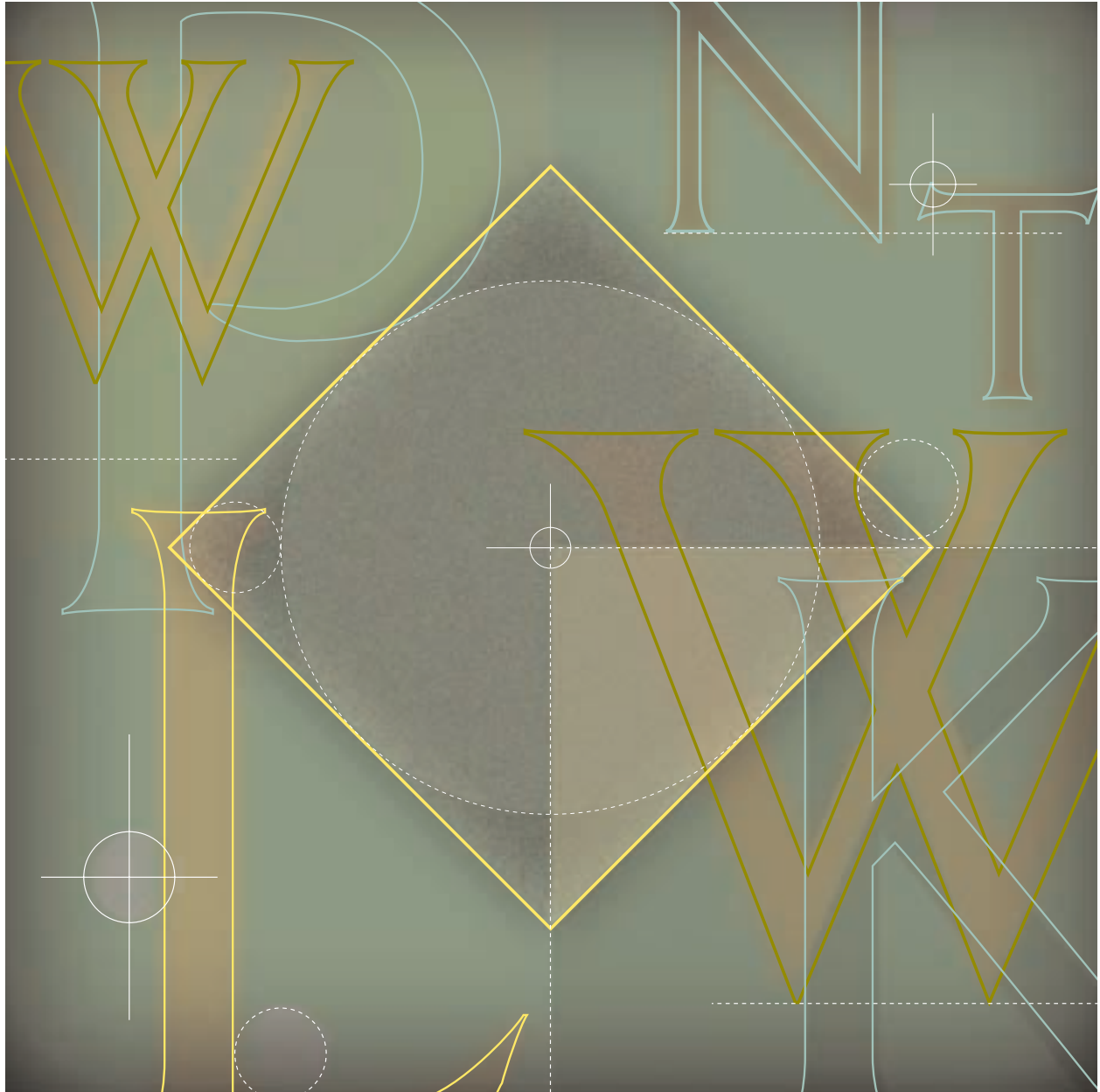# Lippincott Williams & Wilkins Branding Manual
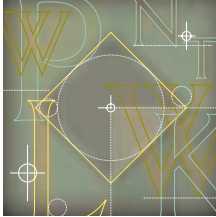

Rev. November 2001
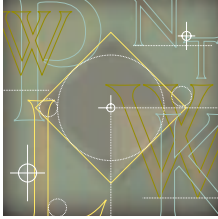
LIPPINCOTT WILLIAMS & WILKINS

Contents

Introductory Materials

Introduction & Use Instructions

"A brand is promise that is consistently delivered."

There are many elements of Lippincott Williams & Wilkins that define the company to its customers and employees. As one of these elements, the corporate brand can meaningfully differentiate LWW in our customers' minds. The starburst icon and the logotype together form a unifying visual element that bonds together our wide range of sophisticated medical, nursing, healthcare and scientific information. Through correct and consistent use of the Lippincott Williams & Wilkins brand, we can best support our goal to become the preeminent provider of medical, healthcare and scientific information.

Our corporate brand, the words (Lippincott Williams & Wilkins), the symbol or icon (the starburst), and any combinations of these elements are owned by Lippincott Williams & Wilkins. All logo elements are legally protected for exclusive use by Lippincott Williams & Wilkins, its products and services. Use of the logo must be in compliance with the provisions of this branding manual and must be in accordance with the standards of use set by Lippincott Williams & Wilkins.

This branding manual has been developed as a resource to guide and assist all employees, freelancers, consultants, and partners in the implementation of our identity program. Prior to development of the manual, a branding task force completed extensive research to ensure that usage guidelines would be compatible with our full range of products and services. Therefore, all usage needs should be addressed in this manual.

If you are unable to locate a usage appropriate for your product or service, **do not proceed with an unauthorized brand usage.** First, contact a Brand Leader for a clearer understanding of the manual, or to discuss the need for additional clarification by the branding task force.

There are Brand Leaders located in the four largest North American offices. If necessary, they will consult other members of the branding task force.

Current Brand Leaders are:

Baltimore:	**Stephanie Marshall**	smarshal@lww.com
	Director, Internet Sales & Marketing	410-361-8004
Philadelphia:	**Susan Hermansen**	shermans@lww.com
	Director, Creative Services	215-521-8706
Springhouse:	**David Traupman**	dtraupma@lww.com
	Marketing Design	215-646-8700 ext.1433
New York:	**Diana Andrews**	dandrews@lww.com
	Creative Director, Clinical Medical	212-886-1321

Special thanks to all those who served on the Branding Task Force through Spring of 2001. These people were instrumental in the creation of a comprehensive and useful Branding Manual. They may be called upon by the Brand Leaders for additional input in their area of expertise at any time. Thanks to Sarah Alderman, Diana Andrews, Heidi Alexander, Dana Bielicki, Joe Clark, Pete Darcy, Beth Guthy, Chaun Hightower, Susan Hermansen, Rhonda Kumm, Jen Kullgren, Marsha Levell, Stephanie Marshall, Marylou O'Connor, Bob O'Malley, Jake Smith, John Vasquez, Ruth Weinberg, Dawn Wilson, and Sharon Zinner.

Brand Guidelines

General Guidelines

These guidelines define the overall brand strategy. Details on specific uses, sizes, colors, etc. are provided in later sections of the manual.

The LWW brand guidelines offer two primary solutions for brand usage:

◆ The complete logo is used as the dominant brand for most LWW products and services.

◆ The endorsement logo is used in specific scenarios where the product or service has an established brand and/or imprint name. Any brand or imprint that is not specially noted in the endorsement logo section should follow the dominant brand guidelines.

More details on both solutions are noted below. Other broad branding guidelines include:

◆ The starburst icon should not be used alone without connection to the name Lippincott Williams & Wilkins (or an abbreviated version, LWW). It cannot be used as a freestanding graphic element. Such usage dilutes the impact of the brand.

◆ The tag line "A Wolters Kluwer Company" should be used on LWW corporate materials (stationery, signage, and corporate catalogs) plus on book and electronic title pages and on copyright pages. It is not required in other product applications.

◆ The city listings beneath the logo with tag line should be used on the title pages of books only. The listing includes major worldwide cities where LWW has an acquisitions presence. The listing is not needed in other applications. Versions of the logo with the city listings are available in the Reproduction section.

◆ Online initiatives not already branded with a separate product or service name will incorporate LWW into their URL, while on the homepage itself, the complete logo or an endorsement logo will be used. Examples include LWWoncology.com, LWWmedicine.com, LWW.com, and LWWonline.com. The second word appears in all lowercase for ease of reading and to give dominance to LWW. Please see Logo Locations for more information on logo placement in websites.

◆ Online initiatives that are branded with a product name (i.e., Nursing Center, medrevu, all journal web sites) will use the complete logo on the homepage and throughout the website. Please see Logo Locations for more information on logo placement in websites.

◆ When LWW is used in abbreviated form, it is always used in capital letters. This rule applies to uses in logo format, text references, and web addresses (LWW.com).

◆ These guidelines apply to all content formats. One major exception is content that is published by LWW but owned by another organization (i.e., society journals or society websites). In these situations, we will request that our guidelines be followed but cannot make them mandatory.

Dominant Brand Guidelines

◆ When used as a dominant brand, the complete logo, (the starburst icon and the name Lippincott Williams & Wilkins in the proper typeface), must be used in one of the formats provided; no other formats are correct or acceptable.

◆ In situations where due to size or other issues the complete logo cannot be used, the abbreviated logo (the starburst icon and the initials LWW in the proper typeface) will be used. The abbreviated logo should never be the only brand usage on a product or item. When using the abbreviated logo, the complete logo must appear elsewhere on the item in the minimum size specified in the VISUAL ELEMENTS section of the manual.

◆ The abbreviated logo is the designated use for all book spines, with the complete logo located on the book cover. Size and proportion guidelines are provided in later sections of the manual.

Logo Locations

In all applications, the LWW logo must appear with appropriate clear space around it, and should not be impeded by other product or service logos. The VISUAL ELEMENTS section provides details on proportional size requirements and specifications on the amount of clear space that must not be violated around the complete logo and the abbreviated logo.

◆ **Journals** All journals will use the complete logo at the bottom of the cover. It can be centered, or in the right or left corner, depending on cover design, and depending on printing/mailing specs. Journals will also use the complete logo on the masthead page. Journals will maintain their unique logos in their banners.

Use of the logo on the journal spine is not required

◆ **Newsletters** All newsletters will use the primary horizontal or primary vertical logo in two locations: the front page and the masthead page.

  ◆ On the front page, the complete logo will be used adhering to minimum size and clear space requirements. It is to appear in one of two locations.

    If the newsletter is a self-mailer, the logo can appear in close proximity to the mailing label box. (Due to postal regulations, it cannot appear **in** the mailing label box.)

    The logo can also appear beneath the newsletter banner in a right or left location.

  ◆ On the masthead page, the complete logo will be used adhering to minimum size and clear space requirements.

◆ **Books** All books will use the abbreviated logo on the spine and the complete logo on the bottom of the front cover. It can be centered, or in the right or left corner, depending on cover design. The complete logo with the city listing will also appear on the title page.

   ◆ While series logos are still authorized, cover designs will be modified as needed to ensure that the LWW logo can appear unimpeded on the bottom of the book cover.

   ◆ Exceptions will be made for endorsed or sponsored products that require another logo to appear in the bottom center space because the sponsor is paying for the book production. These products will still use the proper logos on the spine and the title page.

   ◆ The abbreviated logo should appear on all book spines unless the spine is less than $3/8$" in width. In such a situation, no logo will appear on the spine.

◆ **CD ROM** All CD products should use the complete logo on the front of the jewel case (lower quarter, flush left, right or centered), and the complete or abbreviated logo on the CD, space permitting. The logo should not appear on the jewel case spine.

◆ **Websites** The preferred location for the complete logo on any website is the upper left corner of the homepage. If this option is not possible because of product or service brand issues, the complete logo should appear in the lower left corner of the homepage. On all subsequent pages throughout the site, the abbreviated logo should be used on the button bar or, if a button bar is not used, the logo should be placed at the bottom of the page.

   ◆ Certain web properties will use the endorsement logo approach; please see Endorsement Brand Guidelines for details.

   ◆ Specific size requirements are provided later in the manual.

   ◆ The preferred logo color is 2-color (black/yellow) or all black.

◆ **Web Branding with Partners**

   ◆ If the website is created in partnership with another group, but LWW provides the content and is the primary seller of the site or site content, the LWW brand should appear in a dominant position and/or size to the partner brand.

   ◆ If another party has licensed LWW content for its website, and if the other party is the primary seller of the site or site content, the LWW logo can appear in equal proportion with the partner logo (though dominant position is preferred). The LWW logo should never appear smaller than the minimum size requirements outlined in the VISUAL ELEMENTS section.

   ◆ The suggested brand approach for a technology partner is to use the dominant brand guidelines, but allow partner to position its logo in a "powered by" format. For example, "Powered by AvantGo."

◆ These guidelines also apply to any advertising or promotion materials for the website.

◆ Contract language has been created to reflect these logo requirements and should be used in all future partnership contracts for websites.

◆ **PDA Products** The LWW line should appear on the opening page of all electronic content applications, no smaller than the minimum size requirement on page 19. The complete logo is preferred but, the abbreviated logo is an acceptable use, given the size limitations of a PDA screen.

◆ Contract language has been created to reflect these logo requirements and should be used in all future partnership contracts for PDA applications.

◆ **PDA Branding with Partners**

◆ If the PDA product is created in partnership with another group, but LWW provides the content and is the primary seller of the content, the LWW brand should appear in a dominant position over the partner or vendor brand.

◆ If the other party has licensed LWW content for its PDA, and if the other party is the primary seller of the content, the LWW logo can appear in equal proportion with the partner logo (though dominant position is preferred). The LWW logo should never appear smaller than allowed by the minimum size requirements in the VISUAL ELEMENTS section.

◆ The suggested brand approach for a technology partner is to use the dominant brand guidelines, but allow the partner to position its logo in a "powered by" format. For example, "Powered by AvantGo."

◆ These guidelines also apply to any advertising or promotion materials for the PDA product.

◆ Contract language has been created to reflect these logo requirements and should be used in all future partnership contracts for PDAs.

◆ **Direct Mail** In direct mail, the complete logo will be used in the return address location. Logos with all return addresses are available in the Reproduction section.

◆ Exceptions will be made for some society journals and some product-focused direct mail when appropriate.

◆ In no case should two logos (a product logo and the LWW logo) both appear in the return mail location.

◆ **Advertisements** The complete logo should appear on any advertisement, adhering to minimum size requirements. Location of the logo on an ad is dependent upon the design, the products being featured, etc. The logo can appear in a "closing position" on an ad, i.e., at the bottom center or bottom right corner. Clear space requirements must be adhered to in advertisements and all other applications.

◆ **Custom Publishing** The goal in custom publishing scenarios is to position our logo as outlined above for all product types. If, due to the small size of an item and/or the placement of the sponsor's logo, we are unable to include the LWW logo on the cover, we will make an exception to the rule but will still require logo placement on the spine and the title page.

  ◆ Contract language has been created to reflect these logo requirements and should be used in all future contracts for custom publishing.

  ◆ In these guidelines, the term "Custom Publishing" applies to Healthcare/Special Sales, Customized Editions, and International Publishing/Licensing. Exceptions will be made as needed for Translation Rights and Permissions scenarios in which we do not control the quality of the translation or the quality of the printing, and therefore may not want to have a strongly branded association with the end product.

◆ **Exhibits** The complete logo should appear on any LWW exhibit or booth, adhering to the approved logo color options and appearing in one of the approved formats. If the exhibit or booth targets a particular product or product line, the logo must still appear in a dominant position in addition to the product logo.

◆ **Promotional Items** While the basic brand guidelines apply to all promotional items, exceptions will be made to the minimum size requirements for items such as pens, pins, post it notes, etc. In addition, on such small items, the abbreviated logo can be the only brand usage on the product or item. Exceptions will also be made for small promotion items in which the product brand needs to be featured for the item to have its intended effect. On small items the product logo can appear alone without the LWW logo to provide the needed product brand impact.

◆ **Service Awards** LWW service awards use the LWW logo in various formats including color, engraved, embossed, etc. Due to the small size allotted for the logo on a number of the service awards, the LWW icon can be used alone on service awards only. The preferred usage for service awards is the icon with the letters LWW or with the full words Lippincott Williams & Wilkins but exceptions will be made if necessary.

◆ **Stationery Guidelines** Detailed graphic guidelines are provided for business cards and stationery. It is very important that the logo appears in the approved format and colors on all corporate materials.

- ◆ For journals that have their own letterhead, the complete logo should appear, preferably centered at the bottom of the page. Color guidelines apply.

- ◆ All employees use the complete logo on business cards; it is the only logo that should appear on any business card. If additional information on titles represented, etc. is required, space will be allotted on the reverse side of the card. If the corporate web address is to appear on a business card, the correct format is: LWW.com.

- ◆ A division or department name **cannot** be incorporated into the logo on letterhead, business cards, or in any other application.

Color Usage

◆ The logo may be used in the approved corporate colors of black and yellow (PMS 114; process 6M 72Y; RGB value R249 G225 B102.) This usage is the only accepted color usage of the logo.

