weTours Salzburg

Official Brand Assets

Logo usage guidelines | Editorial & partner reference

1. Approved logo versions

Horizontal positive / dark: use on light backgrounds.

Horizontal negative / white: use on dark backgrounds.

Vertical positive / dark: use on light backgrounds.

Vertical negative / white: use on dark backgrounds.

2. Formats

SVG: scalable vector artwork for digital and web use.

PNG: high-resolution files with transparent backgrounds.

PDF: vector artwork for print and professional production.

3. Brand colours

Primary Blue
#283643

Primary Gold
#C49C5E

4. Usage principles

Use only the approved variants, with clear contrast and adequate breathing room.

Do not distort, rotate, crop, recolour, redraw or apply shadows and other effects.

Do not imply endorsement, sponsorship or a formal partnership without permission.

For other applications or permission requests, contact info@wetours.net.

5. Important notes

The logo and name are protected brand assets. This package does not grant a general licence.

The artwork preserves the supplied logo paths, with gold normalised to #C49C5E.

The separate slogan artwork is not included in this package.