

# 1 Introduction

|            |                                            |           |
|------------|--------------------------------------------|-----------|
| <b>1.1</b> | <b>Strengthening the Brand Switzerland</b> | <b>4</b>  |
| <b>1.2</b> | <b>Area of Application and Validity</b>    | <b>5</b>  |
| <b>1.3</b> | <b>Identity</b>                            | <b>7</b>  |
| 1.3.1      | Brand Context                              | 8         |
| 1.3.2      | Brand Analysis                             | 9         |
|            | 1.3.2.1 Present Brand Image                | 10        |
|            | 1.3.2.2 Future Brand Image                 | 11        |
| 1.3.3      | Future Brand Communication                 | 12        |
|            | 1.3.3.1 Core Messages                      | 13        |
|            | 1.3.3.2 Tonality                           | 14        |
|            | 1.3.3.3 Corporate Design                   | 15        |
| <b>1.4</b> | <b>Glossary</b>                            | <b>16</b> |
| <b>1.5</b> | <b>Contact</b>                             | <b>17</b> |

In today's global society countries compete with each other for the world's attention, for people, for foreign investment and capital. Where people spend their holidays, where companies invest, which university scientists select for their research activities, or where major conferences are held – all these decisions affect the importance and the prosperity of a country. The way a country is perceived abroad is central for such decisions. Therefore a country cannot allow itself to be indifferent to its image abroad.

Focused, consistent and strategic communication is needed to grant a country a sustainable, distinguishable and advantageous image in the world, in other terms a "nation-brand". Successful nation branding, i.e. communicating a unique, unmistakable profile, makes a country stand out above others. In this respect, nation branding is a vital investment into the future of a country.

It is Presence Switzerland's goal to establish the nation Switzerland as a strong brand. Creating a consistent content and a visual basis – a corporate identity – for Switzerland's presentations all over the world is the key to the success of the Brand Switzerland.

This manual contains the visual guidelines for Switzerland's worldwide presentation initiated and sponsored by Presence Switzerland. A consistent application of these guidelines is needed to the strengthening of the brand. The uniform appearance is the base to increase the impact of our activities by a higher degree of recognition.

We thank everybody who helps us creating a uniform appearance of Switzerland worldwide by applying the following guidelines.

Your Presence Switzerland Team

This manual is addressed to the staff of the Federal Department of Foreign Affairs, partner organisations and sponsors who implement activities of Switzerland abroad in cooperation with Presence Switzerland as well as to specialists who are carrying out design work on a commission basis.

The purpose of the guidelines in this manual is to ensure a uniform appearance for the presentation of Switzerland abroad. The guidelines apply to all activities of Switzerland that Presence Switzerland implements abroad, including those for which it provides financial or logistical support.

It should be noted that Presence Switzerland not only carries out activities abroad under its own aegis but also supports activities of third parties.

■ **Presence Switzerland Activities**

In the case of activities being completely initiated, managed and implemented by Presence Switzerland, the application of the entire CI is mandatory.

■ **Subsidised activities by Presence Switzerland**

Activities which are financially supported in the framework of the Presence Switzerland strategy are not subject to the full CI requirement. In the case of such activities, the Logo Switzerland should be used as an over-arching symbol for the activities concerned.

The Corporate Identity Manual Switzerland can be obtained at Presence Switzerland ([prs@eda.admin.ch](mailto:prs@eda.admin.ch)). Presence Switzerland also provides the Logo Switzerland in various languages as well as templates for the most common means of communication (brochures, flyers, advertisements etc.).

All applications of the CI Switzerland must be presented to Presence Switzerland for approval prior to any kind of reproduction or output.

**Interrelation between CI Switzerland and CD Confederation****CD Confederation:**

The corporate design of the Swiss Confederation is the visual identity of the federal administration. The corporate design of the federal administration represents the administration and its departments. It applies to the Federal Chancellery, the departments, the offices and all organisational units of the first and second circle. See [www.bk.admin.ch](http://www.bk.admin.ch)

**CI Switzerland:**

The Corporate Identity Switzerland is an instrument of Nation Branding. It is used for the Swiss presence abroad and defines its content and visual basis. As Presence Switzerland is a federal office, the CI Switzerland is subject to the guidelines of the CD Confederation. The CI Switzerland has been approved by the Conference of General Secretaries on 25 January 2008. The way in which the guidelines of CD Confederation are implemented in the framework of CI Switzerland will be explained in detail in chapter 3.

