



RoyalCert Certification and Inspection Services Inc.

LOGO USAGE INSTRUCTION

1. PURPOSE AND SCOPE

This instruction defines the purpose and scope regarding the conditions under which certified businesses are permitted to use the RoyalCert, GSTC, and RSO logos.

GSTC Certification Program refers to both ***GSTC Standard and GSTC Recognized Standards***.

REFERENCES

- GSTC Accreditation Manual (Hotels & Accommodations and Tour Operators V4.1)
- GSTC Certification Scheme and Certification Body CS-CB Framework V1.0
- GSTC Logo Usage Guidelines for Certified Entities
- Guidelines for the GSTC Certification Certificate V1.0
- ***ISO / IEC 17065:2012*** Conformity Assessment — Requirements for bodies certifying products, processes and services

2. DEFINITIONS

Certification Body (CB): Body that performs conformity assessment activities and that can be the object of accreditation. (***Ref: ISO 17011:2017***) In current usage, it is often referred to as "Conformity Assessment Body" or CAB.

Certification Scheme: "Certification system related to specified products, to which the same specified requirements, specific rules and procedures apply." (***Ref: ISO 17000:2004***)

Scheme Owner: "Person or business responsible for developing and maintaining a specific certification scheme based on a standard.

Note: The scheme owner can be the Certification Body itself, a governmental authority, a trade association, a group of Certification Bodies or others." (***Ref: ISO/IEC 17065:2012, 3.11***)

Certification Scheme Owner: A person or other legal entity who owns the ***GSTC Accreditation Glossary v.1.0*** Page 7 of 18 intellectual property associated with a sustainable tourism certification scheme.

GSTC Criteria: A common understanding of sustainable tourism that any tourism business or destination should aspire to reach.

GSTC Standard: See the GSTC Criteria

GSTC-Recognized Standard: A sustainable tourism standard that has been evaluated by the GSTC as being equivalent to the relevant GSTC Criteria and currently has GSTC-Recognized status.

The terms used in this instruction are consistent with the definitions provided in the ***GSTC Accreditation Glossary V1.0***.

3. RESPONSIBILITIES

Within the scope of this instruction:

- The Technical Executive for the GSTC Certification Programs (GSTC Standard and GSTC Recognized Standards) is responsible for maintaining the updated versions of the logos (GSTC and RoyalCert) within the scope of the GSTC Certification.
- Auditors are responsible for auditing and reporting on the certified clients' use of logos in accordance with this instruction.
- The Certification Manager is responsible for managing the entire process related to the use of logos under the GSTC Accredited Certification Scheme.



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4. IMPLEMENTATION

The RoyalCert logo may only be used by businesses that have been granted a GSTC certificate under the RoyalCert GSTC Certification Program (GSTC Standard and GSTC Recognized Standards). Certified businesses are required to use the GSTC logo, the RoyalCert logo, and the certificate in accordance with the requirements specified in this instruction.

In addition to the RoyalCert logo, when certification involves Recognized Standard Organizations (RSOs), the respective RSO logos shall be used in conjunction with the RoyalCert and GSTC-Certified logos. The usage of RSO logos shall comply with the licensing terms, branding guidelines, and approval processes defined by both RoyalCert and the relevant RSOs.

Businesses holding a GSTC certificate shall use the logo with a unique license identification code assigned by GSTC, in line with the License Agreement signed between RoyalCert-GSTC, RoyalCert-RSOs, and the GSTC-RSOs.

The RoyalCert logo, RSO logos, and certificate shall not be used for, or in a manner that implies certification of, any site, address, subsidiary, or affiliate that is outside the scope of certification.

5. REQUIREMENTS FOR LOGO USAGE

5.1 RoyalCert Logo

- The RoyalCert or GSTC certification system logo shall not be used in any manner that could damage the reputation of RoyalCert or undermine public confidence.
- The logo shall not be placed directly on products.
- Provided that the logo usage requirements are fully met, the certified business may use the RoyalCert logo/mark in all promotional, marketing, and related activities.
- The RoyalCert logo may only be used in the shape, color, and proportional dimensions specified in **Annex 1**, and on a white background. The logo is also published on the official RoyalCert website (www.royalcert.com).
- A certified client shall not use the GSTC certificate or any part thereof in a misleading manner, nor shall it permit any such use.
- The RoyalCert logo may only be used with prior approval from RoyalCert. The logo shall not be used in a way that implies that RoyalCert, the scheme owner (GSTC), or the accreditation body (GSTC) is responsible for the content of the certified material or any related activity.
- The RoyalCert logo will be provided electronically to certified clients who are authorized to use it in digital formats. It is also accessible via the RoyalCert official website.
- Certified businesses (hotels/accommodations or tour operators) may use the RoyalCert logo only in relation to activities within the scope of their GSTC certification. The logo shall not be used as a product certification mark or in connection with any activities outside the certified scope.
- In the event of certificate expiry, suspension, or withdrawal, the business shall immediately cease the use of the RoyalCert logo and trademark in all promotional materials, communications, and activities that reference certification.
- If the scope of certification is reduced, all promotional materials shall be updated accordingly to reflect the revised scope.
- Certified businesses are required to comply with the provisions of this instruction throughout the validity of the certificate.
- In cases where the logo is used contrary to this instruction, RoyalCert shall initiate appropriate action in line with applicable legal provisions and certification procedures.
- Upon request, RoyalCert may require certified clients to document how and where logos, marks, and certification documents are being used. In such cases, the business shall provide a list of usage locations with full addresses.



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- In accordance with RoyalCert and GSTC requirements, the certified logo shall never appear more prominently than the business' own logo.
- Failure to comply with the requirements of this instruction may result in suspension of the certificate or termination of the certification agreement.
- Where applicable, the audit tool shall include additional certification and evaluation requirements regarding the use of the GSTC name, marks, or logos as they relate to certification.

The RoyalCert logo type shall only be reproduced in the approved brand colors below. Under no circumstances shall unapproved color variations, gradients, tints, transparency, or effects be applied.

Approved brand colors (print & digital equivalents):

- **RoyalCert Red** — Pantone 1805 C (Solid Coated); CMYK 0/97/78/22; RGB 175/39/47; HEX #AF272F.
- **RoyalCert Grey** — Pantone 431 C (Solid Coated); CMYK 63/45/34/25; RGB 91/103/112; HEX #5B6770.

For print: when spot color is used, Pantone **Solid Coated** references above shall be applied; for process printing, the **CMYK** values specified herein shall be used.

For web/digital: only the **RGB/HEX** values specified herein shall be used.

Color-management note: Pantone finder vs. Pantone Color Bridge conversions may differ due to differing standards for print vs. digital workflows; the values specified above shall be treated as the authoritative references for RoyalCert usage.

The logotype shall be placed on backgrounds that ensure full legibility and adequate contrast (as already required in this instruction). Use on complex or low-contrast backgrounds is not permitted.



5.2. GSTC – Certified Logo

- The GSTC-Certified logo may only be used by businesses (hotels/accommodations, tour operators, or destinations) certified by RoyalCert under the GSTC Standard or a GSTC-Recognized Standard, and issued by a Certification Body (CB) that holds GSTC Accreditation.
- RoyalCert shall use and provide the GSTC-Certified logo solely for the purpose of officially announcing the certification or issuing the certificate to the certified business. The logo is issued to accurately represent the certification granted.
- The GSTC-Certified logo shall not be created, copied, or distributed independently by certified businesses. The logo shall not be used for any purposes other than those related to certificate issuance and public communication of the certification.

5.3 RSO Intertek Logo

The Intertek logo shall always be used in its original, approved formats as provided by Intertek. Reproduction, redrawing, or modification of the logo in any way is prohibited.



The bright dot on the letter “i” shall always remain the most prominent and brightest element of the logo. Clear space shall be maintained around the logo as specified in Intertek guidelines, ensuring it is free from other graphics, text, or images.

The logo shall not be altered, stretched, skewed, or used with effects such as drop shadows, glow, transparency, or percentage tints.

Approved color versions are:

- Black logo with yellow dot
- Black logo with white dot
- Yellow logo with white dot
- Strapline lock-up versions (“Total Quality. Assured.”) only in approved sizes and formats
- Single color (black/white) versions only for restricted use such as engraving, embossing, and monochrome print

The logo shall not be placed on backgrounds that compromise legibility, such as busy imagery or tonally similar backgrounds.

The strapline (“Total Quality. Assured.”) may only be used in approved lock-up formats, not independently created or repositioned.

The Intertek roundel is a distinct brand device and may only be used in approved lock-up formats with the logo.

Certified businesses using the Intertek RSO logo in connection with GSTC certification shall comply with these restrictions and shall not use the logo in any misleading way or in contexts outside the scope of their certification.

The Intertek logo shall only be reproduced in the approved brand colors:

Intertek Cerello (Pantone 7548, CMYK 0/23/100/0, RGB 255/199/0, HEX #FFC700),
 Intertek Rich Black (Pantone Black 6, CMYK 20/20/20/100, RGB 19/12/14, HEX #130C0E), and
 White (RGB 255/255/255, HEX #FFFFFF).

Secondary palette colors (Pantone 306, Pantone Cool Grey 11, Pantone 5255 C) may only be used in accordance with Intertek’s official brand guidelines.

Under no circumstances shall unapproved color variations or tints be applied.



5.4 RSO Greenstep Logo

The GreenStep logo shall always be used in its original, approved formats as provided by GreenStep. Reproduction, redrawing, modification, or distortion of the logo in any way is strictly prohibited.

Clear space shall be maintained around the logo as defined in the GreenStep guidelines, ensuring that it remains free from other graphics, text, or images.

The logo shall not be altered, stretched, skewed, or used with effects such as shadows, glow, transparency, gradients, filters, or tints.

The logo shall not be placed on backgrounds that compromise legibility, including busy images or low-contrast colors.

Approved color versions are strictly limited to the official brand palette:

- **PMS 553 C** — CMYK 77/28/74/67, RGB 29/63/43, HEX #1D3F2B
- **PMS 376 C** — CMYK 48/0/100/1, RGB 126/186/0, HEX #7EBA00
- **PMS Warm Gray 1 C** — CMYK 10/10/11/0, RGB 214/209/203, HEX #D6D1CB



- **Process Black** — CMYK 0/0/0/100, RGB 32/32/32, HEX #1E1E1E

Under no circumstances shall unapproved color variations be applied.

The GreenStep mark may only be used in the context of certified activities and official communication materials. It shall not be used in any misleading manner or imply certification of sites, subsidiaries, or affiliates outside the approved scope.

Certified businesses shall immediately cease use of the GreenStep logo upon expiry, suspension, or withdrawal of their certification.



6. General Eligibility for Usage of GSTC Certified Logo

The “Guidelines for the GSTC Certification Certificate” (as defined in **Annex 3**) may only be used by businesses (hotels/accommodations, travel providers, or tour operators) certified by RoyalCert under the GSTC Certification Program and GSTC Recognized Certification Programs (RSOs).

Each instance of the logo shall include the phrase “Certified According to the GSTC Standard and GSTC Recognized Standards as specified in the example provided in **Annex 3**.”

The GSTC logo may only be used by businesses certified by RoyalCert and shall be used exclusively in conjunction with the RoyalCert logo. The GSTC logo shall not be used alone without the RoyalCert logo under any circumstances.

6.1 Ownership of the Logo

The intellectual property of the “Logos on the GSTC Accredited Certificate,” as well as the trademark rights and usage control of the logos, images, and names, shall at all times remain with related parties. All permissions and restrictions regarding the use of these assets are defined solely by **GSTC, RoyalCert and RSOs**.

6.2 Issuance Only While Accredited

The “Certified According to the GSTC Standard and GSTC Recognized Standards” logo may only be issued and used while RoyalCert maintains its accreditation status with the GSTC.

6.3. Certified Businesses Only

A GSTC-certified certificate, in accordance with the GSTC Standard and GSTC Recognized Standards, may only be issued to businesses (hotels/accommodations, travel providers, or tour operators) that have been certified by RoyalCert under the GSTC Certification Program (GSTC Standard and GSTC Recognized Standards)

If RoyalCert ceases to be GSTC-certified, discontinues its commercial operations, or is liquidated, no GSTC certificate bearing the GSTC Standard and GSTC Recognized Standards Logo may be issued.

6.4 Permitted Modifications

The “Certified According to the GSTC Standard” logo shall be issued only in conjunction with the **“GSTC Logo Usage Guidelines for Certified Entities”** document and in full compliance with the conditions outlined therein.

All official graphical and digital representations of the logo shall be distributed only with this usage guideline.



The certified GSTC Standard logo may only be used if all elements of the logo are present and intact.

Use of this logo is permitted only while the certification program remains GSTC-accredited.

6.5 Scope of Marketing Use

The use of the GSTC logo in relation to GSTC Certification Programs (Hotels & Accommodations, Tour Operators, and Tour Products) shall strictly follow the official GSTC Certification Requirements. The GSTC logo may only be used for marketing and communication purposes by businesses, accommodations, tour operators, or tour products that have been officially certified under the relevant GSTC Certification Program. The logo shall not be displayed in association with, or alongside, any entity, product, or service that is not formally certified.

6.6 Use of Certification Scheme Logo (RSO Logo)

- The logo used by RoyalCert represents an official certification program developed by a business whose standard is recognized by GSTC. This business is referred to as a "Recognized Standard Organization (RSO)" in the GSTC Standard.
- When RoyalCert operates in cooperation with a Recognized Standard Organization (RSO) under the CS-CB Framework, the RSO logo shall be displayed alongside the RoyalCert logo, the GSTC-Certified logo, and the GSTC-Accredited logo.
- The use of the RSO logo is authorized exclusively for Certification Schemes (RSOs) recognized by GSTC and is strictly limited to the scope defined in the partnership agreement.
- RoyalCert is responsible for obtaining written approval from the relevant RSO and GSTC before using the RSO logo in any communication or certification materials.
- The logos shall be used in strict accordance with the technical specifications concerning size, color, and placement as established by GSTC and the respective RSO.
- Logos shall be displayed with proportional balance and shall not be used in any misleading or unauthorized manner.
- Any misuse or unauthorized use of the logos may lead to suspension or termination of usage rights and/or legal action as determined by RoyalCert and GSTC.

6.7 Türkiye/TGA Sustainable Tourism Program Logos — FOR USE IN TÜRKİYE ONLY

In addition to the GSTC-Certified Logo, hotels in Türkiye that are certified under the Türkiye Tourism Promotion and Development Agency (TGA) Sustainable Tourism Program by RoyalCert, in accordance with all requirements of the GSTC Accreditation Manual, are also authorized to use the designated logo defined by TGA.

This logo is permitted exclusively for use by hotels that have been fully certified by RoyalCert—a GSTC-Accredited Certification Body—at Stage 3 of the Sustainable Tourism Program.



Annex 1: RoyalCert Logo Usage Requirements (Colors, Background, and Visual Applications)



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RED 1805 C
GREY 431 C



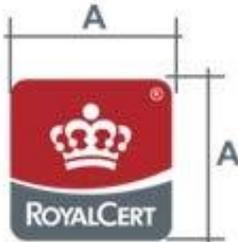
General purpose logo

Annex 2: RoyalCert Logo Usage Requirements (Dimensions, Proportions, and Placement Rules)

Measurable Proportions

Minimum Reproducible
Size

General Purpose Logo



General Purpose Logo



Prohibited Logo Usage Examples

Annex 3: Conditions for the Use of the GSTC Certified Logo on Certificates



In the sample logo, the unique GSTC license code to be displayed on the certificate shall be issued exclusively by RoyalCert.

The “Certified According to the GSTC Standard” logo is intended solely for use by travel providers certified by GSTC–RoyalCert.

Each instance of the logo shall include a unique identification code indicating that the entity is “Certified According to the GSTC Standard” (an example is provided above).



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Annex 4

Logo for RSO (GSTC Recognized Owner Logo) (Intertek)



Logo for RSO (GSTC Recognized Owner Logo) (Greenstep)





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DESCRIPTION OF REVISION		
Rev. No.	Revision Date	Description of Revision
00	07.01.2022	The first publication
01	09.11.2022	ASI logos and instructions of usage. ASI logo were removed.
02	19.01.2023	Completely revised.
03	27.01.2023	GSTC License Agreement Annex-1 requirements are added to Annex-3 logo usage details. The term 'GSTC Accredited Logo' has been revised to 'Certified to GSTC Criteria'.
04	24.02.2023	Turkish translation of the content of the instruction has been added.
05	08.08.2023	Edited according to GSTC Auditor Manual v3.0.
06	10.10.2023	Edited according to GSTC Auditor Manual V3.1.
07	14.05.2025	General Revision
08	23.12.2025	Inclusion of RSOs logo usage guidelines and full transition compliance with GSTC Accreditation Manual V4.1.

PREPARED BY

APPROVAL BY

MANAGEMENT
REPRESENTATIVE

GENERAL MANAGER