



BRANDING GUIDELINES

Green Key



Intro

This is a guide to the branding elements that make up Green Key and the Foundation for Environmental Education. Have a read, it will help you to get to know us a little better.

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Why brand identity is so important

The Green Key brand lives not only on paper or electronically but can represent many more intangible aspects of our business ethics such as a collection of feelings and perceptions about quality, image, reputation and status amongst peers and partners. It is our job to make our brand communicate its strength and values in a cohesive and consistent way and to do this there are certain rules that need to be adhered to internationally.

These guidelines have been produced to offer clear advice and guidelines on the use of the Green Key. Green Key is internationally recognised and it is important that our values are protected and endorsed throughout the brand identity.

Who is the guide for

Anyone who communicates on Green Key's behalf should find this guide a helpful and inspiring resource.

Green Key sites owners/managers can use the guide when producing materials to educate their guests.

National Operators can use the templates as an inspiration to inform about the programme and produce materials on a national level.

Sponsors and partners can find directions on how to correctly use the Green Key logo.

Co-badging

The Green Key logo should not be used to sponsor or endorse any other organisation or product, nor for religious or political purposes.



The logos featured in this document may only be used by third parties, with permission, where the organisation is participating in or supporting the programme.

Colours



All logos in this document use the following colours to ensure that they are identifiable as part of the same family of logos:

These are the only colours in which the logos can be presented (online/printing). This is the core of the brand and can in no circumstances be altered.

	
RGB: 0 102 204	RGB: 0 153 51
PAN.: 300 U	PAN.: 354 U
WEB: #0066CC	WEB: #009933
CMYK: 100 46 0 0	CMYK: 91 1 93 0

Logo specifics & usage



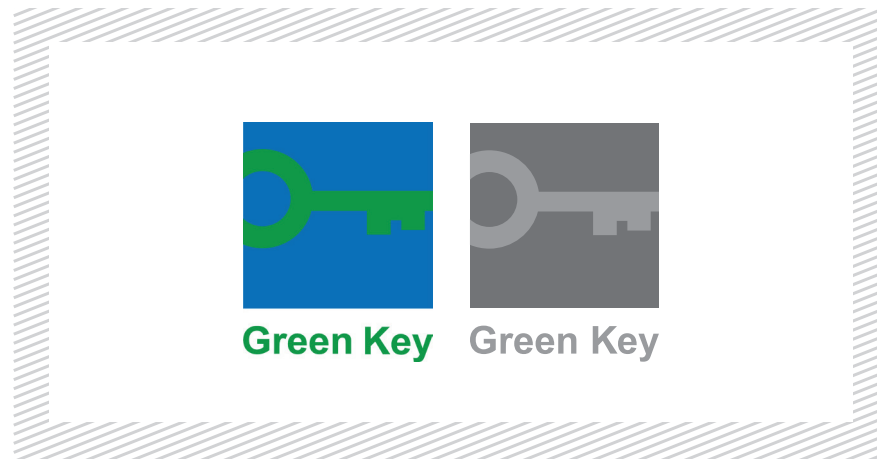
Green Key logo

LOGO TEXT - TRANSLATION

The main body of the Green Key logo always remains constant, however, the text underneath which names the programme can vary according to translation.

Important note: To strengthen the Green Key brand which is in competition with other eco-labels, Green Key encourages only using Green Key in English on the logo. Please see page 10 for further information.

In this instance the width of the text should fit comfortably within the width of the main body, but should not be smaller than 7pt, with the main body increasing in proportion. The font used, when translating, should be Arial.



COLOURED LOGO

The coloured logo is the preferred logo and should be used wherever possible. The master logo is the most important visual representation of the brand. The logo can be used with or without the Green Key text below. The logo may be used in a grey scale version where colour reproduction is not possible.

Green Key logo

LOGO TEXT - TRANSLATION

To increase brand recognition, all new countries as well as existing countries already using 'Green Key' in English in the logo should continue to do so. Some countries (e.g. Belgium, France, Morocco and Wales) that are using 'Green Key' translated into national languages are encouraged to change to use both English and the national language (see example) or change to only use 'Green Key' in English.



