



Manuel for the communication of the Via Alpina brand

SUMMARY

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The present graphic line aims to obtain a coherent visual recognition of Via Alpina in the various possible means of communication as far as the different partners are concerned.

A/ The various types of communication of the Via Alpina brand : various uses and various creations

A1/ Various uses

→ Use of the logo only

In some cases the logo (with or without name and baseline) is the only visible sign of communication from the Via Alpina. That is the case for signposting, by-products, posters, and, as a rule, all the media where space is limited.

→ Short message

In various documents or on the internet and in the media a short message about the Via Alpina concept or about the various trails needs to be available (about one sentence long). It has to carry a strong, clear message and be in keeping with the main values of the Via Alpina.

→ Longer message

In other cases (media for tourists, guides, articles, reports,) a longer message is needed. This message needs to be constructed around the main values and strengths of the Via Alpina.

A2/ Various creations

We can distinguish two possible cases where brand communication could be created.

→ Creations by the "Via Alpina structures" of "official Via Alpina documents" :

This is the case when a structure in charge of the Via Alpina creates an "official" Via Alpina document

→ Creations by partners

This is the case when one of the Via Alpina's partners creates a communication medium or a document. This partner can be an institution (such as a tourist office) or a private company.



B/ Tools to use for the communication of the Via Alpina brand

You are an organism in charge of communication for the Via Alpina

- See** →
- **Tool 1** : Rules concerning the logo
 - **Tool 2** : Rules concerning the graphic line
 - **Tool 3** : Key elements for short or long messages

You are a partner of the Via Alpina (private or institution)

You need only to use the Via Alpina logo

- See** →
- **Tool 1** Rules concerning the logo

You need to develop a short or a long message about the Via Alpina

- See** →
- **Tool 3** key elements for short or long messages

You are	An organism in charge of com for the VA	A partner of VA
What you want to do		
Use the logo	Tool 1	Tool 1
Create a document on the VA	Tool 2	
Develop a short message	Tool 3	Tool 3
Develop a long message	Tool 3	Tool 3

B/ Tools to use for the communication of the Via Alpina brand

B1 / Tool 1/ The logo rules for the use of the logo, its graphic adaptations and the baselines

→ Rule 1 General uses

The logo should always be used in sales, advertising and administration on all types of printed documents, on the internet and in multimedia.

→ Rule 2 With the baseline and without the baseline

The Via Alpina logo is presented in two forms ; with and without the baseline "Discover the Alps". The general rule is that the logo should be used with the baseline and only used without the baseline when the amount of available space or the size is too small to do otherwise. The baseline exists in English, French, German, Italian and Slovenian versions.

B1A – Logo with a baseline

Main use



B1B – Logo without a baseline



Use restricted to certain media

→ Rule 3 Use of the Logo with Via Alpina on one line or on two lines

The general rule is that the logo should be used with "Via Alpina" written on one line. «Via Alpina» may be written on two lines only when the amount of available space or the size is too small to do otherwise



→ **Rule 4 colour adaptations**

The logo has five possible colour graphic adaptations (in relation to the colour of the five trails). These logos need to be used when a document or a part of a document only concerns one of the trails.

Red trail



Yellow trail



Blue trail



Green trail



Purple trail



→ **Rule 5 Restrictions for printing on a coloured background**

- The logo should not be used on a coloured background because the result is confusing and not so legible

✗ Wrong use



- When it is used on a coloured background the logo or its graphic adaptation, with or without the baseline, should be written within a frame on a white background.



- The Via Alpina logo should never be used within a frame that has rounded corners or any other special shape of frame.

✗ Wrong use



➔ **Rule 6 Restrictions on printing on top of a photograph**

- The Via Alpina logo may be printed on top of a photograph only if the opacity of the part of the image considered for the logo has been toned down.



- The Via Alpina logo may also be printed on top of a photograph if the logo is inside a frame that has a white background, whether this be toned down or not.



➔ **Rule 7 Restrictions on graphic associations**

- The Via Alpina logo and its graphic adaptations with or without the baseline must never be associated with a horizontal line above it or to the side, or a vertical line to the left of it (see A and B).
- The possible graphic associations for the logo and its graphic adaptations with or without the baseline are a horizontal line below it or a vertical line to the right of it (see C and D).

✗ Wrong use



➤ Right use



→ **Rule 8 : Graphic restrictions on the use of the logo with Via Alpina on two lines**

When the words «Via Alpina» are written on two lines the rules for their use are the same as when these words are written on one line as far as printing on top of a photograph or a coloured background and the graphic associations are concerned, (rules 4,5,6 and 7).

