Wadden Sea World Heritage
– Brand guidance

WADDEN SEA
WORLD HERITAGE

Common
Wadden Sea
Secretariat

Wadden Sea World Heritage logo

The Wadden Sea World Heritage logo is a registered trademark and owned by the Common Wadden Sea Secretariat (CWSS). It is available in four languages: Danish, Dutch, English and German. The Wadden Sea World Heritage logo is the marque for our place branding, it should be used on all public-facing marketing materials, information, signage and website following the logo use and technical guidances. The organisations listed by name below are permitted to use the logo for all non-commercial products with general information about Wadden Sea World Heritage. Other organisations can apply for permission.

Use of the logo in connection with any commercial or for profit purpose requires a license agreement and payment of royalties.

WADDEN SEA
WORLD HERITAGE

Organisations permitted to use the Wadden Sea World Heritage logo

1. National, regional and local authorities

DK
– Ministries responsible for the Wadden Sea World Heritage
– Municipalities (Varde, Esbjerg, Fanø, Tønder)
– Danish National Park Foundation

D
– State and Federal Ministries responsible for the Wadden Sea World Heritage
– Landkreise and Gemeinden in the Wadden Sea Region
– National Park Authorities Wadden Sea Hamburg, Lower Saxony and Schleswig-Holstein

NL
– Ministries responsible for the Wadden Sea World Heritage
– Provinces (Noord Holland, Friesland, Groningen)
– Municipalities in Noord Holland, Friesland, Groningen

2. Info centres
Wadden Sea Info-centres and nature education organisations (the extended IWSS network)

3. National Park Partners (Niedersachsen, Schleswig-Holstein)

4. Tourism and Marketing Organisations
Business Region Esbjerg
Die Nordsee GmbH

Fryslân Marketing
Marketing Groningen
Marketing Texel
Nordsee-Tourismus-Service GmbH
Royal Dutch Touringclub ANWB
Stichting Waddenfederatie
Waddeneilanden- Samenwerkingsverband VAST

5. Green NGOs in the Wadden Sea region

6. Private companies with specific permission

Logo use and relationships with others

The Wadden Sea World Heritage logo is primarily intended for non-commercial information and awareness raising for the World Heritage site. It should always be placed on the bottom left of own and co-published publications.

Non-commercial use
For non-commercial use, the logo can be displayed only in an editorial context (e.g. in a magazine/online/book text, calendar, photo series, presentation) in order to inform about and show the support for the Wadden Sea World Heritage.

All of the following minimum requirements must be met for the logo to be included in a publication:

– CONTEXT: consists of information about the entire Wadden Sea World Heritage and its values

– ATTRIBUTION: reference to the official website (www.waddensea-worldheritage.org)

– NON-COMMERCIAL: not connected with or engaged in specific commercial products/offers/business

Non-commercial use of the logo by a stakeholder, or as part of non-commercial information, generally does not require payment of royalties.

Commercial use – trademark licensing agreement
Use of the logo in connection with any commercial or for profit purpose requires a license agreement and payment of royalties. If you wish to use the logo in this way in order to promote your goods and/or services, you should contact the CWSS for further information and conditions at info@waddensea-secretariat.org.

