

Logo

At the core of every strong brand is a distinct logo. The Wolters Kluwer logo is the most visible element of our Brand identity – a universal signature across all Wolters Kluwer communications. The horizontal full-color version of the logo as shown below is our primary and preferred logo.

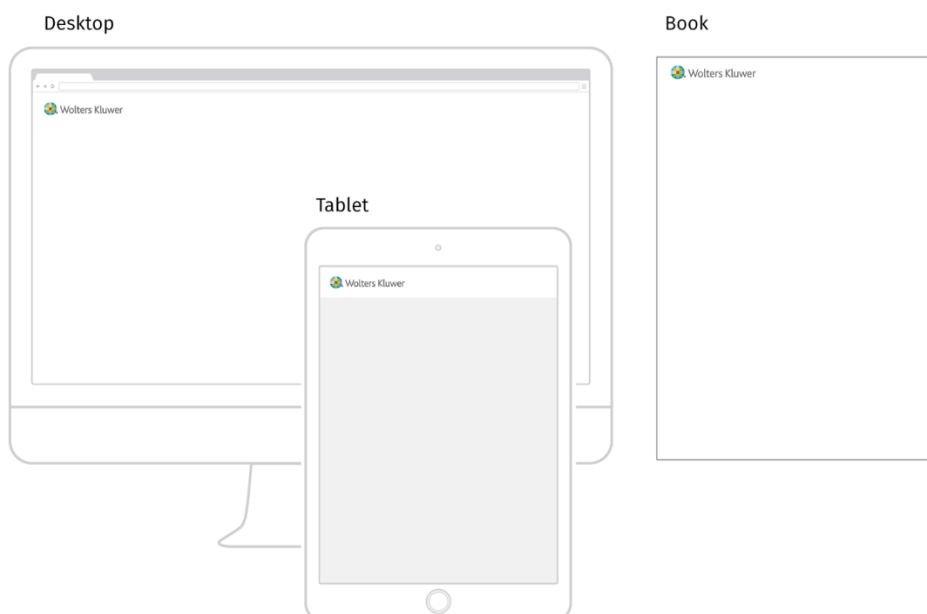
The logo has a registration mark at the wheel. The word mark has been registered as well, but shows no registration mark in the logo. However, whenever we use Wolters Kluwer without the wheel, e.g. in a paragraph in a brochure or on the website, one shall read Wolters Kluwer®.

Do not distort, crop or modify in any way the wheel or the logo. Only use the logo files you can download hereafter.

