





# Introduction

As Wiley continues to grow, it is critical to maintain a clearly focused identity to differentiate our company from our competitors. It is important that the graphic representation of our image be visually strong and consistent. This revision of the Corporate Identity Manual incorporates the changes we have made in order to graphically project a unified identity in printed and electronic communications.

We established the Wiley identity in four areas: the design of our products, advertising and collateral pieces, corporate marketing materials, and corporate communications. The manual is divided into four parts which follow an introductory set of general guidelines.

The products section presents graphic guidelines for use in print and electronic media. As each individual product must succeed in its own unique marketplace, the goal here is to create a recognizable family resemblance among our products, while allowing the greatest possible latitude for creativity in their individual design. These guidelines are flexible and are open to a certain amount of interpretation.

The advertising and collateral section provides guidelines that are flexible because of the great variety of applications. Their primary aim is to increase our visibility in our varied markets while maintaining reasonable control over the consistency of the Wiley identity.

The global image guidelines provide a graphic system for developing Wiley's corporate marketing materials. This system is disciplined in order to present a strong, consistent visual image to the various audiences that receive the many corporate publications we distribute.

The corporate section describes a detailed system designed to present one basic image for Wiley across the entire breadth of the company. This section covers the most common types of business graphics and includes guidelines for achieving visual uniformity within the Wiley family.

The contents of this manual are available on our Website ([www.wiley.com/about/corpident](http://www.wiley.com/about/corpident)) or in CD-ROM format. If a CD-ROM is required please contact the Corporate Communications Department. Freelancers, outside consultants and vendors should be directed to our website for correct use of the corporate image.

When fully implemented, our identity system achieves and maintains recognition for Wiley in both public and corporate spheres. Ultimately, its success relies on your support in implementing these guidelines and insuring that anyone using them adheres to them.



# Contents

## **I General Guidelines**

- Important Information and Terms
- Corporate Imprints
- Applying the Corporate Signature/Brand
- Do's and Don'ts

## **II Products**

- Identity Placement: Front Cover
- Identity Placement: Back Cover/Flap
- Identity Placement: Book Title Pages
- Identity Placement: Vertical Logo Units for Imprints
- Identity Placement: Vertical Logos for Electronic Products & Packaging
- Identity Placement: Publishing Partners, Joint Ventures
- Identity Placement: Journals

## **III Advertising and Collateral**

- Identity Placement: Logo use in Product Advertising
- Identity Placement: Direct Mail Return Address
- Identity Placement: Logo Use on Web Sites
- Identity Placement: Trade Exhibits
- Identity Placement: Miscellaneous

## **IV Global Image Guidelines**

- Introduction
- Dimensions
- The Architecture
- Typography
- Art/Graphics
- The Color Palettes
- Paper Stocks
- Other Applications
- Conclusion

## **V Corporate Stationery**

- Letterhead: Personal Stationery at Corporate Headquarters
- Letterhead: Group at Corporate Headquarters
- Letterhead: International
- Letterhead: International Publishing Development Program
- Envelopes: US and International
- Business Cards: US
- Business Cards: International



# I **General Guidelines**

9	Important Information and Terms
12	Corporate Imprints
13	Applying the Corporate Signature/Brand
14	Do's and Don'ts





## Important Information and Terms

### Legal Company Name(s) (1)

These vary according to the country in which the Company is located. They are the formal way of referring to the Company, and may be used in text (including typewritten formats) or headlines. Their main graphic applications are in stationery and in address and collateral copy. They never appear without the legal abbreviation describing their corporate form (Inc. or Ltd).

### The Positioning Line

The positioning line, "Publishers Since 1807", reinforces WILEY'S worldwide leadership and strength in the publishing industry and sets us apart from our competition. It is never used alone. (1)

### Communicative Name

WILEY This shortened form of the name is used whenever the Company is referred to less formally within text or headlines (2), including typewritten formats. It is set in the same weight and typeface as the headline or text it appears in, and may be in all caps or upper and lower case.

### Colophon

The colophon is the traditional initials set within an oval frame (3). *The colophon is used alone only on title pages with supporting copy in the appropriate typeface.* It should never be used as a stand alone graphic element or visual.

.....  
*Electronic versions of all company names, signatures, and logos are available on the Wiley website ([www.wiley.com/about/corpident](http://www.wiley.com/about/corpident)) or on CD-ROM disk. All company names, signatures, and logos have been specially rendered and should always be reproduced from the master electronic files provided.*

---

1

John Wiley & Sons, Inc.

*Publishers Since 1807*

John Wiley & Sons, Ltd

*Publishers Since 1807*

John Wiley & Sons Canada, Ltd

*Publishers Since 1807*

John Wiley & Sons Australia, Ltd

*Publishers Since 1807*

Wiley Europe Limited

John Wiley & Sons (SEA) Pte., Ltd

*Publishers Since 1807*

Wiley-VCH

Wiley-Japan

---

2

NEW IDEAS FOR BUSINESS SUCCESS FROM WILEY

---

3



### Corporate Signature

The corporate signature/brand consists of the colophon, communicative name WILEY and the line "Publishers Since 1807" set up in this specific form (4). Although the overall size of the unit may vary, the elements must remain in this configuration. It is used in both corporate communication and product design, and is the preferred identity for advertising and collateral materials.

### Alternate Logo/Units

In situations where the Corporate Signature/Brand (4) presents space or legibility problems, two other versions are to be used. These vertical and horizontal logos must always be used as a unit because they are also our brand. (5,6). Another alternate version (7) may be used for publications produced within the global image graphic system (primarily corporate catalogs, image ads, librarians' newsletter, etc.) They are not common to all three principal applications of the corporate identity, and their use is explained more fully on page 38.

All three versions (4,5,6) may be used appropriately as a graphic element for advertising, collateral & package design. Each element must be used as a complete unit.

The Global Image logo box (7) should be used when developing publications or other materials falling within the Wiley Global Image Graphic System (see guidelines in Section IV).

.....  
*Electronic versions of all company names, signatures, and logos are available on the Wiley website ([www.wiley.com/about/corpident](http://www.wiley.com/about/corpident)) or on CD-ROM disk. All company names, signatures, and logos have been specially rendered and should always be reproduced from the master electronic files provided.*

4



5



6



7



### Typography

Trump Mediaeval Roman\* and Trump Mediaeval Italic\*(8) are the required typefaces for corporate communications such as stationery. In product as well as in advertising and collateral design, the typeface may vary.

### Color

The colors (9) selected for the WILEY corporate identity materials are taken from the Pantone Matching System (PMS). They are: PMS 470 Brown, PMS 876 Copper, and Pantone Black. Corporate applications, such as signage and displays, should follow this color scheme as closely as possible. Colors in product design, advertising, and collateral may vary. The color palettes for publications produced within the Global Image Graphic System are detailed in Section IV.

\*Assistance in finding these typefaces in the US may be obtained from the corporate communications department.

---

8

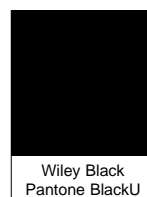
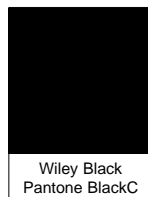
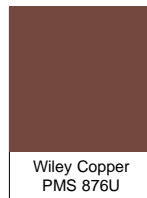
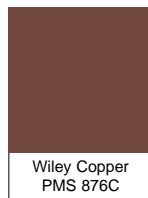
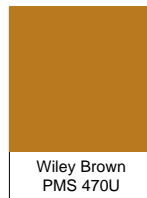
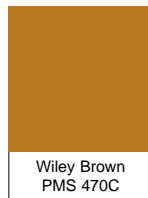
Trump Mediaeval Roman and Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

---

9



## Corporate Imprints

### Applications

Front Cover  
Back Cover  
Book Spine  
Advertising  
Flaps

### Graphic Elements

The colophon appears to the left of the hyphenated name with WILEY appearing first.

### Copy

There are two designs for the logo units available; vertical and horizontal. The vertical unit is most often used on back or front covers as well as the spine. While advertising materials and jacket flaps often use the horizontal unit, the designer has the option to select either format. Title pages carry the horizontal unit with the legal company name appearing below it. This is followed by publication locations on one or two lines. Locations are separated by punctuation of some kind.

### Typography

For title pages, use the same or complimentary typeface with relation to the weight, and leading formula of the author/title information in upper and lower case or all caps.

.....  
*Electronic versions of all company names, signatures, and logos are available on the Wiley website ([www.wiley.com/about/corpident](http://www.wiley.com/about/corpident)) or on CD-ROM disk. All company names, signatures, and logos have been specially rendered and should always be reproduced from the master electronic files provided.*

 **WILEY-VCH**



**WILEY-  
VCH**

 **WILEY-LISS**



**WILEY-  
LISS**

 **WILEY-INTERSCIENCE**

 **WILEY-  
INTERSCIENCE**



**WILEY-  
INTERSCIENCE**



**WILEY-  
INTER-  
SCIENCE**



**INTER-  
SCIENCE**

# Applying the Corporate Signature/Brand

Shown on this page are three sets of art provided for the Corporate Signature and alternate logos. Each set is marked to show the versions allowed within a specific application.

## Corporate Communications (1)

Use these versions for invoices, checks, fax forms, note pads, and all internal and external business communications. Use of reverse art in these situations is discouraged.

## Products (2)

Use these versions for books, journals, web sites, video cassettes, diskettes and their packaging. Reverses are allowed according to the guidelines on page 15. *The colophon is used alone only on title pages with supporting copy in the appropriate typeface.*

## Advertising and Collateral (3)

Use these versions for all materials not included in the categories above. While any version of the logo can be used except the colophon by itself, the Corporate Signature is the preferred form. Reverses are allowed according to the guidelines on page 15.

---

### 1 Corporate Communications



---

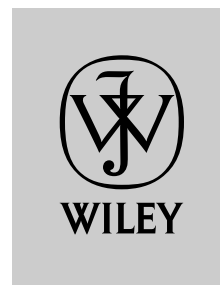
### 2 Products



(Title Pages Only)

---

### 3 Advertising and Collateral



## Do's and Don'ts

(1) Do not alter the relative size of any of the elements comprising the Corporate Signature or alternate logos.

(2) Do not alter the spatial relationship of the elements to each other.

(3) Do not print the elements of the Corporate Signature or alternate logos in different colors.

(4) In general, do not use any of the elements by themselves as illustrative art or graphics. The only exception to this rule is the colophon used alone on title pages. Any deviation from this rule must be approved by Corporate Communications.

(5) Do not run the Corporate Signature or alternate logos over a coarse-screen or a pattern that interferes with the ability to read the signature.

(6) Do not use drop shadows with any of these elements.

(7) Do not screen any of these elements.

### ACCEPTABLE

1



2



3



4



5



6



7



### UNACCEPTABLE



(8) Do not reverse the Corporate Signature or alternate logos out of a small shape. Remember that the controlling factor when using reverses is the legibility of the finished product.

(9) When reversing any of these elements out of an overall solid or fine-screened background, do not fill in the colophon with a color or tint that is different from the background color.

(10) Do not use the Corporate Signature or alternate logos as part of a headline or text.

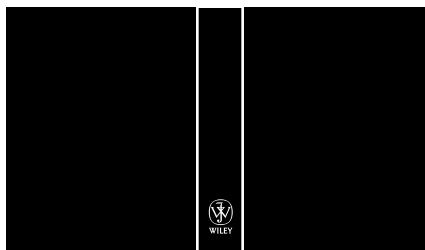
(11) When referring to the Company formally, always include "Inc." or "Ltd" as part of the name. If a shorter version is needed, use just the name WILEY, set in either all caps or upper and lower case in the same font as the rest of the sentence. This includes typewritten formats.

(12) In typing and typesetting, always include the hyphens in imprints such as:  
 Wiley-Interscience,  
 Wiley-Liss or  
 Wiley-VCH.  
 Retain the trademark after Interscience®.

(13) Do not print a partial display of the colophon. It should never be used as a stand alone graphic element or visual.

**ACCEPTABLE**

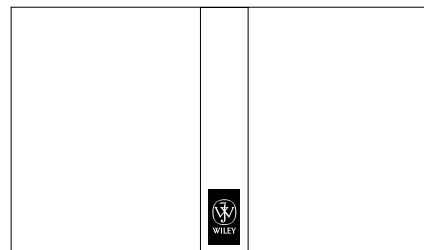
8



9



**UNACCEPTABLE**



10 Acceptable

**EXCEL NEW IDEAS FOR BUSINESS SUCCESS FROM WILEY**

Unacceptable

**EXCEL NEW IDEAS FOR BUSINESS SUCCESS FROM  WILEY**

11

**John Wiley & Sons, Inc.**  
*Publishers Since 1807*

**John Wiley & Sons**  
*Publishers Since 1807*

**John Wiley & Sons, Ltd**  
*Publishers Since 1807*

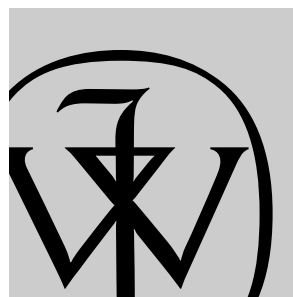
**John Wiley & Sons**  
*Publishers Since 1807*

12

**Wiley-Interscience**  
**Wiley-Liss**  
**Wiley-VCH**  
**Interscience®**

**Wiley Interscience**  
**Wiley Liss**  
**Wiley VCH**  
**Interscience**

13







## **II Products**

19	Identity Placement: Front Cover
20	Identity Placement: Back Cover/Flap
21	Identity Placement: Book Title Pages
22	Identity Placement: Vertical Logo Units for Imprints
23	Identity Placement: Vertical Logos for Electronic Products & Packaging
24	Identity Placement: Publishing Partners, Joint Ventures
25	Identity Placement: Journals



## Identity Placement: Front Cover

### Graphic Elements

(1,2) When using the corporate name on the front cover, the horizontal or vertical version of our logo unit may be used.

(3) When using Wiley as part of the book or series title, Wiley should be used in the same typeface and height as the rest of the copy. Columna and look-alike typefaces should not be used.

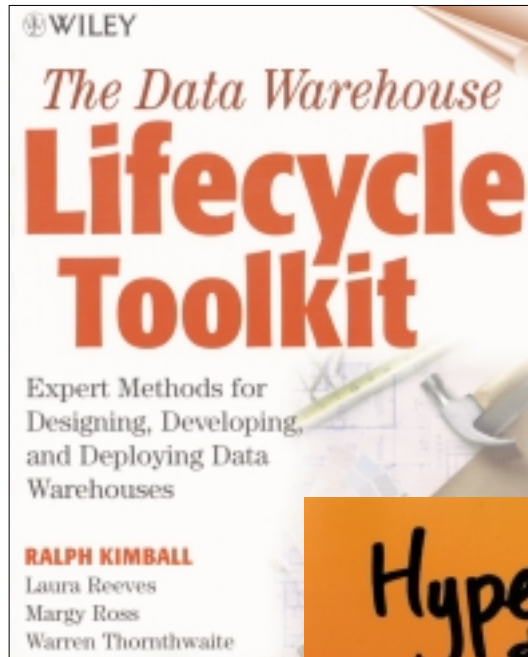
For series titles, Wiley should always appear as the first word in the series, unless there are contractual reasons not to comply.

### Design Format

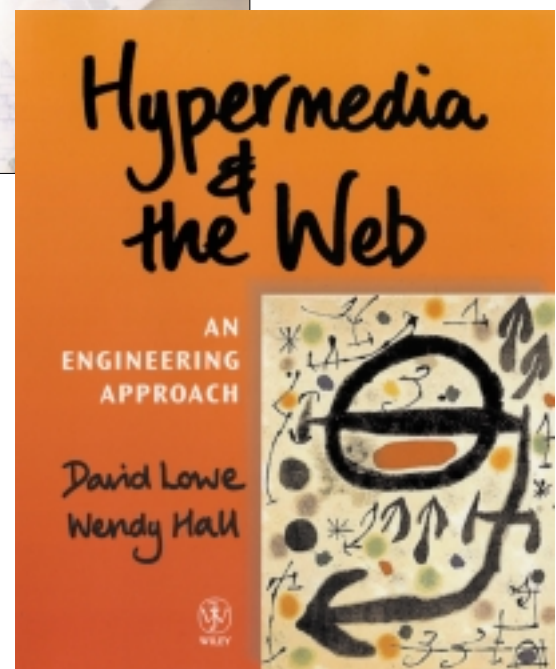
Designer's option.

### Color

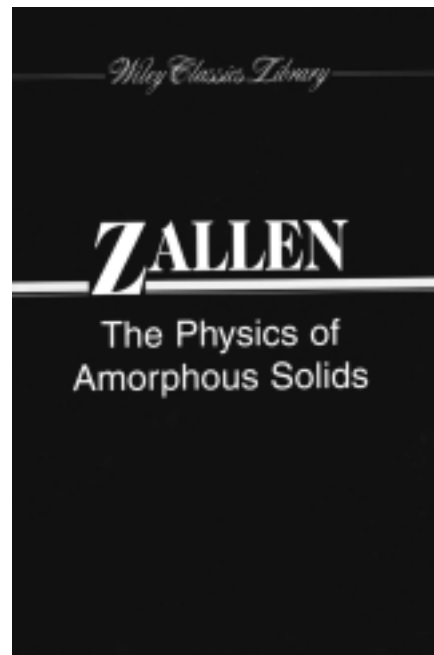
Varies according to the overall design.



