Brand guidelines

CREATING CONSISTENCY AND IMPACT

WIPFLI

INTRODUCTION

Our brand is a promise we make to our clients. Every interaction presents an opportunity to strengthen our brand by demonstrating value. Over time, these experiences translate into deeper trust and greater equity.

How we present Wipfli is a critical aspect of building our brand. These guidelines explain how to bring the Wipfli brand to life with consistency and impact.

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BRAND FRAMEWORK

The Wipfli brand is anchored in a strategic framework that includes our brand pillars, attributes, personality and promise. Together, these elements define the experience we strive to offer clients and associates, as well as how we want Wipfli to be perceived in the marketplace.

Brand promise

Brand pillars

Brand personality

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BRAND FRAMEWORK

BRAND PROMISE

The Wipfli brand promise captures the value and experience we want to deliver through every interaction. The promise was thoughtfully crafted to include our approach to client relationships and our signature curiosity and clarity that lead to results.

Through deeply invested relationships and boundless curiosity, Wipfli brings clarity that drives results.

BRAND PILLARS

Fundamental strengths that set us apart.

Approachable

Perceptive

Inventive

Curious

BRAND PERSONALITY

Personification of our brand that directs voice, tone and style.

Courageous

Dynamic

Imaginative

Caring

Trusted

BRAND VOICE

Voice plays an important role in expressing the Wipfli brand. We use language that is clear and approachable, free from jargon and focused on client benefit.

Tone

Do's and don'ts

Brand tagline

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TONE

We use an approachable tone to create a connection with our audience. We refrain from using industry-speak and jargon, which can muddy our message and distract from the impact of our words.

The goal is to make our knowledge as accessible to the audience as possible. Simple, relatable language helps everyone come away with the most important points and information.

For a more in-depth look at Wipfli voice and the tones we write in, please see the editorial style guide.

SAMPLE COPY

"You believe there's always a better way; so do we. Curiosity helps us uncover new opportunities, and our perspective provides partners with the insights to improve everything from productivity to profitability."

"Family-owned businesses are the heart of our economy. We help them thrive from one generation to the next, by combining their vision with our perspective."

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DO'S AND DON'TS

Follow these guidelines to bring the Wipfli voice to life across the spectrum of communications tools.

DO:

· Highlight Wipfli's unique perspective

· Tailor your message based on the audience (enterprise vs. industry specific)

· Keep the focus on client needs

· Use clear, conversational language

DO NOT:

· Use overly formal language

· Rely on industry jargon; take the time to clearly express your intended message

· Make exaggerated statements

· Present Wipfli services without the benefit they deliver

· Spell "Wipfli" in all caps (i.e., "WIPFLI") in text unless graphic design purposes require it from a visual style perspective

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BRAND TAGLINE

"Perspective changes everything" speaks to our clients' needs while serving as an extension of curiosity and reflecting our brand pillars. Our tagline reinforces our brand promise and the value we bring.

VISUAL GUIDELINES

Our system of visual elements works together to project a dynamic and recognizable identity for the Wipfli brand.

Logo

Color
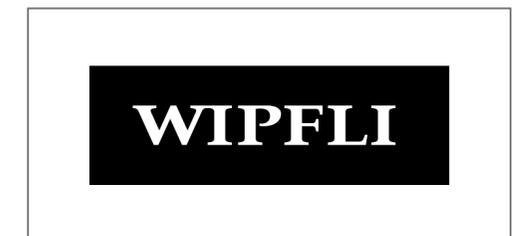
Typography

Photography

Icons

Contents
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THE WIPFLI LOGO

The primary logo is a core element of the Wipfli visual identity. It consists of two parts: the Wipfli blue rectangle and the Wipfli name, typeset as a wordmark within it.

The primary logo should be used in as many applications as possible. Use the reversed logo when the primary background color is blue or the asset has a blue tint. Only use the black-and-white logo when the logo will appear in black-and-white publications.

Use on a primarily blue background

Use only in black-and-white publications

CLEAR SPACE AND SIZING

Clear space should always be maintained around the primary logo. The minimum amount of clear space is always equal to the height and width of the "P" in Wipfli.

Always keep clear space at the top, bottom, right and left of the logo. Proper use of clear space around the logo helps to protect its integrity.

Proper sizing is also essential in protecting the integrity of the primary logo. Minimum size guidelines have been established to ensure the primary logo remains legible in all applications.

When using the logo at small sizes, please be sure to consider the fidelity of the production method so that the primary logo maintains its readability. Although we have not set maximum size guidelines, always maintain a proper balance between the logo and the surface it sits on.

Environmental building signage represents the only case in which the Wipfli wordmark may appear outside the bar construct.

WIPFLI

WIPFLI

WIPFLI

1" / 96 px

LOGO ALTERATION

The Wipfli logo is one of our most recognizable brand assets and should not be altered.
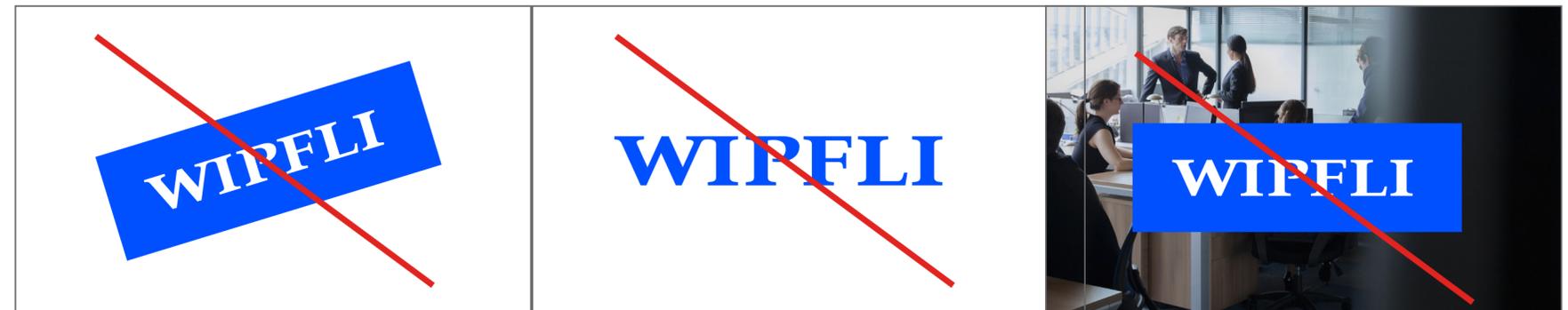
DO NOT:

· Modify the Wipfli logo

· Stack the logo on top of other logos

· Use the Wipfli logo in conjunction with another company's logo

· Create a logo for a specific department

· Add words onto the Wipfli logo

Do not add drop shadow to the logo.

