



# Via Romea (Francigena)

Corporate Design for Partners



Co-funded by the  
COSME programme  
of the European Union



EuroVelo, the European cycle route network



EuroVelo 5 – Via Romea (Francigena) is an important transnational cycle route with a coherent and clear theme based on the ancient pilgrims' route between Canterbury (UK) and Rome and Brindisi (Italy). The route is open to all types of users (e.g. classic cycle tourists, tourists occasionally cycling during their holiday, sportive/fitness/recreational cyclists, commuters etc.) and it is an excellent product for sport and wellness activity tourism.

The EV5-VRF project (financed by the COSME Programme) aims to improve the quality of EuroVelo 5 – Via Romea (Francigena) and develop the route as a touristic product.

The purpose of this manual is to ensure that EuroVelo 5 – Via Romea (Francigena) 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 details the recommended use of the main EuroVelo 5 – Via Romea (Francigena) graphic features. It has been designed so that these elements can be used in the frame of your own corporate design requirements. The features covered by this manual are the following:

- Route information panels
- Pictures

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 from [www.EuroVelo.org](http://www.EuroVelo.org).



The route information panels for EuroVelo 5 – Via Romea (Francigena) 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 5 – Via Romea (Francigena) route information panels comprise of the following components:

1. Background (colour, Council of Europe blue): displays a European aspect
2. Route number 5 (colour, white): essential for quick route identification
3. Council of Europe stars (colour, yellow): displays a European aspect
4. EuroVelo route name: Either Via Romea Francigena or Via Romea (optional – see note below for explanation of which version to use)
5. EuroVelo network name: EuroVelo or EuroVelo.com (optional, confirmation of EuroVelo route status)

### Via Romea Francigena

To be used when the route of EuroVelo 5 – Via Romea (Francigena) is the same as the Council of Europe Cultural Route.

UK and Italy.



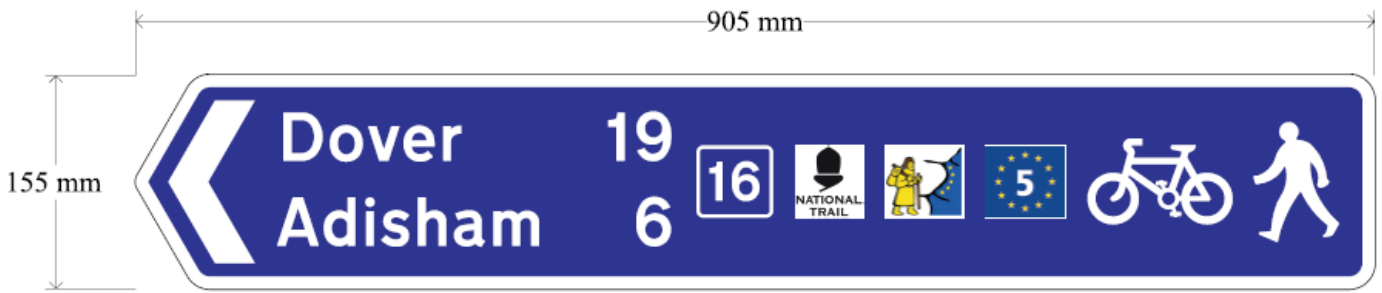
### Via Romea

To be used when the route of EuroVelo 5 – Via Romea (Francigena) differs from the Council of Europe Cultural Route.

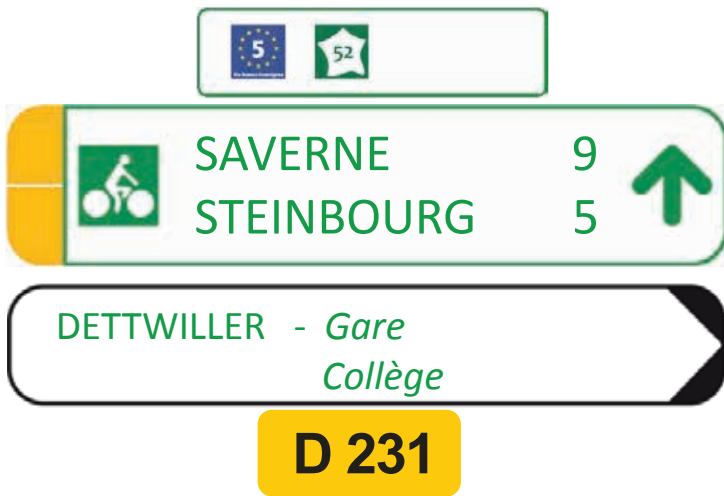
France, Belgium, Luxembourg and Switzerland.