1



2



3

# Identity Placement: Back Cover/Flap

## Applications

Printed Covers

Jackets

Flap

## Graphic Elements

A logo or imprint unit is optional except when the spine is too narrow or unable to carry a logo. In these cases, the logo moves to the back cover and is combined with the back cover block.

## Preferred Copy Format

(1) The Company Legal Name precedes the cities of publication. If Group names are used these follow the Company Legal Name, while imprints precede the Company Legal Name (2,3). When used, the address is set on one line, followed by the cities of publication on one or two lines.

The cities should be separated by punctuation or visual space of some kind. Cities appear in the following order with the city of publication listed first:

New York/Chichester/Weinheim/  
Brisbane/Singapore/Toronto.

For jacketed books, the logo unit may be placed on the inside back flap (4). Follow the Preferred Copy Format above.

## Typography

Use the same or complimentary typeface, with relation to the weight and leading formula of the back text block. For emphasis, the Company Legal Name can be set in a larger size than the other information or in all caps. Allow visual space or add in a 1/2 pt. or 1 pt. rule separating the Company Legal Name and the cities. Size the type to leave a visual break between the last city of publication and the International Standard Book Number and bar code.

## Design Format

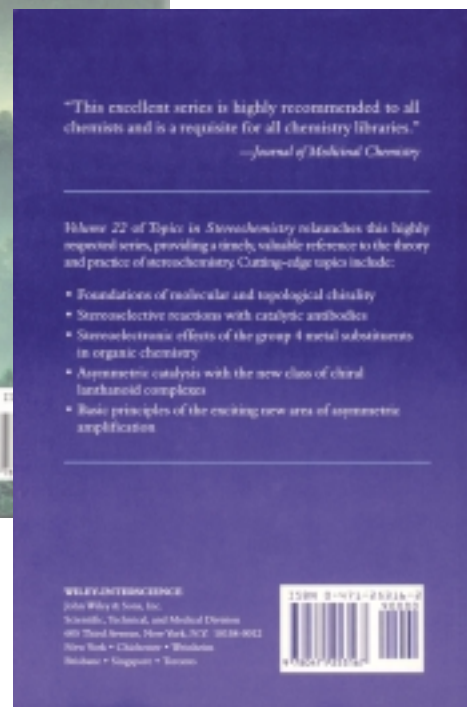
Flush left or center according to the design parameters of the text block and the placement of the bar code. This block should sit in some relationship to the International Standard Book Number and bar code, and also to the logo on the spine.

## Color

Varies according to the design.



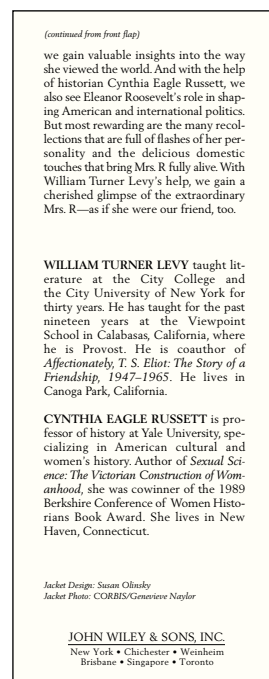
1



2



3



4

# Identity Placement: Book Title Pages

## Applications

Single works  
Series  
Editions

## Graphic Elements

The colophon may be used alone.

## Copy

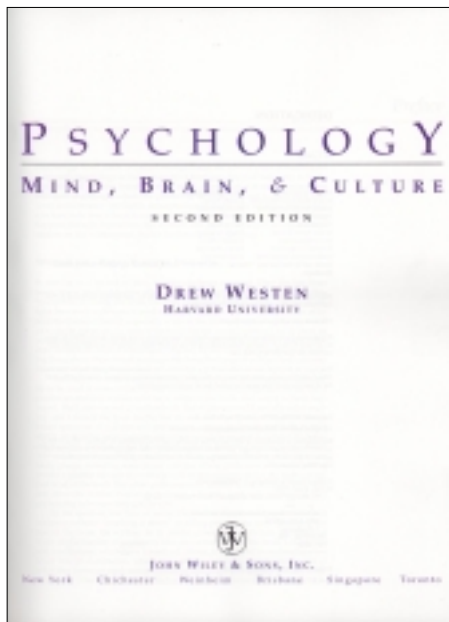
(1,2) The Company Legal Name precedes the cities of publication. The exceptions to this would be groups or imprints. (3,4) Group names follow the Company Legal Name while imprints precede the Company Legal Name. Imprints use the horizontal unit with the Company Legal Name appearing below it. The cities should be separated by punctuation or visual space of some kind. Cities appear in the following order with the city of publication listed first:  
New York/Chichester/Weinheim/  
Brisbane/Singapore/Toronto.

## Typography

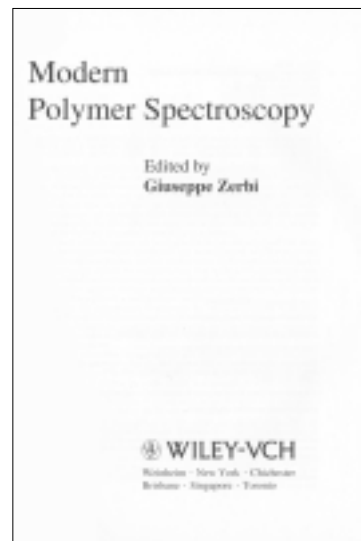
Use a face and weight from the author/title information in upper and lower case or all caps. Leading and type size are at the designer's option, but the colophon and type must read as a distinct unit.

## Design Format

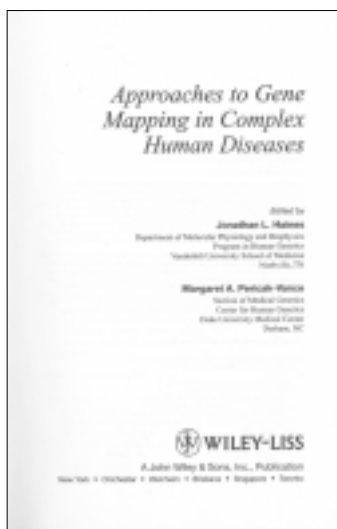
Flush left, flush right, or centered, depending on the overall design of the page. The unit should fall in the lower 1/4 of the page.



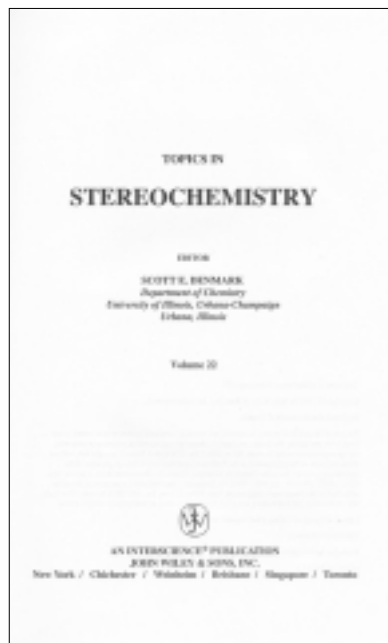
1



2



3



4

## Identity Placement: Vertical Logo Units for Imprints

### Applications:

Paperback books  
Hardcover books  
Book jackets  
Binders  
Video cassettes  
Disks and diskettes

All publications, series, editions including open-ended series and encyclopedias use this format.

### Graphic Elements

Special versions of the alternate logos have been developed for all imprints. Spines use the appropriate colophon. Position logo unit according to the diagram in order to allow 1/2" visual space from the bottom trim of the spine to the base line of the logo unit. The minimum colophon size is 3/16". The units shown are the suggested proportion of the colophon to the width of the spine, but may be enlarged or reduced at the designer's option. For example, Interscience (the ® can be omitted on spines) should fall on one line if the spine width permits. Extremely thin spines may carry just the word WILEY (see Journals, pg. 25). In cases where a contract requires a variation from our current logo, and the publishing partner has a distinct logo, it must appear at the top of the page in a size that balances with the Wiley logo unit.

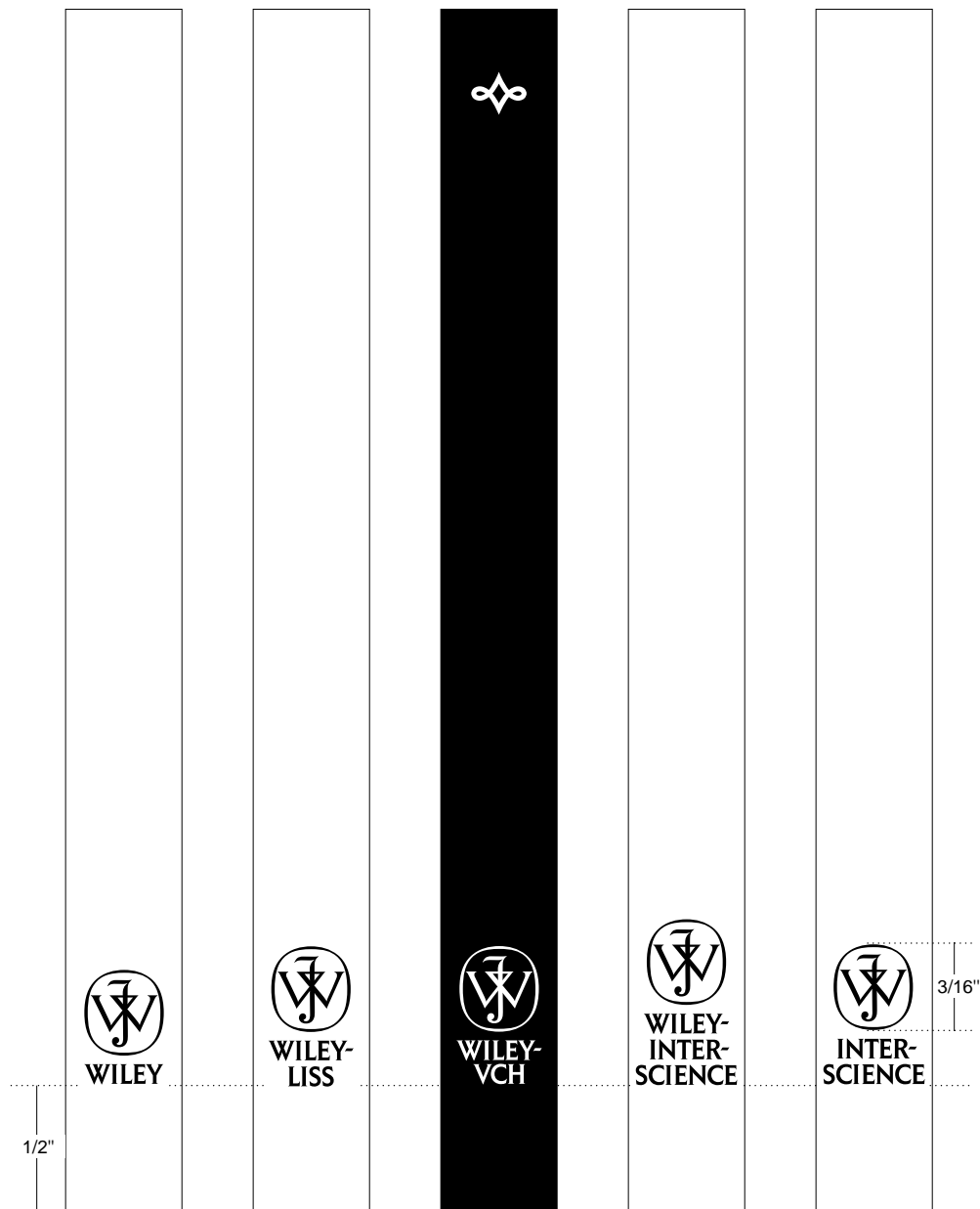
### Printing

Offset Lithography, Stamp, Silkscreen

### Color

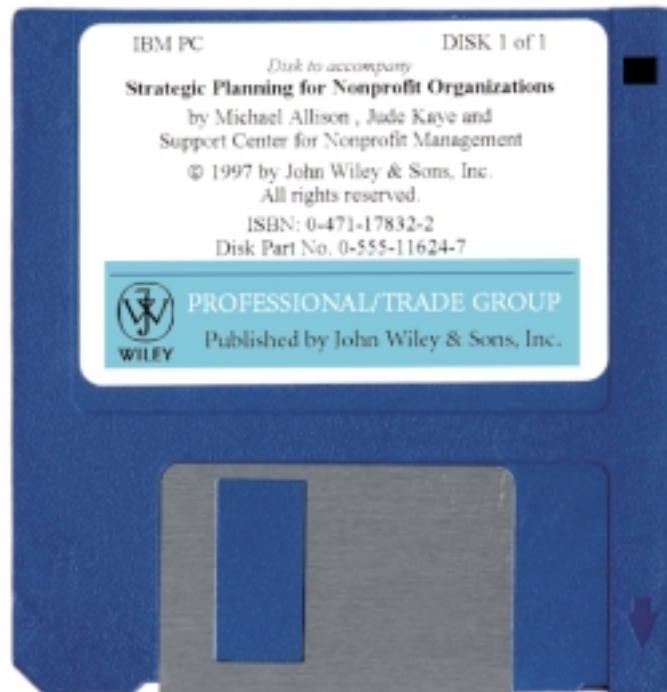
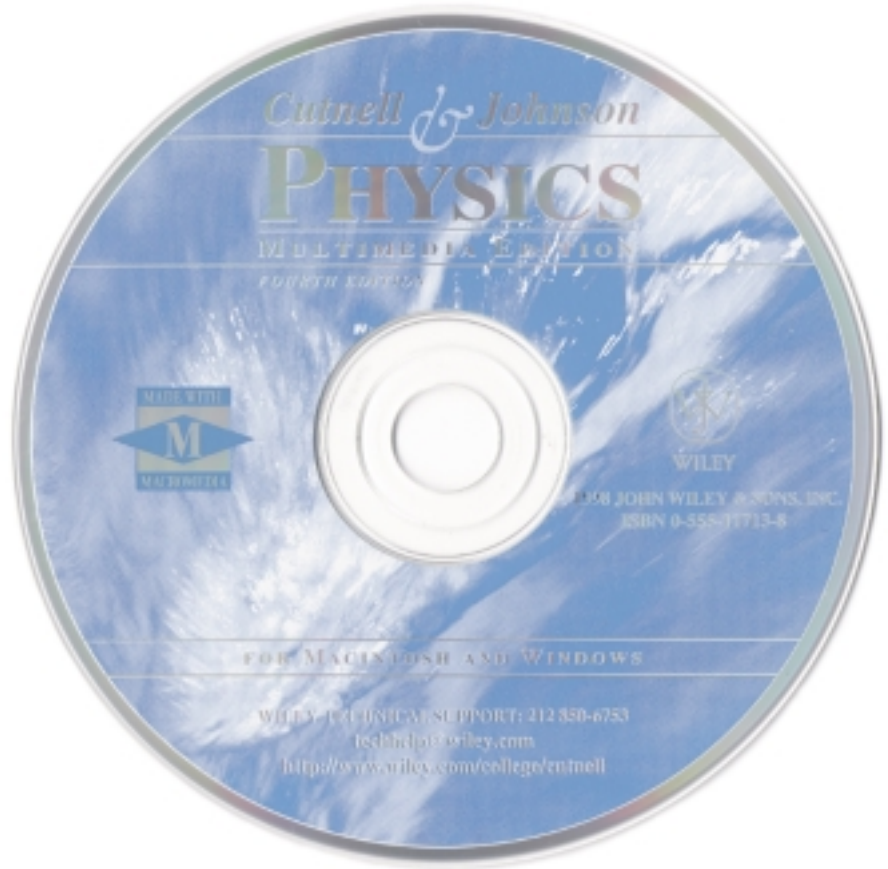
The colophon and the type in the spine unit must both print in the same color, which may vary according to the design. For other guidelines, see Do's and Don'ts, pages 14-15.

.....  
*Electronic versions of all company names, signatures, and logos are available on the Wiley website ([www.wiley.com/about/corpident](http://www.wiley.com/about/corpident)) or on CD-ROM disk. All company names, signatures, and logos have been specially rendered and should always be reproduced from the master electronic files provided.*



## Identity Placement: Vertical Logos for Electronic Products & Packaging

While these logos were initially designed for spines, they can be used on other products such as disks and CD's. When used in combination with other copy, some relationship between the logo and the overall depth of the copy should be maintained. Typography, layout and color are at the designer's option.



## Identity Placement: Publishing Partners, Joint Ventures

### Applications

Book Covers  
Book Backcover  
Book Spine  
Title Page  
Binders  
Electronic Products  
Disks and Diskettes

Any product that is published in conjunction with another company

### Graphic Elements

In every instance the corporate brand/logo should appear first.

Front Cover – Wiley brand appears first when reading text from left to right. In translations into non-English languages this might not always be possible by contract (1).

