Atlantic Coast Route

# CORPORATE DESIGN MANUAL

FEBRUARY • 2019

# INTRODUCTION

The Atlantic Coast Route is a major cycling route that aims to promote, in a sustainable way, the touristic potential of the six countries that it crosses.

It is the result of the collaboration of 18 European partners who have worked together on the Atlantic On Bike project sponsored by the InterReg program.

The Atlantic Coast Route is part of the European EuroVelo routes network developed by ECF (European Cyclists' Federation).

The purpose of this manual is to ensure the consistent and coordinated communication of the route, regardless of the country, regardless of the tool, so that it is identified and recognized as a unique product, with its specific values and personality.

It outlines in detail the elements that are compulsory in relation to positioning of logos etc, transmitting key messages, signposting and communication. It gives examples to be followed.

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# BRAND PLATFORM

## ATLANTIC COAST ROUTE AT A GLANCE :

- 1 cycle route from North Cape in Norway to south Portugal
- 9,000 km
- 6 countries, 6 cultures, 6 climates, 6 atmospheres
- 1 single EuroVelo1 signage
- 1 shared thread : the Atlantic and its magnificent wildness

# PITCH AND BASELINE

The Atlantic Coast Route is an invitation to experience a unique adventure with a great 1.

From Norway to Portugal, the route covers six countries (Norway, United Kingdom, Republic of Ireland, France, Spain and Portugal), providing an opportunity to discover an extraordinary range of climates, cultures and unique points of interest in a peaceful setting.

An advennture, filled with an unlimited number of experiences and life moments all with a common thread: **enchantment with spectacular views and nature.**

And of course a unique signage found all along the trip: the number 1 in its European flag to remind you of its affiliation with the European EuroVelo routes network.

The experienced cyclist will challenge himself/herself by covering this 9,000 km epic route with a journey of several months.

Families or less experienced cyclists can start with more accessible sections (on the southern part of the route), to get familiar with the world of cycling travel. There is no doubt that they will then have only one wish: to keep going to cover the whole route and be one of the finishers.

## Atlantic Coast Route

- **Unveil** a new facet of Europe, along its Atlantic Coast.
- **Travel through** Europe in a respectful way.
- **Enjoy** a safe adventure.
- **Be one** with nature.

The baseline

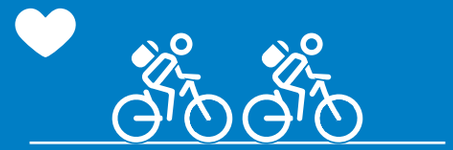
**Atlantic Coast Route : So unique, so diverse.**

The baseline and product name will be presented in their international version only, i.e. will be presented in English only.

# CYCLING TARGETS

**Cyclists travelling by bicycle over long distances / long periods**

- For communicating the route in its entirety
- To be prioritized for transnational operations / communications.



**Couples and families on tour trips ranging from two days to two weeks**

- For global and national communication of the route
- For operations / communications at the national level.

**Couples, families, beginners and local residents on a day trip**

- This does not apply to these types of cyclists

# TARGET MARKETS

The main countries to be targeted are

**the six countries covered by the Atlantic Coast Route:**

- Norway
- United Kingdom
- Republic of Ireland
- France
- Spain
- Portugal

**Also, potentially for long-distance cyclists from:**

- Germany
- Sweden
- The Netherlands
- Poland

# VALUES AND KEY MESSAGES

## ⋆ Breathtaking landscapes : the great outdoors and the untouched wilderness

**There's only 1 route : Atlantic Coast Route and an infinite number of sceneries.**

Norwegian fjords, English lochs, the Irish wild coast, French pine forests, ports and beaches of Spain and Portugal.

## ⋆ A must-see testimony of the European history

**There's only 1 route : Atlantic Coast Route and an infinite number of cultural treasures.**

Scottish castles, the cities of Nantes and La Rochelle in France, the historic sites of Salamanca and Merida in Spain.

## ⋆ Simple, authentic and shared moments

**There's only 1 route : Atlantic Coast Route and an infinite number of encounters.**

The strong and warm cultures of Ireland, Brittany and the Pays Basque with their legendary festivals. Gastronomy in all its forms: from Irish beers to Portuguese bacalao, Spanish tapas and Breton pancakes.

# IMAGERY

ATLANTIC OCEAN
UNSPOILT NATURE
GREAT OUTDOORS
SCENIC

Warning : the photos are illustrative of a photographic atmosphere. They are not free of rights and cannot be used in communication tools.

# IMAGERY

ADVENTURE
CHALLENGE
TRADITIONS
DISCONNECTING

Warning : the photos are illustrative of a photographic atmosphere. They are not free of rights and cannot be used in communication tools.

# IMAGERY

AUTHENTIC
SIMPLE
DIVERSE
SHARING

Warning : the photos are illustrative of a photographic atmosphere. They are not free of rights and cannot be used in communication tools.

# THE FUNDAMENTALS

The more a brand communicates in a distinct language, the easier it is to recognize it, both inside and outside the area.

The fundamentals shape the boundaries of the brand.
They bring its consistency and personality.
They ensure that at first glance, the brand is identified, recognized and valued.

The image of our brand, based on the fundamentals, is one of our essential strengths.

It is up to us to build it, expand it and respect it!

THE FUNDAMENTALS

# LOGO DESIGN

The international logo of Atlantic Coast Route is composed of the following elements :

- The number 1 corresponding to the route identification
- The 12 yellow stars referring to Europe
- The blue square referring to Europe

These 3 elements cannot be separated.

The name Atlantic Coat Route can be either integrated into the blue square (version 1) or placed outside (version 2).

The choice for version 2 will be made to guarantee and enhance a good visibility of the name of the route.

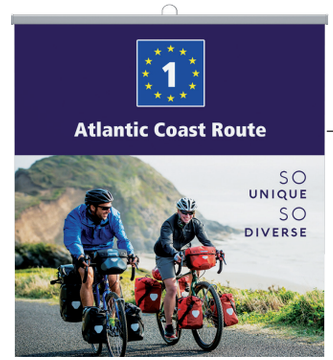
The 2 versions of the logo are provided under different formats (pdf, jpg and png).

Version 1

Version 2

30 mm

Minimum size
of logo use
Version 1




Frutiger 87
Extra Black CN

Example of use
of the logo Version 2

THE FUNDAMENTALS

# COLOURS OF THE LOGO

Four-colour version

**C** 100 **R** 0
**M** 80 **V** 51
**J** 0 **B** 153
**N** 0

**PANTONE**
Reflex Blue

**C** 0 **R** 255
**M** 0 **V** 204
**J** 100 **B** 0
**N** 0 #FFCC00

**PANTONE**
Yellow

THE FUNDAMENTALS

# NATIONAL ADAPTATIONS

National logos are integrated in an adapted version of the Atlantic Coast Route logo. This adaptation is made possible exclusively for signposting purpose (see example opposite).

SIGNPOSTING

Basic frame

France example

Spain example

The national logos shall be placed side by side, homogeneously and of equal visual importance. This adaptation is made possible exclusively for communication purpose (see example opposite).

COMMUNICATION

France example

Spain example

THE FUNDAMENTALS

# PROTECTION ZONE

For a good visibility of the logo, a minimum space equivalent to the width of the digit “1” must be left blank of any sign or text.

**NO GRAPHICAL ELEMENTS SHOULD APPEAR IN THIS AREA.**

Example

THE FUNDAMENTALS

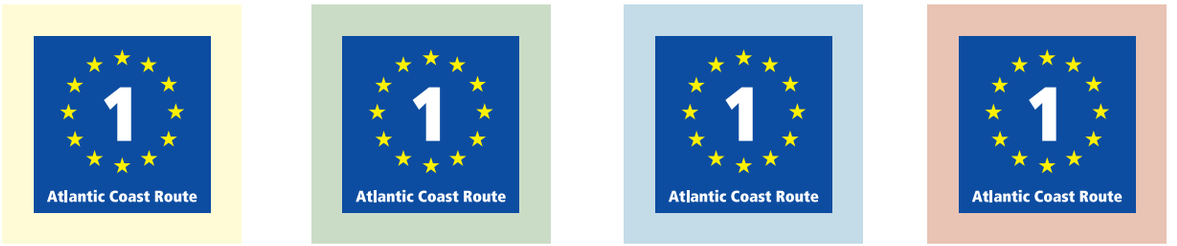
# ADAPTATIONS TO COLOURED BACKGROUNDS

The logo adapts perfectly to light backgrounds.

For a better reading of the logo on dark backgrounds, it must have a white outline.

The thickness of the white outline corresponds to half of the width of the “L” of the word Atlantic.

LIGHT BACKGROUNDS




DARK BACKGROUNDS

When the background is the same blue as the logo, there is no white outline.

THE FUNDAMENTALS

# FORBIDDEN ADAPTATIONS

In order to ensure consistency, the Atlantic Coast Route logo is subject to strict rules that must apply to all communication media.

The logo must be reproduced without any modification, using the files provided by the Atlantic Coast Route communication team.

No colour changes are allowed other than the versions provided.

The fonts used are not modifiable.

The proportions between the different elements must remain unchanged.

Any distortion is prohibited.

THE FUNDAMENTALS

# FONTS

The main fonts for communication media are Aquawax.

The use of these typographical elements is essential to guarantee the brand's graphic consistency.

The font for your office tools (PowerPoint and Word templates)is a system font installed by default on your computer (Calibri).

## COMMUNICATION

### Aquawax

LIGHT
azertyuiopqsdfg
hjklmwxcvbn
AZERTYUIOPQSDFG
HJKLMWXCVBN

REGULAR
azertyuiopqsdfg
hjklmwxcvbn
AZERTYUIOPQSDFG
HJKLMWXCVBN

MEDIUM
azertyuiopqsdfg
hjklmwxcvbn
AZERTYUIOPQSDFG
HJKLMWXCVBN

SEMI BOLD
azertyuiopqsdfg
hjklmwxcvbn
AZERTYUIOPQSDFG
HJKLMWXCVBN

BOLD
azertyuiopqsdfg
hjklmwxcvbn
AZERTYUIOPQSDFG
HJKLMWXCVBN

BLACK
azertyuiopqsdfg
hjklmwxcvbn
AZERTYUIOPQSDFG
HJKLMWXCVBN

The Aquawax typography features an italic version for each weight.

## OFFICE TOOLS

### CALIBRI

REGULAR
azertyuiopqsdfg
hjklmwxcvbn
AZERTYUIOPQSDFG
HJKLMWXCVBN

BOLD
azertyuiopqsdfg
hjklmwxcvbn
AZERTYUIOPQSDFG
HJKLMWXCVBN

*BOLD ITALIC*
*azertyuiopqsdfg*
*hjklmwxcvbn*
*AZERTYUIOPQSDFG*
*HJKLMWXCVBN*

## DIGITAL

### Raleway

REGULAR
azertyuiopqsdfg
hjklmwxcvbn
AZERTYUIOPQSDFG
HJKLMWXCVBN

BOLD
azertyuiopqsdfg
hjklmwxcvbn
AZERTYUIOPQSDFG
HJKLMWXCVBN

BLACK
azertyuiopqsdfg
hjklmwxcvbn
AZERTYUIOPQSDFG
HJKLMWXCVBN

THE FUNDAMENTALS

# COLOUR UNIVERSE

The colour range of the Atlantic Coast Route brand consists of a palette of 16 colours.

These colours can be applied to all communication media : publishing, office documents and web.

They can be used in small touches, as well as in flat colour surfaces in the background of documents or for typography.

## TONES BLUE

| | | | |
|---|---|---|---|
| C 100 M 80 J 0 N 51 | R 33 V 33 B 78 #21214e | C 100 M 70 J 0 N 0 | R 58 V 77 B 152 #3a4d98 |
| PANTONE 662C | | PANTONE 286C | |
| C 100 M 40 J 0 N 0 | R 59 V 118 B 187 #3b76bb | C 60 M 10 J 0 N 0 | R 139 V 182 B 227 #8bb6e3 |
| PANTONE 285C | | PANTONE 292C | |

## TONES GREEN

| | | | |
|---|---|---|---|
| C 87 M 25 J 57 N 26 | R 60 V 110 B 100 #3c6e64 | C 75 M 0 J 45 N 0 | R 106 V 179 B 165 #6ab3a5 |
| PANTONE 555C | | PANTONE 346C | |
| C 49 M 0 J 100 N 0 | R 151 V 197 B 58 #97c53a | C 26 M 0 J 100 N 0 | R 197 V 219 B 48 #c5db30 |
| PANTONE 375C | | PANTONE 389C | |

## TONES RED

| | | | |
|---|---|---|---|
| C 0 M 100 J 0 N 40 | R 129 V 0 B 79 #81004f | C 0 M 100 J 100 N 0 | R 190 V 0 B 39 #be0027 |
| PANTONE 227C | | PANTONE 185C | |
| C 0 M 90 J 50 N 0 | R 197 V 53 B 88 #c53558 | C 8 M 74 J 0 N 0 | R 196 V 99 B 152 #c46398 |
| PANTONE 1925C | | PANTONE 224C | |

## TONES ORANGE

| | | | |
|---|---|---|---|
| C 0 M 75 J 93 N 0 | R 204 V 100 B 48 #cc6430 | C 0 M 50 J 95 N 0 | R 218 V 154 B 45 # |
| PANTONE 172C | | PANTONE 1375C | |
| C 0 M 30 J 93 N 0 | R 230 V 192 B 52 #e6c034 | C 35 M 30 J 25 N 0 | R 176 V 170 B 173 #b0aaad |
| PANTONE 1235C | | PANTONE 421C | |

THE FUNDAMENTALS

# GRAPHIC SIGNS

To reinforce the visual identity of the Atlantic Coast Route brand, graphic signs can be applied to the various tools.

They become brand's visual references and help animate the layout.

This sign can be used adjusting the level of transparency according to the environment.

Part of the sign can give rhythm to the texts.

Pictograms can be used to set the rhythm of page layouts.

THE FUNDAMENTALS

# PICTOGRAMS

Pictograms can be used to set the rhythm of page layouts.

# SIGNPOSTING

The route information panels for EuroVelo 1 – Atlantic Coast Route are based on the European recommendations for the signing of EuroVelo routes : Resolution on Road Signs and Signals, UNECE, 2009 (available from : www.unece.org) and the Manual “Signing of EuroVelo cycle routes”, ECF, 2016 (available from : www.eurovelo.org/downloads/guidelines/).

SIGNPOSTING

# ROUTE INFORMATION PANELS

In the case where the route is not associated with a local or regional route, the international version for the logo is used.
See page 15.

NORWAY

UNITED KINGDOM

SIGNPOSTING

# ROUTE INFORMATION PANELS

In the case where the route is associated with a local or regional road, the integrated version of the logo is used.
See page 16.

FRANCE

SPAIN

REP. OF IRELAND

# APPLICATIONS

To support our development strategy and ensure a good brand visibility, the identity will be implemented on all our communication tools.

Keeping consistency in the graphic designs of the Atlantic Coast Route brand will contribute to:

- Increase the awareness, recognition and promotion of our visual identity
- Root our brand on a long-term perspective
- Promote a real “identity effect” that reflects our values both internally and externally.

APPLICATIONS

# PUBLISHING

## Press Kit

Transnational version

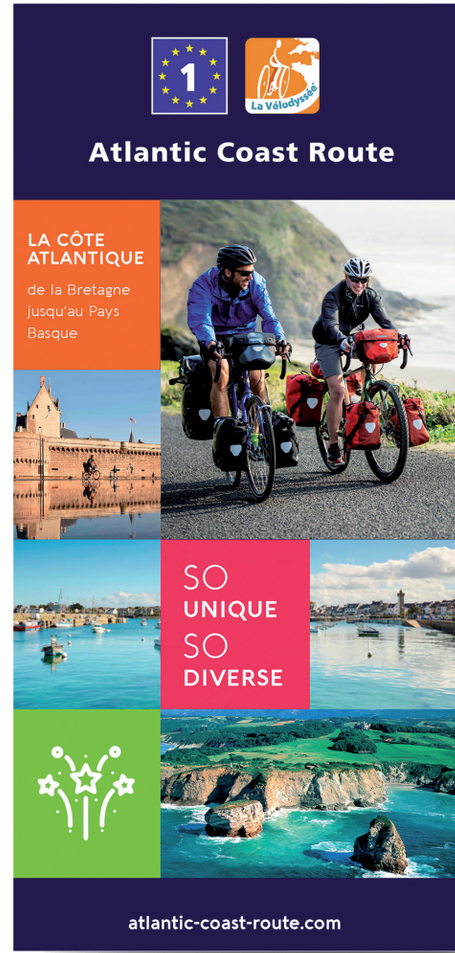
National version

APPLICATIONS

# PUBLISHING

## Flyer

Transnational version




National version

APPLICATIONS

# EVENTS

## Pop-up banners

Transnational version

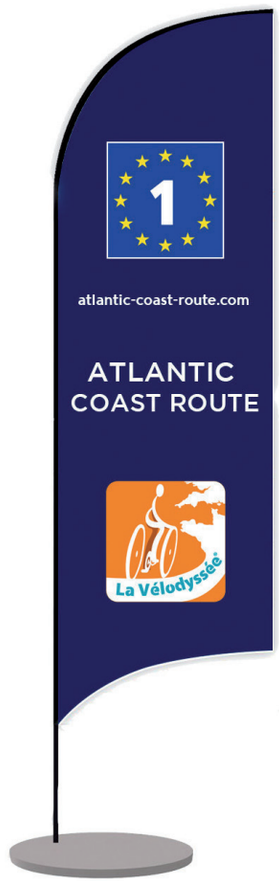
National version

APPLICATIONS

# EVENTS

## Banner

Transnational version




National version

RECTO

VERSO

APPLICATIONS

# DIGITAL

## Newsletter

APPLICATIONS

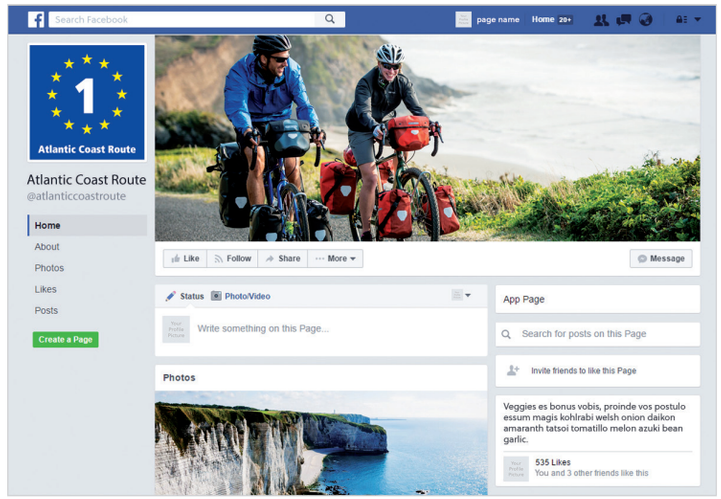
# DIGITAL

## E-mail signature

APPLICATIONS

# DIGITAL

## Social networks




Facebook

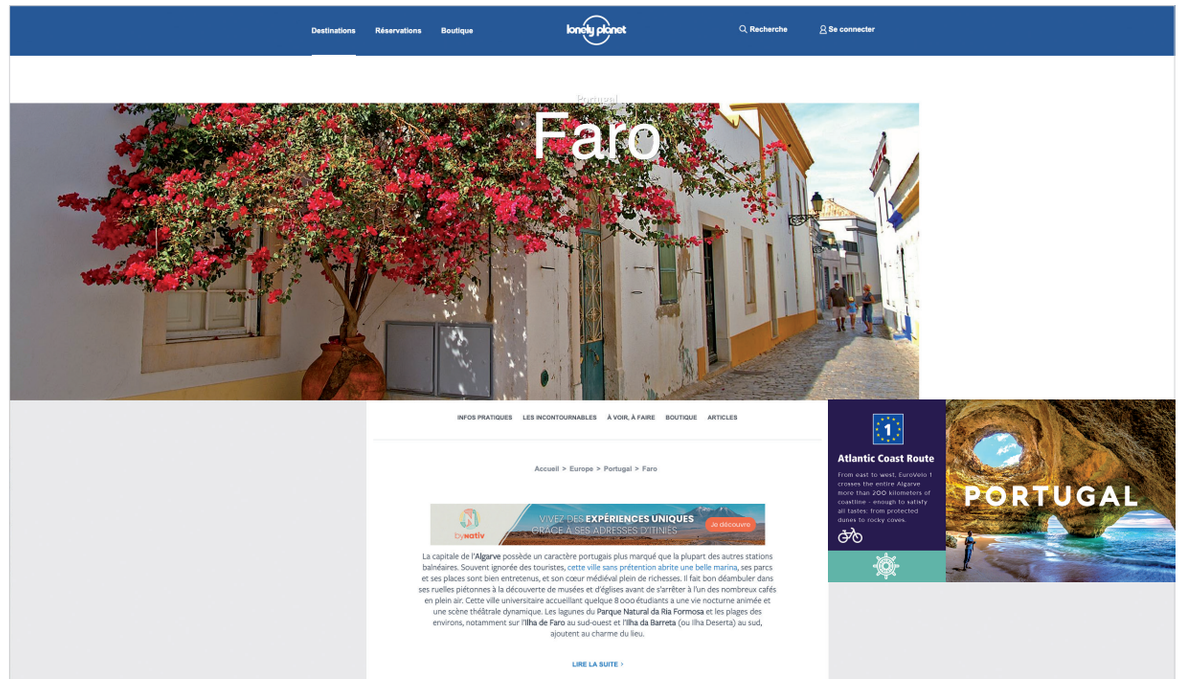
Twitter

Instagram

APPLICATIONS

# DIGITAL

## Web banner




Example

## NOTES

## NOTES

Interreg
Atlantic Area
European Regional Development Fund
EUROPEAN UNION

Statens vegvesen
Norwegian Public Roads Administration

uclan
University of Central Lancashire

Nafarroako Gobernua
Gobierno de Navarra

Ruta Vía de la Plata

Junta de
Castilla y León

JUNTA DE EXTREMADURA
Consejería de Economía e Infraestructuras

Land of Hearts Desire

JUNTA DE ANDALUCIA
CONSEJERÍA DE TURISMO Y DEPORTE

DÉPARTEMENTS & RÉGIONS
CYCLABLES

eco counter

ECF
EUROPEAN CYCLISTS' FEDERATION

AMAL
Comunidade Intermunicipal do Algarve

TURISMO DE
PORTUGAL
algarve

COMHAIRLE CONTAE MHAIGH EO
MAYO COUNTY COUNCIL

Comhairle Contae
Dhún na nGall
Donegal County Council

PYRENEES
ATLANTIQUES
LE DÉPARTEMENT

La Vélodyssée
1

Atlantic Coast Route

For all questions
regarding this graphic charter,
please contact the
Atlantic Coast Route communication team
by mail: atlanticcoastroute@gmail.com.

ALTIMAX