Do not stretch the logo.

Do not outline the Wipfli bar.

Do not rotate the logo.

Do not remove the logo from the Wipfli bar.

Do not place the logo over photos without approved borders and styling.

OTHER LOGOS

ADVISORY & ACCOUNTING LOCKUP

The "Advisory & Accounting" lockup is a secondary logo within the Wipfli visual identity system. Its primary intent is to communicate the type of firm Wipfli is in situations where (1) Wipfli has no brand awareness and (2) there is no additional space or opportunity to describe Wipfli.

This lockup consists of three parts: the Wipfli Blue rectangle and the Wipfli name, typeset as a wordmark within it, and an accompanying descriptor typset below or to the left of the rectangle.

The "Advisory & Accounting" lockup logo should be used in very limited applications. Typical use cases include event signage and sports sponsorship signage. Do not use this logo on promotional items, stationery, collateral, presentations, proposals, client communications or legal correspondence.

Follow the same clear space, color and sizing rules as the primary Wipfli logo, matching the Wipfli blue rectangle in size. The lockup should never be used in small or very distant applications when doing so renders legibility difficult.

OTHER LOGOS

SEPARATE ENTITIES

Wipfli Corporate Finance Advisors is a separate legal entity from Wipfli. In some cases, this entity requires a separate logo. Contact Marketing with any questions about when and where to use this logo. Legal requirements for a separate disclosure also apply.

Separate entity

BUSINESS RESOURCE GROUPS

Wipfli has several approved internal business groups and initiatives that feature their own logo, such as Women of Wipfli and Wipfli Pride. These logos should only be used in very specific applications. Please contact Wipfli's Director of Diversity, Equity and Inclusion for details and more information.

Internal brand

PRIMARY COLORS

Color is an integral part of the Wipfli brand, and its consistent use is crucial to maintaining brand integrity. These are the values and specifications for Wipfli's primary color palette, consisting of Wipfli blue, Wipfli gray, white and black.
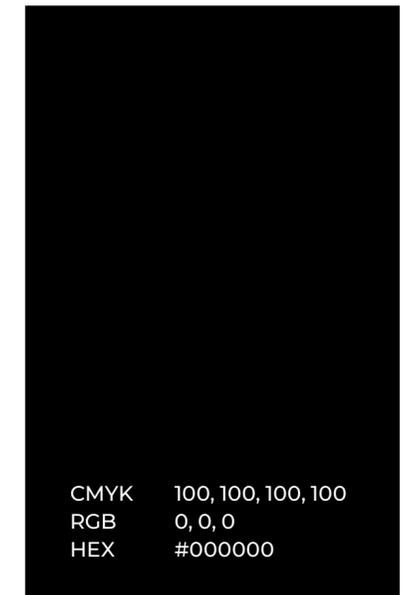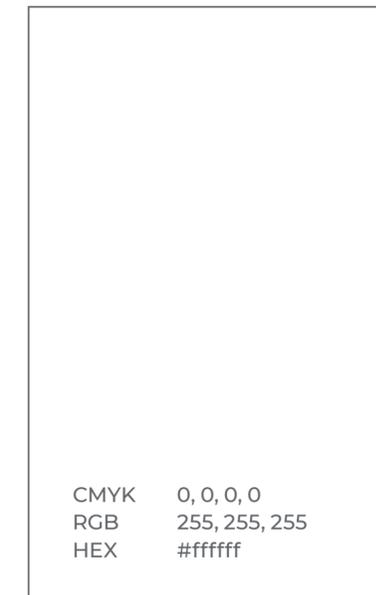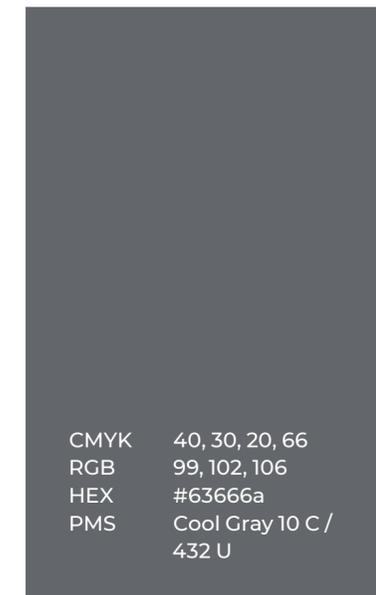
CMYK	90, 68, 0, 0
RGB	0, 80, 255
HEX	#0050ff
PMS	2728C / 2388 U

CMYK	40, 30, 20, 66
RGB	99, 102, 106
HEX	#63666a
PMS	Cool Gray 10 C / 432 U

CMYK	0, 0, 0, 0
RGB	255, 255, 255
HEX	#ffffff

CMYK	100, 100, 100, 100
RGB	0, 0, 0
HEX	#000000

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SECONDARY COLORS

A variety of approved complementary colors are available to support the primary Wipfli colors. These should only be used in the representation of simple charts and graphs when more color tones are needed to express a concept or idea. They should be used in combination with — not instead of — Wipfli's primary colors.