Back Cover – as above

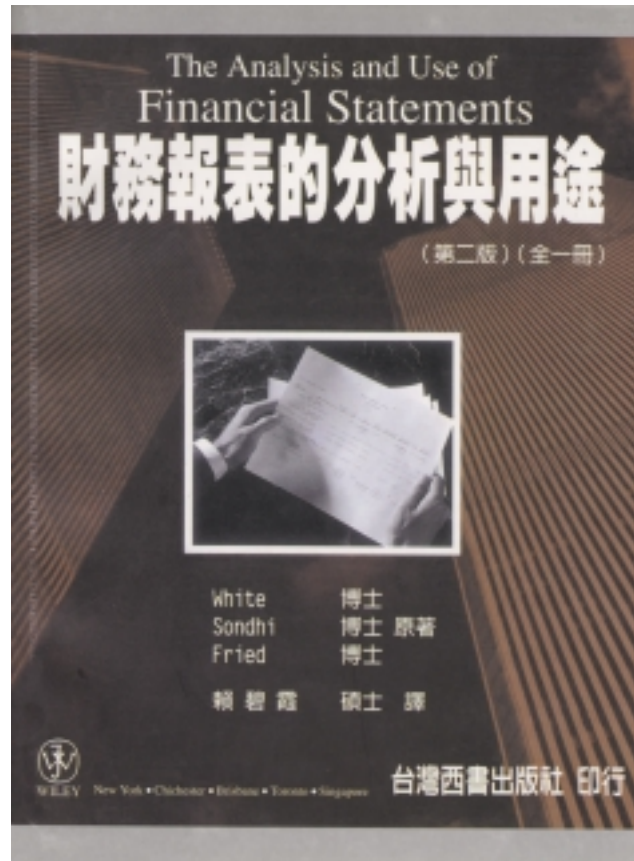
Spine – Use the vertical logo and position it according to the diagram on page 22, in order to allow 1/2" visual space from the bottom trim of the spine to the base line of the logo unit. The unit shown is the *suggested* proportion of the colophon to the width of the spine, but may be enlarged or reduced at the designer's option. In cases where the partner or joint venture has a distinct logo, it should appear at the top of the spine in a size that balances with the Wiley logo at the bottom (2).

### Printing

Offset Lithography, Stamp,  
Silkscreen

### Color

The colophon and the type in the spine unit must print in the same color, which may vary according to the design. For other guidelines, see Do's and Don'ts, pages 14-15.



1



2



## Identity Placement: Journals

### Front Cover

The preferred version (1) uses the Corporate Signature. Wiley-Liss and Wiley-VCH should make every effort to use the horizontal logo version (2,3) if space allows. The typeface is the designer's option.

### Page Position and Color

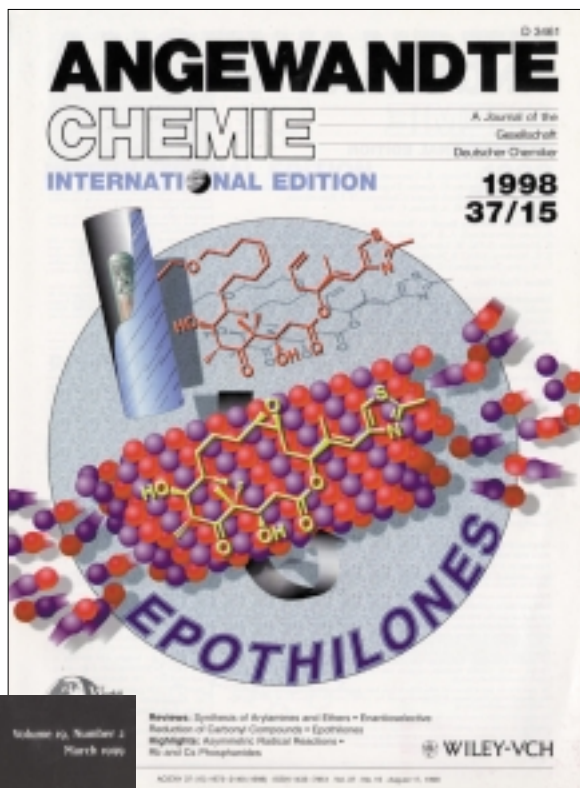
Varies according to the overall design.

### Spines

Set just the word WILEY or the appropriate imprint name in a typeface of the designer's choice (4).



1



2



3

Volume 14 Number 1 pp. 1-76

Favour and Fragrance Journal

January-February 1999 WILEY

4



### **III Advertising and Collateral**

29	Identity Placement: Logo use in Product Advertising
30	Identity Placement: Direct Mail Return Address
31	Identity Placement: Logo Use on Web Sites
32	Identity Placement: Trade Exhibits
33	Identity Placement: Miscellaneous



# Identity Placement: Logo use in Product Advertising

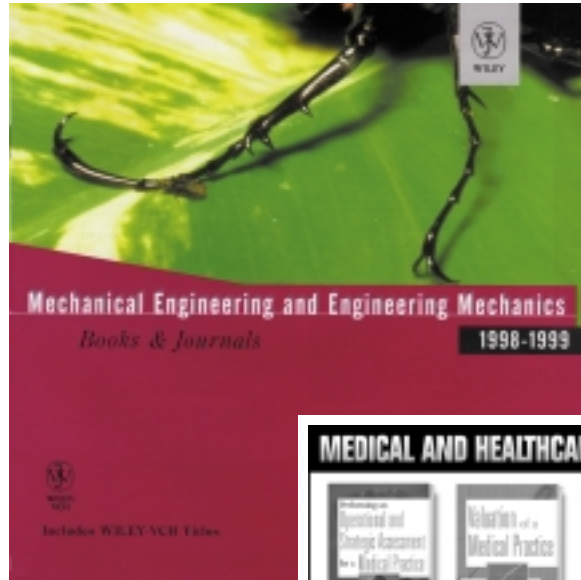
## Graphic Elements

The Corporate Signature is preferred, but either alternate logo may be used (1). Existing formats may use any of the three choices (2,3).

## Page Position

The Corporate Signature or alternate logo should appear at either the top or bottom of the piece, or in both places. It must appear with any coupon or ordering information (4). It should be positioned and sized for maximum impact and legibility.

## Typography, Layout, and Color Designer's option.



1



1

**It's agency review time.  
DON'T PANIC.**

This is the kind of review you can enjoy. Adweek books provide insight into the latest trends in the business from some of the most creative shops around.

They're the bad boys who had everyone looking up: women's skirts and wined-out underwear ads. Find out how to break through today's critical consumer that the guys at **Kimberly-Clark Brand & Partners**.

"Get serious planning!" It isn't, you're very often. Described as "the best non-business book-out-there-all" account planning has taken the ad world by storm. **Jon Ward**, Director of Account Planning and Vice-Chairman of **Cowi, McMillen, Newell, and Partners** puts the first book devoted exclusively to the first topic.

No matter what size the pond, big fish can be knocked down to size by innovative agencies. In this guide to clearing a path—larger based on big fish writers, **Adam Morgan**, European Planning Director of **TBBK & M&E** offers his "Big Fish" tactics of successful Challenger Brands.

The great ad agencies that are still thriving are those that have not only kept their heads above water but have also found ways to disrupt the market. **Chris Ratten** has successfully developed the concept of disruption, the shattering of old conventions and an innovative method of creating effective advertising.

By 'M'agnet, Reporter 'Bibi' Blakely who makes it easy on you. **Louis Sullivan**, an award-winning copywriter currently at **McCann**, provides pointers, tips, and guidelines on how to create great ads for all media, while regaling you with hilarious war stories and object lessons chosen from his 25 years in the business.

Available at bookstores now or call 1-800-225-9945.

**WILEY**  
Texas Post online

3

For the best in Lingo, Hypermedia, Web, and more, choose **WILEY**

**Lingo Survival**  
Survival essential: The language of a top, client and high-impact agency.

**WILEY** offers a comprehensive book for both brand and agency professionals. The new edition of this bestselling guide to digital content marketing is a large, easy-to-use reference in which you can find the answers to your most pressing questions in a single, easy-to-use reference. The new edition will allow you to learn everything you need to know in a single, easy-to-use reference. The new edition will allow you to learn everything you need to know in a single, easy-to-use reference.

**Hypermedia and the Web**  
The language of a top, client and high-impact agency.

**WILEY** offers a comprehensive book for both brand and agency professionals. The new edition of this bestselling guide to digital content marketing is a large, easy-to-use reference in which you can find the answers to your most pressing questions in a single, easy-to-use reference. The new edition will allow you to learn everything you need to know in a single, easy-to-use reference.

**Hypermedia and the Web**  
The language of a top, client and high-impact agency.

**WILEY** offers a comprehensive book for both brand and agency professionals. The new edition of this bestselling guide to digital content marketing is a large, easy-to-use reference in which you can find the answers to your most pressing questions in a single, easy-to-use reference. The new edition will allow you to learn everything you need to know in a single, easy-to-use reference.

WILEY  
Texas Post online

2

YES, I would like to receive **WILEY'S 2004** **COMPANY**, **WEB**, **OR** **BOOK**, 1-800-225-9945 for adoption.

Your Name \_\_\_\_\_  
School \_\_\_\_\_  
Dept \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_  
Email \_\_\_\_\_  
Course Title and Number \_\_\_\_\_

Current Textbook \_\_\_\_\_  
Probability of a text change in 7 semesters: 7 Possible  
Sustain Book \_\_\_\_\_  
Based on the information in this brochure, what is the most likely book you will read next? \_\_\_\_\_  
What, if any, other packages are your students currently using? \_\_\_\_\_

Bookmarked in your section only  
Fax \_\_\_\_\_ Spring \_\_\_\_\_

**WILEY**  
John Wiley & Sons, Inc.  
605 Third Avenue  
New York, New York 10158  
© 2004 Wiley

4

## Identity Placement: Direct Mail Return Address

Identity placement is in the return address block of direct mail pieces. Shown are versions with 3 and 4-line addresses.

### Graphic Elements

The vertical logo unit is the most common form. The first line of the address unit should align with the top horizontal of the “J” in the colophon. The last line of a three line address should align with the bottom of the colophon oval; for four lines the bottom line should align with the bottom of WILEY and for more than a four line address the last line can go beyond WILEY in our logo unit.

### Typography

Set all items flush left/ragged right.

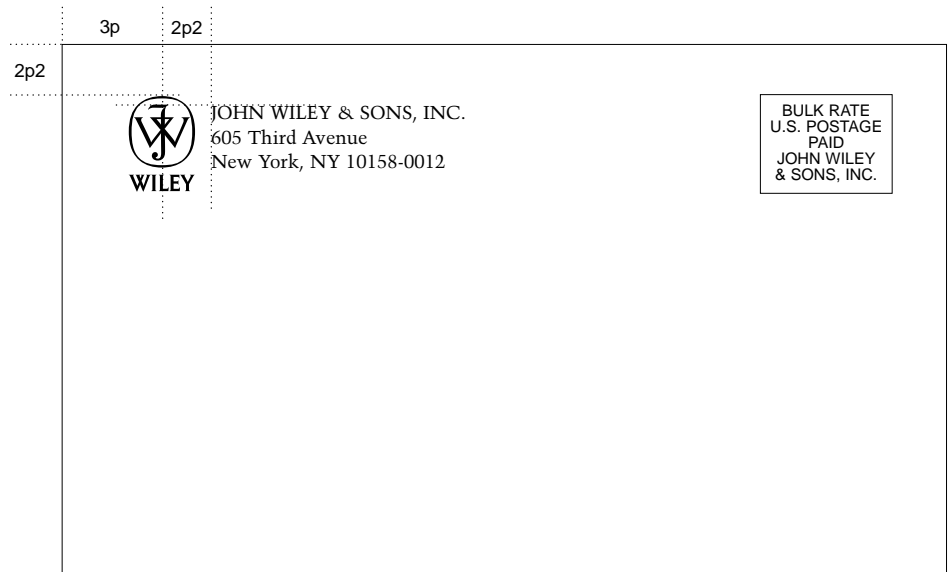
Company name and address lines:  
Use upper and lower case. Choice of typeface and point size is the designer’s option.

### Copy Format

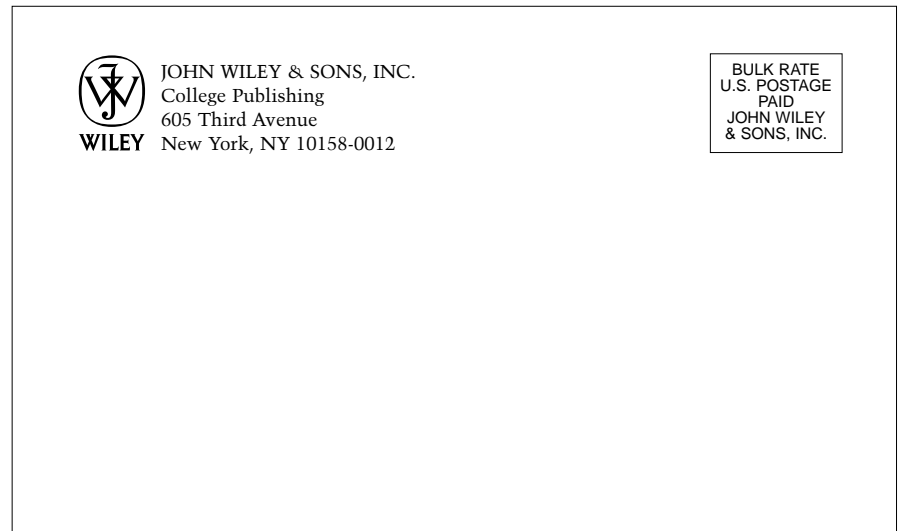
- Company Legal Name
- Imprint, Group, or Department Name
- Street Address or P.O. Box
- City, State, Zip Code

### Measurements

US picas and points, separated by a period.



Actual size of this example: 6 3/8" x 3 7/8"



## Identity Placement: Logo Use on Web Sites

Application of corporate signature/brand to web sites.

(1) Do not alter the relative size of any of the elements comprising the Corporate Signature or alternate logos.

(2) Do not alter the spatial relationship of the elements to each other.

(3) Do not print the elements of the Corporate Signature or alternate logos in different colors.

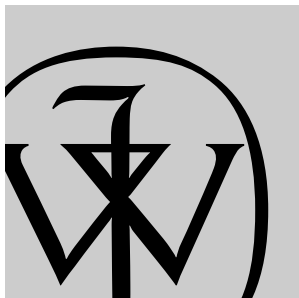
(4) In general, do not use any of the elements by themselves as illustrative art or graphics. The only exception to this rule is the colophon used alone on title pages. Any deviation from this rule must be approved by Corporate Communications.

(5) Do not run the Corporate Signature or alternate logos over a coarse-screen or a pattern that interferes with the ability to read the signature.

(6) Do not use drop shadows with any of these elements.

(7) Do not screen any of these elements.

(8) Do not print a partial display of the colophon. It should never be used as a stand alone graphic element or visual.



8

### ACCEPTABLE

1



2



3



4



5



6



7



### UNACCEPTABLE



## Identity Placement: Trade Exhibits

Wiley participates in a number of regional, national and international trade shows. Our presence in these shows supports our marketing efforts and helps to establish strong market recognition for our Corporate Signature/Brand and our products.

While our identity program permits flexibility in the design of the exhibit itself, the treatment of the Corporate Signature/Brand must follow the guidelines outlined below to ensure its legibility and conformity to our overall identity program.

- The Corporate Signature/Brand is the preferred identity for all Wiley exhibits (1). The horizontal and vertical logo brands may also be used.
- The placement of the Corporate Signature/Brand should be confined to the upper portion of the exhibit panels, or headers, if they are used.
- The Corporate Signature/Brand may be used in reverse for better visibility. The colors PMS 470 Brown, PMS 876 Copper and Pantone Black may be used as long as they have enough strength to carry the reverse.

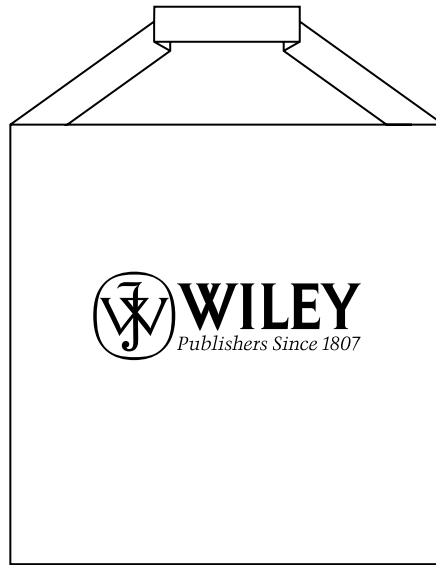
When used in lightboxes or backlit, the Corporate Signature/Brand should be reversed out of black rather than PMS 470 Brown or PMS 876 Copper. It is recommended that the back-lighting be incandescent rather than fluorescent unless special circumstances dictate otherwise.





## Identity Placement: Miscellaneous

These examples show other placements of the Corporate Signature/Brand and the alternate logos. Note that when secondary copy is used with the WILEY logo, it should be used proportionally with other type.





## **IV Global Image Guidelines**

37	Introduction
38	Dimensions
40	The Architecture
46	Typography
47	Art/Graphics
48	The Color Palettes
49	Paper Stocks
50	Other Applications



## Introduction

This section introduces the graphic system developed for Wiley's corporate marketing materials. It is a tool designed to help us present a strong, consistent visual image to the various audiences that receive the many publications we distribute.

These standards apply specifically to the following items: The Journals Catalog, Price Lists and Rate Cards, the General and Subject Catalogs, the Books in Translation Catalog, the Wiley International Editions Catalog, the Wiley Previews, the Librarian's Newsletter, Titles on Display, the Agency Plan, convention materials, procedures manuals and author questionnaires.

Although it is not mandatory, these standards can also be applied to trade/retail advertising or promotion, as well as other Wiley materials.

The application of these graphic standards will help you:

- Develop communications that consistently project and reinforce a quality, contemporary and innovative image.
- Achieve real cost savings by producing items more efficiently and effectively.

The ultimate success of this system rests with you – the many Wiley professionals who regularly communicate with customers, prospective customers and the general business and academic community. Please study the standards carefully and apply them rigorously.

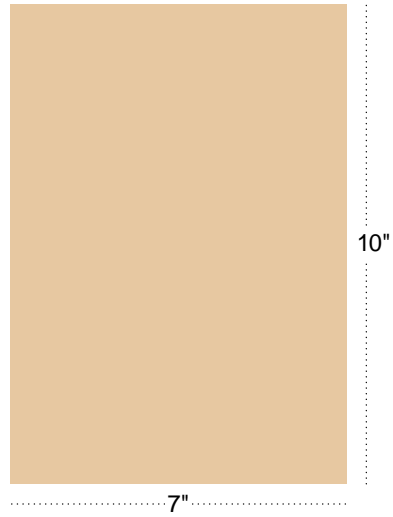
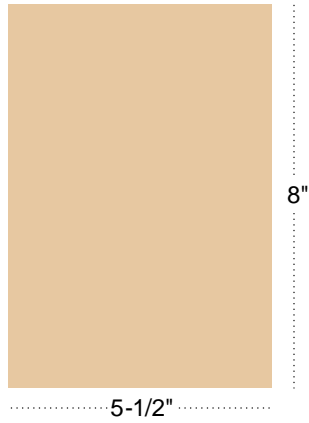
# Dimensions

Although there are no restrictions on the dimensions that can be used, most items that Wiley produces fall within four sizes. Those sizes (in inches and centimeters) are outlined at the right. When planning new materials, please try to utilize one of these sizes.

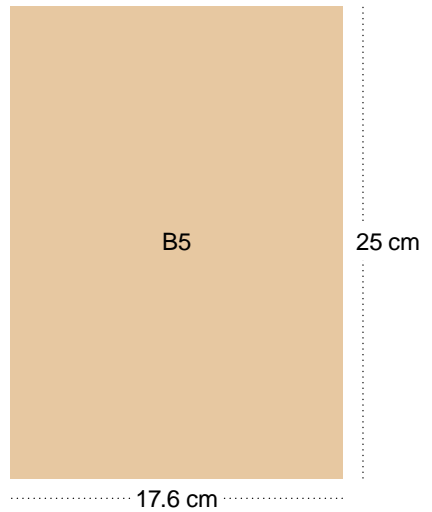
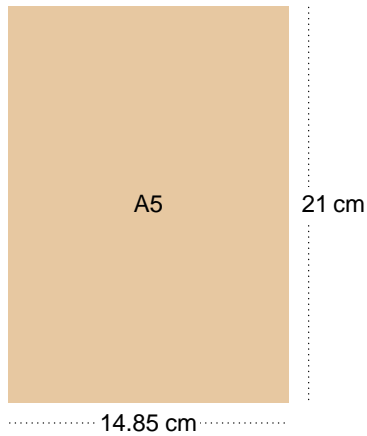
It is possible to apply the graphic system described in the following pages to materials with unusual (irregular, large or small) dimensions.\* However, the effort to develop a unified corporate image will meet with greater success if the basic sizes are used consistently.

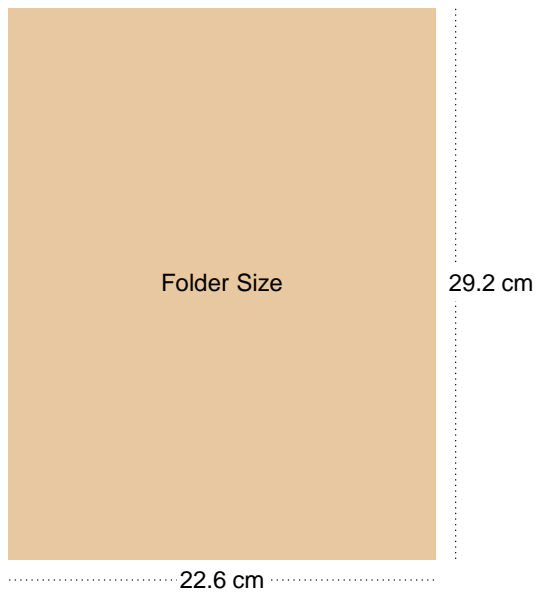
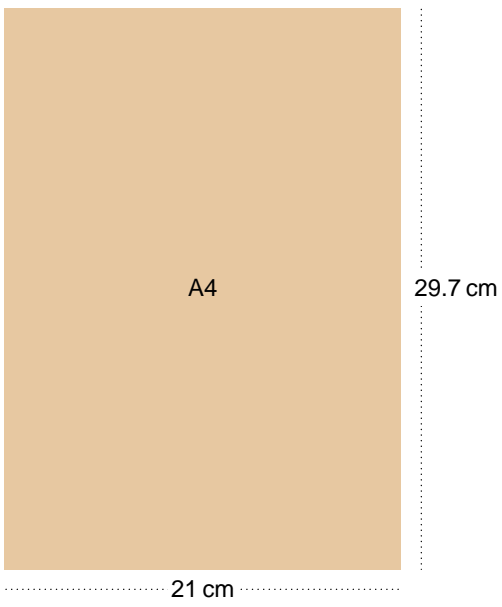
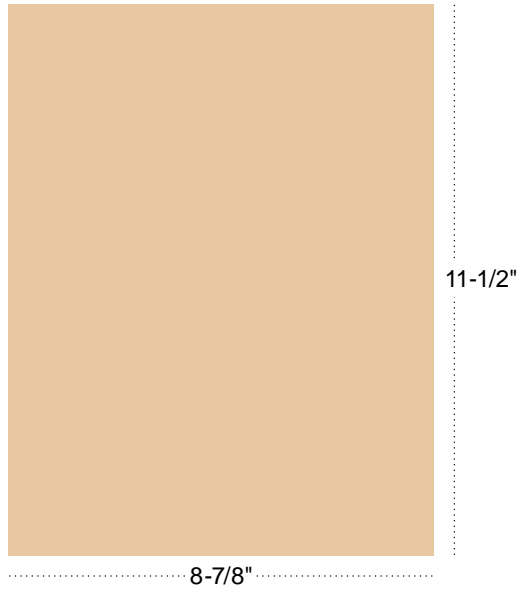
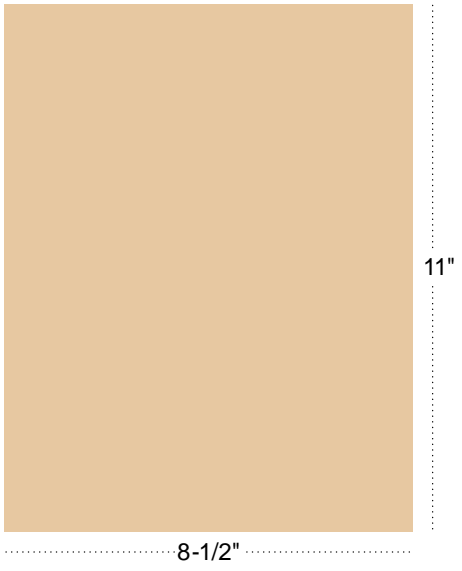
\*See exceptions noted on pages 42-43 regarding oversized or very small applications.

## US (IMPERIAL) INCHES



## METRIC/CENTIMETERS





## The Architecture

[Note: The instructions that follow apply specifically to the use of the corporate logo for this graphic system. For general applications of the corporate logo refer to the General Guidelines section in this manual.]

### The Corporate Logo

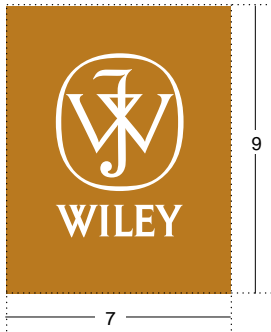
Regardless of the page size used, the main graphic element of the new system – the corporate logo box (and the logo within it) – remains the same size:

7 picas x 9 picas  
(1.1667 inches x 1.5 inches)  
(2.9633 cm x 3.81 cm)

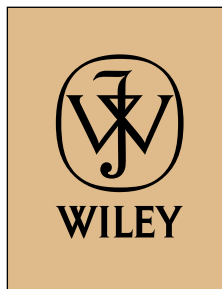
The box is always defined by a solid shape, either lighter or darker than the logo. Never surround it by a rule or any other type of border. Please consult the Color Palette section on page 48 for information on applying color to the logo box.

*Electronic versions of all company names, signatures, and logos are available on the Wiley website ([www.wiley.com/about/corpident](http://www.wiley.com/about/corpident)) or on CD-ROM disk. All company names, signatures, and logos have been specially rendered and should always be reproduced from the master electronic files provided.*

*One of the electronic versions of this logo is supplied with an outline to define the size of the box. This outline border should not print. Rather, the box should be filled with a tone or color light enough to contrast the colophon, and the outline eliminated.*



Unacceptable  
(border around box)



The box must always be placed at a set distance from the edges of the page. Depending on the size of the page/document, that distance will be either 7 picas or 5 picas.\* (1.167 inches or .833 inches) (2.918 cm or 2.083 cm)

Any document larger than 6" x 9" (15.24 x 22.86 cm) and up to 9" x 12" (22.86 x 30.48 cm) requires a 7 pica margin. Documents that are exactly 6"x 9" and down to 5-1/2" x 8" use a 5 pica margin.\*

For example, a document that is 6-1/2" x 9-1/4" (16.51 x 23.49 cm) or larger, uses the 7 pica measurement, whereas a document that is 5-3/4" x 9" (14.60 x 22.86 cm) would require the 5 pica distance.

As a result of these margin measurements, the box can occupy only three positions on the page.

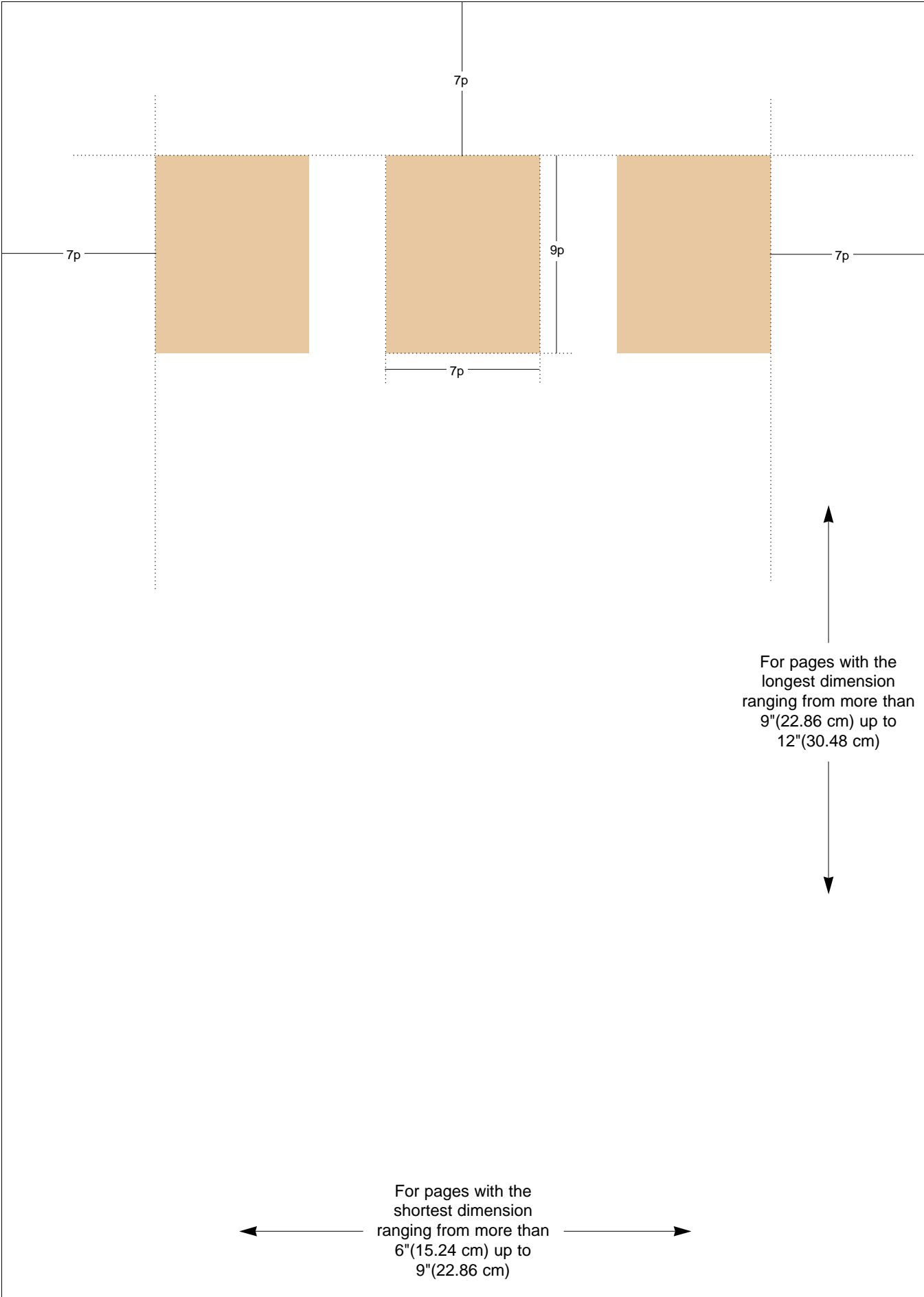
The examples on the following pages show the margin measurements and the three possible positions for the corporate logo box at the two different dimension ranges. Please use *only* these three defined positions for all projects within the system.

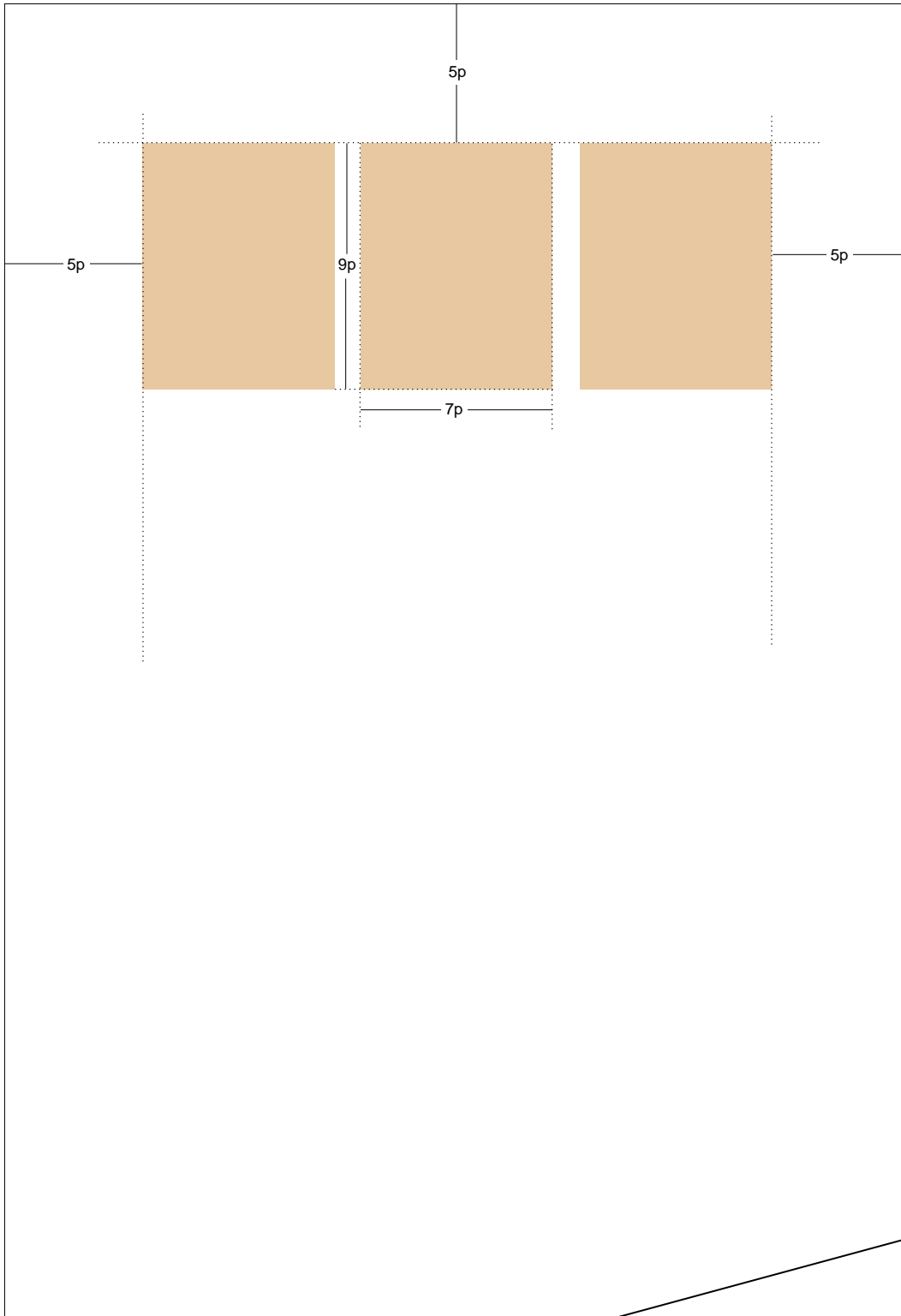
### Measurements

US picas and points, separated by a period.

\*See exceptions noted on pages 42-43 regarding oversized or very small applications.







↑  
 For pages with the longest dimension ranging from 8" (20.32 cm) up to 9" (22.86 cm)  
 ↓

← For pages with the shortest dimension ranging from 5-1/2" (13.97 cm) up to 6" (15.24 cm) →

**Box Size and Margin Exceptions**

For items larger than 9" x 12" (22.86 x 30.48 cm), or smaller than 5-1/2" x 8" (13.97 x 20.32 cm), start with the appropriate standard margin (7 picas for larger items or 5 picas for smaller items) and enlarge or reduce the corporate logo box size and margin distance proportionately by the amount that the short dimension of the document is being increased or decreased.

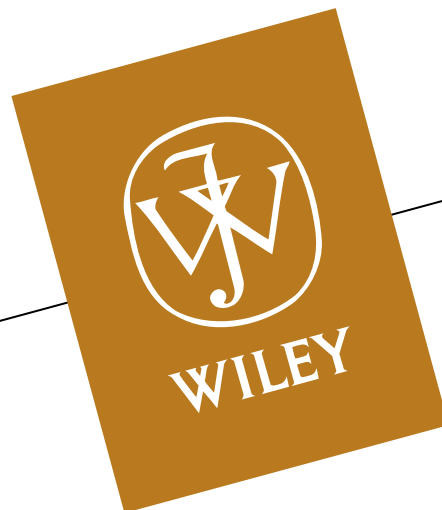
For example, for an 18" x 24" poster, increase both the corporate logo box size and the 7 pica margin by 200% (since the 9" from the 9" x 12" standard maximum enlarged to 18"). To produce a small format invitation of 4" x 5", reduce both the corporate logo box and the 5 pica margin by 72% (since the 5-1/2" from the 5-1/2" x 8" standard minimum reduced to 4").

[Note: Use the master electronic files of this art to ensure that the relationship of the Wiley logo size to the box does not change when the box is enlarged or reduced.]

Small format items  
(smaller than 5-1/2" x 8")



Large format items  
(larger than 9" x 12")

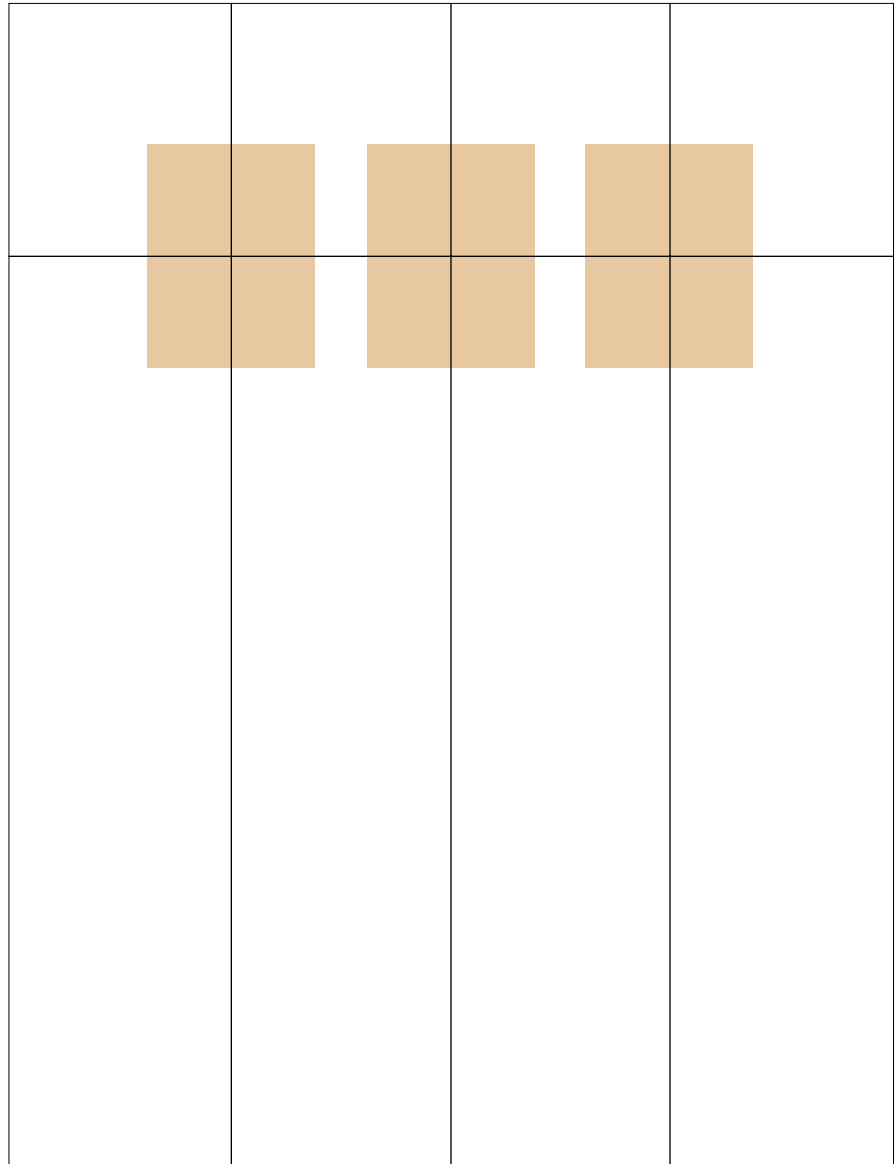


**The "Bisector"**

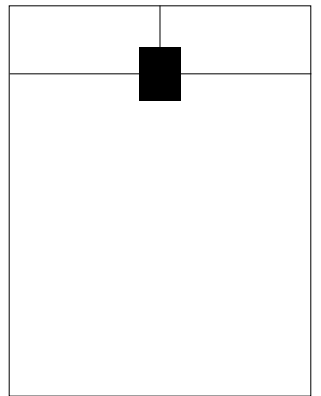
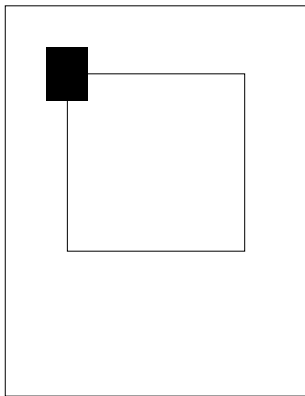
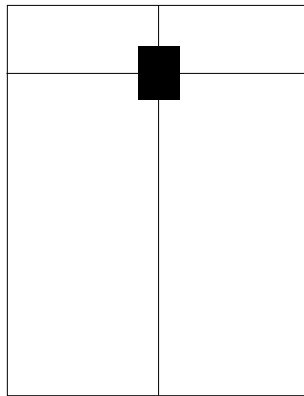
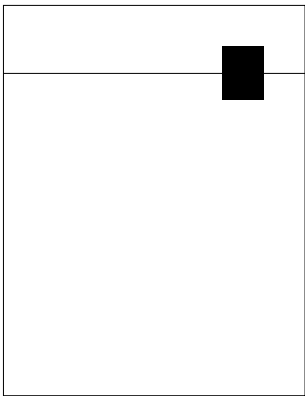
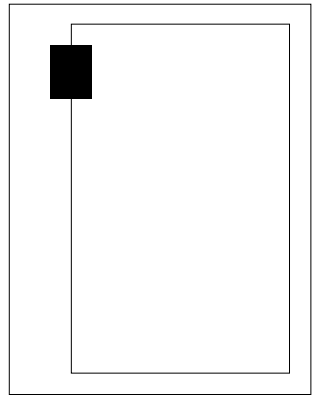
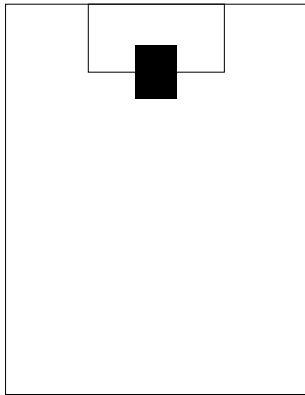
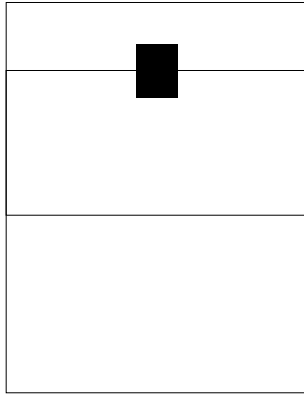
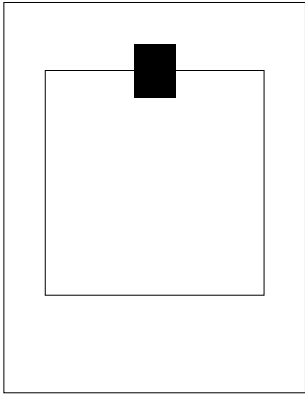
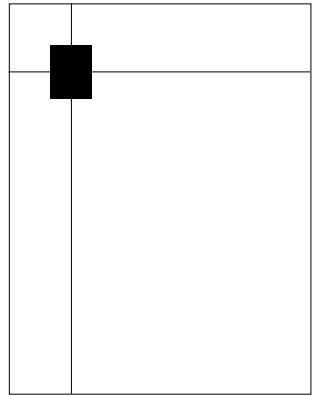
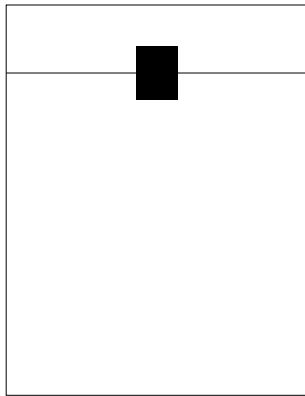
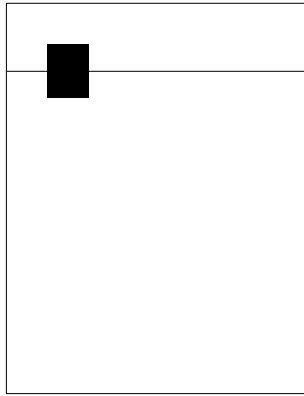
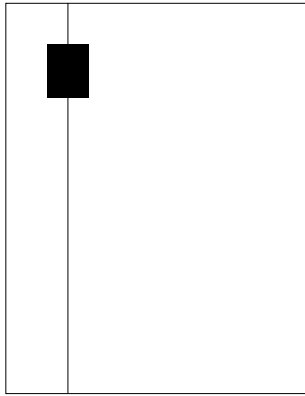
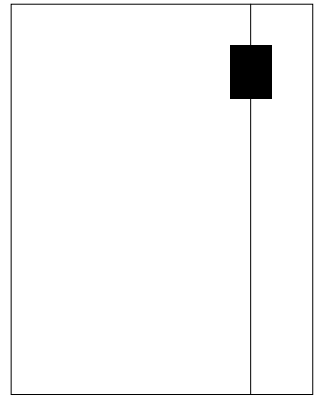
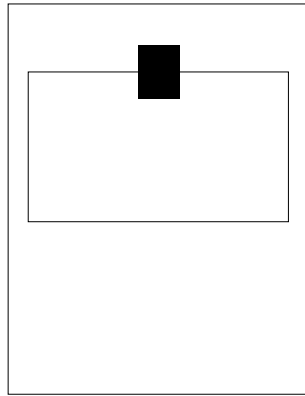
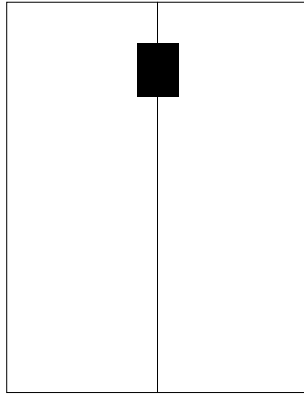
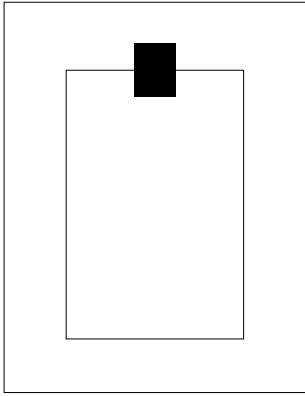
Once the logo box has been sized and positioned properly, it is always bisected to create two or more areas on the page. This bisection can occur vertically, horizontally or in both directions. (The bisector is not intended to print as an actual line on the page, although it can if desired). The resulting areas are used to define the boundaries between image and non-image areas, textures, colors and the like.

One or more of these areas must be defined in some manner on all materials.

A number of possible page layouts are shown at the right—others are possible.



This diagram is to scale but reduced.



# Typography

In addition to the consistent architectural elements, the system utilizes the typefaces shown on this page. They come from two overall type families—Minion and Helvetica Condensed.\*

[Note: These typefaces do not apply to the Wiley logo or business papers. Refer to other areas of this manual for the proper typeface usage in those situations.]

These are the *preferred* fonts to be used on corporate materials. They should also be applied to interior pages whenever possible.

Text can be flush left, flush right or centered, depending on the page format chosen, and there are no restrictions on point size, capitalization or letter spacing. Minion should be set with slightly tightened letter spacing, but open letter spacing is also permitted when desired.

For visual consistency, Minion should be used for the main title or headline on all covers,<sup>†</sup> (it can also be used wherever else desired). On covers, Helvetica Condensed is used *only* for accent, such as subheads, callouts or captions. (On interiors it can be used for any purpose.) *Never use Helvetica Condensed for main titles or headlines on covers.*

\*These faces are readily available at commercial typesetters, or in postscript form for computer/desktop publishing systems.

<sup>†</sup>Unless a special masthead is being used for a newsletter or other periodical with an existing or unique identity.

## Minion Family

Minion Regular and Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz !#\$%&?\*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz !#\$%&?\**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz !#\$%&?\*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz !#\$%&?\**

Minion Semibold and Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz !#\$%&?\*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz !#\$%&?\**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz !#\$%&?\*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz !#\$%&?\**

Minion Bold and Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz !#\$%&?\*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz !#\$%&?\**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz !#\$%&?\*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz !#\$%&?\**

## Helvetica Condensed Family

Helvetica Condensed Regular and Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz !#\$%&?\*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz !#\$%&?\**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz !#\$%&?\*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz !#\$%&?\**

Helvetica Condensed Bold and Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz !#\$%&?\*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz !#\$%&?\**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz !#\$%&?\*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz !#\$%&?\**

Helvetica Condensed Black and Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz !#\$%&?\*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz !#\$%&?\**

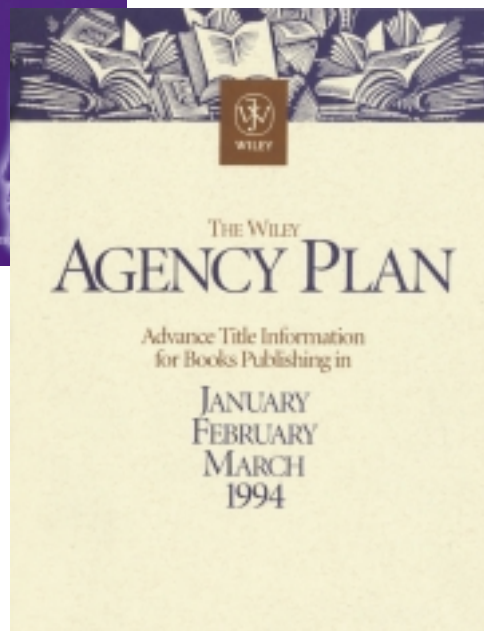
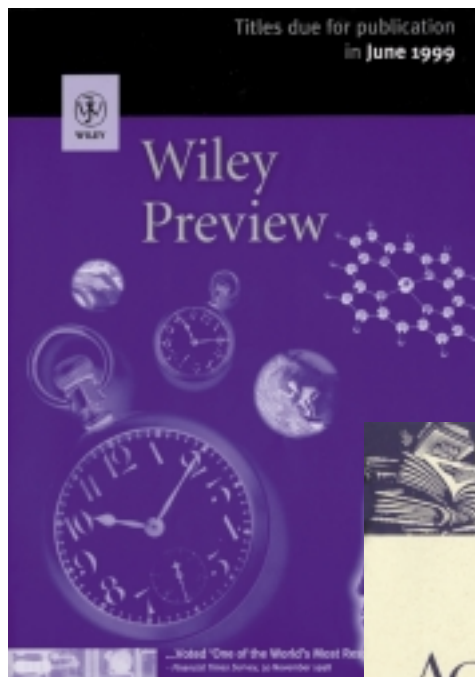
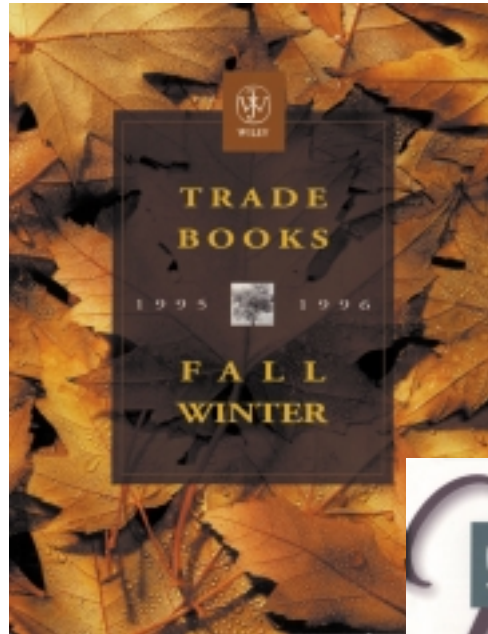
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz !#\$%&?\*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz !#\$%&?\**

# Art/Graphics

The system permits and accommodates any style of art or graphics – from one-color textures or line-art illustrations to duotones or four-color photography.

Art/graphics can be applied in a variety of sizes and proportions, but should always be designed to fall within one of the many possible areas created when the architectural guidelines are applied (see page 45).

The examples shown here demonstrate the flexibility of the system.



# The Color Palettes

Two palettes of colors have been developed to provide a wide range of possible color applications. The palettes have been designed to function individually or in combination with one another.