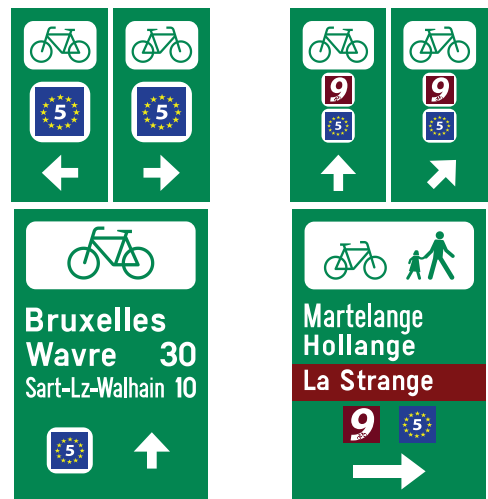
For further explanation of the route name see page 15.



UK



France



Belgium (Wallonia)

# Integrating the EuroVelo 5 – Via Romea (Francigena) route information panels

## 7

The EuroVelo 5 – Via Romea (Francigena) 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 5 – Via Romea (Francigena) route information panel with other route information using the frame version (see below).

### Frame version

Frame version for combined usage.



### Council of Europe Cultural Route

Where the itinerary of the EuroVelo route is the same as the Council of Europe Cultural Route, the logo of the European Association of the Vie Francigene (EAVF) can be incorporated in the same sign (see the UK example opposite).



Please note that the EAVF logo is a registered trademark of EAVF, so if you would like to use it please apply to them for approval. See page 16 for more information.





As part of the EV5-VRF project a professional photo shoot of the route was undertaken. These images can be used communicating and promoting the EuroVelo 5 – Via Romea (Francigena).

The images can be used free of charge by commercial and non-commercial partners, with reference to [www.viaromeafrancigena.com](http://www.viaromeafrancigena.com). The pictures are available for download from the EuroVelo Flickr account: <https://www.flickr.com/photos/EuroVelo>.



Example website <http://www.departements-regions-cyclables.org> (France)

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ACCUEIL POLITIQUES CYCLABLES SCHÉMAS & ITINÉRAIRES OBSERVATOIRES ACTUALITÉS ÉVÉNEMENTS RESSOURCES

Accueil → Schémas & Itinéraires → Schéma européen EuroVelo → EuroVelo 5 – Via Romea (Francigena)

### Schémas & Itinéraires

- Schéma européen EuroVelo
  - EuroVelo 1 - La Vélodyssée
  - EuroVelo 3 - La Scandinibérique
  - EuroVelo 4 - Tour de Manche
  - EuroVelo 5 - Via Romea (Francigena)**
  - EuroVelo 6 - Véloroute des fleuves
  - EuroVelo 8 - Méditerranée à Vélo
  - EuroVelo 15 - Véloroute Rhin
  - EuroVelo 17 - ViaRhône
- Schéma national

## EuroVelo 5 – Via Romea (Francigena)

Mis à jour le 3 juillet 2017

→ Plus de liens sur l'EuroVelo 5

En référence au célèbre voyage de l'archevêque de Cantorbéry ju Rome au 10<sup>e</sup> siècle, l'EuroVelo 5 relie Londres au Sud de l'Italie su près de 4 000 km. L'itinéraire traverse le Nord de la France et aprè incursion en Belgique et au Luxembourg, la Moselle et l'Alsace.

Vous trouverez ci-dessous des informations institutionnelles sur l'EuroVelo 5.

Pour plus d'informations sur l'EuroVelo 5 en Europe et en France, consultez les liens ci-dessous.

→ EuroVelo 5 en Europe

→ EuroVelo 5 en Alsace et Lorraine

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The following examples show how the graphic features of the EuroVelo 5 – Via Romea (Francigena) can be used to communicate and promote the route.

Example website [www.velo.lu](http://www.velo.lu) (Luxembourg)

The screenshot shows the website 'Lëtzebuurger Velos-Initiativ' (www.velo.lu | www.lvi.lu). The page is in French and provides information about EuroVelo 5: Via Romea Francigena in Luxembourg. The main content includes:

- C'est quoi EuroVelo?**: A section explaining that EuroVelo is a European network of cycling routes managed by the European Cyclists' Federation (ECF). It mentions that the network currently covers over 45,000 km of routes.
- EuroVelo 5: Via Romea Francigena**: A section detailing the route in Luxembourg, which is 107 km long. It starts at the Belgian border, passes through the capital Luxembourg, and continues towards Schengen. The route is described as a mix of local cycling paths and sections on the national network.
- Signalisation au Luxembourg**: A section explaining that all cycling infrastructure signs are found in the links below. It shows two pictograms: one for the EuroVelo 5 route (EV5) and another for the Saar-Lor-Lux cycling route.

The website also features a navigation menu on the left with categories like 'LVI a.s.b.l.', 'Documentation', 'LVI Service', and 'Archives'. The top of the page includes social media icons and contact information.

Example guide/ Map Alsace à Vélo (France)



Example catalogue for bookable package [www.skedaddleitalia.it](http://www.skedaddleitalia.it) (Italy)

TRIP NOTES

## Italy - Via Romea Francigena (Tuscany to Rome) - Guided Leisure Cycling Holiday



Join us on this guided cycling holiday in Italy where we'll be tracing the steps of the Via Romea Francigena, an ancient route between the northern regions of Europe and the south, carrying merchants, armies and pilgrims from as far as Canterbury to Rome and on to Jerusalem. Now, the Via Romea Francigena is a network of tracks and roads which are followed not only by faithful pilgrims on their way to Rome, but also walkers and cyclists who are looking for an exciting journey.