WADDEN SEA
WORLD HERITAGE
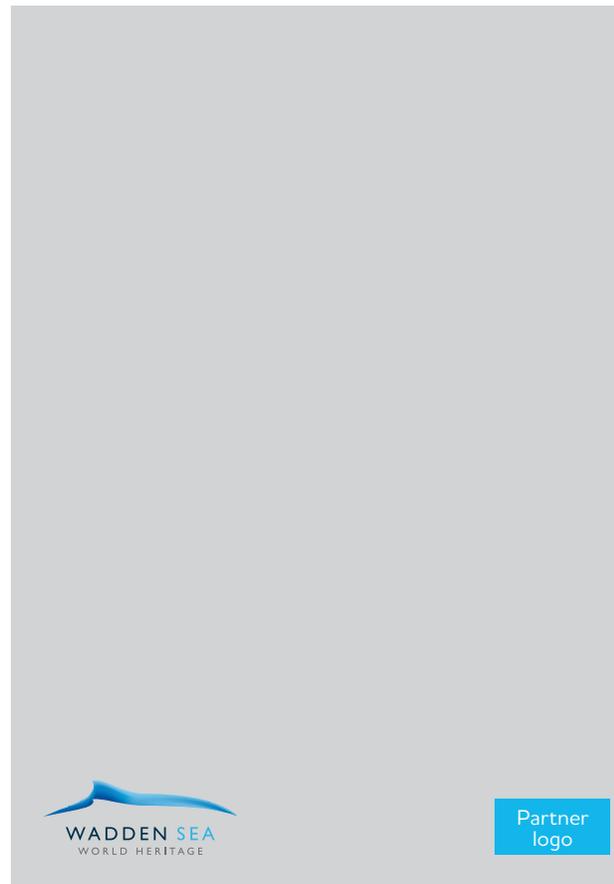
Partner logo

Co-publications with partners

The Wadden Sea World Heritage logo should always be on the bottom left on the title page. The main publisher's logo should be on the bottom right. Other partner logos (including the CWSS logo) should go on the last page in a logo soup.

External design

With information about
WADDEN SEA
WORLD HERITAGE
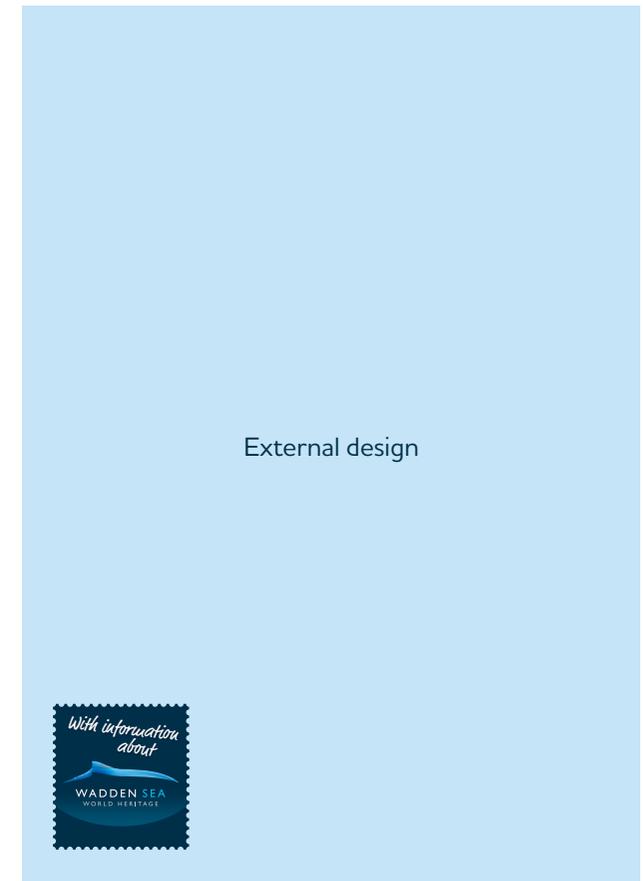
Inside logo

This 'inside logo' may be used for any type of non-commercial printed material with information on the Wadden Sea World Heritage by third parties such as tourism organisations, hotels, eco guides, tourist information. This 'inside logo' may be placed anywhere on the title/front page of any printed material and should be detached from the publisher's brand.

Common Wadden Sea Secretariat (CWSS) logo

The CWSS logo is our organisational marque and should be used for internal communications and reports which are not widely public facing.

