

Guidelines for Logo Placement on Book Cover

General Principles

1. Consistency: All logos must maintain the same size for uniformity and balance.
2. Alignment: Ensure logos are aligned properly to maintain a clean and professional appearance.
3. Clear Space: Maintain adequate clear space around each logo to ensure visibility and avoid clutter.
4. Color and Contrast: Ensure that the logos are in high contrast with the background for visibility.
5. Proportions: Do not distort or alter the proportions of any logos.
6. Approval: All logo placements should be reviewed and approved by the respective organizations to ensure compliance with their branding guidelines. Please write office@worldpatientsalliance.org and L.Junqueira@elsevier.com for approvals.

For Translations

- Placement: The translator's logo should be placed on the right side of the World Patients Alliance (WPA) and Elsevier Foundation logos.
- Text: Include the phrase "Translated by" above the translator's logo.
- Size: The translator's logo should be the same size as the WPA and Elsevier Foundation logos.

Example Layout:



For Organizations Printing the Books

- **Placement:** The printing organization's logo can be placed next to the WPA and Elsevier Foundation logos.
- **Size:** The printing organization's logo should be the same size as the WPA and Elsevier Foundation logos.

Example layout:



For Translated Versions

Placement: The translator's logo should be placed next to the WPA and Elsevier Foundation logos, with the printing organization's logo following the translator's logo.

Text: Include the phrase "Translated by" above or beside the translator's logo.

Size: All logos should be the same size.

Example Layout:

