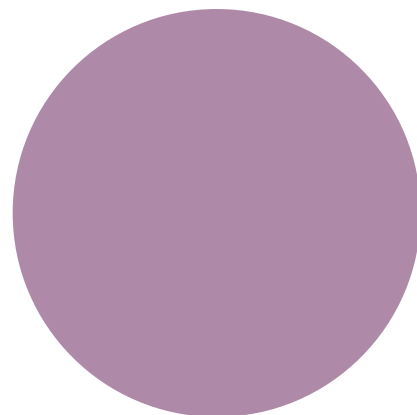




Brand Guide 2022

wipro.com/brand-toolkit



Who We Are

In 2022, we launched a new brand campaign under the theme: Ambitions Realized. Ambitions Realized is our promise to clients and a reflection of our own journey as a company. At Wipro, our 240,000+ employees are driven by a passion to realize ambitions — for our customers, for our communities, and for themselves. With expertise across cloud services, cybersecurity, artificial intelligence, engineering, and IT consulting, we empower clients to turn big ideas into big achievements. We help them innovate and transform at an accelerated pace so they can build agile, future-ready businesses.

Wipro’s ambition to create a more humane, sustainable, and resilient future for all starts with the Spirit of Wipro, which emphasizes unyielding integrity, treating people fairly and with respect, and demonstrating ecological sensitivity in thought and action. This ambition is fueled by our belief in the promise of technology to help clients realize their boldest innovation and digital transformation goals, and it is amplified through a commitment to environmental, corporate, and social responsibility.

For over 75 years, Wipro has operated as a purpose-driven company with an unwavering commitment to our customers and our communities. Sixty-seven percent of Wipro’s economic interest is pledged to philanthropy, and we are proudly committed to achieving net-zero emissions by 2040. We consistently strive to improve where we live and work, to nurture a culture of inclusivity, and to pursue excellence in all that we do, delivering unparalleled success, differentiation, and competitive advantages for our customers.

Wipro is committed to building transformational strategies and technology-led solutions that enable businesses to turn their greatest ambitions into major achievements.

We don’t just believe in the power of ambitions, we make them a reality, every day.

-  **Dynamic** We evolve with market demands and technology advances to maintain our value for clients.
-  **Inventive** We are relentlessly focused on the future, dedicating significant resources to R&D and innovations that push our clients and industry forward.
-  **Responsible** We are a trusted advisor to our clients and committed to our employees, our communities, and our planet.
-  **Connected** We bring best-in-class services to the market through acquisitions, investments, R&D, partnerships and customer relationships.
-  **Industrious** We have a hacker mentality. We’re diligent, hard-working, solution-oriented, and dedicated to finding the best solution to every problem. This has earned us trust in the market.

Wipro Brand Mark

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

The blue of the word mark creates a sense of reliability and authority.

The multicolored dots are associated with energy and optimism.

Primary



Secondary



Wordmark



Brand Mark Options

The primary brand mark in full color should always be used if possible. The following priority guide describes alternatives to the primary brand mark, in exceptional cases where production or contrast limitations prevent the use of the primary brand mark.

Monochrome black and white brand marks are also recommended on branded merchandise where the primary brand mark cannot be reproduced or on colored (non-white) artifacts. Additionally, it can be supplied to Wipro's clients and partners for use in their collaterals, where the primary brand mark is unsuitable due to insufficient contrast with their chosen backgrounds.



Wordmark Options

For very small spaces, an exceptional-use word mark is available. The minimum size is 10mm (1cm) in width when printing, and 35 pixels when used on screen.

This is usually only needed on presentations.



Brand Mark Spacing

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

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



Brand Mark Sizes

To determine the best mark size, multiply the smallest side of the creative layout by 20%.

Some standard sizes are provided here.

Primary Logo



Print : Min 25 mm
Digital : Min 140 px

Secondary Logo



Print : Min 15 mm
Digital : Min 50 px

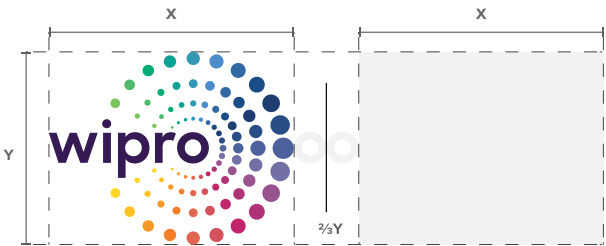
Wordmark



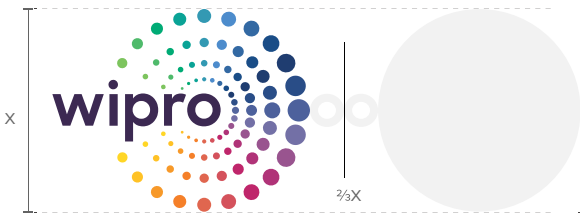
Print : Min 10 mm
Digital : Min 35 px

Co-Branding: Horizontal

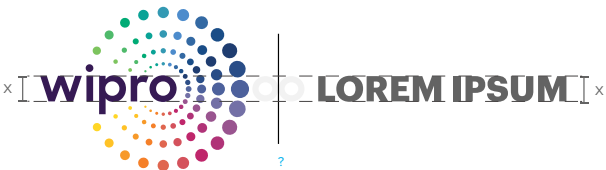
Co-branding is a marketing partnership between Wipro and another brand. It can encompass several different types of branding partnerships – client-specific collaterals, joint ventures, and charity events, for example. Corporate sponsorships (e.g. industry events) are generally not considered partnerships.



I. When Wipro is the lead brand, vertical divider line is 2/3rd the height of Wipro brand mark, the space between logos will be equal to 2 'o's of Wipro brand mark, and the co-branding logo may not exceed the area dictated by the Wipro logo.



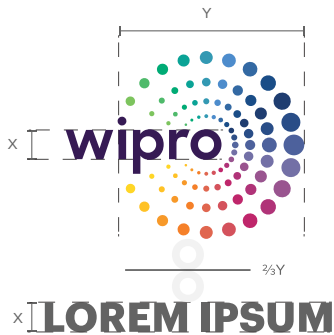
II. Height of the circular partner logo will be equal to Wipro brand mark.



III. When the partner logo is the lead brand, their logo should be placed on the left side of the lockup. The co-branding logo may not exceed the area dictated by the Wipro logo



I. When Wipro is the lead brand, horizontal divider line is 2/3rd the height of Wipro brand mark, the space between logos will be equal to 2 'o's of Wipro brand mark, and the co-branding logo may not exceed the area dictated by the Wipro logo.



II. Height of the partner circular logo will be equal to Wipro brand mark.



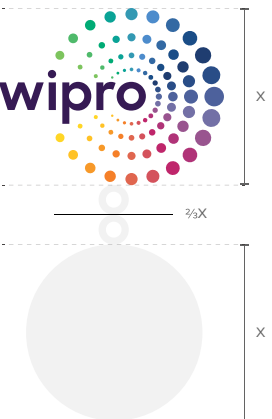
III. When the partner logo is the lead brand, it should be placed on the top.

Co-Branding: Vertical

In most instances, a landscape orientation of the co-branding lockup is most appropriate. However, when co-branding lockups are applied to vertical shapes, a stacked arrangement is recommended. The partner logos should be vertically centered.



I. When Wipro is the lead brand, horizontal divider line is 2/3rd the height of Wipro brand mark, the space between logos will be equal to 2 'o's of Wipro brand mark, and the co-branding logo may not exceed the area dictated by the Wipro logo.



II. Height of the partner circular logo will be equal to Wipro brand mark.



III. Height of the partner word mark will be equal to Wipro word mark.



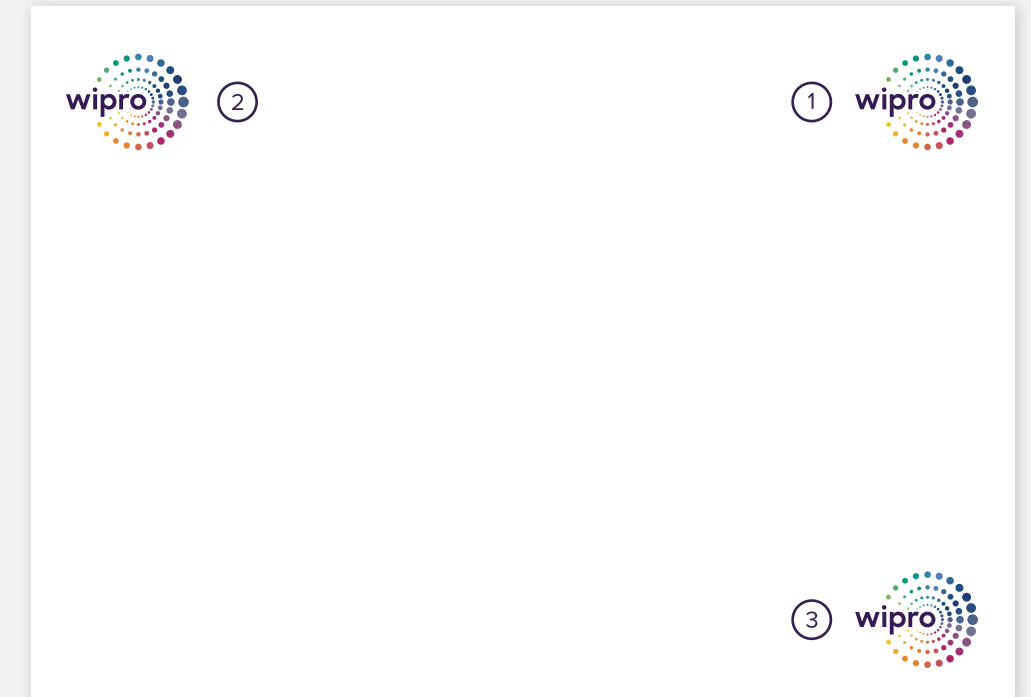
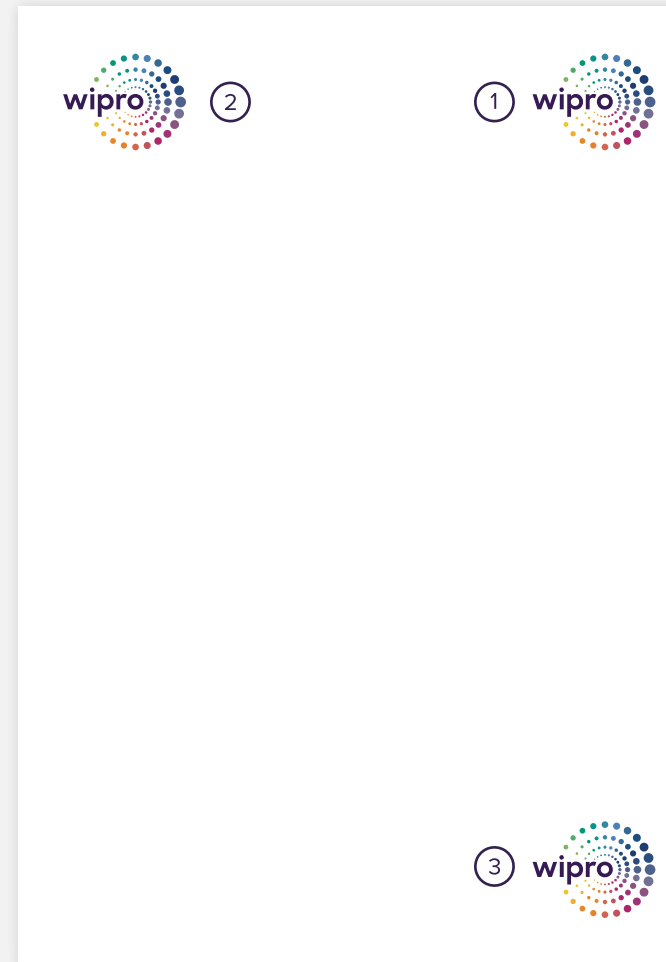
IV. When the partner logo is the lead brand, it should be placed on the top.

Brand Mark Placement

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

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

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



These diagrams show the three possible positions of the brand mark on a portrait or landscape layout

Brand Architecture.

Brand Architecture Overview

PRIMARY MARK



SECONDARY MARK & WORD MARK



ACQUIRED ENTITIES



BRANDED SOLUTIONS & WIPRO ENTITIES



NAMED SOLUTIONS





wipro holmes

State of Automation

Automation, Risk Transformation
and Business Resilience

2022 REPORT

Digital Changes Everything

Even the way you
connect with customers

wipro digital





Color Brand on Photography

The brand mark can also be placed on light photographic backgrounds in black.

While using this option, care should be taken to ensure that unnatural post-production techniques are not be applied to accommodate the brand mark.



Solid Brand on Photography

In certain applications, the monochrome (black or white) brand mark may be used on photography. The appropriate monochrome option is selected to ensure maximum contrast against the background image.



Brand Misuse

This section lists examples of brand mark misuse.



Do not use portions of the brand mark as a design element.



Do not replace the word mark with alternate text or graphics.



Do not alter or delete elements from the brand mark.



Do not use incorrect brand mark versions on colored backgrounds. Always refer to the recommendations provided.



Do not use the brand mark on sharp gradients, patterns or graphic backgrounds.



Do not use the brand mark as an element to augment images.



Do not create custom versions of the monochrome brand mark.



Do not merge the primary word mark with monochrome discs or create customized brand mark versions.



Do not recolor the brand mark elements.

The background is a vibrant, abstract composition. The left side is dominated by a deep red color with intricate, swirling patterns and small, dark specks scattered throughout. A vertical band of dark blue separates this red area from the right side. The right side features a bright blue background with white, wavy, and textured patterns that resemble liquid or smoke. The overall effect is a dynamic and colorful visual field.

Color.

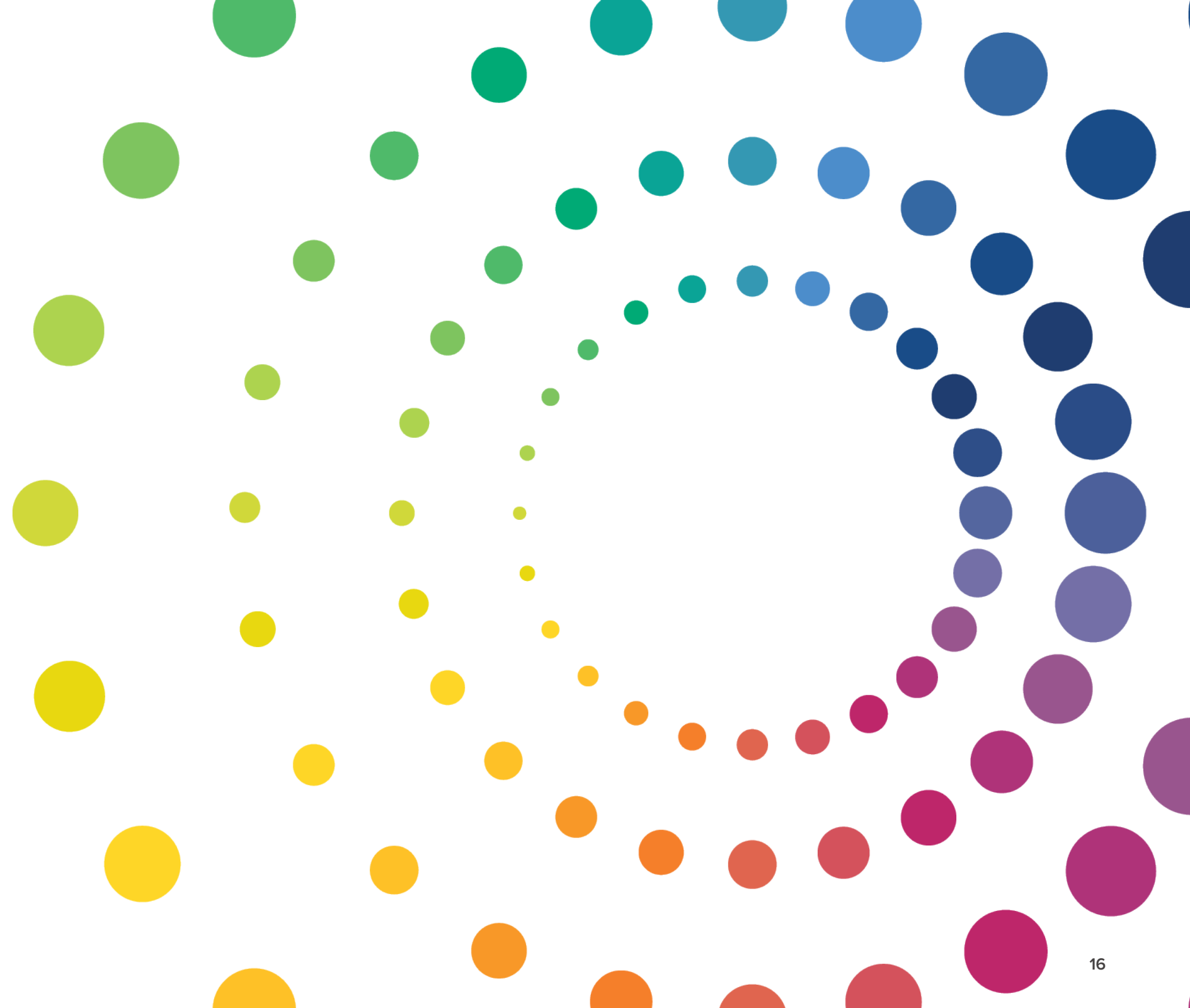
Color Overview

We are a multicolored brand with blue being our key color. Our color palette is made up of five colors. They make us stand out and play a critical part in what makes us look and feel different.

White and Light Gray are usually used for backgrounds.

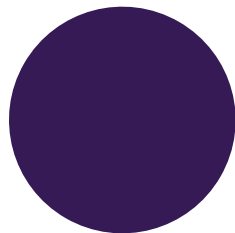
Black is usually used for body text.

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



Brand Colors

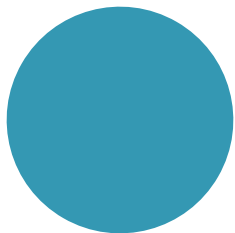
PRIMARY PALETTE



Blue

HEX #351a55
RGB 53, 26, 85
CMYK 91, 100, 33, 31
PMS +274C

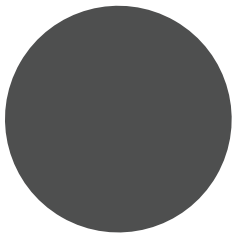
WIPRO LOGO



Blue Green

HEX #3498B3
RGB 52, 152, 179
CMYK 73, 15, 0, 30
PMS 7689C

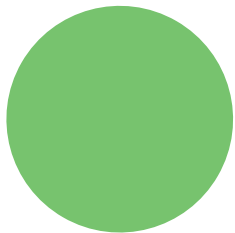
BRANDED
SOLUTIONS



Gray

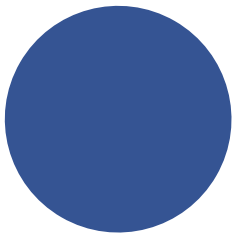
HEX #4e4f4f
RGB 78, 79, 79
CMYK 74, 66, 64, 21
PMS 7540C

NAMED
SOLUTIONS



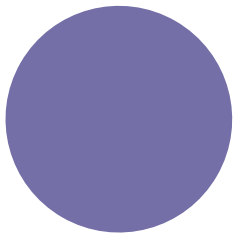
Light Green

HEX #7dc161
RGB 125, 193, 97
CMYK 55, 0, 76, 0
PMS 360C



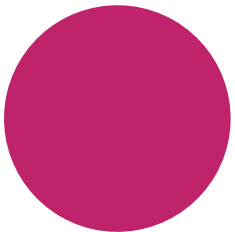
Blue

HEX #355493
RGB 53, 84, 147
CMYK 66, 42, 0, 43
PMS 7686C



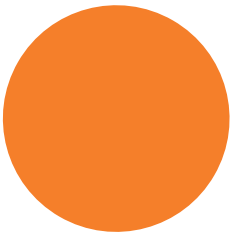
Light Purple

HEX #746FA7
RGB 116, 111, 167
CMYK 31, 34, 0, 35
PMS 7676C



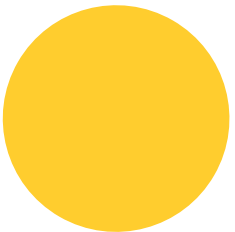
Strong Pink

HEX #BE1D6A
RGB 190, 29, 106
CMYK 0, 85, 44, 25
PMS 675C



Orange

HEX #F57F2A
RGB 245, 127, 42
CMYK 0, 48, 83, 4
PMS 164C

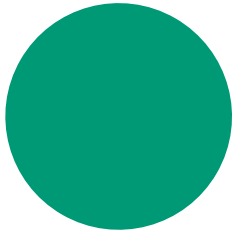


Yellow

HEX #FFCD2E
RGB 255, 205, 46
CMYK 0, 20, 82, 0
PMS 1225C

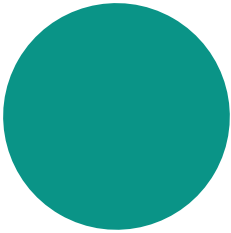
The core palette will cover the majority of your needs within Wipro. It's intentionally concentrated in variety as to not dilute the brand and avoid confusion with other multi-colored brands.

SECONDARY PALETTE



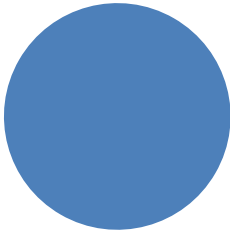
Dark Cyan

HEX #019975
RGB 1, 153, 117
CMYK 99, 0, 24, 40



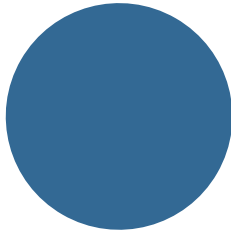
Teal

HEX #099487
RGB 9, 148, 135
CMYK 94, 0, 9, 42



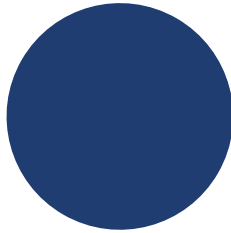
Steel Blue

HEX #4C7FBB
RGB 76, 127, 187
CMYK 59, 32, 0, 27



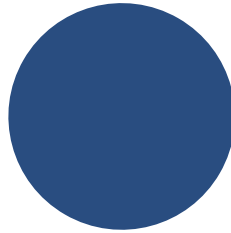
Sapphire

HEX #336994
RGB 51, 105, 148
CMYK 66, 29, 0, 42



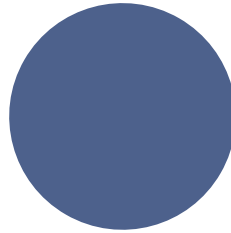
Dark Blue

HEX #1F3D70
RGB 31, 61, 112
CMYK 72, 46, 0, 56



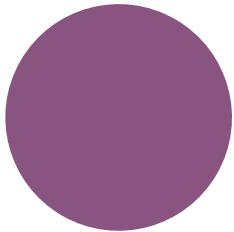
Yale Blue

HEX #284C7F
RGB 40, 76, 127
CMYK 69, 40, 0, 50



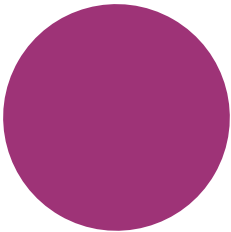
Queen Blue

HEX #4C618C
RGB 76, 97, 140
CMYK 46, 31, 0, 45



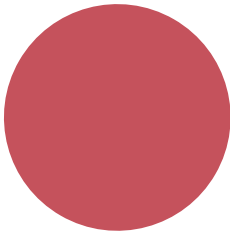
Dark Fuschia

HEX #8A5480
RGB 138, 84, 128
CMYK 54, 75, 30, 0



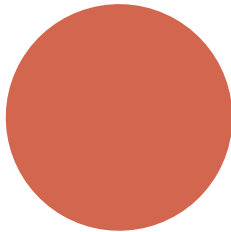
Red Purple

HEX #9e3377
RGB 158, 51, 120
CMYK 44, 91, 23, 0



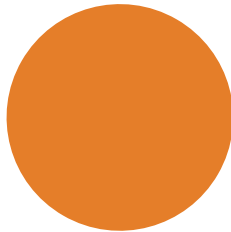
Brick Red

HEX #C4515C
RGB 196, 81, 92
CMYK 23, 79, 53, 0



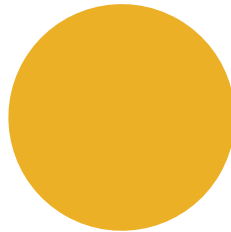
Copper Red

HEX #D1664F
RGB 209, 102, 79
CMYK 17, 71, 65, 0



Cadmium Orange

HEX #E58029
RGB 229, 128, 41
CMYK 7, 61, 87, 0



Max Orange

HEX #EDB026
RGB 237, 176, 38
CMYK 0, 26, 84, 7

ADA Colors

ADA compliance means that colors on a website are chosen in a way that's easily read and understood by everyone. ADA stands for the American Disabilities Act and the term "ADA compliance" refers to a set of rules put in place to ensure people with disabilities would be able to access, use, and enjoy the web.

Wipro strives to be an inclusive organization. Therefore, for creating digital content that is meant to be inclusive, we recommend using ADA colors.

All accesible colors rated at least WCAG* AA

ADA Palette

				
	Bright Blue	Navy	Green	Bright Green
HEX	#4282FE	#1f1c61	#307a21	#6dc24b
RGB	66, 130, 254	31, 28, 97	48, 122, 33	109, 194, 75
				
	Yellow	Strong Pink	Bright Purple	Wipro Blue
HEX	#FFCD2E	#BE266A	#793196	#351a55
RGB	255, 205, 46	190, 29, 106	121, 49, 150	53, 26, 85

* Web Content Accessibility Guidelines

Examples

The examples on this page illustrate the use of the color themes within the context of ads for digital services. Notice how the size of the bar dictates how much of that color is used in the creative.

Digital Changes Everything



Even the way you connect with customers

Mea amet epicurei ei. Mei ut mazim singulis delicata, illum regione repudiandae mei ea. Errem doming lobortis usu te, eu cum verterem definiebas, voluptua hendrerit qui ut. At ius torquatos maiestatis, malis mnesarchum id vix. Per ut eripuit necessitatibus, at detraxit voluptaria vis.



BoundaryLess DataCenters (BLDC)



Accelerate Your Cloud Journey



The background is a textured surface, possibly paper or fabric, with a vertical crease down the center. The left side is a dark brown color, and the right side is a bright orange color. Large, stylized, light gray geometric shapes, resembling letters or symbols, are scattered across both sides. The word "Typography." is written in white, bold, sans-serif font on the brown side, with a small green dot at the end of the period.

Typography.

Typography

Proxima Nova

Proxima is our display font used for feature headings and subheadings; for example: document titles, section dividers, article headings, environmental graphics. It is always set in sentence case, never uppercase.

Wipro Akkurat

The typeface Wipro Akkurat is used for all secondary level copy.

Primary

Proxima Nova

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz**

Secondary

Wipro Akkurat

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Arial

For Microsoft Office® applications, such as PowerPoint® or Word®, and other on-screen applications (including internal communication), the system font Arial is used in place of Wipro Akkurat. Arial is available on most Windows, Macs and mobile operating systems, which preserves document consistency and fidelity to all users. Arial is also highly legible on screen, even in small font sizes.

Arial is the default font that will be used when a system font is required. Arial can be used in Regular, Italic, Bold and Bold Italic styles.

Arial Bold is used for headings and subheadings, and Arial Regular for body text.

**Italics included but discouraged*

Online & Presentations

Arial

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Type Hierarchy

H1	Proxima Nova Bold	60*
H2	Proxima Nova Bold	36
H3	Proxima Nova Bold/Semibold	24
H4	Proxima Nova Bold/Semibold	18
H5	Proxima Nova Bold/Semibold	14
Body	Akkurat Reg	12

Case:
Line Spacing:
Letter Spacing:
Justification:

Quote Text	Proxima Nova Light	18
Attribution	Wipro Akkurat Reg	18

*recommended sizes for standard A4 layout

Header 1

Header 2

Header 3

Header 4

Header 5

Lorem ipsum dolor sit amet, cu nonumy iriure pertinax sed, in cum dolorum epicurei. Viris quando cu sit, mea duis porro ut. Eos placerat liberavisse ad.

Sentence Case
Auto
0
Left Flush

Lorem ipsum dolor sit amet, cu nonumy iriure

Thierry Delaporte
CEO, Wipro

Hierarchy in Use



H2 Proxima Nova Bold

Safety in the Workplace

Lorem ipsum dolor sit amet, cu nonumy iriure pertinax sed, in cum dolorum epicurei. Viris quando cu sit, mea duis porro ut. Eos placerat liberavisse ad, per primis definiebas adversarium ut, agam quaerendum per ad. Cum at idque insolens. Ferri voluptua iracundia pri at, homero lucilius ea quo. No per illum possim nostrum, ne usu viris maiorum.

Nam eu nulla intellegat, an ornatus scripserit accommodare pro. Dicat libris molestie ius an. No animal discere praesent pro, mea at nonumy suscipit, wisi nostro in vis. Paulo quodsi no usu. Cu his esse mundi concludaturque, sed discere fabulas cu. Vix aeterno pericula mediocrem in, ceteros salutandi iracundia est ei. Per no solet utinam libris, est diam meliore forensibus id.

Lorem ipsum dolor sit amet, cu nonumy iriure pertinax sed, in cum dolorum epicurei. Viris quando cu sit, mea duis porro ut. Eos placerat liberavisse ad, per primis definiebas adversarium ut, agam quaerendum per ad. Cum at idque insolens. Ferri voluptua iracundia pri at, homero lucilius ea quo. No per illum possim nostrum, ne usu viris maiorum.

Nam eu nulla intellegat, an ornatus scripserit accommodare pro. Dicat libris molestie ius an. No animal discere praesent pro, mea at nonumy suscipit, wisi nostro in vis. Paulo quodsi no usu. Cu his esse mundi concludaturque, sed discere fabulas cu. Vix aeterno

Body Wipro Akkurat Reg



pericula mediocrem in, ceteros salutandi iracundia est ei. Per no solet utinam libris, est diam meliore forensibus id.