This chapter illustrates the identity of Switzerland as a brand.

The Identity Switzerland determines the values and messages of Switzerland to be communicated and aims to position Switzerland uniquely in the international competition.

The Identity Switzerland is the basis for the core messages, the tonality and the visual elements of Switzerland's communication abroad.

## 1.3.1

All communication for Switzerland takes place in the brand context of Switzerland's self image, its image abroad and the reality.

**Self image:**

The perception of Switzerland within Switzerland.

**Image abroad:**

The perception of Switzerland abroad.

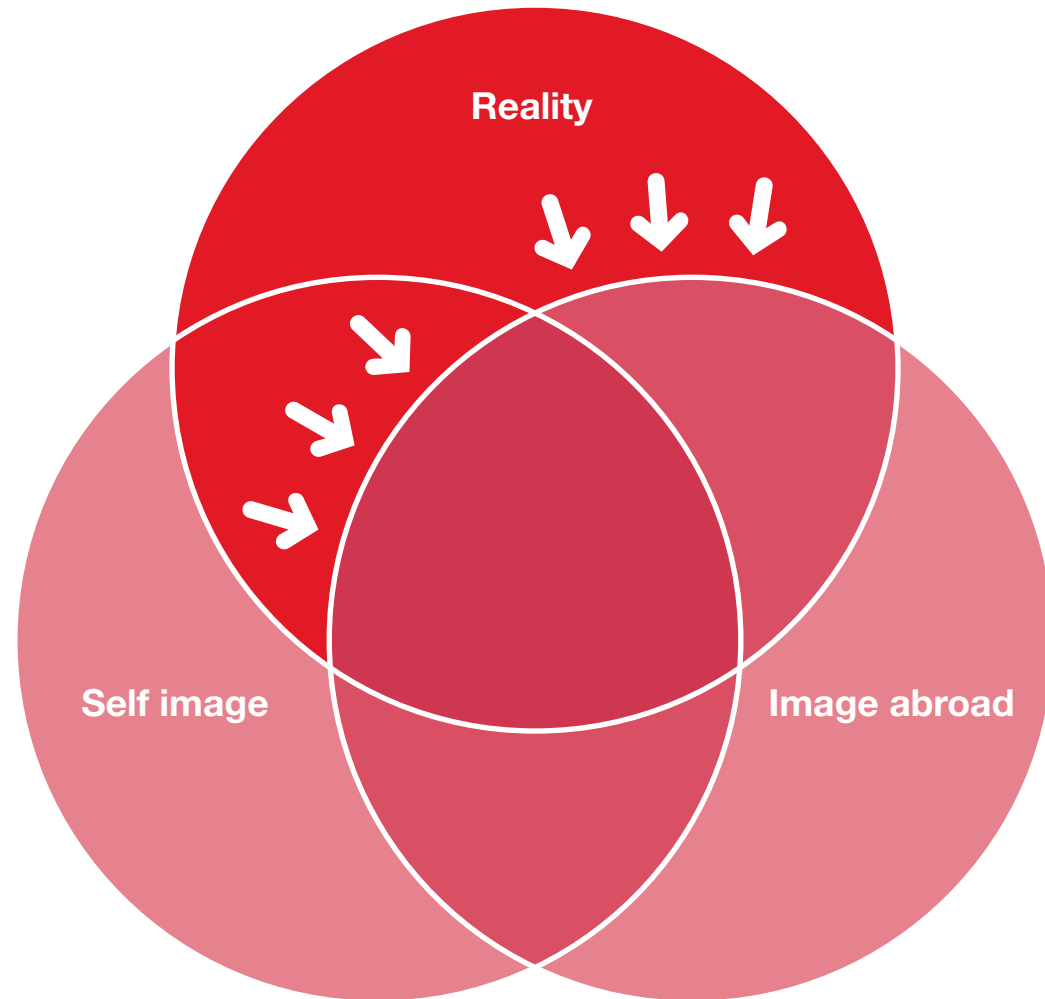
**Reality:**

The actual strengths and weaknesses of Switzerland.

The goal of the communication abroad is to make all actual strengths of Switzerland part of the image abroad, i.e. create a realistic, positive image of the country as seen outside of Switzerland.

In order to reach this goal, the exact content of the above-mentioned contextual parameters has to be defined.

