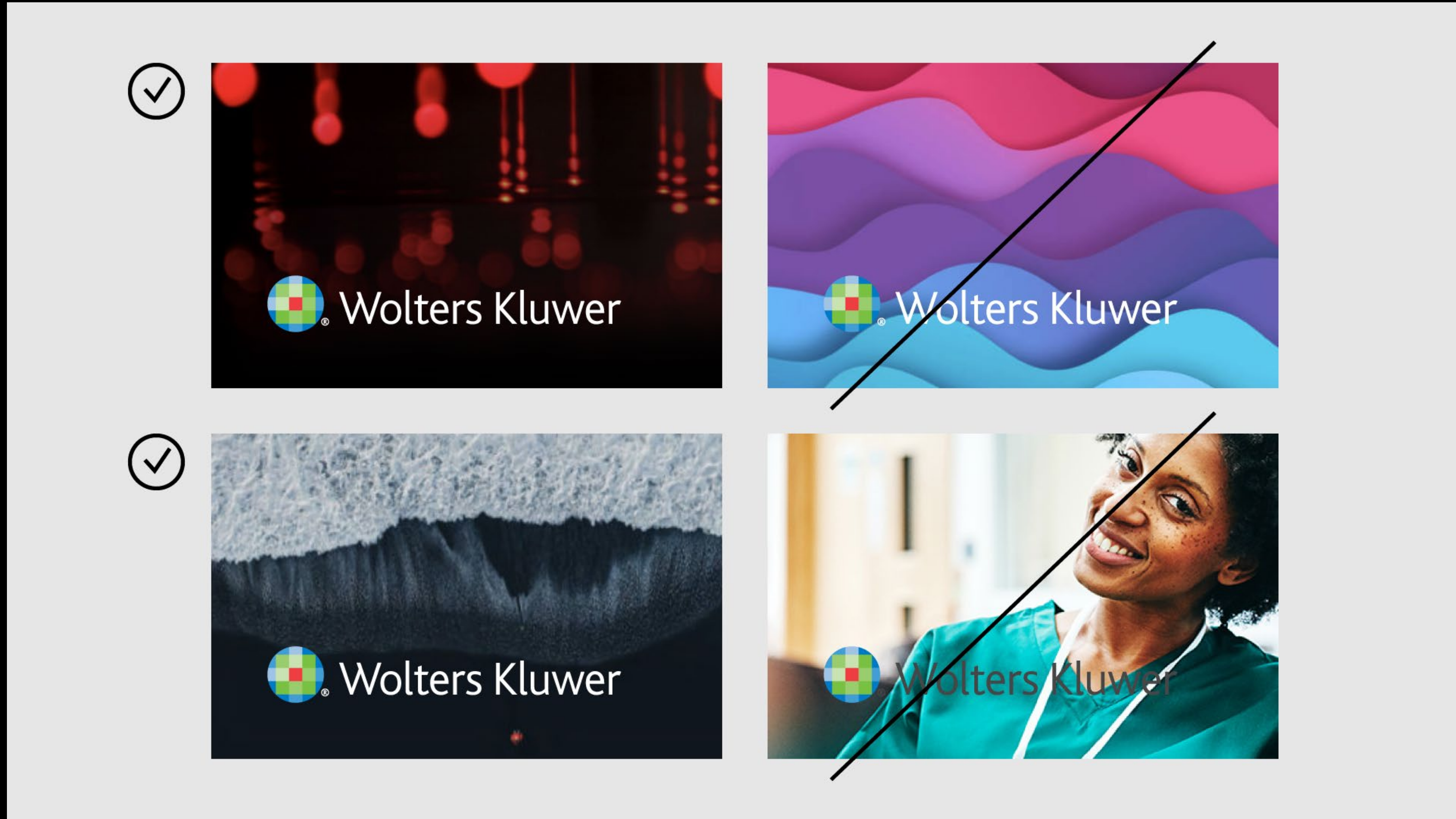
Design Basics

Logo

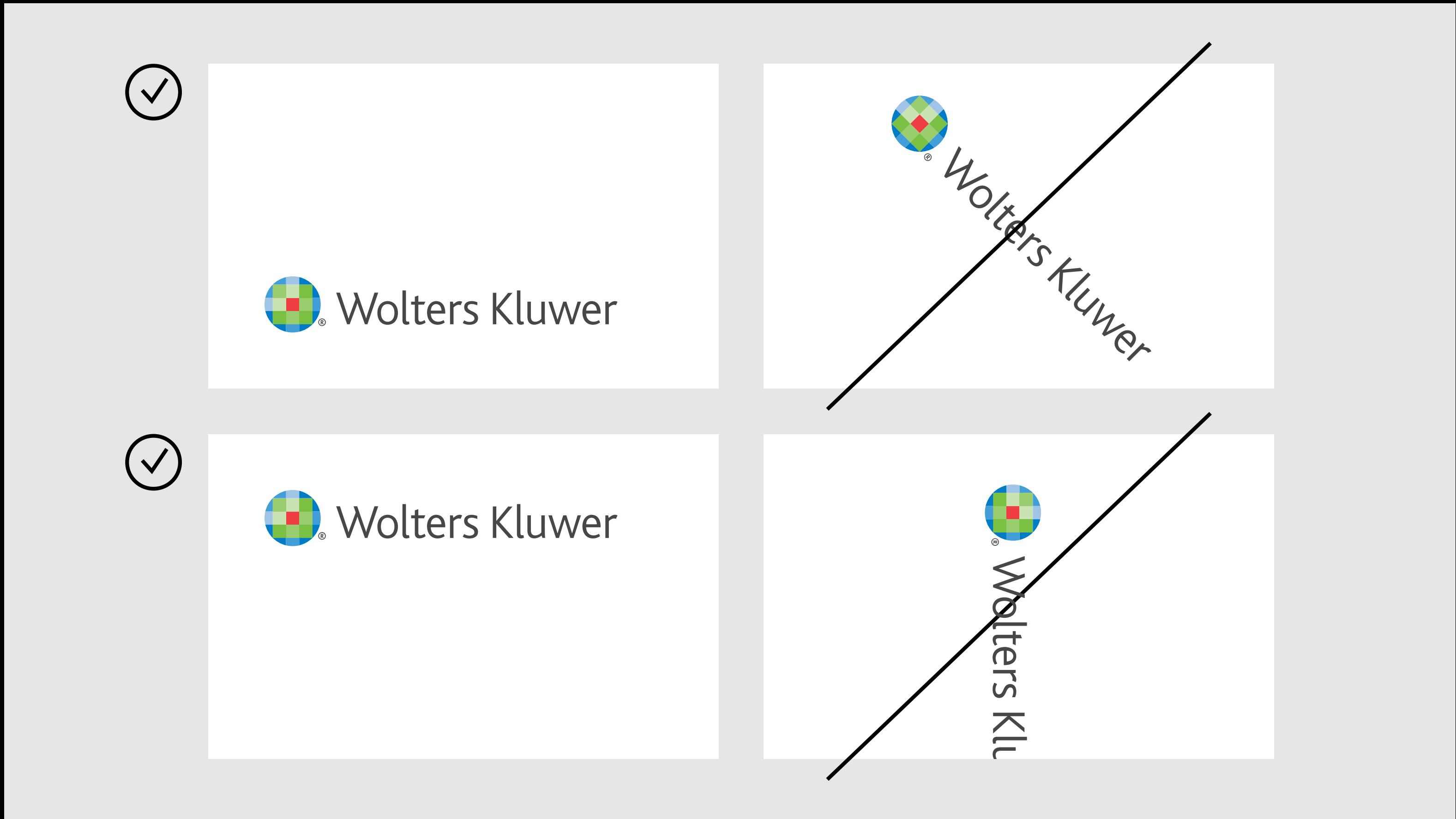
Do's & don'ts



The logo can be placed on top of one of these 4 neutral colors. 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.


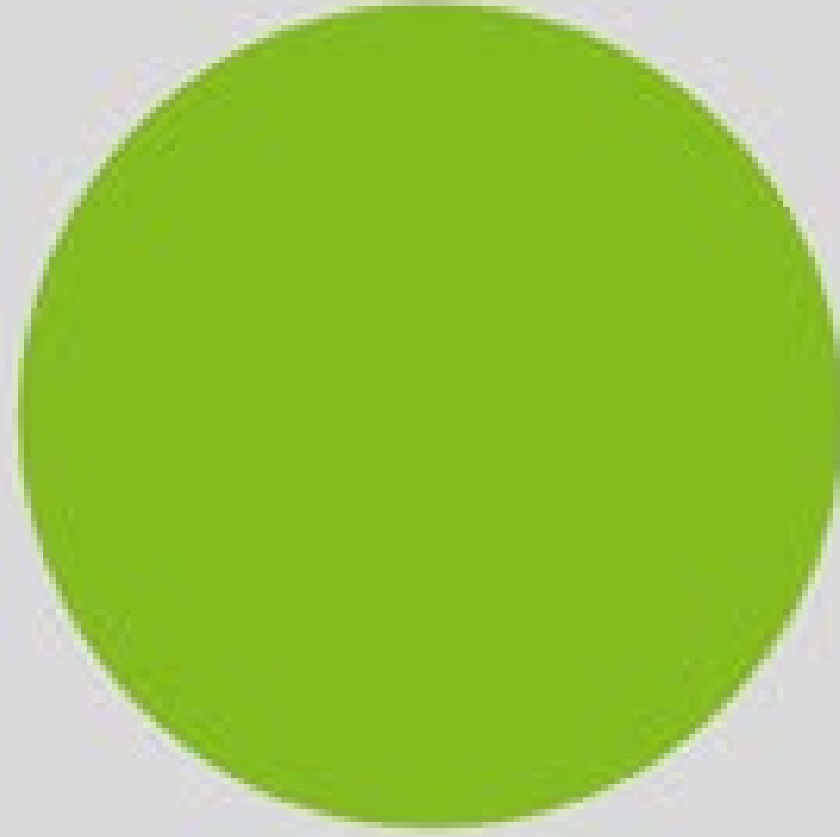
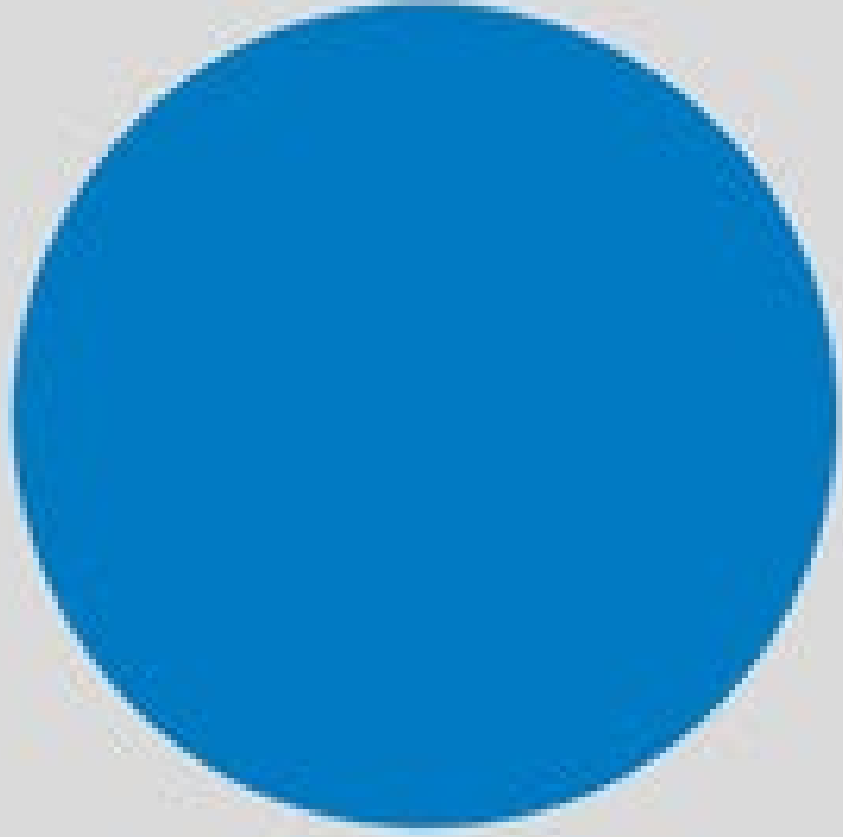
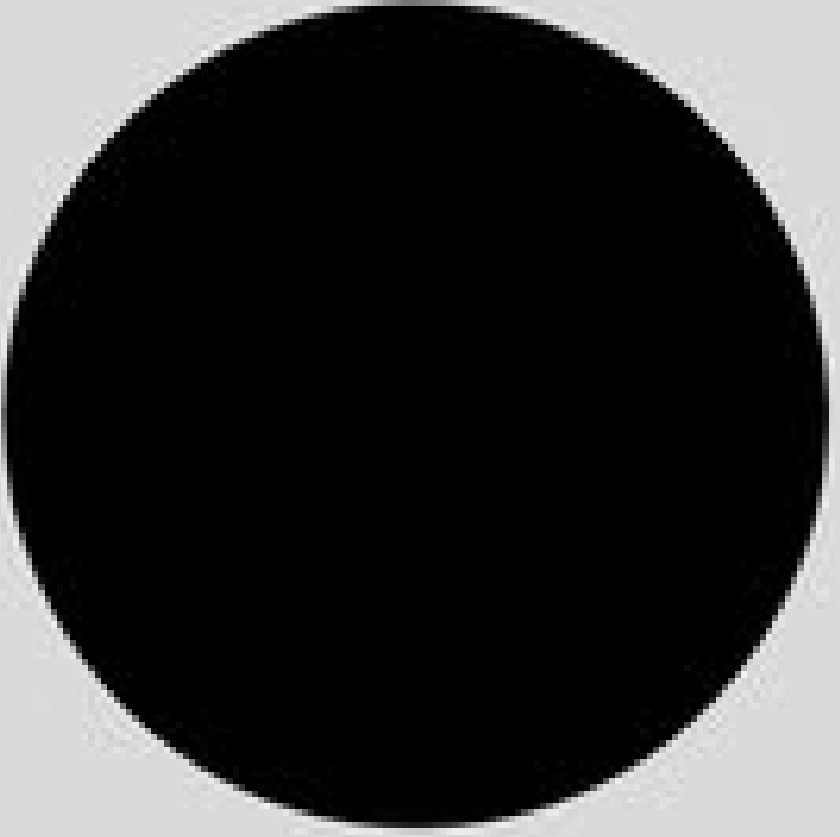
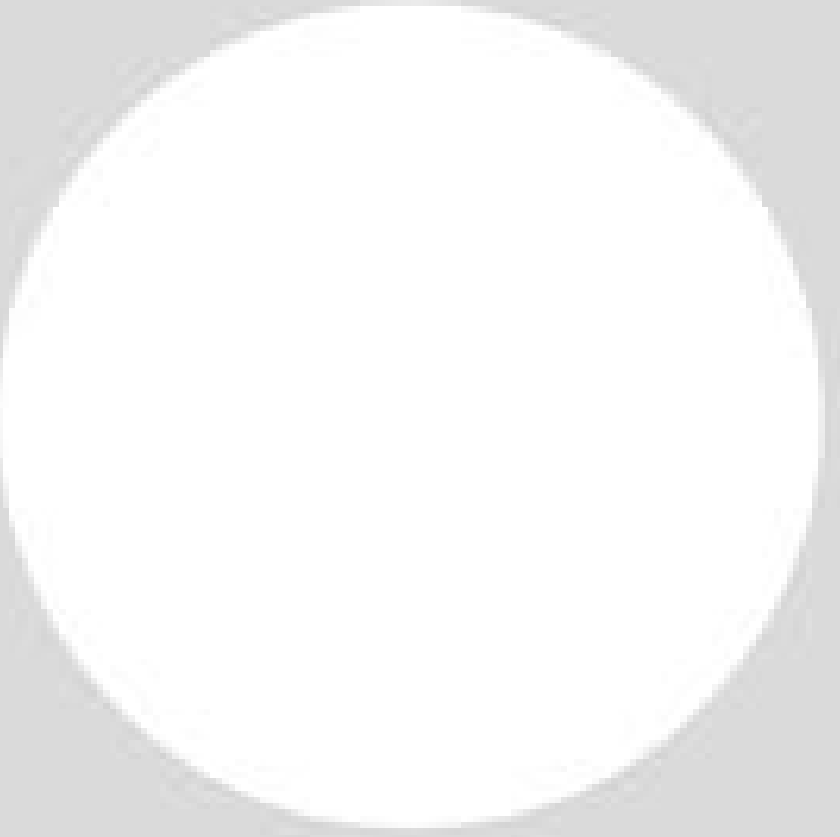


Always place the logo horizontally, left aligned. Don't place the logo on an angle or vertical. One exception to this would be on the spine of a print publication.



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



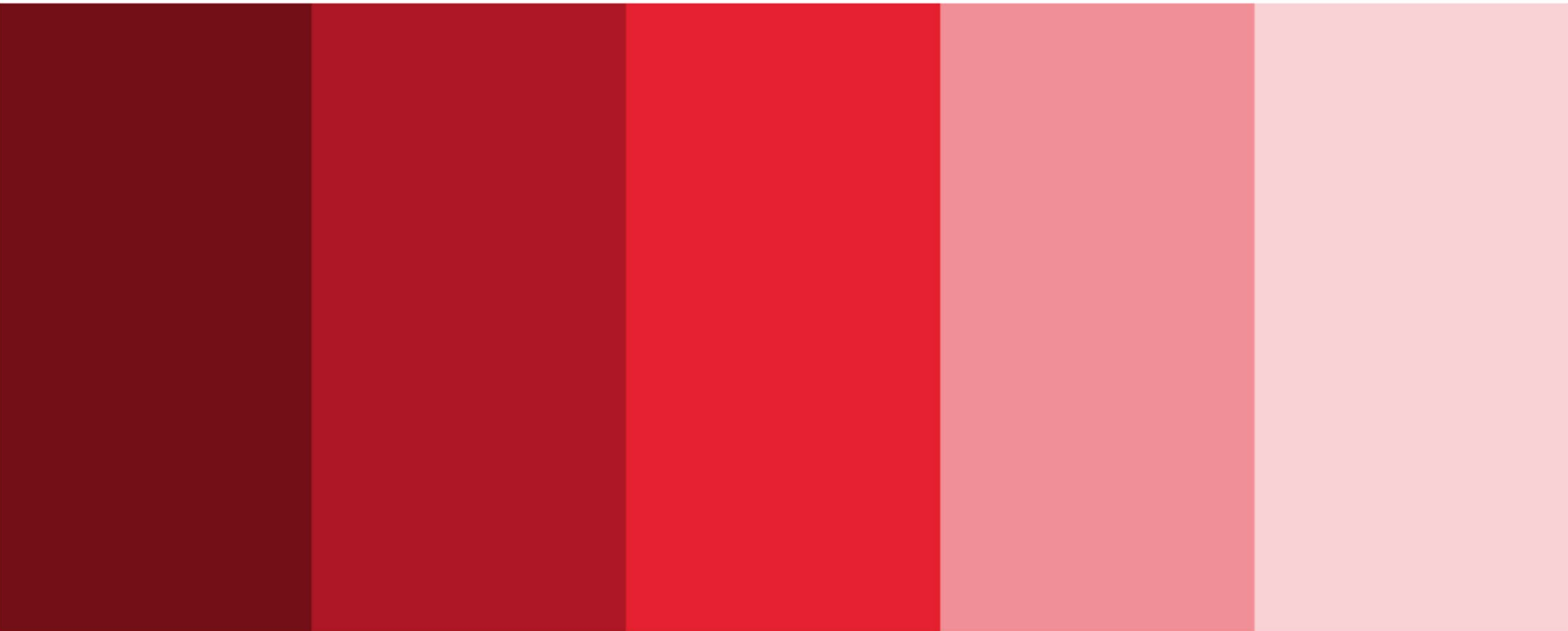
HEX #003D62	HEX #005C92	HEX #007AC3	HEX #409BD2	HEX #A6D0EA
RGB 0 / 61 / 98	RGB 0 / 92 / 146	RGB 0 / 122 / 195	RGB 64 / 155 / 210	RGB 166 / 208 / 234
CMYK 100 / 73 / 36 / 26	CMYK 93 / 60 / 18 / 4	CMYK 84 / 44 / 0 / 0	CMYK 71 / 26 / 3 / 0	CMYK 39 / 7 / 4 / 0

Greens



HEX #374F0E	HEX #648D18	HEX #85BC20	HEX #A4CD58	HEX #D4E8B1
RGB 55 / 79 / 14	RGB 100 / 141 / 24	RGB 133 / 188 / 32	RGB 164 / 205 / 88	RGB 212 / 232 / 177
CMYK 75 / 44 / 100 / 46	CMYK 66 / 24 / 100 / 8	CMYK 55 / 0 / 100 / 0	CMYK 44 / 0 / 77 / 0	CMYK 22 / 0 / 39 / 0

Reds



HEX #731017	HEX #AC1823	HEX #E5202E	HEX #F29097	HEX #FAD2D5
RGB 115 / 16 / 23	RGB 172 / 24 / 35	RGB 229 / 32 / 46	RGB 242 / 144 / 151	RGB 250 / 210 / 213
CMYK 32 / 100 / 85 / 47	CMYK 21 / 100 / 87 / 15	CMYK 0 / 95 / 80 / 0	CMYK 0 / 54 / 28 / 0	CMYK 0 / 24 / 10 / 0

Neutrals



HEX #191919	HEX #474747	HEX #939393	HEX #DADADA	HEX #EDEDED
RGB 25 / 25 / 25	RGB 71 / 71 / 71	RGB 147 / 147 / 147	RGB 218 / 218 / 218	RGB 237 / 237 / 237
CMYK 77 / 67 / 61 / 83	CMYK 64 / 54 / 51 / 52	CMYK 43 / 34 / 34 / 13	CMYK 17 / 12 / 13 / 0	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

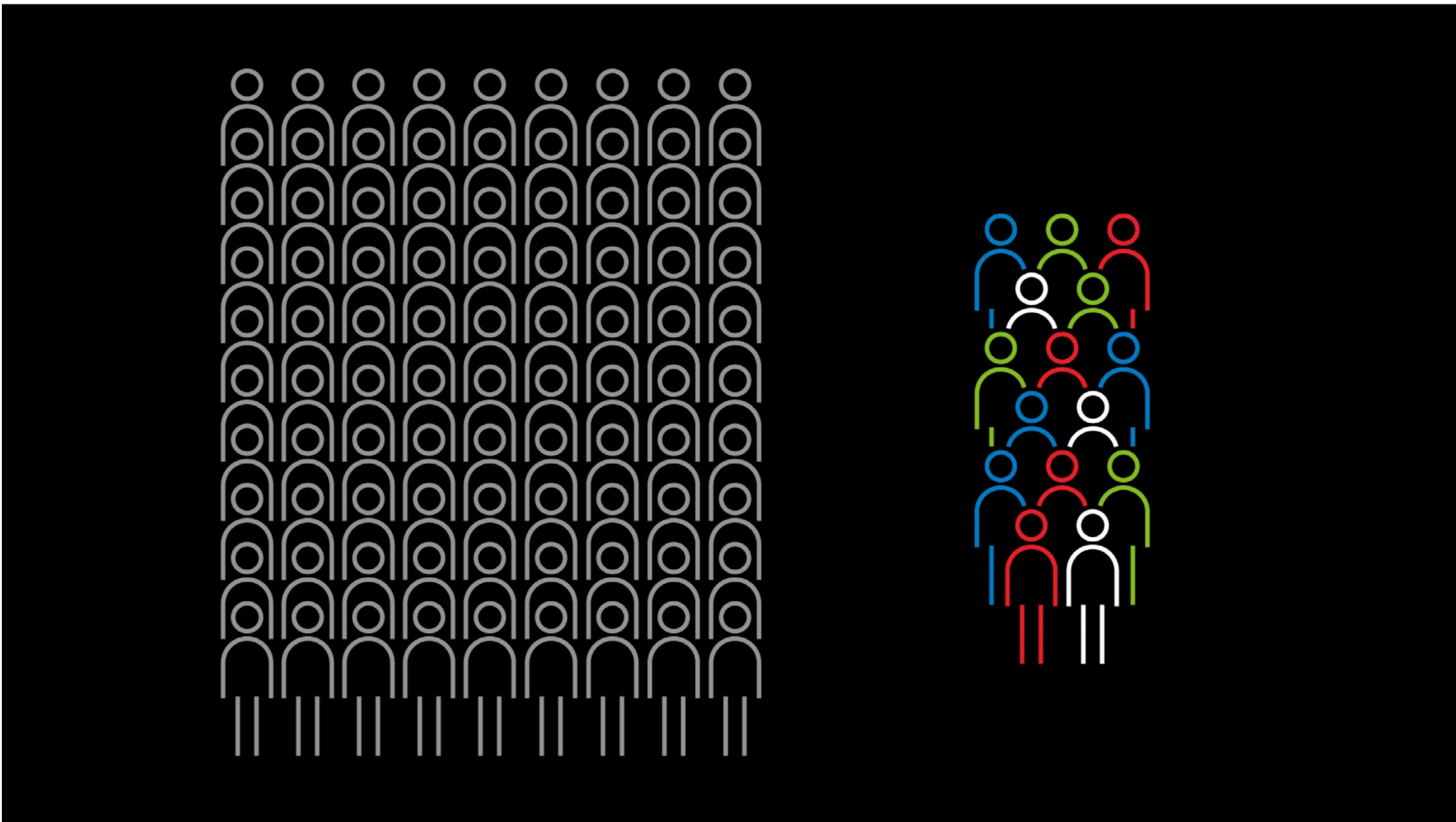
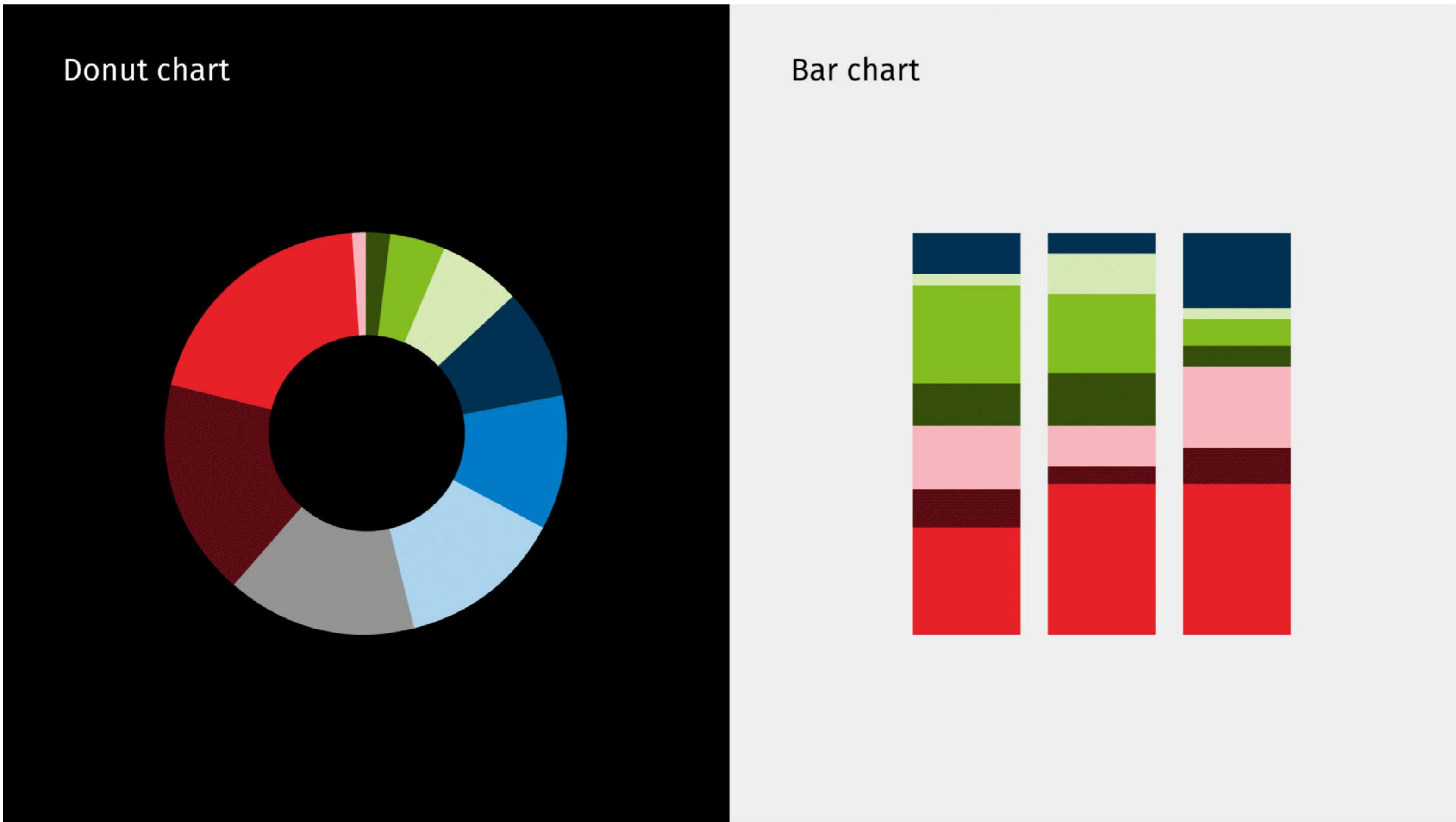
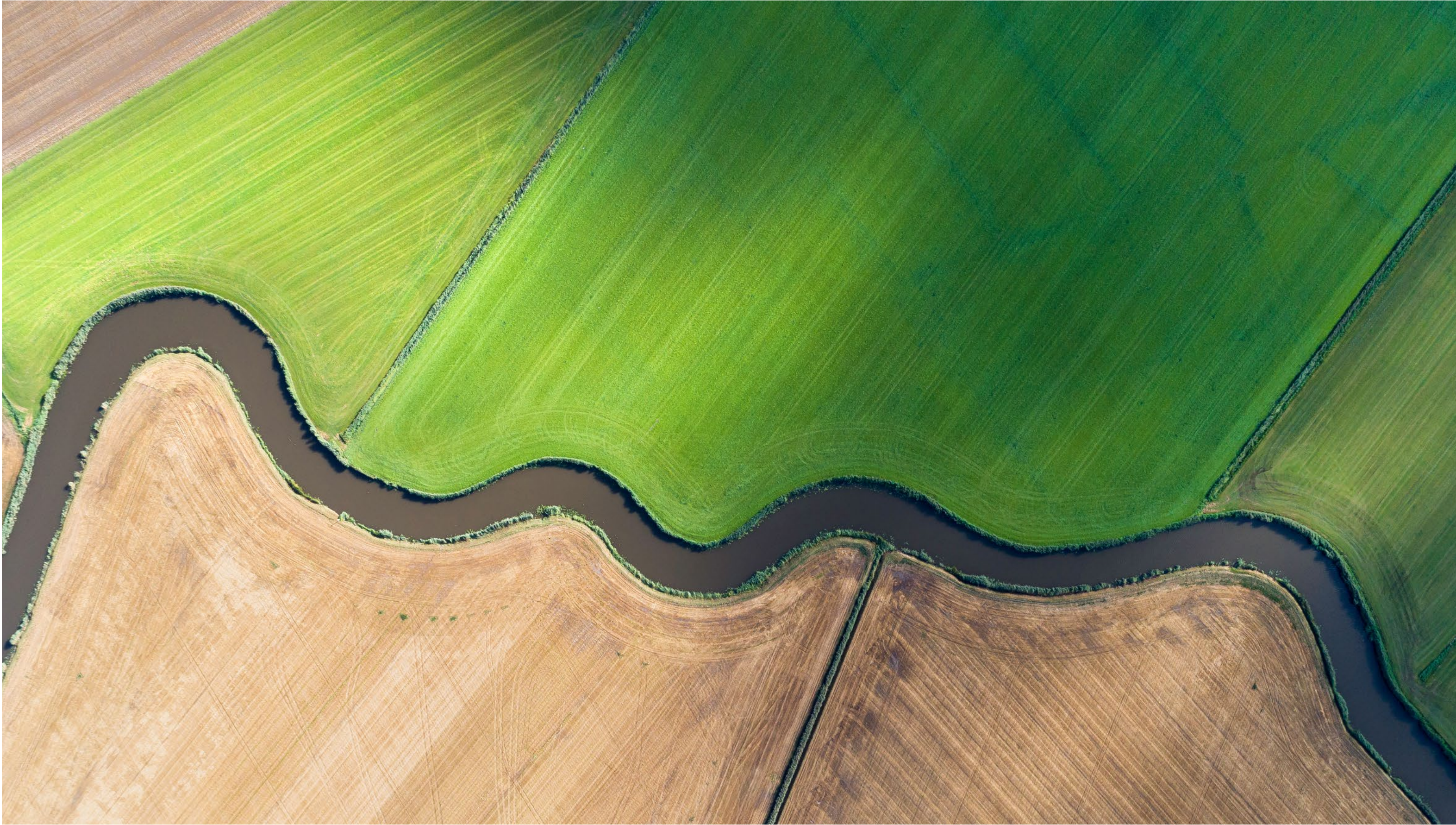
[→ register now](#)

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

 Wolters Kluwer

Webinar

TSoftPlus
Product
Demo



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:

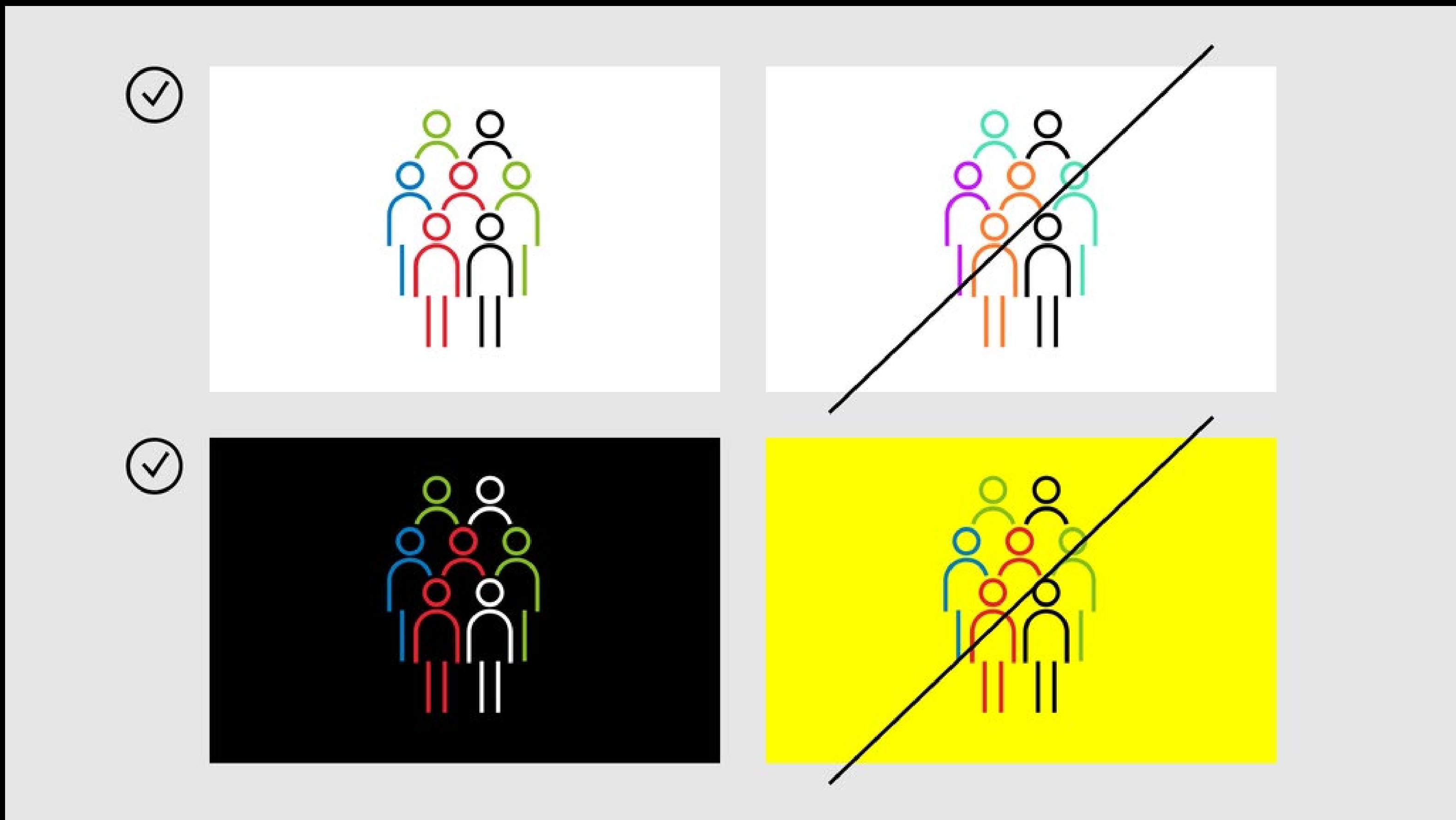
- Typographic composition
- Photography
- Charts
- Data visualization



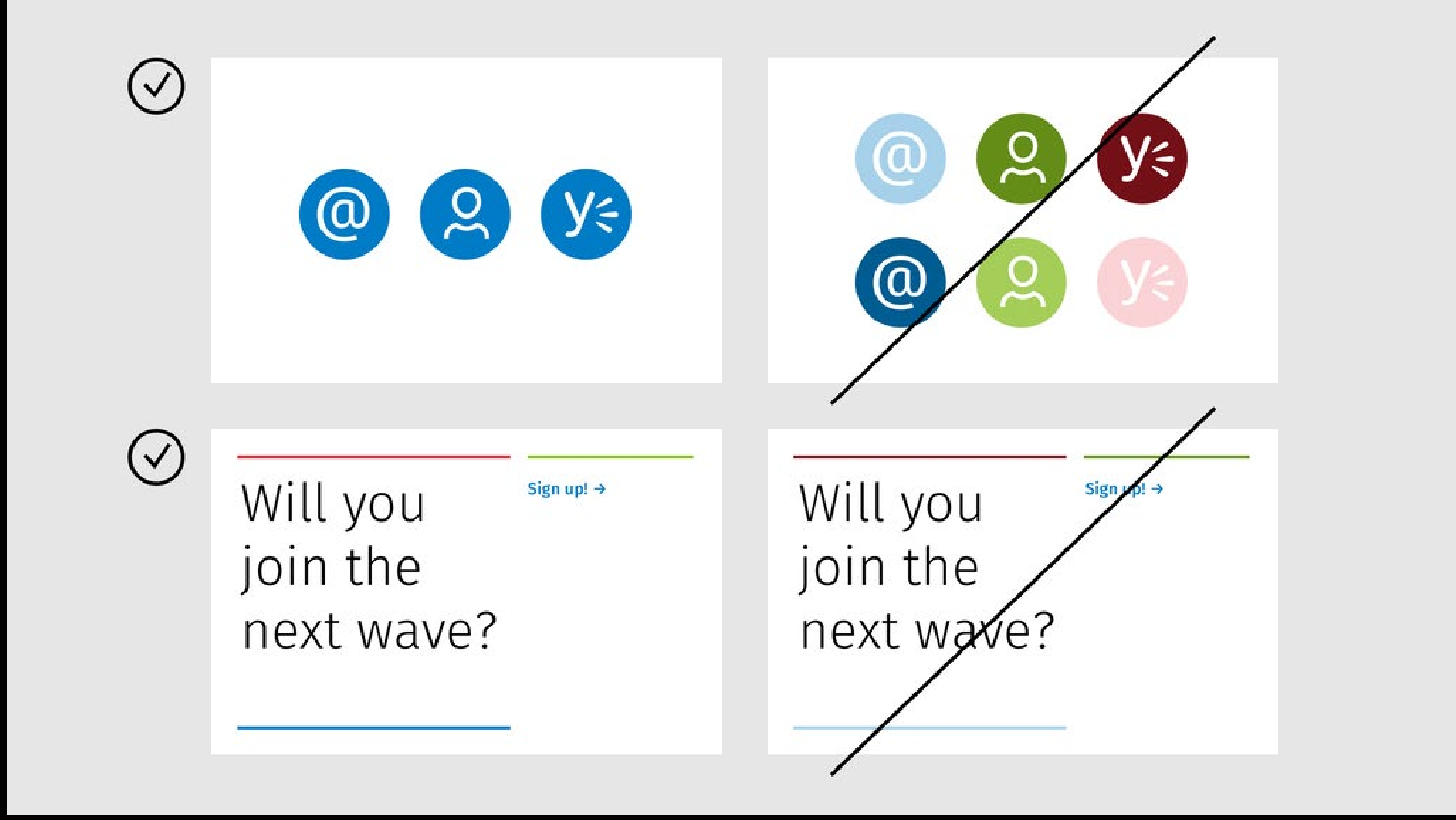
Design Basics

Color

Do's & don'ts



Illustrations
Use the Wolters Kluwer primary brand colors. Avoid secondary 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.



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.

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

הלו

नमस्त

هولي

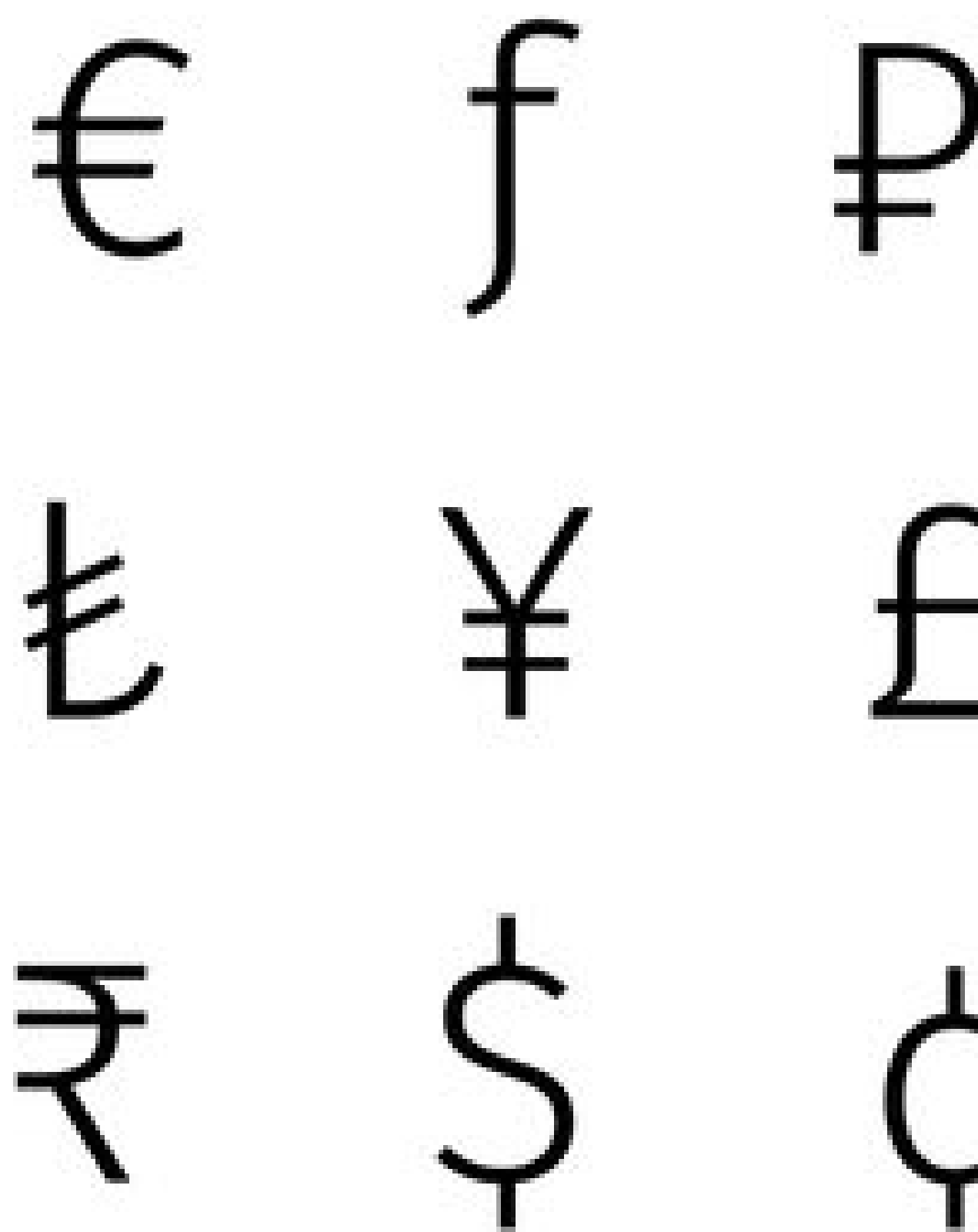
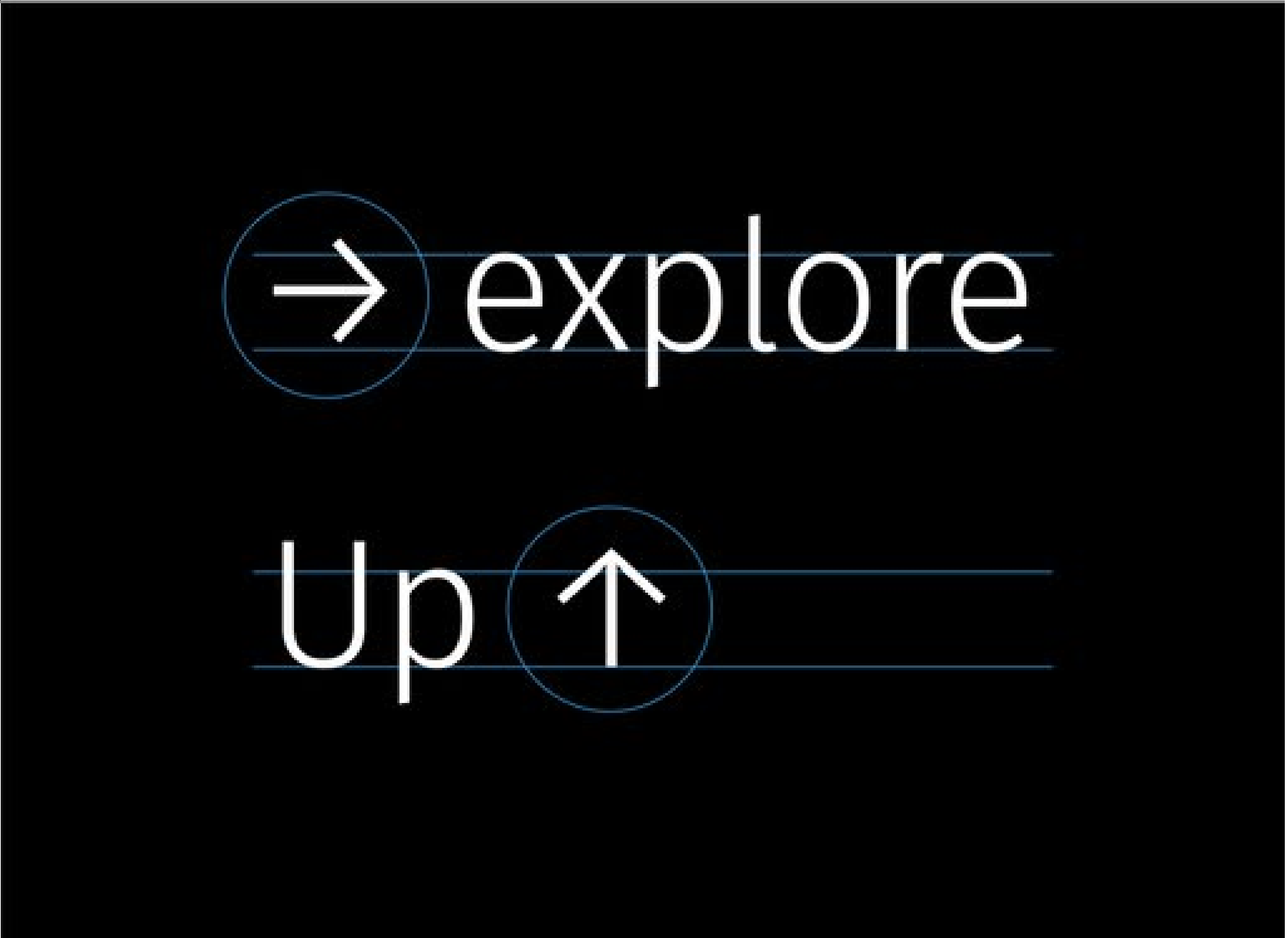
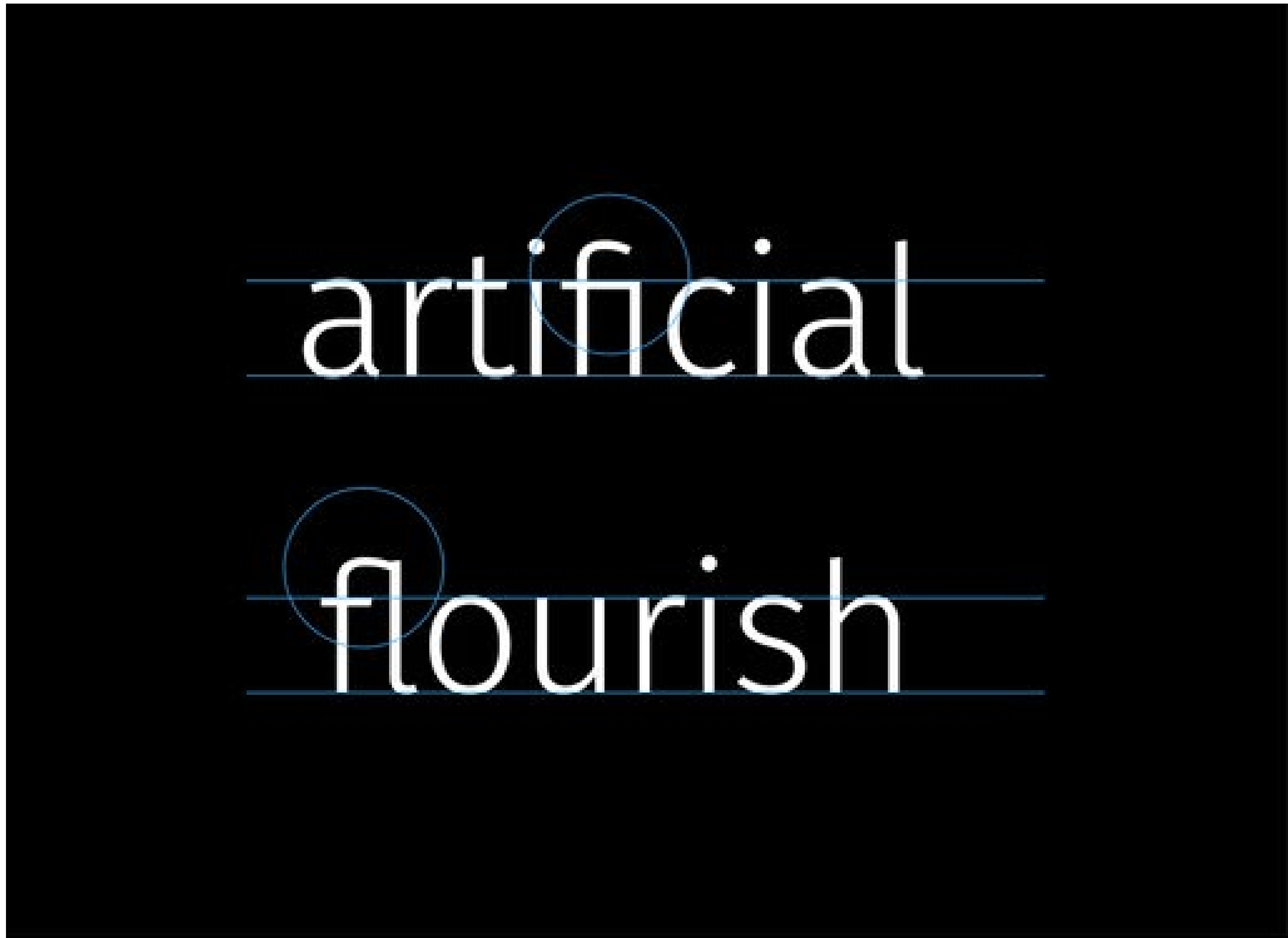
Fyra Sans is part of the FiraGo project which supports multiple languages globally. Fira Sans allows us to express the brand coherently, in almost all geographic locations.



Typography

Glyphs

Glyphs & fallback fonts



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 →

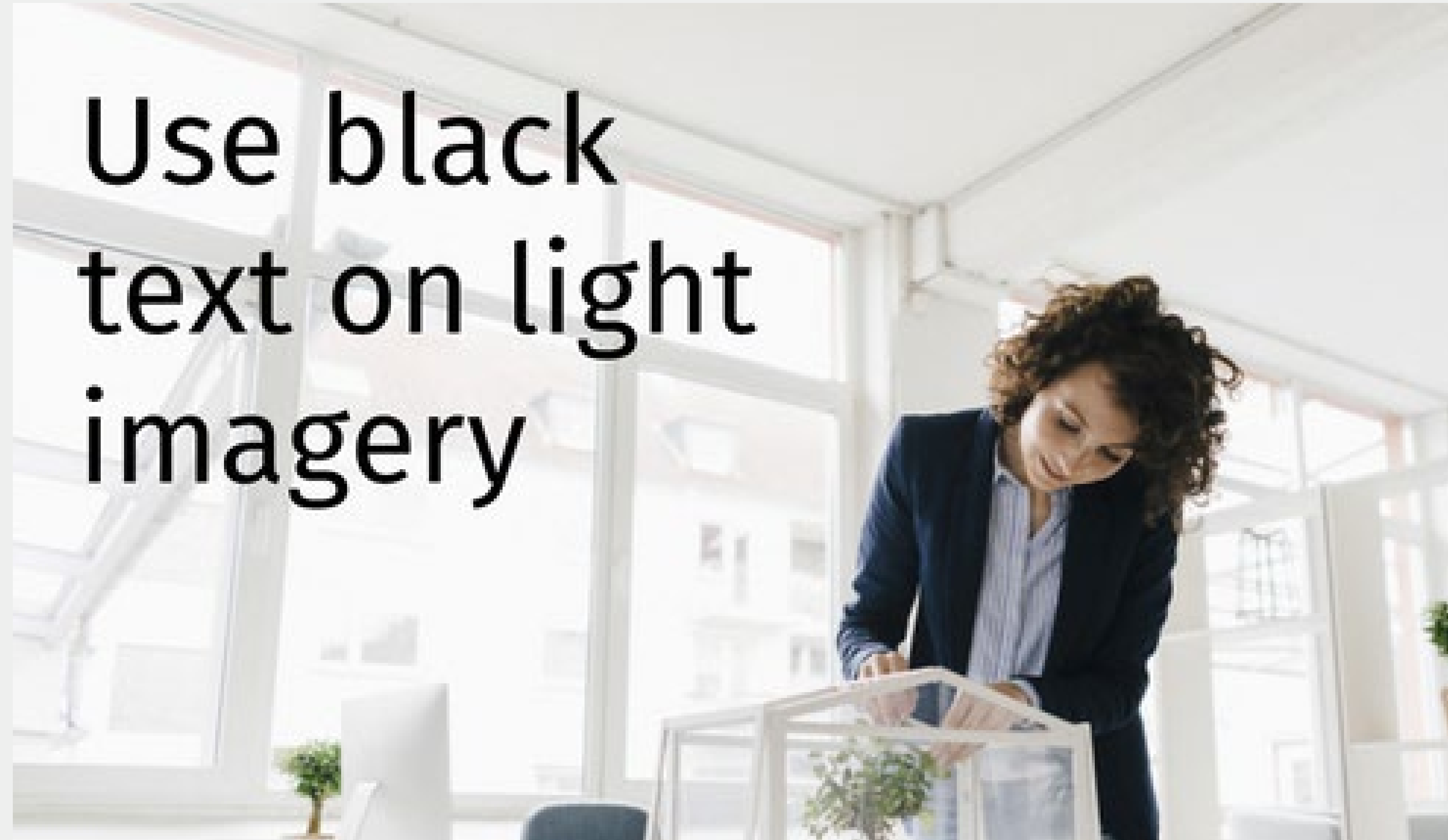
Blue is used to signal calls to action. This is an exception to the rule that type is either black or white.



Design Basics

Typography Color & image

Use black
text on light
imagery



Use white
text on dark
imagery



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



Typography

Hierarchy

Identifier
Fira Sans Medium

Headline
Fira Sans Light
Leading: 1.1

Intro text
Fira Sans Regular
Leading: 1.5

Body text headline
Fira Sans Bold
Leading: 1.5

Body text
Fira Sans Regular
Leading: 1.5

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

Identifier

Big Title

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 ipsanimagnis que atem qui non pa cuptassi duciis aut volupta tquasperrum non corepud aerferferum labore consequo omnisquam, ilitasita solluptatur?

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?

→ Read more

Identifier
Big Title

Big Title
Subtitle

Title
Subtitle

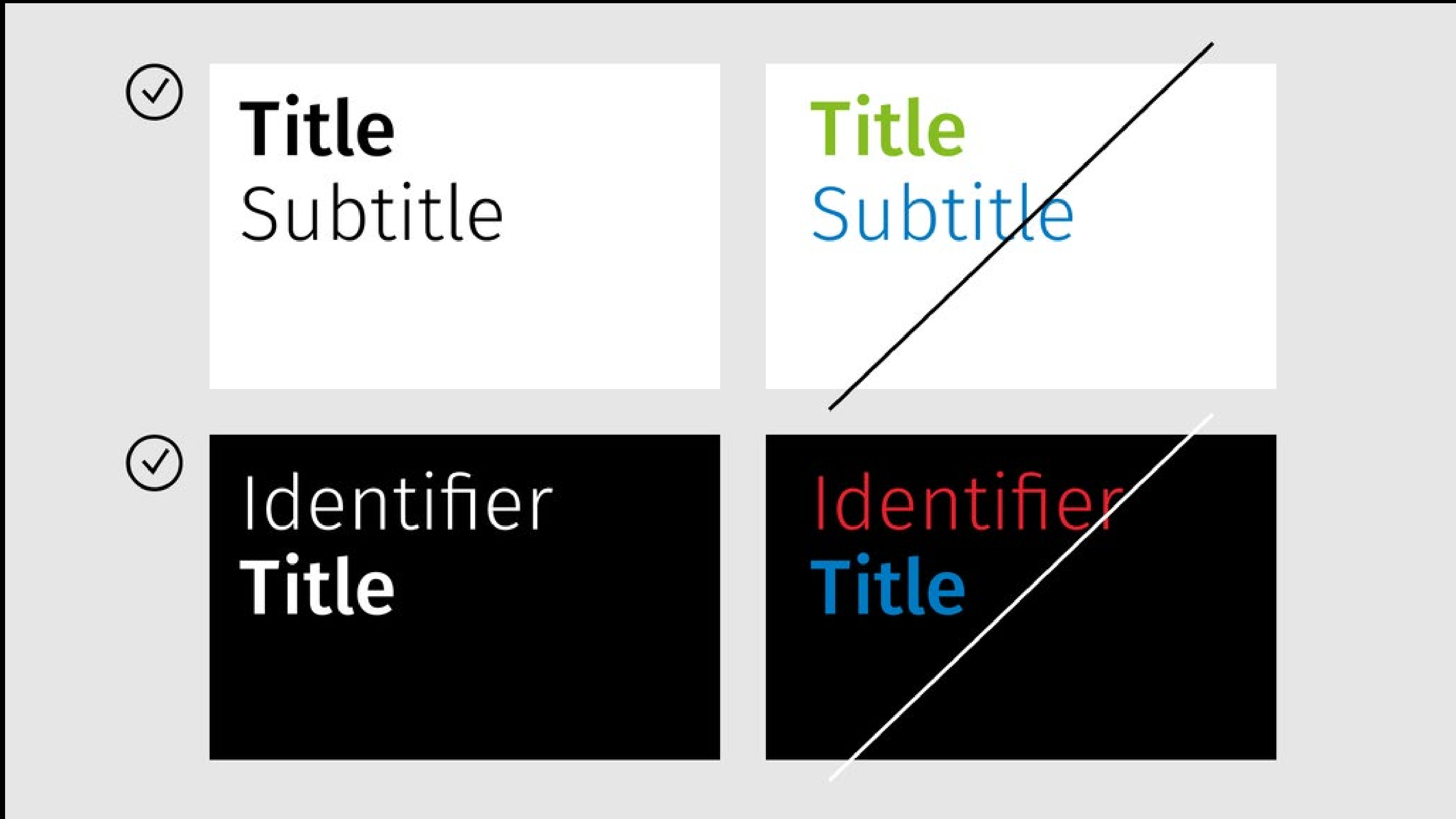
Identifier
Title

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



Typography

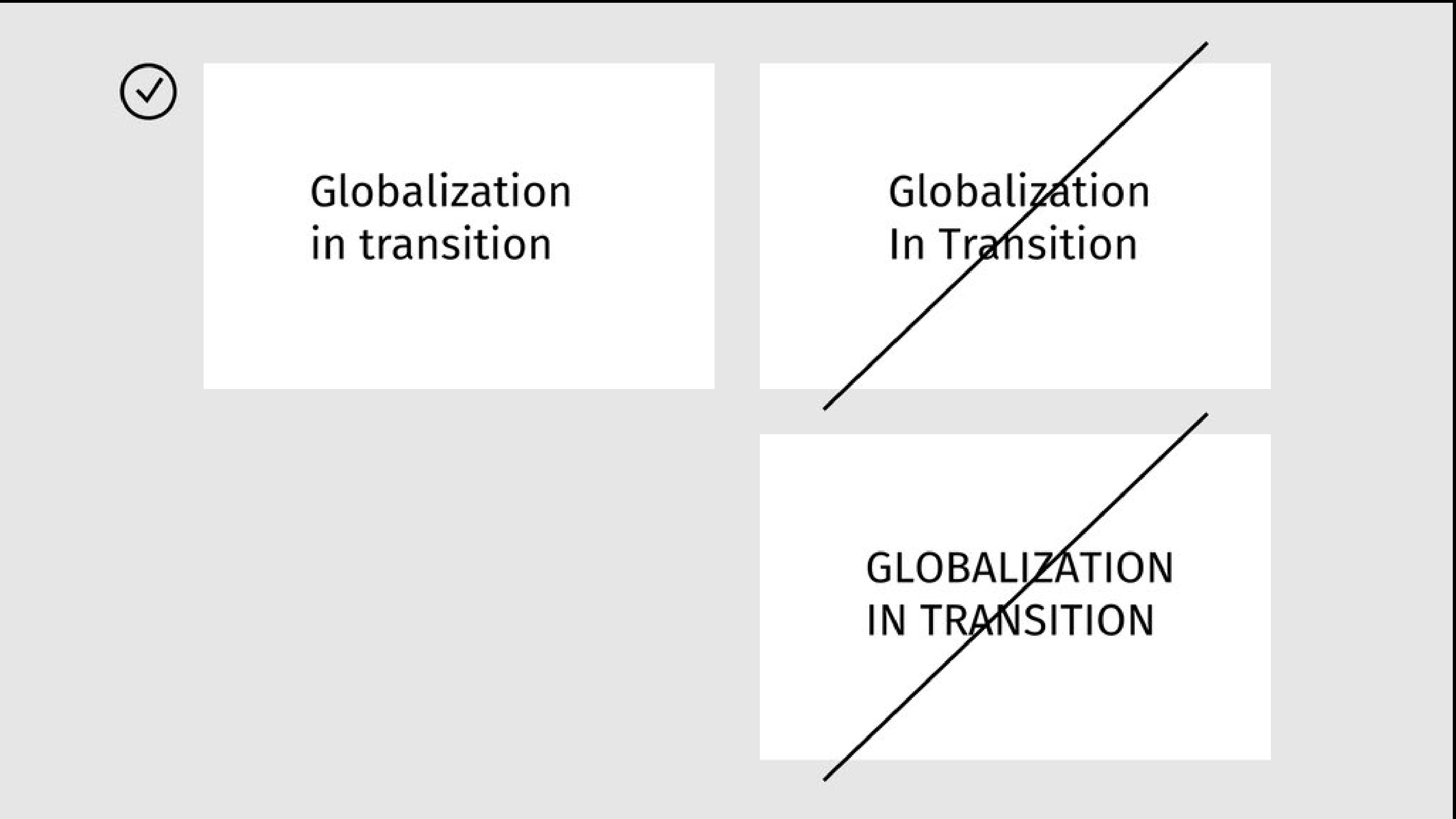
Do's & don'ts



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.

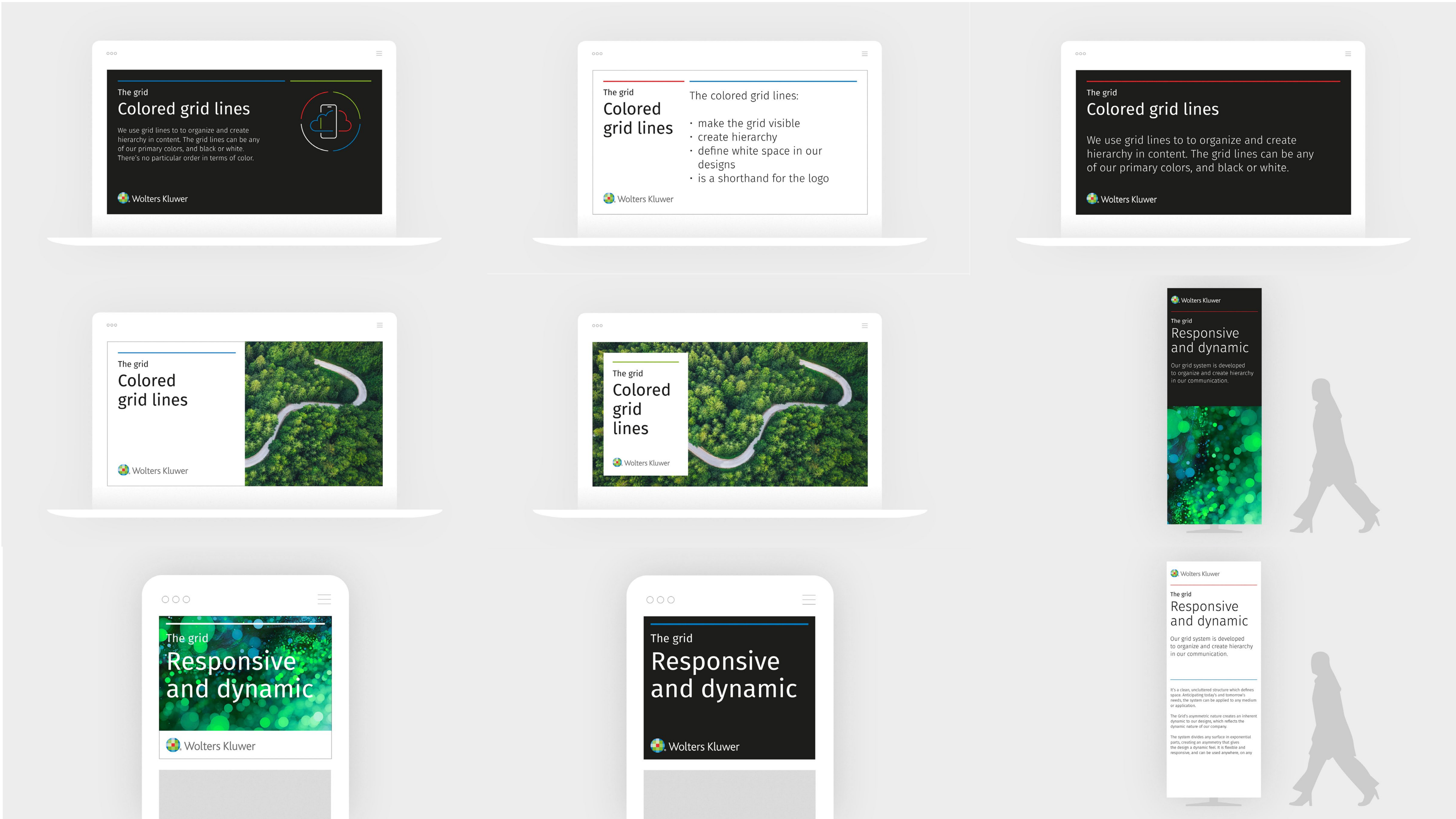


Use 'Sentence case' for text. Avoid 'Title Case' or CAPS.

