
Corporate trademark
graphic standards

lloret
 de mar

Preamble

The European Union defines the collective trademarks of the Union («community collective trademarks») in a comprehensive manner, referring to these as marks that are capable of distinguishing the products or services of the members of the association that owns the mark, from the products or services of members of other associations.

The applicant must be an association with the legal capacity to acquire rights and to enter into obligations in accordance with the rules of the State to which it belongs. The definition of association is very broad and explicitly includes the possibility of the community collective trademark being requested by a national public-law entity, as is, for example, Lloret de Mar Town Council.

However, a collective trademark shall not entitle the proprietor to prohibit a third party from using such signs or marks in the course of trade, provided that they are used in good faith (honest use) in industrial or commercial matters. In particular, this trademark may not be invoked against a third party who was entitled to use a geographical designation.

Signs that can be used as collective marks include those that designate geographical origin. In this case, the mark is not only the geographical designation, but also a specific graphic symbol which may not be used without authorisation.

The regulation governing the use of the mark stipulates the persons authorised to use the mark, conditions of association membership and, if applicable, conditions of use of the mark, including sanctions.

The objective of the trademark must encompass a set of actions aimed at promoting the institutional and tourism word mark and pictorial mark of “Lloret de Mar” as a distinctive sign of quality. **It has been decided to protect it as a collective mark in the territory of the European Union, as well as in Russia, China and Switzerland**; this makes it possible to apply this regulation for use to future users of the mark, so they may have an instrument of differentiation for their services, that will give them guaranteed quality. Similarly, it will prohibit its use by those who do not meet the following specifications:

Article 1. Aim of the regulation

1. This regulation aims to order and regulate the use, in the course of trade, of the “Lloret de Mar” community collective mark, with registration No. 11504859, and to preserve its image of quality.
2. The aim of the “Lloret de Mar” collective mark is to distinguish, in the course of trade, the products or services of any natural or legal person who develops their business or professional activity in the municipality of Lloret de Mar and who, in offering their products or services, satisfies the following requirements:

Article 2. Aims of the trademark

The objectives of this regulation, inter alia, are as follows:

1. To protect, promote and disseminate the “Lloret de Mar” tourism trademark and to preserve and promote its image of quality.
2. To create a collective competitive advantage that benefits the tourism, cultural and economic activity of Lloret de Mar’s business community, by means of a tourism policy that allows all the municipality’s tourism products to be promoted as a whole in the territory of the EU and on an international level in general.
3. To protect and promote the image and prestige of the town in accordance with the Strategic Plan for Tourism 2010-2014.
4. To protect the interests of citizens, business people and consumers through association with the “Lloret de Mar” trademark.
5. To respect the rules of civility, coexistence, public health and environmental protection.

Article 3. Distinctive sign of the “Lloret de Mar” trademark.

The “Lloret de Mar” collective trademark is a graphic representation of this name.

Article 4. Proprietor of the trademark

The “Lloret de Mar” collective mark is owned by Lloret de Mar Town Council and is registered with the European Union’s Office for Harmonisation in the Internal Market (OHIM).

Article 5. Persons authorised to use the mark

The only persons authorised to use the “Lloret de Mar” collective mark are natural or legal persons involved in the following areas of activity:

1. National and international tour operators which market Lloret de Mar as a destination.
2. Local tourism and economic sector (travel agents and retailers, bars, music bars, restaurants, hotels, shops, discotheques and complementary offers).
3. Supramunicipal tourism promotion centres (tourism promotion centres in Catalonia and tourism offices in general, internationally).
4. National and international media.
5. Entities or companies promoting leisure and culture.
6. Any entity with a commercial interest in promoting the Lloret de Mar trademark, such as audiovisual producers or web portals.

Article 6. Conditions for use of the trademark

The mark may only be used if the following conditions are met:

1. It is used as an incidental or secondary mark, to distinguish products or services related to the town of Lloret de Mar or its catchment area.
2. Its use is related to products or services that contribute to preserving and promoting the symbolic value, prestige and good name of the “Lloret de Mar” symbol.

It cannot be used to distinguish or be associated with products or services which, by their nature, characteristics or the form or context in which they are offered:

- a) Encourage xenophobic, racist, sexist, homophobic or other similar behaviours.
- b) Encourage anti-social behaviour.
- c) Encourage, disseminate or could be associated with the consumption of drugs and alcohol.
- d) Have an evidently low level of quality.
- e) Entail an unfaithful use of the prestige and reputation associated with the town of Lloret de Mar.
- f) Have the purpose or effect of discrediting the town of Lloret de Mar by associating it with the conduct described in the preceding paragraphs.

