



# VISIBILITY AND COMMUNICATION

Charter

of The European Route of Historic Pharmacies and Medicinal Gardens



Cultural route  
of the Council of Europe  
Itinéraire culturel  
du Conseil de l'Europe



| 2025

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**VISIBILITY AND COMMUNICATION CHARTER**  
of the European Route of Historic Pharmacies and Medicinal Gardens

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2025

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This document sets out guidelines clarifying the rules on visibility and communication to be observed in 2025 in connection with the Aromas Itinerarium Salutis Association legally responsible for the management of The European Route of Historic Pharmacies - Cultural Route of the Council of Europe.

## 1. Guidelines for the use of logo

### 1.1. Purpose and ownership of the logo

The Association "Aromas Itinerarium Salutis" (hereinafter AIS) protects and promotes the European Route of Historic Pharmacies and Medicinal Gardens as certified under the "Programme of Cultural Routes of the Council of Europe", as a tourist, educational and experiential product, a European model of quality, sustainability and intercultural dialogue. The logo distinguishes all the institutional activities of the AIS and must allow the identification of activities related to the route or the immediate identification of products, services, activities linked to collaborative networks on a national or transnational thematic basis, as well as specific transversal networks (such as the International University Observatory for Intangible Culture and Global Village), which are part of the Association, guaranteeing its social, ethical and sustainable values.

The AIS logo incorporates stylized elements that symbolize the unity of aroma and medicine throughout history, as well as their close connection to culture and health. This symbolism is conveyed through several key elements:

1. **Anise Flower:** which has been used since ancient times in both Eastern and Western cultures for its medicinal and aromatic properties.
2. **Leaves:** in many plants they have healing and aromatic properties that have been used in cultures of great diversity, aligning with the European motto "Unity in Diversity";
3. **Colours:** the colors in the logo are also symbolic. The reddish, orange, and ochre tones reflect the hues of dragon's blood, a resin with medicinal applications dating back to pre-civilizational times, still in use today. The green color evokes the richness of Earth's terrestrial ecosystems, emphasizing the importance of conservation and sustainability as a guarantee of well-being and health—the ultimate goal of the "Aromas Itinerarium Salutis" as a new European Route.

### 1.2. General requirements

- The logo must always be reproduced in its original shape, colours and font,
- The logo must be displayed in its entirety, without additions or alterations,
- Other logos should be displayed separately,

- When displayed with other logos, the AIS logo must be of equal size and prominence,
- Unless a special permission is granted, the logo should not be placed on products destined for sale,
- The logo must be used in its entirety as described below.



The AIS uses the logo on all promotional material and in any form of communication (offline and online) related to the cultural route.

### 1.3. Persons who may apply for the granting of the logo

AIS logo can be used for institutional and non-commercial purposes (not onerous advocacy) by:

- Public and territorial entities that have joined the AIS;
- Public and/or private associations that have joined the AIS;
- Schools, Universities and Research Organisations that actively collaborate with the AIS and are part of its network;
- Museums that that have joined the AIS;
- Other persons requesting the non-monetary sponsorship of the AIS.

The concession is **subject to the approval** of the drafts of the material (online and/or offline) on which the logo will be used, following the completion of a non-monetary sponsorship application form.

### 1.4. Application for the grant of use of the AIS logo

Without prejudice to the right of use of the logo by the partners for institutional and representative activities, interested parties may request permission to use the logo from the AIS Direction for specific activities and events related to the AIS.

The application shall include the following information:

- applicant's name and surname (name, address, VATnumber/tax identification number);
- declaration of access to this Regulation;

- product or service sheets, accompanied by a graphic and/or photographic description and documentation presenting the products or services to be branded;
- authorisation for the processing of personal data for institutional needs and the promotion of the logo.

The application for the grant of use the AIS logo must be submitted **exclusively** through the following form: <https://forms.gle/bVFU9UjHWcczBb5u7> .

AIS shall promptly inform the applicant of the outcome of the application, which may include:

- acceptance and subsequent inclusion in the appropriate section of the Dealer List;
- rejection;
- supplement with instructions for acquiring missing or additional data and evaluation elements.

The placement of the logo on the promotional materials of the qualified entity **must always be authorised in writing by Aromas Itinerarium Salutis**, for each type of product or service provided.

