



BRANDING GUIDELINES

Foundation for Environmental Education

GREEN KEY

Intro

This is a guide to the branding elements that make up Green Key and the Foundation for Environmental Education. Please have a read to learn more about our brand identity and the standards and guidelines we have established to promote and protect our brands.

Contents

- 03** Why brand identity is so important
- 04** Who is the guide for
- 05** Co-branding
- 06** Colours
- 09** Logo specifics & usage
- 12** Typography
- 15** The name
- 17** Pictures
- 23** Tone of voice
- 29** Materials
- 36** Websites

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 site owners/managers can use the guide when producing materials to inform and educate their guests and staff about Green Key.

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-branding

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

Use of the logos must adhere to the License to Members to Use Trademarks. The logos featured in this document may only be used by third parties, with permission, in cases where the third party is participating in or supporting activities related to the Foundation for Environmental Education or its programmes.

Permission for third party partners to use the logos on an international level can only be granted by the Foundation for Environmental Education Head Office. National Operators may only grant permission for third parties to use the logos on a national level, and such use must be clearly defined in an approved contract.

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 in any way.



How to use the colour codes:

RGB: for on-screen use

CMYK: for printing

WEB: only on websites

Pantone: for flags or special prints

	
RGB: 0 110 182	RGB: 0 169 93
PAN.: 300 U	PAN.: 354 U
WEB: #0066CC	WEB: #009933
CMYK: 100 46	CMYK: 91 1 93 0

Green Key has a specific colour scale that is used throughout the websites and on communications materials.

The colours differ from the pantone colours used in the logo, and cannot be used to replace the colours in the logos themselves. The colour scale spans from one end of the scale to the other. To promote brand identity, it is encouraged to use the colours in all communications materials, such as document templates, national websites, e-mail templates, social media, infographics, etc.



A stylized graphic of a globe, composed of a grid of lines forming a sphere, is positioned on the left side of the slide. The lines are a lighter shade of blue than the background.

Logo specifics & usage

Green Key logo

LOGO TEXT

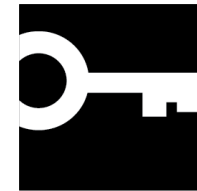
It is **strongly encouraged** to use the version of the logo that includes the "Green Key" text.



Green Key



Green Key



Green Key



Green Key
Goriad Gwyrdd

COLOUR LOGO

The colour logo is the preferred logo and should be used wherever possible. The master logo is the most important visual representation of the brand. The colour logo **must** be used for plaques, information boards, certificates, and other official documents (e.g. letterheads).

WHITE LOGO

The white logo can be used when the colour logo cannot be used. The white logo can be used on any background colour, for both digital and print purposes. The white logo **must not** be used for plaques, information boards, certificates, or other official documents (e.g. letterheads).

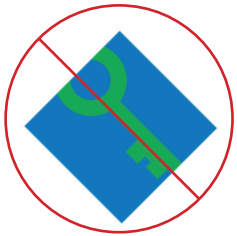
BLACK LOGO

The black logo can be used when the colour logo cannot be used. The black logo can be used on any background colour, for both digital and print purposes. The black logo **must not** be used for plaques, information boards, certificates, or other official documents (e.g. letterheads).

TRANSLATED LOGO

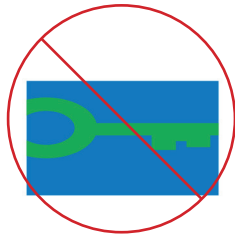
To increase brand recognition, all new countries must use the logo with "Green Key" written in English, and all existing countries currently using the logo with "Green Key" in English must continue to do so. Countries already using "Green Key" translated into their national language are encouraged to use both English and the national language, with the English text on top (see example). If translation is permitted, it is recommended that the Arial font be used and that the text matches the width of the rest of the logo.

Illegitimate use of the logo



ROTATION

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



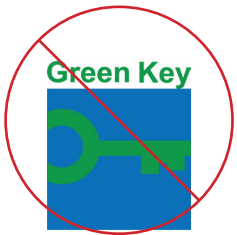
RATIO

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 use please ensure you use a vector eps version of the logo

Typography



Lato is the official font used by the Foundation for Environmental Education and its programmes for all websites, official documents and other communications materials. The font was chosen because its clean and contemporary linear features create an impression that is the perfect balance of professional and cheerful.

PLAYFUL

The rounded letters are playful and lively, which fits with the organisation's educational mission.

10 FONT WEIGHTS

With its 10 font variations, Lato gives very different expressions and has a wide range of uses.

OPEN-SOURCE

The Lato typeface is a high-quality, open-source font family (Google font) and is free to download.

Lato Regular 48 pt

Lato

Lato Regular 30 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZÆÅØÄÖ
abcdefghijklmnopqrstuvwxyz
vwxyzæåøäö

Lato Regular 14 pt

01234567890
=~!@#\$%^&*()+[]\{}|:;:'"<>?.,/

Social Media Icons

Social media icons are a stylish way to link directly to social media pages from websites, online documents and other digital communications materials.

The icons to the right are the preferred style of social media icons for the Foundation for Environmental Education and its programmes. It is recommended that the icons be shown as a single colour corresponding to Green Key, or as a white or black icon against a background of the corresponding programme colour.



A stylized graphic of a globe, composed of a grid of dark blue lines on a lighter blue background, positioned on the left side of the slide.

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 ✗

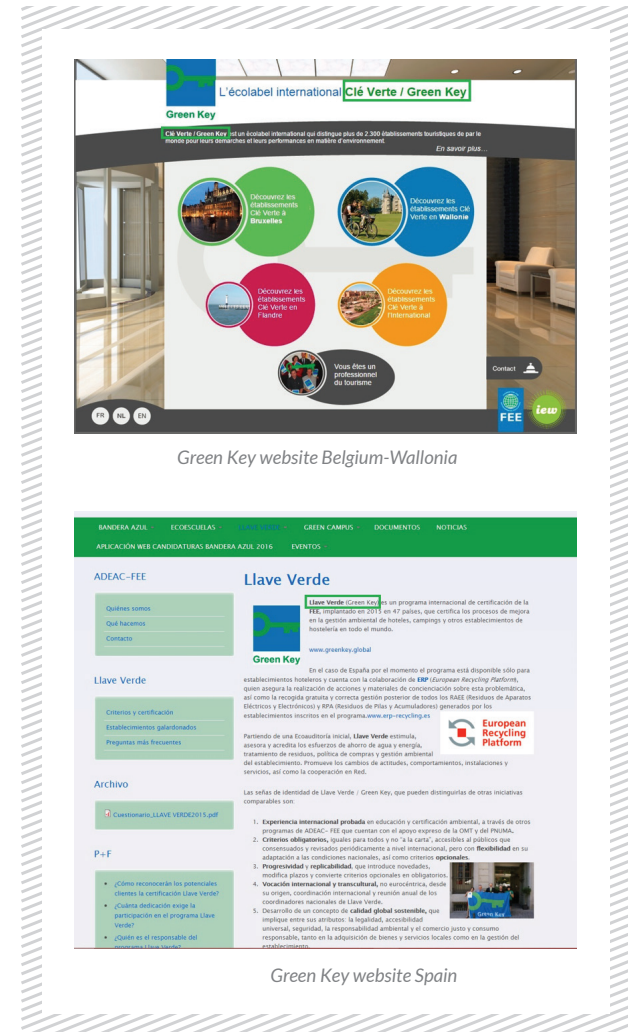
green key ✗

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.



Pictures



Pictures can be used in a lot of different forms of communication and for different purposes. Our photography can be broken down into four subject categories: sites, the Green Key brand, good practices and the environment.

PHOTOGRAPHY – RECOMMENDATIONS

FEE has the rights for all the pictures on Flickr which can be freely used by the general public. We have set a new Creative Commons on all the images: with this license we allow others to share and adapt the pictures freely for non-commercial purposes, with the duty of giving appropriate credit for the materials used.

USING YOUR OWN PHOTOGRAPHY

When using your own photos please consider:

- The quality of the picture (min. 2000 pixels across)
- Is the image full colour and without any treatment?
- Will the image capture the targeted audience?

If these considerations are taken into account, you can use the picture. Please also send the picture to isabel@fee.global to be included at the FEE Flickr page.

Green Key sites photography

Green Key sites photography is used to showcase our wide range of establishments to the public. The main audience are responsible tourists looking for a sustainable holiday destination. The pictures are professional and highlight the site in the best possible way.



Green Key branding photography

Green Key Branding photography puts the focus on the Green Key brand by using the Green Key merchandising, the Green Key logo or elements of the logo in the picture. It's important that the correct logo is shown in the pictures (see page 10-11).