## The Main Palette

This palette should be used as the dominant color scheme in the design of all global image publication covers. It is based on our corporate Wiley Brown (Pantone 470). The three core colors of this palette are limited to PMS 470 and the colors immediately adjacent to it in the Pantone system. There are four additional lighter values, two blacks,\* and a metallic copper. The logo box must be printed in one of these colors. Avoid printing the box in black with a white dropout logo. (If black must be used, tints of black are preferred over solid black.)

## The Secondary Palette














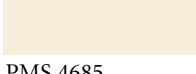
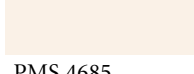
These colors are to be used when visual accent is needed, to differentiate consecutive issues of periodicals and catalogs, or as a general extension of the corporate palette. It is important that these colors be used purely as accents to the page (e.g. the type or the thin band next to the logo box). The colors have been carefully chosen to blend well with the corporate palette. Do not deviate from this palette.†

The PMS numbers and color simulations of both palettes are shown at the right. Please note that the PMS numbers of the coated and uncoated versions of these colors are not the same in all cases. Use only the specific coated or uncoated numbers shown.
















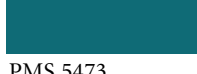
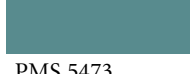

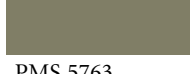





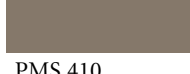


\*Always specify PMS 412 or PMS Black for anything being printed in black. They are 'warmer' than the standard black ink usually used with four-color process printing, and provide richer blacks, warmer tints and better overall compatibility with our other colors.

†Of course, full-color printing is also an option, but when solid colors – or process simulations of solids – are intended the colors in our palettes should be specified.

## The Main Palette

COATED	UNCOATED
 PMS Black C	 PMS Black U
 PMS 412	 PMS 412
 PMS 469	 PMS 469
 PMS 470	 PMS 470
 PMS 471	 PMS 471
 PMS 876	 PMS 876
 PMS 4655	 PMS 4655
 PMS 4665	 PMS 4665
 PMS 4675	 PMS 4675
 PMS 4685	 PMS 4685

## The Secondary Palette

COATED	UNCOATED
 PMS 1355	 PMS 1355
 PMS 131	 PMS 124
 PMS 1595	 PMS 152
 PMS 193	 PMS 186
 PMS 202	 PMS 201
 PMS 519	 PMS 526
 PMS 534	 PMS 2766
 PMS 648	 PMS 655
 PMS 5473	 PMS 5473
 PMS 5763	 PMS 5763
 PMS 457	 PMS 457
 PMS 669	 PMS 518
 PMS 410	 PMS 410
 PMS 471	 PMS 471



## Paper Stocks

Because paper color varies greatly from one manufacturer to another (there are scores of different 'whites' alone), a wide range of stocks have been identified that blend well with the system's color palettes.

They range from natural white through the entire value range to dense black and provide ample choice for every need. The main goal is to avoid paper that is in the very bright "blue-white" family. Most are recycled, and are available from paper merchants and suppliers worldwide.

These are not the only acceptable papers, and manufacturers are continually introducing new stocks and colors. However, they should be used by anyone who doesn't have the experience to identify equivalent colors and stocks.

*Swatch books showing the specific colors of these stocks are available through most paper merchants or directly from the manufacturer. Also, most printers should have a library of swatches/samples of many of the stocks listed that can be provided for your review.*

**Neenah, Classic Crest, Natural White**  
**James River, Graphica, Cream (Lineal or Vellum)**  
**Monodnock, Dulcet**  
**Monodnock, Review, Soft White**  
**Strathmore, Renewal, Spackle**  
**Strathmore, Renewal, Moonstone**  
**Becket, Concept, Sandstone**  
**Simpson, Evergreen, Ash**  
**Simpson, Filare, Nero Black**  
**Simpson, Filare, Natural White**  
**Appleton, Conqueror, Natural White**  
**Appleton, Conqueror, High White**  
**Fox River, Winsted, Pink-White**  
**Curtis, Flannel, Dark Grey**  
**Curtis, Tuscan Terra, Flax**  
**Curtis, Brightwater, Natural**  
**Mohawk, Irish Linen, Antique White**  
**Mohawk, Vellum, Warm White**  
**Mohawk, Vellum, Jute**  
**Mohawk, Vellum, Flax**

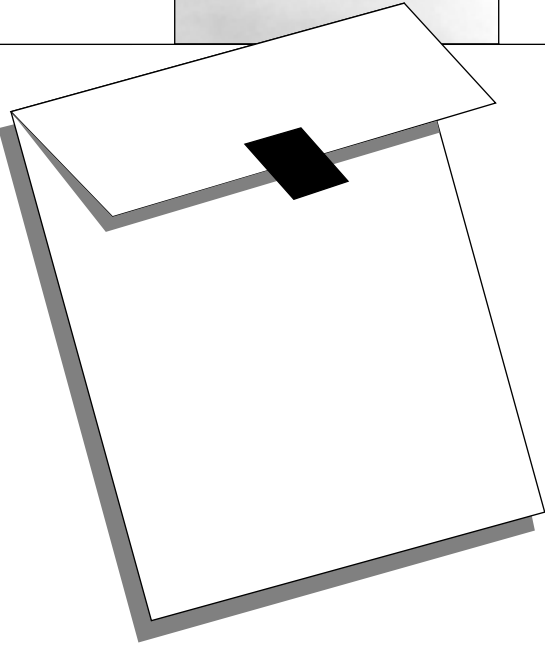
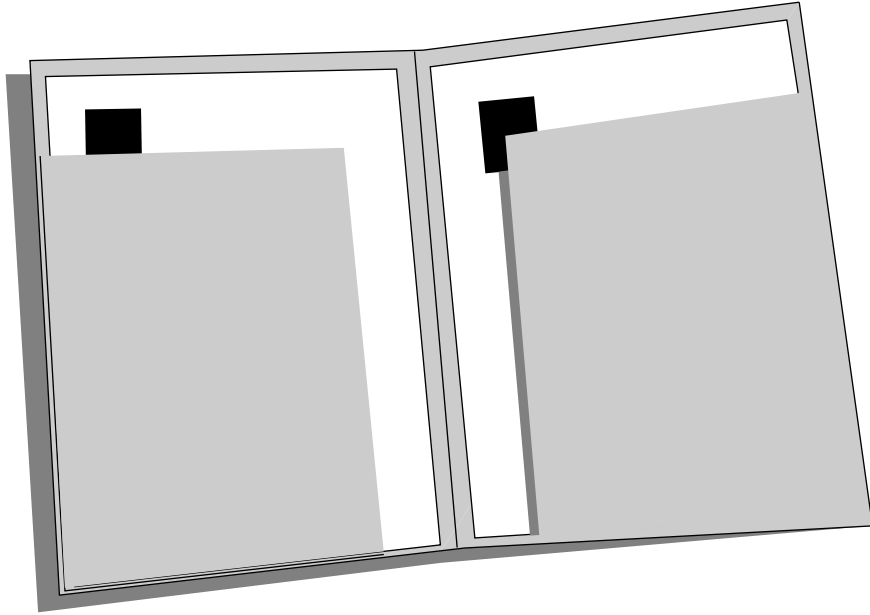
# Other Applications

The system was initially developed to coordinate the look of a series of outwardly visible publications and marketing materials (The Journals Catalog, Price Lists and Rate Cards, the General and Subject Catalogs, the Books in Translation Catalog, the Wiley International Editions Catalog, the Wiley Previews, the Librarian's Newsletter, Titles on Display, the Agency Plan, convention materials, procedures manuals and author questionnaires). The application of the system is mandatory for these publications. However, the system can also be adapted and utilized in other ways.

For instance, the corporate logo box, bisectors and/or boundaries can become the foundation for the physical structure of the interiors of catalogs, internal and external newsletters, brochures and presentation folders. The graphic system can also be applied to advertising.

These pages illustrate just a few of the ways that the system can be employed in this manner. Remember, the more extensively (and successfully) the system is applied, the more it will succeed in providing a unified and recognizable image for Wiley.







## **V Corporate Stationery**

55	Letterhead: Personal Stationery at Corporate Headquarters
56	Letterhead: Group at Corporate Headquarters
57	Letterhead: International
60	Letterhead: International Publishing Development Program
61	Envelopes: US and International
62	Business Cards: US
63	Business Cards: International

Electronic templates for core stationery items are available on the Wiley website ([www.wiley.com/about/corpident](http://www.wiley.com/about/corpident)) or on CD-ROM disk. These templates can be used to create any letterhead, envelope, or business card configuration by simply typing the proper information 'over' the placeholder content in the template. These templates have been created in QuarkXpress version 3.3 and you must have that program in MAC or IBM format—or a later version—to utilize these templates.

All typographic specifications and measurements for our key business papers have also been documented on the pages that follow, in the event that you must create a stationery component from scratch. If so, follow all specifications exactly and always use the master art of the company name(s) provided on disk or on-line.



# Letterhead: Personal Stationery at Corporate Headquarters

## Applications

All personal stationery at  
605 Third Avenue

## Size

8 1/2" x 11"

## Graphic Elements

Use the US Legal Name with  
positioning line and colophon.

## Copy Format

Follow the example for copy,  
capitalization, punctuation, and  
line breaks. Substitute the correct  
telephone, fax, e-mail, name,  
title, and group information. [Note:  
Telephone, fax and e-mail groupings  
are separated by periods.]

## Typography

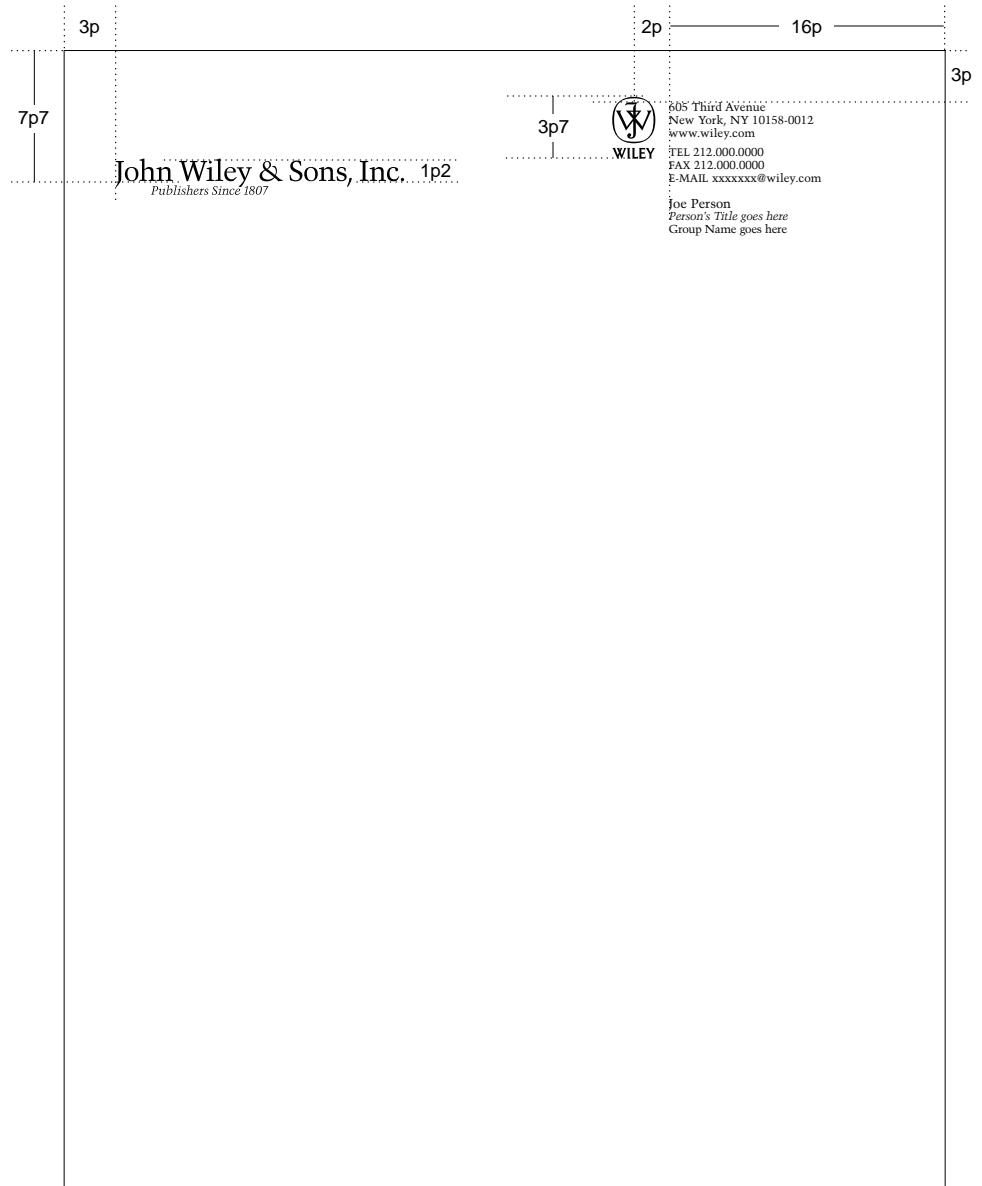
Set all items flush left/ragged right  
with a maximum line width of 13  
picas (line breaks may be required).

*Address Lines:* 8/9 point Trump  
Mediaeval Roman. Set only the  
letters "TEL", "FAX" and "E-MAIL"  
in 7.5 point, all caps. All other  
numbers and symbols on those  
lines set in 8 point, lower case.  
The web address sets 8/9, all  
lower case. On TEL line, assign a  
"space before" of 0p4.

*Name:* 9/9 point Trump Mediaeval  
Roman. Use a whole line space  
before name. Extremely long names  
can be broken onto two lines, 9/9.

*Title:* 8 point Trump Mediaeval  
Italic. Short academic titles, such  
as "Ph D", follow on the same line  
as the name. Other titles begin a  
new line 8/9. When long titles wrap  
to more than one line, additional  
lines set 8/8. [Note: A 7.5 point  
ampersand (&) replaces the word  
"and" in all titles except "President  
and CEO".]

*Group Name:* 8/9 Trump Mediaeval  
Roman, upper and lower case.  
Group name can be one or two  
lines long.



LHPersCo.qxt

## Measurements

US picas and points.

## Color

PMS 470U Brown

## Stock

Strathmore Writing, Recycled  
Natural White, 24# Laid

## Printing

Offset Lithography

## Template Name

LHPersCo.qxt

# Letterhead: Group at Corporate Headquarters

## Applications

Professional/Trade Publishing;  
College Publishing;  
Scientific, Technical, Medical  
Publishing

## Size

8 1/2" x 11"

## Graphic Elements

Use the US Legal Name with  
positioning line and colophon.

## Copy Format

Follow the example for copy,  
capitalization, punctuation, and  
line breaks. Substitute the correct  
group or group name and telephone  
extension number. [Note: Telephone,  
fax and e-mail groupings are  
separated by periods.]

## Typography

Set all items flush left/ragged right  
with a maximum line width of 13  
picas (line breaks may be required).

*Group Name:* 8/9 Trump Mediaeval  
Roman, all caps. Group Name  
can be one or two lines long, but  
always drops the same distance  
from the top of page. [Note: If there  
is no Group Name, or, for Wiley  
Corporate version, the address  
begins at the top where the Group  
Name would have been.]

*Address Lines:* 8/9 point Trump  
Mediaeval Roman. Set only the  
letters "TEL", "FAX" and "E-MAIL"  
in 7.5 point, all caps. All other  
numbers and symbols on those  
lines set in 8 point, lower case.  
The web address sets 8/9, all  
lower case. On TEL line, assign a  
"space before" of 0p4.

## Measurements

US picas and points.

