

# Logo Usage Guidelines for Certified Entities

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# ABOUT THE GSTC

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The Global Sustainable Tourism Council® (GSTC®) is the leading global authority in setting and managing standards for sustainable travel & tourism. The GSTC manages the GSTC Criteria, the global standards for sustainable travel and tourism; as well as acts as an international body providing assurance for sustainable tourism certification in three key subsectors of tourism: hotels/accommodations, tour operators/agencies, and destinations.

The “GSTC-Certified” Logo is issued to the businesses and destinations certified to the GSTC Criteria or a GSTC-Recognized standard by a GSTC-Accredited Certification Body. This logo is a mark of quality and demonstrates that the business or destination has been audited by a quality certification body, showing compliance with the global standards in sustainable tourism.

# GSTC CRITERIA

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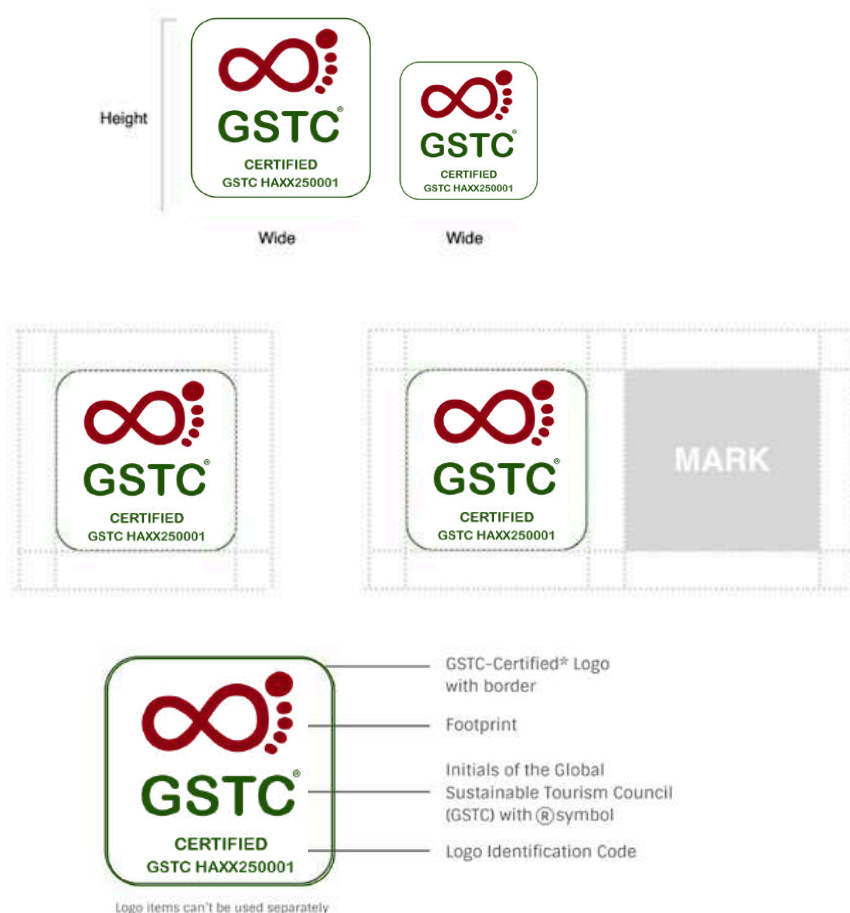
The GSTC Criteria is arranged in four pillars: (A) Sustainable management; (B) Socioeconomic impacts; (C) Cultural impacts; and (D) Environmental impacts. All Criteria sets allow additional elements (criteria & indicators) and different expressions by standard owners.

The GSTC Criteria forms the foundation for GSTC’s role in providing assurance for impartiality and competence of Certification Programs that certify tourism industry businesses and destinations as having sustainable policies and practices in place. GSTC does not directly certify any products or services; but it provides assurance for those that do.

# GSTC-CERTIFIED LOGO AND LANGUAGE USE GUIDELINES

## Logo (color, space, colors, background, misuse)

The GSTC-Certified\* Logo may only be used where it has a contrasting background and is of a size with the text component being readable by a person of average eyesight.



