

Our brand guidelines

Version 1.0
2021





These guidelines are just that, a guide. They are designed to encourage creativity while being consistent and clear in our communications. The following pages will demonstrate how we apply our visual identity to create a distinctive personality that helps us to stand out from our competitors and engage our audiences.



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Our brand



Our manifesto

Technology creates possibilities.
It answers what once seemed unanswerable.
It solves what couldn't previously be solved.
And yet, these possibilities create confusion for our customers.
They're overwhelmed by choice.
So they ask the 'thinkers' who give their opinion.
They might speak to the 'specialists' who know their world well.
And then they get passed on to the 'doers' to package it up for them.
And while this has worked for many, we don't think it makes sense.
It's disjointed. It's not cost-effective. It doesn't tell the whole story.
We do.
We're the thinkers and the doers.
We work out what's possible and then we make it possible.
We create new realities.

Please note:

This is our internal brand manifesto. It describes the essence of our brand offering - which is born out of an understanding of the challenges our customers face and how WWT is uniquely positioned to address them. In so doing, it explains why we are better than our competitors.

This manifesto is for internal use only. We want our customers to see our strategy come to life in our communications - the essence of what we say in our manifesto should be the take out of those communications, rather than becoming the actual content.



Vision

Wherever your story starts, we'll help you finish it

Mission

We will use our deep domain expertise and our unique capabilities, coupled with our ability to deploy solutions at scale to create new realities for our customers.

By bringing technology and business outcomes together, we will allow them to focus on what matters.

Please note:

Our brand Vision and Mission have been developed to underpin our overall brand identity and our marketing communications. The brand Vision and Mission are customer-focused and sit alongside our more internally-focused corporate Vision and Mission statements. They exist in harmony together.

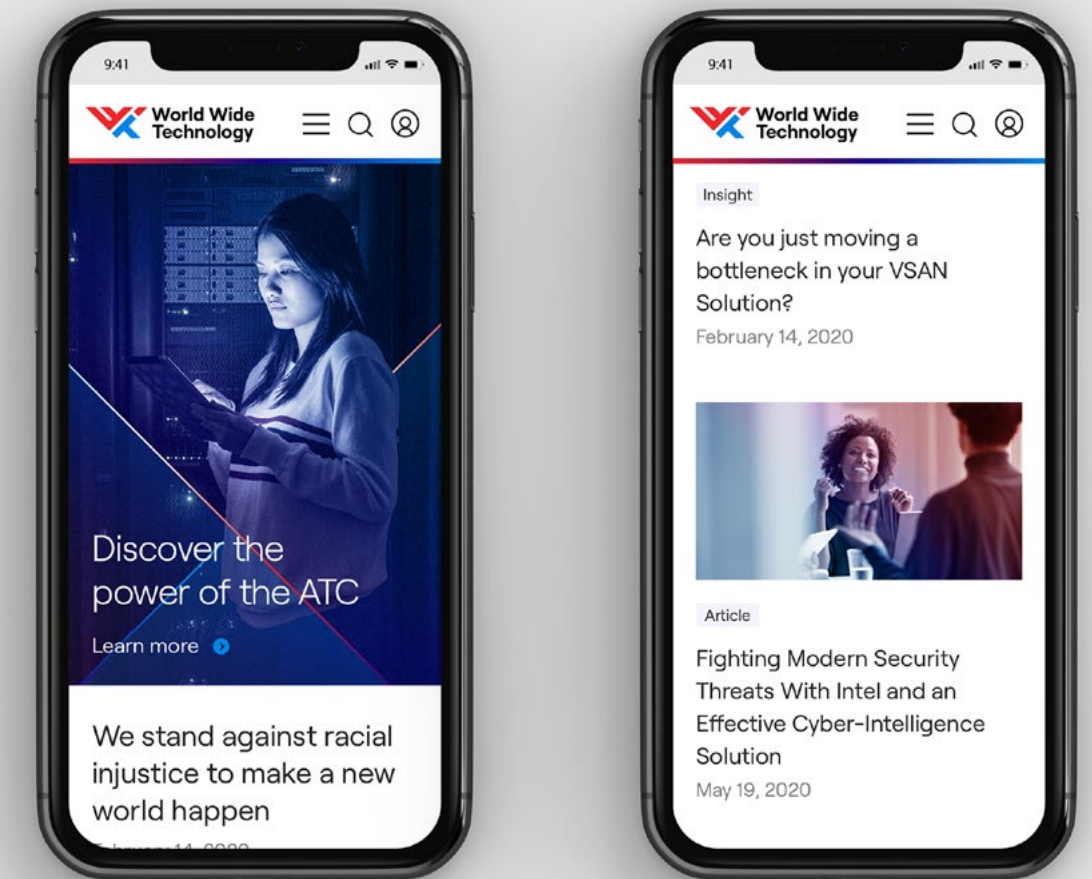
As with our Manifesto, the contents of our Vision and Mission are for internal use only.



Brand identity



World Wide Technology



World Wide Technology
1d

We want to give back to the communities we serve. We are encouraging entrepreneurship by investing in STEM-focused education, internships and work-based learning opportunities. Find out how we are developing a diverse pipeline of future leaders.

Make a prosperous world happen

STEM: How WWT are building for the future [Discover more](#)

1026 Likes

Make a new world happen

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CEO

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2.1

Strapline

10 Introduction

11 Make a new world happen



Bringing worlds together

We tell the whole story – from beginning to end.
Strategy to execution. Thinking and doing and
everything in between.

We remove the barriers to bring worlds together.
In order to make digital transformation – a new
world – happen.

Please note:

This copy can be leveraged in our external communications, for example in 'About us' copy, as it neatly summarizes who we are and what we do at a brand level.



Strapline
Make a new world happen

Make a new world happen is our overarching brand thought. With a few choice words, this simple, impactful phrase encapsulates our ambition, what we do, our creativity and our global delivery. We use it to sign off copy and to stand loud and proud. Please refer to p12 and p13 to see examples of how we use our central brand message.

Make a new world happen



Make a new world happen

We are creative

We are not formulaic

(Consultative)

We are disruptors

We are not followers

(Creative)

We are active

We are not passive

(Global delivery)



No one appreciates more than we do the importance of customer demand. Whatever your business need, we can deliver scalable, tried and tested, tailored solutions – fast. We bring strategy and execution together and everything in between to **make a new world happen.**

Please note:

This copy can be leveraged in our external communications, for example in 'About us' copy, as it neatly summarizes who we are and what we do at a brand level.



2.2 Tone of voice

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- 16 Our language
- 17 Tone of voice principles
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Please note:

- Our voice is purposeful and confident
- We like to keep things simple
- We apply our tone consistently to create a distinct and recognisable brand voice
- When writing the company name in copy it can be abbreviated to WWT



Our brand voice

We want to empower our audience.
Give technology buyers the
information they need. Help them
solve complex business issues fast.
Make decisions. Move forward at pace.

We can achieve this through our unique tone of voice. Through the language we use. We must pay meticulous attention to what we say. And how we say it too. As we commit our words to the page, it's important to:

- Write with a clear purpose
- Know your audience
- Apply our tone consistently across everything we do

We are responsible for making our communications sound uniquely WWT and a pleasure to read. Thank you for helping us 'own' a remarkable and distinctive global brand.



Our tone of voice expresses who we are. It influences how our clients think and feel about WWT. It also sets us apart. And makes sure our communications are clear and engaging. We have created the following principles to guide how we speak.

Making a new world of language happen



Purposeful

We write with a sense of purpose; giving clear emphasis to what we can do. We share how our solutions make digital transformations – new realities – happen. We simply tell it like it is. By showing we know, value and understand our tech customers and what they need, we position ourselves as specialist business partners.

Do

- Express how our vision and global capabilities can open up a new world for our clients
- Use benefit-led language and show how we fit seamlessly into their business
- Focus on our audience and see things from their perspective



Bold and confident

We want our audience to trust us to lead them through the challenges they face. We are their pathway forward. Our voice reflects our proactive, future-focussed, can-do attitude. We don't wait for something to happen. We make it happen. We are a highly intelligent brand at the forefront of change and innovation. We never stop looking at things differently.

Do

- Speak with unassuming authority as leaders and influencers in our industry
- Use words that create a positive, productive world enriched with opportunity and potential
- Write to build lasting relationships by being personal and genuine. Use language to guide, inform, and inspire our clients



Beautifully simple

The best experts always keep it simple. We never communicate complexity. We go straight to the point of the business outcome. We are agile, fast-paced. We get things done. We introduce dynamic language where we can to highlight the responsive nature and energy of our global capabilities.

Do

- Write to communicate. Keep it simple and use everyday words that everyone can relate to
- Make sure your writing is as economical as possible. Add energy by using shorter, crisp sentences
- Use the active voice. Avoid elaborate sentence structures and excessive use of punctuation



Refreshing

We're an innovative tech company but we're not afraid to show our human side. We think it's essential to look beyond the technology. To look outward. To connect with real problems in the real world. To be in touch with our people and our community. To give back. To stand up for what we believe in.

Do

- Show we're human too. That means be personal and cut out the cold, corporate jargon
- Have an optimism to our tone. A light touch. A smile in our sentences
- Share helpful information with people. Keep it short. Solve their problems



We are proud of our success and the company we have become. It's important we follow our tone of voice principles so people can recognise us by how we speak and write.

Here are three examples of how we have brought our tone of voice to life:

Example 1

We know where you need to get to. We can help you move ahead fast. Minimize the risk. Reduce the costs. By designing and building solutions. Integrating them into your network. But always proving them first. We bring business and technology together to **make a new world happen.**

Example 2

No one appreciates more than we do the importance of customer demand. Whatever your business need, we can deliver scalable, tried and tested, tailored solutions. Fast. We bring strategy and execution together and everything in between to **make a new world happen.**

Example 3

We bring you the
Technology
Business know-how
Speed
Tailored solutions
Proof
Can-do attitude
Delivery power
To...
Make a new world happen



Poster headline examples

We bring speed
and agility together

Make a new world happen

We bring technology
and business together

Make a new world happen



Example
Advance Technology Center (ATC)

New concepts. We bring proof – fast

The extraordinary happens in our Advanced Technology Center (ATC). Want to see your newly designed technology concept in action? Watch us test it out. It's as if you're in your office environment for real.

Example
Supply Chain

We bring delivery power Built around you.

Innovative solutions need an outstanding global supply chain otherwise what's the point? We make it our business to deliver on time, on budget, anywhere in the world.



2.3 Logo

25 Our logo

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27 Exclusion zone and minimum size

28 Monogram

29 Logo usage

31 Dos and don'ts

Please note:

- Always use the logo artwork files
- A monogram can be used if supported by another full logo elsewhere in the communication
- The primary colorway is full color on white but can also be used reversed out



Logo

Our logo

Our logo is a shorthand for everything we do and stand for, and one of the key ways in which our audience identifies us. Therefore, it must be applied with consistency and care in order to build and maintain brand recognition.

Reminder

Always use the original master artwork files. Never try to recreate the logo – it should not be altered or recreated in any way.





Logo

Color usage

Color is an important element of our visual identity. Where possible, the full color logo should be used with either a black or white wordmark depending on which provides better legibility.

When the legibility of the full color logo is compromised by the background – for example with video footage, imagery, or color backgrounds that are similar to the colors used in the logo – use the reversed logo. It is important to always maintain the legibility.

Reminder

Always use the supplied logo artwork, do not change the colors, please see page 31 for dos and don'ts on usage.



Full color logo

Full color logo on dark background



Reversed logo

Monochrome logo



Logo

Exclusion zone and minimum size

To ensure the legibility of our logo, an exclusion zone based on the height of 'W' from the monogram is recommended.

This area around the logo should be free from other graphics that might compromise the visibility or obstruct the logo in any way.



Minimum size for print
8mm total logo height

Minimum size on screen
32px total logo height



'W' height from monogram
determines exclusion zone



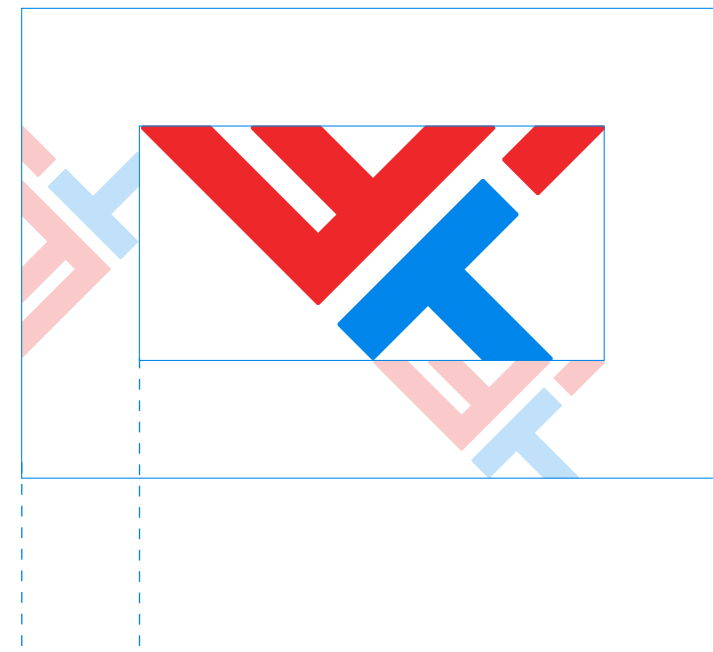
Logo Monogram

A monogram based on the full WWT logo can be used as a shorthand when not using the full logo.

The monogram should only be used as a secondary reinforcement of the brand and should not be used as the only logo on external communications.

Reminder

Always use the supplied artwork, never redraw the monogram or alter it in any way.

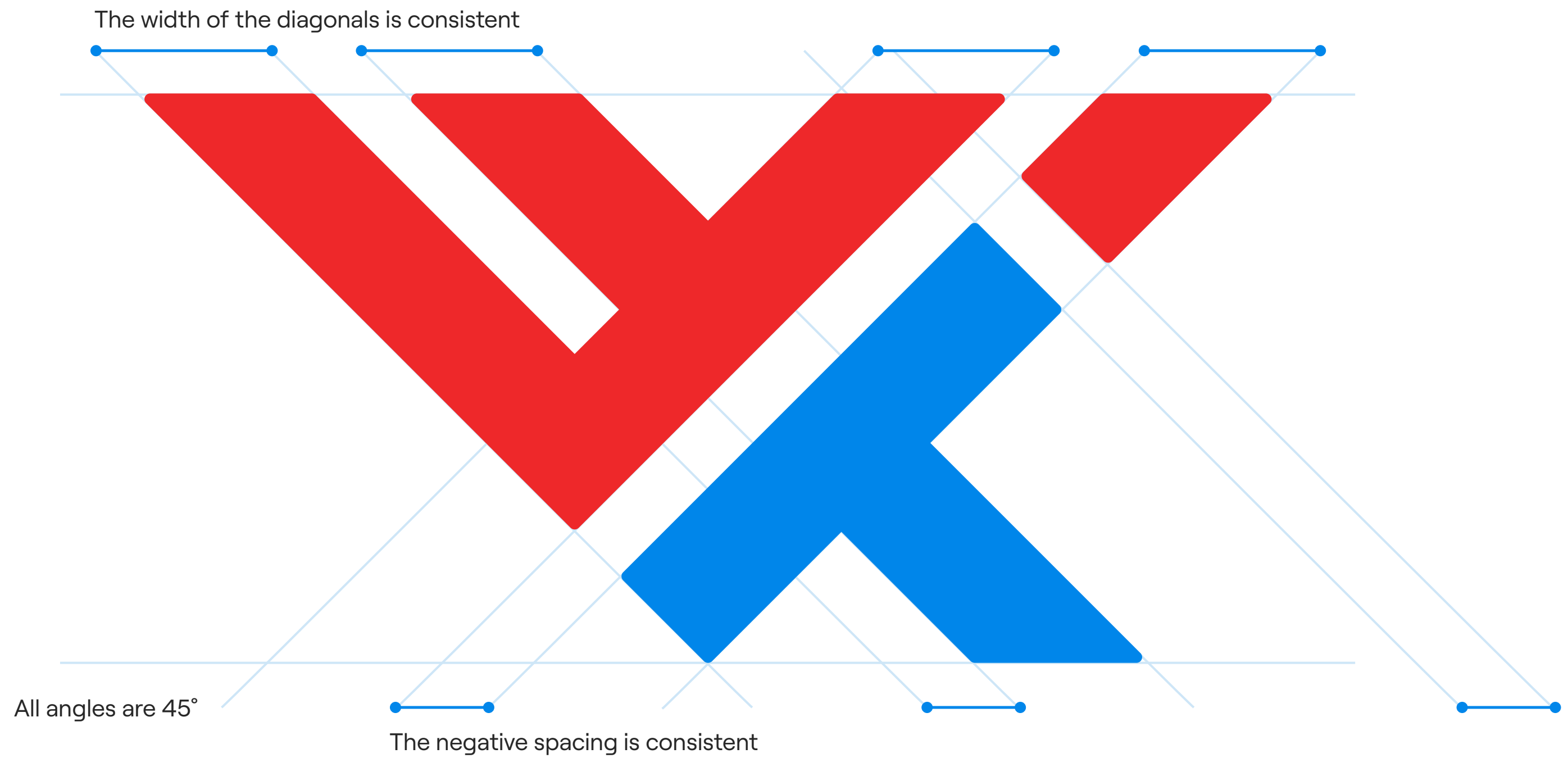


50% of the monogram height determines exclusion zone





Minimum size for print
8mm monogram height

Minimum size on screen
25px monogram height





		Usage guidance	Example usage (Please see page 30 for examples)
WWT logo		<p>The full WWT logo should be used in all print and digital communications.</p> <p>The logo should be used with care and consideration, and should always follow the guidance as detailed on pages 26 and 27.</p>	<ul style="list-style-type: none"> – BVA covers, PowerPoint covers – Public communications; posters, billboards, NASCAR livery – Official statements – WWT website navigation bar – WWT merchandise – Stationery
Monogram		<p>The monogram can be used as a standalone element if:</p> <ul style="list-style-type: none"> – A full WWT logo is excessive, repetitive, or obtrusive – A full WWT logo does not fit elegantly in the required space – A full WWT logo appears elsewhere in the communication – The communication is shown in the context of an official WWT channel, e.g. a social post on the WWT LinkedIn page 	<ul style="list-style-type: none"> – Social media posts – Social media avatars – Shorthand branding on each page of a document – Website favicon




Logo


Usage examples

See the examples below for an overview of logo usage in accordance with the logo usage overview chart shown on the previous page.



 **World Wide Technology**
1d

Helping businesses move forward with innovative thinking and technology is critical to the future of the global business landscape. WWT Consulting connects ideas to momentum. To strategy. To agility. To rigor. To certainty. To execution. We remove the barriers between the digital and the physical to make a new world happen.



WWT Consulting
From strategy to execution [Discover more](#)

106 Likes





✓ **Do** always use the original logo artwork files



✓ **Do** use the WWT logo at the correct minimum size



✓ **Do** use the correct all monochrome WWT logo when required



✓ **Do** use the reversed (white) logo when the legibility of the full color logo would be compromised



✗ **Do not** rearrange the logo



✗ **Do not** change the colors of the logo



✗ **Do not** shorten the wordmark



✗ **Do not** apply any effects to the logo





2.4 Graphic device

33 Overview

35 Device creation

36 Device color

37 Size, orientation and position

38 Device and imagery

41 Examples

42 Device usage

43 Device and typography

44 Dos and don'ts

45 Gradient line

47 Top/secondary level branding

Please note:

- Always follow the guidance on creating a master artwork
- Use the graphic device to create impact
- Allow for space when applying typography



Graphic device

Overview

Our graphic device is a visual extension of our logo and represents the idea of bringing worlds together. It consists of a gradient stroke set to 45° or -45° and a semi-transparent layer. It should always bleed off the design.

Alongside the logo and other elements of the brand toolkit, we use the graphic device to bring the brand to life, identify ourselves and stand out from the crowd. It works both combined with brand imagery and in purely graphic applications as demonstrated here.



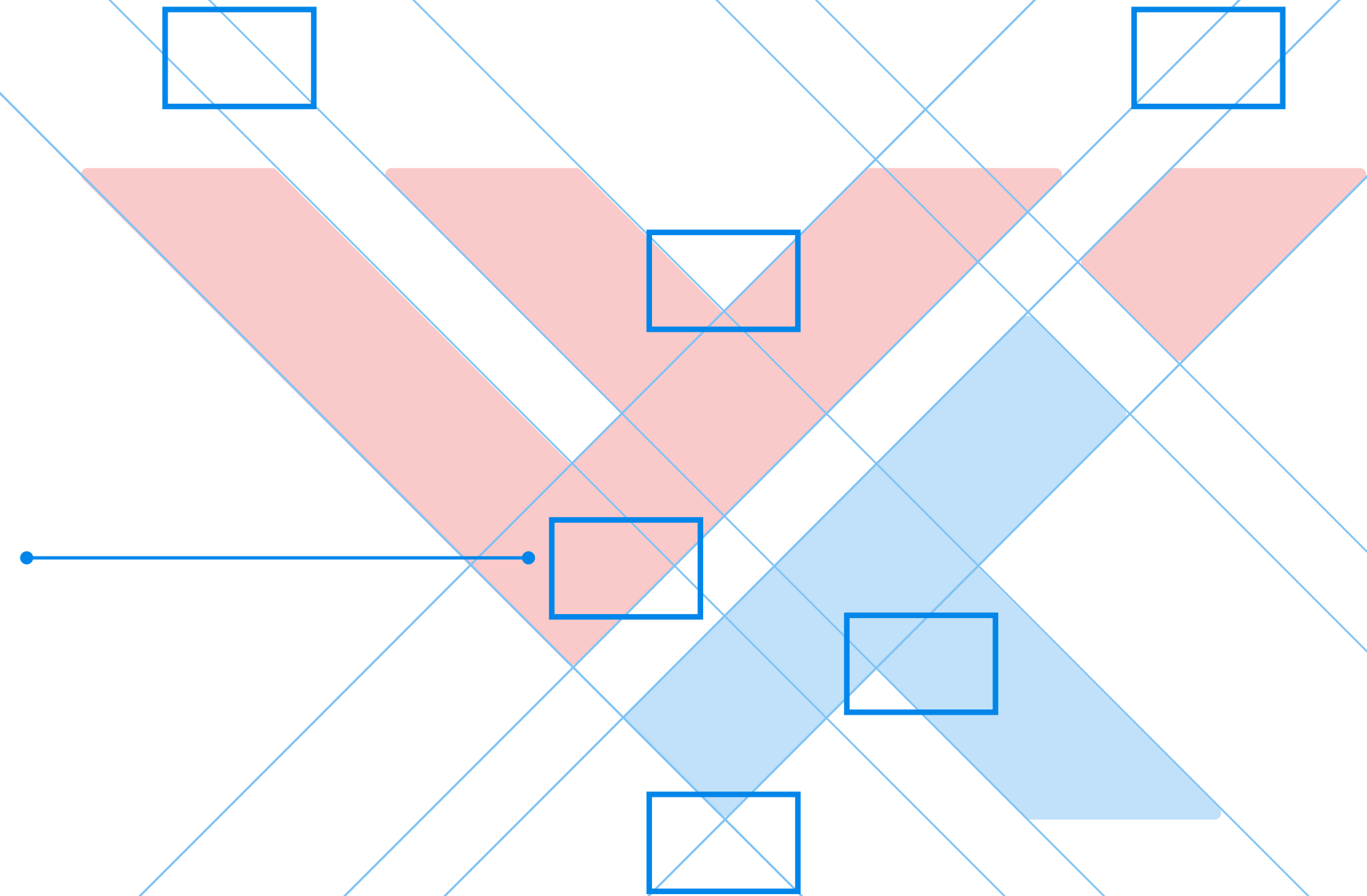
Graphic device

Overview

Our graphic device is directly inspired by our logo. The way we arrange and combine the graphic device(s) relates to various details and crops found within the logo itself, as seen here.

In order to present a consistent and recognizable identity, maintaining the visual relationship between the logo and the graphic device(s) is important.

The angle of the graphic device is determined and directly inspired by the logo. It should always be 45° or -45° .





Graphic device

Device creation

Please note that wherever possible the master artwork files of the graphic device should be used. If this is not possible, or the graphic device needs to be recreated, the process outlined below should be followed.

Layer 1 – Gradient stroke

The gradient stroke is created using the full primary palette: WWT Bright Red, WWT Dark Blue, WWT Light Blue and White.

The position of the colors varies depending on whether the graphic device is shown on a light or dark background, with the light background device omitting White for clarity purposes.

Please also note that both gradients can be reversed or the position of the colors tweaked in instances where they impact other elements of the layout such as type.

Layer 2 – Transparency fill

The transparency fill has a gradient mesh applied:

- Outer points are WWT Light Blue, with some points WWT Dark Blue for visual interest. All points are shown at 100% opacity
- The centre point is light blue with 20% opacity to create the central fade
- When the device is being used on a colored background the opacity of the device is set to 20%
- When the device is being used on a white background the opacity of the device is set to 10%

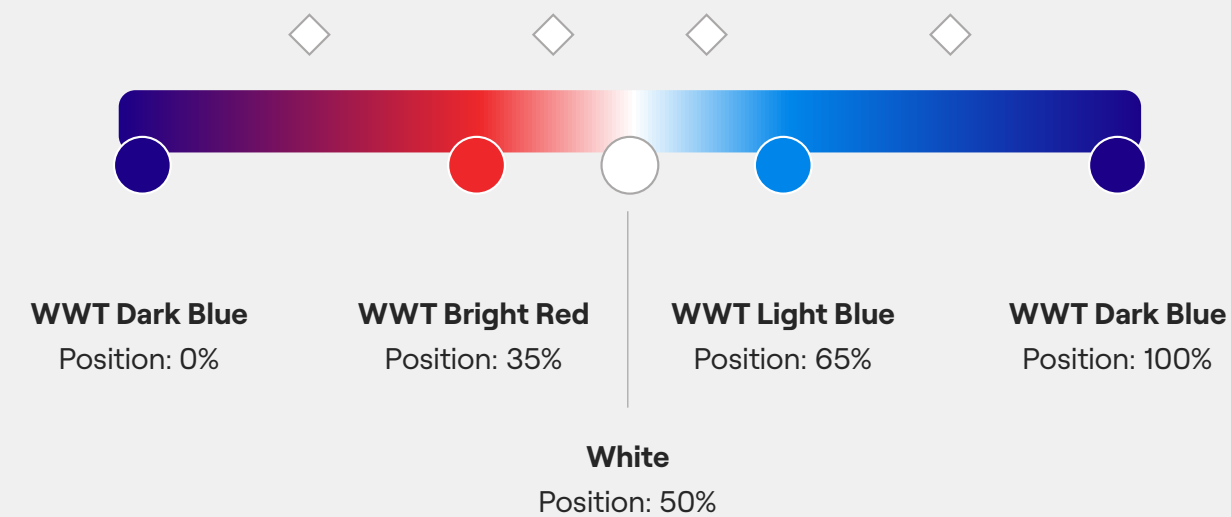
Completed graphic device

The two layers must be exactly aligned along the 45° angle in the correct order to create the completed graphic device.

The details for creating the gradient background can be found on p.55–57.

Layer 1: Gradient stroke

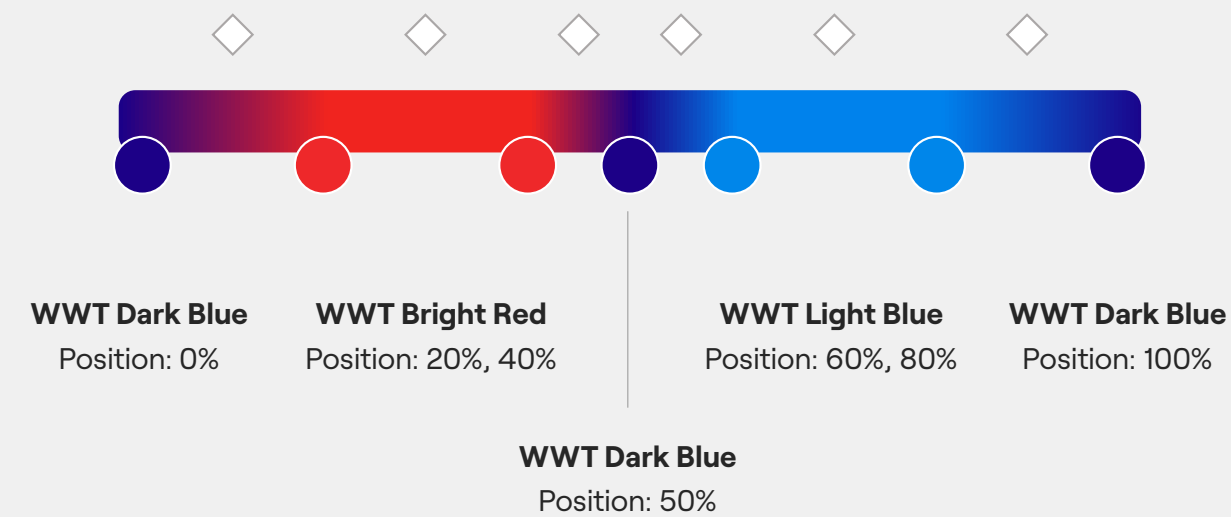
Dark backgrounds



Note: Gradients can be reversed

Layer 1: Gradient stroke

Light backgrounds



Note: Gradients can be reversed

Layer 2: Transparency fill

Dark backgrounds

Illustrator Mesh Tool



Layer 2: Transparency fill

Light backgrounds

Illustrator Mesh Tool





Graphic device

Device color

The graphic device colors are created using the WWT Light Red, WWT Light Blue, WWT Dark Blue, and white. No other colors should be used to create the device.

Color backgrounds

On dark backgrounds, the inner device color has a slightly darker overall transparency, 20%, to ensure sufficient visibility.

See page 37 for comprehensive rules on how to create the graphic device

Graphic device on WWT Dark Blue

White backgrounds

When shown on a white background, the inner device color is slightly lightened – taking the overall transparency down from 20% to 10%.

See page 37 for detailed construction details.

Graphic device on white



Graphic device

Size, orientation and position

Size

The graphic device can be scaled to create interesting and impactful compositions. The device should always scale to fit the full document width; from top to bottom.

Avoid using the graphic device at very small sizes.

Orientation

To ensure a clear link to the WWT logo, the device must always use a 45° or -45° angle.

Position

When using more than one device in the same orientation they should not be positioned too closely together. As a general rule, ensure a minimum distance of 10% of the document width between the devices.

A device can be positioned anywhere on the page, though legibility and page structure should be considered. It is best to create a balanced page layout where text is shown on one side, and the device on another side.

Stroke widths should be consistent across a document

The direction of the gradient can be reversed as seen here to avoid multiple devices on an asset feeling repetitive. The direction is decided according to what works best for each composition and layout.

Greater than 10% document width spacing



Graphic device

Device and imagery

The graphic device can be combined with cutout portrait photography to create ownable and recognizable brand imagery. Only up to three graphic devices can be used as a background element, or layered with the cut out image to add drama and depth, and create the feeling of space.

Please note, the graphic device(s) should always be shown at a 45° angle, and should be cropped to work with the composition, creating impactful layouts and suggesting movement. Overlaps between elements are permitted as they enhance our concept of bringing worlds together. A combination of gradient directions enables the full spectrum of colors to appear in the layout and allows the design to feel more dynamic. Avoid multiple graphic devices with the same gradient direction as this can feel repetitive or create a stripey effect.





Graphic device Device and imagery

The graphic device can also be used integrated with imagery, creating exciting compositions that strengthen the idea of being immersed in a WWT world. This treatment is primarily used for digital applications.

As with the cutout imagery, the graphic device should be used to create a sense of depth and drama. It should be used modestly in order to maximize impact.

Images with high contrast between light and dark are preferred when using this treatment style, as the graphic device appears to glow, emphasising depth.





Graphic device

Device and imagery

The graphic device can also be used to crop images to create interesting compositions.

Multiple strokes can be used to enhance the concept of bringing worlds together, though the device should never obscure the image.

This treatment style should only be used with secondary images that have duotones applied as detailed on pg 67.





Graphic device

Examples

Applying the device to portrait imagery

When applying the graphic device with cut out portrait imagery, it is important that the composition is carefully considered and is not used too dominantly. Please see some examples on the right shown on the blue and white backgrounds.

Our graphic device should be used to enhance an image, but should not 'frame' our cut out portrait image.

Our graphic device can be layered to create compositions that interact with our cut out portrait imagery. Please note: No more than three graphic devices should be used at one time.





Graphic device

Device usage

This table provides an overview of where each style of graphic device should be used.

Our primary graphic style uses the graphic device, gradient backgrounds, and in most instances cutout images, though the device can also be used as a standalone graphic.

Alternatively, the graphic device can be used to intersect an image. This should be primarily be used in a digital context.

At lower levels, the device can be used to crop images. This should be used in a supportive function rather than as a lead graphic.

	Photography	Graphic	Example usage
Top level device			<ul style="list-style-type: none"> – BVA covers, PowerPoint covers – Website hero space – Public communications; posters, billboards – Brand level social media posts
Alternative usage		N/A	<ul style="list-style-type: none"> – Digital applications – Website hero space – Animated content
Secondary level device		N/A	<ul style="list-style-type: none"> – Interior BVA, PowerPoint pages – Lower level social media posts



Graphic device Device and typography

The graphic device can be used in combination with headline text, as long as both the text and device legibility are considered. The device should not be used with large amounts of text.

Make a new world happen



✓ **Do** crop and combine graphic devices facing both directions. See p.41 for examples



✓ **Do** overlap two graphic devices where appropriate



✓ **Only** use the device at a 45° angle



✓ **Do** ensure images have a good tonal fit with the graphic device



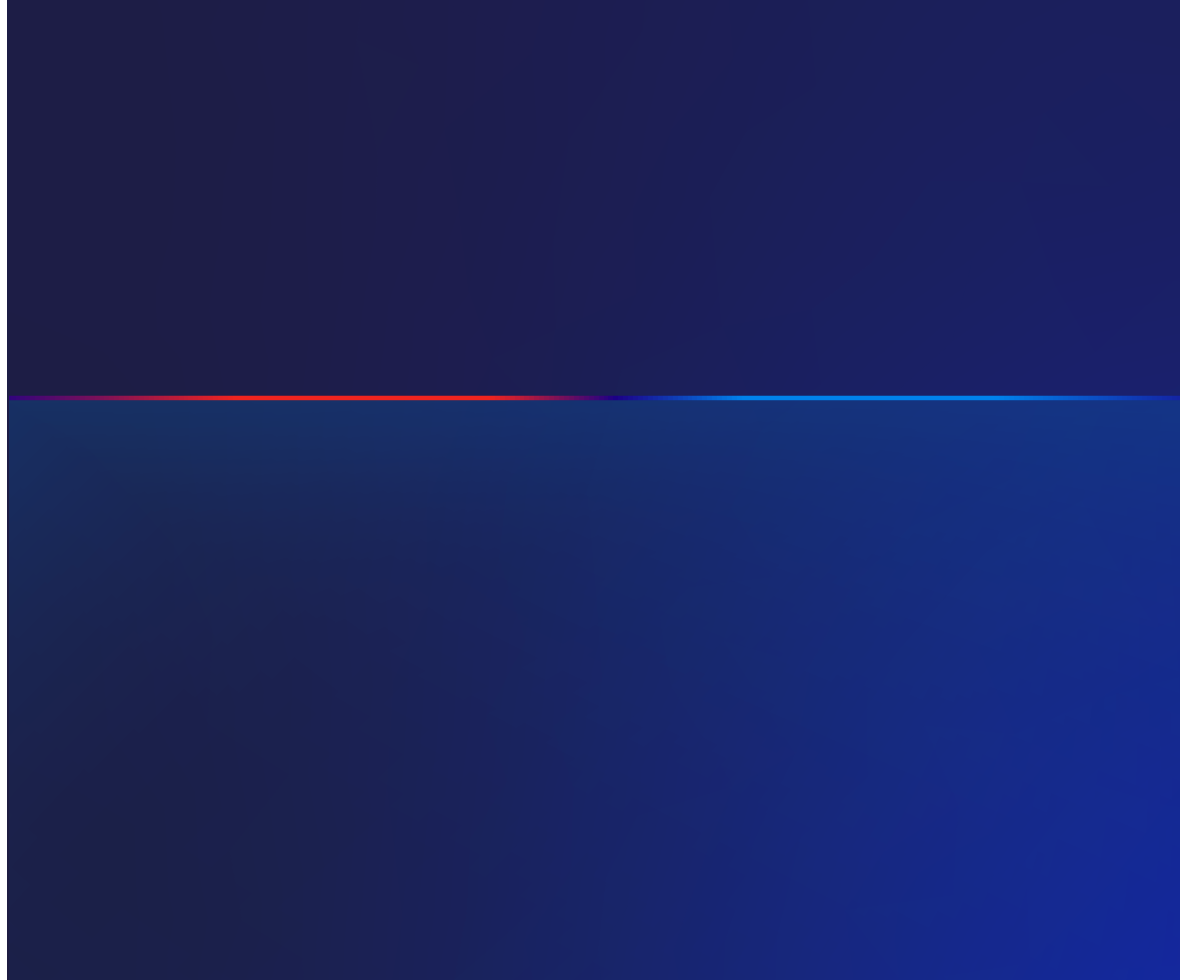
✗ **Do not** obscure images with the device



✗ **Do not** use so many graphic devices that the composition feels busy or cluttered



✗ **Do not** rotate the graphic device. Only use 45° or -45° degree angles



✗ **Do not** apply any effects to the graphic device





Graphic device

Gradient line

At a secondary level, (as outlined on page 46) we also use a gradient line. This gradient line acts as a simplified version of the graphic device that is ideal for low level branding and enhancing the overall brand identity. The gradient line is typically used when the graphic device is not.

The colors of the gradient line should always be shown running from WWT Bright Red on the left, through WWT Dark Blue to WWT Light Blue on the right.

Reminder

We do not include White in the colors of the gradient line.



 **WWT Bright Red**
Location: 0%

 **WWT Dark Blue**
Location: 50%

WWT Light Blue 
Location: 100%



The gradient line can be used in combination with secondary imagery or as a way of strengthening the brand presence in broadly graphic applications such as a social media post, as demonstrated here.



The gradient line scales to fit across the entire length of the composition



Graphic device

Top/ secondary level branding

Top level applications

Consist of the primary engagements or interactions a consumer may have with the brand, such as covers of documents, the homepage or headers of web pages etc.

Secondary level applications

Include applications a consumer may encounter when they are already aware of the brand, such as content further down the page, lower level pages, social media posts, pages within documents etc.

Top level



Top level cutout images

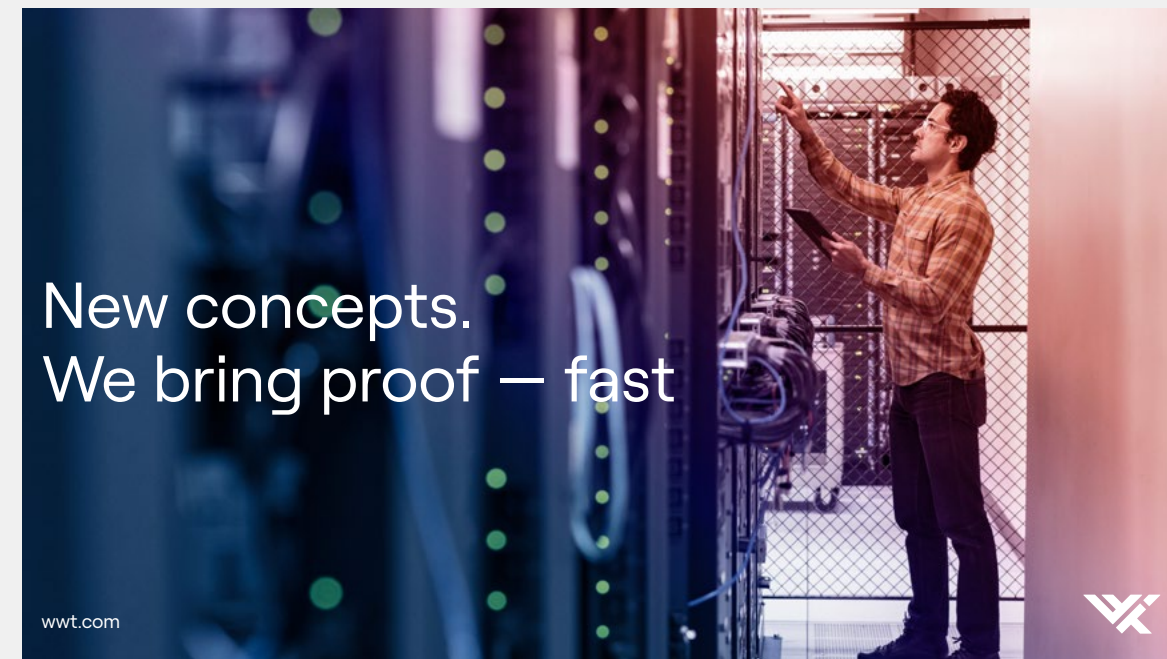
Used for PowerPoint covers, BVA covers, advertising



Top level graphics

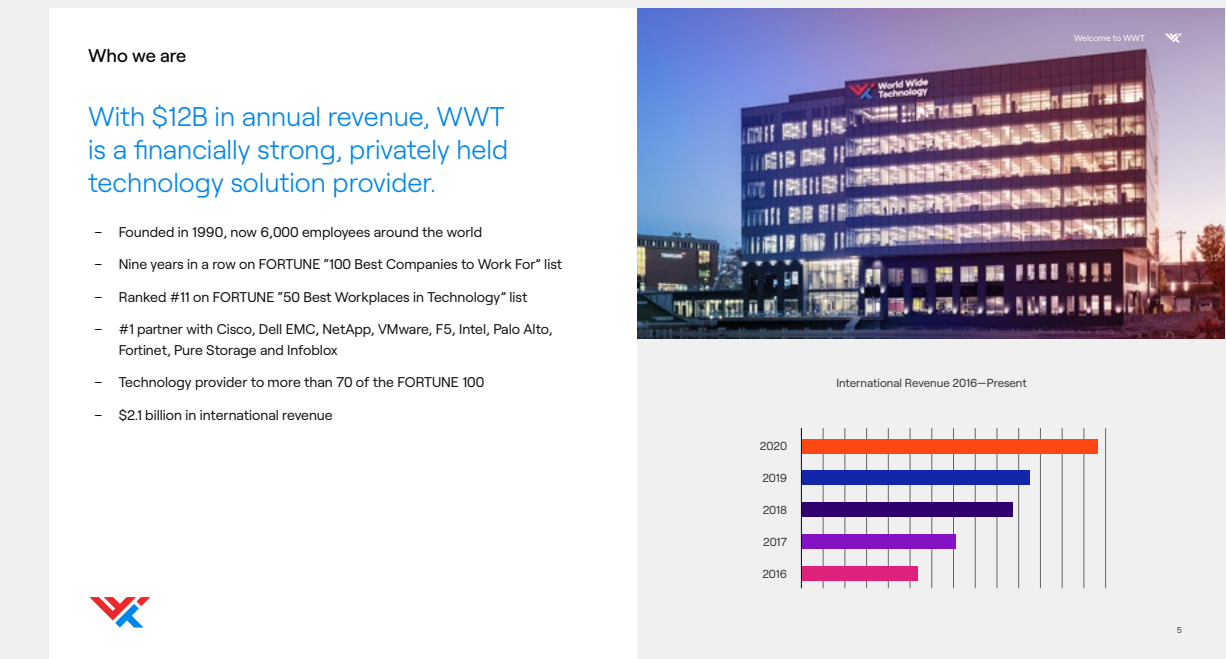
Used for breaker slides, merchandise, stationery

Secondary level



Secondary level images

Used for social media posts, secondary level website pages, images inside presentations and BVAs



Secondary level graphics

Used for PowerPoint content slides, pages within BVAs, content further down a web page



2.5

Color

49 Color palette

50 Secondary color palette

51 Example usage

52 Dos and don'ts

Please note:

- Do not use our primary color WWT Bright Red too prominently
- Be careful when using our secondary colors together and as tints. Ensure there are no clashes
- Only use WWT Light Blue for headlines in text



Color

Color palette

The WWT color palette is made up of 3 strong, impactful colors: WWT Bright Red, WWT Light Blue and WWT Dark Blue. They are key identifiers for our brand, therefore they should be used consistently across all applications. Due to the strength and vibrancy of these colors, white is also an important part of our palette and should be used generously to ensure the brand feels fresh and contemporary and does not become too saturated.

WWT Light Blue is a key color that can be used for typography as well as a background color at secondary levels.

For the gradient background, see page 55.

WWT Bright Red

- 75% #F15355
- 50% #F57E7F
- 25% #F8A9AA

R238 G40 B42
C0 M97 Y94 K0
Pantone 3556 C
#EE282A

WWT Light Blue

- 75% #339EEE
- 50% #66B6F2
- 25% #99CFF7

R0 G134 B234
C77 M44 Y0 K0
Pantone 2193 C
#0086EA

WWT Dark Blue

- 75% #49339F
- 50% #7766B7
- 25% #A499CF

R28 G0 B135
C100 M100 Y10 K10
Pantone 2735 C
#1C0087

White

C0 M0 Y0 K0
R255 G255 B255
#FFFFFF



Color

Secondary color palette

The role of the secondary color palette is largely supportive, an extension of the main color palette. Secondary colors should be used to accent or detail a design where an extra layer of distinction is required.

The secondary palette is also useful for lower level graphics such as charts and diagrams, or UI elements. Aside from the background gradient (see page 55), avoid using the secondary colors for top level brand elements or graphics such as the logo or graphic device.

Please note that Black and all tints of Black should only be used for text and background elements.

Royal blue

	75% #5365C8
	50% #8B97DA
	25% #C5CBEC

R22 G47 B180
C97 M95 Y0 K0
Pantone 2736 C
#162FB4

Violet

	75% #664095
	50% #9980B9
	25% #CCBFDC

R51 G0 B114
C90 M99 Y0 K8
Pantone 2685 C
#330072

Navy

	75% #565676
	50% #8E8FA4
	25% #C7C7D1

R29 G30 B72
C100 M100 Y6 K60
Pantone 2766 C
#1D1E48

Orange

	75% #F97C4C
	50% #F7A17B
	25% #F3C4A8

R251 G85 B14
C0 M66 Y94 K0
Pantone
Orange 021 C
#FB550E

Pink

	75% #EA559B
	50% #F18EBC
	25% #F8C6DE

R227 G28 B121
C0 M92 Y18 K0
Pantone 213 C
#E31C79

Purple

	75% #A14DD3
	50% #C189E2
	25% #E0C4F0

R130 G18 B196
C66 M79 Y0 K0
Pantone 2084 C
#8212C4

Black

	75% #404040
	50% #808080
	25% #BFBFBF
	5% #F2F2F2

C91 M79 Y62 K97
R0 G0 B0
#000000



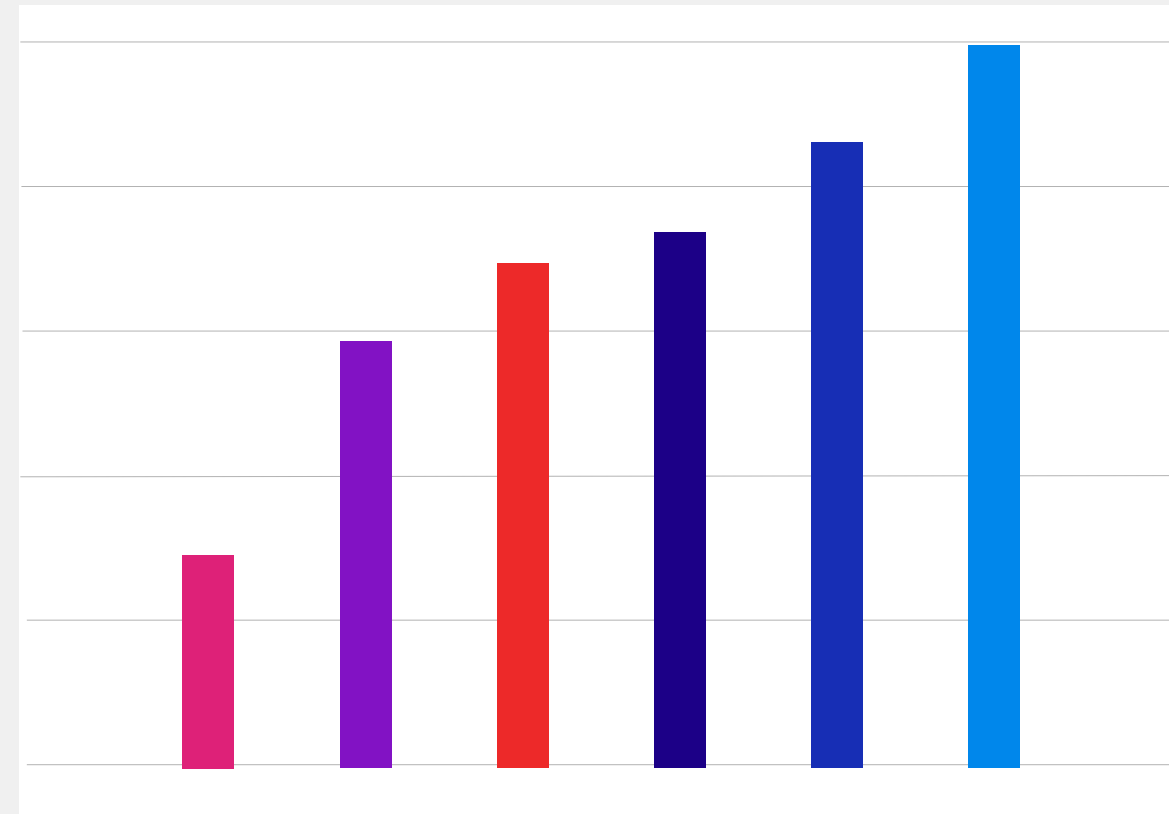
Secondary colors

Example usage

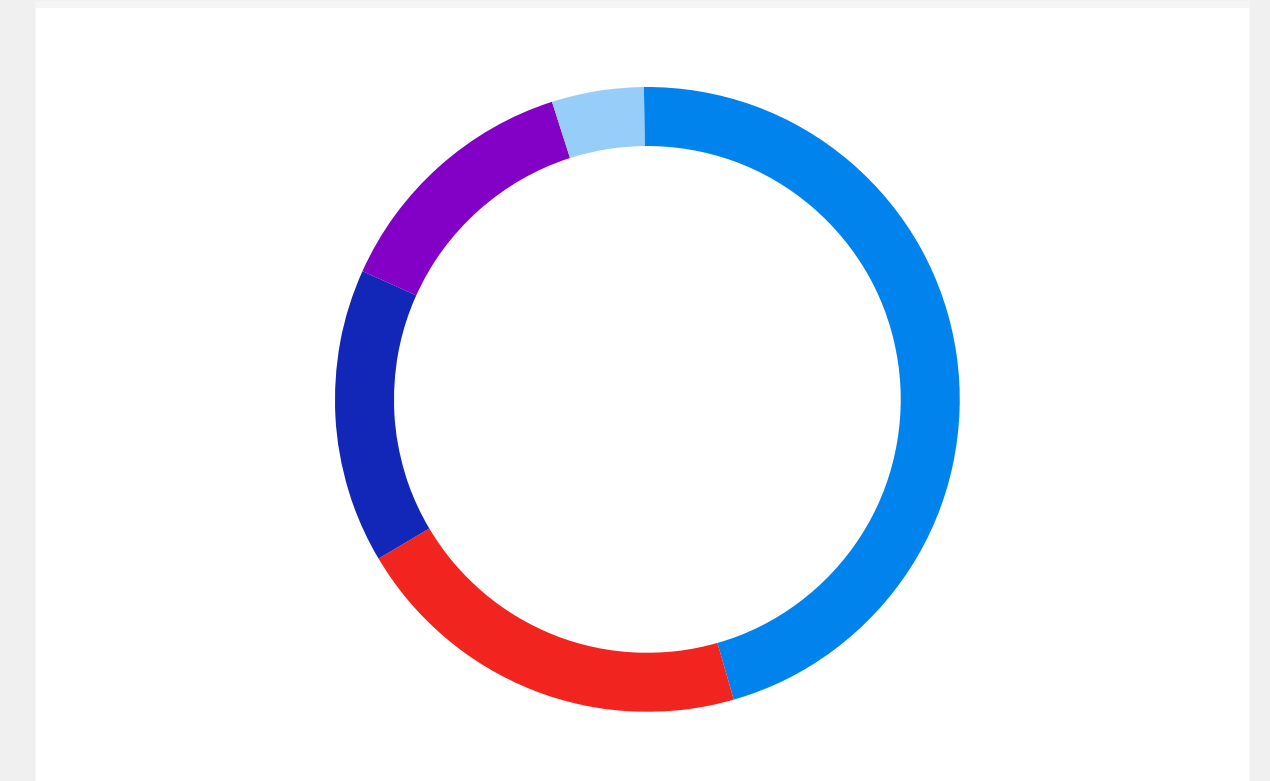
Our secondary colors, when applied, should be used in a considered way as shown in the examples on the right.