BLACK LOGO

The black logo must be limited to PR uses (textile, pens, etc.), where a colour, or grey scale logo cannot be used. This version cannot be used as the official logo on Green Key communications, flags, plaques, certificates, etc. Moreover, this version cannot be used on a blue background corresponding to the official FEE blue colour referred to in this document.

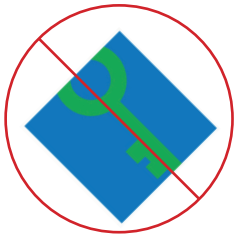
WHITE LOGO

The white logo must be limited to PR uses (textile, pens, etc.), where a colour, or grey scale logo cannot be used. This version cannot be used as the official logo on Green Key communications, flags, plaques, certificates, etc. Moreover, this version cannot be used on a blue background corresponding to the official FEE blue colour referred to in this document.

LOGO CUSTOM

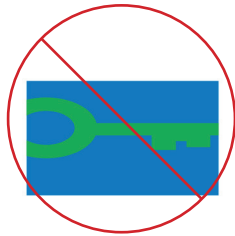
An example of logo used with an additional language.

Illegitimate use of the logo



ROTATION

Do **NOT** rotate the logo at all.



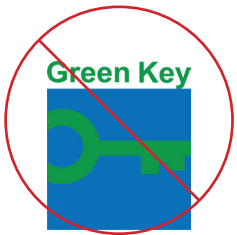
RATIO

Do **NOT** alter the ratio of the logo. It has to be a square.



COLOUR

Do **NOT** change the colour of any part of the logo.



COMPOSITION

Do **NOT** change the relationship between the body and the type (No text along the sides or on top of logo – only text under the logo). Do **NOT** change the key within the lockup in any way (upside down or change side).



TEXT

Do **NOT** combine the logo with any other elements - such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.



OLD VERSION

Do **NOT** use the old version of the logo - The Green Key.

Size



Green Key

← 25 mm →

The minimum recommended size for use with text is a width of 25mm. This will ensure the text remains legible. In cases where the logo has to fit into other design requirements, only the logo without the text should be used. There are no restrictions to the maximum size, only those dictated by file size. For larger usage please ensure you use a vector eps version of the logo

The name



The name Green Key identifies our programme. It's simple, goes hand in hand with our logo and captures the essence of our service. A correct use of the name is essential to put our programme on the map.