Article 7. Requirements to be met to be able to use the mark

Only individuals and legal entities who have been authorised by Lloret de Mar Town Council to the “Lloret de Mar” collective mark after submitting their request to the competent authority of the Town Council for granting and managing the authorisation to use the collective mark:

1. Natural or legal persons applying to use the mark should be registered in the Commercial Register, with a professional association, or in a register of associations of tourism entities, foundations, associations in general or in another relevant register. They should also hold the corresponding license for their activity. Individuals and legal entities must prove their registration in the corresponding register or similar concepts in the legal system of the country concerned.
2. Individuals and legal entities must submit their application for use of the mark, accepting the content and conditions of this regulation. This application must be accompanied, as a minimum, by the following documentation:

Proof of the applicant's identity, of registration in the public register and the licence for their activity.

A brief description of the product or service for which authorisation to use the trademark is requested and, if appropriate, the product's association with Lloret de Mar.

A brief description of the planned use of the mark for the products or services in which they are interested.

An indication of the period of time during which they intend to use the mark.

Information and media companies will be subject to the rulings of the authorities of the Information Council and the Audiovisual Council of Catalonia regarding their activity in relation to the town of Lloret de Mar.

3. Once authorisation for use has been granted by the Town Council, this will not be effective until the fee established at any given time is paid.

Article 8. Rights and obligations of the user of the mark

1. The granting of authorisation by Lloret de Mar Town Council gives the user the right to use the mark in the course of trade for the products, services and applications, terms and conditions expressly stated in the regulation of use.
2. Use of the “Lloret de Mar” mark is not exclusive.
3. Authorisation of use cannot be transferred to third parties. In the event of succession or the merger of one legal entity with another, use may not be extended to the activities of the merged entity if it does not meet the requirements of this regulation.
4. The user shall not carry out any actions that involve an infringement of the trademark without the express authorisation of the owner. Moreover, the user may inform Lloret de Mar Town Council of any possible infringements they may be aware of, so that the Council, if it deems appropriate, can exercise the actions required to protect the trademark rights.

5. The user of the mark will be solely responsible for the products or services that they identify with the mark and other uses of the mark undertaken by them.
6. Non-compliance by the authorised user of the collective mark with the conditions of this regulation, and especially with the conditions of use of the mark, shall be cause for revocation of authorisation. Revocation of authorisation shall not constitute a sanction.
7. Use of the collective mark shall only be associated with tourism and cultural products located in the town of Lloret de Mar which satisfy the conditions set out in this regulation.
8. The destination of Lloret shall not be associated with excessive drinking and endless partying.
9. Loyal behaviour shall be observed with regard to Lloret de Mar Town Council, contributing to the good name and prestige of the collective mark.
10. The mark shall be used as indicated, without causing any alteration to the word or graphical composition, in accordance with the visual identification manual included in this regulation.
11. Users of the collective mark shall not request the registration of any identical or similar mark, or in any form that could mislead, confuse or take advantage of the fame and reputation of the mark.
12. The mark shall not be used in any way that discredits, harms reputation, or misleads consumers as to the origin and quality of the products to which the mark is applied.
13. Use of the mark shall respect the municipal rules of civility and the Tourism Law of Catalonia.
14. Information associated with the mark must meet the requirements of truthfulness and non-confusion of such information with fiction or surreptitious advertising.

Article 9. Duration of authorisation for use

Use of the mark is authorised for two years, taking effect from the moment the fee is paid. At the end of this period, an application for renewal must be submitted, and the corresponding fee paid again.

Article 10. Renewal

Once the first two-year period has ended, authorised users may request a further two years, and so on successively, paying the established fee each time, and providing that they continue to meet the requirements set out in this regulation.

Article 11. Register of authorised users of the collective mark

In order to identify the persons authorised to use the “Lloret de Mar” mark and to inform them about issues related to use of the mark, Lloret Town Council will create a register that it will manage either directly or through the municipal company Lloret Futur, S.A.

The register, which will contain the identification of authorised individuals and legal entities, will be available for public consultation.

Article 12. Technical requirements for reproducing the trademark

The mark must be used in accordance with the requirements of the visual identification manual attached to this regulation.

Article 13. Control Committee

The mayor shall appoint a Control Committee whose function it will be to monitor authorised users' compliance with the rules of use established by these regulations. To this end, they may request authorised persons or entities to provide documentation related to the use of the mark.

The mayor shall appoint the members of the Committee, which will be formed of the Councillor for Tourism, the manager of the municipal company Lloret Futur, S.A., the communications expert of that company and an expert from the municipal Legal Counsel.

The Committee will check that applications meet the requirements set out in this regulation, and will submit proposals to the mayor to decide whether or not it is appropriate to grant authorisation, notwithstanding that the latter may delegate the power to the Local Board of Governors.