Lorem ipsum dolor sit amet, cu nonumy iriure pertinax sed, in cum dolorum epicurei. Viris quando cu sit, mea duis porro ut. Eos placerat liberavisse ad, per primis definiebas adversarium ut, agam quaerendum per ad. Cum at idque insolens. Ferri voluptua iracundia pri at, homero lucilius ea quo. No per illum possim nostrum, ne usu viris maiorum.

Nam eu nulla intellegat, an ornatus scripserit accommodare pro. Dicat libris molestie ius an. No animal discere praesent pro, mea at nonumy suscipit, wisi nostro in vis. Paulo quodsi no usu. Cu his esse mundi concludaturque, sed discere fabulas cu. Vix aeterno pericula mediocrem in, ceteros salutandi iracundia est ei. Per no solet utinam libris, est diam meliore forensibus id.

Lorem ipsum dolor sit amet, cu nonumy iriure pertinax sed, in cum dolorum epicurei. Viris quando cu sit, mea duis porro ut. Eos placerat liberavisse ad, per primis definiebas adversarium ut, agam quaerendum per ad. Cum at idque insolens. Ferri voluptua iracundia pri at, homero lucilius ea quo. No per illum possim nostrum, ne usu viris maiorum.

Nam eu nulla intellegat, an ornatus scripserit accommodare pro. Dicat libris molestie

The image features a blue background with a semi-circular cutout on the right side showing a night scene of a city street with buildings and trees. Overlaid on the left is a large orange circle containing a red teardrop shape. The text 'Wipro Disc.' is written in white, bold, sans-serif font across the center of the orange circle. The period at the end of the text is a small green dot.

Wipro Disc.

Disc Use

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

Multiply Disc:

InDesign: Window > Effects

Illustrator: Window > Transparency

Using one disc to highlight an individual



Safety in the Workplace

Lorem ipsum dolor sit amet, cu nonumy iriure pertinax sed, in cum dolorum epicurei. Viris quando cu sit, mea dui porro ut. Eos placerat liberavisse ad, per primis definiebas adversarium ut, agam quaerendum per ad. Cum at idque insolens. Ferri voluptua iracundia pri at, homero lucilius ea quo. No per illum possim nostrum, ne usu viris maiorum.

Nam eu nulla intellegat, an ornatus scripserit accommodare pro. Dicat libris molestie ius an. No animal discere praesent pro, mea at nonumy suscipit, wisi nostro in vis. Paulo quodsi no usu. Cu his esse mundi concludaturque, sed discere fabulas cu. Vix aeterno pericula mediocrem in, ceteros salutandi iracundia est ei. Per no solet utinam libris, est diam meliore forensibus id.

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Print

The examples on this page illustrate the use of the Wipro disc within layouts. Discs can be used to draw attention to quotations and data points in print.

- I. The disc is used for emphasis, to ‘anchor’ a pull quote or to highlight important copy.
- II. The disc can be used to amplify or highlight an image.
- III. Discs can be used to hold titles or headlines.
- IV. Discs can be used to hold or anchor section headers.

Digital Changes Everything



Even the way you connect with customers

Mea amet epicurei ei. Mei ut mazim singulis delicata, illum regione repudiandae mei ea. Errem doming lobortis usu te, eu cum verterem definiebas, voluptua hendrerit qui ut. At ius torquatos maiestatis, malis mnesarchum id vix. Per ut eripuit necessitatibus, at detraxit voluptaria vis.



Key Differentiators and Business Impacts

By: Jane Johnson

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ITAAS


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Re-useable assets/blueprints

Nam eu nulla intellegat, an ornatus scripserit accommodare pro. Dicit libris molestie ius an. No animal discere praesent pro, mea at nonumy suscipit, wisi nostro in vis. Paulo quodsi no usu. Cu his esse mundi concludaturque, sed discere fabulas cu. Vix aeterno pericula mediocrem in, ceteros salutandi iracundia est ei. Per no solet utinam libris, est diam meliore forensibus id.

Flexible deliver model

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The background is white and filled with numerous circles of varying sizes. The circles are arranged in a way that suggests movement or a trail, with colors transitioning from green and blue in the top-left to yellow and orange in the bottom-left, and then to various shades of blue and purple towards the right. The text 'Graphic Elements.' is positioned on the left side, with the first part in a dark purple font and the second part in a teal font.

**Graphic
Elements.**

Ripple

The ripple is an extension of the Wipro brandmark. It is used as a design element for negative spaces, graphic overlays and for adding visual balance to creatives.



Example

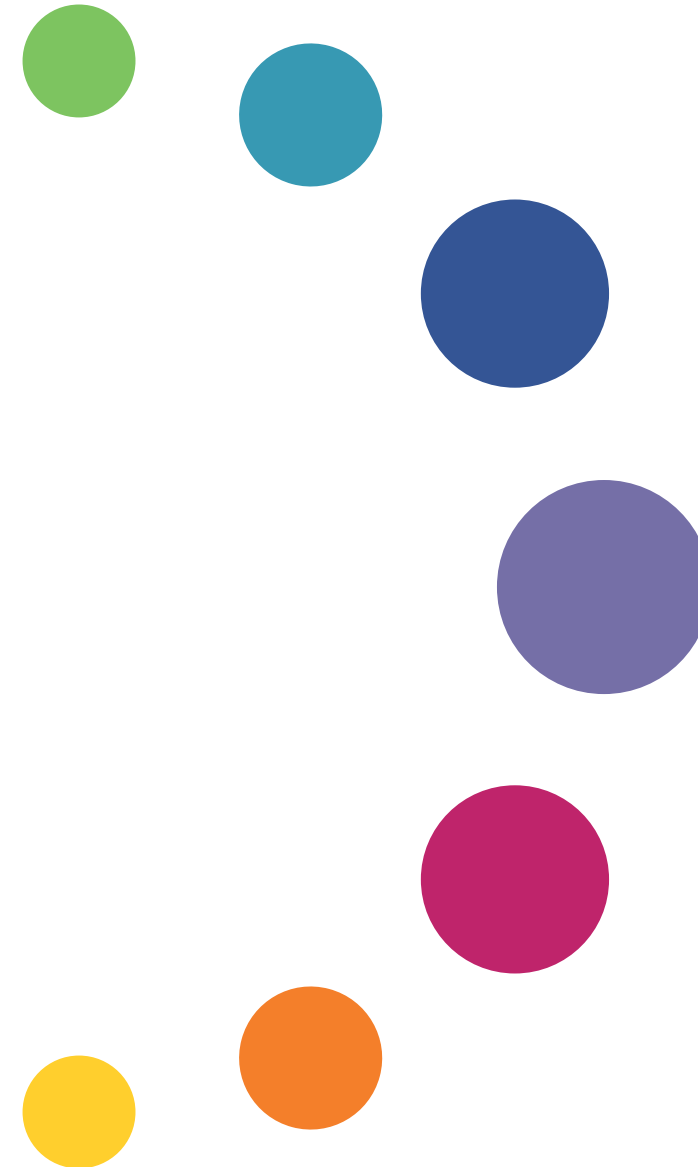


Example



Crescent

The crescent of dots from our secondary brandmark is used as a graphic overlay on images or as a design element to create visual interest.



Examples



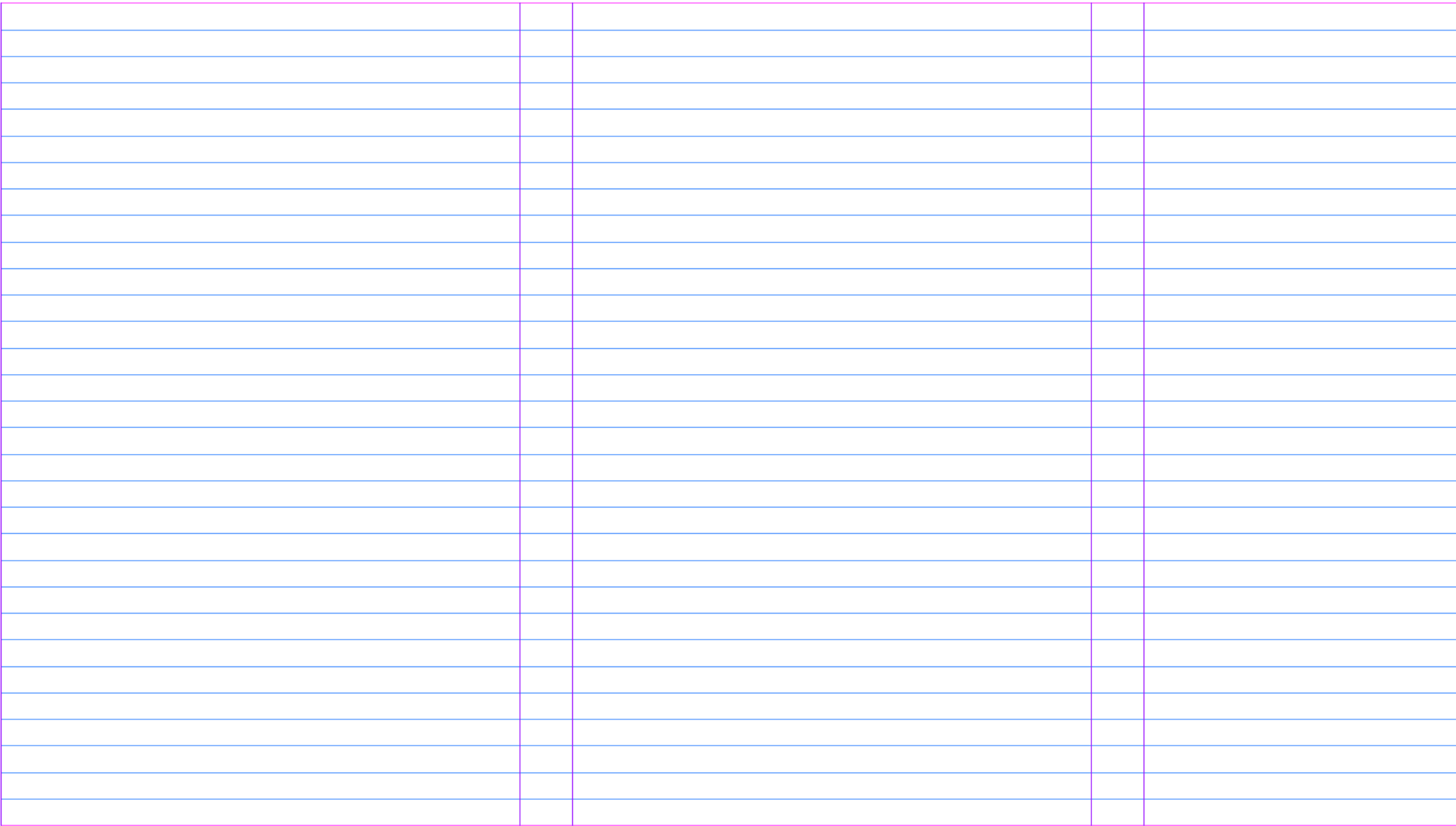


Grid.

