



EuroVelo 8 Mediterranean Route

Corporate Design for Partners



EuroVelo, the European cycle route network



EuroVelo 8 – Mediterranean Route is an important transnational cycle route with a coherent and clear theme based on the Mediterranean Sea and culture between Cádiz (Spain) and Cyprus. 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.

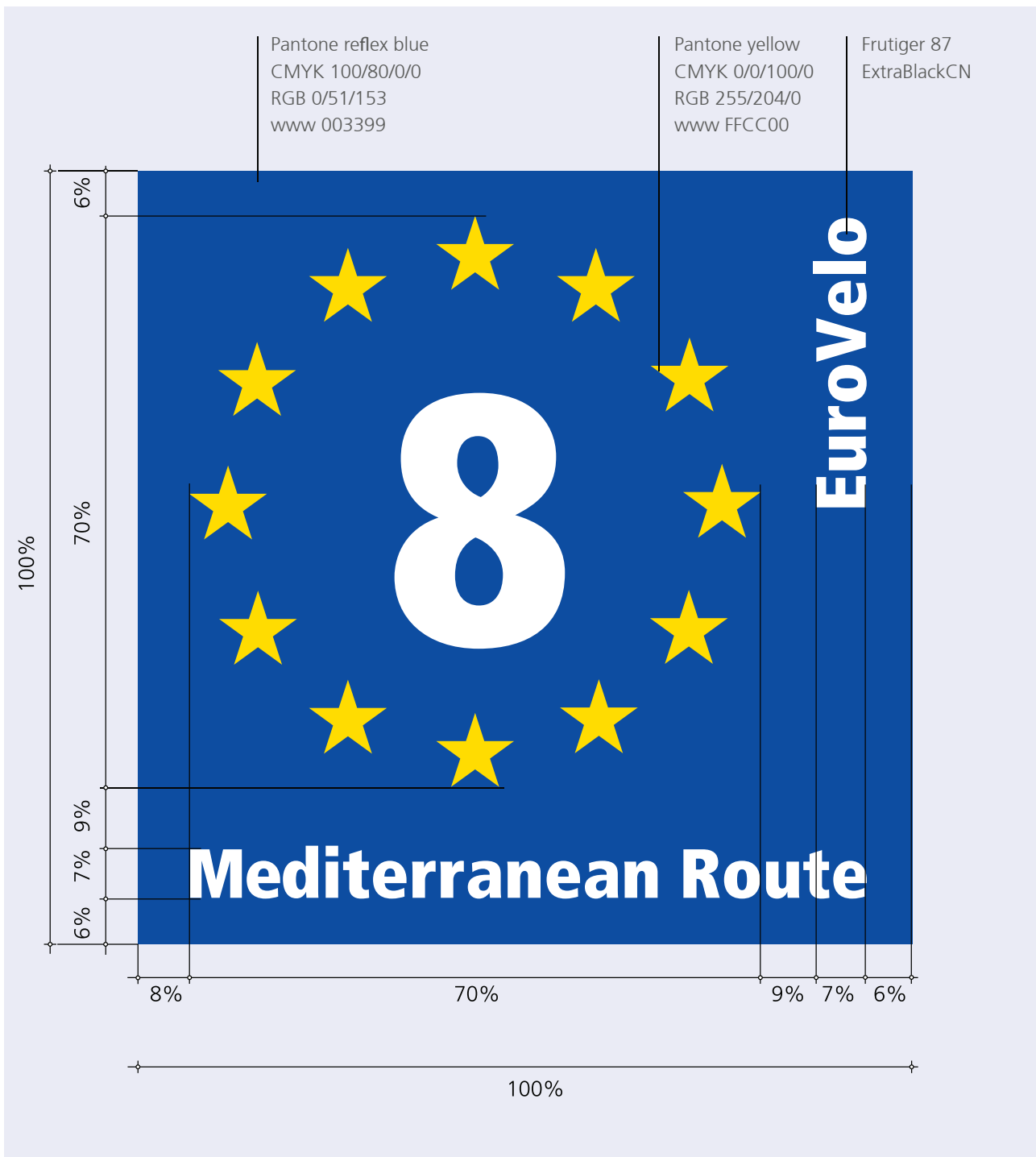
The MedCycleTour (EuroVelo 8 – Mediterranean Route project) is financed by the Interreg Mediterranean Programme and aims to improve the quality of EuroVelo 8 – Mediterranean Route and develop it as a transnational touristic product.

The purpose of this manual is to ensure that EuroVelo 8 – Mediterranean 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 8 – Mediterranean Route 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



The route information panels for EuroVelo 8 – Mediterranean Route are based on the European recommendations for the signing of EuroVelo routes: Resolution on Road Signs and Signals, UNECE, 2009 (available from: www.unece.org) and the Manual “Signing of EuroVelo cycle routes”, ECF, 2016 (available from: www.eurovelo.org/downloads/guidelines/). The EuroVelo 8 – Mediterranean Route route information panels comprise of the following components:

1. Background (colour, Council of Europe blue): displays a European aspect
2. Route number 8 (colour, white): essential for quick route identification
3. Council of Europe stars (colour, yellow): displays a European aspect
4. EuroVelo route name: Mediterranean Route
5. EuroVelo network name: EuroVelo or EuroVelo.com (optional, confirmation of EuroVelo route status)

Different versions



Italy



Integrating the EuroVelo 8 – Mediterranean Route route information panels

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EuroVelo 8 – Mediterranean 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 8 – Mediterranean Route route information panels with other route information using the same version (see below).

Frame version



Frame version for combined usage.



As part of the MedCycleTour project professional photo shoots of the route were undertaken. These images can be used communicating and promoting EuroVelo 8 – Mediterranean Route.

The images can be used free of charge by commercial and non-commercial partners with reference to the relevant copyright information and www.EuroVelo8.com. The pictures are available for download from the EuroVelo Flickr account: <https://www.flickr.com/photos/EuroVelo>.



Example signing: Catalonia (Spain)



The following examples show how the graphic features of the EuroVelo 8 – Mediterranean Route can be used to communicate and promote the route.

Example information panel: Italy



Example information panel: France



Example information panel: Spain



Example map: France [detail]



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Example bookable offer: Villeneuve-Loubet (France)

VILLENEUVE-LOUBET

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"La Côte d'Azur à Vélo" Séjour Cyclotouristique

Lieu de séjour : Villeneuve-Loubet, commune des Alpes-Maritimes, étape de l'EuroVelo8, signataire de la Charte Accueil "Alpes-Maritimes à Vélo"

Forfait 2 jours et 1 nuit : pour découvrir la Littorale / EuroVelo 8 entre Port Marina Baie des Anges et Port de Nice à partir de Villeneuve-Loubet destination vélo, cœur nature de la Côte d'Azur

Période : valable d'avril à octobre

Cible : couple / amis / seniors / famille avec enfants

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