Marketing co-operation logo

Several Interreg projects (A and B) work on the implementation of the trilateral Wadden Sea Sustainable Tourism Strategy and the World Heritage Strategy. To visualise this close relationship, the project shall use the marketing co-operation logo, containing the project's logo, a clear word message ("UNITED FOR)" and the Wadden Sea World Heritage logo. The logo may be placed on co-op branded (non-commercial) products and services according to the WSWH Logo Guidelines.

Marketing
partner logo

UNITED FOR

WADDEN SEA
WORLD HERITAGE

Logo spacing
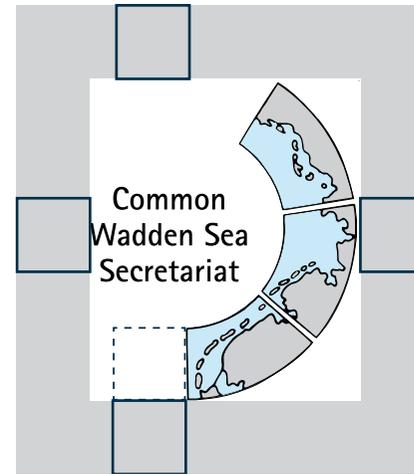
Clear space:
Wadden Sea World Heritage logo

Clear space around the logo should equal the height (x2) and width of the letter 'W from the Wadden Sea text as shown.

Minimum size

The logo has a minimum height of 15mm.

Clear space:
Common Wadden Sea Secretariat logo

Clear space around the logo should equal the height of the semi-circle as shown above.

Minimum size

The logo has a minimum height of 15mm.

Colours – primary brand colours

The colours shown on the right are for use in all Wadden Sea communications.

They can be used as bold coloured backgrounds to stand out on marketing materials as well as part of graphs and charts for designing information.

High quality photography of the Wadden Sea landscape, flora and fauna also add colour to our brand.
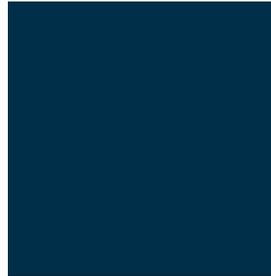
Dark blue

Pantone 547

CMYK 95 9 0 85

RGB 0 48 71

Light blue

Pantone 298

CMYK 69 7 0 0

RGB 0 183 229

Mid blue

Pantone 3015

CMYK 85 50 0 0

RGB 0 120 182

Light blue

(20% tint)

CMYK 14 0 0 0

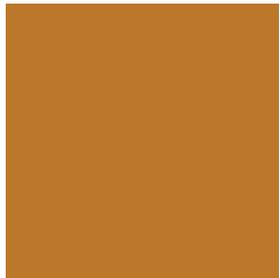RGB 216 238 250

For use as coloured backgrounds

Mid-grey

CMYK 0 0 0 50

RGB 150 150 150

For minimal use as supporting colour only, such as photo captions.

Colours – secondary brand colours

The colours shown here are for use in documents where more colours are required for use in charts, graphs and tables.

Yellow

Pantone 143

CMYK 2 32 91 0

RGB 246 179 50

Use this colour for 'traffic-light' style highlighting in graphs and tables.

Tan

Pantone 3015

CMYK 23 56 100 7

RGB 187 120 41

Light green

Pantone 346

CMYK 56 0 54 0

RGB 114 197 150

This colour is used online. It can also be used for 'traffic-light' style highlighting in graphs and tables.

Teal

Pantone 7699

CMYK 84 54 35 12

RGB 52 100 127

Brown

Pantone 470

CMYK 26 71 98 15

RGB 168 89 39

Light green

(20% tint)

CMYK 11 0 9 0

RGB 227 243 234

Orange-red

Pantone 7598

CMYK 17 86 99 6

RGB 195 70 39

Use this colour for 'traffic-light' style highlighting in graphs and tables.

Primary typeface

Our primary typeface is Houschka Alt Pro, which is a paid-for font. Houschka is used on marketing materials, signage and information material.

To download it please visit **myfonts.com**

This is Houschka Alt Pro Medium, which is used for text.

