

Saimaa Geopark ry

**GUIDELINES FOR
COMPANIES ON
USING THE LOGO OF
SAIMAA GEOPARK
PARTNER**

Background

Saimaa Geopark was established to promote the vitality of the nine member municipalities located in the provinces of South Savo and South Karelia, to increase awareness at home and abroad, to highlight the region's rich geology, nature and culture, and to increase knowledge of the geological heritage through education. Saimaa Geopark operates in accordance with the principles of sustainable development and promotes the productization and operation of sustainable development. For its part, Saimaa Geopark takes part in the strong brand building work in the Saimaa region and also grows its own brand. A uniform layout has been created for Saimaa Geopark, which is used e.g. in trade fairs, websites and brochures.

A key element in the joint operations of the companies and Saimaa Geopark is the Saimaa Geopark Partner logo, which the operators in the region can use by applying for a license in order to market their products and services.

Ownership of the Saimaa Geopark logo, use of the logo and the Partner logo

The Saimaa Geopark logo and name are owned by the Saimaa Geopark Association, whose member municipalities are: Imatra, Lappeenranta, Mikkeli, Juva, Sulkava, Puumala, Ruokolahti, Savitaipale and Taipalsaari. The logo was designed by Avidly, formerly Nitrold. The logo depicts the nine member municipalities, soil, nature and water. The right to use the official logo is owned by Saimaa Geopark ry.

Once Saimaa Geopark receives Unesco Global Geopark status, the UNESCO logo cannot be passed on to third parties and the logo cannot be used for commercial purposes. The same rule applies to the Unesco Global Geoparks and European Geoparks logos.



Saimaa Geopark Association logo



Official Unesco logo, Unesco Global Geoparks logo and European Geoparks logo

Saimaa Geopark's business partners, partners, can apply to the association for the right to use the Saimaa Geopark partner logo.

Saimaa Geopark Partner logo available for companies

Saimaa is a geologically unique lake area in the world, and geology brings new content to tourism in the southern Saimaa region. Saimaa Geopark's task is to promote the productization of activities in a sustainable manner and to develop nature tourism in the area.

Geopark creates new operating conditions for companies in the region and strengthens the tourism industry by supporting companies and offering expertise in the productization of geological content, networking companies with each other and with experts in various fields. The activities also provide the region and its actors with opportunities for international network cooperation and international visibility.

The Saimaa Geopark Partner logo, designed for the companies in the area, communicates to service users about a positive and responsible actor who values clean nature and lake water, nurtures the area's cultural heritage and contributes to the development of nature tourism.

The Partner logo unites entrepreneurs, products and services in the area. The common logo attracts attention and contributes to the awareness of the region, companies and their products and services. Products and services provided with the Partner logo are of high quality and produced and designed in accordance with the principles of sustainable development and responsible tourism. Over time, the Saimaa Geopark Partner logo will grow into a strong brand visible in the region. The Partner logo also binds Saimaa Geopark Association and entrepreneurs. Working together in productization is the best way to add vitality to the area.

With Saimaa Geopark's international operations, companies with the Partner logo also gain visibility and recognition outside the country.

General information on using the Saimaa Geopark Partner logo

Companies and organizations located in the municipalities of the Saimaa Geopark area (Imatra, Lappeenranta, Mikkeli, Juva, Sulkava, Puumala, Ruokolahti, Savitaipale and Taipalsaari) can apply for the right to use the Saimaa Geopark Partner logo to market their services and products.

The Saimaa Geopark Partner logo may not be used in the marketing of products and services that may be considered contrary to Saimaa Geopark's values or general good taste and morals. The operational staff of Saimaa Geopark may, by decision, revoke the right to use the logo from a company which it considers to be misusing the logo or which does not comply with the terms of the user agreement.

The company / organization receives the right to use the logo after providing a link to its website. The link will be attached to the companies and organizations on the www.saimaageopark.fi pages under the sub-page Partners.

In addition, the company must put a link to the Saimaa Geopark website www.saimaageopark.fi on its own website.

The Saimaa Geopark Partner logo is delivered electronically to companies and organizations licensed to use the logo. The material is accompanied by instructions on how to use the logo in different media. No changes may be made to the logo or its colors.

The words Saimaa Geopark Partner can also be used in the products instead of the logo.

Applying for the right to use the Saimaa Geopark Partner logo

The operational staff of Saimaa Geopark determines the terms of use of the Partner logo and approves applications and maintains an up-to-date register of all holders of the Saimaa Geopark Partner logo.

The right to use the logo is granted by the operational staff of the Saimaa Geopark organization on a case-by-case basis. The license for the logo is applied for using the logo license form (appendix).