Reminder

Always use the correct secondary color palette as outlined on page 50.



[Find out more →](#)

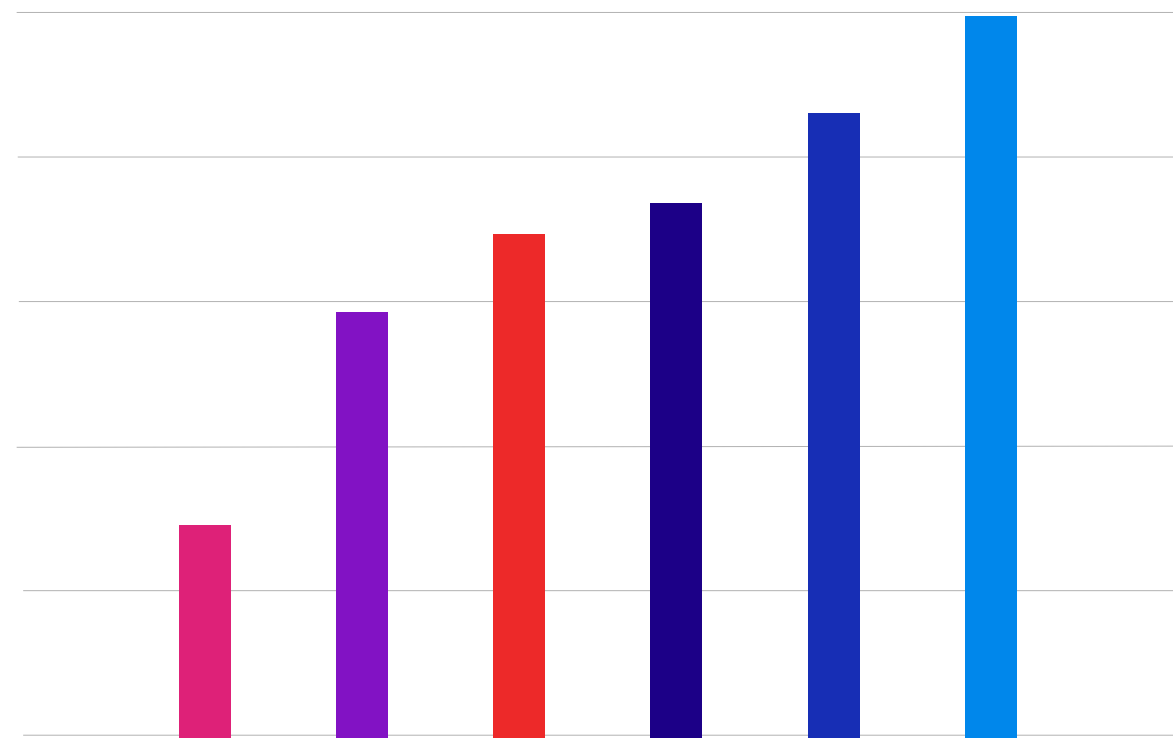




✓ **Do** use the primary colors as specified to create top level brand graphics



✓ **Do** use plenty of white space when using multiple secondary colors



✓ **Do** use WWT Light Blue or white for headline text

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Make a new world happen

✓ **Do** use 85% black for body text

Example heading

Cabori doluptas aut et eum fugitatatem si ulpa nobitissit denihil landellicae. Ollabore et libus sam a nonsent rernati orporer iaeceperum estibus dolore que volorepe volori doluptam faccullupta.

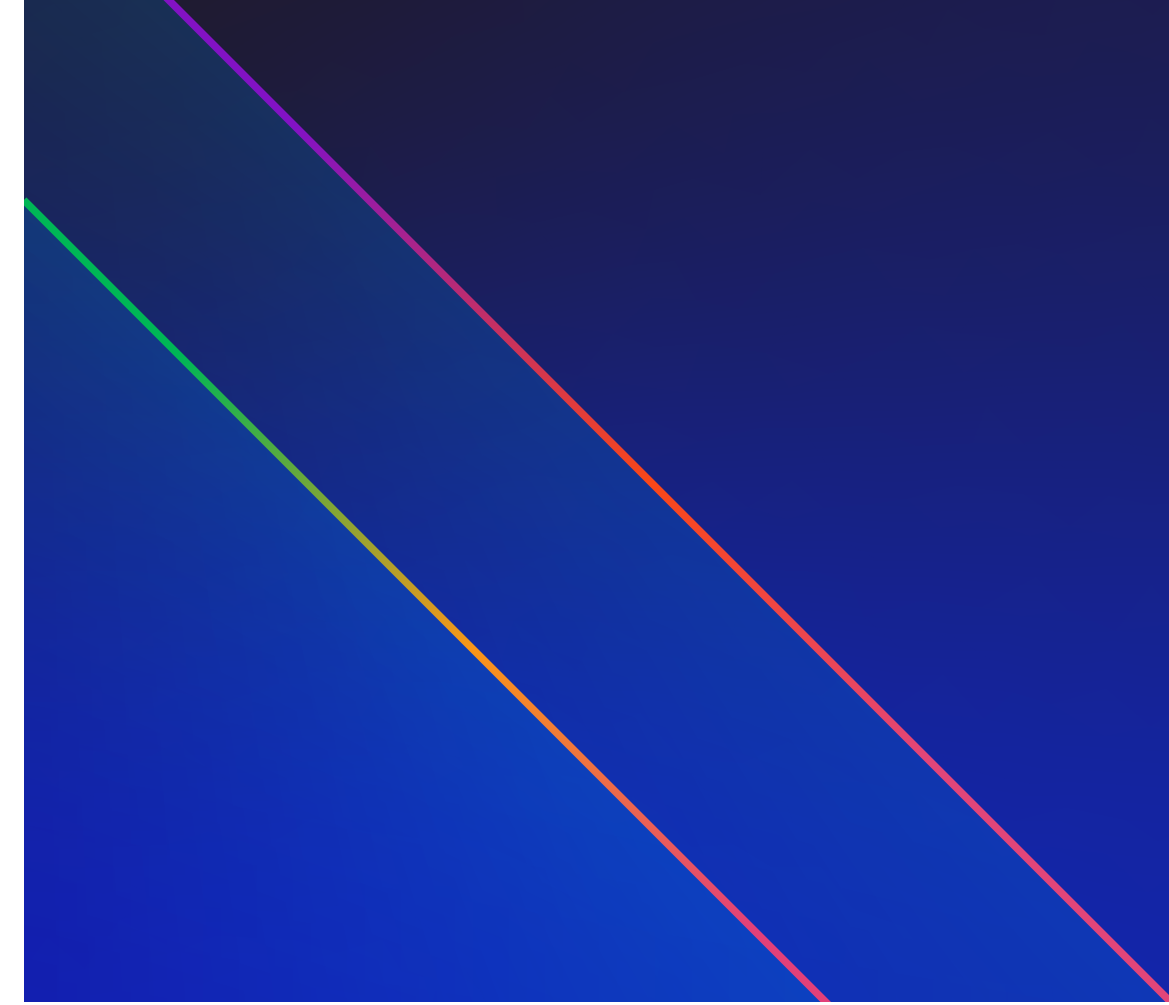
✗ **Do not** change the colors of the background gradient



✗ **Do not** use solid colors for top level brand imagery



✗ **Do not** use secondary colors for the graphic device



✗ **Do not** compromise color legibility





2.6 Gradients

54 Background gradient

55 Background gradient creation

Please note:

- Always use color values specified in the guidelines when creating a gradient
- Avoid using Pantone values to create a gradient
- Always create the gradient as explained on page 67. Do not try and recreate it in another way



Gradients

Background gradient

Our background gradient is just that, the gradient we use as the background element for the graphic device, brand imagery, and other layouts. It is a key part of our brand and should always be created following the rules outlined on the next page.

Our background gradient creates a sense of depth and space, adding drama to our brand. The lightest part of the gradient works like a spotlight, always sitting behind the focal point of the image or device.





Gradients

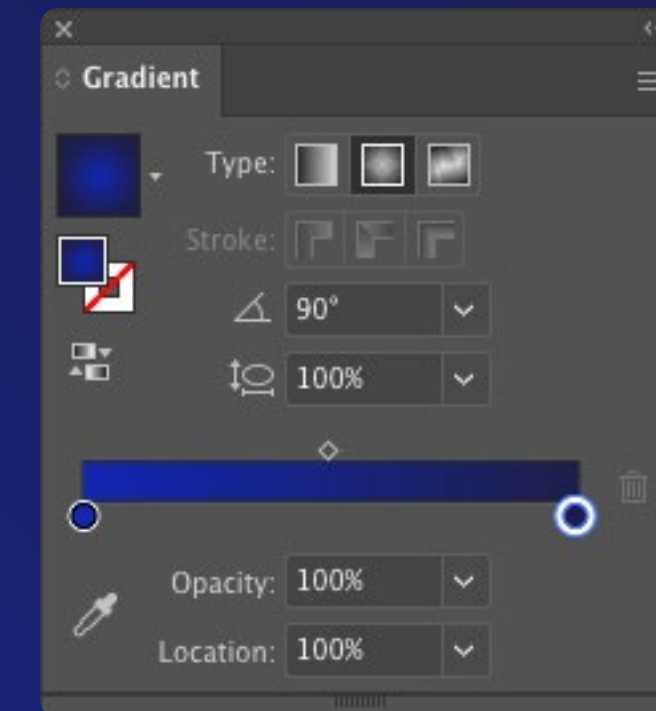
Background gradient creation

Gradient backgrounds are created with the radial gradient tool, using the Navy and Royal Blue colors from the secondary palette.

Gradients should be created so that the brightest point sits behind the graphic device or cutout image, visually highlighting it. For indepth placement and construction details, see pages. 56–57.

Please note:

Avoid using Pantone values to create gradients as this can result in a heavy 'banding' effect.



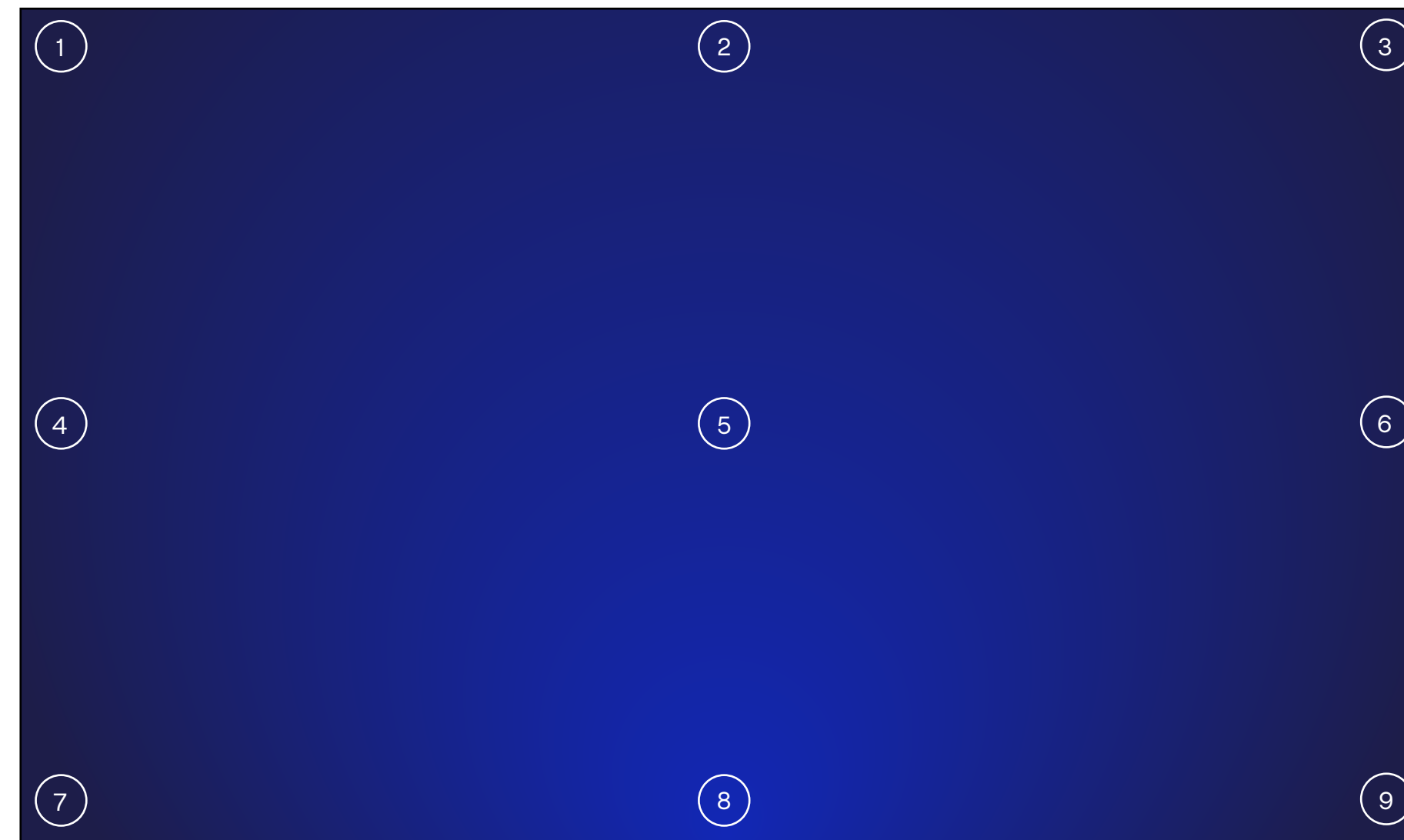


Gradients

Background gradient creation

Gradient backgrounds can originate from one of nine points; top left, top centre, top right, mid-left, centre, mid-right, bottom left, bottom centre, and bottom right. A point should be chosen based on where graphics are placed within the composition.

For example, in Fig. 1, the bottom centre point is used as this is where the graphic device overlaps.



1. Top left
2. Top centre
3. Top right
4. Mid-left
5. Centre
6. Mid-right
7. Bottom left
8. Bottom centre (**shown**)
9. Bottom right



Fig. 1



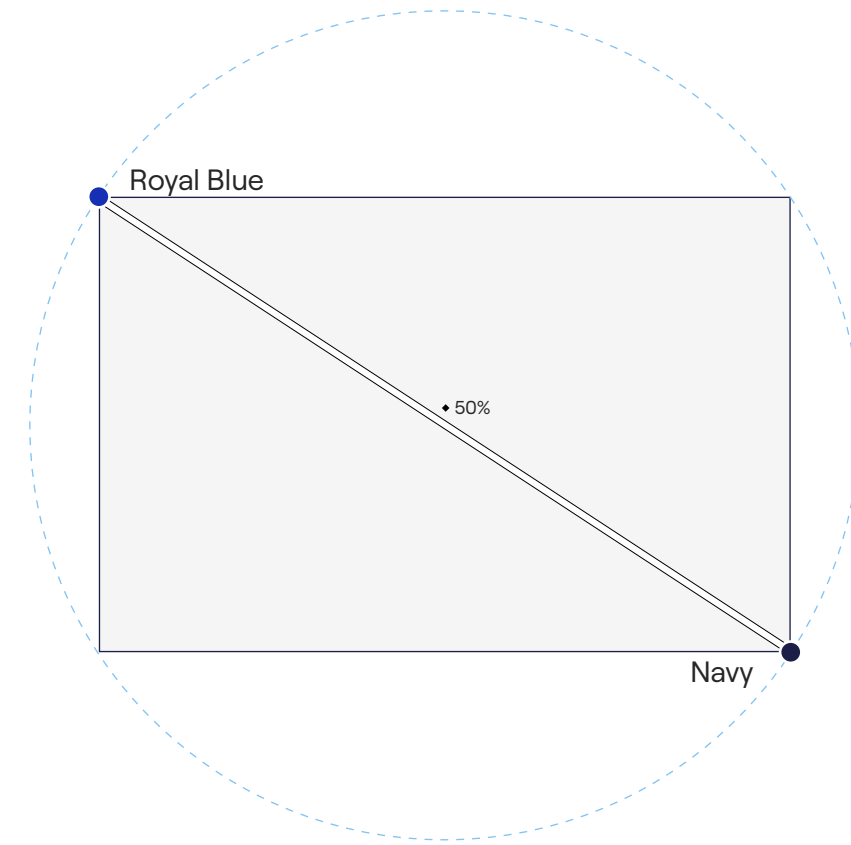
Gradients

Background gradient creation

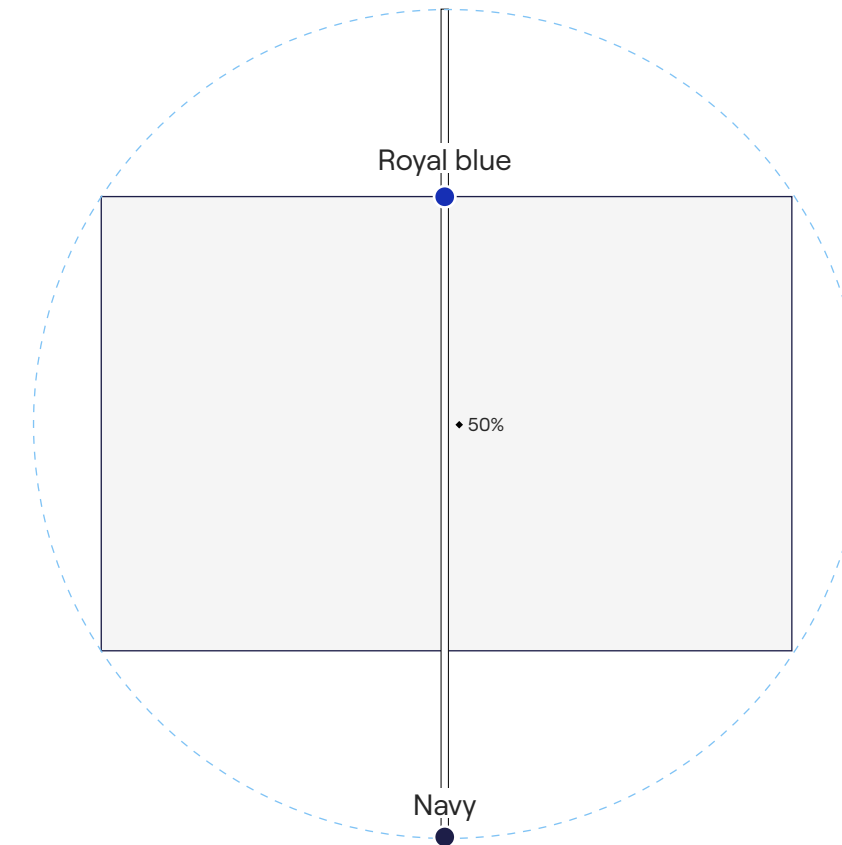
The background gradient can be created in any software with a radial gradient function.

A gradient circumference is drawn to cover the entire composition, and color points are placed as shown.

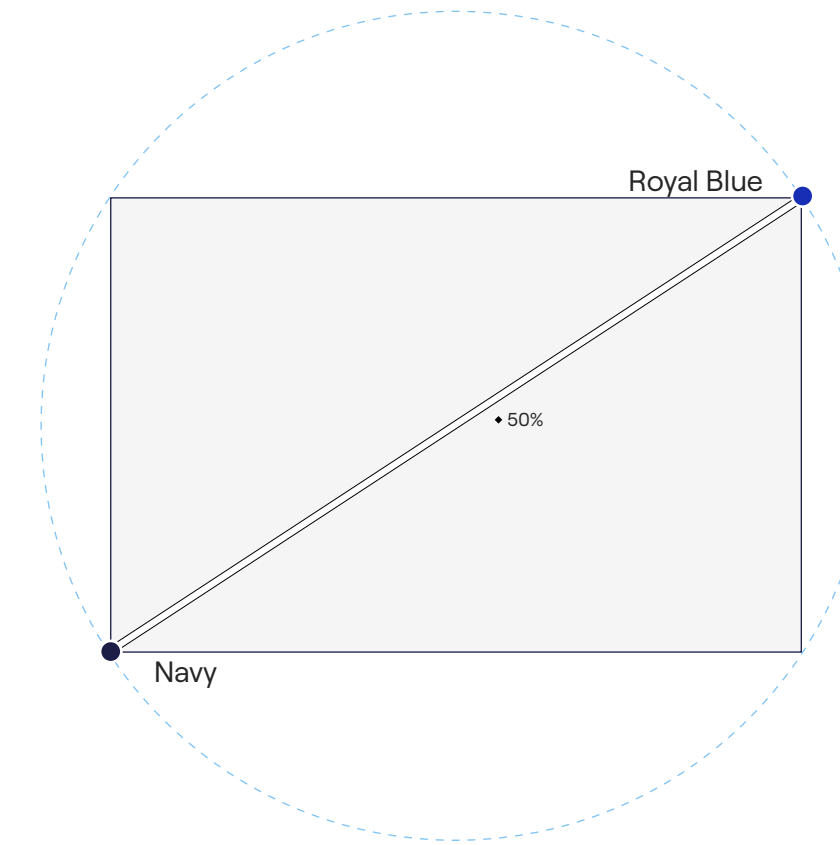
1. Top left



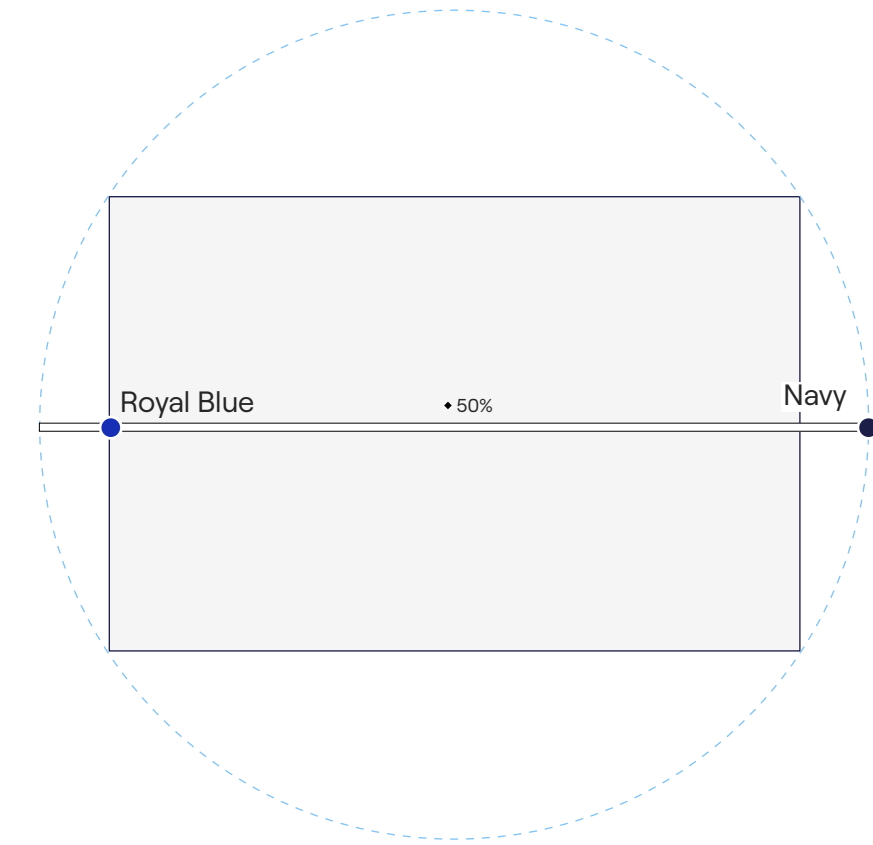
2. Top centre



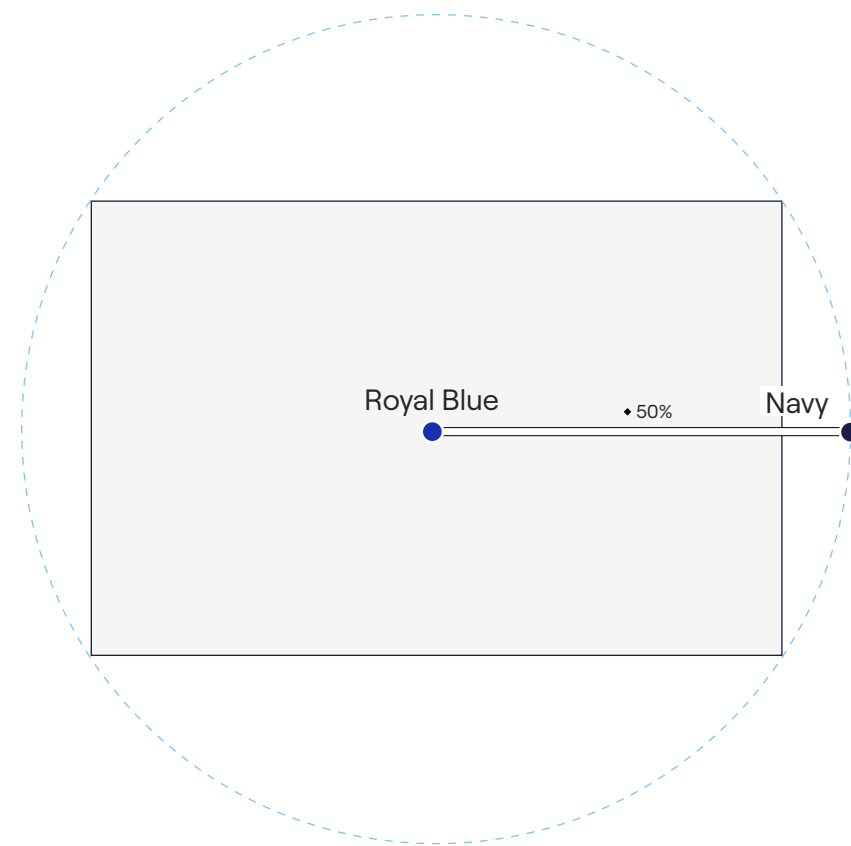
3. Top right



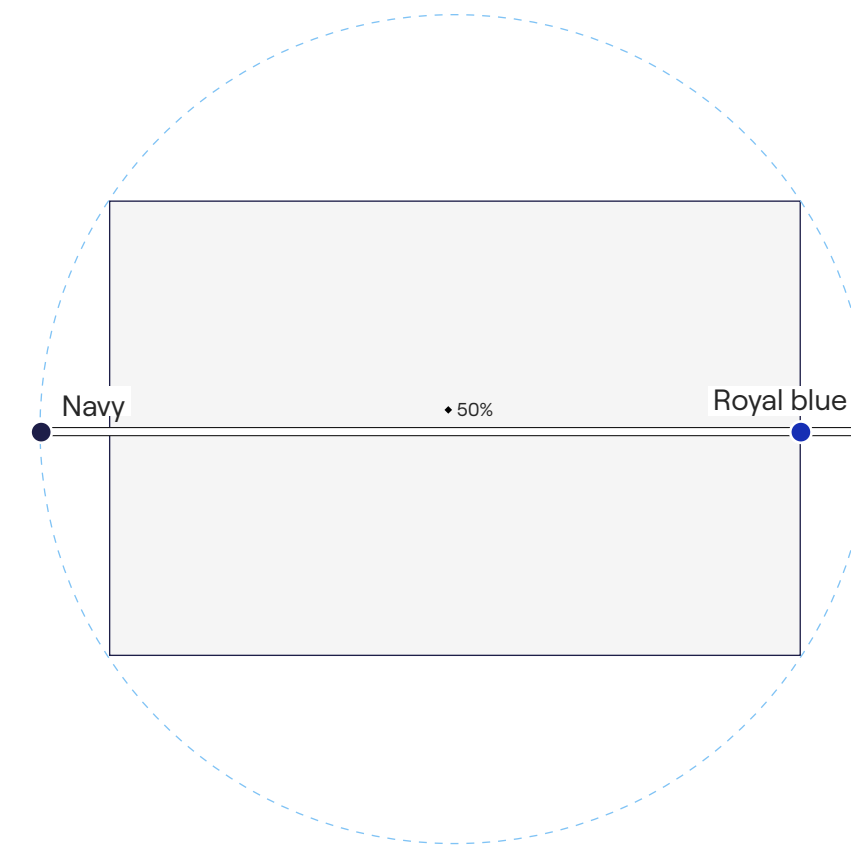
4. Mid-left



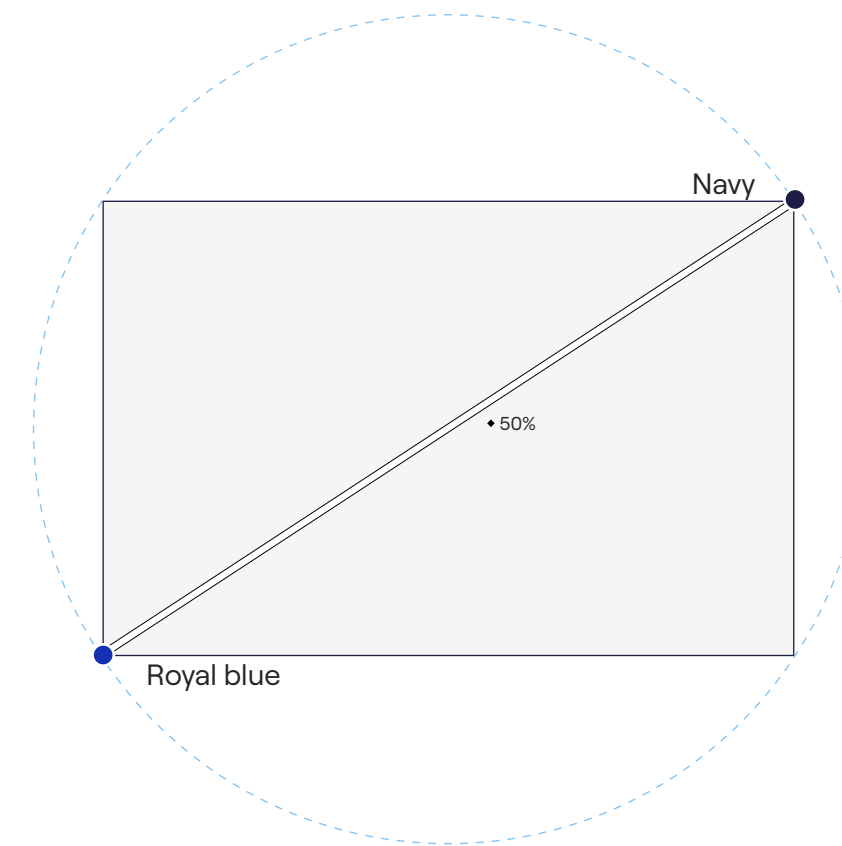
5. Centre



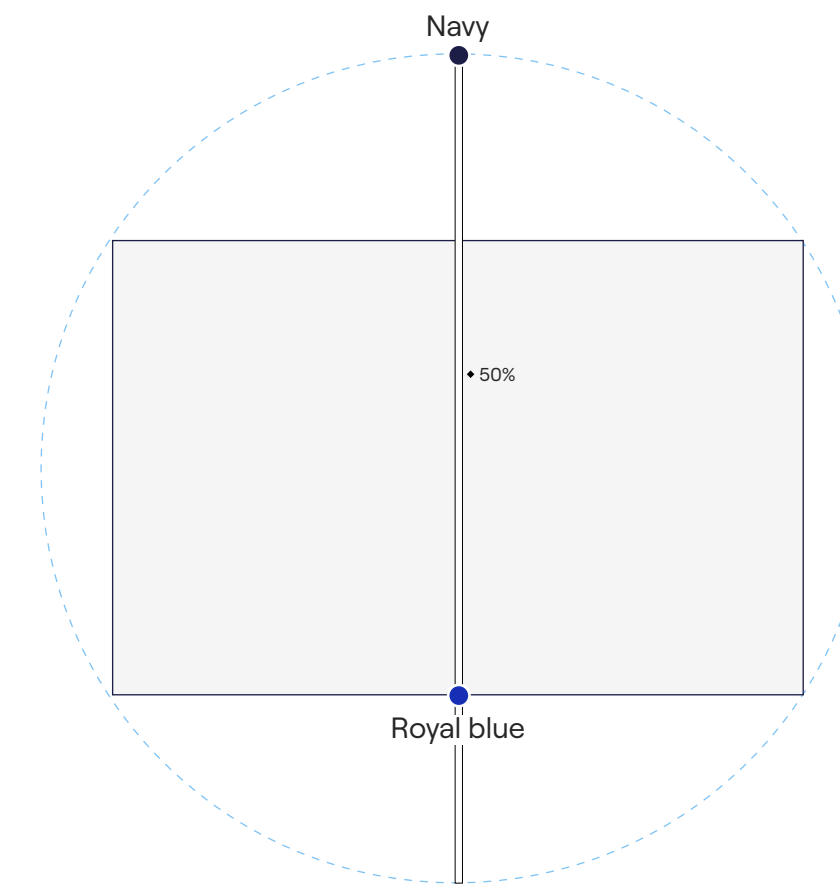
6. Mid-right



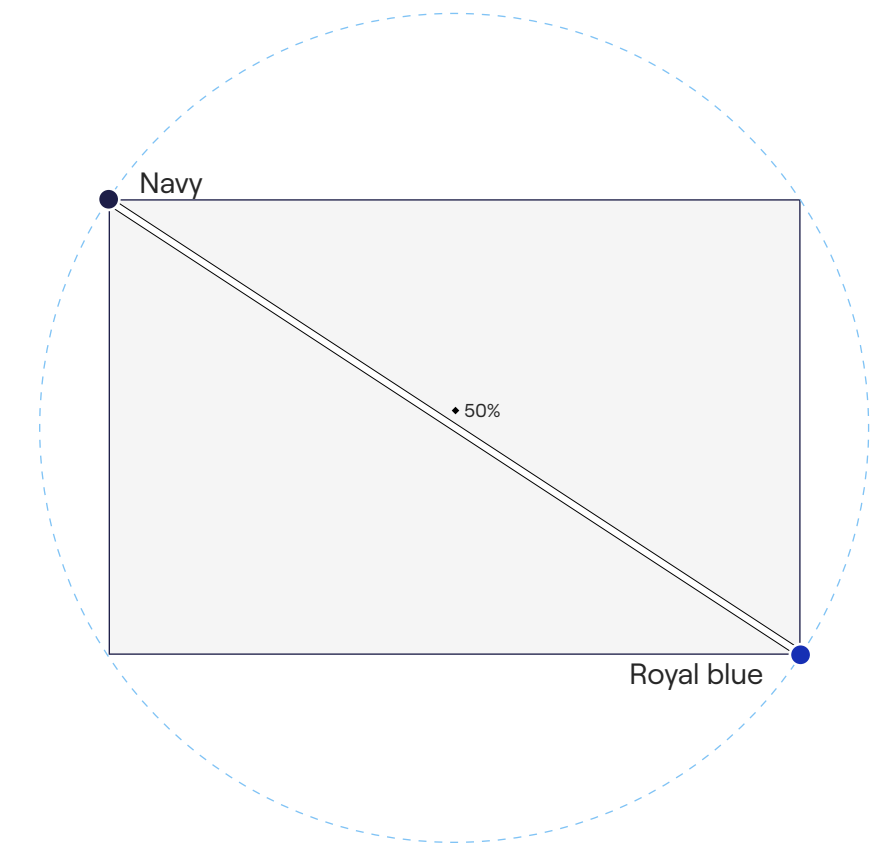
7. Bottom left



8. Bottom centre



9. Bottom right





2.7 Typography

59 Our typeface

61 Typography checklist

62 System typeface

63 Dos and don'ts

Please note:

- Give type a hierarchy for clear messaging
- Avoid usage of text using all caps
- Allow space in layouts for the typography to avoid compositions becoming too busy or crowded



Roobert is our brand typeface.

We bring people, processes
and partners together to
make a new world happen.



Typography

Our typeface

Our brand typeface is Roobert, a geometric sans serif font. There are eight weights which we use: Light, Regular, SemiBold, Bold and the corresponding italics. Roobert should be the only typeface used across all brand assets. In instances where this isn't practical, the system font (page 62) should take its place.

Aa Bb Cc

Dd Ee

Roobert Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roobert Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roobert SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roobert Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roobert Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Roobert Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Roobert SemiBold

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Roobert Bold

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*



The general rules for typography, shown on the checklist below, should be followed across all applications.

Headlines

Roobert Light
100% leading

Make a new world happen

Pull quotes and stats

Roobert Regular
130% leading

Our Advanced Technology Center (ATC) is like no other testing and research lab. We call it an ecosystem. You'll call it the first place your engineers go for resources, guidance and tools.

Subheadings

Roobert Bold
135% leading

Ficiendaecum landi

Cabori doluptas aut et eum fugitatat si ulpa nobitissit denihil landellicae. Ollabore et libus sam a nonsent qui a rp iaeceperum estibus dolore que volorepe volori doluptam faccullupta.

Body copy

Roobert Regular
135% leading

Restrum alique latur, sae desequia duntibus qui offic testotatur aciae ex eliae sinum nonsequam quo in cuptur acepereius rem. Explaboratur aute sincium cuptae voluptur?

Minimum size

The smallest text size we use is 13pt for digital applications, and 6pt for print applications.

Always consider the document legibility, and ensure a strong color contrast when using type at small scales.



Typography

System typeface

Arial is our system typeface for internal communications and general day to day use such as PowerPoint, Word documents, and emails. Use Arial Regular and Arial Bold for body text and headlines.

Arial should only be used when the brand typeface is unavailable.

A a B b C c

D d E e F f

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



✓ **Do** ensure text has sufficient color contrast with a background

Make a new world happen

Make a new world happen

✓ **Do** ensure sufficient legibility when using type over an image



Make a new world happen

✓ **Do** follow the guidance on minimum sizing

Minimum size
The smallest text size we use is 13pt for digital applications, and 6pt for print applications.

✓ **Do** arrange text to the left, following the spacing guidance on page 61

Ficiendaecum landi

Cabori doluptas aut et eum fugitatat si ulpa nobitissit denihil landellicae. Ollabore et libus sam a nonsent qui a rp iaeceperum estibus dolore que volorepe volori doluptam faccullupta.

Restrum aliquе latur, sae desequia duntibus qui offic testotatur aciae ex eliae sinum nonsequam quo in cuptur acepereius rem. Explaboratur aute sincium cuptae voluptur?

✗ **Do not** introduce alternate typefaces

Make a new world happen

Make a new world happen

✗ **Do not** add a gradient treatment to our text

Make a new world happen

✗ **Do not** set type in block capitals

MAKE A NEW WORLD HAPPEN
RESTRUM ALIQUE LATUR, SAE
DESEQUIA DUNTIBUS QUI OFFIC
TESTOTATUR ACIAE EX ELIAE

✗ **Do not** arrange text to the right or centre

Ficiendaecum landi

Cabori doluptas aut et eum fugitatat si ulpa nobitissit denihil landellicae. Ollabore et libus sam a nonsent qui a rp iaeceperum estibus dolore que volorepe volori doluptam faccullupta.

Restrum aliquе latur, sae desequia duntibus qui offic testotatur aciae ex eliae sinum nonsequam quo in cuptur acepereius rem. Explaboratur aute sincium cuptae voluptur?



2.8 Imagery

65 Brand imagery

66 Image library

67 Brand imagery creation

68 Brand dos and don'ts

69 Secondary imagery

71 Color wash creation

72 Secondary imagery dos and don'ts

73 Imagery overview

Please note:

- Use our portrait images for key lead branding items only
- Images should reflect the values of WWT
- Ensure images are high resolution



Imagery

Brand imagery

A key component of our brand is showing people interacting with digital devices in an engaging way to show how we make a new world happen.

We combine portrait photography with our graphic device(s) to create ownable and recognizable brand imagery for use on top level brand applications such as document covers, posters, or website headers.

Our brand imagery is applied only to a white or dark blue gradient background as shown on page 55. We have a library of commissioned portrait images which are shown on page 66.

Image checklist

- Back-lit
- Technology present
- Looking away from camera
- Everyday people
- Showing diversity



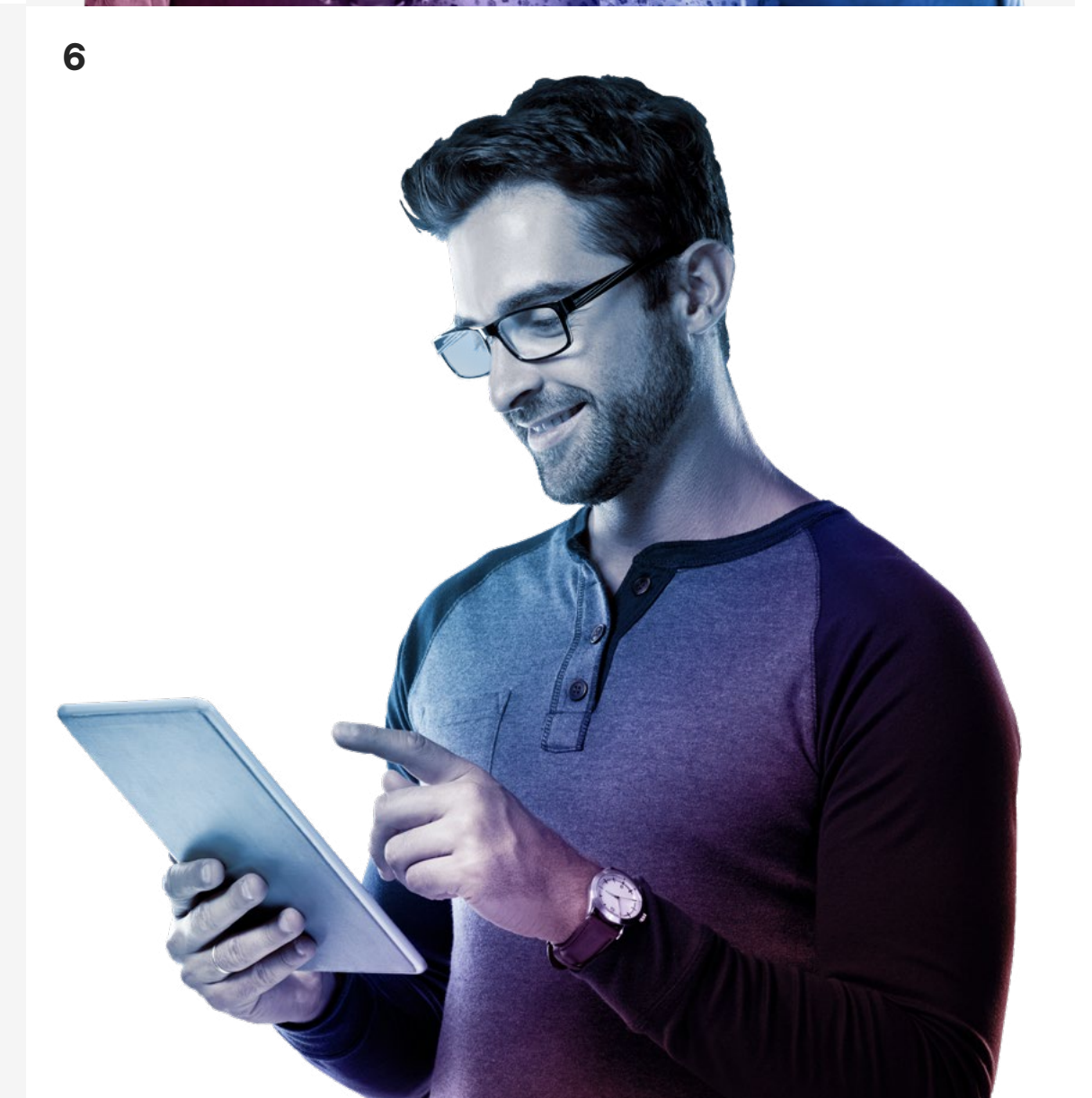
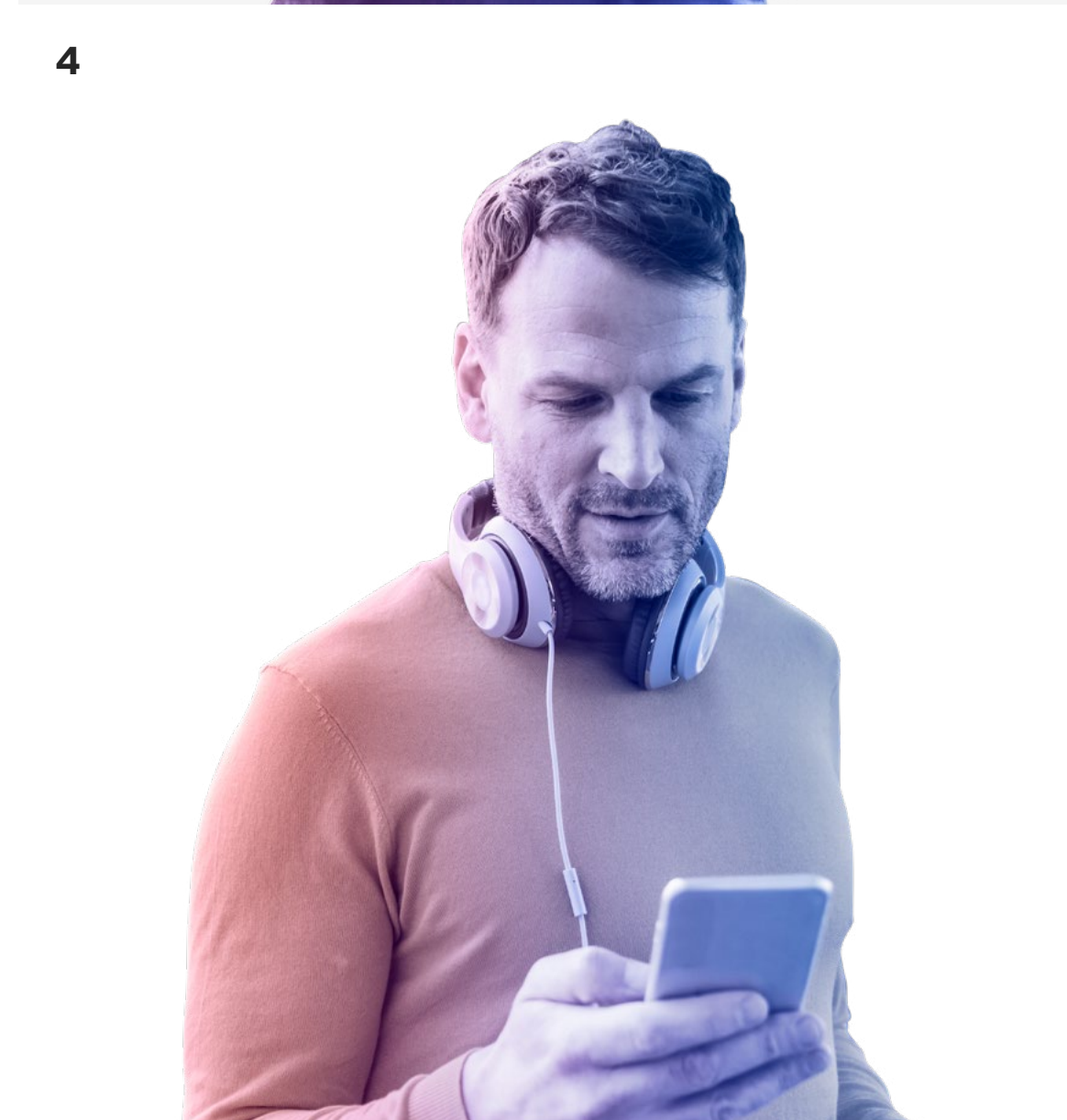
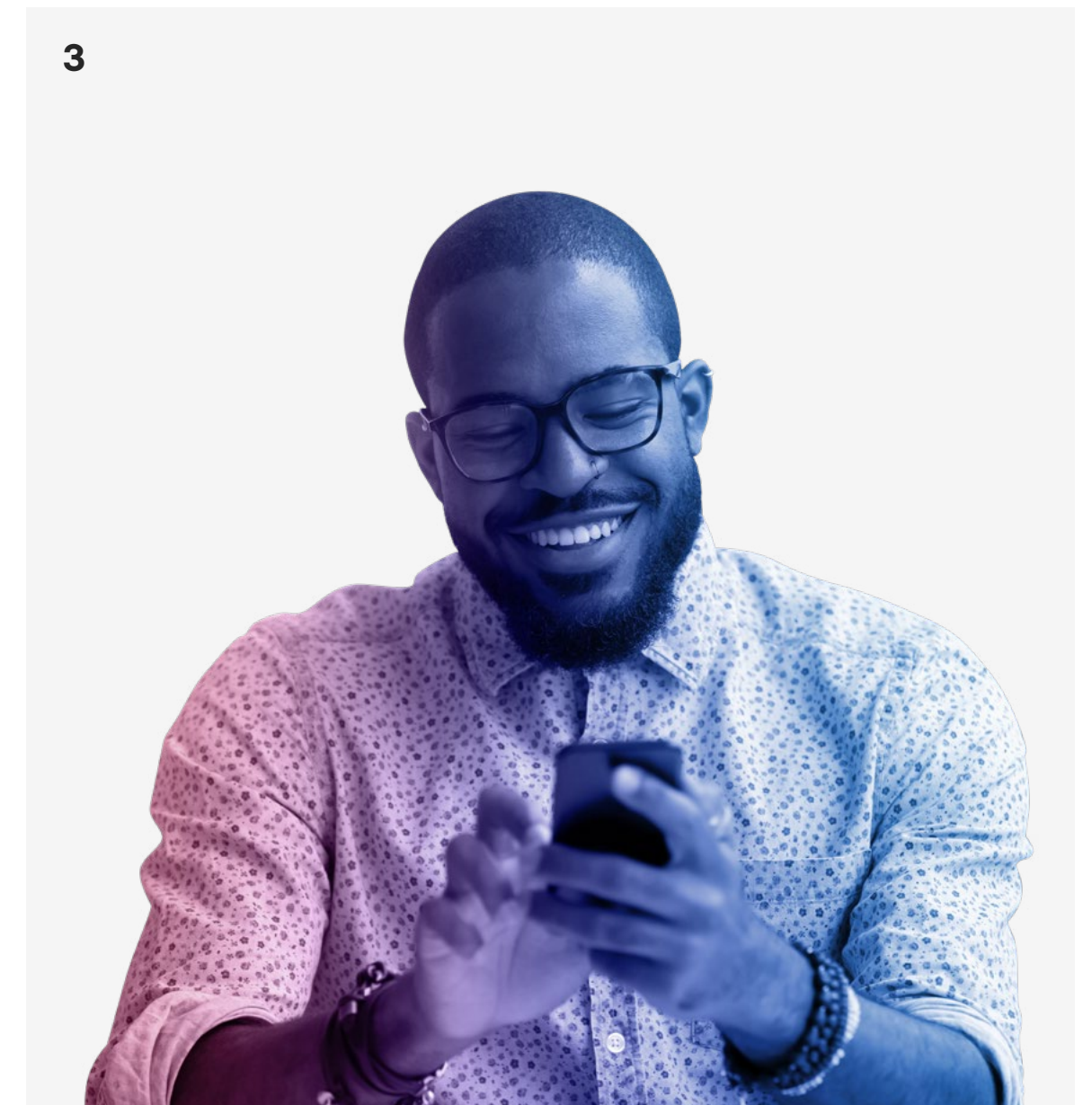
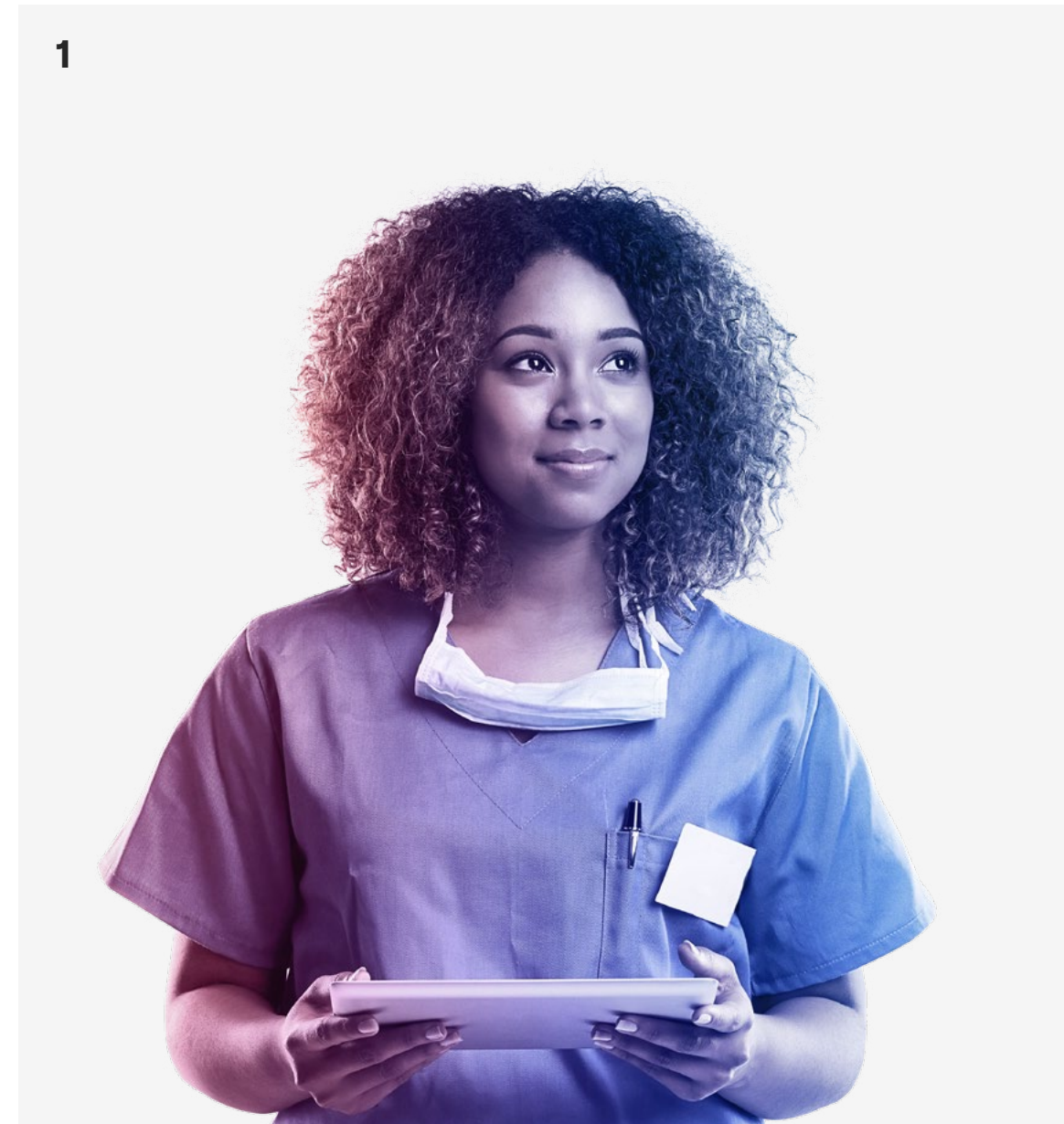


Shown on the right are a selection of stock portrait images which cover a diverse mix of people interacting with a digital device.

