**FOUNDATION FOR ENVIRONMENTAL EDUCATION**

**FEE**

## 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.

## 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 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.
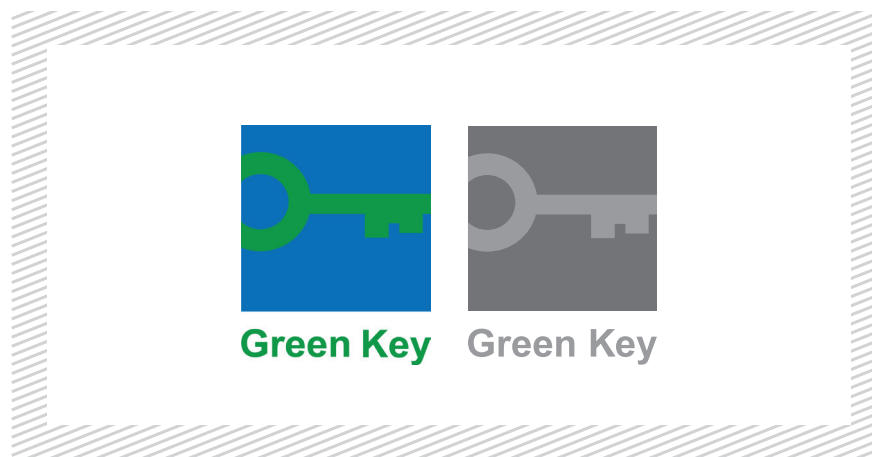


**COLOURED LOGO**

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.
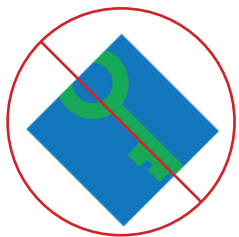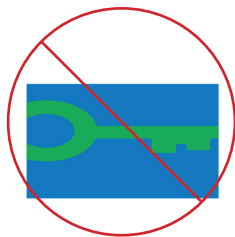
**LOGO CUSTOM**
An example of logo used with an additional language.
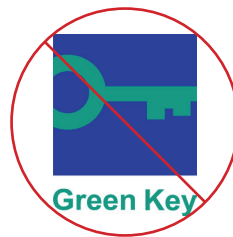
# Illegitimate use of the logo

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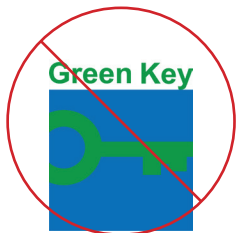Do **NOT** rotate the logo at all.

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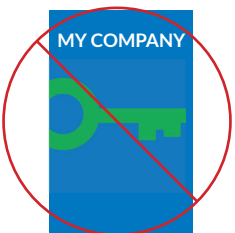Do **NOT** alter the ratio of the logo. It has to be a square.

**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

Icons have taken a very prominent role in modern interfaces and as such have found their way into the new Green Key website and our social media platforms.

**THE MAIN DIFFERENCE BETWEEN THE USE OF ICONS AND LOGOS IS:**
A logo is the corporate identity and represents the organisation's trademark or brand. An icon supports the organisation's trademark or brand and in the case of Green Key, is presented together with the new colours to help distinguish between the programmes.

The icon must never replace the logo.

**HOW TO USE THE ICON**
The icon can only be used on the websites and in social media.

The icon must be used in the relevant programme colour or with the relevant programme name (see supporting elements displayed on the right).

Icon:

**GREEN KEY**

**Supporting element:** Colour panels

**Supporting element:** Copy in matching colours

**Green Key**

Along with the new websites, new colours were introduced. These colours are Green Key specific and are used throughout the website and on communication material.

The colours differ from the pantone colours used in the logo and cannot be used in the logo itself. The colours scale spans from one end of the scale to the other e.g., the first number #51AE32 to #15AF97.

The colours can be used in all other communications such as document templates, national websites, e-mail, social media, infographics, etc. but only the colours related to the programme as listed below.

#51AE32    #15AF97

WEB: #51AE32

**GREEN KEY**

**SOCIAL MEDIA ICONS**

The icon has to be shown as a single color corresponding to the relevant programme.

The social media icons can be used online on the official websites, national websites and on FEE's social media platform.

**Green Key**

# Typography

Lato is the new font that FEE has adopted. In all our communication materials and on the website we use the Lato font. The Lato type family was chosen because it creates the perfect balance as the communication font, with its clean and contemporary linear features.

**PLAYFUL**
The rounded letters are playful, which fits with its educational purposes.

**10 FONT WEIGHTS**
With its 10 font variations, Lato gives very different expressions and therefore has a broad variety of use.

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

Lato Regular 48 pt

Lato Regular 30 pt

Lato Regular 14 pt

# Lato

ABCDEFGHIJKLMNOP
QRSTU VWXYZÆÅØÄÖ
abcdefghijkImnopqrstu
vwxyzæåøäö

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

The Arial font is still used in older documents and material but will be phased out over time.

**ATTENTION**
No fonts other than Lato and Arial can be used apart from those specified in the logo names (Courier and Hobo).