We have chosen to start our adventure in San Gimignano, considered one of the gems of Tuscany and home to one of the 80 mansions where the Archbishop of Canterbury stayed during his return north after his ordination by Pope John XV in 990.

Heading south, we'll follow the the Via Romea Francigena on quiet, country lanes, ancient Roman roads, over rolling hills, through woods, towns and villages... a great journey through stunning Tuscany! The route joins up some of the major Tuscan highlights, such as Siena, Montiriggioni and San Quirico.

Staying in a range of good quality small hotels and agriturismo, you'll get to experience true Italian hospitality and indulge in some delicious local cuisine. As we leave Tuscany and enter Lazio, the landscape changes as well as the feel of the towns. The journey south, through varying landscapes and changing terrain, using sections of the EuroVelo 5 route, leads to the outskirts of Rome where our own pilgrimage comes to a dramatic end, riding into St. Peter's Square.



We also have a mountain biking version of this trip available which follows alternative, off road routes along the Via Romea Francigena.

### The Highlights

- Staying in Tuscan accommodation overlooking stunning landscapes
- Sampling the best wines of Chianti, Montepulciano and Montalcino
- Relaxing in hot springs and thermal waters along the way
- Enjoying the journey from Tuscany to Rome on a variety of terrain, including ancient Roman roads
- Visiting the famous hilltop towns of San Gimignano, Monteriggioni, San Quirico d'Orcia and Radicofani
- Riding into St Peter's Square in Rome

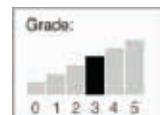
### Holiday Summary

- Place to place
- 8 nights hotel/agriturismi accommodation
- 7 days riding
- Breakfast and lunch
- Guided with vehicle support
- Airport transfers

### Departures and Prices

**2017**  
20-May to 28-May - €1,655.00    26-Aug to 03-Sep - €1,655.00

**Duration:** 9 days  
**Prices From:** €1,655.00  
**Estimated flight price:** €150.00  
**Optional Bike Hire:** €160.00  
**Single Room Option:** €200.00  
**Electric Bike Hire:** €200.00



Co-funded by the COSME programme of the European Union

Example route guide Ciclovía Romea Francigena (Italy)



All EuroVelo Routes have their own theme, their own name and visual identity. EuroVelo 5 – Via Roma (Francigena) is based on a historical pilgrim's route from Canterbury to Rome and Birindisi.

The most famous of the Via Francigena itineraries was recorded by Sigeric the Serious, Archbishop of Canterbury in his diary when he travelled back from Rome to Canterbury in circa 990. The main difference between the historical itinerary of Sigeric and the EuroVelo 5 route is that instead of crossing France from North to South, the EuroVelo route passes through Belgium and Luxembourg visiting Brussels, Luxemburg City and Strasbourg: the 'capitals' of the EU and seats of European institutions.

The Sigeric itinerary of the "Via Francigena" was recognized as an official cultural route by the Council of Europe in 1994 (<http://culture-routes.net/routes/the-via-francigena>). The route is managed by the European Via Francigena Association (EAVF).

As there are differences between the route of EuroVelo 5 and the Council of Europe Cultural Route, the EuroVelo route should be communicated as: EuroVelo 5 – Via Romea (Francigena). This title should be used whenever the whole route is being referred to in communication or promotional material.

Where the itinerary of the EuroVelo route is the same as the Council of Europe Cultural Route the route name can be written on the route information panels as EuroVelo 5 – Via Romea Francigena (UK and Italy). In these locations signs can include both the EuroVelo route information panel and the logo of the European Association of the Vie Francigene (EAVF). See page 7.

Where the itinerary of the EuroVelo route is different to the Council of Europe Cultural Route the route can be written on the route information panels as EuroVelo 5 – Via Romea (France, Belgium, Luxembourg and Switzerland).

For any questions about this point please contact the ECF.

## Publishing credits

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Delyan Todorov

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[www.viaromeafrancigena.com](http://www.viaromeafrancigena.com)

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This manual has been developed in the frame of the EV5-VRF project, supported by the European Union through the COSME Programme. The document is also available to view online: [www.EuroVelo.org](http://www.EuroVelo.org).

**EV5-VRF Partners:**

University of Central Lancashire (United Kingdom), Saddle Skedaddle (UK), Sustrans (UK), Verde Natura (Italy), Regione Puglia (Italy), European Cyclists' Federation (Belgium), Brussels Mobility Brussels Region (Belgium), Luxembourg Cycling Initiative (Luxembourg), Conseil General du Bas-Rhin (France), Federazione Italiana Amici della Bicicletta (Italy), Associazione Europea delle Vie Francigene (Italy), ItinerAria (Italy)