◆ If the background is not appropriate for use of a 2-color logo, the area of the starburst icon that usually appears in yellow can be knocked out of the background to white.

◆ The logo may also appear in all black, with the area of the starburst that usually appears in yellow knocked out to the background but must follow the background guidelines on pages 22-25.

◆ In addition, the logo may also be reversed out to white from any color background.

◆ The logo may also appear in all black on any color paper stock, with the area of the starburst that usually appears in yellow knocked out to the paper color.

◆ The logo may also be embossed or debossed.

◆ The logo may be foil stamped in metallic gold, black or white. If none of these colors exist in the cover design, the logo may appear in the primary design color.

Endorsement Brand Guidelines

◆ The endorsement brand solution is created for existing imprint brands that we are working to associate much more closely with the LWW brand, such as Springhouse and Lippincott. It is also appropriate for other brands that will benefit from a close association with LWW but want dominant name placement.

◆ To date, the brands that will use the endorsement brand approach include imprints Springhouse and Lippincott, along with Springhouse Direct, the corporate website LWW.com, and the online journal collection, LWWonline.

◆ The name Lippincott Williams & Wilkins appears in the proper typeface, with the starburst icon in an adjusted size to work with the existing brand. The only icon that appears in the endorsement logo is the LWW starburst.

◆ An endorsement brand will use the dominant logo with the tag line "A Wolters Kluwer Company" on book and electronic title pages and copyright pages.

◆ Abbreviated versions of all endorsement logos have also been created. (LWW is abbreviated, but not the imprint or other brand name.)

◆ The guidelines for use of endorsement logos are the same as those for the dominant logos in terms of color and clear space requirements. Guidelines for logo locations are also the same, with minor exceptions noted below:

  ◆ All journals previously branded with Lippincott or Springhouse will instead use the dominant logo for LWW. This will allow for all journals in the LWW family to be branded the same way.

  ◆ Springhouse products that are not nursing products (e.g., *Physician's Drug Handbook*) will move to the dominant brand.

  ◆ Abbreviated versions of all endorsement brands have been created for use on book spines.

  ◆ Springhouse Direct will also use the endorsement brand guidelines, using both words (SPRINGHOUSE DIRECT) on the same line.

NOTE: Anatomical Chart Company (ACC) will use the LWW dominant brand guidelines on proprietary products that target the medical professional audience (i.e., medical charts). The LWW logo should not appear on ACC's novelty items and products and materials not solely owned by ACC.

Visual Elements
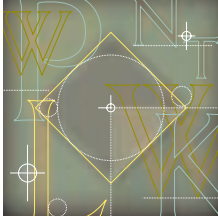
Logo Design

The starburst icon and the logotype Lippincott Williams & Wilkins together create the Lippincott Williams & Wilkins logo. The logo is the unifying visual element that bonds together all products and services offered by Lippincott Williams & Wilkins. Proper usage is essential to ensuring that Lippincott Williams & Wilkins speaks visually with one voice.

There are three main categories of logos—**complete logos**, **the abbreviated logo** and **endorsement logos**. **Complete Logos** use the starburst icon with the full logotype Lippincott Williams & Wilkins. **The Abbreviated Logo** uses the starburst icon with the acronym LWW and is to be used only in approved media that is usually characterized by extremely tight space restrictions. **Endorsement Logos** are combinations of the complete or abbreviated logo and an imprint brand that closely associate the two entities.

All of these logos have various configurations—the relationship between the starburst icon and the logotype—to provide the flexibility required for a wide range of applications. The relationship between logo elements is fixed in all cases. The elements are never to be separated, redrawn or modified in any way. The logo must always be reproduced from the master electronic files. In some applications, fixed logo sizes have been determined, and only those specific electronic files are to be used.

Logo Configurations complete and abbreviated

All of the logos represented below form the **dominant brand** for Lippincott Williams & Wilkins. The first four logo configurations are **complete logos**—the starburst icon with the full logotype Lippincott Williams & Wilkins—shown in order of preference. The last logo is the **abbreviated logo**—the starburst icon with the acronym LWW—to be used only in very specific applications. All of these logos can be found in the **Reproduction** section of this manual.

Primary Horizontal

Icon to the left,
Lippincott Williams &
Wilkins on one line

LIPPINCOTT WILLIAMS & WILKINS

Primary Horizontal is always the preferred option and should be used whenever possible.

Primary Vertical

Icon above,
Lippincott Williams &
Wilkins stacked on
two lines and centered

LIPPINCOTT
WILLIAMS & WILKINS

Primary Vertical is the 2nd preferred option and should be used when space does not permit use of Primary Horizontal.

Secondary Horizontal

Icon on left,
Lippincott Williams &
Wilkins on two lines flush left

LIPPINCOTT
WILLIAMS & WILKINS

Secondary logos should be used when space does not permit use of Primary logos.

Secondary Vertical

Icon above,
Lippincott Williams &
Wilkins below on three lines,
centered

LIPPINCOTT
WILLIAMS
& WILKINS

Abbreviated Logo

Icon above,
LWW centered beneath

LWW

The Abbreviated Logo is to be used only on book spines, CD ROMs, website button bars, PDAs and premium items with limited space.

Logo Configurations with tag line and city listings

Three of the complete dominant brand configurations can also be used, when appropriate, with the tag line "A Wolters Kluwer Company". The logo with tag line and city listings should be used on the title page of books only. All of these treatments can be found in the **Reproduction** section of this manual.

Only the configurations shown here are to be used with tag lines or city listings. Secondary vertical and abbreviated logos, and all configurations of endorsement logos, are not to be used in this way.

	With tag line	**With tag line and city listings**
Primary Horizontal	LIPPINCOTT WILLIAMS & WILKINS A **Wolters Kluwer** Company	LIPPINCOTT WILLIAMS & WILKINS A **Wolters Kluwer** Company Philadelphia • Baltimore • New York • London Buenos Aires • Hong Kong • Sydney • Tokyo
Primary Vertical	LIPPINCOTT WILLIAMS & WILKINS A **Wolters Kluwer** Company	
Secondary Horizontal	LIPPINCOTT WILLIAMS & WILKINS A **Wolters Kluwer** Company	

Logo Configurations with return address locations

The primary horizontal and primary vertical logo with return address locations are to be used on direct mail. Each of these logos currently has four return address versions. Logos with return address locations can be used in any of the acceptable color applications outlined on page 21.

To standardize the appearance of all direct mail, these logos are only to be used at 100% size, as shown below. All of these treatments can be found in the **Reproduction** section of this manual.

Primary Horizontal

Primary Vertical

LIPPINCOTT WILLIAMS & WILKINS
530 Walnut Street
Philadelphia, PA 19106

LIPPINCOTT
WILLIAMS & WILKINS
530 Walnut Street
Philadelphia, PA 19106

LIPPINCOTT WILLIAMS & WILKINS
1111 Bethlehem Pike
P.O. Box 908
Springhouse, PA 19477

LIPPINCOTT
WILLIAMS & WILKINS
1111 Bethlehem Pike
P.O. Box 908
Springhouse, PA 19477

LIPPINCOTT WILLIAMS & WILKINS
345 Hudson Street
New York, NY 10014

LIPPINCOTT
WILLIAMS & WILKINS
345 Hudson Street
New York, NY 10014

LIPPINCOTT WILLIAMS & WILKINS
351 W. Camden Street
Baltimore, MD 21201

LIPPINCOTT
WILLIAMS & WILKINS
351 W. Camden Street
Baltimore, MD 21201

Endorsement Logo Configurations

The **endorsement brand** solution is created for existing imprint brands that we wish to associate much more closely with the LWW brand. Currently, these brands include the Springhouse and Lippincott imprints, shown below. (The endorsement brand approach will also be used by Springhouse Direct, LWW.com and LWWonline.) There are three configurations that are allowed for endorsement logos; the primary horizontal logo, the primary vertical logo and the abbreviated logo.

If a new endorsement situation arises, **never attempt to create an endorsement logo yourself.** Contact a Brand Leader and a proper endorsement logo family will be created for you.

Primary Horizontal

Brand imprint to the left, followed by a specially configured complete logo, primary horizontal version.

Primary Vertical

Icon to the left, followed by a stacked configuration of the brand imprint and the Lippincott Williams & Wilkins logotype.

Abbreviated Logo

Abbreviated logo, followed by a horizontal rule, followed by the brand imprint.

The Abbreviated Logo is to be used only on book spines, CD ROMs, website button bars, PDAs and premium items with limited space.

Endorsement Logo Configurations

Usage Guidelines

The guidelines for use of endorsement logos are the same as those for the dominant brand logos in the areas of color, clear space requirements, etc. Guidelines for logo locations are also the same, with minor exceptions noted below:

◆ All journals previously branded with Lippincott or Springhouse will instead use the dominant brand logo. This will allow for all journals in the LWW family to be branded the same way.

◆ Springhouse products that are not nursing products (e.g., *Physicians Drug Handbook*) will move to the dominant brand logo.

◆ All title pages will use the dominant brand logo with the Wolters Kluwer tag line and the city listings as established on page 15.

◆ Abbreviated versions of all endorsement brands have been created for use on book spines.

◆ Springhouse Direct will also use the endorsement brand guidelines, using both words (SPRINGHOUSE DIRECT) on the same line.

NOTE: Anatomical Chart Company will use the LWW dominant brand guidelines on proprietary products and related materials (i.e, medical charts). The LWW logo should not appear on ACC's novelty items and products and materials not solely owned by ACC.

Minimum Size Requirements

To ensure that all logos are reproduced legibly, minimum size requirements have been established. Do not reproduce a logo at a size smaller than indicated below. Minimum size is determined by the width of the starburst icon.

Complete Logos

All complete dominant logos are to reproduce with a minimum width of the starburst icon of 3 picas.
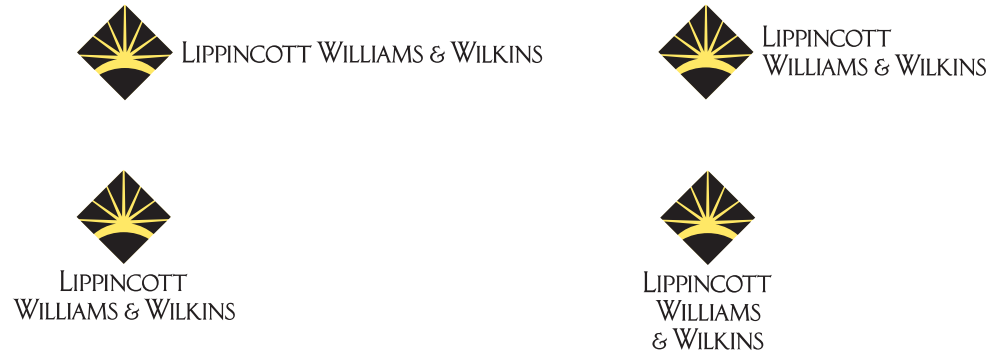
Abbreviated Logo

The abbreviated dominant logo is to reproduce with a minimum width of the starburst icon of 2 picas.

Complete Endorsement Logos

These are to reproduce with a minimum width of the starburst icon of 1^1/2 picas.
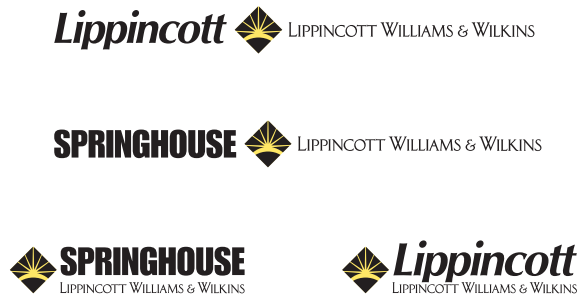
Abbreviated Endorsement Logos

These are to reproduce with a minimum width of the starburst icon of 2 picas.

The only exceptions to these minimum size requirements are the use of abbreviated logos on book spines. These sizes are dealt with in that section of this manual.

Clear Space Requirements

To ensure that all LWW logos have the desired visual impact and visibility in all media, a certain amount of clear space must appear around them. No other logo, type or graphic can be placed within the designated clear space.

In any logo configuration, the width of the starburst icon, defined as "X," is the value used to establish the clear area around the perimeter of the logo. The perimeter of the logo is always rectangular, defined by the top, bottom, left and right extremities of all elements within the logo unit. This is illustrated below using the two primary logos.

Preferred Clear Space
for print and electronic media

No other logo, type or graphic can be placed within the designated clear space which is equal to the width of the starburst icon, defined as "X."

Note that anytime a logo uses tag lines, addresses or city listings, these elements are **part** of that logo and must be considered in establishing the logo perimeter used for clear space determination.
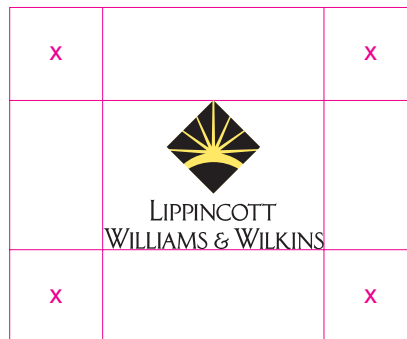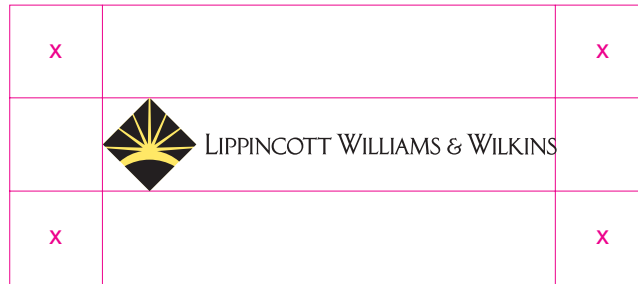
Minimum Clear Space
for small space reproduction

In certain circumstances such as classified advertising, signs, banners, premiums, etc., the available space is too limited to effectively display the logo observing the preferred clear space standards. Only then is it permissible to define the clear space as equal to half the width of the starburst icon, defined as ".5 X."
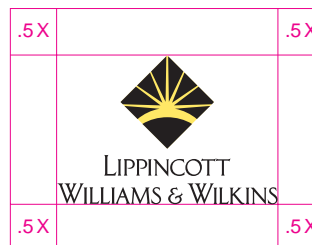
Logo Colors

There are four acceptable color uses for any Lippincott Williams & Wilkins logo.

The preferred application is 2-color, used in the approved corporate colors of black and yellow (PMS 114; process 6M 72Y; RGB value R249 G225 B102). These are the only colors permitted when representing a logo in 2-color. The 2-color logo may be used against backgrounds, as long as the yellow in the starburst icon is clearly defined and not obscured by that background.
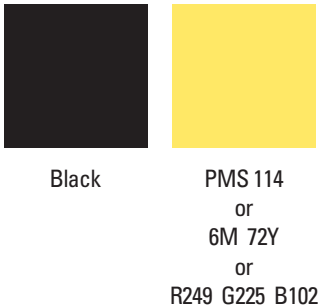
Black

PMS 114
or
6M 72Y
or
R249 G225 B102

If the background is not appropriate for use of a 2-color logo, the area of the starburst icon that usually appears in yellow can be knocked out of the background to white.

The logo may also appear in all black, with the area of the starburst that usually appears in yellow knocked out to the background but must follow the background guidelines on pages 22-25.

The logo may also be reversed out to white from any color background but must follow the background guidelines on pages 22–25.

◆ On colored paper stock used for promotional materials, memos, etc., the logo should appear in black. The area of the starburst that usually appears in yellow can be knocked out to the paper stock color.

◆ The logo may also be embossed or debossed.

◆ The logo may be foil stamped in metallic gold, black or white. If none of these colors exist in the cover design, the logo may appear in the primary design color.

Backgrounds

One-color (all black) and reverse logos may be used against a background, but the background must not detract from the visual impact of the logo. The logo must always be clearly and easily read. Backgrounds are usually solid colors, tints of solid color, photographic, illustrative, textures or graphic elements.

Solid Colors On solid color backgrounds, the color's value determines whether the logo used on it is either the positive all black version or the reverse version. The value of a color is determined by comparing it with a grayscale chart. If the color's value is equal to or lighter than a 40% gray, use the positive version of the logo. If the color is darker than a 40% gray, use the reverse version.

