Corporate Identity Manual Switzerland

December 2008

Switzerland.

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1.1 Strengthening the Brand Switzerland

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

1.2 Area of Application and Validity

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). 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.

1.2

Area of Application and Validity

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

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.

1.3 Identity

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.

Brand Context

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

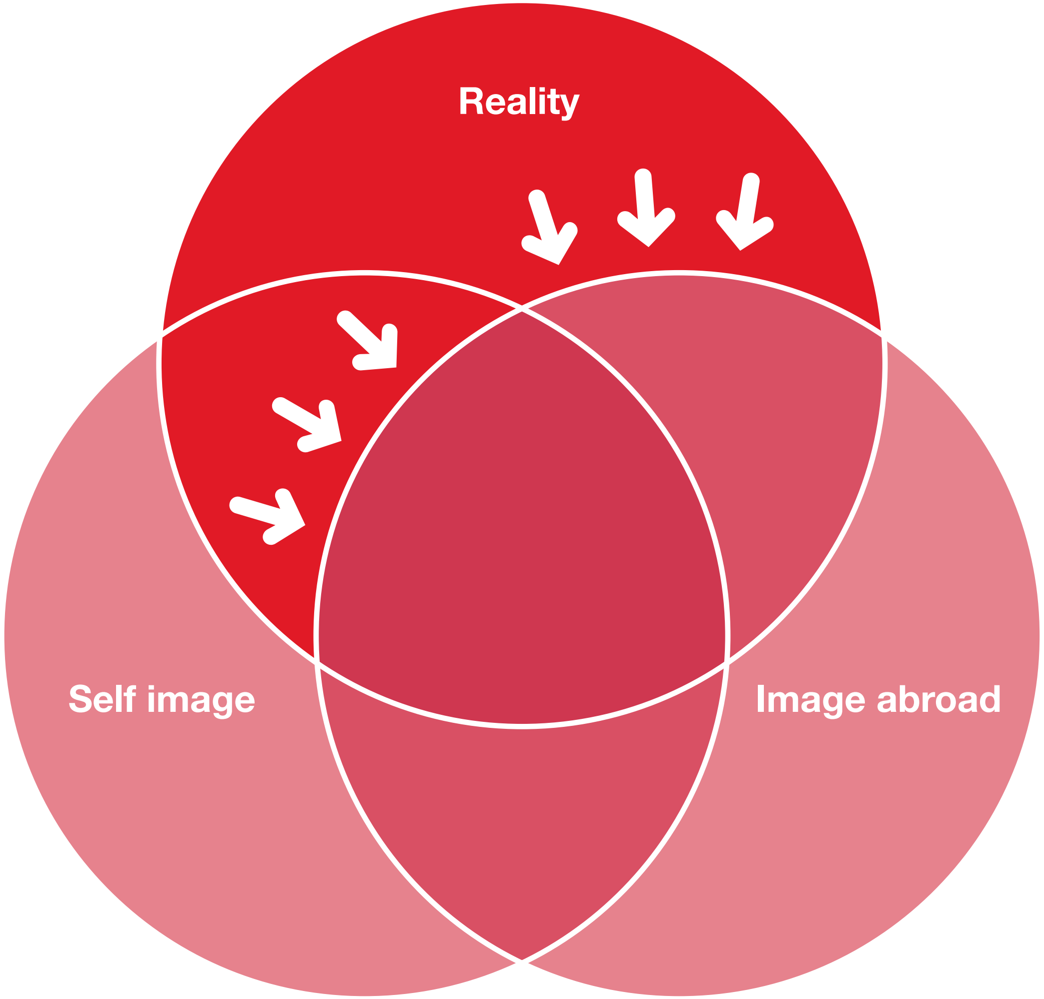
Self image:
The perception of Switzerland within Switzerland.

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.



1.3.2

Identity

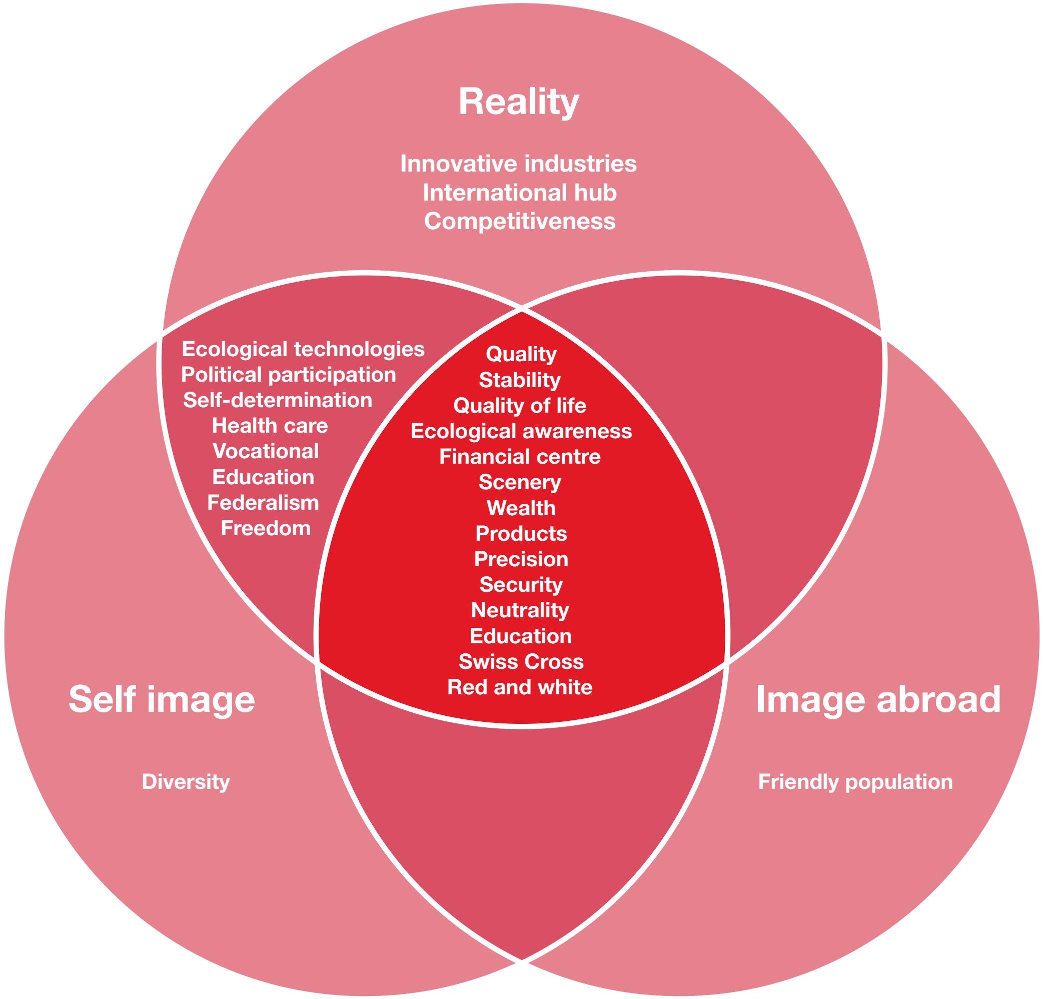
Brand Analysis

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.



Reality

Innovative industries
International hub
Competitiveness

Ecological technologies
Political participation
Self-determination
Health care
Vocational
Education
Federalism
Freedom

Quality
Stability
Quality of life
Ecological awareness
Financial centre
Scenery
Wealth
Products
Precision
Security
Neutrality
Education
Swiss Cross
Red and white

Self image

Diversity

Image abroad

Friendly population

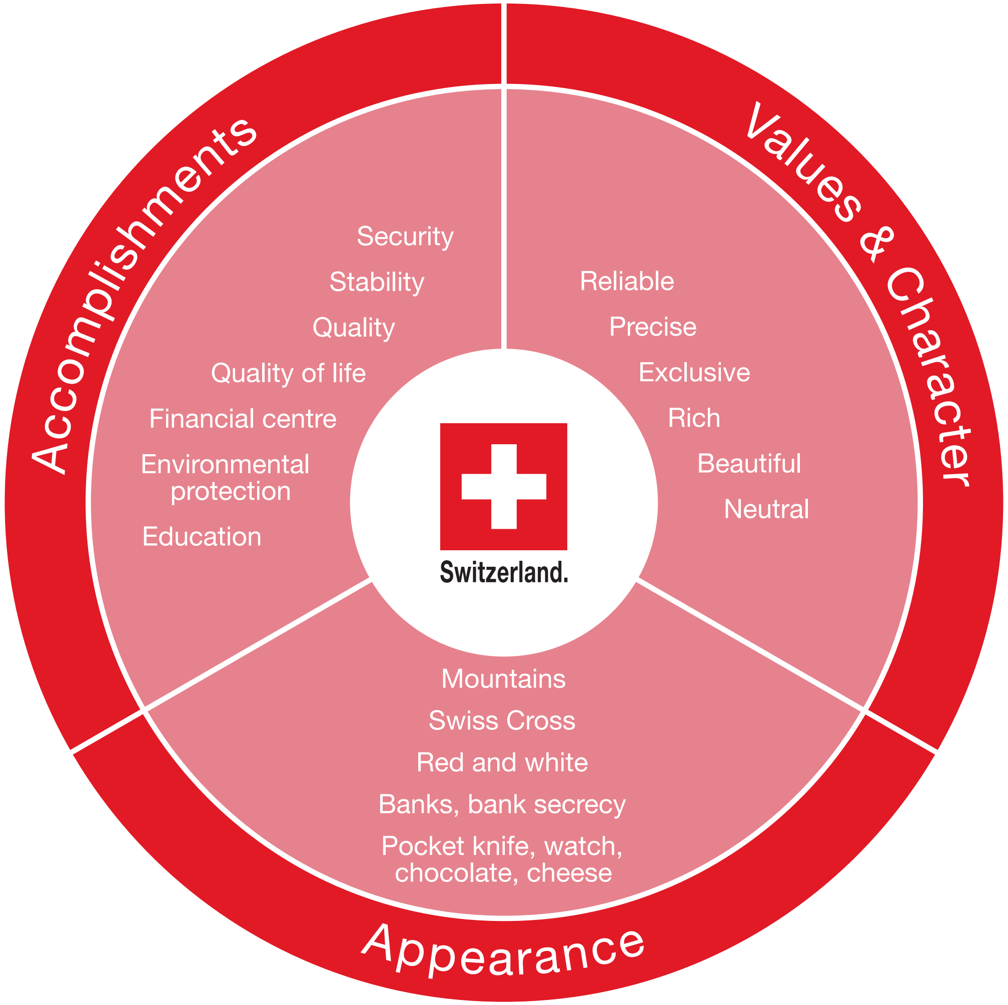
Present Brand Image

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.**



Accomplishments
Security
Stability
Quality
Quality of life
Financial centre
Environmental protection
Education

Values & Character
Reliable
Precise
Exclusive
Rich
Beautiful
Neutral

Appearance
Mountains
Swiss Cross
Red and white
Banks, bank secrecy
Pocket knife, watch, chocolate, cheese

Switzerland.

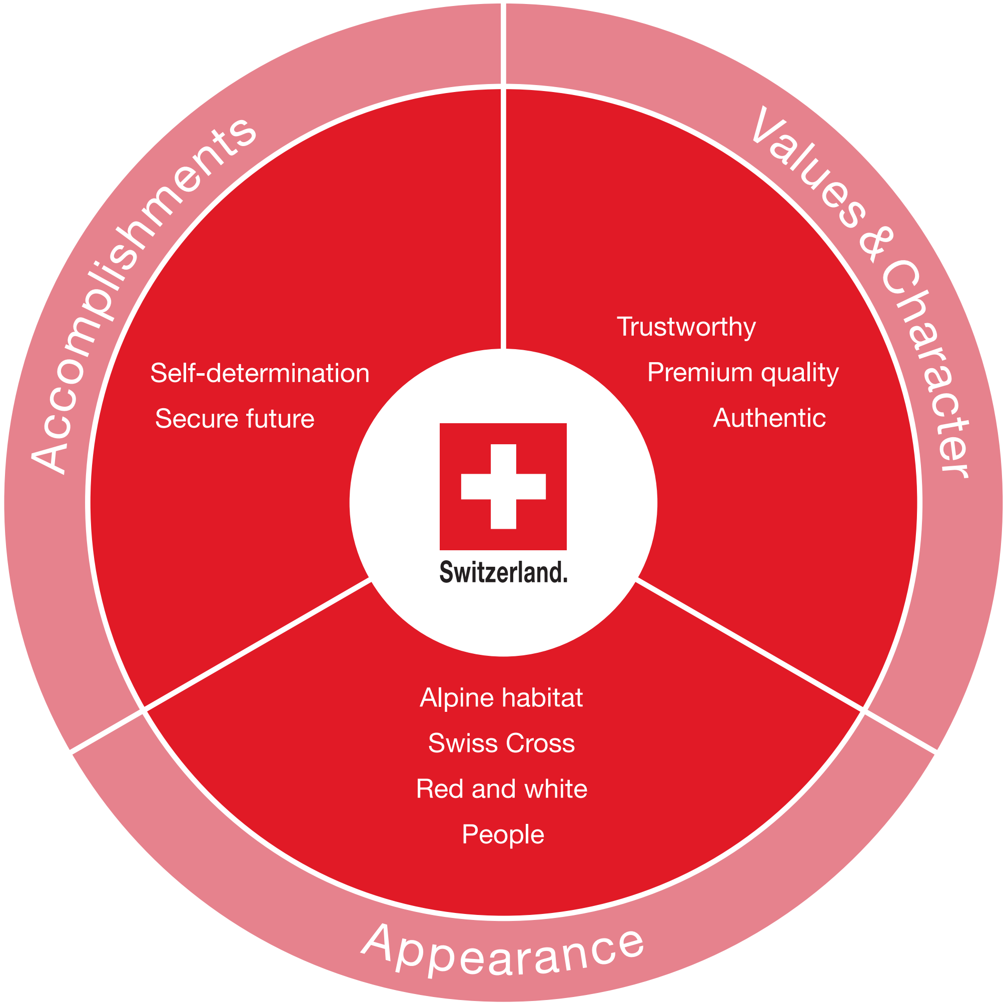
Future Brand Image

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.


Accomplishments
Self-determination
Secure future
Values & Character
Trustworthy
Premium quality
Authentic
Switzerland.
Alpine habitat
Swiss Cross
Red and white
People
Appearance

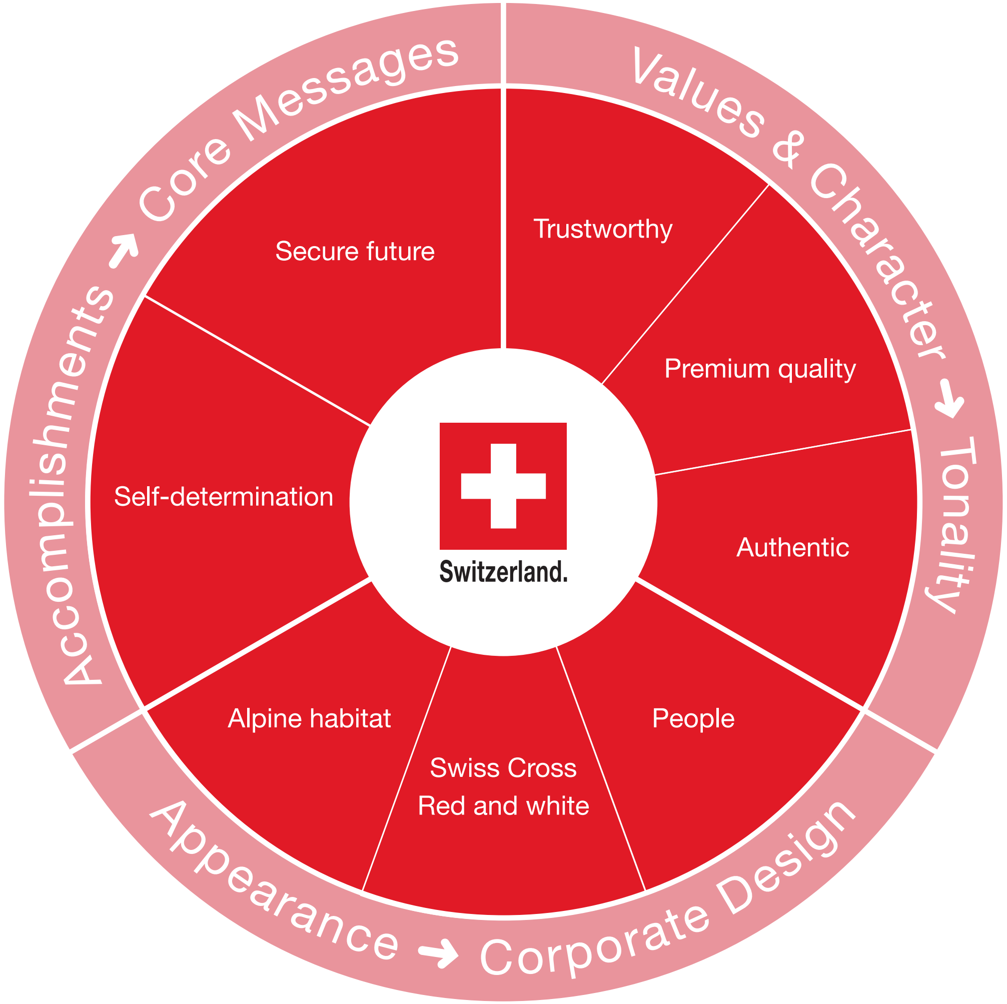
1.3.3

Future Brand Communication

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.


Accomplishments ➜ Core Messages
Values & Character ➜ Tonality
Appearance ➜ Corporate Design
Secure future
Self-determination
Trustworthy
Premium quality
Authentic
People
Swiss Cross
Red and white
Alpine habitat
Switzerland.

1.3.3.1

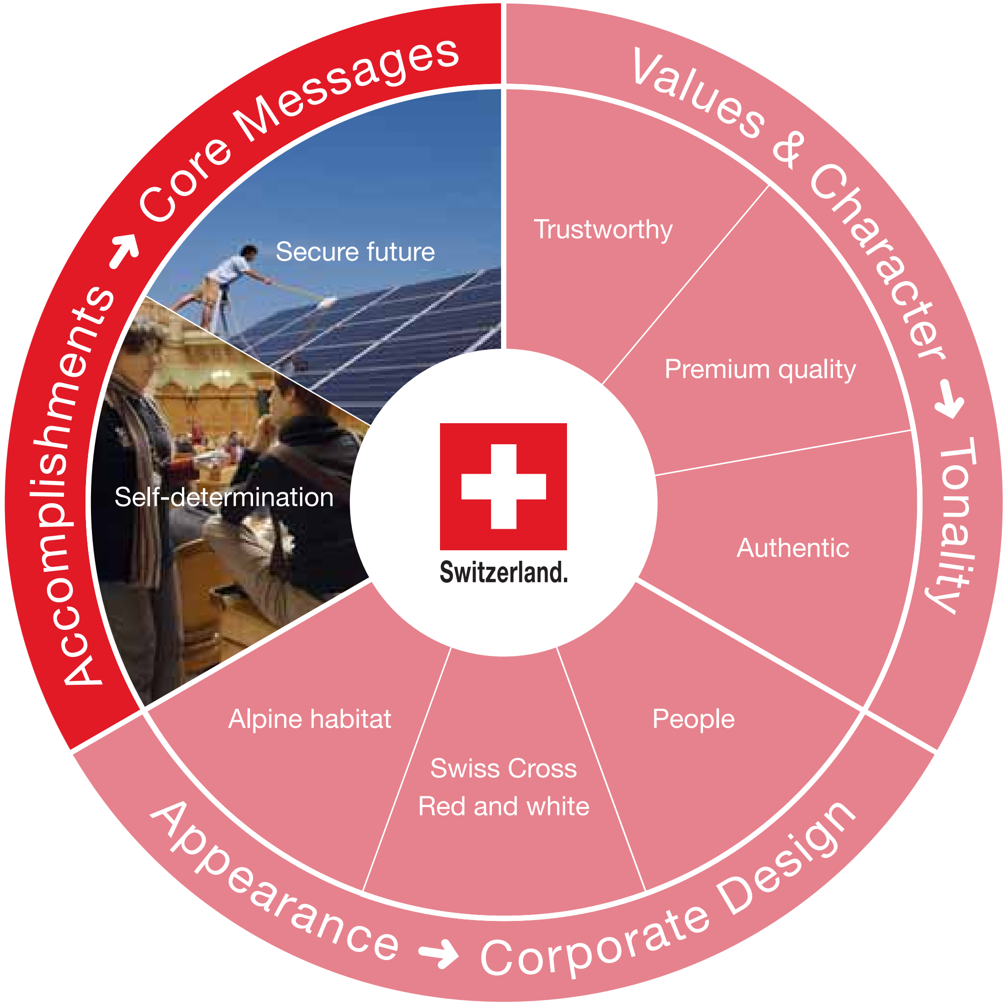
Identity
Future Brand Communication
Core Messages

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.

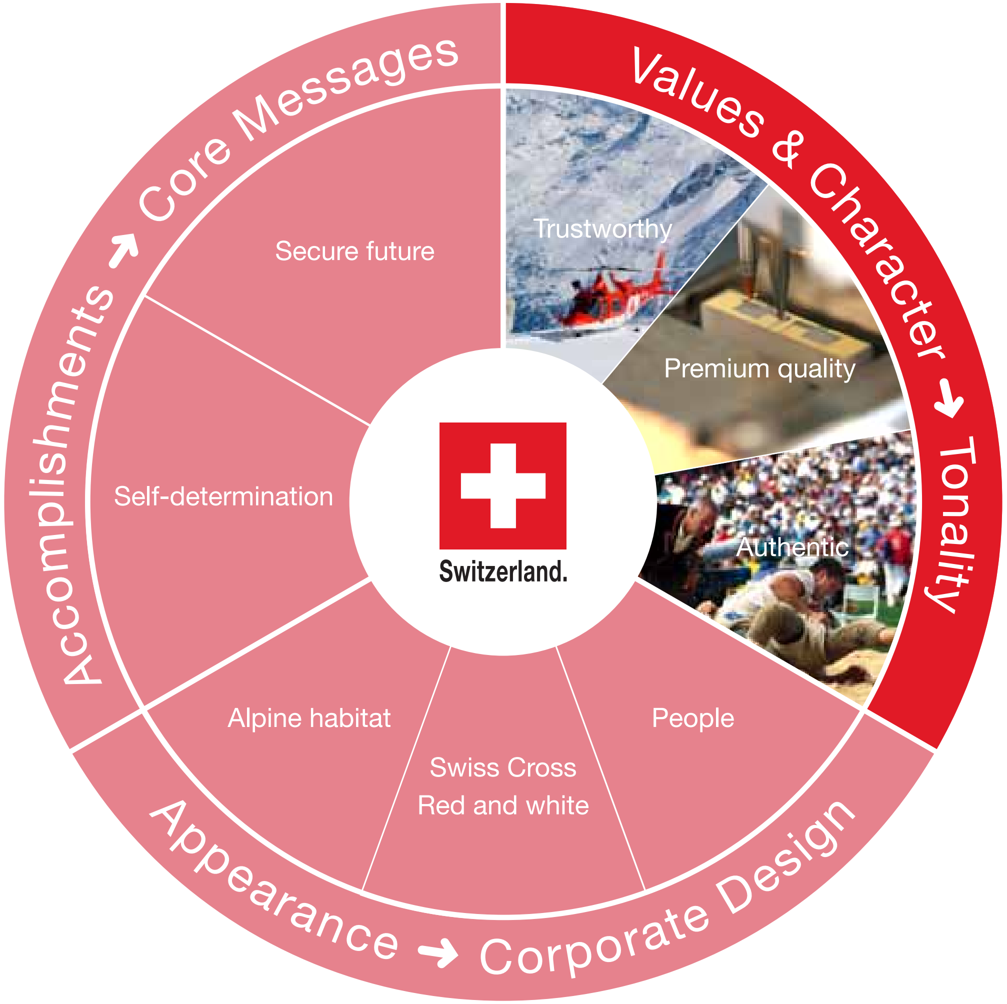
The two core messages must be conveyed in all projects, study trips or information material sponsored by Presence Switzerland. They are not slogans, though, and should never be used as abstract terms, but only in combination with concrete case stories from Switzerland. Corresponding success stories can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


Accomplishments ➔ Core Messages
Values & Character ➔ Tonality
Appearance ➔ Corporate Design
Secure future
Self-determination
Trustworthy
Premium quality
Authentic
People
Swiss Cross
Red and white
Alpine habitat
Switzerland.

