Brand Guide 2024

External version
wipro.com/brand-toolkit

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About Wipro.

We’re one of the largest, most trusted, purpose-driven technology companies in the world, building innovative solutions that address our clients’ most complex digital transformation needs. Our global team of engineers, strategists, technologists, and design thinkers help enterprises achieve greater speed, agility, resiliency, and security in a rapidly changing world.

But more than that, Wipro is the embodiment of customer-centric excellence and the definition of tech for good. 66% of Wipro’s economic interest is held by a philanthropic trust — the Azim Premji Foundation — which serves some of the most disadvantaged populations in the world. When clients work with us, they’re not just transforming their business. They’re helping change the world.

Building a Better World.

The belief that our purpose fuels our business and our business fuels our purpose has been our guiding force since the very beginning. We commit ourselves to be a catalyst in the building of a just, equitable, humane, and sustainable society. As one of the ten founding members of Transform to Net Zero, our commitment is deep and authentic. We realize it by helping clients turn sustainability ambition into action.

60% Renewable energy (% of total consumption)
97% Waste avoided from being sent to landfills
37% Water recycled (% of total water consumption)

2024 marks our 79th anniversary of being in business. We are proud of this amazing milestone, which is a testament to the hard work, commitment, and creativity of our employees.
They are the driving force behind Wipro’s success.

Wipro’s Brand Voice

Wipro is a collective of smart yet approachable industry-leading consultants and business transformation experts backed by a vast pool of technical talent. We should sound like the former, while suggesting that we also have the capabilities of the latter. The following principles will get us there.

Be clear and conversational:

We simplify complexities, and don’t get bogged down in technical details. We try to be conversational and, at times, even entertaining.

Be optimistic:

We emphasize that the thorniest problems are solvable and sketch visionary ambitions for the future.

Be confident:

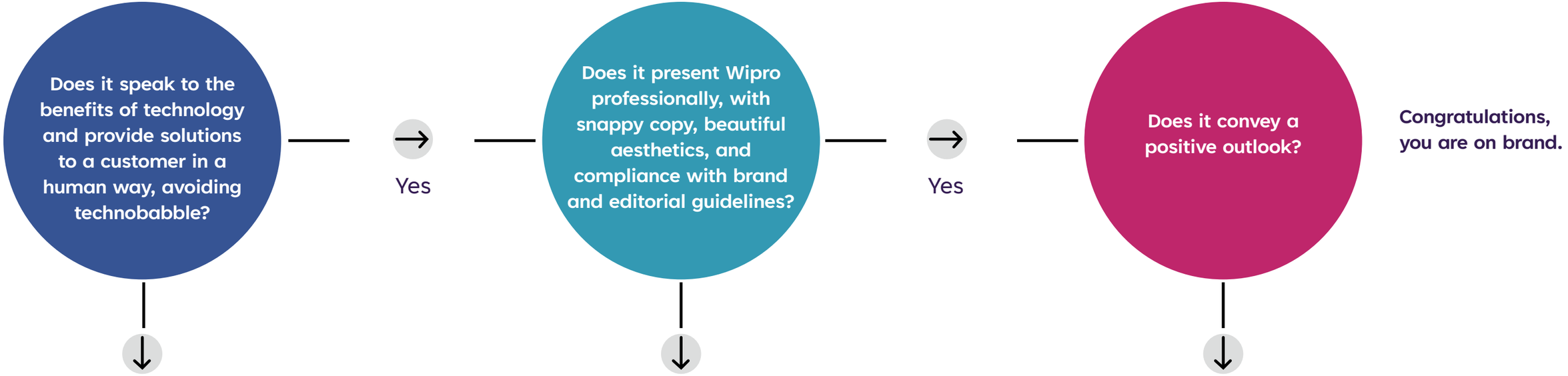
We are smart, authoritative, and trustworthy. We deeply understand technology, but respect people who might not understand technology as well as we do.

Be insightful:

We understand what’s happening in all industries and regions, and show global business leaders new ways to achieve value. We don’t sell; we demonstrate and inspire.

Editorial.

Is it on brand?



Brand Architecture.

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

For very small spaces, an exceptional-use word mark is available.

The primary brand mark in full color should always be used if possible.

Monochrome black and white brand marks can be used in exceptional cases where production or contrast limitations prevent the use of the primary brandmark.

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.

Wipro Ambitions Realized logo

Use the Wipro Ambitions Realized logo when your messaging reflects the latest “Ambitions Realized” theme of the Wipro Brand.
Monochrome black and white versions can be used where there are production or contrast limitations.

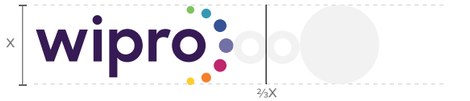
Co-branding (with secondary logo)

The secondary logo is the preferred Wipro logo for all lockups.

Horizontal lockup

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 ia 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.

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

Vertical lockup

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.

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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.

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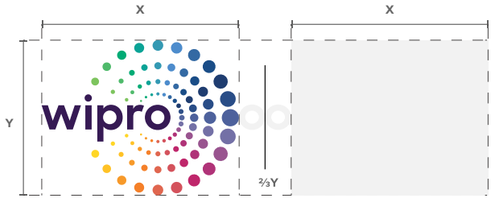

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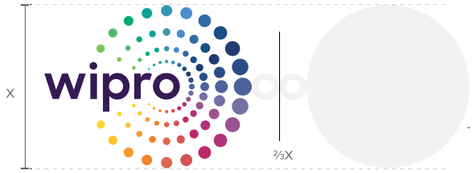

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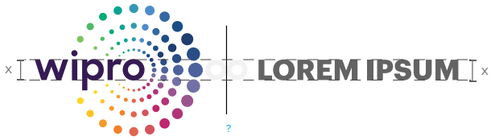

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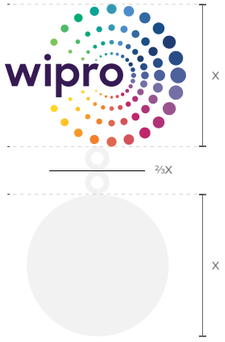

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IV. When the partner logo is the lead brand, it should be placed on the top.

Wipro Sub-brands

Other branded solutions and products from Lab45, use a single-color (e.g. black/white, in the case of cybersecurity) or light blue (e.g. data & analytics) to differentiate them from the primary GBLs. This category also includes certain functions for Wipro, such as Wipro Cares & Wipro Ventures.

wipro consulting

wipro fullstride cloud

wipro enterprise futuring

wipro engineering edge

w lab45

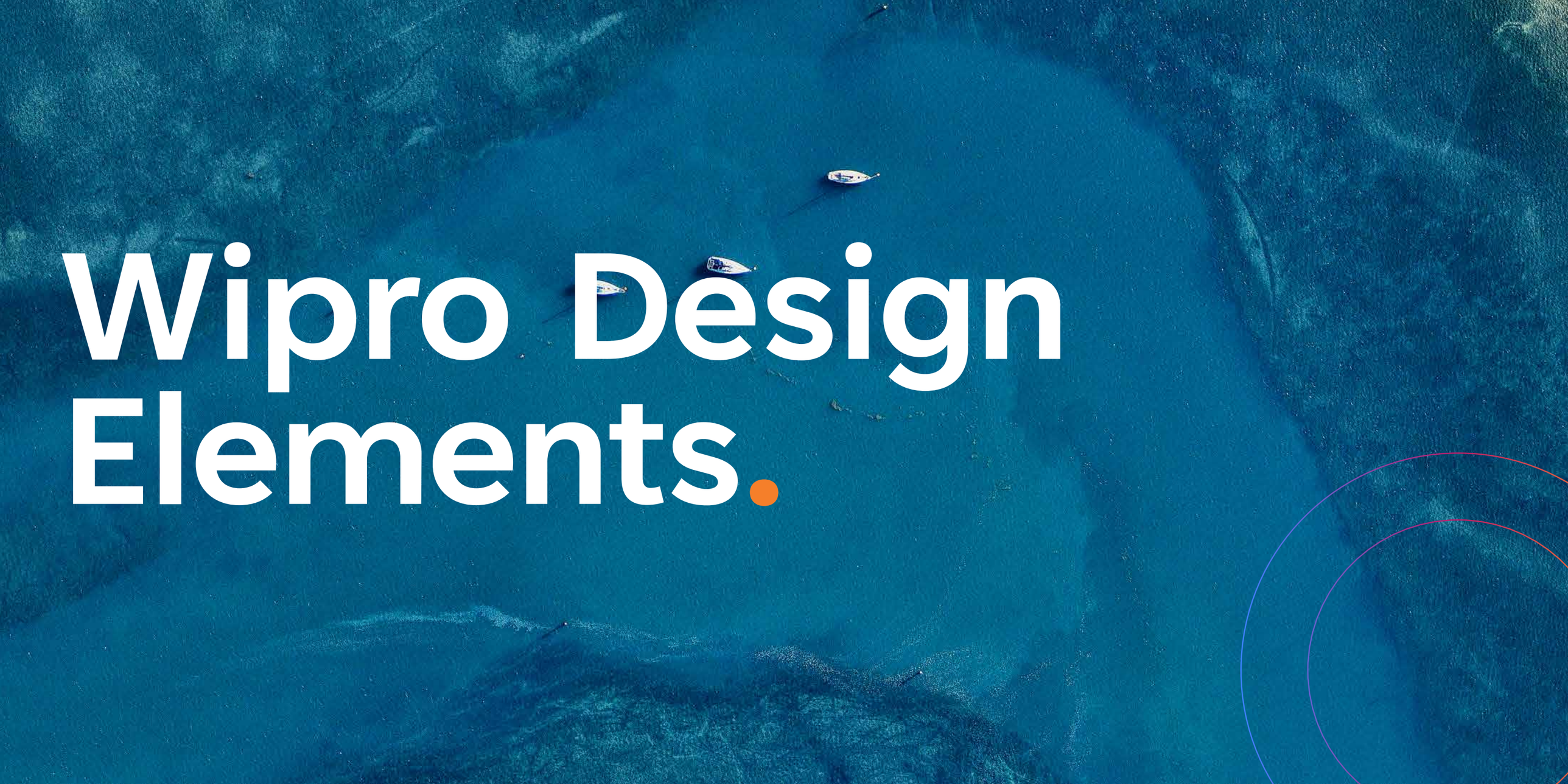
CAPCO
a wipro company

Designit
a wipro company

wipro cybersecurity
by cybersecurists

wipro Shelde
Australia

edgile
a wipro company



Wipro Design Elements.

Brand Colors

PRIMARY

LOGO AND ACCENT COLORS

Wipro Blue
HEX: #351A55
RGB: 53, 26, 85
CMYK: 91, 100, 33, 31

Blue Green
HEX: #3498B3
RGB: 52, 152, 179
CMYK: 75, 25, 23, 0

LOGO & NEUTRALS

White
HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Black
HEX: #000000
RGB: 0, 0, 0
CMYK: 75, 68, 67, 90

NEUTRALS

Gray
HEX: #B4B4B4
RGB: 180, 180, 180
CMYK: 30, 24, 24, 0

SECONDARY

ACCENT COLORS

Blue
HEX: 355493
RGB: 53, 84, 147
CMYK: 90, 74, 13, 2

Light Purple
HEX: 746FA7
RGB: 116, 111, 167
CMYK: 62, 60, 8, 0

LOGO & NEUTRALS

Strong Pink
HEX: BE266A
RGB: 190, 38, 106
CMYK: 23, 98, 35, 2

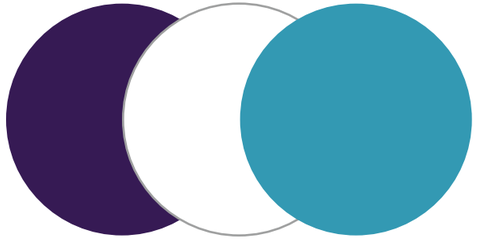
Orange
HEX: F57F2A
RGB: 245, 127, 42
CMYK: 0, 62, 95, 0

Yellow
HEX: FFCD2E
RGB: 255, 205, 46
CMYK: 0, 19, 91, 0

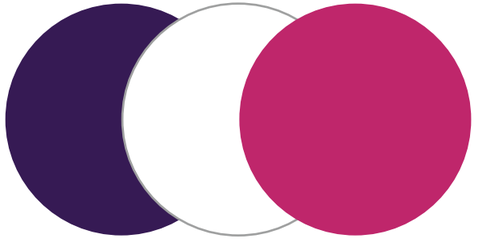
Light Green
HEX: 7EC45F
RGB: 126, 196, 95
CMYK: 55, 0, 83, 0

Preferred Color Pairings

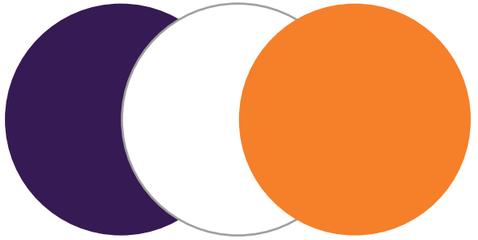
A selections of our brand colors that pair well together and pass universal accessibility testing.