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.

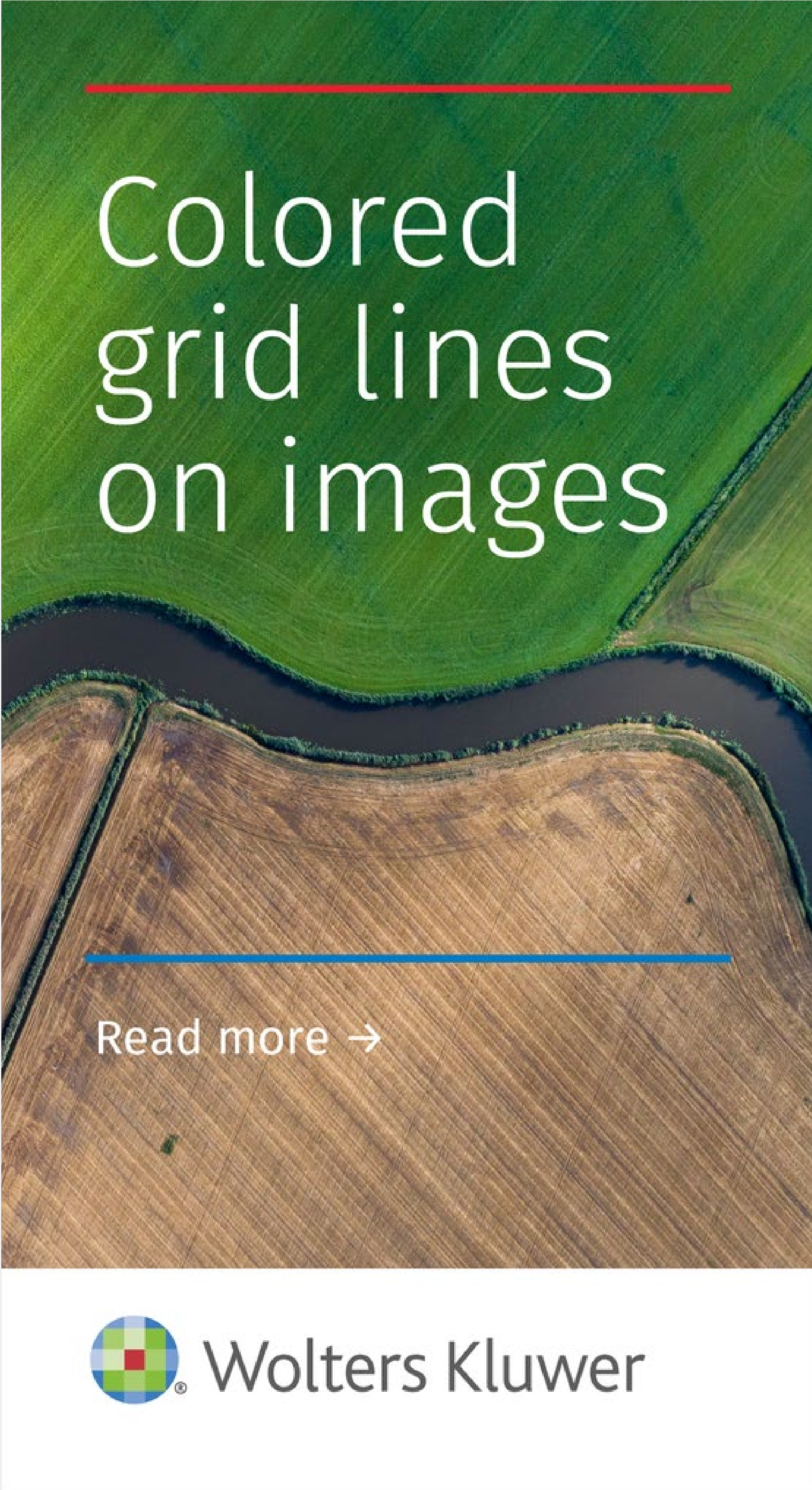
We use grid lines to to organize and create hierarchy in content. The colored grid lines:

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



Grid

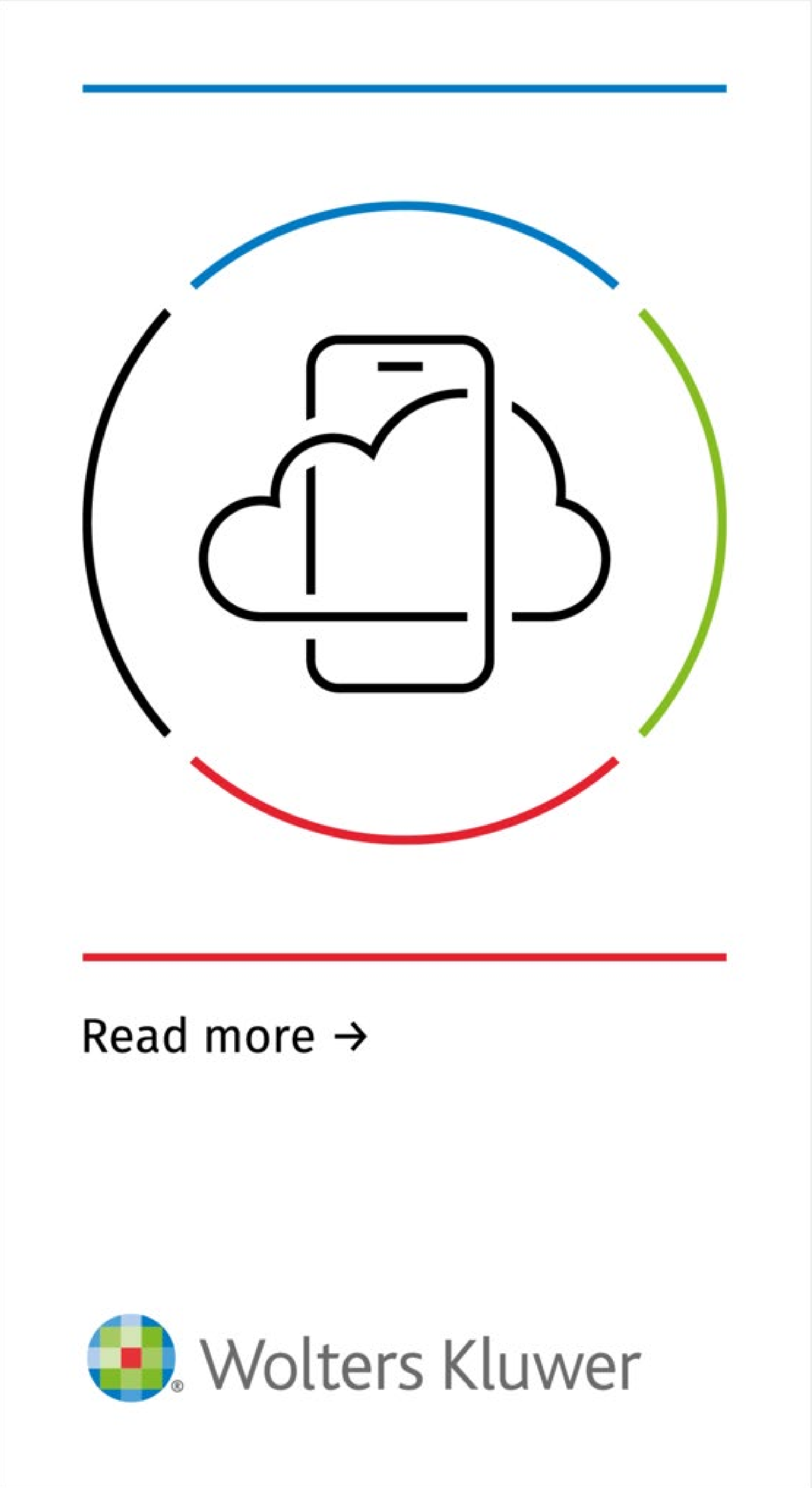
Grid lines & images



Coloured lines can be used if the image has sufficient contrast

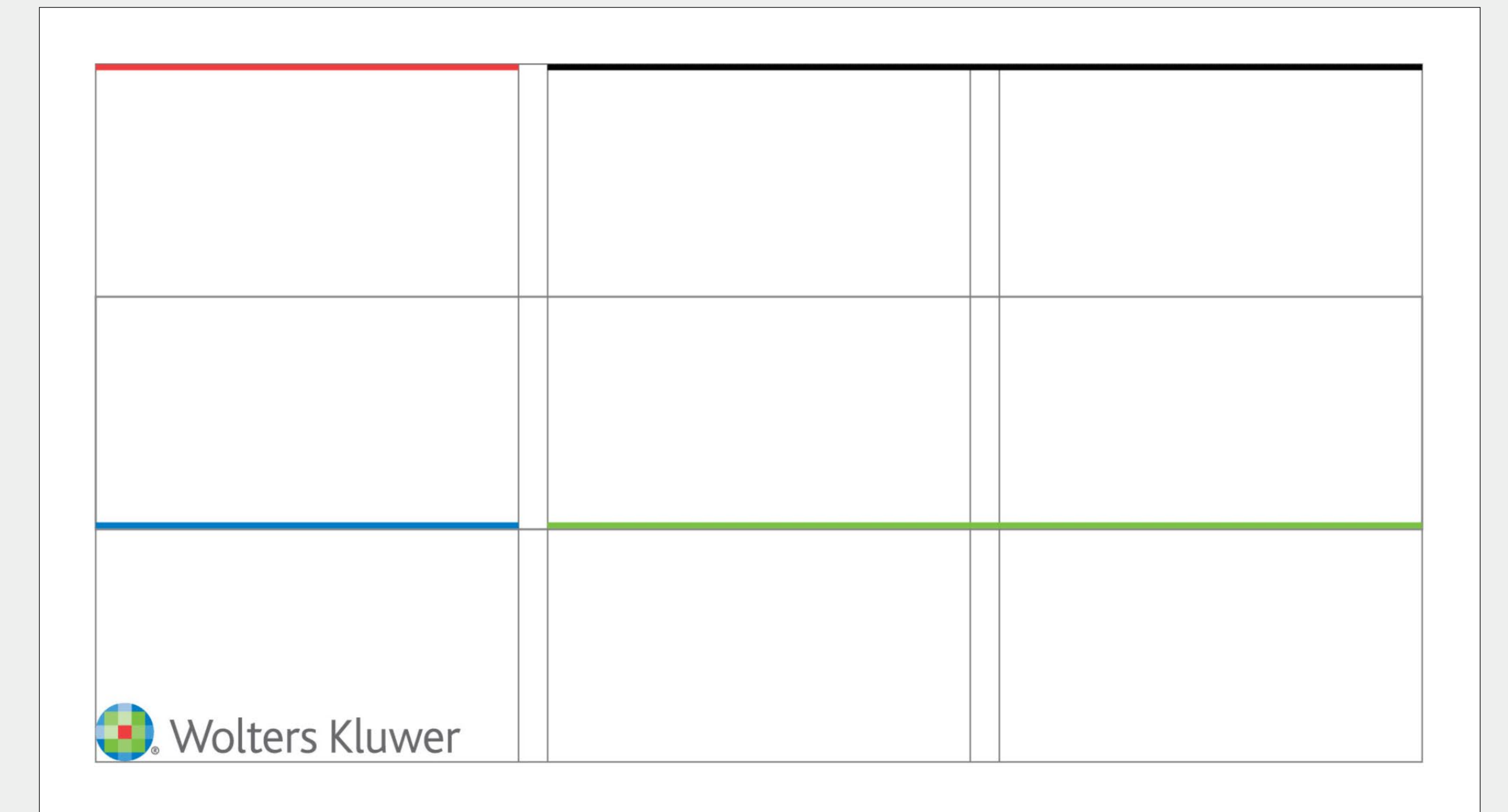
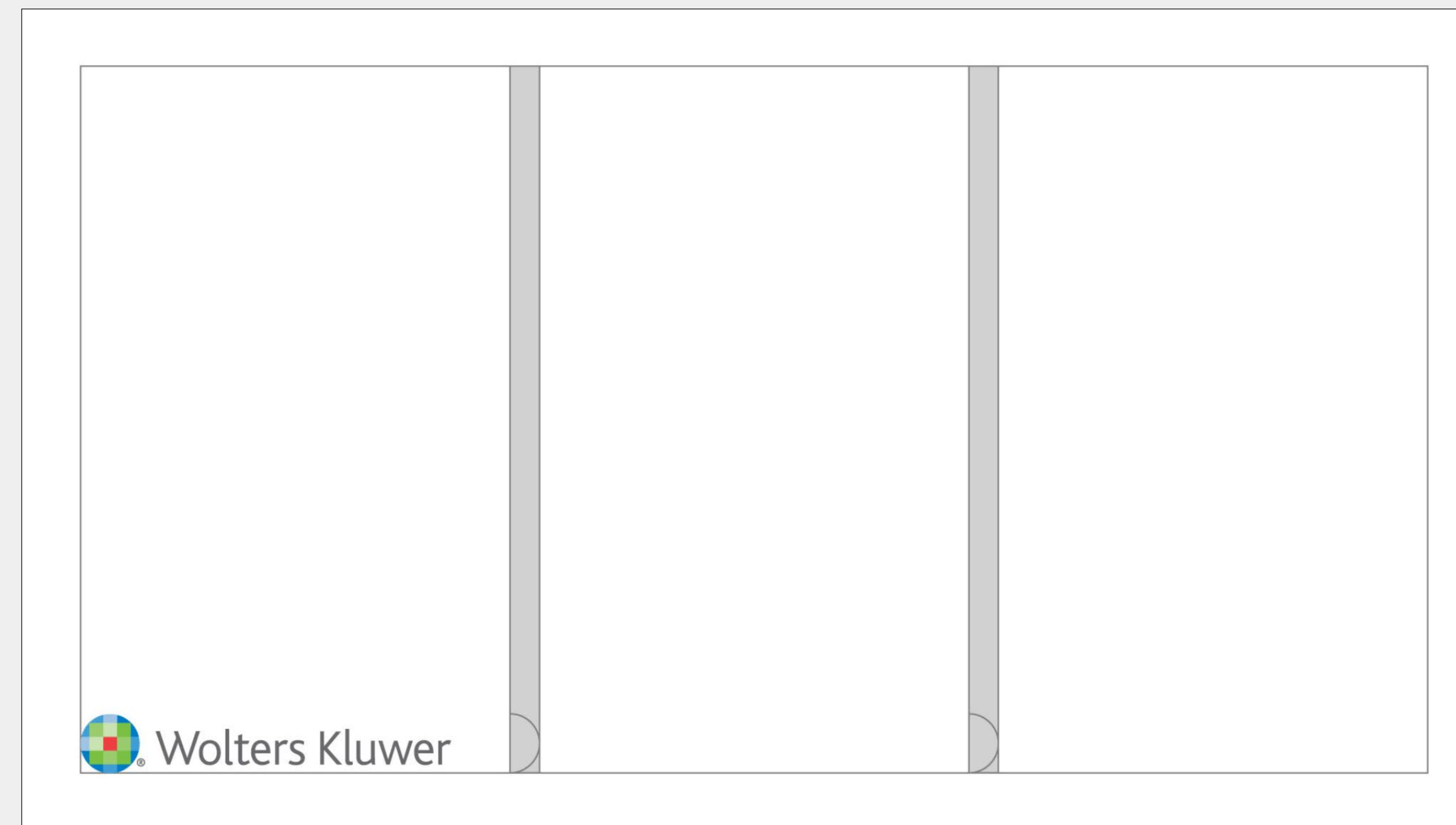
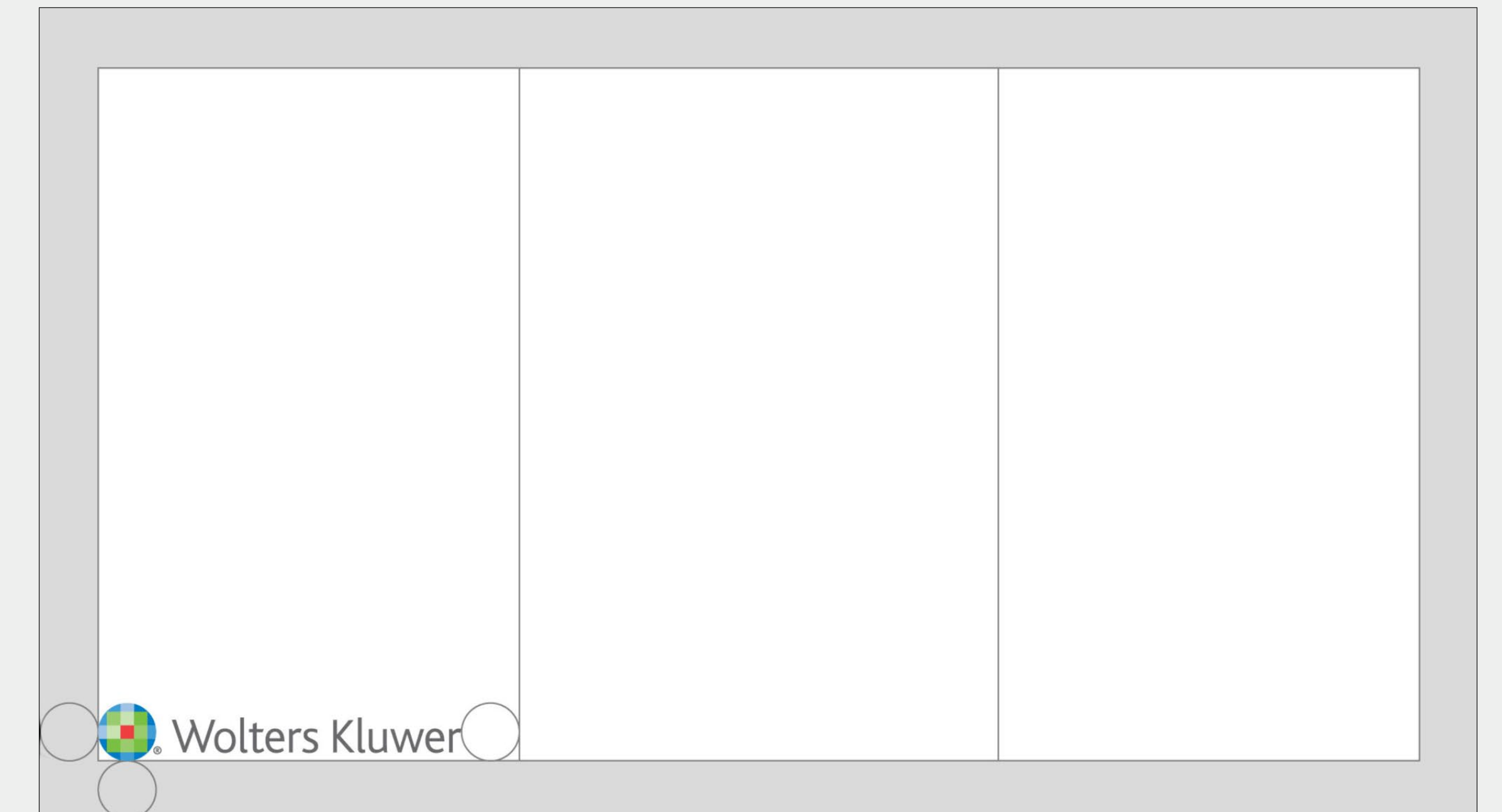
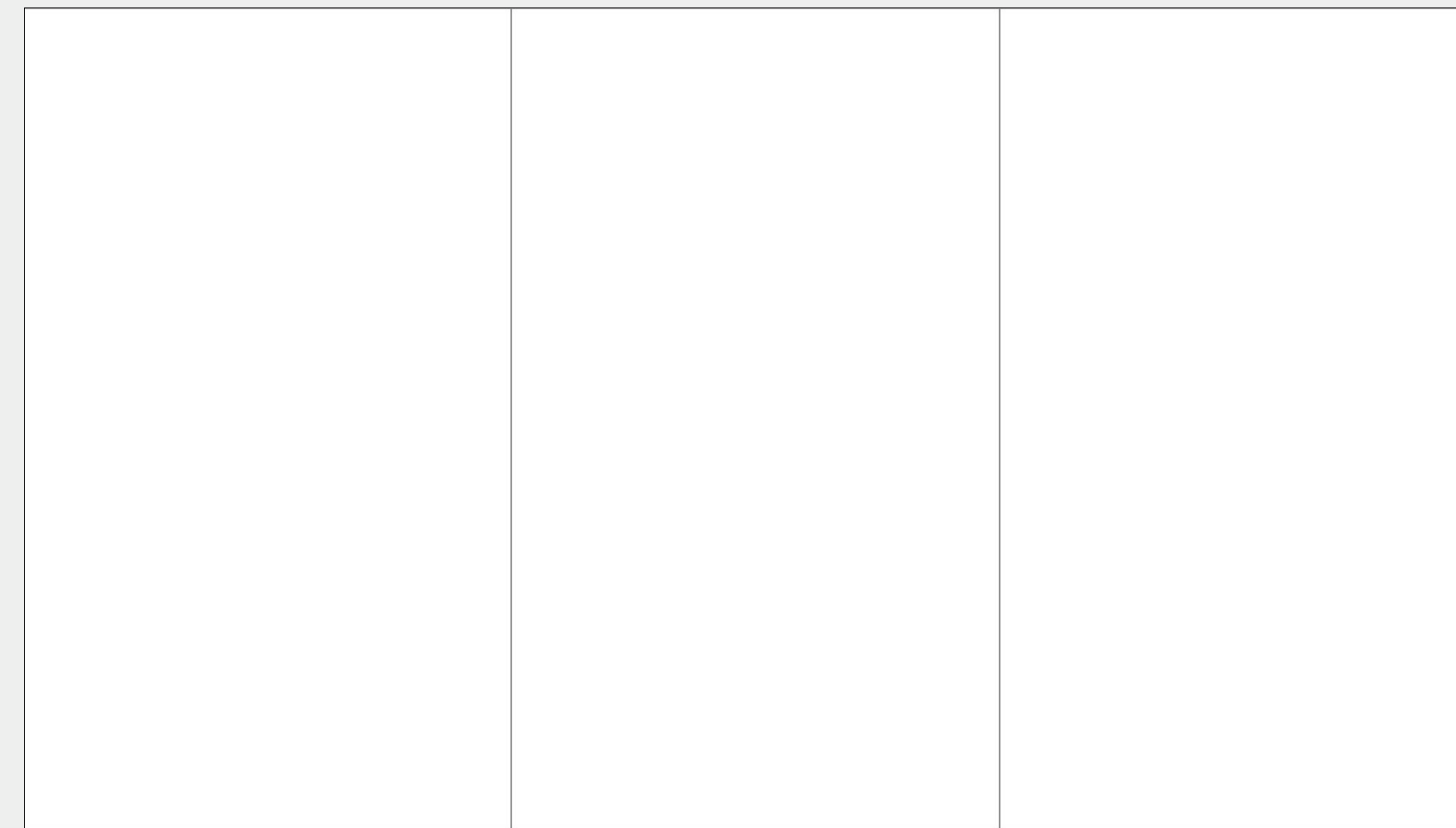


Lines can be black or white if there is not enough contrast.



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)



Grid

Grid variations



Full page image



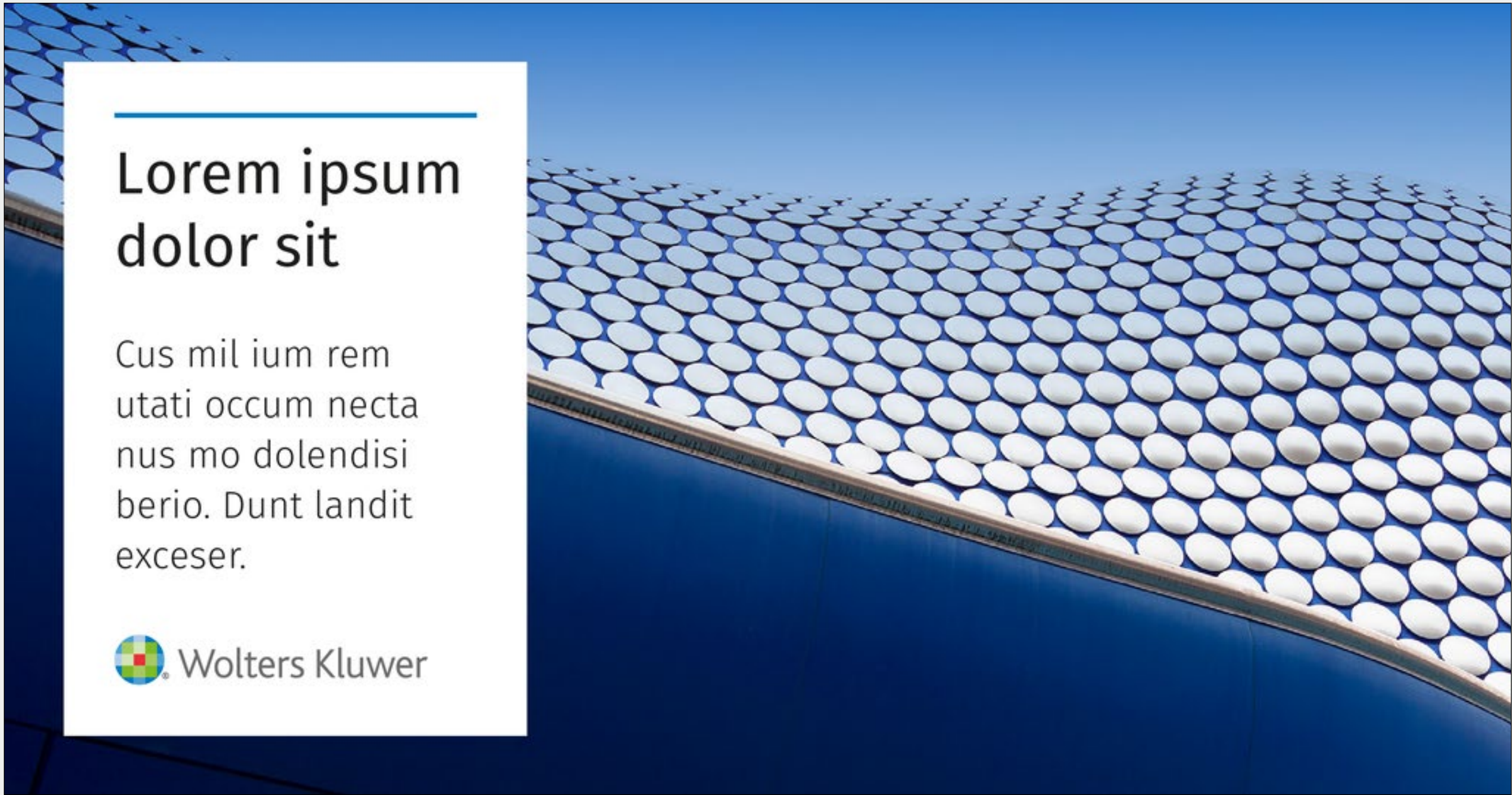
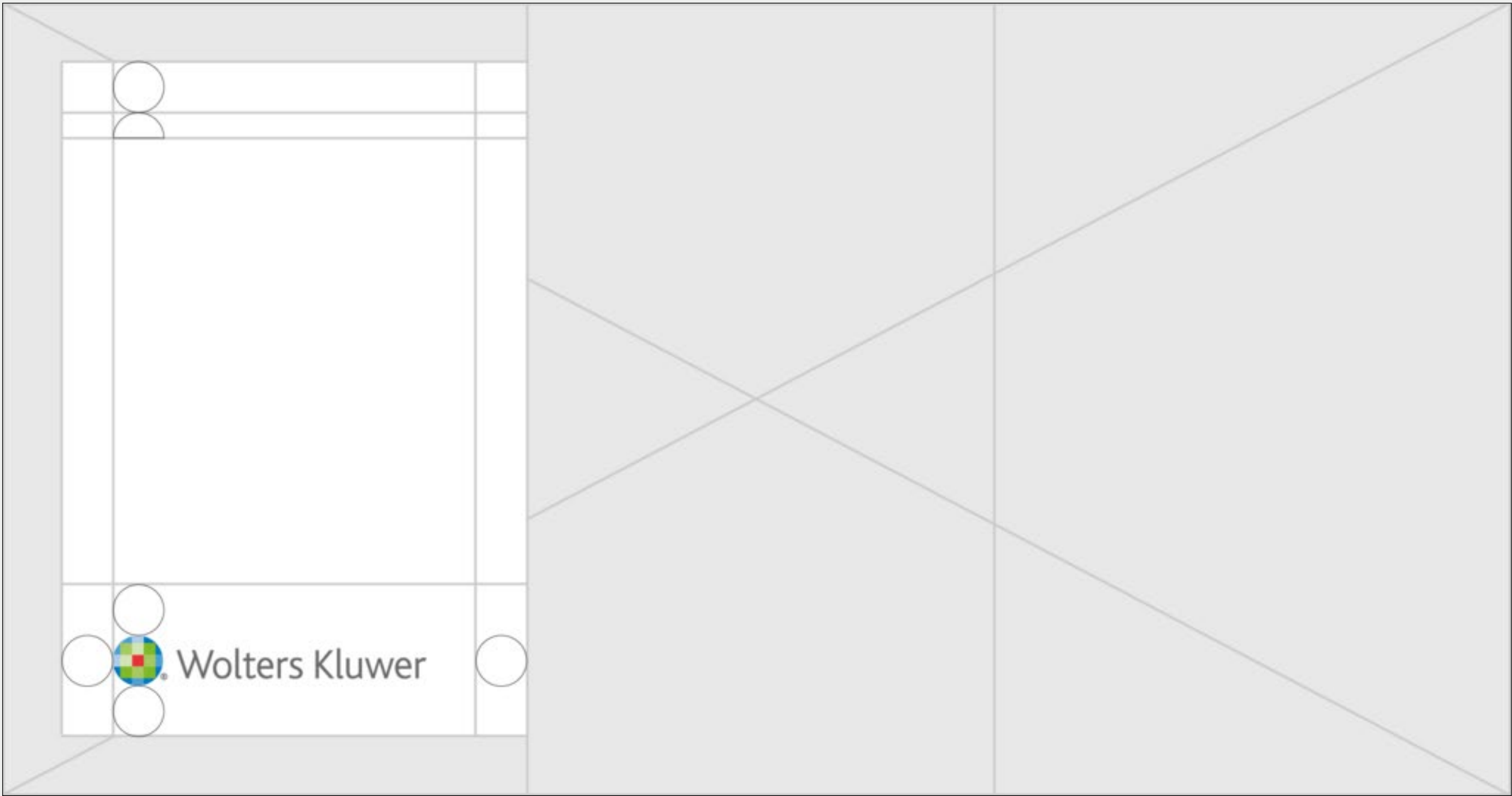
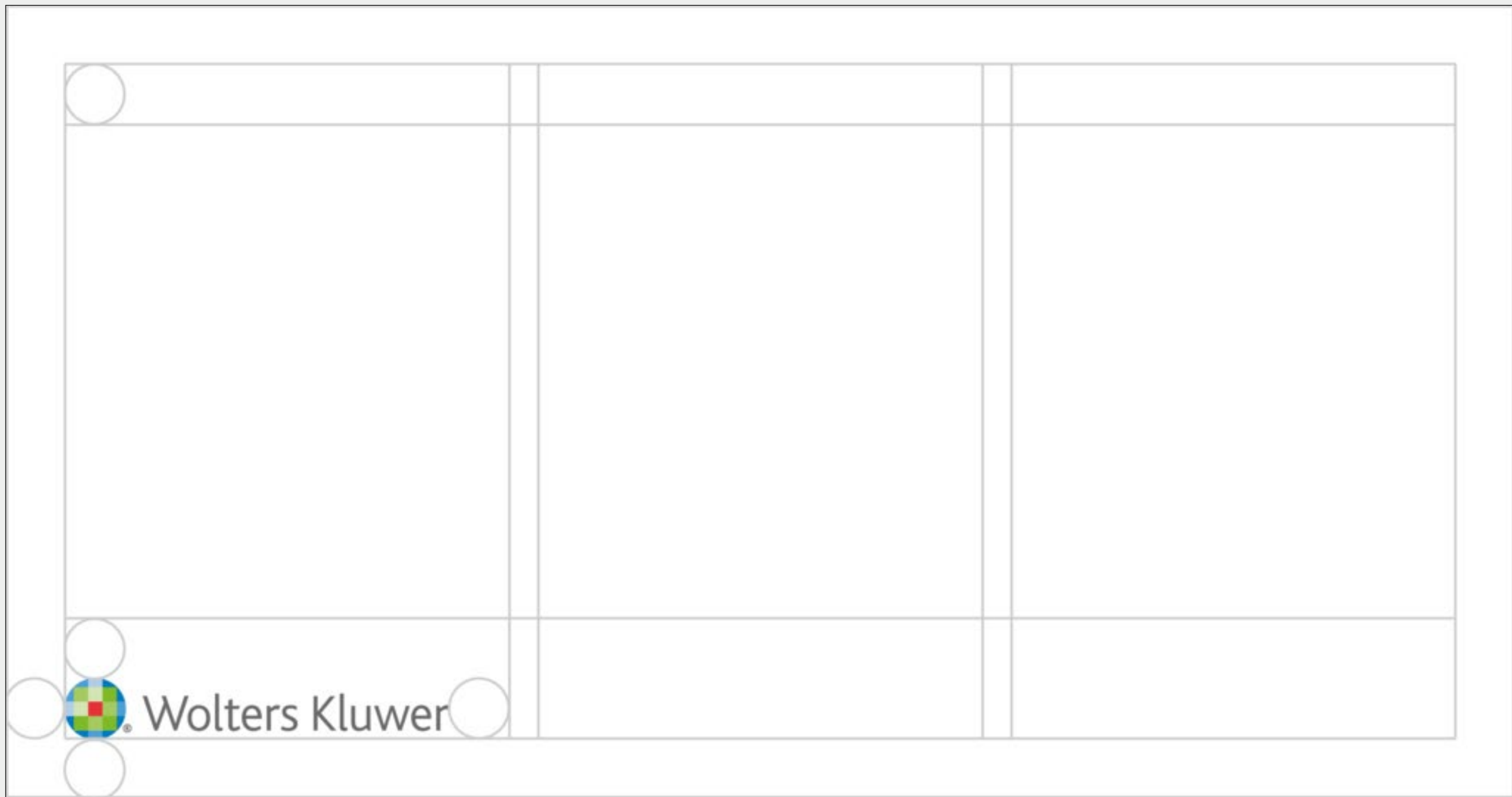
1/2 page image



