Wiley Brand DNA

Brand Identity and Usage Guide

WILEY

Excellence reimagined

Contents

1.0 Introduction

Strong, confident brands know who they are and how they look. Consistency is key in projecting a strong, unified brand. This results in customers knowing them well and helps the customer/brand relationship build at every touch point.

We need to maintain that identity at every opportunity and the following brand identity guidelines provide an introduction on how to use the brand assets and later demonstrate how they are combined in a series of best practice pages.

If you have any questions regarding other uses of the branding not included here, please contact:

Wiley Marketing Department
Michael Hoad
Creative Designer
michael.hoad@wiley.com.au
07 3859 8955

"Fed by our spirited curiosity, we bring food and people together in a better way."

2.0 Brand Identity Elements

2.1 Master Brandmarks

Wiley master brandmarks form the centre of the brand identity system. It is essential to the integrity of the brand that they are always reproduced from the official supplied digital artwork files and not modified in any way.

Wiley master brandmarks consist of 4 elements:

1. Logotype

2. Tagline

3. Icon Banner

4. Keyline Icon Banner

Please see following pages that demonstrate the various acceptable forms of combining master brandmarks and colour configurations.
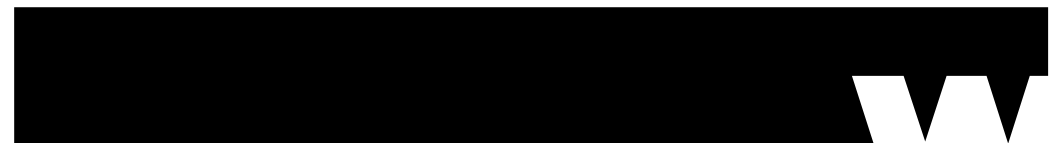
1. Master Logotype

WILEY

2. Master Tagline

Excellence reimagined

3. Master Icon Banner

4. Master Keyline Icon Banner

2.0 Brand Identity Elements

2.2 Master Logotype

This page demonstrates acceptable use and colour variations for the **Master Logotype**.

Master Logotype Black is the preferred selection and should be used on a white background wherever possible.

Master Logotype White is used in instances where the Black Logotype does not standout or contrast from the background colour.

Do not use Master Logotype in any colour other than Black or White as shown here.

Master Logotype Black

WILEY

Master Logotype White

WILEY

2.3 Master Tagline

This page demonstrates acceptable use and colour variations for the **Master Tagline**.

Master Tagline Orange is the preferred selection and should be used on a white background wherever possible.

Master Tagline Reversed Orange is used on black or dark backgrounds.

Master Tagline Teal is used when combined with Teal Banners.

Master Tagline Black is used for single colour artwork.

Master Tagline White is used in instances where the Black or coloured taglines do not standout or contrast from the background colour.

Master Tagline is not to be used on its own and should always accompany the Master Logotype.

Master Tagline Orange

Excellence re*imagined*

Master Tagline Reversed Orange

Excellence re*imagined*

Master Tagline Teal

Excellence re*imagined*

Master Tagline Black

Excellence re*imagined*

Master Tagline White

Excellence re*imagined*

2.0 **Brand Identity Elements**

2.4 **Master Icon Banner**

This page demonstrates acceptable use and colour variations for the **Master Icon Banner.**

Master Icon Banner Orange is the preferred selection and should be used on a white background wherever possible.

Master Icon Banner Teal is used for speciality publications, such a newsletters or digital publishing.

Master Icon Banner Black is used for single colour artwork only.

Master Icon Banner Clear is used for placement over a photographic background image.

See Brandmark Configurations pages 9 and 10 that demonstrate acceptable ways of combining Master Icon Banner with Logotype and Tagline.

Length and height of banner can be adjusted, though you must be careful not to alter the 'w' icon proportions when scaling.

Wherever possible, banner border should bleed off to the left edge of page. There should always be white relief on the right hand side of banner so it does not touch edge of page. When used as a top banner the border should also bleed off top edge.

See Brandmarks Clearspace page 15 that demonstrates banner clear space areas.

