

EuroVelo Brand Guide

ICTr Impact Communication Workshop

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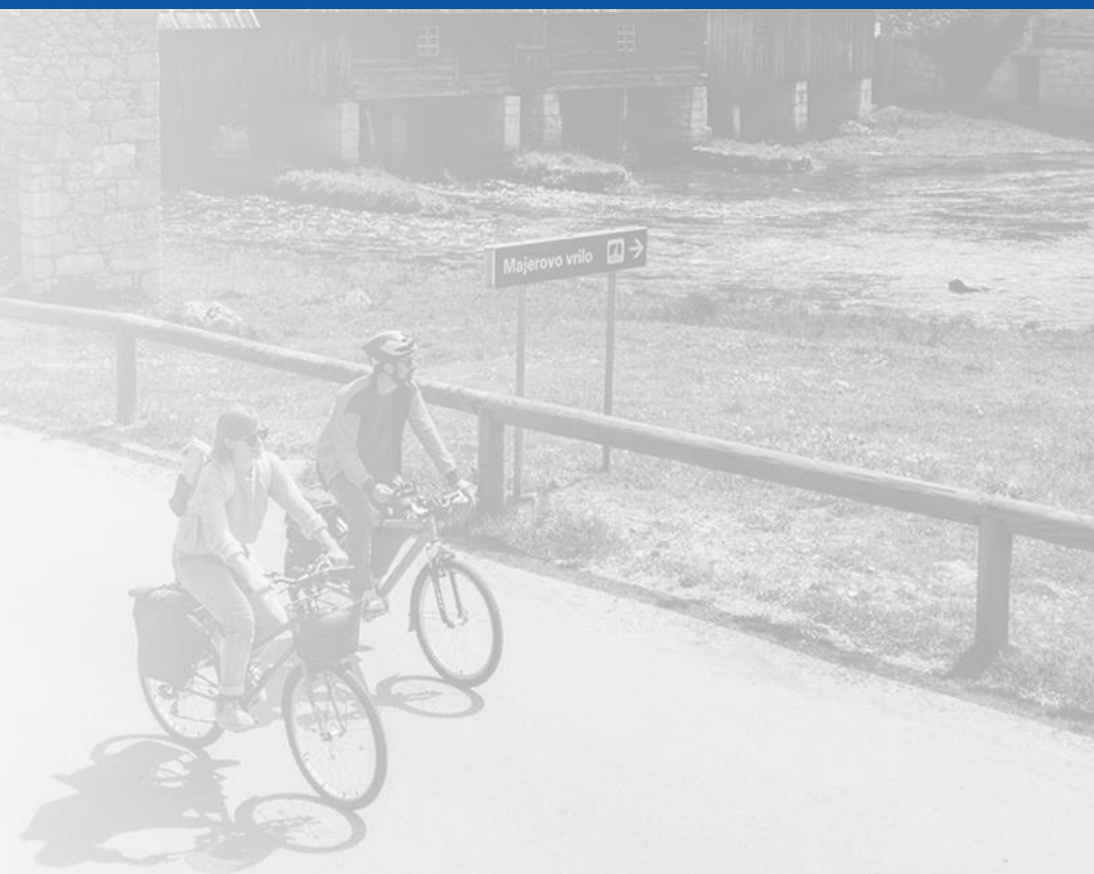


PHOTO © Ivan Šardi/CNTB

21 February 2024

Online (Zoom)

Interreg
CENTRAL EUROPE



Co-funded by
the European Union

www.eurovelo.com
www.ecf.com

ICTr-CE

EuroVelo

the European cycle route network

- **17 routes - 38 countries - 92,000 km** (66% developed)
- **“EuroVelo”**: trademark, 26 years’ project
- **ECF (NGO)**: transnational coordinator of EuroVelo
 - Coordinator of National EuroVelo Coordination Centres (NECCs)
 - Secretariat of 4 EuroVelo Route Partnerships (EuroVelo 1, EuroVelo 8, EuroVelo 15, EuroVelo 19)
 - In charge of daily management of EuroVelo (monitoring, communications, business developments, governance etc.)
 - Co-organiser of annual EuroVelo & Cycling Tourism Conference