There is also an italic version which should be used for latin names of species and references within glossaries.

This is Houschka Alt Pro DemiBold, which is used for headings and subheadings.

This is Houschka Alt Pro Bold, which is used for headings, subheadings and highlighting within text.

Alternative typeface (for internal and Microsoft Office use)

For emails and other electronic short documents, Arial is a widely available sans-serif font.

For longer documents, for example scientific publications, Georgia is a good choice for on-screen reading that also works well when printed.

This is a short passage of text set in Arial Regular. You can use **Arial Bold** for headings, subheadings and text highlights. *There is also an italic version* which should be used for latin names of species and references within glossaries.

This is a short passage of text set in Georgia Regular. You can use **Georgia Bold** for text highlights. *There is also an italic version which should be used for latin names of species and references within glossaries.* Georgia can be used for longer reports, documents and scientific publications as it was designed for easier on-screen reading and also works well when printed.

Arial as headings
Arial bold can be used as headings and subheadings alongside Georgia as body text to create some contrast and help visually break up long sections of text.

Legacy fonts

For large print products such as exhibition plates that are updated infrequently and in parts, Rotis Sans Serif should be used until the next general relaunch of said product line.

This is Rotis Sans Serif, which is a legacy font, and is only to be used to keep large print products up to date. It is being phased out.

Examples in use

Report covers

Image caption goes in here

Title of report goes here
Subtitle goes underneath like this

Version: 1.0.0.2.3.4 (Draft one)
Authors: Name Goeshere, Any Name, Sample Name

This publication should be cited as:

Report inners

Style sheets are set up in the sample Word report document, and consist of:

Section titles:

Arial Bold, light blue, 24pt, single line spacing, with 17pt spacing before and after each paragraph.

Sub-sections:

Arial Bold, dark blue, 14pt, 17pt line spacing, with 30pt space before and 8.5pt space after each paragraph.

Subheadings:

Arial Bold, black, 12pt, 17pt line spacing, 8.5pt space after each paragraph.

Body text: Georgia Regular, Black, 11pt, 17pt line spacing, 8.5pt space after each paragraph. *Italic* and **bold** versions can be used to highlight within the text.

Captions: Based on body text style, but Italic, light blue and indented by 1cm both left and right.

Text within tables should be Arial Regular, Black and 10pt.

The Wadden Sea colours detailed in this document should be used for creating charts, graphs and tables.
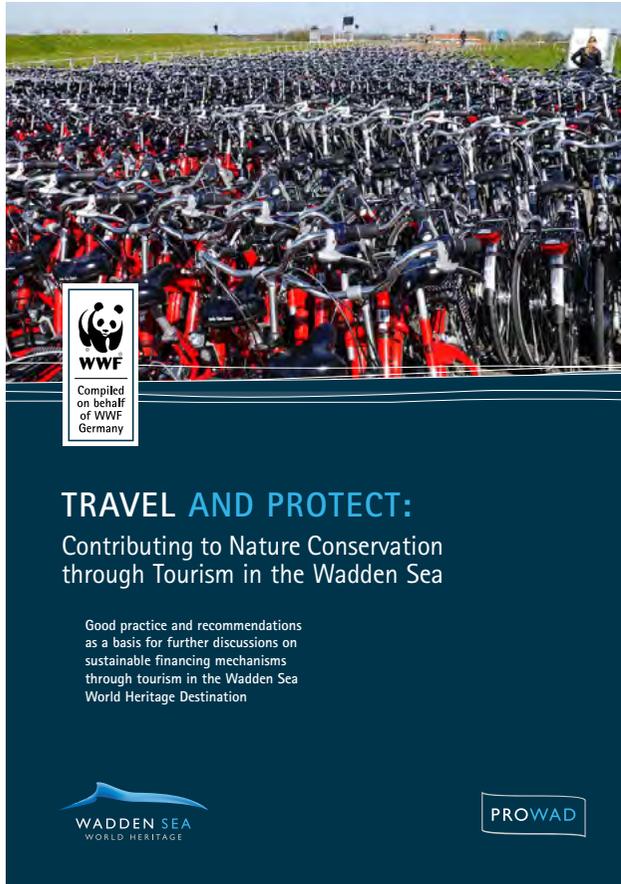
Examples in use

