



# EuroVelo 3 Pilgrims Route

Corporate Design for Partners



Co-funded by the COSME programme  
of the European Union



EuroVelo, the European cycle route network



EuroVelo 3 – the Pilgrims Route is a transnational thematic cycle route linking Trondheim, Norway, with Santiago de Compostela, Spain. The 5,122-km route is based on the ancient pilgrimage routes that cross and connect the different cultures of Europe.

The route will be further developed in the frame of the project “EuroVelo3 – Pilgrims Route – An innovative transnational cultural-and-cycling-tourism product” (EV3-CCP). This project is financed by the European Union’s COSME Programme and aims to improve the quality of EuroVelo 3 – Pilgrims Route and develop it as an innovative and attractive transnational tourism product capitalising on the shared European cultural heritage.

The purpose of this manual is to ensure that EuroVelo 3 – Pilgrims Route is communicated in a uniform and coordinated manner as widely as possible. To achieve this goal, ECF has defined the different graphic features which can be used by partners (National EuroVelo Coordination Centres and Coordinators, touristic organisations, editors, service providers etc.) to communicate the route.

Using these features allows the partners to enjoy the benefits of the growing awareness of EuroVelo across the continent and in turn help to increase it further.

This guidance for partners details the recommended use of the main EuroVelo 3 – Pilgrims Route graphic features. It has been designed so that these elements can be used in the frame of other corporate design requirements.

The features covered by this manual are the following:

- Route information panels
- Pictures

When possible, we recommend to include references to the European Union’s COSME Programme on the route information panels and information boards installed along the route.

For information about the use of the general EuroVelo graphic features (e.g. logo, schematic diagram), please view the separate publication: “EuroVelo, Corporate Design Guidance for Partners” available on [www.eurovelo.org](http://www.eurovelo.org).



The route information panels for EuroVelo 3 – Pilgrims Route are based on the European recommendations for the signing of EuroVelo routes: Resolution on Road Signs and Signals, UNECE, 2009 (Download: [www.unece.org](http://www.unece.org)) and the Manual “Signing of EuroVelo cycle routes”, ECF, 2016 (Download: [www.eurovelo.org](http://www.eurovelo.org)). The EuroVelo 3 – Pilgrims Route route information panels comprise the following components:

1. Background (colour, Council of Europe blue): displays a European aspect
2. Route number 3 (colour, white): essential for quick route identification
3. Council of Europe stars (colour, yellow): displays a European aspect
4. EuroVelo route name: Pilgrims Route
5. EuroVelo network name: EuroVelo or EuroVelo.com (optional, confirmation of EuroVelo route status)

### Different versions



Town square Osnabrück, Germany



# Integrating the EuroVelo 3 – Pilgrims Route route information panels

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EuroVelo 3 – Pilgrims Route route information panels should be integrated into national or regional cycle route signs in the same manner as other route information panels and according to national or regional standards. There is normally no need to change the country-specific design of cycle signage (colour, shape etc.) for the incorporation of these panels.

Where there are restrictions on space, it is possible to combine the EuroVelo 3 – Pilgrims Route route information panel with other route information using the frame version (see below).

### Frame version



Frame version for combined usage.

EuroVelo 3 in La Fère, Aisne, France





As part of the EV3-CCP project, a professional photo shoot of the route was undertaken. These images can be used for communicating and promoting the EuroVelo 3 – Pilgrims Route.

Most of these images can be used free of charge by commercial and non-commercial partners, with reference to <http://www.eurovelo3.com> and the agreed copyright information indicated in the file name. These pictures are available for download from the EuroVelo Flickr account: <https://www.flickr.com/photos/eurovelo/albums>.