CMYK	n/a
RGB	16, 23, 82
HEX	#101752
PMS	2715

CMYK	n/a
RGB	77, 115, 247
HEX	#4d73f7
PMS	n/a

CMYK	n/a
RGB	0, 40, 127
HEX	#00287f
PMS	n/a

CMYK	n/a
RGB	120, 151, 248
HEX	#7897f8
PMS	n/a

CMYK	n/a
RGB	171, 202, 233
HEX	#ccdcff
PMS	n/a

CMYK	7, 3, 5, 8
RGB	208, 211, 212
HEX	#d0d3d4
PMS	427

SAMPLE INFOGRAPHICS
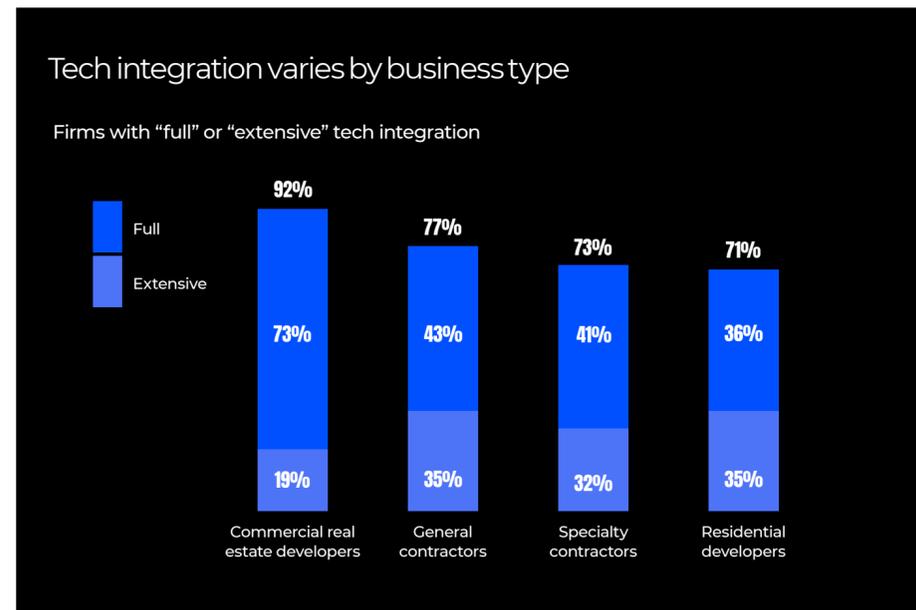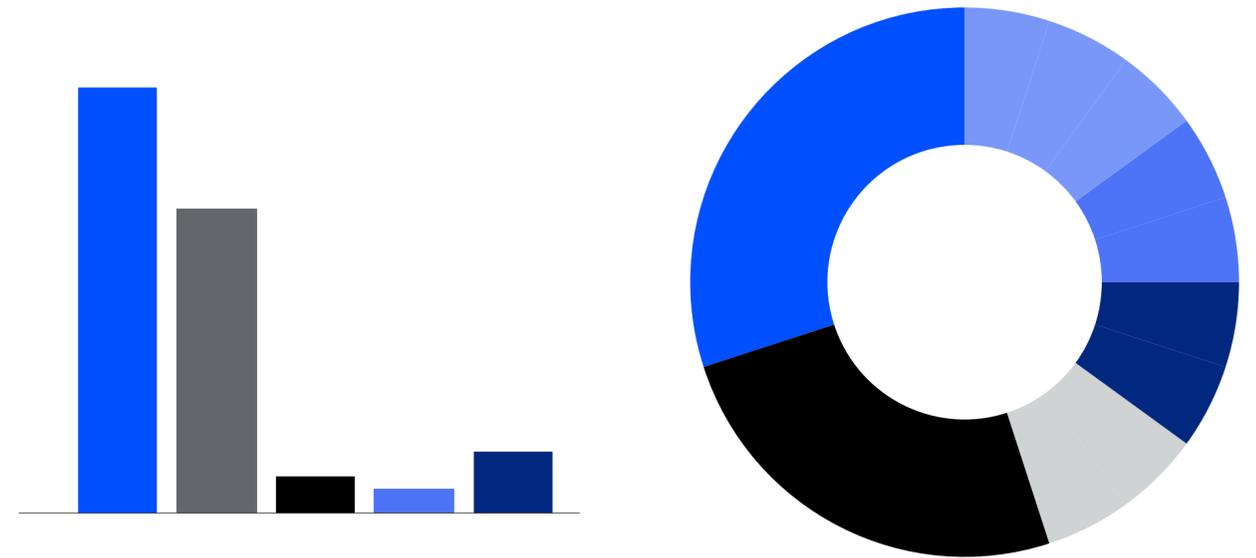
Tech integration varies by business type

Firms with "full" or "extensive" tech integration

■ Full

■ Extensive

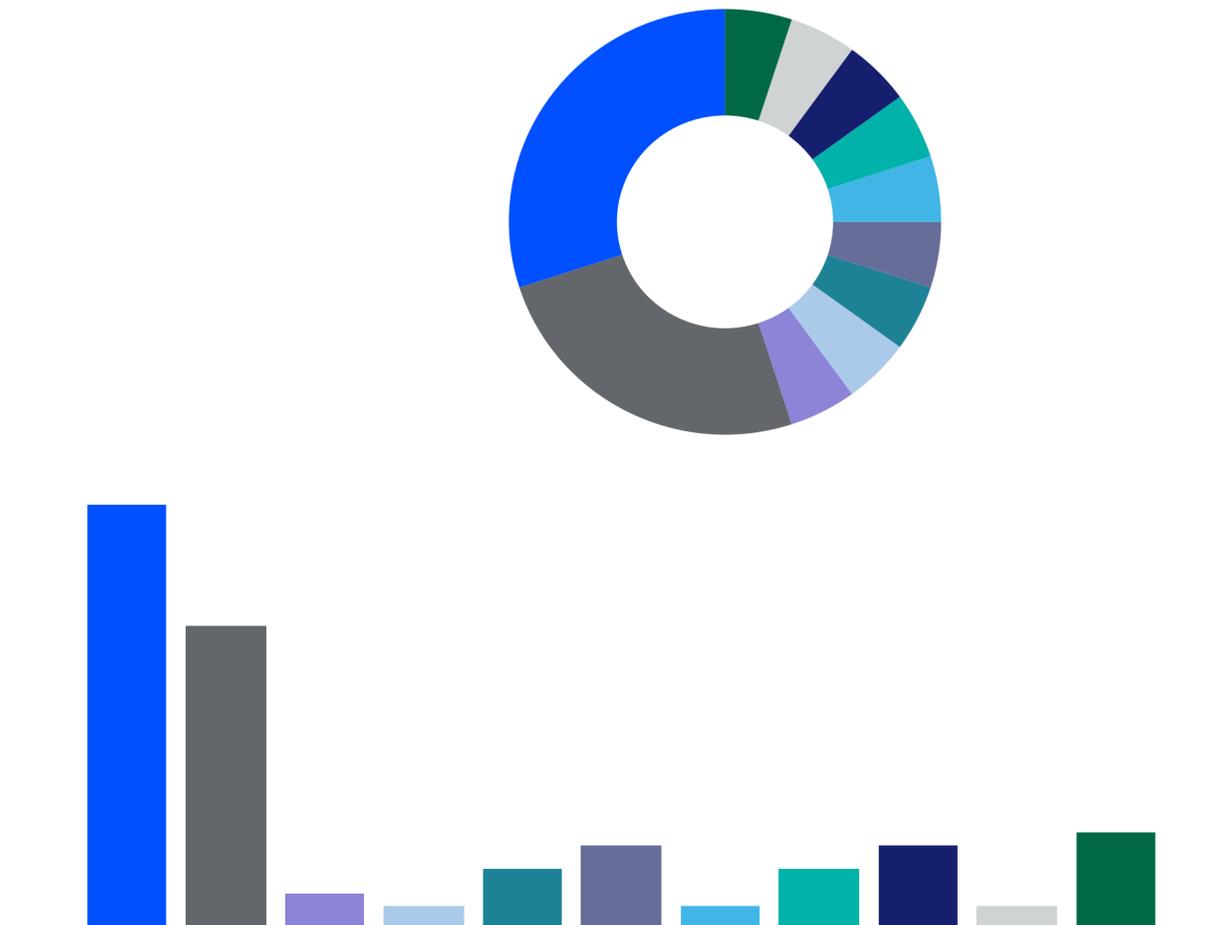|	Commercial real estate developers	General contractors	Specialty contractors	Residential developers
Total	92%	77%	73%	71%
Full	73%	43%	41%	36%
Extensive	19%	35%	32%	35%

TERTIARY COLORS

This extended palette should only be used in the representation of data, such as in charts and graphs, when more colors are needed to express accurate values. They should be used in combination with — not instead of — Wipfli's primary and secondary colors. They should represent the smallest proportion when used.

CMYK 56, 52, 0, 0 RGB 139, 132, 215 HEX #8b84d7 PMS 2715	CMYK 93, 0, 75, 55 RGB 0, 104, 69 HEX #006845 PMS 7728
CMYK 67, 2, 0, 0 RGB 65, 182, 230 HEX #41b6e6 PMS 298	CMYK 74, 51, 22, 8 RGB 103, 109, 153 HEX #676d99 PMS 2109
CMYK 85, 17, 38, 19 RGB 29, 130, 150 HEX #1d8296 PMS 2222	CMYK 81, 0, 39, 0 RGB 0, 178, 169 HEX #00b2a9 PMS 326
CMYK 100, 98, 0, 15 RGB 21, 31, 109 HEX #151f6d PMS 2756	
CMYK 35, 9, 0, 0 RGB 171, 202, 233 HEX #abcae9 PMS 277	

SAMPLE INFOGRAPHICS

PROPORTION

This visual captures the general proportion of acceptable color usage.

PRIMARY   SECONDARY   TERTIARY

Contents

PRIMARY TYPEFACE

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*() 0123456789

Montserrat

The primary Wipfli typeface is Montserrat, chosen for its balance of modern and traditional details. It is clean, friendly and professional. As a Google font, Montserrat allows for easy access and unlimited usage.

Download Montserrat here →

SECONDARY TYPEFACES

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*() 0123456789

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*() 0123456789

Lora

One secondary Wipfli typeface is Lora, chosen for its subtle sophistication and readability. It feels approachable and contemporary, balancing the characteristics of the primary typeface and providing contrast for body text. As a Google font, Lora allows for easy access and unlimited usage.

Download Lora here →

Anton

The other secondary Wipfli typeface is Anton, chosen for its bold, unique style. It feels forward and powerful, delivering impact and emphasis. As a Google font, Anton allows for easy access and unlimited usage.

Download Anton here →

SUBSTITUTIONS

Materials for electronic distribution (e.g., emails, PowerPoint decks, Word templates) are sometimes created with external collaborative partners who may not have the primary brand fonts installed on their computers.

An example is when Wipfli provides guest speaker slides to add to a presentation. Whenever possible, convert these slides to images, or provide native files with the Wipfli fonts embedded. Alternatively provide the Wipfli fonts and request they be installed. These are free fonts and usually require very little expertise to install.

In these rare exceptions, Arial Regular may be used in place of Montserrat, Times Regular in place of Lora, and Impact Regular in place of Anton, as these are system fonts installed on most devices as part of the operating system.

When in doubt, please contact Marketing for guidelines on which format to offer.

MONTSERRAT TYPEFACE REPLACEMENT

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()0123456789

LORA TYPEFACE REPLACEMENT

Times Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()0123456789

ANTON TYPEFACE REPLACEMENT

Impact Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()0123456789

PHOTOGRAPHY STYLE

We strive to curate images that feel natural and spontaneous and capture an authentic moment.

PERSPECTIVE PHOTOGRAPHY

Perspective is an important concept to the Wipfli brand. Often, perspective can be effectively communicated through photography that features unique angles and viewpoints.

INDUSTRY-SPECIFIC PHOTOGRAPHY

Highlighting industry-specific moments allows Wipfli to communicate the various sectors we serve.