## Color

PMS 470U Brown

## Stock

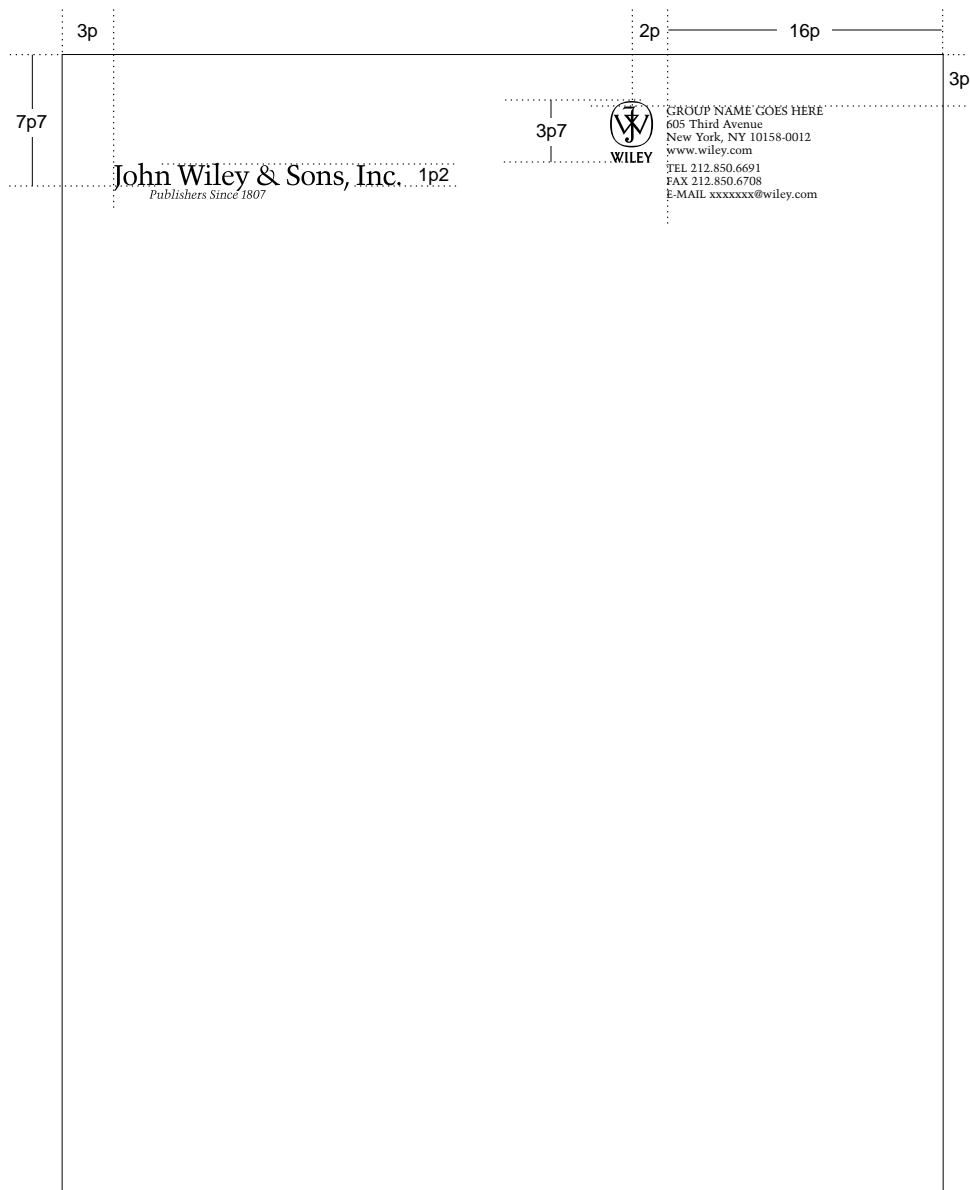
Strathmore Writing, Recycled  
Natural White, 24# Laid

## Printing

Offset Lithography

## Template Name

LHGrpCo.qxt



LHGrpCo.qxt



# Letterhead: International

## Applications

Australia  
Canada  
Europe  
Japan  
Southeast Asia  
U.K.  
Wiley-VCH

## Size

*Australia, Europe, S.E. Asia, VCH, U.K.:* 8 1/4" x 11 3/4" (approx.) or 21cm x 29.7cm

*Canada, Japan:* 8 1/2" x 11" or 21.59cm x 27.94cm

## Graphic Elements

Use the appropriate Legal Name with positioning line and colophon.

## Copy Format

Follow the example for copy, capitalization, punctuation, and line breaks. Substitute the correct telephone, fax, e-mail, name, and title information. [Note: Telephone, fax and web address groupings are separated by periods.]

## Typography

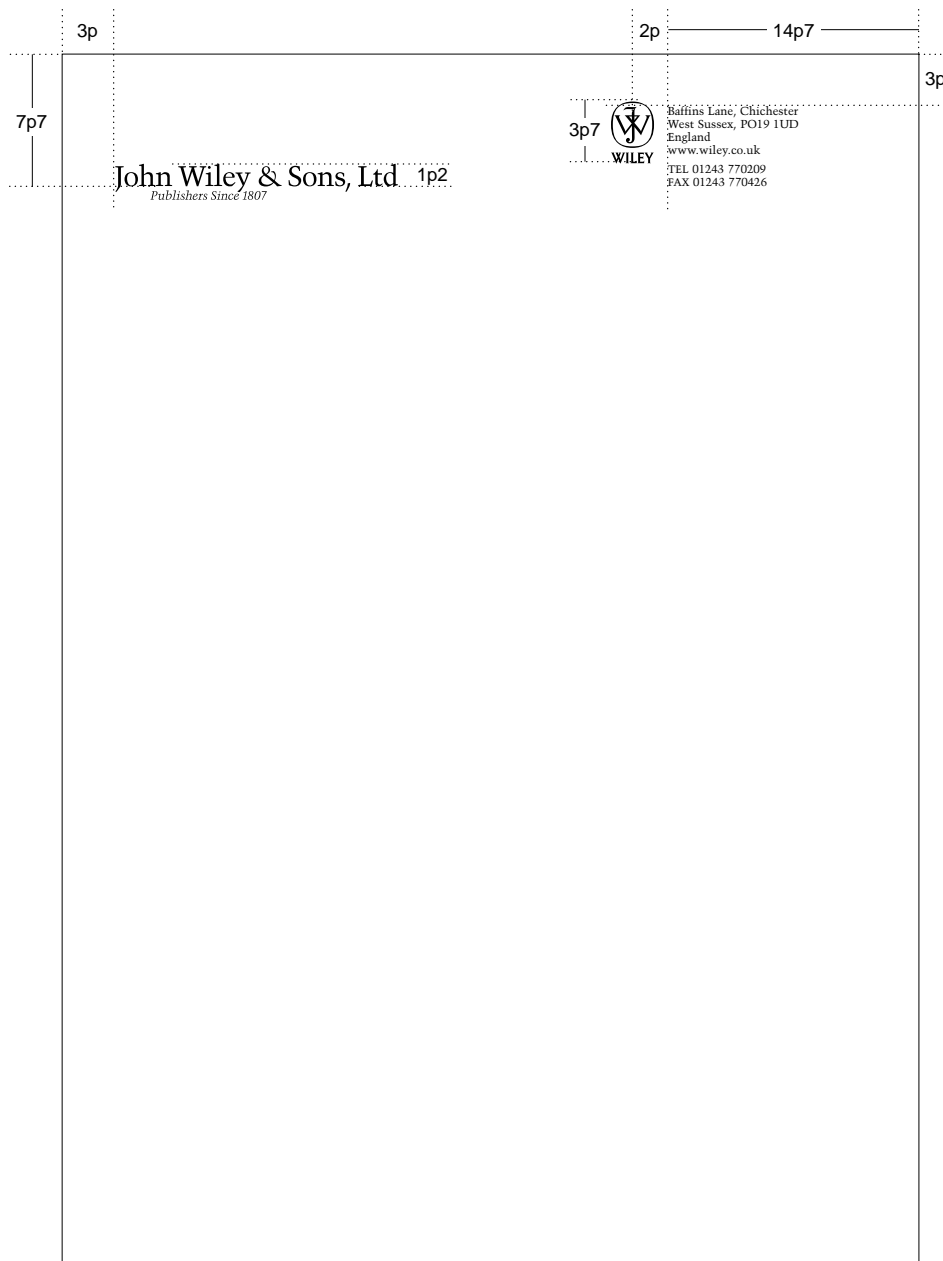
Set all items flush left/ragged right with a maximum line width of 13 picas (line breaks may be required).

*Group Name:* 8/9 Trump Mediaeval Roman, all caps. Group Name can be one or two lines long, but always drops the same distance from the top of page. [Note: If there is no Group Name, or, for Wiley Corporate version, the address begins at the top where the Group Name would have been.]

*Address Lines:* 8/9 point Trump Mediaeval Roman. Set only the letters "TEL", "FAX" and "E-MAIL" in 7.5 point, all caps. All other numbers and symbols on those lines set in 8 point, lower case. The web address sets 8/9, all lower case. On TEL line, assign a "space before" of 0p4, or .141 cm.

*Name:* 9/9 point Trump Mediaeval Roman. Use a whole line space before name. Extremely long names can be broken onto two lines 9/9.

*Title:* 8 point Trump Mediaeval Italic. Short academic titles, such as "Ph D", follow on the same line as the name. Other titles begin a new line 8/9. When long titles wrap to more than one line, additional lines set 8/8. [Note: A 7.5 point



LHIntUK.qxt

ampersand (&) replaces the word "and" in all titles except "President and CEO".]

## Measurements

US picas and points.

## Color

PMS 470U Brown

## Stock

Strathmore Writing, Recycled Natural White, 24# Laid or an appropriate recycled natural white 24# laid equivalent to corporate.

## Printing

Offset Lithography

## Template Names

LHIntAu.qxt  
LHIntCan.qxt  
LHIntEu.qxt  
LHIntJap.qxt  
LHIntSEA.qxt  
LHIntUK.qxt  
LHIntVCH.qxt

## Letterhead: International (cont.)

### Applications

Australia  
Canada  
Europe  
Japan  
Southeast Asia  
U.K.  
Wiley-VCH

### Size

*Australia, Europe, S.E. Asia, VCH, U.K.:* 8 1/4" x 11 3/4" (approx.) or 21cm x 29.7cm

*Canada, Japan:* 8 1/2" x 11" or 21.59cm x 27.94cm

### Graphic Elements

Use the appropriate Legal Name with positioning line and colophon.

### Copy Format

Follow the example for copy, capitalization, punctuation, and line breaks. Substitute the correct telephone, fax, e-mail, name, and title information. [Note: Telephone, fax and e-mail groupings are separated by periods.]

### Typography

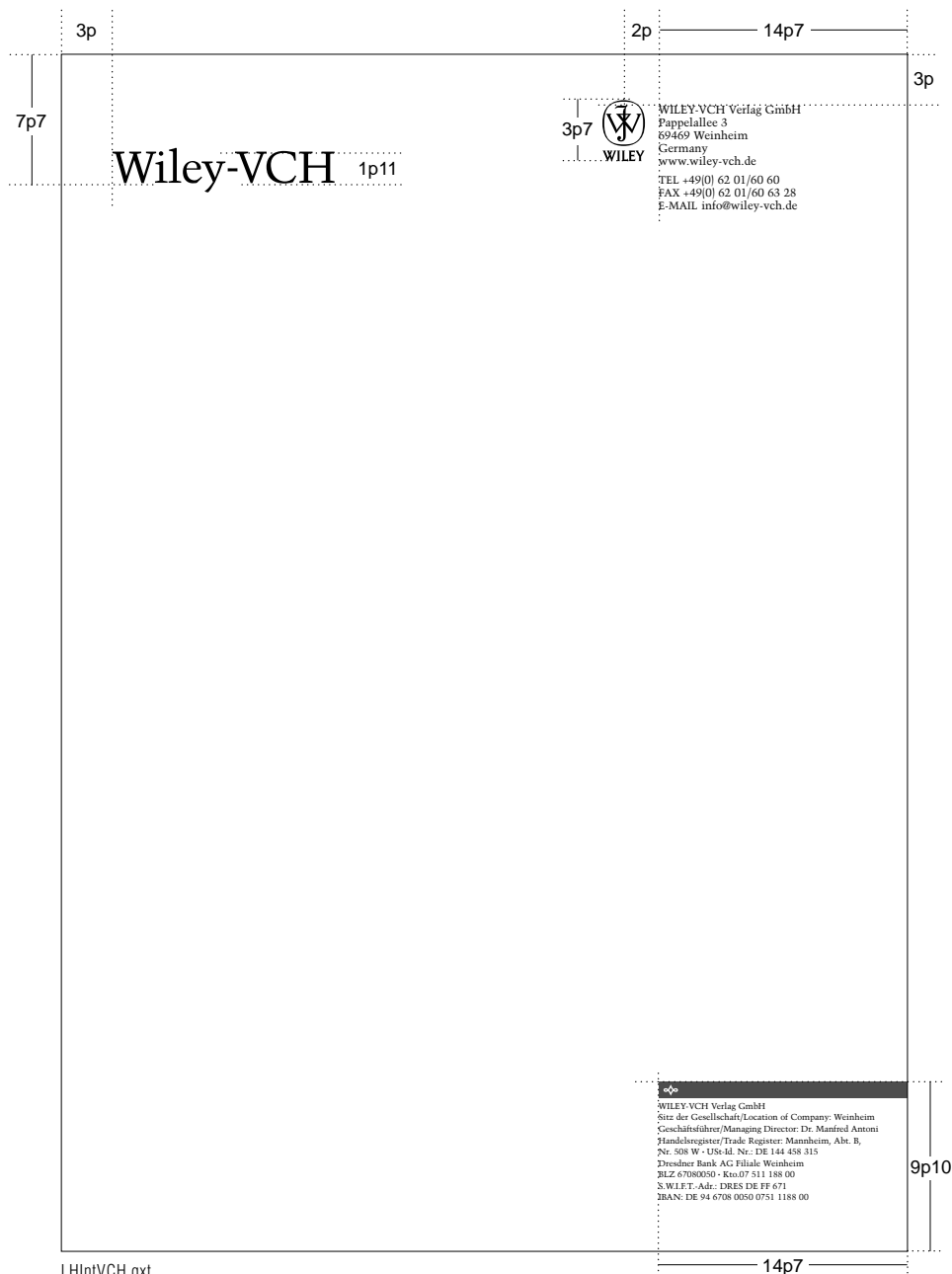
Set all items flush left/ragged right with a maximum line width of 13 picas (line breaks may be required).

*Group Name:* 8/9 Trump Mediaeval Roman, all caps. Group Name can be one or two lines long, but always drops the same distance from the top of page. [Note: If there is no Group Name, or, for Wiley Corporate version, the address begins at the top where the Group Name would have been.]

*Address Lines:* 8/9 point Trump Mediaeval Roman. Set only the letters "TEL", "FAX" and "E-MAIL" in 7.5 point, all caps. All other numbers and symbols on those lines set in 8 point, lower case. The web address sets 8/9, all lower case. On TEL line, assign a "space before" of 0p4, or .141 cm.

*Name:* 9/9 point Trump Mediaeval Roman. Use a whole line space before name. Extremely long names can be broken onto two lines 9/9.

*Title:* 8 point Trump Mediaeval Italic. Short academic titles, such as "Ph D", follow on the same line as the name. Other titles begin a new line 8/9. When long titles wrap to more than one line, additional



LHIntVCH.qxt

lines set 8/8. [Note: A 7.5 point ampersand (&) replaces the word "and" in all titles except "President and CEO".]

### Measurements

US picas and points.

### Color

PMS 470U Brown

### Stock

Strathmore Writing, Recycled Natural White, 24# Laid or an appropriate recycled natural white 24# laid equivalent to corporate.

### Printing

Offset Lithography

### Template Names

LHIntAu.qxt  
LHIntCan.qxt  
LHIntEu.qxt  
LHIntJap.qxt  
LHIntSEA.qxt  
LHIntUK.qxt  
LHIntVCH.qxt

## Letterhead: International (cont.)

### Applications

Australia  
Canada  
Europe  
Japan  
Southeast Asia  
U.K.  
Wiley-VCH

### Size

*Australia, Europe, S.E. Asia, VCH, U.K.:* 8 1/4" x 11 3/4" (approx.) or 21cm x 29.7cm

*Canada, Japan:* 8 1/2" x 11" or 21.59cm x 27.94cm

### Graphic Elements

Use the appropriate Legal Name with positioning line and colophon.

### Copy Format

Follow the example for copy, capitalization, punctuation, and line breaks. Substitute the correct telephone, fax, e-mail, name, and title information. [Note: Telephone, fax and e-mail groupings are separated by periods.]

### Typography


Set all items flush left/ragged right with a maximum line width of 13 picas (line breaks may be required).

*Group Name:* 8/9 Trump Mediaeval Roman, all caps. Group Name can be one or two lines long, but always drops the same distance from the top of page. [Note: If there is no Group Name, or, for Wiley Corporate version, the address begins at the top where the Group Name would have been.]

*Address Lines:* 8/9 point Trump Mediaeval Roman. Set only the letters "TEL", "FAX" and "E-MAIL" in 7.5 point, all caps. All other numbers and symbols on those lines set in 8 point, lower case. The web address sets 8/9, all lower case. On TEL line, assign a "space before" of 0p4, or .141 cm.

*Name:* 9/9 point Trump Mediaeval Roman. Use a whole line space before name. Extremely long names can be broken onto two lines 9/9.

*Title:* 8 point Trump Mediaeval Italic. Short academic titles, such as "Ph D", follow on the same line as the name. Other titles begin a new line 8/9. When long titles wrap

3p		2p
7p7	 <b>John Wiley &amp; Sons Australia, Ltd</b> 1p2 <small>Publishers Since 1807</small>	<small>A.C.N. 009 673 081          33 Park Road, Milton          Qld 4064, Australia          PO Box 1226, Milton, Qld 4064          www.johnwiley.com.au          TEL (07) 3859 9755          FAX (07) 3859 9715          E-MAIL brisbane@johnwiley.com.au</small>
3p	<small>SYDNEY 4A, 113 Wicks Road, North Ryde NSW 2113 TEL (02) 9805 1100 FAX (07) 9805 1597 E-MAIL sydney@jacwiley.com.au          PO Box 174, North Ryde NSW 2113          MELBOURNE Suite 2, 38-40 Prospect Street, Box Hill Vic. 3128 TEL (03) 9898 0255 FAX (03) 9898 4255 E-MAIL melbourne@jacwiley.com.au</small>	3p
4p8		

LHIntAu.qxt

to more than one line, additional lines set 8/8. [Note: A 7.5 point ampersand (&) replaces the word "and" in all titles except "President and CEO".]

### Measurements

US picas and points.

### Color

PMS 470U Brown

### Stock

Strathmore Writing, Recycled Natural White, 24# Laid or an appropriate recycled natural white 24# laid equivalent to corporate.

### Printing

Offset Lithography

### Template Names

LHIntAu.qxt  
LHIntCan.qxt  
LHIntEu.qxt  
LHIntJap.qxt  
LHIntSEA.qxt  
LHIntUK.qxt  
LHIntVCH.qxt

# Letterhead: International Publishing Development Program

## Applications

U.K.

## Size

8 1/4" x 11 3/4" (approx.) or  
21cm x 29.7cm

## Graphic Elements

Use the appropriate Legal Name  
with positioning line and colophon.

## Copy Format

Follow the example for copy,  
capitalization, punctuation, and line  
breaks. Substitute the correct  
telephone, fax, e-mail, name, and  
title information. [Note: Telephone,  
fax and e-mail groupings are  
separated by periods.]

## Typography

Set all items flush left/ragged right  
with a maximum line width of 13  
picas (line breaks may be required).

*Address Lines:* 8/9 point Trump  
Mediaeval Roman. Set only the  
letters "TEL", "FAX" and "E-MAIL"  
in 7.5 point, all caps. All other  
numbers and symbols on those  
lines set in 8 point, lower case.  
The web address sets 8/9, all  
lower case. On TEL line, assign a  
"space before" of 0p4, or .141 cm.

*Name:* 9/9 point Trump Mediaeval  
Roman. Use a whole line space  
before name. Extremely long names  
can be broken onto two lines 9/9.

*Title:* 8 point Trump Mediaeval  
Italic. Short academic titles, such  
as "Ph D", follow on the same line  
as the name. Other titles begin a  
new line 8/9. When long titles wrap  
to more than one line, additional  
lines set 8/8. [Note: A 7.5 point  
ampersand (&) replaces the word  
"and" in all titles except "President  
and CEO".]

## Measurements

US picas and points.

## Color

PMS 470U Brown

3p 2p 14p7 3p 7p7 3p7 WILEY INTERNATIONAL DEVELOPMENT  
4th Floor  
International House  
7 High Street  
Ealing Broadway  
London  
W5 4DB  
www.wiley.co.uk  
TEL 0171 262 5097  
FAX 0171 262 5093  
E-MAIL xxxxxxxx@wiley.co.uk

John Wiley & Sons, Ltd 1p2  
Publishers Since 1807

Registered Office:  
Ruffins Lane, Chichester  
West Sussex, England  
Registered Number:  
641132 England

LHIntDev.qxt 14p7 6p6

LHIntDev.qxt

## Stock

Strathmore Writing, Recycled  
Natural White, 24# Laid or an  
appropriate recycled natural white  
24# laid equivalent to corporate.

## Printing

Offset Lithography

## Template Name

LHIntDev.qxt

# Envelopes: US and International

## Size

US, Canada and Japan:  
9 1/2" x 4 1/8" or  
24.13cm x 10.477cm

All other: 8.661" x 4.331" or  
22cm x 11cm

## Graphic Elements

The vertical logo unit is the most common form. The first line of the address unit should align with the top horizontal of the "J" in the colophon.

## Copy Format

Follow the examples for capitalization, punctuation and line breaks. Subsidiaries at locations other than the home office should insert the Company Legal Name before their name and address lines.

## Typography

Set all items flush left/ragged right.

Company name and address lines:  
8/9 point Trump Mediaeval Roman.

## Measurements

US picas and points.

## Color

PMS 470U Brown

## Stock

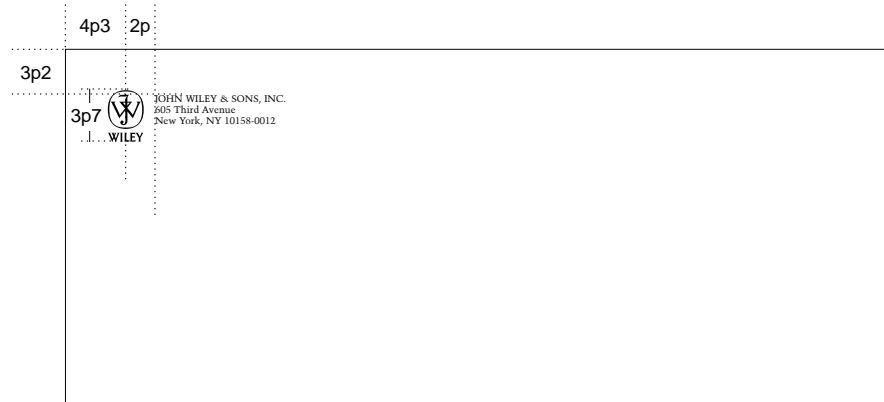
Strathmore Writing, Recycled Natural White, 24# Laid or an appropriate recycled natural white 24# laid equivalent to corporate.

## Printing

Offset Lithography

## Template Names

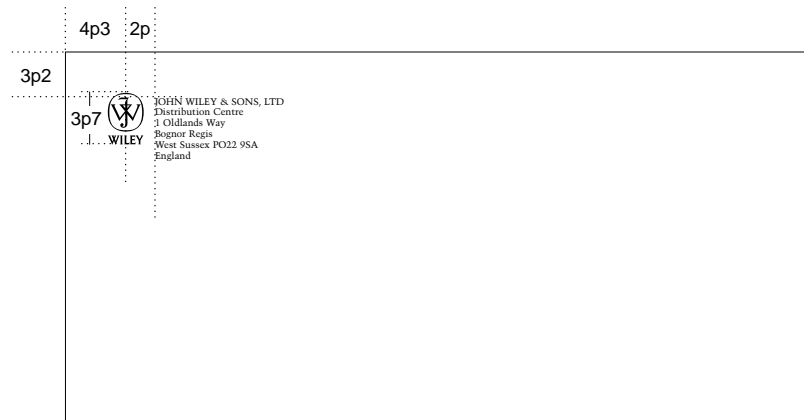
EnvUSCan.qxt  
EnvIntl.qxt



US, Canada and Japan: 9 1/2" x 4 1/8" or 24.13cm x 10.477cm Template: EnvUSCan.qxt



All other international: 8.661" x 4.331" or 22 cm x 11 cm Template: EnvIntl.qxt



Multi-line addresses may extend below vertical logo unit on corporate stationery if necessary.

# Business Cards: US

## Applications

All Corporate and Domestic Offices

## Size

3 1/2" x 2"

## Graphic Elements

Use the Corporate Signature.

## Copy Format

Follow the examples for capitalization and line breaks. Substitute the correct telephone, fax, e-mail, name, title, and group information. [Note: Telephone, fax and e-mail groupings are separated by periods.] At locations other than the home office, insert the Company Legal Name before their name and address lines.

## Typography

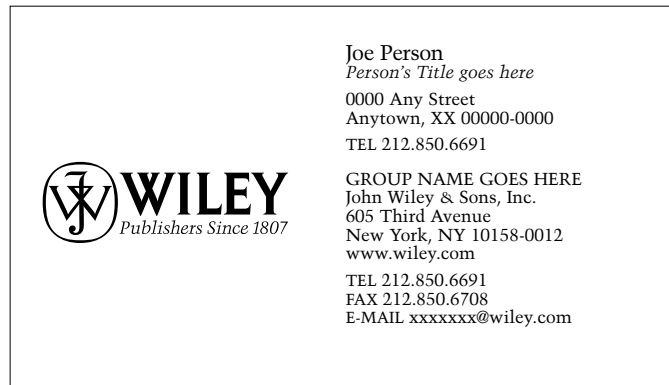
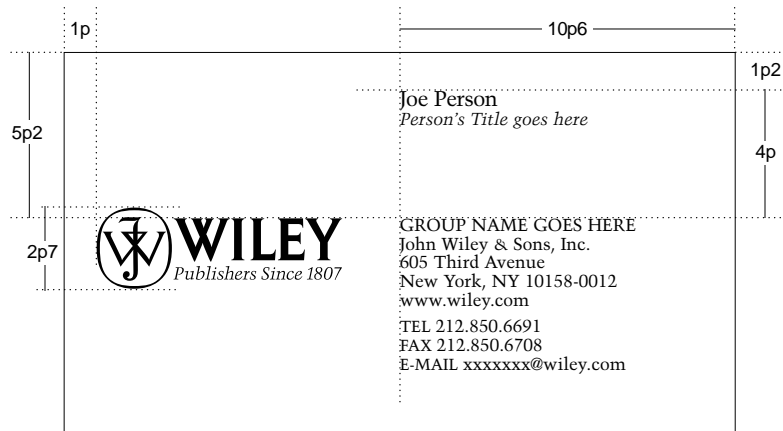
Set all items flush left/ragged right.

**Name:** 8 point Trump Mediaeval Roman. Maximum line width of both Name and Title is 9p6. Extremely long names may be broken onto two lines.

**Title:** 6.5/7 point Trump Mediaeval Italic. Short academic titles, such as "Ph D", follow on the same line as the name. Other titles begin a new line 6.5/7. When long titles wrap to more than one line, additional lines set 6.5/6.5. [Note: A 6 point ampersand (&) replaces the word "and" in all titles except "President and CEO".]

**Group Name:** 6.5/7 point Trump Mediaeval Roman, all caps. Group Name can be one or two lines long, but always drops the same distance from the top of page. [Note: If there is no Group Name, or, for Wiley Corporate version, the address begins at the top where the Group Name would have been.]

**Address Lines:** 6.5/7 point Trump Mediaeval Roman. Maximum line width of Address Lines is 9p6. Set only the letters "TEL", "FAX" and "E-MAIL" in 6 point, all caps. All other numbers and symbols on those lines set in 6.5 point, lower case. The web address sets 6.5/7, all lower case. On TEL line, assign a "space before" of 0p3.



BCUS.qxt

## Measurements

US picas and points.

## Color

PMS 470U Brown

## Stock

Strathmore Cover, Recycled  
Natural White, 80# Laid

## Printing

Offset Lithography

## Template Name

BCUS.qxd

# Business Cards: International

## Applications

Australia  
Canada  
Japan  
Southeast Asia  
United Kingdom

## Size

*Australia and Canada:*  
3 1/2" x 2" or 9cm x 5cm.  
*Southeast Asia:* 9cm x 5.5cm  
*All others:* 3 3/8" x 2 1/8" or  
8.5cm x 5.5cm

## Graphic Elements

Use the appropriate Corporate  
Signature.

## Copy format

Follow the examples for capital-  
ization, punctuation and line breaks.  
Substitute the correct telephone,  
fax, e-mail, name, and title  
information. [Note: Telephone,  
fax and e-mail groupings are  
separated by periods.] inserting the  
correct information. For generic  
business cards, delete name and  
title from any format.

## Typography

Set all items flush left/ragged right.

*Name:* 8 point Trump Mediaeval  
Roman. Maximum line width of  
both Name and Title is 9 picas.  
Extremely long names may be  
broken onto two lines.

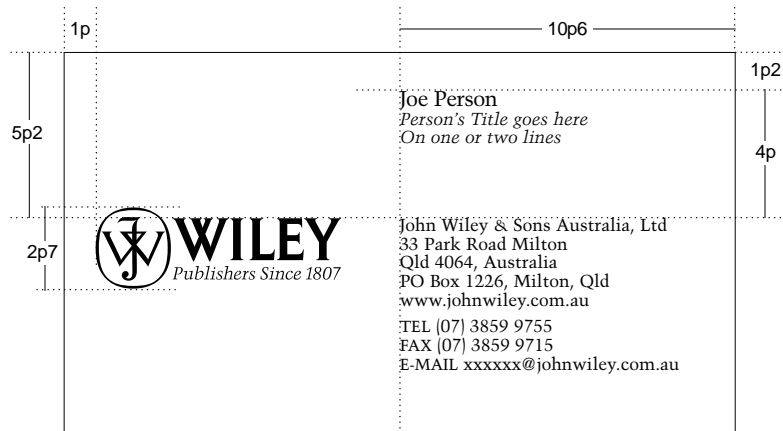
*Title:* 6.5/7 point Trump Mediaeval  
Italic. Short academic titles, such  
as "Ph D", follow on the same line  
as the name. Other titles begin a  
new line 6.5/7. When long titles  
wrap to more than one line,  
additional lines set 6.5/6.5. [Note:  
A 6 point ampersand (&) replaces  
the word "and" in all titles except  
"President and CEO".]

## Company Name and Address

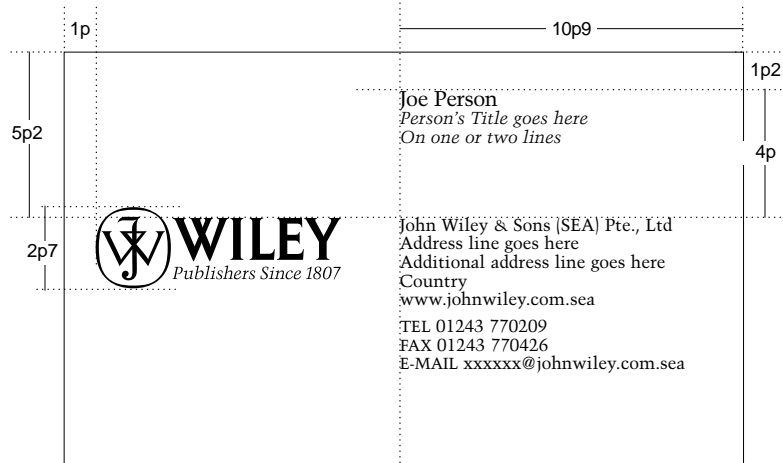
*Lines:* 6.5/7 point Trump Mediaeval  
Roman. Set only the letters "TEL",  
"FAX" and "E-MAIL" in 6 point,  
all caps. All other numbers and  
symbols on those lines set in 6.5  
point, lower case. The web address  
sets 6.5/7, all lower case. On TEL  
line, assign a "space before" of 0p3.  
Maximum line width of Company  
Name and Address is 9 picas.

## Measurements

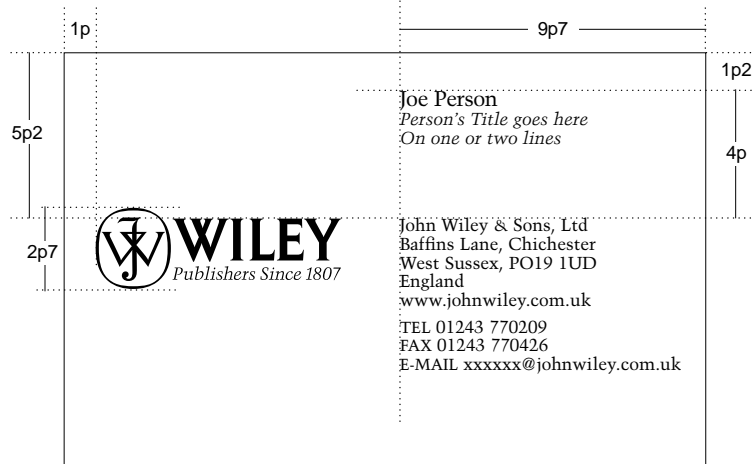
US picas and points.



BCAusCan.qxt



BCSEA.qxt



BCGrJaUK.qxt

## Color

PMS 470U Brown

## Stock

Strathmore Cover, Recycled  
Natural White, 80# Laid or an  
appropriate recycled natural white,  
80# laid equivalent to corporate

## Printing

Offset Lithography

## Template Names

BCAusCan.qxt  
BCSEA.qxt  
BCGrJaUK.qxt

# Business Cards: International (cont.)

## Applications

Wiley-VCH

## Size

3 3/8" x 2 1/8" or 8.5cm x 5.5cm

## Graphic Elements

Use the appropriate Corporate Signature.

## Copy format

Follow the examples for capitalization, punctuation and line breaks. Substitute the correct telephone, fax, e-mail, name, and title information. [Note: Telephone, fax and e-mail groupings are separated by periods.] For generic business cards, delete name and title from any format.

## Typography

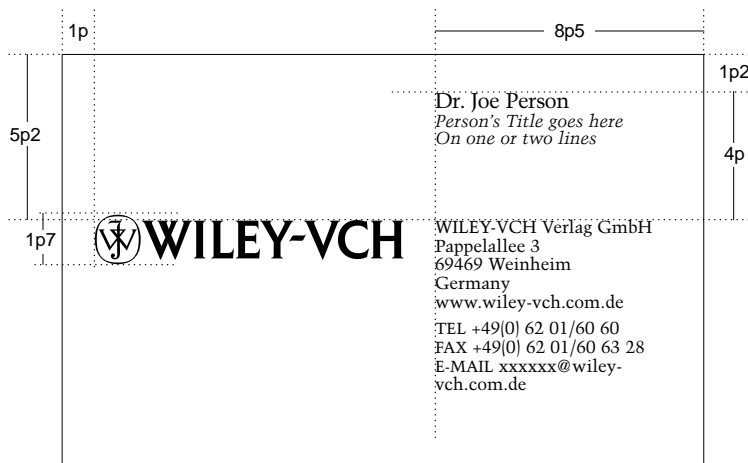
Set all items flush left/ragged right.

**Name:** 8 point Trump Mediaeval Roman. Maximum line width of both Name and Title is 7p10. Extremely long names may be broken onto two lines.

**Title:** 6.5/7 point Trump Mediaeval Italic. Short academic titles, such as "Ph D", follow on the same line as the name. Other titles begin a new line 6.5/7. When long titles wrap to more than one line, additional lines set 6.5/6.5. [Note: A 6 point ampersand (&) replaces the word "and" in all titles except "President and CEO".]

### Company Name and Address

**Lines:** 6.5/7 point Trump Mediaeval Roman. Set only the letters "TEL", "FAX" and "E-MAIL" in 6 point, all caps. All other numbers and symbols on those lines set in 6.5 point, lower case. The web address sets 6.5/7, all lower case. On TEL line, assign a "space before" of 0p3. Maximum line width of Company Name and Address is 7p10.



BCIntVCH.qxt

## Measurements

US picas and points.

## Color

PMS 470U Brown

## Stock

Strathmore Cover, Recycled Natural White, 80# Laid or an appropriate recycled natural white, 80# laid equivalent to corporate

## Printing

Offset Lithography

## Template Names

BCIntVCH.qxt