1/3 page image

Grid

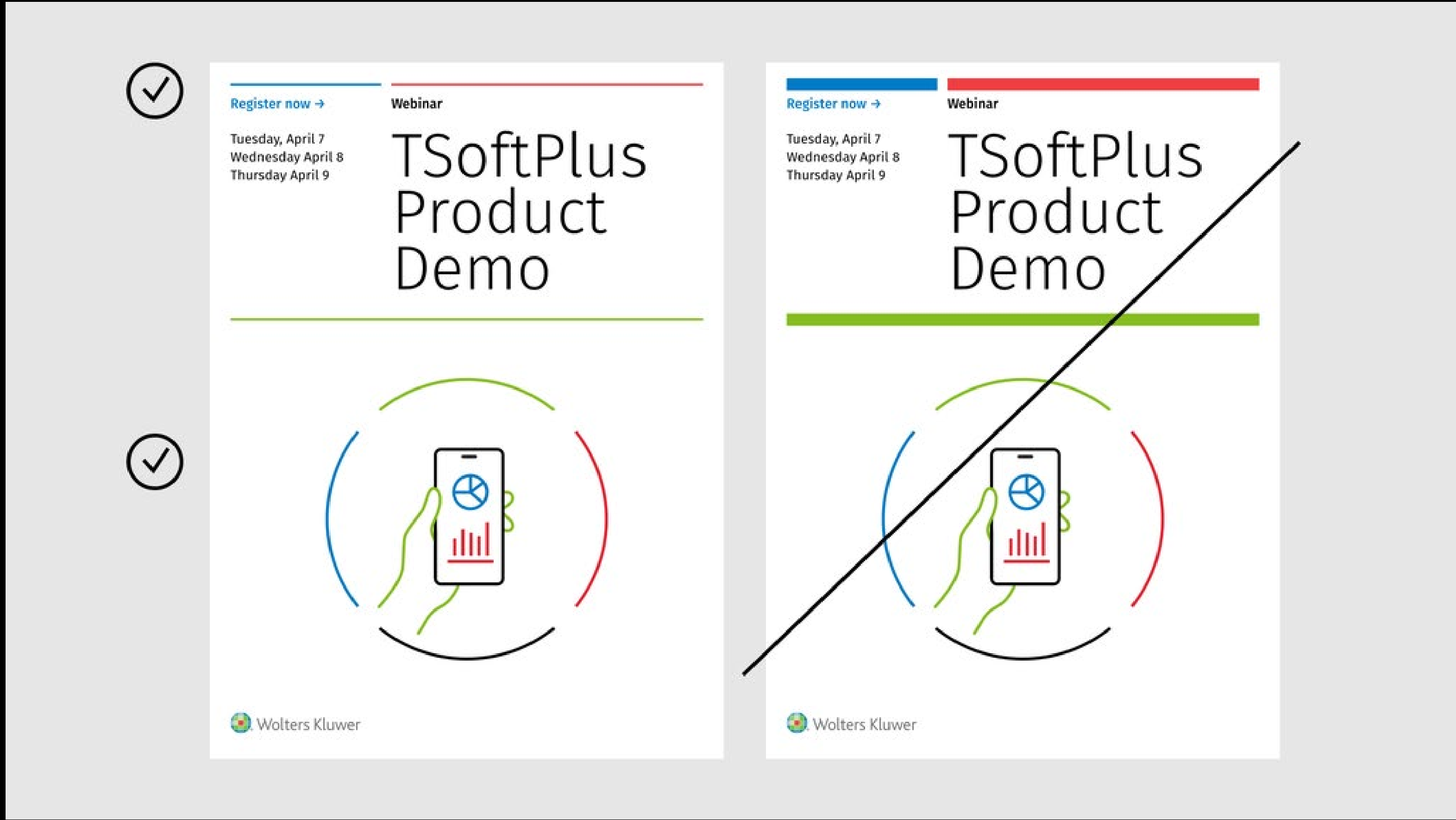
Grid variations



Design Basics

Grid

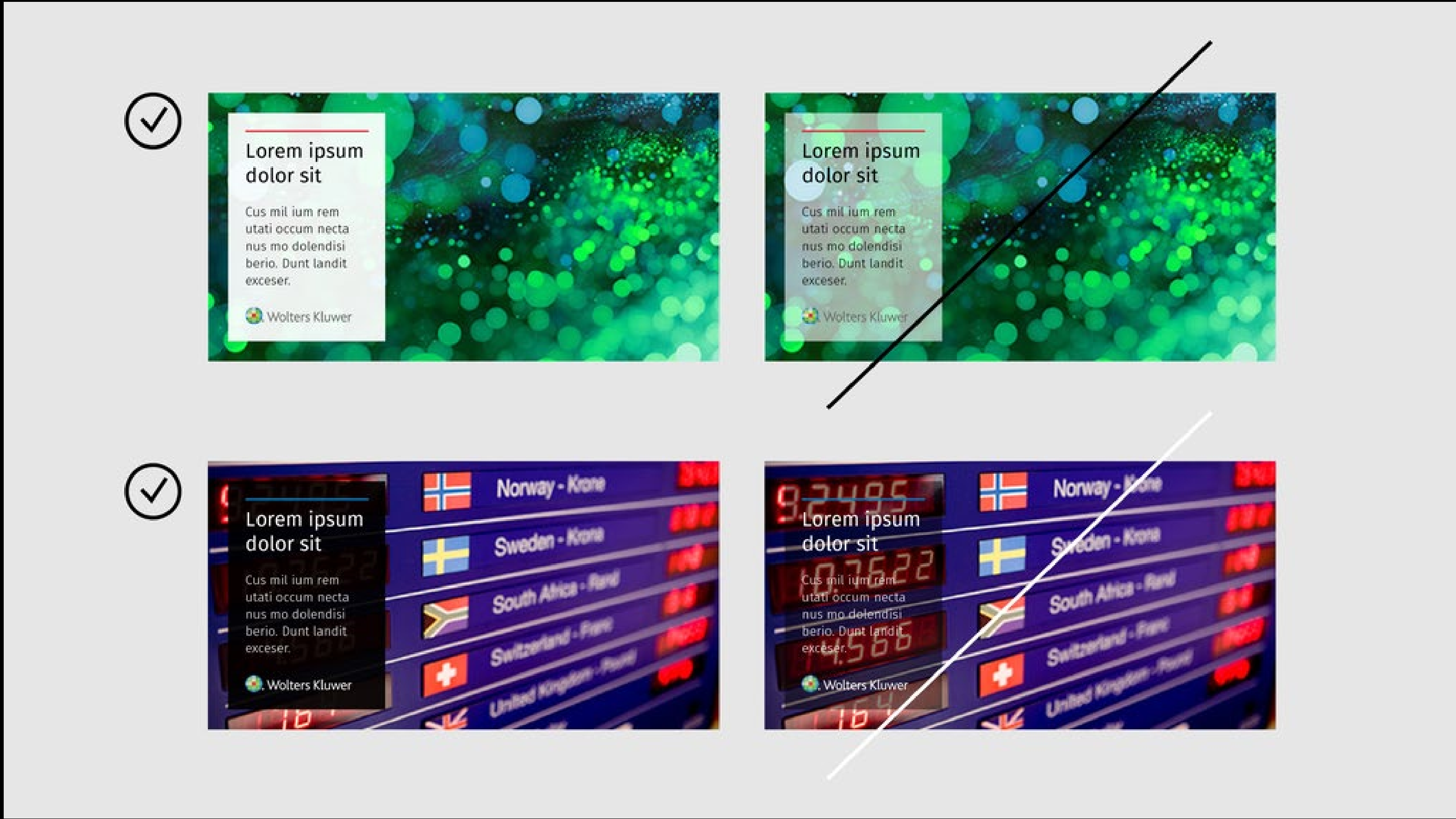
Do's & don'ts



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



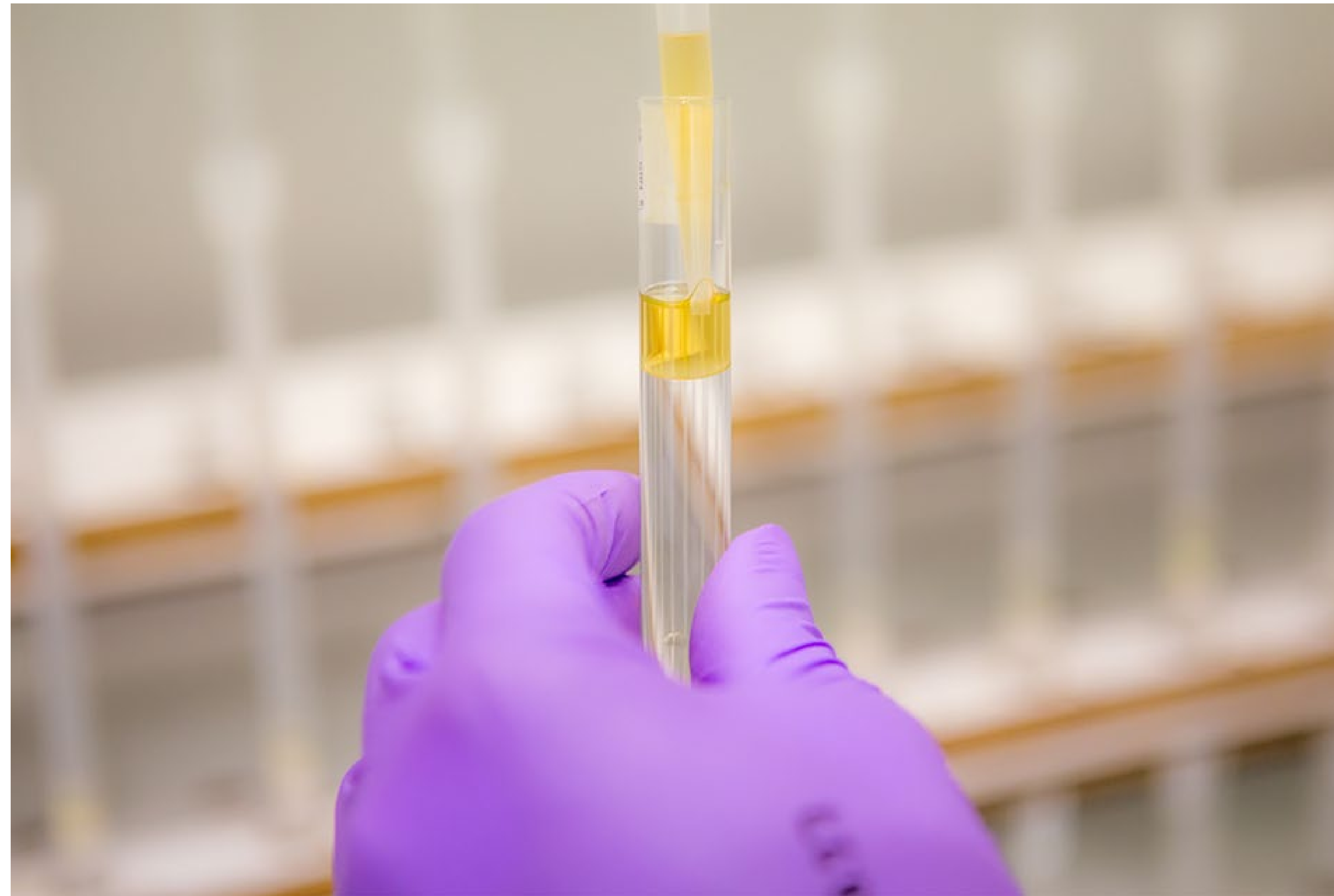
Images with people have the person(s) as the main focus and show interaction - within a team, with a colleague, client or with the camera. The style is documentary.



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.

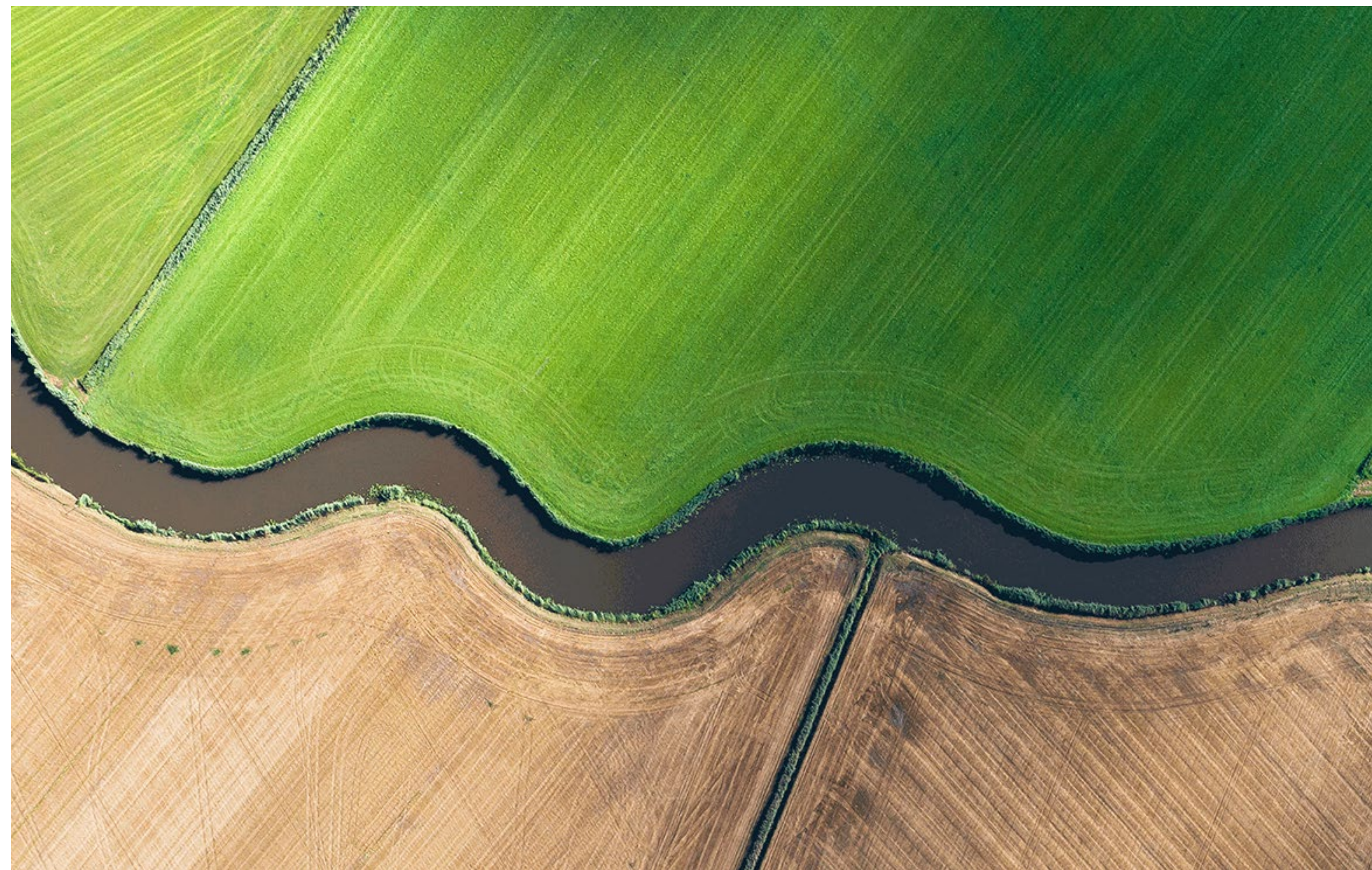
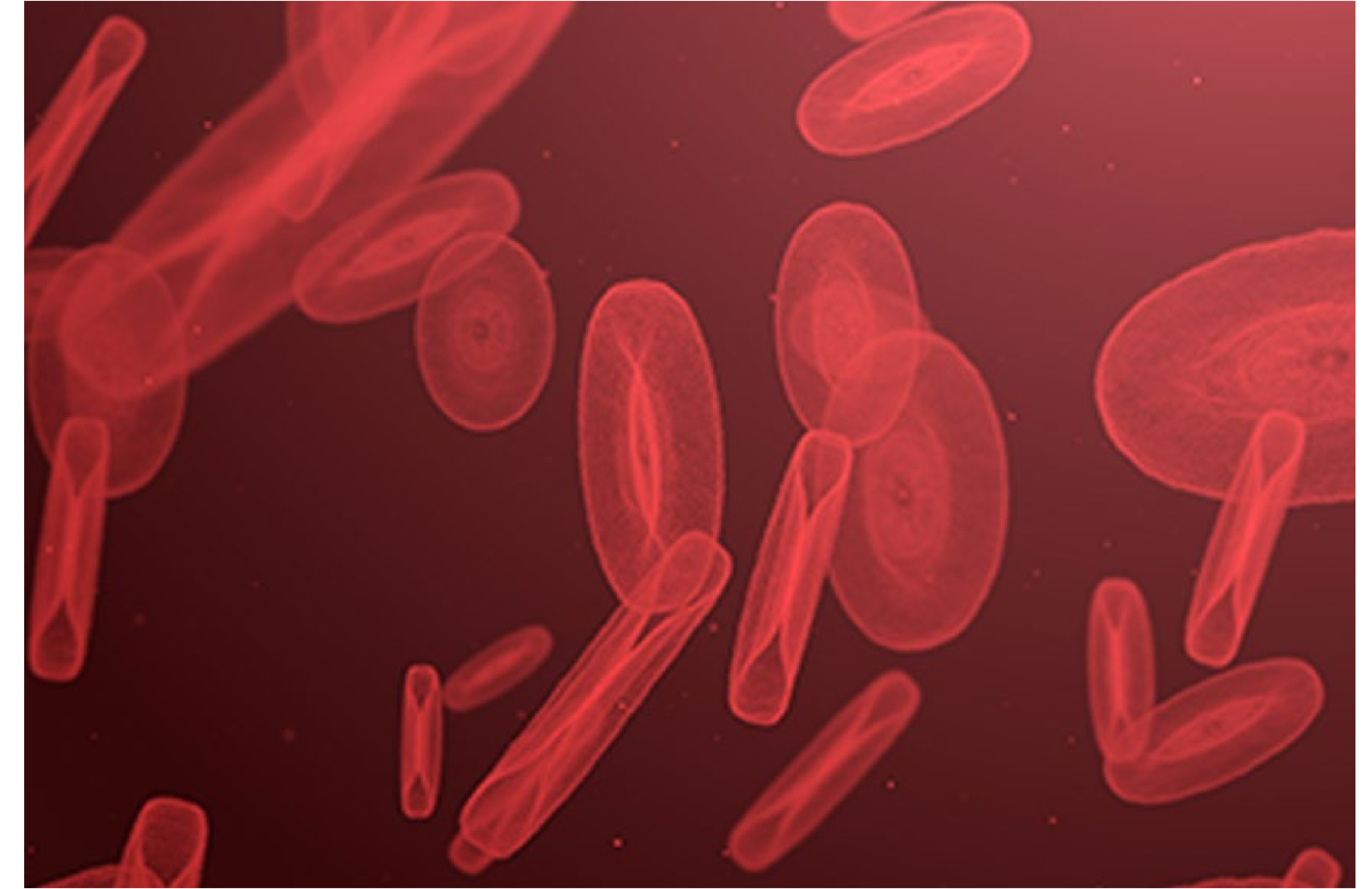
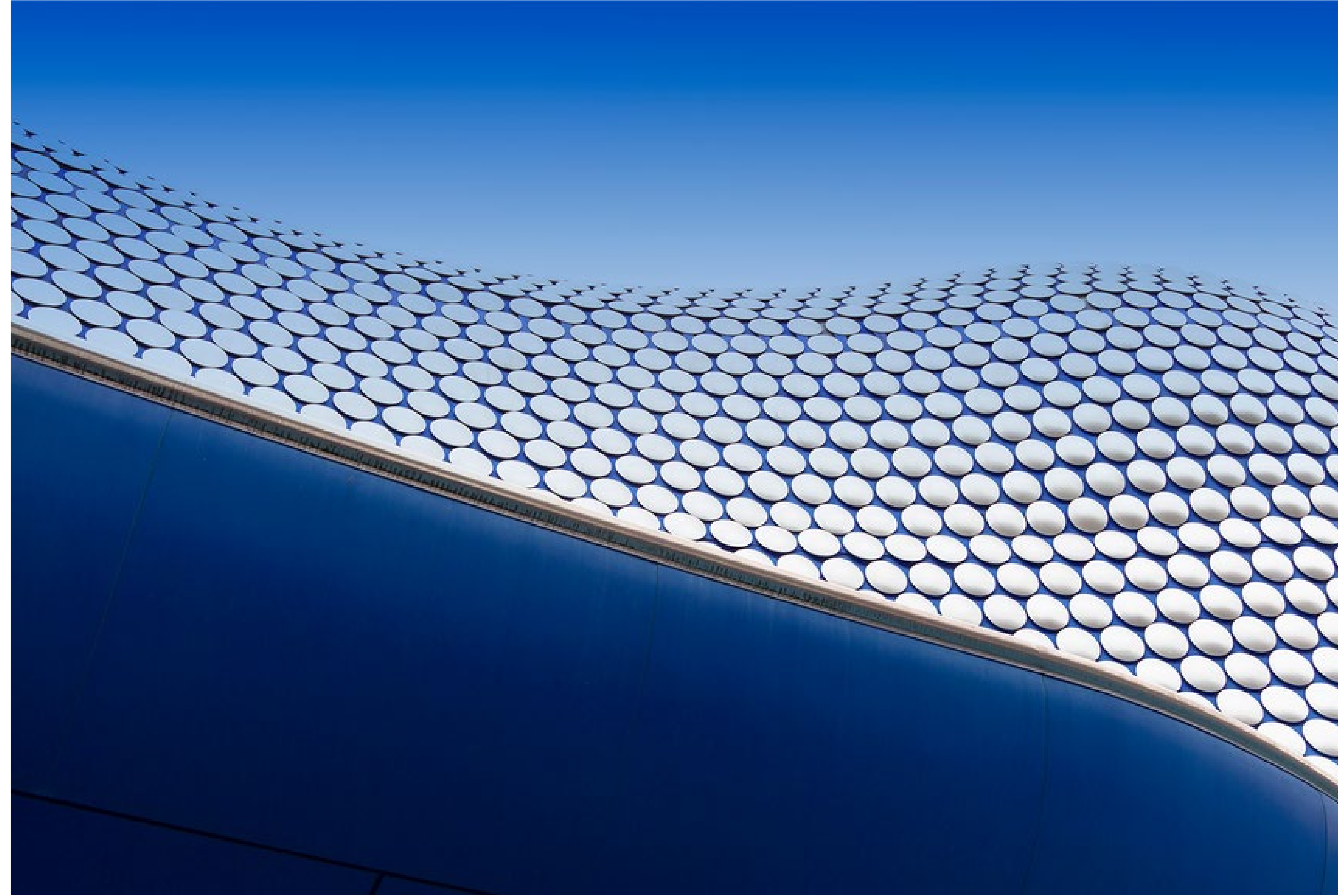
These images are often zoomed out to create a sense of overview. The composition has contrast in color and shape to give the image a dynamic feel. The style is documentary.



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

- vitality
- friendly
- focus
- natural



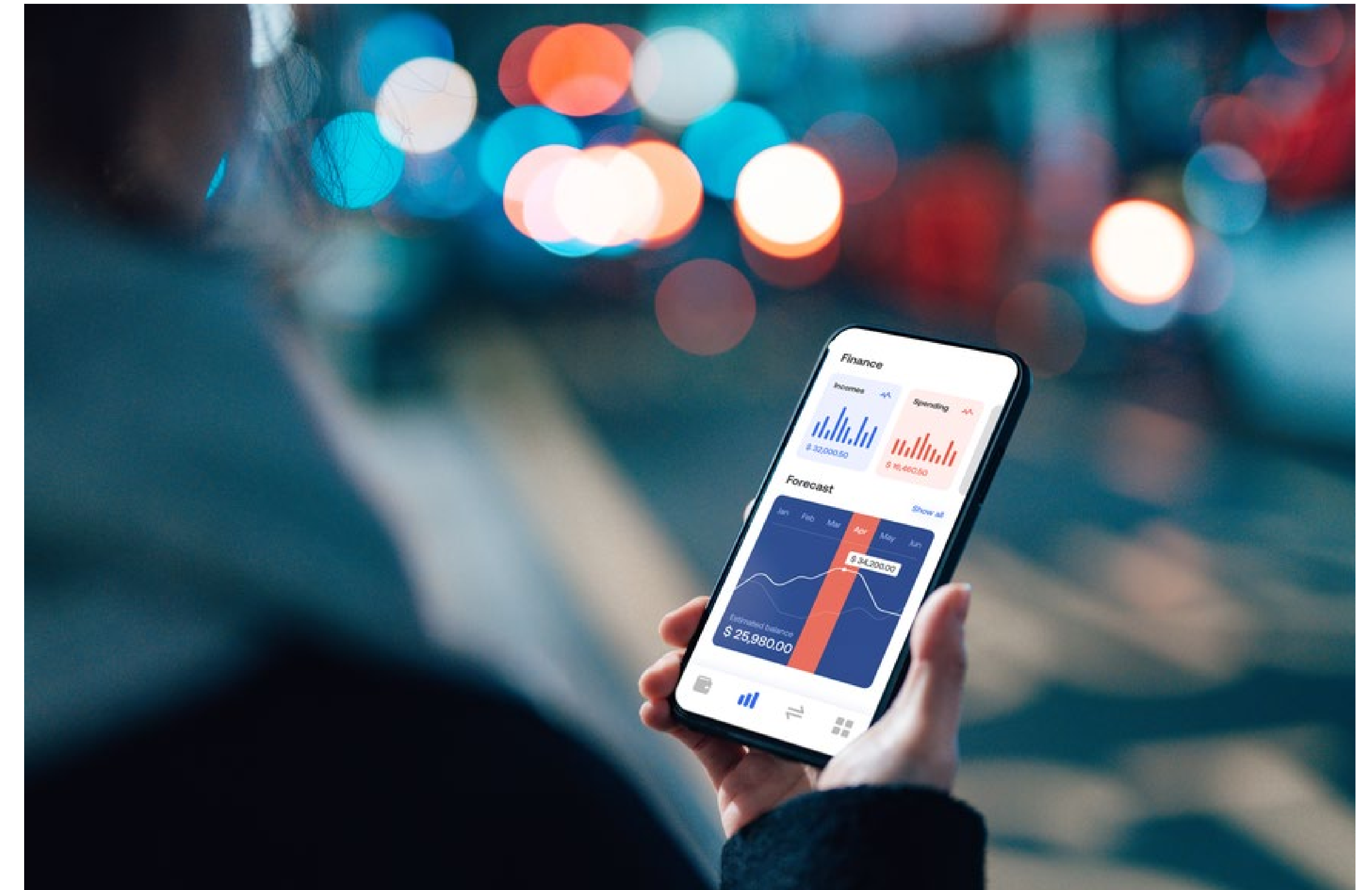
Portraits express energy, presence, and expertise. The background is simple or mildly out of focus.



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



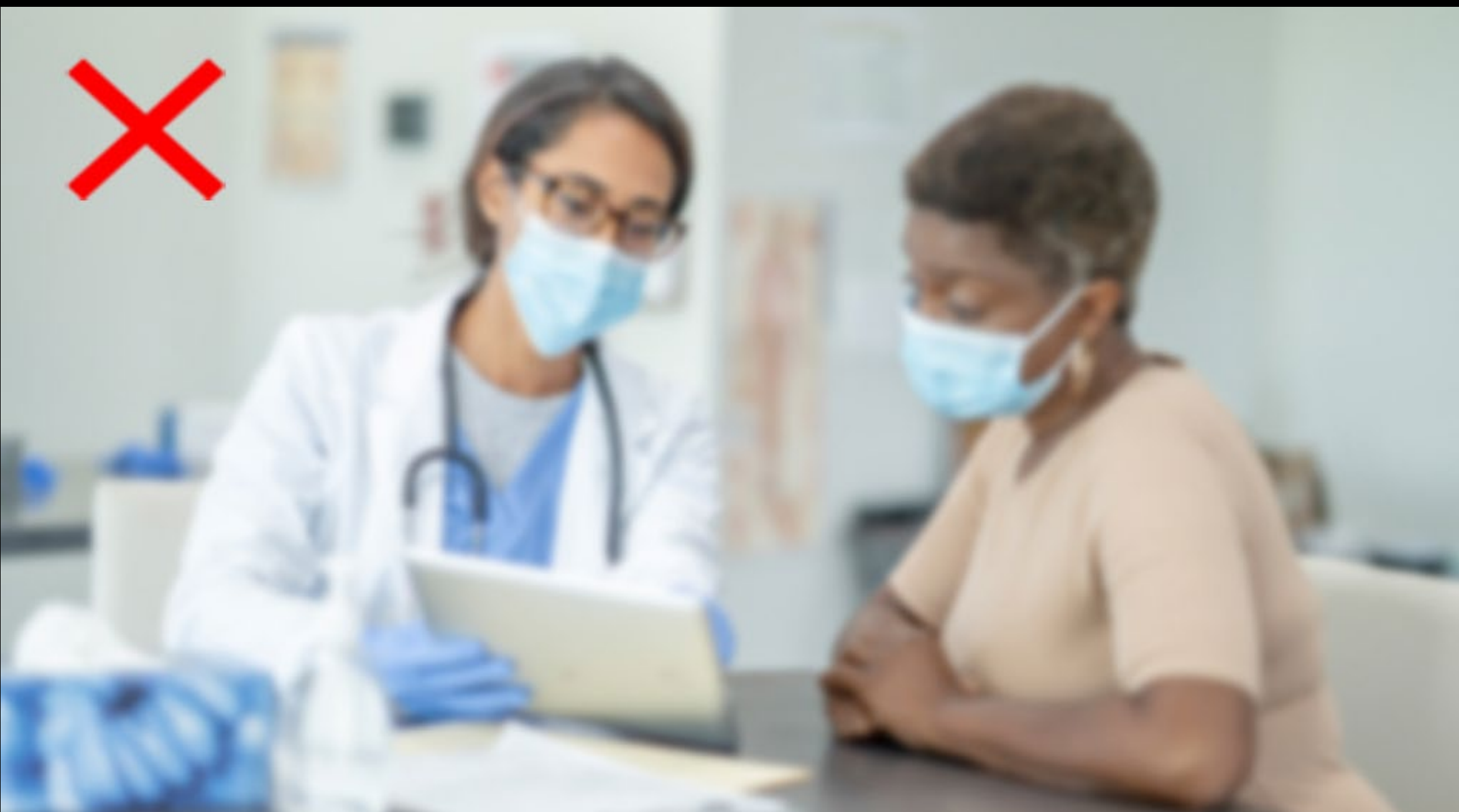
Graphical overlays on images



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



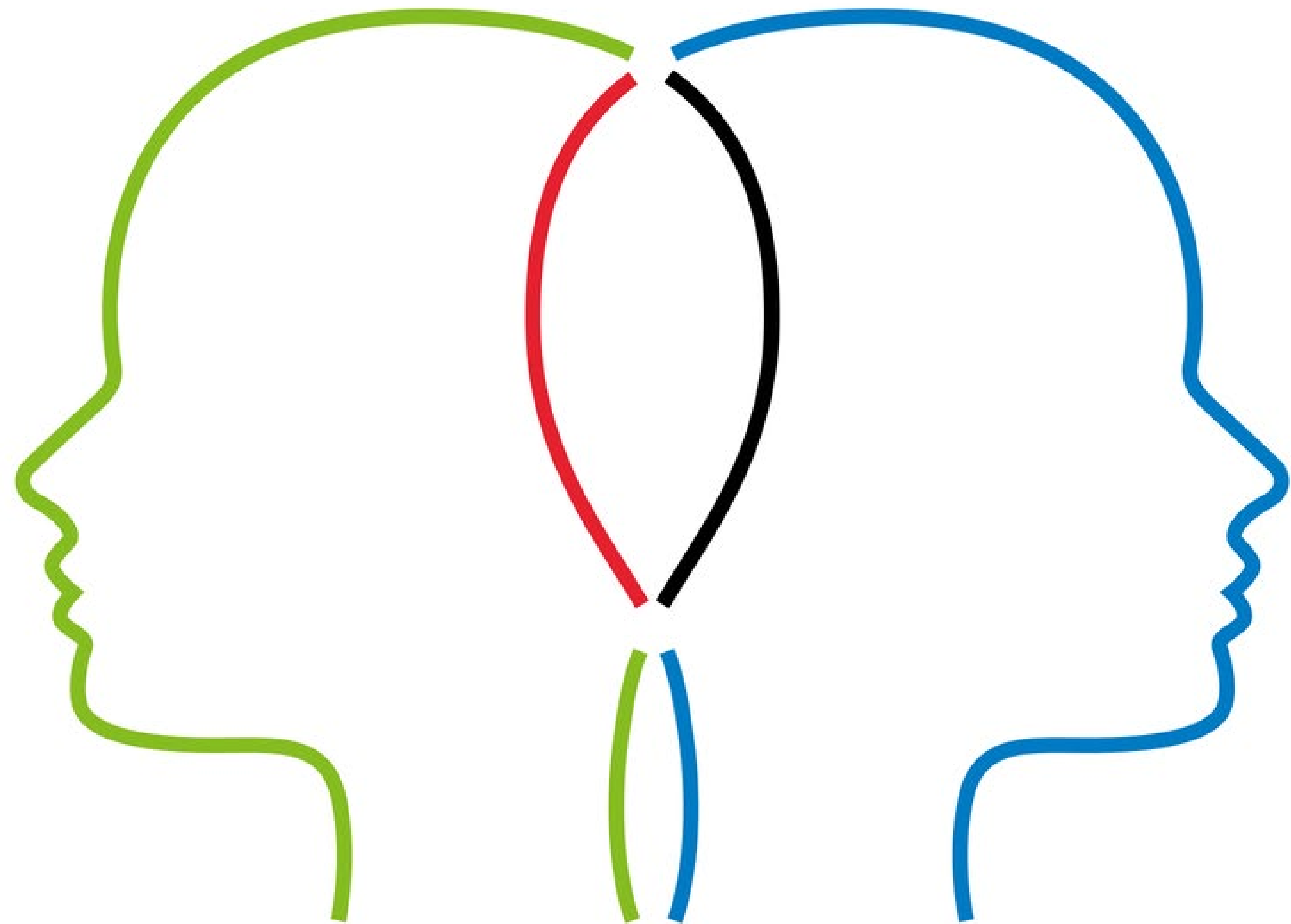
Poor indoor light or back-lit subjects



Design Basics

Illustrations

We use clean lines in our primary brand colors plus black and white to create bright and playful compositions. The simplicity of our illustrations shows our ability to make complex information usable and consumable. Our illustrations have a light and open style, signaling that we are open minded and that we travel light.