Tonality

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.

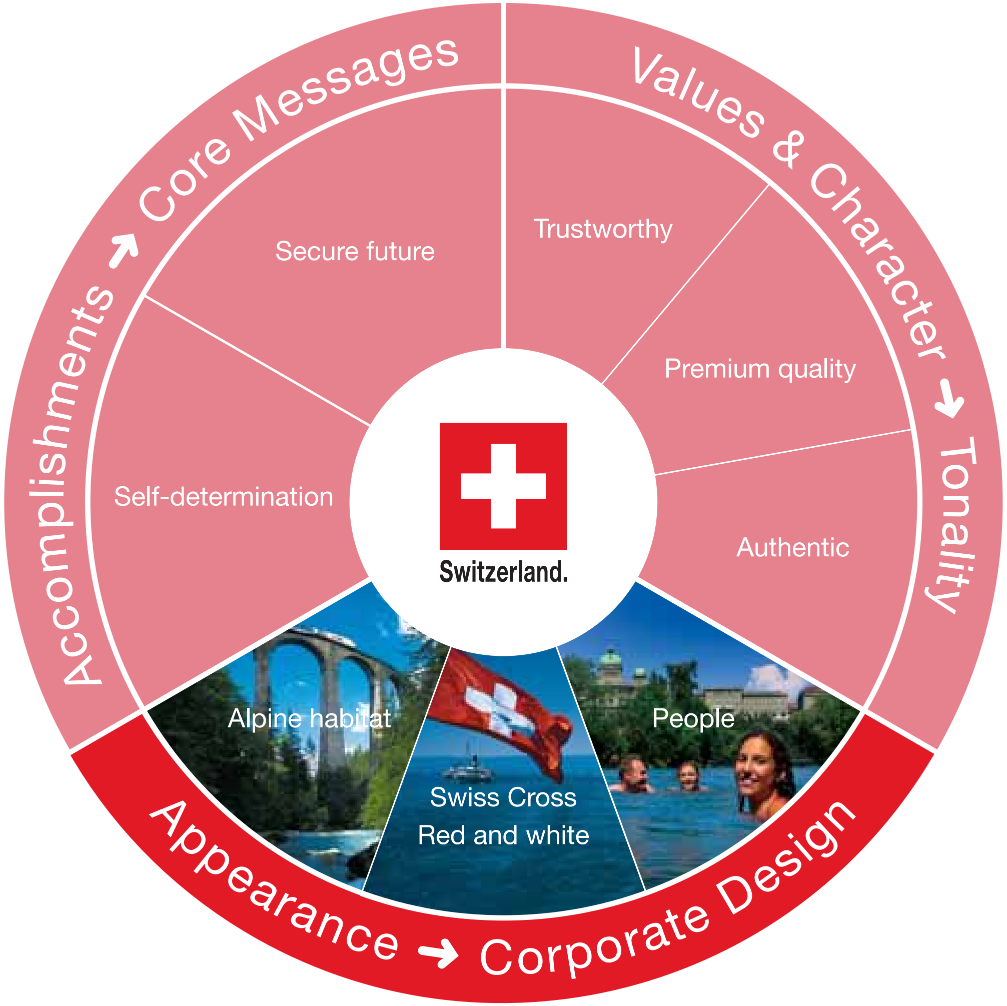

Accomplishments ➜ Core Messages
Values & Character ➜ Tonality
Appearance ➜ Corporate Design
Secure future
Self-determination
Alpine habitat
Swiss Cross
Red and white
People
Trustworthy
Premium quality
Authentic
Switzerland.

Corporate Design

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.


Accomplishments ➜ Core Messages
Values & Character ➜ Tonality
Appearance ➜ Corporate Design
Secure future
Self-determination
Trustworthy
Premium quality
Authentic
Alpine habitat
Swiss Cross
Red and white
People
Switzerland.

1.4 Glossary

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.

1.5 Contact

Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
Bundesgasse 32
3003 Bern
Phone +41 31 322 01 83
Fax +41 31 324 10 60
prs@eda.admin.ch

2 Corporate Design Elements Brand Switzerland

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Logo Switzerland

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.

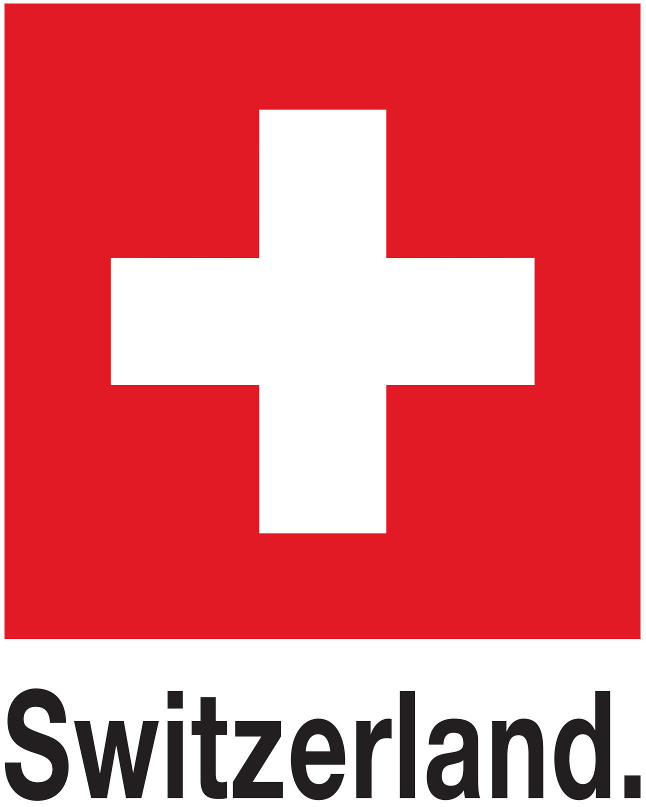
2.1 Logo Switzerland

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).



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.

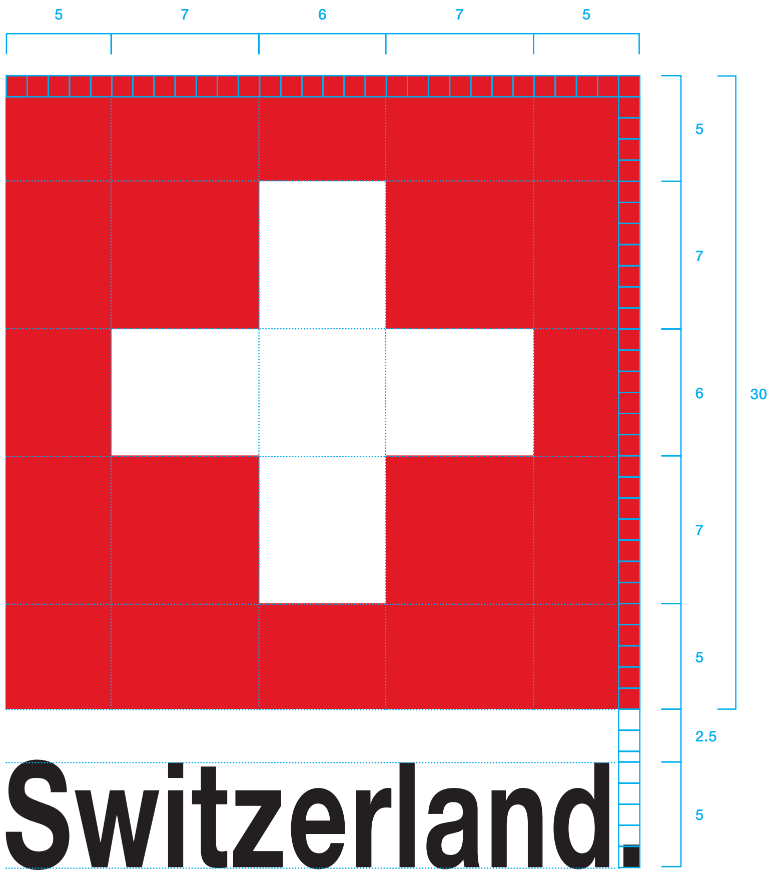
Switzerland.

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).



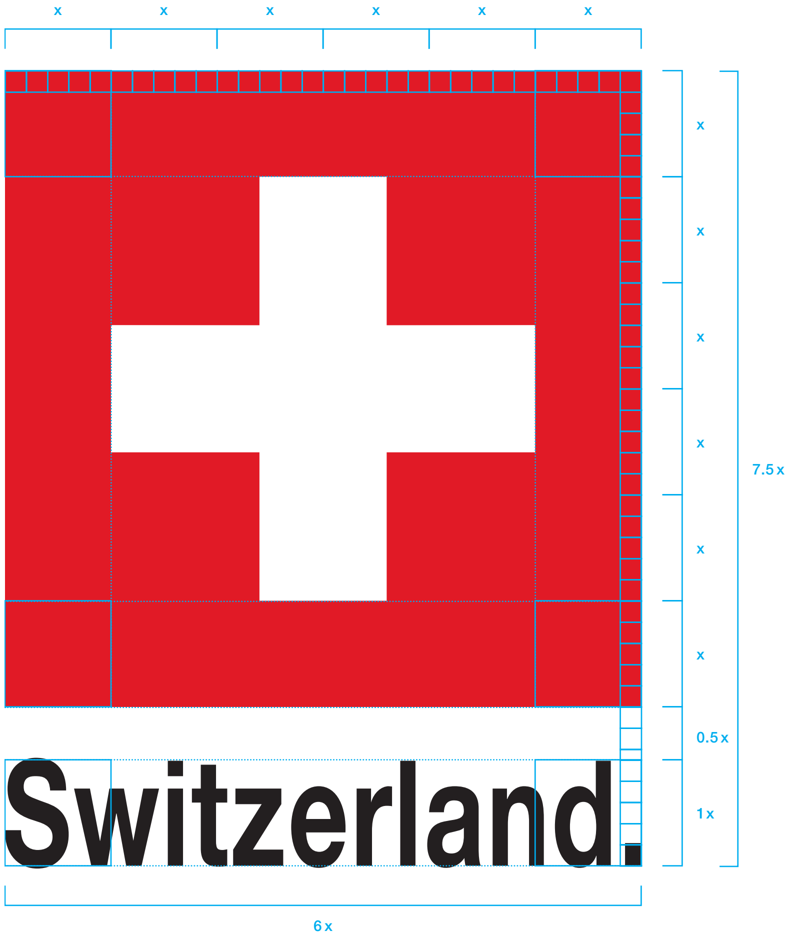
The Swiss emblem consists of 30 × 30 units.

Logo Switzerland

Measurements

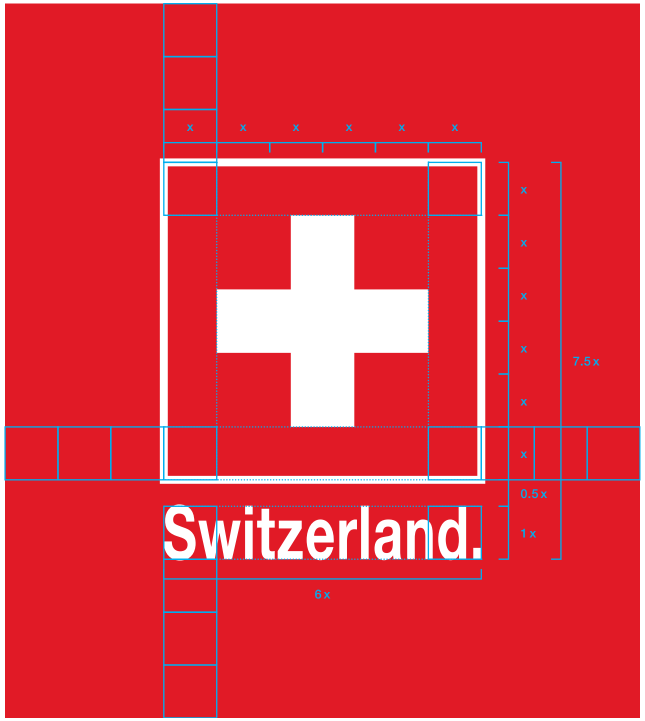
The standard measuring constant derived from the logo is “x”. “x” is used for the measurements of all applications in this manual.

x = 5 units


x
x
x
x
x
x
x
x
x
x
x
x
7.5 x
0.5 x
1 x
Switzerland.
6 x

Design Variation Red

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


x
x
x
x
x
x
x
x
x
x
x
x
7.5 x
0.5 x
1 x
Switzerland.
6 x

The white border measures 15% of x

Logo Switzerland

Exclusion Zone

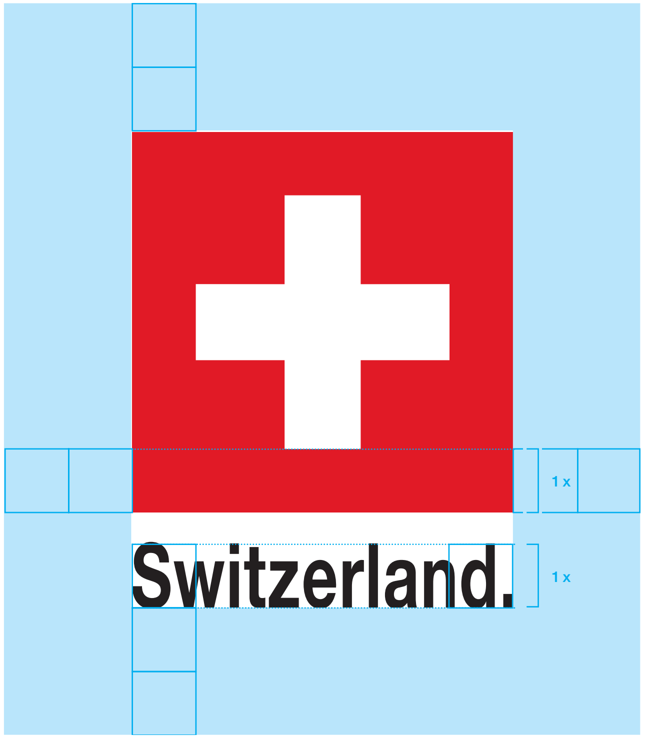
Maintain a consistent exclusion zone around the Logo Switzerland, as shown. This space represents the minimum distance between the logo and any other design element or text.

The minimum distance to be maintained around the Logo Switzerland measures 2 x 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 × 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

سويسرا.

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

2.1.1

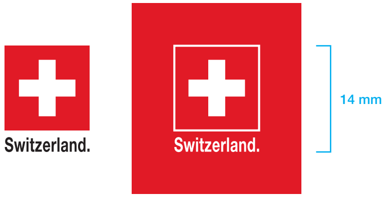
Logo Switzerland

Logo Size

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

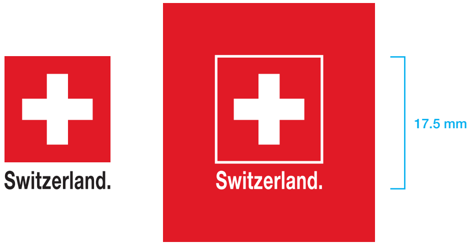
Note:

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


Switzerland.
Switzerland.
14 mm

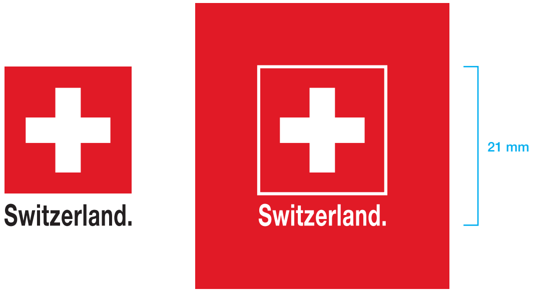
Logo size: 14 mm / height
Format: A6 (105 × 148 mm)

Reproduction in original size


Switzerland.
Switzerland.
17.5 mm

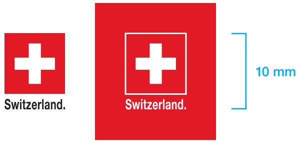
Logo size: 17.5 mm / height
Format: A6/5 (105 × 210 mm)
Format: A5 (148 × 210 mm)

Reproduction in original size


Switzerland.
Switzerland.
21 mm

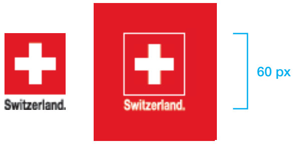
Logo size: 21 mm / height
Format: A4 (210 × 297 mm)

Reproduction in original size


Switzerland.
Switzerland.
10 mm

Minimum size: 10 mm
Format Business Card et al.

Reproduction in original size


Switzerland.
Switzerland.
60 px

Minimum size digital media:
60 pixel

2.1.2

Logo Font

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.

Schweiz.

Suisse.

Svizzera.

Switzerland.

Suiza.

Suíça.

Zwitserland.

Svájc.

İsviçre.

Швейцария.

瑞士

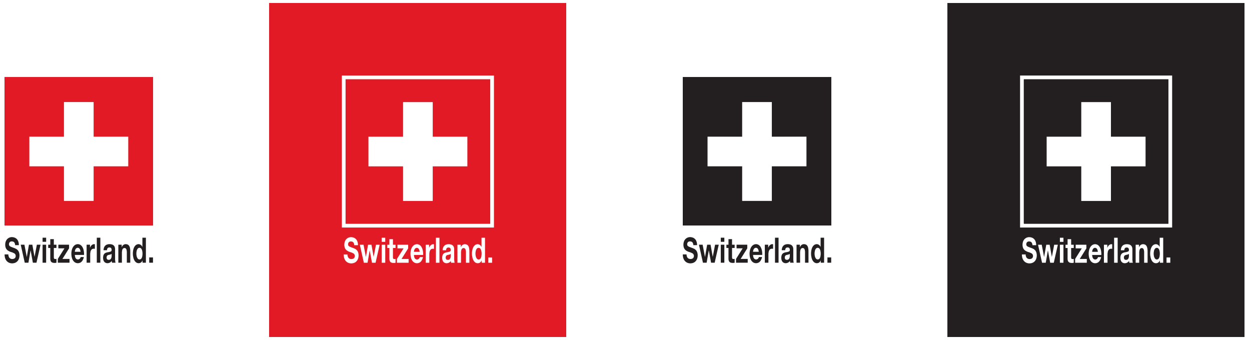
スイス

سويسرا.

Logo Colours

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.



🟥	⬜	⬛
Red	**White**	**Black**
CMYK 0/100/95/5	CMYK 0/0/0/0	CMYK 0/0/0/100
Pantone 1797 C / 1797 U	Pantone White C/U	Pantone Black C/U
RGB 225/26/39	RGB 255/255/255	RGB 0/0/0
HEX # E11A27	HEX # FFFFFF	HEX # 000000

2.2

Logo Usage

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.

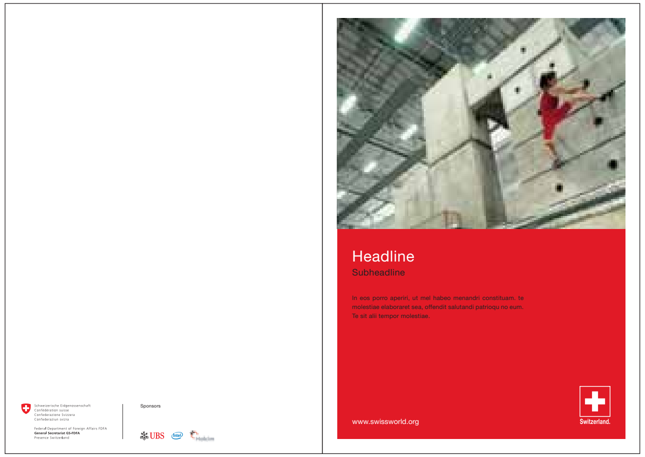
2.2.1

Logo Usage

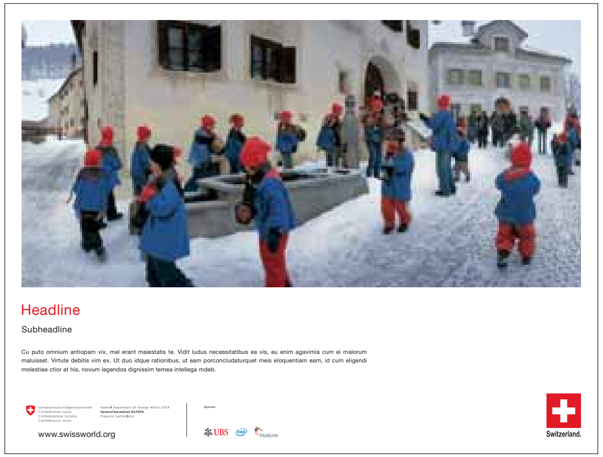
Logo Placement

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.

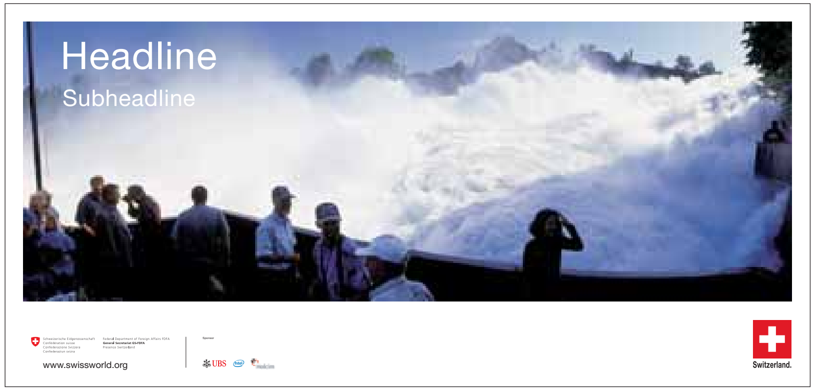
A minimum distance between the logo and any other element as indicated in 2.1 Exclusion Zone must be observed in all applications.


Headline
Subheadline
Sponsors
UBS
www.swissworld.org
Switzerland.

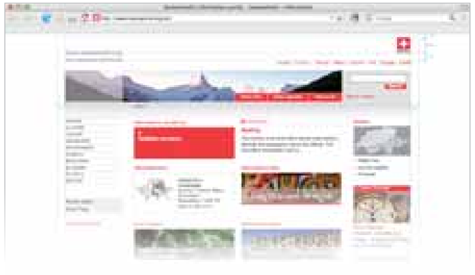
Brochure


Headline
Subheadline
www.swissworld.org
UBS
Switzerland.

Advertisement


Headline
Subheadline
www.swissworld.org
UBS
Switzerland.

Billboard

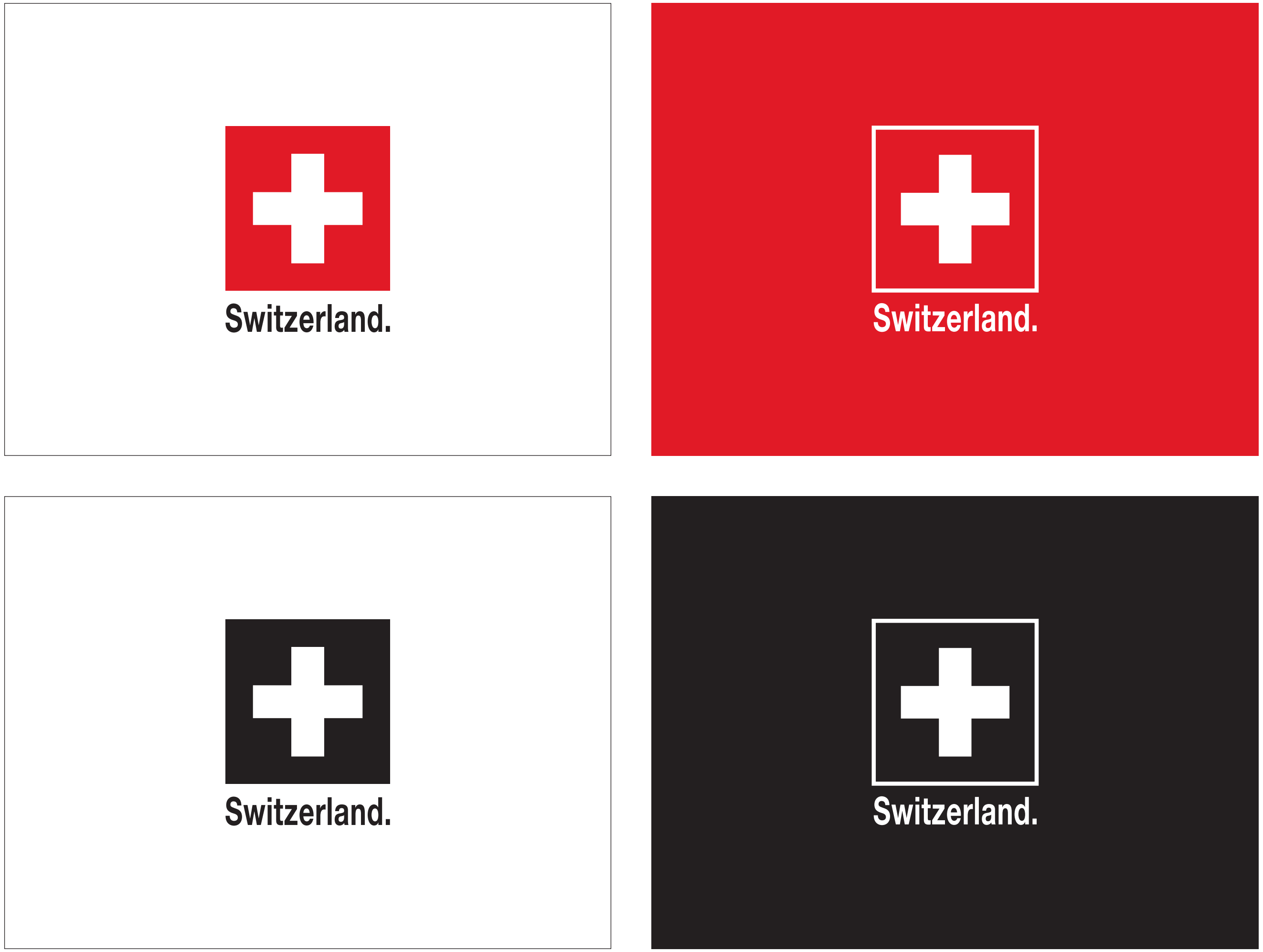


Website

2.2.2

Logo Background

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.


Switzerland.
Switzerland.
Switzerland.
Switzerland.

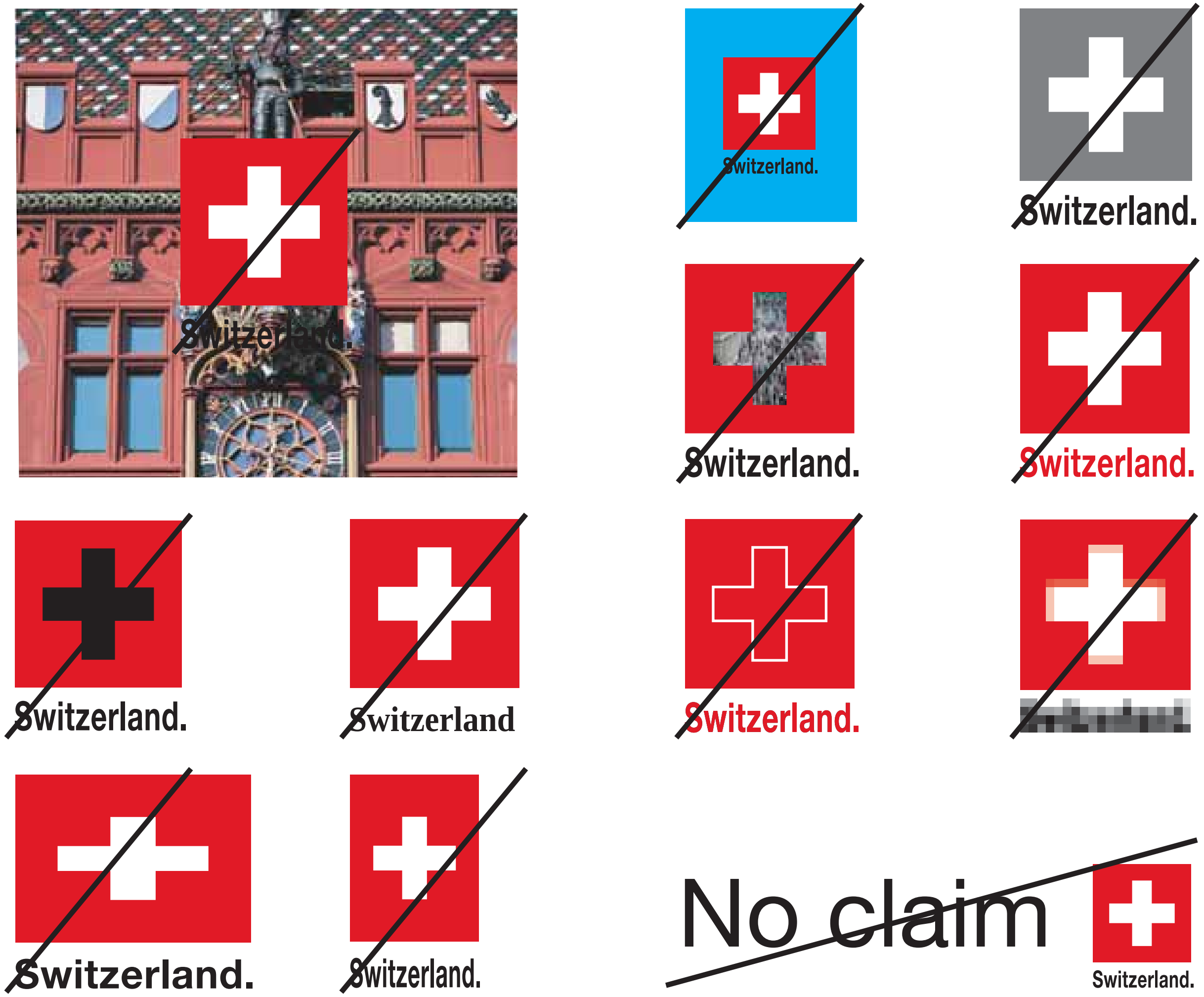
2.2.3

Logo Usage

Don’ts

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.


Switzerland.
Switzerland.
Switzerland.
Switzerland.
Switzerland.
Switzerland.
Switzerland
Switzerland.
Switzerland.
Switzerland.
No claim
Switzerland.

2.3

Typography

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.

Typography

Helvetica Family

Helvetica 55 Normal

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Helvetica 75 Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Helvetica 95 Black

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Typography

Arial Family

Arial

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Arial Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Arial Black

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

2.4

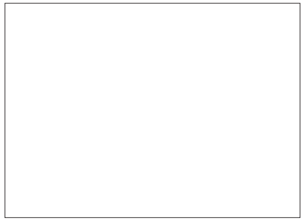
Corporate Colours

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.

2.4

Corporate Colours

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

2.5 Visual World / Photography

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 Switzerlands’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.

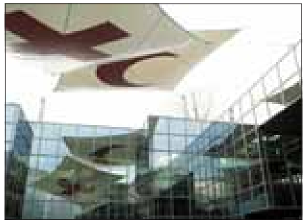
2.5 Visual World / Photography

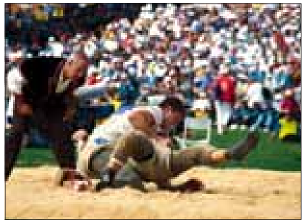
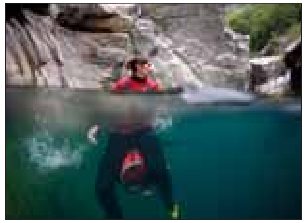
Style

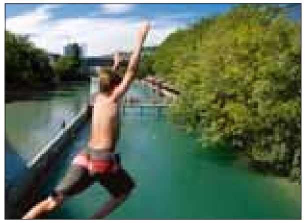
Images within the CI Switzerland are characterised by their natural style. Landscapes and situations taken from everyday Swiss life convey an image of authenticity and believeability, as well as an image of a country where high quality matters. For this reason, photos must not be artificially changed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

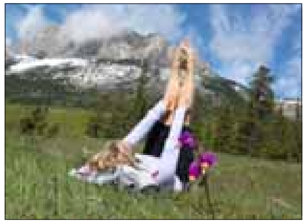
Visual World/Photography

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 nanotechnology.

Avoid the ordinary and obvious.



2.6

Logo Confederation

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

Logo Confederation

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 and the guidelines of every department.

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

2.7

Logos Partners/Sponsors

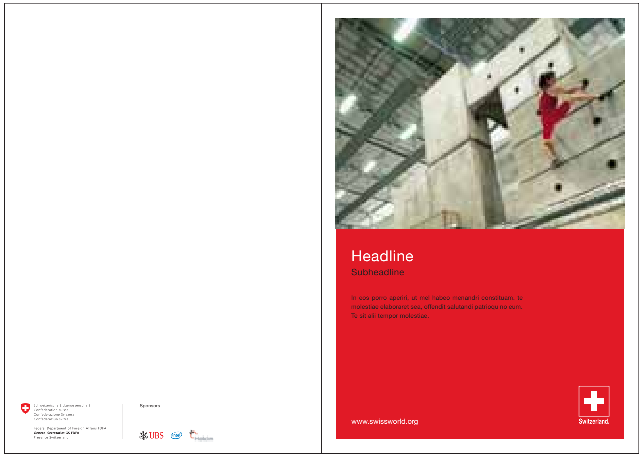
Part of the publications used within the CI Switzerland are published in cooperation with sponsors or partners. It is important to display the Logo Switzerland and the logos of all partners/sponsors involved in a consistent manner.

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.



Headline

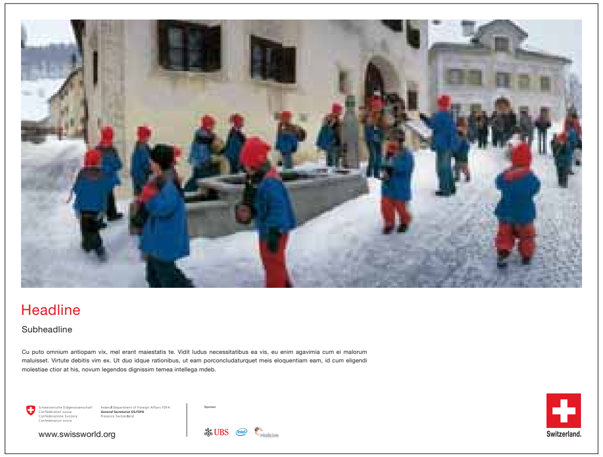
Subheadline

In eos porro aperiri, ut mel habeo menandri constituam. te molestiae elaboraret sea, offendit salutandi patrioqu no eum. Te sit alii tempor molestiae.

www.swissworld.org

Switzerland.
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
Sponsors
UBS
intel

Brochure



Headline

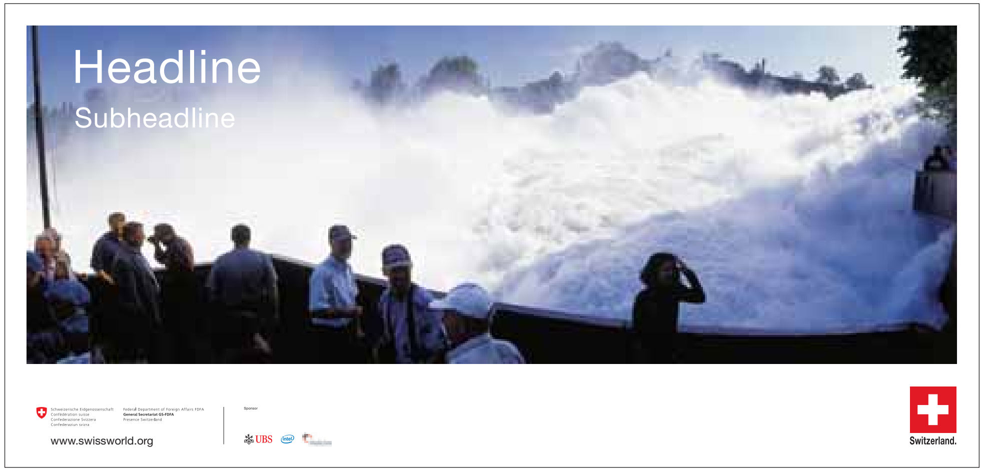
Subheadline

Cu puto omnium antiopam vix, mel erant maiestatis te. Vidit ludus necessitatibus ea vis, eu enim agavimia cum ei malorum maluisset. Virtute debitis vim ex. Ut duo idque rationibus, ut eam porconcludaturquet meis eloquentiam eam, id cum eligendi molestiae ctior at his, novum legendos dignissim temea intellega mdeb.

www.swissworld.org

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
Sponsor
UBS
intel
Switzerland.

Advertisement



Headline
Subheadline
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
Sponsor
UBS
intel
Switzerland.

www.swissworld.org

Billboard

2.8

URL

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

2.8

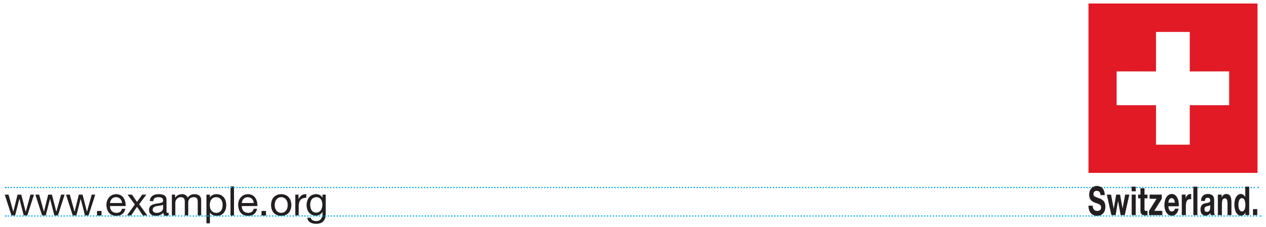
URL

Publications within the CI Switzerland

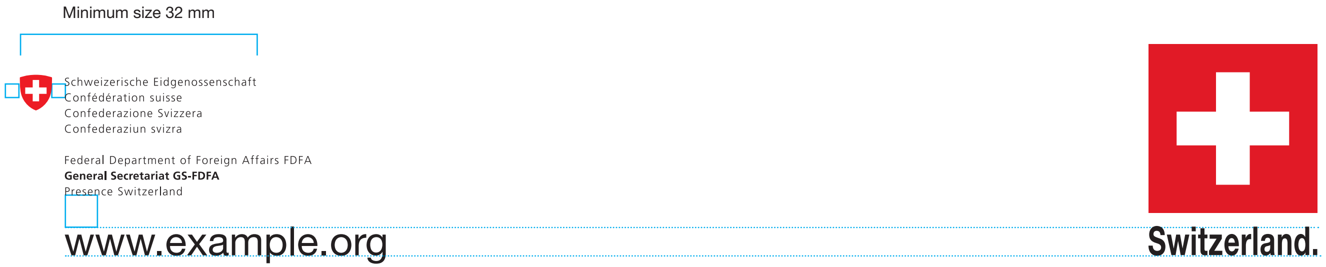
On all printed communication material published within the framework of the CI Switzerland the URL is always placed on the bottom left, aligned to the wordmark of the Logo Switzerland. The height of the text is identical to the height of the wordmark.

On printed material with two or more sides the URL stands alone, on the front.

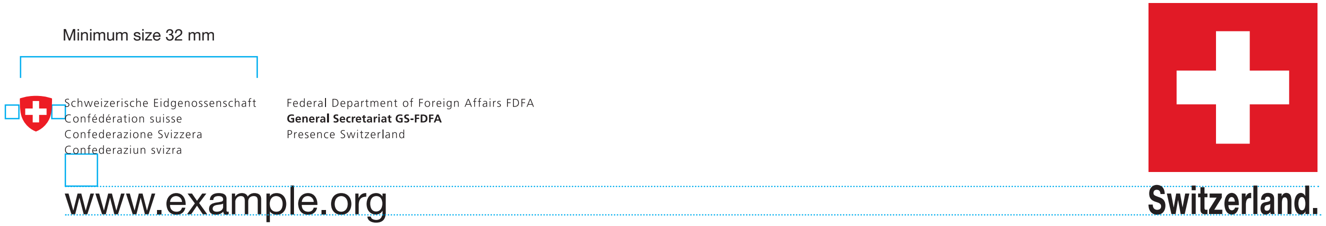
On one-sided material the URL is placed underneath the Logo Confederation.


www.example.org
Switzerland.

Application for material with two or more sides


Minimum size 32 mm
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
www.example.org
Switzerland.

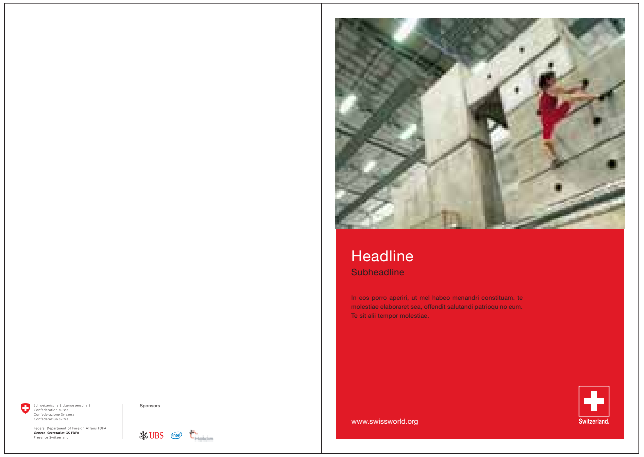
Application on one-side material


Minimum size 32 mm
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
www.example.org
Switzerland.

Application on one-side material

2.8 URL

The use of the URL is consistent in all applications from advertisements and billboards to brochures and leaflets.



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

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

Sponsors

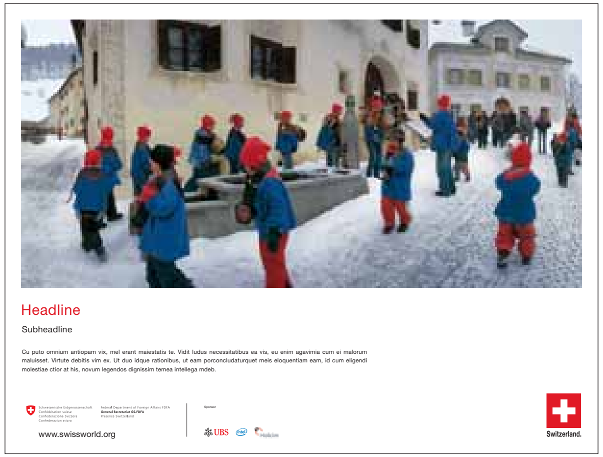
Headline

Subheadline

In eos porro aperiri, ut mel habeo menandri constituam. te molestiae elaboraret sea, offendit salutandi patrioqu no eum. Te sit alii tempor molestiae.

www.swissworld.org

Brochure



Headline

Subheadline

Cu puto omnium antiopam vix, mel erant maiestatis te. Vidit ludus necessitatibus ea vis, eu enim agavimia cum ei malorum maluisset. Virtute debitis vim ex. Ut duo idque rationibus, ut eam porconcludaturquet meis eloquentiam eam, id cum eligendi molestiae ctior at his, novum legendos dignissim temea intellega mdeb.

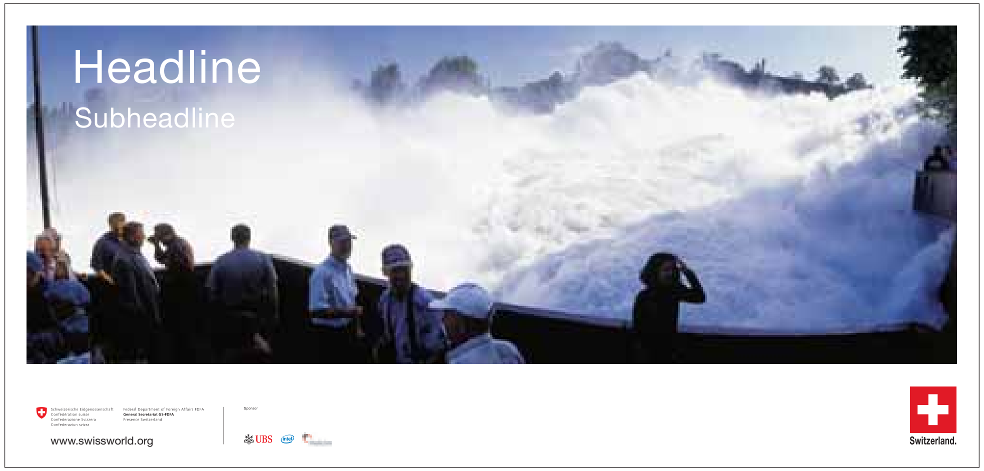
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

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

www.swissworld.org

Sponsor

Advertisement



Headline
Subheadline

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

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

www.swissworld.org

Sponsor

Billboard

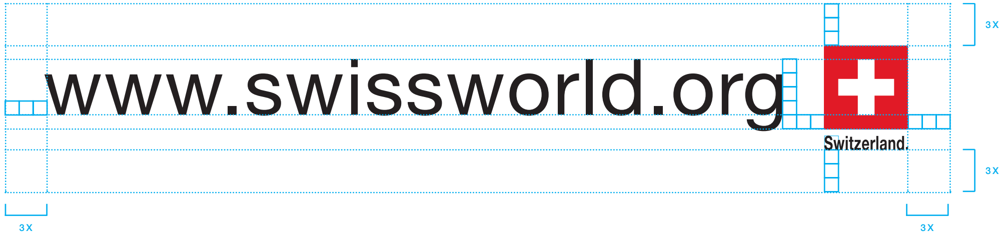
2.8

URL

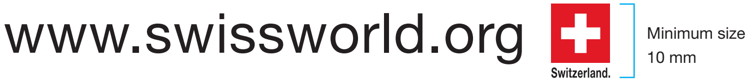
Subsidised publications by Presence Switzerland

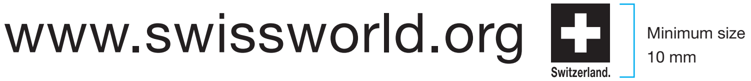
www.swissworld.org is the official information portal of Switzerland, providing information on Switzerland in several languages. To promote www.swissworld.org on all information material not published within the framework of the CI Switzerland the composed-logo Swissworld (Logo Switzerland in combination with the URL www.swissworld.org) is used.

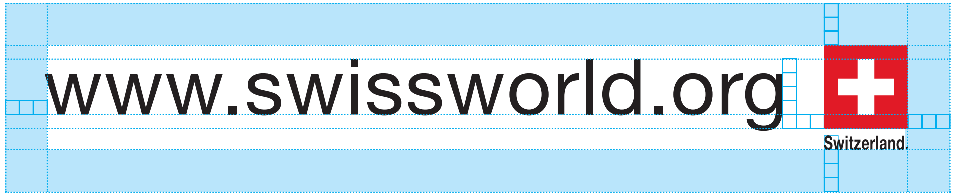
If the font size of the URL is smaller than 10 mm the Logo Switzerland is not used.


www.swissworld.org
Switzerland.
3x
3x
3x
3x

Application: Logo size 17.5 mm/height, as shown under 2.3


www.swissworld.org
Switzerland.
Minimum size
10 mm


www.swissworld.org
Switzerland.
Minimum size
10 mm


www.swissworld.org
Switzerland.

Application: Logo size 17.5 mm/height, as shown under 2.3

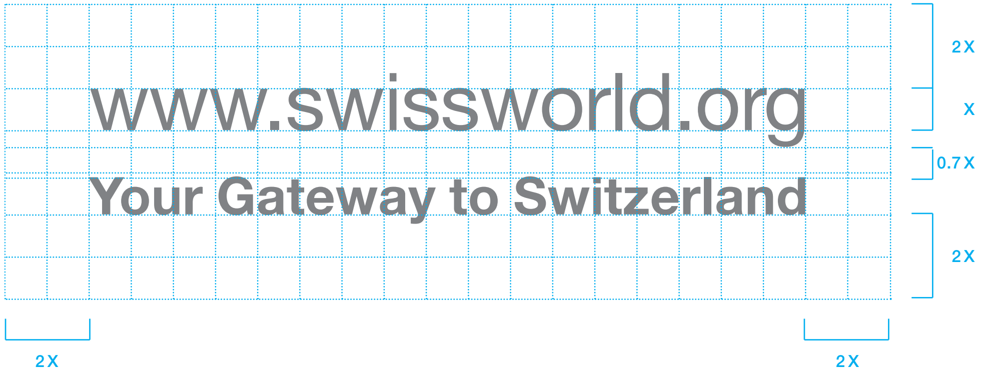
2.8

URL

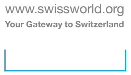
Applications in digital media

In all multimedia applications within the framework of the CI Switzerland the URL www.swissworld.org is used in combination with the claim “Your Gateway to Switzerland”.

In general, this combination is placed on the top left.


www.swissworld.org
Your Gateway to Switzerland
2 X
X
0.7 X
2 X
2 X
2 X

Multimedia version in 60% grey


www.swissworld.org
Your Gateway to Switzerland

Minimum size 145 px

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3.1

Stationery

The CI Switzerland does not provide any own stationery as usually stationery within Swiss activities abroad are used by an official unit of the Swiss Confederation. Therefore, all stationery shown in this manual are applied from the guidelines of the Swiss Confederation.

The Logo Switzerland appears on all stationery as a campaign logo.

3.1.1

Stationery

Letterhead

Preferred size for letterhead body text is 10 pt (Arial).

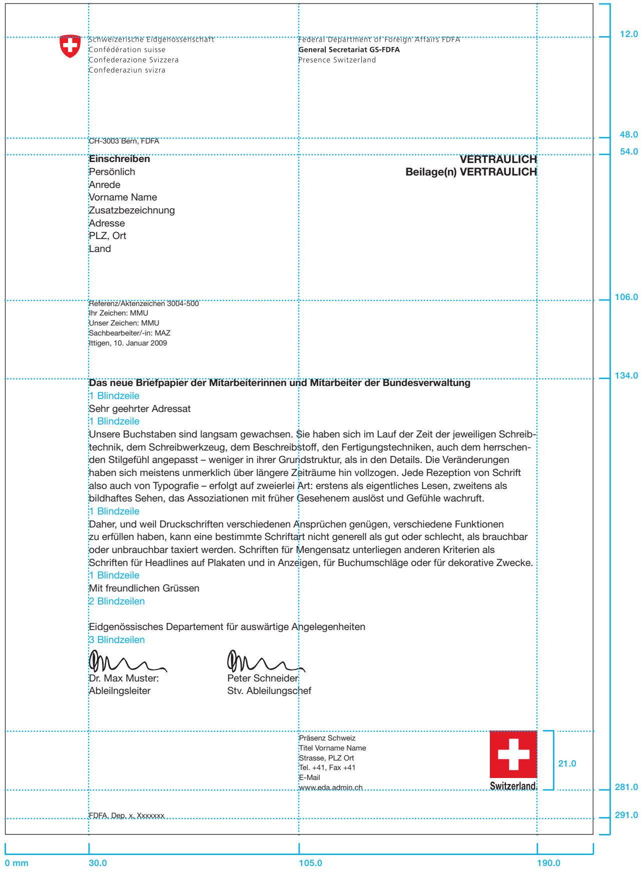
The letterhead template provided is standard A4 size (210 mm × 297 mm). US partners may adapt the design to American letterhead size, if needed.

The Logo Switzerland is placed on the bottom right of the page on letterheads for use within Switzerland and on the bottom left on letterheads used abroad.

Neither the Logo Confederation nor the Logo Switzerland is displayed on the continuation page.

The envelopes used are the official envelopes of the Swiss Confederation.

Letterheads can be published either in colour (red/white/black) or in black and white.



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

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

CH-3003 Bern, FDFA

Einschreiben
Persönlich
Anrede
Vorname Name
Zusatzbezeichnung
Adresse
PLZ, Ort
Land

VERTRAULICH
Beilage(n) VERTRAULICH

Referenz/Aktenzeichen 3004-500
Ihr Zeichen: MMU
Unser Zeichen: MMU
Sachbearbeiter/-in: MAZ
Ittigen, 10. Januar 2009

Das neue Briefpapier der Mitarbeiterinnen und Mitarbeiter der Bundesverwaltung
1 Blindzeile
Sehr geehrter Adressat
1 Blindzeile
Unsere Buchstaben sind langsam gewachsen. Sie haben sich im Lauf der Zeit der jeweiligen Schreibtechnik, dem Schreibwerkzeug, dem Beschreibstoff, den Fertigungstechniken, auch dem herrschenden Stilgefühl angepasst – weniger in ihrer Grundstruktur, als in den Details. Die Veränderungen haben sich meistens unmerklich über längere Zeiträume hin vollzogen. Jede Rezeption von Schrift also auch von Typografie – erfolgt auf zweierlei Art: erstens als eigentliches Lesen, zweitens als bildhaftes Sehen, das Assoziationen mit früher Gesehenem auslöst und Gefühle wachruft.
1 Blindzeile
Daher, und weil Druckschriften verschiedenen Ansprüchen genügen, verschiedene Funktionen zu erfüllen haben, kann eine bestimmte Schriftart nicht generell als gut oder schlecht, als brauchbar oder unbrauchbar taxiert werden. Schriften für Mengensatz unterliegen anderen Kriterien als Schriften für Headlines auf Plakaten und in Anzeigen, für Buchumschläge oder für dekorative Zwecke.
1 Blindzeile
Mit freundlichen Grüssen
2 Blindzeilen

Eidgenössisches Departement für auswärtige Angelegenheiten
3 Blindzeilen

Dr. Max Muster:
Ableilngsleiter

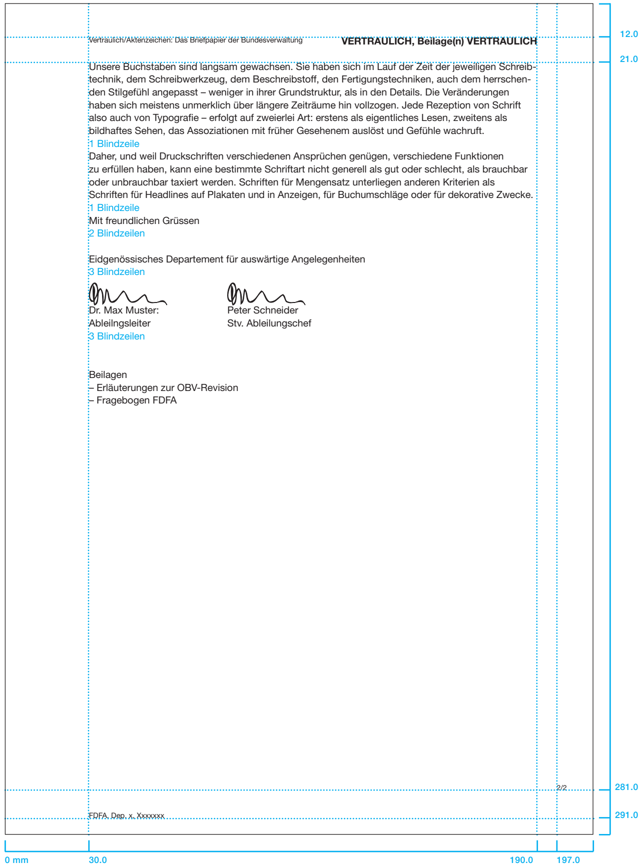
Peter Schneider
Stv. Ableilungschef

Präsenz Schweiz
Titel Vorname Name
Strasse, PLZ Ort
Tel. +41, Fax +41
E-Mail
www.eda.admin.ch

Switzerland

FDFA, Dep. x, Xxxxxxx

Letterhead, size A4, scaled down presentation, all measurements in mm



Vertraulich/Aktenzeichen: Das Briefpapier der Bundesverwaltung

VERTRAULICH, Beilage(n) VERTRAULICH

Unsere Buchstaben sind langsam gewachsen. Sie haben sich im Lauf der Zeit der jeweiligen Schreibtechnik, dem Schreibwerkzeug, dem Beschreibstoff, den Fertigungstechniken, auch dem herrschenden Stilgefühl angepasst – weniger in ihrer Grundstruktur, als in den Details. Die Veränderungen haben sich meistens unmerklich über längere Zeiträume hin vollzogen. Jede Rezeption von Schrift also auch von Typografie – erfolgt auf zweierlei Art: erstens als eigentliches Lesen, zweitens als bildhaftes Sehen, das Assoziationen mit früher Gesehenem auslöst und Gefühle wachruft.
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1 Blindzeile
Mit freundlichen Grüssen
2 Blindzeilen

Eidgenössisches Departement für auswärtige Angelegenheiten
3 Blindzeilen

Dr. Max Muster:
Ableilngsleiter
3 Blindzeilen

Peter Schneider
Stv. Ableilungschef

Beilagen
– Erläuterungen zur OBV-Revision
– Fragebogen FDFA

2/2

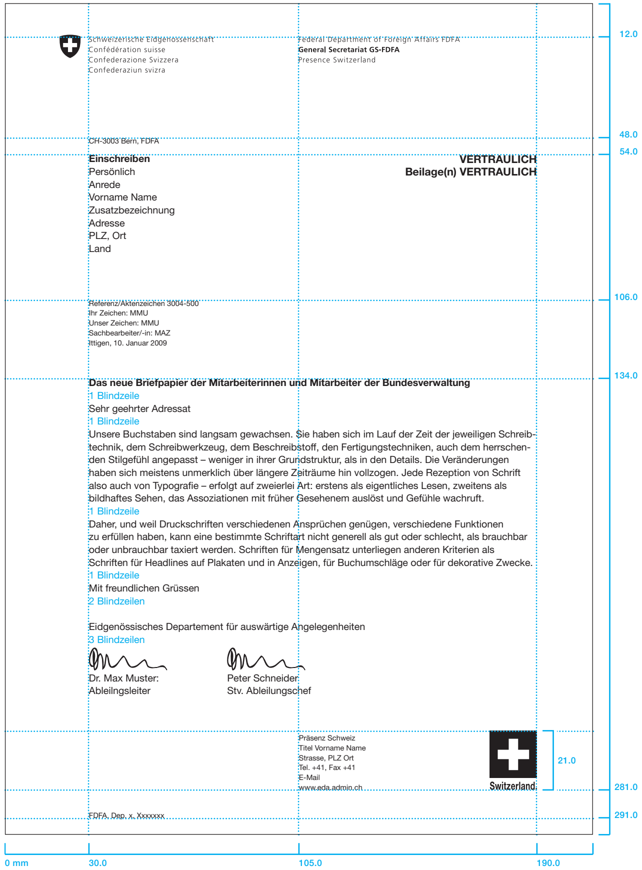
FDFA, Dep. x, Xxxxxxx

Continuation page

3.1.1

Stationery

Letterhead



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

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

CH-3003 Bern, FDFA

Einschreiben
Persönlich
Anrede
Vorname Name
Zusatzbezeichnung
Adresse
PLZ, Ort
Land

VERTRAULICH
Beilage(n) VERTRAULICH

Referenz/Aktenzeichen 3004-500
Ihr Zeichen: MMU
Unser Zeichen: MMU
Sachbearbeiter/-in: MAZ
Ittigen, 10. Januar 2009

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1 Blindzeile
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1 Blindzeile
Mit freundlichen Grüssen
2 Blindzeilen

Eidgenössisches Departement für auswärtige Angelegenheiten
3 Blindzeilen

Dr. Max Muster:
Ableilngsleiter

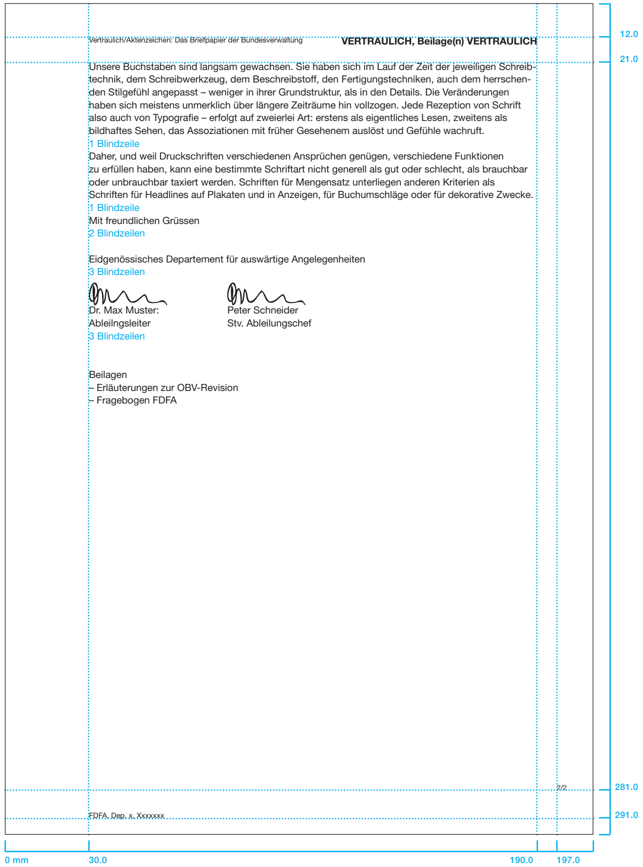
Peter Schneider
Stv. Ableilungschef

Präsenz Schweiz
Titel Vorname Name
Strasse, PLZ Ort
Tel. +41, Fax +41
E-Mail
www.eda.admin.ch

Switzerland

FDFA, Dep. x, Xxxxxxx

Letterhead, size A4, scaled down presentation, all measurements in mm



Vertraulich/Aktenzeichen: Das Briefpapier der Bundesverwaltung **VERTRAULICH, Beilage(n) VERTRAULICH**

Unsere Buchstaben sind langsam gewachsen. Sie haben sich im Lauf der Zeit der jeweiligen Schreibtechnik, dem Schreibwerkzeug, dem Beschreibstoff, den Fertigungstechniken, auch dem herrschenden Stilgefühl angepasst – weniger in ihrer Grundstruktur, als in den Details. Die Veränderungen haben sich meistens unmerklich über längere Zeiträume hin vollzogen. Jede Rezeption von Schrift also auch von Typografie – erfolgt auf zweierlei Art: erstens als eigentliches Lesen, zweitens als bildhaftes Sehen, das Assoziationen mit früher Gesehenem auslöst und Gefühle wachruft.
1 Blindzeile
Daher, und weil Druckschriften verschiedenen Ansprüchen genügen, verschiedene Funktionen zu erfüllen haben, kann eine bestimmte Schriftart nicht generell als gut oder schlecht, als brauchbar oder unbrauchbar taxiert werden. Schriften für Mengensatz unterliegen anderen Kriterien als Schriften für Headlines auf Plakaten und in Anzeigen, für Buchumschläge oder für dekorative Zwecke.
1 Blindzeile
Mit freundlichen Grüssen
2 Blindzeilen

Eidgenössisches Departement für auswärtige Angelegenheiten
3 Blindzeilen

Dr. Max Muster:
Ableilngsleiter

Peter Schneider
Stv. Ableilungschef

3 Blindzeilen

Beilagen
– Erläuterungen zur OBV-Revision
– Fragebogen FDFA

2/2

FDFA, Dep. x, Xxxxxxx

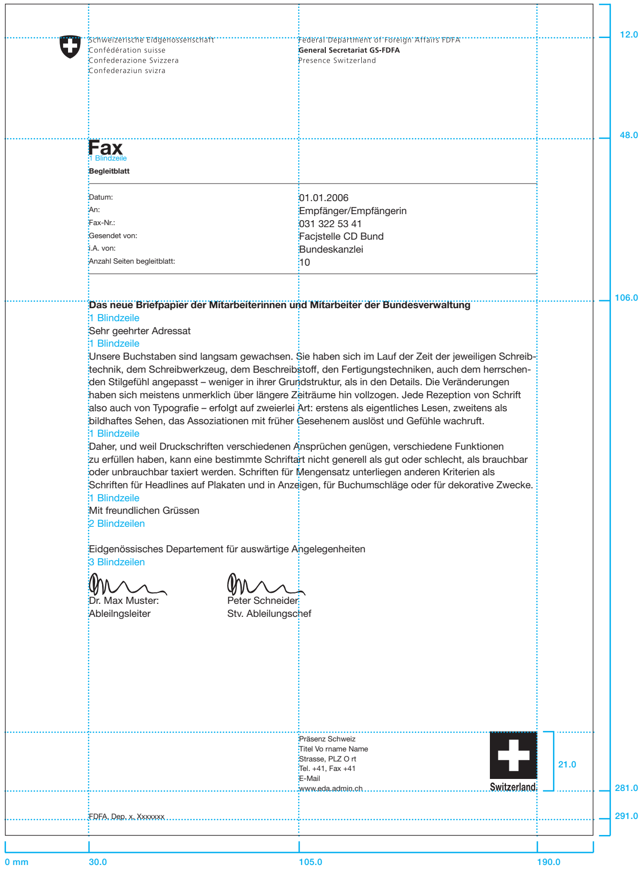
Continuation page

Stationery

Facsimile

The guidelines of CD Confederation apply to the facsimile.

The Logo Switzerland is placed on the bottom right of the page. There are no logos displayed on the continuation page.



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

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

Fax
1 Blindzeile
Begleitblatt

Datum:	01.01.2006
An:	Empfänger/Empfängerin
Fax-Nr.:	031 322 53 41
Gesendet von:	Facjstelle CD Bund
i.A. von:	Bundeskanzlei
Anzahl Seiten begleitblatt:	10

Das neue Briefpapier der Mitarbeiterinnen und Mitarbeiter der Bundesverwaltung
1 Blindzeile
Sehr geehrter Adressat
1 Blindzeile
Unsere Buchstaben sind langsam gewachsen. Sie haben sich im Lauf der Zeit der jeweiligen Schreibtechnik, dem Schreibwerkzeug, dem Beschreibstoff, den Fertigungstechniken, auch dem herrschenden Stilgefühl angepasst – weniger in ihrer Grundstruktur, als in den Details. Die Veränderungen haben sich meistens unmerklich über längere Zeiträume hin vollzogen. Jede Rezeption von Schrift also auch von Typografie – erfolgt auf zweierlei Art: erstens als eigentliches Lesen, zweitens als bildhaftes Sehen, das Assoziationen mit früher Gesehenem auslöst und Gefühle wachruft.
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2 Blindzeilen

Eidgenössisches Departement für auswärtige Angelegenheiten
3 Blindzeilen

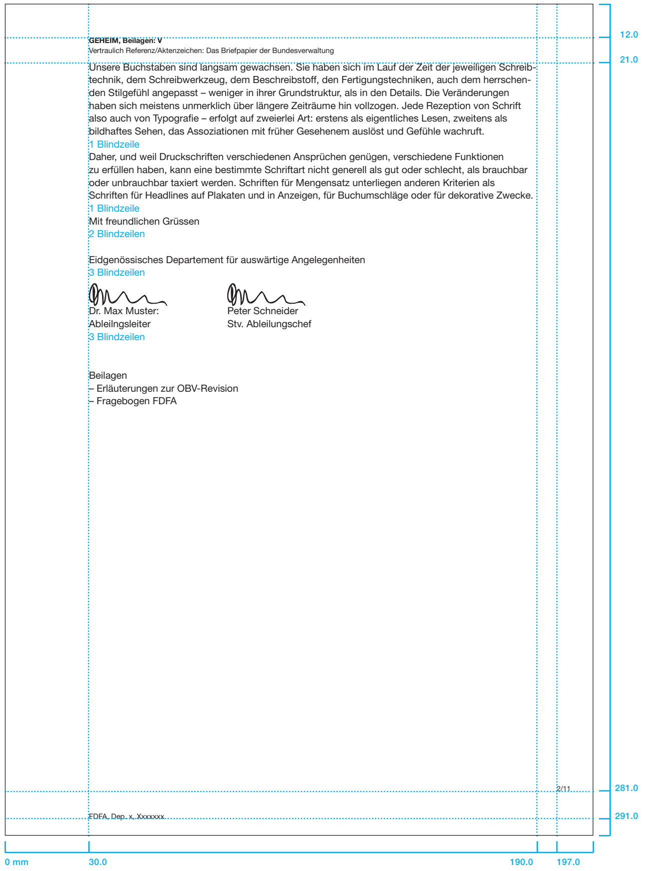
Dr. Max Muster: Peter Schneider
Ableilngsleiter Stv. Ableilungschef

Präsenz Schweiz
Titel Vo rname Name
Strasse, PLZ O rt
Tel. +41, Fax +41
E-Mail
www.eda.admin.ch

Switzerland

FDFA, Dep. x, Xxxxxxx

Facsimile, size A4, scaled down presentation, all measurements in mm



GEHEIM, Beilagen: V
Vertraulich Referenz/Aktenzeichen: Das Briefpapier der Bundesverwaltung

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1 Blindzeile
Mit freundlichen Grüssen
2 Blindzeilen

Eidgenössisches Departement für auswärtige Angelegenheiten
3 Blindzeilen

Dr. Max Muster: Peter Schneider
Ableilngsleiter Stv. Ableilungschef
3 Blindzeilen

Beilagen
– Erläuterungen zur OBV-Revision
– Fragebogen FDFA

2/11

FDFA, Dep. x, Xxxxxxx

Continuation page

3.1.3

Stationery

Business Card

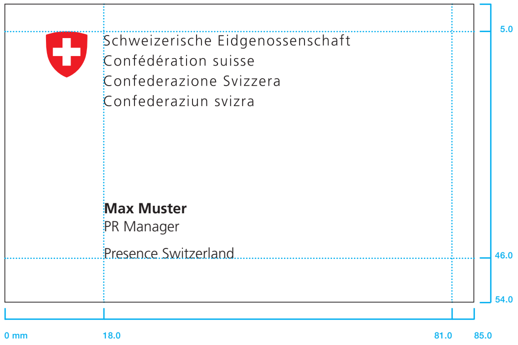
Business cards are printed double-sided.

The front is used for representation, containing the name and function of the holder plus the organisational unit underneath the Logo Federation.

The back is reserved for detailed information. It can be adapted to the specific needs of the organisational unit within the framework of the CD Confederation. The Logo Switzerland is placed on the bottom right.

Business cards are printed in one language only. For additional languages additional business cards will be printed.

Always use the recommended text size found in the business card template.

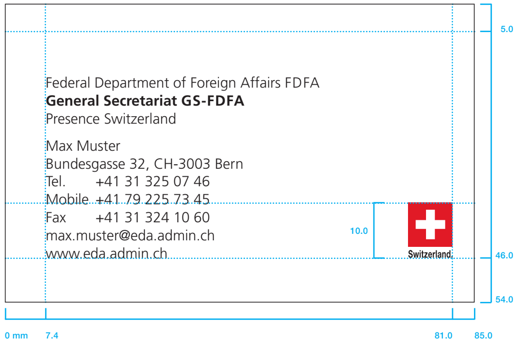


Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Max Muster
PR Manager

Presence Switzerland

Front, size 85 × 54 mm, scaled down presentation, all measurements in mm



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

Max Muster
Bundesgasse 32, CH-3003 Bern
Tel. +41 31 325 07 46
Mobile +41 79 225 73 45
Fax +41 31 324 10 60
max.muster@eda.admin.ch
www.eda.admin.ch

Back

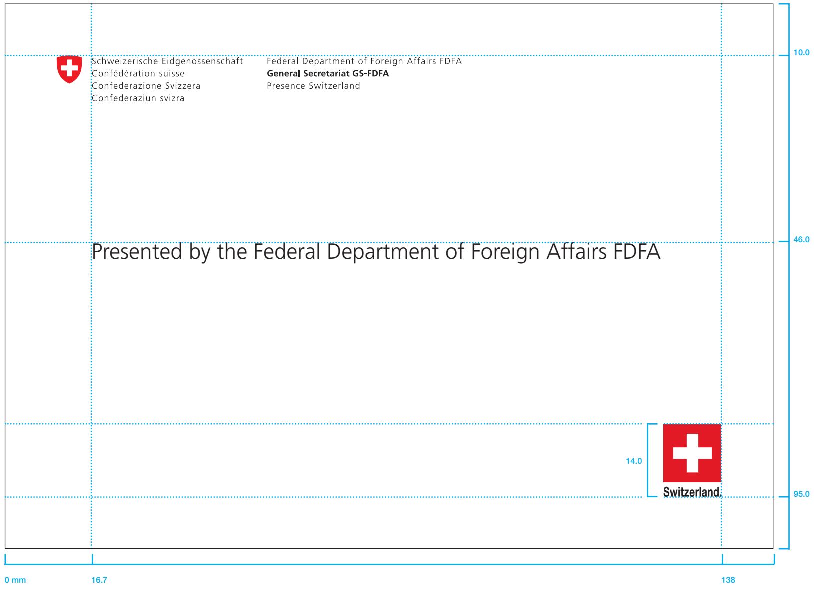
3.1.4

Stationery

Compliment Card

Compliment cards follow the guidelines of the CD Confederation.

The Logo Switzerland is placed on the bottom right.



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

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

Presented by the Federal Department of Foreign Affairs FDFA

Switzerland

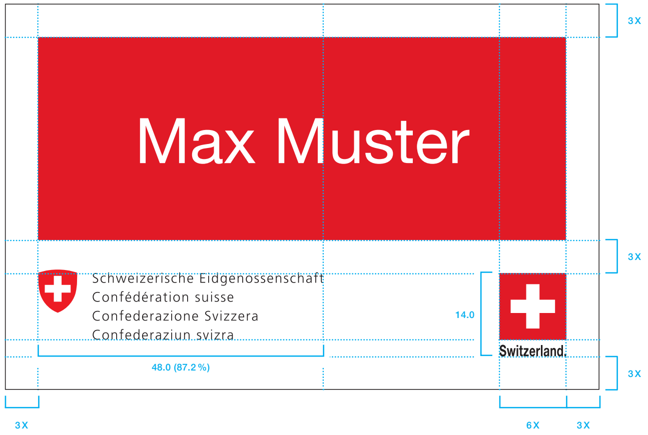
Size A6, scaled down presentation, all measurements in mm

3.1.5

Stationery

Name Tag

On name tags the Logo Confederation is placed on the bottom left and the Logo Switzerland on the bottom right.


Max Muster
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Switzerland.
3 X
3 X
3 X
14.0
48.0 (87.2 %)
3 X
6 X
3 X

3.2

Publications

Publications such as press releases, brochures or information leaflets should display the identity of Switzerland.

Apart from the consistent usage of the logos a specific visual identity should be established and followed to communicate the Brand Identity Switzerland.

Publications within the CI Switzerland are published either with or without sponsors.

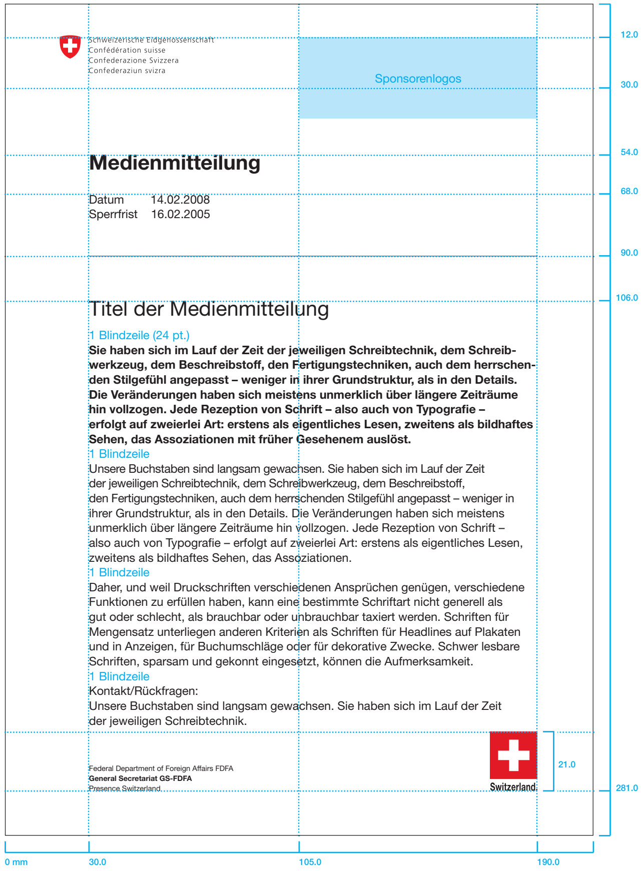
Press Release

Preferred size for letterhead body text is 12 pt (Arial), for heading it is 21 pt bold (Arial).

The Logo Switzerland is placed on the bottom right of the page. If there are sponsors they are displayed on the top right.

There are no logos displayed on the continuation pages.

Press releases can be published either in colour (red/white/black) or in black and white.



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Sponsorenlogos

Medienmitteilung

Datum 14.02.2008
Sperrfrist 16.02.2005

Titel der Medienmitteilung

1 Blindzeile (24 pt.)

Sie haben sich im Lauf der Zeit der jeweiligen Schreibtechnik, dem Schreibwerkzeug, dem Beschreibstoff, den Fertigungstechniken, auch dem herrschenden Stilgefühl angepasst – weniger in ihrer Grundstruktur, als in den Details. Die Veränderungen haben sich meistens unmerklich über längere Zeiträume hin vollzogen. Jede Rezeption von Schrift – also auch von Typografie – erfolgt auf zweierlei Art: erstens als eigentliches Lesen, zweitens als bildhaftes Sehen, das Assoziationen mit früher Gesehenem auslöst.

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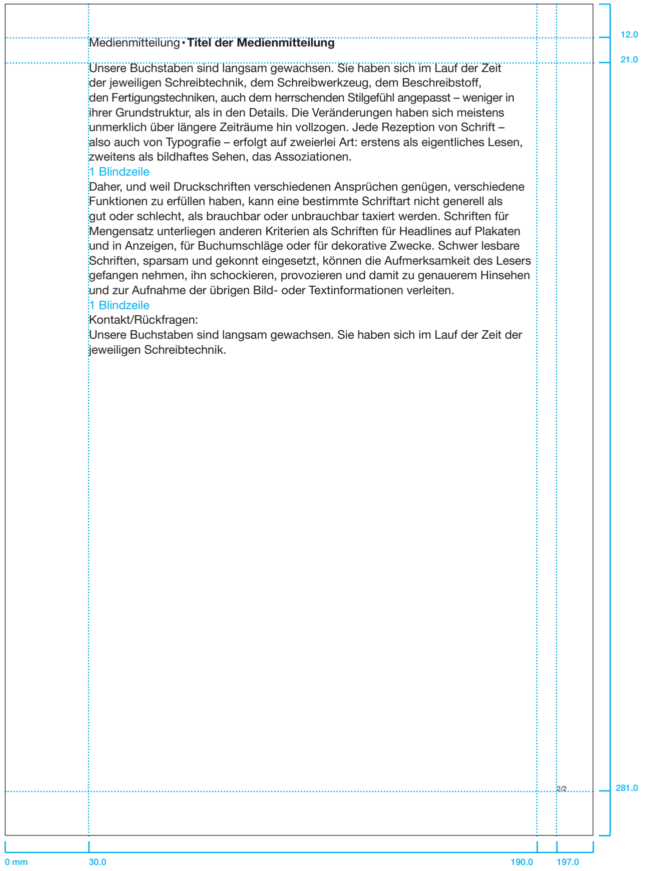
1 Blindzeile

Kontakt/Rückfragen:
Unsere Buchstaben sind langsam gewachsen. Sie haben sich im Lauf der Zeit der jeweiligen Schreibtechnik.

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

Switzerland



Medienmitteilung • **Titel der Medienmitteilung**

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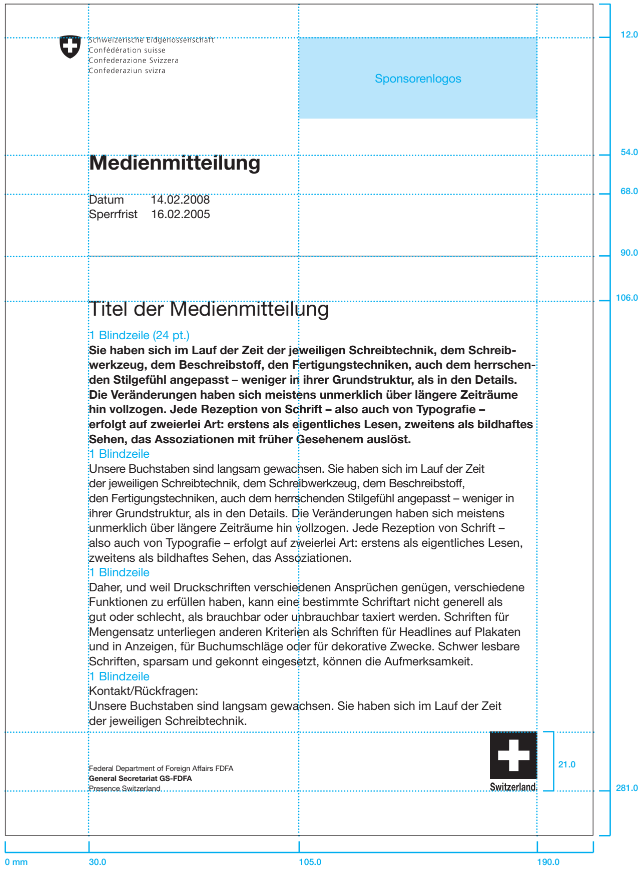
1 Blindzeile

Kontakt/Rückfragen:
Unsere Buchstaben sind langsam gewachsen. Sie haben sich im Lauf der Zeit der jeweiligen Schreibtechnik.

2/2

Publications

Press Release



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Sponsorenlogos

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Kontakt/Rückfragen:
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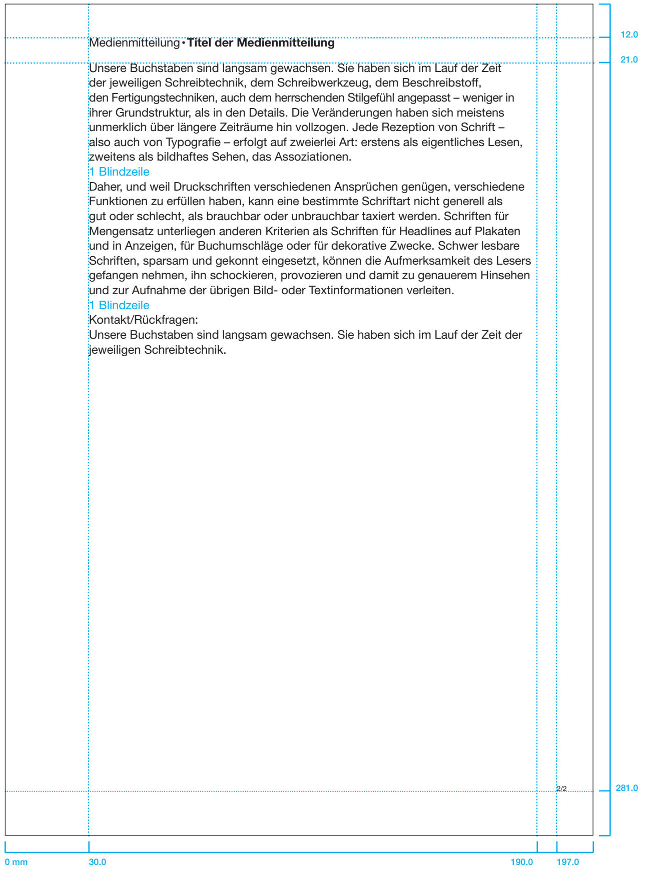
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland

Switzerland.



Medienmitteilung • **Titel der Medienmitteilung**

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1 Blindzeile

Kontakt/Rückfragen:
Unsere Buchstaben sind langsam gewachsen. Sie haben sich im Lauf der Zeit der jeweiligen Schreibtechnik.

2/2

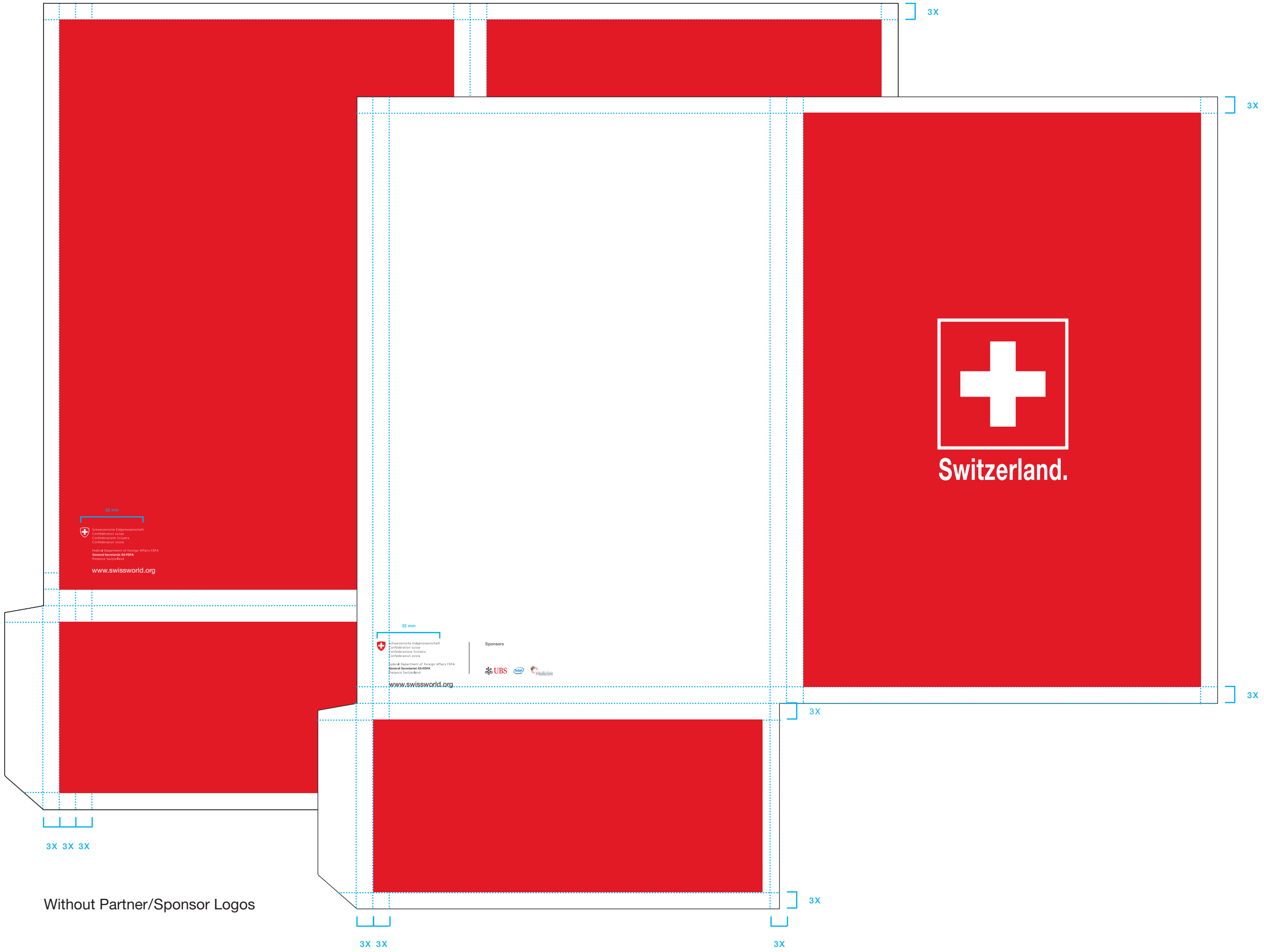
Press Kit Folder

There are two possible versions of the press kit folder. The version with the white back is used only when there are partner and sponsor logos to be displayed.

On both versions the Logo Switzerland is placed on the front in the centre.

The Logo Confederation is displayed on the back bottom left.

Partner and sponsor logos are placed on the back bottom left. Note that a vertical bar separates the sponsor logos from the Logo Confederation which is always placed on the very left.


3X
3X
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3X
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3X
Switzerland.
www.swissworld.org
Sponsors
UBS
www.swissworld.org

Without Partner/Sponsor Logos

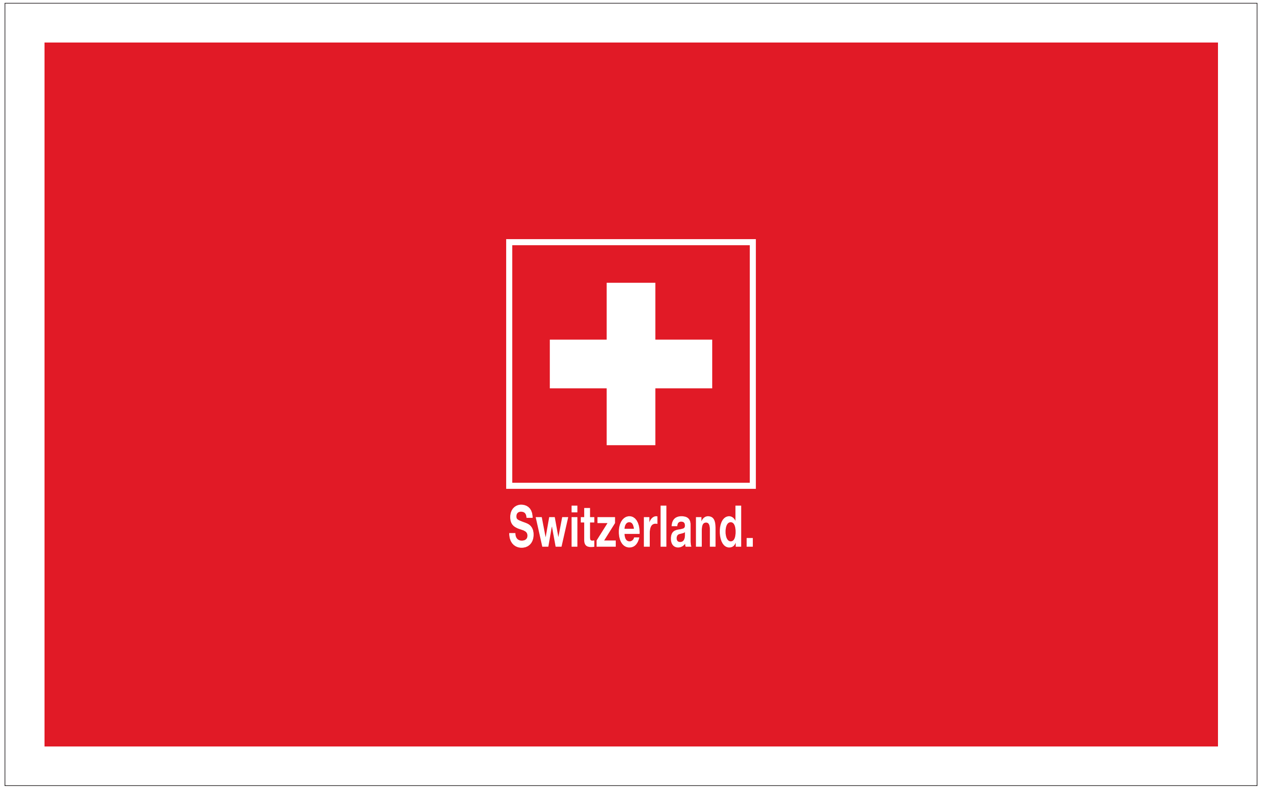
With Partner/Sponsor Logos

Backdrop

Backdrops are usually used without partner/sponsor logos. There are two possible layouts for the backdrop.

Layout 1:

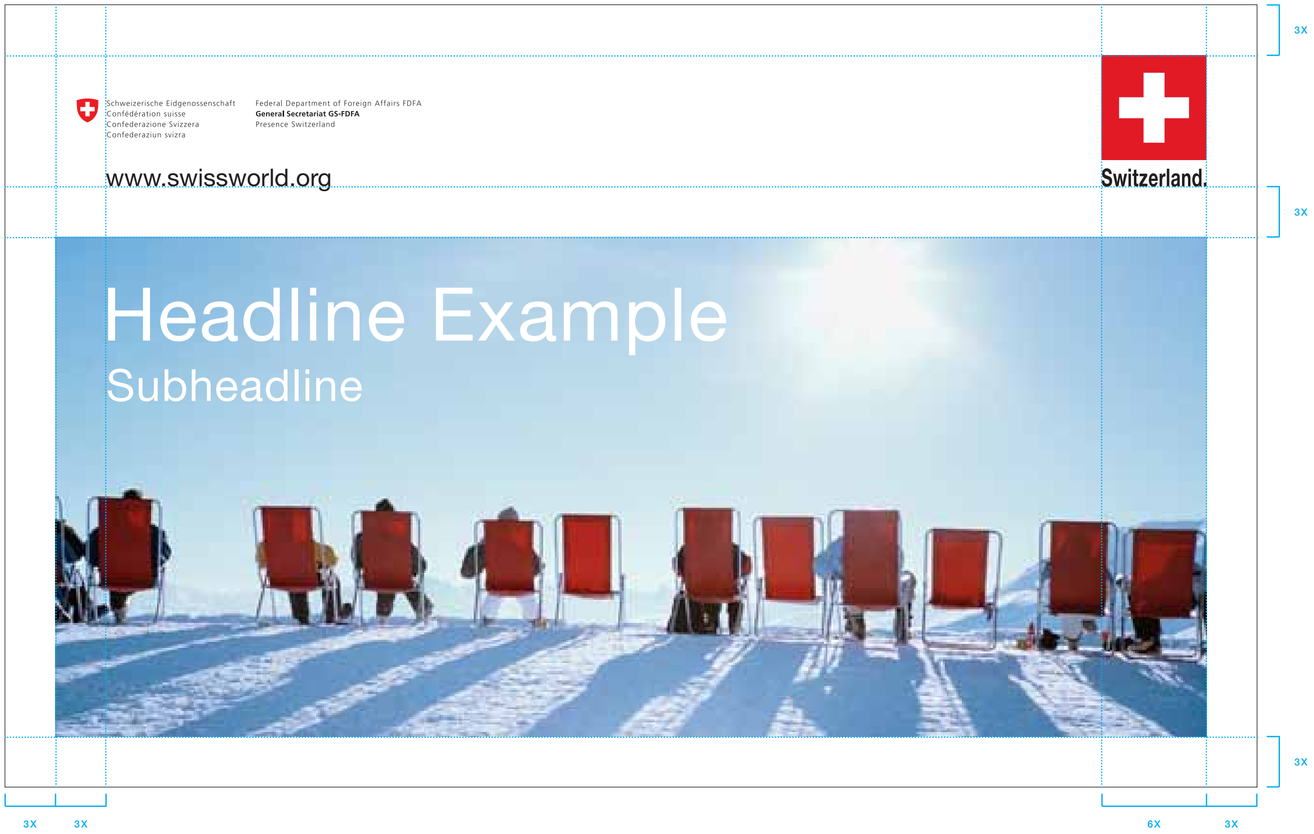
Logo Switzerland in the center on a red background.



Backdrop

Layout 2:

Logo Switzerland on the top and a picture with or without text underneath.

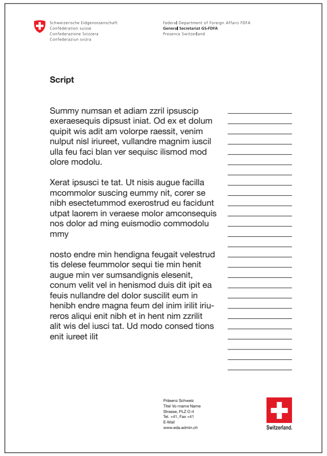

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
www.swissworld.org
Switzerland.
Headline Example
Subheadline
3X
3X
3X
3X
3X
6X
3X

Power Point

The Logo Switzerland must be displayed on every single page, top right. The Logo Confederation, placed on the top left, is used on the cover only.

Speaker's manuscript:

Use 16 pt or more for the text. Leave enough space on the right side for handwritten notes.



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

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

Script

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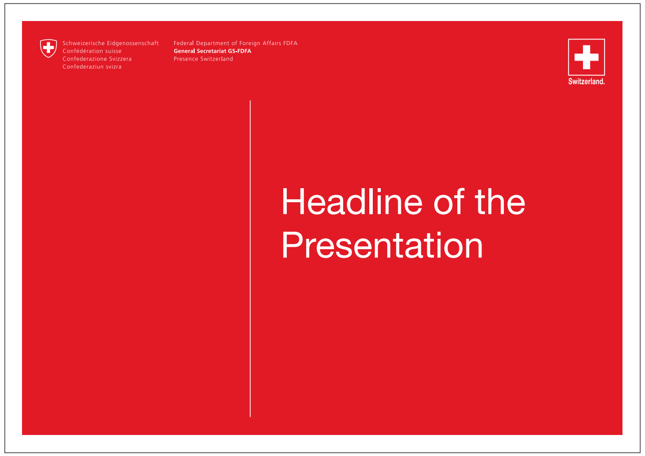
Präsenz Schweiz
Titel Vorname Name
Strasse, PLZ Ort
Tel. +41, Fax +41
E-Mail
www.eda.admin.ch

Switzerland.



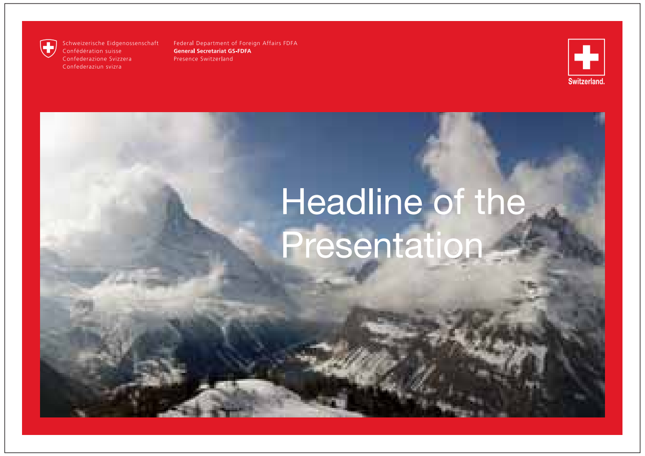
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

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

Switzerland.

Headline of the Presentation

Cover



Schweizerische Eidgenossenschaft
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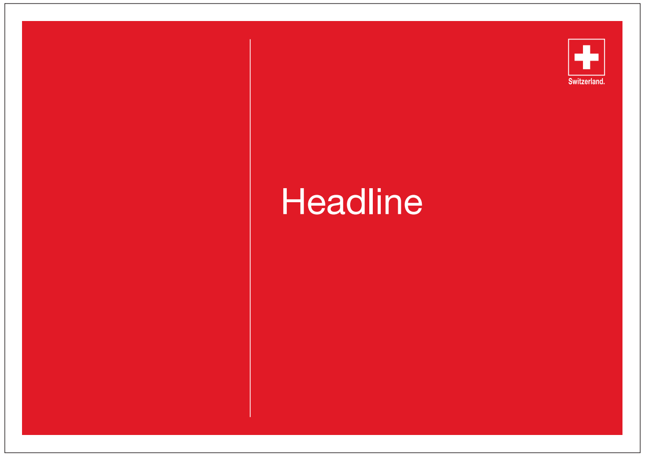
Confederazione Svizzera
Confederaziun svizra

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

Switzerland.

Headline of the Presentation

Cover



Switzerland.

Headline

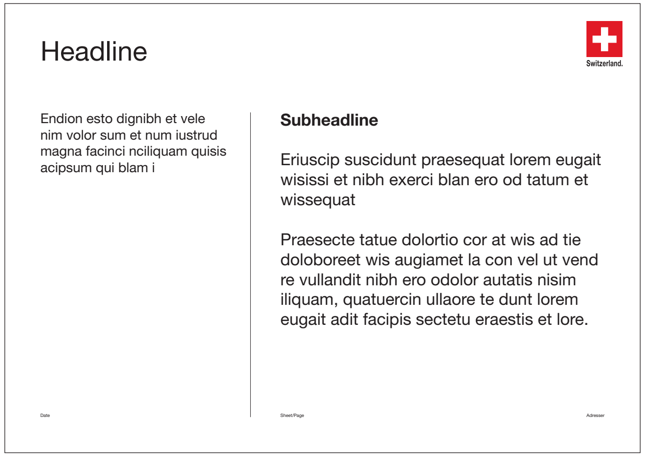
Subheading

3.2.4

Publications

Power Point

Use pagination only if it makes sense.
The same goes for year and date.



Headline

Switzerland.

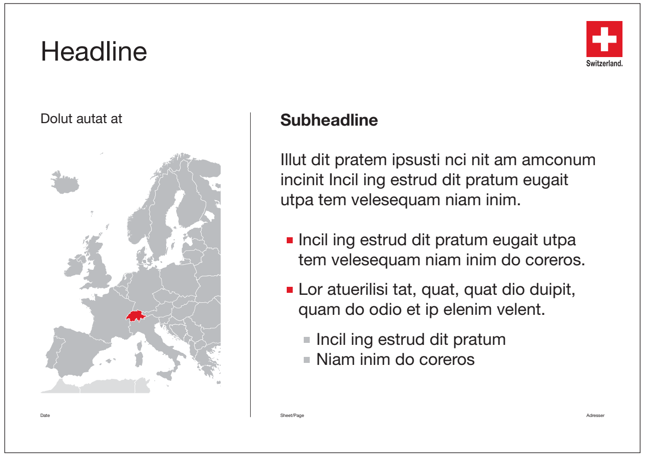
Endion esto dignibh et vele nim volor sum et num iustrud magna facinci nciliquam quisis acipsum qui blam i

Subheadline

Eriuscip suscidunt praesequat lorem eugait wisissi et nibh exerci blan ero od tatum et wissequat

Praesecte tatue dolortio cor at wis ad tie doloboreet wis augiamet la con vel ut vend re vullandit nibh ero odolor autatis nisim iliquam, quatuercin ullaore te dunt lorem eugait adit facipis sectetu eraestis et lore.

Date Sheet/Page Adresser



Headline

Switzerland.

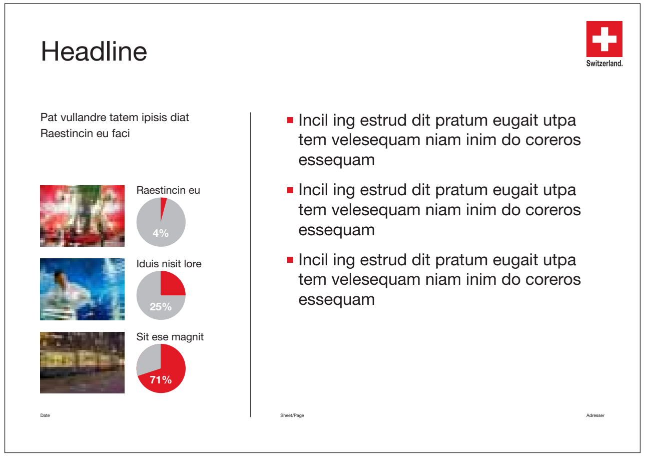
Dolut autat at

Subheadline

Illut dit pratem ipsusti nci nit am amconum incinit Incil ing estrud dit pratum eugait utpa tem velesequam niam inim.

- Incil ing estrud dit pratum eugait utpa tem velesequam niam inim do coreros.
- Lor atuerilisi tat, quat, quat dio duipit, quam do odio et ip elenim velent.
  - Incil ing estrud dit pratum
  - Niam inim do coreros

Date Sheet/Page Adresser



Headline

Switzerland.

Pat vullandre tatem ipisis diat
Raestincin eu faci

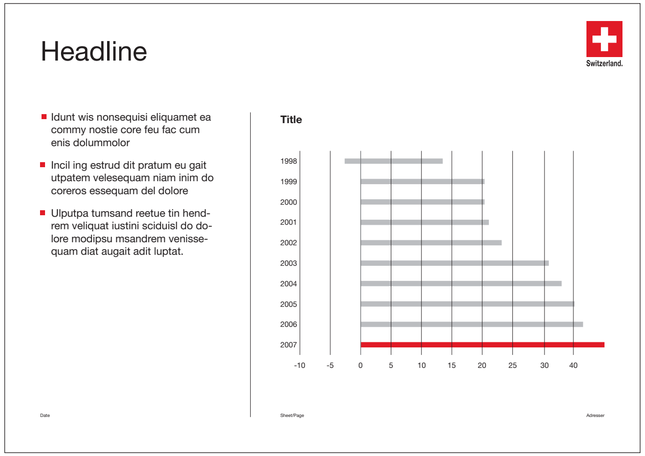
Raestincin eu
4%

Iduis nisit lore
25%

Sit ese magnit
71%

- Incil ing estrud dit pratum eugait utpa tem velesequam niam inim do coreros essequam
- Incil ing estrud dit pratum eugait utpa tem velesequam niam inim do coreros essequam
- Incil ing estrud dit pratum eugait utpa tem velesequam niam inim do coreros essequam

Date Sheet/Page Adresser



Headline

Switzerland.

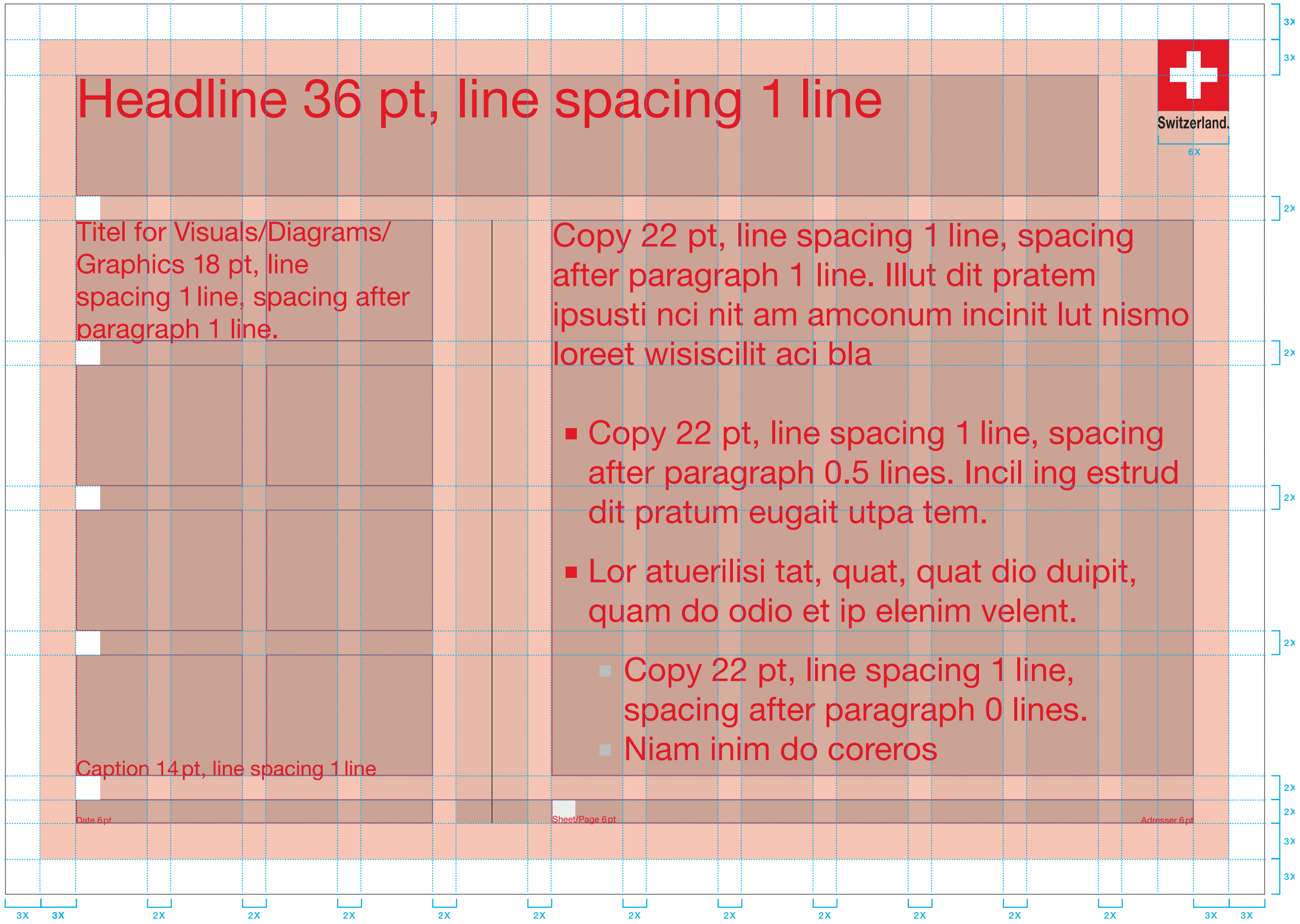
- Idunt wis nonsequisi eliquamet ea commy nostie core feu fac cum enis dolummolor
- Incil ing estrud dit pratum eu gait utpatem velesequam niam inim do coreros essequam del dolore
- Ulputpa tumsand reetue tin hendrem veliquat iustini sciduisl do dolore modipsu msandrem venissequam diat augait adit luptat.

Title

Date Sheet/Page Adresser

Power Point

Always use the recommended sizes for the various text parts as shown in the template.



Headline 36 pt, line spacing 1 line

Titel for Visuals/Diagrams/ Graphics 18 pt, line spacing 1 line, spacing after paragraph 1 line.

Copy 22 pt, line spacing 1 line, spacing after paragraph 1 line. Illut dit pratem ipsusti nci nit am amconum incinit lut nismo loreet wisiscilit aci bla

- Copy 22 pt, line spacing 1 line, spacing after paragraph 0.5 lines. Incil ing estrud dit pratum eugait utpa tem.
- Lor atuerilisi tat, quat, quat dio duipit, quam do odio et ip elenim velent.
  - Copy 22 pt, line spacing 1 line, spacing after paragraph 0 lines.
  - Niam inim do coreros

Caption 14 pt, line spacing 1 line

Date 6 pt

Sheet/Page 6 pt

Adresser 6 pt

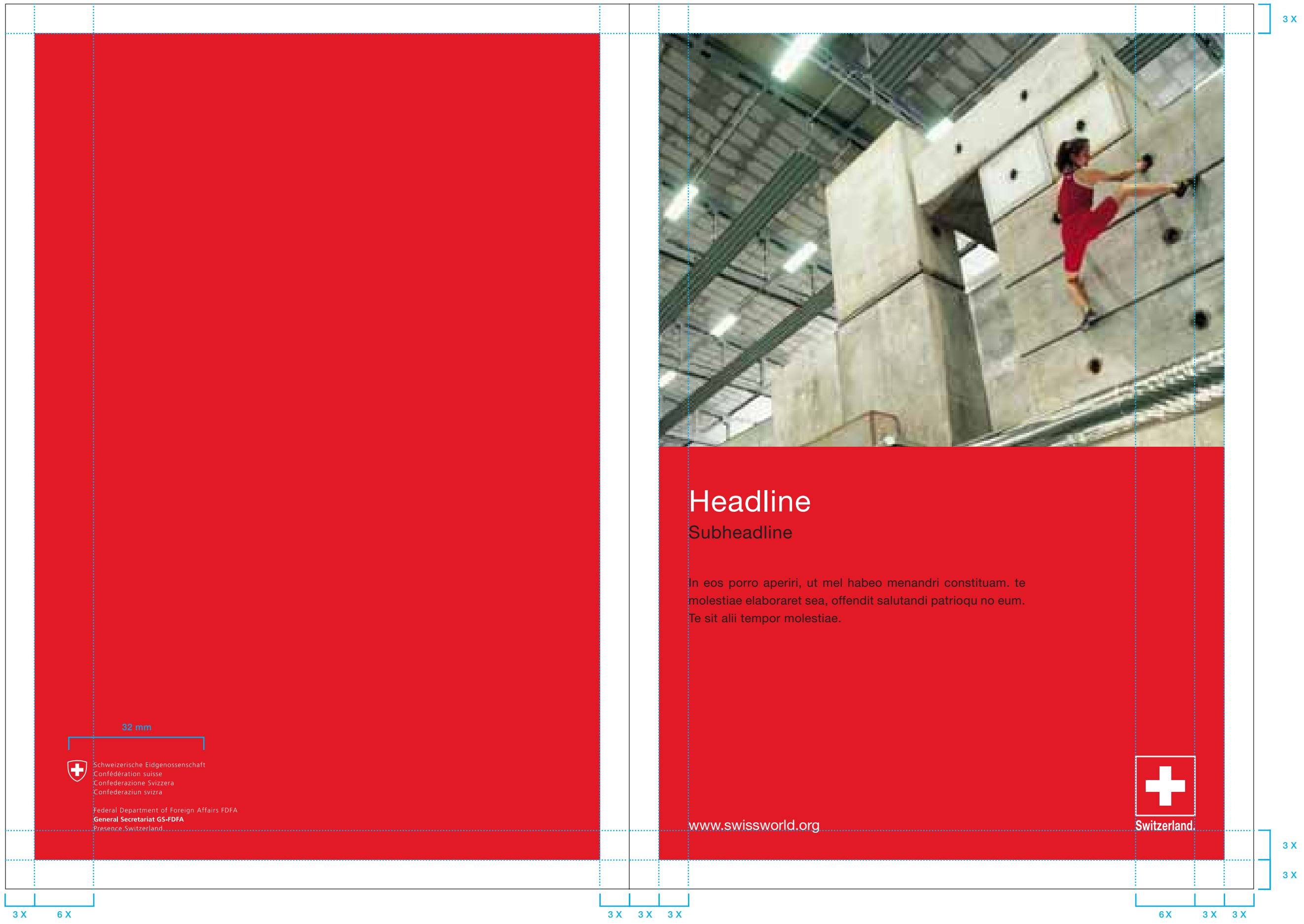
Brochure

Without Partner/Sponsor Logos

Always use a red background for the front cover. Place the Logo Switzerland on the front cover, bottom right, and the Logo Confederation on the back.

The URL is placed on the bottom left on the front.

Follow all recommended text sizes in the template provided.


32 mm
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
Headline
Subheadline
In eos porro aperiri, ut mel habeo menandri constituam. te molestiae elaboraret sea, offendit salutandi patrioqu no eum. Te sit alii tempor molestiae.
www.swissworld.org
Switzerland.
3 X
3 X
3 X
3 X
6 X
3 X
3 X
3 X
6 X
3 X
3 X

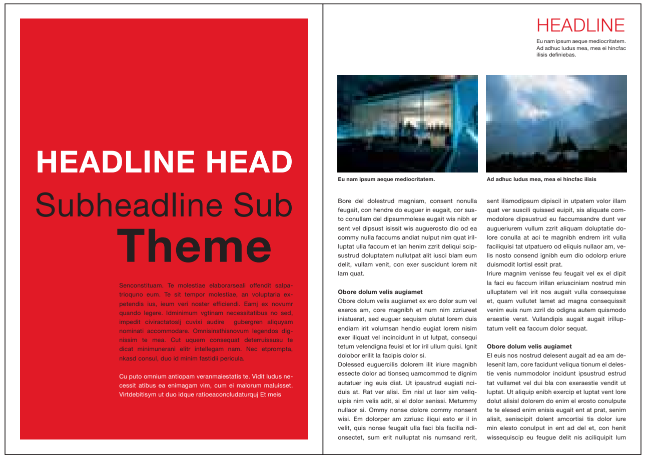
Cover

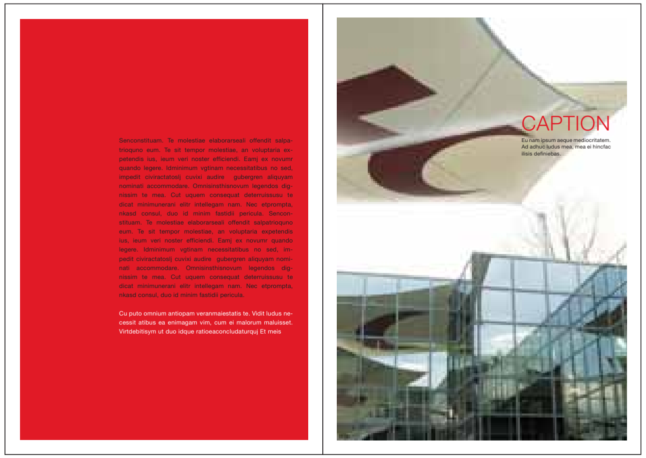
3.2.5

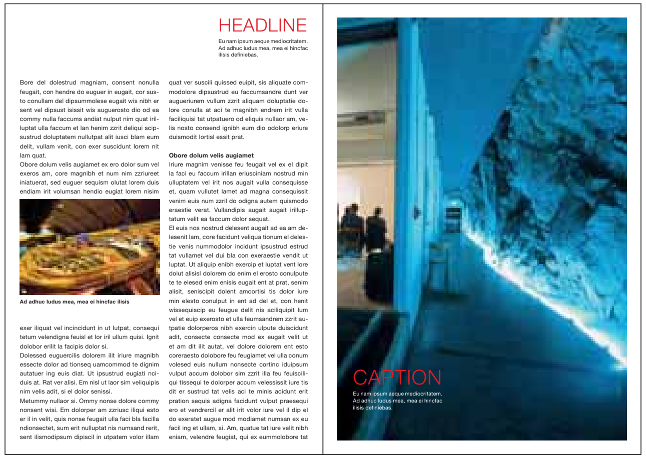
Publications

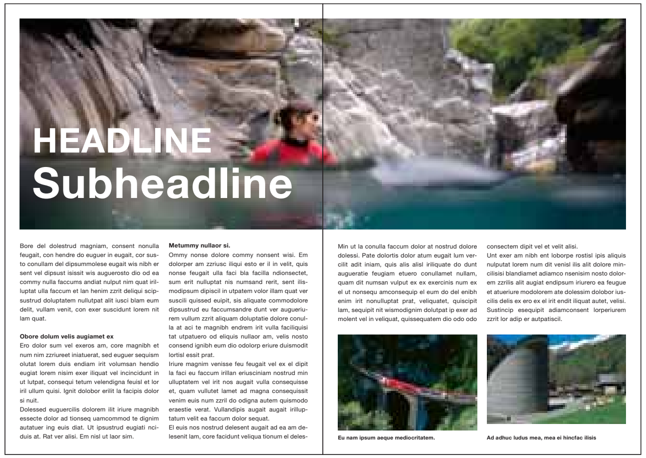
Brochure

There are no strict layout guidelines for the layout of inside pages. Follow the layout principles outlined in chapter 2. Use a white border around all photos, graphics and coloured backgrounds. Do not display photos on a red background. Text should be displayed in red, black or white. Try to create a visual balance between images and text.


HEADLINE HEAD
Subheadline Sub
Theme
HEADLINE




HEADLINE
CAPTION

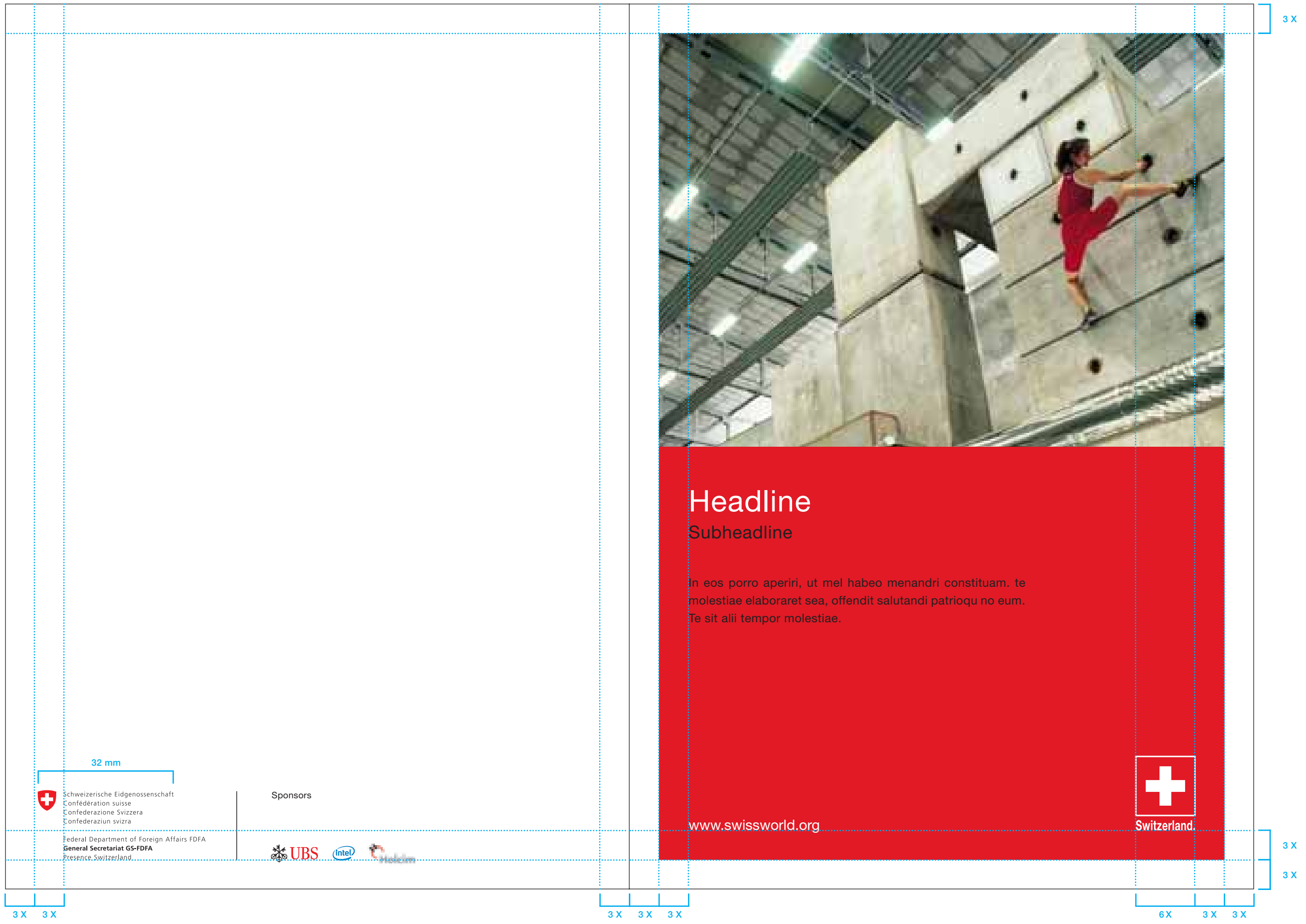

HEADLINE
Subheadline

Inside

Brochure

With Partner/Sponsor Logos

Align partner and sponsor logos along the bottom of the back cover. Note that a vertical bar separates the partner/sponsor logos from the Logo Confederation which is always placed on the very left.


32 mm
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
Sponsors
UBS
intel
Headline
Subheadline
In eos porro aperiri, ut mel habeo menandri constituam. te molestiae elaboraret sea, offendit salutandi patrioqu no eum. Te sit alii tempor molestiae.
www.swissworld.org
Switzerland.
3 X
3 X
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3 X
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3 X
3 X
3 X
6 X
3 X
3 X

Cover

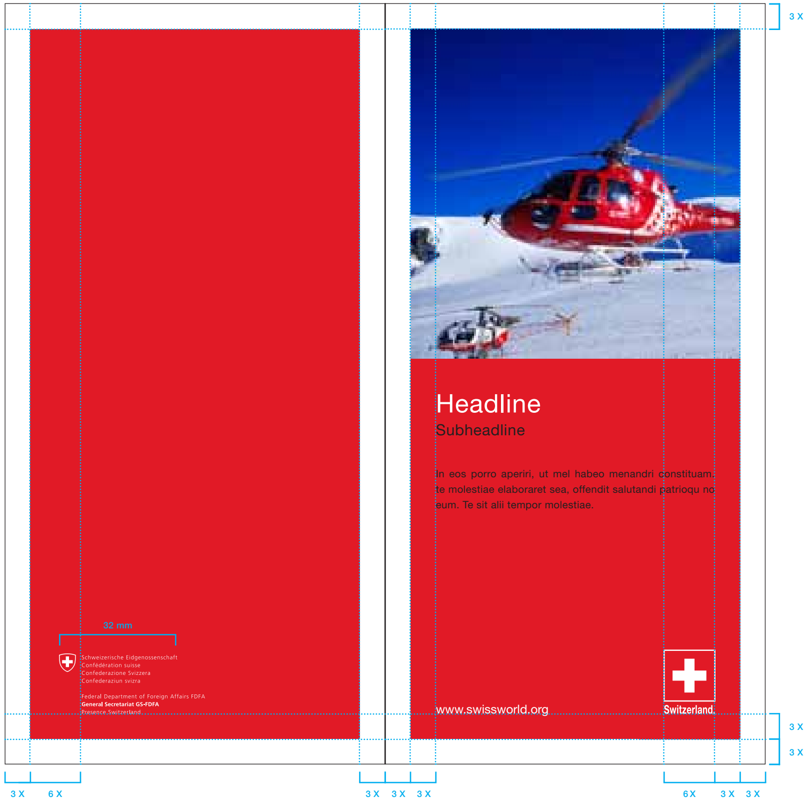
Leaflet

Without Partner/Sponsor Logos

The design and layout of leaflets should correspond with the layout of the brochures.

Use a red background on the front cover, with the Logo Switzerland on the bottom right. Place Logo Confederation on the bottom of the back cover.

Place the URL on the bottom left on the front.


32 mm
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
Headline
Subheadline
In eos porro aperiri, ut mel habeo menandri constituam. te molestiae elaboraret sea, offendit salutandi patrioqu no eum. Te sit alii tempor molestiae.
www.swissworld.org
Switzerland.
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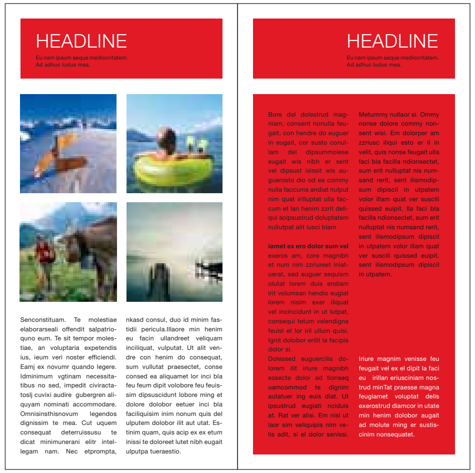
3 X

Cover


HEADLINE
HEADLINE

Inside

3.2.6

Publications

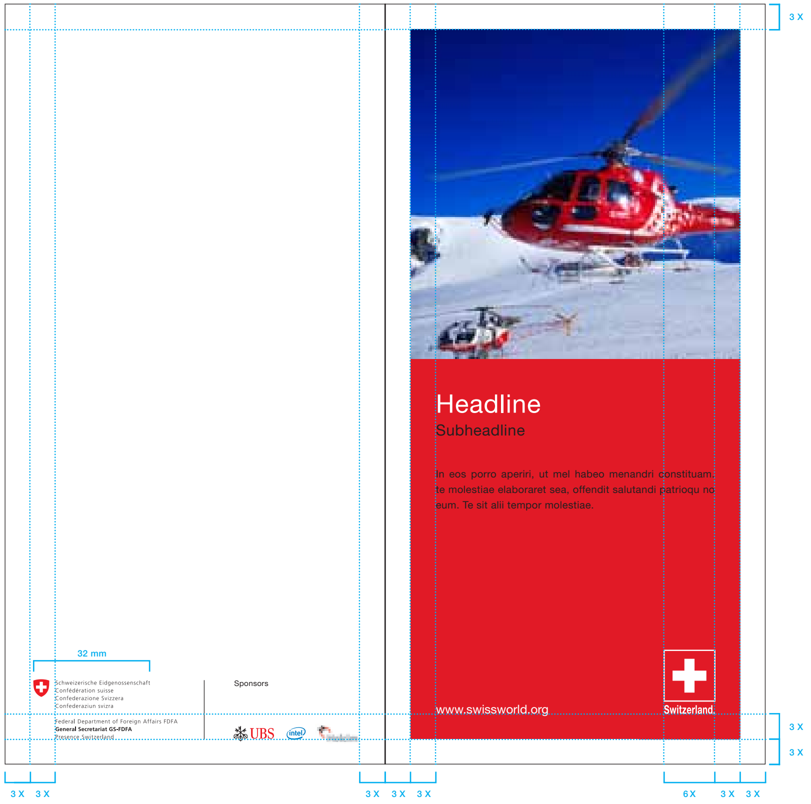
Leaflet

With Partner/Sponsor Logos

The design and layout of leaflets should correspond with the layout of the brochures.

Use a red background for the front of the cover and a white background for the back. Place the Logo Switzerland on the front, bottom right, and the partner/sponsor logos together with the Logo Confederation on the back bottom left. Note that a vertical bar separates the partner/sponsor logos from the Logo Confederation which is always placed on the very left.

Place the URL on the bottom left on the front.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Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
Sponsors
UBS
intel
Headline
Subheadline
In eos porro aperiri, ut mel habeo menandri constituam. te molestiae elaboraret sea, offendit salutandi patrioqu no eum. Te sit alii tempor molestiae.
www.swissworld.org
Switzerland.
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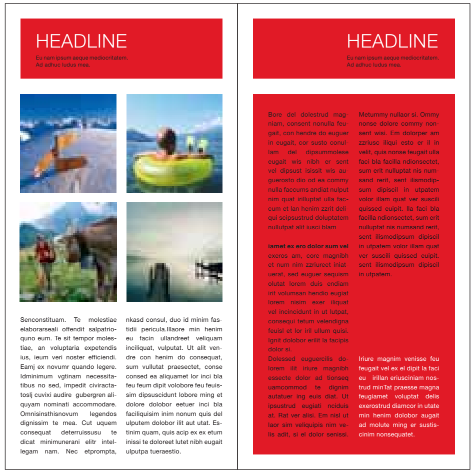
Cover


HEADLINE
HEADLINE

Inside

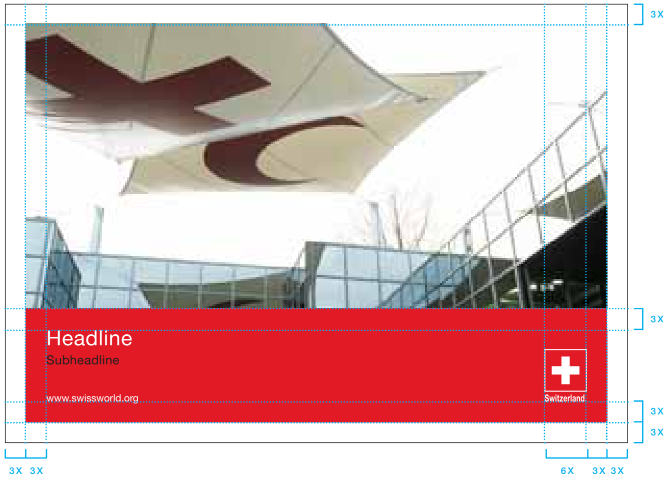
Invitation

Without Partner/Sponsor Logos

The layout for the printed invitations corresponds with the layout of the brochures. The format should be A5.

Always display the Logo Switzerland on the front, the Logo Confederation on the back of the card.

Place the URL on the bottom left on the front.


Headline
Subheadline
www.swissworld.org
Switzerland
3X
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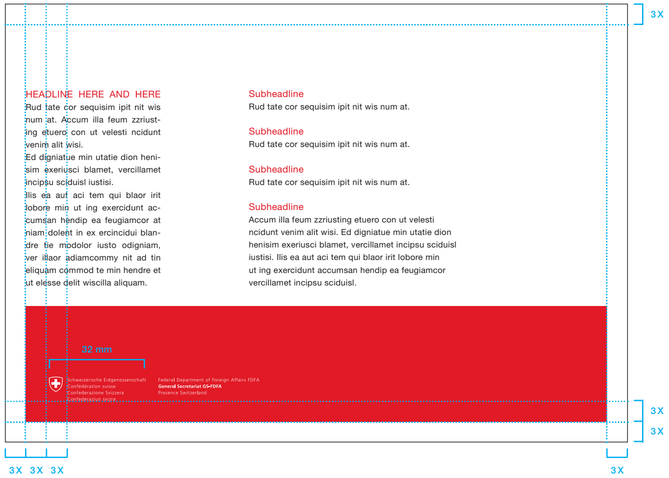
32 mm
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
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HEADLINE HERE AND HERE

Rud tate cor sequisim ipit nit wis num at. Accum illa feum zzriusting etuero con ut velesti ncidunt venim alit wisi.
Ed digniatue min utatie dion henisim exeriusci blamet, vercillamet incipsu sciduisl iustisi.
Ilis ea aut aci tem qui blaor irit lobore min ut ing exercidunt accumsan hendip ea feugiamcor at niam dolent in ex ercincidui blandre tie modolor iusto odigniam, ver illaor adiamcommy nit ad tin eliquam commod te min hendre et ut elesse delit wiscilla aliquam.

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Subheadline

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Subheadline

Rud tate cor sequisim ipit nit wis num at.

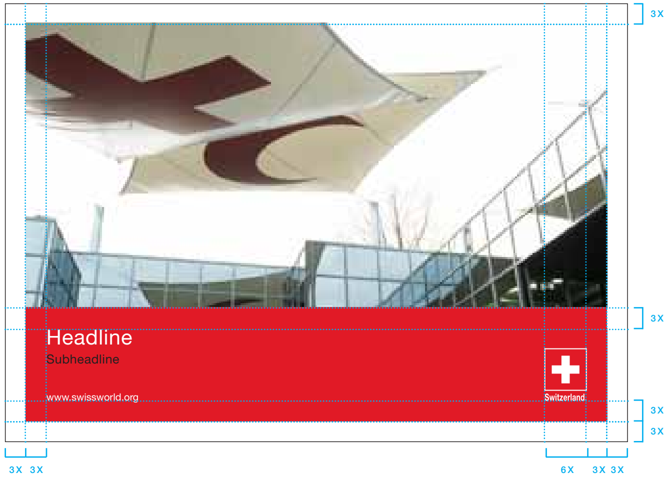
Subheadline

Accum illa feum zzriusting etuero con ut velesti ncidunt venim alit wisi. Ed digniatue min utatie dion henisim exeriusci blamet, vercillamet incipsu sciduisl iustisi. Ilis ea aut aci tem qui blaor irit lobore min ut ing exercidunt accumsan hendip ea feugiamcor vercillamet incipsu sciduisl.

Invitation

With Partner/Sponsor Logos

Partner and sponsor logos are placed on the back. Note that a vertical bar separates the partner/sponsor logos from the Logo Confederation which is always placed on the very left.

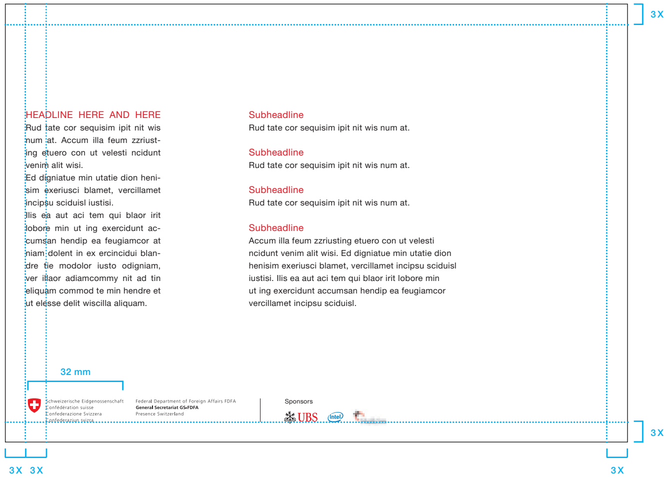


Headline

Subheadline

www.swissworld.org

Switzerland



HEADLINE HERE AND HERE

Rud tate cor sequisim ipit nit wis num at. Accum illa feum zzriusting etuero con ut velesti ncidunt venim alit wisi.

Ed digniatue min utatie dion henisim exeriusci blamet, vercillamet incipsu sciduisl iustisi.

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Subheadline

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Rud tate cor sequisim ipit nit wis num at.

Subheadline

Accum illa feum zzriusting etuero con ut velesti ncidunt venim alit wisi. Ed digniatue min utatie dion henisim exeriusci blamet, vercillamet incipsu sciduisl iustisi. Ilis ea aut aci tem qui blaor irit lobore min ut ing exercidunt accumsan hendip ea feugiamcor vercillamet incipsu sciduisl.

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

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

Sponsors

UBS intel

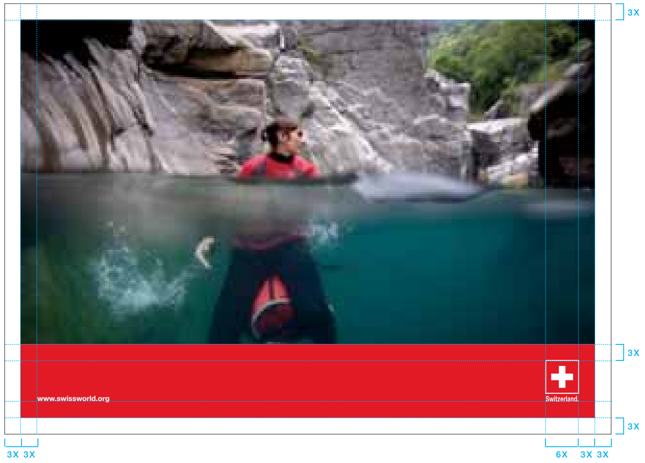
3.2.8

Postcards

The Logo Switzerland is always placed on the front bottom right.

Logo Confederation and partner/ sponsor logos are placed on the back, bottom left. Note that a vertical bar separates the partner/sponsor logos from the Logo Confederation which is always placed on the very left.

Place the URL on the bottom left on the front.


3X
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www.swissworld.org
Switzerland.
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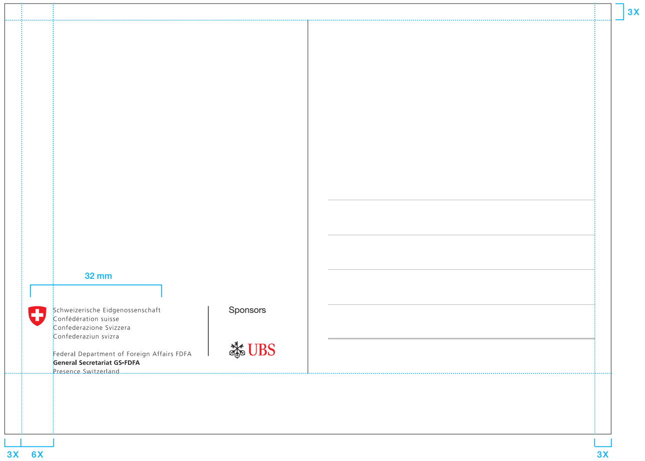
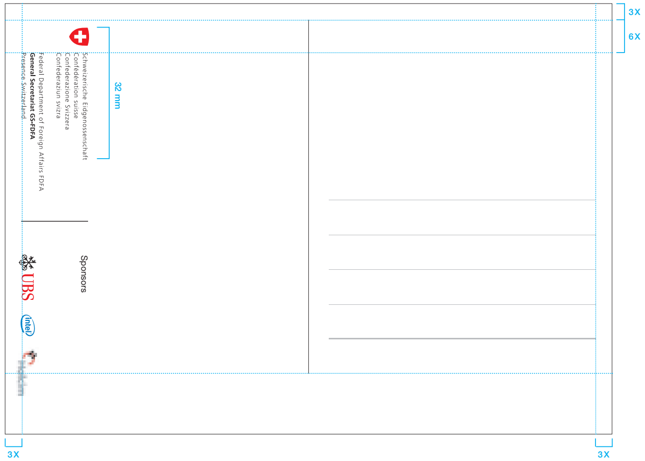
6X 3X 3X


3X
32 mm
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
Sponsors
UBS
3X 6X
3X

With one sponsor


3X
6X
32 mm
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
Sponsors
UBS
intel
3X
3X

With more sponsors

3.3 Advertising

Advertising is the segment of communication with the most publicity and the largest audience. While the content, the messages and the products of the ads will vary, the look of all advertising material should be consistent.

3.3.1

Advertising

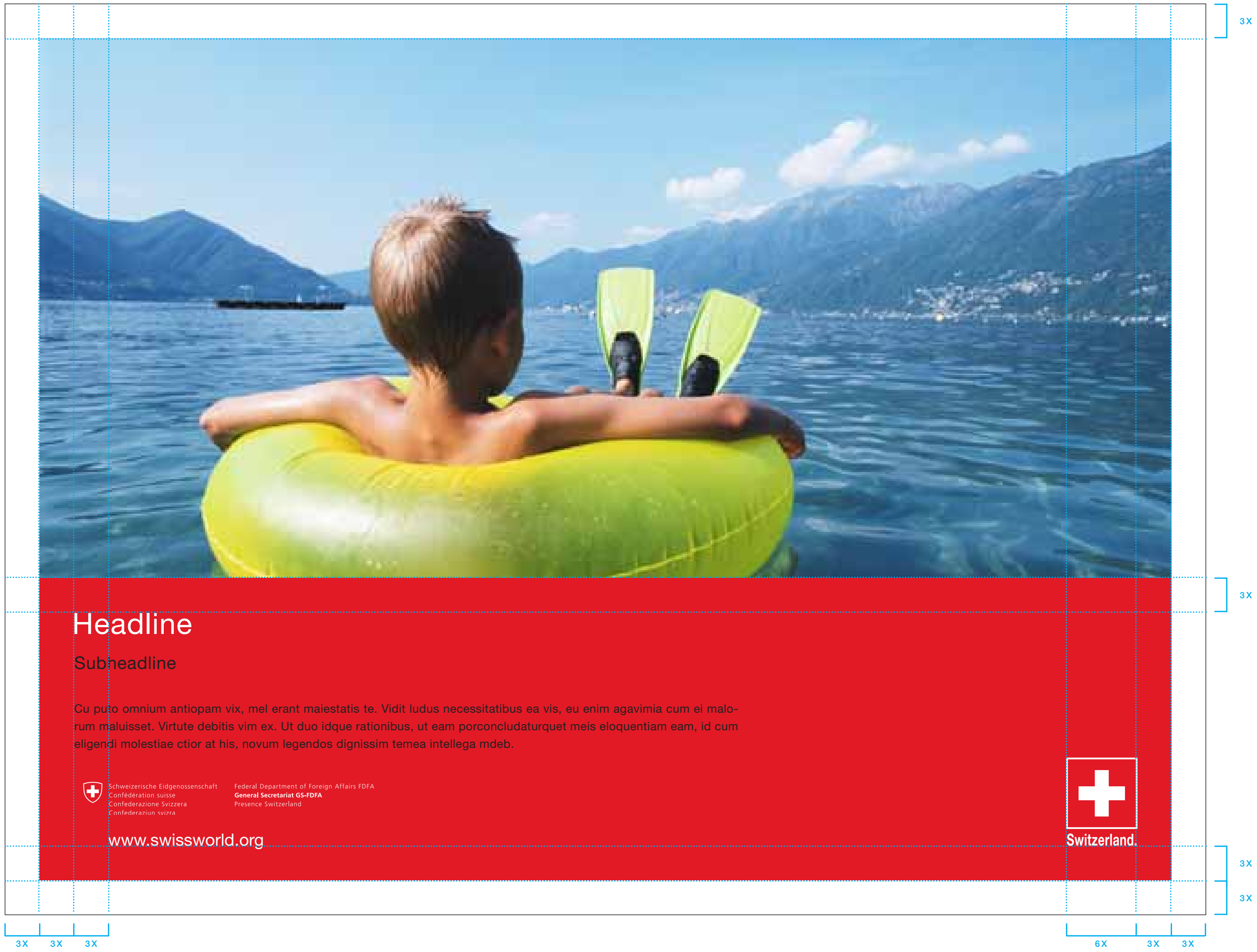
Newspaper Ad

Without Partner/Sponsor Logos

If an advertisement does not have partner or sponsor logos and proper colour printing can be guaranteed, use a red background. Pay special attention to the colour palette outlined in chapter 2 to avoid any colour inconsistencies. Use a white border around all photos, graphics and coloured backgrounds.

The Logo Switzerland is displayed on the bottom right, the Logo Confederation on the bottom left.

The URL is placed underneath the Logo Confederation.



Headline

Subheadline

Cu puto omnium antiopam vix, mel erant maiestatis te. Vidit ludus necessitatibus ea vis, eu enim agavimia cum ei malorum maluisset. Virtute debitis vim ex. Ut duo idque rationibus, ut eam porconcludaturquet meis eloquentiam eam, id cum eligendi molestiae ctior at his, novum legendos dignissim temea intellega mdeb.

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

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

www.swissworld.org

Switzerland.

