

guidelines to create a postcard



The philosophy of the postcards collection

These postcards are **free** “visit cards” to present the alpine protected areas and their network to the large public, especially in the visitors centres, but also for the local population, to show that the park is involved and active at an international level.

The collection started within the project ALPENCOM: the partners of this project created their own postcard to build a collection of postcards. ALPARC also developed 4 general postcards (about landscapes, fauna, flora, culture).

In 2008, the collection gathers so far following themes and parks:

- ALPARC - fauna (5 linguistic versions)
- ALPARC - flora (5 linguistic versions)
- ALPARC - landscapes (5 linguistic versions)
- ALPARC - cultural heritage (5 linguistic versions)
- Parc national des Ecrins / F
- Parco Nazionale Gran Paradiso / I
- Parco naturale Mont Avic / I
- Nationalpark Hohe Tauern / A
- Nationalpark Berchtesgaden / D
- Naturpark Fanes-Sennes-Prags / I (2 linguistic versions)
- Naturpark Schlern-Rosengarten / I (2 linguistic versions)
- Naturpark Texelgruppe / I (2 linguistic versions)
- Naturpark Puez-Geisler / I (2 linguistic versions)
- Naturpark Rieserferner-Ahrn / I (2 linguistic versions)
- Naturpark Trudner Horn / I (2 linguistic versions)
- Naturpark Sextner Dolomiten / I (2 linguistic versions)
- Triglavski Nardoni Park / SI
- Park Škocjanske jame / SI (2 versions)
- Parc national de la Vanoise / F (currently under development)



Each protected area should spread all the cards of the collection, not only its own postcard. **The postcards have to be spread for free, they cannot be sold.**

Each alpine protected area is invited to join this collection by creating his own postcard with assistance of the coordination unit of ALPARC (task force protected areas)

The costs:

Price for 1 personalised postcard is **158 €** inclusive VAT

→ Costs to be taken in charge by each protected area concerned

→ The graphic designer (who has also developed the Alparc Corporate Design) will provide an offer that you will have to sign to order the postcard layout.

→ ALPARC (through the Task Force Protected Areas) manages the relations with the graphic designer

The print:

The print of the postcards stays at the charge of each protected area. Each park is free to print the postcards he wants: all the existing layouts are at the disposal of all protected areas

ALPARC can provide you some guidelines and advices to help you to organise the printing. We especially advice to print on an environmental-friendly paper (recycled or FSC) with vegetable inks.

The pictures:



Each park has to deliver a **selection of 10 to 15 pictures** according to following guidelines. → 3 will be chosen for the final postcard's layout.

These pictures will be used for the creation of the postcard but we appreciate if the park can also give us the right of use to use them within the common ALPARC pictures library (for common communication tools).

Guidelines for the choice of the pictures:

- **10 to 15** pictures is ok (more can be useful for our pictures library)
- **High quality** (very beautiful pictures)
- **Colourful**
- With **one main (dominant) colour** in each picture
- If possible **typical from the area** concerned (e.g. rare, emblematic or endemic species, typical landscape...)
- Covering **all the topics** (landscapes, fauna, flora, cultural heritage, other thematic...) not only one
- **high resolution** (300 dpi. Minimum size: 15 cm height)
- **Jpeg** format is ok
- Important: please add directly in the **metadata** of each picture the information about **copyrights** (photograph/park) and subject of the picture (legend, name of the specie, useful information about it, etc)

If your pictures don't fit to the guidelines, it is possible that the designer will have to ask you for better pictures. Of course, this will take more time and the delivery will be postponed.

Description of the content of the front and back sides:

Frontside/RECTO

- 3 pictures (chosen by the designer in a selection of 10 to 15 pictures from your protected area)
- Logo of your protected area
- Logo of Alparc
- Vertical colour element (colour proposed by the designer depending on the pictures)
- The map of the Alps with a red point to show the location of your park
- Text: Name of your park in original language

Backside/VERSO

- The name of your park with the country (example: **Parc national des Écrins – France**)
- The following sentence together with the website of your park. Example:
Il Parco Nazionale Gran Paradiso fa parte della rete alparc.
www.pngp.it
- This common text with the website of Alparc:
Les Espaces Protégés Alpins - Ensemble pour les Alpes
Le Aree Protette Alpine - Insieme per le Alpi
Die Alpinen Schutzgebiete - Gemeinsam für die Alpen
Alpska zavarovana območja - Skupaj za Alpe
Alpine Protected Areas – Together for the Alps
www.alparc.org
- The logo of the Alpine convention (in black and white)
- The legends and copyright of the 3 pictures (in your original language)

CONCLUSION:

Please, deliver following data:

- Your **pictures** selection (10 to 15 pictures, see the guidelines above)
- The legends and **copyrights** of the pictures
- Your **logo**, if possible in vector format (eps, ai.)

To:

marie.stoeckel@alparc.org

0033 479 26 55 02



This communication tool was initially created in the frame of the Interreg IIIB Programme Alpine Space.

Procedure to send us the pictures:

3 possibilities:

1) Put the pictures on your FTP if you have one, and provide us an access

2) Send us a CD-ROM by post:

Task Force Protected Areas
 Permanent secretariat of the Alpine Convention
 Marie Stoeckel
 256, rue de la République
 F-73000 CHAMBERY

3) Or use this free and very simple upload solution: <http://dl.free.fr>

A - first put all your pictures in one ZIP file

B - go to <http://dl.free.fr>

C - clic on « parcourir » to search the ZIP file on your computer

D - enter your email after “me notifier du lien par email”: you will receive also an access to your data, to check if they are uploaded

E - enter our email after “Email 1:”

F - clic on “ENVOYER” to start the upload.

Screenshot with translation:

Service d'envoi de fichiers <http://dl.free.fr>

Stokage en ligne	Illimité
Taille max. par fichier	Web: 1Go / FTP: 10Go
Nombre de fichiers max.	Illimité
Limite de téléchargement	Illimité
Accès aux fichiers via FTP ou HTTP	Oui
Rétention	30 jours sans téléchargement

Envoyez vos fichiers, jusqu'à 10Go par fichier via FTP

27 Novembre 2007 20h30: Le service est de nouveau entierement fonctionnel.

Fichier à envoyer:

Me notifier du lien par email:

Notifier également mes contacts du lien:

Email 1:

Email 2:

Email 3:

Inclure le message suivant: Limité à 2000 caractères

Protéger votre fichier par mot de passe:

1 - Search for the file to upload

2 - enter YOUR email address here

3 - enter the email address here:
marie.stoeckel@alparc.org

4 - here you can write a message for me if you want

5 - clic here to validate and send