

## REGULATION

### FOR THE USE OF THE LOGO

#### THE PHOENICIANS' ROUTE – CULTURAL ROUTE OF THE COUNCIL OF EUROPE

#### **Article 1** - Purpose and ownership of the logo

The Confederation "The Phoenicians Route" (hereinafter RdF) safeguards and promotes the cultural route as certified under the "Programme of Cultural Routes of the Council of Europe", also as a tourist, educational and experiential product, European model of quality, sustainability and intercultural dialogue. The logo characterizes the set of institutional activities of RdF and must allow the identification of the activities related to the route, or an immediate identification of products, services, activities connected to the network partnership on the basis of national or transnational thematic, as well as cross-specific networks (for example OITS – International Social Tourism Organization, OTIE - Tourism Observatory of European Islands, FEISCT - European Federation Historical, Cultural and Tourist Routes), that are part of the Confederation, by ensuring the social, ethical, sustainable values that characterize it. The RdF logo combines the stylization of some elements that clearly represent the culture and history of the Phoenicians and the Ancient Civilizations of the Mediterranean and are still visible today, to the official logo of the Council of Europe. The logo must be used in its entirety, as shown below.



The RdF uses the logo in all promotional material and in any form of communication (offline and online) connected with the Route.

**Article 2** – Subjects that may require the granting of the logo for institutional and non-commercial purposes (not onerous advocacy).

May use the RdF logo:

- Public and local Authorities that have joined the Confederation of the Phoenicians' Route;
- Public and/or private associations that have joined the RdF;
- Schools that are part of the Edu.Net Network, Universities, Research Institutions who actively collaborate with RdF and that are part of the International University Network (IUN);
- Museums that are part of the Me.Mu.Net Network;
- Other subjects that require the not onerous patronage of RdF.

The grant is subject to approval of the drafts of the materials on which the logo is affixed, by completing the request form of not onerous advocacy. The authorization to use the above is granted at the discretion of RdF.

### **Article 3 – Application for the right to use the logo**

Subject to the right of use of the logo by the associated for institutional and representation activities, for specific activities and events related to RdF, stakeholders may request permission to use the logo to the Route Direction. The application must contain the following data:

- applicant's details (name, address, VAT number / tax code);
- declaration of examination of this Regulation;
- product or service documents, accompanied by description and graphic and/or photographic documentation portraying the products or services for which means to use the logo;
- authorization to the processing of personal data for the purposes of institutional needs and logo promotion.

The Phoenicians' Route promptly notify to the applicant the outcome of the application, which could imply:

- acceptance and consequent inclusion in the relevant section of the List of Beneficiaries;
- rejection;
- additional investigatory for data acquisition and evaluation of missing or further items.

The affixing of the logo in promotional material of the authorized entity must be authorized in writing by RdF, for each type of product or service provided.

The duration of the Authorization will be indicated in the grant letter.

The applicant may submit the extension request, provided that conditions and requirements for use remain.

For the activities of regional and thematic Network will be worth the agreements with their representatives.

### **Article 4 – Rules and obligations of the beneficiaries**

The subjects who submit an application are required to:

- keep compliant behavior to the guidelines issued by the Council of Europe;
- use the logo on products and services, as well as on its information and promotional material, in accordance with this Regulation;
- comply with specific indications that may be provided by RdF;
- provide appropriate cooperation with RdF in order to reporting violations and/or abuse that may concern the logo and signs referable to RdF by third parties;
- the Beneficiary has to cease or suspend the use of the logo, without any claim for damages and/or compensation, if, for supervening causes, permanently or temporarily loses the necessary characteristics for the use of the logo.
- nothing can be applied for and obtained, for any reason, by the Beneficiary for the eventual promotion and enhancement of the logo, occurred during the concession agreement.

## EXAMPLES OF USE

### HORIZONTAL COLORFUL LOGO



### BLACK AND WHITE HORIZONTAL LOGO