PowerPoint presentation

Folded leaflet

Examples in use

A4-Leaflet (vertical orientation)

TRAVEL AND PROTECT:

Contributing to Nature Conservation through Tourism in the Wadden Sea

Good practice and recommendations as a basis for further discussions on sustainable financing mechanisms through tourism in the Wadden Sea World Heritage Destination

WADDEN SEA
WORLD HERITAGE

PROWAD

The Wadden Sea
World Heritage Site

World Heritage Area

0 10 20 30 40 50 km

DENMARK

Varde
Ribe

Tønder

Schleswig-Holstein

Husum

Tönning

Heide

North Sea

Bremerhaven

Wilhelmshaven

Bremen

Leeuwarden

Harlingen

Delfzijl

Groningen

Emden

Oldenburg

Niedersachsen

THE NETHERLANDS   GERMANY

As a touristic destination, the Wadden Sea Region includes the national parks and other conservation areas that have been designated as World Heritage Site as well as the entire islands, local communities and districts at the bordering mainland.

in these destinations, a common strategy and effective mechanisms for sustainable development are needed.

As a follow-up to a request by UNESCO when listing the Wadden Sea as a World Heritage Site, Denmark, Germany and the Netherlands tasked a trilateral working group to develop a strategy for *Sustainable Tourism in the Wadden Sea World Heritage Destination* (see CWSS 2014A). The group representing the tourism sector, nature conservation organisations and governments jointly agreed on their *"responsibility*

for and [to] contribute to the protection of the 'Outstanding Universal Value' through involvement in tourism management and product development" as strategic objectives. Moreover, it is stated that all stakeholders are committed *"to ensure nature conservation, tourism and local communities benefit from the World Heritage Status"* (CWSS 2014 A). These statements clearly reflect the three-dimension approach of sustainable development with respect to ecological, economic and social benefits and outline the importance to not only focus on one component of benefits.

2.1 CONSERVATION REQUIRES SUPPORT

When it comes to the financial and institutional support of nature conservation and its link to tourism in the Wadden Sea, public and private sector contributions differ. The typical visitor infrastructure of information centres, signposts, marking of sensitive areas as well as provision and maintenance of paths, boardwalks, etc. is mainly financed through public sector budgets of the individual countries, and to some extent also by environmental NGOs. The individual tourist is usually not charged for accessing the Wadden Sea and using the provided infrastructure. Only at a very few places are fees charged for certain uses (e. g. access to the beach by car) which are subsequently used for cost covering of the provided infrastructure and to a minor extent also for nature conservation.

The so called "soft infrastructure" such as nature interpretation and guided tours is mainly provided by non-governmental and private actors, and also by state-funded national park wardens (see NATIONALPARK SCHLESWIG-HOLSTEIN-ISCHES WATTENMEER 2013). At some places public funds also contribute to the logistics necessary to keep these activities at an appropriate level. All these offers contribute to the visitors' nature experience possibilities and choice of leisure time offers, thus providing a considerable benefit for the tourist experience.

The practical "ranger" tasks of ensuring compliance with existing rules and at the same time providing information and opportunities for nature experiences for tourists are partly carried out by state-financed wardens and, in many places (though a bit different among the three countries), assisted or completely covered by environmental NGOs and volunteers, often supported in this work by governmental funding.

Despite tourism and nature conservation mostly working well "hand in hand", the protection of the Wadden Sea is in many cases underfunded – also with respect to minimizing the impact of tourism related activities. In particular, the "ranger" tasks of ensuring compliance with existing rules cannot be provided to the necessary extent in large parts of the area. But habitat restoration and the challenges to ensure the preservation of the Wadden Sea's natural beauty and richness against the background of a changing climate and rising sea level also face a lack of financing (see WWF GERMANY 2013A).