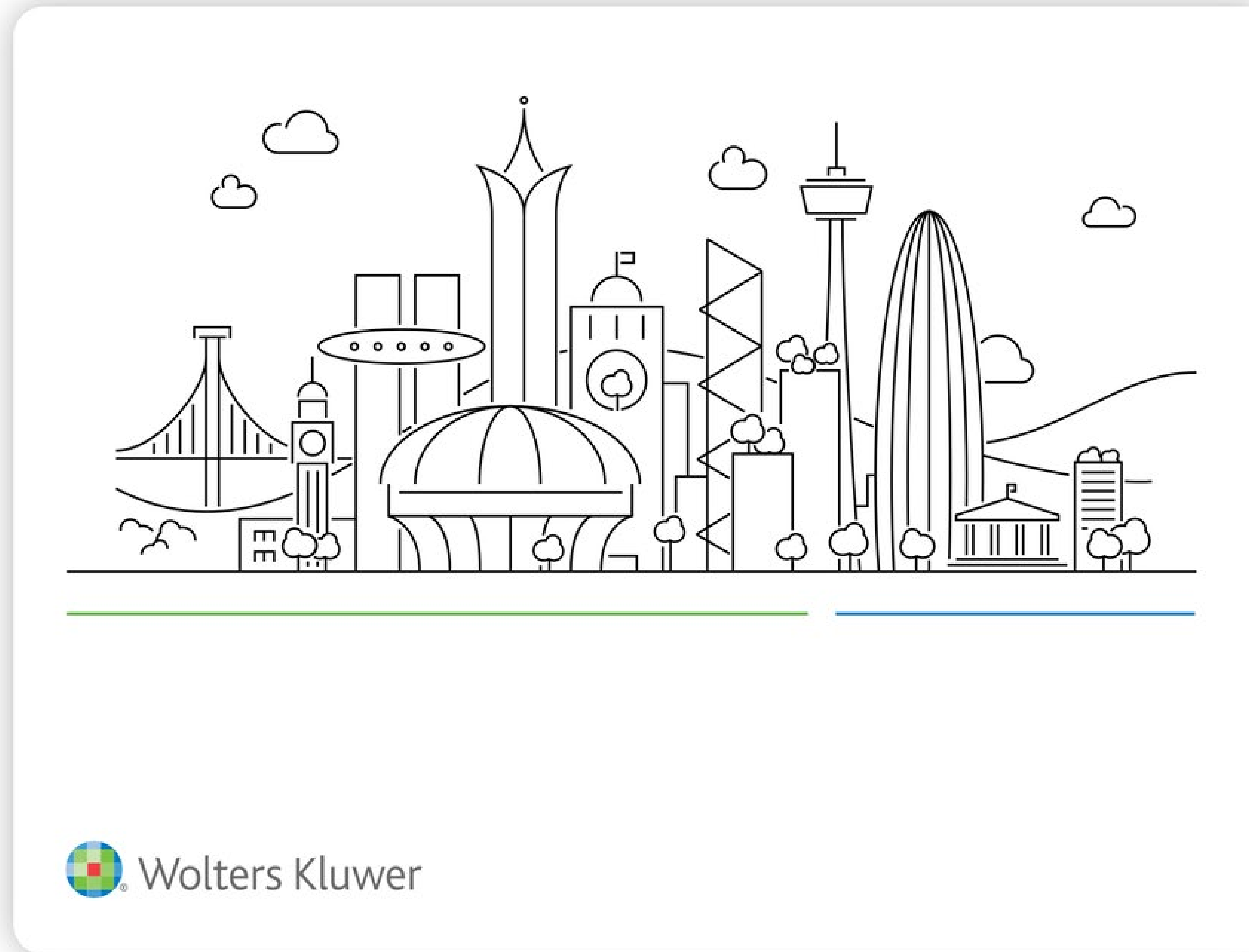
Our visual DNA is embedded in how we create illustration. Our three primary colors plus black or white echo the DNA of our brand identity.



Design Basics

Illustrations

Editorial illustrations

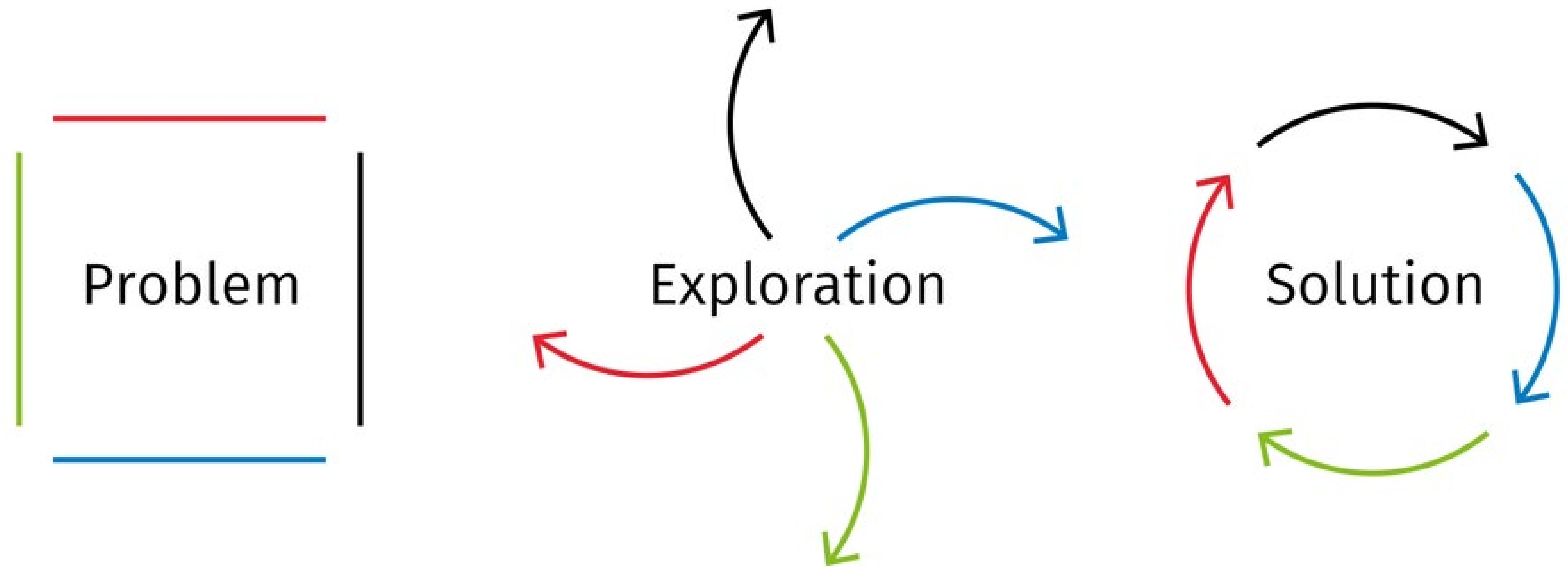


These visualize a theme or a topic in an expansive way. Give complex illustrations plenty of white space.



Illustrations

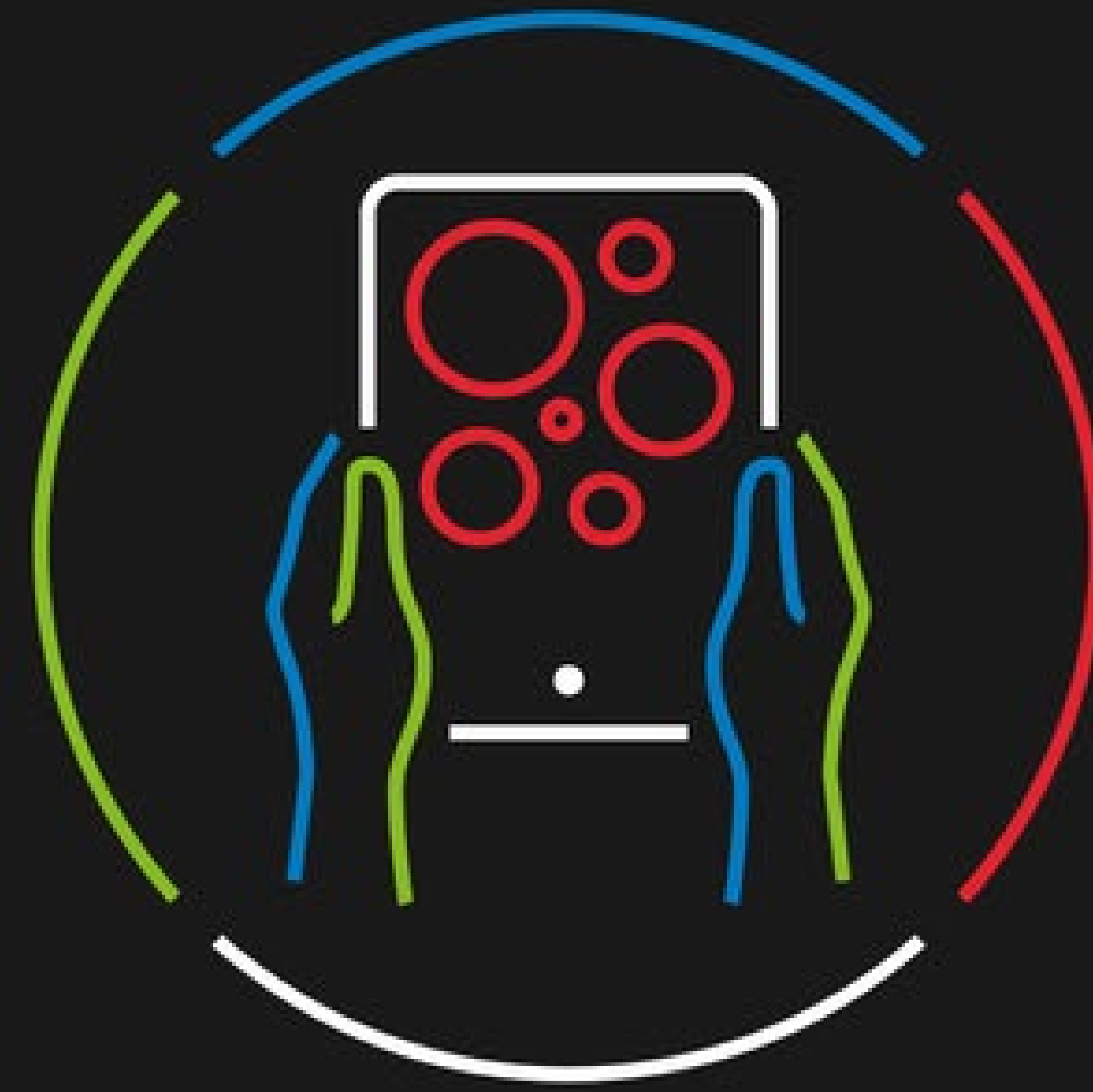
Abstract illustrations



Design Basics

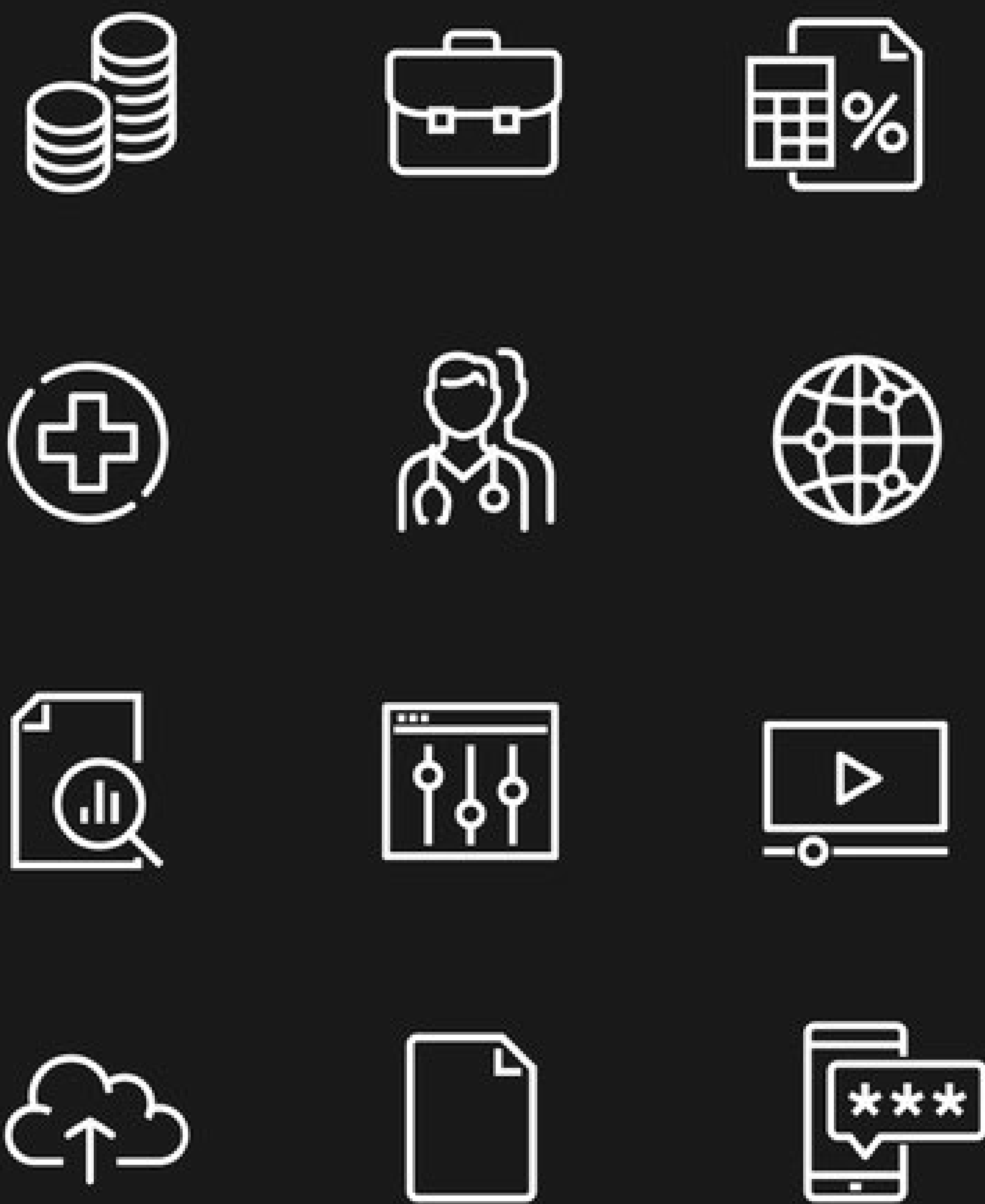
Illustrations

Illustrated icons



Illustrations

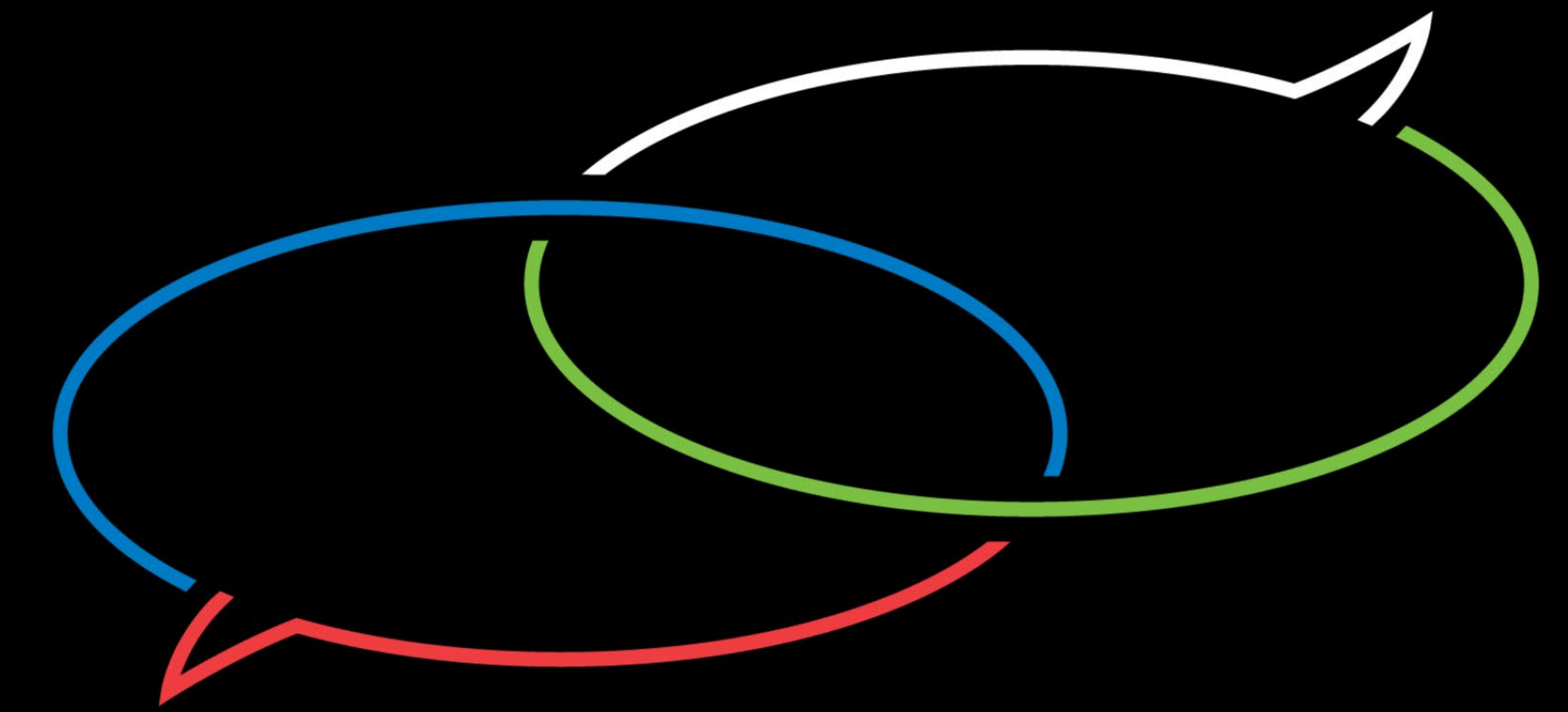
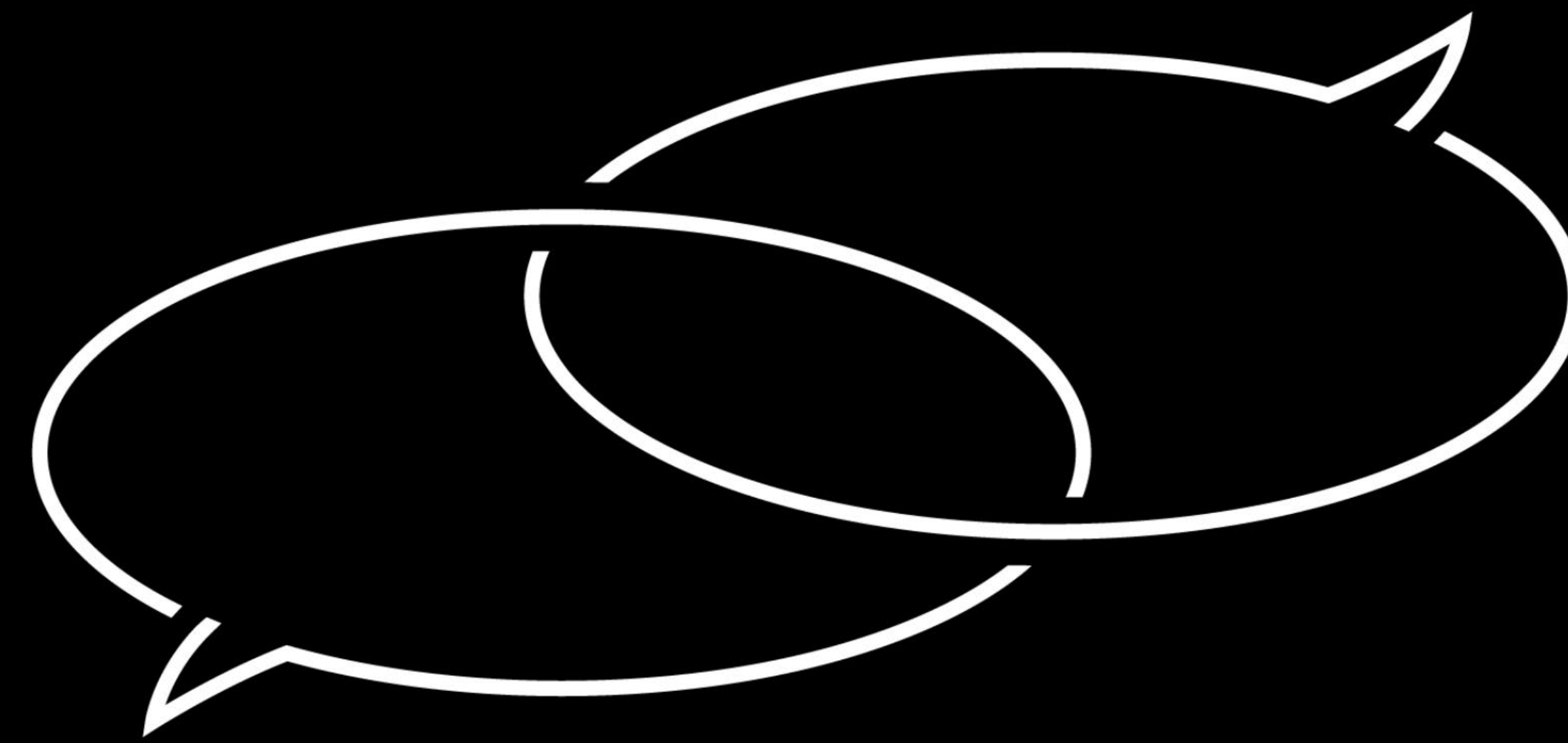
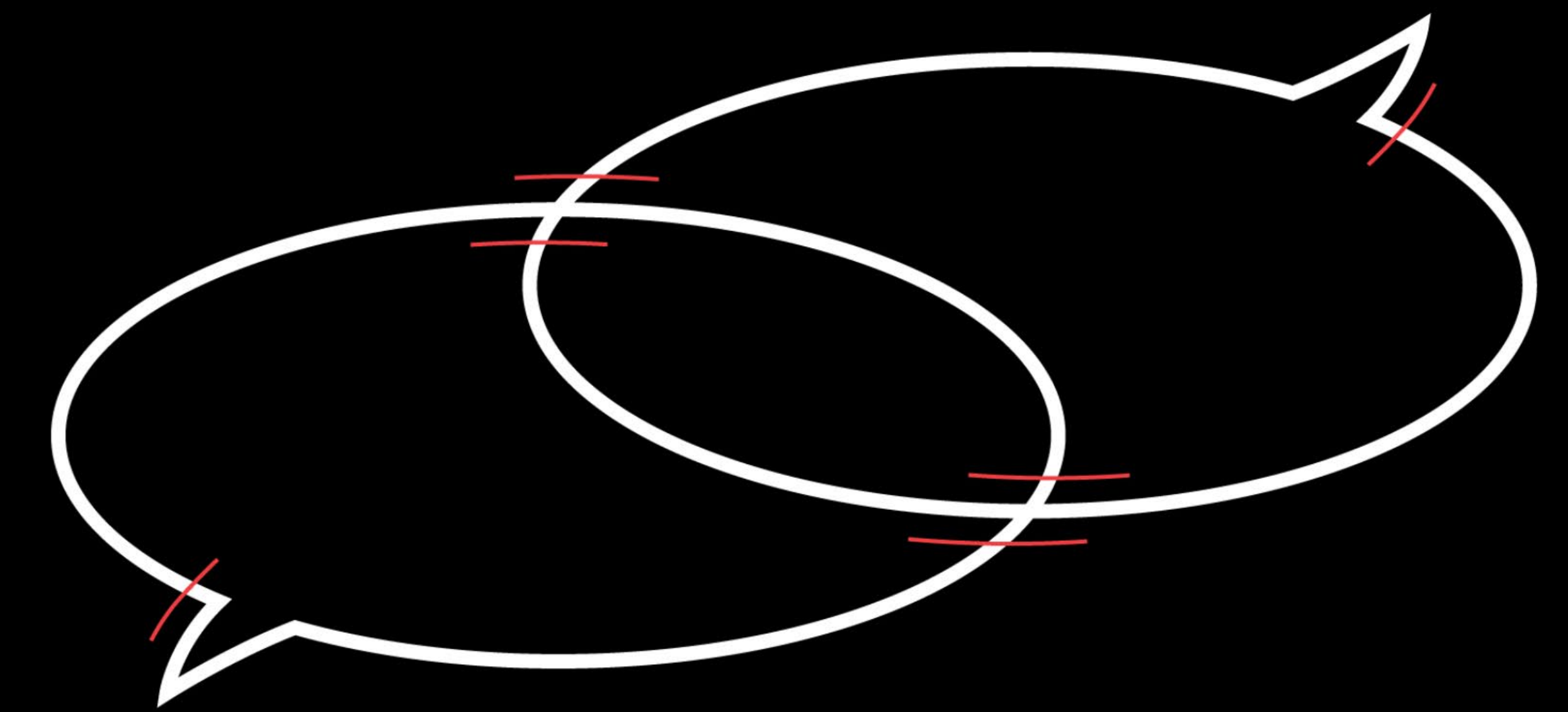
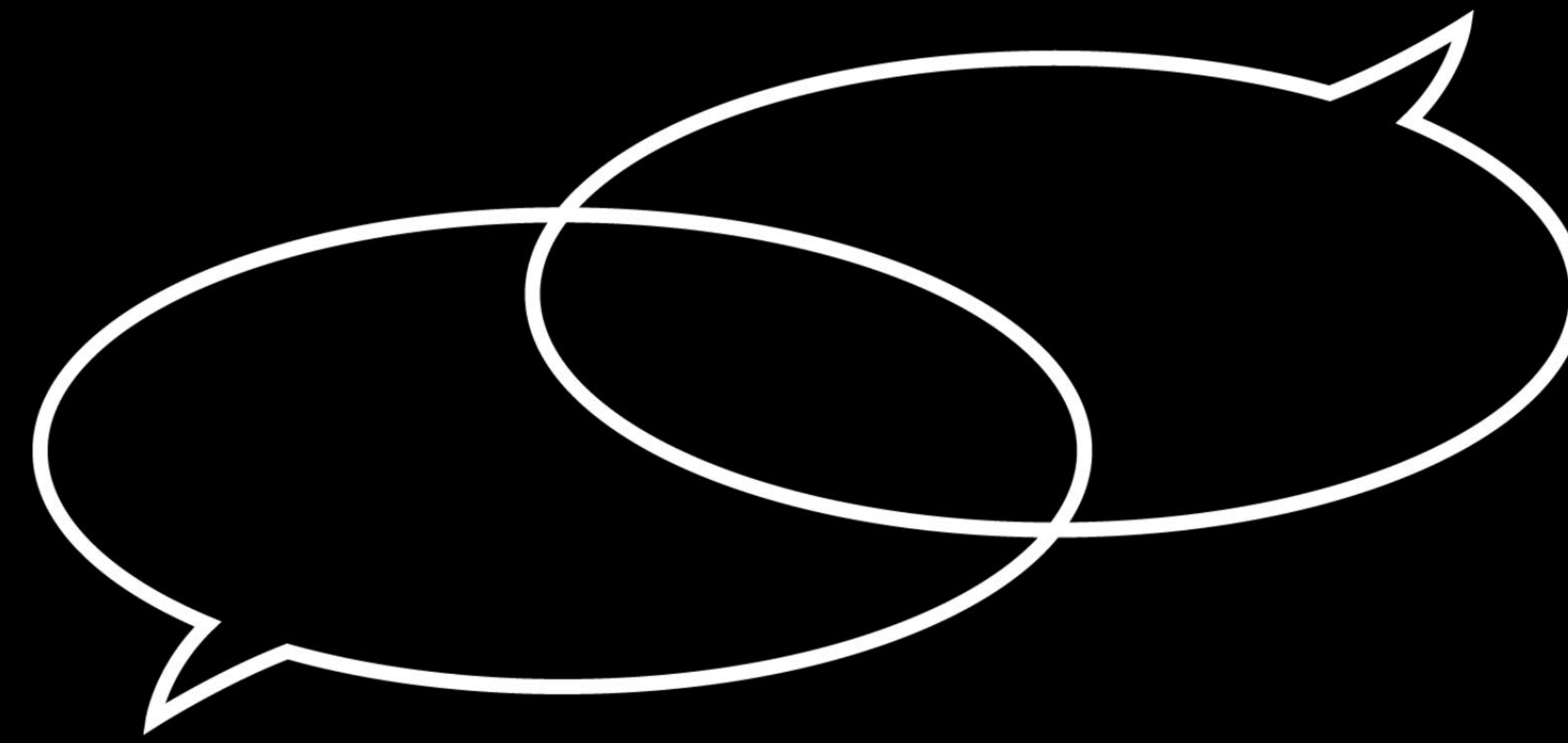
Functional icons



User interface icons communicate an action that a user can take while interacting in a digital environment. These icons are purely functional and should not be used as illustrations.



Illustrations Construction

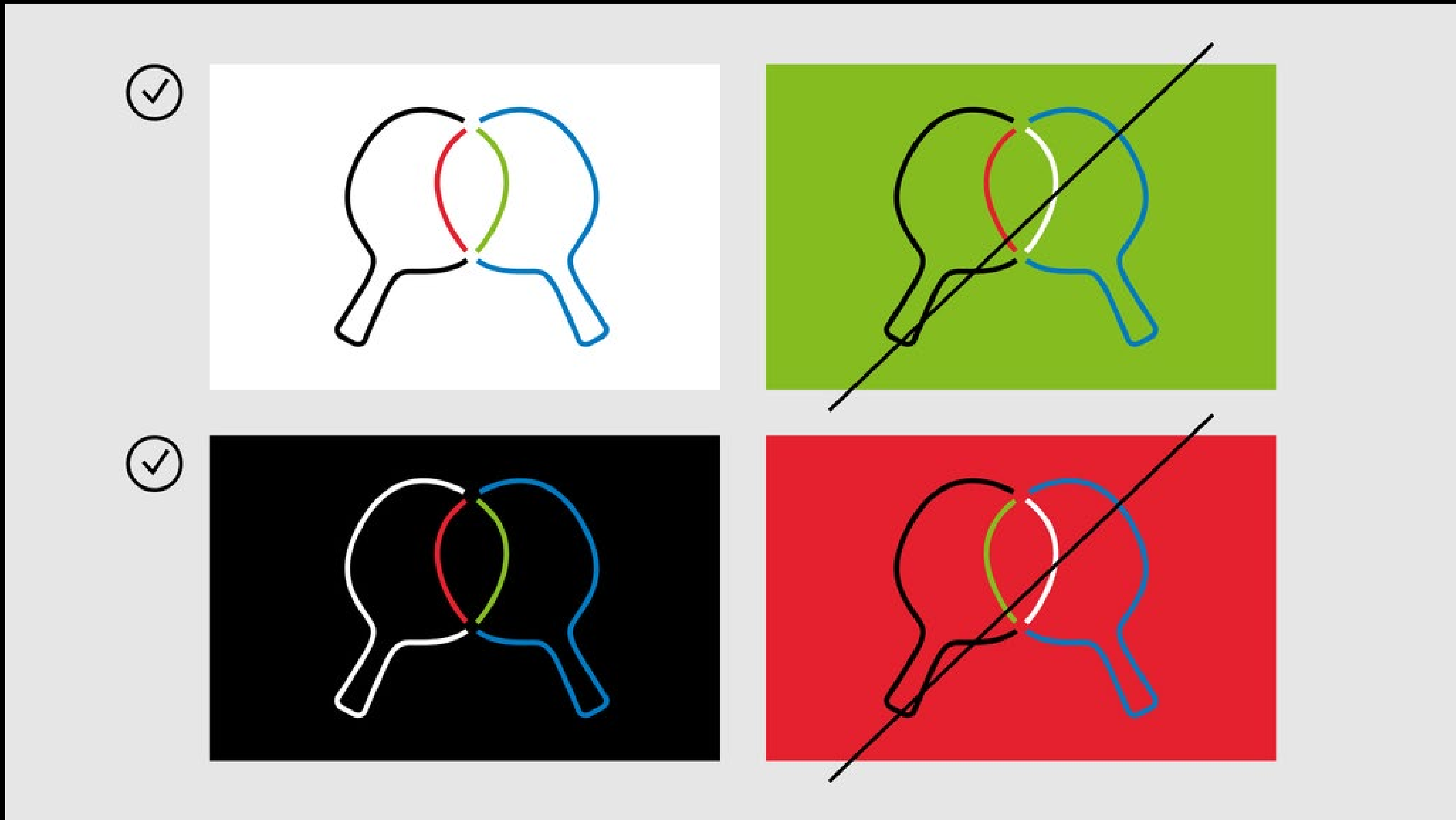


Create a sense of dynamic by giving some of the lines within an illustration open ends.

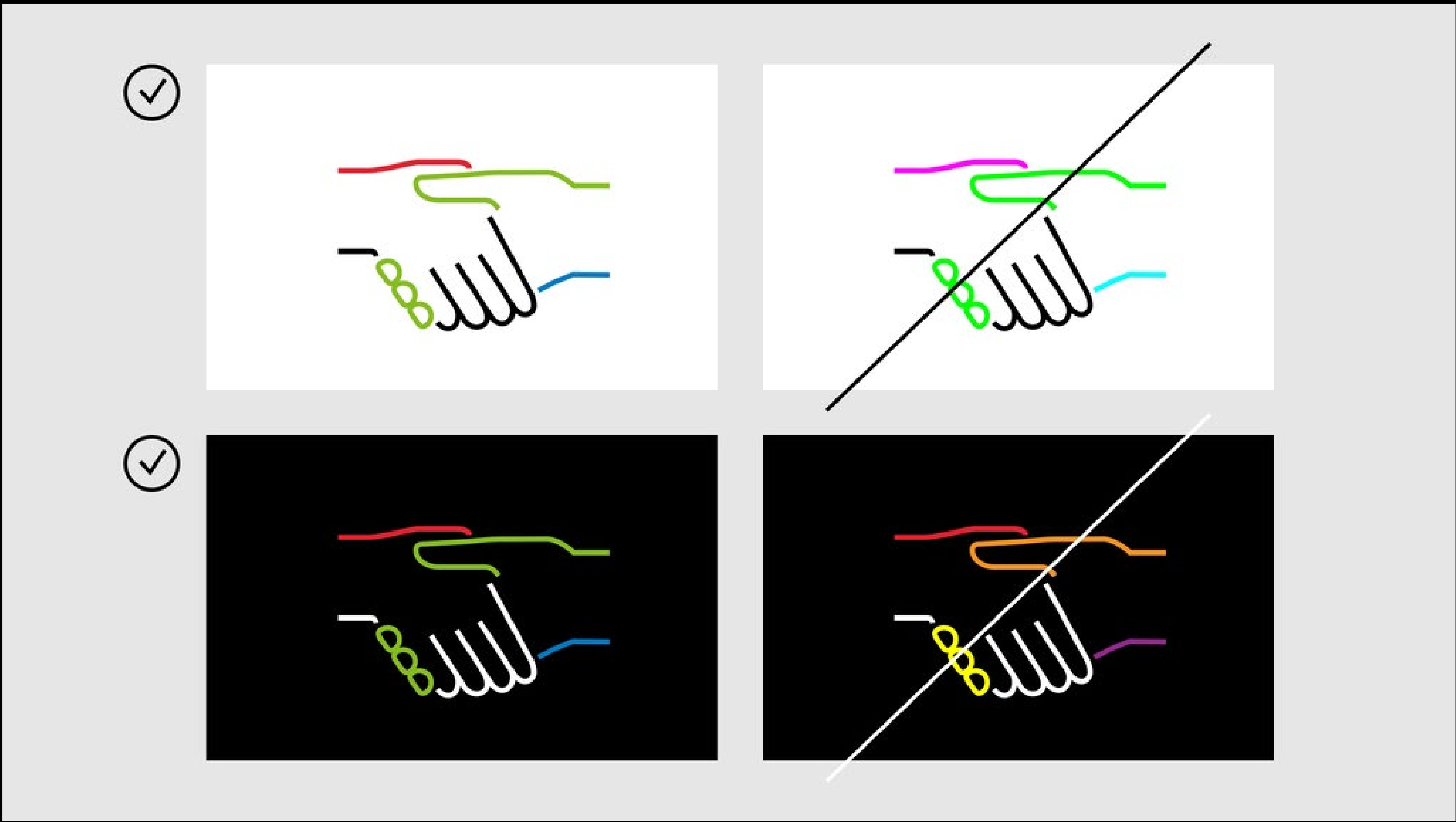
- Design the illustration with overlapping shapes.
- Cut the intersecting lines to create a gap with a minimum line thickness of 1.5.
- Finalize the illustration with Wolters Kluwer red, green, and blue, plus black or white.

Illustrations

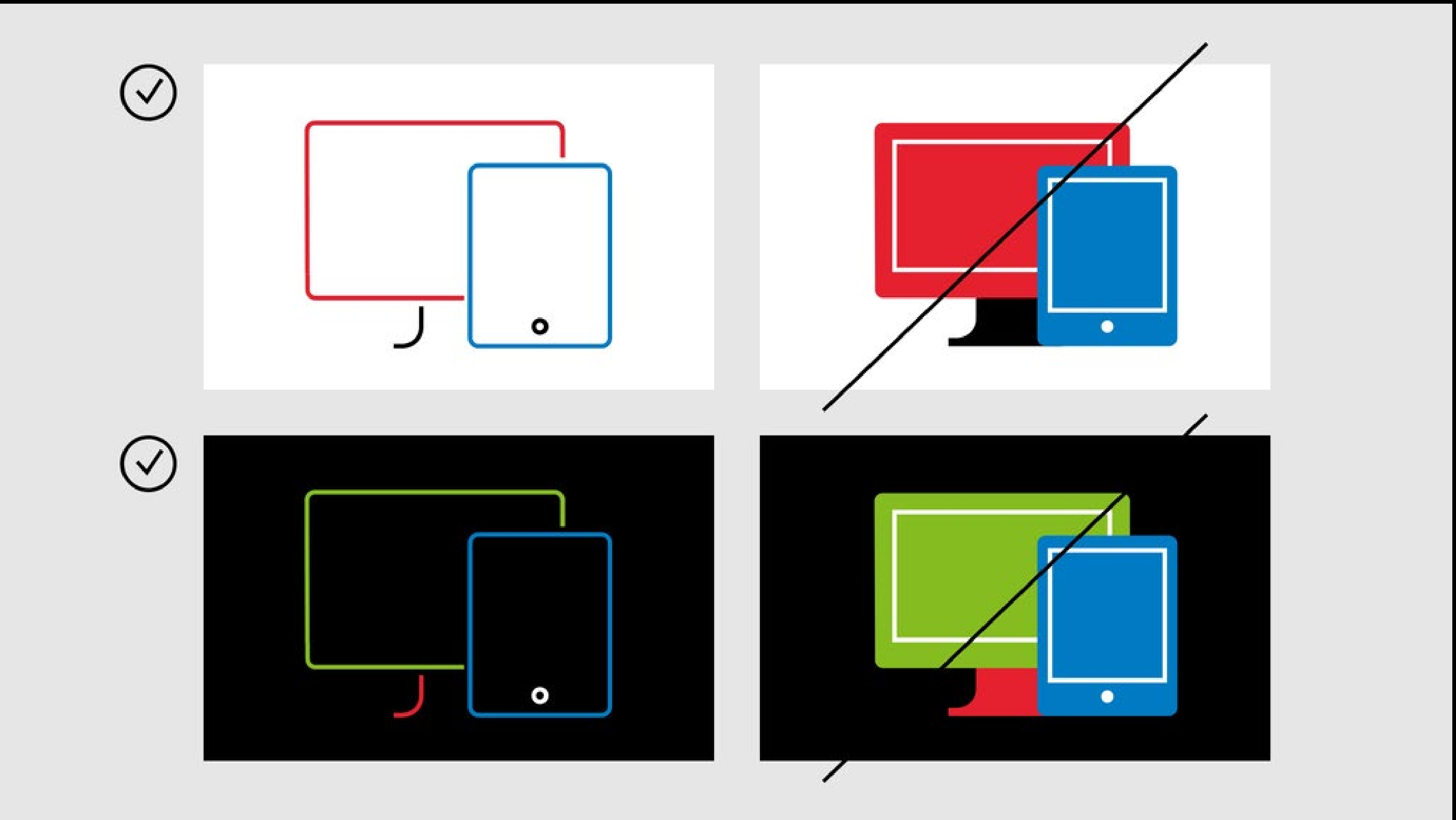
Do's & don'ts



Place illustrations on a neutral-colored background with sufficient contrast. Don't use a colored background.



Use our brand primary colors, black, or white for the lines.

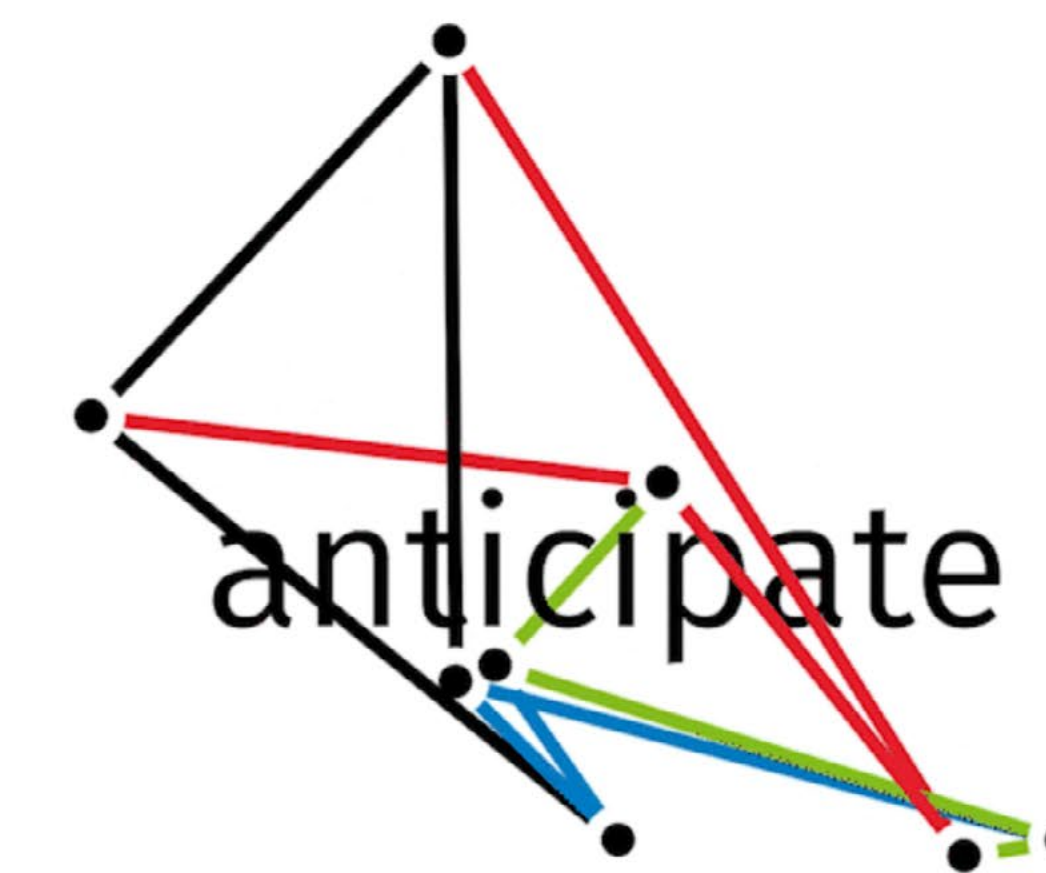
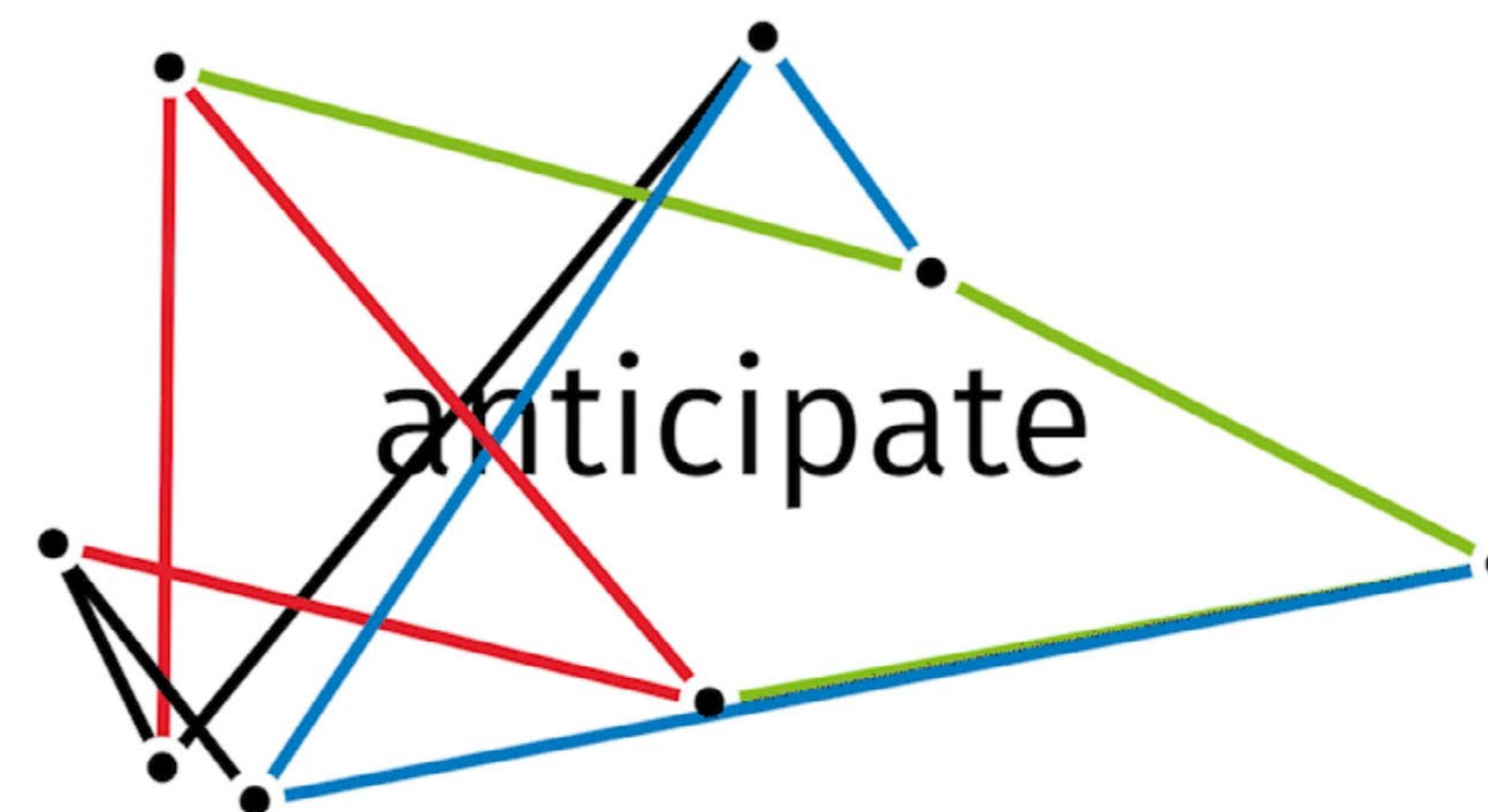
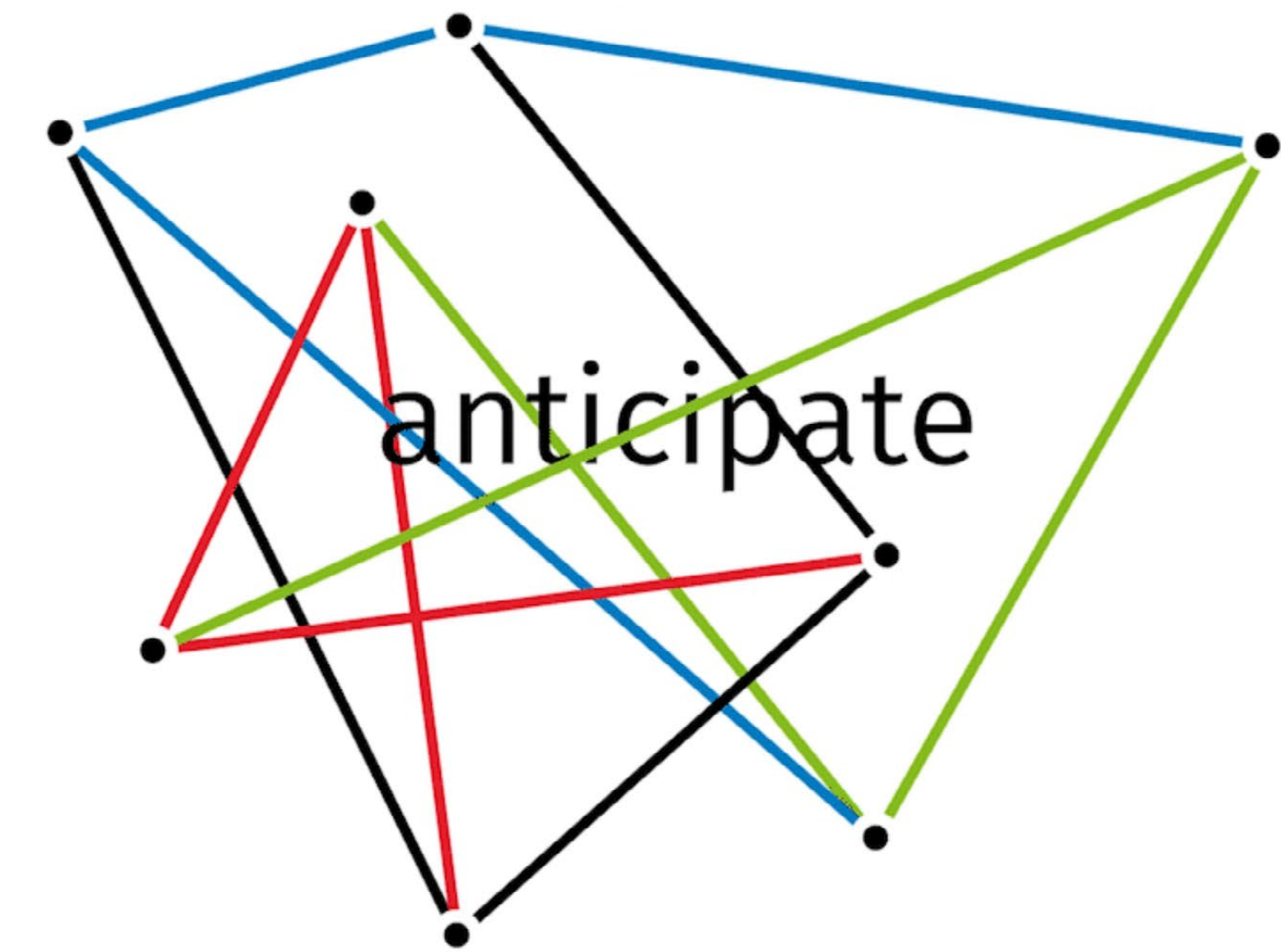
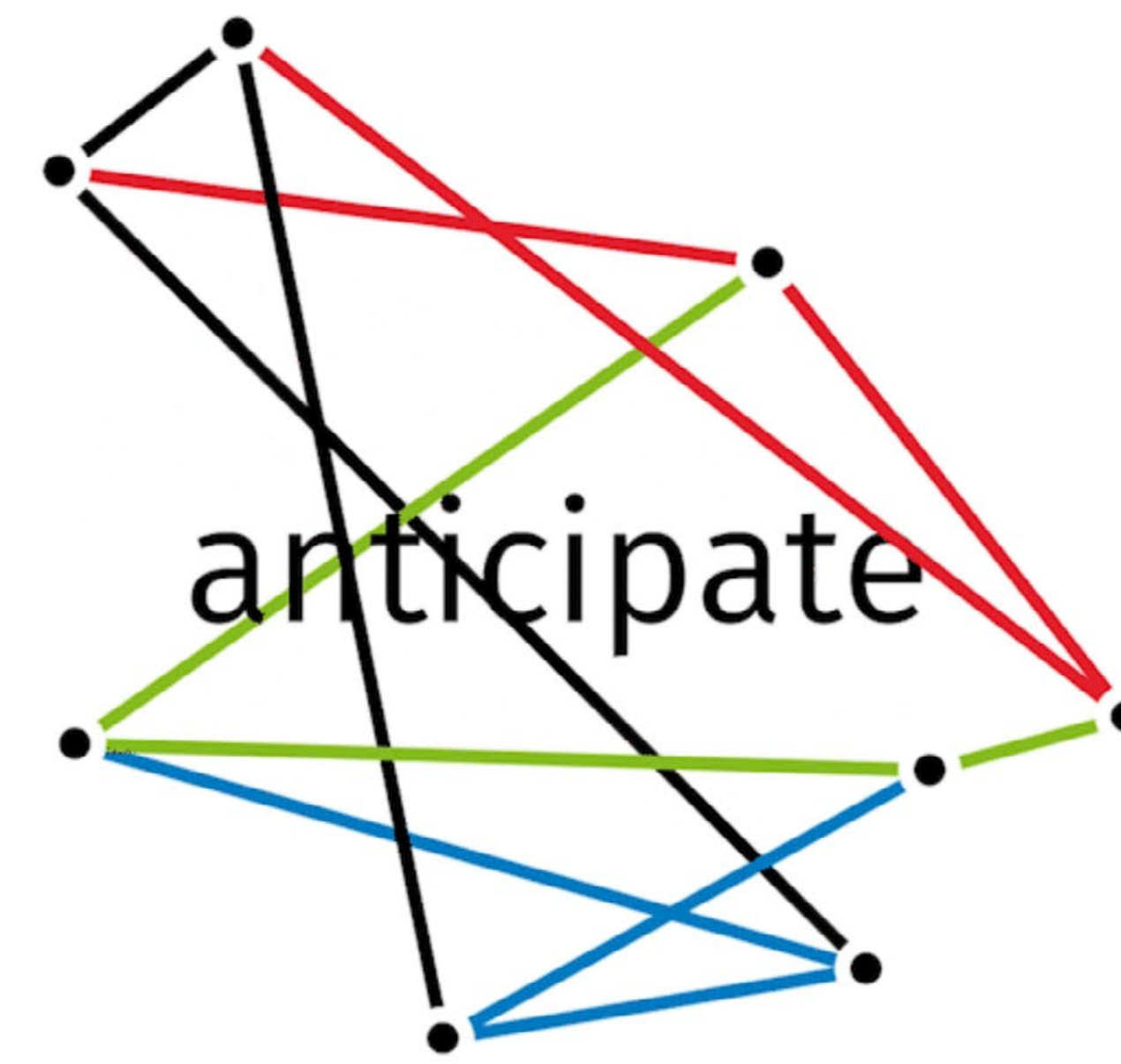


Use lines and not solid shapes when creating illustrations.

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.



Animation is a powerful asset when it comes to visualizing abstract themes and complex processes in an engaging way.



Motion Video graphics

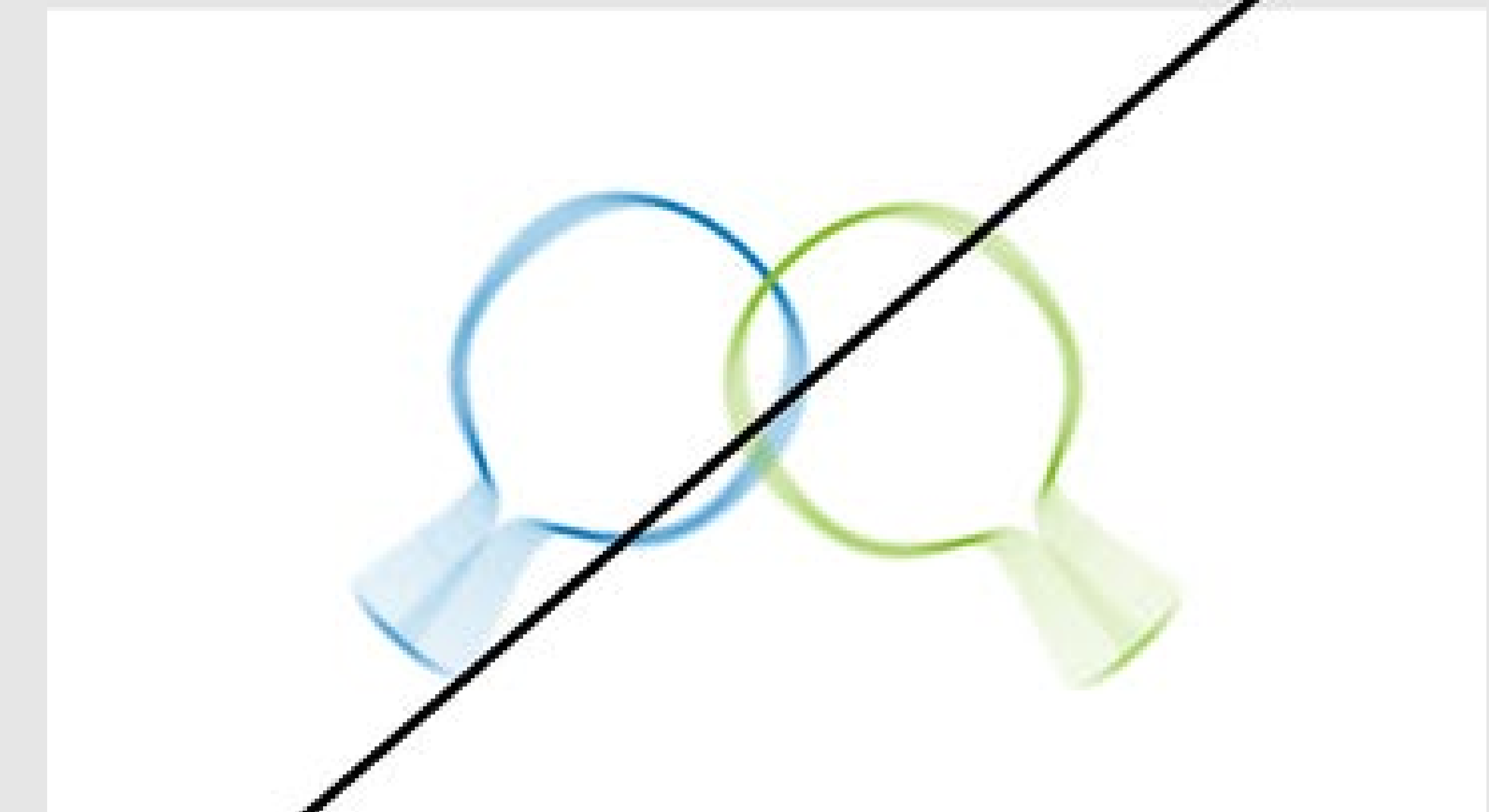
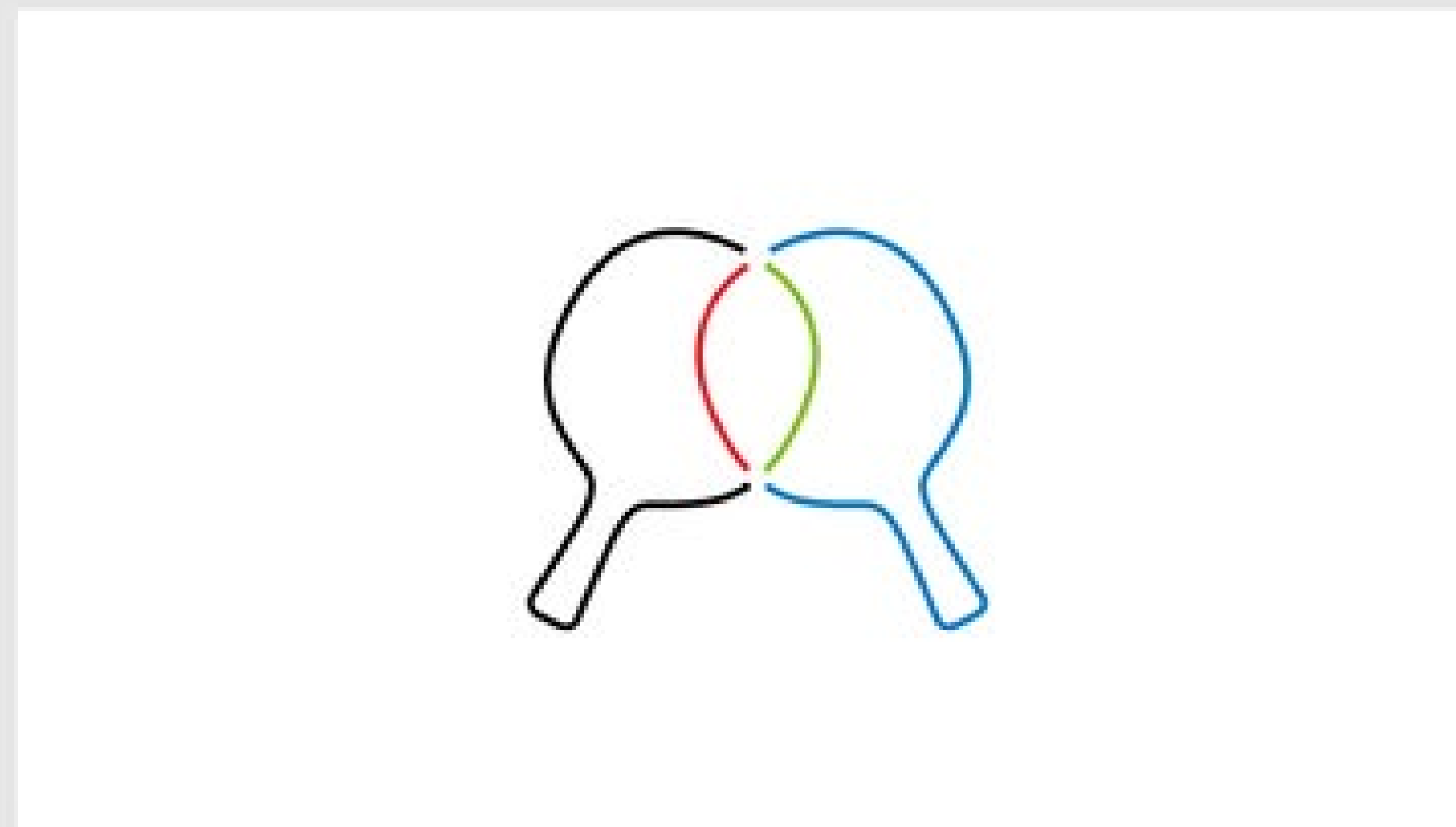
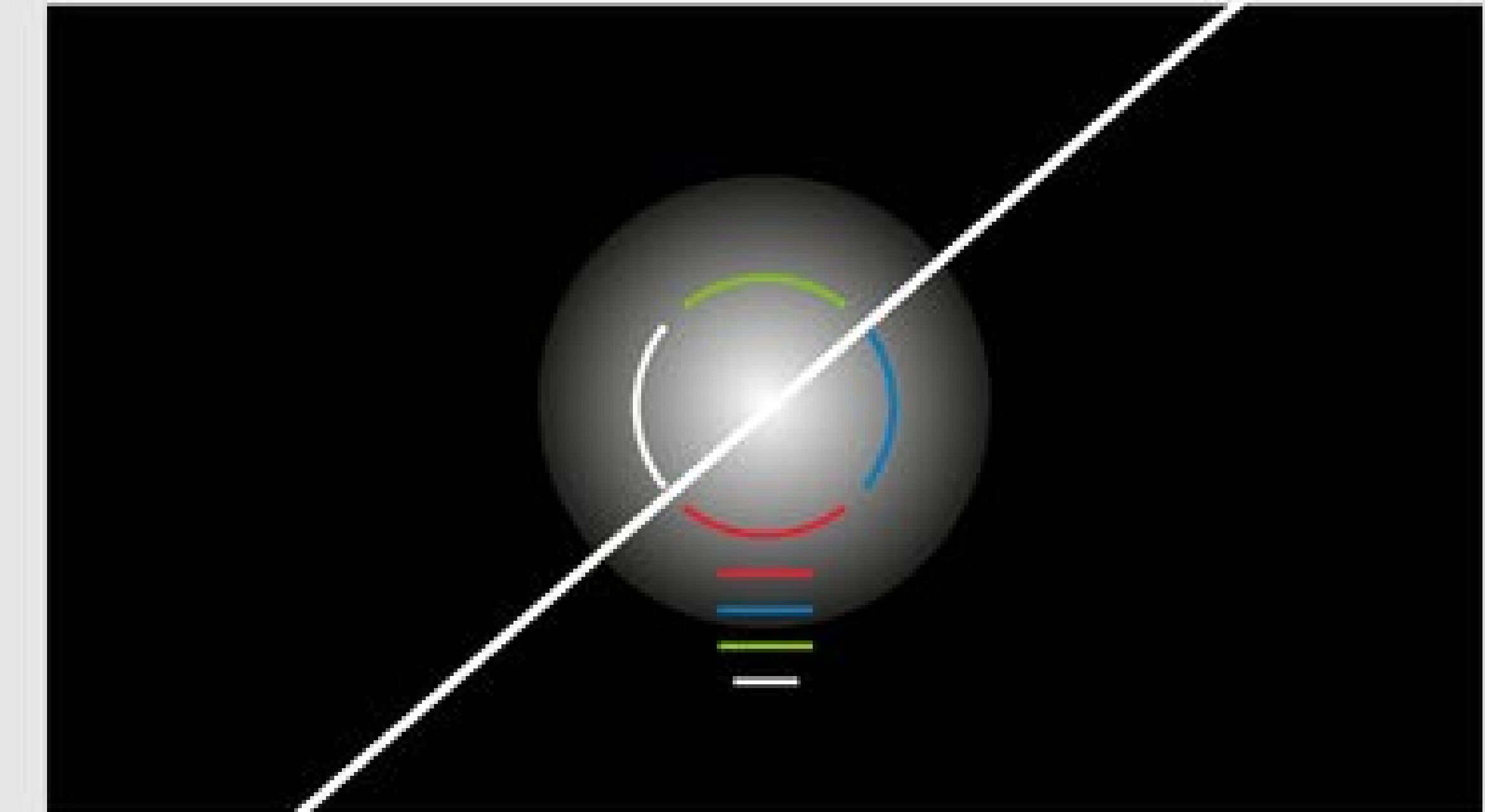
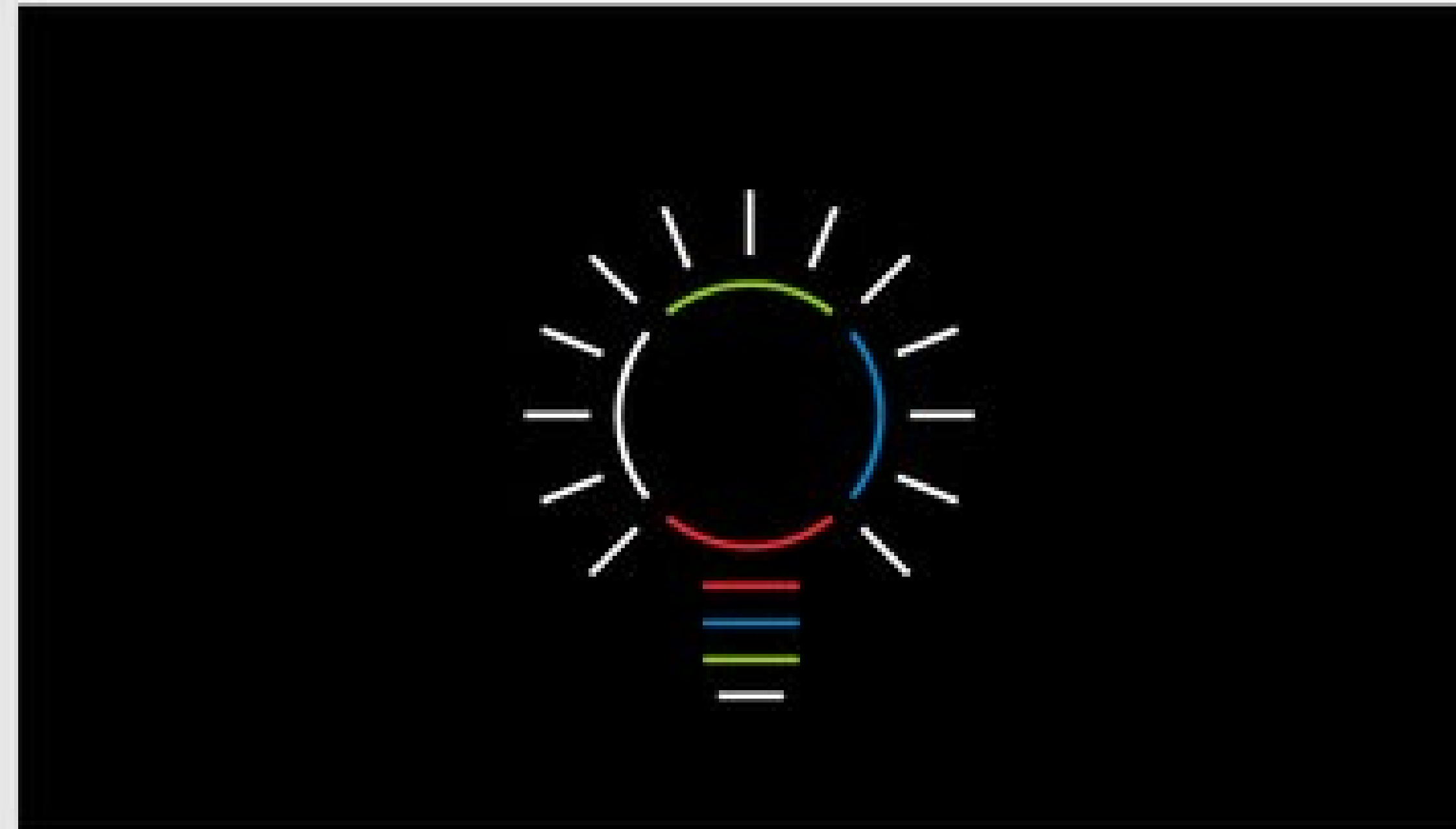
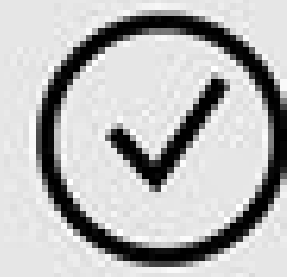
Branded front and end cards are available for you to use in your videos.



