



Switzerland.
get natural.

Manual.

Logo Grand Tour of Switzerland.

MySwitzerland.com/grandtour



Grand Tour of Switzerland logo

Guidelines for usage

MySwitzerland.com/grandtour

Author: Maria Sägeser

Date: 30.10.2017/version 4

Table of contents

1 THE GRAND TOUR OF SWITZERLAND.	4
1.1 Positioning.	4
1.2 Product.	4
1.2.1 Itinerary	4
1.2.2 Map	4
1.2.3 Short text	5
2 BASIC ELEMENTS.	7
2.1 Brand logo.	7
2.1.1 Neutral version	7
2.1.2 Word mark	7
2.2 Purpose and use.	7
2.2.1 Non-commercial use	7
2.2.2 Commercial use	7
2.3 Position, background and placement.	8
2.4 Protected area.	8
2.5 Size.	8
2.6 Colours.	9
2.7 Special usage.	9
3 USE BY PARTNERS.	9
3.1 Service providers and tourism partners of GToS.	9
3.1.1 Type of partnership	9
3.1.2 Reference to Grand Tour of Switzerland.	10
3.2 Travel agents.	10
3.3 Additions.	10

1 THE GRAND TOUR OF SWITZERLAND.

1.1 Positioning.

A journey of discovery through Switzerland, offering cultural diversity and covering a distance of more than 1,600km, that is guaranteed to excite and surprise guests from near and far. The Grand Tour of Switzerland combines the highlights of Switzerland on a road trip.

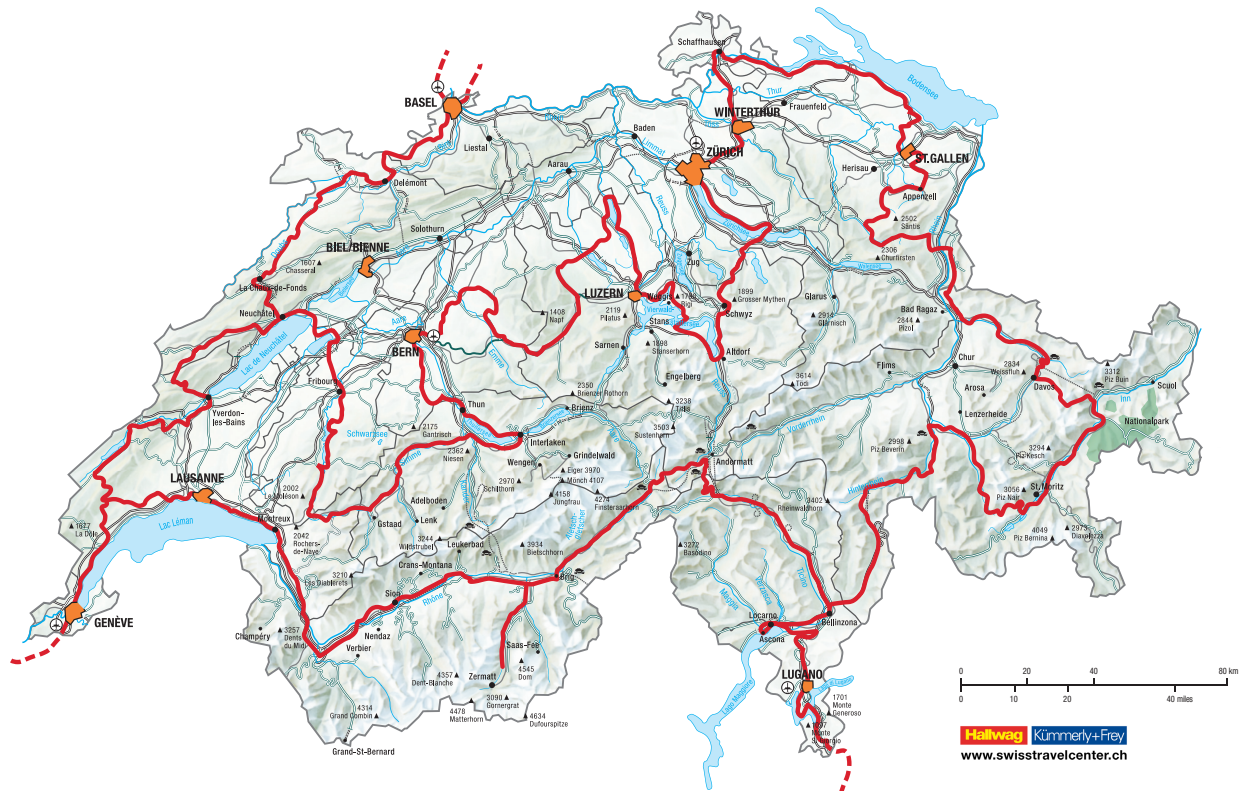
1.2 Product.