CMYK is the color mode intended for printing with ink, such as business card designs and posters. RGB is the color mode intended for digital communication, such as websites and television.

*\*Note: we use the term "GSTC-Certified" as shorthand for "Certified by a Certification Body that is GSTC-Accredited"*



## Logo (color, space, colors, background, misuse)

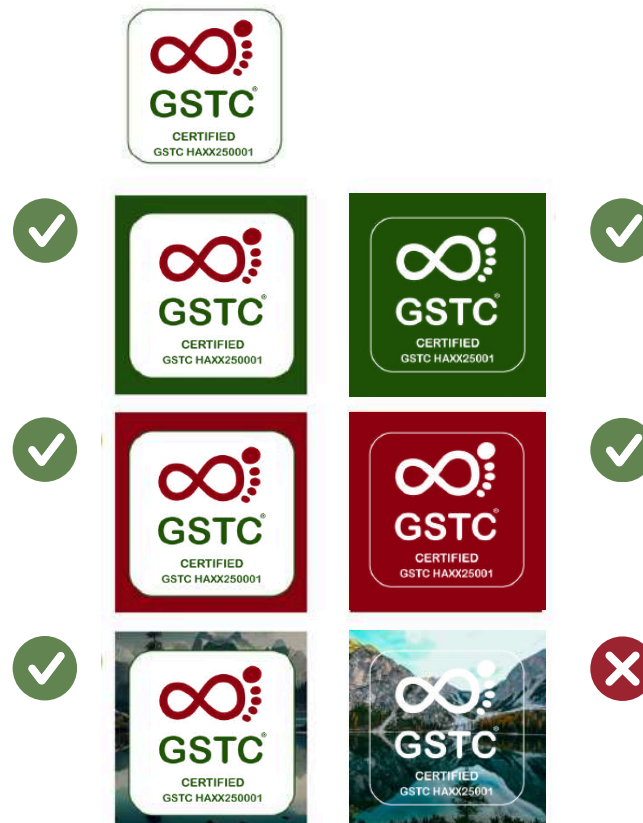
The GSTC-Certified Logo is required to be displayed against a contrasting background to ensure clear visibility and must be of sufficient size such that the text component is easily readable by a person with average eyesight. And must be placed within a minimum distance (1/3 of the size of the certified logo) from other logos.

This ensures that the logo stands out distinctly and its textual elements are legible, allowing for immediate recognition and comprehension without straining the eyes. These guidelines are in place to maintain the logo's integrity and effectiveness in communication.



CMYK	RGB	HTML
95, 56, 100, 29	30, 80, 6	#1e5006
36, 100, 100, 9	140, 0, 15	#8c000f
0, 0, 0, 100	35, 31, 32	#231f20
0, 0, 0, 0	255, 255, 255	#FFFFFF

## Official colors of the GSTC-Certified Logo:



# INCORRECT USAGE

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The above GSTC-Certified Logo may only be used where it is complete with all elements of the Logo. Only a **black version** or a **white version** can be used to match the background and the design of the artwork where they are being used. In other words, the above GSTC logos cannot be cropped, changed colors, or modified in any way.



The above GSTC logos may only be used where it has a contrasting background and is of a size with the text component being readable by a person of average eyesight. When placing the logo over background colors, ensure that legibility is maintained.



## Türkiye/TGA Sustainable Tourism program Logos – FOR USE IN TÜRKİYE ONLY

In addition to the 'GSTC-Certified' Logo, Hotels in Türkiye that have been certified to the **TGA Sustainable Tourism Program** can also use the designated logo found below.

Used by those businesses that are fully certified by GSTC-Accredited Certification Bodies to the full requirements of the GSTC Accreditation Manual and that have achieved Sustainable Tourism Program Stage 3.

### Logo of TGA Sustainable Tourism Program:



### Logos of the Certificates



The same rules apply to these logos.

## **What it means**

The GSTC-Certified Logo consists of the GSTC Logo along with a distinctive GSTC-Certified Logo **Identification Code**. This code remains unique to the certified business and does not change even after recertification.