Wipro Grid System

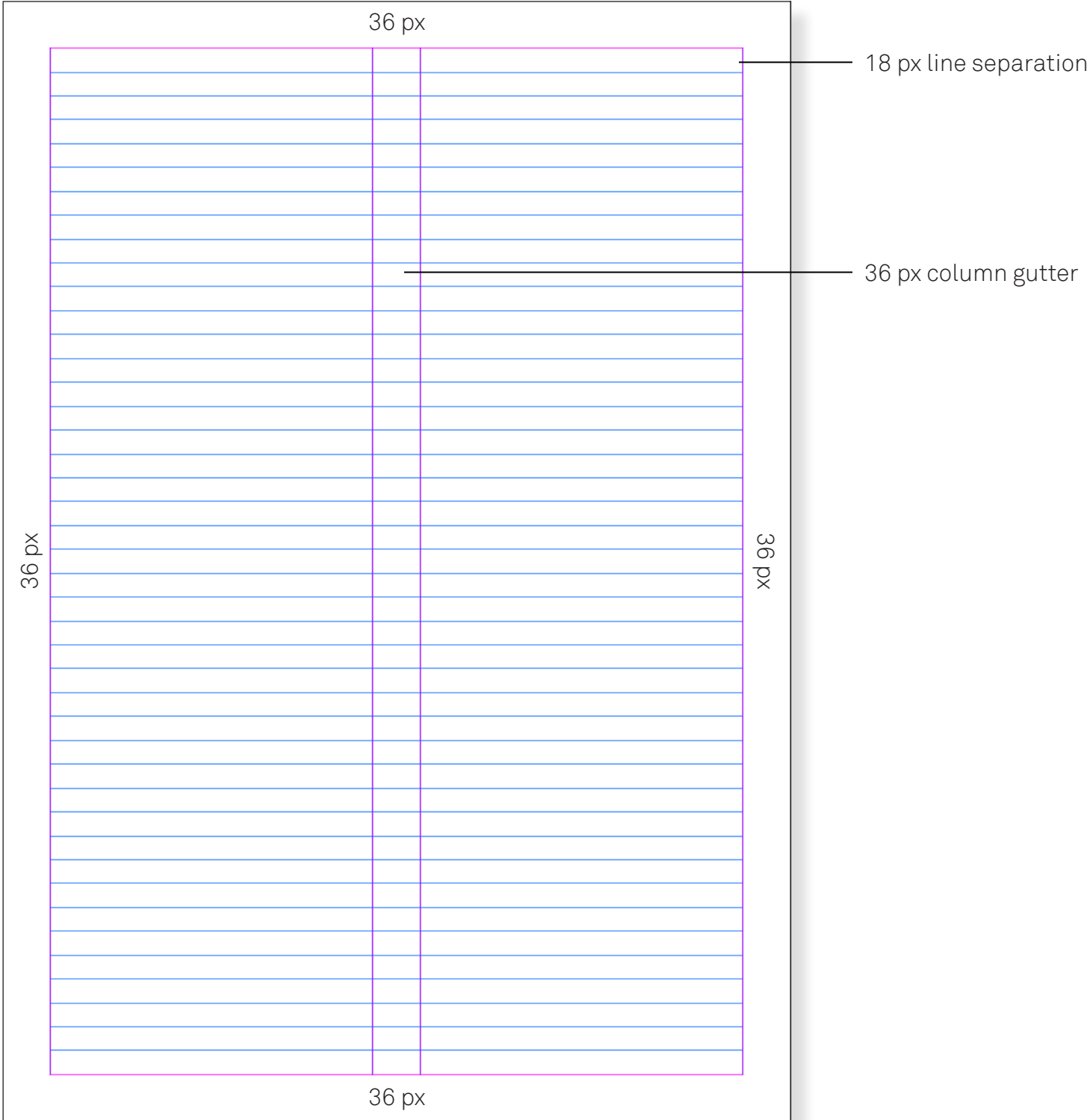
The Wipro grid is the framework for all typography and visual elements. The grid eliminates guesswork, so you can focus on the creative element to your work.

As we grow evermore reliant on digital spaces our emphasis shifts to horizontal canvases and vertical spaces that work well within digital devices.



A4 Grid

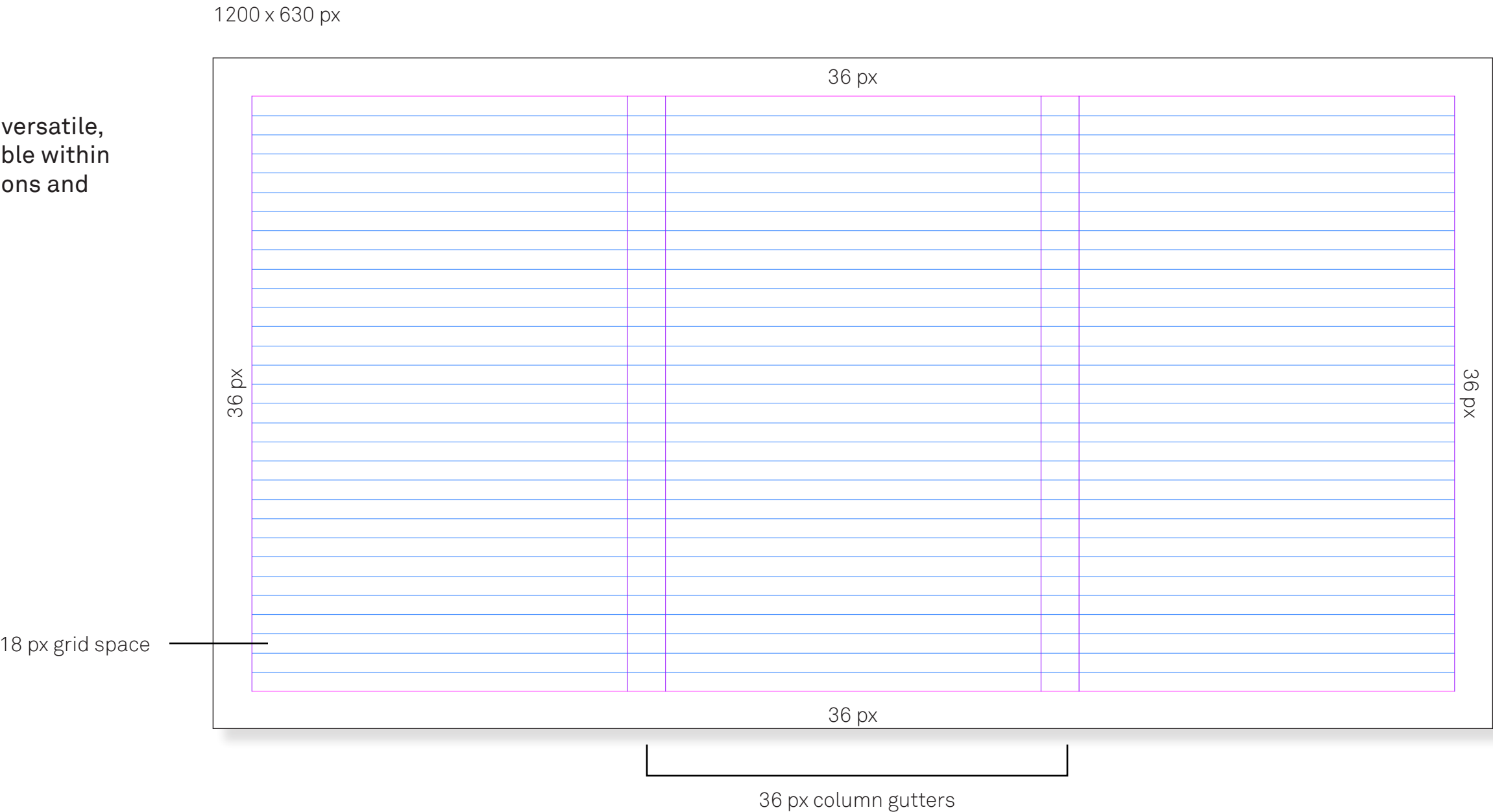
The Wipro grid is the framework for all typography and visual elements. The grid eliminates guesswork, so you can focus on the creative element to your work.



Landscape Grid

The landscape grid was designed to be versatile, and the perfect size to be interchangeable within our network of social media, presentations and reports Wipro publishes.