1.2.1 Itinerary

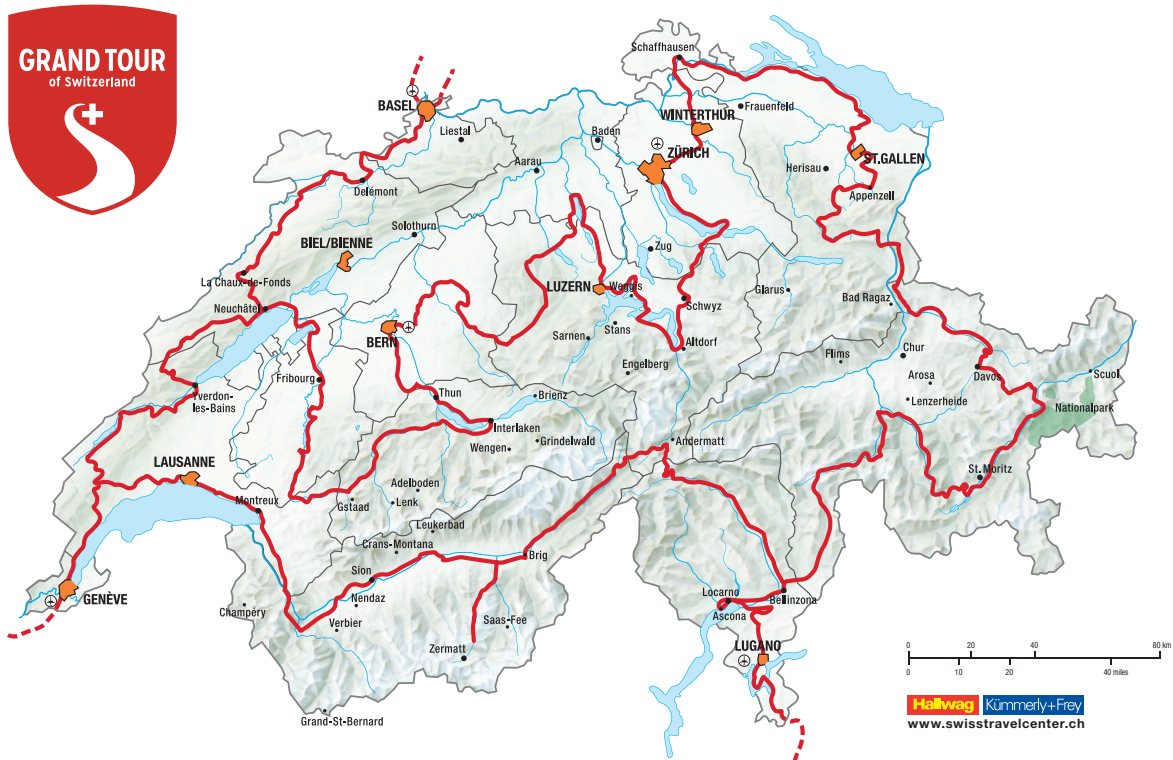
The Grand Tour of Switzerland (subsequently referred to as GToS) follows a circular route of around 1,600 km (exactly 1,643 km) and can be started from three cities (Basel, Geneva or Lugano) that are a fixed part of the GToS (total distance: 1,970 km).

1.2.2 Map

Original version: minimum size 125 mm x 190 mm



Minimal version: minimum size 80 mm x 120 mm



When using the Grand Tour of Switzerland brand, the route may not be changed and the map provided above should be used wherever possible for all communication messages (the map can be requested by e-mail from grandtour@switzerland.com).

The Grand Tour of Switzerland Association pays the copyright fees for this map of Switzerland showing the Grand Tour of Switzerland route with the logo and link to the website of Hallwag Kümmerly + Frey.

1.2.3 Short text

Whenever possible and appropriate, one of the following short texts should be integrated in the communication mix. The short texts are suggestions regarding content. The wording is not fixed and can be adapted for specific usage.

a) Option for continuous text:

The Grand Tour of Switzerland is a journey of discovery that packs all the highlights of Switzerland into a road trip.

On the Grand Tour of Switzerland, the journey is the reward. This tour takes you on a trip of 1,600 kilometres through the most beautiful regions of Switzerland and shows you how diverse, multifaceted and spectacular our country is.

You travel through four language regions, across five Alpine passes, and along 22 lakes and visit 12 UNESCO World Heritage Sites and two biospheres.

In other words, you enjoy an intensive taste of Switzerland and experience its array of scenic and cultural charms.

MySwitzerland.com/grandtour

b) Option using a list:

The Grand Tour of Switzerland:

- is diverse and spectacular
- takes you past the most beautiful scenery to the attractions
- guarantees several tourist highlights every day
- mainly runs along wide and safe roads that are easy to drive on
- is open in both directions, but Switzerland Tourism recommends you make the journey clockwise. This is especially true in cities with one-way streets - and for observing motorway entrances. The Grand Tour is officially signposted. On the main route signalization is limited to the clockwise direction of travel, and on the initial stages from abroad in direction to the main route.
- follows mountain passes with longer opening times or offer the option of loading the car onto a train
- crosses over five Alpine passes, runs along 22 lakes and passes by 12 UNESCO World Heritage Sites and two biospheres
- can be accessed from all geographic regions (Basel, Geneva and Chiasso)
- is around 1,600 kilometres or 1,000 miles in distance
- can be completed in seven days if you drive five hours per day or in ten days if you add some excursions
- is geared primarily to cars and motorbikes. Larger vehicles are likely to encounter some restrictions.
- The Grand Tour is the world's first road trip for electric vehicles.
- [MySwitzerland.com/grandtour](https://www.myswitzerland.com/grandtour)

- Disclaimer: The Grand Tour of Switzerland is a recommended route following Switzerland's existing road network. The route is driven at your own risk. Switzerland Tourism and the Grand Tour of Switzerland Association do not accept any liability for structural changes, detours, signage, special events and safety regulations on the route.

Please send requests for additional language versions to: grandtour@switzerland.com

2 BASIC ELEMENTS.

2.1 Brand logo.

2.1.1 Neutral version

The neutral version of the logo consists of the Grand Tour of Switzerland composite mark.



2.1.2 Word mark

The word mark is **Grand Tour of Switzerland** and should always be used in its unabbreviated form in official communication messages. If repeated in the same context, the simplified version *Grand Tour* may be used. The word mark Grand Tour of Switzerland should be used in English if at all possible. Individual language adaptations are permitted after consultation with the management office of the Grand Tour of Switzerland Association (e.g. French → Le Grand Tour de Suisse).

Abbreviations such as GToS or GT are not permitted in official communication messages or whenever visitors are addressed directly.

2.2 Purpose and use.

2.2.1 Non-commercial use

The Grand Tour of Switzerland logo can be used in all communication media in which the product Grand Tour of Switzerland plays a central role, provided that the design guidelines set out in this manual are observed.

Deviations may be approved by the Grand Tour of Switzerland Association. Applications for permission should be emailed to grandtour@switzerland.com.

2.2.2 Commercial use

Permission must be obtained from the Grand Tour of Switzerland Association for use of the logo in a commercial context (e.g. merchandising).

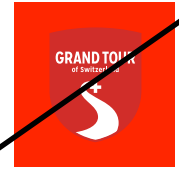
A kick-back for the Grand Tour of Switzerland Association is agreed.

Applications for permission should be emailed to grandtour@switzerland.com.

2.3 Position, background and placement.

Permitted

- Logo must stand out against background
- Always straight



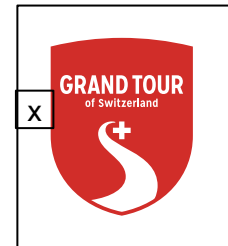
Not permitted

- Against red background
- No part or the entire Grand Tour of Switzerland logo may be left out.
- Only lettering is used
- Only individual elements are used
- Logo is distorted, proportions are changed or elements are rearranged
- No borders or additions to logo



2.4 Protected area.

The protected area on all pages measures $\frac{1}{4}$ of the width of the logo. No other design elements may be placed in the protected area.



