FOUNDATION FOR
ENVIRONMENTAL EDUCATION

FEE

Green Key

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

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.

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

Logo specifics & usage
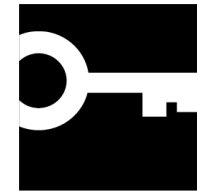
Green Key logo

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).
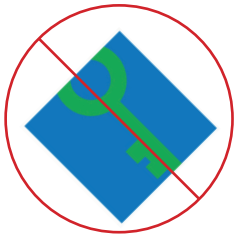
BLACK LOGO
The black logo can be used when the colour logo cannot be used. The black logo can be used on any background colour, for both digital and print purposes. The black logo **must not** be used for plaques, information boards, certificates, or other official documents (e.g. letterheads).
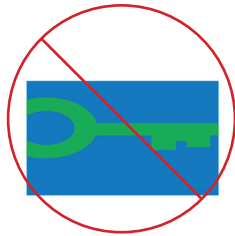
TRANSLATED LOGO
To increase brand recognition, all new countries must use the logo with "Green Key" written in English, and all existing countries currently using the logo with "Green Key" in English must continue to do so. Countries already using "Green Key" translated into their national language are 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
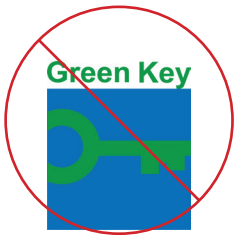
ROTATION
Do **NOT** rotate the logo at all.

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 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 🚫
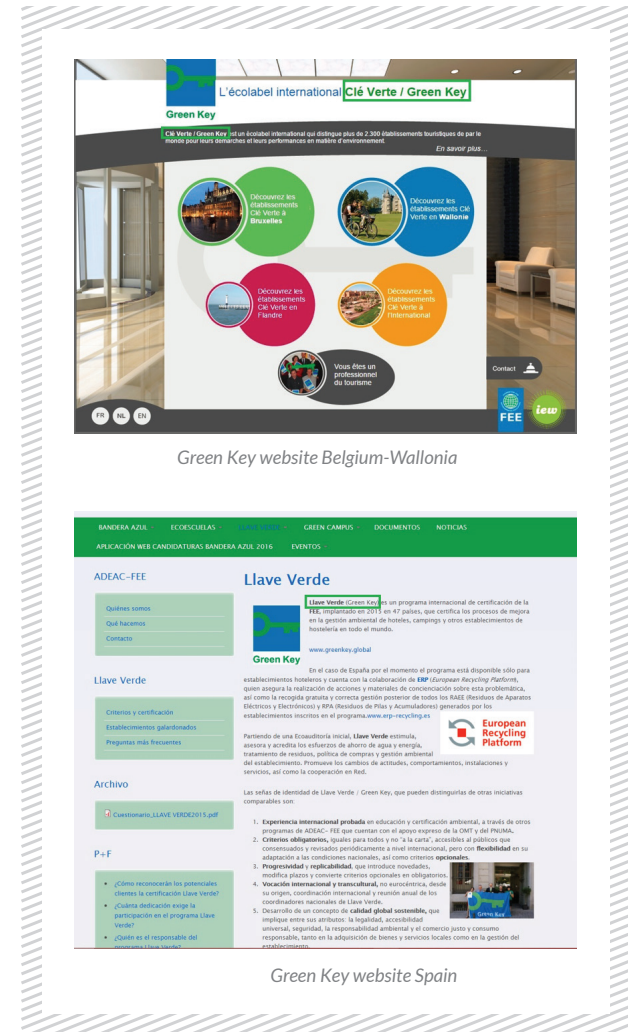
TRANSLATIONS

Currently about 20 national translations of Green Key are used world-wide. 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.

Green Key website Belgium-Wallonia

Green Key website Spain

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 CO_2 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

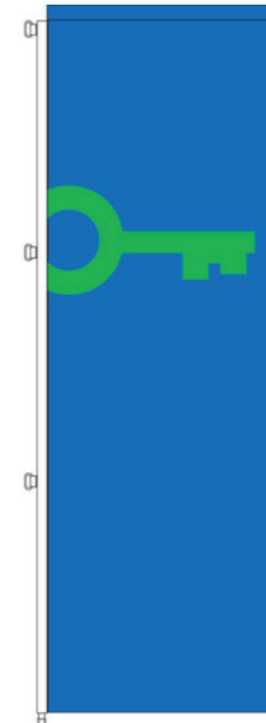Other sizes can be produced by National Operators, as long as the ratio (1:3) is kept.

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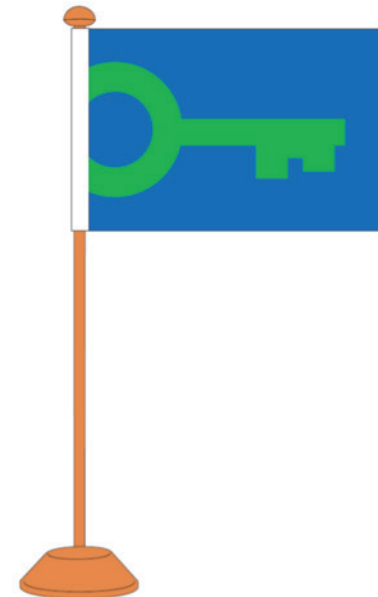
No other changes can be made in the production of the flags.

The FEE flag producer Semaphore guarantees qualitative and sustainable flags. They commit to making the production and transportation as CO_2 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.

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

Green Key is an international certification 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 receiving this prestigious international certification, 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