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## Cultural Routes of the Council of Europe

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**COUNCIL OF EUROPE VISIBILITY GUIDELINES  
FOR THE ACTIVITIES OF CULTURAL ROUTES  
AWARDED THE LABEL**

This document sets out guidelines clarifying the rules on visibility to be observed in connection with the “Council of Europe Cultural Route” label. Persons responsible for cultural routes which have been awarded this label must take account of these guidelines in their projects and events using the Council of Europe logo.

The visibility guidelines apply to the following facilities:

1. General rules on the use 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. General requirements for the use of the 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.

## **2. Print**

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

- Programmes, brochures and catalogues
- Flyers, postcards and leaflets
- Posters
- Newsletters
- Press releases
- Stationery.

### **2.1 Council of Europe logo**



The logo must be prominently displayed on all information material produced for the supported project, in accordance with the general requirements on the use of the Council of Europe logo. Colour and black-and-white versions can be downloaded from the website <http://www.coe.int/02/Logo/DownloadLogoE.asp>

## **2.2 Information on the programme**

Documents such as programmes, catalogues, brochures and reports must be appropriately marked with either “Council of Europe Cultural Route” or “Major Council of Europe Cultural Route”.

Information on the cultural routes programme should be included, as far as possible.

The following text might serve as a reference:

“The Council of Europe cultural routes demonstrate 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 shared cultural heritage.

The Cultural Routes also provide a concrete demonstration of the fundamental principles of the Council of Europe: human rights, cultural democracy, cultural diversity and identity, dialogue, mutual exchange and enrichment across boundaries and centuries.”

## **2.3. Official link to the Council of Europe cultural routes website: [www.coe.int/itineraires](http://www.coe.int/itineraires)**

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

## **3. Websites**

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

### **3.1 Council of Europe logo**

The logo must be prominently displayed, in accordance with the general requirements for the use of the Council of Europe logo. It 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 “Council of Europe Cultural Route” or “Major Council of Europe Cultural Route”, in tandem either with the title or logo of the Route or with the Council of Europe logo.

## **4. 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 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.

The words “Council of Europe Cultural Route” or “Major Council of Europe Cultural Route” must appear together with the title or logo of the Route in all press releases or any other written material specific to the event.

## **5. Audiovisual material**

If, within the scope of the Council of Europe cultural route, any audiovisual materials are produced, such as:

- Films
- Soundtracks
- Podcasts/vodcasts
- Or any other type of audiovisual material,

the Council of Europe logo must be displayed, in accordance with the general requirements for the use of the Council of Europe logo, on the packaging of the audiovisual material, together with the official link to the Council of Europe cultural routes website. The same applies to the words “Council of Europe Cultural Route” and “Major Council of Europe Cultural Route”.

## **6. Promotional items**

If the following types of promotional items are produced in connection with a particular Cultural Route:

- T-shirts, caps and other items of clothing
- Stickers
- Pin badges
- Pens
- Notepads
- Umbrellas
- Any other type of promotional item,

the Council of Europe logo must be displayed on them in accordance with the general requirements on the use of the Council of Europe logo.