

6 Logo Applications for Partner Organisations

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Major international events or programmes/campaigns initiated by Presence Switzerland are often realised together with partner organisations.

All communication materials for the overall programme or campaign published by Presence Switzerland are applied to the entire CI Switzerland.

Where institutional partner organisations are publishing their own communication material within joint activities or general country communication activities, the Logo Switzerland can be integrated as a bonding element to the overall programme or campaign, increasing the recognition of the brand Switzerland.

The guidelines in this chapter show possibilities of integrating the Logo Switzerland into communication materials of partner organisations.

For details on the logo (colours, fonts, size, etc.) please refer to chapter 2.

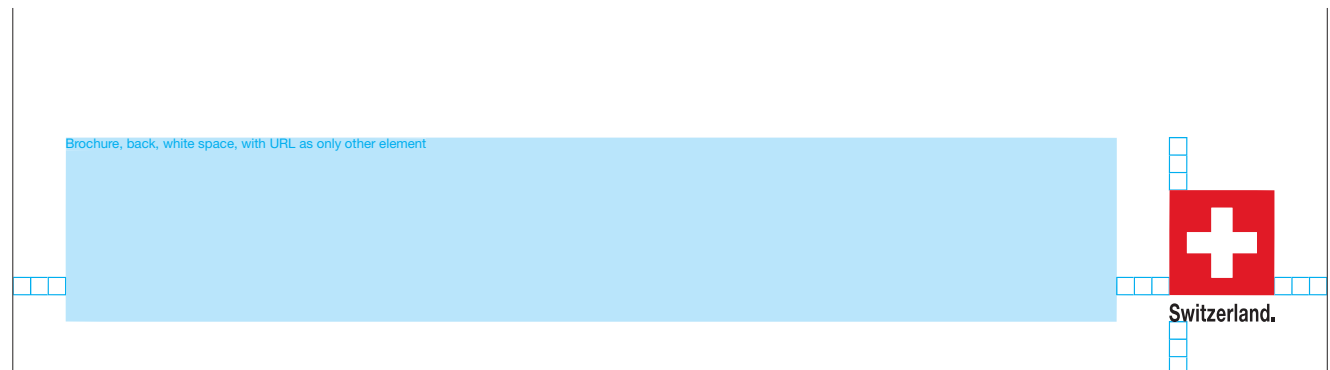
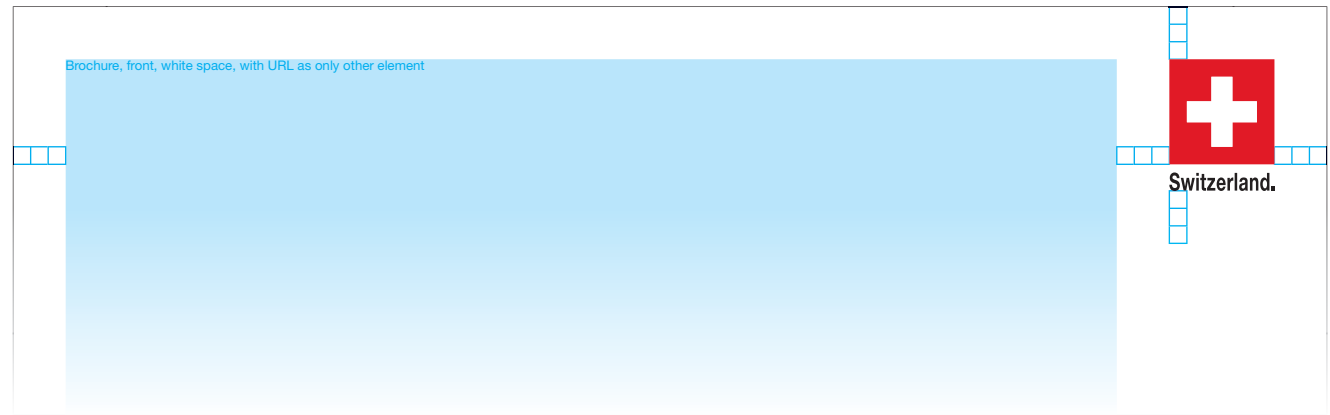
6.2.1

The Logo Switzerland should have as much visual impact as possible. Always place the logo on a white background and use ample white space around it.

Whenever possible, the logo should be placed either on the top right or bottom right.

Logo Placement

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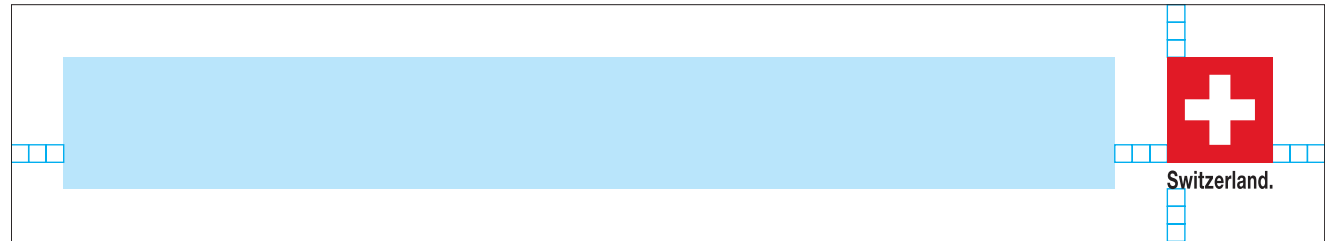


6.2.1

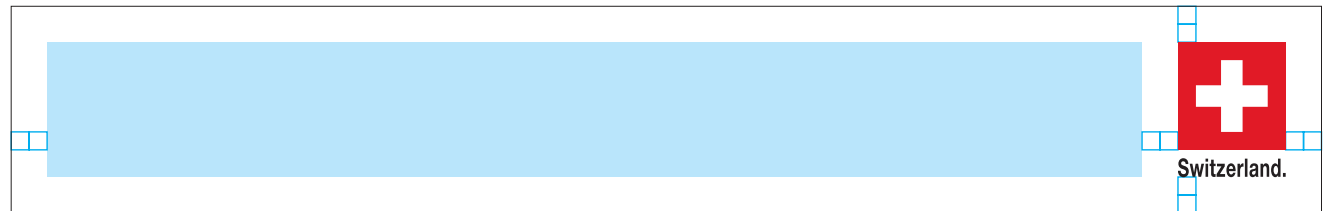
Wherever possible use more white space around the logo than just the minimum exclusion zone.

Logo Placement

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Large-scale format, i.e. top of backdrop, recommend distance to other graphic elements



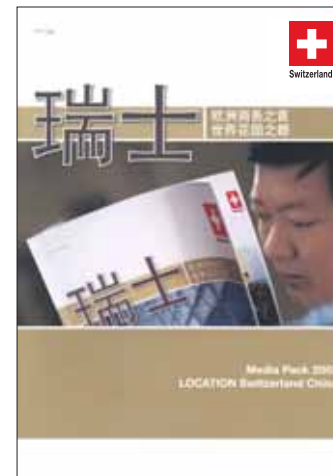
Large-scale format, i.e. top of backdrop, minimum exclusion zone

6.2.1

Recommended placement of the Logo Switzerland is on the top right or bottom right.

Logo Placement

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6.2.2

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

Do not integrate the Logo Switzerland into a sponsor block.

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 Don'ts

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