## **Who can use it (and who cannot use it)**

The GSTC-Certified Logo is reserved exclusively for businesses (hotels, accommodations and tour operators) that have been Certified to the GSTC Criteria by a GSTC-Accredited Certification Body (CB).

The GSTC-Certified logo may only be used when it has been issued to the tourism hotel, or tour operator by a GSTC-Accredited Certification Body; and may be used only as a supplement to the CB's logo and not alone without the presence of the CB's logo.

In the event that the GSTC-Accredited Certification Body revokes, ceases, suspends, fails to renew or removes certification, the hotel, tour operator or destination must immediately cease use of the GSTC-Certified Logo.

## **Certification Schemes**

When the Certification Body is acting in partnership with a Recognized Standard Owner (RSO) under a Certification Scheme (CS) Licensing Agreement, the logo of the Recognized Standard must appear in conjunction with the GSTC-Certified Logo.

## **When to use**

A hotel, accommodation, or tour operator can display the GSTC-Certified Logo online on their website along with the CB's Logo.

## **For Hotel Groups**

Please note that hotel groups should use the GSTC-Certified Logo only for hotels that have been certified individually or as part of multi-site certification.



## Examples Hotels

### Ascott Somerset Greenways Chennai

Feedback from the property General Manager:

*"The GSTC certificate has been displayed in the lobby along with other accolades of the property and even in the HOH area. Below is a screenshot of the GSTC accreditation featuring on the landing page for Somerset Greenways Chennai. In terms of value it has always been appreciated and looked upon by guests at the property. Also it certifies all our sustainable efforts which the sales team also uses when they are on calls with corporates and other customers."*



### Ascott Orchard Singapore





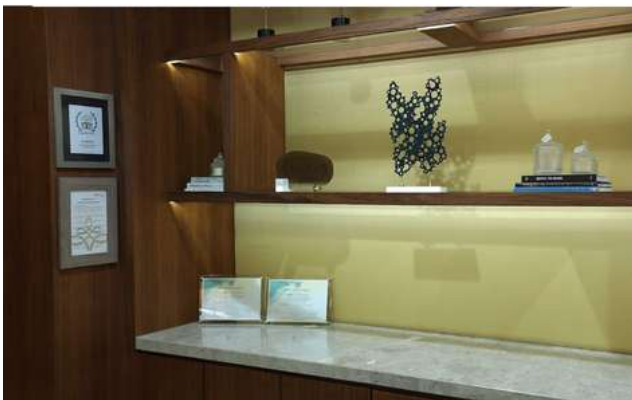
## Mandarin Oriental Hyde Park



## Annabella Diamond Hotel&SPA



## Equarius Hotel - Resorts World Sentosa



## Cornelia Diamond Golf Resort & Spa



## Xanadu Paradise Island Resort





## Limak Ambassador Hotel



## Occidental Ankara Hotel



## Baia Hotel





## Permitted Uses

To effectively implement the placement of the GSTC-Certified logo along with the Certification Body's (CB) logo across various media and contexts, you can follow the permitted uses described below. Kindly note that the exclusion zone must be 33% of the size of the GSTC-Certified logo. Both logos must be proportionally equal.



### Online Platforms:

Websites and Banners: Incorporate both logos at the footer or header of the website to maintain visibility on all pages. For banners, ensure both logos are prominent, either at the beginning or end of the visual.



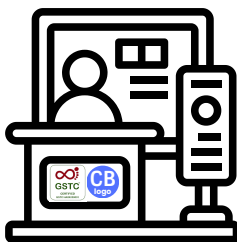
### Advertising:

Use both logos in a way that aligns them visually with the campaign's message. Place them in a consistent location across all advertisements, preferably where they can be seen immediately by the audience.



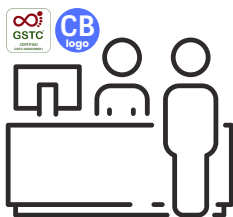
### Events:

At events, both logos can be featured on all printed materials, including tickets, brochures, and official event signage.