In relation to the ongoing pressure, the protection of the Wadden Sea is seriously underfunded – as in most other places in the world. While the conventional sources of conservation funding, such as by governments and by the work of nature NGOs, are extremely important and certainly have to remain so, this is not

Wadden Sea, illustrate sensitive zones such as breeding areas and to show appropriate ways to experience nature. Facilities such as nature trails, parking areas and recreation zones have been built to facilitate easier access to the landscape and biodiversity of the Wadden Sea. This tourism related infrastructure also supports conservation by bringing visitors into contact with nature, thus raising awareness of nature and the environment. And at the same time the infrastructure helps to mitigate the impact of tourism, which remains a factor due to the high numbers of visitors.

Nowadays, more than 10 million holiday makers arrive annually to enjoy the coasts and beaches of the Wadden Sea region; for 2007 there is an estimate of about 49.2 million overnight stays (CWSS 2009). Another 30–40 million daily visitors contribute to the enormous importance the tourism sector has achieved as a main economic factor in a generally structurally weak region that directly benefits from intact nature (CWSS 2014A).[3] In the German Wadden Sea region, national park related tourism already accounts for an annual income of about € 90 million and about € 60 million in the Wadden Sea region of Lower Saxony (JOB 2013). Moreover, several surveys show that World Heritage Sites might become even more attractive travel destinations after their listing, if properly managed and communicated.[4] To keep the balance between nature conservation and environmentally friendly tourism activities

3   The contribution to the region's social income from tourism e.g. in the travel destination "Nordsee Schleswig-Holstein" is 47% (NORDSEE-TOURISMUS-SERVICE 2014).

4   See selected reports and case studies presented in HÄRANKS CONSULTING 2009.

Examples in use

A4-Leaflet (horizontal orientation)

Wadden Sea World Heritage
– Brand Paper

Photography: Norbert Hecker

Welcome to the Wadden Sea

The Wadden Sea is the largest unbroken system of intertidal sand and mud flats in the world: a seascape of immeasurable importance. It spans 500 km and the coastline of three countries – Germany, Netherlands and Denmark.

The Wadden Sea is a place like no other; where a rich network of habitats and environments is home to thousands of species of flora and fauna. Its global importance lies not only in the context of the East Atlantic Flyway but also in the critical role it plays in the annual conservation of 10–12 million African-Eurasian migratory waterbirds that rely on the food source it provides during migrations between the Arctic and Africa.

It's a dynamic, yet fragile, landscape. A World Heritage Site that stands alongside other world famous natural wonders such as the Grand Canyon in the USA and the Great Barrier Reef in Australia. Inscribed on the World Heritage List as being a place of Outstanding Universal Value, the Wadden Sea is a place like no other on Earth.

There is only one Wadden Sea, and one global heritage we can share with the world.

500km of coastline

Denmark

Netherlands

Germany

Core characteristics

The core characteristics of the Wadden Sea World Heritage brand outline what the brand stands for, what makes the Wadden Sea distinctive and why it has been designated as a World Heritage Site.

Photography (clockwise from the top)
Martin Stock, Martin Stock, John Frikke

The characteristics underpinning the Wadden Sea World Heritage brand are:

- To protect the world largest unbroken system of intertidal flats, and maintain its intactness for present and future generations.
- To be irreplaceable in its global importance of biodiversity and of its ecological and geological processes.
- To offer a complete and intact area thanks to nature conservation and trans-boundary cooperation.
- To be seen as a gift of the past for the future, creating remarkable experiences and unforgettable memories.
- To stand up for our heritage and take responsibility for our future.
- To offer a unique natural environment for inspiration, enjoyment and recreation.
- To continue forging links between tourism and nature conservation.