Article 14. Sanctions System

An authorised user may be sanctioned or prohibited from using the collective mark for the following reasons:

1. If they do not meet the requirements and provisions of this regulation for use.
2. If they have been sanctioned for violating the rules of civility or the Tourism Law of Catalonia.
3. If, in the use of the mark, services rendered in Lloret de Mar are associated with the consumption of alcohol and endless partying.
4. If they provide information that breaches the principles of the code of ethics of the Association of Journalists of Catalonia.

Lloret de Mar Town Council may develop and modify this sanctions system in accordance with its powers.

The investigation and resolution of the sanction procedure will be conducted in accordance with the administrative rules on this issue.

Article 15. Minor, serious and very serious infringements

1. The following are considered minor infringements:

Using the mark with colours or applications that do not meet the requirements of the visual identification manual.

2. The following are considered serious infringements:

Failure to comply with the rules of use of the mark and other prohibitions of use established in this regulation.

Refusal to send the Control Committee information or documents required to verify compliance with the regulations governing the use of the mark.

3. The following are considered very serious infringements:

Breaches of the regulation with regard to paragraphs a), b), c) and f) of Article 6.2 of the conditions of use of the mark.

The perpetration of two or more serious infringements.

Article 16. Sanctions

Lloret de Mar Town Council will impose sanctions, following a prior report from the Control Committee.

a) Minor infringements	Up to €750
b) Serious infringements	From €750.01 to €1,500
c) Very serious infringements	From €1,500.01 to €3,000

Perpetration of a serious infringement will, in addition to the financial sanction, also entail the revocation of the right of use for a period of two years and the inability to obtain new authorisation unless previously approved by means of a favourable report from the Control Committee, stating that the motive or conduct that led to the sanction has been corrected.

In addition to a financial sanction, a very serious infringement will entail suspension of the use of the mark for a period of eight years, after which time, if a new application for use is submitted, it must first be established that the motive for the infringement has been corrected, and will be subject to receiving a favourable report from the Control Committee.

The perpetration of serious or very serious infringements will result in the inability to obtain from the Town Council aid or grants for the promotion of tourism.

If sanctions are not paid, the Town Council shall initiate collection of outstanding sanctions in accordance with the enforcement procedures stipulated in the applicable administrative legislation.

Article 17. Sanctions, fees, procedural guidelines and guide for use.

In addition to the cost of sanctions, authorisation of use and renewal fees, Lloret de Mar Town Council may also establish guidelines for dealing with issues relating to the application for use, renewal, control, protection and other aspects related to the management of the “Lloret de Mar” collective trademark, in addition to guidelines for use of the mark to ensure proper compliance with the conditions of use and obligations set out in Articles 2, 6 and 8 of this regulation.

Introduction to the corporate image manual of the “Lloret de Mar” trademark

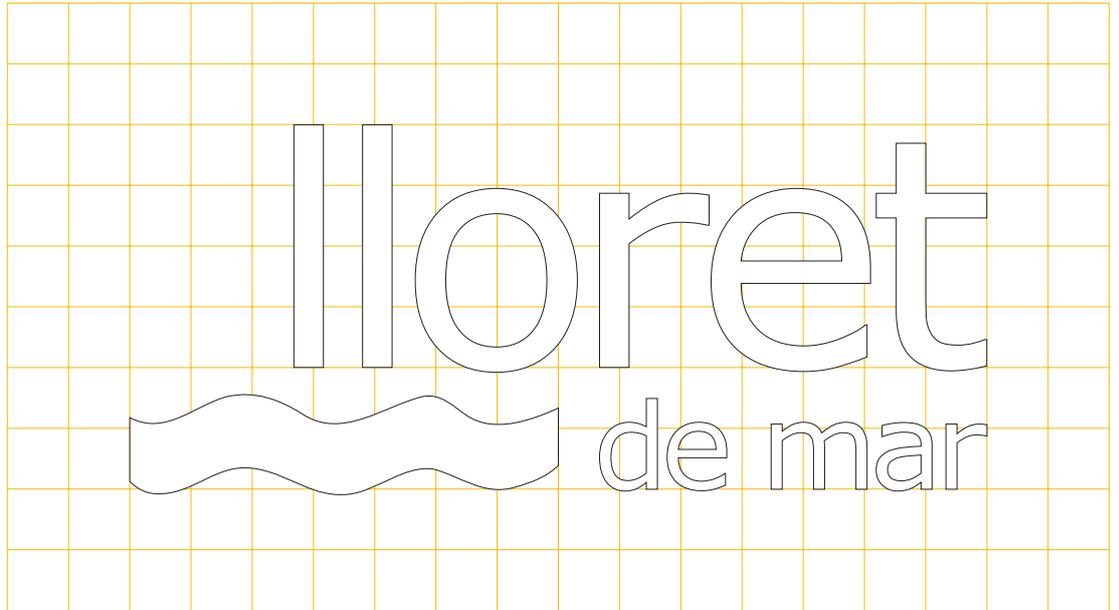
This graphic standards manual contains specific guidelines for all bodies, organisations or persons involved in the creation of any design or graphics application related to the image of Lloret de Mar.