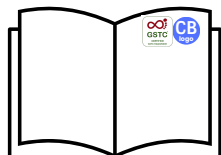
### Trade Shows/Displays:

Roll-up banners and photocalls: Logos should be prominently displayed at the top or bottom of roll-up banners. For photocalls, place the logos at the top center or corners to ensure visibility in photographs.



### Points of Sale:

Place both logos at eye level on a table or shelf visible to the public.



### Internal Corporate Communications:

Ensure that both logos are used on the cover page or header/footer of internal documents, such as guidelines for employees or other internal communication documents. This helps reinforce the certification status internally.

For all these placements, ensure that the logos are of similar size and visibility to maintain brand integrity.

## **Permitted Uses Clarifications**

The GSTC-Certified Logo may only be used to promote the certified status of the actual hotel, accommodation, or tour operator that is certified by a GSTC-Accredited Certification Body.

The GSTC-Certified Logo may only be used on printed, electronic and broadcast media where it clearly pertains to the status of the actual hotel, tour operator or destination that is certified by a GSTC-Accredited Certification Body.

The Certified to the GSTC Criteria Logo may NOT be used where it may infer certification of other bodies or tourism products (e.g. use by a hotel group for all of group promotion where all hotels and not certified by a GSTC-Accredited Certification Body).

The GSTC-Certified Logo may only be used on signage, name plates etc., where the full logo, including the Identification Code, is included.

## **Correct Language**

We use the term “GSTC-Certified” as shorthand for “Certified by a Certification Body that is GSTC-Accredited”.

“Example Hotel is GSTC-Certified by Name CB that is GSTC-Accredited.”

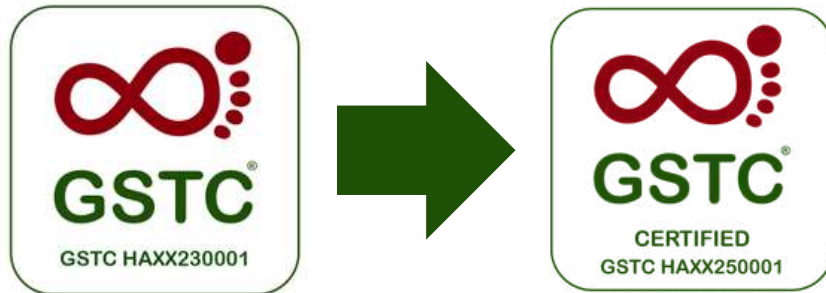
## **Marketing Approvals**

Any use by a third party (e.g. in a travel agent or wholesaler brochure, or on an online travel agencies website) must be approved by the actual hotel, tour operator or destination that is certified by a GSTC-Accredited Certification Body and is subject to these terms of use.



## Transition Plan for the GSTC-Certified Logo Update during 2025

**Adoption Start Date:** Starting in 2025, all newly issued logos will adopt the updated format. The updated logo retains the recognizable GSTC design, with the addition of the word "CERTIFIED": The word "CERTIFIED" has been added beneath the GSTC text to further highlight the certified status of the organization or property.



**Transition Period:** For entities certified up until 2024, the GSTC will re-issue the currently in use GSTC-Certified logos. The logo on the certificate can be updated upon certificate renewal. For digital materials, we encourage updates to be completed by December 31st, 2025.

**Re-issuing of certificates and Logos:** Certificates featuring the old logo will only have to be re-issued upon renewal of the certification. There is no need to update or replace certificates before their renewal date, as both the old and new logos will be considered valid during the transition period.

For example, if a certified entity's certification renewal date is in January 2026, the old logo can remain on the certificate until that renewal occurs. The new logo must be included on the new certificate upon renewal.

**Digital and Website Updates:** We encourage certified entities to prioritize updating websites and other digital assets to align with the new logo as soon as feasible. Digital updates are generally easier to implement compared to printed materials. To ensure consistent branding, all websites should ideally reflect the updated logo by December 31, 2025, wherever practicable.

**Printed Materials:** For printed materials already in circulation, we acknowledge that immediate replacements may not be practical. We recommend aligning printed material updates with the certification renewal period or during reprints whenever feasible.





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Global Sustainable Tourism Council