

CERTIFICATION LOGO USAGE GUIDE



www.ecotourism.org.au

CERTIFICATION LOGOS



The ECO Certification logo means that you are guaranteed to experience a genuine and authentic tour, attraction or accommodation option that looks after the environment. The ECO Certification program assures you that certified products are backed by a commitment to sustainable practices and provide high quality nature-based tourism experiences.



Australia's leading and most innovative ecotourism products that operate with minimal impact on the environment and provide opportunities to learn about the environment with operators who are committed to achieving best practice, using resources wisely, contributing to conserving the environment and helping local communities.



Tourism in a natural area that focuses on optimal resources use, leaves minimal impact on the environment and offers interesting ways to learn about the environment with operators that use resources wisely, contribute to conserving the environment and help local communities.



Tourism in natural areas that leaves minimal impact on the environment.

The ECO Certification logos may only be used to promote products that have gained certification. If the certification logo is used on the front cover of a brochure containing both certified and non-certified products, the logo must always be accompanied by an asterisk next to the certified products and the following statement: “* this symbol nominates products that have gained certification under the ECO Certification program.”

In the case of visual electronic media (e.g. television), the ECO Certification logo may only be used for certified products. Operators must not imply that all products are equally certified if that is not the case.

In the case of audio electronic media (e.g. radio), certified products may mention the logo/certification, but the audio script must not imply that all products promoted are certified.

If a brochure contains products with more than one level of certification, the certification logo of the lowest level may be displayed on the front cover with an asterisk and a statement “*this symbol nominates products that have gained certification under the ECO Certification program.” Alternatively, the generic ECO certified tourism logo may be used where there are multiple levels of certification achieved. The appropriate level logo should be displayed alongside relevant products.



CERTIFICATION LOGOS



EcoGuides are tour guides committed to being masters of environmental knowledge in the areas they take you and dedicated to providing authentic experiences. EcoGuides not only know how to ensure your adventures around Australia have minimal impact on the environment, but are very well experienced and have a passion for all things nature.

The EcoGuide logo may be used to advertise that products use the service of a certified EcoGuide for their tours. In the case where not all guides are certified EcoGuides, operators must not suggest that all tours are conducted by certified EcoGuides. In this instance the logo must be accompanied by an asterisk with the following statement: “*not all tours are conducted by certified EcoGuides”



This business/individual is affiliated with Ecotourism Australia through professional membership. Businesses/individual members are engaged in the ecotourism industry and share the values of ecotourism and sustainability.

The Business or Individual Membership logo may be used by Business or Individual members of Ecotourism Australia on their marketing collateral, website or other digital media to demonstrate their affiliation with Ecotourism Australia through our membership program. Members holding certification through one of Ecotourism Australia's certification programs are not eligible to carry this logo and must use the appropriate logo for their certification.



Ecotourism Destination Certification demonstrates a protected area's commitment to establishing sustainable partnerships, community and stakeholder engagement, collaborative promotion, and environmental protection.

The Ecotourism Destination Certification logo may be used by the Protected Area Management Agency when promoting the certification of a specific protected area. It must not suggest that all commercial products owned and/or operated by the protected area are certified through this program, nor that it applies to commercial tourism businesses operating their products within the protected area.

Respecting Our Culture



ROC certified businesses are committed to protecting cultural authenticity and integrity, developing sound business practices, environmental protection and acknowledging Indigenous peoples' spiritual connection to the land and water.

The Respecting Our Culture program also encourages the tourism industry to operate in ways that respect and reinforce the living cultural heritage and living cultures of Indigenous Communities.

The ROC logo may only be used by businesses that have been certified through this program. The logo may be used on the business's website, brochure or other marketing collateral. At no stage shall a business infer that a parent, sister or subsidiary company is certified unless an application has been approved for each business – or all businesses as a whole.



The Climate Action logo may only be used by businesses that have been certified through this program. The logo may be used on the business's website, brochure or other marketing collateral.

At no stage shall a business infer that a parent, sister or subsidiary company is certified unless an application has been approved for each business – or all businesses as a whole.



Businesses that have undertaken a set of adaption and emissions reduction actions but are not necessarily measuring their carbon footprint.



Businesses that have undertaken a set of adaption and emissions reduction and are auditing and measuring their carbon footprint.



Businesses that have incorporated strategic climate change responses across all relevant levels of business planning and operations. They are measuring and auditing their carbon footprint via a creditable system; have undertaken an advanced level of adaptation, emissions reduction and offsetting strategies; and are working towards becoming carbon neutral.

CORRECT USAGE

All logos may only be used while certification and/or membership is current and renewal payments are up-to-date.

In the event of the cancellation or suspension of certification or membership, the business or individual must remove all logos from all marketing collateral and digital platforms.

REMEMBER

You can be ECO certified at the Ecotourism level, or Ecotourism certified

AVOID THESE COMMON MISTAKES

- ✓ Ecotourism Australia
- ✗ NOT Eco Tourism Australia
- ✓ ECO Certification program
- ✗ NOT eco-certified program or eco certification program
- ✓ Ecotourism Australia is EA
- ✗ NOT ETA or EAA
- ✓ Certification
- ✗ NOT accreditation (and not Eco Australia Accreditation)



CLEAR SPACE

All certification logos must have a 5mm clear zone around them regardless of whether you use full colour, white only, black only or grey only logo versions.

When using logos with the white block behind the full colour logo please include the 5mm clear space in the white area but ALSO allow a 5mm additional clear space around it.

When displaying certification logos in close proximity to other logos use twin 5mm clear spaces. Logo must be uniform in size with other displayed logos.





When using certification logos on colour backgrounds or photos you must include a white box which includes the 5mm clear zone surrounding logo.



DO NOT use the logo on colour backgrounds or photos with no white background.

CORRECT USAGE



When using certification logos on colour backgrounds you can use the reversed logo which is 100% white.

Tones also acceptable:



100%
BLACK



25%
GREY



DO NOT change the logo to any other colours -- acceptable forms are only:

- Full colour (with or without white base block)
- White only
- Black only
- Grey tint only (25%)



When using certification logos on colour backgrounds or photos without the white box please make sure the background is faint or light enough to stand out.



DO NOT use the white or grey logos on faint or light background images or colour tones.

INCORRECT USAGE



DON'T stretch or warp or alter proportions of logos

DON'T alter colours of logos or elements within logos

DON'T rotate or angle logos

DON'T use directly over a background that is distracting or results in colour clashes

DON'T add any effects to logos - drop shadows, glows, embossing etc.

DON'T isolate and use partial elements of the logo



WHERE TO DISPLAY LOGOS



DISPLAY THE LOGO(S) ON...

- Vehicles or vessels
- Reception, office and check-in areas
- Staff uniforms
- Business cards and stationery
- Email signature
- Website
- Social media
- Brochures
- Advertising & marketing materials
- Certificates & promotional items

By using any of the Ecotourism Australia Certification Logos you are agreeing to abide by the terms and conditions of use.



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