EuroVelo 13 – Iron Curtain Trail

EuroVelo 13 – Iron Curtain Trail: Cultural Route of the Council of Europe

- Since 2019
- Recertified in 2023 – ceremony in Izmir, Türkiye, at the EuroVelo & Cycling Tourism Conference

EuroVelo 13 – Iron Curtain Trail route development in 2023

- 50% of the route developed
- 2% increase in route development compared to 2022
- No stretch is certified with ECS (yet)

Overall figures

- 44,080+ web visitors on EuroVelo 13 in 2022 – 11th rank
- More than 2 million web sessions in 2022 on EuroVelo.com
- Official GPX tracks available as of July 2022
- 6 bookable offers available on the website on EuroVelo 13



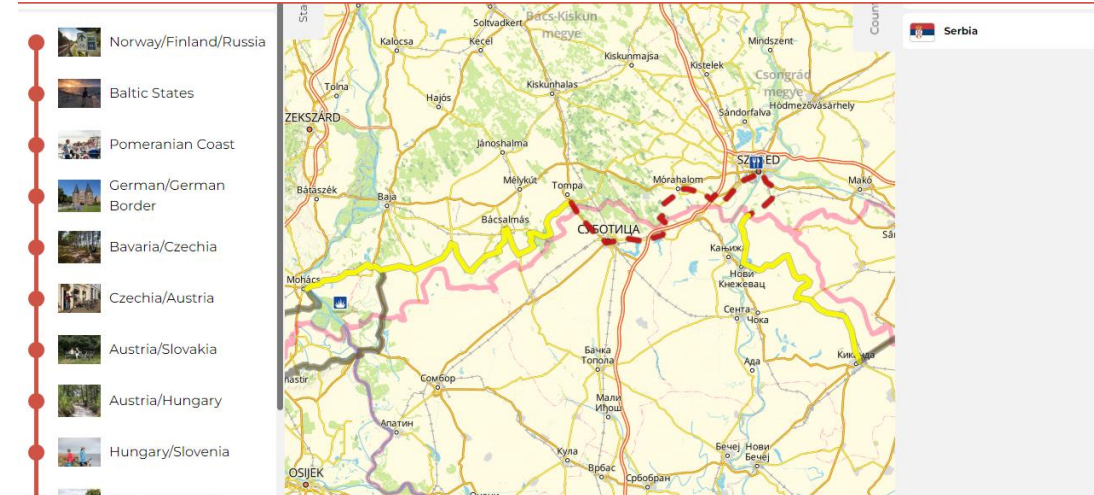
[DOWNLOAD THIS ROUTE IN GPX](#)

Experiencing the history of Europe's division!

For almost half a century, Europe was forcibly divided into East and West. EuroVelo 13 retraces this 'Iron Curtain', a border stretching from the Barents Sea to the Black Sea. Following this route for more than 9,950 km is a living history lesson but also provides a welcome reminder of the peace and reconciliation that have followed the fall of the 'Curtain'. As one of the longest EuroVelo routes, the Iron Curtain Trail has something to offer every type of cycle tourist, from the vineyards in southern Czechia and northern Austria to the mountainous border of Bulgaria and Greece; and from the bustling ports of the Baltic States to the stark beauty of Lapland.



The Iron Curtain Trail has received significant support from the

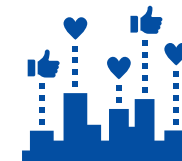


Why is it important to use the EuroVelo Brand in a **uniform** and **coordinated** manner?

Essential to **strengthen the visibility and brand recognition** of EuroVelo 13 – Iron Curtain Trail across all media and on the ground



Using the EuroVelo Brand Guide and Kit allows partners to enjoy the benefits of the **growing awareness of EuroVelo** across the continent and, in turn, help to increase it further.