Master Icon Banner Orange

Master Icon Banner Teal

Master Icon Banner Black

Master Icon Banner Clear

2.0 Brand Identity Elements

2.5 Master Keyline Icon Banner

This page demonstrates acceptable use and colour variations for the **Master Keyline Icon Banner.**

Master Keyline Icon Banner Orange is the preferred selection and should be used on a white background wherever possible. It may also be used on Black or dark backgrounds if needed.

Master Keyline Icon Banner Teal is used for speciality publications, such a newsletters or digital publishing.

Master Keyline Icon Banner Black is used for single colour artwork only.

Master Keyline Icon Banner White is used in instances where the Black or coloured taglines do not standout or contrast from the background colour.

See Brandmark Configurations pages 9 and 10 that demonstrate acceptable ways of combining Master Keyline Icon Banner with Logotype and Tagline.

Wherever possible, banner keyline should bleed off to the left edge of page. There should always be white relief on the right hand side of banner so it does not touch edge of page.

Length of keyline can be adjusted to suit application, though you must be careful not to alter the 'w' icon proportions when scaling.

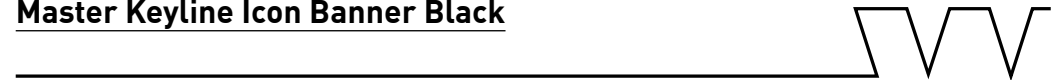**See Brandmarks Clearspace page 15 that demonstrates banner clear space areas.**

Master Keyline Icon Banner Orange

Master Keyline Icon Banner Teal

Master Keyline Icon Banner Black

Master Keyline Icon White

2.0 Brand Identity Elements

2.6 Master Brandmark Configurations

The Master Brandmark Configurations pages demonstrate the acceptable ways of combining master brandmarks.

These elements are provided as assembled files, so therefore DO NOT recreate or alter their configuration.

A full list of available Master Brandmark file formats, names, colours and sizes are listed on Master Brandmarks Toolbox Pages 28 to 34.

Master files can be accessed via Wiley Media Portal: www.wiley.com.au/brand/

Actual artwork samples showing use of Master Brandmarks can be viewed on Best Practice Pages 21 to 26.
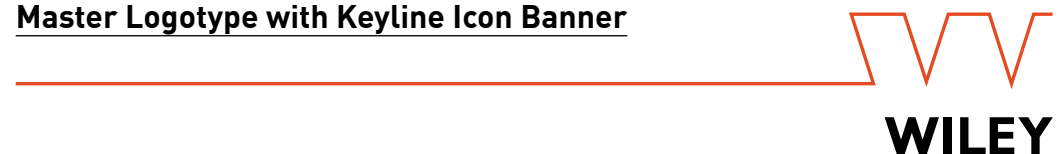
Master Logotype

WILEY

Master Logotype with Tagline

WILEY
Excellence re*imagined*

Master Logotype with Icon Banner

WILEY

Master Logotype with Keyline Icon Banner

WILEY

2.0 Brand Identity Elements

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Actual artwork samples showing use of Master Brandmarks can be viewed on Best Practice Pages 21 to 26.

Master Logotype with Icon Banner and Tagline

Master Logotype with Keyline Icon Banner and Tagline
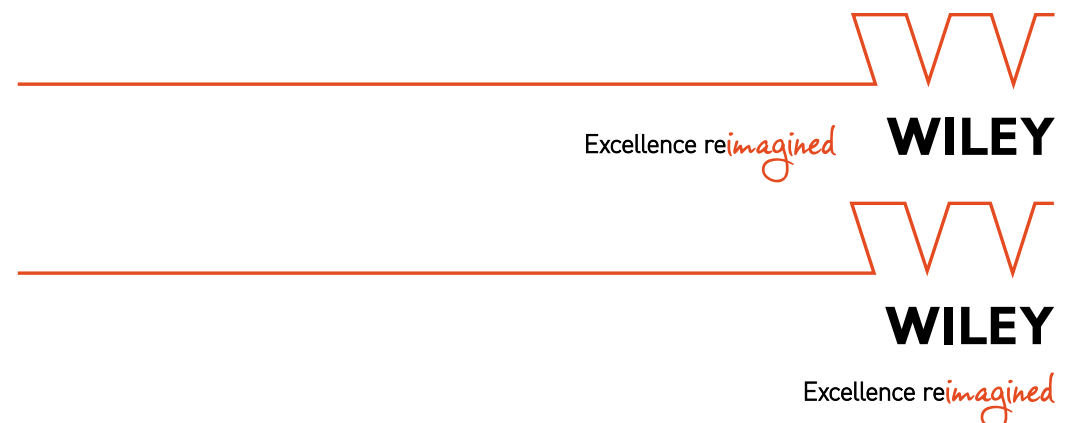
2.0 Brand Identity Elements

