



Full seal, colour



Compact seal, colour



Boxed compact seal



Reversed seal

**The following guidelines are valid for all WIPO seals and across print and digital channels.**

There are two types of seal, full and compact. The full seal has the relevant WIPO URL while the compact seal does not.

Each type of seal is available as full, compact, boxed and reversed.

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

### General rules

- The seal may only be used with 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
- The color of the boxed seal may not be different than the version supplied by WIPO
- 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
- When used in composition with other logos or seals, allow for enough breathing space so the vertical line of the seal cannot be interpreted as a divider
- Do not add a line to your design that is a continuation of the vertical line in the seal
- Do not add a visual effect to the seal, e.g. emboss or glow
- 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



*Do not recreate or change the color of a boxed seal*



*Do not apply a transparency value to a seal*



*Do not extend the line of a seal*



*Do not use a seal as part of a text*

### Print rules

- Always use a print version of the seal
- Optimize 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, foil, 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
- Use alt-text supplied by WIPO
- Do not animate or apply effects to the seal
- Protect the seal from unauthorized use by using the seal at 100% of the final on-screen dimension and 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 [editorial.design@wipo.int](mailto:editorial.design@wipo.int) for validation.