Wadden Sea World Heritage
– Brand guidance
The Wadden Sea World Heritage logo is a registered trademark and owned by the Common Wadden Sea Secretariat (CWSS). It is available in four languages: Danish, Dutch, English and German. The Wadden Sea World Heritage logo is the marque for our place branding, it should be used on all public-facing marketing materials, information, signage and website following the logo use and technical guidances. The organisations listed by name below are permitted to use the logo for all non-commercial products with general information about Wadden Sea World Heritage. Other organisations can apply for permission.

Use of the logo in connection with any commercial or for profit purpose requires a license agreement and payment of royalties.

Organisations permitted to use the Wadden Sea World Heritage logo

1. National, regional and local authorities
   - Ministries responsible for the Wadden Sea World Heritage
   - Municipalities (Varde, Esbjerg, Fanø, Tønder)
   - Danish National Park Foundation

2. Info centres
   - Wadden Sea Info-centres and nature education organisations (the extended IWSS network)

3. National Park Partners (Niedersachsen, Schleswig-Holstein)

4. Tourism and Marketing Organisations
   - Business Region Esbjerg
   - Die Nordsee GmbH

5. Green NGOs in the Wadden Sea region

6. Private companies with specific permission

- Fryslân Marketing
- Marketing Groningen
- Marketing Texel
- Nordsee-Tourismus-Service GmbH
- Royal Dutch Touringclub ANWB
- Stichting Waddenfederatie
- Waddeneilanden- Samenwerkingsverband VAST
**Logo use and relationships with others**

The Wadden Sea World Heritage logo is primarily intended for non-commercial information and awareness raising for the World Heritage site. It should always be placed on the bottom left of own and co-published publications.

**Non-commercial use**
For non-commercial use, the logo can be displayed only in an editorial context (e.g. in a magazine/online/book text, calendar, photo series, presentation) in order to inform about and show the support for the Wadden Sea World Heritage.

All of the following minimum requirements must be met for the logo to be included in a publication:

– **CONTEXT**: consists of information about the entire Wadden Sea World Heritage and its values

– **ATtribution**: reference to the official website (www.waddensea-worldheritage.org)

– **Non-commercial**: not connected with or engaged in specific commercial products/offers/business

Non-commercial use of the logo by a stakeholder, or as part of non-commercial information, generally does not require payment of royalties.

**Commercial use – trademark licensing agreement**
Use of the logo in connection with any commercial or for profit purpose requires a license agreement and payment of royalties. If you wish to use the logo in this way in order to promote your goods and/or services, you should contact the CWSS for further information and conditions at info@waddensea-secretariat.org.

**Co-publications with partners**
The Wadden Sea World Heritage logo should always be on the bottom left on the title page. The main publisher's logo should be on the bottom right. Other partner logos (including the CWSS logo) should go on the last page in a logo soup.

**Inside logo**
This ‘inside logo’ may be used for any type of non-commercial printed material with information on the Wadden Sea World Heritage by third parties such as tourism organisations, hotels, eco guides, tourist information. This ‘inside logo’ may be placed anywhere on the title/front page of any printed material and should be detached from the publisher’s brand.
Common Wadden Sea Secretariat (CWSS) logo

The CWSS logo is our organisational marque and should be used for internal communications and reports which are not widely public facing.
Marketing co-operation logo

Several Interreg projects (A and B) work on the implementation of the trilateral Wadden Sea Sustainable Tourism Strategy and the World Heritage Strategy. To visualise this close relationship, the project shall use the marketing co-operation logo, containing the project’s logo, a clear word message (“UNITED FOR”) and the Wadden Sea World Heritage logo. The logo may be placed on co-op branded (non-commercial) products and services according to the WSWH Logo Guidelines.
Logo spacing

Clear space: Wadden Sea World Heritage logo

Clear space around the logo should equal the height (x2) and width of the letter ‘W from the Wadden Sea text as shown.

Minimum size
The logo has a minimum height of 15mm.

Clear space: Common Wadden Sea Secretariat logo

Clear space around the logo should equal the height of the semi-circle as shown above.

Minimum size
The logo has a minimum height of 15mm.
The colours shown on the right are for use in all Wadden Sea communications. They can be used as bold coloured backgrounds to stand out on marketing materials as well as part of graphs and charts for designing information. High quality photography of the Wadden Sea landscape, flora and fauna also add colour to our brand.

**Dark blue**
Pantone 547  
CMYK 95 9 0 85  
RGB 0 48 71

**Mid blue**
Pantone 3015  
CMYK 85 50 0 0  
RGB 0 120 182

**Light blue**
Pantone 298  
CMYK 69 7 0 0  
RGB 0 183 229

**Light blue** (20% tint)  
CMYK 14 0 0 0  
RGB 216 238 250  
For use as coloured backgrounds

**Mid-grey**  
CMYK 0 0 0 50  
RGB 150 150 150  
For minimal use as supporting colour only, such as photo captions.
Colours – secondary brand colours

The colours shown here are for use in documents where more colours are required for use in charts, graphs and tables.

Tan
Pantone 3015
CMYK 23 56 100 7
RGB 187 120 41

Light green
Pantone 346
CMYK 56 0 54 0
RGB 114 197 150
This colour is used online. It can also be used for ‘traffic-light’ style highlighting in graphs and tables.

Teal
Pantone 7699
CMYK 84 54 35 12
RGB 52 100 127

Orange-red
Pantone 7598
CMYK 17 86 99 6
RGB 195 70 39
Use this colour for ‘traffic-light’ style highlighting in graphs and tables.

Yellow
Pantone 143
CMYK 2 32 91 0
RGB 246 179 50
Use this colour for ‘traffic-light’ style highlighting in graphs and tables.

Light green
(20% tint)
Pantone 346
CMYK 11 0 9 0
RGB 227 243 234

Brown
Pantone 470
CMYK 26 71 98 15
RGB 168 89 39

Yellow
Pantone 143
CMYK 2 32 91 0
RGB 246 179 50
Use this colour for ‘traffic-light’ style highlighting in graphs and tables.
Primary typeface
Our primary typeface is Houschka Alt Pro, which is a paid-for font. Houschka is used on marketing materials, signage and information material.
To download it please visit myfonts.com

Alternative typeface (for internal and Microsoft Office use)
For emails and other electronic short documents, Arial is a widely available sans-serif font.
For longer documents, for example scientific publications, Georgia is a good choice for on-screen reading that also works well when printed.

Legacy fonts
For large print products such as exhibition plates that are updated infrequently and in parts, Rotis Sans Serif should be used until the next general relaunch of said product line.

This is Houschka Alt Pro Medium, which is used for text.
*There is also an italic version which should be used for latin names of species and references within glossaries.*

This is Houschka Alt Pro DemiBold, which is used for headings and subheadings.

This is Houschka Alt Pro Bold, which is used for headings, subheadings and highlighting within text.

This is a short passage of text set in Arial Regular. You can use Arial Bold for headings, subheadings and text highlights. *There is also an italic version which should be used for latin names of species and references within glossaries.*

This is a short passage of text set in Georgia Regular. You can use Georgia Bold for text highlights. *There is also an italic version which should be used for latin names of species and references within glossaries.* Georgia can be used for longer reports, documents and scientific publications as it was designed for easier on-screen reading and also works well when printed.

**Arial as headings**
Arial bold can be used as headings and subheadings alongside Georgia as body text to create some contrast and help visually break up long sections of text.

This is Rotis Sans Serif, which is a legacy font, and is only to be used to keep large print products up to date. It is being phased out.
Section titles:

Arial Bold, light blue, 24pt, single line spacing, with 17pt spacing before and after each paragraph.

Sub-sections:

Arial Bold, dark blue, 14pt, 17pt line spacing, with 30pt space before and 8.5pt space after each paragraph.

Subheadings:

Arial Bold, black, 12pt, 17pt line spacing, 8.5pt space after each paragraph.

Body text: Georgia Regular, Black, 11pt, 17pt line spacing, 8.5pt space after each paragraph. Italic and bold versions can be used to highlight within the text.

Captions: Based on body text style, but Italic, light blue and indented by 1cm both left and right.

Text within tables should be Arial Regular, Black and 10pt.

The Wadden Sea colours detailed in this document should be used for creating charts, graphs and tables.
Examples in use

PowerPoint presentation

UNESCO Weltnaturerbe
Wattenmeer – Waddenzee – Vadehavet
Drei Länder. Ein Welterbe.

Weltnaturerbe Wattenmeer
• 11.400 km² Schutzfläche
• 500 km Küstenlinie
• 3 Staaten

Auflagen als Welterbestätte
✓ Schutz & Management des Wattenmeers und seiner innerliegenden Umwelt (UM)
✓ Vorkommens- & Erhaltung von Artenschutz & naturnahen Landschaften
✓ Umschlag eines Mindestprogramms zu invasiven Spezies aus Ballastwasser & Aquakulturen
✓ Stärkung der Management- & Forschungscooperation am Atlantisch-Europäischen Flugweg
✓ Trilaterale Wattenmeer-Zusammenarbeit

OUN des Wattenmeers

1. Kriterien (77 v. i. s. a. OG)
   Geologische, biologische Prozesse, Biodiversität
2. Integrität (78 OG)
   11.400 km² repräsentieren alle kritischen, räumlich und phasenweise, wahrhaftig und existent, Stellen im Grau
3. Angemessener Schutz & Management (79 OG)
   Naturschutz, Naturnahen Wattenmeers, Monitoring (TRAP)

