



INSTITUT
EUROPÉEN
DES
ITINÉRAIRES
CULTURELS

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

June 2016

**VISIBILITY GUIDELINES
FOR THE USE OF THE LOGO
"CULTURAL ROUTE OF THE COUNCIL OF EUROPE"**

This document sets out guidelines clarifying the rules on visibility to be observed in connection with the **“Cultural Route of the Council of Europe”** certification label **(logo)**.

The “Cultural Route of the Council of Europe” operator¹ legally responsible for the management of the “Cultural Route of the Council of Europe” awarded label must take account of these guidelines in their visibility materials, projects and events using the logo.

The visibility guidelines apply to the following facilities:

1. General rules on the use of the “Cultural Route of the Council of Europe” logo
2. Print
3. Websites
4. Events
5. Audiovisual material
6. Promotional items

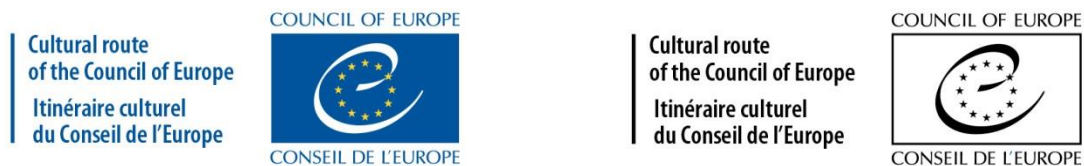
For each category, the requirements are broken down into essential elements of visibility, which have to be implemented and optional elements, which should be implemented wherever possible.

¹ Cultural Route operator: an organization or a grouping of organisations legally registered in one or several of the Council of Europe member States, or a public institution, which carries the legal, financial and moral responsibility for the management and functioning of a cultural route and represents the route vis-a-vis the Council of Europe, see: Appendix to Resolution CM/Res (2013)66, Definitions

I. GENERAL REQUIREMENTS FOR THE USE OF THE “CULTURAL ROUTE OF COUNCIL OF EUROPE” LOGO

- The logo must always be reproduced in its original shape, colours and font,
- The logo must be displayed in its entirety, without additions or alterations,
- Other logos should be displayed separately,
- When displayed with other logos, the Council of Europe logo must be of equal size and prominence,
- Unless a special permission is granted, the logo should not be placed on products destined for sale.
- The Cultural Route of the Council of Europe

“Cultural Route of the Council of Europe” logo



The logo must be prominently displayed **next to the Cultural Routes of the Council of Europe own logo** on all information material produced for the supported event, in accordance with the general requirements on the use of the Council of Europe logo. Colour and black-and-white versions can be sent upon request by the EPA Secretariat.

Position of the “Cultural Route of the Council of Europe” logo to be displayed next to the Cultural Route own logo (examples):



II. PRINT

This includes all printed materials produced for the purpose of or in relation with an event/project bearing the "Cultural Route of the Council of Europe" logo:

- Programmes, brochures and catalogues,
 - Flyers, postcards and leaflets,
 - Posters,
 - Newsletters,
 - Press releases,
 - Stationery.
- **Information on the event/project (activity programmes, catalogues, brochures and reports, etc.)**

Document such as programmes, catalogues, brochures and reports must be appropriately marked with "Cultural Route of the Council of Europe".

Information on the main objectives of the Cultural Routes of the Council of Europe programme should be included, to the extent possible on all communication material by certified routes.

It is suggested to include the following **standard paragraph**:

"The Cultural Routes programme, launched by the Council of Europe in 1987, demonstrates in a visible way, by means of a journey through space and time, how the heritage of the different countries and cultures of Europe represent a share cultural heritage. The Cultural Routes put into practice the fundamental values of Council of Europe: human rights, cultural democracy, cultural diversity and identity, dialogue, mutual exchange and enrichments across boundaries and centuries. As of 2016, there are 32 certified Cultural Routes of the Council of Europe (www.coe.int/routes)".

It is recommended that any documents, including press releases end with the following statement:

"The **(Name of Cultural Route of the Council of Europe)** has been a "Cultural Route of the Council of Europe" since **(Year of certification)**".

It is recommended that the link is prominently displayed on all information materials produced for the supported project, together with the Cultural Route Council of Europe logo.

III. WEBSITES

The guidelines set out below apply to all websites created for the event/project using the Cultural Route Council of Europe label.

The logo must be prominently displayed, in accordance with the general requirements for the use of the Council of Europe logo. Title must be included in the upper half of the website homepage so that it is visible on entry into the site.

The logo may also (optionally) be included on all the other pages of the Cultural Route website.

The homepage must comprise the words "Cultural Route of the Council of Europe", in tandem either with the title or logo of the Route or with the "Cultural Route of the Council of Europe" logo.

IV. EVENTS

During a specific event involving one or more of the following:

- Press conferences
- Conferences
- Seminars
- Ceremonies
- Inaugurations
- Any other types of formal event with media coverage

The "Cultural Route of the Council of Europe" logo must be displayed, in accordance with the general requirements for the use of the Council of Europe logo, on background display panels and banners used at such events.

V. SPECIFIC INSTRUCTIONS FOR CULTURAL ROUTE PROJECTS APPLYING FOR CERTIFICATION ("CANDIDATES") AS A "CULTURAL ROUTE OF THE COUNCIL OF EUROPE"

Projects applying for certification shall be defined as "candidate" after official submission of a complete dossier prior consultation with the European Institute of Cultural Routes to be reviewed for expert assessment and presentation to the EPA Governing Board, when applicable.

No Council of Europe logos shall be displayed on any print, websites, events material, audio-visual material or promotional items before official award of the "Cultural Route of the Council of Europe" certification by the EPA Governing Board.

Following official submission of a complete dossier to the European Institute of Cultural Routes, candidate projects may use the following (written) sentence in their communications:

"The (**name of Cultural Route project**) has officially applied for certification as a "Cultural Route of the Council of Europe" (www.coe.int/routes)"

VI. IMPLEMENTATION OF THE GUIDELINES

These guidelines should be applied with immediate effect for any future print or event materials, gradually replacing any existing printed document or website content. It is expected that these guidelines be fully implemented within three months of the date of this document. The Secretariat is available to provide answers to any questions or concern and to receive any suggestions to further improve these guidelines.