The duration of the authorization shall be specified in the act of granting the dealership.

The applicant may submit an application for an extension, provided that the conditions and requirements for use are maintained. For the activities of the Territorial and Thematic Networks, agreements with their representatives will apply.

### **1.5. Rules and obligations of concessionaires**

- Use the AIS logo as well as on related information and promotional material, in accordance with this Regulation;
- Follow the specific indications that may be provided by the AIS;
- Cooperate appropriately with Aromas Itinerarium Salutis to report infringements and/or abuses that may affect the logo and signs related to AIS by third parties;
- The Licensee is obliged to cease or suspend the use of the logo, without claiming compensation and/or indemnity, if, for supervening causes, it definitively or temporarily loses the characteristics necessary for the use of the logo itself.
- Nothing may be requested and obtained, in any capacity, by the Licensee for the eventual promotion and valorisation of the modified logo during the course of the concession report.

## 1.6. Example of usage of the logo

### A. LOGO IN COLOUR

#### Colour coding:

Yellow: #FFBC3F / R: 255, G: 188, B: 63

Orange: #F26B1D / R: 242, G: 107, B: 29

Red: #F25116 / R: 242, G: 81, B: 22

Brown: #733729 / R: 115, G: 55, B: 41

Green: #01300F / R: 1, G: 48, B: 15



### B. BLACK AND WHITE



### C. LOGO INVERTED LOGO

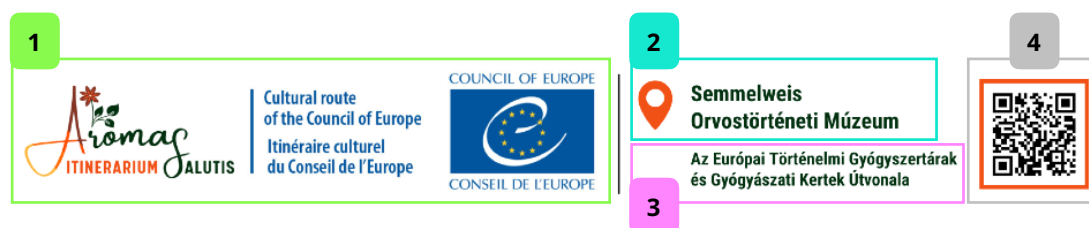


## 1.7. Other institutional material

### 1.7.1. PLAQUE FOR SIGNPOSTING

The placement of the plaque for signposting **must always be authorised in writing by Aromas Itinerarium Salutis.**

Plaque must be used in its entirety as described below.



1. AIS logo on the left.
2. Name of the institution/heritage site/museum/garden joining the route.
3. Subtitle of the AIS ("The European Route of Historic Pharmacies and Medicinal Gardens" ) translated in local language.
4. QRCode to the AIS official website: [aromassalutis.eu](http://aromassalutis.eu).

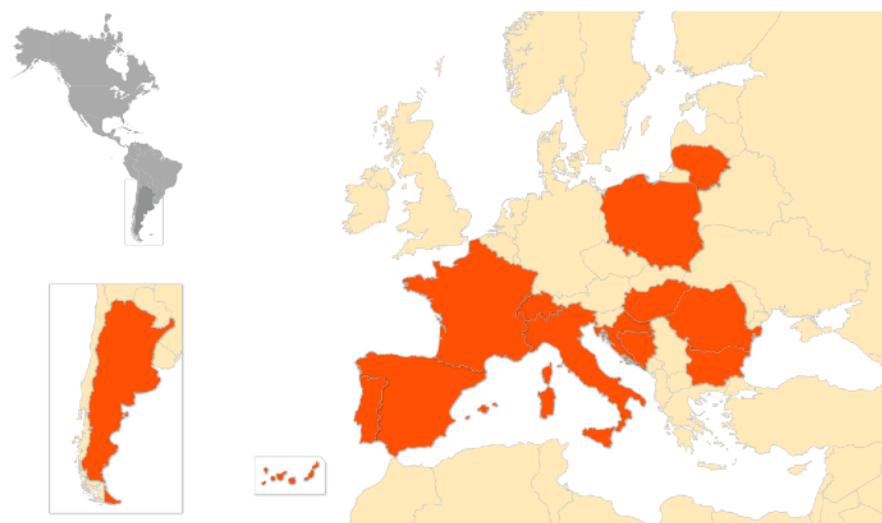
### 1.7.2. INSTITUTIONAL PICTURE

The institutional picture will be used in both digital and printed materials to reference the AIS international network. It is available in various formats. Access to the folder containing all the formats will be granted by the Secretariat **only** after the application for the use of the logo has been **accepted**.