Good practice photography

Good practice photography captures specific good practices related to the Green Key programme and its criteria areas.

The pictures aim to inspire other businesses by sharing good ideas. The pictures have to be as clear as possible, otherwise extra information about what is shown has to be added.



Environmental photography

Environmental photography represents what we protect and what we like to be associated with. It helps to create the right atmosphere. People instantly know that our core business is to protect the environment. The pictures show nature at its best and/or how tourism can have a positive (or no) impact on that.



A stylized graphic of a globe, composed of a grid of lines forming a sphere, is positioned on the left side of the slide. The globe is rendered in shades of blue, with the grid lines being a darker blue than the background.

Tone of voice

Tone of voice

A tone of voice is not what you say, but how you say it. The words you choose to communicate your message. A tone of voice both embodies and expresses the brand's personality and set of values.

OUR VOICE IS:

empowering

honest

professional/reliable

personal (creates ownership)

positive

simple and short

How National Operators communicate with the Green Key sites:

Our voice is
empowering

WRITE LIKE THIS...

If you are a hotel or other tourism establishment interested in joining the Green Key programme, we first encourage you to make yourself familiar with the Green Key criteria and general application process.

Text from current website

NOT LIKE THIS...

Before applying for the Green Key programme make sure you are aware of the long list of criteria and the rigorous application process.

Sample text

WHY?

Our mandate is to assist businesses in becoming more sustainable. The application process should be inviting, not threatening.

Our voice is
honest

WRITE LIKE THIS...

A Green Key stands for an establishment's promise to its guests that by opting to stay with such an establishment, they are helping to make a difference on an environmental and sustainability level.

Text from current website

NOT LIKE THIS...

A hotel awarded with the Green Key award guarantees a carbon neutral stay and helps guests to stop climate change and save the world.

Sample text

WHY?

We do not want to communicate unsubstantiated claims of saving the world. An honest picture of what we do is the way to go. Also to prevent any legal claims about the message we send out.

How National Operators communicate with the Green Key sites:

Our voice is
professional/reliable

WRITE LIKE THIS...

The high environmental standards expected of these establishments are maintained through rigorous documentation and frequent audits.

Text from current website

NOT LIKE THIS...

The sites fill in some forms and get a control visit from time to time.

Sample text

WHY?

Green Key invests a lot in the professional development of the programme and wants to use this in the competition with other labels. Businesses can rely on us to give them professional guidance and support.

Our voice is
personal
(creates ownership)

WRITE LIKE THIS...

Dear Peter,

I would like to congratulate you on the renewal of your Green Key award. I am very impressed by the actions taken to become more sustainable. Especially the Guest Awareness project is interesting. Would love to hear how that develops.

Excerpt from e-mail

NOT LIKE THIS...

Dear,

Congratulations on the renewal of the Green Key award. The new certificate will be send to you in 2-3 working days.

Sample text

WHY?

Show that you appreciate the investments done by each individual business and create ownership.

How National Operators communicate with the Green Key sites:

Our voice is
positive

WRITE LIKE THIS...

By joining Green Key you are offered structured and personalised help to make your establishment more sustainable and reduce the impact of your activities on the environment.

Text from current website

NOT LIKE THIS...

All establishments should join Green Key and be more sustainable. By not taking responsibility you endanger the planet and all its inhabitants.

Sample text

WHY?

We do not want to present a 'Dooms day' picture to encourage people to act responsible. We approach them in a positive way and focus on how to improve.

Our voice is
simple and short

WRITE LIKE THIS...

Garden waste is composted. (G)

Criteria 10.4

NOT LIKE THIS...

All biodegradable waste that can be composed from the garden or park, such as grass or flower cuttings and hedge trimmings is gathered for aerobic or anaerobic compost-ing/digestion.

Sample text

WHY?

We do not expect everyone who wants to join Green Key to be an environmental expert. To not scare people off we use simple and short sentences.

How Green Key sites communicate with the guests:

Our voice is
empowering

WRITE LIKE THIS...

Hello! Want to save the planet? Hang the towel if you want to use it again, that will make the nature happy and we won't wash it in vain.

Scandic Grand Place Brussels

NOT LIKE THIS...

Towels that are left on the floor will be washed. Towels that are hang up will not be washed.

Sample text

WHY?