The portrait images are available from a Getty lightbox and can be downloaded from [here](#).

Reminder

Always use the supplied image files and do not change or alter the images.





Imagery

Brand imagery creation

Our portraits are supplied with a color gradient for usage on the dark blue background or white background. Cutouts are supplied as a file format that supports transparency; PNG or TIFF. Guidance is shown below on creating the overlay color wash.

Step 1

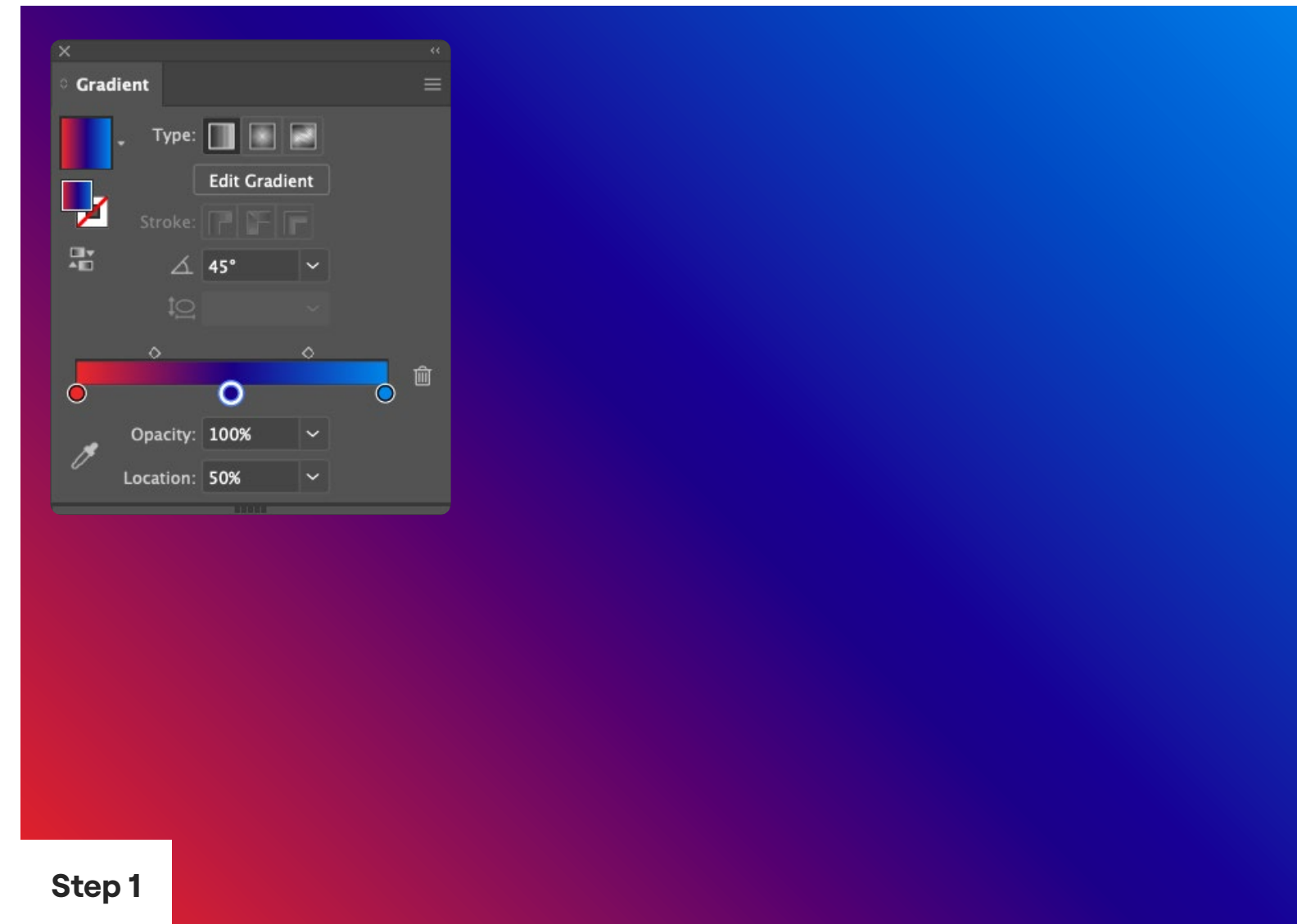
The overlay is formed using the following colors:

- WWT Bright Red, location: 0%
- WWT Dark Blue, location: 50%
- WWT Light Blue, location: 100%

Step 2

Insert gradient from step 1

- Create a clipping mask using the cutout
- Set the blend mode to Color with 75% opacity





✓ **Do** use portrait images for cutouts



✓ **Do** use the gradient overlay as specified



✓ **Do** show cutouts from the waist up



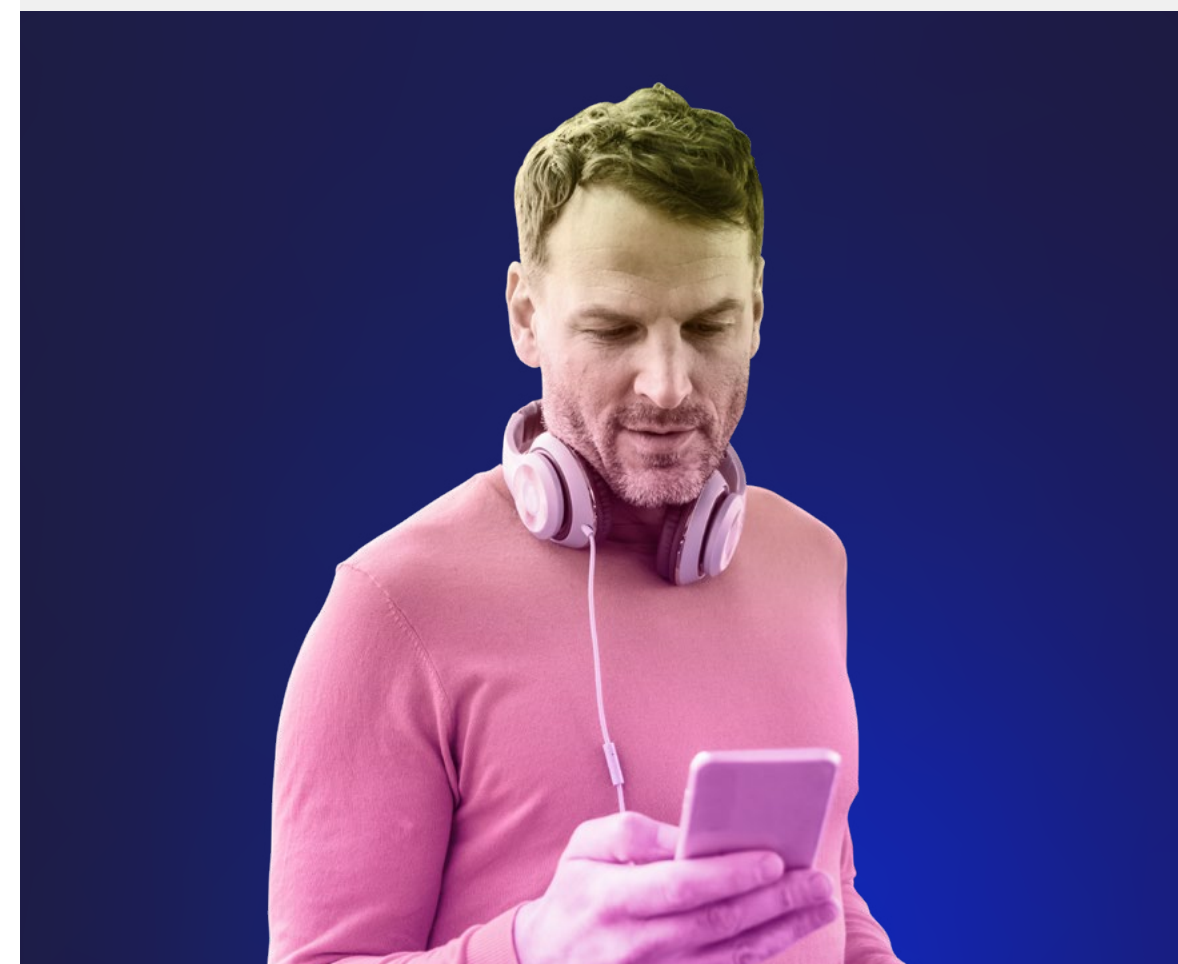
✓ **Do** use the portraits supplied



✗ **Do not** use alternate images for cutouts



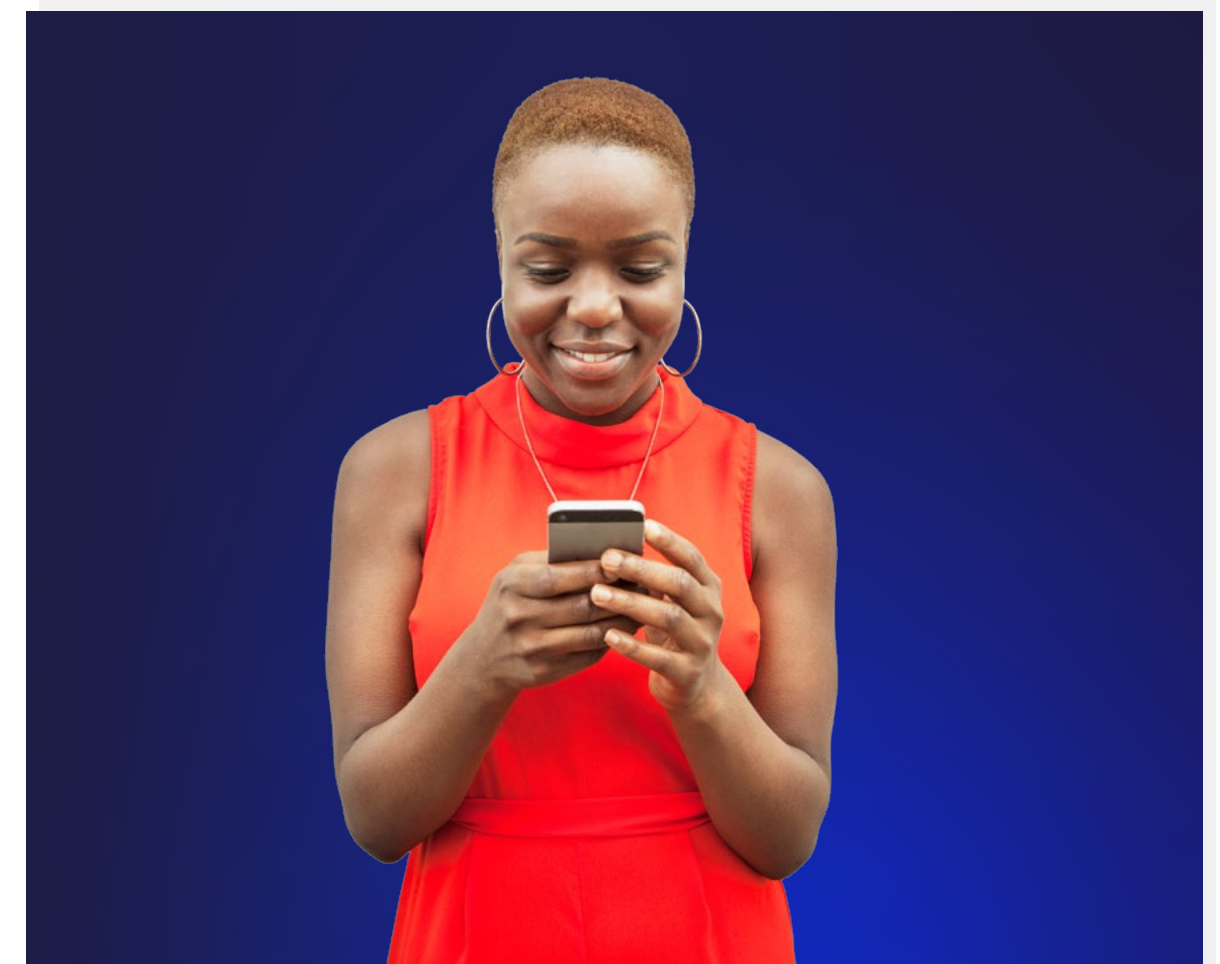
✗ **Do not** change the colors of the gradient overlay



✗ **Do not** crop cutouts closely



✗ **Do not** use cutouts without a gradient overlay





Imagery

Secondary imagery

We will often need to show more functional and practical imagery of our technology. Our secondary imagery is used to show emotive and warm outcomes of people around the world engaging with our digital solutions.

For another level of brand distinction, we can apply a gradient wash to our images. Please see page 71 on how to create this.

Image checklist

Our secondary brand imagery should always meet the following criteria:

- Genuine
- Candid
- Emotive
- Human
- Warm





Imagery

Secondary imagery

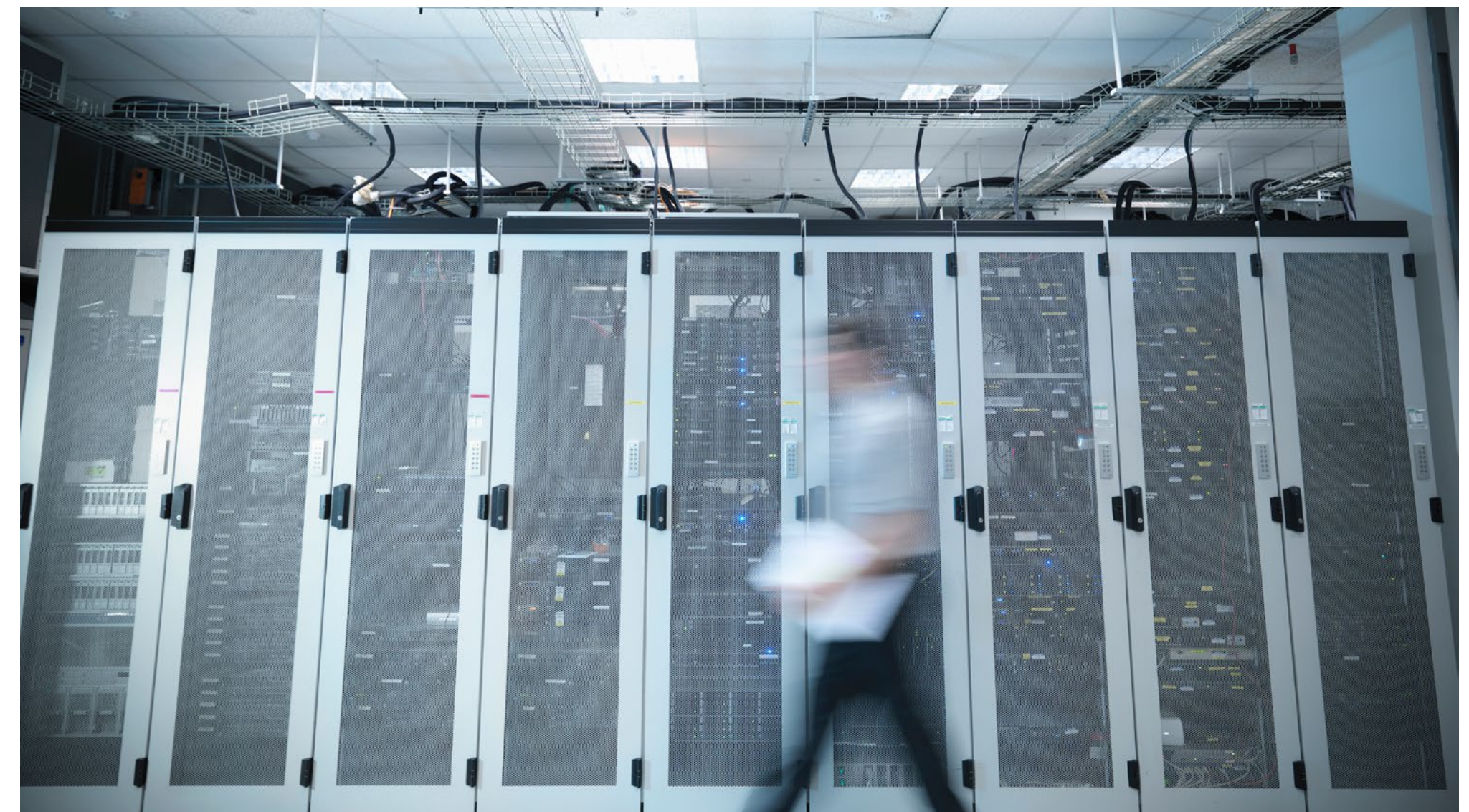
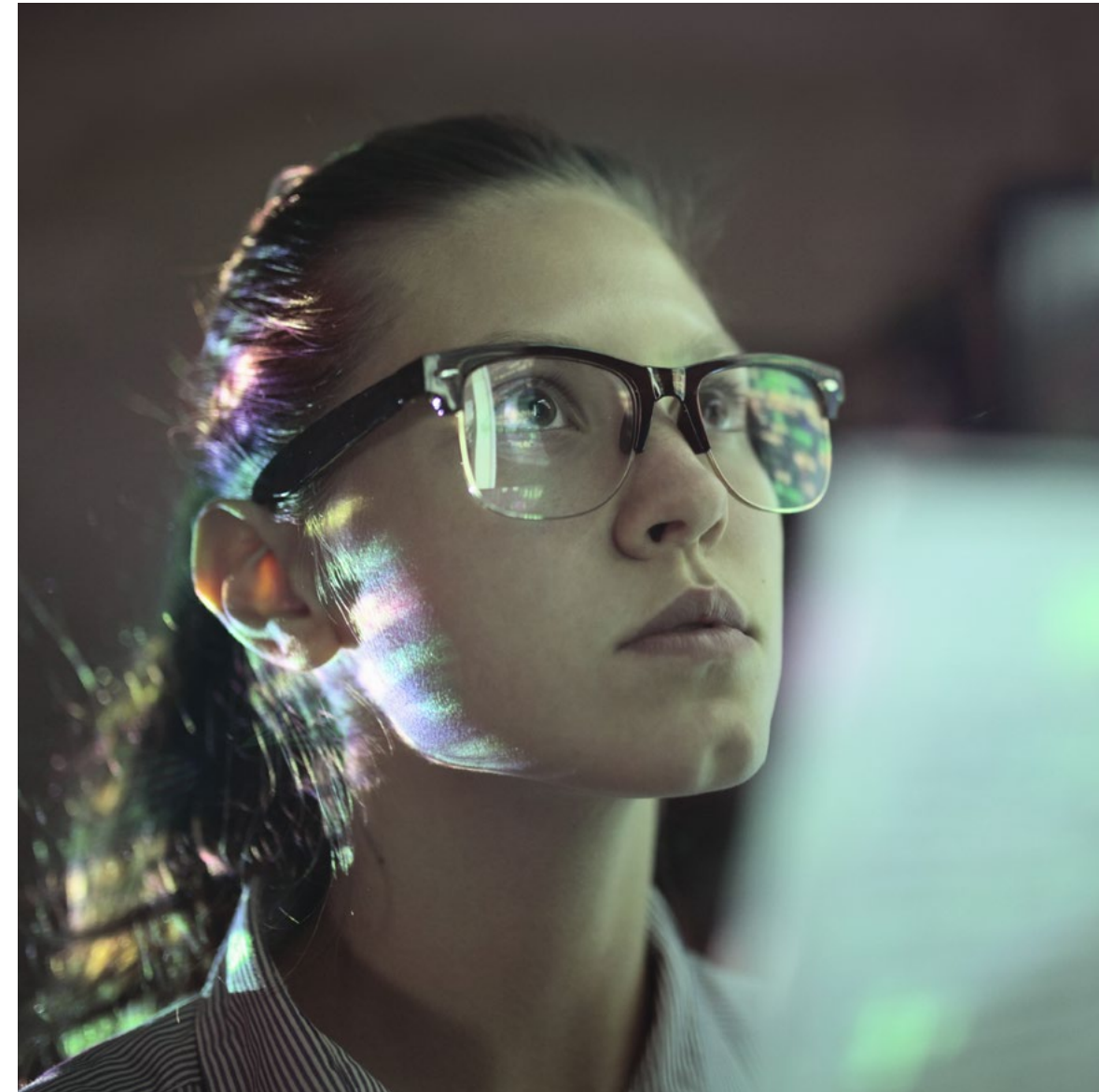
When using secondary imagery (from stock or supplied), it is important that we avoid using imagery that is clichéd or commonplace in our sector. See page 72 for examples of images that should be avoided.

Note: this imagery can also be used with our 'color wash' as page 71 shows.

Image checklist

Our secondary brand imagery should always meet the following criteria:

- Genuine
- Candid
- Emotive
- Human
- Warm





Please see the steps below on creating the color wash.

