

CONDITIONS FOR USE OF GREEN DESTINATIONS CERTIFIED SYMBOLS AND CERTIFICATE

This document describes the rights and duties of certified Members in how they should refer to the certification and identify themselves with it. These guidelines are integral part of the agreement between Green Destinations and the Certified Destination.

1 Scope of the Right of Use

Upon issue of the certificate the Green Destinations will grant the Destination the non-transferable and nonexclusive right to use The Marks and name in accordance with the rules and conditions laid down in this contract, for the period of certification. The certification may be withdrawn if the rules for the use of The Marks are not obeyed.

2 Form of the logo

Where practicable, the Certification logo shall be reproduced as shown in appendix I of this contract. Under no circumstances the logo can be reproduced in different colour combination as shown in this document. The logo may be uniformly enlarged or reduced in size but shall be sufficiently large for the wording to be clearly legible. The Destination is encouraged to submit designs for our approval before using the logo. The logo shall be provided by the CB in different printable formats upon certification. See Appendix I for details.

3 Conditions of Use

The Certification logo shall not be used on any stationery, document and/or publicity material unless they relate in whole or in part to the scope of the certification under which the right to use the symbol was obtained. Use of the symbols for any other facility, service, or product is not allowed. The logo may only be used by authorities that represent the Destination and only in connection with the destination name or symbol.

The Destination shall ensure that The Marks are never used in competition in such a way that a misleading assertion can be made which is not in accordance with the scope and nature of the certification. All rights to use The Marks terminate with the end of the certification. The Destination is obliged to immediately cease all (new) advertising and publicity with respect to the certification.

4 Scope of The Marks Use

The Marks are related to the Destination and may not be affixed to individual businesses, packages or products.

Use of The Marks shall be restricted to The Destination and may not be transferred by The Destination to third parties or successors without GD's express permission. If such a transfer is required, a corresponding application shall be submitted to GD in writing. The Destination is responsible for the possible use of the logo by third parties.

5 Claims and Liability

Should action be taken against GD according to the principles of product liability because of contractually wrongful use of The Marks by a Destination, this Destination shall be obliged to indemnify GD for any claims by third parties. The same shall apply in cases where action is taken against GD by third parties on account of advertising claims by the Destination.

Appendix I: Green Destinations CERTIFICATION Brand Guidelines

Only certified members are permitted to use the certification mark and brand logo in communication media such as their website, brochures, letter headed paper and guest or staff communications, providing they follow the requirements for use explained in the Brand Guidelines.



Certification Logo of Green Destinations Certified Destinations

Guidelines for use of the Green Destinations Certified marks

Use of the Green Destinations certification marks is restricted to those who are subscribed member of Green Destinations and have obtained the Green Destinations Certified status with a successful audit in date or are third parties authorised by Green Destinations to use the marks for marketing and promotional purposes.

The certification mark must be placed away from other elements in a layout so that it is clearly identifiable. When using the logo on a background, please make sure that the background provides sufficient contrast to the identity and choose an area with a solid light or dark space to ensure proper staging and legibility.

Don't use the logos at sizes below 20mm wide or 100 pixels in electronic media to ensure legibility.

We reserve the right to ask artwork to be withdrawn if the logos are wrongly applied.

The logos are available in different formats via contact@greendestinations.org

Guidelines for use of the GSTC marks

Upon Accreditation of Green Destinations Certification Programme by the Global Sustainable Tourism Council, Green Destinations members who have obtained the Green Destinations Certified status are entitled by the Global Sustainable Tourism Council to use the GSTC mark for marketing and promotional purposes.

Guidelines for appropriate use of the GSTC marks by entities certified by GSTC Accredited bodies can be found on the GSTC website www.gstcouncil.org



Certification Logo of GSTC Certified Destinations