We want guests to get involved in our 'green story'. We want to show them how they themselves can also contribute to making their stay more sustainable. We need to do more than just giving a bland excerpt of the hotel's towel washing policy.

Our voice is
informative and **simple**

WRITE LIKE THIS...

By switching to low-volume flush toilets we save about 12L (3 gallons) per flush. Expanded to doing that 6 times every day for a full year, that's enough water to fill the average family swimming pool!

Sample text

NOT LIKE THIS...

If we have 60% participation in our towel reuse scheme we save on average 11.9 m3 per day.

Sample text

WHY?

We want to inform our guests as much as possible about the environmental actions of the hotel. However, make sure that it is simple and easy to visualise what kind of savings those actions deliver.

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.

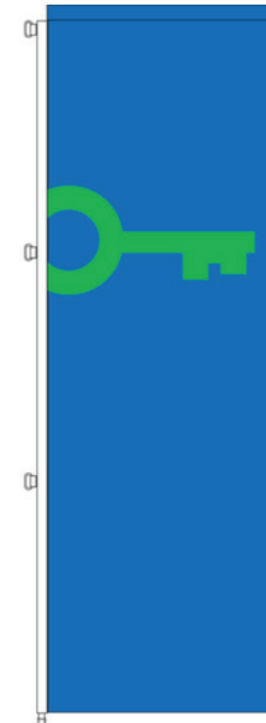
No other changes can be made in the production of the flags.

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 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.

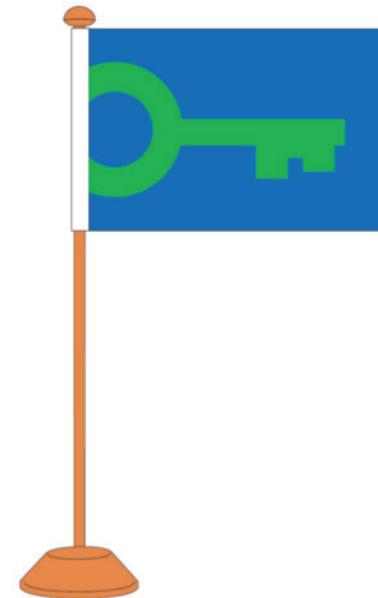
No other changes can be made in the production of the flags.

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
- 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.



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 must 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 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. Obtenir Clef Verte démontre les efforts des établissements pour développer une activité conviviale, durable et responsable de l'environnement.



Türkiye Çevre Eğitim Vakfı (TÜRKÇEV)
Tel: +90 312 222 12 90-99
Mail: vesilanahtar@turcev.org.tr
Web: www.turcev.org.tr

Erik van Dijk
Managing Director
Stichting Keurmerk Milieu



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.

OTHER MATERIAL

When producing any Green Key material you are responsible to ensure that the Green Key brand is consistent and impactful across all items distributed to the public.

Here are a few things to keep in mind when creating Green Key branded items:

1. Use the correct Green Key logo provided by Green Key International (see page 10-11)
2. Use the correct English name of the programme 'Green Key' (next to national name if applicable)
3. Do not select inappropriate items such as plastic bags, baby nappies, alcohol, etc. that do not align with the Green Key image.
4. Provide these guidelines to your producer:
 - The producer uses sustainable materials
 - The producer is locally situated or compensates the carbon footprint of the transportation.
 - The producer is in compliance with international, national and local legislation and its CSR policy regarding environment, health, safety and labour

A stylized graphic of a globe, composed of a grid of lines forming a sphere, is positioned on the left side of the slide. The globe is rendered in shades of blue, matching the background.

Websites

Websites

Each country that has a Green Key National Operator must have a national Green Key website. It is encouraged that the national websites have the same design as the international website. The template for the international website can be acquired from Green Key International.

As a minimum, the following information must be provided on all national websites:

- General introduction to Green Key (recommended use of standard text)
- Information about national criteria/explanatory notes for the categories offered
- Information about the national application and award process
- Information about participation costs
- Information about Green Key policies
 - Policy clarifying scope, non-discrimination, impartiality, confidentiality and objectivity
 - Agreement between applicant establishment and Green Key
 - Appeal and complaint handling procedure
 - Reference to Green Key during the award period
- Contact details to Green Key National
- Link to www.greenkey.global



CONTACT INFORMATION

Foundation for Environmental Education (FEE)

Scandiagade 13
2450 Copenhagen SV
Denmark

www.fee.global
info@fee.global

