



**GRAPHIC
CHARTER**
Members

Cultural Foundation
The Routes of the Olive Tree

General Rules

This charter is intended to help you build a coherent communications strategy for the label you have been awarded.

It is essential to give a coherent image to all the entities entering “Routes of the olive tree”'s network, as members of a cultural route of the Council of Europe, an image that is strong, easily recognisable and conveys its values.

It is very important to note that **the label cannot and must not be used for commercial purposes.**

The label is immutable in its configuration and proportion. **It must not be distorted, recomposed or framed.**



Certifications

MEMBER OF THE ROUTES OF THE OLIVE TREE

Cultural Route of the Council of Europe

www.olivetreeroute.org
www.facebook.com/OliveTreeRoutes/



Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

External Signposting



The aim of the signage is to indicate any place that has been awarded the label

Dimensions: at least 20cmX10cm

Mediums: Mediums can be as varied as aluminium (1mm), etalbond (3mm), plexiglass (3mm, 5mm, 10mm), or PVC (5mm, 10mm, 20mm).

Protection: Only if necessary, depending on the medium and the chosen location.

Hanging: The only requirement is the ease of reading, bearing in mind that signs and posters are first seen before they are read.

Lighting: It is recommended that the label is placed in a visible spot benefiting from natural lighting during the day and indirect lighting at night.

Physical Documents



If the logo is used on press releases, posters, leaflets, maps or any other physical medium, we strongly recommend to include the following text :

“The Cultural Routes programme, launched by the Council of Europe in 1987, demonstrates in a visible way, by means of a journey through space and time, how the heritage of the different countries and cultures of Europe represent a share cultural heritage. The Cultural Routes put into practice the fundamental values of Council of Europe: human rights, cultural democracy, cultural diversity and identity, dialogue, mutual exchange and enrichments across boundaries and centuries. The Routes of the Olive Tree has been a “Cultural Route of the Council of Europe” since 2005”. www.coe.int/routes

Online Applications

The logotype can be used in the following contexts:

- **On the social networks Instagram, Facebook, X (formerly Twitter)**

The logo can be used freely by the points of interest, we ask that you add to the publication an instagram mention @routesolivetree; a hashtag #routesoftheolivetree; a link to our facebook account: <https://www.facebook.com/OliveTreeRoutes/> as well as a redirection link to our website: https://olivetreeroute.gr/home_page_en/

- **As an email signature**
- **On your website**

We recommend placing it at the bottom of the home page or in the section dedicated to the organisation's presentation.