Folded leaflet

A skein of geese cackle in the air. A wader cautiously picks its way through dense patches of sea grass and mud flats full of shellfish. A siren is heard in the distance. The sound of a landfilling machine? No, it is the distant call of a piping plover. You are coming close to the beach, but it is still nearly 10 to 12 million migrating birds on their way from their breeding areas in Siberia, Canada or Scandinavia to their wintering grounds in the Mediterranean. The Wadden Sea has many different kinds of habitat and therefore unique in its variety. This huge variety is the magnificent result of natural processes that evolved – and how it continues to do so. Today, you can see with your own eyes how the landscape has changed. In June 2009 the Wadden Sea was added to the list of World Heritage Sites, the first place on the list which is shared among three countries: the Netherlands, Germany and Denmark. The designation as World Heritage Site has neither influence on the protection status of the area nor does it cause any new regulations. UNESCO, the United Nations Educational, Scientific and Cultural Organization, placed the Wadden Sea on the World Heritage List like the Great Barrier Reef in Australia, the Great Smoky Mountains in the USA or the Great Barrier Reef in Australia. The Wadden Sea has a unique biodiversity on a worldwide scale. Biodiversity on a worldwide scale.
Examples in use

TRAVEL AND PROTECT: Contributing to Nature Conservation through Tourism in the Wadden Sea

Good practice and recommendations as a basis for further discussions on sustainable financing mechanisms through tourism in the Wadden Sea World Heritage Destination

The Wadden Sea World Heritage Site

2.1 CONSERVATION REQUIRES SUPPORT

When it comes to the financial and administrative support of nature conservation, the tourism sector is an important source of revenue for national parks and conservation sites. To ensure that tourism and nature conservation can coexist, it is essential to have a well-developed infrastructure to support both aspects. The infrastructure helps to mitigate the impact of tourism on the environment by providing opportunities to experience nature without damaging it. This tourism-related infrastructure also supports landscape and biodiversity conservation, ensuring that visitors have the chance to see the natural beauty of the Wadden Sea.

In the German Wadden Sea region of Lower Saxony and the Netherlands, national park-related tourism has already accounted for an annual income of several million euros. In Denmark, the tourism sector has achieved as a main component of benefits, with visitors contributing to the enormous importance of the Schleswig-Holstein Wadden Sea region. The typical visitor infrastructure of information boards, signs, and other facilities is mainly financed through public and private sector contributions. In some cases, the wardens also cover a minor extent of the costs of providing information and opportunities for nature conservation.

While the conventional sources of conservation funding, such as governments and non-governmental organizations, are extremely important, this is not the only way to achieve conservation goals. Many tourism companies and private individuals also play a role in nature conservation. For example, the Wadden Sea National Park has established a partnership with several hotels and restaurants in the region to promote sustainable tourism practices. The Wadden Sea National Park also collaborates with local communities to ensure that tourism is managed in a way that benefits both the environment and the local economy.

In conclusion, tourism can be a powerful tool for nature conservation if properly managed and communicated. It is essential to ensure that tourism activities support the conservation efforts of the Wadden Sea and its surrounding areas. By working together, we can ensure that the Wadden Sea remains a World Heritage Site for years to come.
The Wadden Sea is the largest unbroken system of intertidal sand and mud flats in the world: a seascape of immeasurable importance. It spans 500 km and the coastline of three countries – Germany, Netherlands and Denmark.

The Wadden Sea is a place like no other; where a rich network of habitats and environments is home to thousands of species of flora and fauna. Its global importance lies not only in the context of the East Atlantic Flyway but also in the critical role it plays in the annual conservation of 10-12 million African-Eurasian migratory waterbirds that rely on the food source it provides during migrations between the Arctic and Africa.

It's a dynamic, yet fragile, landscape. A World Heritage Site that stands alongside other world famous natural wonders such as the Grand Canyon in the USA and the Great Barrier Reef in Australia. Inscribed on the World Heritage List as being a place of Outstanding Universal Value, the Wadden Sea is a place like no other on Earth.

Core characteristics

The core characteristics of the Wadden Sea World Heritage brand outline what the brand stands for, what makes the Wadden Sea distinctively and why it has been designated as a World Heritage Site.

- To protect the world's largest unbroken system of intertidal flats, and maintain its intactness for present and future generations.
- To be irreplaceable in its global importance of biodiversity and of its ecological and geological processes.
- To offer a complete and intact area thanks to nature conservation and trans-boundary cooperation.
- To be seen as a gift of the past for the future, creating remarkable experiences and unforgettable memories.
- To stand up for our heritage and take responsibility for our future.
- To offer a unique natural environment for inspiration, enjoyment and recreation.
- To continue forging links between tourism and nature conservation.

Welcome to the Wadden Sea

There is only one Wadden Sea, and one global heritage we can share with the world.