ELEVATED WORK PLACE

GW
pharmaceuticals

ELEVATED WORKPLACE

Clearing a path to better collaboration.

When people are aligned and knowledge is easily shared.
When tools are serving you (and not the other way around).
When you've cleared away the clutter, revealing room to shine.
Now, that's a better workplace.

Do collaboration, better.

We're on a journey to an Elevated Workplace.

To illustrate that point, a variety of architectural and editorial design elements encourage our audience to think of the Elevated Workplace as a work in progress. It's a building project, and we all have a part to play.

Headlines make clever use of editorial markup, taking a positive statement and making it even better.

The tagline completes the thought introduced by the headline. The key word—collaboration—is emphasized with a bright secondary color.
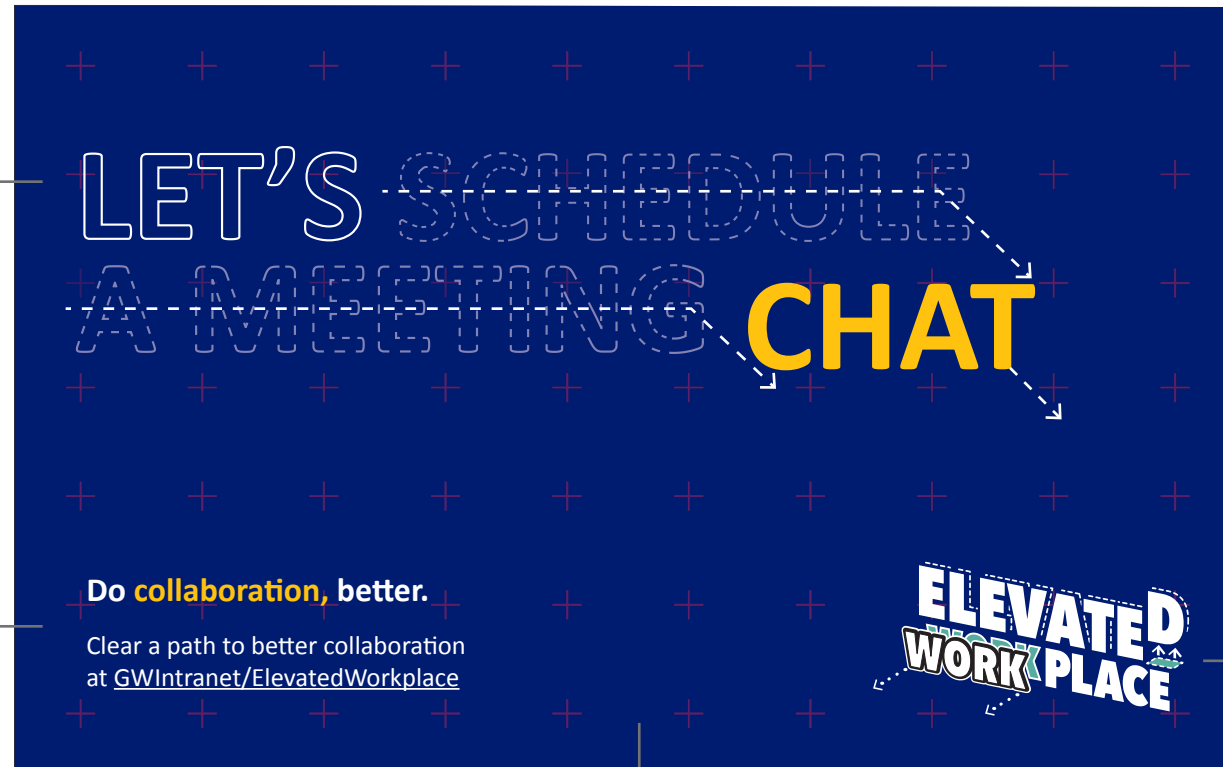
Inspired by the "exploded view" of an architectural drawing, the logo implies that we're building a better future—and we've got clear plans to get there.

Cooler primary colors are balanced with a single bright secondary color.