Arial Regular 48 pt

# Arial

Arial Regular 30 pt

ABCDEFGHIJKLMNOP
QRSTUVWXYÆÅØÄÖ
abcdefghijklmnopqrstu
vwxyzæåøäö

Arial Regular 14 pt

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

# 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*
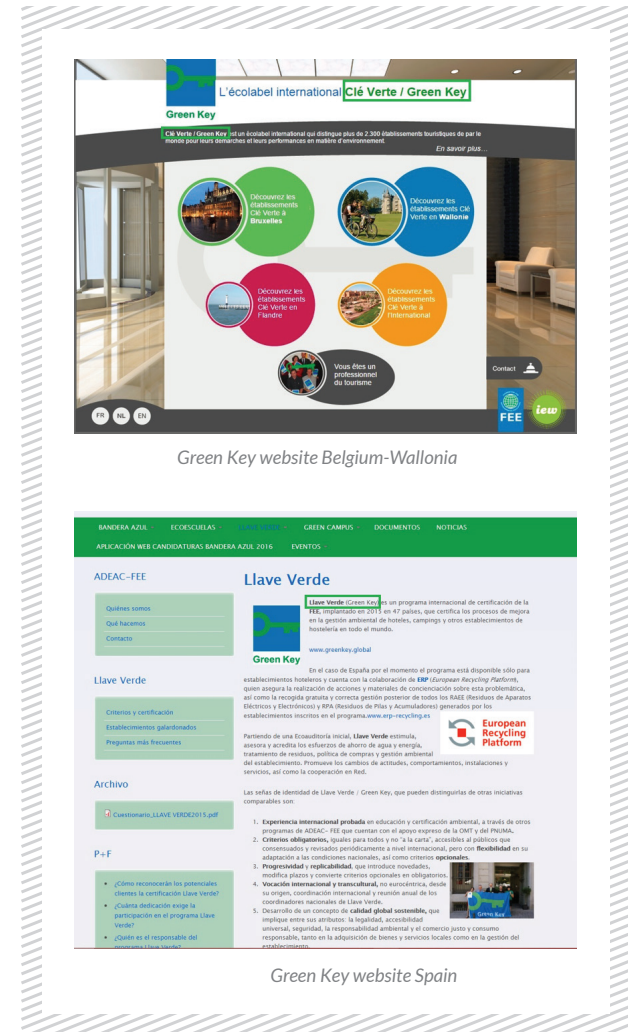
# Pictures

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 9-11).

# 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.
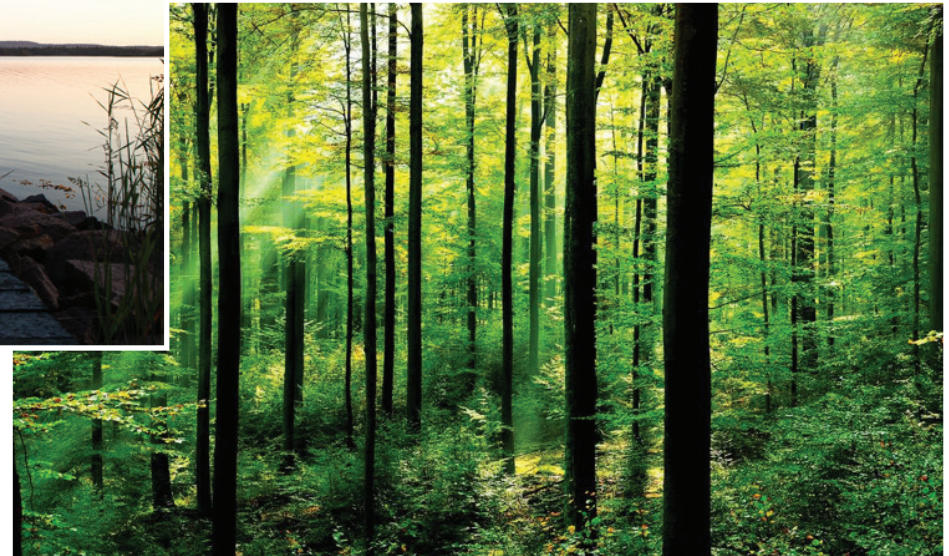
# Tone of voice

# 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 threating.

## 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 $CO_2$ 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

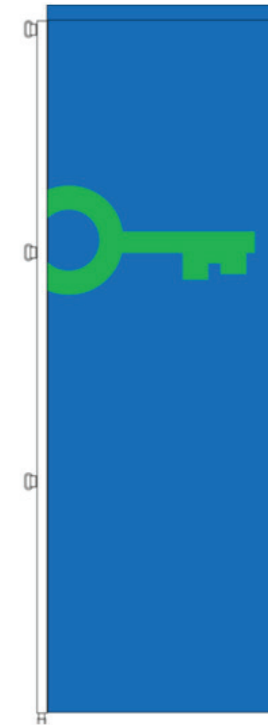Other sizes can be produced by National Operators, as long as the ratio (1:3) is kept.

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 $CO_2$ 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 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.
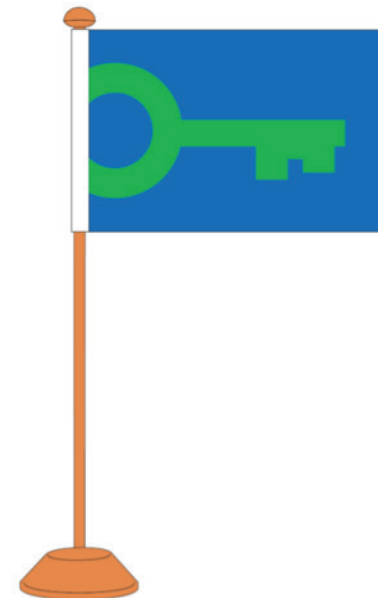
No other changes can be made in the production of the flags.

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- 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 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.

2016          2016/2017

## 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 Environ-mental 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.

# 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 9-11)

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

## CONTACT INFORMATION

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