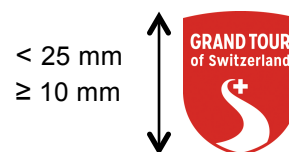
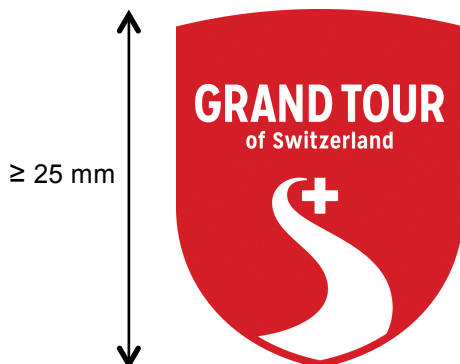
X = protected area, $\frac{1}{4}$ of width of logo

2.5 Size.

To ensure legibility, the logo must be at least 25 mm high.

Where this is not possible, a special edition of the neutral version is available (the special edition is not permitted for the adapted version). With this special edition, the font is larger for "of Switzerland".

The minimum height is 10 mm.



2.6 Colours.

The general rule is that the brand logo should be used in colour.

Colour definition of red:

Printing		RGB		Industry	
Pantone coated	1797 c	Hexadecimal	DA202C	RAL	3020
Pantone uncoated	1797 u	Web	218r 80g 150b	Scotch slides	50-44
CMYK	10c 100 m 95y 0k	PowerPoint	217r 0g 22b	(opac/Euroscale)	
Newsprint	0c 100 m 80y 0k				

Exceptions:

- Other colour versions or transparent versions are not permitted

2.7 Special usage.

Different logos may be used on the same layout (e.g. together with "Switzerland. Get natural" or with the logo of a partner).

If the context in which the logo is used does not allow identification of the product behind the Grand Tour of Switzerland logo, this must be ensured with at least one of the following additional elements:

- Map under section 1.2.2
- Short text under section 1.2.3
- URL www.MySwitzerland.com/grandtour

3 USE BY PARTNERS.

3.1 Service providers and tourism partners of GToS.

Partners who are situated along the Grand Tour of Switzerland route may use the logo in their communications, provided that the rules set out in this manual are observed and subject to the following additional conditions.

3.1.1 Type of partnership

Partners must belong to at least one of these categories and meet the conditions as defined:

- Tourism partners:** member of Switzerland Tourism and situated directly along the route.
- Hotels:** hotels must be bookable via STC and situated max. 20 driving minutes away from the Grand Tour
- Service providers** (excl. hotels) that are situated directly along the Grand Tour: establishment must be visible from the route and must be a member of ST.

- d) **Strategic partners** of the Grand Tour of Switzerland Association: conditions according to contract.
- e) **Members** of the Grand Tour of Switzerland Association.

3.1.2 Reference to Grand Tour of Switzerland.

- The logo may never be used if there is no reference to the Grand Tour of Switzerland.
- In addition to the logo, at least one of the following elements must be used in the same context:
 - a) Map under section 1.2.2
 - b) Short text under section 1.2.3
 - c) URL www.MySwitzerland.com/grandtour

3.2 Travel agents.

Travel agents who include the Grand Tour of Switzerland in their programme may use the logo in compliance with the rules set out in this manual, with at least one of the following:

- Integration of map under section 1.2.2
- Integration of short text under section 1.2.3

The logo must always be related to the Grand Tour of Switzerland programme. The brand may not be used for other communication platforms that are not directly related to the GToS offer.

Wording

- If the offer includes the **full** Grand Tour of Switzerland, the words "Grand Tour of Switzerland" may be used.
- If the offer includes **only a specific part** of the Grand Tour of Switzerland, the words "part of the Grand Tour of Switzerland" or "along the Grand Tour of Switzerland" must be used. The full route must also always be shown, with the part that is included marked and highlighted.

3.3 Additions.

Additions such as "Powered by" and "Official partner of" may only be used by official partners of the Grand Tour of Switzerland Association. The exact details are agreed in the relevant contract.

Contact

Should you have any questions regarding the use of the logo, please contact:

Maria Sägesser

Managing Director Association Grand Tour of Switzerland

Tel. +41 (0)44 288 12 40

grandtour@switzerland.com

Terms and abbreviations

GToS: Grand Tour of Switzerland

ST: Switzerland Tourism

MyS.com: Website of Switzerland Tourism (www.MySwitzerland.com)