Cycling on EuroVelo 3 in Sweden,  
and enjoying local specialities in Belgium



EuroVelo 3 sign in Belgium

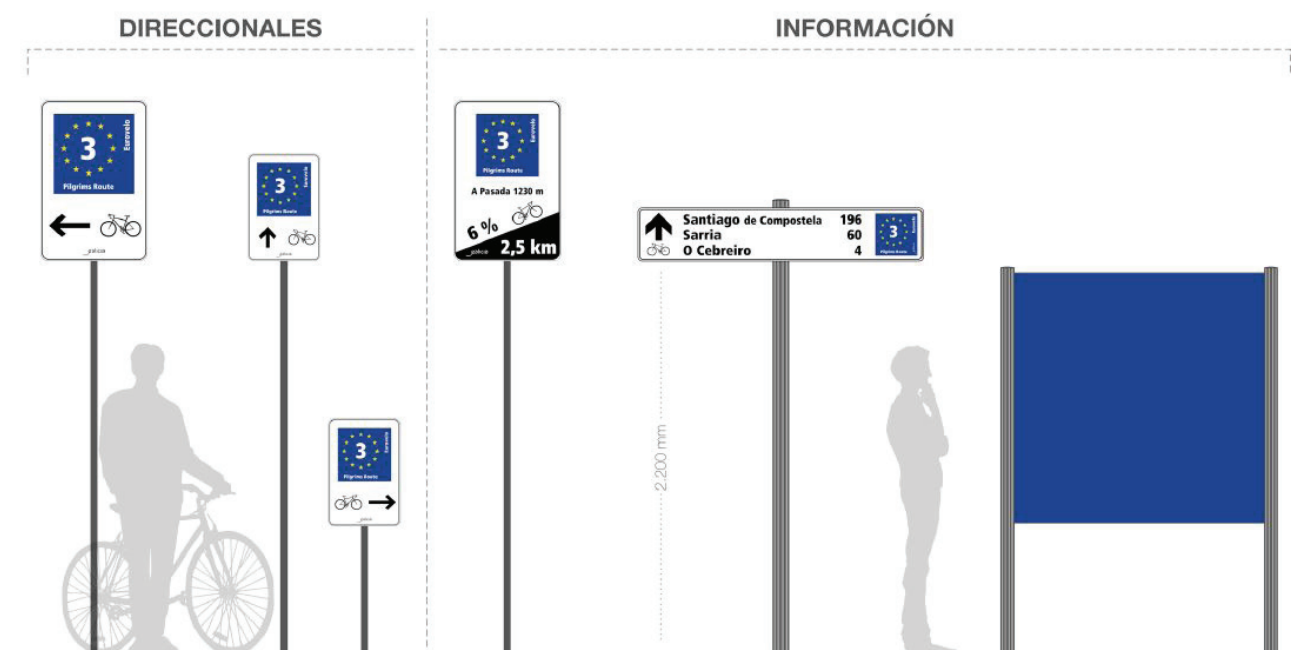


The following examples show how the graphic features of the EuroVelo 3 – Pilgrims Route can be used to communicate and promote the route.

Signing example from Belgium



Signing concept in Galicia



Signing example from the Northern French department Oise



Signing example from Belgium

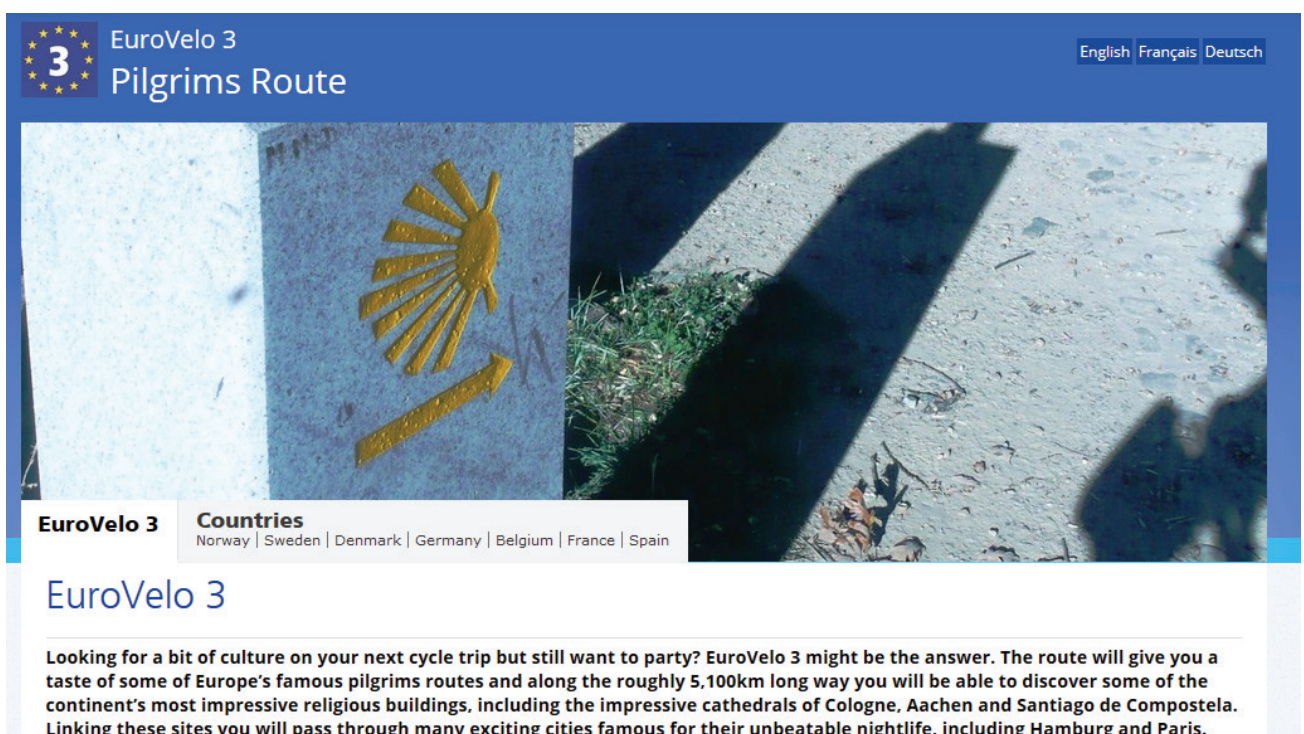


All EuroVelo Routes have their own theme, their own name and visual identity. EuroVelo 3 – Pilgrims Route is based on historical pilgrim routes from Norway to Spain.

The route should therefore always be communicated as: EuroVelo 3 – Pilgrims Route. This title should be used whenever the whole route is being referred to in communication or promotional material. “Pilgrims Route” may be translated.

For any questions about this point, please contact the ECF.

Example from the EuroVelo.com website. This is the old version of the website. A new one is being developed in the frame of the EV3-CCP project and will become available in 2019, accessed from the same domain: [www.EuroVelo3.com](http://www.EuroVelo3.com).



**EuroVelo 3** Pilgrims Route

English Français Deutsch

**EuroVelo 3** Countries  
Norway | Sweden | Denmark | Germany | Belgium | France | Spain

**EuroVelo 3**

Looking for a bit of culture on your next cycle trip but still want to party? EuroVelo 3 might be the answer. The route will give you a taste of some of Europe's famous pilgrims routes and along the roughly 5,100km long way you will be able to discover some of the continent's most impressive religious buildings, including the impressive cathedrals of Cologne, Aachen and Santiago de Compostela. Linking these sites you will pass through many exciting cities famous for their unbeatable nightlife, including Hamburg and Paris.



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<http://www.eurovelo3.com>

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### EV3-CCP Partners:

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