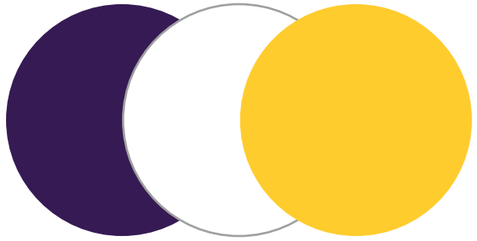
Wipro Blue + White + Blue Green



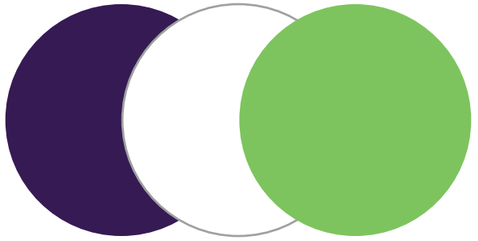
Wipro Blue + White + Strong Pink



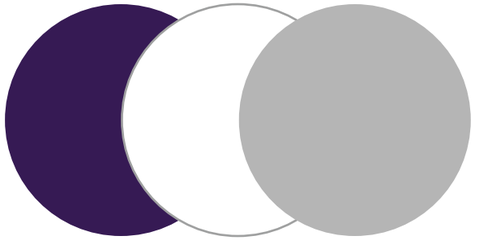
Wipro Blue + White + Orange



Wipro Blue + White + Yellow



Wipro Blue +White + Light Green



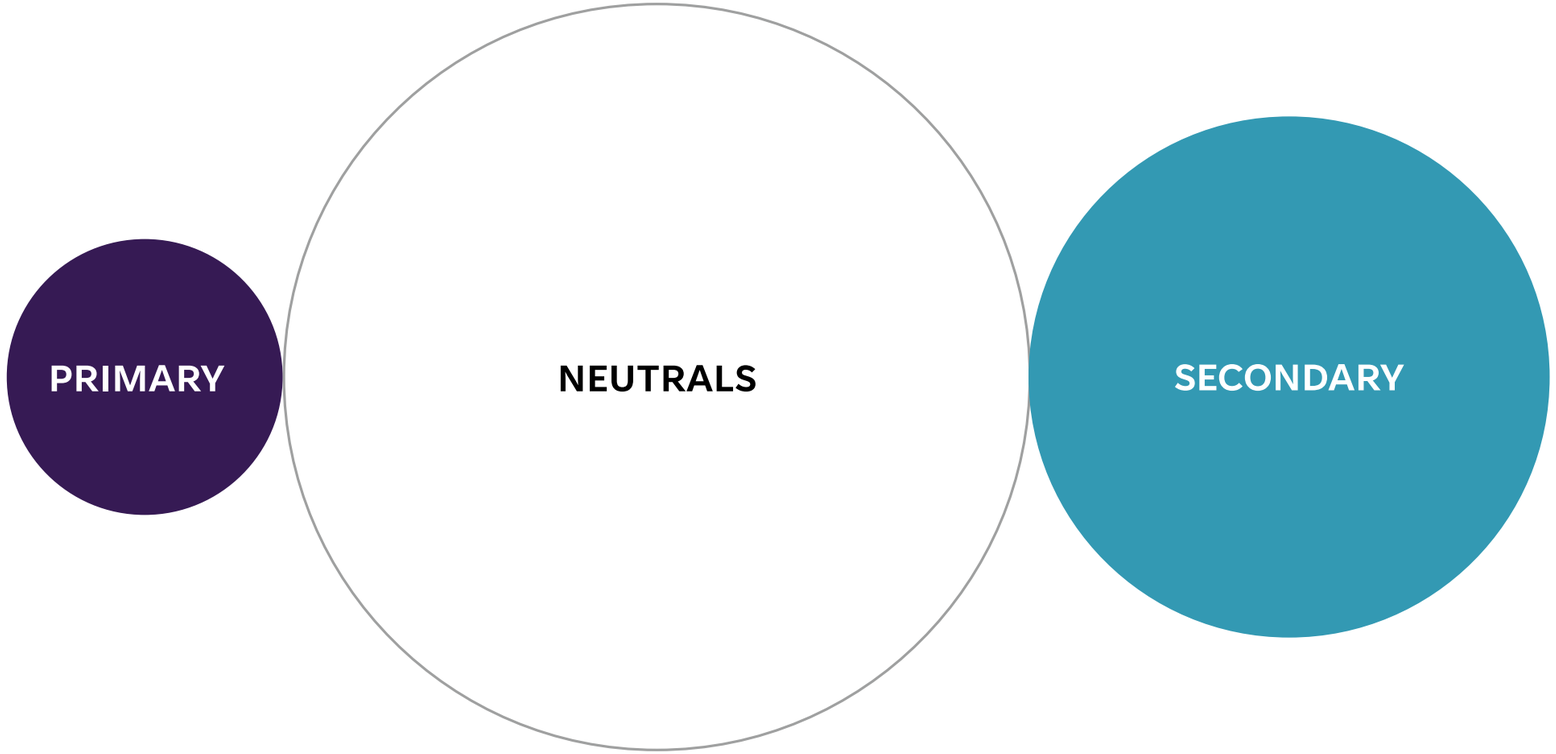
Wipro Blue + White + Gray

Presence of Wipro Blue

In our Communication materials, a little bit of Wipro Blue goes a long way. Use Wipro Blue to tie back to our brand but only by the appropriate amount.

Be Mindful of the amount of Wipro Blue in comparison to background colors (most often white) in any visual application.

Use the following proportion when creating brand communication materials.



Usage Proportions

In executions, Wipro is a Deep Blue / White brand with all other colors and tones available to complement our primary brand palette.

Of course, Wipro Blue also plays a major role as the logo will most often be seen in this color.

It is important to follow the rules of these proportions when creating any brand communication in order to maintain brand consistency and recognition.

Secondary Colors

Primary Colors

Hello I’m Proxima Nova, the official primary font from our brand.

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9
!@#$%^&*()

Unite, Chat, Thrive.

Connecting the World, One Authentic Conversation at a Time.

Proxima is our display font used for feature headings and subheadings; for example: document titles, section dividers, article headings, environmental graphics.

Hello I’m Wipro Akkurat, the official secondary font from our brand.

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Unite, Chat, Thrive.

Connecting the World, One Authentic Conversation at a Time.

0 1 2 3 4 5 6 7 8 9
!@#$%^&*()

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

Hello I’m Tenorite,

the official powerpoint font from our brand.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 !@#$%^&*()

For Microsoft Powerpoint, use Tenorite which is the default/primary font on Wipro’s Corporate Presentation templates – Denali & Fuji (available at https://www.wipro.com/brand-toolkit/)

Hello I’m Arial,

the official Microsoft application / on-screen applications font from our brand.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

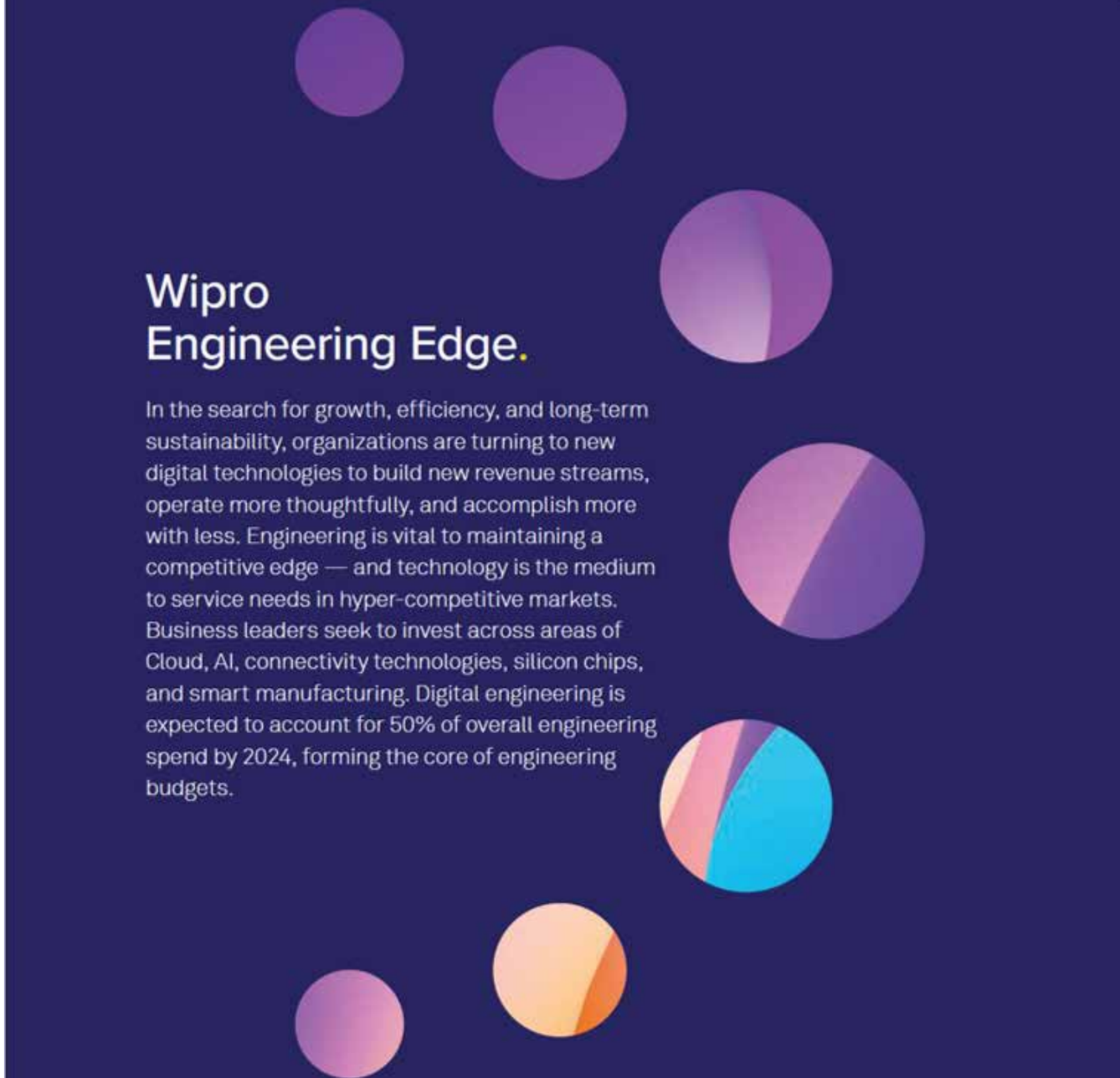
0 1 2 3 4 5 6 7 8 9 !@#$%^&*()

For any other Microsoft application / on-screen applications (including internal communication), use system font Arial is used in place of Wipro Akkurat.

These fonts are available on most Windows, Macs and mobile operating systems, which preserves document consistency and fidelity to all users.

Crescent

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



Photography.

Stock Imagery

Keep stock imagery simple and focused. Put diverse people in real-life positive situations. Avoid imagery of people looking at camera. Wipro products and services touch the lives of people all over the world. As a general rule, stock imagery must not be overtly styled or posed. It should feel documentary and reportage in style and subject.

Abstract

Using abstract images can help articulate more complex ideas, give a sensibility visually, and help guide the story telling process.

Video Production.

Videography

Videos are one of the most effective ways of engaging and communicating a story to the desired audience.

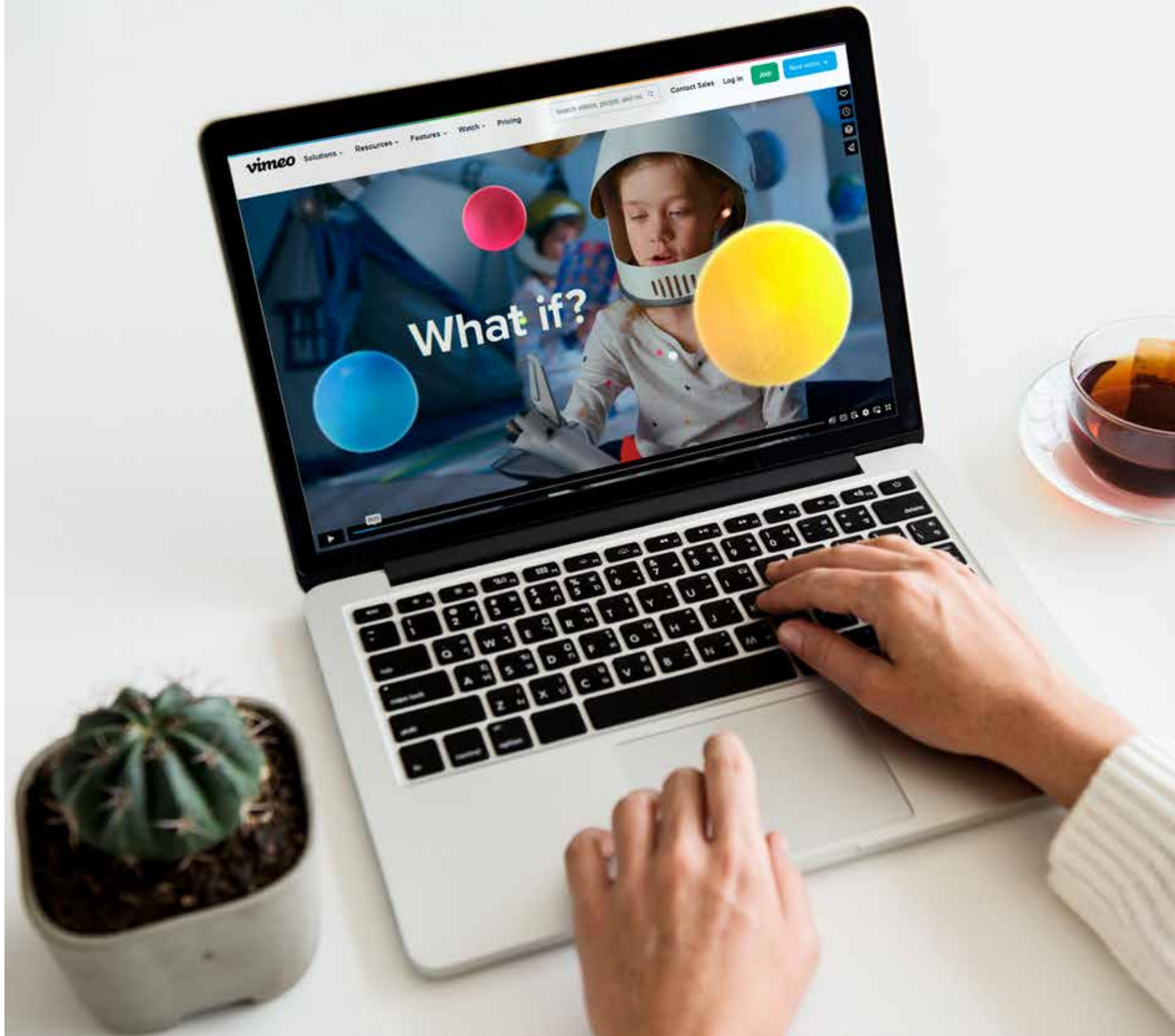
Checklist for Brand Compliance:

- Use Intro/Outro animations of Wipro logo
- Voiceover, if being utilized, needs to be concise, and contextual to the target audience with regards to accent.
- Recommended Video Duration is 30sec to 2min to retain better attention from viewers
- Ensure correct logo usage
- Ensure correct grammar/spelling and avoid typos
- Colors, Fonts, Graphic/Design Elements remain the same as listed in previous sections
- Add captions, appropriate Title, Description, and Thumbnail image when hosted on a platform.

Examples:

1. Ambitions Realized • “About Wipro” Sales Film
2. E.ON Partnership with Microsoft and Wipro
3. Topcoder & NASA • Ambitions Realized • Case Study
4. Nitin Parshwanath: My Ambition

A snapshot from Wipro Ambitions Realized • Brand Film



Making Films for Wipro

Developing a Script

A handful of tips:

1. Use conversational language. Avoid jargon.
2. Be as thorough as possible. Describe every aspect of the video.
3. Keep your audience and platform in mind.
4. Script every word. Describe all b-roll and graphics.

Branding

Design checklist for videos to be distributed on Wipro channels (either Wipro or partner-produced)

- Wipro logo intro/outro logo animations
- Wipro-branded video

Design checklist for videos to be distributed via partner channels

- Usage of correct Wipro logo

Production

Composition and blocking

When filming b-roll

When filming a sequence, look for one or two interesting camera angles. It adds production value and gives your viewers a more full perspective of the action in your story. Leave space in your composition for added graphic treatments if needed.

What is “good?”