Green Key ✓

The Green Key ✗

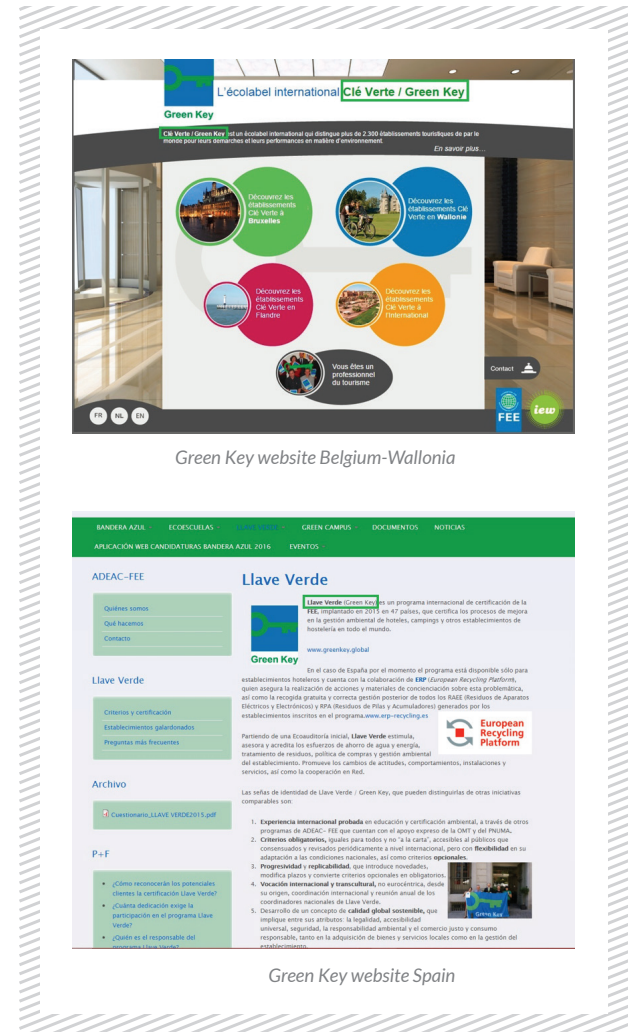
green key ✗

Green key ✗

green Key ✗

TRANSLATIONS

Currently about 20 national translations of Green Key are used worldwide. Green Key International compels the use of the 'Green Key' in all materials produced next to the national name. This will make the brand 'Green Key' much more visible. Please see page 10 for further information about translations.



Materials



There are 3 types of flags

THE HORIZONTAL FLAG

The flag is produced in two standard sizes by Semaphore.

100x150cm
150x225cm

Other sizes can be produced by National Operators, as long as the ratio (2:3) is kept.

No other changes can be made in the production of the flags.

The FEE flag producer Semaphore guarantees qualitative and sustainable flags. They commit to making the production and transportation as CO2 neutral as possible. National Operators are not obliged to order from Semaphore, however as an environmental NGO we do expect that all our members only order flags that comply with following requirements:

- The flag producer uses sustainable materials
- The flag producer is in compliance with international, national and local legislation and its CSR policy regarding environment, health, safety and labour.

NOTE:

Green Key sites cannot produce flags themselves. They have to contact the national or international Green Key management for orders.



THE VERTICAL FLAG

The vertical flag is produced in two standard sizes by Semaphore

100x300cm
80x180cm

Other sizes can be produced by National Operators, as long as the ratio (1:3) is kept.

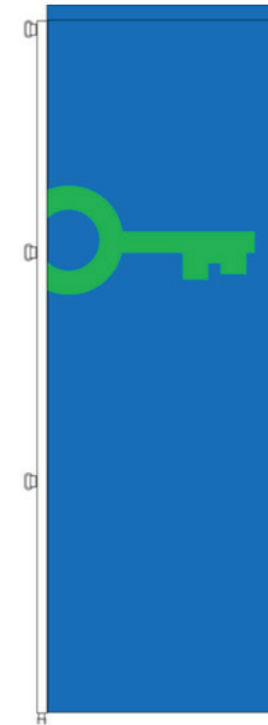
No other changes can be made in the production of the flags.

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THE TABLE FLAG

The table flag is a smaller version of the flag which can be placed on a table, reception desk, etc.

Semaphore produces one standard table flag.

10x15cm

Other sizes can be produced by National Operators, as long as the ratio (2:3) horizontal and (1:3) vertical is kept.

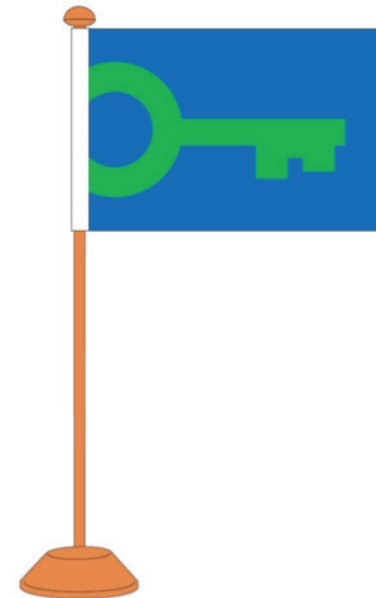
No other changes can be made in the production of the flags.

The FEE flag producer Semaphore guarantees qualitative and sustainable flags. They commit to making the production and transportation as CO2 neutral as possible. National Operators are not obliged to order from Semaphore, however as an environmental NGO we do expect that all our members only order flags that comply with following requirements:

- The flag producer uses sustainable materials
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GREEN KEY PLAQUE

The design and size (220x310mm) of the Green Key plaque has been internationally standardised, but can be produced by National Operators in different materials. The options would be:

- Metal
- Plastic
- Wood
- Hard glass

Please note that the FEE flag producer Semaphore only produces hard plastic plaques.

The plaque should state the Green Key name. To increase the brand recognition, it is strongly recommended that only 'Green Key' in English is used. See page 10 for more information about using the Green Key logo with text in national language.

