

## 2 Corporate Design Elements Brand Switzerland

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It is the Logo Switzerland's function to:

- make Switzerland visible around the world
- act as an interconnecting element for activities of Swiss organisations abroad
- create a strong brand recognition and recollection
- strengthen the Swiss participants involved
- stand for the quality and importance of the activity

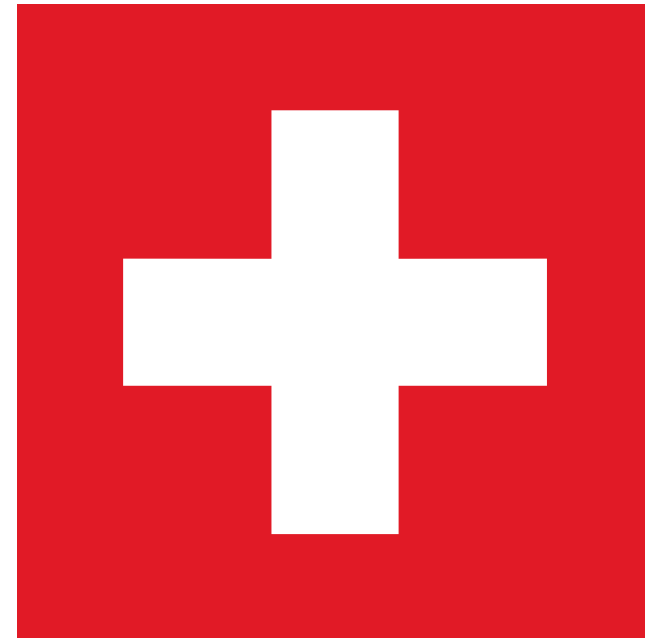
The Logo Switzerland acts as a unifying image for the Swiss activities around the world.

**Logo Elements**

Two elements compose the Logo Switzerland: the white cross on a red background (the Swiss national emblem) and the text “Switzerland.” in the language of the country where the logo is used. These two elements can not be separated.

**Note:**

The word “Switzerland” in the specific language is always followed by a full stop, except for applications in languages normally not using punctuation marks (Chinese, Japanese, Thai etc.). The word Switzerland is written in Helvetica font (see 2.1.2 Logo Font).



**Switzerland.**

## 2.1

# Logo Switzerland

### Logo Design

The Logo Switzerland is used in two design variations, either on white or on red. Do not alter or change the design. Only use original data.



**Switzerland.**



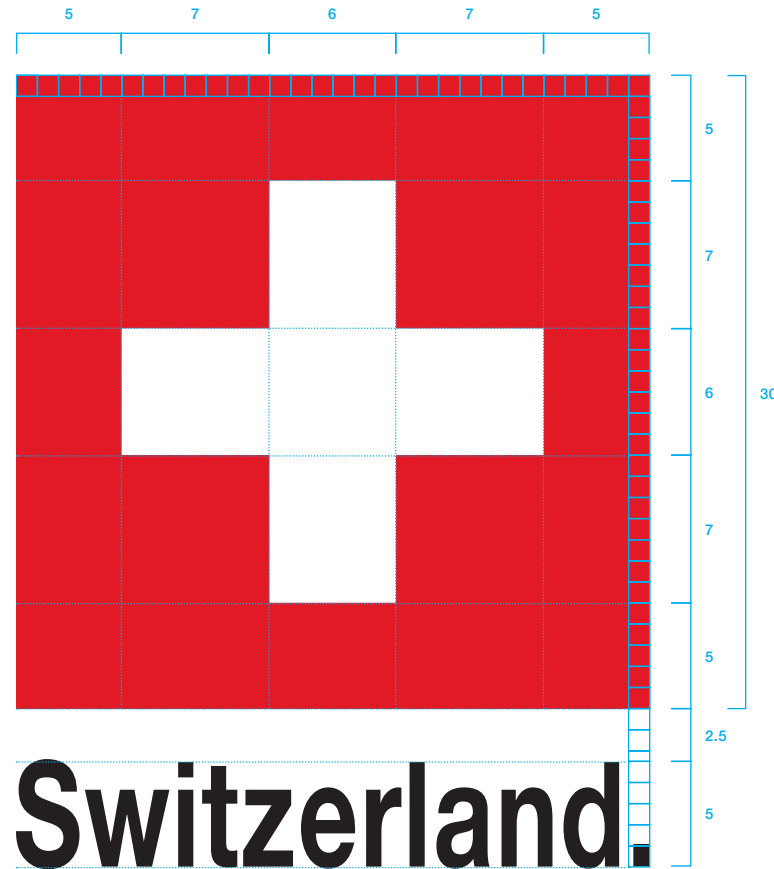
**Switzerland.**

## 2.1

# Logo Switzerland

### Proportions

The two elements of Logo Switzerland are arranged in a fixed proportion and design. Do not separate the elements. The grid shown provides the proper proportion and layout of the logo. Scaling the logo up or down is allowed (minimum size 10 mm in print and 60 pixel in online media).