When filming sound bites (talking heads)

Use proper lighting and sound. Make the subject comfortable and when possible, place the subject within a setting that helps to illustrate the story. Wipro prefers the subject looks directly to camera unless an on-camera interview is being conducted.

Production

Lower Thirds

Wipro uses the Proxima Nova font for our lower thirds-Bold weight for the person's name and Regular weight for their title.

Please refer to the brand download center for the Wipro lower thirds animated template. Choose brand colors which contrast yet compliment the subject's background.

What is "good?"

Production

Poor Choices of Stock footage

Avoid poor-quality, dated and overly-stylized stock clips.

Be sensible about the imagery you selectfor Wipro film project. Avoid contect which makes our brand look foolish or tacky. Spend time seeking our the best clip for your particular project.

Avoid messy data centers and people looking straight to camera.

Never use clips with generic pie-charts.

Handshakes can look cliche' and dated.

Stay away from people being silly or randomly pointing.

Diverse image, but the illustrations on chalkboard are general and non-specific.

Poorly lit and includes generic pie-charts and infographics.

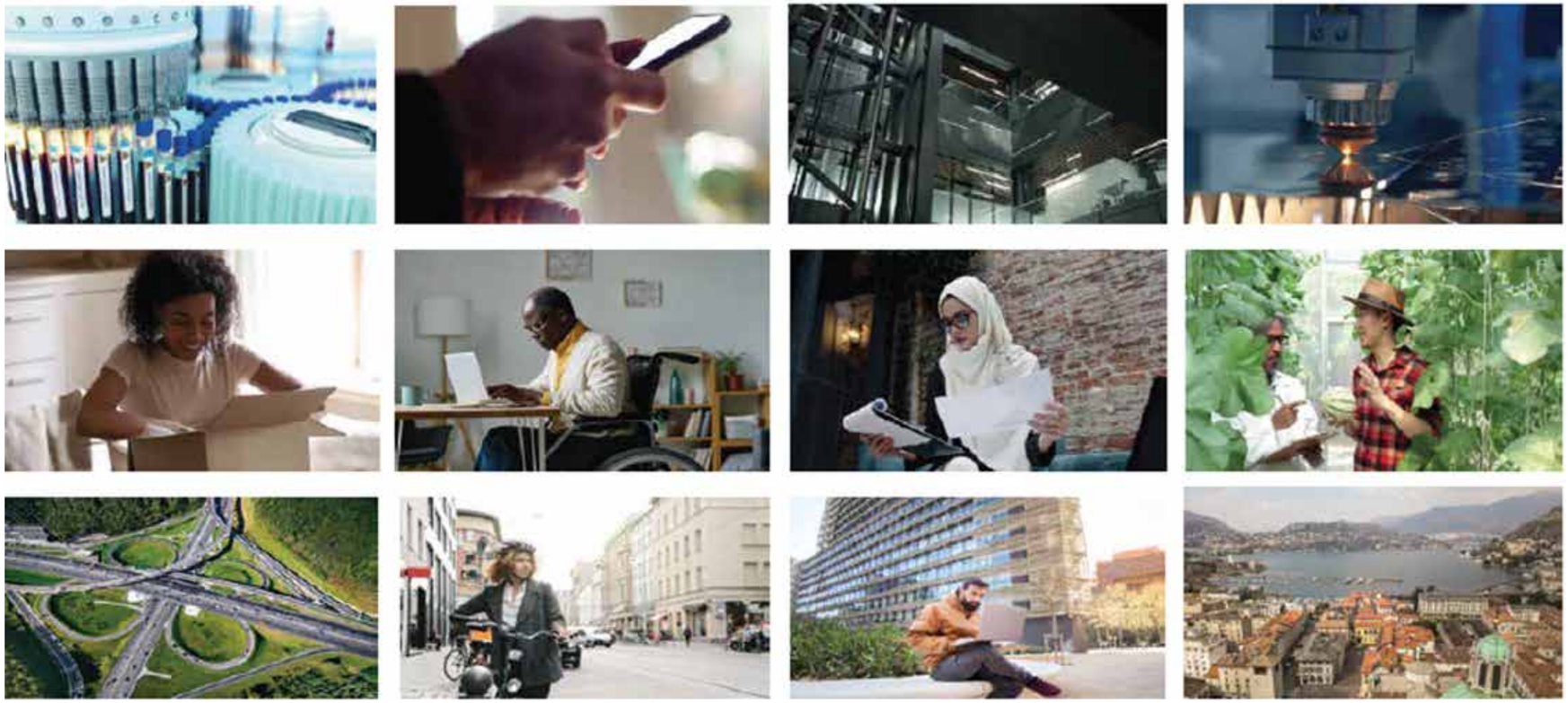
As cities grow and develop, ensure the skylines you include are up-to-date..

Production

Good Choice of Stock footage

Keep stock footage simple and focused. Put diverse people in real-life positive situations. Avoid footage of people looking at camera. Wipro products and services touch the lives of people all over the world.

Do this.



Graphics must be consistent with Brand Guidelines

We wish to ensure consistency across all Wipro films/videos/ animations/motion graphics developed by agencies, production companies and internal employees.

Inconsistent graphic elements, colors and fonts diminish Wipro's brand identity**. Refer to font section for Wipro approved fonts.**

Avoid Dissimilar text and graphics

Discontinued lower thirds

Production

Reference Videos

These are examples of the types of videos created at Wipro. Click on the links to view.

Whether you are creating a promotional film, commercial/ advert, case study, executive interview, training film, product launch or experiential content, the same production rules and brand consider- ations will generally apply.

Please visit: wipro.com/brand-toolkit/ to download lower thirds, logo lockup templates, logos and logo animations.

Product/Solution/Event Launch Teaser:
1-2 mins duration
Introducing Lab45

Customer Testimonial/Named Case Study: 2.5-3 mins duration
Microsoft E.ON Wipro

Employee or associate short feature
2.5 mins duration
Ambitions: Nitin Parshwanath

Departmental feature story
2.5 mins duration
M&A Advocacy

Wipro FullStride Case Study

Partnership story. Be sure to include logo lockups at beginning & end
Unleashing Customer Service Excellence at Yamaha

Production

Wipro is commited to inclusivity and accessibility. According to the World Health Organization (WHO), 1.5 billion people globally live with some degree of hearing loss. Deaf and hard-of-hearing viewers expect their content to include captioning.

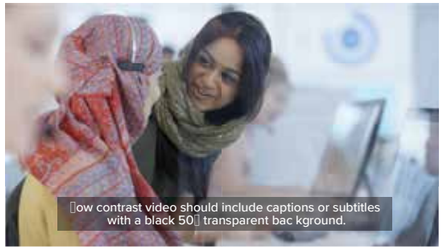
As a global company, captioning Wipro videos is a simple way to improve customer/employee engagement, SEO, foreign language reach and user experience.

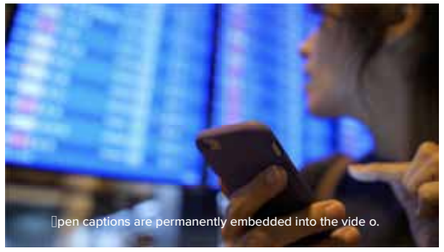
Captioning & Subtitles

Open Captions are permanently embedded into the video and will always appear on screen.

Closed Captions are encoded into the sharing platform (Vimeo & YouTube) and can only be seen when activated by the viewer.

Subtitles are similar to captions but are intended for non-native language speakers. Same-language subtitles help viewers understand Wipro content and clarify confusing speech.