### 1.7.3. THE MAP

The map of the AIS will be used in both digital and printed materials to reference the AIS international network highlighting member countries. It is available in various formats.



## 2. Guidelines for the communication

### 2.1. Institutional name and subtitle

- The institutional name of the cultural route is: Aromas Itinerarium Salutis
- The Acronym: AIS
- The Subtitle: The European Route of Historic Pharmacies and Medicinal Gardens

### 2.2. Cultural Route of the Council of Europe programme

As indicated in the guidelines for the use of the logo of “Cultural Route of the Council of Europe”:

- the **standard paragraph** to use when citing the **main objectives** of the Cultural Routes of the Council of Europe programme is the following:

“The Cultural Routes programme, launched by the Council of Europe in 1987, demonstrates in a visible way, by means of a journey through space and time, how the heritage of the different countries and cultures of Europe represent a shared cultural heritage. The Cultural Routes put into practice the fundamental values of Council of Europe: human rights, cultural democracy, cultural diversity and identity, dialogue, mutual exchange and enrichments across boundaries and centuries. As of 2024, there are 48 certified Cultural Routes of the Council of Europe ([www.coe.int/routes](http://www.coe.int/routes))”.

- Any documents, including press releases end with the following **statement**:

“The Aromas Itinerarium Salutis - The European Route of Historic Pharmacies and Medicinal Gardens has been a “Cultural Route of the Council of Europe” since 2024”.

- **Official link** to the Council of Europe Cultural Routes website is: [www.coe.int/routes](http://www.coe.int/routes)

### 2.3. Official languages and translations

**English** is designated as the official language of the Aromas Itinerarium Salutis Association (AIS).

Therefore:

- English is the working language of governance meetings, general assemblies, and other international events (e.g., the Annual Forum on HPMG, the International Seminar & Call for Membership),
- All documents related to the management of AIS shall be prepared in English, including meeting agendas, meeting minutes, reports, guidelines, fee tables, membership application dossiers, action plans, and budgets.
- Official press release shall be communicated by the Secretariat of the AIS in English,
- Official recorded videos about the international network of the AIS and projects or activities undertaken by the AIS.

**The official subtitle “The European route of Historic Pharmacies and Medicinal Gardens”** can be used in translated versions as follows:

- **Bosnian (BA):** “Europska Ruta Historijskih Apoteka i Ljekovitih Vrtova”
  - **Bulgarian (BG):** “Европейски маршрут на историческите аптеки и градините с лечебни растения”
  - **Croatian (HR):** “Europska Ruta Povijesnih Ljekarni i Ljekovitih Vrtova”
  - **French (FR):** “L’Itinéraire Européen des Pharmacies Historiques et des Jardins Médicinaux”
  - **Hungarian (HU):** “Az Európai Történelmi Gyógyszertárak és Gyógyászati Kertek Útvonala”
  - **Italian (IT):** “L’Itinerario Europeo delle Farmacie Storiche e dei Giardini Medicinali”
  - **Lithuanian (LT):** “Europos Istorinių Vaistinių ir Vaistinių Augalų Sodų Kelias”
  - **Polish (PL):** “Europejski Szlak Historycznych Aptek i Ogrodów Roślin Leczniczych”
  - **Portuguese (PT):** “A Rota Europeia das Farmácias Históricas e Jardins Medicinais”
  - **Romanian (RO):** “Ruta Europeană a Farmaciilor Istorice și Grădinilor Medicinale”
  - **Spanish (ES):** “El Itinerario Europeo de las Farmacias Históricas y Jardines Medicinales”
- **Official link** to the European Route of Historic Pharmacies and Medicinal Gardens website is: [www.aromassalutis.eu](http://www.aromassalutis.eu)