The only difference is that the logo with the words Via Alpina written on two lines can be placed in a rectangular, but also a square, round or oval frame on a white background, according to the format of the medium, in order to suit it as well as possible.

 Right use



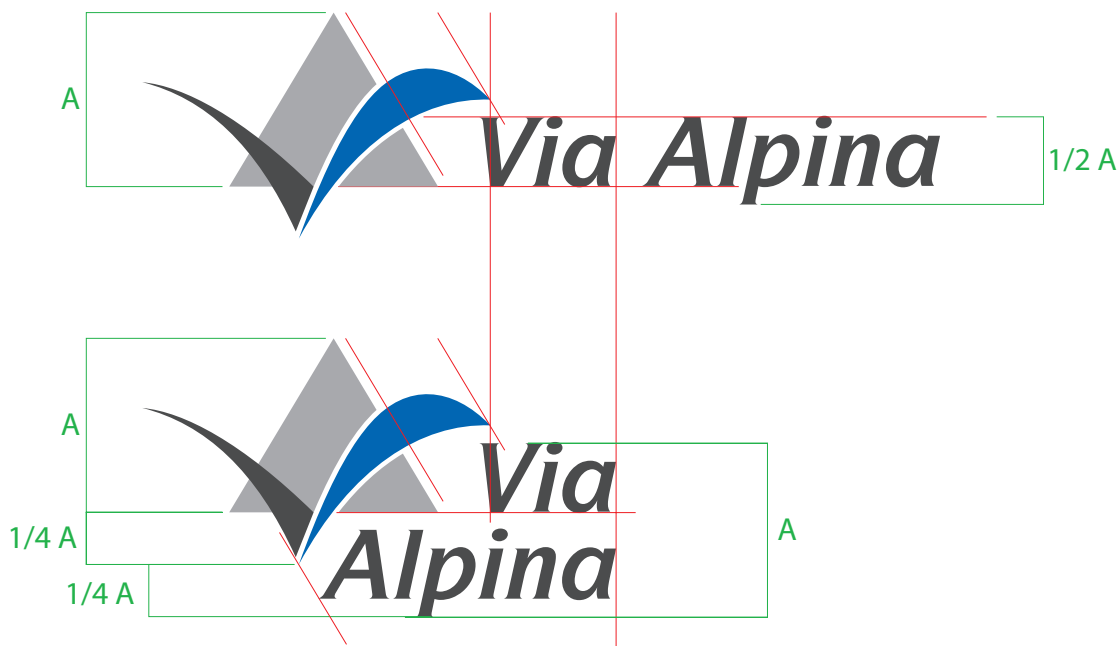
The logo for limited use should not in any case be used in a frame with round corners or with a different shape to those described above.

 Wrong use



—> **Technical notes on the logo** - Adapted from Promotion Digitale, 2002 -

• **The geometrical proportions of the logo**



• **The colour codes of the Via Alpina logo**

Colour :

Triangle :

- Pantone solid to process EC : Black EC (40%)
- pantone 325-6 process
- C 0% Y 0% M 0% K 40%

Right wing :

- Pantone solid to process EC : 2935 EC
- pantone 203-1 process
- C 100% Y 60% M 0% K 0%

Left wing :

- Pantone solid to process EC : Black EC (85%)
- pantone 325-2 process
- C 0% Y 0% M 0% K 85%

Text : see left wing

Black and white :

Triangle :

- Pantone solid to process EC : Black EC (40%)
- pantone 325-6 process
- C 0% Y 0% M 0% K 40%

Right wing :

- Pantone solid to process EC : Black EC (70%)
- pantone 325-3 process
- C 0% Y 0% M 0% K 70%

Left wing :

- Pantone solid to process EC : Black EC (85%)
- pantone 325-2 process
- C 0% Y 0% M 0% K 85%

Text : see left wing



● The colour codes and the five possible colour graphic adaptations of the logo

Red

- Pantone solid to process EC : 485 EC
- Pantone 73-1 process
- C 0% Y 100% M 100% K 0%



Yellow

- Pantone solid to process EC : 116 EC
- Pantone 5-1 process
- C 0% Y 100% M 20% K 0%



Green

- Pantone solid to process EC : 362 EC
- Pantone 282-1 process
- C 80% Y 100% M 0% K 0%



Blue

- Pantone solid to process EC : 2736 EC
- Pantone 184-1 process
- C 100% Y 0% M 100% K 0%



Purple

- Pantone solid to process EC : 7441 EC
- Pantone 168-3 process
- C 40% Y 0% M 70% K 0%



B3/ Tool 3/ The message

Key information for developing a good short or long message for the Via Alpina

FOR THE GENERAL VIA ALPINA CONCEPT

1. solution for discovering the Alpine world

The main aim of the Via Alpina is to enable hikers and walkers interested in responsible tourism to discover the Alpine range.

The Via Alpina hiking trail was created so that walkers might discover the beautiful and romantic landscapes of numerous Alpine areas and their natural scenery, cultural and historical sites. The goal of the Via Alpina is also to enable there to be real contact between the hikers and the inhabitants, so that the walkers might discover the different traditions and ways of life of the Alpine people.

Each hiker has his own goals and discovers the Alps at his own pace.

A person may choose to hike along the whole of the trail in one go or return year after year to walk along another part of the Via each time, or he may wish to stay for one week with his family at the same place and discover a region on foot. The Via Alpina offers different solutions adapted to different kinds of walkers so each person can develop his own way of discovering the Alps.

2. Based on five hiking trails

The Via Alpina comprises five hiking trails which cross the whole or part of the Alpine range. They go through valleys and Alpine villages and cross the boundaries of the 8 Alpine countries (Austria, France, Germany, Italy, Liechtenstein, Monaco, Slovenia and Switzerland) sixty times.

These paths, which vary in altitude from between 0 metres to Niederjoch / Giogo Basso at 3,017m, comprise stages of 4/5 hours walking with on average a change in altitude of 700 / 800 m. Signposts bearing the Via Alpina logo are placed along the trail at regular intervals.

A different colour has been assigned to each of these 5 trails. The red one is the only path which crosses the whole of the Alps from Monaco to Trieste and the 8 countries of the Alpine range. The other trails (whose colours are blue, yellow, green and purple), cross the different regions of the Alps and at least two countries and are connected at their starting and finishing points to the red trail.

Taking into account the average altitude of the path, which is very often above 1,500 m, most of the trail is accessible only during the summer period, from 1st July to 15th September, but some areas which are not so high up could be discovered during spring and autumn.

3. In the spirit of sustainable development

The philosophy of the Via Alpina is to encourage sustainable development all through the Alps. The Via Alpina thus tends to put the initial emphasis on the local economy, enhancing local Alpine cultures and products by talking about them and including them in tourist offers. The Via Alpina wants to play a part in the preservation of the environment by encouraging professionals and hikers to respect it.

The Via Alpina also aims to build connections between the different Alpine populations and enable the collaboration between them to be improved by creating a common project. This project links the whole of the range together, creating the emergence of trans-national projects.

Furthermore the Via Alpina is trying to contribute to the quality of the product by setting up a quality policy and motivating professionals so that they take out membership with quality networks.

The Via Alpina is directly linked to the Alpine Convention. The aim of this treaty is to ensure sustainable development throughout the Alps.

4. And the idea of transnational collaboration

The Via Alpina also aims to build connections between the different Alpine populations and enable the collaboration between them to be improved by creating a common project. This project links the whole of the range together, creating the emergence of trans-national projects. Furthermore the Via Alpina is trying to contribute to the quality of the product by setting up a quality policy and motivating professionals so that they take out membership with quality networks.

5. For various kinds of walkers

Many different kinds of walkers could use the Via Alpina to discover the Alps. The different possibilities for staying in any area means everyone finds what they are looking for : athletic hikers who want to double up the stages can hike the whole of the Via Alpina in one go, groups of hikers and walkers mainly interested in discovering the different valleys, traditions and natural areas and tasting good local products can do just that and families or groups of friends who want to stay one week in one place can do so to discover it on foot.

6. All the information is available on the Via Alpina web site

All the information on the Via Alpina is available on the Via Alpina web site (www.via-alpina.org). It is possible to find road books, maps, suggestions and packages and get all the contacts needed to be able to organise one's own stay and book.

7. A practical contribution to the implementation of the Alpine Convention

In 2002, Via Alpina has been officially recognised by the Ministers of Environment of the eight Alpine countries as genuinely contributing to the implementation of the Alpine Convention. The Alpine Convention is an international treaty signed in 1991 and ratified by the eight Alpine countries and the European Union with the aim of the protection and sustainable development of the Alps (www.alpconv.org).

The Convention consists of a framework convention and eight protocols: Nature conservation and landscape management, Mountain farming, Regional planning and sustainable development, Mountain forests, Tourism, Energy, Soil protection, Transport. The signatory States also intend to collaborate on the following issues: Population and culture, Water system, Air quality, Waste.

Following to the signature of a Memorandum of Understanding in February 2005 between the Permanent Secretariat of the Alpine Convention and the Via Alpina International Steering Committee, both organisations are collaborating on a regular basis, especially towards the implementation of the protocols on Tourism and on Regional planning and sustainable development.



www.via-alpina.org

Five trails with five identities

The five trails all enable walkers to discover the great wealth of the Alps, and this wealth includes :

- Natural surroundings, the fauna and flora and natural parks.
- The historical and cultural heritage and the sites.
- Alpine traditions and ways of life.
- Fantastic and romantic scenery.

Nevertheless each trail keeps its own identity that has characteristics that are both geographical and based on a theme.

RED Trail From one end to the other *The discovery of the whole length of the Alpine range*



This is the trail which crosses the whole length of the Alpine range and all eight countries. It is a genuine immersion in the world of the Alps and the discovery of all of its riches. This trail crosses the inner and outer ranges and goes through the Alps from East to West and South to North.

It enables hikers to discover the following :

- some of the highest legendary summits in the Alpine range (Mont Blanc, Bernina, Silvretta, Triglav, Tre Cime di Lavaredo...)
- A collection of exceptional natural sites like the Aletsch glacier, Zillertal valley, the Dent du Midi and the Vanoise glacier. There are many opportunities for going into the great Alpine parks (Triglav, Stelvio-Stilfser Joch , Mercantour, ...)

It enables the walker to discover dozens of villages and secret valleys that are full of charm. The hiker is immersed in the heart of the Alpine traditions in the Julian Alps, the Tyrol, the Valais, the Carnic Alps and Ticino and the French and Italian valleys of the langue d'Oc,... It crosses all the places between Trieste and Monaco that have been historical and cultural sites since ancient times.

Physical description :

161 stages

- **Departure point** : Trieste Italy
- **Arrival point** : Monaco

BLUE Trail Latin nature *Parks and great summits, Latin version*



This is essentially a French and Italian trail that crosses a great number of Alpine parks and goes along the foot of the mythical grand summits. It enables the walker to discover along the Alpine range a large number of linguistic cultures, in the main Latin but also Germanic.

The trail starts by going in and out of Switzerland, then it crosses the massifs of the north Piedmont, the Valley of Aosta and then the south of the Piedmont Alps. After this it crosses the border and reaches the French valleys of the Mercantour.

It enables hikers to discover awe-inspiring natural sites and a succession of natural parks (Alpe Veglia, Gran Paradiso, Mont Avic, Mercantour). It goes along the foot of the great mythical summits like Mount Rose, the Gran Paradiso and Monte Viso.

It is also remarkable because there is an astonishing cultural and linguistic intermingling (the history of the Walser, the Aoste Valley, the Italian and French valleys of the Langue d'oc).

Physical description :

61 stages

- **Departure point** : Riale Italy
- **Arrival point** : Sospel France
- **Crosses** : three countries (Switzerland / Italy/ France)

GREEN Trail Swiss traditions *At the heart of the traditions of the Swiss Alps*



It's an immersion in the heart of traditional Alpine Switzerland. Setting out at Vaduz (Liechtenstein), the hiker walks straight into Switzerland where the trail crosses the different cantons and the massifs of central Switzerland and the Bernes Oberland and mostly follows the «route across the Alpine passes».

The trail enables traditional Swiss villages and towns to be discovered and it goes along the three summits which are symbolic of the Bernese Oberland : the Eiger, the Mönch and the Jungfrau (4158 m).

It offers all this imposing scenery while staying accessible to everybody and there is a change of valley every day.

Physical description :

13 stages

- **Departure point** : Vaduz Liechtenstein
- **Arrival point** : Adelboden Switzerland
- **Crosses** : one country (Switzerland) with one stage in Liechtenstein

YELLOW Trail Alpine history *From the Adriatic to the heart of the range, a history of men and the Alps*



Mainly situated in Italy and Austria, this trail emphasizes a large number of geological and historical sites in the massif of the Alps. Setting out from the sea at Trieste in Italy, the route climbs up northwards along the Slovenian border and then it crosses the massifs in the western Julian Alps and goes as far as the Dolomites. Next it crosses the border crest and continues down again into the Austrian Tyrol as far as Obersdorf, in Bavaria. This is an itinerary that tells :

- the history of men and civilisations with the passage at the Similaun, (the place where the iceman «Ötzi» was found)
- of ancient conflicts on territories that have been disputed over for a long time, with numerous places of architectural value
- the history of the Alps and their formation with imposing geological sites, great limestone and crystalline massifs and mines, ...

It is a remarkable route because of the great diversity of the grand landscapes like the Dolomites, the highest part of the Via Alpina (3,017m,) the Ötztal glaciers (largest area of glaciers in Europe) the Inn valley...

Physical description :

40 stages

- **Departure point** : Trieste Italie
- **Arrival point** : Obersdorf Germany
- **Crosses** : two countries (Italy and Austria) and there are short stretches in Slovenia and Germany

PURPLE Trail Romantic Alps *A Slavonic, Austrian and Germanic escape with romantic touches*



This is a remote trail at the east of the Alps which enables the walker to discover the eastern massifs. Starting in Slovenia in the Julian Alps, the trail goes along through the various massifs of the Austrian Alps and then reaches Germany and the Bavarian Alps.

It crosses a succession of limestone massifs in an atmosphere created by mountains that have a more human dimension, being not so high but full of life and charm.

It enables the walker to discover panoramas and astonishingly romantic sites like the Maximiliansweg path and the various castles in Bavaria as well as the world's biggest monastic library in Admont (Austria), baroque monuments, poets' and musicians' houses in Slovenia and numerous lakes and mountains.

This trail also enables the walker to discover various national parks : Triglav, Kalkalpen, Gesäuse, Berchtesgaden.

Physical description :

66 stages

- **Departure point** : Triglav Slovenia
- **Arrival point** : Obersdorf Germany
- **Crosses** : three countries (Slovenia, Austria , Germany)



C/ 4 pieces of advice for good communication

Give concrete examples

An analysis of riches of the Alps distinguishes four different types of wealth :

- Natural surroundings, the fauna and flora and the natural parks.
- The historical and cultural heritage and the sites.
- Alpine traditions and ways of life.
- Fantastic and romantic scenery.

It is important when promoting the Via Alpina to give concrete examples of these riches. Alpine traditions need to be demonstrated as actual festivities, crafts, know-how and/or local products. The historical aspects should be presented with information on sites to visit and the history of the Alpine peoples.

The natural surroundings can be shown thanks to photographs of scenery, the names of sites and parks and animals to watch out for. The charm is put across via the scenery and the names of places to visit, etc.

Set up an identity for each trail

Each trail enables the various kinds of Alpine riches to be discovered but each also has its own identity. This identity should be emphasised in the communication process :

- The red one symbolises the whole Alpine area, its infinite nature and the diversity of its sites and peoples.
- The blue trail emphasizes the natural parks, mythical summits and various languages and cultures of the Alps.
- The yellow one underlines the origins of the Alps with both the geological and the human aspects of their history.
- The green one symbolises the traditions of the heart of Alpine Switzerland.
- The purple trail puts the emphasis on the charming aspects of the eastern Alpine massifs, which are not as high as the others but have romantic landscapes and natural parks.

The communication process should include the main characteristics of each route in the message as well as at local or regional level in order to strengthen this identity. It is also important to use concrete examples for these characteristics.

Target different kinds of walkers

Via Alpina makes it possible to target different kinds of walkers by suggesting very different kinds of offers on or around the Via Alpina. There are walkers who want to do a short hike and discover a region while staying at the same place and there are persons who really want to hike the Via Alpina at their own pace taking their time to make discoveries, and then there are the athletic hikers who intend to cross the whole of the Alps during summer. It is thus important that the message should be addressed to these different target markets accompanied systematically by examples of the offer and concrete proposals.



Use good photographs along with the Via Alpina message

Photographs are essential for good communication. They are often a sufficient reason for motivating a tourist to travel and they enable a lot of interest in a tourist destination to be generated.

Therefore it is essential that we chose visuals that are of a high quality which are done, as often as possible, by professionals.

The theme of these visuals must stick to the message of the Via Alpina which is the discovery of the Alps and their many facets. Therefore the photographs must show :

- grandiose Alpine scenery picturing all the beauty of the Alps.
- people hiking and in particular the main target markets, walkers who are not that athletic and families, so that the photos are full of life.
- as often as possible parts of the Alps that are inhabited and animated, in particular traditional villages and their inhabitants.
- the natural heritage with animals and flora for example.
- the cultural heritage, its traditional aspects, the local cuisine, festivities.

To do the promotion for a territory in the spirit of the Via Alpina it is important to assemble a collection of photographs that show the diversity of the riches and or the theme, the selling point we have chosen to develop.





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