



**EUROPARC**

Sustainable Tourism  
in Protected Areas

# Graphic guidelines

for the European Charter for Sustainable Tourism in Protected Areas

ECSTPA

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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**

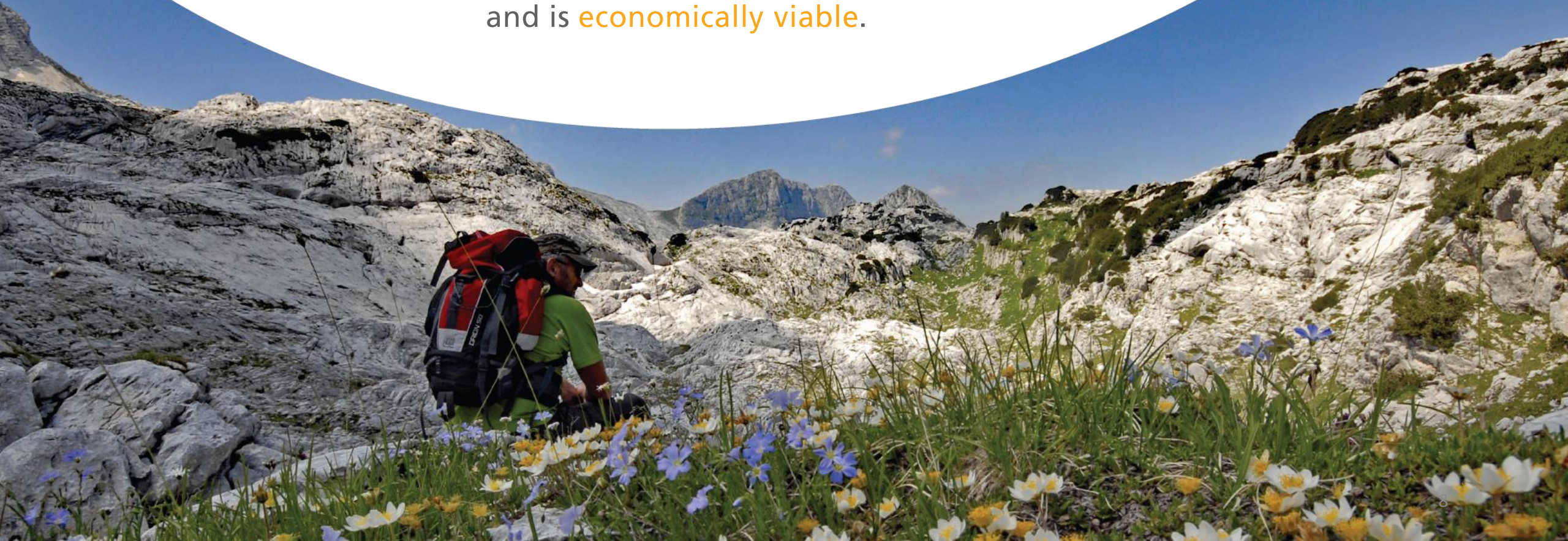




# vision



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**.





