

Logo Usage

wipro.com/brand-toolkit



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

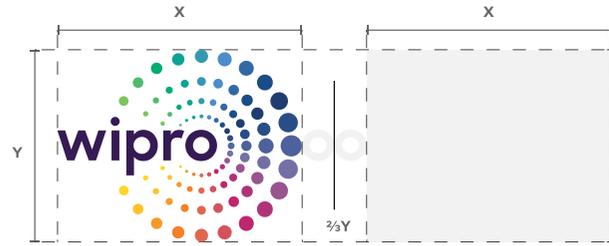
Wordmark



Print : Min 10 mm
Digital : Min 35 px

Co-Branding: Horizontal

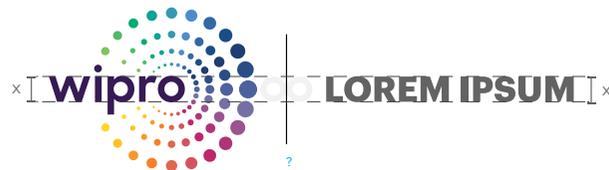
Co-branding is a marketing partnership between Wipro and another brand. It can encompass several different types of branding partnerships – client-specific collaterals, joint ventures, and charity events, for example. Corporate sponsorships (e.g. industry events) are generally not considered partnerships.



I. When Wipro is the lead brand, vertical divider line is $2/3$ rd 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.



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



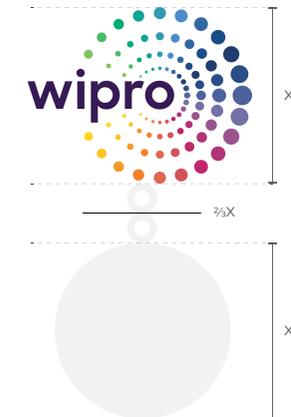
III. When the partner logo is the lead brand, their logo should be placed on the left side of the lockup. The co-branding logo may not exceed the area dictated by the Wipro logo

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 $2/3$ rd 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.



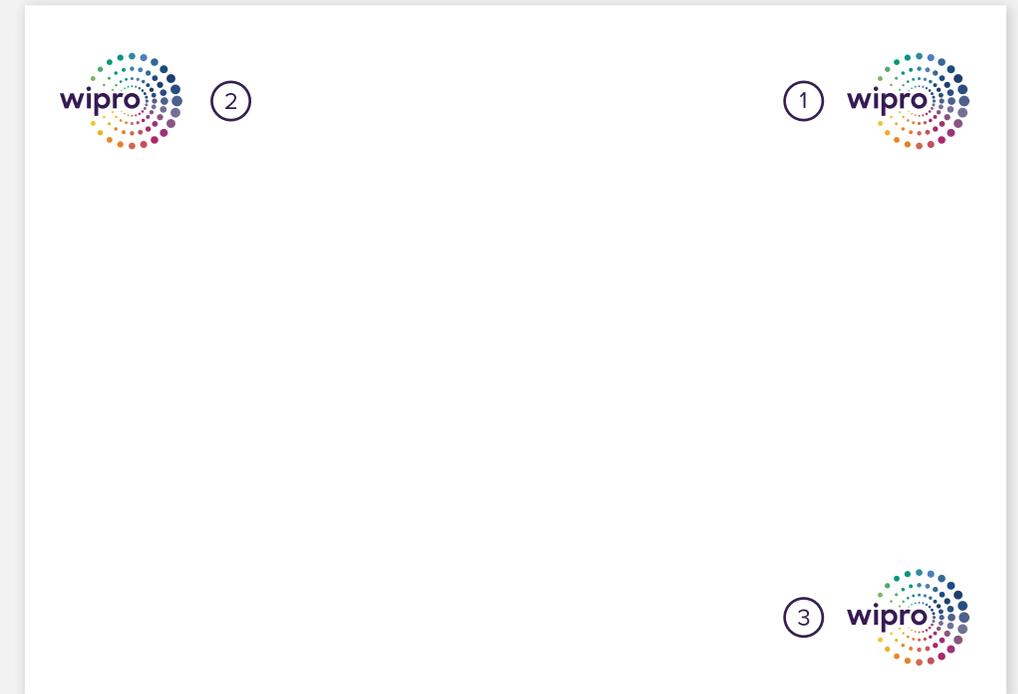
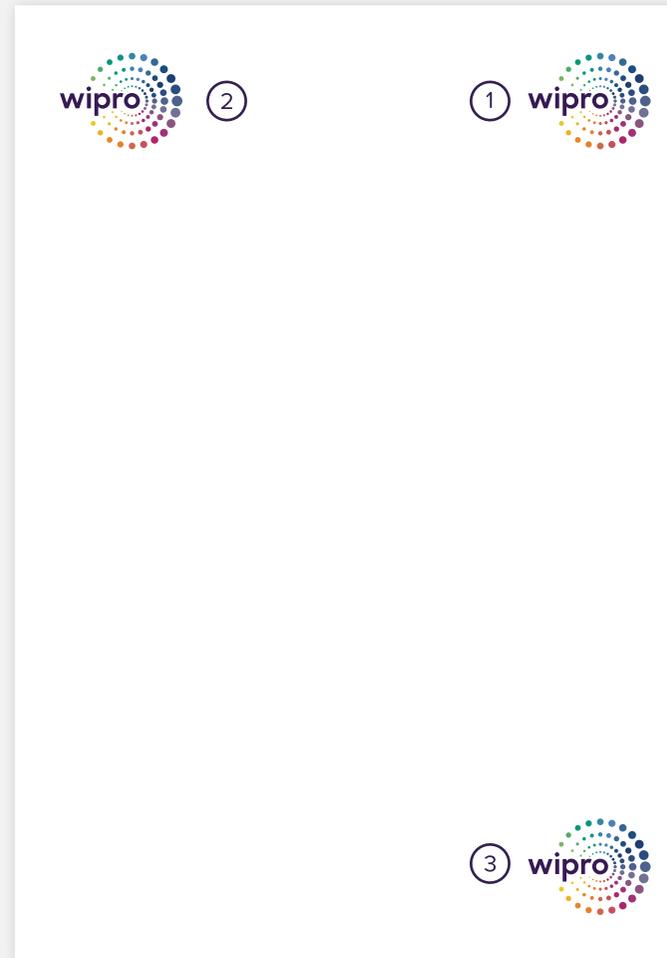
IV. When the partner logo is the lead brand, it should be placed on the top.

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