## Identity Brand Context



## 1.3.2

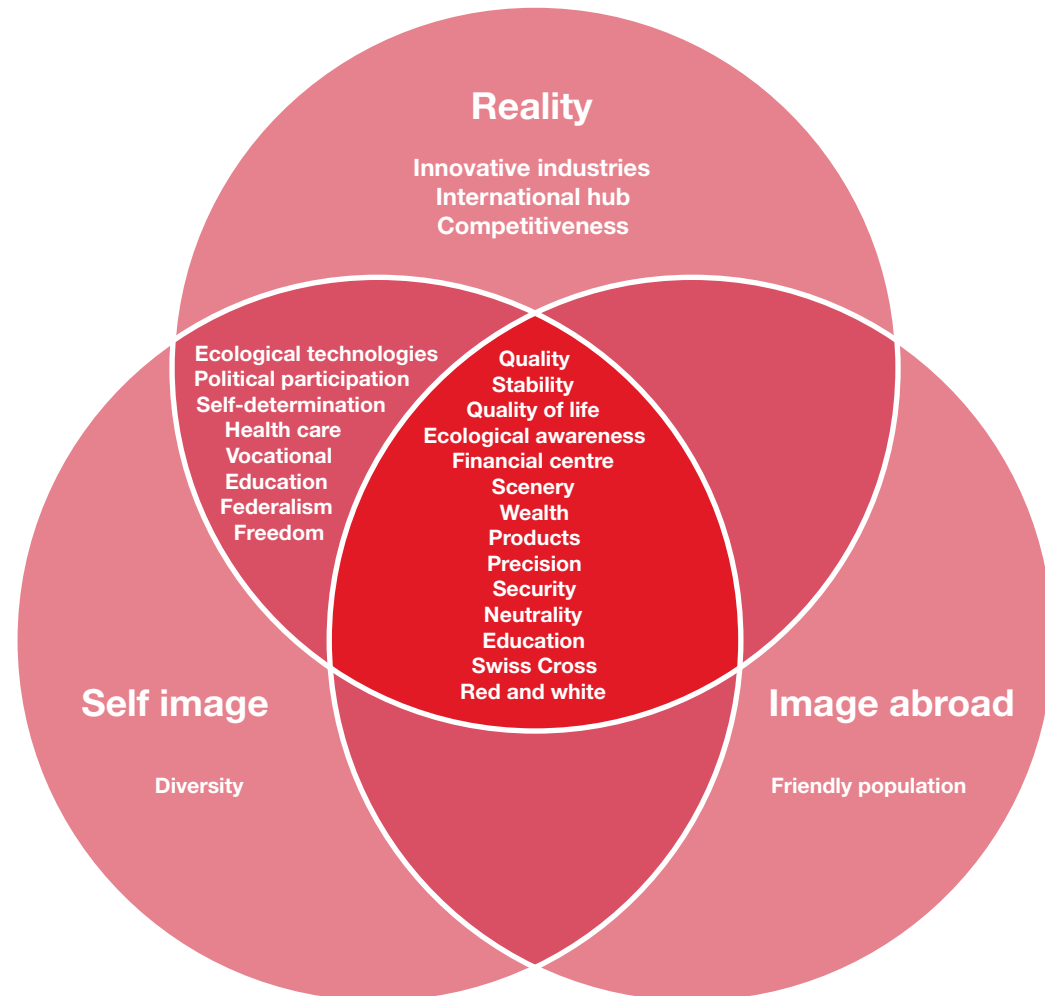
The definition of the contextual parameters is based on various external studies, international comparisons and analyses by third parties.

As the goal of the communication is to create a positive, realistic image of the brand abroad, the brand analysis concentrates on Switzerland's strengths only – being fully aware of the weaknesses, too, of course.

The analysis shows a very high congruency in many aspects (the middle intersection), yet at the same time highlights obvious differences in the perception inside and outside of Switzerland as well as between reality and image.

The middle intersection defines the brand image of today, the differences in perception influence the definition of the aspired, future brand image.

## Identity Brand Analysis



### 1.3.2.1

The brand image can be divided into three sections: accomplishments, values & character and appearance.

The accomplishments define what the brand contributes to its environment. The values & character describe the manner in which the brand acts and behaves. The appearance defines the typical elements by which the image of the brand is manifested.

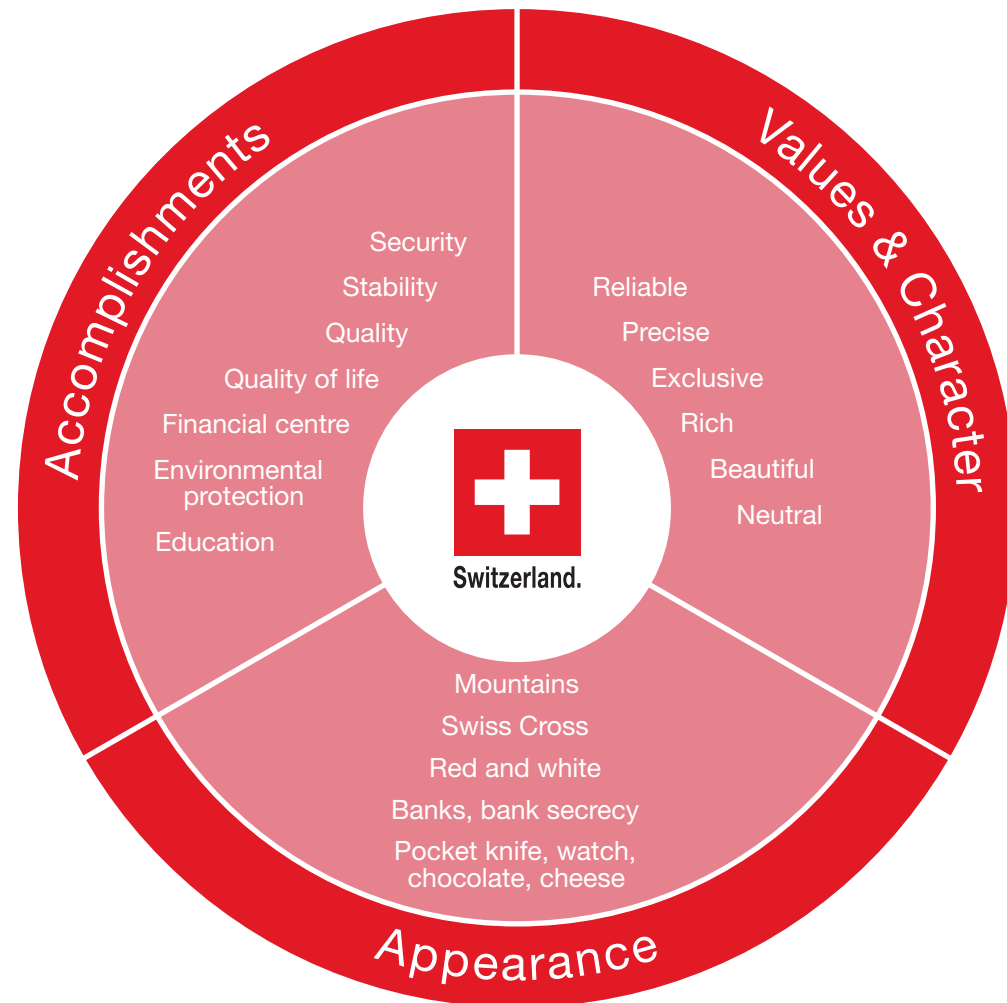
The present brand image draws a rather traditional picture of Switzerland. A picture that corresponds only inadequately with the actual reality and the innovative aspect of the country.

The goal is to complete and refresh the present image with those elements that are **attractive** and **relevant** for the audience abroad, **distinguish** Switzerland from other countries and leave room for **creative brand development**.

## Identity

### Brand Analysis

### Present Brand Image



## 1.3.2.2

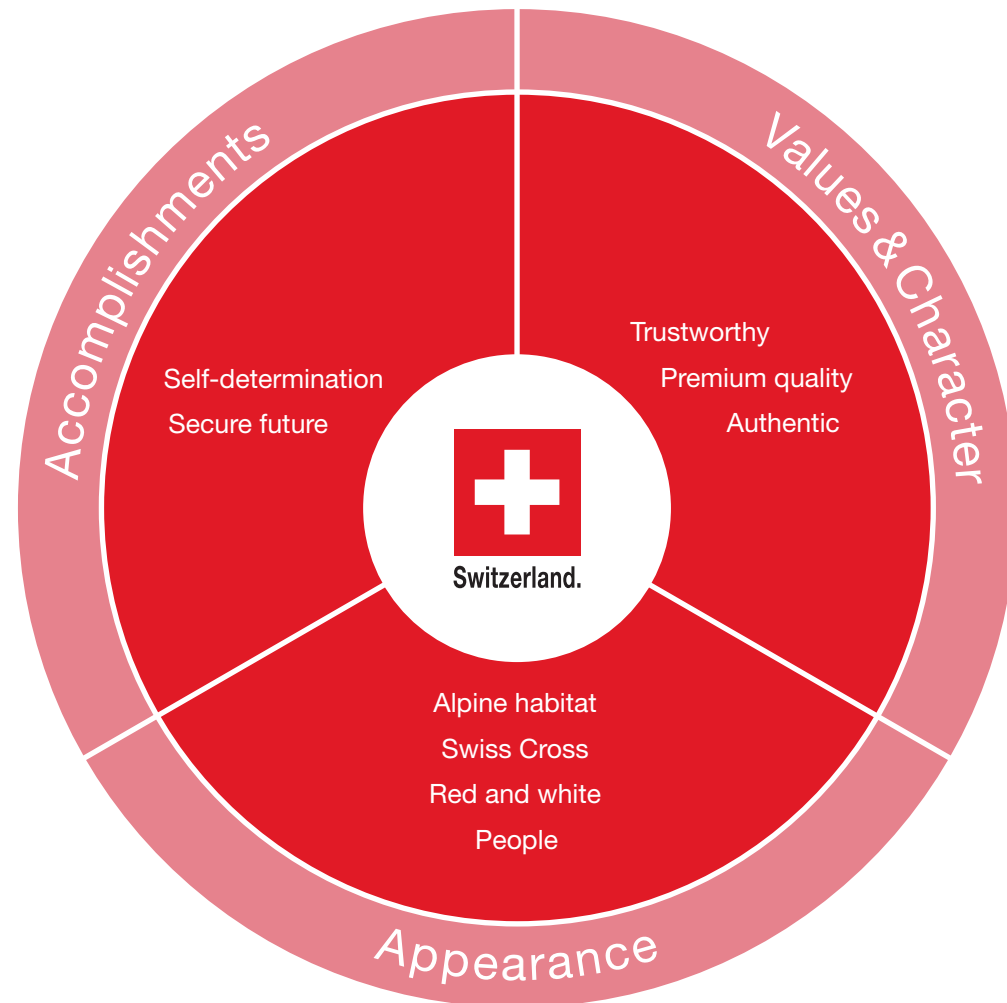
Based on the above-mentioned criteria, the brand image of the future has been defined after extensive screening and evaluation of the present brand image.

The aspired future brand image condenses the brand elements to a more **compact, active brand** with more communicative impact. It focuses on two core messages that contain the relevant accomplishments described above, yet with an innovative, active aspect added to them.

The accomplishments **self-determination** and **secure future** position the brand very uniquely and favourably in a highly individualised and highly insecure world. The messages define the relevant content of the communication abroad.

The focus on these two accomplishments draws the picture of a **confident brand** with a strong position in the international context. This attitude is also reflected in the sections values & character and appearance. It determines the tonality and the visual style of the country communication abroad.

# Identity Brand Analysis Future Brand Image



### 1.3.3

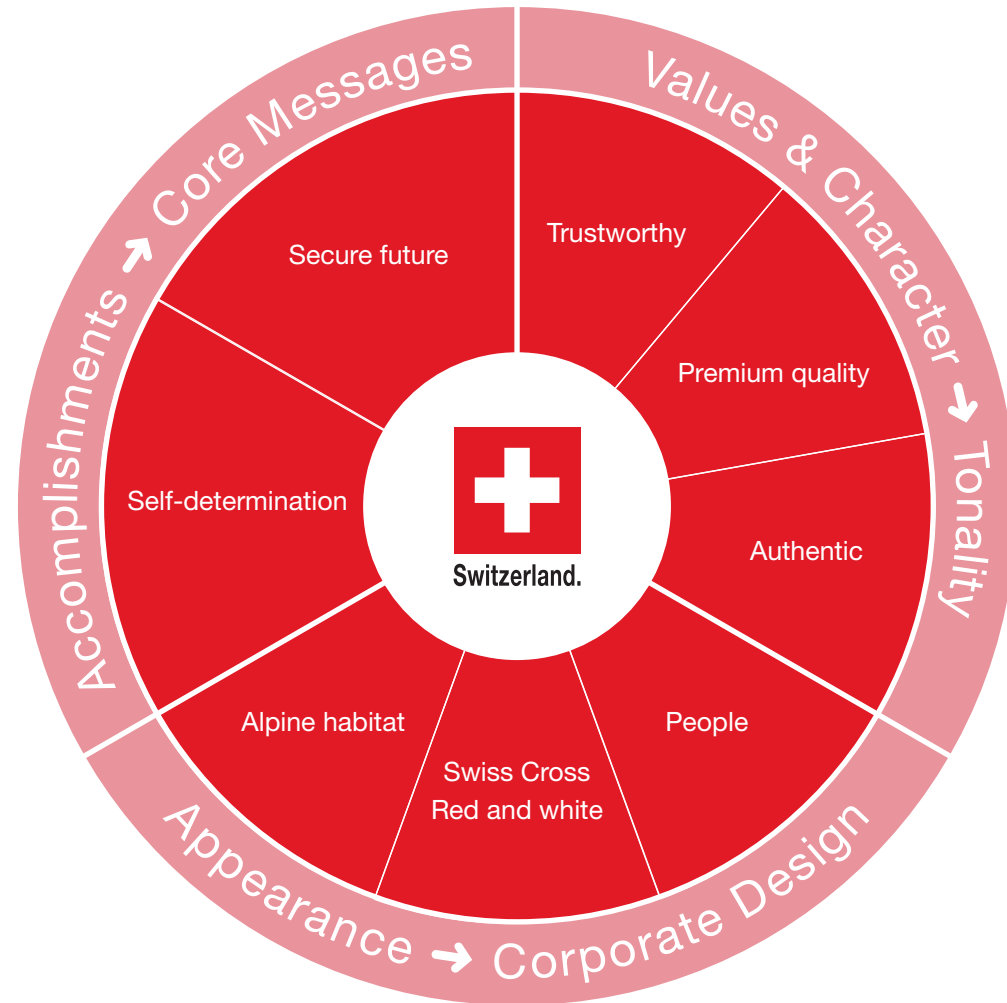
The elements of the future brand image define the guidelines for the country communication abroad. These guidelines concern three aspects, all of them described in this manual:

- Core messages
- Tonality
- Corporate design

All three aspects are of the same importance in the implementation of communicative measures abroad. They must be followed strictly by all parties involved.

## Identity

### Future Brand Communication



### 1.3.3.1

The two core messages are self-determination and security for the future

**Self-determination** stands for Switzerland's pursuit of independence, the political system with the direct democracy, the federalism, the tax system, the protection of intellectual property, the banking secrecy and much more.

**Secure future** contains the high quality of life, the high life expectancy, the security, the political stability, the attractive location for international companies, the financial centre, the innovative environment protection, the life science, the excellent health care system etc.

The two core messages must be conveyed in all projects, study trips or information material sponsored by Presence Switzerland. They are not slogans, though, and should never be used as abstract terms, but only in combination with concrete case stories from Switzerland. Corresponding success stories can be found at [www.image-schweiz.ch](http://www.image-schweiz.ch)

## Identity Future Brand Communication Core Messages



### 1.3.3.2

Communication gives the brand Switzerland a voice, in countries all over the world, in any given activity sponsored by Presence Switzerland. The tonality for the communication must therefore always express the values and the character of the brand.

This means the communication must be trustworthy, reliable and credible. It must be of premium quality, in text, art work and execution. It must always be authentic, communicating the actual, existing strengths of Switzerland. All examples and pictures must tell stories about real people.