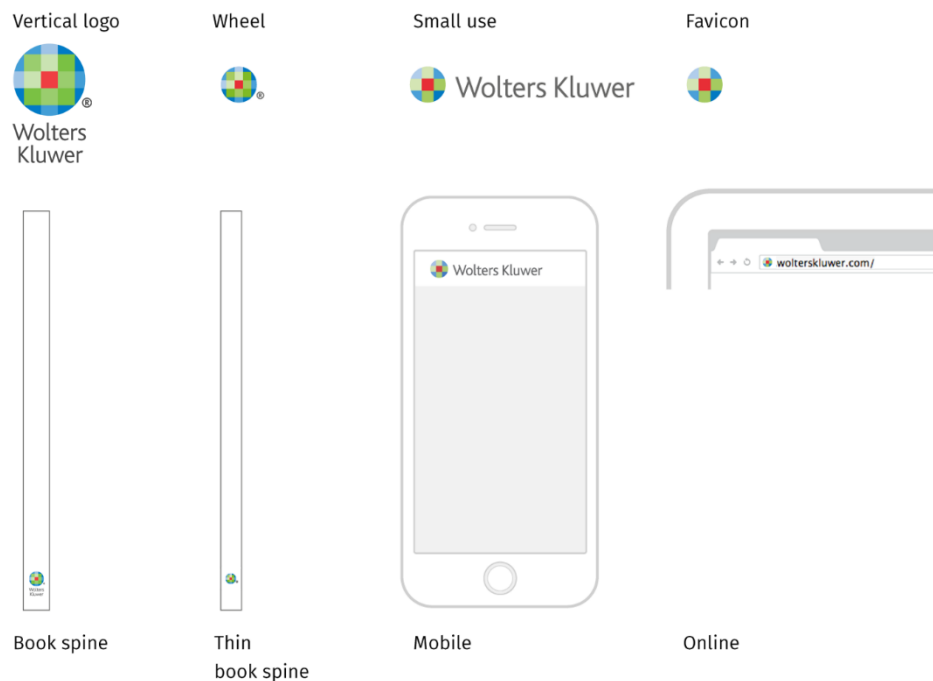


Use of logo

The preferred logo is the horizontal version. Below are examples of it in use:



In the case there is not enough space for the horizontal logo, these are the alternatives:



These uses must be restricted to special cases where the preferred logo cannot be used. If you're to use the wheel as a stand-alone element, please contact your [Brand Lead](#) for approval.

Logo do's and don'ts

To ensure that the logo (and word mark) maintain a universal signature there are several guidelines on its usage:

1. To preserve brand recognition use the horizontal logo or in case of limited space use the vertical logo as presented as an alternative in the *use of logo* section on this page
2. If you're to use the wheel as a stand-alone element please contact your [Brand Lead](#) for approval
3. Do not crop, distort or modify the wheel or logo (see example 1)



Example 1: Logo distortion

4. Do not incorporate the Wolters Kluwer logo into any symbols, icons or wordplays. The wheel and the logo shouldn't be used to convey any other message and should always be separated from any other graphical design (see example 2)

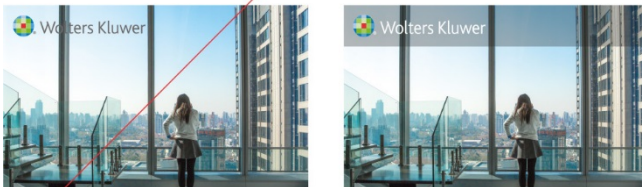


Example 2: Logo and icons, symbols, wordplays

5. When the logo is integrated in a photographic background it should be readable and should not fade in the background. When it's unreadable add an additional transparent banner at the top or use the reversed word mark (example 3)



6. Example 3.1: Logo in photographic backgrounds







Example 3.2: Logo in photographic backgrounds

7. The Wolters Kluwer word mark should only be used in grayscale or reversed (white letters) when used on a colored background
8. The single-color logo (black) is solely dedicated for special production techniques such as embroidery, foil or silk screen printing

Logo size

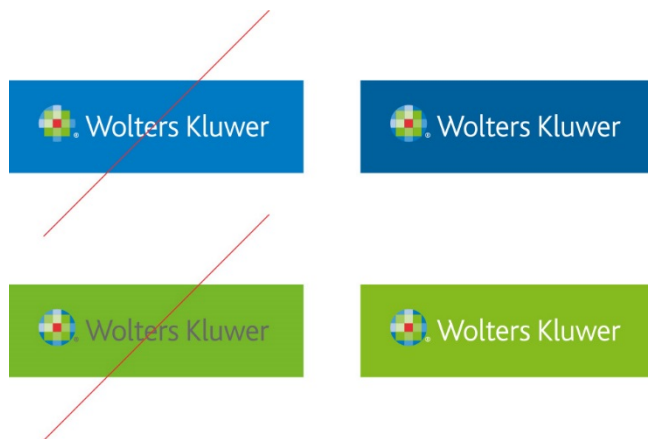
There are no standard sizes for the logo. The logo files may be enlarged and reduced at wish for specific uses. Be careful with the non-vector files (png and jpg), they cannot be enlarged very far without getting blurred.

