

EuroVelo

Corporate design, guidance for partners



EuroVelo, the European cycle route network



The aim of EuroVelo is to connect all European countries by a network of long distance cycle routes. EuroVelo is coordinated on the European level by the European Cyclists' Federation (ECF), who also own the registered copyrights. In order to make the most of the benefits of developing the network, in terms of sustainable tourism and mobility, the EuroVelo routes should be communicated in a uniform and co-ordinated 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 EuroVelo or EuroVelo routes. 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 graphic features. It has been designed so that these elements can be used in the frame of your own corporate design requirements. This manual covers printed and web material only. For information about the use of EuroVelo graphic features in other contexts (e.g. signage) please see the relevant manual in the ECF's EuroVelo publication series.

The features covered by this manual are the following:

- Route information panels
- Schematic diagram
- Colours
- EuroVelo logo

Please note that the word "EuroVelo" should not be altered to reflect national or regional languages or alphabets in either the route information panels or the EuroVelo logo. If in doubt, please contact the ECF.



Route information panels

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The route information panels for EuroVelo routes are based on the European Recommendation for the Signalisation of EuroVelo routes: Resolution on Road Signs and Signals (UNECE, 2009) (Download: www.unece.org) and the "Signing of EuroVelo routes" manual (ECF, 2010) (Download: www.eurovelo.org). You can use the following components in the printed and electronic communication of EuroVelo routes:

- Background (colour - Council of Europe blue): reflects the European aspect
- Route number (colour, white): essential for quick route identification
- Council of Europe stars (colour - yellow): reflects the European aspect
- EuroVelo route name, eg Atlantic–Black Sea (optional, the name can be in the national / regional language)
- Wording: EuroVelo or eurovelo.com (optional, confirmation of EuroVelo route status)



The English versions of the route names are defined by the ECF. The route names in national / regional languages should be defined and agreed with the responsible National EuroVelo Coordination Centers and Coordinators.

The route information panels can be used in printed and electronic material for free (providing that they refer to the designated EuroVelo routes) with the approval of the ECF or the relevant National EuroVelo Coordination Centre. The route information panels can only be used in relation to itineraries identical to the official EuroVelo routes.

The route information panels can be downloaded in English and in different graphic formats from the following website: www.eurovelo.org

Route information panels, examples of route signing
 (for information only, see guidance "EuroVelo, Signing of EuroVelo cycle routes")

