

# The Global Sustainable Tourism Membership Logo Branding Guidelines\*

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\*Please note: These guidelines are an abbreviated version containing only the Membership Logo guidelines with a quick reference to usage parameters around the GSTC Institutional Logo. For the complete GSTC Branding Guidelines please visit [www.gstcouncil.org](http://www.gstcouncil.org).

## Introduction

The Global Sustainable Tourism Council (GSTC) brand is in the founding stage. It is imperative that the GSTC is represented consistently throughout all communications vehicles by all stakeholders to build meaning and value in the GSTC brand. These guidelines should be followed to give the GSTC a global uniform identity, greater visibility and powerful marketing possibilities. Therefore the visual design elements of the Global Sustainable Tourism Council (GSTC) Institutional logo must be applied correctly in every application in which GSTC is identified.

## The Global Sustainable Tourism Council Boilerplate

### About the GSTC

The Global Sustainable Tourism Council (GSTC) is a global initiative dedicated to promoting sustainable tourism efforts around the world. The GSTC works to expand understanding of and access to sustainable tourism practices; helps identify and generate markets for sustainable tourism; educates about and advocates for a set of universal principles, as defined by the Global Sustainable Tourism Criteria. The Criteria, a set of voluntary principles that provide a framework for the sustainability of tourism businesses across the globe, is the cornerstone of our initiative. For more information visit [www.gstcouncil.org](http://www.gstcouncil.org).

## GSTC Institutional logo

The GSTC Institutional logo is designed to represent strictly the organization itself. The GSTC staff will be the primary users of the GSTC Institutional logo. Uses include but are not limited to:

- Stationary: letterhead and envelopes
- Business cards
- Website
- Press Releases
- Brochures
- Posters
- Promotional material



The GSTC Institutional logo never represents membership in or alignment with the GSTC nor does it represent accreditation. Specific logos have been developed to represent both Membership status and full Accreditation.

On occasion, the GSTC may grant usage of the GSTC Institutional logo to other parties as deemed necessary by the GSTC Secretariat.

GSTC partners, defined as non-members who have donated financial or in-kind support to the GSTC, have the potential to seek permission to display the GSTC Institutional logo and name on:

- Marketing collateral, such as brochures, that explain the mission and purpose of the GSTC adjacent to the logo with prior written approval from GSTC.
- Joint GSTC and partner or member press releases, with GSTC approval.

## Terms of Use

- GSTC Institutional logo use must be authorized by the GSTC.
- The GSTC logo rights remain with the GSTC, and only the GSTC can grant permission for the use of the logo by external parties.
- Partners shall respect the integrity of the GSTC logo. Permission to use the GSTC logo will be removed if any action by a partner has adverse effects on the GSTC brand, or for any other reason the GSTC deems necessary.

## GSTC Member logo

The GSTC Member logo is a variation of the GSTC Institutional logo, with an additional graphic and text element indicating the organization is a Member. All Member logo usage must also include the disclaimer language that indicates the logo does not imply Accreditation status. All GSTC membership categories have the permission to display the GSTC Member logo and name on:

- Websites (if linking from their website to GSTC).
- Marketing collateral such as brochures (with prior written approval from GSTC).



To request a logo please contact the GSTC Secretariat at [GSTCMember@unfoundation.org](mailto:GSTCMember@unfoundation.org)

## Terms of Use

- GSTC Member logo must be used in conjunction with the following language: **Does not indicate GSTC Accreditation**
  - The disclaimer placement will change depending on size and orientation of the logo
  - The disclaimer must be DIN Pro Condensed.
  - The disclaimer font size will depend on the size and orientation of the logo
  - The disclaimer language can not be removed
- GSTC Member logo use must be authorized by the GSTC and the material or webpage must be approved by GSTC.
- Members must be in good standing, active members and must have paid their dues. Permission to use the GSTC Member logo is removed otherwise.
- The GSTC Member logo rights remain with the GSTC, and only GSTC can grant permission for the use of the logo by external parties.
- Members shall respect the integrity of the GSTC Member logo. Permission to use the GSTC logo will be removed if any action by a member has adverse effects on the GSTC brand.
  - Members do not have pass through rights for use of the GSTC Member logo.

## Versions

The GSTC MEMBER logo has three versions.  
Use the one that best fits the placement of the logo.

### Vertical

The vertical logo works best when there is limited space horizontally, or when the logo is required at large sizes. It is file prefix GSTC\_MEMBER\_VERT.



### Stacked

The file prefix for the stacked logo is GSTC\_MEMBER\_STKD.



### Horizontal

The horizontal logo is recommended when there is limited space vertically. It is file prefix GSTC\_MEMBER\_HOR.



## Color Palette and Typography

### Color Palette

There are PMS, 4-color (CMYK), and 1-color versions of the GSTC logo.

The PMS version is the recommended format and should be used whenever possible.

\*The colors reproduced here are not intended to match Pantone® color standards, which are available from Pantone Inc. Be sure to use the actual Pantone® colors as noted.

### Typography

Font used for “GLOBAL SUSTAINABLE TOURISM COUNCIL” and “MEMBER” is:  
Frankfurter LT Medium









Font used for “Does not indicate GSTC accreditation” is:  
DIN Pro Condensed

Use these fonts when possible to create unity with the logo and the creative.

### PMS logo (Pantone)





This spot color version comes in two formats, coated and uncoated. This is the recommended version and should be used whenever possible, particular in premium spot-color applications on coated and uncoated stock, respectively.

Coated and Uncoated format is created with Pantone®:

	PMS 704 C		PMS 704 U
	PMS 7518 C		PMS 7518 U
	PMS 390 C		PMS 390 U
	50% K		50% K

### 4-color Logo (CMYK)

This 4-color version should be used when CMYK color is necessary.

	C=0 M=90 Y=72 K=29
	C=0 M=40 Y=55 K=60
	C=22 M=0 Y=100 K=8
	C=0 M=0 Y=0 K=50

### Typography

GLOBAL SUSTAINABLE  
TOURISM COUNCIL

**MEMBER**

FONT: Frankfurter LT Medium

Does not indicate GSTC accreditation

FONT: DIN Pro Condensed

## Color Palette (cont.)

The 1-color version, created with either black or white is to be used in special situations where applications are limited to one color (like embroidery) or when the logo must be on a colored background.



## Black & Grayscale Logos

The black version of the logo only exists in its vertical version. The grayscale version of the logo exists either stacked or horizontal. Both versions are recommended for applications limited to black and white printing.



## White or Knocked Out Logos

The white version of the logo is available in all three formats. This logo must be used when using a colored background.

## Clear Space

Always use the recommended clear space around each logo. Clear space should equal the letter height of "MEMBER".





## Size

### Vertical

The recommended width of the horizontal logo is 1.25" for most standard page size applications. The minimum width is 1".



Does not indicate GSTC accreditation

Recommended Size for Standard Page: 1.25" wide



Does not indicate GSTC accreditation

Minimum Size for print: 1" wide

### Stacked

The recommended width of the stacked logo is 2" for most standard page size applications. The minimum width is 1.5".



Does not indicate GSTC accreditation

Recommended Size for Standard Page: 2" wide



Does not indicate GSTC accreditation

Minimum Size for print: 1.5" wide

### Horizontal

The recommended width of the horizontal logo is 2.5" for most standard page size applications. The minimum width is 2.3".



Does not indicate GSTC accreditation

Minimum Size for print: 2.5" wide



Does not indicate GSTC accreditation

Recommended Size for Standard Page: 2.3" wide

## Online Use

All recommended applications of the GSTC logo apply to online use. In addition, the following specifications of size and color should be followed.

### Size

For the vertical version, the recommended width is 160 pixels. For the stacked version the recommended width is 225 pixels. For the horizontal version the recommended width is 310 pixels.

Logo should not be used smaller than the recommended minimum size.

For the vertical version, the minimum width is 120 pixels. For the stacked version the minimum width is 140 pixels. For the horizontal version the minimum width is 210 pixels.

### Color

Please adhere to the designated RGB and HEX values for color.



#### Vertical

Recommended Size for Online Use: 160 pixels wide  
Minimum Size for Online Use: 120 pixels wide



#### Stacked



Recommended Size for Online Use: 225 pixels wide  
Minimum Size for Online Use: 180 pixels wide



#### Horizontal

Recommended Size for Online Use: 310 pixels wide  
Minimum Size for Online Use: 210 pixels wide

Adhere to the RGB and HEX color values for online logo use.

	R=155 G=50 B=54    HEX= B42E34
	R=196 G=204 B=60    HEX= 7E543A
	R=115 G=85 B=62    HEX= C1CD23
	R=147 G=149 B=152    HEX= 939598

## Do's and Don'ts

These examples illustrate correct and incorrect usage of the GSTC Institutional logo.



GLOBAL SUSTAINABLE  
TOURISM COUNCIL  
**MEMBER**

Does not indicate GSTC accreditation

**Do** use the approved logo artwork.



GLOBAL SUSTAINABLE  
TOURISM COUNCIL  
**MEMBER**

Does not indicate GSTC accreditation

**Do** maintain the proper clear space around the logo.



GLOBAL SUSTAINABLE  
TOURISM COUNCIL  
**MEMBER**

Does not indicate GSTC accreditation



GLOBAL SUSTAINABLE  
TOURISM COUNCIL  
**MEMBER**

Does not indicate GSTC accreditation



GLOBAL SUSTAINABLE  
TOURISM COUNCIL  
**MEMBER**

Does not indicate GSTC accreditation

**Do** use the knock out version of the logo if application must be on a colored background or dark photo. **Do** use a light colored background if the logo needs to be in full color.



GLOBAL SUSTAINABLE  
TOURISM COUNCIL  
**MEMBER**

Does not indicate GSTC accreditation

**Don't** crop the logo.



GLOBAL SUSTAINABLE  
TOURISM COUNCIL  
**MEMBER**

Does not indicate GSTC accreditation

**Don't** violate the clear space around the logo.



GLOBAL SUSTAINABLE  
TOURISM COUNCIL  
**MEMBER**

Does not indicate GSTC accreditation

**Don't** manipulate or change the direction of the footprint.



GLOBAL SUSTAINABLE  
TOURISM COUNCIL  
**MEMBER**

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**Don't** place the logo on conflicting colored backgrounds.



GLOBAL SUSTAINABLE  
TOURISM COUNCIL  
**MEMBER**

Does not indicate GSTC accreditation

**Don't** place any logo versions on backgrounds that compete.



GLOBAL SUSTAINABLE  
TOURISM COUNCIL  
**MEMBER**

Does not indicate GSTC accreditation

**Don't** use the footprint as graphics along with the logo. The footprint can only be used alone as a graphic detail.

## Language: How To Talk About GSTC Membership

As stated in the logo disclaimer language, GSTC Membership does not indicate GSTC Accreditation. When describing GSTC Membership in communication materials it is essential that GSTC Members use appropriate language to avoid the implication of GSTC Accreditation.

*Recommended language for **GSTC Member organizations** where GSTC Accreditation is not applicable:*

[Organization] is a proud member of the Global Sustainable Tourism Council. We support the GSTC mission of mainstreaming sustainable tourism by increasing the reach of sustainable tourism practices to traditional large-scale operations and endorse the principles of the GSTC Criteria.

*Recommended language for **GSTC Members who have developed a recognized sustainable tourism standard**, are not yet accredited and are engaged in the process:*

[Organization] is a proud member of the Global Sustainable Tourism Council. We support the GSTC mission of mainstreaming sustainable tourism by increasing the reach of sustainable tourism practices to traditional large-scale operations and endorse the principles of the GSTC Criteria. Our recognized sustainable tourism standard is currently under review by the GSTC Accreditation Panel.

*Recommended language for **non-GSTC Member who have developed a recognized sustainable tourism standard**, are not yet accredited and are engaged in the process:*

[Organization] is working to align our sustainable tourism standard with the GSTC Criteria and earn full GSTC Accreditation. Our program is currently under review by the GSTC Accreditation Panel.

*Recommended language for **GSTC Member Certification Programs** not yet accredited and are engaged in the process:*

[Organization] is a proud member of the Global Sustainable Tourism Council. We support the GSTC mission of mainstreaming sustainable tourism by increasing the reach of sustainable tourism practices to traditional large-scale operations and embrace the principles of the GSTC Criteria. Our program is currently under review by the GSTC Accreditation Panel.

*Recommended language for **non-GSTC Member Certification Programs** not yet accredited and are engaged in the process:*

[Organization] is working to align our program with the GSTC Criteria and earn full GSTC Accreditation. Our program is currently under review by the GSTC Accreditation Panel.