You've got this.

On our journey toward the Elevated Workplace, we'll be getting more and more out of our workday and enjoying better collaboration. It will also involve changing some habits, and that's why we're here to help. How we talk about these improvements can powerfully impact the program's success.

Voice & tone

Let's talk with the trustworthy, approachable voice of an encouraging coach.

The tone is upbeat and non-stuffy and the language is simple, conversational and down to earth. Copy should sound natural and human—like real people talk. The message of the Elevated Workplace is quite simple: it's about having a better day at work.

Headlines

Headlines use the conventions of copy editing to tweak the copy, taking an okay situation and making it better:

WE'RE A GLOBAL **CLOSE-KNIT** TEAM

WE **CAN'T** DO THAT

LET'S REVIEW THIS SEPARATELY **TOGETHER**

Pronouns & contractions

Since we're all in this together, feel free to use the pronouns "we" and "you" in your copy. Likewise, contractions like "we're, "you're" and "here's" keep the language user-friendly, subtly implying that better collaboration is within reach.

Color

Color Reversed

1-Color

1-Color Reversed

Give the logo breathing room by allowing for clear space on all sides. One exception is that the logo can be used on top of the plus pattern background if contrast is reduced.

Color & Type

Pantone 3295C	Pantone 2748C	Pantone 424C	White
R 0	R 0	R 112	R 255
G 120	G 24	G 115	G 255
B 100	B 113	B 114	B 255
Hex #007864	Hex #001871	Hex #707372	Hex #FFFFFF
C 100	C 100	C 52	C 0
M 0	M 86	M 41	M 0
Y 61	Y 0	Y 38	Y 0
K 28	K 35	K 20	K 0

Primary colors are used as background color.

Pantone 1575C	Pantone 7548C	Pantone 2905C
R 255	R 255	R 141
G 127	G 198	G 200
B 50	B 0	B 232
Hex FF7F32	Hex FFC600	Hex 8DC8E8
C 0	C 0	C 43
M 59	M 9	M 3
Y 90	Y 100	Y 0
K 0	K 0	K 0

Secondary colors are used to emphasize key elements like an important word or an arrow. Only one secondary color should be used in any given layout

Calibri Bold

A **ABCDEFGHIJKLMNOPQRSTUVWXYZ/
abcdefghijklmnopqrstuvwxyz
1234567890!@?&**

Calibri Regular

A ABCDEFGHIJKLMNOPQRSTUVWXYZ/
abcdefghijklmnopqrstuvwxyz
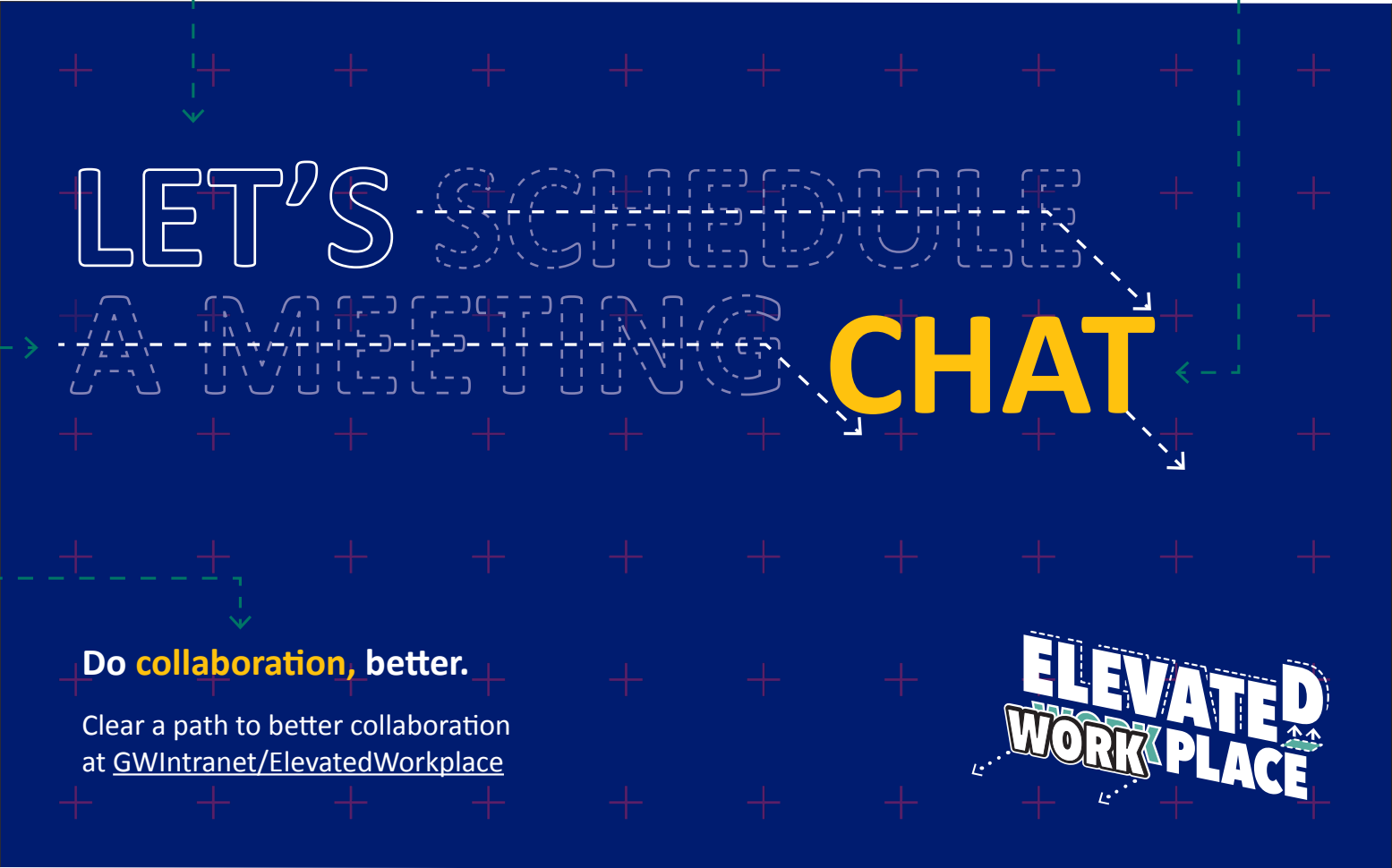1234567890!@?&

Headlines are **all caps and outlined**.

Stroke width point size is **1.6%** of the character height.

New text becomes solid fill secondary color.
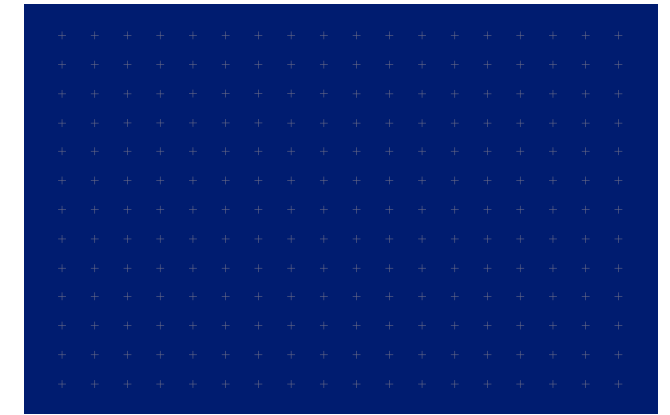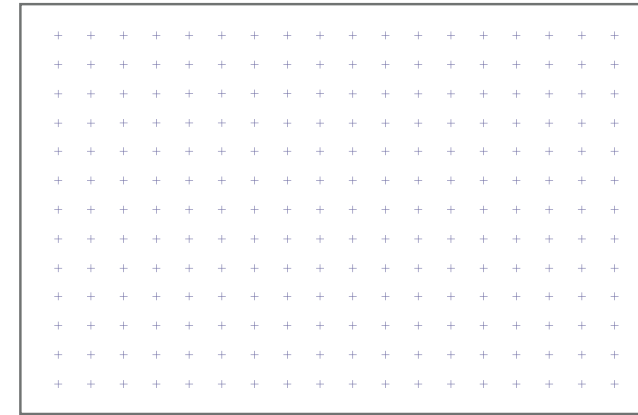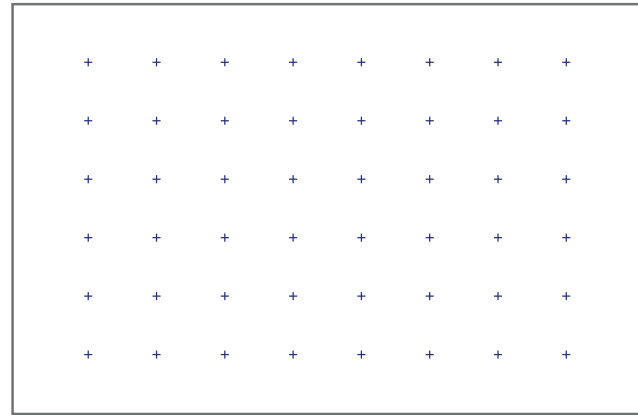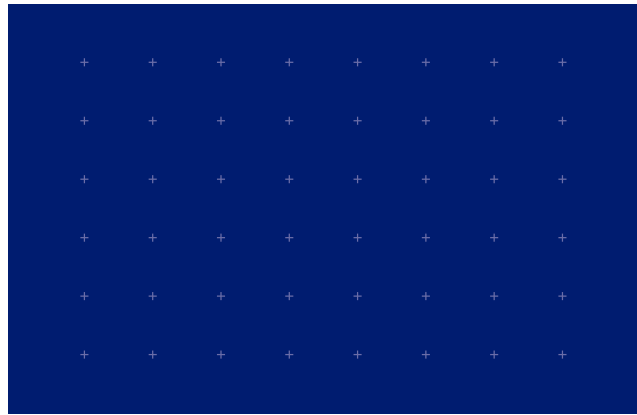
Changed text becomes **dashed outline**, at **50% opacity**.

Stroke width point size is **1.6%** of the character height.

Tagline highlights "**collaboration**" with a secondary color.

LET'S SCHEDULE A MEETING **CHAT**

Do collaboration, better.

Clear a path to better collaboration
at GWIntranet/ElevatedWorkplace

ELEVATED WORK PLACE

Design Elements

Pattern

When using a plus pattern as a background, use reduced contrast when necessary for readability.
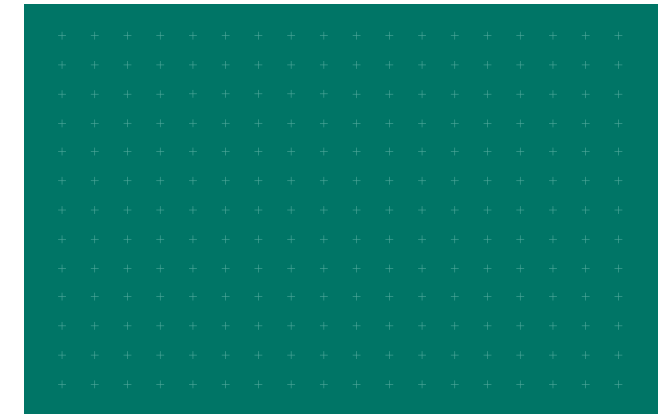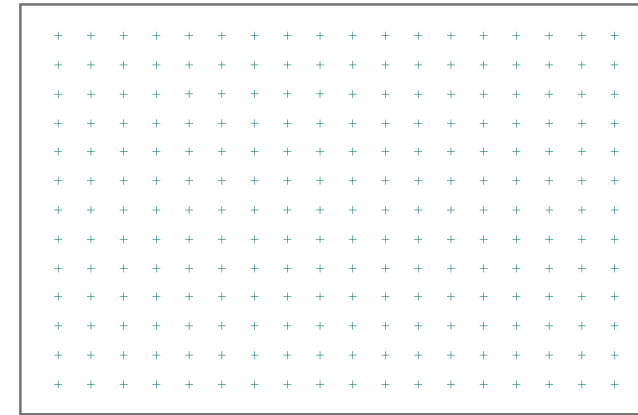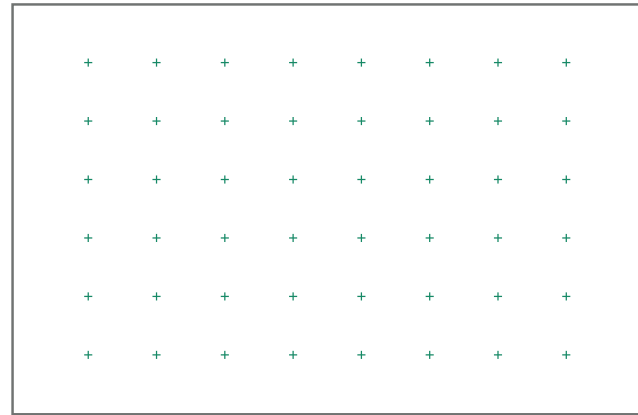
Arrows

Use the arrows on the left as a design accent. Use the arrows on the right as a headline "strikethrough."
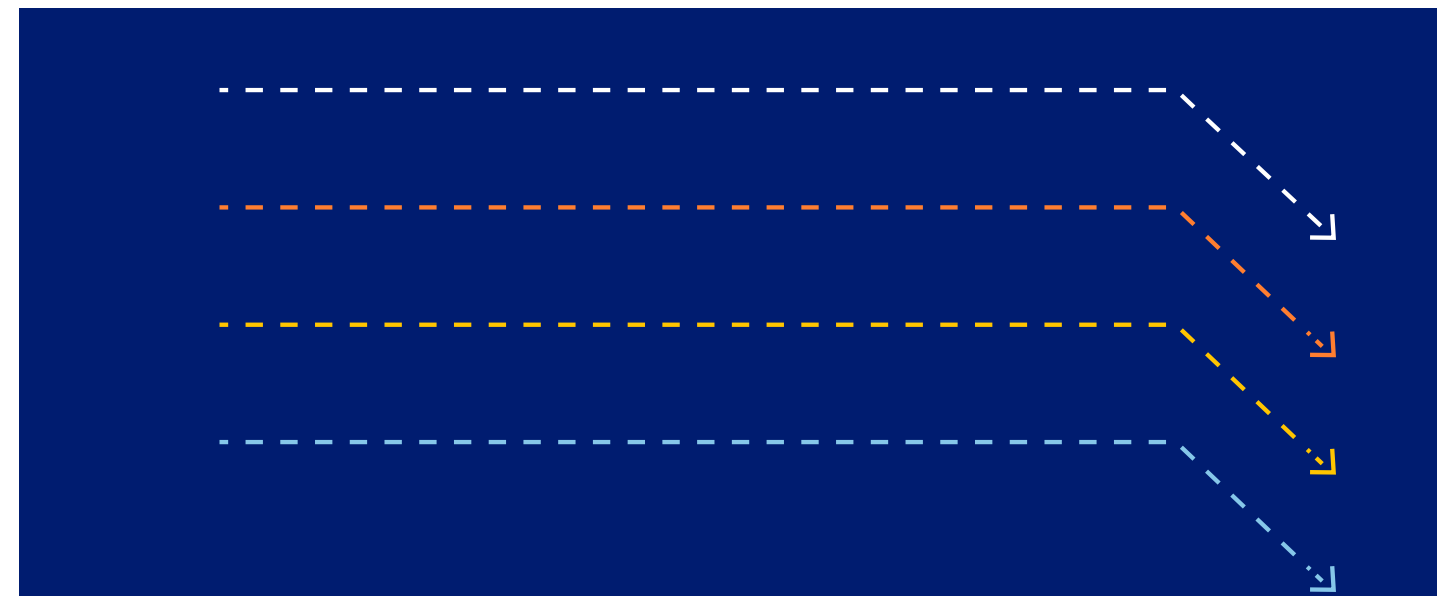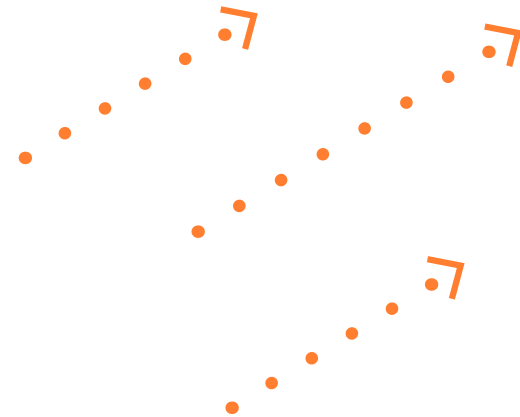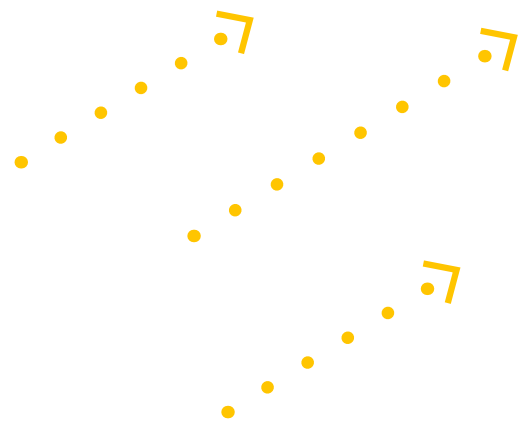
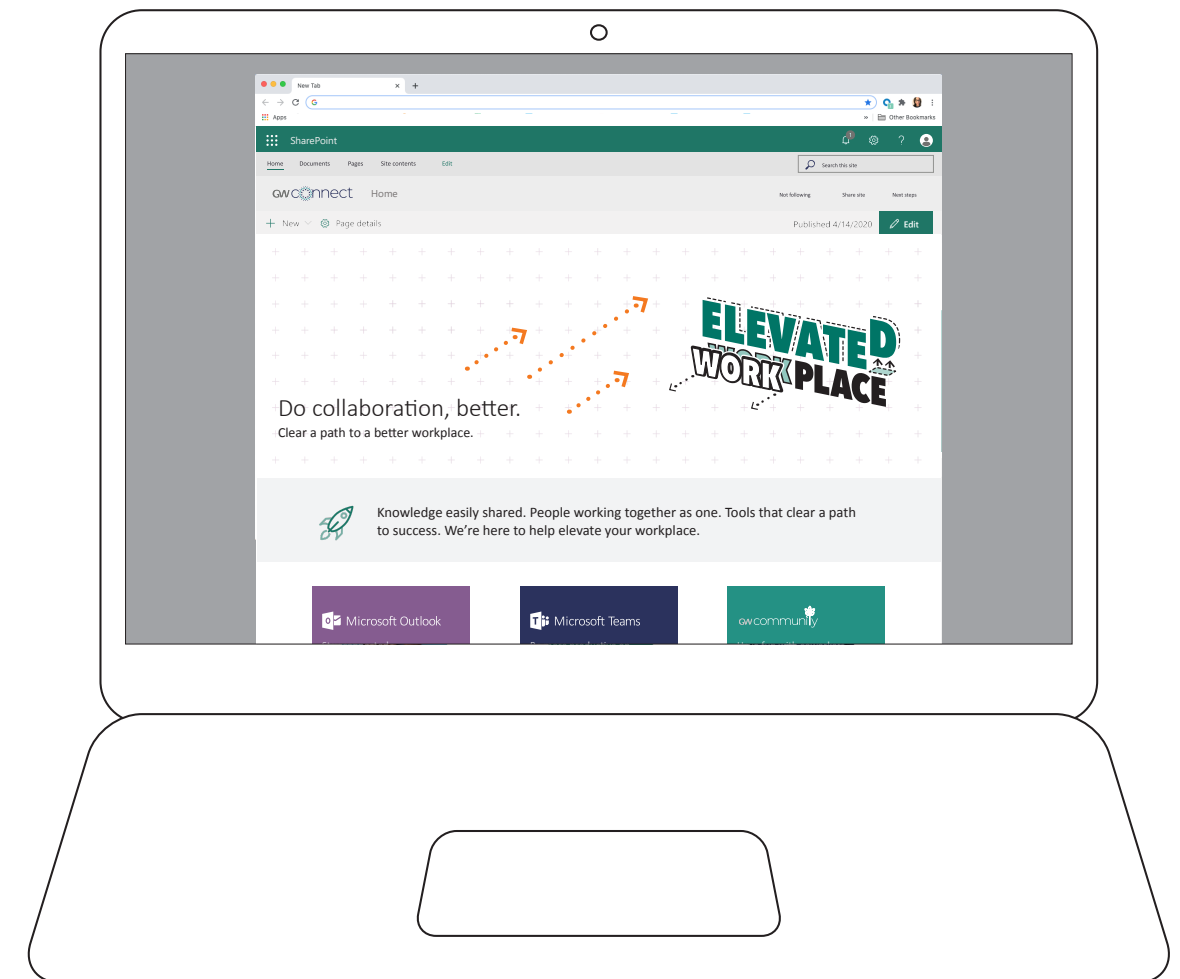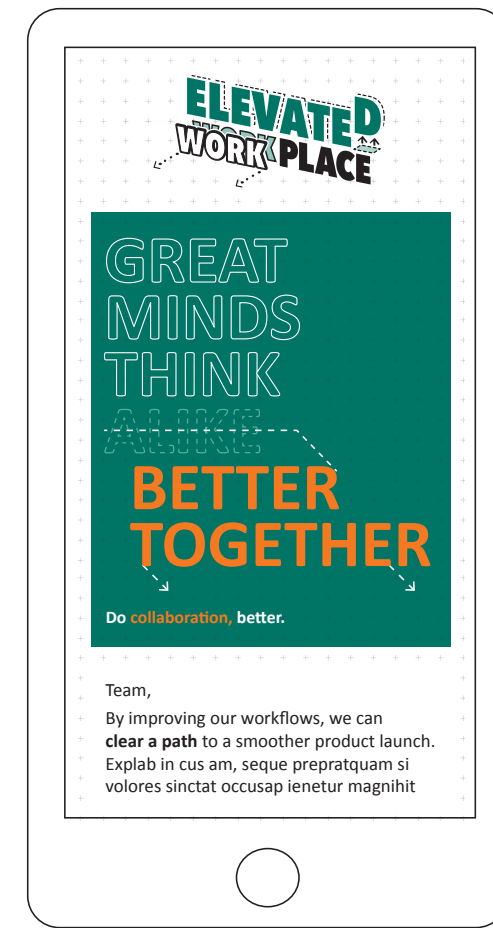Dotted line arrows are used as visual elements when there's no headline.

Examples

These use examples demonstrate how the brand elements come together.

Email

LET'S ~~SCHEDULE~~ ~~A MEETING~~ **CHAT**

Do collaboration, better.

Clear a path to better collaboration at GWIntranet/ElevatedWorkplace

ELEVATED WORKPLACE

Lockscreen

ELEVATED WORKPLACE

GREAT MINDS THINK ALIKE **BETTER TOGETHER**

Do collaboration, better.

Team,

By improving our workflows, we can **clear a path** to a smoother product launch. Explab in cus am, seque prepratquam si volores sinctat occusap ienetur magnihit

Do collaboration, better.
Clear a path to a better workplace.

ELEVATED WORKPLACE

Knowledge easily shared. People working together as one. Tools that clear a path to success. We're here to help elevate your workplace.

Microsoft Outlook   Microsoft Teams   GWcommunity

Intranet Page