## Identity Future Brand Communication Tonality



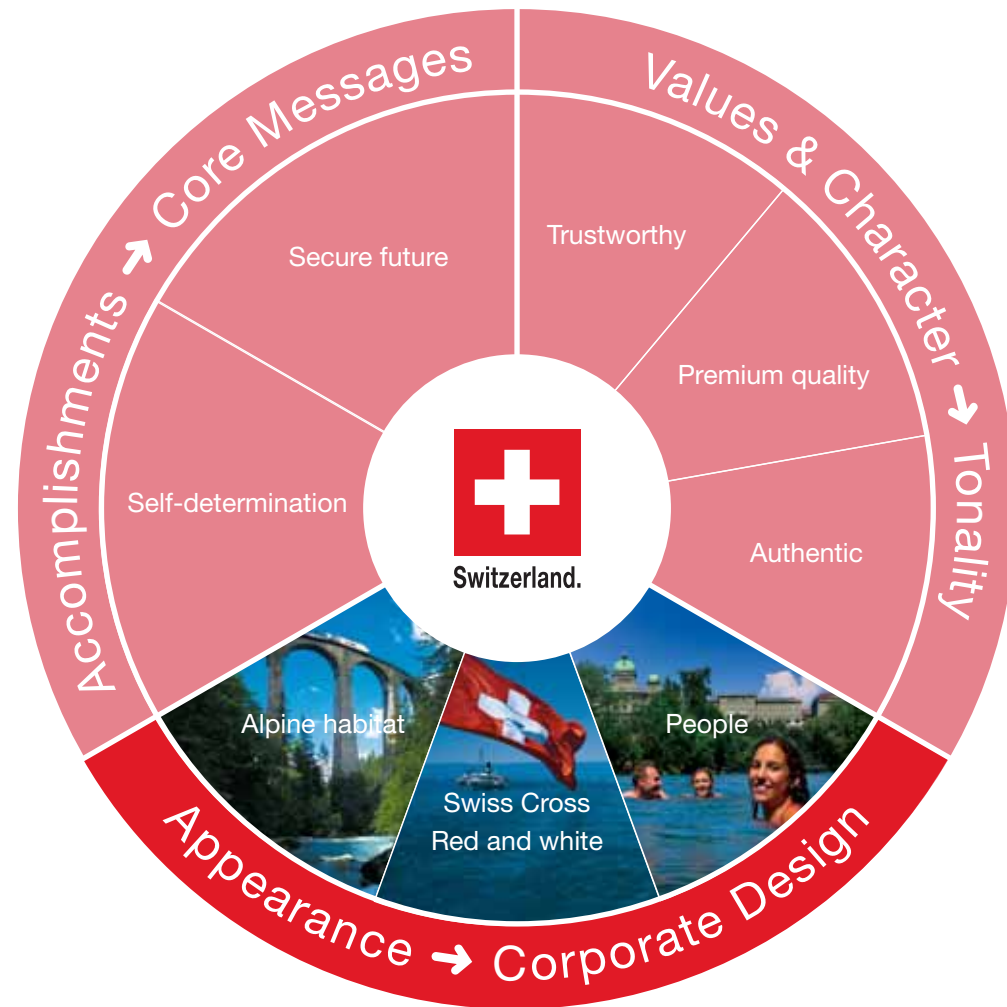
### 1.3.3.3

The elements of the appearance, i.e. the Alpine habitat, the Swiss Cross, the country colours red and white and the people, are integral part of the Corporate Design.

They are implemented in the Logo Switzerland, in the layout guidelines of all communication material and in the visual world defined in chapter 2 and 3.

In order to convey a more active, confident and self-determined image of Switzerland, the Swiss population and the Swiss Alps should be more dominantly present in all communication measures.

## Identity Future Brand Communication Corporate Design



**Corporate Identity**

The Corporate Identity (CI) is the identity and personality of a company or organisation. It defines the overall behaviour, communication and visual appearance of a corporation.

**Corporate Design**

The Corporate Design (CD) is a part of the Corporate Identity (CI). It contains the entire visual appearance of a company or organisation. The design of various means of communication, e.g. logo, stationery, advertising material, packaging etc. is part of the CD.

**CD Manual**

The Corporate Design manual brings together all distinctive characteristics of the Corporate Designs plus its definitions and measurements. It contains mandatory as well as optional guidelines.

**Appearance**

The visible, visual appearance of a company or organisation, also called Corporate Design.

**Logo**

Logo is a synonym for signet, company sign, company logo.

**Pagina**

Technical term for the number of a page.

**Point**

Unit of measure in the typographic measuring system. 1 point = 0.376 mm

**Threshold Value**

The threshold value defines the borderline for tonal values (grey tones) to be counted to either white or black.

**Exclusion Zone**

Defines the free space around the logo. The exclusion zone makes sure that no other graphic elements are positioned too close to the logo and thus compromise its impact.

**Scaling**

Up and down sizing of signs and pictures.

**URL**

Uniform Resource Locator. The URL specifies the exact address (domain name, directory) for internet data used mainly within the World Wide Web.

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