2.6 Master Brandmark Configurations

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Master Logotype with Full Page Icon Banner

Master Logotype Full Page Icon Banner and Tagline

2.0 Brand Identity Elements

2.7 Colour Palette

A distinct palette of colours is used to create a single and clear visual identity for Wiley brand. It plays a critical role in creating consistent and recognisable communications. Colours can be combined in different ways to create specific tones and moods to suit different audiences, seasons and promotional messages.

Primary Colour Palette
The primary colour palette is the master colours for Wiley's visual identity and should be used dominantly throughout collateral.

Secondary Colour Palette
The secondary colour palette plays a supporting role in the identity system and should be used sparingly. Contact Wiley marketing for approval before use.

Apparel Colour Palette
The apparel colour palette should only be used for Wiley merchandise, clothing and accessories. Contact Wiley marketing for approval before use.

Primary Colour Palette

	Four Colour Process	RGB	HTML	PANTONE EQUIVALENT
Black	C0 M0 Y0 K100	R35 G31 B32	231f20	Pantone Neutral Black C
Orange	C0 M85 Y100 K4	R209 G65 B36	d14124	Pantone 7597 C
Teal	C100 M0 Y30 K26	R0 G125 B138	007d8a	Pantone 7713 C

Secondary Colour Palette

	Four Colour Process	RGB	HTML	PANTONE EQUIVALENT
Medium Blue	C90 M66 Y0 K0	R58 G93 B174	3a5dae	Pantone 7455 C
Light Blue	C77 M25 Y6 K0	R41 G143 B194	298fc2	Pantone 7689 C
Purple	C68 M100 Y4 K5	R109 G32 B119	6d2077	Pantone 259 C
Yellow	C0 M45 Y94 K0	R255 G158 B27	ff9e1b	Pantone 1375 C

Apparel Colour Palette

	Four Colour Process	RGB	HTML	PANTONE EQUIVALENT
Navy	C100 M100 Y6 K60	R20 G27 B77	141b4d	Pantone 2766 C
Orange	C0 M85 Y100 K4	R209 G65 B36	d14124	Pantone 7597 C

2.8 Typography

There is one master typeface used in Wiley brand identity. Using this master typeface throughout all Wiley communications strengthens the consistency of our visual identity and creates a defining look for the brand.

Din
Wiley master typeface is Din.
- Din Light is the recommended typeface for positive body copy.
- **Din** Regular or **Medium** should be used for reversed out body copy.
- Din Light, Regular, **Medium**, **Bold** and **Black** can be used for headlines and subheadings.
- *Italic* versions of Din should be used sparingly for:
    – emphasising words
    – captions and pull quotes
    – titles of books, newspapers, articles and stories
    – foreign words
    Do not use for large blocks of text

Calibri
As Din is not a standard system typeface, it may not be available or practical for use in some applications. Calibri may be used as the substitute typeface selection.

@ symbol
The @ symbol when used in Din typeface is not identifiable. Therefore it **must be changed to Calibri typeface** in the same weight matching the Din typeface used.

e.g. when typing an email address in Din Light:

johnsmith@wiley.com.au   →   johnsmith@wiley.com.au

change @ symbol from Din Light to Calibri Light

Din Typeface

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&'*(,.;:#!?)

Light Regular **Medium** **Bold** **Black**

Light Italic *Italic* *Medium Italic*

Bold Italic ***Black Italic***

Substitute Typeface - Calibri

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890$%&@'*(,.;:#!?)

Light Regular **Bold**

Light Italic *Italic* ***Bold Italic***

3.0 Design Principles

3.1 Brandmarks Clearspace

Wiley brandmarks need to be surrounded by an area of uninterrupted clearspace to allow them to remain prominent in all communications.

