

# 2024 | Guideline for Businesses

Use of the Saimaa Geopark Partner logo



## 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 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 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 is 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, the land and rock, nature, and water. The official logo is owned by Saimaa Geopark ry. The UNESCO logo cannot be transferred to third parties and cannot be used for commercial purposes. The same rule applies to the UNESCO Global Geoparks and European Geoparks logos. Partners use only the Partner logo for partners. The use of the UNESCO logo on websites is prohibited.



Saimaa Geopark ry's logo



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. The mission of Saimaa Geopark is to promote sustainable products and activities and to develop nature tourism in the area. Geopark creates new operating conditions for companies in the area and strengthens the tourism industry by supporting companies and providing expertise in the productization of geological content, networking companies with each other and with experts in different fields. It will also provide the region and its operators with an international network of cooperation opportunities and international visibility.

The Saimaa Geopark Partner logo, aimed at businesses in the area, sends a message to service users that they are positive, responsible operators who value clean nature and lake water, cherish the cultural heritage of the area and contribute to the development of nature tourism. The Partner logo links entrepreneurs, products and services in the area. A common logo attracts attention and helps to raise awareness of the area, its businesses, products and services. The products and services bearing the Partner logo are of high quality and are produced and developed in accordance with the principles of sustainable development and responsible tourism. The Partner logo also links Saimaa Geopark Association and the entrepreneurs to each other.

Working together and creating products is the best way to increase the vitality of the region. Saimaa Geopark's international activities also give companies with the Partner logo visibility and recognition outside the country's borders.

## **GENERAL INFORMATION ABOUT USING THE SAIMAA GEOPARK PARTNER LOGO:**

Companies and communities located in the municipalities of the Saimaa Geopark area (Imatra, Lappeenranta, Mikkeli, Juva, Sulkava, Puumala, Ruokolahti, Savitaipale and Taipalsaari), in the area affected by the Geopark and/or strengthening the Geopark's activities can apply for the right to use the Saimaa Geopark Partner logo for marketing 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 the values of Saimaa Geopark or to public good taste and morals. Saimaa Geopark's operational staff may by decision withdraw the right to use the logo from a company that they consider to be misusing the logo or not complying with the terms of the user agreement.

The company must include a link to the Saimaa Geopark website [www.saimaageopark.fi](http://www.saimaageopark.fi) and the submitted Saimaa Geopark Partner logo on its own website. The Saimaa Geopark Partner logo will be delivered as electronic material to the companies and organisations that have been authorised to use the logo. The material will be accompanied by instructions on how to use the logo in various media. No changes may be made to the logo or its colours. The words Saimaa Geopark Partner may also be used on products instead of the logo.

## **APPLYING FOR THE RIGHT TO USE THE SAIMAA GEOPARK PARTNER LOGO:**

Saimaa Geopark's operational staff determines the terms of use of the Partner logo, approves applications and maintains an up-to-date register of all Saimaa Geopark Partner logo holders. The right to use the logo is granted by the operational staff of Saimaa Geopark on a case-by-case basis. The application for the right to use the logo is made using the logo right form (Annex).

The right to use the logo starts when the Geopark Organisation has approved the application for the right to use the logo and notified the applicant of its approval. There is no annual fee per company for the use of 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.
- The company/community must display information about Saimaa Geopark and its activities on its premises and website. The web pages 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 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.).

## **FOOD PRODUCTS:**

Food products such as berries, mushrooms, meat, fish and others: good quality food products caught and collected from Imatra, Lappeenranta, Mikkeli, Juva, Sulkava, Puumala, Ruokolahti, Savitaipale and Taipalsaari can be marketed as Saimaa Geopark Partner products. Information about Saimaa Geopark must be included on the packaging or on the manufacturer's website.

## **ACCOMMODATION AND RESTAURANTS:**

Accommodation establishments that use the Saimaa Geopark Partner logo in their marketing must display information about the Saimaa Geopark area and its attractions. For example, a brochure of the Geopark area can be displayed on the room decks. The Saimaa Geopark organisation will provide this material. The hotel staff should be able to inform customers about the Geopark and its sites. Restaurants can promote e.g. the Saimaa Geopark menu. The main part of the menu should be domestic and preferably local products. For example, fish caught in local lakes, game hunted in the local area or meat grown in the local area can be marketed as a Saimaa Geopark product

## **PROGRAM SERVICES:**

The programme service provider is committed to the conservation of the area's nature (e.g. the Saimaa ringed seal), to the preservation of the area's geological heritage and to sustainable development. When travelling in the countryside, the operator follows marked routes and uses existing structures. Programme services marketed as Saimaa Geopark Partner products must take place mainly in the Saimaa Geopark area. A company cannot market as a Saimaa Geopark Partner product a programme service that takes place entirely outside the boundaries of the area. The company's staff must inform their customers about Saimaa Geopark.

## **ABUSE:**

Saimaa Geopark's operational staff has the right to withdraw permission to use the logo if the user is found to have misused the logo or does not comply with the principles, rules and requirements. If the investigation shows that the suspicion is justified, the logo licence will be revoked. Saimaa Geopark material must be removed from the company's marketing materials as soon as possible after the withdrawal of the logo licence.

## **MORE INFORMATION:**

For more information on how to use the logo, please contact the Saimaa Geopark organisation.