Step 1

Add an adjustment layer and bring the saturation level down to -100
Set the adjustment layer opacity to 40%

Step 2

Create a gradient fill adjustment layer
Set the gradient colors to:

- WWT Bright Red, location: 25%, opacity: 100%
- WWT Dark Blue, location: 50%, opacity: 100%
- WWT Light Blue, location: 75%, opacity: 0%

The gradient should be angled at 45°

Step 3

Set the gradient fill blending mode to 'Color', and the layer opacity between 20%-80% depending on how strong an image tone is necessary

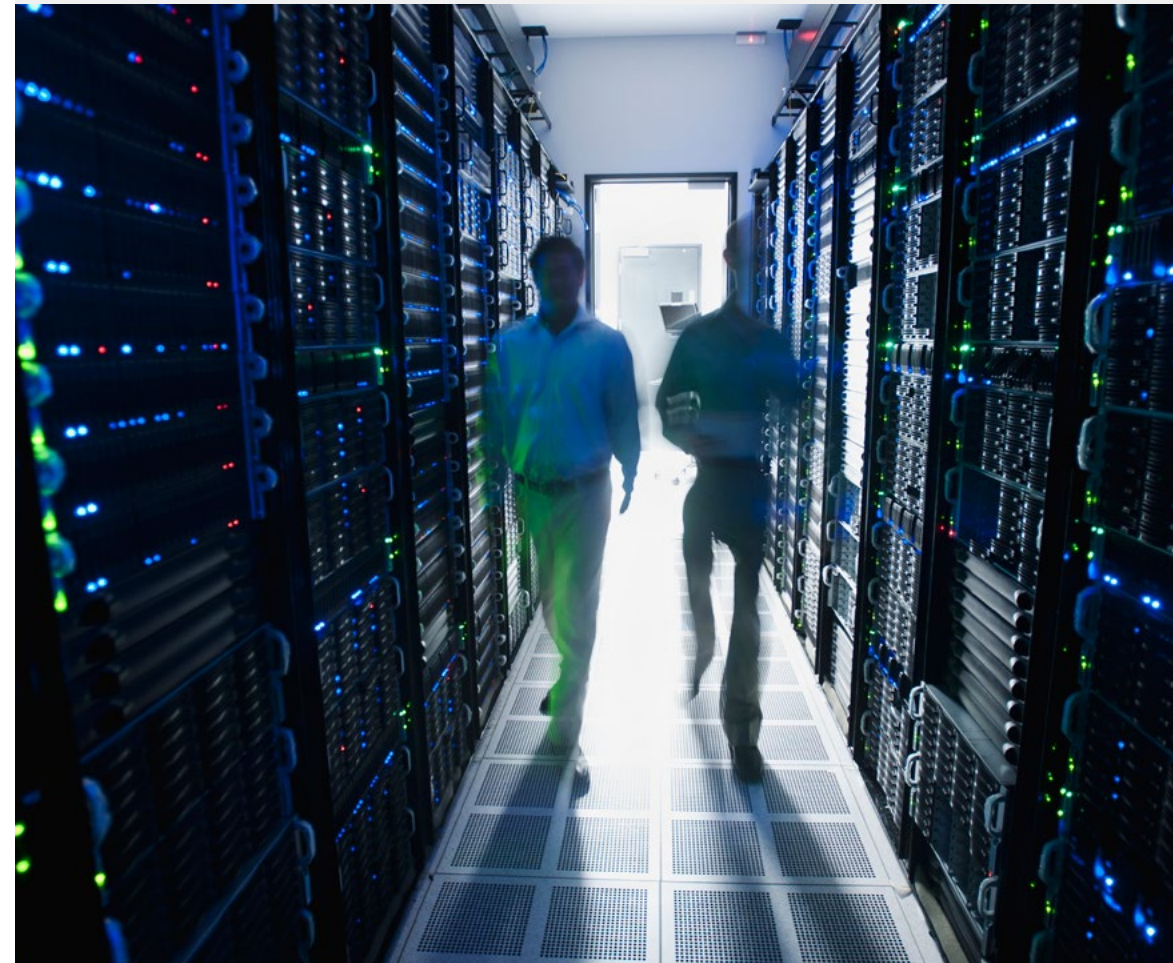




✓ **Do** use candid, natural shots of people



✓ **Do** emphasise technology



✓ **Do** use a variety of images, including detail shots



✓ **Do** use images that show mixed, diverse groups



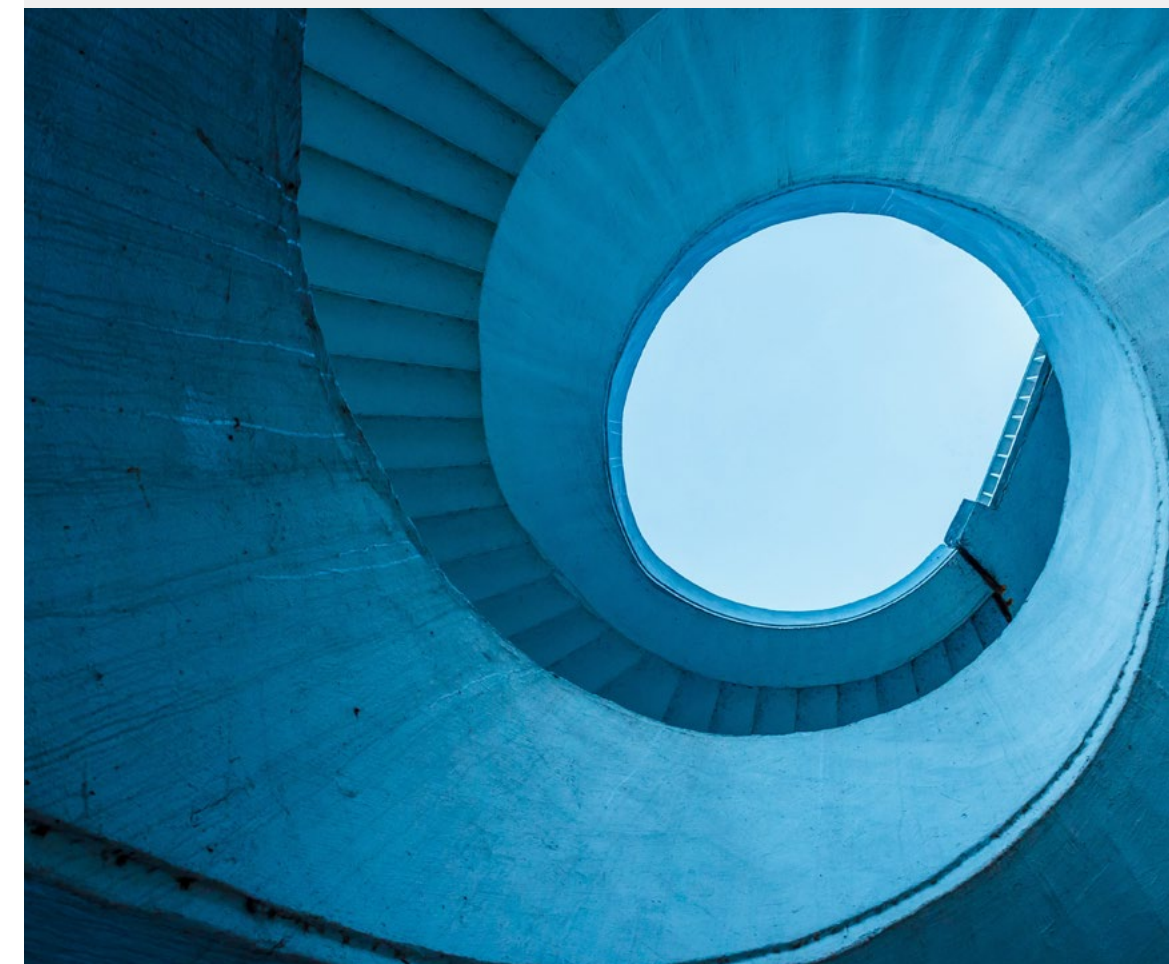
✗ **Do not** use clichéd or commonplace images



✗ **Do not** use unrealistic, overly 'techy' images



✗ **Do not** use abstract or unrelated images in place of brand imagery



✗ **Do not** incorporate the logo into to images





Imagery

Imagery overview

Our imagery consists of 3 levels as shown in the table on the right. Level 1 is top level imagery, level 2 is our secondary imagery using a gradient, and level 3 is our secondary imagery not using a gradient.

Reminder

Always follow the guidance as indicated in the table on the right for correct usage.

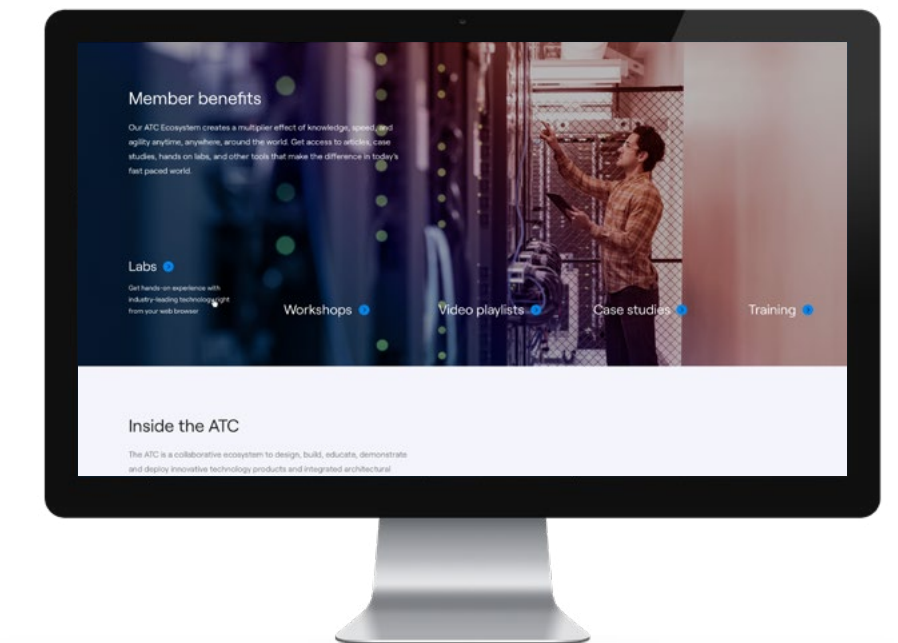
Top level cutout imagery

Usage: Website homepage, BVA covers, posters, PowerPoint lead slides



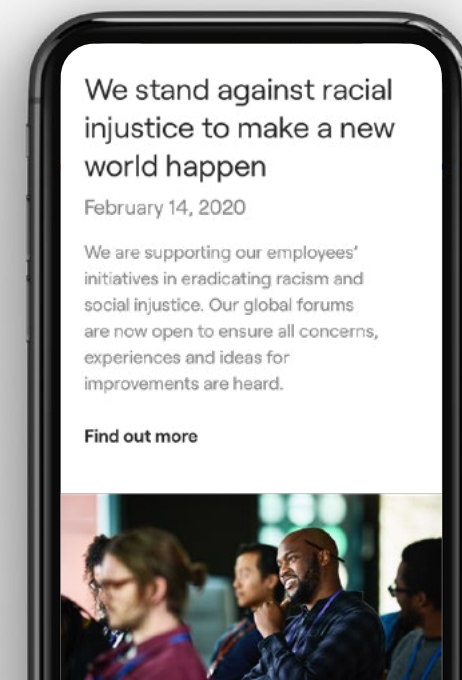
Secondary level full bleed imagery with gradient

Usage: Social media posts, secondary website pages, full page imagery when used in collateral



Secondary level imagery without gradient

Usage: Inline images, thumbnail or small images





2.9 Motion

- 75 Device motion
- 76 Outro logo animation
- 78 Transition
- 79 Lower third design
- 80 Stock footage

Please note:

- For consistency, template files should always be used when creating animations
- Videos should always be rendered at the native aspect ratio for a desired platform
- Footage shot internally must be color graded before being released



Motion

Device motion

The graphic device can be animated in different ways, some basic principles apply when animating the device.

- The device should always remain at the 45° angle and its construction should not differ from the instructions on page 36.
- Easing effects should always be used to ensure smooth, realistic motion.

Where possible, project files should always be used when creating animations. This ensures consistency.





Motion

Outro logo animation

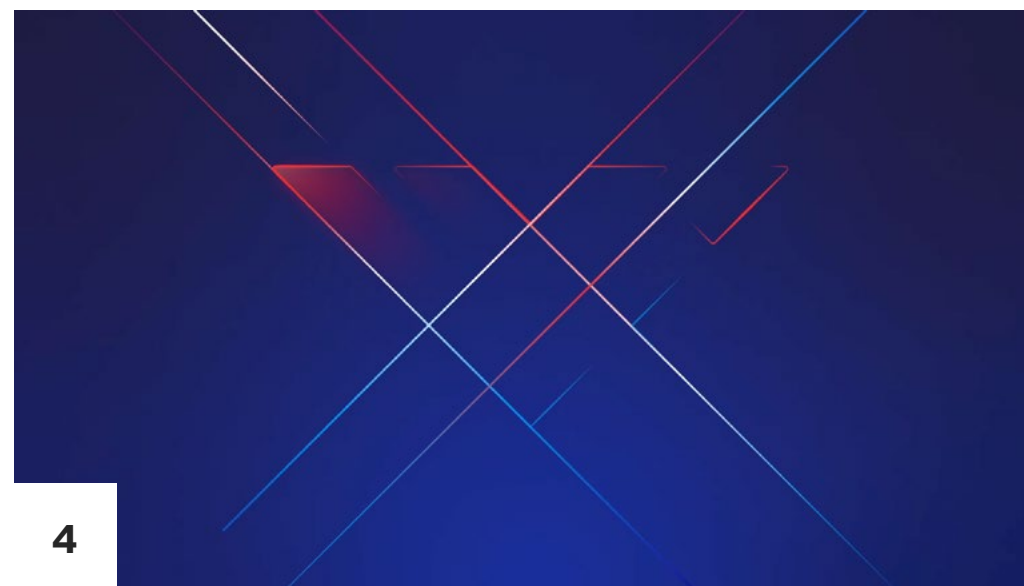
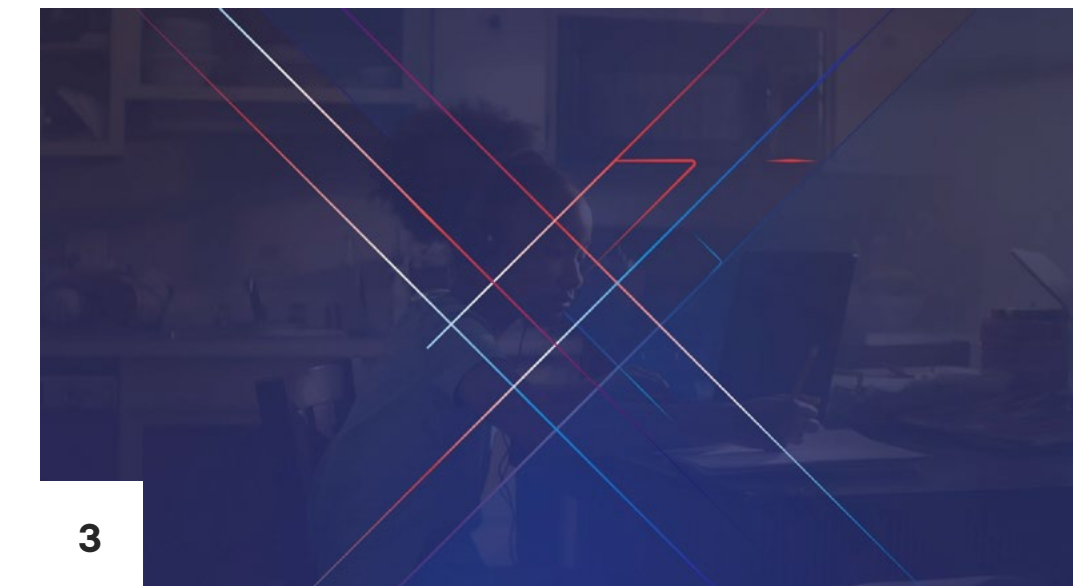
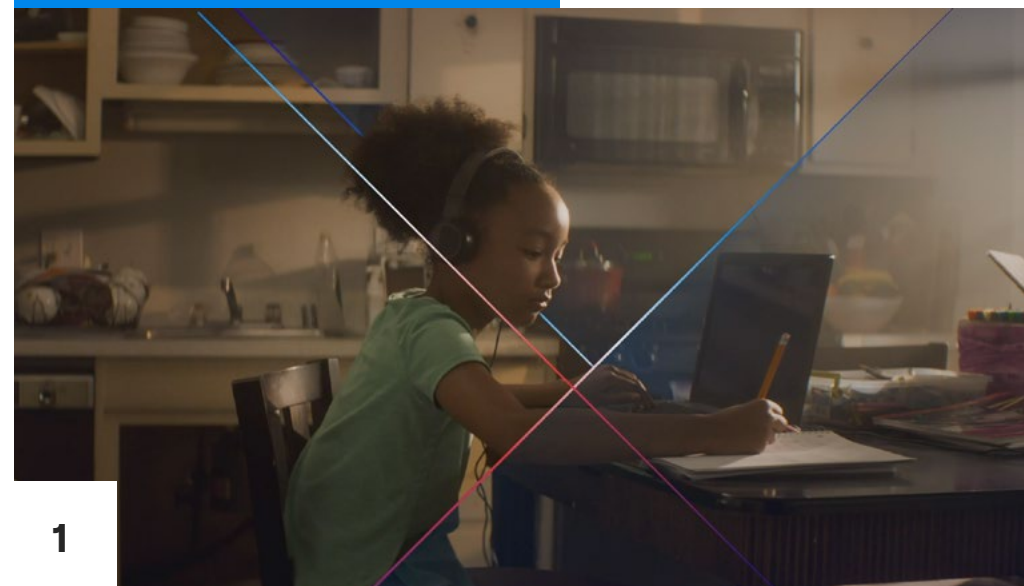
Two versions of the outro logo animation exist; a **Cinematic logo animation**, and an **Elementary logo animation**.

The principles of both animations are the same; the graphic lines travel across the screen at the 45° angle, and quickly fade in **(1, 2)**. The background gradient also then fades in as lines travel around the outside edge of the WWT monogram **(3, 4)**. The monogram fills with color **(5, 6)**, and shrinks down to reveal the word mark **(7, 8, 9)**.

The Cinematic logo animation is more complex than the Elementary logo animation, as the graphic lines are integrated into the video footage which requires rotoscoping. It is therefore recommended that the Cinematic logo animation is used for commercials and key brand films.

To maintain consistency, project files should always be used and the Cinematic logo animation should not be recreated in any way.

Cinematic logo animation





Motion

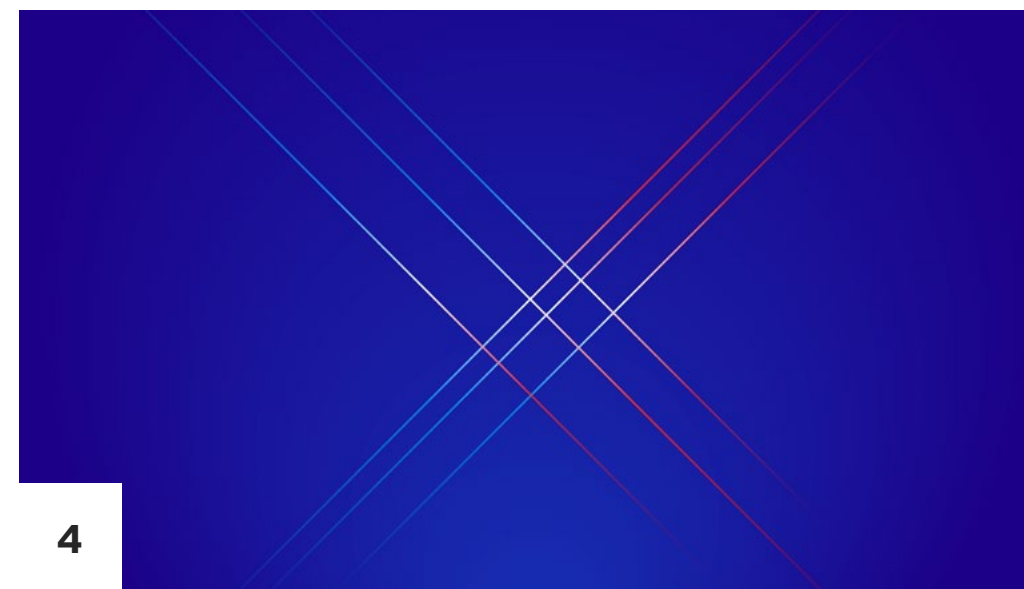
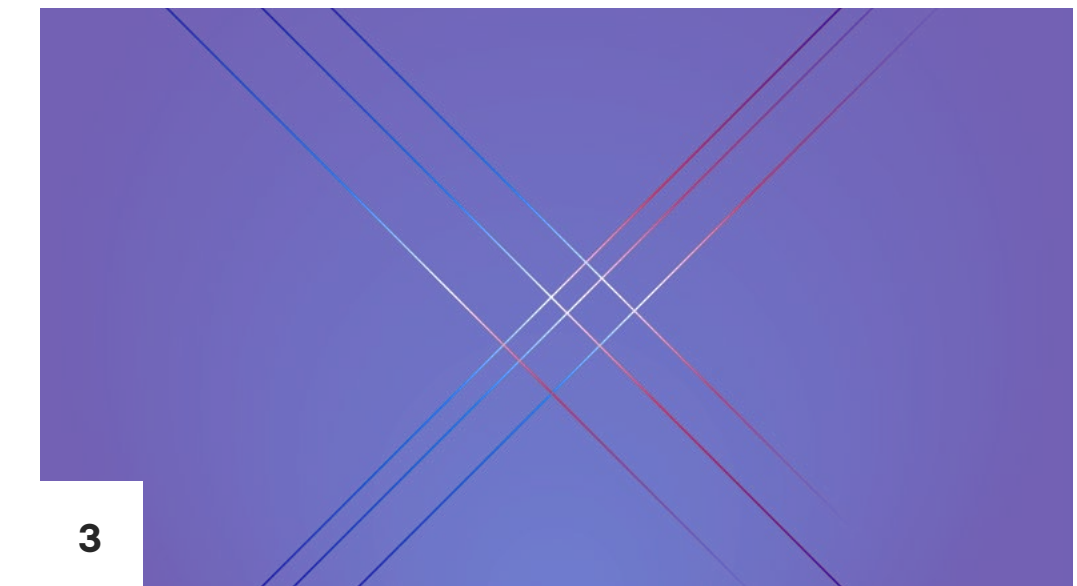
Outro logo animation

The Elementary outro logo animation is a simplified version of the Cinematic logo animation and is intended for general use for the majority of WWT videos across various social platforms.

Due to the transparency of the animation, it can be applied to all types of footage and does not require rotoscoping. It is important to maintain legibility, including the 45° angle when applying the animation at varying aspect ratios.

To maintain consistency, project files should always be used, and the Elementary logo animation should not be recreated in any way.

Elementary logo animation



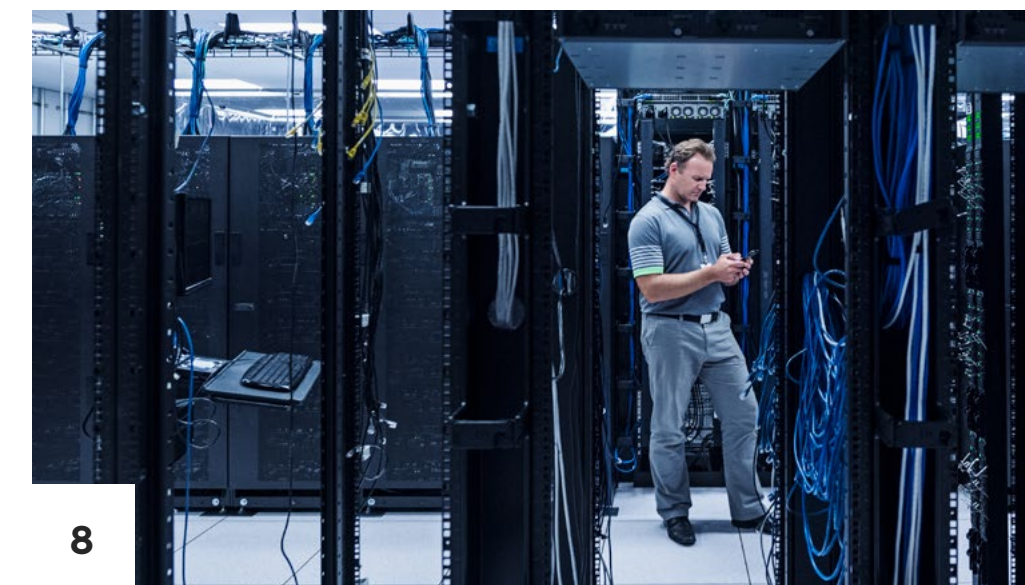


Motion Transition

A diagonal wipe based on the brand graphic can be used to transition between sections.

Template files should always be used to ensure consistency between video projects.

To maintain consistency, project files should always be used and the transition animation should not be recreated in any way.





Motion

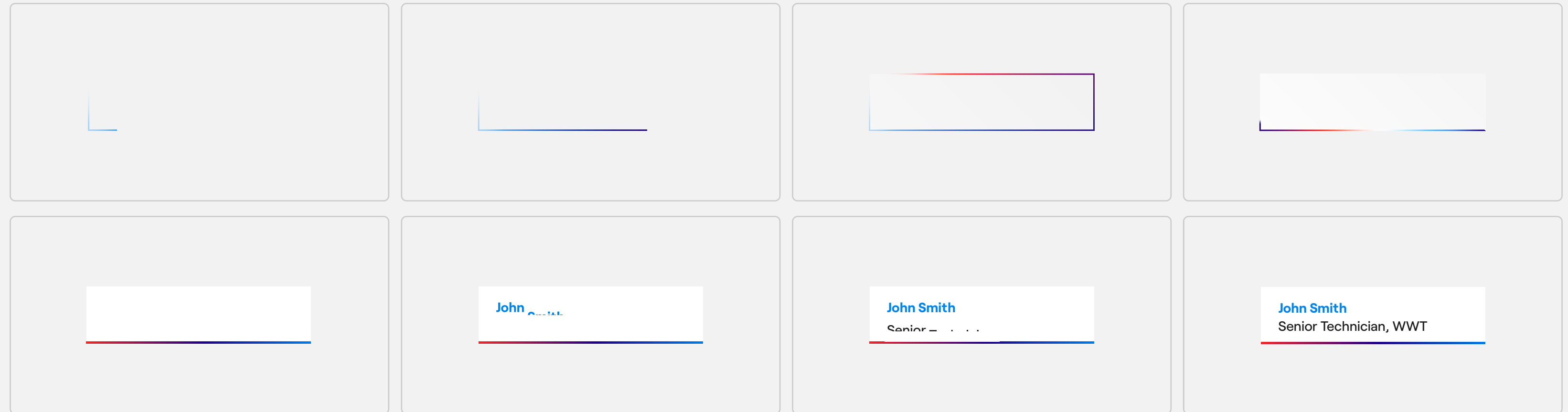
Lower third design

A lower third animation is used to provide titles and captions within a video.

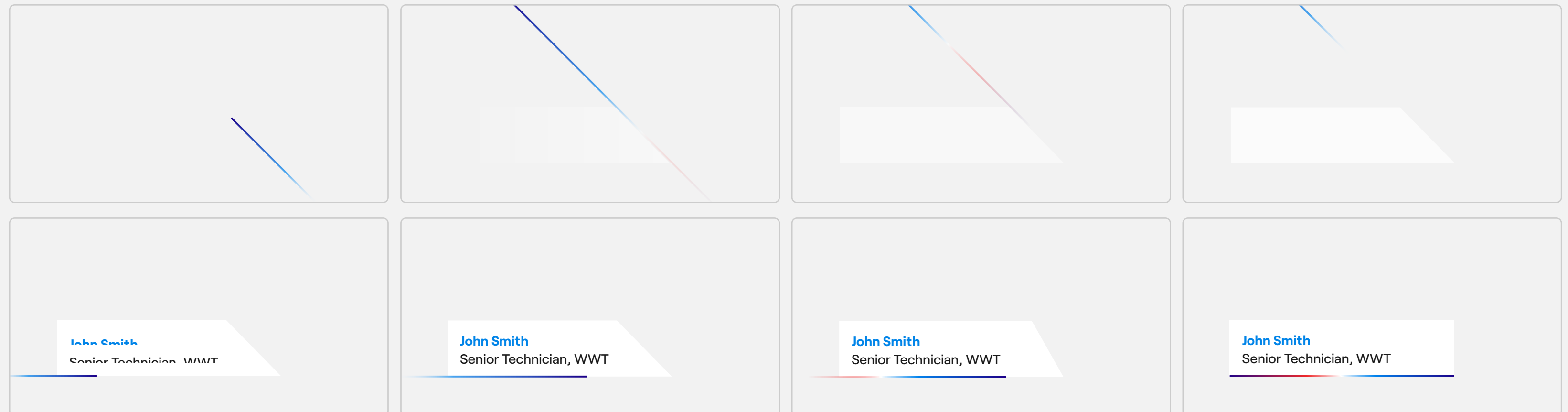
Two styles of lower third animation can be used.

To maintain consistency, project files should always be used and the lower third animations should not be recreated in any way.

Style 1



Style 2





Motion

Stock footage

Stock footage should showcase a diverse cast of people using technology across WWT's broad range of practice areas.