The right to use the logo begins when the Geopark organization has approved the application for the right to use the logo and notified the applicant of its acceptance.

The first license to use the Partner logo is valid until December 2020. During the fixed - term contract period, user experiences will be collected from both Partner companies and Saimaa Geopark, and the best possible contract practices will be sought for the contract to be concluded in 2021. In good time before the deadline, Saimaa Geopark will inform the Partner companies about the future.

There is no company-specific annual fee for using the Saimaa Geopark Partner logo.

Criteria for companies using the logo:

- The company's / community's activities must mainly take place in the Saimaa Geopark area (In this context, the Geopark area means the area of the municipalities of Imatra, Lappeenranta, Mikkeli, Juva, Sulkava, Puumala, Ruokolahti, Savitaipale and Taipalsaari).
- The company / community must provide services and products related to Saimaa Geopark.
- Saimaa Geopark Association organizes annual induction trainings for company / community members that they are recommended to participate.
- The company / community must keep information about Saimaa Geopark and its activities on its premises and on its website. The company/community website must have at least a link to www.saimaageopark.fi.
- The company's / community's activities and products must be in line with Saimaa Geopark's values.
- The company / community is responsible for the safety of its products and services.
- Handicraft products should be mainly domestic and, if possible, made from domestic raw materials, they should favor natural materials (exceptions can be accepted depending on the intended use).
- Products should be designed and produced in: Imatra, Lappeenranta, Mikkeli, Juva, Sulkava, Puumala, Ruokolahti, Savitaipale and Taipalsaari but it is not absolute condition if the product otherwise meets the Geopark criteria well.
- The product must be aesthetic and of high quality, it must be suitable for the intended use so that it will withstand the use for which it was designed.
- It is recommended that the product is packaged in an environmentally friendly manner and that the packaging is easy to dispose of and does not contain substances harmful to nature.
- The product must be accompanied by information on the product, the materials used and the manufacturer, as well as instructions or the seller must be able to communicate that information.
- The product must be marked / mentioned Saimaa Geopark Partner or Saimaa Geopark Partner logo
- As a general rule, a product cannot be an industrially made souvenir found in tourist destinations around the world with different logos.
- The Geopark organization reserves the right to market, sell and manufacture official Saimaa Geopark logo products (e.g. t-shirts, hoodies, pins, etc.).

Accommodation establishments and restaurants

Accommodation establishments that use the Saimaa Geopark Partner logo in their marketing must display information about the Saimaa Geopark area and its places to visit. Information should be in both room folders and public areas. Room folders can contain, for example, a Geopark brochure. The Saimaa Geopark organization supplies this material. The hotel staff must be able to tell guests about the Geopark and its destinations.

Restaurants can market, for example, the Saimaa Geopark menu. The main part of the ingredients of the menu should be domestic and preferably locally produced. For example, fish caught in nearby lakes, game harvested in the vicinity or meat raised in the vicinity can be marketed as a Saimaa Geopark product. In contrast, a meal whose main ingredients are foreign cannot be marketed as part of a Geopark menu, such as cod, Brazilian steak, or the like. The restaurant must also have information about the Saimaa Geopark in whole and the staff must be able to tell about it.

Program services

The program service entrepreneur is committed to the protection of the area's nature (e.g. the Saimaa ringed seal), the preservation of the area's geological heritage and the company's operations are in line with sustainable development. When moving in nature, people follow marked routes and use existing structures. Most of the program services marketed as a Saimaa Geopark Partner product must take place in the Saimaa Geopark area.

As a Saimaa Geopark Partner product, the company cannot market a program service that takes place completely outside the delimitation of the area. The company's staff must tell their customers about Saimaa Geopark.

Abuse

Saimaa Geopark's operational personnel has the right to revoke the permission to use the logo if the user is found to have misused the logo or the user does not comply with the principles, rules and requirements. If the investigation shows that the suspicion is justified, the logo license will be revoked.

Saimaa Geopark material must be removed from the company's marketing materials as soon as possible after the revocation of the right to use the logo.

Further information

For further information on using the logo or Saimaa Geopark, please contact the Saimaa Geopark Association or member municipalities.

Application form for the use of Saimaa Geopark Partner -logo

Partnership agreement is valid till December 2020.

Company name: _____

Company address: _____

Company ID: _____

Domicile: _____

Company website: _____

Description of company's services:

Additional information:

I hereby undertake to comply with the rules governing the use the Saimaa Geopark Partner-logo.

Date and place:

Signature and name in block letters:

Send the application form to: saimaageopark@imatra.fi

Application has been processed / approved by the Saimaa Geopark Association.