Contact Marketing for guidelines when selecting new photography.
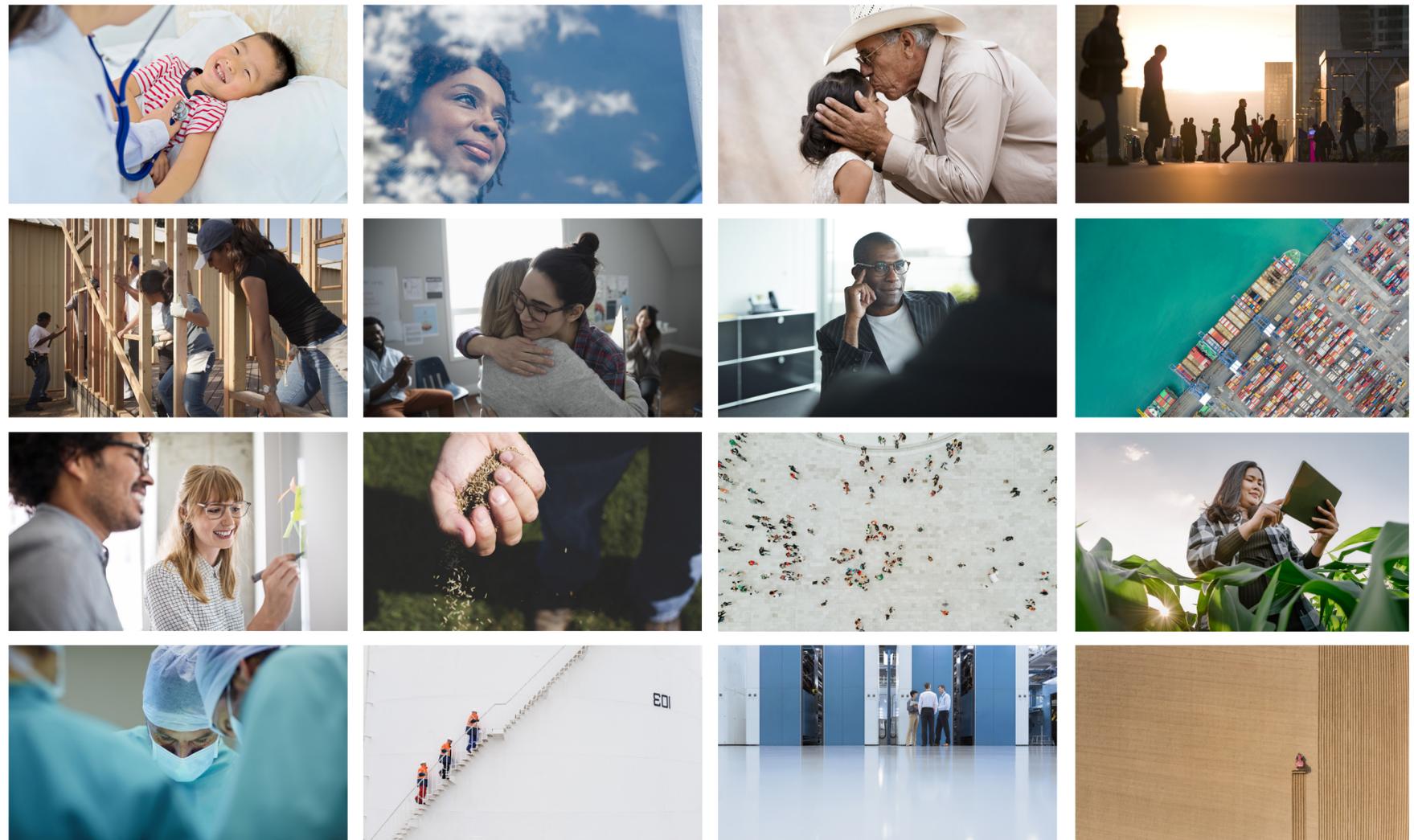
ICONS

Icons can help communicate ideas at a glance and draw attention to important information. While Wipfli does not use icons frequently in marketing materials such as ads, event materials or collateral, they sometimes can be useful in PowerPoint presentations or for website UX.