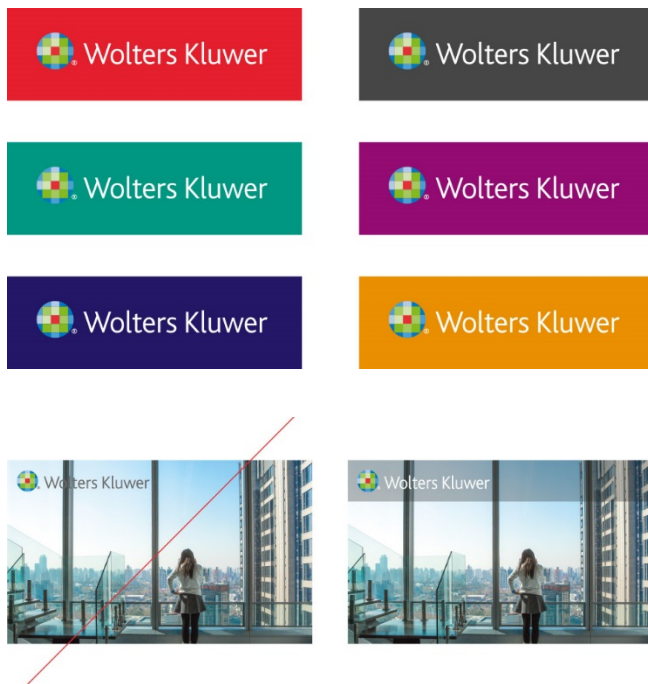
Horizontal logo	40%	
Wheel	60%	
Vertical logo	80%	
Small use	30%	

Color versions

The preferred logo is the horizontal CMYK/RGB version. Use the PMS version mainly as a reference for techniques other than offset/laser print and screen.

The logo can be used on colored backgrounds that are similar to our primary and secondary colors. When used on a colored background use the reversed logo. Furthermore, it may be used on photographic backgrounds. If the logo is not readable any more, use a transparent banner to increase the readability. When you want to use Wolters Kluwer blue as a background, add 25% black, to guarantee a good contrast with the wheel.





When the use of color is not possible due to technical restrictions, you may use the grayscale version of the logo.

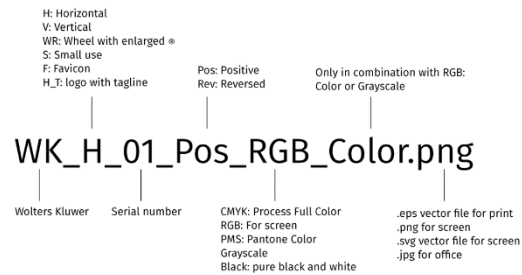
The single-color version (black) is solely dedicated for special production techniques such as embroidery, foil, or silk screen printing in small sizes.



Only for special occasions a grayscale or black version is available

Logo file naming

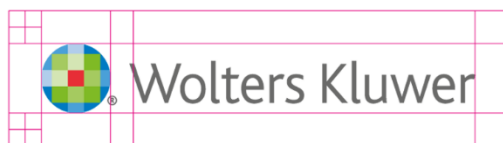
There is a digitally predefined master set of logo artwork available for different purposes, both online and offline. Always use the correct version. Use this naming guide to select the appropriate digital Wolters Kluwer logo. Do never create the Wolters Kluwer logo yourself.



Exclusion zone

To protect the clarity and visual integrity of the logo, it has an exclusion zone or clearance space. Always respect the minimum space around the logo to maintain visual clarity and to provide maximum impact. The exclusion zone isolates the logo from competing graphics such as copy, photography, and other elements.

The logo artwork is already supplied with a bounding box. If you need to measure this yourself, remember that one square (that equals half of the wheel) must separate any other element from the logo at all times and in all types of use (even in small sizes).



Co-branding

In partnership, as either the primary or secondary member, we may need to share space with other brands and logos. Whenever possible, the horizontal full color logo must be used. Use a 1 pt gray separator line at the border of the exclusion zone of our logo.



Typography

Primary Font

The Wolters Kluwer primary font is Fira Sans. The Fira Sans font represents the DNA of the Brand as it is highly structured, intelligible, and friendly to the eye. The Fira Sans font must be used in all our communications.

The Fira Sans is available in many weights. Use a limited number of weights at the same time. Choose a combination that provides enough contrast. The lightest weights are meant for the largest type sizes.