It lists the rules on the construction, combination and application of the basic elements of the trademark, sufficiently flexible to be applied to any medium, in order to portray a uniform and distinct image, to respond to the real needs of its users, and to boost the visibility and identification of the communication initiatives carried out.



The font chosen for «Lloret de Mar» is standard *Verdana*.

Construction of the primary visual identifier



Reduction

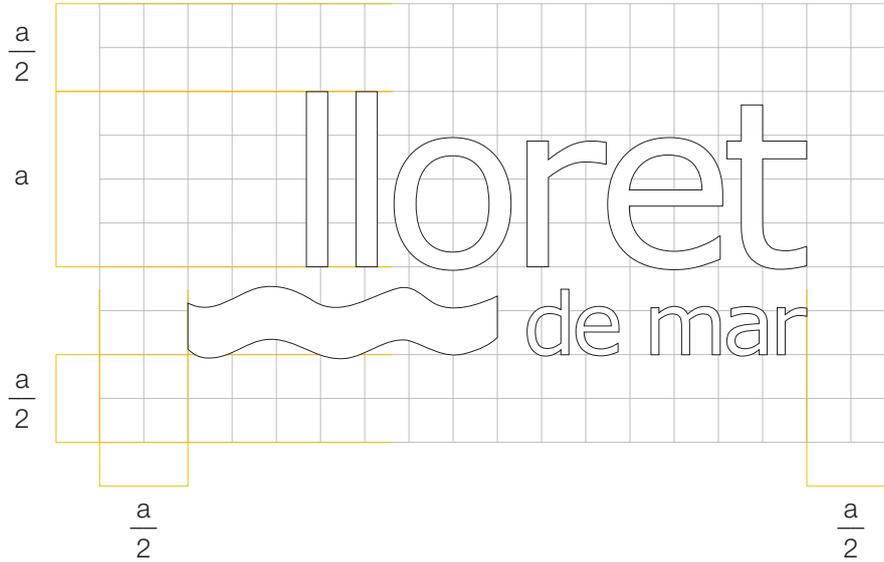
20 mm

Maximum reduction size:
20 mm for «Lloret de Mar».



Clear space for the primary visual identifier

When the primary visual identifier is used in the communication media of whatever kind, it must be set apart from other content in order to enhance its visibility and increase the viewer's perception of it. This page shows the minimum clear-space that should be maintained to avoid visual clutter.



**The primary visual identifier.
Applications on a white background.**

The three-colour version can only be used on white background.



Single-colour version.
The corporate colour for single-colour versions is Pantone 286.
The black version is also acceptable.



Corporate colours



Pantone 286

Four-colour process:
100% blue
60% magenta
6% black



Pantone 130

Four-colour process:
27.5% magenta
100% yellow



Negro

The primary visual identifier. Applications on a colour background

The primary visual identifier should preferably be reproduced in the positive version. If it needs to be reproduced on a specific background, then the following versions are used.

If the background is less than 30% black or is a colour which, when converted to grayscale, has an intensity of less than 30% black, it must be reproduced in black.



If the background is Pantone 130, it may be reproduced in black, white or as illustrated in the following example.



If the background is more than 30% black or is a colour which, when converted to grayscale, has an intensity of more than 30% black, it must be reproduced in white.



If the background is Pantone 286, it may be reproduced in white or as illustrated in the following example.



Corporate typefaces

Standard *Verdana* is the font chosen for «Lloret de Mar».

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Limehouse Script is the font chosen for the *claims*.

Limehouse Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica, in all its forms, is the font chosen for information, content of publications, etc.

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Examples of incorrect applications, where we can see alterations to the colour, the order of the symbols, size and distance.

Incorrect usage

No modification may be made to the original logo design.

Colours

The trade mark colours **should never be different** to those described earlier in this manual as **corporate colours**.

Eg.: green, red, orange, sky blue, lemon yellow...



Size and distances

The size and the distance between the elements that make up the trade mark **must never be different** to those described earlier in this manual as **clear space for the primary visual identifier**.

Eg.: disordered elements, excessive or insufficient distance, condensed or extended image, etc.



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