Typical Wipfli icons used in print and presentations are built at proportions of 85 x 85 pixels and 2-point line width. Style may vary by application. Contact Marketing for details on available icons and appropriate use.
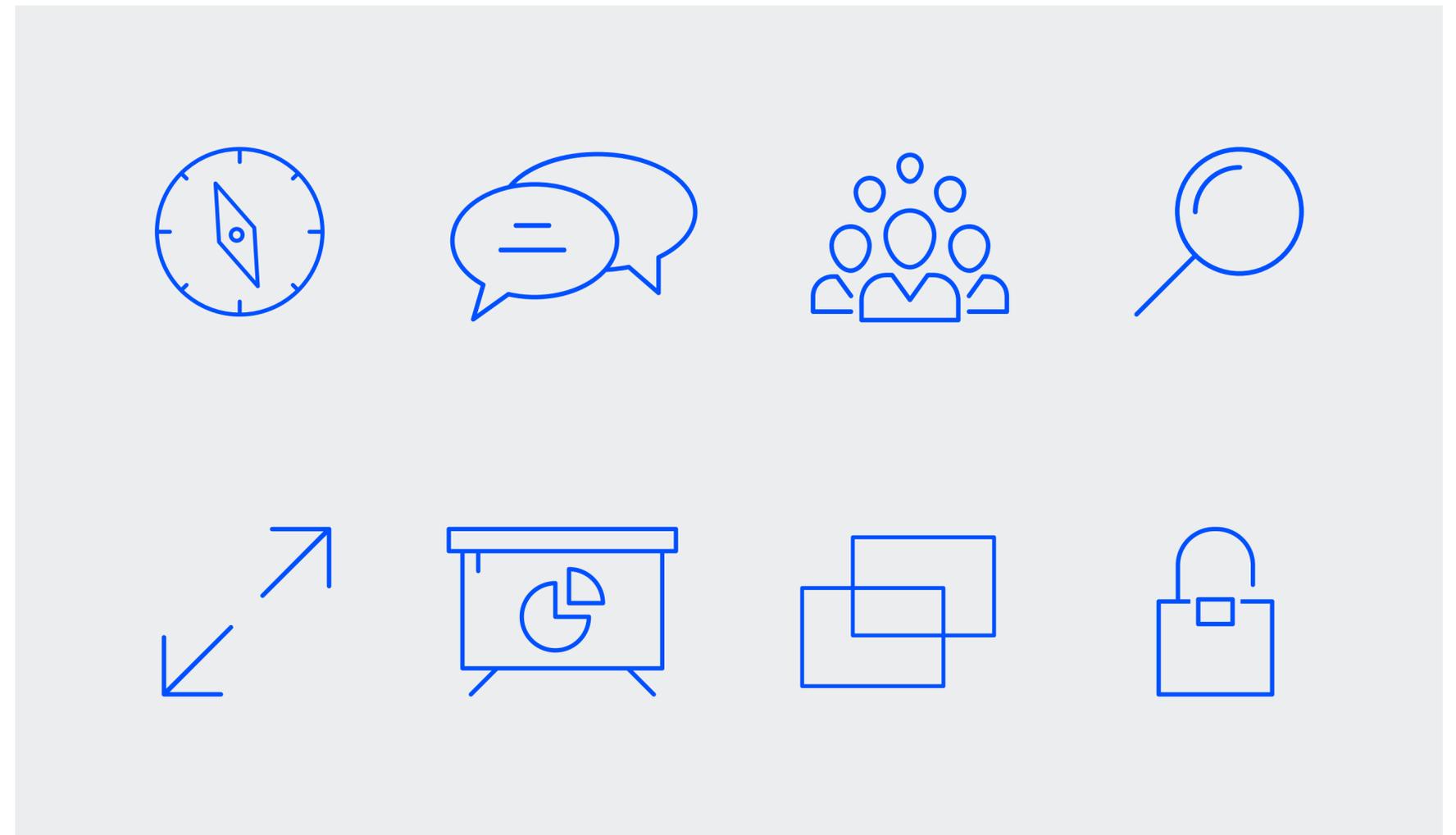
SAMPLE APPLICATIONS

The Wipfli brand comes to life across a spectrum of touchpoints, from advertising and collateral to client presentations and events. These samples illustrate successful guidelines usage.

PowerPoint templates

Ad templates

Apparel & promotional items

Events

Environmental signage

Contents

POWERPOINT TEMPLATES

When creating presentations, always begin with the approved Wipfli brand PowerPoint template.

AD TEMPLATES

The ad template system includes three formats: Extra, Classic and Minimal. Extra should be used for big moments to make a statement. It can be applied to larger executions, from advertising spreads to out-of-home advertising. Classic and Minimal formats can be used for more everyday applications, such as program ads or digital banner ads.

Marketing will provide the appropriate ad type based on the context and needs of each ad placement.

EXTRA— PHOTO ON PHOTO

· Impact and story
· Most effective at mid to large scale
· Highly specific photo criteria
· More complex to execute

CLASSIC— TYPE IN PHOTO

· Photo delivers strong industry focus
· Reproduces well at various scales
· Easier execution

MINIMAL— ALL TYPE

· Anton/mixed case: approachable yet bold
· Allows voice to shine through
· Reproduces well at smaller scale
· Easier execution

RECRUITMENT AD TEMPLATES

Employer brand materials help us attract the very best talent. These communications should focus on the prospective employee and the opportunities Wipfli presents.
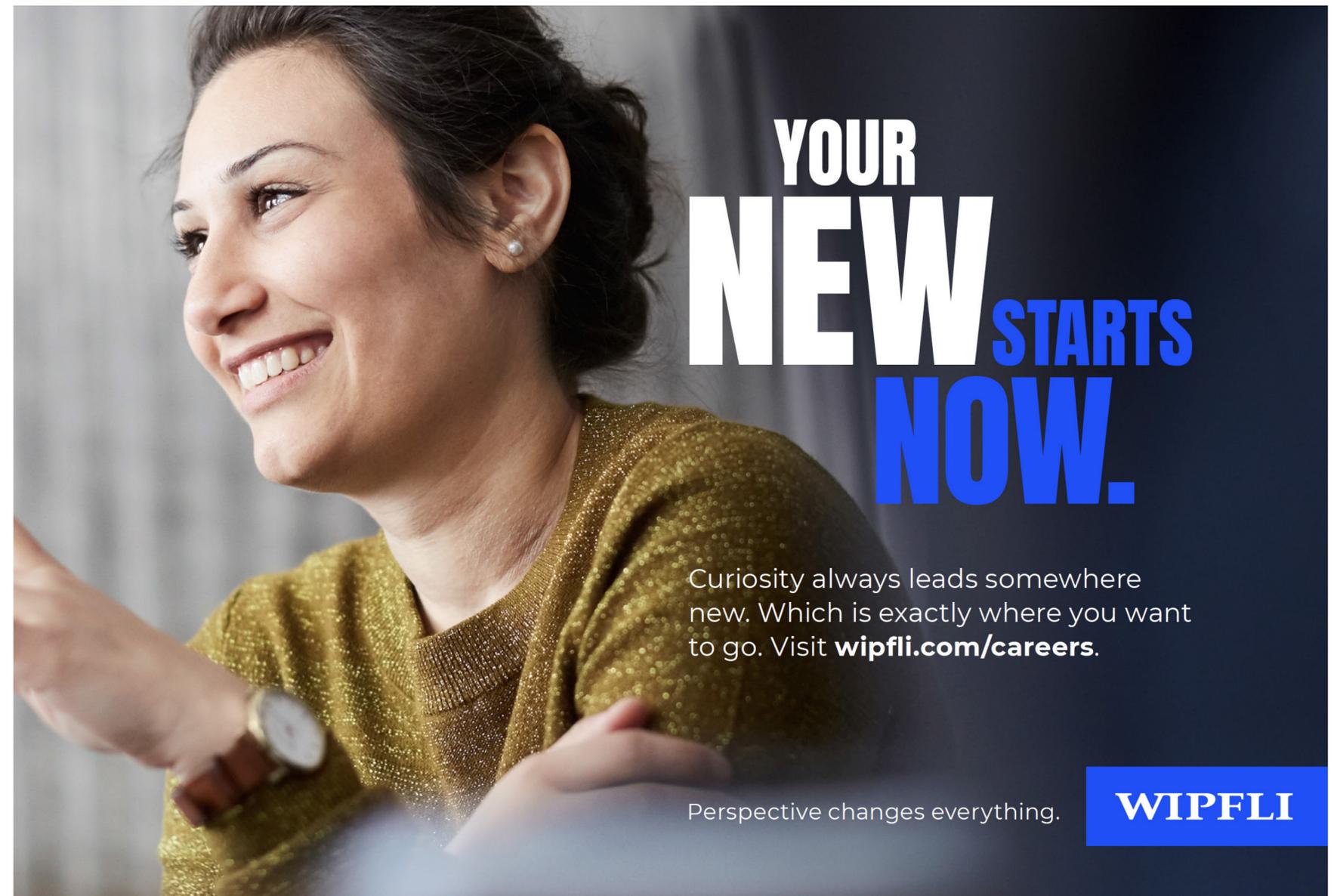
YOUR
NEW STARTS
NOW.

Curiosity always leads somewhere new. Which is exactly where you want to go. Visit **wipfli.com/careers**.

Perspective changes everything.

WIPFLI

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APPAREL & PROMOTIONAL ITEMS

EMBROIDERY

Official Wipfli-branded gear should be produced in partnership with Marketing and approved vendors only.

Depending upon the fabric type, application size and style, the Wipfli logo can be represented in either the full box design or as letters only. Always make choices that maximize logo legibility and brand color.

Generally, it is preferred that the apparel or the imprint be in Wipfli blue (or Wipfli blue and white as in the box logo example). Preferred blue embroidery colors are: Madeira 1076 or equivalent.

When apparel is a dark color, such as black or navy, a white Wipfli text-only logo is recommended. When the apparel is white or light gray, the text-only logo should be represented in Wipfli blue.

Example: Wipfli blue item with white text-only logo
(high visibility embroidery 4" w x 0.625" h)

Acceptable use case: text-only logo
(minmum size for embroidery 2.69" w x 0.43" h)

Acceptable use case for thick material: 2 color box logo
(minmum size for embroidery 2.52" w x 0.82" h)

Acceptable use case: blue text-only logo
(minmum size for embroidery 2.69" w x 0.43" h)

APPAREL & PROMOTIONAL ITEMS

PRINTED, ENGRAVED AND DIMENSIONAL APPLICATIONS

As with apparel, it is preferred that the item color or the imprint be Wipfli blue (or Wipfli blue and white as in the box logo example).
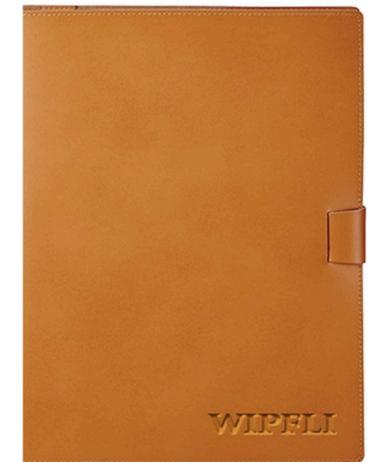
Except in instances where (1) the logo is very small or (2) the item color clashes with Wipfli blue, it is preferred to use the two-color full box logo. Always make choices in size and color that maximize both logo legibility and brand.

Ideal use case: two-color box logo

Example: text-only logo (maximum imprint size)

Example: Debossed

Example: knockout reversed box logo on blue item

Example: laser etched

Example: knockout box logo on white item

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EVENTS

Backdrops, banners and merchandise/ giveaways are available for trade shows, industry gatherings, job fairs and other events. Please contact Marketing for assistance.
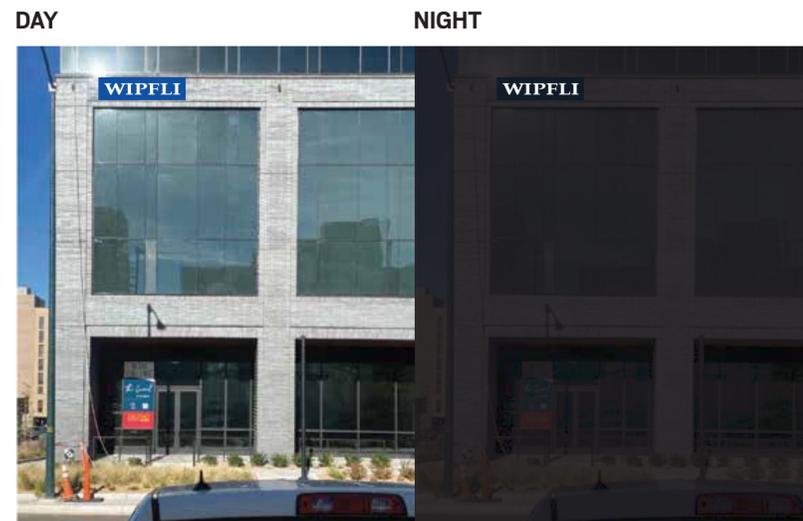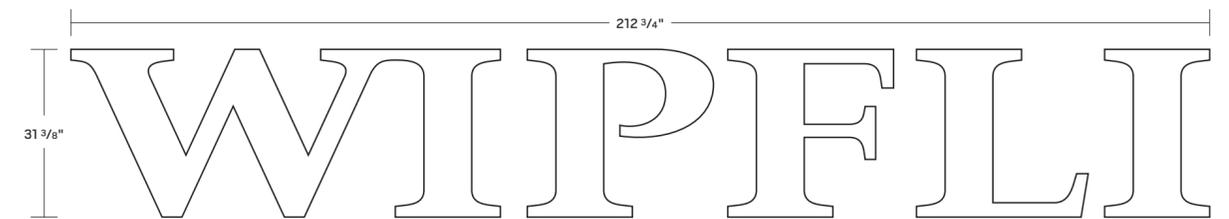
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ENVIRONMENTAL SIGNAGE

BUILDING LOGO SIGNAGE: EXTERIOR

Wipfli rents office space in a variety of buildings nationwide. Due to landlord restrictions for signage, the Wipfli logo cannot always be reproduced according to standard brand guidelines. Signage decisions are negotiated and approved on a case-by-case basis by Marketing in collaboration with the Financial & Administration Partner.

