



BRAND STYLE GUIDE



EUROPARC
FEDERATION

EUROPARC Federation, June 2020



europarc.org/healthy-parks-healthy-people

The Healthy Parks, Healthy People is a Europe wide programme to support parks and protected areas at the national/regional and local level to deliver better outcomes for the health of people and nature.

The Programme is promoted by the **EUROPARC Federation**.



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europarc.org/healthy-parks-healthy-people

Objectives of the Programme

To maximise the contribution of Europe's parks and protected areas to key policy priorities on

- Improving public health and well-being for all and reducing health inequalities
- Protecting, restoring and investing in biodiversity
- Responding to the climate emergency

The Programme is promoted
by the **EUROPARC Federation**.



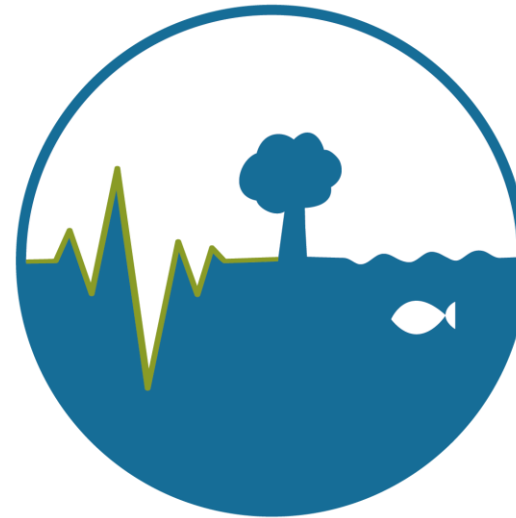
EUROPARC
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The Logotype

Use the logo in your website, publications and merchandising to promote your initiative.



Short Version



Long Version

Healthy Parks
Healthy People
EUROPE

The Logotype

Use the white or black versions of the logo over coloured backgrounds or images.

black version



Healthy Parks
Healthy People
EUROPE

white version



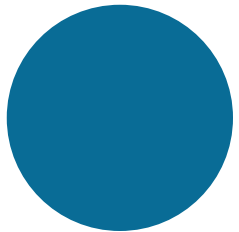
Healthy Parks
Healthy People
EUROPE

Colours & Font

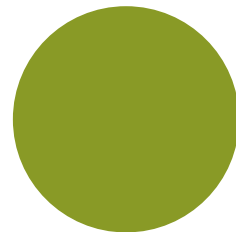


Healthy Parks
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Primary colours

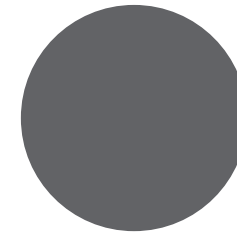


EUROPARC BLUE
CMYK 90,51,23,5
#096c96



Parks Green
CMYK 34,7,100,27
#899a26

Secondary colour



Grey
CMYK 0,0,0,75
#626366

Logotype font

Frutiger LT Roman 55

Text font

Calibri

Name & Tagline



Healthy Parks
Healthy People
EUROPE

Long version:

Healthy Parks, Healthy People Europe

Please note that the use of "Europe" is highly advisable in initiatives taking place within European countries.

Short version:

HPHPe

Translations:

It is possible to translate the name of the programme to other European languages. However, before you use your translated version, please send us an email to communications@europarc.org.

Name & Tagline



Healthy Parks
Healthy People
EUROPE

Tagline for parks and protected areas:
Lorem ipsum....

To be used by.....

Tagline for national/regional/local authorities
Lorem ipsum....

To be used by.....

Imagery



Healthy Parks
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To underline the connection between people and nature, any image, photography or illustration branded with the HPHPe programme must **always include** natural elements (landscape, fauna, flora) and humans.



Who can use the brand?



The participation in the Healthy Parks, Healthy People Europe Programme is **voluntary and free, but exclusive** to EUROPARC Members.

All protected area authorities and organisations that endorse the principles of the HPHPe, can use the graphic elements to brand their events, initiatives and programmes. The use of all materials is free, but subject to approval. Please inform us about your initiatives by sending an email to communications@europarc.org.

*If your organisation is not a member of the EUROPARC Federation, visit:
europarc.org/become-a-member*

Besides the graphic guidelines, EUROPARC has a compilation of tools and case studies to inspire your activities. Find our more at:

europarc.org/knowledge-hub/health-green-exercise/



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Photo: Lemmenjoki National Park (FI) by Harri Tarvainen