



EUROPARC

Sustainable Tourism
in Protected Areas

Graphic guidelines

for the European Charter for Sustainable Tourism in Protected Areas

ECSTPA

introducing

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corporate identity

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About EUROPARC

The home of the ECSTPA



EUROPARC
F E D E R A T I O N

EUROPARC Federation was founded in 1973 with the aim of supporting protected areas to fulfill their role as preservers of Europe's natural beauty and landscapes.

It is a non-profit organisation based in Germany, with offices in Brussels and Barcelona and is the oldest and **largest Network of European Protected areas**.

Quality tourism will be
Good for Parks, Good for People

Since 1993, with the publication of the seminal report "**Loving them to Death**", the EUROPARC Federation has supported parks, through improving their tourism strategy and actions utilising a **multi-stakeholder approach**.

Now, with over 20 years of application, the methodology has been updated, widely approved, and implemented across a **network of hundreds of Parks and local partners**.

Why a new logo?

Coherence, consistency, resonance



The first graphic identity of the European Charter for Sustainable Tourism in Protected Areas dates from the early 2000's.

It was created under a project, supported by BfN (DE), that further supported the implementation and development of the Charter methodology. That was a time when the focus was on consolidating the methodology, so less attention was given to communications.

Leading the way
in Sustainable Tourism for
Europe's Protected Areas

Today, we want a stronger network that is highly recognised by peers and partners across Europe. For that, we need to **maintain coherence** across the multiple channels and entities that use the logo. **Consistency is essential** to enhance the benefits of Parks and Partners.

A **resonating brand depends on the discipline** of **all who are permitted to** use the logo.

These Guidelines establish a **common ground and a story line** for this phase in the life of the ECSTPA.

How have we arrived here?

A bottom-up approach

Charter Network Meeting 2015

Who are we? What are our core values?

During the Charter Network Meeting 2015, in Portugal, a group of park representatives, tour operators and businesses working with the Charter, elaborated these questions, during an intensive workshop examining communications and branding.

Outcomes: **Formulating** the brand value of the ECSTPA – its personality, core values and communication needs.

Communications Commission 2016-17

How should we be recognised? By whom?

A communications and marketing commission, populated by members experienced in communications and in the Charter, was created by EUROPARC Federation.

Outcomes: The institutional dimension: Drafting the EUROPARC Communication Strategy. Synthesizing the contributions from the Charter Network Meeting and defining the brief for designers to create visuals.

Where are we heading?

A glimpse ahead to the next steps

Designing 2017

Transcribing emotions in images

The TUI Group, long time partner of EUROPARC and active in the Evaluation Committee of the Charter sponsored the design process

Outcomes: A new logo for the ECSTPA !

Charter Network Meeting 2017

How to activate the new visuals and promote the Charter?

The ECSTPA has now a new graphic image, but needs the creation of a communication plan to promote, involve, and strengthen the identity of the Charter. The outcomes will be further developed by EUROPARC's Communications and Marketing Commission.

Outcomes: Developing new communications

What are the needs of our target audience?

What activities can be done and by whom?

How will we promote the Charter, with which content, to whom and when?

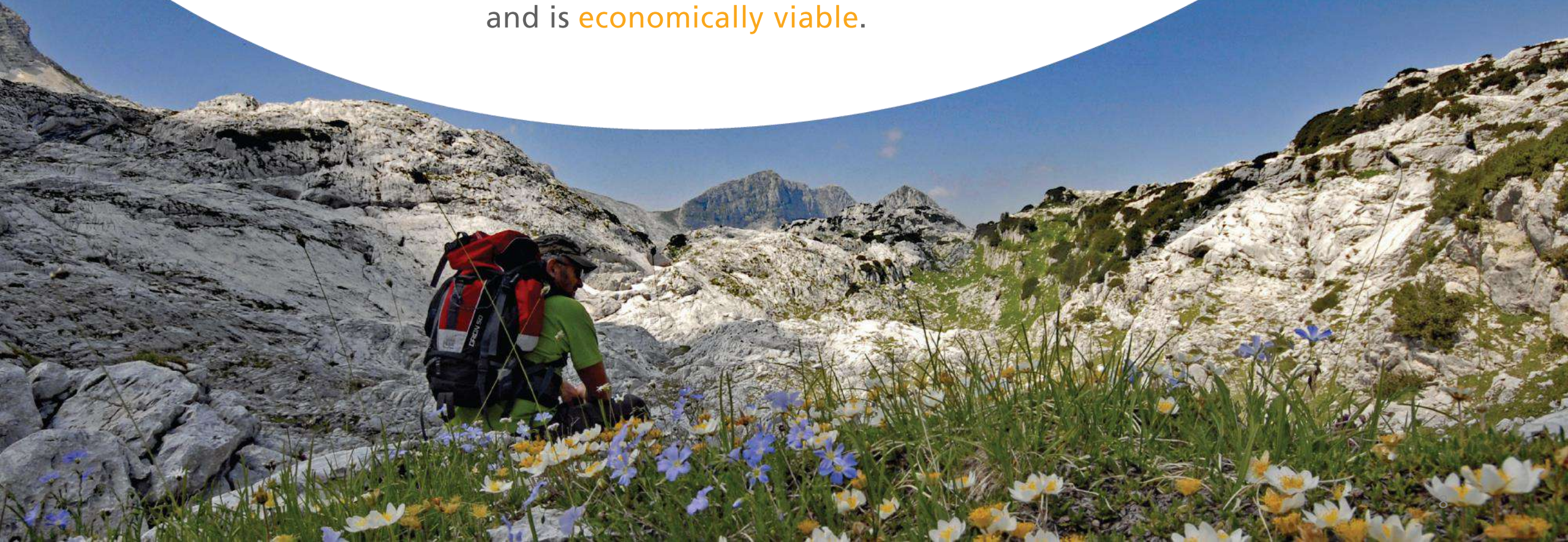
About the **European Charter** **Sustainable Tourism in** **Protected Areas**



vision



Sustainable Tourism in European Protected Areas
provides a **meaningful quality experience**,
safeguards natural and cultural values,
supports local livelihoods and quality of life
and is **economically viable**.



mission

Through awarding the ECSTPA, EUROPARC seeks to safeguard cultural and natural values by **stimulating quality sustainable tourism**, **engendering partnerships** to support local livelihoods, **increase awareness** of the need for sustainability, and **promote international cooperation**.



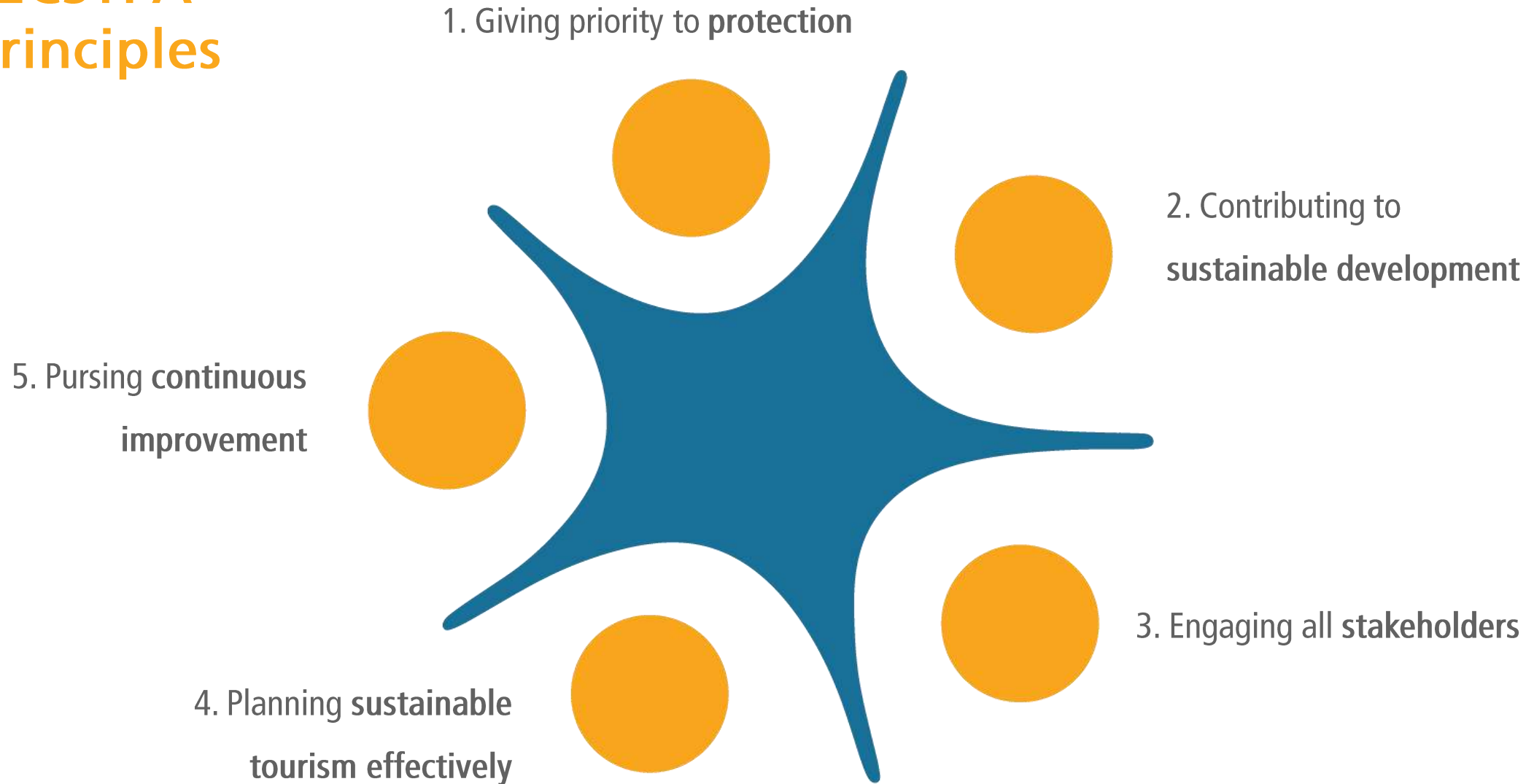
the ECSTPA is...