Example: When an exterior sign is channel lit letters without the ability to add a blue backer, often only the lettering portion of the logo can be reproduced.

DAY   NIGHT

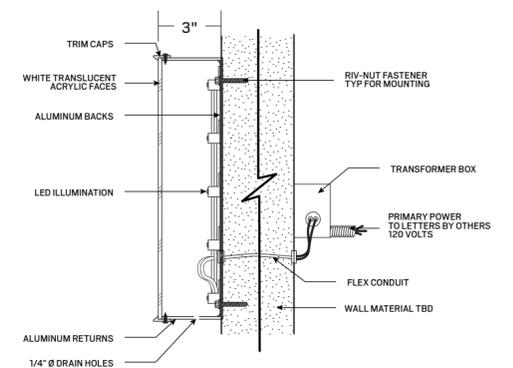Ideal use case (white channel lit with blue backer)

NIGHT

DAY

Acceptable use case (no backer, all white channel lit)

FLUSH MOUNT CHANNEL LETTER
REMOTE TRANSFORMER

ENVIRONMENTAL SIGNAGE

RECEPTION AND LOBBY SIGNAGE

The Wipfli standard for reception signage is brushed stainless cut letters mounted on a white backer in the same proportion as the Wipfli logo and enclosing rectangle. Occasionally, when Wipfli rents the entire floor, we can also add our own elevator lobby signage in blue.

Standard reception signage

Wipfli elevator lobby

Use case: Wipfli office reception paired with co-tenant logo

ENVIRONMENTAL SIGNAGE

WAYFINDING SIGNAGE

Most multitenant buildings use wayfinding singage in hallways, lobbies and directories to direct traffic to offices. Often, wayfinding signage does not allow custom logos or brand fonts. In these cases, the correct way to list our business name is "Wipfli" (not WIPFLI). An exception to this rule is when all tenants' names are listed in all caps, as shown below right.
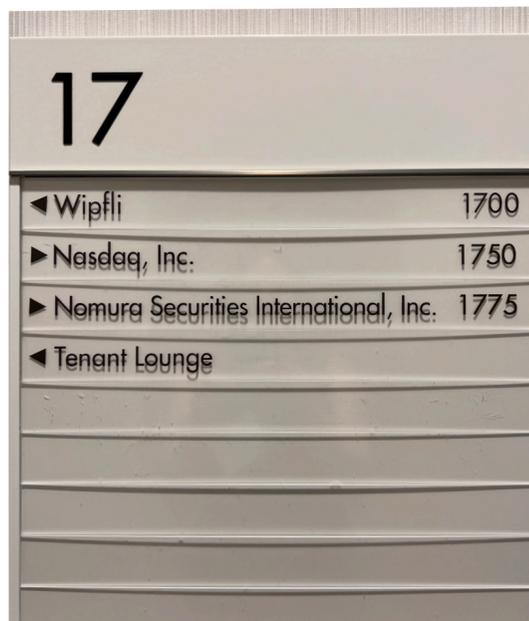
Ideal use case "Wipfli"

Acceptable use case
(all tenants utilize all caps)

MISCELLANEOUS ETCHED APPLICATIONS

When a logo is etched into a plaque or a monument sign, often only the lettering portion of the logo is accepted. In this instance, a special black logo without the rectangle is provided to the fabricator to convert to building standards as needed.

Acceptable use case (interior signage with black etched logo)

LEGAL, DISCLOSURE & CONTACT

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LEGAL AND DISCLOSURE

For marketing purposes, in general refer to Wipfli only as "Wipfli" (not "Wipfli LLP"). Due to Wipfli's alternative practice structure, in many instances it is necessary to include a disclosure that clarifies the difference between services offered by Wipfli LLP and Wipfli Advisory LLC. These references will only appear in text and will not be represented in the Wipfli logo.

Disclosure information should appear a single time (usually on the back or bottom) on branded Wipfli communications. Generally, it is not necessary to include copyright or date on marketing materials.

DISCLOSURE SHOULD READ:

"Wipfli" is the brand name under which Wipfli LLP and Wipfli Advisory LLC and its respective subsidiary entities provide professional services. Wipfli LLP and Wipfli Advisory LLC (and its respective subsidiary entities) practice in an alternative practice structure in accordance with the AICPA Code of Professional Conduct and applicable law, regulations, and professional standards. Wipfli LLP is a licensed independent CPA firm that provides attest services to its clients, and Wipfli Advisory LLC provides tax and business consulting services to its clients. Wipfli Advisory LLC and its subsidiary entities are not licensed CPA firms.

INSTANCES OF WHEN TO INCLUDE DISCLOSURE:*

· Website footer, dislosures and policy pages

· Business cards

· Letterhead

· Client deliverable covers

· Literature

· Reception desk placard

· Proposals

· Presentation templates

· Email footers

· Email confidentiality addendums

· External-facing Wipfli-branded apps, platforms and social media

· Branded client communications

INSTANCES IN WHICH DISCLOSURES ARE GENERALLY NOT REQUIRED:

· Marketing advertisements and event signage that reference Wipfli.com

· Office wayfinding, wall and exterior signage

· Promotional items

· Internal communications

*These examples are not intended to be an exhaustive list; always confirm legal requirements before creating branded materials.

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CONTACT

For any questions not covered in these guidelines, please contact:

Julie Honness
Director, Creative & Brand
julie.honness@wipfli.com
312-871-3451

WIPFLI