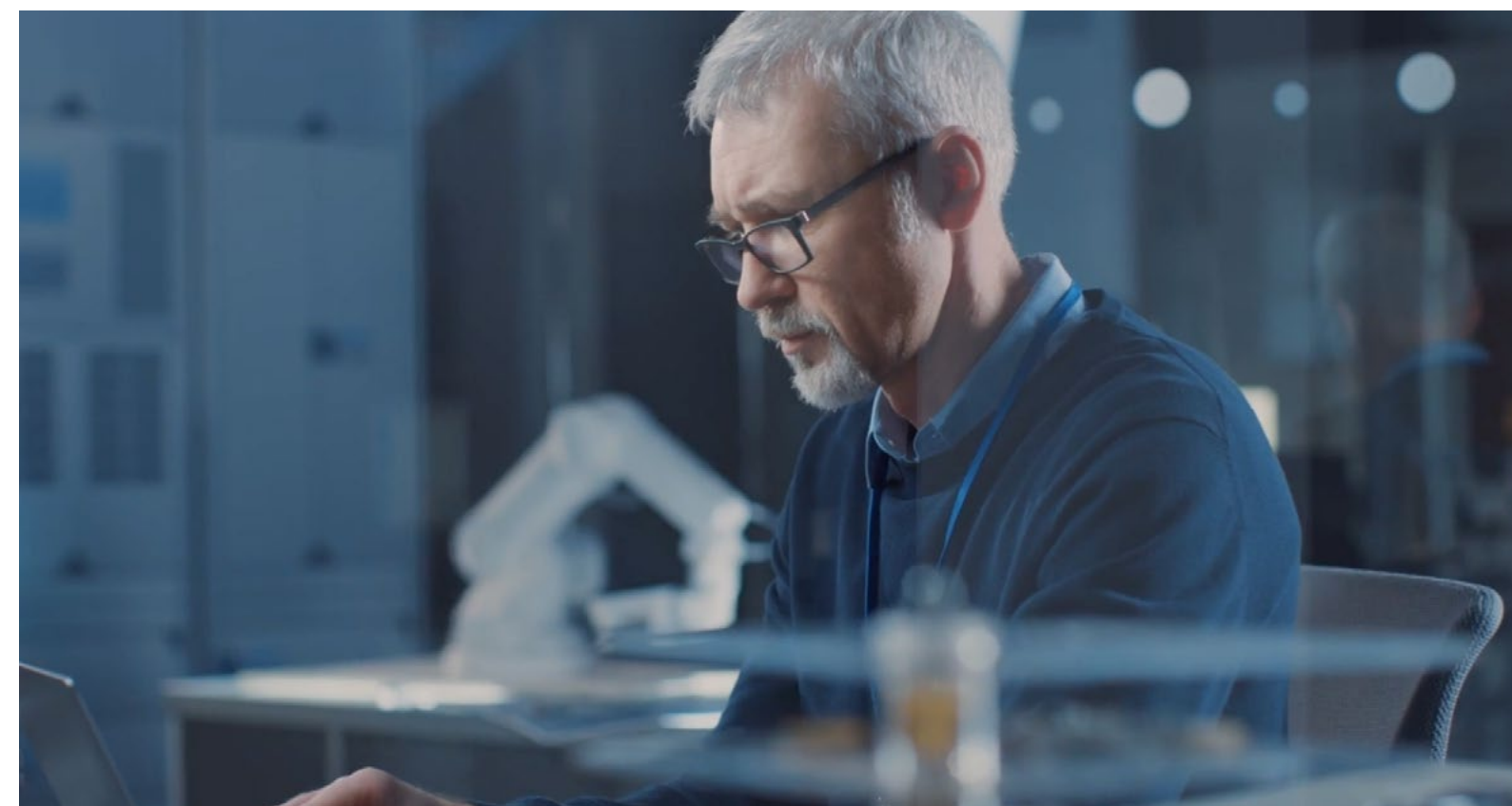
Footage should be cinematic and not overly stock-like or corporate.

It is important that all footage used is similarly color graded to ensure a consistent look and feel. Using footage with tones of blue helps to reinforce the WWT palette.

Stock footage checklist

Stock footage should always meet the following criteria:

- Genuine
- Emotive
- Human





2.10 Iconography

82 Overview

83 Iconography creation

84 Iconography color

86 Dos and don'ts

87 Iconography usage

Please note:

- Always follow the rules for creating icons
- Never use other icons apart from our own created brand icons
- When creating icons, keep them simple and easy to understand

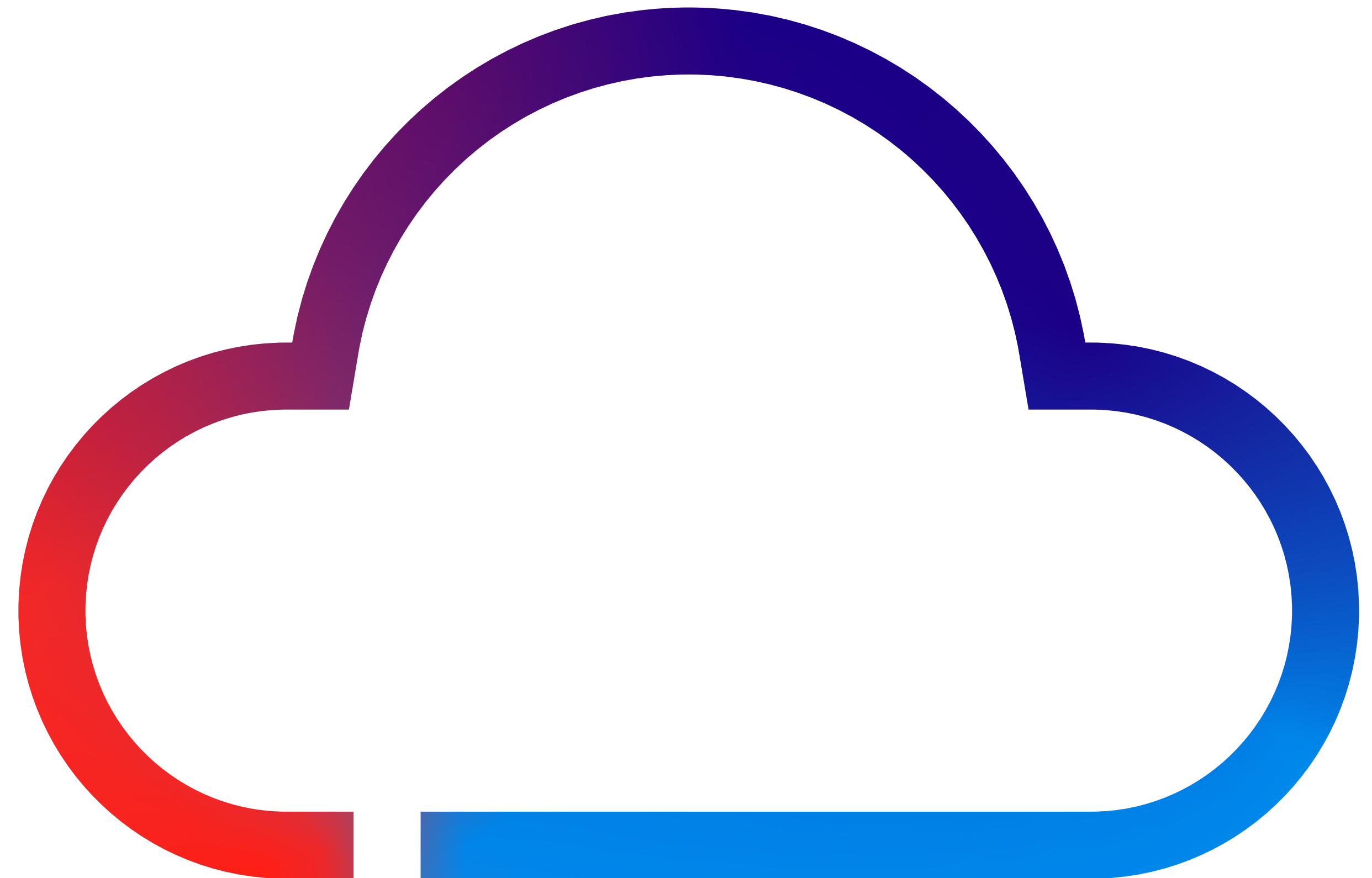
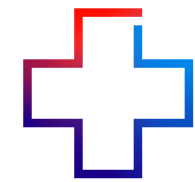
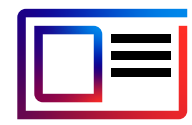


Iconography

Overview

The graphic elements of our icons are simple and reflect the styling of our WWT logo.

Our icon set is used on our website and collateral. It's a friendly and clear way to help and encourage users, internally and externally, to navigate our website and easily find what they need.





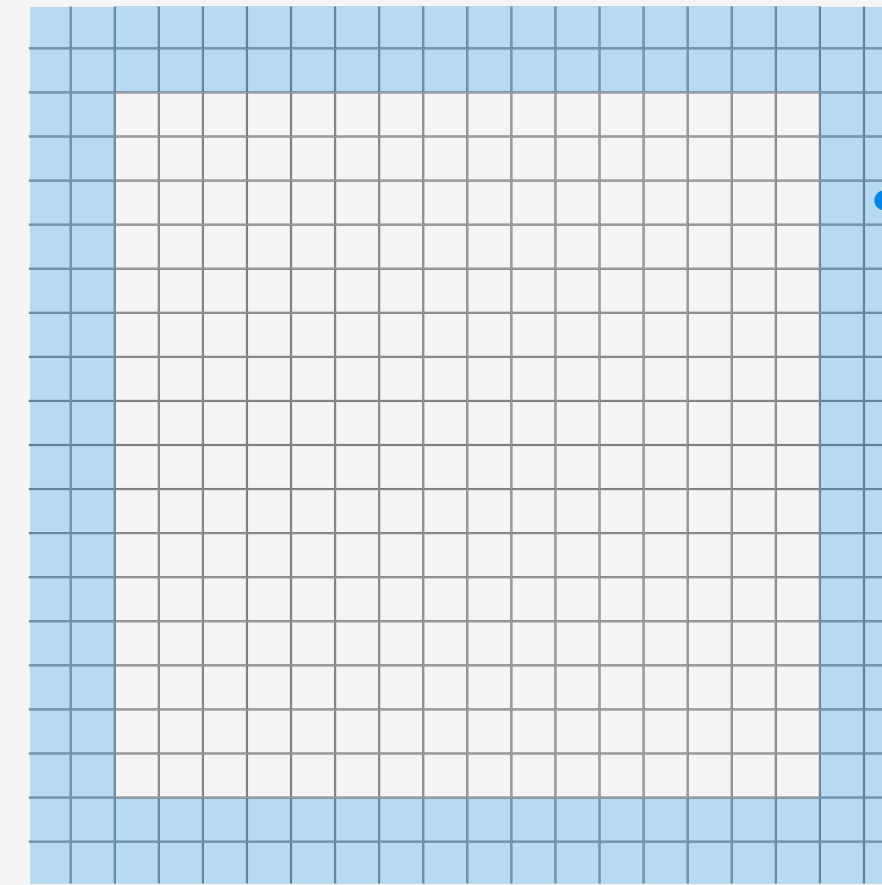
Iconography

Iconography creation

When creating icons always work from the grid shown on the right (1).

Every icon must have a 1-square gap to mirror the gaps in the WWT logo. We use a mixture of square and rounded corners to create movement in an icon; corners are rounded to 20px

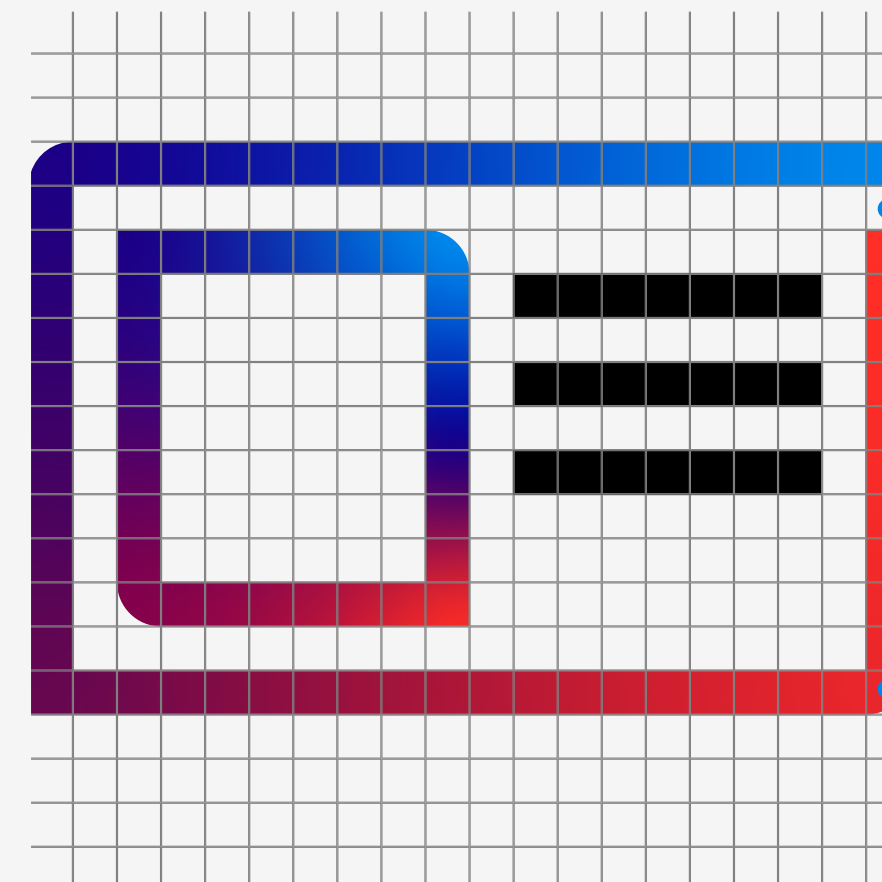
1.



Icons are created on a 20x20 square grid. An icon should reach either the full height or width of the 16 square minimum size, or in some instances it may reach both

The grid should be used for all major construction lines, details should be added 'by eye' and do not always have to follow the grid

2.



Every icon has a 1 square gap to mirror the gaps in the WWT logo

Corners are rounded to 20px



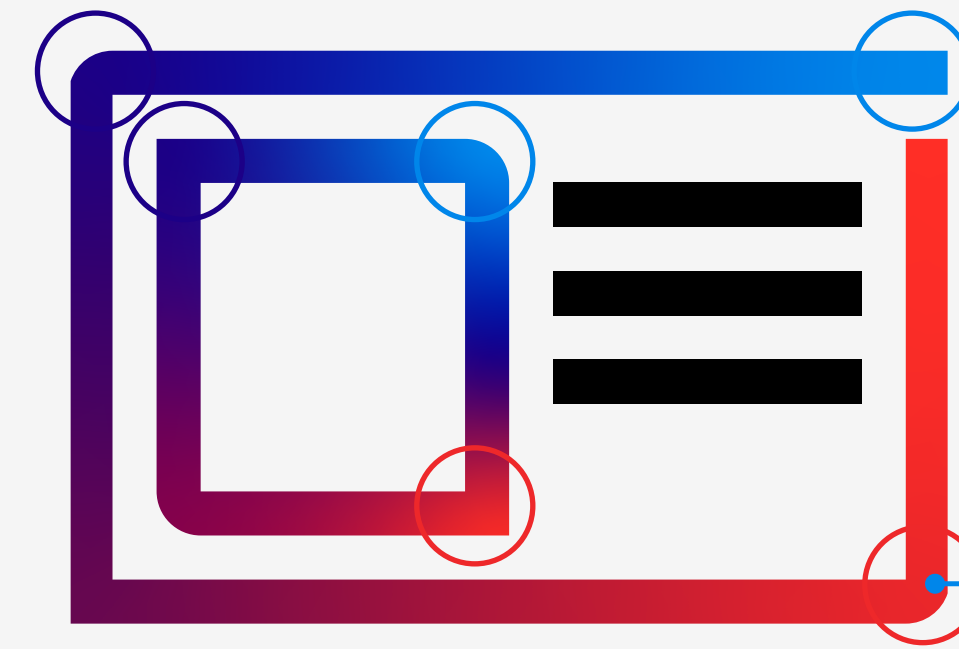
Iconography

Iconography color

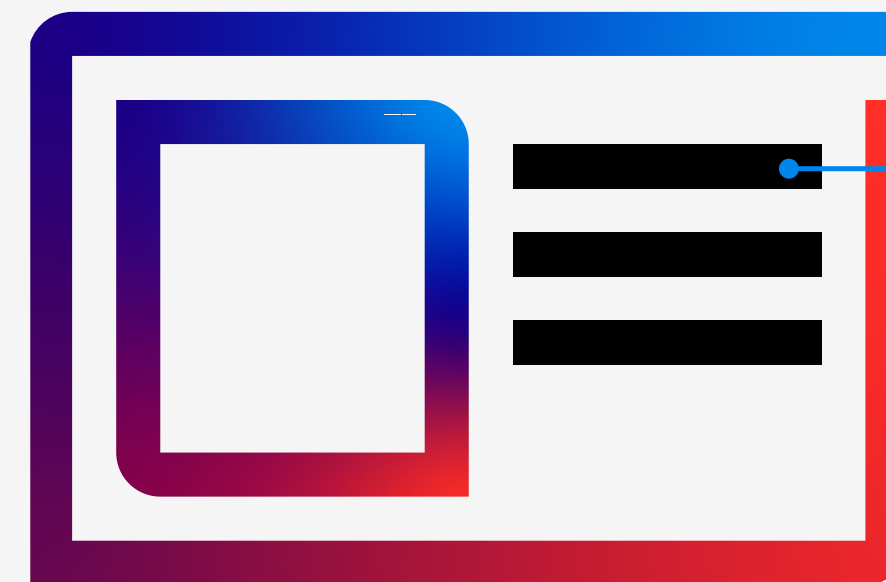
When creating colour icons, always use the colors from the WWT logo (page 25).

Please note

Colors should be created as a fill and not as a stroke.



Colors from the primary palette are added to the icon using the freeform gradient tool

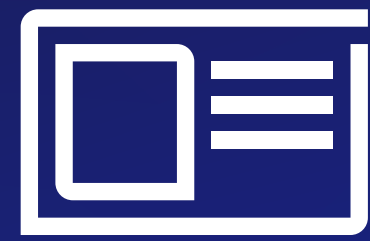


Black can be used as a detail in an icon, but is not always necessary



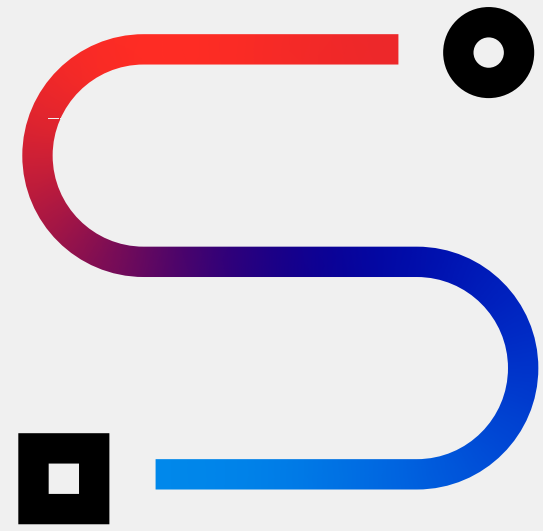
Iconography
Iconography color

Our icons can be used reversed out when required.

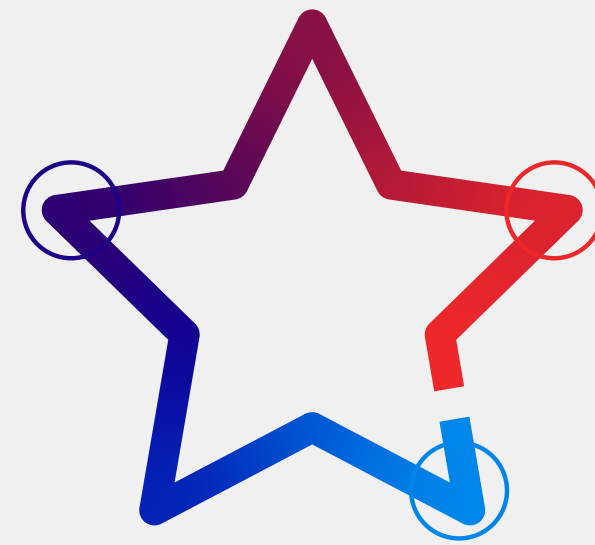




✓ **Where possible**, round path corners to create a smooth curve



✓ **Do** position colors with WWT Dark Blue in the center



✓ **Do** simplify an icon as much as possible



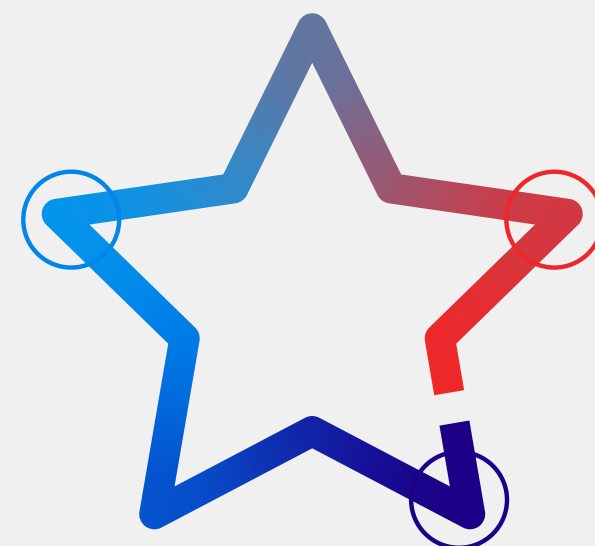
✓ **Do** use obvious signifiers with clear meanings



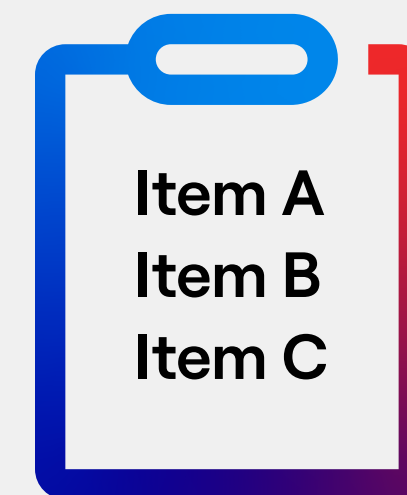
✗ **Do not** use sharp corners on paths



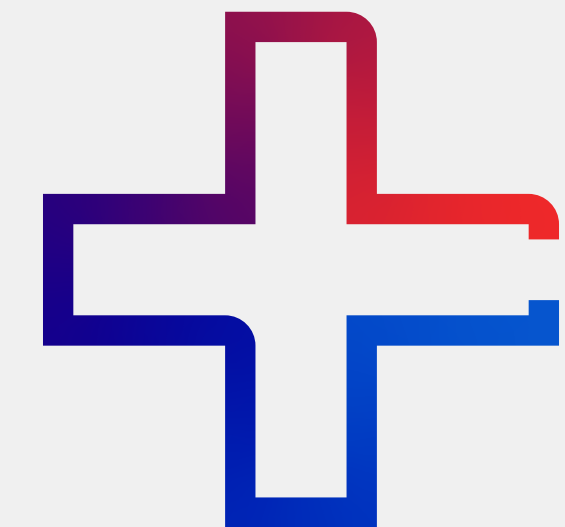
✗ **Do not** position colors in any other way



✗ **Do not** make icons overly detailed by using text, images, or complex illustrations

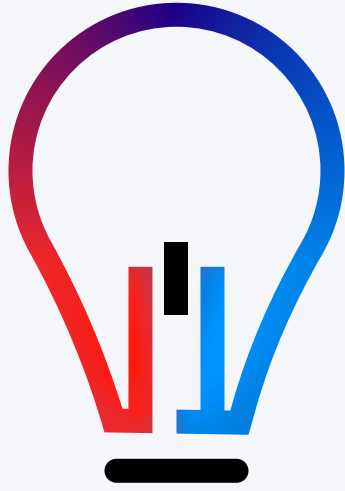
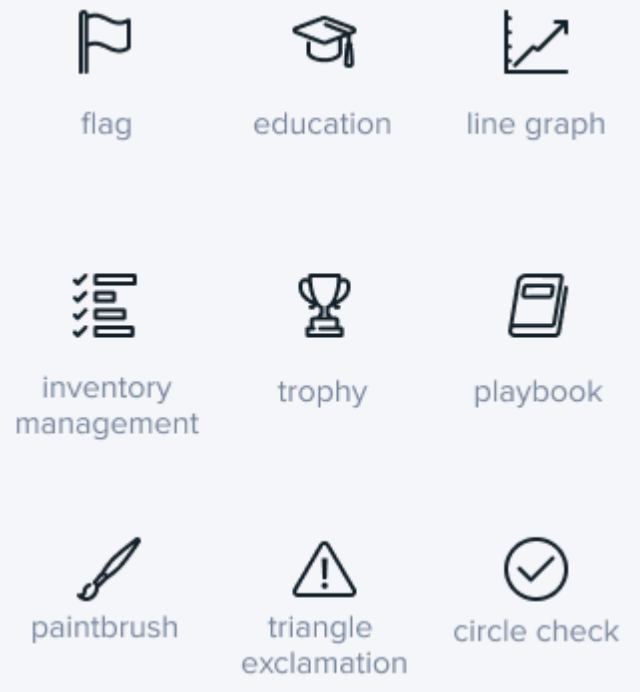


✗ **Avoid** obscure, uncertain, or ambiguous signifiers. Ensure the icon does not have a dual meaning





When using icons always follow usage as outlined on the table opposite.

		Characteristics	Example usage
Industry/Product icons		<p>The product icons can be defined as follows:</p> <ul style="list-style-type: none"> – Uses multiple colors – Can be shown at any size – Stylized to mirror the logo 	<ul style="list-style-type: none"> – BVA interiors, PowerPoint interiors – WWT website – Case studies
UI/Functional icons		<p>The functional icons can be defined as follows:</p> <ul style="list-style-type: none"> – Single color – Shown at icon size (25px) – Focus on legibility 	<ul style="list-style-type: none"> – WWT website – Dashboard – Intranet



2.11 Charts and diagrams

89 Overview

Please note:

- Keep the design of charts simple
- Always use the primary colors and secondary colors when creating charts or diagrams
- When using text to annotate a chart or diagram, always use our brand font (or system font)

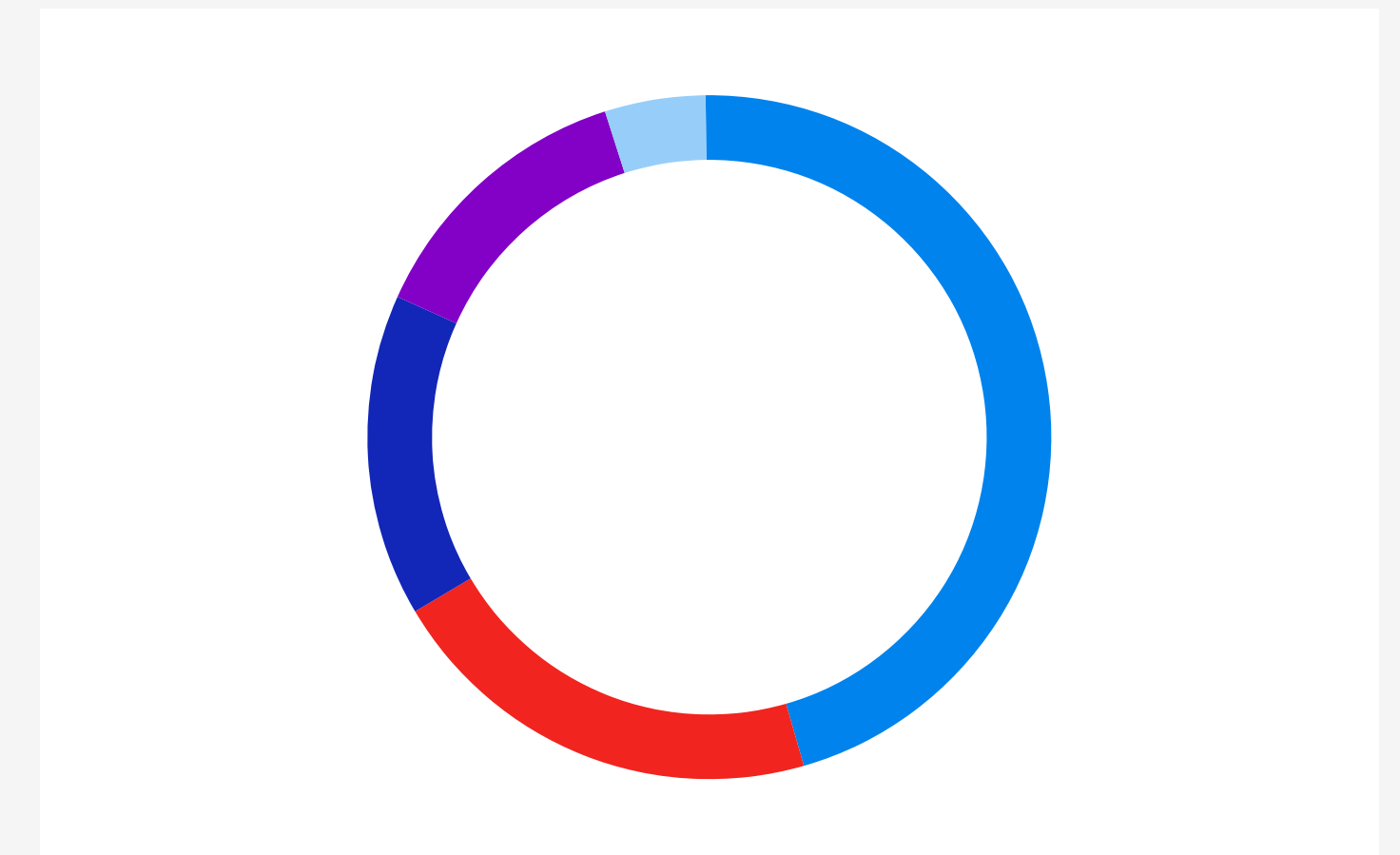
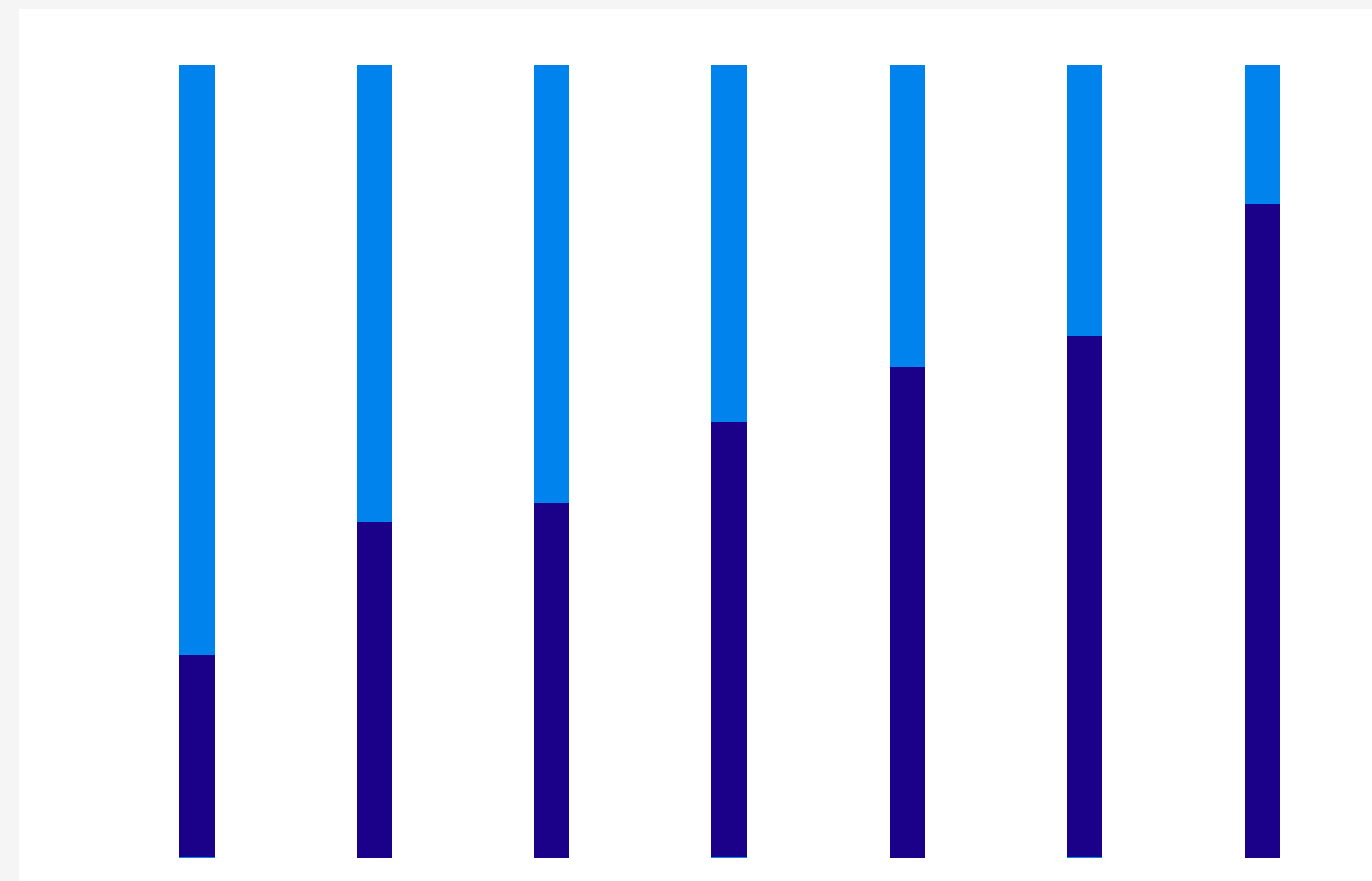
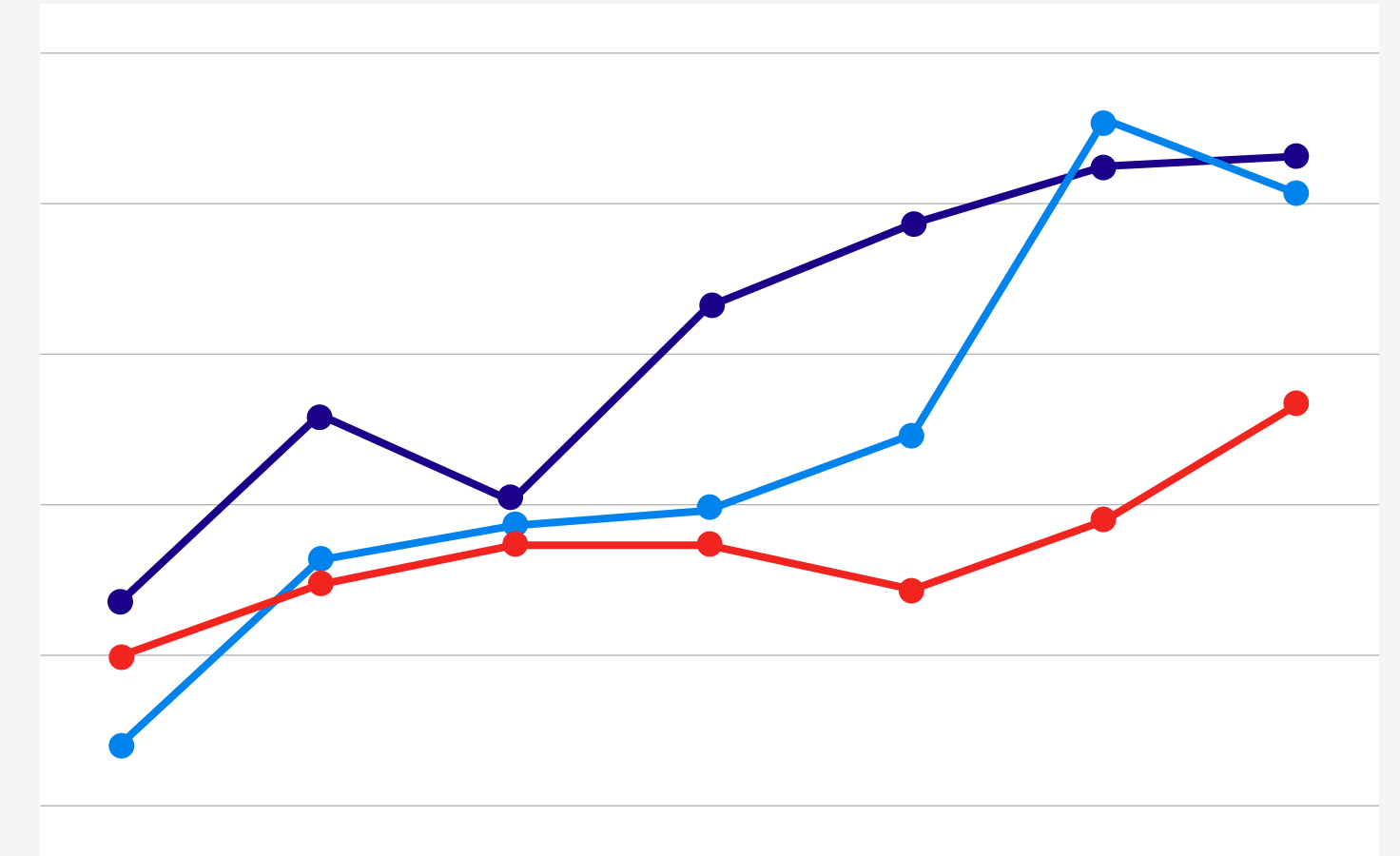
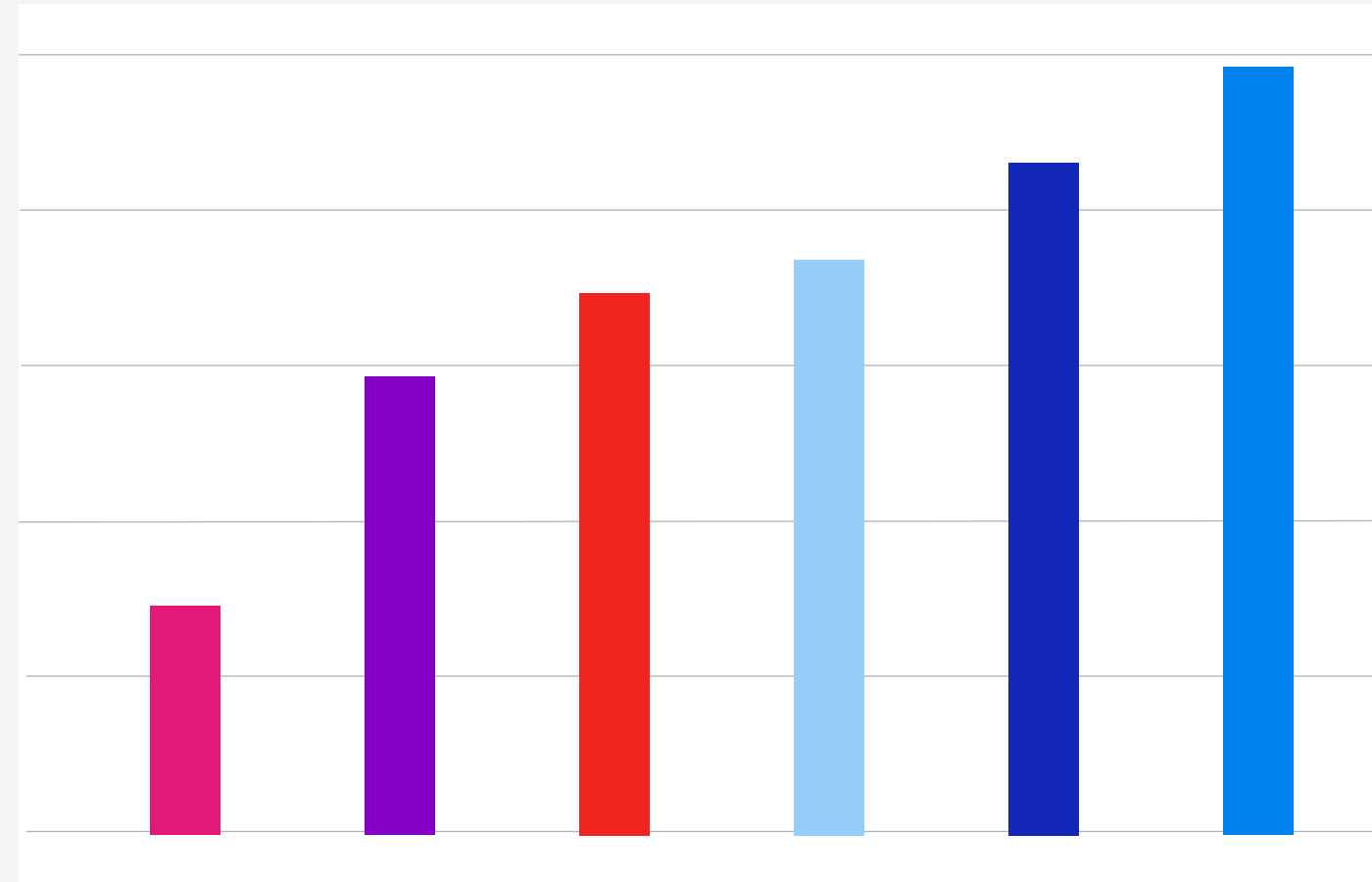


Charts and diagrams

Overview

Our chart and diagram style is simple and clear, utilising both primary and secondary color palettes.

For charts that contain a lot of data, use secondary colors and tints for distinction. Ensure that the colors have sufficient contrast and white space. Please see page 49 for primary color reference and page 50 for secondary color reference.





2.12 Digital and online

91 Social media headers

92 Social media icons

Please note:

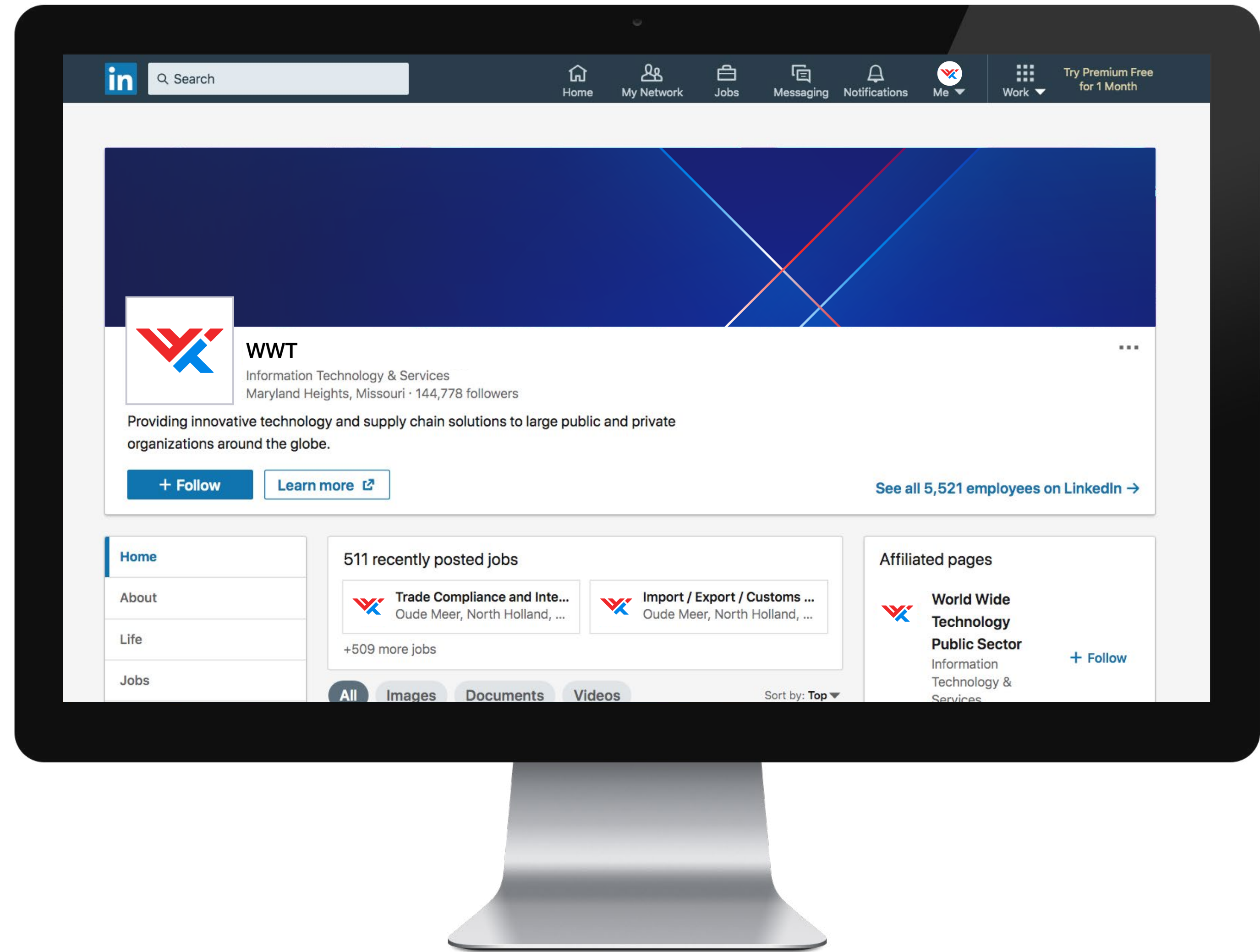
- Artwork files should be used to ensure consistency across platforms
- Avatar sizing should be consistent



Digital and online

Social media headers

To ensure brand consistency across all social media platforms, we use our graphic device to represent WWT. A three-stroke composition provides the strongest link to our logo and is, therefore, the preferred choice.





Digital and online

Social media icons

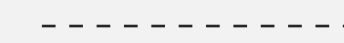
The full color WWT monogram should be used for all social media avatars.

The monogram is constructed so that it can be placed and cropped from a square to a circle without scaling.

Monogram

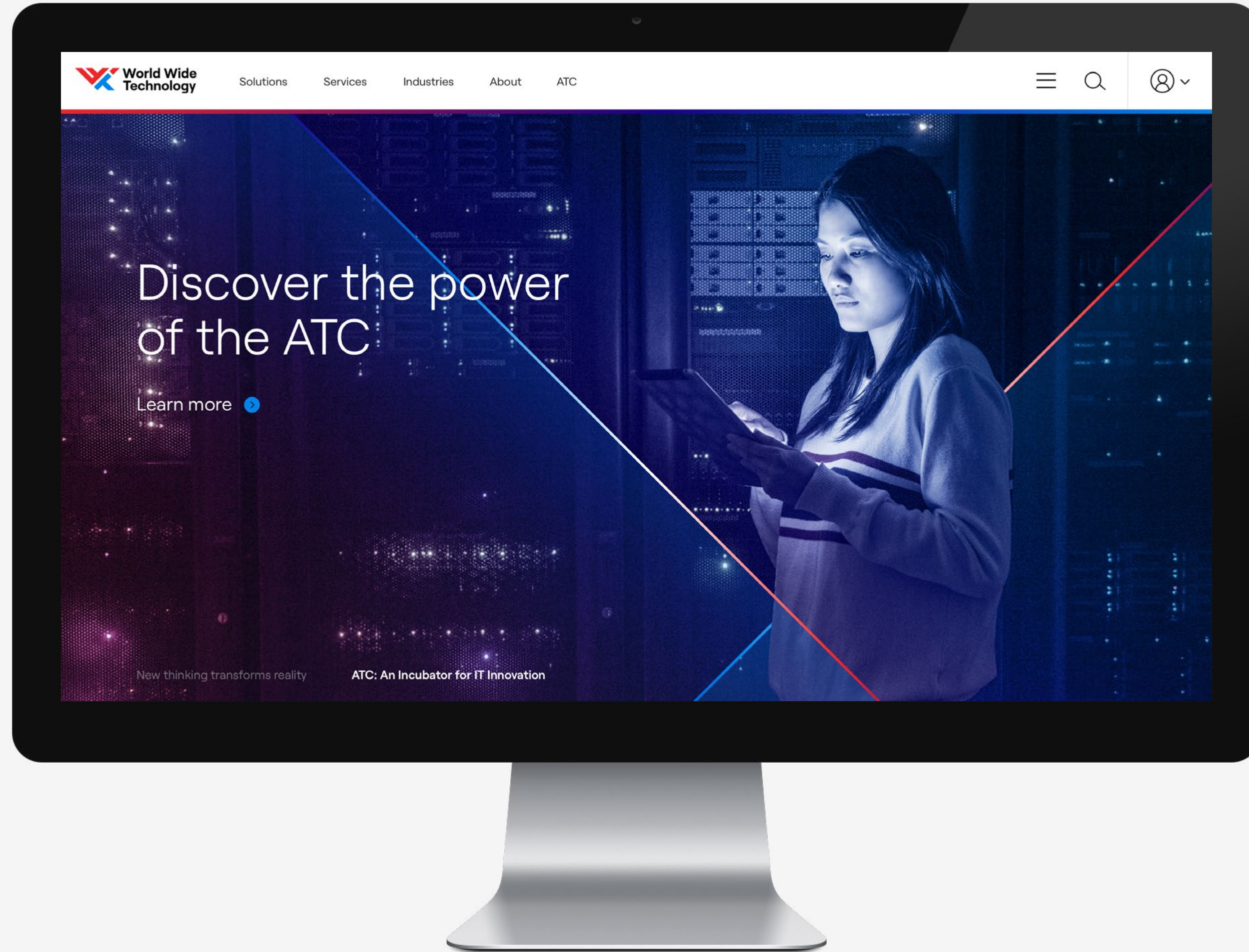


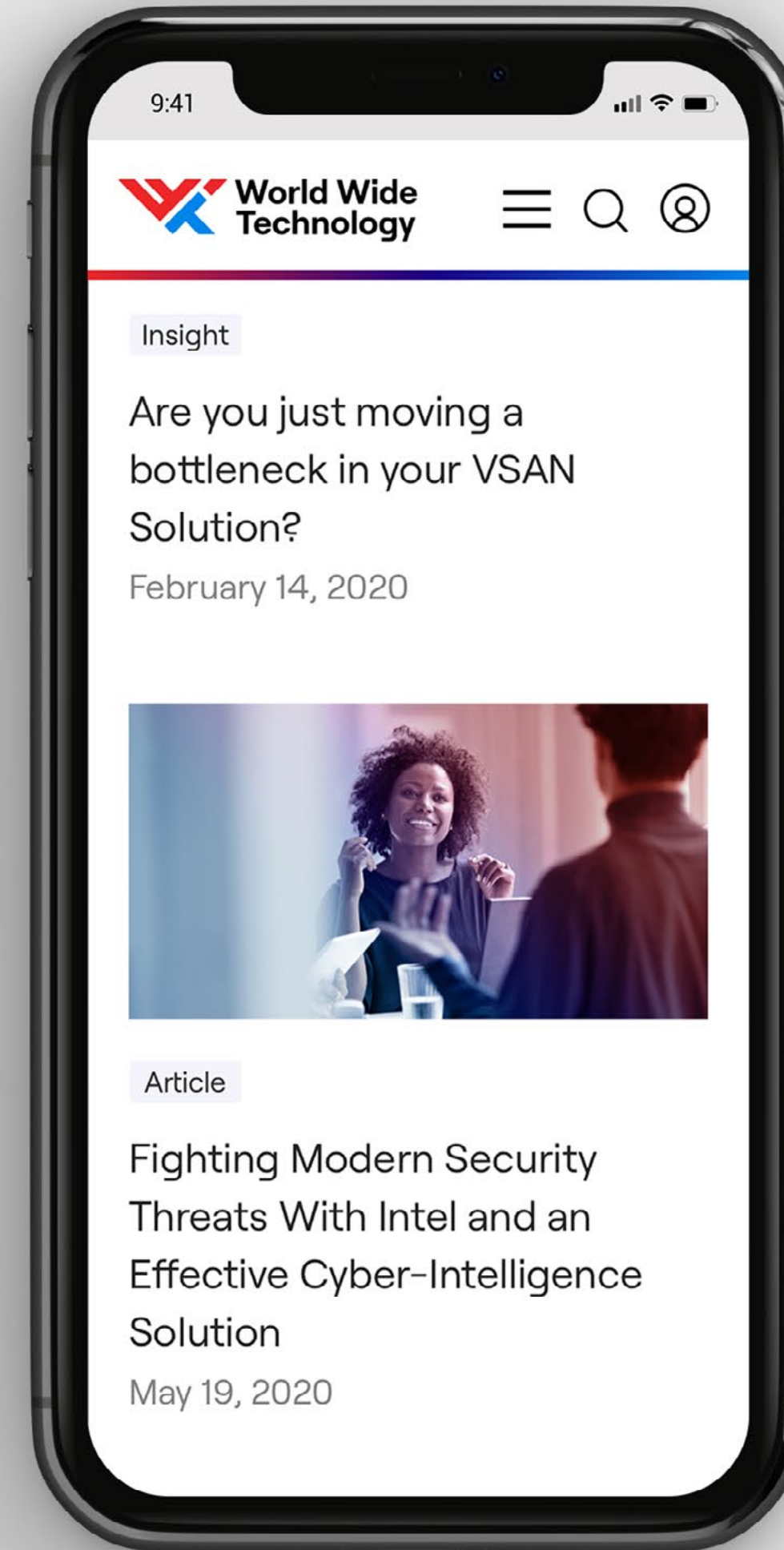
Avatars





Applications















Contact

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