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.

europarc.org/healthy-parks-healthy-people

The Programme is promoted by the EUROPARC Federation.
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

europarc.org/healthy-parks-healthy-people

The Programme is promoted by the EUROPARC Federation.
Use the logo in your website, publications and merchandising to promote your initiative.

The Logotype

Short Version

Long Version
The Logotype

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

Primary colours
- **EUROPARC BLUE**
  - CMYK: 90,51,23,5
  - #096c96
- **Parks Green**
  - CMYK: 34,7,100,27
  - #899a26
- **Grey**
  - CMYK: 0,0,0,75
  - #626366

Secondary colour

Logotype font
- Frutiger LT Roman 55

Text font
- Calibri
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.
Tagline for parks and protected areas:
Lorem ipsum....

To be used by.....

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

To be used by.....
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](http://europarc.org/become-a-member)
Besides the graphic guidelines, EUROPARC has a compilation of tools and case studies to inspire your activities. Find out more at:

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