



**BALTIC  
NATURE  
TOURISM**

*Latvia -  
Estonia*

# GUIDELINES

**Interreg**



**Co-funded by  
the European Union**

**Central Baltic Programme**

This activity was supported as part of CB0100030, an Interreg Central Baltic Programme 2021-2027 project co-funded by the European Union.

CONCEPT  
PRIMARY LOGO  
LOGO VARIATIONS  
FOUR TYPES



BALTIC

NATURE

EXPLORE





FULL PRIMARY LOGO



LOGO ICON



SECONDARY LOGO /  
TOUR TYPE





STRUCTURE  
SPACE AROUND  
MINIMAL SIZE





SPACE AROUND THE LOGO



MINIMAL SIZE FOR  
B&W LOGO



MINIMAL SIZE FOR  
FULL COLOUR LOGO



TYPEFACE  
COLOR SCHEMES  
WRONG USAGE

*Lato Medium Italic*

AĀBCČDEĒFGĠHIĪJKĶLŁMNŃOPRSŠTUŪVZŽ  
aābcčdeēfgġhiijkķllmnņoprsštuūvzž  
12345678910

*Cambria Italic*

AĀBCČDEĒFGĠHIĪJKĶLŁMNŃOPRSŠTUŪVZŽ  
aābcčdeēfgġhiijkķllmnņoprsštuūvzž  
12345678910

PRIMARY COLOR GREEN

LATVIA -  
ESTONIA

CMYK  
RGB

85/ 47/ 87/ 59  
16/ 60/ 35  
#103C23

ACTIVE  
TOURISM

WILDLIFE  
WATCHING

NATURE  
CAPTURE

ASTRONOMICAL  
TOURS

GEO  
TOURISM

FOOD &  
FORAGING

EXTREME  
SPORTS

SOUL  
TOURS

SECONDARY COLORS

## SECONDARY COLORS



**BALTIC  
NATURE  
TOURISM**  
*Active  
Tourism*

CMYK 35/ 0/ 70/ 0  
RGB 187/ 210/ 106  
#BAD16A



**BALTIC  
NATURE  
TOURISM**  
*Wildlife  
Watching*

CMYK 46/ 6/ 40/ 0  
RGB 154/ 197/ 168  
#99C5A7



**BALTIC  
NATURE  
TOURISM**  
*Geo  
Tourism*

CMYK 10/ 38/ 75/ 0  
RGB 230/ 169/ 79  
#E5A94F



**BALTIC  
NATURE  
TOURISM**  
*Food &  
Foraging*

CMYK 16/ 55/ 55/ 0  
RGB 214/ 136/ 108  
#D5876C



**BALTIC  
NATURE  
TOURISM**  
*Extreme Sports  
& Other Nature  
Experiences*

CMYK 10/ 75/ 72/ 5  
RGB 210/ 89/ 67  
#D15942



**BALTIC  
NATURE  
TOURISM**  
*Astronomical  
Tours*

CMYK 90/ 80/ 25/ 15  
RGB 43/ 62/ 111  
#2B3E6E



**BALTIC  
NATURE  
TOURISM**  
*Soul  
Tours*

CMYK 58/ 32/ 0/ 0  
RGB 118/ 157/ 206  
#759DCD



**BALTIC  
NATURE  
TOURISM**  
*Nature  
Capture  
Holidays*

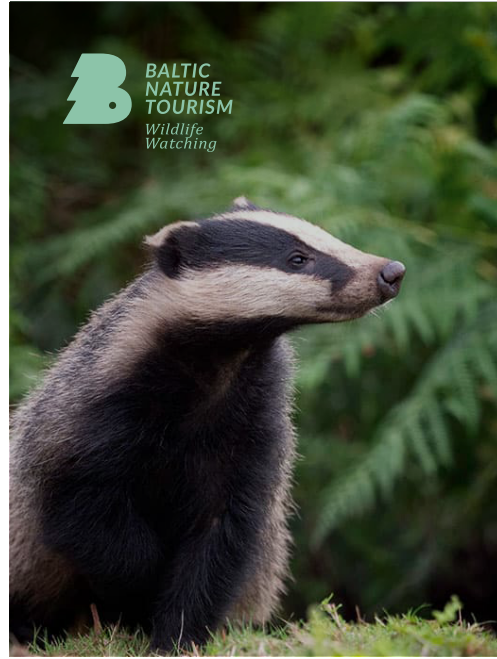
CMYK 80/ 42/ 62/ 25  
RGB 47/ 100/ 86  
#2F6355

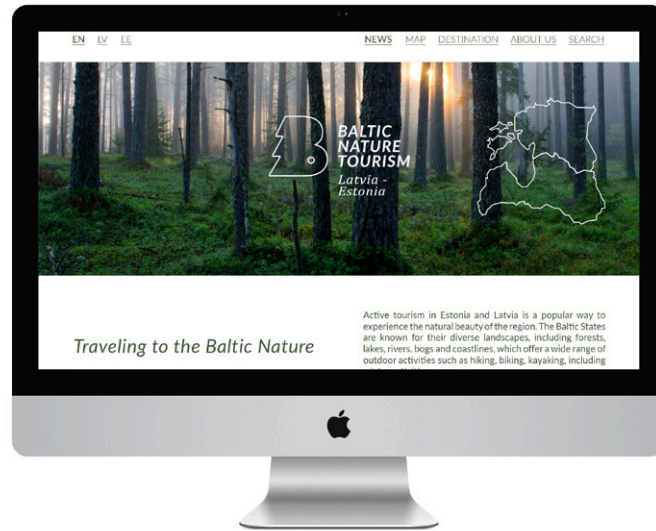
WRONG LOGO USAGE




*LOGO ON PICTURE  
WEB VIEW*







EN LV EE NEWS MAP DESTINATION ABOUT US SEARCH



## Traveling to the Baltic Nature

Active tourism in Estonia and Latvia is a popular way to experience the natural beauty of the region. The Baltic States are known for their diverse landscapes, including forests, lakes, rivers, bogs and coastlines, which offer a wider range of outdoor activities such as hiking, biking, kayaking, including water activities.

**CATEGORIES**

- WILDLIFE WATCHING
- ACTIVE TOURISM
- SOUL TOURS

**RECOMMENDED TOURS**

- TOUR 10
- TOUR 1
- TOUR 2
- TOUR 3

**MOST POPULAR TOURS**

- TOUR 1
- TOUR 2
- TOUR 3

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## Active tourism

Active tourism in Estonia and Latvia is a popular way to experience the natural beauty of the region. The Baltic States are known for their diverse landscapes, including forests, lakes, rivers, bogs and coastlines, which offer a wider range of outdoor activities such as hiking, biking, kayaking, including winter activities. Latvia and Estonia have a variety of short distance nature trails that offer visitors the opportunity to explore the country's diverse landscapes and natural features. Most of them are located in national parks: Silvere, Kemerī, Gauja, Soomaa, Matsalu and Lahemaa national park. The countries also offer several long-distance hiking trails for visitors to explore. Two of them - the Baltic Coastal hiking trail and the Forest trail, cross all three Baltic states. Overall, Latvia and Estonia are a great destination for outdoor enthusiasts and nature lovers, with a wide variety of trails and activities to choose from.

**WALKING, HIKING**

- TOUR 2
- TOUR 3
- TOUR 4

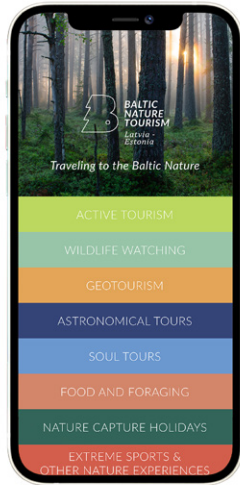
**BIOGEMO HIKING**

- TOUR 1
- TOUR 2
- TOUR 3
- TOUR 4

**CYCLING**

- TOUR 1
- TOUR 2
- TOUR 3

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MAIN PAGE VIEW



SECONDARY PAGE VIEW

*BNT | 2023*

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