There are two color versions:

**Primary logo** - with white outline and transparency, intended as an overlay graphic. Please follow the strict usage rules described on the following pages.

**Negative colors logo** - contains a full color background, making it easier to apply on an existing design.

Clear space composition indicates a minimal clear space. There should be no other graphics or texts within the clear space area.
1. Logo

1.2 Exemplary usage over image and along different brand
1. Logo

1.3 Exemplary usage over image
1. Logo

1.4 Examples of logo usage on different backgrounds

Use logo without background over uniform backgrounds only. Pay attention to the contrast between the logo and the background. If it is too low, and readability is restricted, always use the logo with a full background.
The full background logo is to be used over non uniform backgrounds. Also where there are different colours in the background or the logo readability is restricted due to a high contrast between elements.
Do not:

- use the logo without background if it negatively impacts its readability,
- distort logo proportions,
- change logo colors,
- use the logo without the clearspace.
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1.6 Colors

<table>
<thead>
<tr>
<th>RGB</th>
<th>51-135-158</th>
<th>255-255-255</th>
</tr>
</thead>
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- WPML Logo