Correct application of
the all black logo over a
light color background

Incorrect application of
the reverse logo over a
light color background
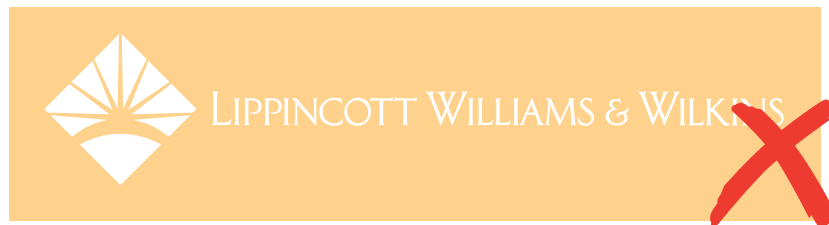
Correct application of
the reverse logo over a
dark color background

Incorrect application of
the all black logo over a
dark color background
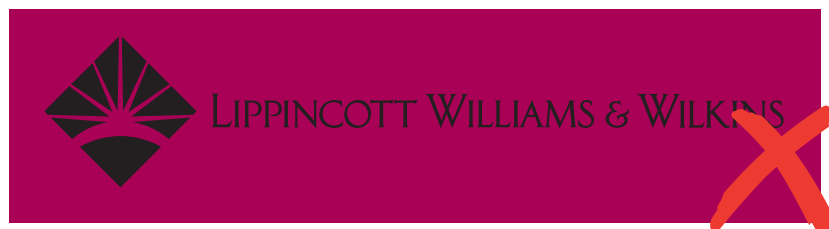
✗ = incorrect usage

Backgrounds continued

Light Tints On a light tinted background, use the all black version of the logo. Note that the tint must be sufficiently light enough to allow the logo to be easily read. For tints of black, grays darker than 40% are too dark to provide adequate contrast with the logo and are not to be used. For tints of color, a light enough tint percentage depends on the value of the color.

✗ = incorrect usage

Backgrounds continued

Dark Tints On a dark tinted background, use the reverse version of the logo. The tint must be sufficiently dark enough to allow the logo to be easily read. For tints of black, grays equal to or lighter than 40% are too light to provide adequate contrast and are not to be used. For tints of color, a dark enough tint percentage depends on the value of the color.
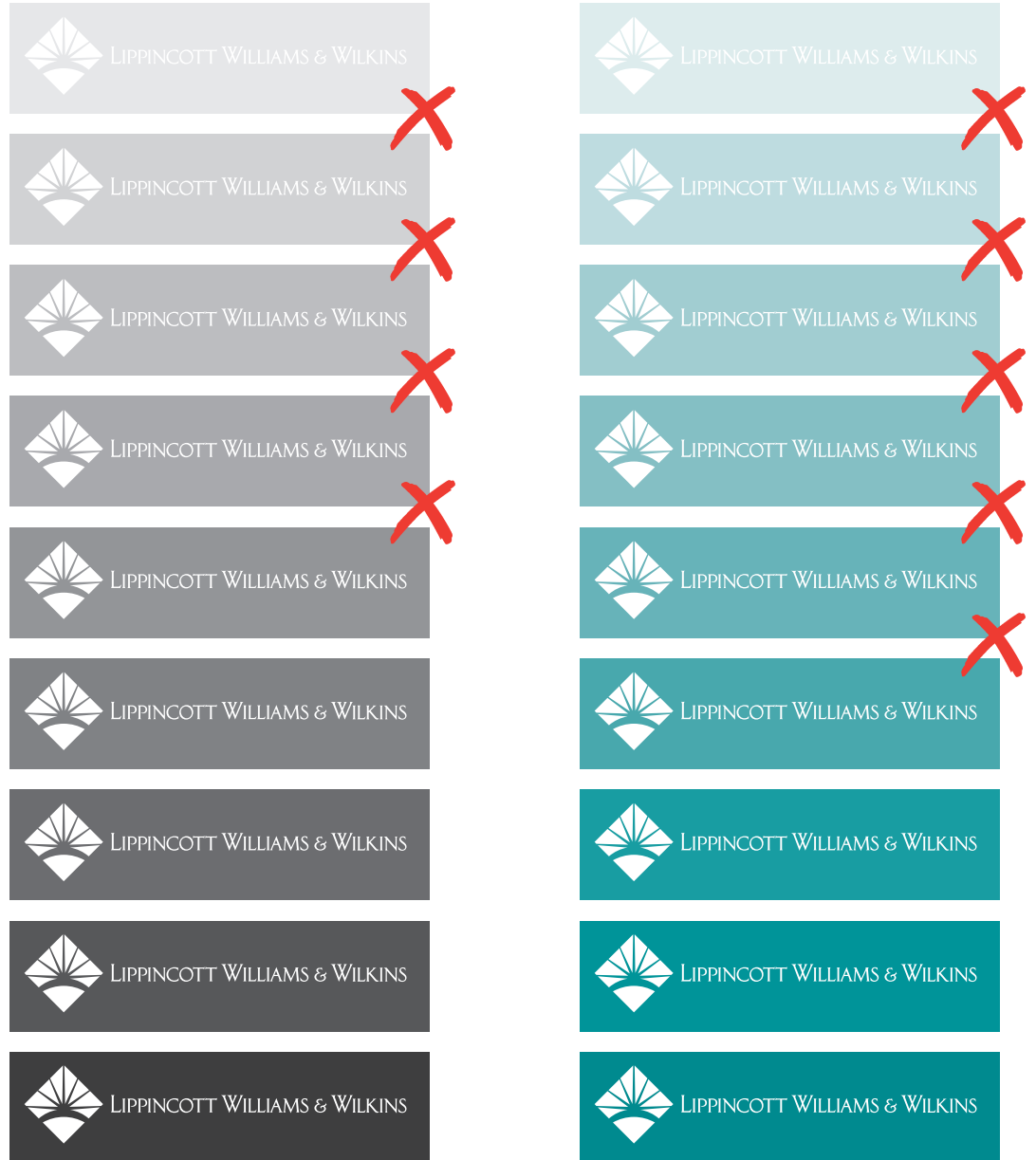
In print, pay attention to the use of reverse logos on coarse line screens. If the screen pattern makes the logo difficult to read, use a solid background or an all black logo on white.
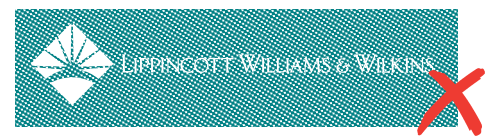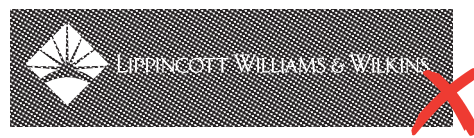
✗ = incorrect usage

Backgrounds continued

Uneven Backgrounds Photography, illustration, patterns, textures or graphics are all examples of uneven backgrounds. LWW logos may be used against these backgrounds, but only if the area of the image that carries the logo is of sufficiently low variation in tones. Images that are too busy distract and detract from the logo. Graphics that have hard edges of different colors that run behind the logo interrupt its space. These situations are to be avoided or remedied.

This first example of a reverse logo over a photograph shows incorrect usage. The photo is too busy and interferes with the readability of the logo.

The second example shows how this situation was remedied by simply moving the logo to an even toned area of the design. Because the background is now of a light value, the 2-color version of the logo was used instead.

This first example of a reverse logo over a textured background with a graphic of sharp edged tonal variation shows incorrect usage. Although the texture is subtle enough not to hinder the logo's clarity, the graphic edge interrupts the logo unit.

The second example shows a proper solution. The logo has moved to flush left position over an even area of the background.
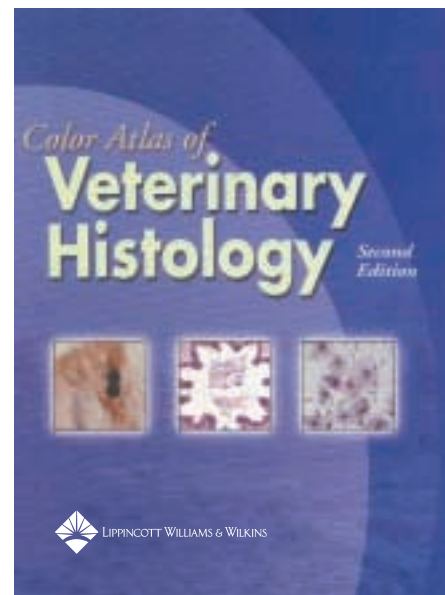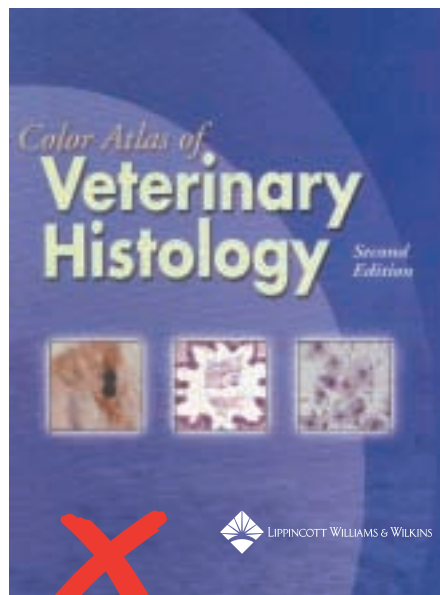
✗ = incorrect usage

Examples of Incorrect Use

In all its forms, the Lippincott Williams & Wilkins logo is a vital asset to the company. The guidelines for its use ensure that representation of the brand in all media remains consistent. Logos must not be altered in any way, and guidelines strictly adhered to. On the following pages are some common examples of incorrect applications of the brand.

Do not reproduce the logo
in incorrect colors.

Do not use 100% process
yellow in the starburst icon.
The proper process
conversion of PMS 114
is 6M 72Y.

Do not add dropshadows
to the logo.

Do not add effects
to the logo.

✗ = incorrect usage

Do not add extraneous elements to the logo.

Do not add department or division names, or any copy of any kind, to the logo

Do not alter the spatial relationship between the elements of the logo.

Do not alter the proportions of elements in the logo.

✗ = incorrect usage

Do not distort the logo.

Do not attempt to reset the typographic portion of the logo.

Do not use the logo as part of copy.

In all its forms, the **LIPPINCOTT WILLIAMS & WILKINS** logo is a vital asset to the company. The guidelines for its use ensure that representation of the brand in all media remains consistent.

Do not use the starburst icon as a dingbat, bullet, or other typographic element.

◆ In all its forms, the Lippincott Williams & Wilkins logo is a vital asset to the company.

◆ The guidelines for its use ensure that representation of the brand in all media remains consistent.

✗ = incorrect usage

Do not separate the starburst icon from the logo. It is never to appear alone.

Do not use a logo more than once on a page.

Comprehensive Healthcare Solutions, Inc.

Let Comprehensive be your wound program consultant

- New or existing programs
- Clinical workshops/seminars
- Marketing and PR
- Hospital Reimbursement
- Physician Reimbursement
- Data Registry Systems
- Outcome Reporting
- JCAHO

"Let Our Team Help Your Team"
800-232-5070   or   800-343-5090
Come see us at booth #906 to learn why wounds shouldn't come back.

LIPPINCOTT WILLIAMS & WILKINS

Do not use the starburst icon as a graphic design element.

✗ = incorrect usage

Applications
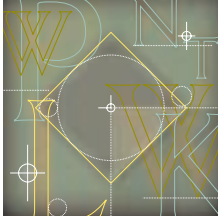
Recommended Locations & Configurations for:

Book Covers

Book covers are to use the primary horizontal logo or the primary vertical logo.

Use of Primary Horizontal Logos

On book covers that use the primary horizontal logo, placement is always to be at the bottom of the cover and can take a left, centered or right position, depending on the cover design. Unless centered, it is always best to align the left or right edge of the logo with a dominant element's left or right edge. This helps maintain the balance of all elements on the cover.

◆ On all covers, the logo is to be placed 3 picas from the bottom.

◆ The width of the horizontal logo is to be at least 40% the width of the book cover.
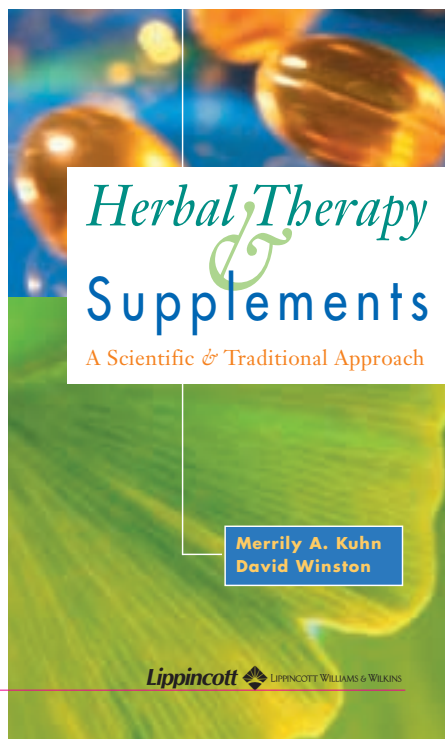
3 picas

4^1/$_4$″ x 7 ″ Cover
Logo at 60% width
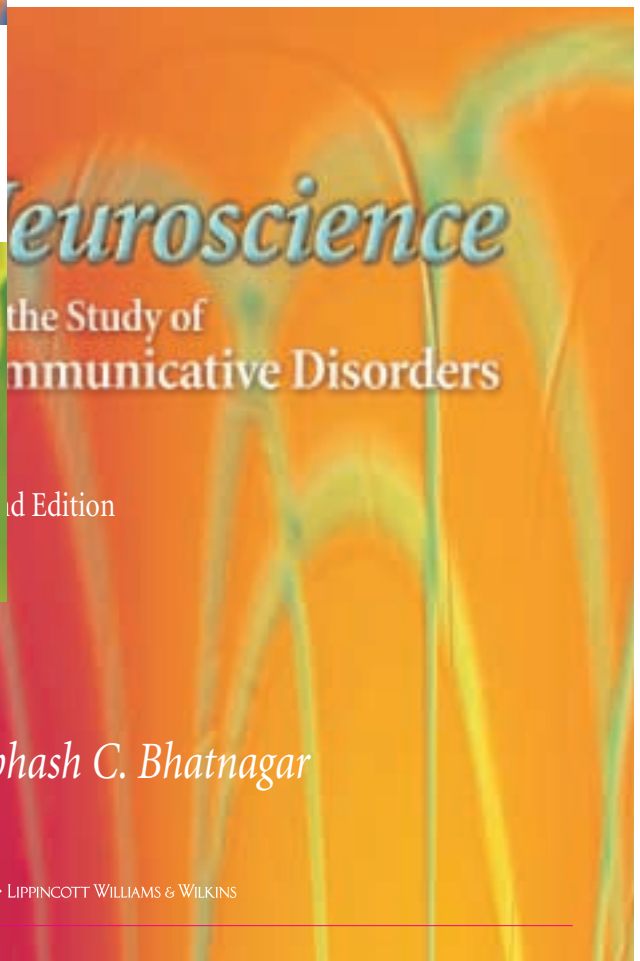
3 picas

8^1/$_2$″ x 11″ Cover
Logo at 40% width minimum

Book Covers continued

Use of Primary Vertical Logos

On book covers that use the primary vertical logo, placement is always to be at the bottom of the cover, and can take a left, centered or right position, depending on the cover design. Unless centered, it is always best to align the left or right edge of the logo with a dominant element's left or right edge. This helps maintain the balance of all elements on the cover.

◆ On all covers, the logo is to be placed 3 picas from the bottom.

◆ The width of the dominant vertical logo is to be at least 20% the width of the book cover.

◆ The width of an endorsement vertical logo is to be at least 30% the width of the book cover.

3 picas

$4^{1}/_{2}''$ x $7^{1}/_{2}''$ Cover
Dominant logo
at 20% width minimum

3 picas

$7''$ x $9^{1}/_{2}''$ Cover
Endorsement logo at 30% width minimum
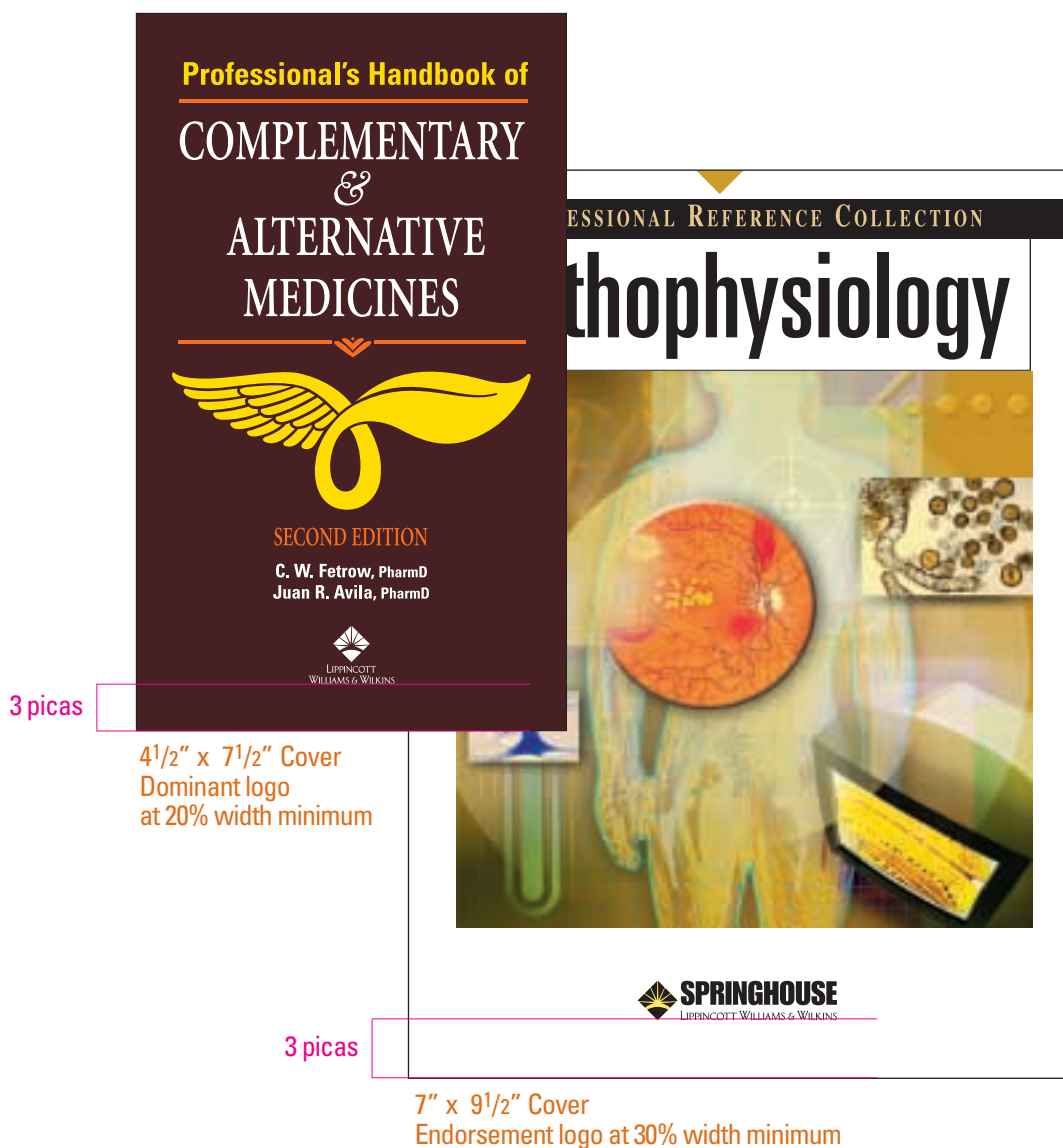
Book Spines

To standardize the shelf appearance of all books, use only the abbreviated logos specifically created for use on spines, and use them only at specific sizes as determined by the width of the spine. After determining the width of any book spine, refer to the chart on this page to calculate the percent reduction or enlargement of the Book Spine Logo. These logos can be found in the **Reproduction** section of this manual, under the heading **Book Spine Logos**.

