WIPO seals

Image-based and text-based seals



Full seal



Compact seal



Reversed full seal



Reversed compact seal

/ Partners of **WIPO Academy**

Text-based style

WIPO seals have been developed for use by third parties wishing to show their support for or participation in particular WIPO initiatives. Their use is subject to authorization by WIPO.

There are two types of seals: image-based and text-based seals.

Image-based seal

The image-based has two styles: full and compact. The full seal has the relevant WIPO URL while the compact seal does not.

Each image-based seal is available as full, compact and reversed.

The seal is conceived as a sign-off element to be used at the bottom or end of content.

Text-based seal

Where multiple partners are listed, the text-based seal should be used (with or without hyperlink to the relevant WIPO weboage).

General rules

- The seal may only be used after written authorization from WIPO
- Only official files supplied by WIPO may be used
- The seal may not be distributed without written approval from WIPO
- The seal may be percentage-reduced or -increased in size but it may not be stretched or distorted
- Do not recreate the seal
- Do not alter or remove any wording, elements, colors or composition of the seal
- Do not apply a transparency value to the seal
- Do not add a visual effect to the seal, e.g. emboss or glow
- The reversed seal may be used on any color background as long as the seal stays legible and is not framed in a box shape
- Do not use the seal to replace text in a phrase
- Do not animate the seal or use it as animated content in an animation or video
- The seal is not a logo: do not use it in such a way that this may be implied

Print rules

- Always use a print version of the seal
- Focus on legibility when reducing the size of the seal
- Allow for enough breathing space around the seal
- Allow sufficient margin from the edge of printing surface to ensure the seal is not cropped
- Do not apply print effects on the seal, e.g. emboss, deboss, spot varnish, etc.

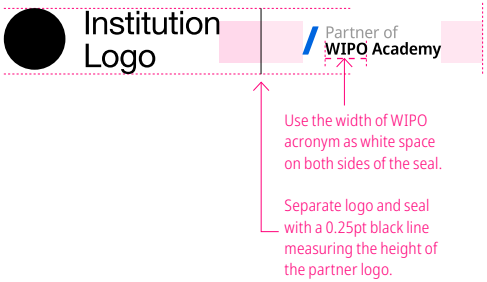
Web rules

- Always use a web version of the seal
- Always add a clickable hyperlink to the seal, linking to the relevant URL as supplied by WIPO
- Ensure that the URL is always legible; where this is not possible, use the compact seal or a text-based seal
- Use alt-text supplied by WIPO
- Do not animate or apply effects to the seal
- Protect the seal from unauthorized use by blocking the download option

Placement of a WIPO seal must be approved by WIPO before print or digital publication. Please send any proposed use of the seal to design@wipo.int for validation.

WIPO seals
How and when to use them

Seal placement next to a single partner logo



The WIPO seal must be half the height of the partner logo. If by following these guidelines the WIPO seal becomes too small (i.e. illegible) or too big in relation to the partner logo then the text-based version is to be used.

Examples of image-based seal





Examples of text-based seal



Do not apply a transparency value to a seal



Do not extend the dash component of a seal



Do not use a seal in text content or as part of a text