Clearspace is the non-print area surrounding the brandmarks. A basic formula has been used to calculate the minimum clearspace. Clearspace is specified in units of 'X'. This can be used to determine clearspace for the brandmarks at any size.

No other graphic elements such as photography or typography should appear within this zone. Wherever possible apply more clearspace around the brandmark than the specified minimum.

Master Logotype
Clearspace 'X' equals full height of Wiley Master Logotype.

Master Logotype with Master Tagline
Clearspace 'X' equals full height of Wiley Master Logotype.

Clearspace X = full height of Master Logotype

Clearspace X = full height of Master Logotype

3.0 Design Principles

3.1 Brandmarks Clearspace

Wiley brandmarks need to be surrounded by an area of uninterrupted clearspace to allow them to remain prominent in all communications.

Clearspace is the non-print area surrounding the brandmarks. A basic formula has been used to calculate the minimum clearspace. Clearspace is specified in units of 'X'. This can be used to determine clearspace for the brandmarks at any size.

No other graphic elements such as photography or typography should appear within this zone. Wherever possible apply more clearspace around the brandmark than the specified minimum.

Master Banners
Master Icon Banner
Master Icon Banner should always bleed off to the left edge of page. When used as a top banner it should also bleed off top edge of page. You must ensure there is always a clearspace margin to the right of banner and clearspace below the Wiley Logotype. Clearspace 'X' should equal at minimum the height of the 'W' icon. A larger clearspace should be used where layout and page margins permit.

Master Keyline Icon Banner
Master Keyline Icon Banner should always bleed off to the left edge of page. There should always be a clearspace margin to the right of banner and above the Keyline Icon and below the Wiley Logotype. Clearspace 'X' should equal at minimum the height of the 'W' icon. A larger clearspace is preferable where layout and page margins permit.

Clearspace X = height of 'W' icon

↓ Banner should bleed to top page edge if using as Top Banner
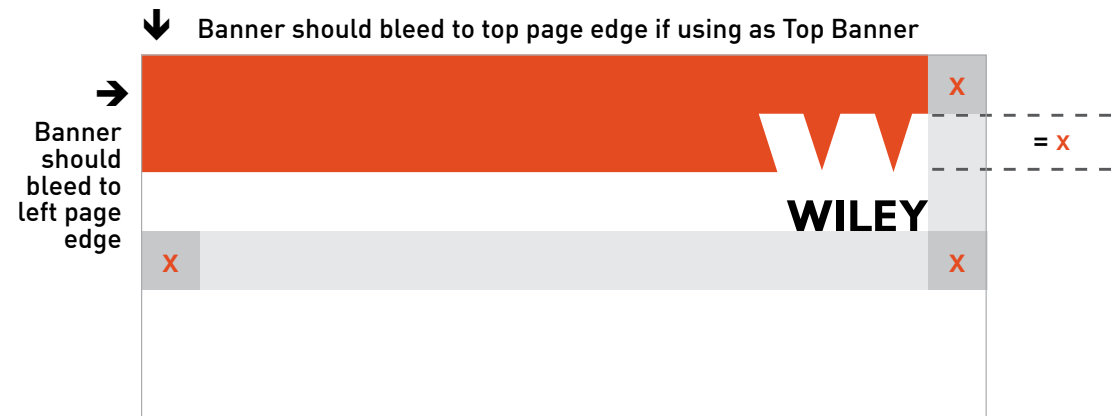
Clearspace X = height of 'W' icon
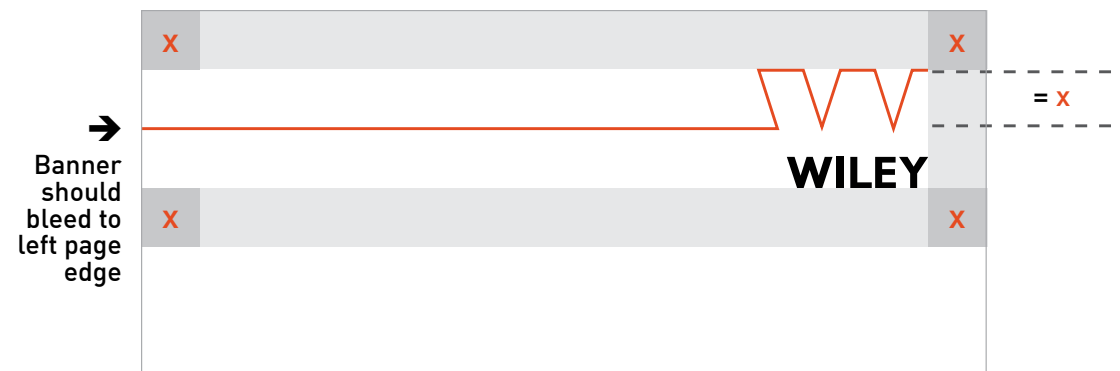
3.0 Design Principles

3.2 Brandmarks Minimum Size

The minimum sizes for Wiley brandmarks are based on legibility. Wherever possible they should be reproduced larger than minimum size.

WILEY = 17mm

WILEY Excellence re*imagined* = 33mm

WILEY = 17mm

WILEY = 17mm

Excellence re*imagined* **WILEY** = 33mm

Excellence re*imagined* **WILEY** = 33mm

3.0 Design Principles

3.3 Brandmarks Incorrect Use

Master Logotype

Wiley Master Logotype is a carefully balanced design and therefore no alterations to the composition or proportions may be made under any circumstances.

It should not be obscured by, or lay over the top of any text or distracting backgrounds. When re-sizing, ensure that the correct aspect ratios/proportions are maintained. The colour of the brandmark should always be black or white reversed and not appear as any other colour.

WILEY
X   **Do not rotate Logotype**

WILEY
✓   **Correct Master Logotype**

WILEY
X   **Do not stretch Logotype**

WILEY
X   **Do not condense Logotype**

X   **Do not place Logotype on uncontrasting backgrounds or colours**

WILEY
X   **Do not change colour of the Master Logotype**

3.0 Design Principles

3.3 Brandmarks Incorrect Use

Master Icon Banner and Keyline Icon Banner

Wiley Master Icon Banner and Keyline Icon Banner are carefully balanced designs and therefore no alterations to the composition or proportions may be made under any circumstances.

They should not be obscured by, or lay over the top of any text or distracting backgrounds. When re-sizing, ensure that the correct aspect ratios/proportions are maintained. The colour of the brandmarks should always be used as specified in this guide and not appear as any other colour.

✓ **Correct Master Icon Banner and Keyline Icon Banner**

✗ **Do not rotate banner**

✗ **Do not stretch the 'W' icon or Logotype in banner**

✗ **Do not condense the 'W' icon or Logotype in banner**

3.0 Design Principles

3.3 Brandmarks Incorrect Use

Master Icon Banner and Keyline Icon Banner

Wiley Master Icon Banner and Keyline Icon Banner are carefully balanced designs and therefore no alterations to the composition or proportions may be made under any circumstances.

They should not be obscured by, or lay over the top of any text or distracting backgrounds. When re-sizing, ensure that the correct aspect ratios/proportions are maintained. The colour of the brandmarks should always be used as specified in this guide and not appear as any other colour.

X **Do not place banner on uncontrasting backgrounds or colours**

X **Do not change banner colour to unspecified colours**

X **Do not place banner directly on right edge of page**
Leave clearspace area as specified on page 15

3.0 Design Principles

3.4 Typography Incorrect Use

Care must be taken to avoid incorrect use of Din typeface. The examples shown opposite demonstrate ways in which typography should not be used. Such use will weaken or damage the integrity, impact and consistency of the visual identity system.