The logo is to be centered in the width of the spine and is always placed $3/8$" from the bottom.

The proper scale to use in sizing the logo is based on the following spine width ranges:

Book spines that are less than $3/8$" in width are are not to use any logo at all.

At $3/8$" and greater, the proper logo size to use is determined by a range.

Width ranges begin with $3/8$" to less than but not equal to $1/2$".

All ranges after this progress in $1/4$" increments.

| $<3/8$" No logo | $3/8$" to $<1/2$" Logo scaled 20% | $1/2$" to $<3/4$" Logo scaled 25% | $3/4$" to <1" Logo scaled 40% | 1" to $<1^1/4$" Logo scaled 55% |

Book Spine Logos in the **Reproduction** section are to be imported into and resized within a page layout application according to this chart. (This table is repeated in that section.)

Spine Width	Scale
less than $3/8$"	NA
$3/8$" to $<1/2$"	20%
$1/2$" to $<3/4$"	25%
$3/4$" to <1"	40%
1" to $<1^1/4$"	55%
$1^1/4$" to $<1^1/2$"	70%
$1^1/2$" to $<1^3/4$"	85%
$1^3/4$" to <2"	100%
2" to $<2^1/4$"	115%
$2^1/4$" to $<2^1/2$"	130%
$2^1/2$" to $<2^3/4$"	145%
$2^3/4$" to <3"	160%
3" to $<3^1/4$"	175%
3 $1/4$" and greater	190%

At a $3^1/4$" width and above, scale the logo to 190%.

$3^1/4$" and greater
Logo scaled 190%

Book Title Pages

Only the primary horizontal logo with tag line and city listings is used on the title pages of books. Further, only two specific sizes are allowed, determined by the width of the page. These two logos are both shown below, and can be found in the **Reproduction** section of this manual, under the heading **Book Title Page Logos**.

◆ On title pages equal to or less than $4^1/2$" in width, the logo is to be 14 picas wide.

◆ On title pages greater than $4^1/2$" in width, the logo is to be 18 picas wide.

◆ Logo placement is always to be $^1/2$" from the bottom of the page, and can take a left, centered or right position, depending on the page design. Unless centered, it is always best to align the left or right edge of the logo with a dominant element's left or right edge. This helps maintain the balance of all elements on the page.
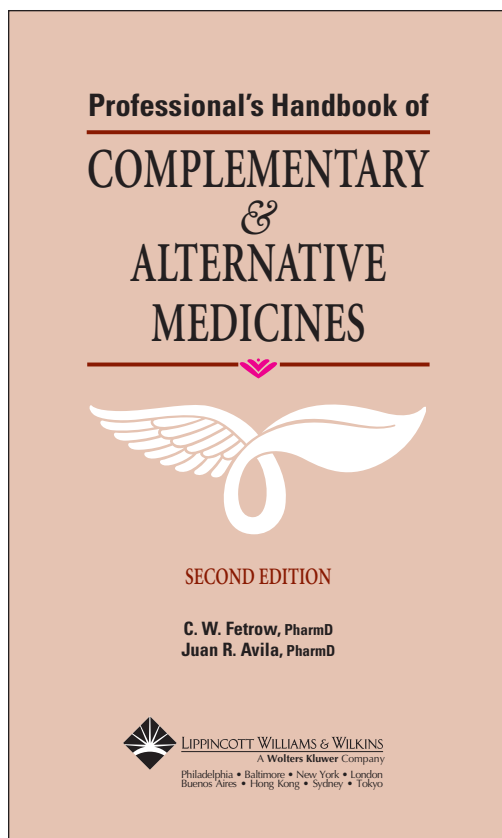
$4^1/2$″ x $7^1/2$″ Cover
Logo at 14 picas wide
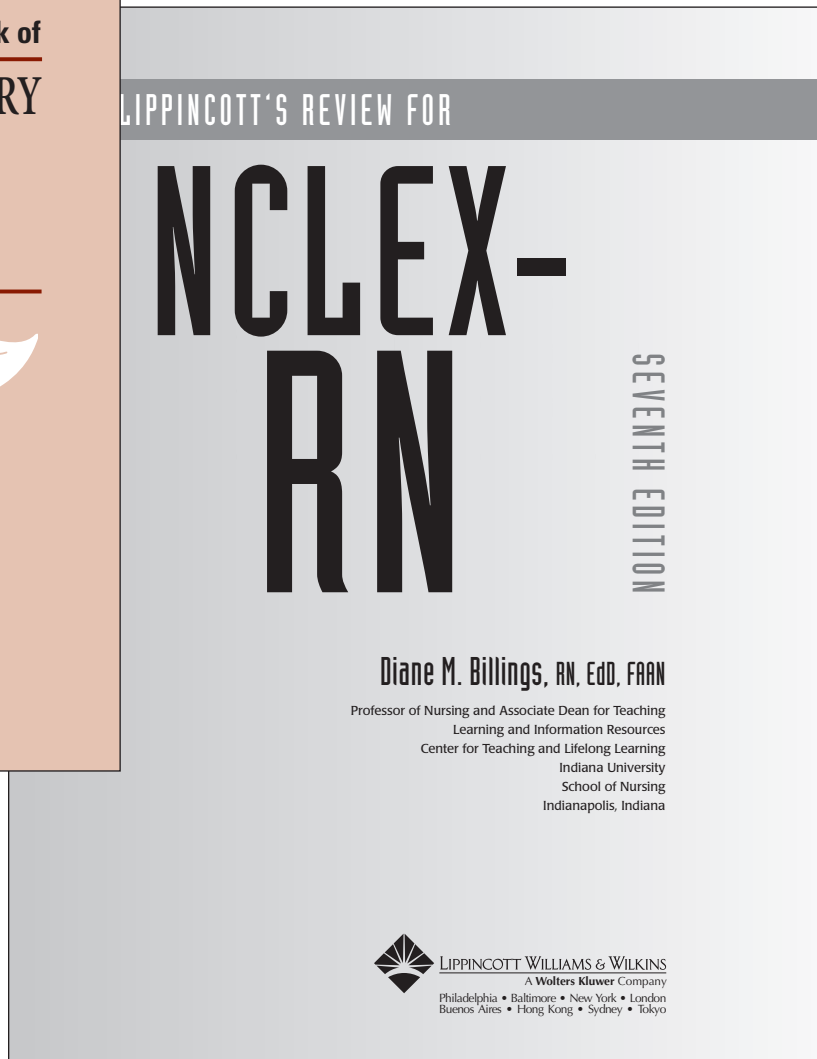
$8^3/8$″ x $10^7/8$″ Cover
Logo at 18 picas wide

Journal Covers

Journal covers are to use the dominant primary horizontal or dominant primary vertical logo. All journals previously branded with Lippincott or Springhouse will instead use the dominant brand logo.

Use of Horizontal Logos

On journal covers that use the dominant primary horizontal logo, placement is always to be at the bottom of the cover and can be centered, or in the right or left corner, depending on cover design, and depending on printing/mailing specs. Unless centered, it is always best to align the left or right edge of the logo with a dominant element's left or right edge. This helps maintain the balance of all elements on the cover.

◆ On all covers, the logo is to be placed 4 picas from the bottom.

◆ The width of the horizontal logo is to be at least 40% the width of the journal cover.

◆ Journals will also use the complete logo on the masthead page.

◆ Use of the logo on the journal spine is not required.

VOLUME 25, NUMBER 4
APRIL 2001

PhysicianAssistant ™

SERVING THE NEEDS OF THE PHYSICIAN ASSISTANT PROFESSION

C M E

RECERTIFICATION SERIES
Pulmonary Function
Testing for PAs

PA Forum:
PAs as Expert
Witnesses

Case Study:
A 72-Year-Old
with Chest Pain

Guest Editorial:
Wake-up Call—
Reality Beckons

WWW.PAJOURNAL.COM

LIPPINCOTT WILLIAMS & WILKINS

4 picas

8″ x 10 1/2″ Cover
Logo at 40% width minimum

Journal Covers continued

Use of Vertical Logos

On journal covers that use the dominant primary vertical logo, placement is always to be at the bottom of the cover and can be centered, or in the right or left corner, depending on cover design, and depending on printing/mailing specs. Unless centered, it is always best to align the left or right edge of the logo with a dominant element's left or right edge. This helps maintain the balance of all elements on the cover.

◆ On all covers, the logo is to be placed 4 picas from the bottom.

◆ The width of the dominant vertical logo is to be at least 20% the width of the journal cover.

◆ Journals will also use the complete logo on the masthead page.

◆ Use of the logo on the journal spine is not required.

4 picas

8″ x 11″ Cover
Logo at 20% width minimum

Newsletters

All newsletters will use the primary horizontal or primary vertical logo in two locations: the front page and the masthead page.

Front Page

On the front page, the complete logo will be used adhering to minimum size and clear space requirements. It is to appear in one of two locations.

◆ If the newsletter is a self-mailer, the logo can appear in close proximity to the mailing label box. (Due to postal regulations, it cannot appear in the mailing label box.)

◆ The logo can also appear beneath the newsletter banner in a right or left location.

This 11″ x 15″ newsletter shows use of the logo beneath the banner in a left position.

This 11″ x 15″ newsletter shows use of the logo near the mailing label box.

Masthead

On the masthead page, the complete logo will be used adhering to minimum size and clear space requirements.

CD ROMs

Because CD ROM components specifications are of standard sizes, the standards for logo application are very specific in certain areas.

Jewel Case Insert Covers

All CD covers should use **only** the primary horizontal logo on the front in a bottom position of the jewel case insert cover. This applies to both dominant and endorsement logos. The logo can take a flush left, centered or flush right position. The logo is to be 17 picas wide and placed 1.5 picas from the bottom. As long as color standards are adhered to, any of the four color variations of the logo may be used, depending on the design. For CD insert covers, use the Minimum Clear Space requirements for small space reproduction.

Direct Smear Atlas:

A CD-ROM of Gram-Stained Smear Preparations of Clinical Specimens

LIPPINCOTT WILLIAMS & WILKINS

$1^1/_2$ picas

17 picas

$4^3/_4''$ x $4^3/_4''$
Insert Cover
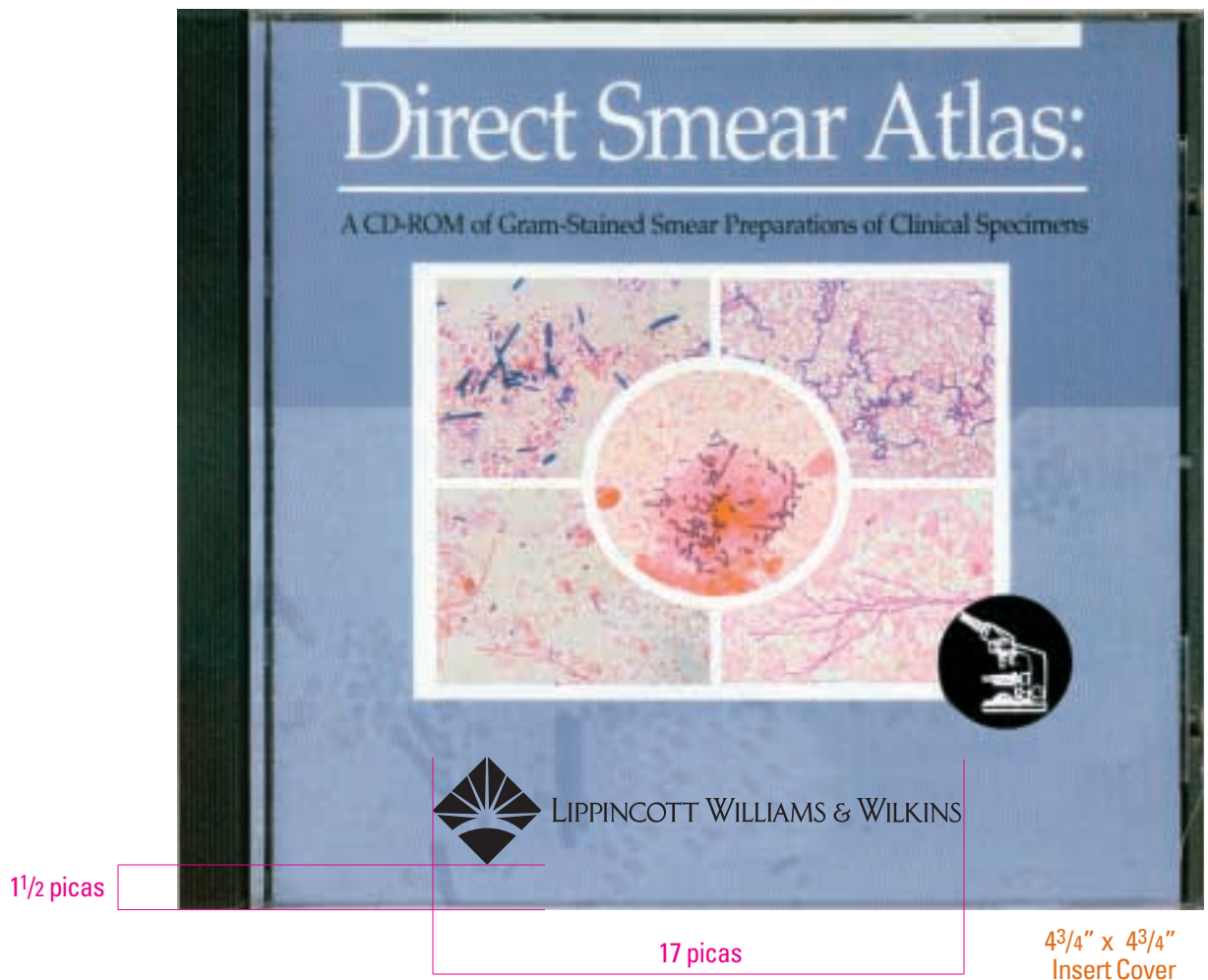
Jewel Case Spines

Because of restricted space, the logo should not appear on the jewel case spine.
Only the title of the publication and the names of the authors should appear on the spine.

CD ROMs continued

CD Surface

Any complete dominant logo or complete endorsement logo can be used on a CD surface. Abbreviated logos can be used if space is limited, but the complete logo is preferred. Color guidelines, minimum clear space requirements, and minimum size requirements apply.

This CD ROM shows use of a dominant vertical logo on the right side of the surface.

Direct Smear Atlas:

A CD-ROM of Gram Stained Smear Preparations of Clinical Specimens

LIPPINCOTT
WILLIAMS & WILKINS

...da M. Marler
...A. Siders
...D. Allen

800-638-0672
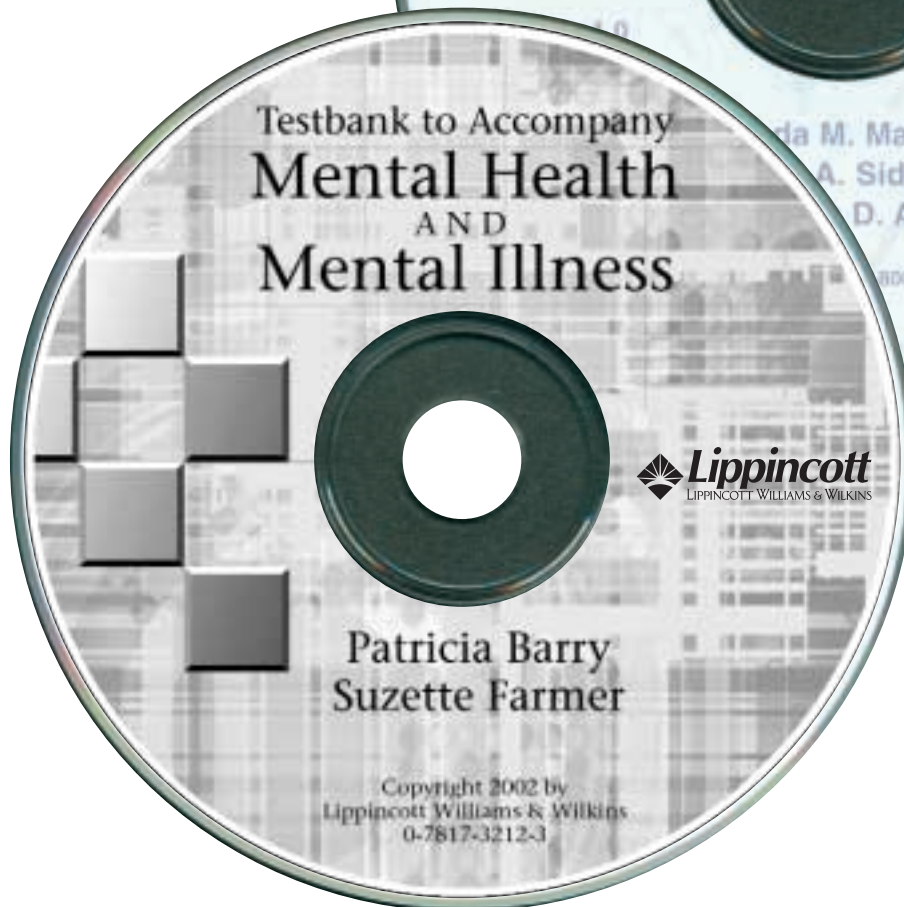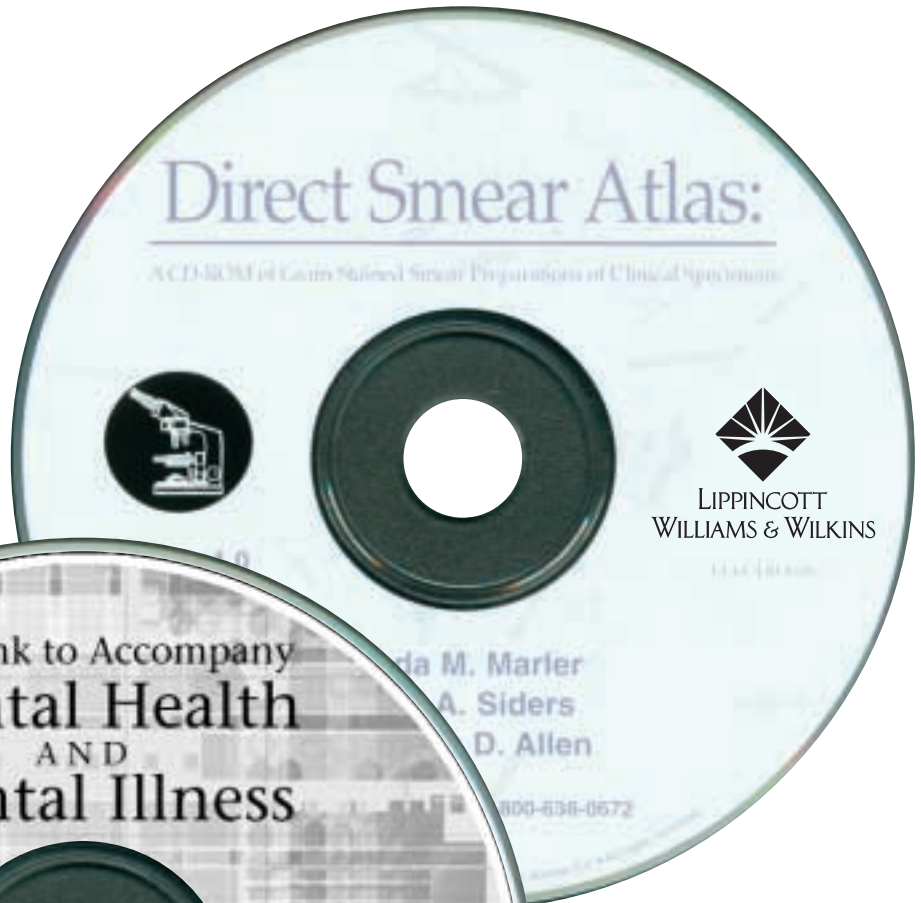
This CD ROM shows use of a vertical endorsement logo on the right side of the surface.

Testbank to Accompany
Mental Health
AND
Mental Illness

Lippincott
LIPPINCOTT WILLIAMS & WILKINS

Patricia Barry
Suzette Farmer

Copyright 2002 by
Lippincott Williams & Wilkins
0-7817-3212-3

Websites

Homepages

Complete logos are to be used on the hompage of a website. The preferred location is the upper left corner. If this option is not possible due to product or service brand issues, the complete logo should appear in the lower left corner of the homepage.

◆ Certain web properties will use endorsement logo.

◆ Horizontal logos are to be no less than 16 picas wide.

◆ Vertical logos are to be no less than 10 picas wide.

◆ The preferred logo color is 2 color (black/yellow) or all black.
Yellow is defined as an RGB value—R 249 G 225 B 102.

This homepage uses the vertical logo in the preferred position of the upper left corner.
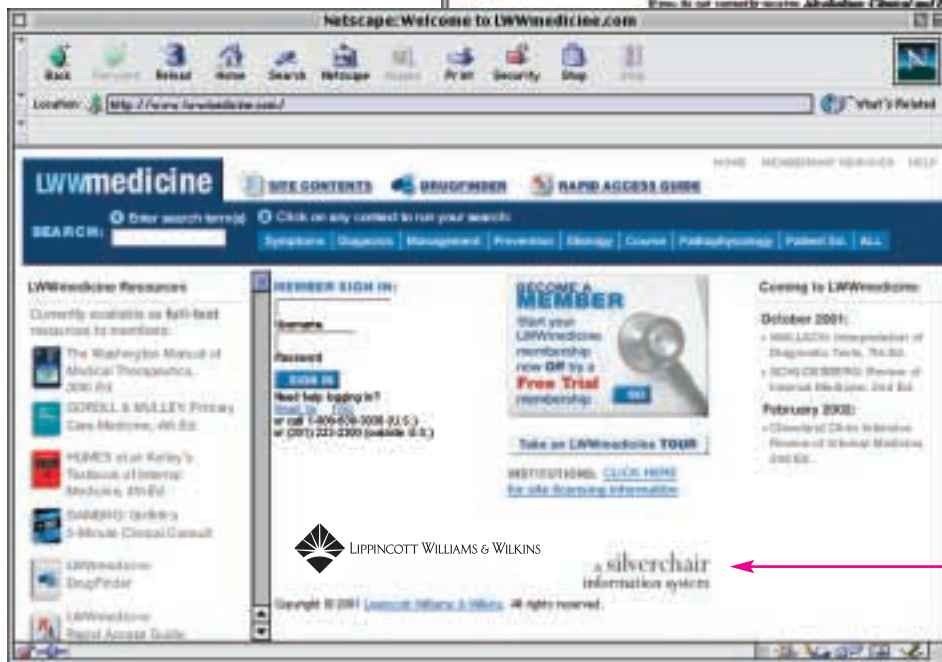
This homepage uses the horizontal logo in the optional position of the lower left corner, visible when the page first loads .

Websites continued

Subsequent Webpages

On all subsequent webpages after the homepage, the abbreviated logo should be used on the button bar or, if a button bar is not used, the complete logo should be placed at the bottom of the page.

◆ Abbreviated logos on button bars are to be no less than 4 picas wide.

◆ The preferred logo color is 2 color (black/yellow) or all black.
Yellow is defined as an RGB value—R 249 G 225 B 102.

This webpage shows use of the abbreviated logo on the button bar. It is used here in reverse.

This webpage shows use of the complete logo at the bottom of the page.
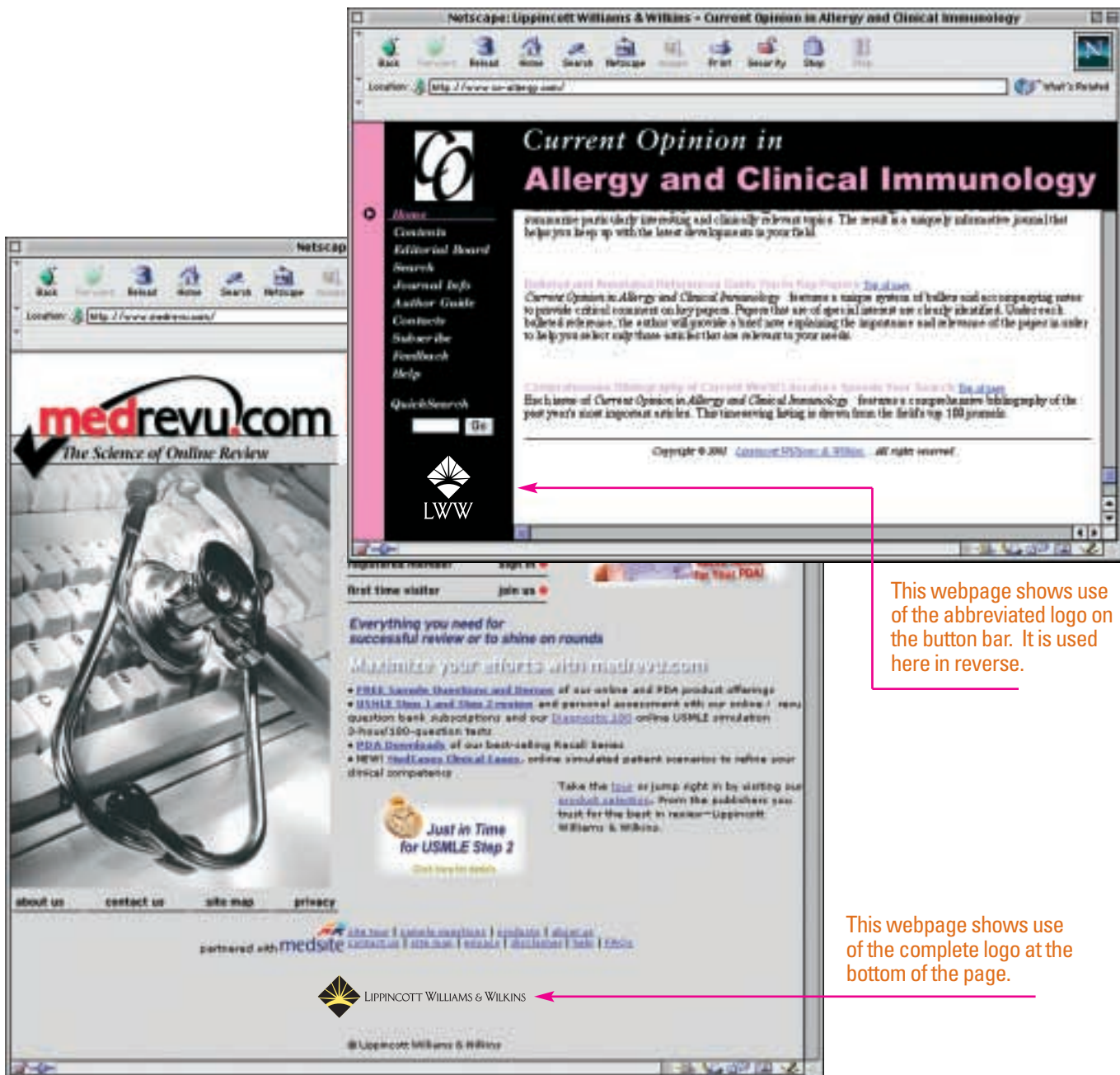
PDAs (Personal Digital Assistants)

The LWW logo should appear on the opening page of all electronic content applications, no smaller than the minimum size requirement on page 19. The complete logo is preferred but the abbreviated logo is an acceptable use given the size limitations of a PDA screen.

◆ Contract language exists to reflect these logo requirements and should be used in all partnership contracts for PDA applications.

PDA Branding with Partners

◆ If the PDA product is created in partnership with another group, but LWW provides the content and is the primary seller of the site or site content, the LWW brand should appear in a dominant position over the partner or vendor brand.

◆ If the other party has licensed LWW content for its PDA, and if the other party is the primary seller of the content, the LWW logo can appear in equal proportion with the partner logo (though dominant position is preferred). The LWW logo should never appear smaller than allowed by minimum size requirements.

◆ The suggested brand approach for a technology partner is to use the dominant brand guidelines, but allow the partner to position their logo in a "powered by" format. For example, "Powered by AvantGo."

◆ These guidelines also apply to any advertising or promotion materials for the PDA product.

In the first PDA shown, the logo appears in a dominant position over the partner.

In the second PDA, the logo appears in equal proportion with the vendor logo.

PDAs shown 80% actual size
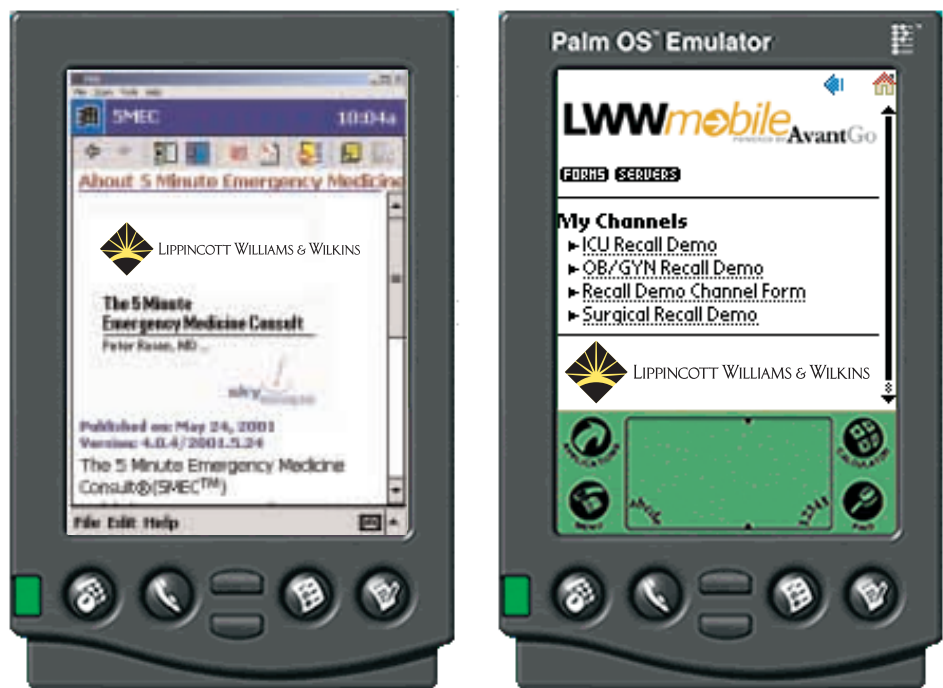
Advertisements

Advertisements use the horizontal or the vertical logo.

Logo placement is always to be at the bottom of the ad, and can take a left, right, or center position, depending on the design.

◆ On all ads, the logo is to be placed maintaining Preferred Clear Space requirements.

◆ The width of the primary horizontal logo is to be at least 40% the width of the ad.

◆ The width of the secondary horizontal logo is to be at least 30% the width of the ad.

◆ The width of the vertical logo is to be at least 20% the width of the ad.

6¹/₂″ x 9¹/₂″ Ad
Secondary horizontal logo at 30% width minimum

Direct Mail

In direct mail, the primary horizontal or primary vertical logo will be used in the return address location with the appropriate return address. Each of these logos currently has four return address versions, shown on page 16 of the Visual Elements section of this manual.

To standardize the appearance of all direct mail, these logos are only to be used at 100% size. All of these logos can be found in the **Reproduction** section of this manual.

◆ Logos with return address locations are to be placed in the upper left corner of the mailing panel or area of any direct mail vehicle.

◆ Primary horizontal logo versions are to placed 1p7 from the top and left edges of the mailing panel or area.

◆ Primary vertical logo versions are to placed 1p10 from the top and left edges of the mailing panel or area.

◆ Exceptions will be made for some society journals and some product-focused direct mail when appropriate.

◆ In no case should two logos (a product logo and the LWW logo) both appear in the return mail location.

11" x 5¹/₂" Direct Mail Self-Mailer
Logo at 100% file size

Corporate Stationery

This section provides detailed graphic guidelines for corporate business cards, envelopes, and letterheads. It is very important that the logo appear in the approved format and colors on all corporate materials.

Business Cards

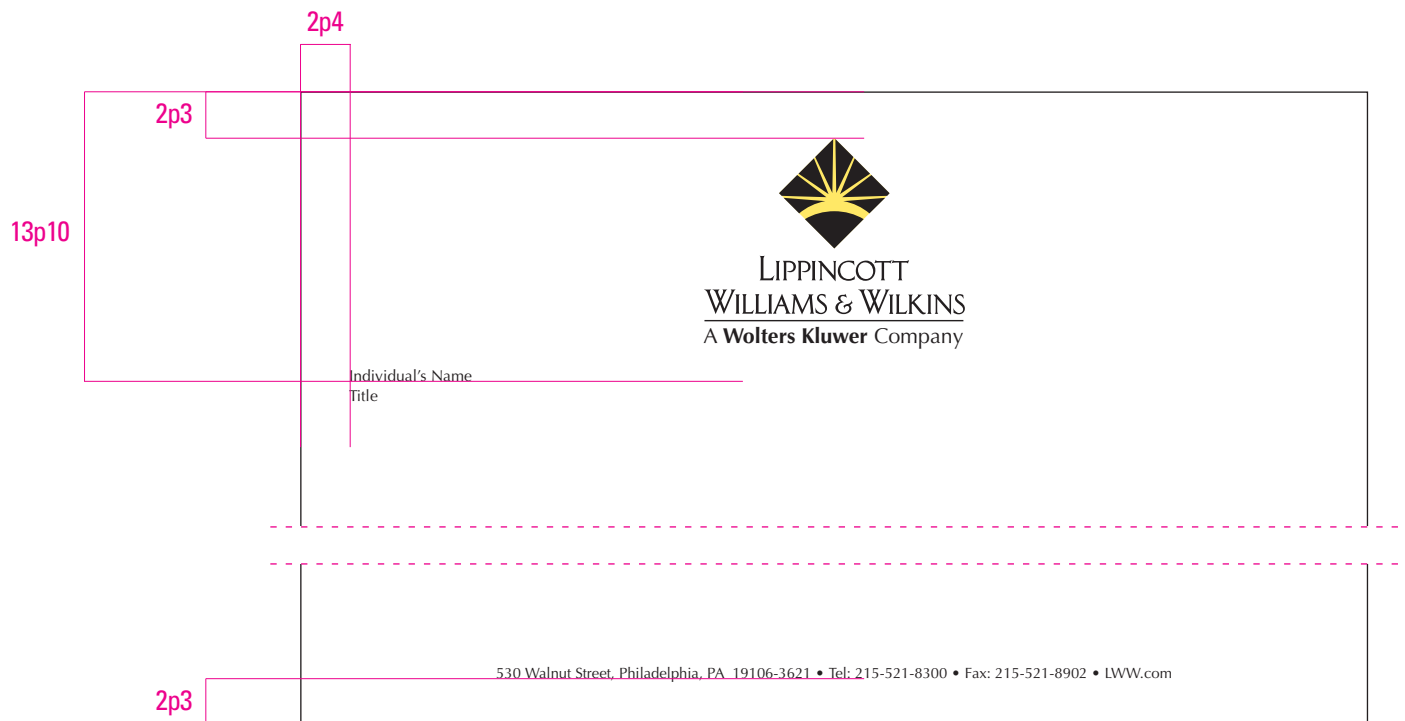All business cards are to use the 2-color primary horizontal Lippincott Williams & Wilkins logo printing in black and PMS 114. It is the only logo that should appear on any business card. If additional information is required on titles represented, etc., space will be allotted on the reverse side of the card. If the corporate web address is to appear on a business card the correct format is: LWW.com.

Specifications

◆ The card measures $3^1/2$" x 2".

◆ The logo measures 17p9 wide and is positioned 1p from the top edge and 1p5 from the left edge.

◆ All other copy is set flush left and aligned with the left edge of the logotype portion of the complete logo, which is always the L in Lippincott.

◆ The Individual's Name is set in 10/12 Optima and baselines 1p9 from the baseline of the logotype portion of the logo.

◆ The Individual's Title is set in 9/11 Optima.

◆ The Addressing Information is set in 8/9.5 Optima and centered as a unit vertically between the bottom of the card and the baseline of the Individual's Title. The example shown below has 3 standard lines of addressing information, but this can be expanded to a maximum of 5 lines if necessary.

1p5

1p

LIPPINCOTT WILLIAMS & WILKINS

Individual's Name
Individual's Title

1p9

Addressing Information is to center as a unit in this area.

530 Walnut Street, Philadelphia, PA 19106-3621
Tel 215-521-0000 • Fax 215-521-0000
E-mail xxxxxxx@LWW.com   LWW.com

$3^1/2$" x 2" Business Card
(Shown at 100% actual size)

Corporate Stationery continued

Commercial Envelopes

These guidelines apply to the full range of standard commercial envelope sizes—$6^1/4$, $6^3/4$, $7^3/4$, Monarch, 9, 10, 11, 12, and 14. These standard sizes range from $3^1/2$" to 5" in height.

All corporate envelopes are to use the 2-color primary vertical logo printing in black and PMS 114. It is the only logo that should appear on any corporate envelope. (For one-color envelopes, the logo should print in all black.)

Specifications

◆ The logo measures 8p8 wide, and is positioned 1p6 from the top edge and 2p7 from the left edge to the left side of the starburst icon.

◆ Addressing Information is set centered in 8.5/10 Optima. It is centered left to right as a unit below the logo. The baseline of the first line of copy is placed 1p3 below the baseline of the logotype portion of the complete logo.

530 Walnut Street
Philadelphia, PA 19106-3621

$9^1/2$" x $4^1/8$" Envelope
(Shown at 100% actual size)
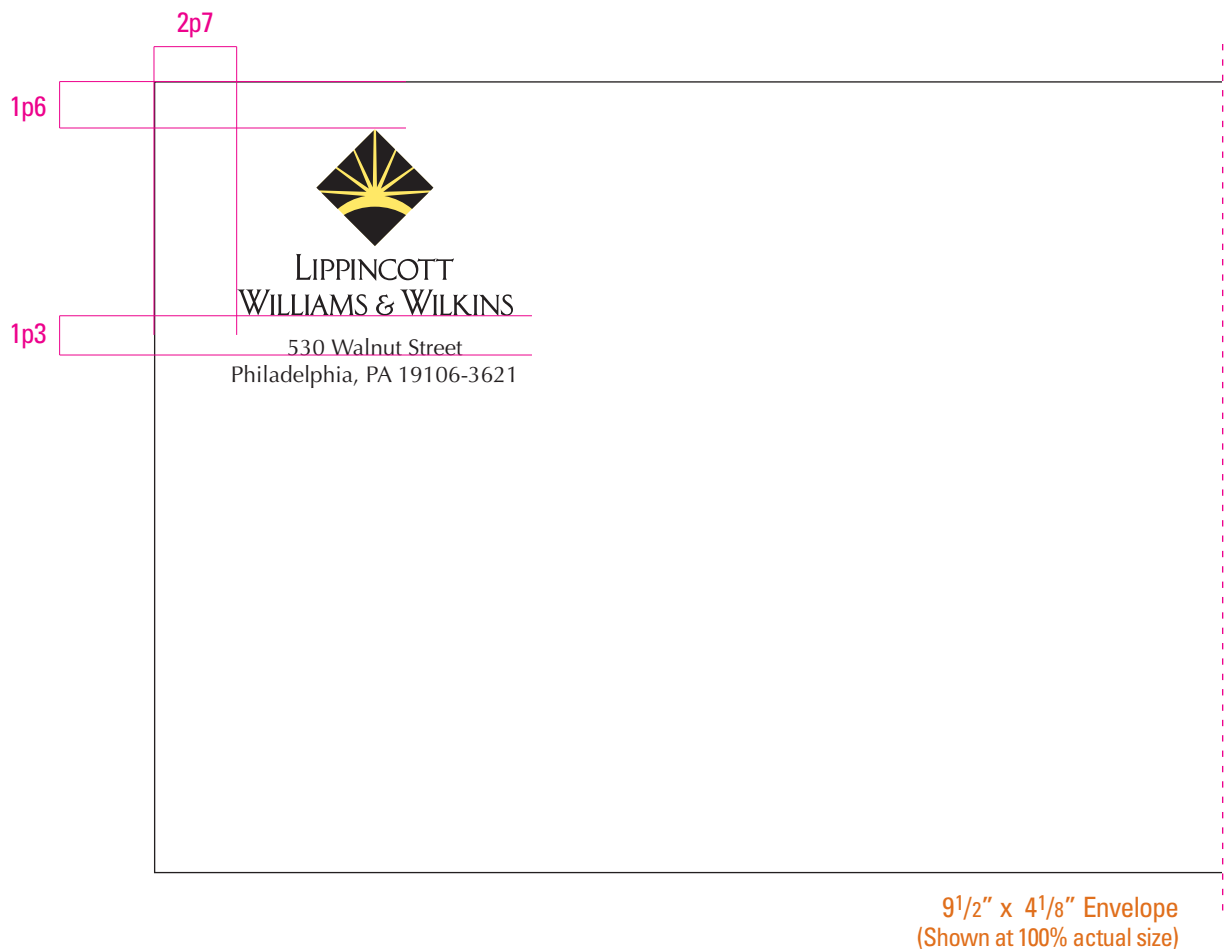
Corporate Stationery continued

Letterhead

Letterhead is to use the 2-color primary vertical Lippincott Williams & Wilkins logo with tag line printing in black and PMS 114. It is the only logo that should appear on corporate letterhead.

Specifications

◆ Letterhead measures 8^1/$_2$" x 11".

◆ The logo measures 12p6 wide, is centered left to right on the sheet, and is positioned 2p3 from the top edge.

◆ Addressing information is set centered on one line in 8.5/10 Optima. It is centered left to right on the sheet, and baselines 2p3 from the bottom edge.

Additional Copy For personal letterhead, a block of copy with the individual's name and title can be added by the individual via their own PC and printer. A Microsoft Word template is available for this purpose. When using this template, do not alter the position, size or style of the personalized copy.

◆ Copy is set flush left in 9/10.5 Optima. The individual's name is on the first line, and the Title is on a second line.

◆ The first line of copy baselines 13p10 from the top of the sheet. It is positioned flush left 2p4 from the left edge of the sheet.

NOTE: For journals that have their own letterhead, the complete logo should appear on the stationery, preferably centered at the bottom of the page followed by the address. Color guidelines apply.

530 Walnut Street, Philadelphia, PA 19106-3621 • Tel: 215-521-8300 • Fax: 215-521-8902 • LWW.com

8^1/$_2$″ x 11″ Letterhead
(Shown at 65% actual size)

Reproduction

Reproduction Overview

Electronic files of all Lippincott Williams & Wilkins logos for use in all applications can be downloaded from http://lola.lww.com/intranet/. After you have found the logo you need, visit this URL where you will find a link specifically for the download of logo files.

Logos are available in three formats.

◆ Logo names that end in **.EPS** are in Encapsulated Postscript format. These are vector based files that will reproduce at any magnification without degradation of the logo. These are to be used in page layout, drawing, and photo-editing programs, and are to be used for high-resolution print and electronic media.

◆ Logo names that end in **.TIF** or **.JPG** are in bitmap format. Unlike vector based EPS files, TIFs and JPGs are composed of pixels, creating images of the logos. Their image quality is dependent on the size of the file—the number of pixels used to define the image. Although these types of files can be created at a high resolution containing a great amount of image data, the TIFs and JPGs here are low resolution files intended only for use in desktop applications such as Microsoft Word, PowerPoint, and Excel. These files can be used at full or reduced size within these applications and present well on screen or when printed from desktop printers. They should not, however, be magnified to any great degree because they will reproduce poorly, and they are never to be used for commercial print.

TIFs and JPGs can be used interchangeably in desktop applications, but a TIF file will produce slightly better results because it is the larger data file of the two. JPGs are compressed, and use less data to form the same image.

JPG is also a standard format used for graphics and logos on the web. Although the JPGs supplied here can be used in web applications, they can only be used at 100% size and cannot be altered in any way. Changing the size of the file will degrade the logo's appearance. If a logo is needed at any other size than the file supplied here, it must be recreated from the original EPS file. Since special care must be exercised in creating legible web graphics, creation of logos for this purpose will be dealt with in the last section of this chapter.

There are also sections in this chapter that supply specific logos for use on book spines, book title pages, and mailing panels on direct mail. Because logos for these applications have been standardized, these files are supplied separately and are only to be used in those media at defined sizes.

Logo File Naming Architecture

All logos are named using the MS-DOS naming convention of 8 characters plus a 3 character suffix. This ensures that all files are compatible across most commonly used electronic platforms. The naming architecture developed has been carefully crafted to make it easy to identify a logo simply by its name. **Do not rename logos once you have downloaded them.**

Names consist of five parts. The following chart explains the logic of the naming architecture.

The first designation defines the logo as a dominant or endorsement logo.

LW = Lippincott Williams & Wilkins (dominant)
LP = Lippincott (endorsement)
SP = Springhouse (endorsement)
SD = Springhouse Direct (endorsement)

The second designation defines the logo configuration.

1H = Primary Horizontal
1V = Primary Vertical
2H = Secondary Horizontal
2V = Secondary Vertical
AB = Abbreviated
BS = Book Spine
CT = Book Title Page with Tag Line and City Listings
HR = Primary Horizontal with Return Address
VR = Primary Vertical with Return Address

LW1H2P00.EPS

The third designation defines the logo color.

2C = PMS Color (Black and 114)
2P = Process Color
KB = Black only, starburst interior knocking out to background
KW = Black only, starburst interior knocking out to white
WH = Reverse logo, or all white

Note: These third designations are retained in TIF and JPG files. Although these files are actually in RGB color, the designation is an accurate description of the visual appearance of the logo. TIFs and JPGs only use the 2C, KW and WH designations since 2P is redundant and KB is not applicable to the format.

The fifth designation defines the logo file format.

.EPS
.TIF
.JPG

The fourth designation is reserved for special classifications.

If this designation is 00 as shown here, that specific logo is for general use and can be resized as needed to work with the guidelines for the application it is being used for.

If the logo name has any numeric code other than 00, that specific logo cannot be resized and is for use in specific situations where logo size has been strictly standardized. Book Spines and Title Pages fit this category and have their own sections in this chapter, along with an explanation of the numeric designations used.

Other special designations are **TG** for logos with the tag line "A Wolters Kluwer Company", and **PP, SP, NY** or **MD** for logos with return address locations which use the fourth designation to identify cities.

Logo Grid Structure

All logos are represented on the following pages in a grid. The grid is composed of four columns.

- ◆ Column 1 gives a description of the logo configuration.
- ◆ Column 2 shows a visual of the logo configuration.
- ◆ Column 3 lists a descriptive breakdown of the logos color versions.
- ◆ Column 4 lists each color versions corresponding logo file.

Dominant Logos in EPS Format

The logos in this grid are the five dominant logos in EPS format.

Logo Description	Logo Sample	Color Version	EPS File
Dominant brand, complete logo, primary horizontal (LW1H)		2-color PMS (2C)	LW1H2C00.EPS
		2-color process (2P)	LW1H2P00.EPS
		Black, knockout to background (KB)	LW1HKB00.EPS
		Black, knockout to white (KW)	LW1HKW00.EPS
		Reverse, or all white (WH)	LW1HWH00.EPS
Dominant brand, complete logo, primary vertical (LW1V)		2-color PMS (2C)	LW1V2C00.EPS
		2-color process (2P)	LW1V2P00.EPS
		Black, knockout to background (KB)	LW1VKB00.EPS
		Black, knockout to white (KW)	LW1VKW00.EPS
		Reverse, or all white (WH)	LW1VWH00.EPS
Dominant brand, complete logo, secondary horizontal (LW2H)		2-color PMS (2C)	LW2H2C00.EPS
		2-color process (2P)	LW2H2P00.EPS
		Black, knockout to background (KB)	LW2HKB00.EPS
		Black, knockout to white (KW)	LW2HKW00.EPS
		Reverse, or all white (WH)	LW2HWH00.EPS
Dominant brand, complete logo, secondary vertical (LW2V)		2-color PMS (2C)	LW2V2C00.EPS
		2-color process (2P)	LW2V2P00.EPS
		Black, knockout to background (KB)	LW2VKB00.EPS
		Black, knockout to white (KW)	LW2VKW00.EPS
		Reverse, or all white (WH)	LW2VWH00.EPS
Dominant brand, abbreviated logo, (LWAB)		2-color PMS (2C)	LWAB2C00.EPS
		2-color process (2P)	LWAB2P00.EPS
		Black, knockout to background (KB)	LWABKB00.EPS
		Black, knockout to white (KW)	LWABKW00.EPS
		Reverse, or all white (WH)	LWABWH00.EPS

Dominant Logos with Tag Line in EPS Format

The logos in this grid are three of the dominant logos with the Wolters Kluwer tag line in EPS format. These logos use TG as the fourth designation to indicate the addition of the tag line "A Wolters Kluwer Company" to the configuration.

Logo Description	Logo Sample	Color Version	EPS File
Dominant brand, complete logo, primary horizontal, with tag line (LW1H__TG)		2-color PMS (2C)	LW1H2CTG.EPS
		2-color process (2P)	LW1H2PTG.EPS
		Black, knockout to background (KB)	LW1HKBTG.EPS
		Black, knockout to white (KW)	LW1HKWTG.EPS
		Reverse, or all white (WH)	LW1HWHTG.EPS
Dominant brand, complete logo, primary vertical, with tag line (LW1V__TG)		2-color PMS (2C)	LW1V2CTG.EPS
		2-color process (2P)	LW1V2PTG.EPS
		Black, knockout to background (KB)	LW1VKBTG.EPS
		Black, knockout to white (KW)	LW1VKWTG.EPS
		Reverse, or all white (WH)	LW1VWHTG.EPS
Dominant brand, complete logo, secondary horizontal with tag line (LW2H__TG)		2-color PMS (2C)	LW2H2CTG.EPS
		2-color process (2P)	LW2H2PTG.EPS
		Black, knockout to background (KB)	LW2HKBTG.EPS
		Black, knockout to white (KW)	LW2HKWTG.EPS
		Reverse, or all white (WH)	LW2HWHTG.EPS

NOTE: Abbreviated and endorsement logos are not to use the tag line "A Wolters Kluwer Company".

Endorsement Logos in EPS Format

The logos in this grid are the six endorsement logos in EPS format.

Logo Description	Logo Sample	Color Version	EPS File
Lippincott endorsement logo, primary horizontal, (LP1H)		2-color PMS (2C)	LP1H2C00.EPS
		2-color process (2P)	LP1H2P00.EPS
		Black, knockout to background (KB)	LP1HKB00.EPS
		Black, knockout to white (KW)	LP1HKW00.EPS
		Reverse, or all white (WH)	LP1HWH00.EPS
Lippincott endorsement logo, primary vertical, (LP1V)		2-color PMS (2C)	LP1V2C00.EPS
		2-color process (2P)	LP1V2P00.EPS
		Black, knockout to background (KB)	LP1VKB00.EPS
		Black, knockout to white (KW)	LP1VKW00.EPS
		Reverse, or all white (WH)	LP1VWH00.EPS
Lippincott endorsement logo, abbreviated, (LPAB)		2-color PMS (2C)	LPAB2C00.EPS
		2-color process (2P)	LPAB2P00.EPS
		Black, knockout to background (KB)	LPABKB00.EPS
		Black, knockout to white (KW)	LPABKW00.EPS
		Reverse, or all white (WH)	LPABWH00.EPS
Springhouse endorsement logo, primary horizontal (SP1H)		2-color PMS (2C)	SP1H2C00.EPS
		2-color process (2P)	SP1H2P00.EPS
		Black, knockout to background (KB)	SP1HKB00.EPS
		Black, knockout to white (KW)	SP1HKW00.EPS
		Reverse, or all white (WH)	SP1HWH00.EPS
Springhouse endorsement logo, primary vertical, (SP1V)		2-color PMS (2C)	SP1V2C00.EPS
		2-color process (2P)	SP1V2P00.EPS
		Black, knockout to background (KB)	SP1VKB00.EPS
		Black, knockout to white (KW)	SP1VKW00.EPS
		Reverse, or all white (WH)	SP1VWH00.EPS
Springhouse endorsement logo, abbreviated, (SPAB)		2-color PMS (2C)	SPAB2C00.EPS
		2-color process (2P)	SPAB2P00.EPS
		Black, knockout to background (KB)	SPABKB00.EPS
		Black, knockout to white (KW)	SPABKW00.EPS
		Reverse, or all white (WH)	SPABWH00.EPS
Springhouse Direct endorsement, logo, primary horizontal (SD1H)		2-color PMS (2C)	SD1H2C00.EPS
		2-color process (2P)	SD1H2P00.EPS
		Black, knockout to background (KB)	SD1HKB00.EPS
		Black, knockout to white (KW)	SD1HKW00.EPS
		Reverse, or all white (WH)	SD1HWH00.EPS
Springhouse Direct endorsement logo, primary vertical, (SD1V)		2-color PMS (2C)	SD1V2C00.EPS
		2-color process (2P)	SD1V2P00.EPS
		Black, knockout to background (KB)	SD1VKB00.EPS
		Black, knockout to white (KW)	SD1VKW00.EPS
		Reverse, or all white (WH)	SD1VWH00.EPS

Book Spine Logos in EPS Format

Dominant and Endorsement Brands

The logos in this grid are for use on Book Spines only. These logos are always dominant or endorsement abbreviated configurations, and are only to be used at specific sizes based on the width of the book spine. Book Spine Logos are to be imported into and resized within a page layout application according to the chart below. See page 33 for further details on the application of these logos.

Logo Description	Logo Sample	Color Version	EPS File
Dominant brand, book spine logo, (LWBS__00)		2-color PMS (2C)	LWBS2C00.EPS
		2-color process (2P)	LWBS2P00.EPS
		Black, knockout to background (KB)	LWBSKB00.EPS
		Black, knockout to white (KW)	LWBSKW00.EPS
		Reverse, or all white (WH)	LWBSWH00.EPS
Lippincott endorsement brand, book spine logo, (LPBS__00)		2-color PMS (2C)	LPBS2C00.EPS
		2-color process (2P)	LPBS2P00.EPS
		Black, knockout to background (KB)	LPBSKB00.EPS
		Black, knockout to white (KW)	LPBSKW00.EPS
		Reverse, or all white (WH)	LPBSWH00.EPS
Springhouse endorsement brand, book spine logo, (SPBS__00)		2-color PMS (2C)	SPBS2C00.EPS
		2-color process (2P)	SPBS2P00.EPS
		Black, knockout to background (KB)	SPBSKB00.EPS
		Black, knockout to white (KW)	SPBSKW00.EPS
		Reverse, or all white (WH)	SPBSWH00.EPS

NOTE: These logos are not available in TIF or JPG format.

Use this chart for sizing logos. After determining the book's **Spine Width,** import the appropriate logo into the page layout application and resize it to exactly the percentage indicated in the **Scale** column. Do not resize the logo file **before** importing.

Spine Width	Scale
less than $^3/8$”	**NA**
$^3/8$” to $<^1/2$”	**20%**
$^1/2$” to $<^3/4$”	**25%**
$^3/4$” to <1”	**40%**
1” to $<1^1/4$”	**55%**
$1^1/4$” to $<1^1/2$”	**70%**
$1^1/2$” to $<1^3/4$”	**85%**
$1^3/4$” to <2”	**100%**
2” to $<2^1/4$”	**115%**
$2^1/4$” to $<2^1/2$”	**130%**
$2^1/2$” to $<2^3/4$”	**145%**
$2^3/4$” to <3”	**160%**
3” to $<3^1/4$”	**175%**
3 $^1/4$” and greater	**190%**

Book Title Page Logos in EPS Format

The logos in this grid are for use on Book Title Pages only. There is only one logo configuration, and it is to be used only at 14 and 18 picas wide, depending on the size of the publication. Use these files at 100% only. See page 34 for further details on the application of these logos.

Logo Description	Logo Sample	Color Version	EPS File
Dominant brand, book title page logo, 14 picas wide, (LWCT__01)		2-color PMS (2C)	LWCT2C01.EPS
		2-color process (2P)	LWCT2P01.EPS
		Black, knockout to background (KB)	LWCTKB01.EPS
		Black, knockout to white (KW)	LWCTKW01.EPS
		Reverse, or all white (WH)	LWCTWH01.EPS
Dominant brand, book title page logo, 18 picas wide, (LWCT__02)		2-color PMS (2C)	LWCT2C02.EPS
		2-color process (2P)	LWCT2P02.EPS
		Black, knockout to background (KB)	LWCTKB02.EPS
		Black, knockout to white (KW)	LWCTKW02.EPS
		Reverse, or all white (WH)	LWCTWH02.EPS

NOTE: These logos are not available in TIF or JPG format.

Logos with Return Address Locations in EPS Format

The logos in EPS format in this grid have accompanying return address locations attached to them and are for use on direct mail only. These logos are to be used on mailing panels in the return address area at 100%. See page 44 for further details on the application of these logos.

Primary Horizontal Logos with Return Address Locations

Logo Description	Logo Sample	Color Version	EPS File
Primary horizontal with return address, Philadelphia, PA version (LWHR__PP)	LIPPINCOTT WILLIAMS & WILKINS 530 Walnut Street Philadelphia, PA 19106	2-color PMS (2C)	LWHR2CPP.EPS
		2-color process (2P)	LWHR2PPP.EPS
		Black, knockout to background (KB)	LWHRKBPP.EPS
		Black, knockout to white (KW)	LWHRKWPP.EPS
		Reverse, or all white (WH)	LWHRWHPP.EPS
Primary horizontal with return address, Springhouse, PA version (LWHR__SP)	LIPPINCOTT WILLIAMS & WILKINS 1111 Bethlehem Pike P.O. Box 908 Springhouse, PA 19477	2-color PMS (2C)	LWHR2CSP.EPS
		2-color process (2P)	LWHR2PSP.EPS
		Black, knockout to background (KB)	LWHRKBSP.EPS
		Black, knockout to white (KW)	LWHRKWSP.EPS
		Reverse, or all white (WH)	LWHRWHSP.EPS
Primary horizontal with return address, New York, NY version (LWHR__NY)	LIPPINCOTT WILLIAMS & WILKINS 345 Hudson Street New York, NY 10014	2-color PMS (2C)	LWHR2CNY.EPS
		2-color process (2P)	LWHR2PNY.EPS
		Black, knockout to background (KB)	LWHRKBNY.EPS
		Black, knockout to white (KW)	LWHRKWNY.EPS
		Reverse, or all white (WH)	LWHRWHNY.EPS
Primary horizontal with return address, Baltimore, MD version (LWHR__MD)	LIPPINCOTT WILLIAMS & WILKINS 351 W. Camden Street Baltimore, MD 21201	2-color PMS (2C)	LWHR2CMD.EPS
		2-color process (2P)	LWHR2PMD.EPS
		Black, knockout to background (KB)	LWHRKBMD.EPS
		Black, knockout to white (KW)	LWHRKWMD.EPS
		Reverse, or all white (WH)	LWHRWHMD.EPS

Logos with Return Address Locations in EPS Format

Primary Vertical Logos with Return Address Locations

Logo Description	Logo Sample	Color Version	EPS File
Primary vertical with return address, Philadelphia, PA version (LWVR__PP)	LIPPINCOTT WILLIAMS & WILKINS 530 Walnut Street Philadelphia, PA 19106	2-color PMS (2C)	LWVR2CPP.EPS
		2-color process (2P)	LWVR2PPP.EPS
		Black, knockout to background (KB)	LWVRKBPP.EPS
		Black, knockout to white (KW)	LWVRKWPP.EPS
		Reverse, or all white (WH)	LWVRWHPP.EPS
Primary vertical with return address, Springhouse, PA version (LWVR__SP)	LIPPINCOTT WILLIAMS & WILKINS 1111 Bethlehem Pike P.O. Box 908 Springhouse, PA 19477	2-color PMS (2C)	LWVR2CSP.EPS
		2-color process (2P)	LWVR2PSP.EPS
		Black, knockout to background (KB)	LWVRKBSP.EPS
		Black, knockout to white (KW)	LWVRKWSP.EPS
		Reverse, or all white (WH)	LWVRWHSP.EPS
Primary vertical with return address, New York, NY version (LWVR__NY)	LIPPINCOTT WILLIAMS & WILKINS 345 Hudson Street New York, NY 10014	2-color PMS (2C)	LWVR2CNY.EPS
		2-color process (2P)	LWVR2PNY.EPS
		Black, knockout to background (KB)	LWVRKBNY.EPS
		Black, knockout to white (KW)	LWVRKWNY.EPS
		Reverse, or all white (WH)	LWVRWHNY.EPS
Primary vertical with return address, Baltimore, MD version (LWVR__MD)	LIPPINCOTT WILLIAMS & WILKINS 351 W. Camden Street Baltimore, MD 21201	2-color PMS (2C)	LWVR2CMD.EPS
		2-color process (2P)	LWVR2PMD.EPS
		Black, knockout to background (KB)	LWVRKBMD.EPS
		Black, knockout to white (KW)	LWVRKWMD.EPS
		Reverse, or all white (WH)	LWVRWHMD.EPS

Dominant Logos in TIF Format

The logos in this grid are the five dominant logos in TIF format.

Logo Description	Logo Sample	Color Version	TIF File
Dominant brand, complete logo, primary horizontal (LW1H)		2-color, black and yellow (2C)	LW1H2C00.TIF
		Black on white background (KW)	LW1HKW00.TIF
		White on black background (WH)	LW1HWH00.TIF
Dominant brand, complete logo, primary vertical (LW1V)		2-color, black and yellow (2C)	LW1V2C00.TIF
		Black on white background (KW)	LW1VKW00.TIF
		White on black background (WH)	LW1VWH00.TIF
Dominant brand, complete logo, secondary horizontal (LW2H)		2-color, black and yellow (2C)	LW2H2C00.TIF
		Black on white background (KW)	LW2HKW00.TIF
		White on black background (WH)	LW2HWH00.TIF
Dominant brand, complete logo, secondary vertical (LW2V)		2-color, black and yellow (2C)	LW2V2C00.TIF
		2Black on white background (KW)	LW2VKW00.TIF
		White on black background (WH)	LW2VWH00.TIF
Dominant brand, abbreviated logo, (LWAB)		2-color, black and yellow (2C)	LWAB2C00.TIF
		Black on white background (KW)	LWABKW00.TIF
		White on black background (WH)	LWABWH00.TIF

Dominant Logos with Tag Line in TIF Format

The logos in this grid are three of the dominant logos with the Wolters Kluwer tag line in TIF format. These logos use TG as the fourth designation to indicate the addition of the tag line "A Wolters Kluwer Company" to the configuration.

Logo Description	Logo Sample	Color Version	TIF File
Dominant brand, complete logo, primary horizontal, with tag line (LW1H__TG)		2-color, black and yellow (2C)	LW1H2CTG.TIF
		Black on white background (KW)	LW1HKWTG.TIF
		White on black background (WH)	LW1HWHTG.TIF
Dominant brand, complete logo, primary vertical, with tag line (LW1V__TG)		2-color, black and yellow (2C)	LW1V2CTG.TIF
		Black on white background (KW)	LW1VKWTG.TIF
		White on black background (WH)	LW1VWHTG.TIF
Dominant brand, complete logo, secondary horizontal with tag line (LW2H__TG)		2-color, black and yellow (2C)	LW2H2CTG.TIF
		Black on white background (KW)	LW2HKWTG.TIF
		White on black background (WH)	LW2HWHTG.TIF

NOTE: Abbreviated and endorsement logos are not to use the tag line "A Wolters Kluwer Company".

Endorsement Logos in TIF Format

The logos in this grid are the six endorsement logos in TIF format.

Logo Description	Logo Sample	Color Version	TIF File
Lippincott endorsement logo, primary horizontal, (LP1H)		2-color, black and yellow (2C)	LP1H2C00.TIF
		Black on white background (KW)	LP1HKW00.TIF
		White on black background (WH)	LP1HWH00.TIF
Lippincott endorsement logo, primary vertical, (LP1V)		2-color, black and yellow (2C)	LP1V2C00.TIF
		Black on white background (KW)	LP1VKW00.TIF
		White on black background (WH)	LP1VWH00.TIF
Lippincott endorsement logo, abbreviated, (LPAB)		2-color, black and yellow (2C)	LPAB2C00.TIF
		Black on white background (KW)	LPABKW00.TIF
		White on black background (WH)	LPABWH00.TIF
Springhouse endorsement logo, primary horizontal (SP1H)		2-color, black and yellow (2C)	SP1H2C00.TIF
		Black on white background (KW)	SP1HKW00.TIF
		White on black background (WH)	SP1HWH00.TIF
Springhouse endorsement logo, primary vertical, (SP1V)		2-color, black and yellow (2C)	SP1V2C00.TIF
		Black on white background (KW)	SP1VKW00.TIF
		White on black background (WH)	SP1VWH00.TIF
Springhouse endorsement logo, abbreviated, (SPAB)		2-color, black and yellow (2C)	SPAB2C00.TIF
		Black on white background (KW)	SPABKW00.TIF
		White on black background (WH)	SPABWH00.TIF
Springhouse Direct endorsement , logo, primary horizontal (SD1H)		2-color, black and yellow (2C)	SD1H2C00.TIF
		Black on white background (KW)	SD1HKW00.TIF
		White on black background (WH)	SD1HWH00.TIF
Springhouse Direct endorsement logo, primary vertical, (SD1V)		2-color, black and yellow (2C)	SD1V2C00.TIF
		Black on white background (KW)	SD1VKW00.TIF
		White on black background (WH)	SD1VWH00.TIF

Logos with Return Address Locations in TIF Format

The logos in TIF format in this grid have accompanying return address locations attached to them and are for use on direct mail only. These logos are to be used on mailing panels in the return address area at 100%. See page 44 for further details on the application of these logos.