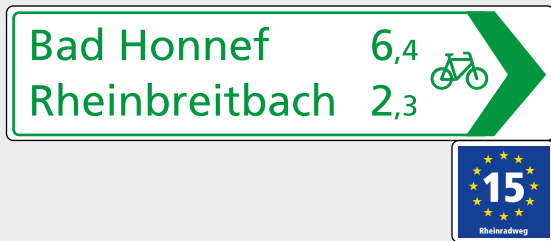
Example: Switzerland



Example: France



Example: Germany



Example: The Netherlands

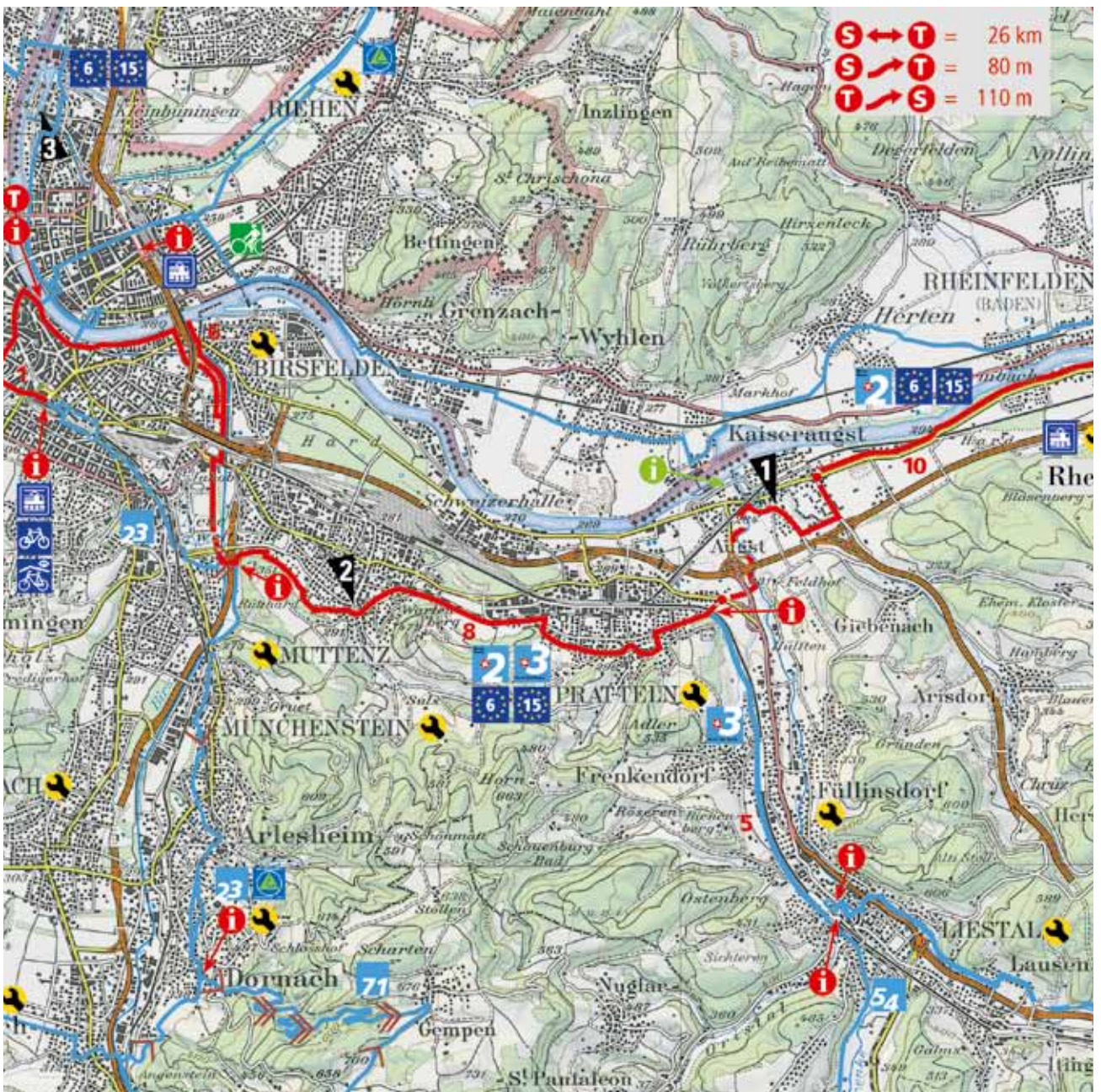


Example: Hungary



Example: Serbia










2 Rhine Route



Welcome to
Cycling in Switzerland

- Routes
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Rhine Route

Andermatt–Basel

The Rhine Route follows the Alpine river from mountain source to the large Rhine port at Basel. A vastly varied trip through diverse landscapes hewn by the mighty river over the ages.



The Rhine Route crosses Eastern Switzerland in a huge arc, accompanying the mighty Alpine river from its mountain source to the major Rhine port of Basel.

A true mountain pass excursion over Oberalp, the source of the Rhine, through Romansh-speaking Surselva. Impressive views into the wild Ruinaulta Gorge; Chur, the Rhaetian capital; with the Traubenkocher (warm wind) through the Bündner Herrschaft and on the Rhine dam to the wide Bodensee. Orchards, castles and cheerful tourist chatter along the shores of the green and silver shimmering «Schwabian Sea».

Peaceful, dense woodland to the thundering Rhine Falls at Schaffhausen. Mighty river tamed by 11 power stations. Along the route: romantic riverside paths, asparagus fields, timber-framed houses, pylons, salt towers, motorways, Swiss-German bridge towns, Roman ruins, agglomeration bustle and at last Basel's sweet speciality, Läckerei biscuits and freight ships in the three-country corner around Basel.

Stages

The route comprises 9 sections, which are also ideal for day excursions.
[List of the sections »](#)

Places

Facts worth knowing about the places along the route.
[List of places »](#)

Arrival / return travel

Our recommendations for arrival by public transport.
[List of public transport stops »](#)

Rail, bus, boat recommendations

SwitzerlandMobility recommends covering the following sections by rail, bus or boat to shorten the route, to negotiate height differences or simply because it's beautiful.
[List of recommendations »](#)

Map of route



© swisstopo (5704000138)
[Enlarged map](#)

Height profile



[Download \(PDF, 449 KB\)](#)

E6 and E15 Eurovelo International

From Stein a. Rhein to Basel, this route is a part of the EuroVelo-Route 6 Atlantic–Black Sea.
[More](#)

This route is a part of the EuroVelo-Route 15 Rhine cycle route.
[More](#)

Travel reports

Actual experiences on the route
[More \(2\)](#)

Accommodation

Overnight accommodation along the route
[List of accommodation partners \(137\)](#)

Bookable offers

Offers for the route
[Our offers \(4\)](#)

Official guides / maps



- Title of the schematic diagram: EuroVelo, the European cycle route network
- A reference is needed to www.eurovelo.com or www.eurovelo.org
- A reference is needed to the year of publication