A **practical management tool** that enables Protected Areas to develop tourism sustainably, based on 5 Principles.



ECSTPA Principles





EUROPARC

Sustainable Tourism
in Protected Areas

Corporate identity elements

Logo, colours, scheme

Logotype Rebranding

concept

Core values

Union & Connection
Care & Respect
Dynamism
Sustainability

The story

The Charter is about **bringing people together**, provide them a framework to **work collaboratively**, towards becoming a **sustainable destination**. Sustainability is a **continuous process** of enhancing quality with all local actors.

Logotype Rebranding

visual references



Achieve better visual connection
with EUROPARC Federation's
logotype



Assure some continuity with
the previous Charter logo

Logotype Rebranding elements

Composition: *Bringing people around the table*



Logotype Rebranding

dimensions



X = Margins = 11 mm

Logotype Rebranding

colours

RGB 14 110 151
CMYK 90 52 23 4
HEX 0E6E97

EUROPARC blue

RGB 250 167 28
CMYK 0 39 99 0
HEX FAA71C

Charter Yellow

RGB 97 97 97
CMYK 61 53 52 24
HEX 616161

Grey

Logotype Rebranding

colours

Correct uses

Coloured version: use over white or over light grey (20%), keeping the 11 mm margin



White Version

Use always the white version over coloured backgrounds



Typography

font family: Frutiger



EUROPARC
Sustainable Tourism
in Protected Areas

Titles: Frutiger 55 Roman

body: Frutiger 57 condensed

Different Versions

language

To be used by Parks awarded with the ECSTPA



EUROPARC is keen to create different logo versions,
if you would like to have a version in your language please
contact us at: office@europarc.org

Different Versions

Partners and Tour Operators

To be used exclusively by **Sustainable Businesses**
working in partnership with Parks – [Charter Part II](#)



To be used exclusively by **Sustainable Tour Operators**
working in partnership with Parks – [Charter Part III](#)



The logos for Partners and Tour Operators
are also available in the different languages

Misuses of the logo

What not to do

Consistency is fundamental.
Please follow these guidelines
and do not misuse the ECSTPA
logo in your publications,
promotional materials or
website.

The ECSTPA logotype is
registered and legally
protected.



Use it wisely

The reputation and recognition of the ECSTPA depend on us all.

If you need further help to apply the logo in your merchandising
or other communications material
please contact us at office@europarc.org.



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europarc.org/sustainable-tourism

office@europarc.org | +49 9415 9935 980 | EUROPARC Federation 2017