The Swiss emblem consists of 30 x 30 units.

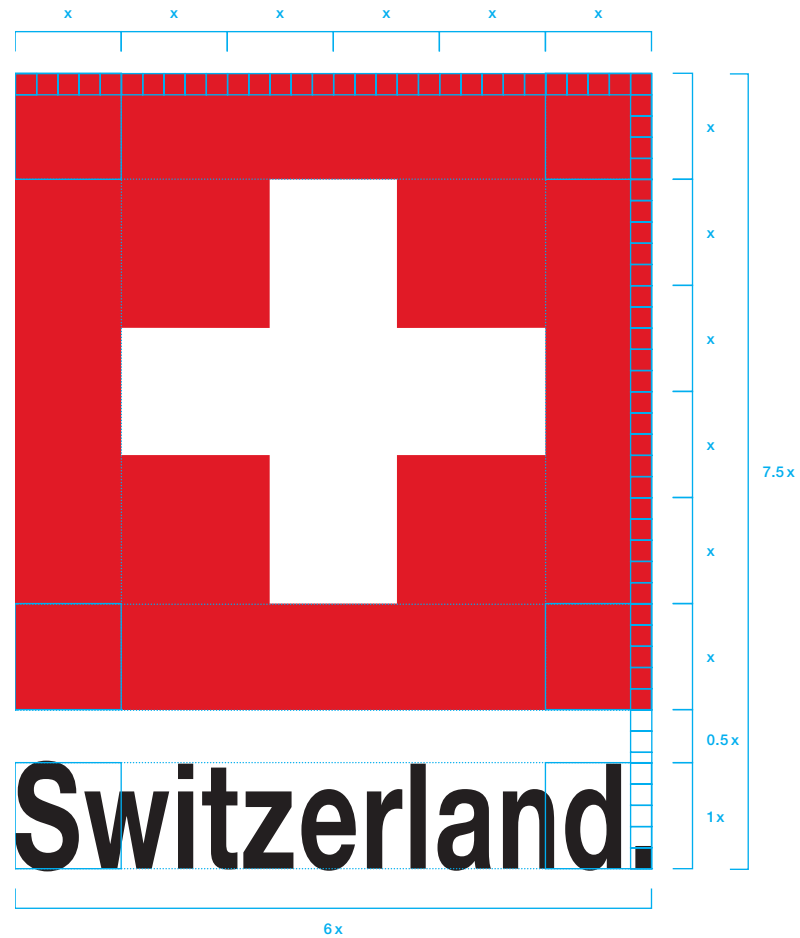
## 2.1

# Logo Switzerland

### Measurements

The standard measuring constant derived from the logo is "x". "x" is used for the measurements of all applications in this manual.

x = 5 units

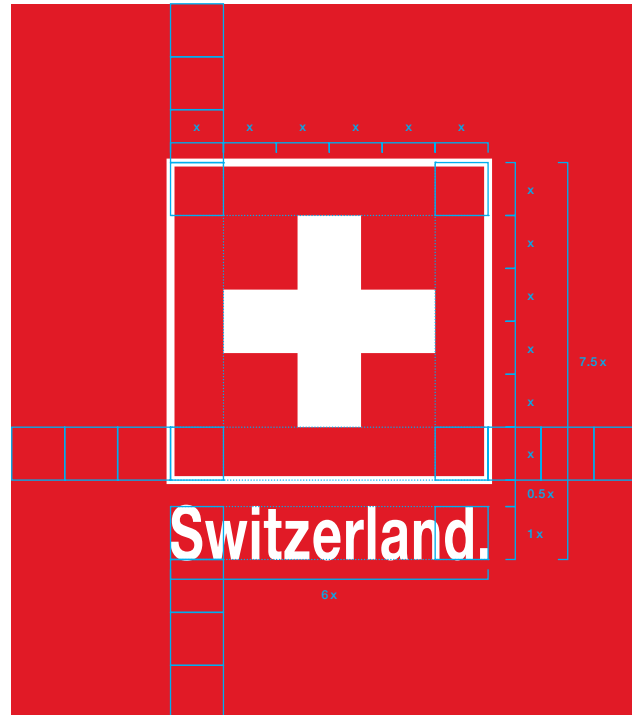


## 2.1

# Logo Switzerland

### Design Variation Red

Use a white border around the Swiss emblem when displaying it on a red background.



The white border measures 15% of x

## 2.1

# Logo Switzerland

### Exclusion Zone

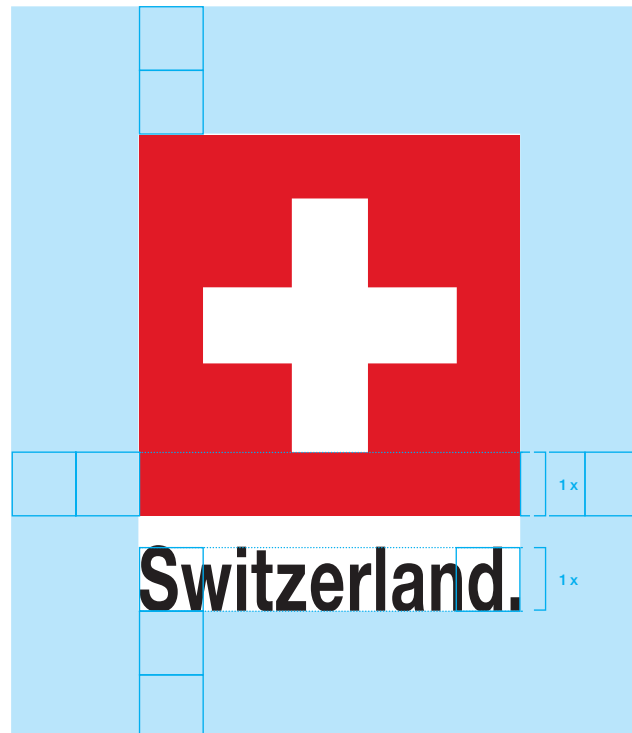
Maintain a consistent exclusion zone around the Logo Switzerland, as shown. This space represents the minimum distance between the logo and any other design element or text.

The minimum distance to be maintained around the Logo Switzerland measures 2x around the logo whatever the size of the logo may be.

1 x = height of the word mark  
2 x = minimum distance

### Rule of thumb:

Minimum distance = 2 x height of word mark



## 2.1

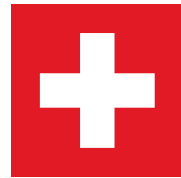
# Logo Switzerland

### Languages

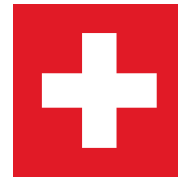
The Logo Switzerland should be wordmarked in the official language of the country where it is used. This guarantees that the origin is clear and understandable.

### Note:

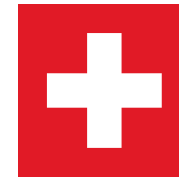
The word “Switzerland” in the specific language is always followed by a full stop, except for applications in languages that do not normally use punctuation marks (Chinese, Japanese, Thai etc.). The word Switzerland is written in Helvetica Font.



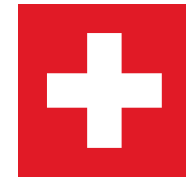
**Schweiz.**



**Suisse.**



**Svizzera.**



**Switzerland.**



**Suiza.**



**瑞士**



**スイス**



**سوئسرا.**

Logo Switzerland  
Word mark in the language of the country where the logo is used

## 2.1.1

For print, the minimum height of the Logo Switzerland is 10 mm. See recommended logo heights as shown.

### Note:

The Logo Switzerland should always be biggest logo use. Make sure that the Logo Switzerland is never smaller than other logos used.

## Logo Switzerland Logo Size



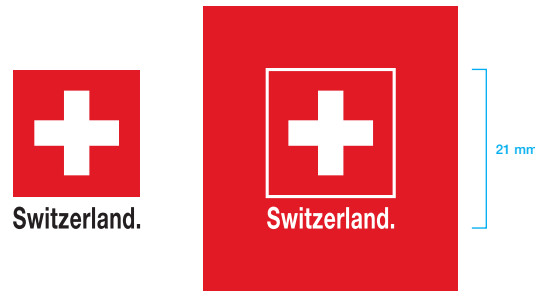
**Logo size: 14 mm / height**  
Format: A6 (105 × 148 mm)

Reproduction in original size



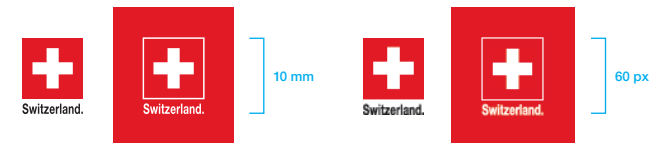
**Logo size: 17.5 mm / height**  
Format: A6/5 (105 × 210 mm)  
Format: A5 (148 × 210 mm)

Reproduction in original size



**Logo size: 21 mm / height**  
Format: A4 (210 × 297 mm)

Reproduction in original size



**Minimum size: 10 mm**  
Format Business Card et al.

Reproduction in original size

**Minimum size digital media:  
60 pixel**

## 2.1.2

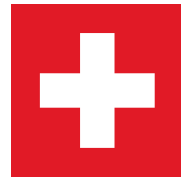
The font chosen for the wordmark of the basic version of the Logo Switzerland is Helvetica New 75 Bold. This style serves as a basis for the other languages in Latin typefaces.

All language versions share an identical design and proportion. The height of upper case letters is identical in all versions. The wordmark is adjusted to the width of the logo (spacing, distortion).

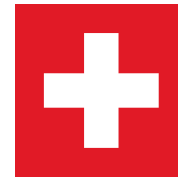
Logo image files are available in: German, French, English, Italian, Spanish, Hungarian, Dutch, Portuguese, Chinese, Japanese, Russian, Arabic and Turkish. Note: a full stop follows any country name in Latin script.

There are a number of language versions with non-Latin typefaces available. If a required language version is unavailable, a request should be made to Presence Switzerland. Do not recreate individual logos.

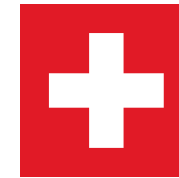
## Logo Switzerland Logo Font



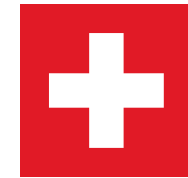
**Schweiz.**



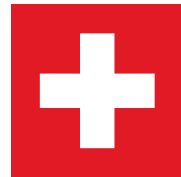
**Suisse.**



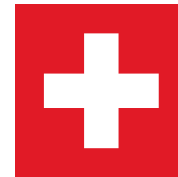
**Svizzera.**



**Switzerland.**



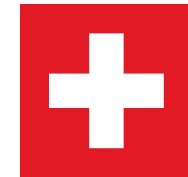
**Suiza.**



**Suíça.**



**Zwitzerland.**



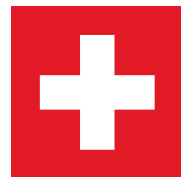
**Svájc.**



**İsviçre.**



**Швейцария.**



**瑞士**



**スイス**



**سوئسرا.**

## 2.1.3

The Logo Switzerland may be displayed in red with black text on a white background or with a white border and white text on a red background. The colour definitions on this page are binding.

The black and white version displayed here may be used as an exception in black and white communication, e.g. for facsimile or internal communication.

## Logo Switzerland Logo Colours



Switzerland.



Switzerland.



Switzerland.



Switzerland.



**Red**  
CMYK 0/100/95/5  
Pantone 1797 C / 1797 U  
RGB 225/26/39  
HEX #E11A27



**White**  
CMYK 0/0/0/0  
Pantone White C/U  
RGB 255/255/255  
HEX #FFFFFF



**Black**  
CMYK 0/0/0/100  
Pantone Black C/U  
RGB 0/0/0  
HEX #000000

The Logo Switzerland is used outside of Switzerland for publications, events, exhibitions, congresses and other activities that are in close relation to Switzerland and help building the country's image.

The guidelines documented in this manual are binding for all applications of the logo. Strict compliance with these guidelines is the basis for a strong and consistent appearance of Switzerland abroad.

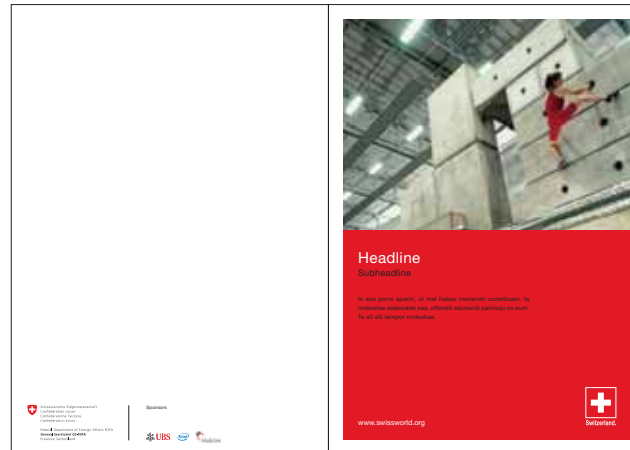
## 2.2.1

The Logo Switzerland must always be displayed prominently on all design collateral. The normal position of the logo is on the bottom right (or on the top right for digital media). As a second choice, the logo may be positioned in the middle of a page if no other design elements appear. Examples of logo positioning can be found in chapter 3.

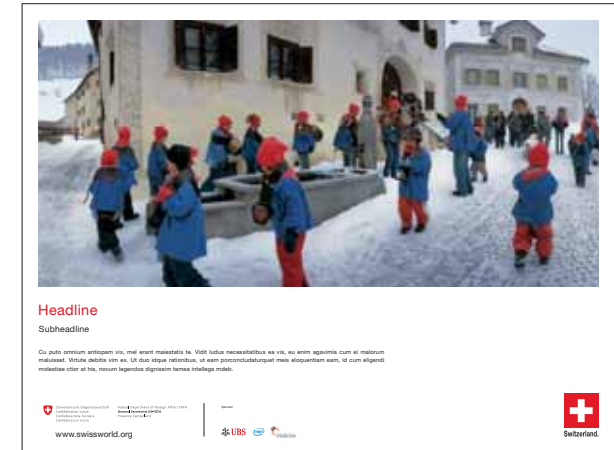
A minimum distance between the logo and any other element as indicated in 2.1 Exclusion Zone must be observed in all applications.

## Logo Usage Logo Placement

31



Brochure



Advertisement



Billboard



Website

## 2.2.2

The Logo Switzerland may be displayed in red with black text on a white background or with a white border and white text on a red background. The black and white version shown here is only to be used in black and white communications as an exception.

### Logo Usage Logo Background

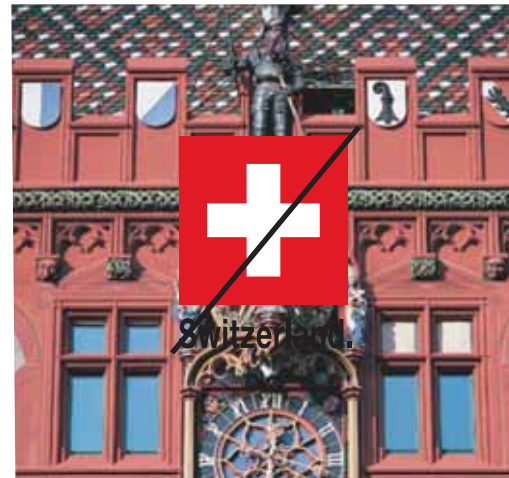


## 2.2.3

Do not display the Logo Switzerland with alternative colours, additional borders, distorted text or on coloured backgrounds (except red backgrounds) or other fonts.

Logos must be taken from the original image file provided. Only the size of the logo may be changed while maintaining the proper proportions.

## Logo Usage Don'ts



Only Helvetica fonts should be used. If for technical reasons Helvetica fonts are not available, use Arial. For non-Latin scripts, find a similar font to Helvetica/Arial.

For bodytext of all advertising material always use Helvetica/Arial or a Helvetica-like font.

For internet applications the recommended font is Verdana.

## Helvetica Family

Helvetica 55 Normal

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Helvetica 75 Bold

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890**

Helvetica 95 Black

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890**

## Arial Family

Arial

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Arial Bold

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890**

Arial Black

abcdefghijklmnopqrstuvwxy

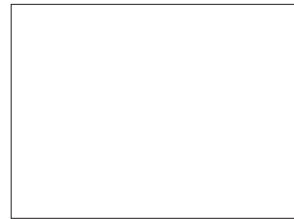
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Colour plays a central role in communicating the brand Switzerland. Always use the palette of red, black, and white outlined below and apply them to any communications material, e.g. in typography, graphic elements etc.



**Red**  
CMYK 0/100/95/5  
Pantone 1797 C/1797 U  
RGB 225/26/39  
HEX #E11A27



**White**  
CMYK 0/0/0/0  
Pantone White C/U  
RGB 255/255/255  
HEX #FFFFFF



**Black**  
CMYK 0/0/0/100  
Pantone Black C/U  
RGB 0/0/0  
HEX #000000



**Gray 60**  
CMYK 0/0/0/60  
Pantone Cool Gray 8 C/U  
RGB 153/153/153  
HEX #999999



**Gray 30**  
CMYK 0/0/0/30  
Pantone Cool Gray 5 C/U  
RGB 204/204/204  
HEX #CCCCCC

Images are an integral part of the Corporate Identity. Like all other graphic aspects, images reflect Switzerland's brand values. Therefore, the right choice of images is crucial for the communication abroad.

Central elements of the Swiss world of images are the Alpine habitat and Switzerland's people.

The Alpine environment and its characteristic features on the one hand evoke strong associations with Switzerland. On the other hand Switzerland's people make the Swiss history, values and achievements become alive and tangible.

## 2.5

## Visual World / Photography

### Style

Images within the CI Switzerland are characterised by their natural style. Landscapes and situations taken from everyday Swiss life convey an image of authenticity and believability, as well as an image of a country where high quality matters. For this reason, photos must not be artificially changed or manipulated. Poor quality pictures must not be used.

### Colours

Wherever possible, images should contain Switzerland's national colours, red and white. They should be part of a natural context, for example in backgrounds, clothing or accessories. They should never give the impression of having been added to the picture artificially.



## 2.5

## Visual World/Photography

### Composition/Content

Every picture should tell a little story. Create suspense in the composition of the picture by using contrasts (small/large, close/far, bright/dark, etc.), special angles or an unusual focus.

Show a lively picture of a modern, active Switzerland in all the segments of today's life from contemporary architecture to traditional customs and from natural spectacles to nano-technology.

Avoid the ordinary and obvious.



The CI Switzerland is subject to the guidelines of the CD Confederation. Within this framework the Logo Confederation has to appear on all means of communication. On multi-page material it is placed on the back, on one-page material it is positioned on the bottom left of the page. For more information see chapter 3.

## 2.6

The usage of the Logo Confederation is restricted to the applications defined in the CD Confederation. For details see the CD manual on [www.bk.admin.ch](http://www.bk.admin.ch) and the guidelines of every department.

# Logo Confederation



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Federal Department of Foreign Affairs FDFA  
**General Secretariat GS-FDFA**  
Presence Switzerland

Original Size, vertical



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra



Minimum size 32 mm



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Federal Department of Foreign Affairs FDFA  
**General Secretariat GS-FDFA**  
Presence Switzerland

Original Size, horizontal

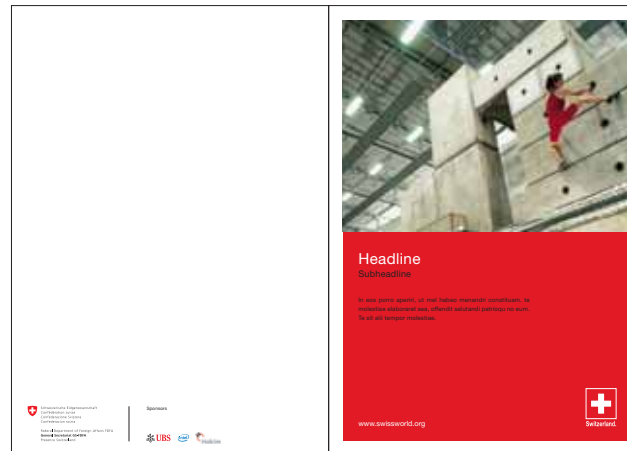
Part of the publications used within the CI Switzerland are published in cooperation with sponsors or partners. It is important to display the Logo Switzerland and the logos of all partners/sponsors involved in a consistent manner.

## 2.7

# Logos Partners/Sponsors

The Logo Switzerland is always the main logo. All other logos of partners, sponsors etc. must not compete with the Logo Switzerland.

For two-sided material the Logo Switzerland is placed on the front, the Logo Confederation and partner/ sponsor logos are always placed on the back. On one-sided material the Logo Switzerland is placed on the bottom right, the Logo Confederation on the bottom left.



Brochure



Advertisement



Billboard

All stationery and communication material contains an URL. The placement of URLs follows a consistent line.