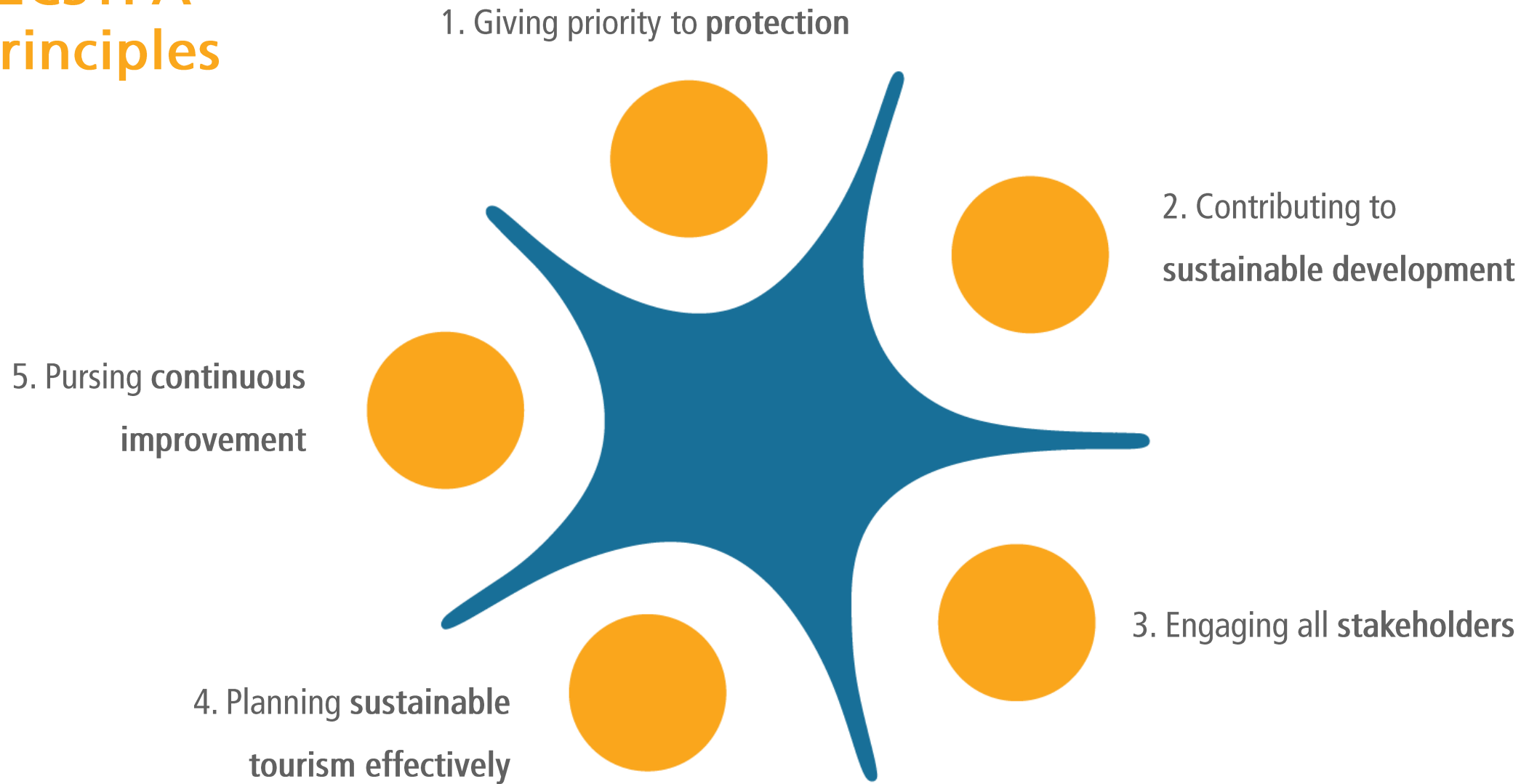
# the ECSTPA is...



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

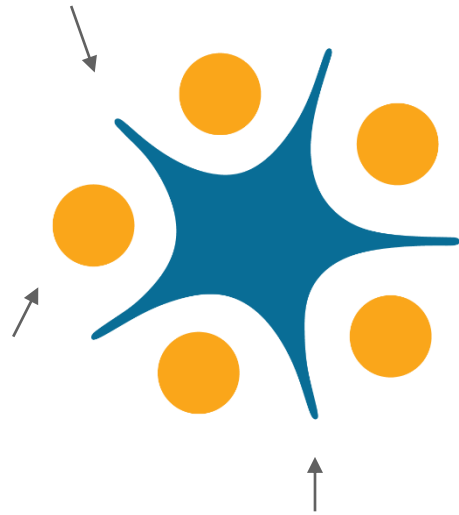


Assure some continuity with  
the previous Charter logo

# Logotype Rebranding

## elements

*Composition: Bringing people around the table*



*Dots: The 5 principles  
of Sustainable Tourism*

*Star: The excellence of our  
Sustainable Destinations*

**EUROPARC**  
Sustainable Tourism  
in Protected Areas

*Connection to EUROPARC  
logotype*

*Aim of the Charter*

# Logotype Rebranding

## dimensions




***X = Margins = 11 mm***




# Logotype Rebranding

colours



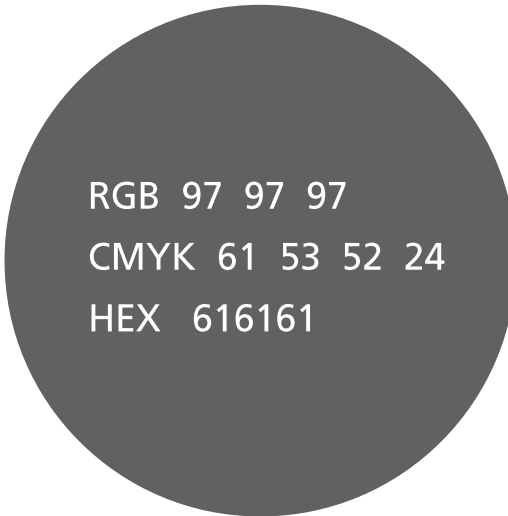
RGB 14 110 151  
CMYK 90 52 23 4  
HEX 0E6E97

**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





# 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](mailto:office@europarc.org).





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