- Uses:**
- Social Media
 - Presentations
 - Reports / White Papers



Report Example

Section title is confined to three grid spaces

Disc starts and ends on grid line

Text is confined within two grid spaces

Text is separated by grid space



Safety in the Workplace



Paragraph Starts on the same grid line

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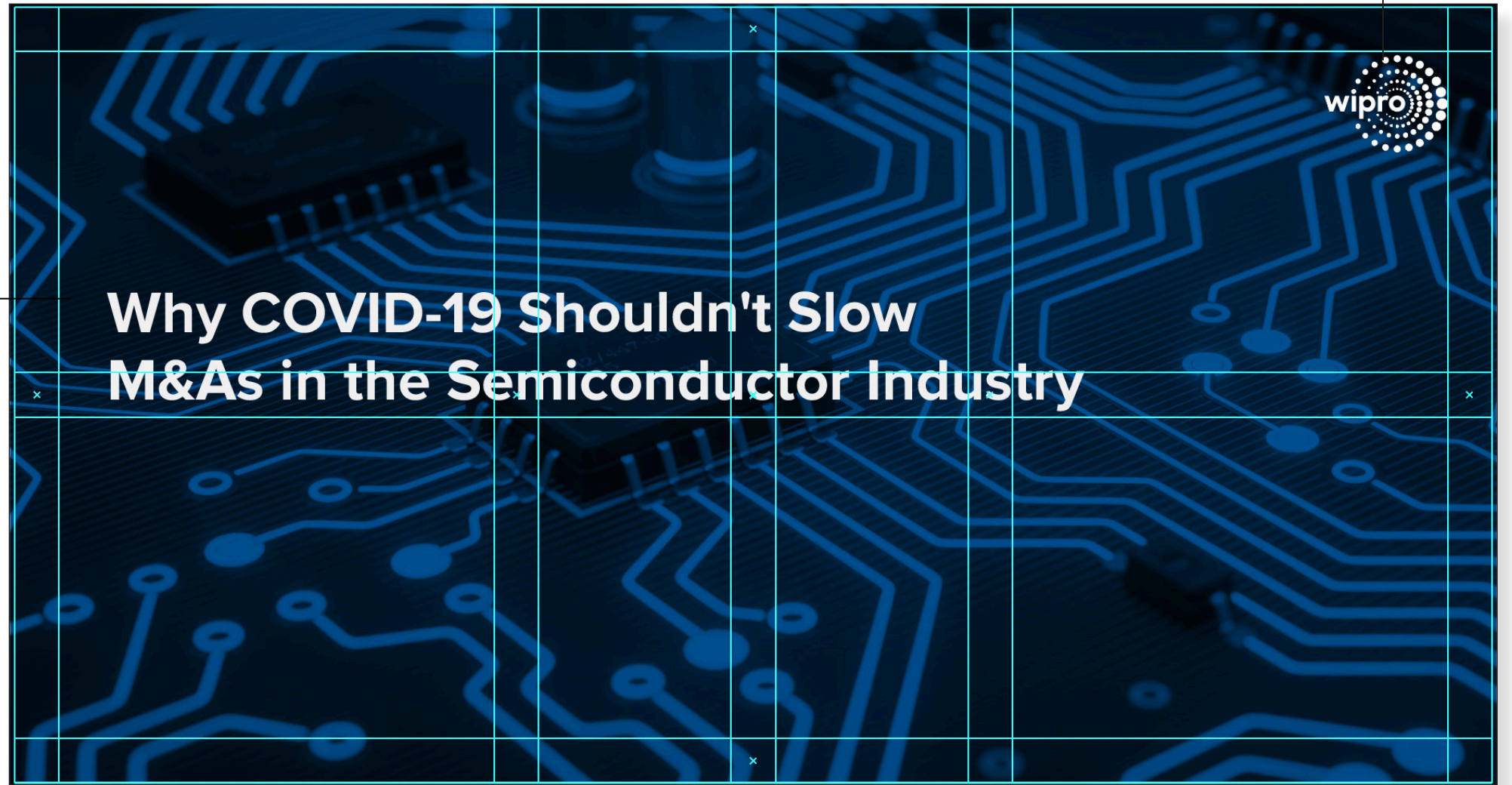
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Nam eu nulla intellegat, an ornatus scripserit accommodare pro. Dicit libris molestie

Social Media Example

The landscape grid was designed to be versatile, and the perfect size to be interchangeable within our network of social media, presentations and reports Wipro publishes.

Limit header to 3 lines



1200 x 630 px

36 px column gutters
used as guides

An aerial photograph of a coastal landscape. The foreground is dominated by a patchwork of vibrant green agricultural fields, separated by thin, dark lines of earth or roads. To the left, a darker, more rugged terrain with brownish-green vegetation slopes down towards the coast. In the middle ground, a small coastal town with dense buildings is visible, nestled between the fields and the sea. The ocean is a deep blue, meeting the shore with a white sandy beach. The sky above is a brilliant blue, filled with large, fluffy white clouds that cast soft shadows on the landscape below. The overall scene is one of natural beauty and human cultivation.

Photography.

Overview

Images are an essential part of our communication style, depicting vivid stories or conveying purpose, beyond just words. They work as visual accents and help us make our communication more engaging.

When we use photography:

1. It tells a story that feels real and helps make a connection for our audience between the content and the imagery.
2. It highlights how our services fit into people's lives.
3. It connects us with our audience around the world.
4. It gives our products and services purpose, improving the user experience in the process.



Authentic



Strong



Purpose



Distinctive



Consumer-centric



Natural



Diverse

Art Direction

Images are an essential part of our communication style, depicting vivid stories or conveying purpose, beyond just words. They work as visual accents and help us make our communication more engaging.

When we use photography:

1. It tells a story that feels real and helps make a connection for our audience between the content and the imagery.
2. It highlights how our services fit into people's lives.
3. It connects us with our audience around the world.
4. It gives our products and services purpose, improving the user experience in the process.



The New Normal

Consider the world post-COVID-19 and it's the normal. People wearing masks, socially distancing and sparse environments.



Work from Home

Keep in mind everyone's work environment during these times. It's not in a crowded conference room, or in a busy subway. Instead focus on images of real life work from home situations.



Diverse

All images should reflect inclusion and diversity, highlighting individuals of different sexes, genders and nationalities.

Categories



People



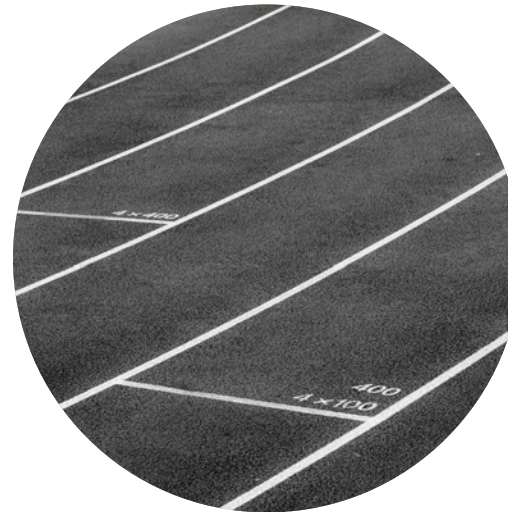
**Work
Scenes**



**Industry
Focused**



**Real
Technology**



Abstract



WFH/Office

People

Photography that encourages the thought of our clients and their customers interacting with their environment in a post COVID-19 world.

Candid photography that depicts everyday scenarios, with an emphasis on people.

They are meant to showcase how Wipro is able to create an impact on our customers' customers, with technology often unseen, but evident.



Diverse



Work Scenes

Situational photography that depicts workplaces, relevant to the industry or industries being described.

They should depict the digitalization of industries, new ways of working, and re-imagined processes as the central theme, with technology as a catalyst.

Do not use overcomplicated imagery.

Use images that have a clear subject.

Working from home is the latest frontier in new ways of working, incorporate work from home themes when possible.

**Post
Covid
Mix**



Industry Focused

Keep photography simple and focused. Don't use unrealistic technology, instead using real technology that is being used in the field.

Photography that captures elements and processes central to a particular industry or technology.

The central theme is to showcase the higher-order impact of technology in an industry context, as opposed to a plain demonstration of the technology.



**Industry
Specific**



Technology

Technology should be shown in realistic environments. Making sure our technology is based in reality enables us to connect with our audience in real environments that they can picture themselves in.

Avoid compositions that feel artificial or unreal.

Real World



Abstract

Images in this category reinforce a definitive thought or message detailed in the headline or copy.

Abstract photography:
Architectural
Situational
Art

Used to depict broad or abstract ideas, technologies or processes.

Care must be taken, however, to ensure a well-defined subject in focus and a unique perspective, while avoiding clichéd metaphors.

Perspective



Let's give
energy a **BOOST**

In the race to be more sustainable,
more efficient, and more profitable,
no fuel is as powerful as digital fuel



Misuse

As we've all learned, the world can change in just a few short weeks.

It's important to reflect our world in its current state.

Avoid subjects like:

Crowded Offices

Super-Imposed Tech

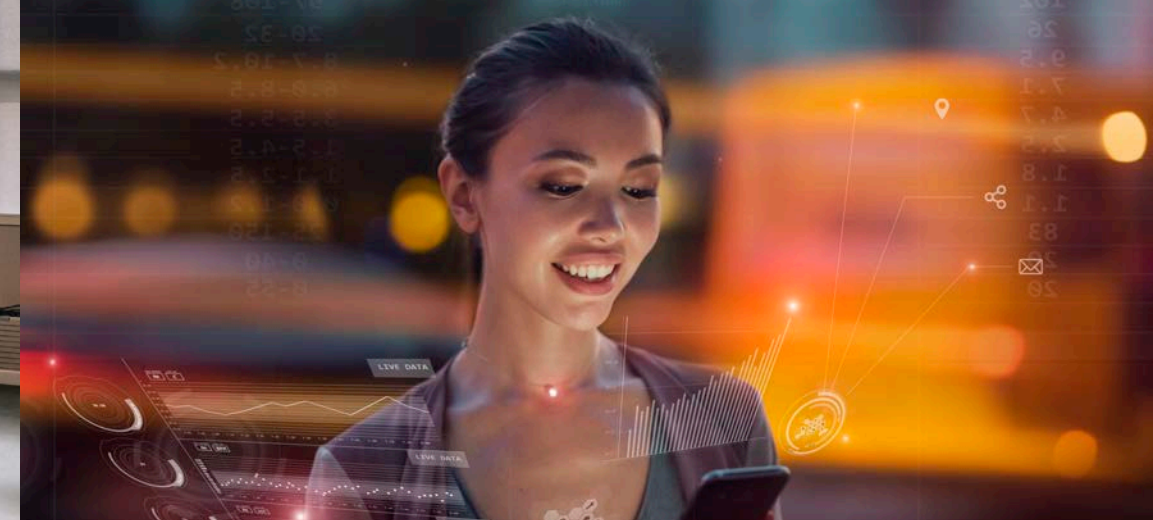
Graphic Technology

Crowded Conference Rooms

Cheesy Stock Photos

Crowded Scenes In Public

Keep It Real



Resources

At Wipro, we mainly source our photography online from stock libraries. Stock photography refers to pre-shot images that can be licensed for creative use. Stock library archives can be vast, providing a broad range of options to supplement our stories and support our business needs.

We recommend using one of the following libraries in the order listed:

						
gettyimages.com	istockphoto.com	shutterstock.com	stock.adobe.com	unsplash.com	pexels.com	rawpixel.com

When searching for stock photography, there are generally three types of licensing options available:

Royalty Free:

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

Rights Managed:

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

Creative Commons:

There are a websites that offer images that are free to use and modify for all applications (commercial & non-commercial) worldwide. These are creative images in the public domain, distributed under an initiative known as Creative Commons. While selecting such images, make sure it is marked with a CC0 (Creative Commons Zero) license that allows commercial use.

Images on stock libraries that have been marked for editorial use are not to be used in any Wipro communications. Such images cannot be used for commercial purposes, such as promotion of a service or product. Images found on search engines (such as Google) should also be avoided due to licensing restrictions.

Social Media.



Choosing an Image

Category



People Stories



Work Environments



Focused Themes



Technology



Abstract Concepts



Work from Home

Color Theme



Logo



Landscape Grid

The landscape grid was designed to be versatile, and the perfect size to be interchangeable within our network of social media, presentations and reports Wipro publishes.

Uses:

- Social Media
- Presentations
- Reports / White Papers

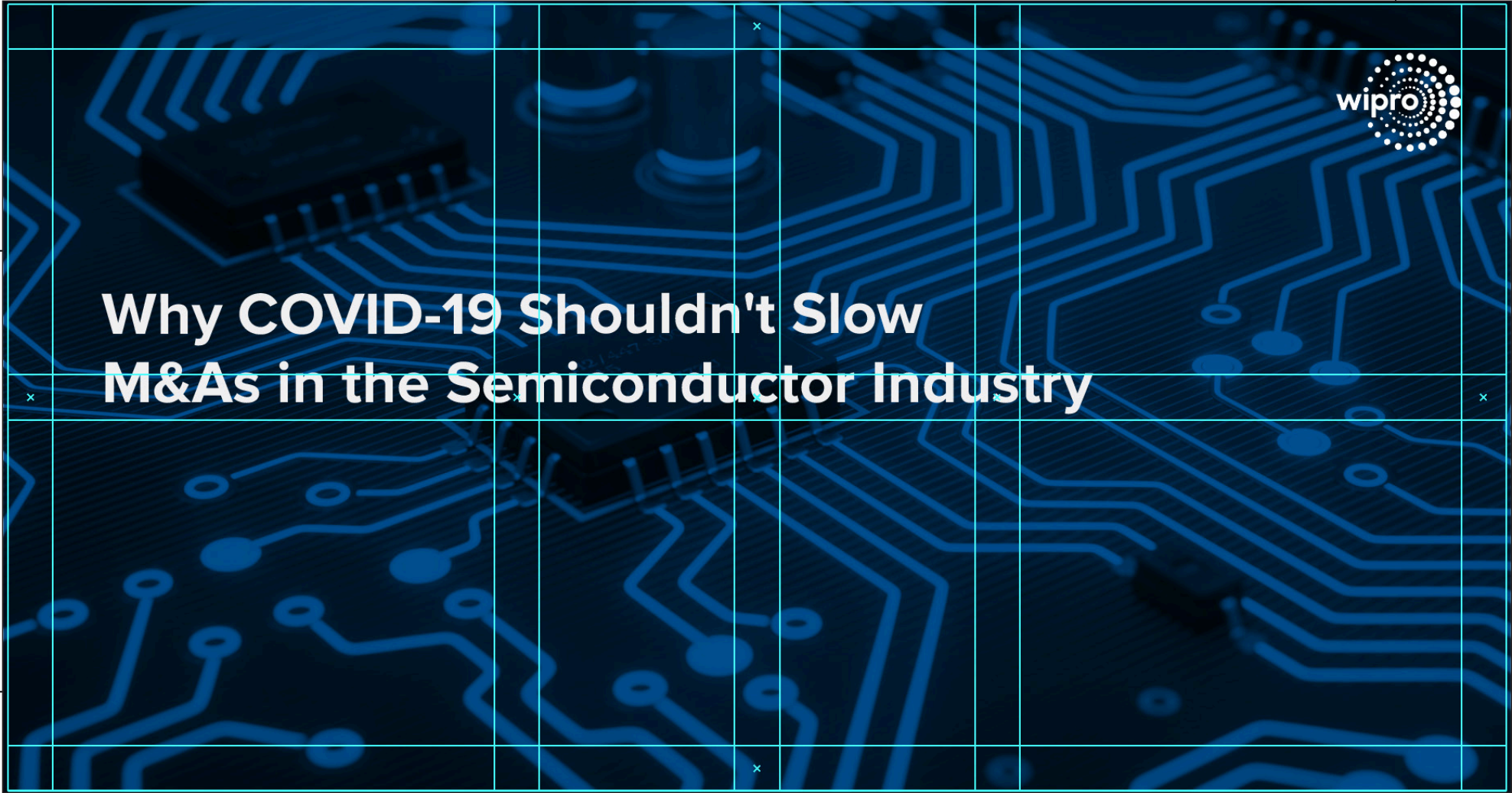


Landscape Grid

The landscape grid was designed to be versatile, and the perfect size to be interchangeable within our network of social media, presentations and reports Wipro publishes.

Limit header to 3 lines

18 px grid space

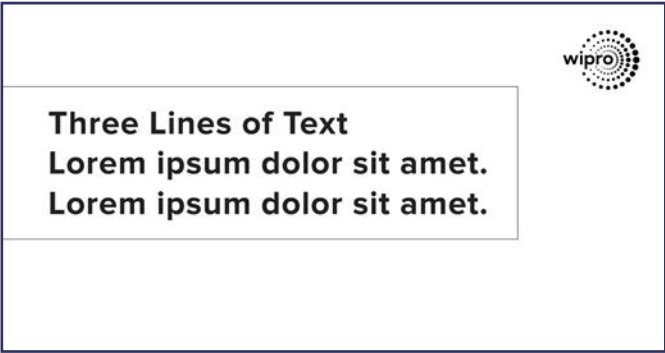
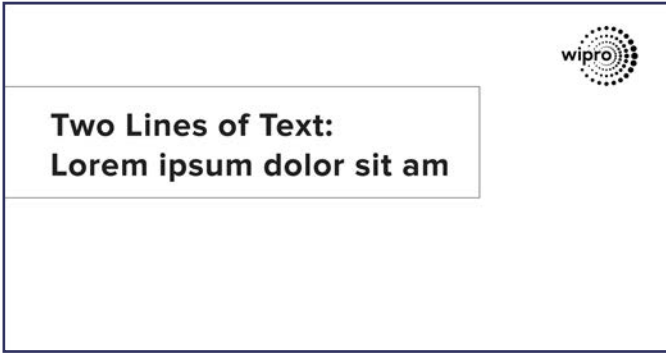


1200 x 630 px

36 px column gutters used as guides

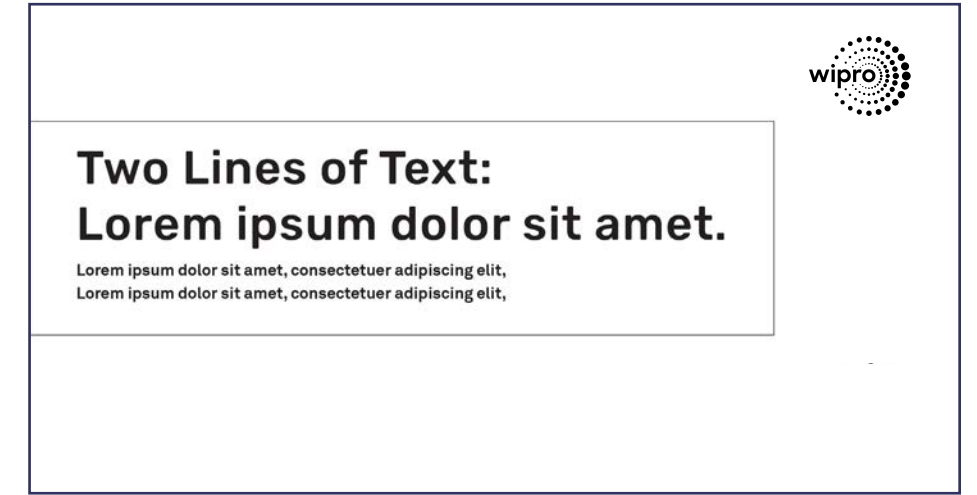
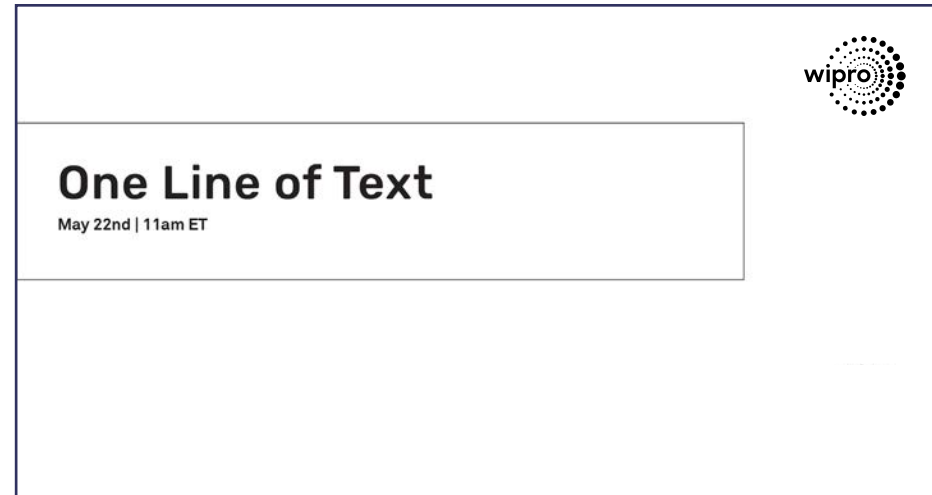
Social Media Posts: Facebook | Twitter | LinkedIn

Size: 1200 x 630 px
Title Size: 48 - 60 pt
Subtitle 24-36 pt
Logo Size: 140 px



Social Media Posts w/ Subheader

Size: 1200 x 630 px
Title Size: 48 - 60 pt
Subtitle 24-36 pt
Logo Size: 140 px



The background of the image is a close-up of asphalt pavement with yellow-painted pedestrian crossing markings. In the center, there is a square area containing two horizontal arrows pointing in opposite directions (left and right). Below these arrows, the text '1.5 M' is painted, indicating a 1.5-meter distance. On either side of this central square, there are vertical lines and stylized human figures representing pedestrians. The word 'Iconography.' is overlaid in white text on the left side of the image.

