



Guidelines for MPO Tags, Stickers and Labels



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Figure 1.

a.



b.



c.



d.



This document provides basic guidelines on using and incorporating MPO support art provided by whl.travel. MPO support art is designed for use in any form of MPO collateral in which a clear connection with whl.travel is desired.

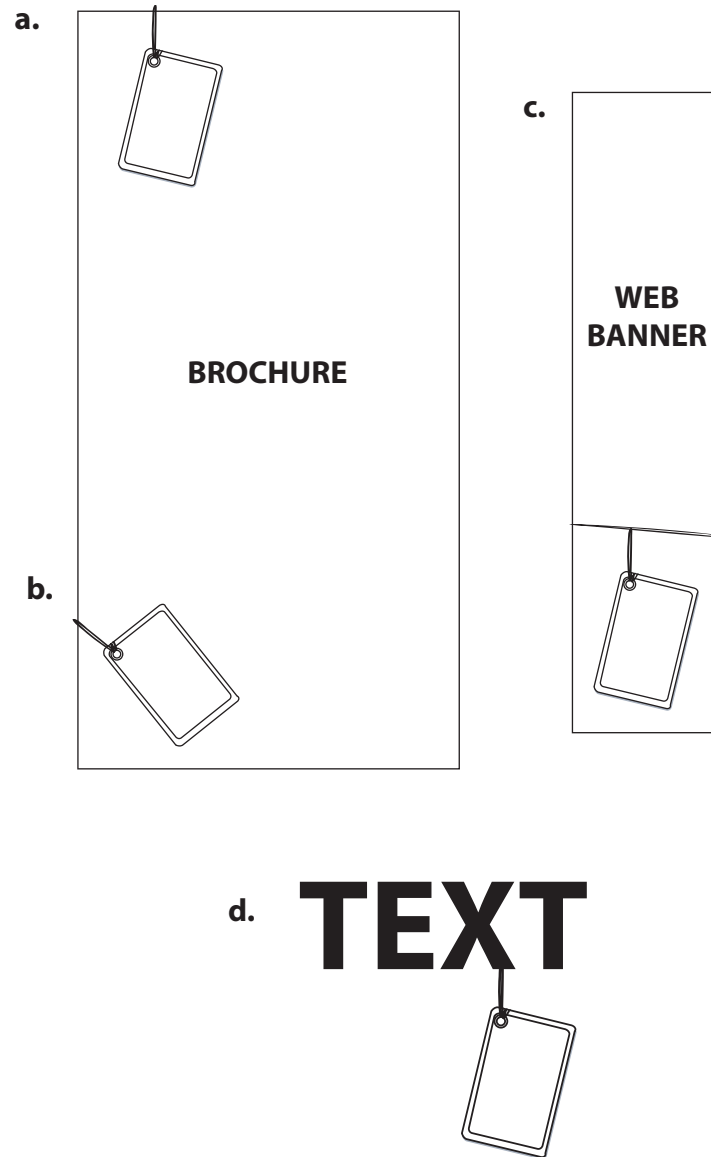
It includes **“dangling tags” (figure 1a)**, **“peeling stickers” (figure 1b)** and **“horizontal labels” (figures 1c)** that identify an MPO as either a “Global Network Partner” or a “Trusted Local Partner”. The choice of tagline is left to the MPO.

While creativity is strongly encouraged in the use of this art, please use common sense in ensuring its legibility, both in terms of placement and size. In other words, it should not be obscured by other art, stand distinct from other background colour and be large enough to read.

The print-ready art available for instant download is, in all cases, generic. However, destination-specific art (figure 1d) can be provided by whl.travel on request. Please contact your regional office.

All tags, stickers and labels are available in a variety of whl.travel corporate colours. Please see the **[art download page](#)** for all options. For colour, typography and other guidelines, please see the **[whl.travel Corporate Brand Guidelines](#)**.

Figure 2.



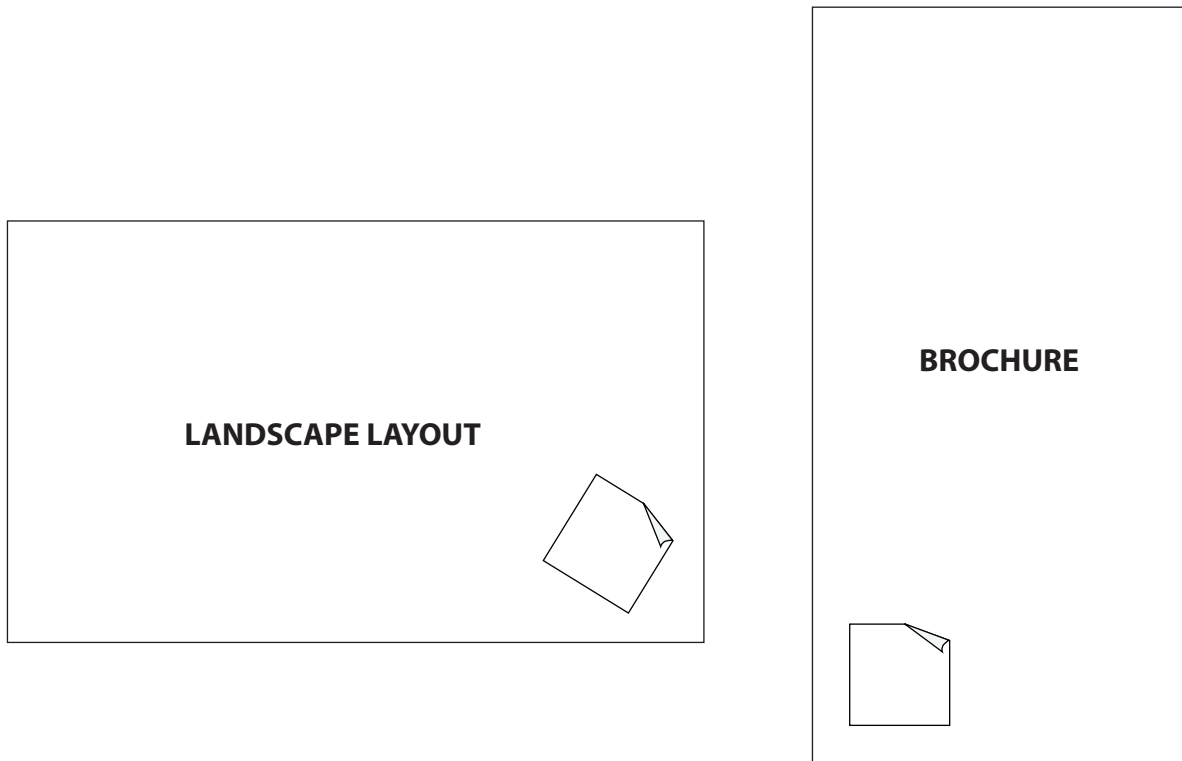
Dangling Tag

The dangling tag can be used with any print or digital material. It should preferably be placed at the top (figure 2a) or sides (figure 2b) of the ad space, although with a redesigned string, it can be used in any location (figures 2c and 2d).

Creativity with tag placement is encouraged and a new "string" can be provided by whl.travel on request. Contact your regional office.

Please note the important common sense reminders in paragraph three of page 2.

Figure 3.



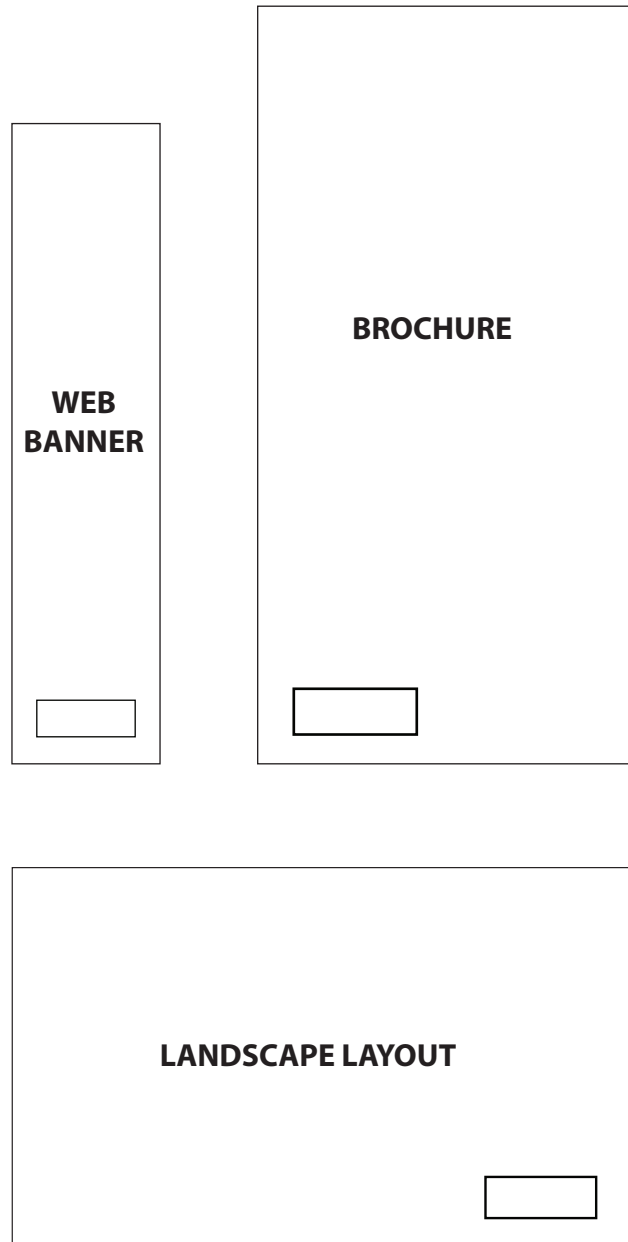
Peeling Sticker

The peeling sticker can be used with any print or digital material.

The sticker may be rotated by up to 45 degrees in either direction, but may not be used on its side or upside down.

Please note the important common sense reminders in paragraph three of page 2.

Figure 4.



Horizontal Label

The horizontal label can be used with any print or digital material.

While the full-colour and single-colour versions of this label must be used with the provided (and preferred) solid background colours, the white version on a transparent background can be placed over other backgrounds, including pictures. However, please note the important common sense reminders in paragraph three of page 2.

The label must be kept horizontal - may not be rotated in either direction, used on its side or upside down.