Future Planning

✔ **Correct typography use**

Future Planning
Future Planning

✗ **Do not compress or extend type**

Future Planning

✗ **Do not rotate type**

Future Planning

✗ **Do not use unspecified colours**

Future Planning

✗ **Do not use unspecified typefaces**

Future Planning

✗ **Do not add drop shadows or any other elements to type**

Future Planning

✗ **Do not over-use colours within headlines or body copy**
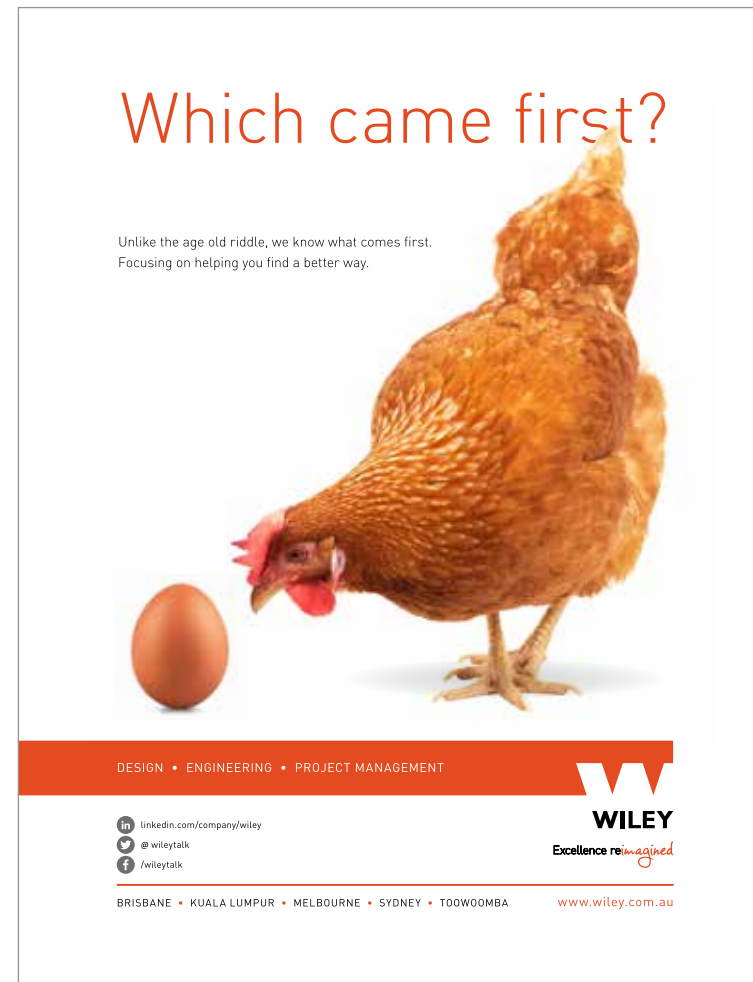
3.0 **Design Principles**

3.5 **Best Practice**

These best practice pages provide a guide to the types of visual treatments that can be achieved across all communications using the Wiley visual identity system.

The following examples are indicative concepts only and refinement may need to be considered when developing communications at final stage.

Press Advertisement

3.0 Design Principles

3.5 Best Practice

These best practice pages provide a guide to the types of visual treatments that can be achieved across all communications using the Wiley visual identity system.

The following examples are indicative concepts only and refinement may need to be considered when developing communications at final stage.

Press Advertisement

3.0 Design Principles

3.5 Best Practice

These best practice pages provide a guide to the types of visual treatments that can be achieved across all communications using the Wiley visual identity system.

The following examples are indicative concepts only and refinement may need to be considered when developing communications at final stage.

Press Advertisement

What if waste was fuel?

Wiley have delivered biogas co-generation projects for our clients that have turned a costly waste management problem into a million dollar annual energy saving.

If you're not finding a better way to use every dollar, you're just pushing 'you know what' up hill.

Scan here or visit our site for more about this and other success stories.

DESIGN • ENGINEERING • PROJECT MANAGEMENT

linkedin.com/company/wiley @wileytalk /wileytalk wiley.com.au

BRISBANE • KUALA LUMPUR • MELBOURNE • SYDNEY • TOOWOOMBA

WILEY
Excellence reimagined

3.0 **Design Principles**

3.5 **Best Practice**

These best practice pages provide a guide to the types of visual treatments that can be achieved across all communications using the Wiley visual identity system.

The following examples are indicative concepts only and refinement may need to be considered when developing communications at final stage.

Press Advertisement

Social Media Banner

3.0 Design Principles

3.5   Best Practice

These best practice pages provide a guide to the types of visual treatments that can be achieved across all communications using the Wiley visual identity system.

The following examples are indicative concepts only and refinement may need to be considered when developing communications at final stage.

Mouse Mat

Coaster

With Compliments

www.wiley.com.au

3.0 Design Principles

3.5 Best Practice

These best practice pages provide a guide to the types of visual treatments that can be achieved across all communications using the Wiley visual identity system.