Creating Captions

Editing Software: Add captions by using the built-in automated captioning features on Adobe Premiere or FCP. They automatically convert dialog to text and create editable caption tracks. Check grammar and export an accurate .srt Þle and upload to Vimeo or Youtube.

Rev

rev.com is WiproÕ recommended and trusted captioning/subtitling & transcription service.

Platform Generated Captions: Vimeo and YouTube will auto-generate captions, however the accuracy is seldom 100%. Ensure your videos have correct spelling and grammar before theyÕe made public by making changes to the .srt or .vtt Þles.

For detailed information on platform captioning, .srt Þles, .vtt Þles, etc. please visit:

Vimeo Captioning

YouTube Captioning

Social Guidelines.

Organic Social Guideline

Size: 1080 x 1350px

Headlines: Proxima Nova Bold

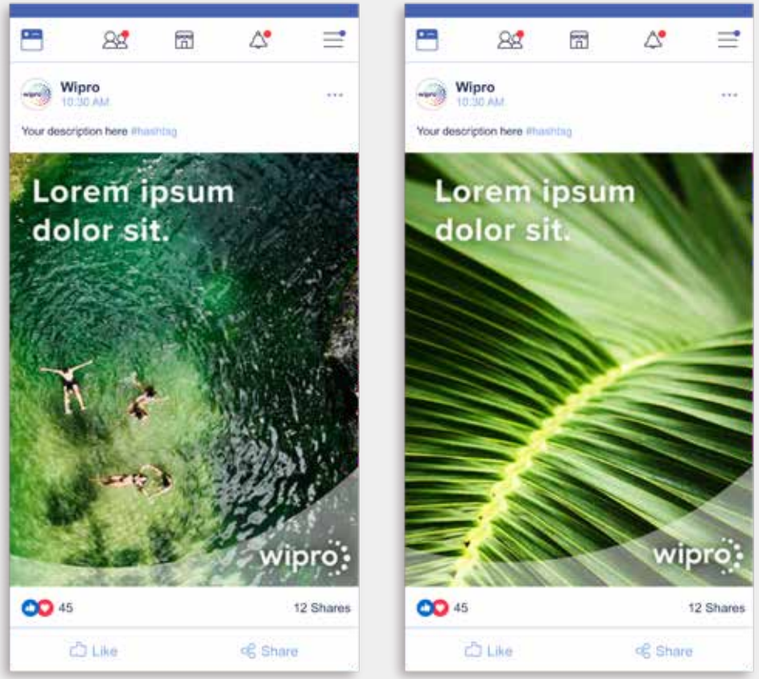
Font Size: 70pt to 120pt

Sub copy: Proxima Nova Regular

Font Size: 40pt to 60pt

Logo Size: 280 px

Impactful / Inspirational Posts



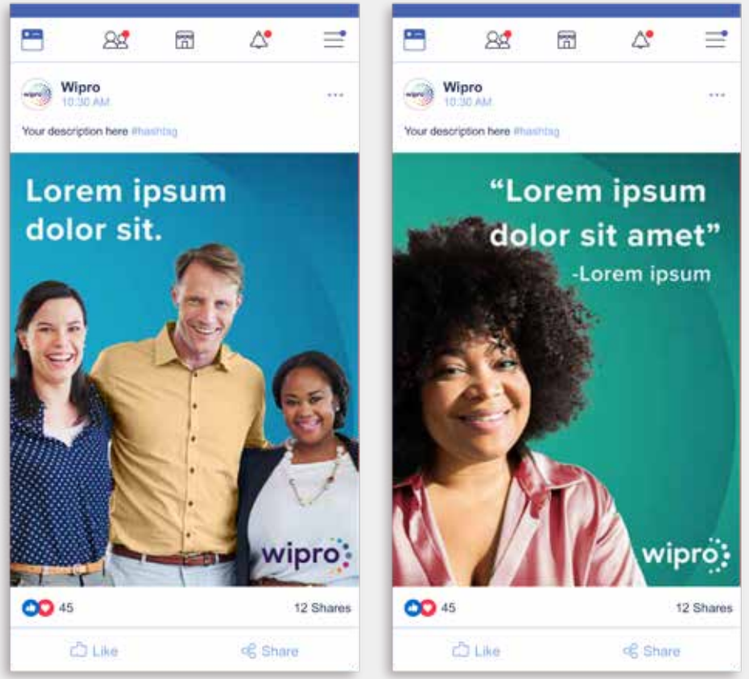
For inspirational, introduction post or a new service and exciting news.

Photography: Dynamic images with a size relationship of vast and unending and/or microscopic and macro. Photography should support the copy.

Short headline: 5-6 words max.

Sub copy: Should be written in the post description and not in the graphic itself.

Portrait and Group Photo Posts



Photography: Proper lighting for the group shots or portraits.

Background/Graphic elements: People are silhouetted out so there's consistent brand background.

Short headline: 5-6 words max. (Quotes excluded).

Sub copy: Should be written in the post description and not in the graphic itself.

Organic Social Guideline

LOGO : USE THE SECONDARY LOGO ONLY*

FULL COLOR ON
LIGHT BACKGROUND

WHITE ON
DARKER BACKGROUND

*USE OF LOGO IS NOT MANDATORY BUT IF NEEDED
PLEASE USE SECONDARY

CO-BRANDING

Wipro's strategic ecosystem partnerships are a select group of technology leaders. Together we accelerate breakthrough outcomes for our clients to address their business challenges.

Social media is used to promote our joint offerings, POVs and participation in industry and partner events. The post must be co-branded to include the Wipro primary or secondary logo locked up with the partner logo on the social post **(reference of secondary logo lock up variations on page 15).** This increases Wipro's brand equity, increases awareness of our partnership and continues to position us as the industry leader.

We publish these on our owned channel and specifically the **Wipro Partner Handle.**

Corporate Posts

Dark version

Co-Branding

Light version

Photography: Professional, clear lighting, supports the copy.

Background/Graphic elements: 2 sets of graphic elements to create posts one in a dark version and one in a light version.

Short headline: 5-6 words max.

Sub copy: 10-13 words max. Should visually be lower in hierarchy so underneath the headline. It should be smaller in size and lighter in type Proxima Nova Regular.

Wipro Social video guidelines: (LinkedIn/Facebook/Instagram)

LENGTH:

- Prefered: Twenty seconds or less
- Acceptable: One minute or less
- May be Rejected: If over a minute and twenty seconds
- Will be rejected: Two minutes +

DIMENSIONS:

- Prefered: 1080X1350 pixels, also known as 4x5 aspect ratio, or “portrait.”
- Acceptable: 1080×1920 pixels, also known as 9:16 aspect ratio or “vertical”
- May be Rejected: 1920x1080 pixels, also known as 16x9 aspect ratio, or “landscape”.

CAPTIONS:

All videos meant for social must have accurate captions burnt in on the video. Font: Proxima Nova Regular. (Size 18-22 points.)

CONSENT FORMS:

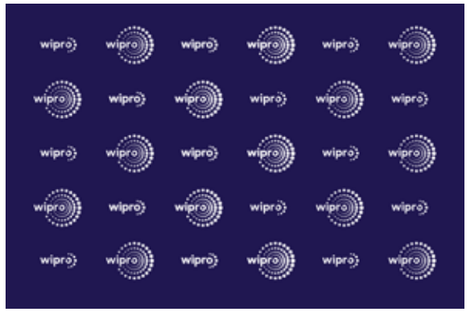
Anyone who speaks and shows their name must have a signed consent form.

Events Guidelines.

