

DACHSTEIN

salzkammergut

Information on the use of the Dachstein Salzkammergut logo

The logo of the Holiday Region Dachstein Salzkammergut is to be used on printed materials such as flyers, posters etc. in such a way that any confusion with other regions, partners, sponsors is excluded. We ask you to stop using old logos and to delete them from your servers.

Logo integrity: The logo may not be distorted, changed or modified in any way. This includes changes in colour, proportions, angle or font.

Clearance: To maximise visibility and impact, a minimum clearance should be maintained around the logo. This space should be at least 2mm per side.

Background: The logo should always be placed on a clean, uncomplicated background to ensure maximum legibility and presence. Avoid placement on overly patterned or distracting backgrounds.

Size requirements: The logo should never be displayed so small that it becomes illegible. A minimum size for the height of the logo is 12mm - the width is the result.

Prohibited use: The logo may not be used in a way that casts the Inneres Salzkammergut Tourist Board in a negative light or associates it with illegal activities, political campaigns or offensive content.

Digital use: When using the logo on digital platforms, it must be ensured that the logo is in high resolution and clearly recognisable.

Print use: For print, the logo should always be used in the highest resolution available. Care must be taken to ensure high-quality printing in order to fulfil the brand standards. The logo must be applied to printed products in such a way that misleading confusion or associations with companies, products and services named or depicted on the printed product are excluded.



@visitdachsteinsalzkammergut
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