The following examples are indicative concepts only and refinement may need to be considered when developing communications at final stage.

Clothing and Merchandise

4.0 **Digital Artwork**

4.1 **Technical Specifications**

Required Software

The following software is required for the manipulation of Wiley artwork:

- Adobe Illustrator® CS6 or above
  (for manipulation of .eps and .ai files)

- Adobe Photoshop® CS6 or above
  (for manipulation of jpeg image files)

- Adobe Reader® version 6 or above
  (for viewing and printing PDF Files)

Wiley is not licensed to distribute Adobe Illustrator® or Adobe Photoshop®. Both PC and Macintosh versions are readily available for purchase from software suppliers. Adobe Reader® is cross-platform software that can be downloaded for free from www. adobe.com.

Required Typefaces

The Din typeface family consists of custom typefaces that are not loaded as system (standard) fonts on computers. They must be purchased online from an official font shop and installed before use. Calibri typeface comes standard with Microsoft Office Programs and can be used as a substitute if necessary.

4.0 **Digital Artwork**

4.2 **Master Brandmarks Toolbox**

Print Format
These file formats are used for PRINT.

- **.eps** (CMYK vector format) **Use for Adobe Suite**
- **.jpg** (CMYK 300dpi image format) **Use for Microsoft Office Programs**

Digital Format
This file format is used for DIGITAL / WEB.

- **.jpg** (RGB 72dpi image format)

The following list of Master Brandmarks files are located on Wiley Media Portal: www.wiley.com.au/brand/

Wiley Logotype Black

WILEY

Wiley Logotype White

WILEY

Wiley Logotype_Tagline Orange

WILEY
Excellence reimagined

Wiley Logotype_Tagline Reversed Orange

WILEY
Excellence reimagined

Wiley Logotype_Tagline Teal

WILEY
Excellence reimagined

Wiley Logotype_Tagline Black

WILEY
Excellence reimagined

Wiley Logotype_Tagline White

WILEY
Excellence reimagined

4.0 **Digital Artwork**

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These file formats are used for PRINT.
- **.eps** (CMYK vector format) **Use for Adobe Suite**
- **.jpg** (CMYK 300dpi image format) **Use for Microsoft Office Programs**

Digital Format
This file format is used for DIGITAL / WEB.
- **.jpg** (RGB 72dpi image format)

Colour Options
Banners are available in Orange, Teal, Black, White and Clear

| Orange |
| Teal |
| Black |
| White / Clear |

The following list of Master Brandmarks files are located on Wiley Media Portal: www.wiley.com.au/brand/

L = Landscape   **S** = Side   **Left side of banner bleeds to edge of page**
P = Portrait   **U** = Underneath   **Right side of banner sits 20mm from edge of page**

Wiley Icon Banner A4_Orange P

Wiley Icon Banner A4_Orange L

Wiley Icon Banner A4 _Logotype_Orange P

Wiley Icon Banner A4 _Logotype_Orange L

Wiley Icon Banner A4_Logotype_Tagline S_Orange P

Wiley Icon Banner A4_Logotype_Tagline S_Orange L

4.0 Digital Artwork

4.2 Master Brandmarks Toolbox

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- **.eps** (CMYK vector format) **Use for Adobe Suite**
- **.jpg** (CMYK 300dpi image format) **Use for Microsoft Office Programs**

Digital Format
This file format is used for DIGITAL / WEB.

- **.jpg** (RGB 72dpi image format)

Colour Options
Banners are available in Orange, Teal, Black, White and Clear

Orange
Teal
Black
White / Clear

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Wiley Icon Banner A4_Logotype_Tagline U_Orange P

Wiley Icon Banner A4_Logotype_Tagline U_Orange L

Wiley Icon Banner FullPage A4_Orange L

Wiley Icon Banner FullPage A4_Orange P

4.0 Digital Artwork

4.2 Master Brandmarks Toolbox

Print Format
These file formats are used for PRINT.
- **.eps** (CMYK vector format) **Use for Adobe Suite**
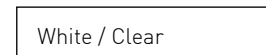- **.jpg** (CMYK 300dpi image format) **Use for Microsoft Office Programs**

Digital Format
This file format is used for DIGITAL / WEB.
- **.jpg** (RGB 72dpi image format)

Colour Options
Banners are available in Orange, Teal, Black, White and Clear

Orange

Teal

Black

White / Clear

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Wiley Icon Banner FullPage_A4_Logotype_Orange L

Wiley Icon Banner Fullpage_A4 _Logotype_Orange P

4.0 **Digital Artwork**

4.2 **Master Brandmarks Toolbox**

Print Format

These file formats are used for PRINT.