Design Guidelines for Event creatives:

Logo
Usage: Secondary logo whenever possible
Hierarchy: Priority 1
Placement: Top

Colors
1. Wipro Blue/Brand Purple
2. White for type impact, clean modern feel
3. Secondary colors for the accents, highlights of design



Design Elements
Dots:
It should feel light with levels of transparency and have movement within the design

Image: Gartner booth

Design Guidelines for Event creatives:

Tone of Voice
Aspirational. Wipro's tone of voice implies doing something extraordinary in the world and connecting the reader with those ambitions. The reader should be made to feel part of that journey.

Typography
Fonts: Proxima Nova for primary and secondary level copy.

Sentence case where the copy is longer and more conversation (i.e. What if...)
For shorter and more direct copy, it can be in all caps.
White on dark background and Wipro Blue/Brand Purple on light backgrounds
Punctuation.

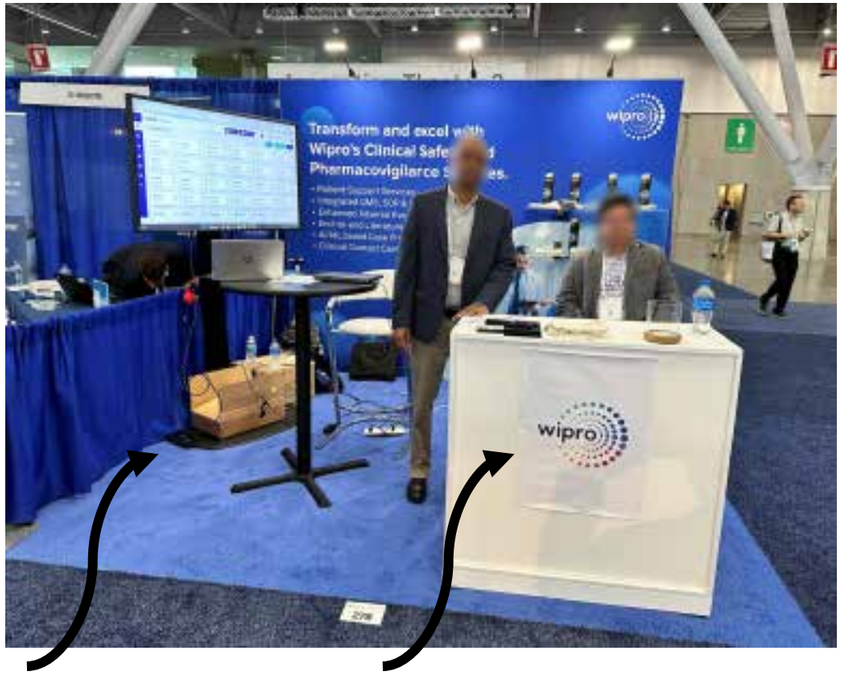
Photography & Illustration
Modern innovative impactful photography that strives to provide powerful and effective images to serve as visual tools for specifically targeted needs

What is “good”?

Hard to define, easy to recognize.

For marketing communications, Sometimes judgements may be subjective, but the principles remain the same: We must present a professional appearance in every public touch point. In marketing communications, this means quality images, clear and persuasive communications, adherence to brand and editorial standards and general good taste.

Not this



Remove any garbage or mess.

Wrinkled, taped on sign. Instead, this should have a clean, neat and professional look.

Do this.

Attractive image highlighting our brand in a professional manner.

Applications/Recent event branding references:

Image: 2023 Leadership Summit

Image: CES Auto

Applications / Recent event branding references:

Image: Davos

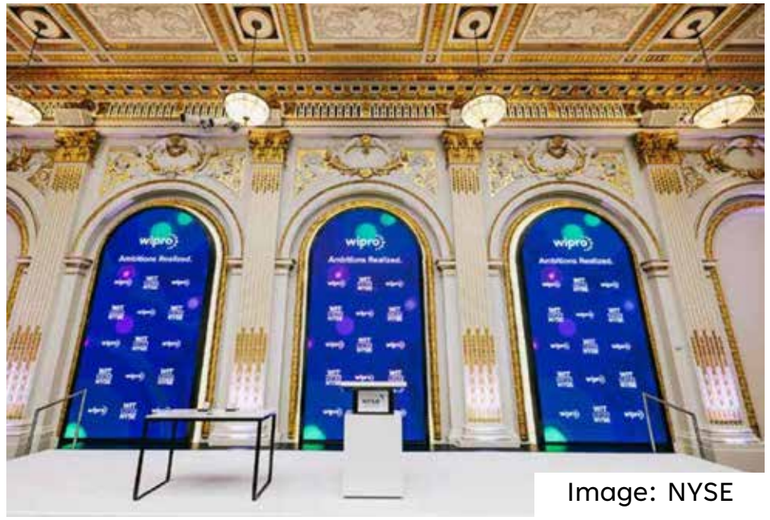


Image: NYSE

Image: Leadership Summit

Applications/ Recent event branding references:

Image: From Google Cloud Next event

Applications/ Recent event branding references:

Image: CES Consumer Technology Association

Image: MWC Las Vegas

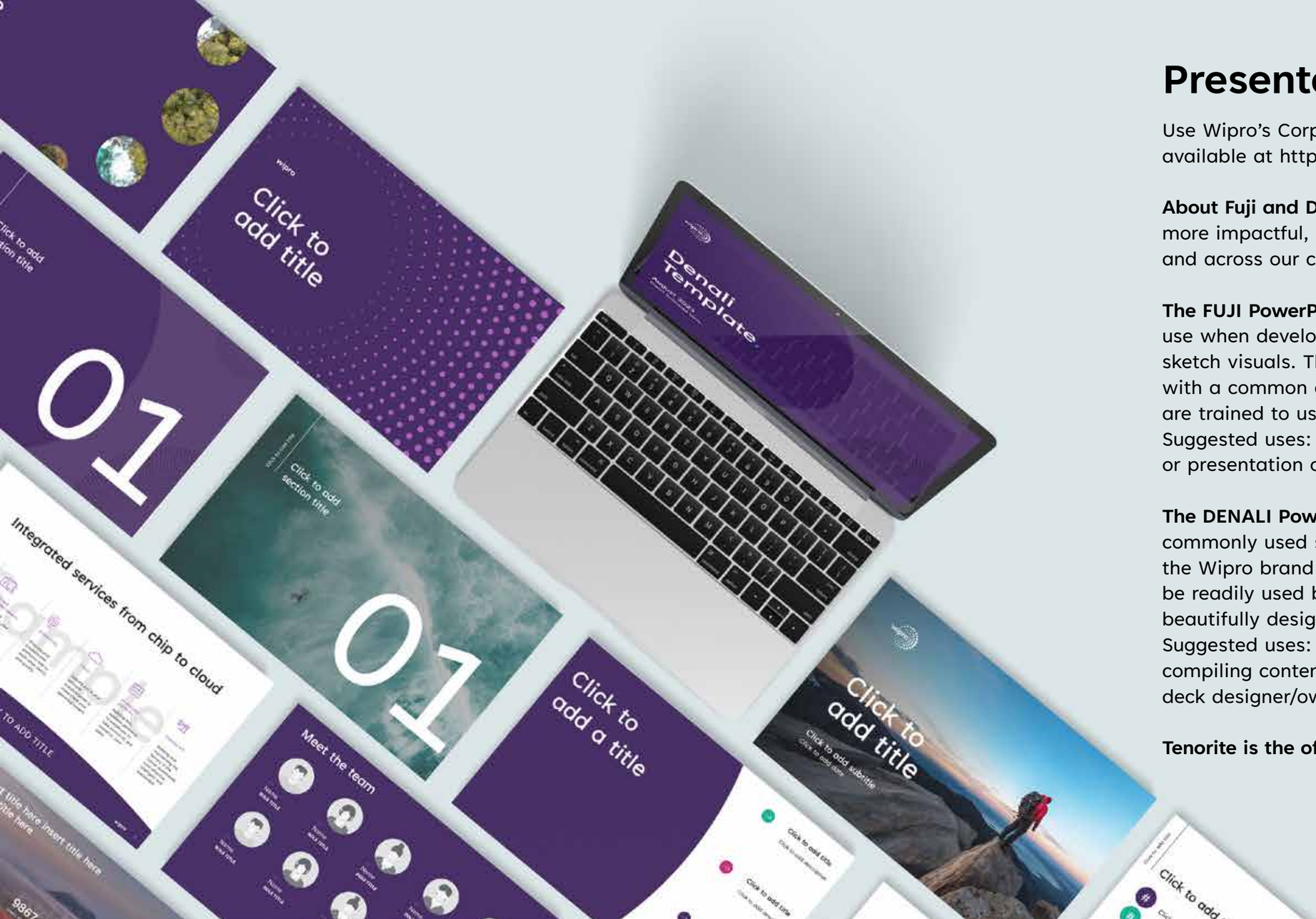
Applications/ Recent event branding references:

Applications/ Recent event branding references:

Image: CES Auto

Image: Hannover Fair

Presentations and Emails.



Presentations

Use Wipro's Corporate Presentation Templates (Denali and Fuji) available at https://www.wipro.com/brand-toolkit/

About Fuji and Denali templates– Use these templates to create more impactful, engaging, and consistent presentations internally and across our critical client touchpoints.

The FUJI PowerPoint template– A simple template that teams can use when developing and compiling their presentation copy and sketch visuals. This template allows everyone on the team to start with a common asset that can be upgraded by design teams who are trained to use the templates.
Suggested uses: Development of early pitch/proposal deck content or presentation outlines that don't yet need graphics.

The DENALI PowerPoint template– DENALI contains more commonly used slides designed in a form to be compatible with the Wipro brand and technology offerings. This template can be readily used by anyone who needs more options to create a beautifully designed Wipro presentation.
Suggested uses: Transfer of existing slides from older PPT decks, or compiling content for a team when you have a centralized slide deck designer/owner or a clear idea of what visuals you'll need.

Tenorite is the offical powerpoint font from our brand.

Emails

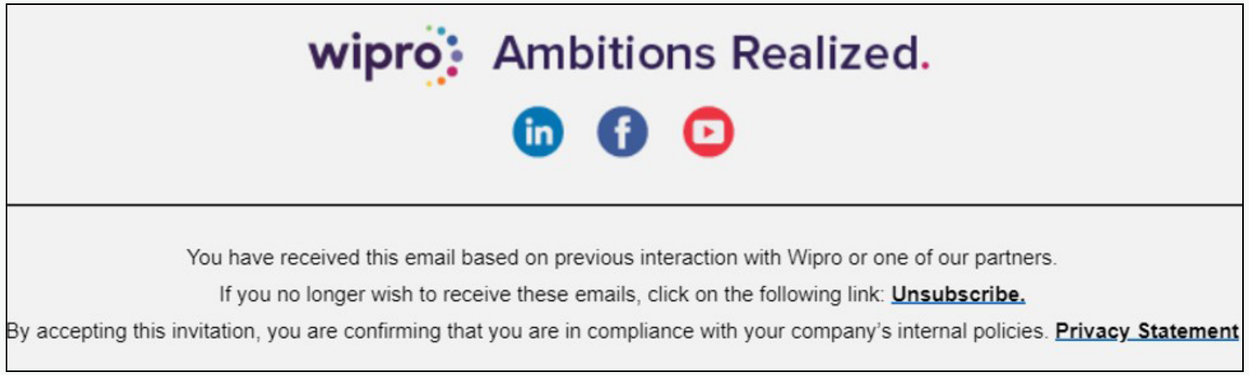
Font:
Headlines (on masthead) – Proxima Nova
Body copy – Arial

Email Header/Banner:
For Outlook – Width: 800px
For Marketo – Width: 650px

Email Footer:
For external communication –
Include Wipro Ambitions Realized logo followed by links to Wipro's social handles, Privacy Statement and link to Unsubscribe.

For internal communication –
Include the text, "This mail is restricted for circulation within Wipro Limited (including affiliated companies) only."

For external communication



For internal communication

Asset Promotion.
(Whitepapers, Reports, Blogs/Articles, Case Studies)
The standard Lorem Ipsum passage, used since the 1500s.
Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.
Click here to download the report

wipro
Asset Promotion.
(Whitepapers, Reports, Blogs/Articles, Case Studies)
The standard Lorem Ipsum passage, used since the 1500s.
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived

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Our reinvention starts with you.
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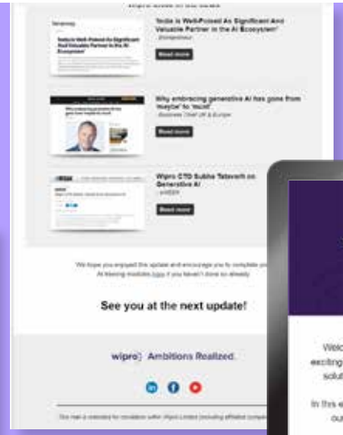
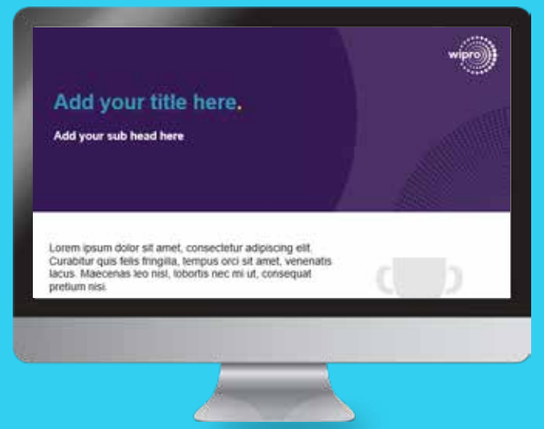
AI360 TALKS
SPOTLIGHT


See you at the next update!
wipro Ambitions Realized.

wipro ai360
Welcome to the first edition of the Wipro ai360 newsletter. Every month, we will be covering the most exciting AI and Gen AI updates from across the organization. You will learn how we are developing unique solutions for our clients, using our Core AI platform to help us work more efficiently, and much more!
In this edition, we will introduce you to our top AI leadership for an update on their respective areas, share our latest AI figures, spotlight how our Core AI platform is improving our internal software testing capabilities, as well as share case studies of our AI work.

Add your title here.
Add your sub head here
wipro Ambitions Realized.


wipro
Add your title here.
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Merchandise branding.

Ambitions
Realized.

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Follow Wipro's social handles

Linkedin	linkedin.com/company/wipro
Facebook	facebook.com/wiprolimited
Instagram	instagram.com/wiprolimited

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading technology services and consulting company focused on building innovative solutions that address clients' most complex digital transformation needs. Leveraging our holistic portfolio of capabilities in consulting, design, engineering, and operations, we help clients realize their boldest ambitions and build future-ready, sustainable businesses. With nearly 245,000 employees and business partners across more than 60 countries, we deliver on the promise of helping our clients, colleagues, and communities thrive in an ever-changing world.

Wipro.com/brand-toolkit

For Questions:

Branding and Graphics contact: amy.ng3@wipro.com

Video contact: carl.fospero@wipro.com