



EUROPARC

Sustainable Tourism
in Protected Areas

Graphic guidelines

for the European Charter for Sustainable Tourism in Protected Areas

ECSTPA

Logotype Rebranding

concept

Core values

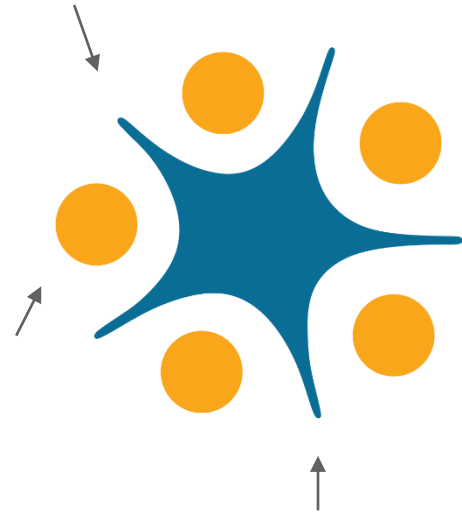
Union & Connection
Care & Respect
Dynamism
Sustainability

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 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



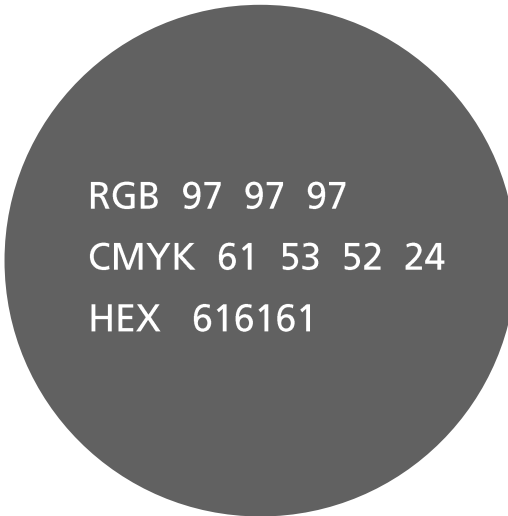
RGB 14 110 151
CMYK 90 52 23 4
HEX 0E6E97

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
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Titles: Frutiger 55 Roman

body: Frutiger 57 condensed

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

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