Iconography.

Icons

All our icons are based on a few principles to ensure a consistent look and feel. There are a few simple rules:

- Keep the icons in a disc.
- Avoid filled-in shapes.
- Stick to the brand colors.
- Avoid overly intricate shapes.



Social Media Icons

Social Media Icons are to be used either in their original formats, but only in discs.

If a full color version isn't practical, then use one of the Wipro color schemes.



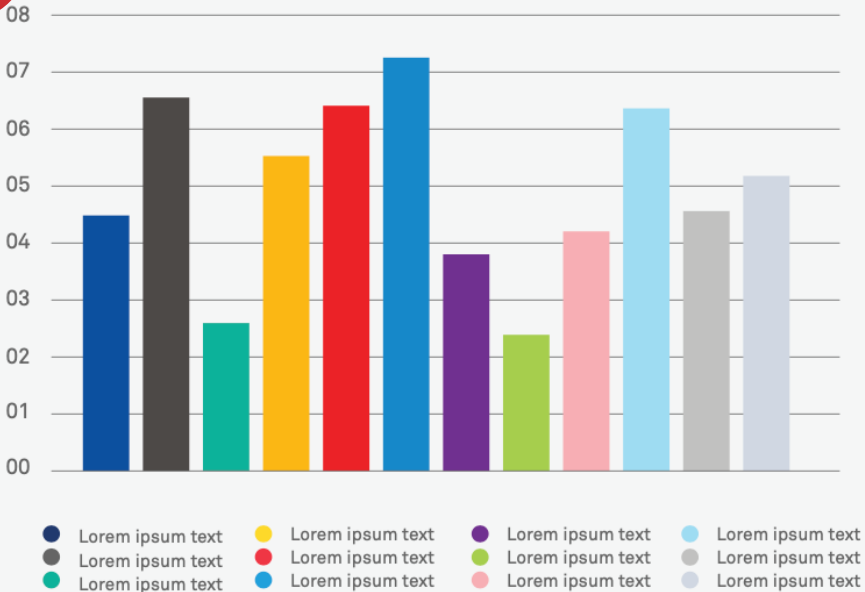
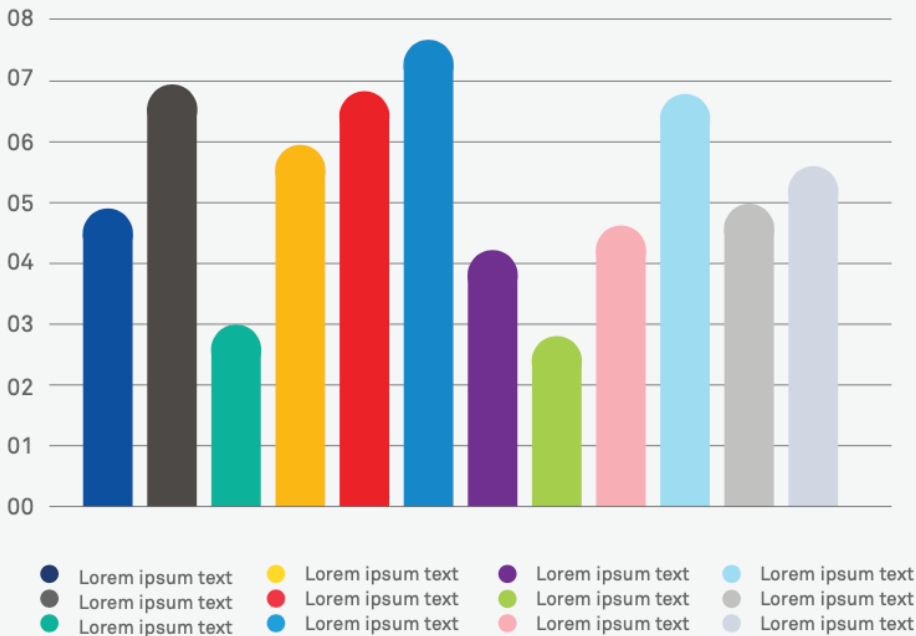
Infographics.



Graphs

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

Choose a rounded graph over a square graph.

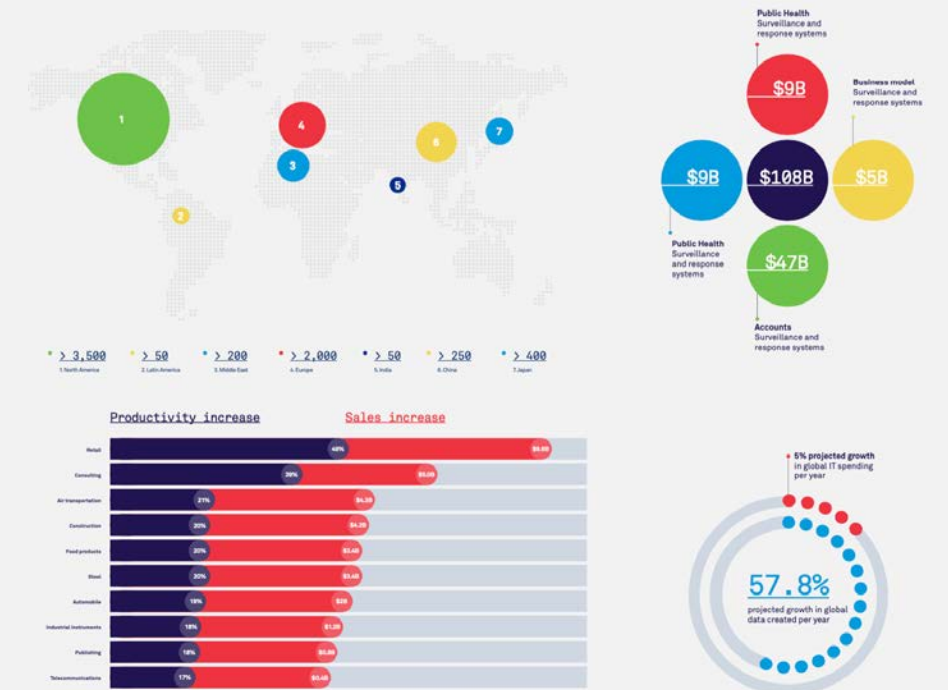
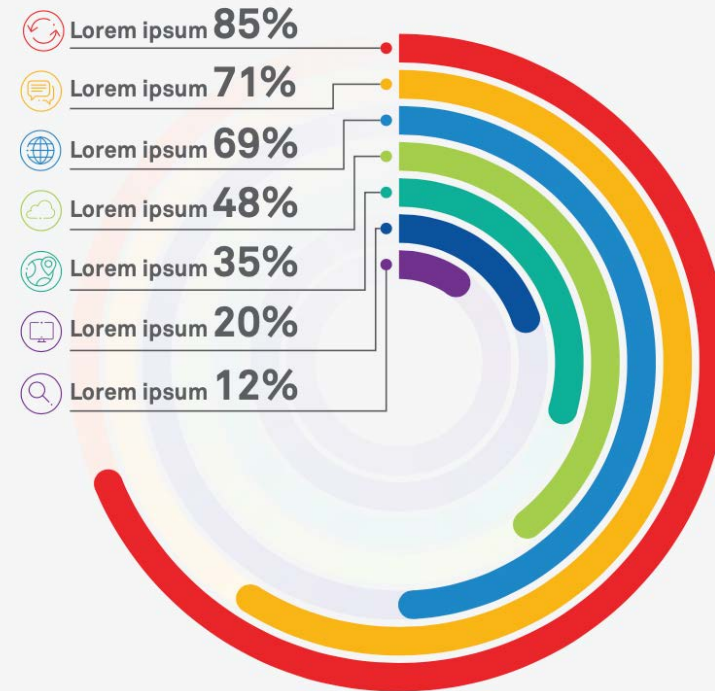


Infographics

Here are a few principles to follow when creating infographics:

- We recommend creating infographics on a white background.
- All primary brand colors should be used first, followed by the support colors.
- Any style of font from the Wipro Akkurat family - Bold, Regular or Italic - can be used for the text.
- The text must always be in sentence case and left-aligned.

Example 3:
Progress chart - concentric donuts



Information Charts

Use the icon set of principles to create graphs and charts that reflect a minimal, simple style.



Biometric Definitions

False Accept Rate (FAR)

False Reject Rate (FRR)

Impostor Attack Presentation Match Rate (IAPMR)



What it is?

The proportion of verification transactions with wrongful claims of identity that are incorrectly confirmed.

The proportion of verification transactions with truthful claims of identity that are incorrectly denied.

Proportion of presentation attacks in which the target reference is matched.



Performance level as per FIDO Alliance

Shall meet the requirement of less than 1:10,000 for the upper bound of 80% confidence interval. FAR is measured at the transaction level.

Shall meet the requirement of less than 3:100 for the upper bound of 80% confidence interval. FRR is measured at the transaction level.

The evaluation measures the Impostor Attack Presentation Match Rate for each presentation attack type, as defined in ISO 30107 Part 3.

Morphological



Face



Finger



Iris



Voice

Biological



DNA



Blood Markers



Physiological Rhythms

Behavioral



Signature



Keyboard Strokes

Please join us in following and engaging with Wipro and Wipro-owned companies across social media platforms.

#BetterTogether



Social Handles



LinkedIn	linkedin.com/company/wipro
Twitter	twitter.com/wipro
Facebook	facebook.com/wiprolimited
Instagram	instagram.com/wiprolimited

Designit®

LinkedIn	linkedin.com/company/designit
Twitter	twitter.com/designit
Facebook	facebook.com/socialdesignit
Instagram	instagram.com/designit

wipro digital

LinkedIn	linkedin.com/company/wipro-digital
Twitter	twitter.com/wiprodigital
Facebook	facebook.com/wiprodigital
Instagram	instagram.com/wiprodigital



topcoder
a wipro company

LinkedIn	linkedin.com/company/topcoder
Twitter	twitter.com/topcoder
Facebook	facebook.com/topcoder
Instagram	instagram.com/topcoder

Opportunities

wipro Careers

Twitter	twitter.com/wiprocareers
Facebook	facebook.com/wiprocareers

wipro Digital Operations Platform

LinkedIn	linkedin.com/showcase/wipro-digital-operations-and-platforms
Twitter	twitter.com/WiproDOP