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- **.jpg** (CMYK 300dpi image format) **Use for Microsoft Office Programs**

Digital Format

This file format is used for DIGITAL / WEB.

- **.jpg** (RGB 72dpi image format)

Colour Options

Banners are available in Orange, Teal, Black, White and Clear

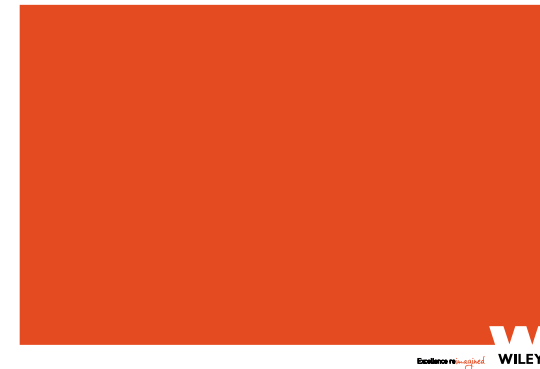| Orange |
| Teal |
| Black |
| White / Clear |

The following list of Master Brandmarks files are located on Wiley Media Portal: www.wiley.com.au/brand/

**Left side of banner bleeds to edge of page
Right side of banner sits 20mm from edge of page**

Wiley Icon Banner Fullpage_A4_Logotype_Tagline S_Orange L

Wiley Icon Banner Fullpage_A4_Logotype_Tagline S_Orange P

4.0 Digital Artwork

4.2 Master Brandmarks Toolbox

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Colour Options
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| Teal |
| Black |
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L = Landscape   **S** = Side
P = Portrait   **U** = Underneath

Left side of banner bleeds to edge of page
Right side of banner sits 20mm from edge of page

Wiley Icon Banner FullPage_A4_Logotype_Tagline U_Orange L

Wiley Icon Banner Fullpage_A4_Logotype_Tagline U_Orange P

Wiley Keyline_Icon Banner A4_Orange P

Wiley Keyline_ Icon Banner A4 _Orange L

4.0 Digital Artwork

4.2 Master Brandmarks Toolbox

Print Format
These file formats are used for PRINT.
- **.eps** (CMYK vector format) **Use for Adobe Suite**
- **.jpg** (CMYK 300dpi image format) **Use for Microsoft Office Programs**

Digital Format
This file format is used for DIGITAL / WEB.
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Banners are available in Orange, Teal, Black, White and Clear

| Orange |
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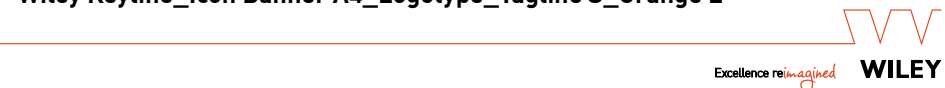**Wiley Keyline_ Icon Banner A4 _Logotype_Orange P**

Wiley Keyline_ Icon Banner A4 _Logotype_Orange L

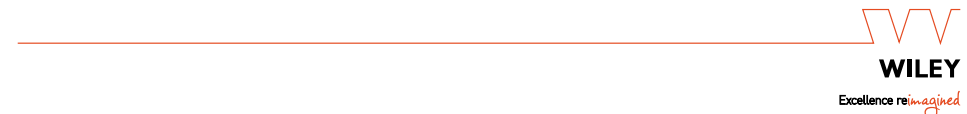**Wiley Keyline_Icon Banner A4_Logotype_Tagline S_Orange P**

Wiley Keyline_Icon Banner A4_Logotype_Tagline S_Orange L

Wiley Keyline_Icon Banner A4_Logotype_Tagline U_Orange P

Wiley Keyline_Icon Banner A4_Logotype_Tagline U_Orange L

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