Schematic diagram

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The schematic diagram of the EuroVelo routes can be used for free and without approval from the ECF for printed and electronic information tools. It cannot be altered. You can download it in JPG format from the following website: www.eurovelo.org

Each EuroVelo route in the schematic diagram is represented with its own colour. These colours can be used in the partners' own material:



Atlantic Coast Route

cmyk 25/0/100/15
RGB 192/201/35
www #c0c923



Mediterranean Route

cmyk 30/66/100/0
RGB 171/114/44
www #ab722c



Capitals Route

cmyk 39/0/0/15
RGB 174/199/223
www #aec7df



Baltic-Adriatic

cmyk 30/66/0/0
RGB 175/117/177
www #af75b1



Pilgrims Route

cmyk 100/0/0/0
RGB 7/161/226
www #07a1e2



Baltic Sea Cycle Route

cmyk 0/20/100/0
RGB 239/213/31
www #efd51f



Central Europe Route

cmyk 0/0/100/0
RGB 251/243/18
www #fbf312



East Europe Route

cmyk 0/46/100/0
RGB 222/166/37
www #dea625



Via Romea Francigena

cmyk 0/41/0/0
RGB 229/185/213
www #e5b9d5



North Sea Cycle Route

cmyk 100/0/100/0
RGB 47/159/72
www #2f9f48



Atlantic-Black Sea

cmyk 0/100/0/0
RGB 198/0/134
www #c60086



Iron Curtain Trail

cmyk 0/85/85/0
RGB 202/76/57
www #ca4c39

















Sun Route

cmyk 61/0/100/0
RGB 147/191/60
www #93bf3c



Rhine Route

cmyk 100/80/0/0
RGB 49/60/153
www #313c99

100%			EuroVelo cmyk 100/80/0/0 RGB 0/51/153 www #003399				
80%	70%	60%	50%	40%	30%	20%	10%
	Atlantic Coast Route cmyk 25/0/100/15 RGB 192/201/35 www #c0c923				Mediterranean Route cmyk 30/66/100/0 RGB 171/114/44 www #ab722c		
	Capitals Route cmyk 39/0/0/15 RGB 174/199/223 www #aec7df				Baltic-Adriatic cmyk 30/66/0/0 RGB 175/117/177 www #af75b1		
	Pilgrims Route cmyk 100/0/0/0 RGB 7/161/226 www #07a1e2				Baltic Sea Cycle Route cmyk 0/20/100/0 RGB 239/213/31 www #efd51f		
	Central Europe Route cmyk 0/0/100/0 RGB 251/243/18 www #fbf312				East Europe Route cmyk 0/46/100/0 RGB 222/166/37 www #dea625		
	Via Romea Francigena cmyk 0/41/0/0 RGB 229/185/213 www #e5b9d5				North Sea Cycle Route cmyk 100/0/100/0 RGB 47/159/72 www #2f9f48		
	Atlantic-Black Sea cmyk 0/100/0/0 RGB 198/0/134 www #c60086				Iron Curtain Trail cmyk 0/85/85/0 RGB 202/76/57 www #ca4c39		
	Sun Route cmyk 61/0/100/0 RGB 147/191/60 www #93bf3c				Rhine Route cmyk 100/80/0/0 RGB 0/51/153 www #003399		

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The colours for the EuroVelo routes can be used for free and without approval from the ECF for printed and electronic information tools. These colours can be used for text, as the background for text or for coloured areas.

- The blue colour of the route information panel serves as the general identification of EuroVelo on printed or electronic information tools. The blue can be lightened in 10% steps.
- The colours of the routes provide information associated with the individual routes. They cannot be changed.

EuroVelo Map

The European cycle route network
1:5 000 000



The EuroVelo logo should normally be located in the bottom right hand corner of printed materials.

The EuroVelo logo is a quality label. It identifies that the information is controlled by the ECF and the National EuroVelo Coordination Centres and Coordinators. The use of the EuroVelo logo generally should be approved. In this case the ECF makes a distinction between material which is available to the public for free and that which requires payment:

Free information

The ECF or the relevant National EuroVelo Coordination Centre or Coordinator receives a proposal in the final format. A response should be sent within 10 working days detailing any content related corrections (where necessary) and indicating if the use of the logo for free is approved. If possible, the partner should send copies of any printed materials to the ECF free of charge.

Commercial material

The partner or publisher should enter into a contract with the ECF about the use of the EuroVelo logo.

EuroVelo asks all potential communication partners to send requests regarding the use of the EuroVelo logo to the following email address: **eurovelo@ecf.com**

If in doubt, please contact either the ECF or the relevant National EuroVelo Coordination Centre or Coordinator.

Publishing credits

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