Fira Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@€\$%&?.,,)]

Fira Sans Light
Fira Sans Light Italic
Fira Sans Book
Fira Sans Book Italic
Fira Sans Regular
Fira Sans Italic

Fira Sans Medium
Fira Sans Medium Italic
Fira Sans Bold
Fira Sans Bold Italic

Complementary Font

We only use the Italic version: a script-like serif font. We use it only for headings and quotes to provide more character to the Fira Sans.

Franziska FF Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@€\$%&?.,,}}

Franziska FF Light Italic

Franziska FF Book Italic

Franziska FF Medium Italic

Secondary Fonts

In Office applications the Calibri font is used. When Calibri is not available, Trebuchet can also be used.

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@€\$%&?.,,}}

Calibri Regular
Calibri Italic

Calibri Bold
Calibri Bold Italic

Line and Letter Spacing

Line Spacing (or so called leading) and letter spacing (kerning and tracking) have a major influence on legibility and the look of the final piece. They should be carefully considered and well executed. All texts should have the same legibility treatment: left aligned and optically same leading and tracking to achieve a good result.

Kerning: Optical

Tracking: 0

Letter Spacing small type Fira Sans: 0

Letter Spacing large type Fira Sans: -15

Letter Spacing Franziska: 0

The Line Spacing of body type is between 150 and 160% of the type size. It usually is 150%, but in wide columns the text should have 160% Line Spacing.

The Line Spacing of the Franziska is 125 to 130%, depending on the column width. The wider the column, the larger the Line Spacing.

Fira Sans body type

(body) Regulatory experts from Wolters Kluwer Financial Services have identified a list of top compliance issues facing U.S. financial institutions in 2015. Heightened regulatory scrutiny, together with the enactment of major new regulations and pending rule changes, will represent significant challenges of varying impact for financial institutions from an operational, procedural, governance, staffing, and technology standpoint.

Franziska FF quote

*Quote lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Aliquam commodo orci auctor.*

For the Franziska font please contact branding@wolterskluwer.com

Exception

For very dense text, as in Product Development, e.g. 100 words in three lines, Franziska Regular may be used as it provides an open letter that is still readable in small type.

Colors

Primary Colors

The colors of our logo are our primary colors: Wolters Kluwer Red, Wolters Kluwer Green, Wolters Kluwer Blue, Wolters Kluwer Gray. They are the building blocks of the brand identity and comprise the core color palette. They make the brand unique and identifiable.

To build Brand recognition, at least one of the primary Wolters Kluwer colors must be used on all material.

Secondary Colors

The secondary color palette provides a range of supporting colors. Each of the secondary colors is chosen to be compatible with the Wolters Kluwer's primary colors.

The primary and secondary colors should be used in combination to provide unique communications that will reinforce our Brand.

Secondary colors should be used as highlights to attract attention, express an approachable, high-energy personality, and enhance or complement imagery in all communication pieces.

Primary colors				
				
Wolters Kluwer Red	Wolters Kluwer Blue	Wolters Kluwer Green	Wolters Kluwer Gray	White
HEX E5202E	HEX 007AC3	HEX 85BC20	HEX 474747	HEX FFFFFFFF
RGB 229, 32, 46	RGB 0, 122, 195	RGB 133, 188, 32	RGB 71, 71, 71	RGB 255, 255, 255
CMYK 0, 95, 80, 0	CMYK 100, 35, 0, 0	CMYK 55, 0, 100, 0	CMYK 0, 0, 0, 72	CMYK 0, 0, 0, 0
PMS 185	PMS 3005	PMS 368	PMS 7540	

Secondary colors			
			
Wolters Kluwer Dark Green	Wolters Kluwer Orange	Wolters Kluwer Purple	Wolters Kluwer Dark Blue
HEX 009881	HEX EABF00	HEX 940C72	HEX 241866
RGB 0, 152, 129	RGB 234, 143, 0	RGB 148, 12, 114	RGB 36, 24, 102
CMYK 100, 0, 60, 0	CMYK 0, 50, 100, 5	CMYK 40, 100, 0, 15	CMYK 100, 100, 0, 10
PMS 3285	PMS 7564 C	PMS 2425	PMS 2105

Technical Specifications

Be sure to use the color formula appropriate for the medium:

- RGB and HEX: on-screen viewing (website, Powerpoint®, video, etc).
- CMYK: 4-color digital and offset printing
- PANTONE®: reference for all other material. The Pantone colors specified are for coated surfaces. For uncoated stock, match the coated specifications as closely as possible.

Color Shades

All colors may be used in 75%, 50% and 35% shades in combination with the 100% color. This way the shades work as layers, especially when used with transparency.

For the red we choose to adjust the color tones to avoid any potential pinky tone.

Gray can be used in more shades to create even more layers, especially for online use.



Red, 75%

HEX E8675A
RGB 235, 103, 90
CMYK 2, 74, 64, 0



Red, 50%

HEX F69385
RGB 246, 147, 133
CMYK 0, 52, 41, 0



Red, 35%

HEX F8B3B3
RGB 248, 179, 179
CMYK 0, 36, 19, 0



Blue, 75%

HEX 409CD2
RGB 64, 156, 210
CMYK 75, 26, 0, 0



Blue, 50%

HEX 7FBCE1
RGB 128, 188, 224
CMYK 50, 18, 0, 0



Blue, 35%

HEX A6D1EB
RGB 166, 209, 235
CMYK 35, 12, 0, 0



Blue, +25% black

HEX 00619C
RGB 0, 97, 156
CMYK 100, 35, 0, 25



Green, 75%

HEX A4CD58
RGB 164, 205, 88
CMYK 41, 0, 75, 0



Green, 50%

HEX C2DD8F
RGB 194, 221, 143
CMYK 28, 0, 50, 0



Green, 35%

HEX D5E8B1
RGB 213, 232, 177
CMYK 19, 0, 35, 0



Gray, 75%

HEX 757575
RGB 117, 117, 117
CMYK 0, 0, 0, 41



Gray, 50%

HEX A3A3A3
RGB 163, 163, 163
CMYK 0, 0, 0, 36



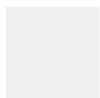
Gray, 35%

HEX BFBFBF
RGB 191, 191, 191
CMYK 0, 0, 0, 25



Gray, 20%

HEX DADADA
RGB 218, 218, 218
CMYK 0, 0, 0, 14



Gray, 10%

HEX ECECEC
RGB 236, 236, 236
CMYK 0, 0, 0, 7



Dark Green, 75%

HEX 40B2A1
RGB 64, 178, 161
CMYK 75, 0, 45, 0



Dark Green, 50%

HEX 7FCBC0
RGB 127, 203, 192
CMYK 50, 0, 30, 0



Dark Green, 35%

HEX A6DBD3
RGB 166, 219, 211
CMYK 35, 0, 21, 0



Orange, 75%

HEX F0AB40
RGB 240, 171, 64
CMYK 0, 38, 75, 4



Orange, 50%

HEX F4C77F
RGB 244, 199, 127
CMYK 0, 25, 50, 3



Orange, 35%

HEX F8D8A6
RGB 248, 216, 166
CMYK 0, 18, 35, 0



Purple, 75%

HEX AF4996
RGB 175, 73, 150
CMYK 30, 75, 0, 11



Purple, 50%

HEX C985B8
RGB 201, 133, 184
CMYK 20, 50, 0, 8



Purple, 35%

HEX DAAACE
RGB 218, 170, 206
CMYK 14, 35, 0, 5



Dark Blue, 75%

HEX 5B52BD
RGB 91, 82, 141
CMYK 75, 75, 0, 8



Dark Blue, 50%

HEX 918BB2
RGB 145, 139, 178
CMYK 50, 50, 0, 5



Dark Blue, 35%

HEX ACA4CE
RGB 172, 164, 206
CMYK 35, 35, 0, 4

Using transparency



Color hierarchy

To make sure that the Brand remains recognizable, we use a color hierarchy. Always use at least one primary color, with a preference for blue and green. Add secondary colors to support them.

Regard white not only as a background, but use it also for color fields or as a text color.



Always use the primary colors



If needed, add secondary colors