2023 Brand Guide

The EuroVelo Brand Guide can be found under the “Resources” tab of pro.EuroVelo.com

- The EuroVelo Brand is an added value for the visibility of the ICTr project, its deliverables and its dissemination.
- This manual details **the recommended use** of the main EuroVelo design elements. **It covers route signing, printed and digital materials only.**



EuroVelo **Brand Guide**

European Cyclists' Federation

30+ pages

4 sections

Communicating about EuroVelo: most important rules

- **The word “EuroVelo” should not be altered**
- **Do not forget the capitals “E” and “V”**
- **“EV13” should not be used publicly**
- You should first mention the **full name of the route**: “EuroVelo 13 – Iron Curtain Trail”,
then, you can refer only to “EuroVelo 13” or “the Iron Curtain Trail”

Official name: **EuroVelo, the European cycle route network**

In other languages (p. 4 of the EuroVelo Brand Guide):

DE: EuroVelo, das europäische Radroutennetz

Find **main descriptions of the network** (short and long): p. 3

Logo and trademark

- Logo and composition **can not be altered**
- **EuroVelo® is a registered trademark of the European Cyclists' Federation.**
- **Highly recommended to use the route logo when communicating about EuroVelo 13:**

Two versions (available in the [EuroVelo Brand Kit](#)):

BRAND KIT



Recommended logo to
use with flat background



Full version



Route logos and signing

BRAND KIT

Route information panels are also used for signing

- Four variations used for road signs



Route logos

- Two variations used for digital and printed communications, as well as co-branding



Designs for new route signs that incorporate EuroVelo route information panels should be **submitted to ECF and the corresponding National EuroVelo Coordination Centre (NECC) for approval before they are installed on the ground.**

How to use the EuroVelo 13 route logo?



Main version

- Can be used by itself as long as the name of the route is readable



Alternative version

- Can be used when the route name is visible as separate element

How to use the EuroVelo route logo?

Example:



Alternative version with route name clearly visible next to it



If the route name has good visibility, the alternative version can be placed differently in the design

Imagery

Maps: EuroVelo schematic diagram

BRAND KIT

- Vector map with a simplified overview of the route itineraries
- Can not be altered unless authorised by ECF
- Title: EuroVelo, the European cycle route network*, reference to www.eurovelo.com and to the year of publication

*The wording for “the European cycle route network” can optionally be in the local language.



Imagery

Photos

Depicting cycling tourism and daily mobility

- For inspiration, check [EuroVelo Instagram](#)
- For image galleries, check [EuroVelo Flickr](#)
- Photo folder also available in the [EuroVelo Brand Kit](#)
- Please be always considerate of mentioning the credits



BRAND KIT

Any questions?



5 – 7 March 2024

EuroVelo and cycling tourism at



ITB
BERLIN

The World's Leading Travel Trade Show



5-7 MARCH 2024

WED 6 MARCH

Hall 3.1b
Green Stage 14:50 - 15:40

Boosting the growth of cycling tourism with data, quality and digital tools

THU 7 MARCH

Hall 4.1b
Lighthouse Stage 14:30 - 14:50

Solutions for sustainability of long-distance cycle routes - focus on EuroVelo 10 and 13



EuroVelo
the European cycle route network



ECF
EUROPEAN CYCLISTS' FEDERATION

WITH KIND SUPPORT OF THE FOLLOWING:



EuroVelo 15 Partnership



EuroVelo 19 Partnership



BALTIC BIKING UPGRADE



EuroVelo 10 Partnership



Interreg South Baltic



Co-funded by the European Union



Interreg CENTRAL EUROPE



Co-funded by the European Union



EuroVelo & Cycling Tourism Conferences

2024 | VIBORG, DENMARK
23-25 September 2024

Call for abstracts opening
next Tuesday 27 February –
more info [here](#)



Cycling Tour Operators Survey – 20 February to 20 March

Help us share the word!



Thank you!

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- Youtube: [@EuroVeloECF](https://www.youtube.com/@EuroVeloECF)
- LinkedIn: