

Brand Guidelines

Explications

01

Colours are assigned by category to ensure clear visual differentiation: blue for Economy, green for Nature, and orange for People. Beige is used as a background colour, particularly in carousel layouts, to create a soft and cohesive base that highlights the content.

02

The *Tourism for Europe* logo is featured on all banners and on social media cover slides. The ETC logo appears on the following slides within the carousels.

If you want to include your project logo, you can replace one of ETC's ones.

03

Overall, the visuals are clean and minimal, with a strong focus on a single key image or message. The layouts prioritise clarity and readability, allowing the content to stand out effortlessly.

*Tourism for
EUROPE
for Tourism*

Colours by categories



Social media carousel



Logos



[Click here to find the logo](#)



[Click here to find the logo](#)

Banner



Zoom Banner

Explications

- 01 The *Tourism for Europe* logo must be placed at the top left.
- 02 The country name and the project name are displayed in large text, fairly centered to ensure they stand out.
- 03 At the bottom, there is a call to action along with the website, highlighted to encourage users to learn more about the project.
- 04 The ETC logo should be placed at the bottom right.
- 05 Here you can find the category name (Nature, People, or Economy).



Zoom Carousel

Part 01



01

Project name + call to Action

Include a project name and start with a simple question or statement to catch attention. A short, engaging question or statement. Each project will adapt this line to reflect its own story.

Instructions: use one of the 3 following sentences, according to your category

- How is tourism bringing nature back to life? [NATURE category]
- How can tourism lift up communities? [PEOPLE category]
- How is tourism supporting local economies? [ECONOMY category]

01

Tourism is not just about visiting nature.
It can help restore ecosystems.

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TRAVEL
COMMISSION

02

Change Tourism narrative/perspective

Show that tourism is more than people usually think. We want to introduce a different narrative of Tourism, shifting it using: "Tourism is not just X → it is Y".

Aligned with each category:

- Nature → supports ecosystems
- People → empowers communities
- Economy → strengthens local economies

02

Near Prague, this was once a military base. The land was abandoned and degraded.

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03

Context - Explain the situation

Explain where the story takes place and what the challenge is. Keep it short and easy to understand.

03

Today, it is a nature reserve. Wild animals are restoring natural balance.

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04

Project

Present the solution: what is the project? How does tourism help?

This is the core of the story. It should present the initiative and show how tourism contributes to it. Focus on concrete actions and real implementation.

Explications



Each carousel should follow a clear, intuitive storytelling flow that explain the project and its regenerative tourism impact.

Design tips



- Keep it simple
- One idea per slide
- Use short text (Max. 2-3 short lines)
- Clean and easy to read
- Use strong visuals/images

Zoom Carousel

Part 02

Explications ↙

Each carousel should follow a clear, intuitive storytelling flow that explain the project and its regenerative tourism impact.

Design tips ↙

- Keep it simple
- One idea per slide
- Use short text (Max. 2-3 short lines)
- Clean and easy to read
- Use strong visuals/images

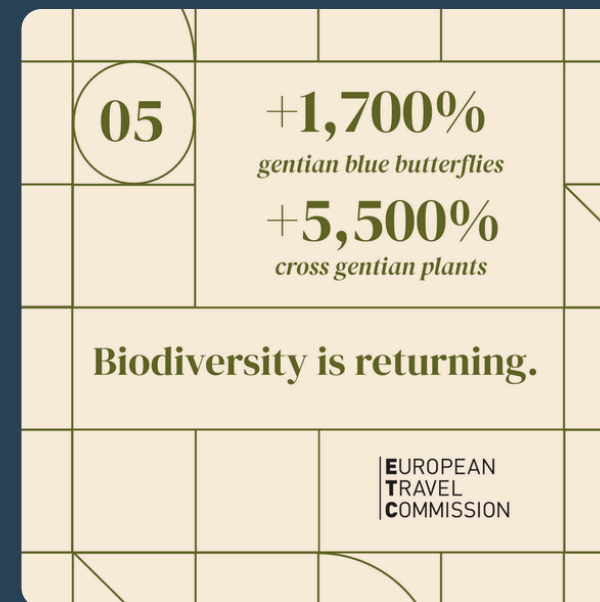


05

Human dimension (related to visitors and locals)

Add a reference to visitors and the local community involvement.

We want to bring people into the story.



06-
07

Impact and/or quote

Show results from your projects using numbers.

And you can also add a quote to strengthen your message.



07

European message

Connect to the bigger picture: EUROPE.

Instructions: choose among the following sentences, the one related to your category.

[NATURE] Across Europe, tourism helps restore nature by supporting conservation and local initiatives

[PEOPLE] Across Europe, tourism empowers communities by preserving culture and creating opportunities

[ECONOMY] Across Europe, tourism strengthens local economies by supporting businesses and jobs

Add → Explore more stories at "TourismforEurope.eu"