WPML

WPML logo
Usage guidelines

1.1   Primary and negative colors version

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primary logo

negative colors

minimal clear space

clear space

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.

1.1   Primary and negative colors version

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logo with tagline

negative colors

minimal clear space

clear space

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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.

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1.2   Exemplary usage over uniform background

You can use the primary logo (without a background) on a background only if a contrast between the logo and the background preserves the readability of the logo. The background needs to be uniform too.

1.2   Exemplary usage over image
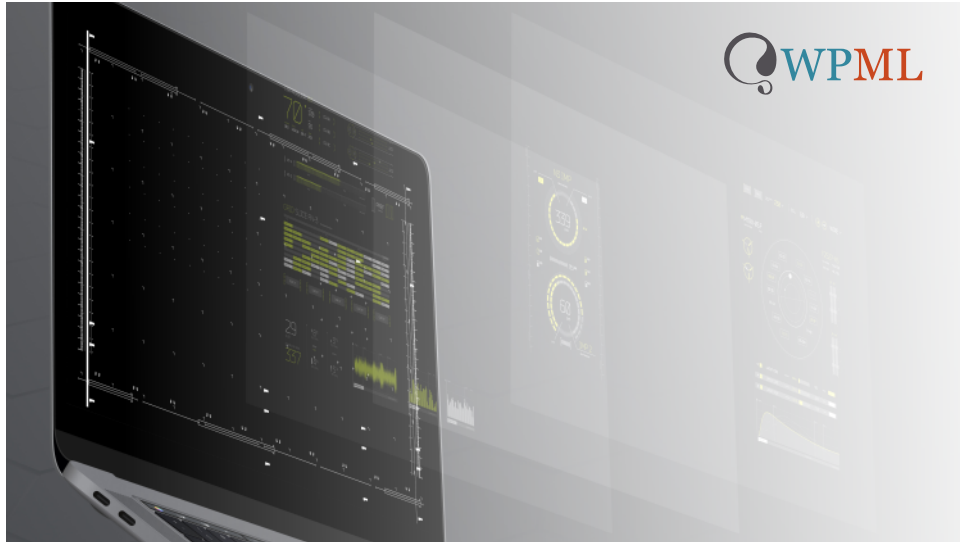
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1.3   Exemplary usage over image

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.

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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.

1.4 Examples of logo usage on different backgrounds

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.
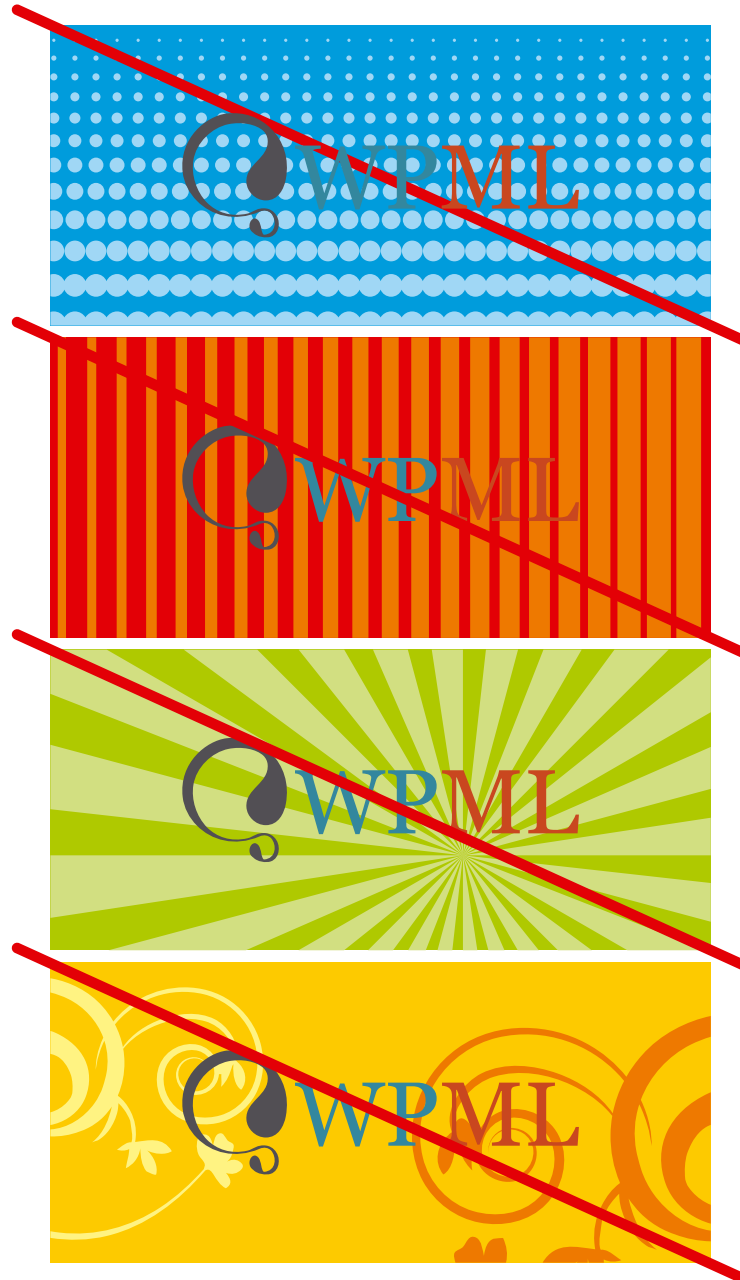
1.5   Inadmissible logo usage

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.

1.5   Inadmissible logo usage

Do not:

- use the logo without background if it negatively impacts its readability.

RGB	82-79-84	51-135-158	201-71-31