NOTE:

It is imperative for all Green Key awarded sites to have the plaque displayed at the entrance/lobby. Green Key sites cannot produce plaques themselves. They have to contact the national or international Green Key management for orders.



GREEN KEY STICKER

There is a standard format for the text on the sticker. The sticker only contains the year(s) in which the certification is valid.

The National Operators have the:

1. Option to have one year on the sticker (for example 2016) if they award the sites at the beginning or the end of the year.
2. Option to have two years on the sticker (for example 2016/2017) if they award sites throughout the year. National operators will have to make sure that sites are renewed on time.

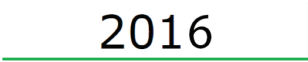
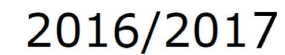
NOTE: A plaque always needs to be accompanied by a sticker to be considered valid.

Concerning the design of the sticker, national operators can either:

1. Use the international standard sticker. Printed on transparent background.
2. Produce own stickers according to the following guidelines:
Size: 181mmx38mm
Font: Arial
Font size: 62pt

NOTE:

Green Key sites cannot produce stickers themselves. They have to contact the national or international Green Key management for orders.

A rectangular sticker with a green border. The year "2016" is centered in a bold, black, sans-serif font.A rectangular sticker with a green border. The text "2016/2017" is centered in a bold, black, sans-serif font.

GREEN KEY CERTIFICATE

There is a fixed format for the certificate to be used by all National Operators and by Green Key International for all awarded sites. The Certificate is divided into three parts:

UPPER HALF IS FIXED (TEXT IN ENGLISH)

- Unique ID number (taken from Podio)
- Title 'International Environmental Award'
- Logo, 'Green Key'
- Name and address of Green Key awarded site
- Date of issue
- Award valid until (month & year)

BOTTOM HALF CAN BE ADJUSTED

- National operators can add Green Key text in national language, logo of the national organisation, contact details national organisation, signature of national operator.

FOOTER

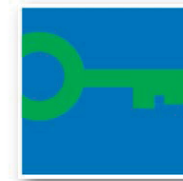
- FEE logo (imperative)
- Link to international website: www.greenkey.global (imperative)
- Text: "Green Key is a programme of the Foundation for Environmental Education (FEE)" (optional).

It is imperative for all Green Key awarded sites to have the certificate displayed at the entrance/lobby.

Green Key sites cannot produce certificates themselves. They will receive the certificate from the national or international Green Key management.

ID number GK12345. Certificate issued 22 February 2015.

International Environmental Award



Green Key

Holiday Inn Express Munich Messe
Otto-Lilienthal-Ring 6, 85622 Munich, Germany

Valid until March

2015

Green Key is an eco-label for tourism and leisure establishments and is awarded to establishments that fulfil a list of environmental requirements. Obtaining Green Key demonstrates the establishments' efforts to develop an environmental friendly, sustainable and responsible business.

La Clef Verte est un label écologique pour les établissements touristiques et de loisirs et est décerné à des établissements qui remplissent une liste d'exigences environnementales. Obtention Clef Verte démontre les efforts des établissements pour développer une activité conviviale, durable et responsable de l'environnement.



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www.greenkey.global

When introducing Green Key via any kind of channel (website, info folder, etc.) we suggest using the following text:

Green Key is an international eco-label for tourism facilities. Since 1994, Green Key has been a leading standard of excellence in environmental responsibility and sustainable operation within the tourism industry. The Green Key programme is run by the Foundation for Environmental Education.

Green Key provides a well-proven framework for an establishment to work with its environmental management on sustainability issues, including awareness raising. The high environmental standards expected of these establishments are maintained through rigorous documentation and frequent on-site audits. Green Key is eligible for hotels, hostels, small accommodations, campsites, holiday parks, conference centres, restaurants, and attractions.

After achieving the prestigious international award, the establishment can use it in its PR and marketing. For guests, a Green Key shows that the establishment is committed to reducing the environment impact of their stay.

The Green Key programme is linked to the Sustainable Development Goals 2015-2030 addressed by the United Nations.

CONTACT INFORMATION

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