Design Basics

Motion

Do's & don'ts

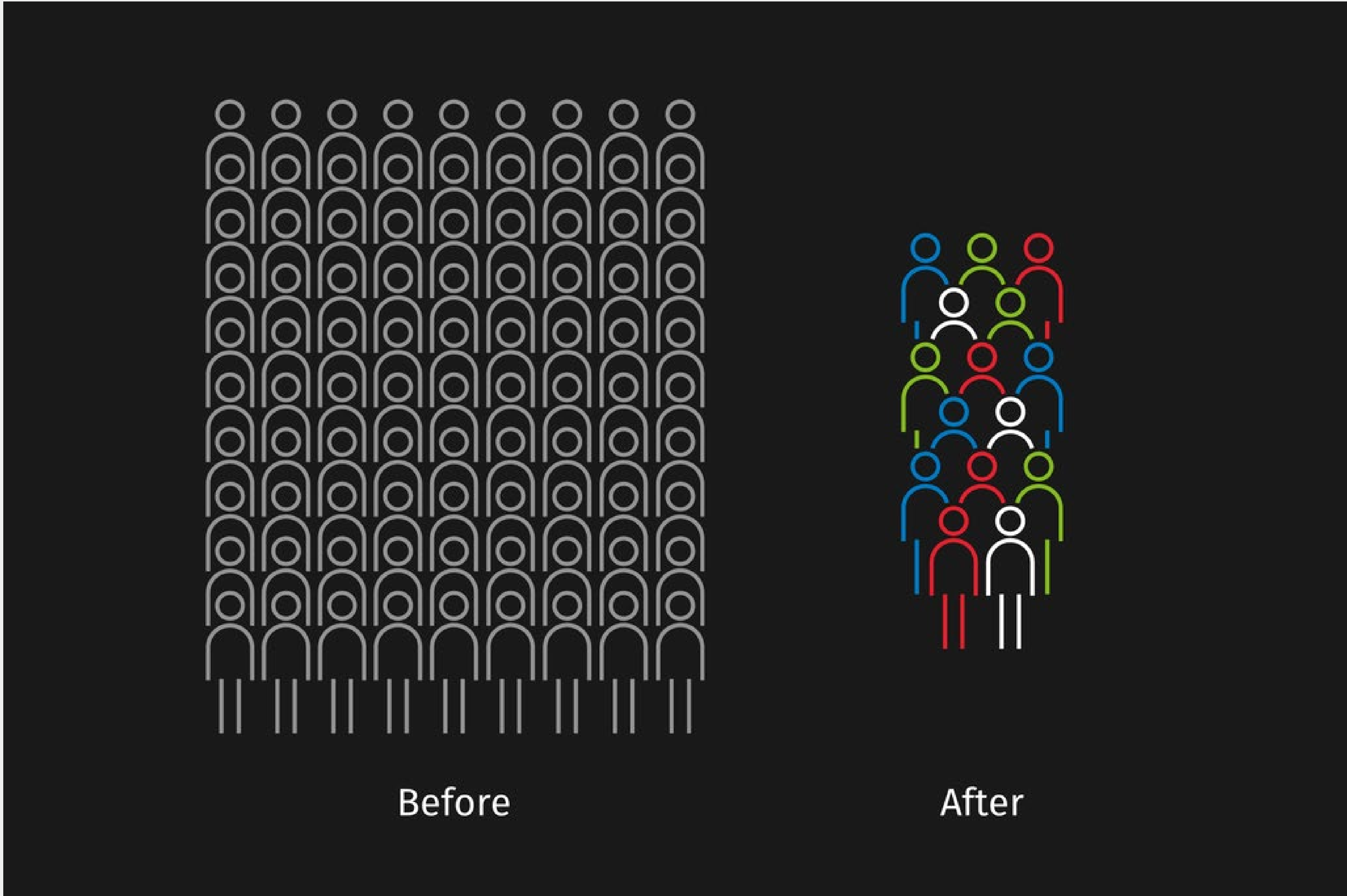


Use clean graphic shapes and simple transitions. Avoid effects.

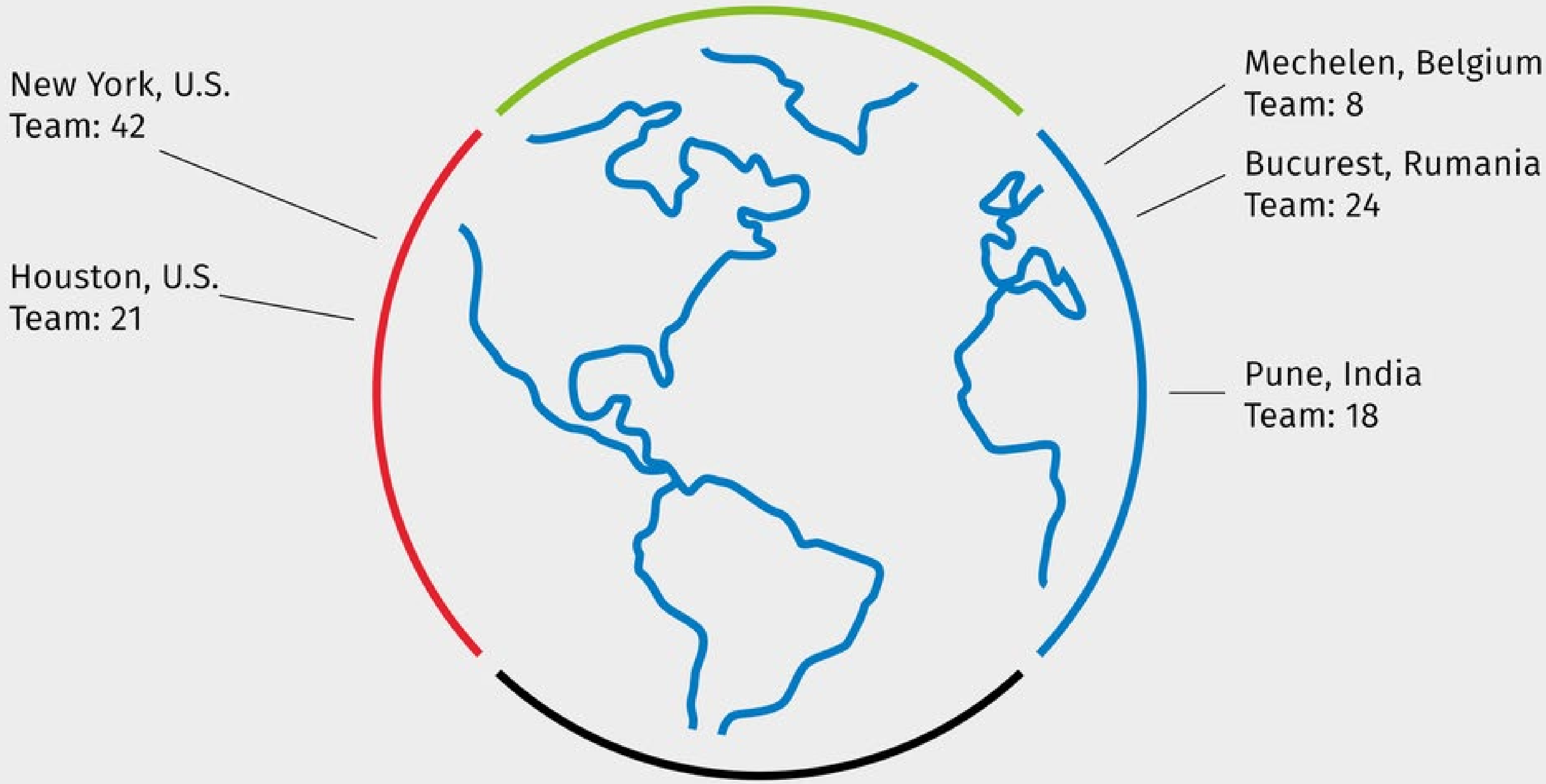
Design Basics

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.



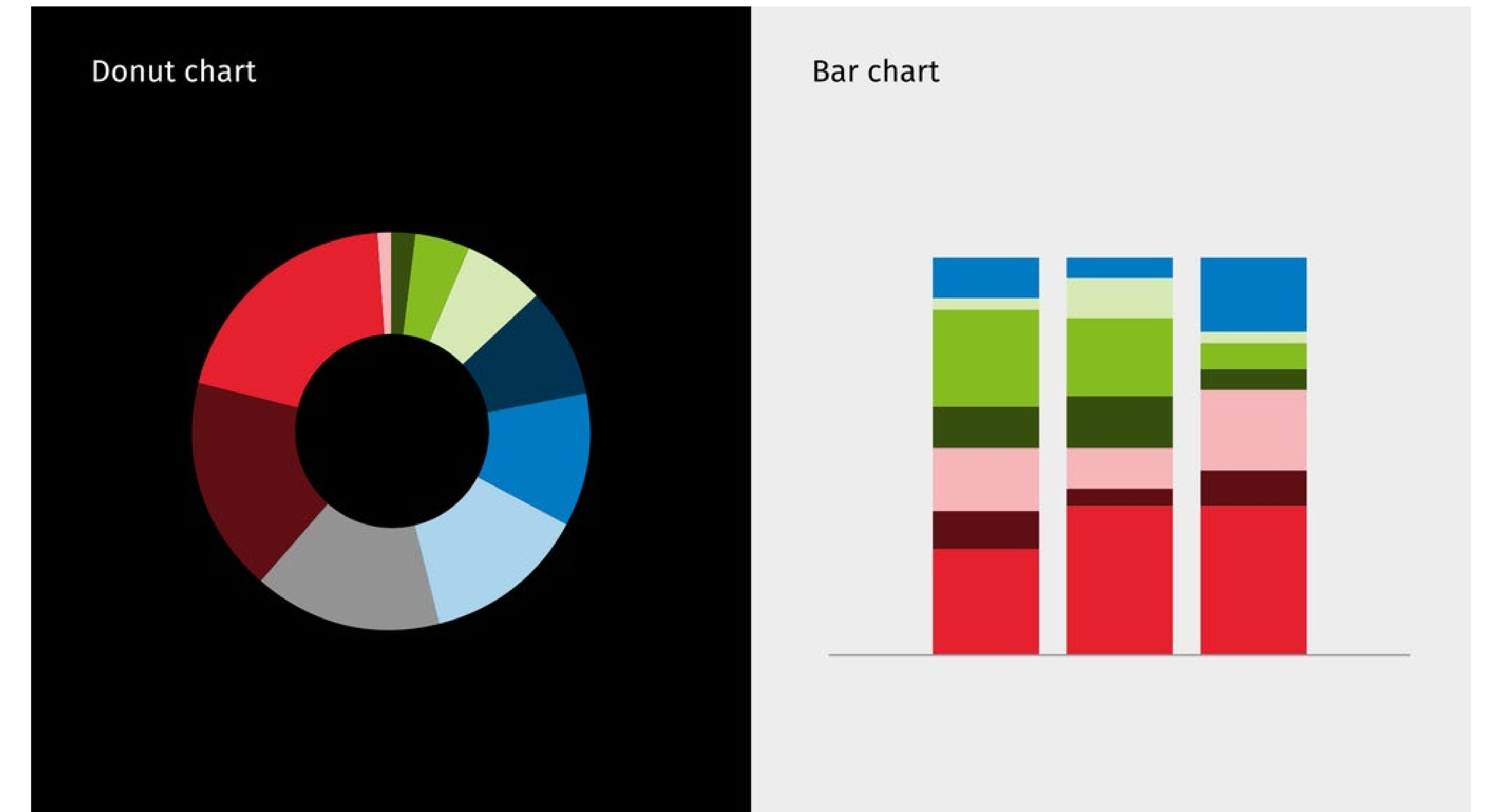
Good infographics explain in a simple and visually attractive way.




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

Visual Data

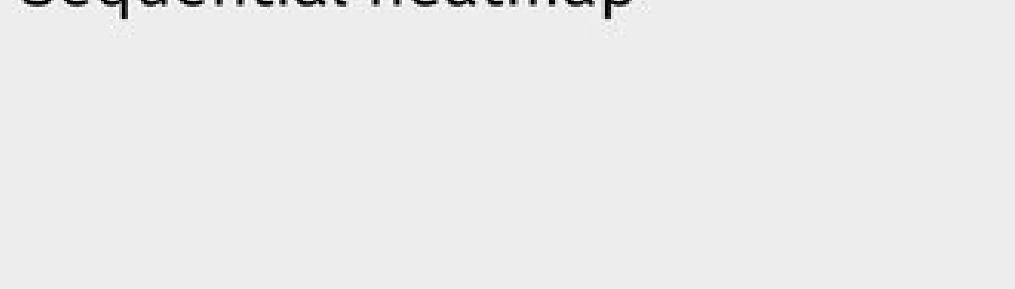
Color & charts



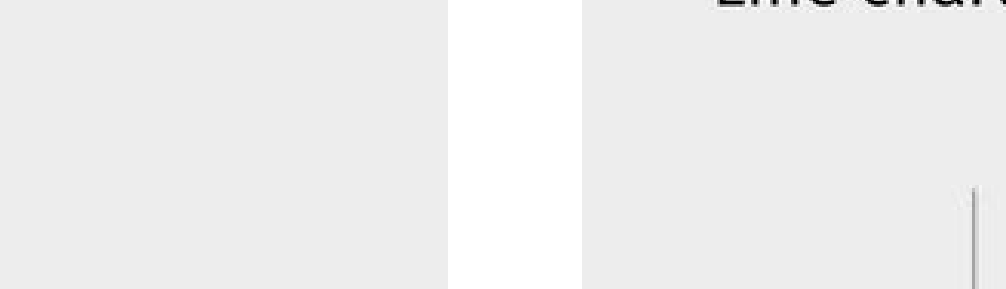
Stacked area chart



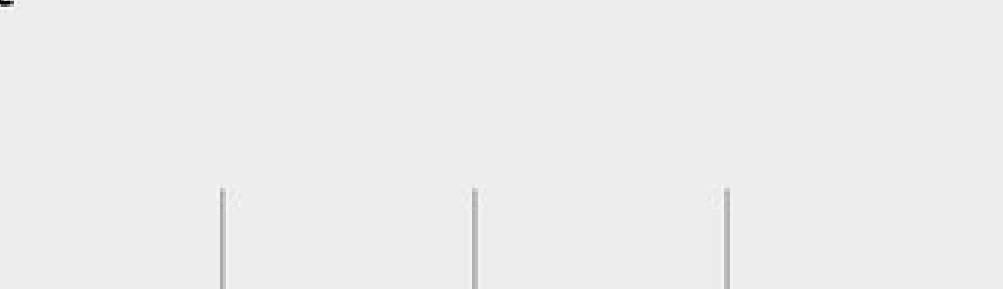
Sequential heatmap



Line chart



Scatter plot

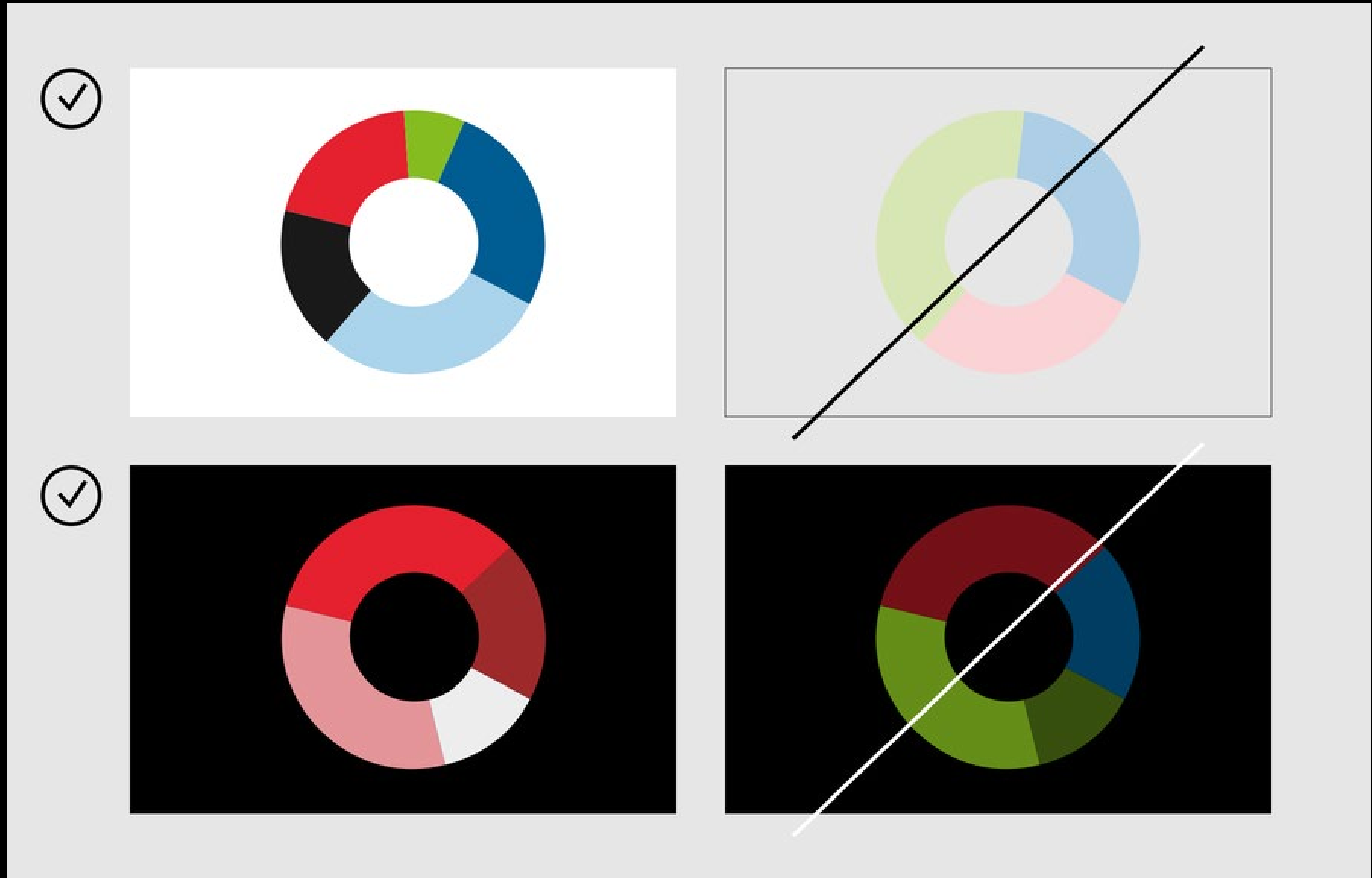


In charts the colors may be used in solid fields as opposed to lines. Use primary colors and color shades when visualizing data.

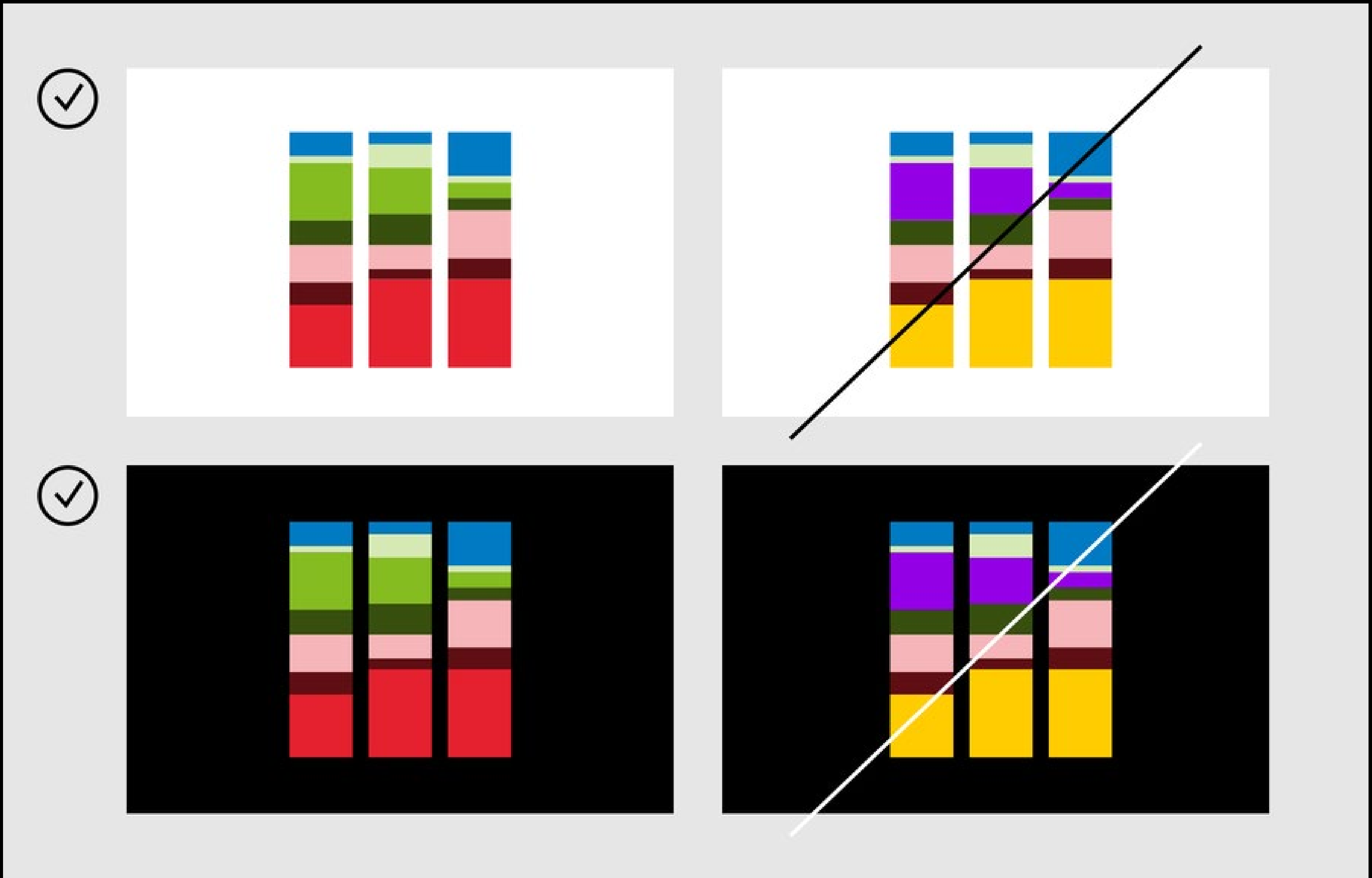


Visual Data

Do's & don'ts



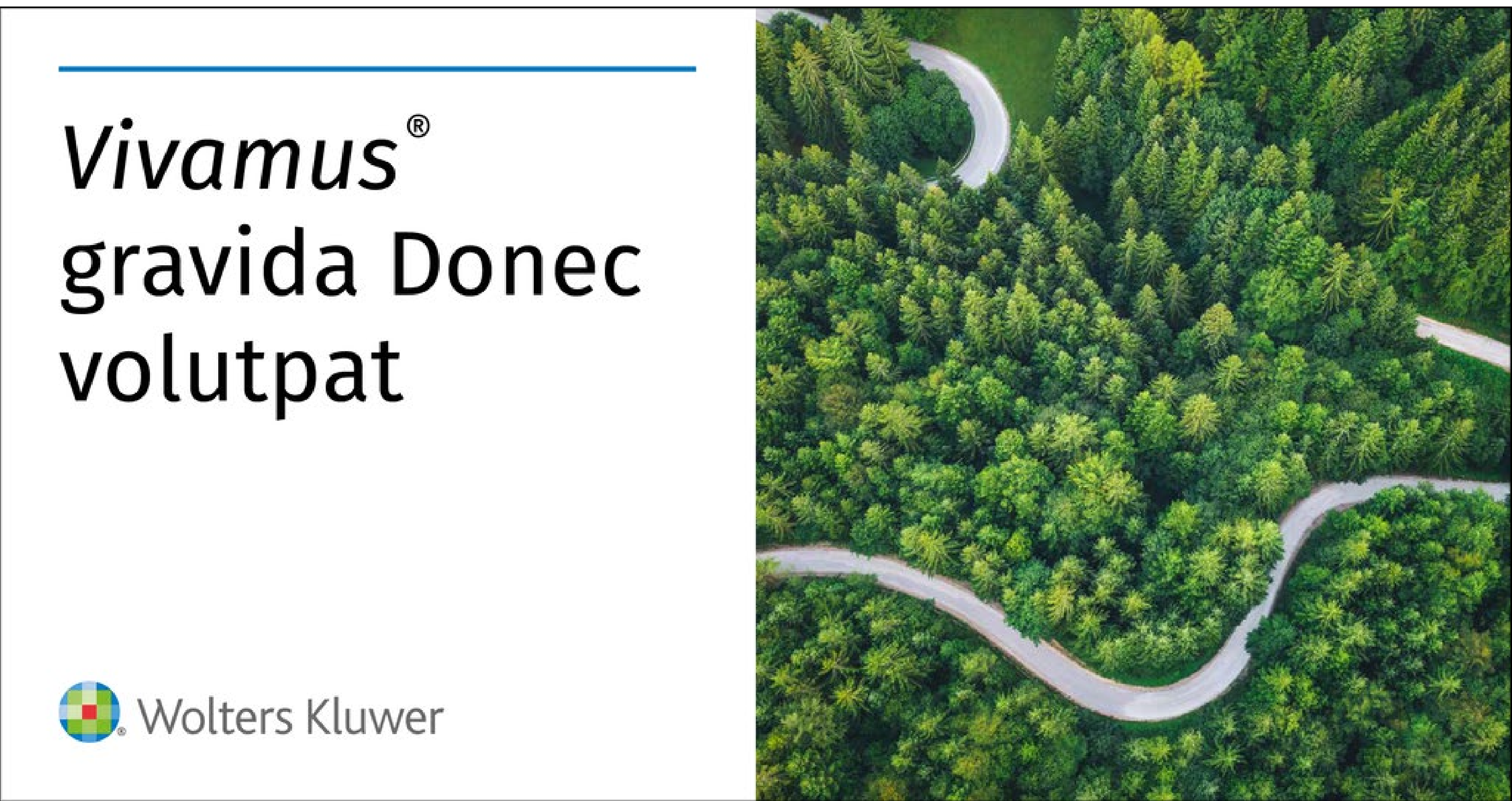
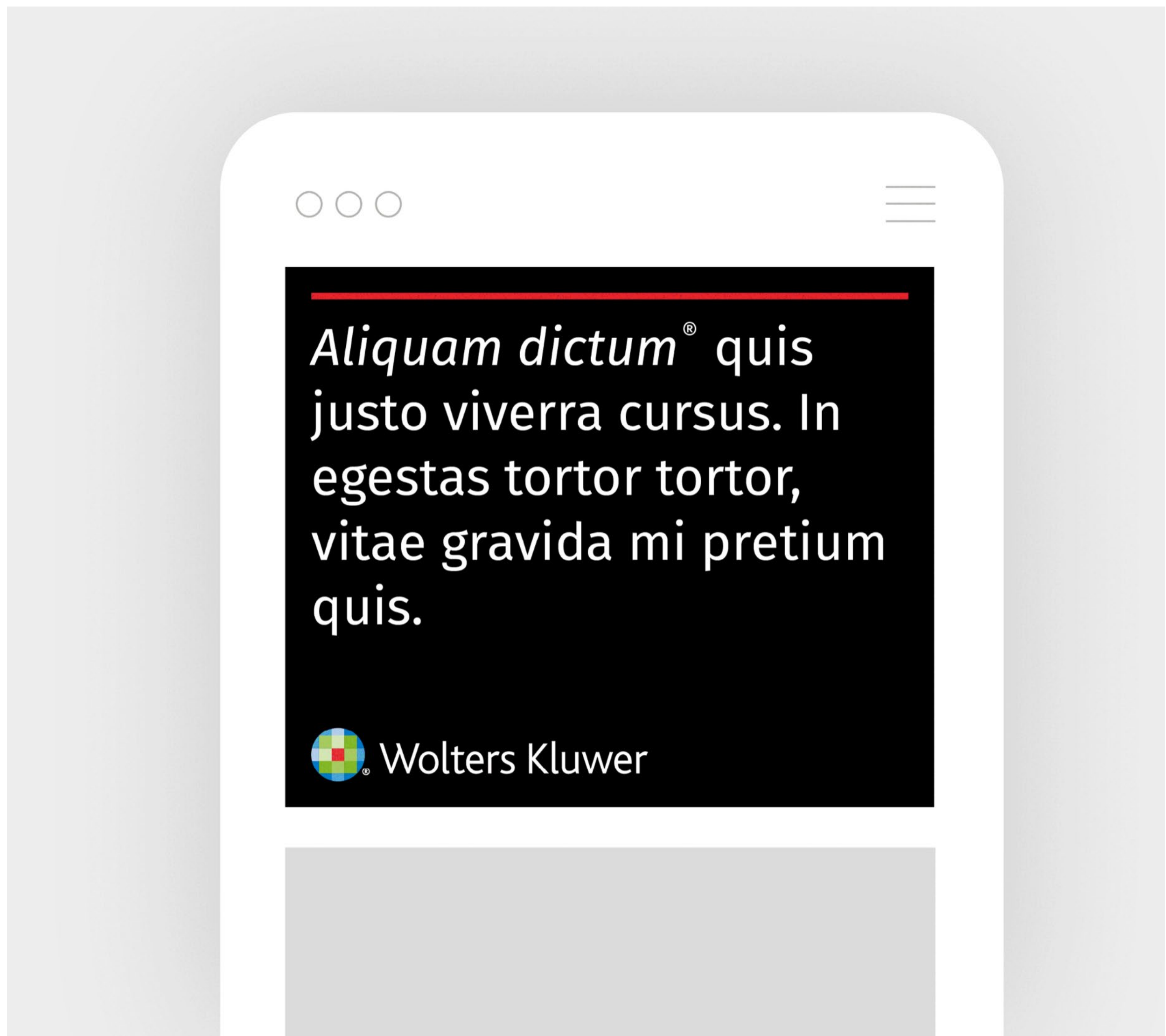
Use sufficient color contrast for clarity.



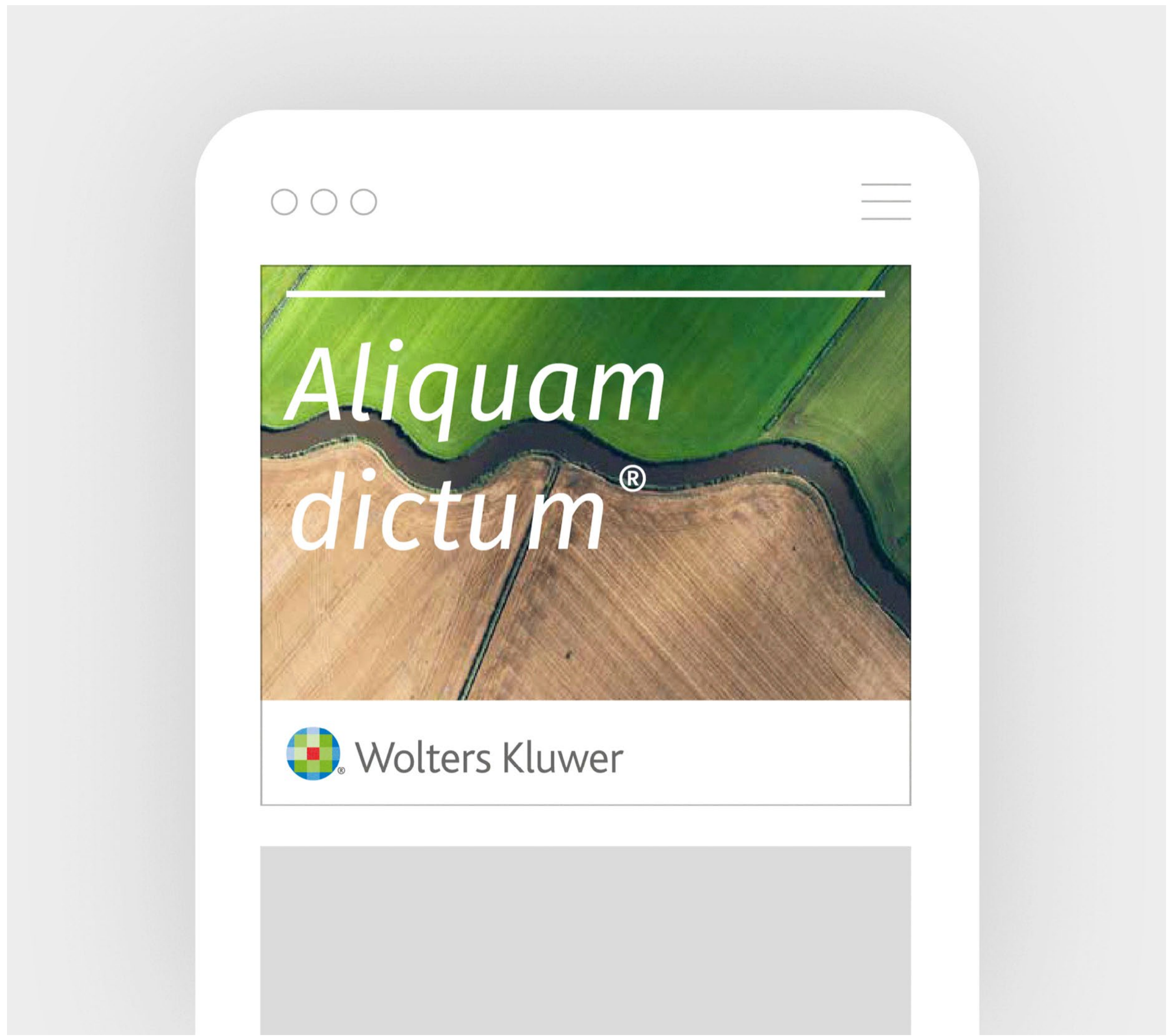
Use our primary brand colors and their shades. Don't use other colors.



Digital Advertisement



1200 x 630 pixels



300 x 250 pixels



728 x 90 pixels

Set of digital advertisements

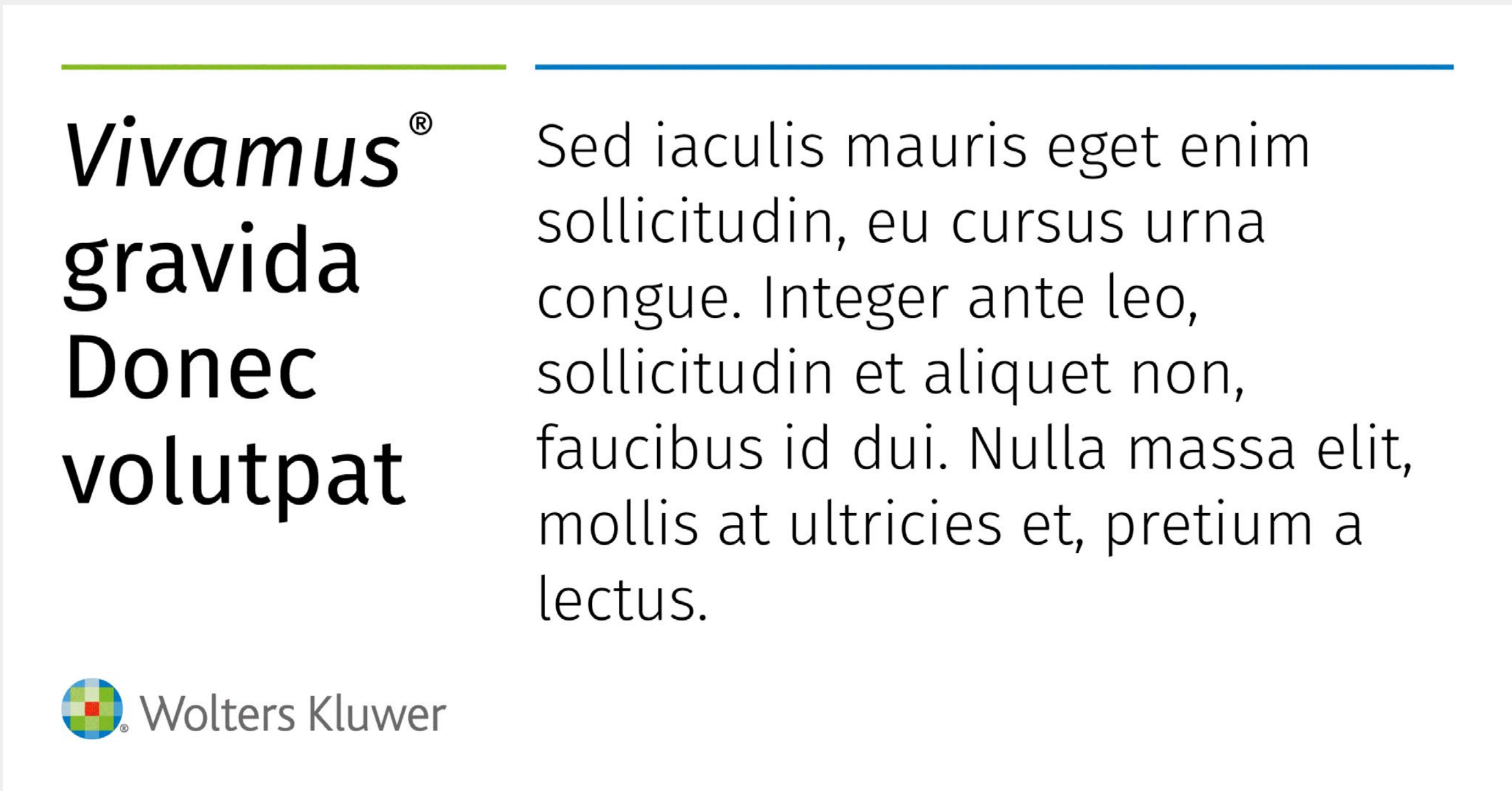
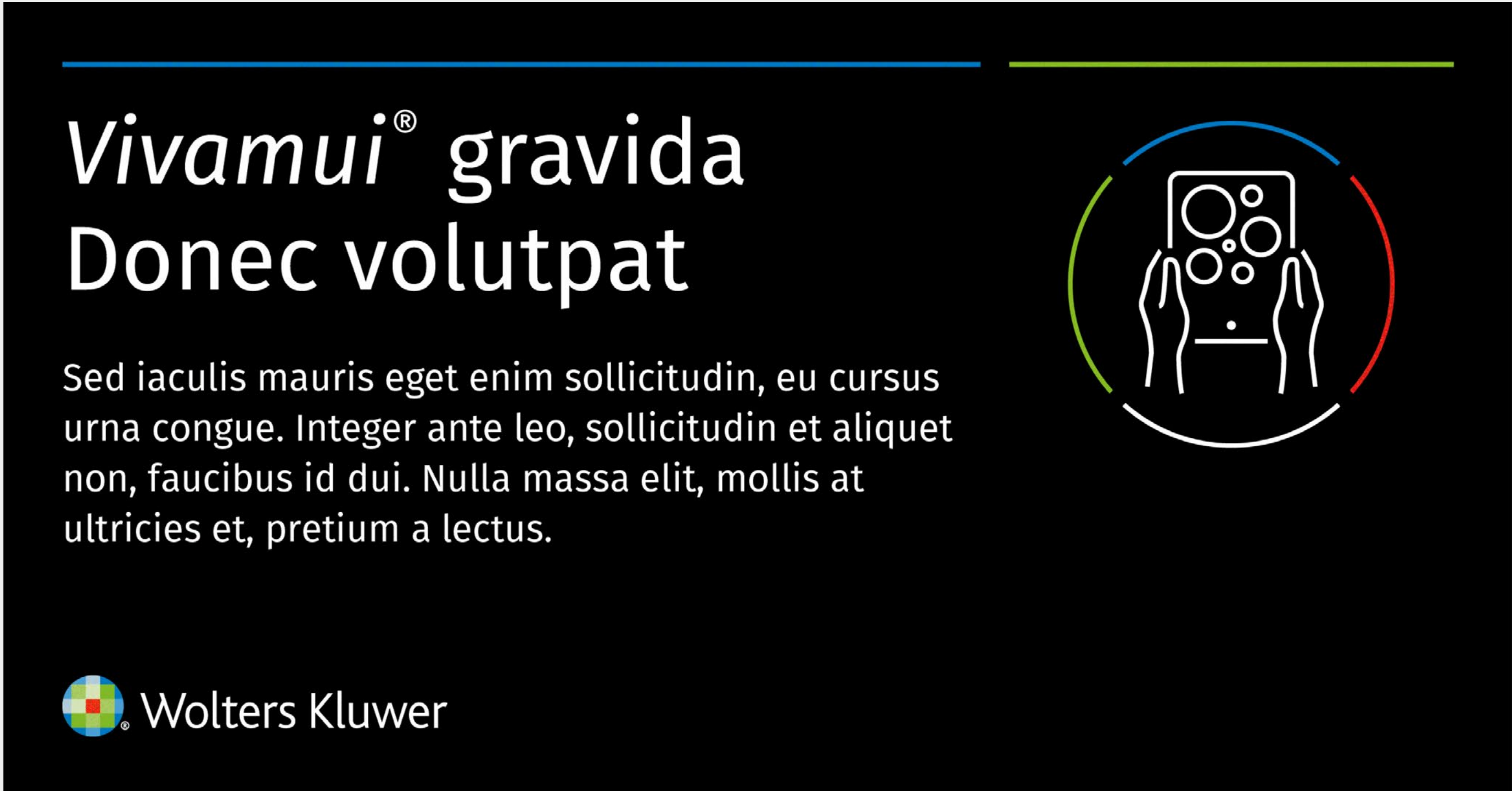
Applied Design

Digital

Social Media



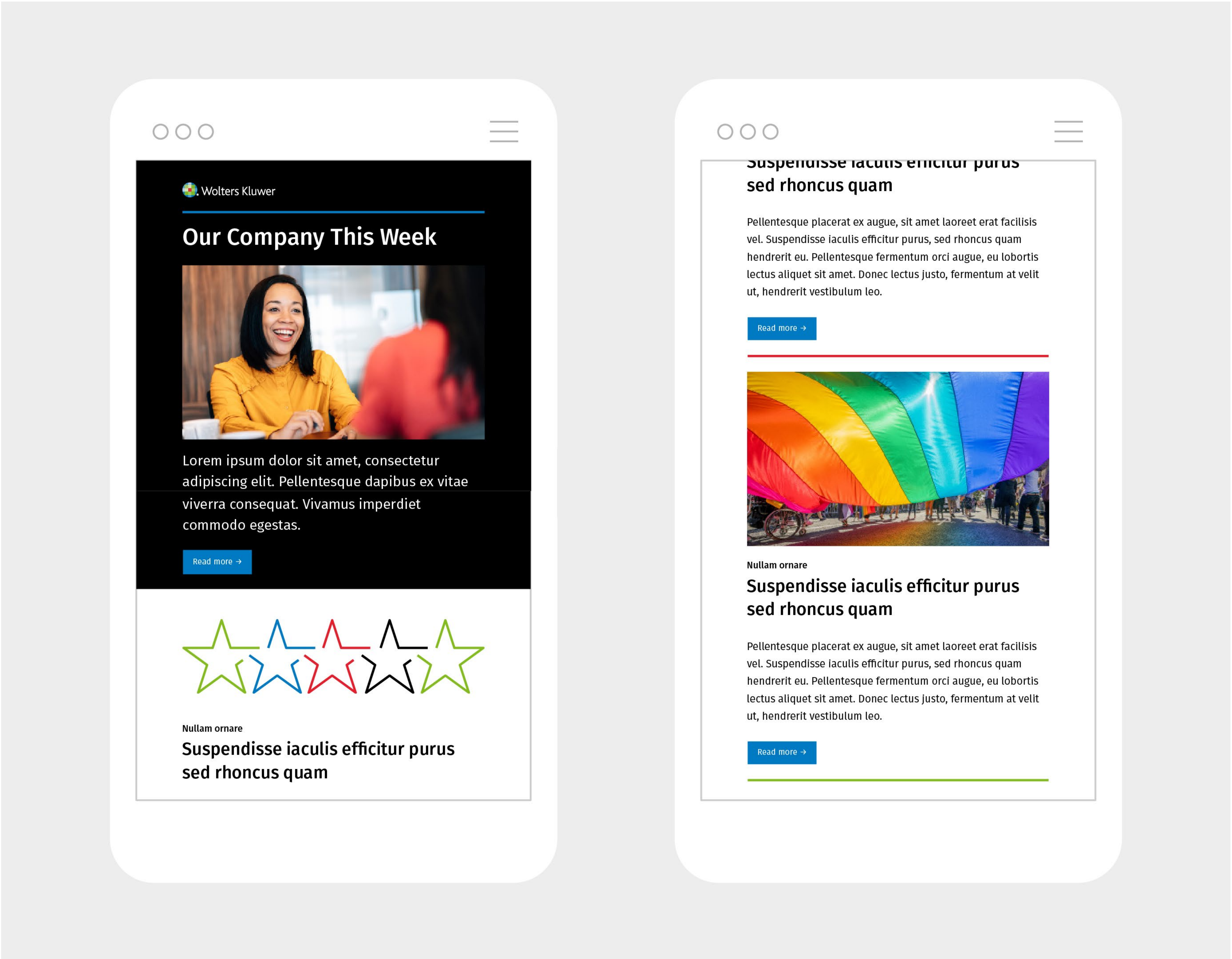
Social ad
1200 x 630 pixels



Applied Design

Digital

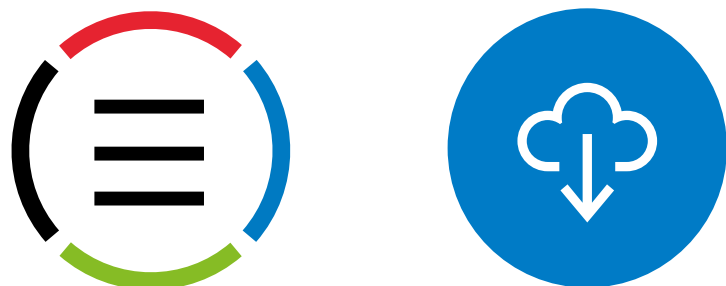
Newsletter



Applied Design

Print

Advertisements



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Wolters Kluwer

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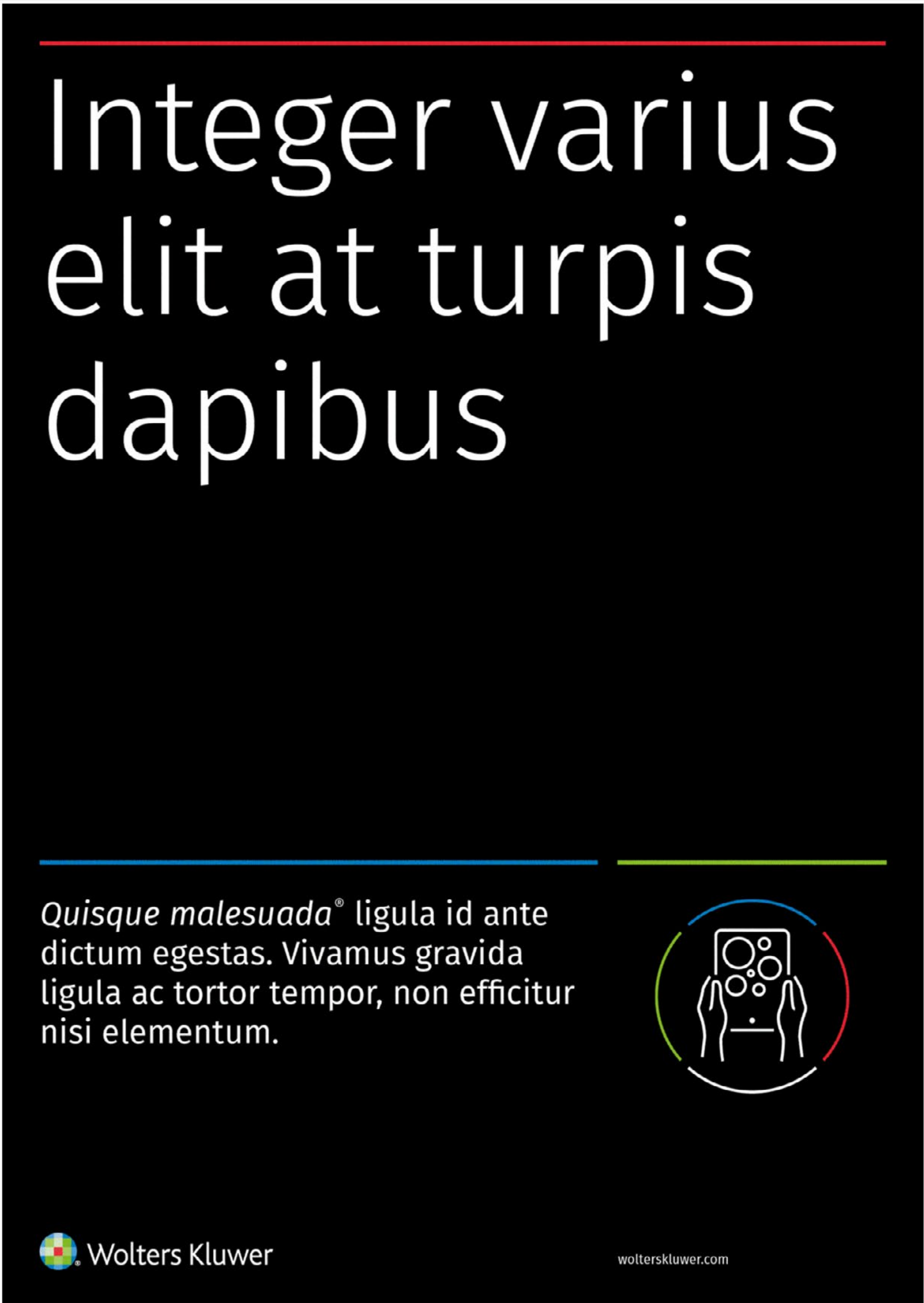
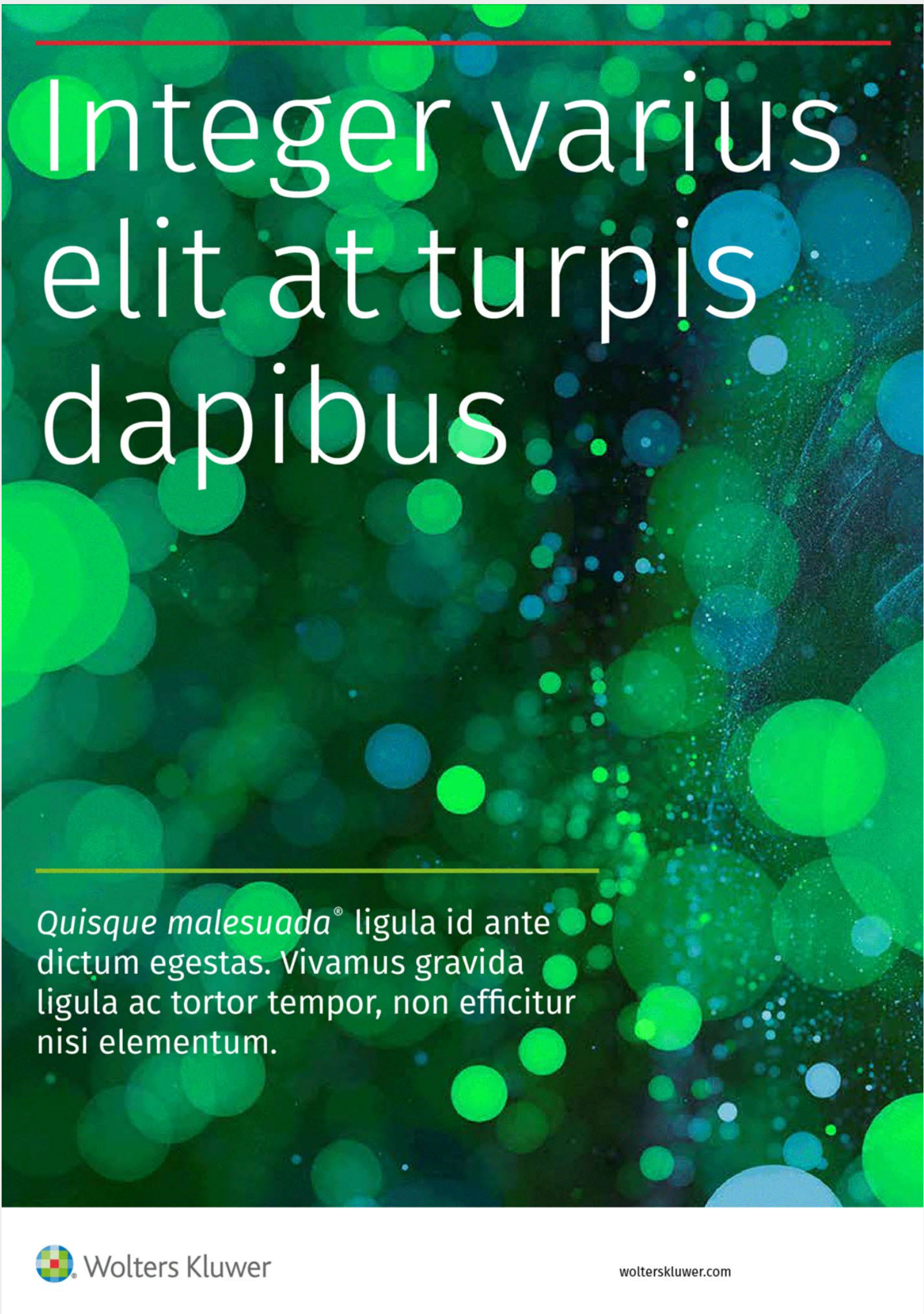
Lorem ipsum dolor sit amet

Wolters Kluwer

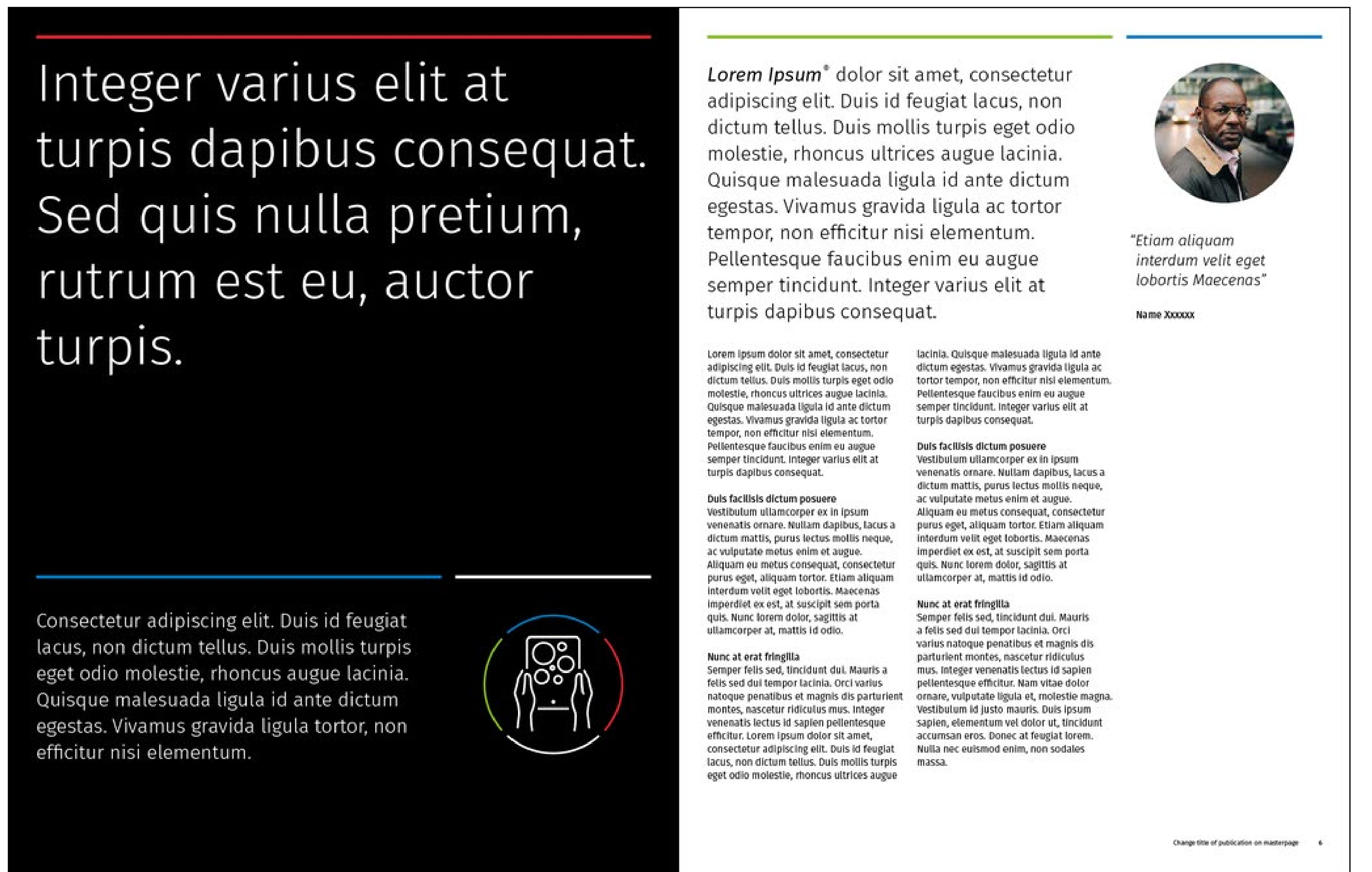
wolterskluwer.com

Applied Design

Print Posters

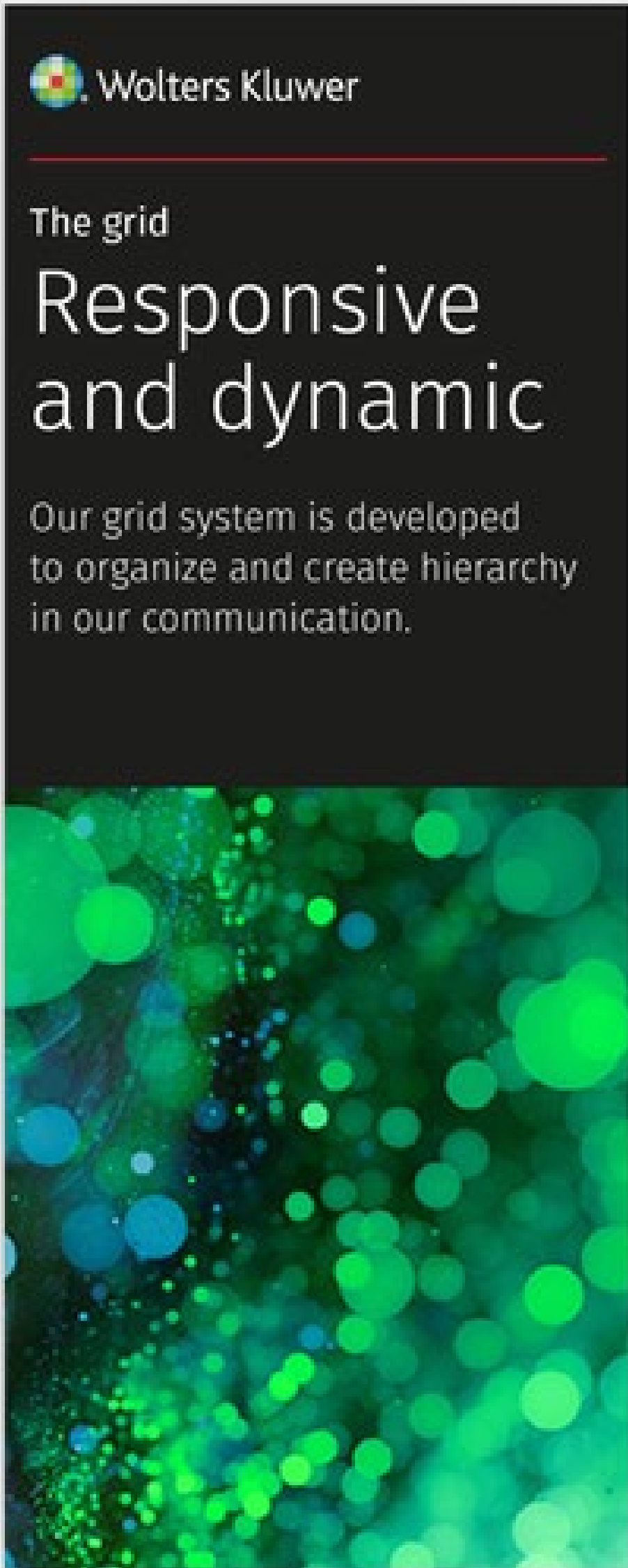


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