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.
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-focussed and sit alongside our more internally-focussed 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
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.

We stand against racial injustice to make a new world happen.
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.
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

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

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
We bring speed and agility together
Make a new world happen

We bring technology and business together
Make a new world happen
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.

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

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
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.
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.
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
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.

Minimum size for print
8mm monogram height

Minimum size on screen
25px monogram height

The width of the diagonals is consistent

All angles are 45°

The negative spacing is consistent

50% of the monogram height determines exclusion zone
## Usage guidance

The full WWT logo should be used in all print and digital communications. The logo should be used with care and consideration, and should always follow the guidance as detailed on pages 26 and 27.

### WWT logo

- BVA covers, PowerPoint covers
- Public communications; posters, billboards, NASCAR livery
- Official statements
- WWT website navigation bar
- WWT merchandise
- Stationery

## Monogram

The monogram can be used as a standalone element if:

- 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

### Example usage

- Social media posts
- Social media avatars
- Shorthand branding on each page of a document
- Website favicon
See the examples below for an overview of logo usage in accordance with the logo usage overview chart shown on the previous page.
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
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.
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°.
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.
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.

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
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 45º or -45º 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.
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.
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.
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.
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.

<table>
<thead>
<tr>
<th>Photography</th>
<th>Graphic</th>
<th>Example usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top level device</td>
<td></td>
<td>— BVA covers, PowerPoint covers</td>
</tr>
<tr>
<td></td>
<td></td>
<td>— Website hero space</td>
</tr>
<tr>
<td></td>
<td></td>
<td>— Public communications; posters, billboards</td>
</tr>
<tr>
<td></td>
<td></td>
<td>— Brand level social media posts</td>
</tr>
<tr>
<td>Alternative usage</td>
<td>N/A</td>
<td>— Digital applications</td>
</tr>
<tr>
<td></td>
<td></td>
<td>— Website hero space</td>
</tr>
<tr>
<td></td>
<td></td>
<td>— Animated content</td>
</tr>
<tr>
<td>Secondary level device</td>
<td>N/A</td>
<td>— Interior BVA, PowerPoint pages</td>
</tr>
<tr>
<td></td>
<td></td>
<td>— Lower level social media posts</td>
</tr>
</tbody>
</table>
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
**Dos and don'ts**

- **Do** crop and combine graphic devices facing both directions. See p.41 for examples.
- **Do** overlap two graphic devices where appropriate.
- **Do** ensure images have a good tonal fit with the graphic device.
- **Only** use the device at a 45° angle.
- **Do** use the device at a 45º angle.
- **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.
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.
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.

New concepts. We bring proof — fast
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.

Who we are
With $12B in annual revenue, WWT is a financially strong, privately held technology solution provider.
- Founded in 1990, now 6,000 employees around the world
- Nine years in a row on FORTUNE “100 Best Companies to Work For” list
- Ranked #11 on FORTUNE “50 Best Workplaces in Technology” list
- #1 partner with Cisco, Dell EMC, NetApp, VMware, F5, Intel, Palo Alto, Fortinet, Pure Storage and Infoblox
- Technology provider to more than 70 of the FORTUNE 100
- $2.1 billion in international revenue
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
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.
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.
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.
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

Do use 85% black for body text

Example heading
Cabori doluptas aut et eum fugitatatem si ulpa nobitissit denihil landelicie. 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
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
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 in-depth 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.
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.
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.
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.

Roobert Light
ABCDEFghijklmnopqrstuvwxyz

Roobert Light Italic
ABCDEFghijklmnopqrstuvwxyz

Roobert Regular
ABCDEFghijklmnopqrstuvwxyz

Roobert Regular Italic
ABCDEFghijklmnopqrstuvwxyz

Roobert SemiBold
ABCDEFghijklmnopqrstuvwxyz

Roobert SemiBold Italic
ABCDEFghijklmnopqrstuvwxyz

Roobert Bold
ABCDEFghijklmnopqrstuvwxyz

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

**Headlines**
Roobert Light
100% leading

**Pull quotes and stats**
Roobert Regular
130% leading

**Subheadings**
Roobert Bold
135% leading

**Body copy**
Roobert Regular
135% leading

---

**Make a new world happen**

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.

*Ficiendaecum landi*
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**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.
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.
Typography dos and don’ts

✅ Do ensure text has sufficient color contrast with a background

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

Make a new world happen

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

Make a new world happen

❌ Do not introduce alternate typefaces

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

❌ Do not arrange text to the right or centre

Make a new world happen

Minimum size
The smallest text size we use is 8pt for digital applications, and 6pt for print applications.

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MAKE A NEW WORLD HAPPEN
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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.
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
Imagery
Brand imagery dos and don’ts

- 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
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
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 images
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.

<table>
<thead>
<tr>
<th>Imagery</th>
<th>Imagery overview</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>Top level cutout imagery</strong></th>
<th>Usage: Website homepage, BVA covers, posters, PowerPoint lead slides</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>Secondary level full bleed imagery with gradient</strong></th>
<th>Usage: Social media posts, secondary website pages, full page imagery when used in collateral</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th><strong>Secondary level imagery without gradient</strong></th>
<th>Usage: Inline images, thumbnail or small images</th>
</tr>
</thead>
</table>

**Introduction to World Wide Technology**

**Make a new world happen**

**January 2021**
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.
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.
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.
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.
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.
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
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.
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.

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.

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

Corners are rounded to 20px.
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.
Our icons can be used reversed out when required.
Imagery
Dos and don’ts

- 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 make icons overly detailed by using text, images, or complex illustrations
- 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.

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Example usage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Product icons</strong></td>
<td></td>
</tr>
<tr>
<td>Uses multiple colors</td>
<td>BVA interiors, PowerPoint interiors</td>
</tr>
<tr>
<td>Can be shown at any size</td>
<td>WWT website</td>
</tr>
<tr>
<td>Stylized to mirror the logo</td>
<td>Case studies</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Example usage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Functional icons</strong></td>
<td></td>
</tr>
<tr>
<td>Single color</td>
<td>WWT website</td>
</tr>
<tr>
<td>Shown at icon size (25px)</td>
<td>Dashboard</td>
</tr>
<tr>
<td>Focus on legibility</td>
<td>Intranet</td>
</tr>
</tbody>
</table>
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)
Our chart and diagram style is simple and clear, utilizing 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.
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.
Applications
Discover the power of the ATC

Learn more →
Applications

Business cards
Applications

BVA covers

Code of Conduct
A guide for all employees of World Wide Technology

Modernizing?
Make it on budget
Infrastructure Modernization
Make a new world happen
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