Primary Horizontal Logos with Return Address Locations

Logo Description	Logo Sample	Color Version	TIF File
Primary horizontal with return address, Philadelphia, PA version (LWHR__PP)	LIPPINCOTT WILLIAMS & WILKINS 530 Walnut Street Philadelphia, PA 19106	2-color, black and yellow (2C)	LWHR2CPP.TIF
		Black on white background (KW)	LWHRKWPP.TIF
		White on black background (WH)	LWHRWHPP.TIF
Primary horizontal with return address, Springhouse, PA version (LWHR__SP)	LIPPINCOTT WILLIAMS & WILKINS 1111 Bethlehem Pike P.O. Box 908 Springhouse, PA 19477	2-color, black and yellow (2C)	LWHR2CSP.TIF
		Black on white background (KW)	LWHRKWSP.TIF
		White on black background (WH)	LWHRWHSP.TIF
Primary horizontal with return address, New York, NY version (LWHR__NY)	LIPPINCOTT WILLIAMS & WILKINS 345 Hudson Street New York, NY 10014	2-color, black and yellow (2C)	LWHR2CNY.TIF
		Black on white background (KW)	LWHRKWNY.TIF
		White on black background (WH)	LWHRWHNY.TIF
Primary horizontal with return address, Baltimore, MD version (LWHR__MD)	LIPPINCOTT WILLIAMS & WILKINS 351 W. Camden Street Baltimore, MD 21201	2-color, black and yellow (2C)	LWHR2CMD.TIF
		Black on white background (KW)	LWHRKWMD.TIF
		White on black background (WH)	LWHRWHMD.TIF

Logos with Return Address Locations in TIF Format

Primary Vertical Logos with Return Address Locations

Logo Description	Logo Sample	Color Version	TIF File
Primary vertical with return address, Philadelphia, PA version (LWVR__PP)	LIPPINCOTT WILLIAMS & WILKINS 530 Walnut Street Philadelphia, PA 19106	2-color, black and yellow (2C) Black on white background (KW) White on black background (WH)	LWVR2CPP.TIF LWVRKWPP.TIF LWVRWHPP.TIF
Primary vertical with return address, Springhouse, PA version (LWVR__SP)	LIPPINCOTT WILLIAMS & WILKINS 1111 Bethlehem Pike P.O. Box 908 Springhouse, PA 19477	2-color, black and yellow (2C) Black on white background (KW) White on black background (WH)	LWVR2CSP.TIF LWVRKWSP.TIF LWVRWHSP.TIF
Primary vertical with return address, New York, NY version (LWVR__NY)	LIPPINCOTT WILLIAMS & WILKINS 345 Hudson Street New York, NY 10014	2-color, black and yellow (2C) Black on white background (KW) White on black background (WH)	LWVR2CNY.TIF LWVRKWNY.TIF LWVRWHNY.TIF
Primary vertical with return address, Baltimore, MD version (LWVR__MD)	LIPPINCOTT WILLIAMS & WILKINS 351 W. Camden Street Baltimore, MD 21201	2-color, black and yellow (2C) Black on white background (KW) White on black background (WH)	LWVR2CMD.TIF LWVRKWMD.TIF LWVRWHMD.TIF

Dominant Logos in JPG Format

The logos in this grid are the five dominant logos in JPG format.

Logo Description	Logo Sample	Color Version	JPG File
Dominant brand, complete logo, primary horizontal (LW1H)		2-color, black and yellow (2C)	LW1H2C00.JPG
		Black on white background (KW)	LW1HKW00.JPG
		White on black background (WH)	LW1HWH00.JPG
Dominant brand, complete logo, primary vertical (LW1V)		2-color, black and yellow (2C)	LW1V2C00.JPG
		Black on white background (KW)	LW1VKW00.JPG
		White on black background (WH)	LW1VWH00.JPG
Dominant brand, complete logo, secondary horizontal (LW2H)		2-color, black and yellow (2C)	LW2H2C00.JPG
		Black on white background (KW)	LW2HKW00.JPG
		White on black background (WH)	LW2HWH00.JPG
Dominant brand, complete logo, secondary vertical (LW2V)		2-color, black and yellow (2C)	LW2V2C00.JPG
		2Black on white background (KW)	LW2VKW00.JPG
		White on black background (WH)	LW2VWH00.JPG
Dominant brand, abbreviated logo, (LWAB)		2-color, black and yellow (2C)	LWAB2C00.JPG
		Black on white background (KW)	LWABKW00.JPG
		White on black background (WH)	LWABWH00.JPG

Dominant Logos with Tag Line in JPG Format

The logos in this grid are three of the dominant logos with the Wolters Kluwer tag line in JPG format. These logos use TG as the fourth designation to indicate the addition of the tag line "A Wolters Kluwer Company" to the configuration.

Logo Description	Logo Sample	Color Version	JPG File
Dominant brand, complete logo, primary horizontal, with tag line (LW1H__TG)		2-color, black and yellow (2C)	LW1H2CTG.JPG
		Black on white background (KW)	LW1HKWTG.JPG
		White on black background (WH)	LW1HWHTG.JPG
Dominant brand, complete logo, primary vertical, with tag line (LW1V__TG)		2-color, black and yellow (2C)	LW1V2CTG.JPG
		Black on white background (KW)	LW1VKWTG.JPG
		White on black background (WH)	LW1VWHTG.JPG
Dominant brand, complete logo, secondary horizontal with tag line (LW2H__TG)		2-color, black and yellow (2C)	LW2H2CTG.JPG
		Black on white background (KW)	LW2HKWTG.JPG
		White on black background (WH)	LW2HWHTG.JPG

NOTE: Abbreviated and endorsement logos are not to use the tag line "A Wolters Kluwer Company".

Endorsement Logos in JPG Format

The logos in this grid are the six endorsement logos in JPG format.

Logo Description	Logo Sample	Color Version	JPG File
Lippincott endorsement logo, primary horizontal, (LP1H)		2-color, black and yellow (2C)	LP1H2C00.JPG
		Black on white background (KW)	LP1HKW00.JPG
		White on black background (WH)	LP1HWH00.JPG
Lippincott endorsement logo, primary vertical, (LP1V)		2-color, black and yellow (2C)	LP1V2C00.JPG
		Black on white background (KW)	LP1VKW00.JPG
		White on black background (WH)	LP1VWH00.JPG
Lippincott endorsement logo, abbreviated, (LPAB)		2-color, black and yellow (2C)	LPAB2C00.JPG
		Black on white background (KW)	LPABKW00.JPG
		White on black background (WH)	LPABWH00.JPG
Springhouse endorsement logo, primary horizontal (SP1H)		2-color, black and yellow (2C)	SP1H2C00.JPG
		Black on white background (KW)	SP1HKW00.JPG
		White on black background (WH)	SP1HWH00.JPG
Springhouse endorsement logo, primary vertical, (SP1V)		2-color, black and yellow (2C)	SP1V2C00.JPG
		Black on white background (KW)	SP1VKW00.JPG
		White on black background (WH)	SP1VWH00.JPG
Springhouse endorsement logo, abbreviated, (SPAB)		2-color, black and yellow (2C)	SPAB2C00.JPG
		Black on white background (KW)	SPABKW00.JPG
		White on black background (WH)	SPABWH00.JPG
Springhouse Direct endorsement , logo, primary horizontal (SD1H)		2-color, black and yellow (2C)	SD1H2C00.JPG
		Black on white background (KW)	SD1HKW00.JPG
		White on black background (WH)	SD1HWH00.JPG
Springhouse Direct endorsement logo, primary vertical, (SD1V)		2-color, black and yellow (2C)	SD1V2C00.JPG
		Black on white background (KW)	SD1VKW00.JPG
		White on black background (WH)	SD1VWH00.JPG

Logos with Return Address Locations in JPG Format

The logos in JPG format in this grid have accompanying return address locations attached to them and are for use on direct mail only. These logos are to be used on mailing panels in the return address area at 100%. See page 44 for further details on the application of these logos.

Primary Horizontal Logos with Return Address Locations

Logo Description	Logo Sample	Color Version	JPG File
Primary horizontal with return address, Philadelphia, PA version (LWHR__PP)	LIPPINCOTT WILLIAMS & WILKINS 530 Walnut Street Philadelphia, PA 19106	2-color, black and yellow (2C)	LWHR2CPP.JPG
		Black on white background (KW)	LWHRKWPP.JPG
		White on black background (WH)	LWHRWHPP.JPG
Primary horizontal with return address, Springhouse, PA version (LWHR__SP)	LIPPINCOTT WILLIAMS & WILKINS 1111 Bethlehem Pike P.O. Box 908 Springhouse, PA 19477	2-color, black and yellow (2C)	LWHR2CSP.JPG
		Black on white background (KW)	LWHRKWSP.JPG
		White on black background (WH)	LWHRWHSP.JPG
Primary horizontal with return address, New York, NY version (LWHR__NY)	LIPPINCOTT WILLIAMS & WILKINS 345 Hudson Street New York, NY 10014	2-color, black and yellow (2C)	LWHR2CNY.JPG
		Black on white background (KW)	LWHRKWNY.JPG
		White on black background (WH)	LWHRWHNY.JPG
Primary horizontal with return address, Baltimore, MD version (LWHR__MD)	LIPPINCOTT WILLIAMS & WILKINS 351 W. Camden Street Baltimore, MD 21201	2-color, black and yellow (2C)	LWHR2CMD.JPG
		Black on white background (KW)	LWHRKWMD.JPG
		White on black background (WH)	LWHRWHMD.JPG

Logos with Return Address Locations in JPG Format

Primary Vertical Logos with Return Address Locations

Logo Description	Logo Sample	Color Version	JPG File
Primary vertical with return address, Philadelphia, PA version (LWVR__PP)	LIPPINCOTT WILLIAMS & WILKINS 530 Walnut Street Philadelphia, PA 19106	2-color, black and yellow (2C)	LWVR2CPP.JPG
		Black on white background (KW)	LWVRKWPP.JPG
		White on black background (WH)	LWVRWHPP.JPG
Primary vertical with return address, Springhouse, PA version (LWVR__SP)	LIPPINCOTT WILLIAMS & WILKINS 1111 Bethlehem Pike P.O. Box 908 Springhouse, PA 19477	2-color, black and yellow (2C)	LWVR2CSP.JPG
		Black on white background (KW)	LWVRKWSP.JPG
		White on black background (WH)	LWVRWHSP.JPG
Primary vertical with return address, New York, NY version (LWVR__NY)	LIPPINCOTT WILLIAMS & WILKINS 345 Hudson Street New York, NY 10014	2-color, black and yellow (2C)	LWVR2CNY.JPG
		Black on white background (KW)	LWVRKWNY.JPG
		White on black background (WH)	LWVRWHNY.JPG
Primary vertical with return address, Baltimore, MD version (LWVR__MD)	LIPPINCOTT WILLIAMS & WILKINS 351 W. Camden Street Baltimore, MD 21201	2-color, black and yellow (2C)	LWVR2CMD.JPG
		Black on white background (KW)	LWVRKWMD.JPG
		White on black background (WH)	LWVRWHMD.JPG

Logos for the Web

Overview

Logos for web or digital applications are not supplied here. These logos need to be created for each use to exactly the size needed and over the background they are intended to be seen against. This is necessary due to the nature of the medium.

Unlike print which is capable of holding very crisp edges, digital media displays information on a screen at a resolution of 72 pixels per inch, a very coarse resolution. Web and digital graphics are usually saved in JPG or GIF format, creating a file that uses these individual pixels to define the graphic, image or even typography.

Close inspection of a well produced web logo or graphic will reveal that the edges of graphics that are not perfectly vertical or horizontal are actually anti-aliased, a term for a soft edge that blends very slightly into whatever background lies behind the graphic. This anti-aliased edge between two colors—one color the edge of the graphic and the other the edge of the background—is actually a single pixel wide. Each pixel along that edge is an interpolated color, i.e., a color halfway between the edge colors. Graphics with anti-aliased edges fool the eye into seeing a clean overall edge.

If the graphic needs to be larger or smaller however, it cannot be simply resized. If it is, the anti-aliased edges blur, losing the desired effect. Logos must be created for each web or digital application need.

Creating Logos for the Web

These are two recommended ways to create a logo for use on the web, both using the original EPS logos supplied in earlier sections of this chapter. Each method uses Adobe Photoshop.

Method 1 The easiest way to create a web logo is to open the EPS file for that logo in Adobe Photoshop 6.0 or later. Photoshop will prompt you to enter a size in pixels for the logo before it opens the EPS, and it is at this time that the logo must be sized exactly. The logo will automatically convert to the proper RGB values and appear as a floating selection against a white background layer. If this is all that is required, simply flatten the image and save it as either a JPG or GIF image. If however you wish to reduce the file size further, other manipulations can be performed to achieve this. See the Photoshop documentation for a full explanation of the various options available for this feature.

Method 2 Earlier versions of Photoshop that do not open EPS files as floating selections are more difficult to use. In this case, open the EPS file in Adobe Illustrator and select the entire logo. Then open a new document in Photoshop and select Paste. Photoshop will ask you if you want to paste as pixels or paths. Choose paths. The document must be big enough so that all the paths from the logo are within the live area. Now you can recreate any logo by selecting individual paths or groups of paths with a pixel radius of 0 and anti-aliasing on, and filling those paths with the proper RGB color.

Both of these methods also allow the logo to be used against uneven backgrounds such as photos, textures, etc. In Method 1, once the logo has been opened in Photoshop it can be copied as a floating selection and pasted into a new Photoshop file of the background, or the background can be pasted into a new layer behind the logo. In Method 2, the logo outlines can be pasted as paths directly into the background image and manipulated from that point on.

Color guidelines apply when creating any logo for web or digital applications.

Note: When creating any logo for the web, that logo is a unique creation and has a specific singular use. A web logo must be renamed and is not to use the Logo Naming Architecture since it is not part of the directory of logos in this section. Using a name for a web logo similar to the names of logos in this section runs the risk of confusion. Instead, use a name that is more descriptive of the logo's end use.

Glossary of Terms

The following is a list of terms used frequently throughout this manual to describe Lippincott Williams & Wilkins and its brand approach.

Abbreviated Logo The starburst icon and the initials LWW in the proper typeface

Brand Leader First point of contact for brand use questions.

Clear Space Requirements The amount of space that must be kept clear around the LWW logo. The space requirements increase or decrease in proportion to the size of the specific logo.

Color Value A way of representing colors as numerical data.

Complete Logo The starburst icon and the full name Lippincott Williams & Wilkins in the proper typeface.

Configuration Design relationship between starburst icon and the words Lippincott Williams & Wilkins.

Corporate Colors The two colors chosen to represent Lippincott Williams & Wilkins, Black and Yellow (PMS 114). The logo can appear only in the corporate colors, in all black or reversed out to white from any dark colored background.

Dominant Use of Lippincott Williams & Wilkins as the primary brand on a product or service. A product brand may also be part of the layout of product or item, but it will not interfere with the dominant and consistent placement of the Lippincott Williams & Wilkins logo.

Endorsement Strategy used with existing imprint brands or other brands that we are working to associate closely with the LWW brand. Also appropriate for new brands that will benefit from a close association but want dominant name placement.

Endorsement Logo The starburst icon and the full name Lippincott Williams & Wilkins in the proper typeface, with a product or imprint logo appearing just above the words.

EPS An acronym for Encapsulated Postscript, a graphics format used for mathematically-defined illustrations.

GIF An acronym for Graphic Interchange File format. GIF is a widely used graphic format on the Internet ideal for logos, icons, line art, and other simple images.

JPG An acronym for Joint Photographic Experts Group, JPG is a compression technique for color images that supports the full color spectrum. JPG is a widely used graphic format on the Internet ideal for complex images and photos.

Line Screen Lines per inch. Refers to the resolution of a halftone screen in printing.

PMS Color A system of premixed ink colors matched to swatchbook samples of numbered colors of the PANTONE Matching System. A PMS color is a spot color that is not built using process color printing plates (cyan, magenta, yellow, and black). The color is printed using an ink exclusively for that color.

Glossary continued

Positive Format The LWW logo, in complete or abbreviated form, when the starburst icon is in solid black. Also refers to use of the logo in solid black with the area behind the starburst in yellow.

Process Color Color specified in percentages of cyan, magenta, yellow, and black. When superimposed during the four-color printing process, their separate plates recreate a full-color look.

Product or Service Logo Refers to any specific name, term, symbol, design or combination of these elements that identifies a specific product, series of product, or service.

Reverse Format The LWW logo, in complete or abbreviated form, when the starburst icon and words are reversed to white.

Starburst Icon The diamond-shaped graphic icon that appears next to the words Lippincott Williams & Wilkins in the logo.

Tag line Phrase that follows the logo. "A Wolters Kluwer Company" is the only authorized tag line.

TIF An acronym for Tagged Image File format. TIF files can be black-and-white line art, grayscale, or color art.

RGB An acronym for Red, Green, and Blue. RGB is a color model based on the additive color theory, used for computer monitors and color video output systems.

URL Uniform Resource Locator. A standard for specifying the location of an object on the Internet, such as a file or a newsgroup. URLs are used extensively on the World-Wide Web. They are used in HTML documents to specify the target of a hyperlink which is often another HTML document.

✗ This red X indicates an incorrect use of the brand.