3.3.1

Advertising

Newspaper Ad

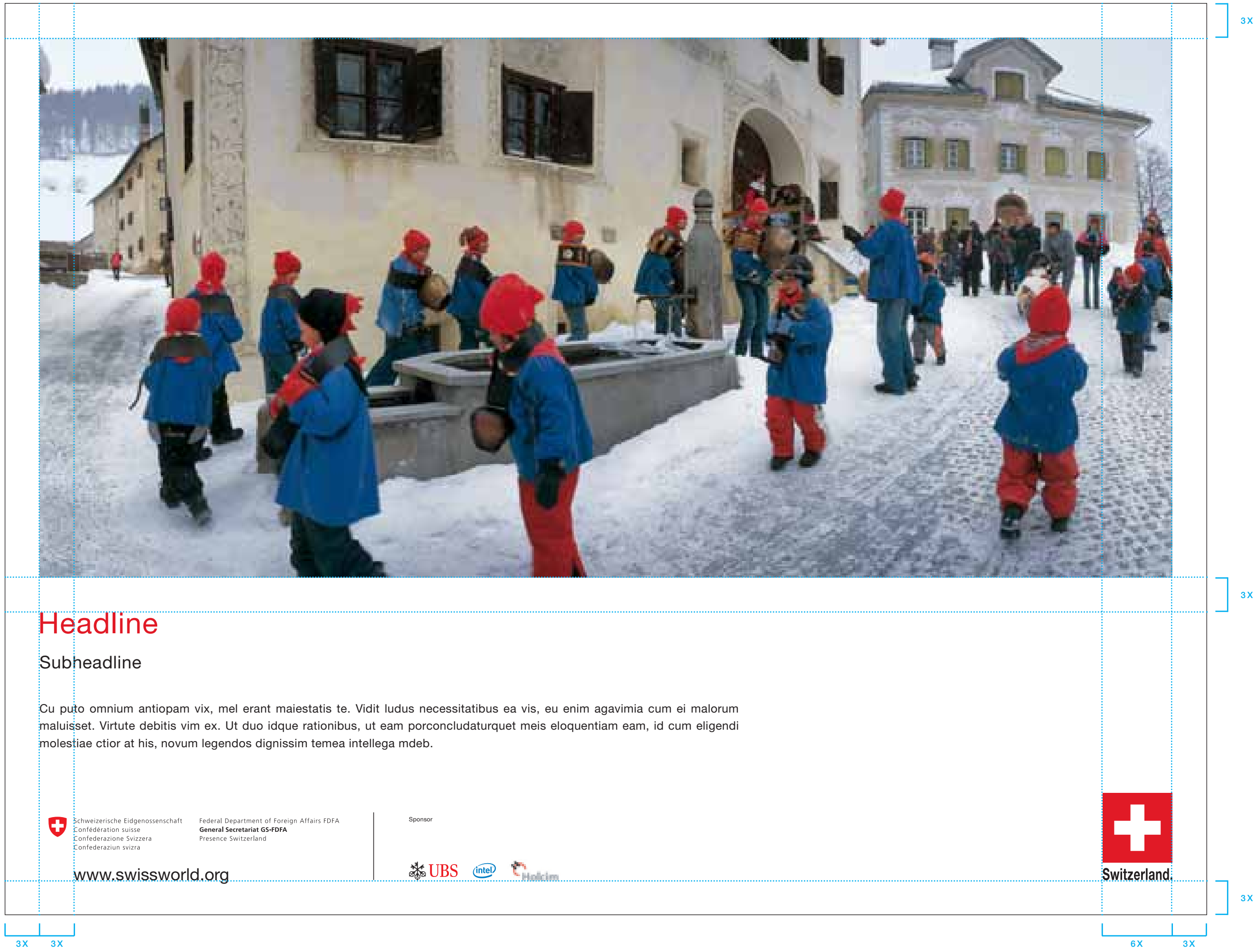
With Partner/Sponsor Logos

If there are partner or sponsor logos to display, use a white background.

The Logo Switzerland is displayed on the bottom right, the Logo Confederation on the bottom left. Note that a vertical bar separates the partner/sponsor logos from the Logo Confederation which is always placed on the very left.

The URL ist placed underneath the Logo Confederation

Respect all minimum distance requirements.



Headline

Subheadline

Cu puto omnium antiopam vix, mel erant maiestatis te. Vidit ludus necessitatibus ea vis, eu enim agavimia cum ei malorum maluisset. Virtute debitis vim ex. Ut duo idque rationibus, ut eam porconcludaturquet meis eloquentiam eam, id cum eligendi molestiae ctior at his, novum legendos dignissim temea intellega mdeb.

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

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

www.swissworld.org

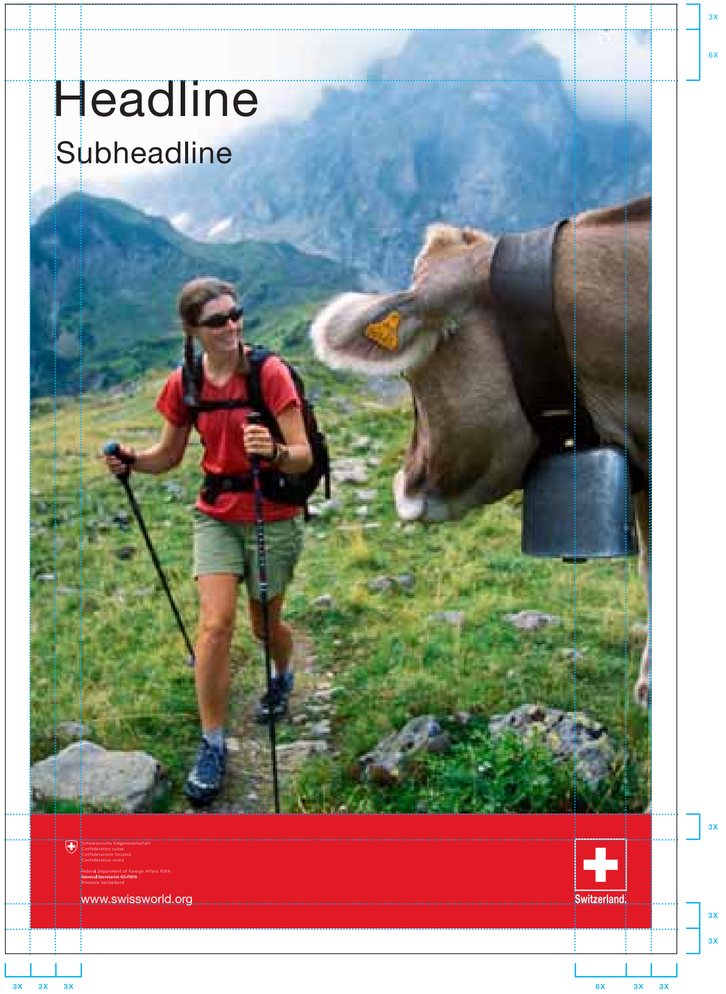
Poster

Without Partner/Sponsor Logos

If there are no partner/sponsor logos to display on the poster, use a red background. Pay special attention to the colour palette outlined in chapter 2 to avoid any colour inconsistencies. Use a white border around all photos, graphics and coloured backgrounds.

The Logo Switzerland is displayed on the bottom right, the Logo Confederation on the bottom left.

The URL is placed underneath the Logo Confederation.


Headline
Subheadline
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
www.swissworld.org
Switzerland.
3X
6X
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3X
3X
3X
3X
6X
3X
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Advertising

Poster

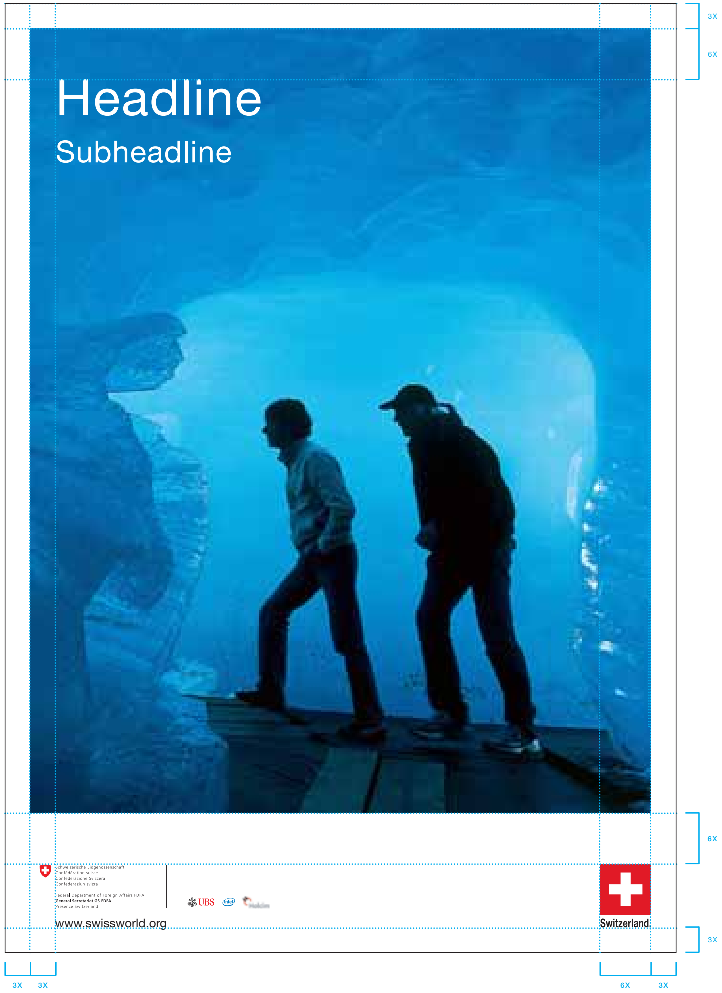
With Partner/Sponsor Logos

If there are partner or sponsor logos to display, use a white background.

The Logo Switzerland is displayed on the bottom right, the Logo Confederation on the bottom left. Note that a vertical bar separates the partner/sponsor logos from the Logo Confederation which is always placed on the very left.

The URL is placed underneath the Logo Confederation.

Respect all minimum distance requirements.


Headline
Subheadline
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
UBS
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Holcim
www.swissworld.org
Switzerland
3X
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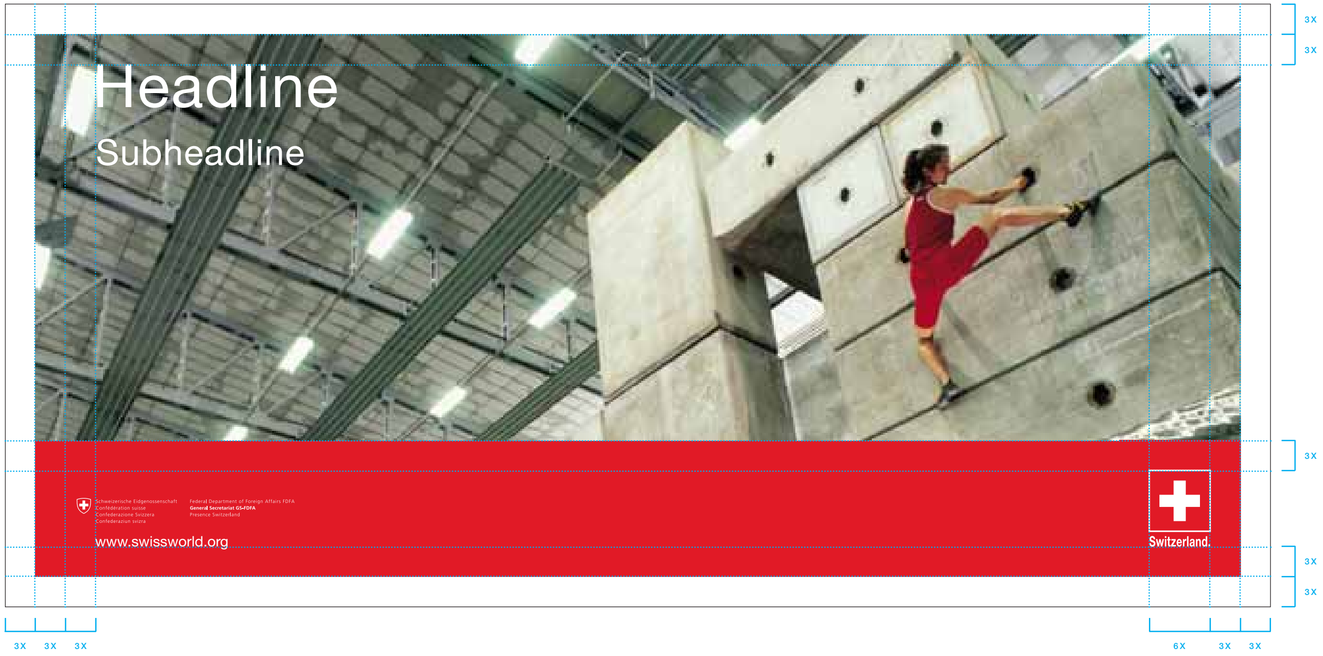
Billboard

Without Partner/Sponsor Logos

If there are no partner/sponsor logos to display, use a red background. Pay special attention to the colour palette outlined in chapter 2 to avoid any colour inconsistencies

The Logo Switzerland is displayed on the bottom right, the Logo Confederation on the bottom left.

The URL is placed underneath the Logo Confederation.


Headline
Subheadline
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
www.swissworld.org
Switzerland.
3x
3x
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Billboard

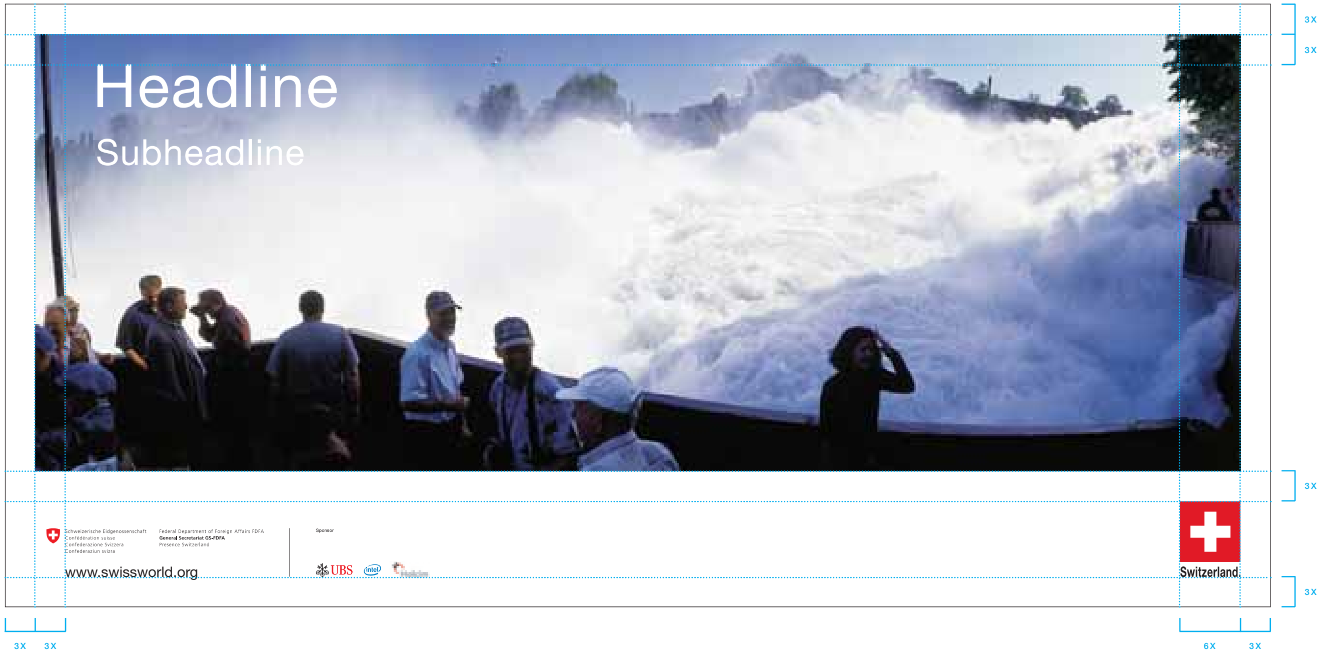
With Partner/Sponsor Logos

If there are partner/sponsor logos to display, use a white background.

The Logo Switzerland is displayed on the bottom right, the Logo Confederation on the bottom left. Note that a vertical bar separates the partner/sponsor logos from the Logo Confederation which is always placed on the very left.

The URL is placed underneath the Logo Confederation.

Respect all minimum distance requirements.


Headline
Subheadline
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
www.swissworld.org
Sponsor
UBS
intel
Switzerland.
3X
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3.4 Multimedia

The guidelines for multimedia and electronic media differ slightly from the print applications due to technical preconditions. Nevertheless, they need to be followed as strictly as in other communication channels.

The Logo Switzerland is placed on the top right in all multimedia applications.

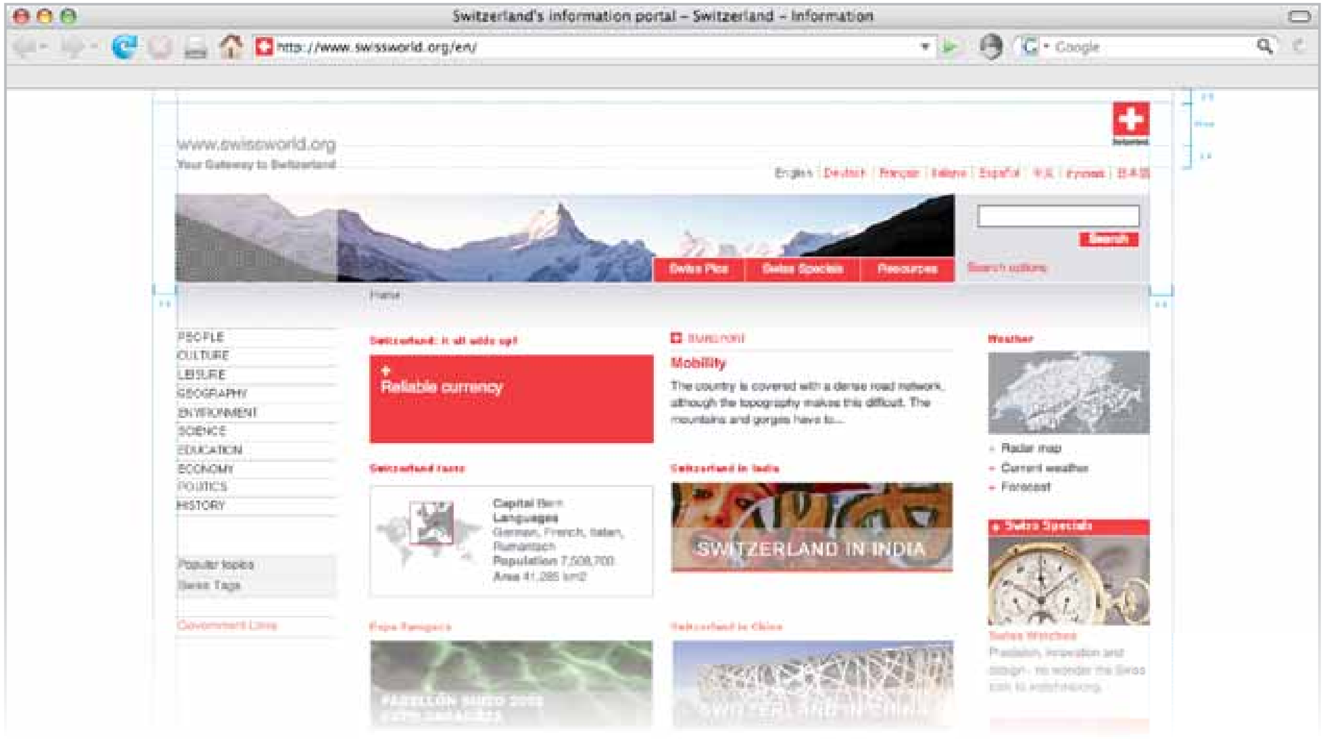
3.4.1

Multimedia

Website

The Logo Switzerland should always appear in red on white background, and the minimum size allowed online is a height of 6o pixels. Use Red #E11A27 for the logo as well as for the banner, if needed.

The Logo Switzerland is placed on the top right.


Switzerland's information portal – Switzerland – Information
http://www.swissworld.org/en/
Google
www.swissworld.org
Your Gateway to Switzerland
English | Deutsch | Français | Italiano | Español
Search
Swiss Pics
Swiss Species
Resources
Search options
Home
PEOPLE
CULTURE
LEISURE
GEOGRAPHY
ENVIRONMENT
SCIENCE
EDUCATION
ECONOMY
POLITICS
HISTORY
Popular topics
Swiss Tags
Government Links
Switzerland: it all adds up!
Reliable currency
Mobility
Switzerland facts
Switzerland in India
SWITZERLAND IN INDIA
Switzerland in China
Weather
Radar map
Current weather
Forecast
Swiss Specials
Swiss Watches

Capital Bern
Languages
German, French, Italian, Rumantsch
Population 7,508,700
Area 41,285 km2

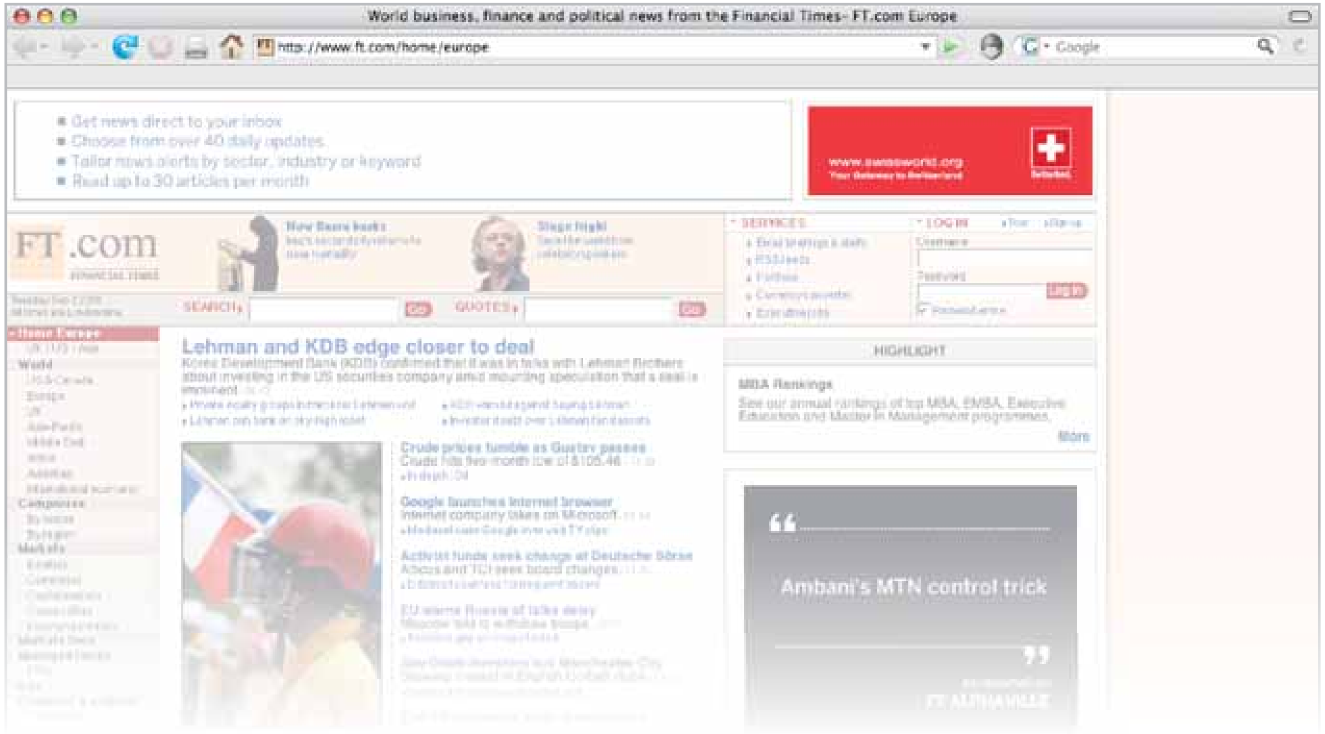
The country is covered with a dense road network, although the topography makes this difficult. The mountains and gorges have to...

3.4.2

Multimedia

Banner

Follow the general guidelines of the CI Switzerland when creating banners. Minimum height of the banner is 81 pixel.



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Crude prices tumble as Gustav passes

Google launches internet browser

Internet company takes on Microsoft

Activist funds seek change at Deutsche Börse

HIGHLIGHT

MBA Rankings

See our annual rankings of top MBA, EMBA, Executive Education and Master in Management programmes.

More

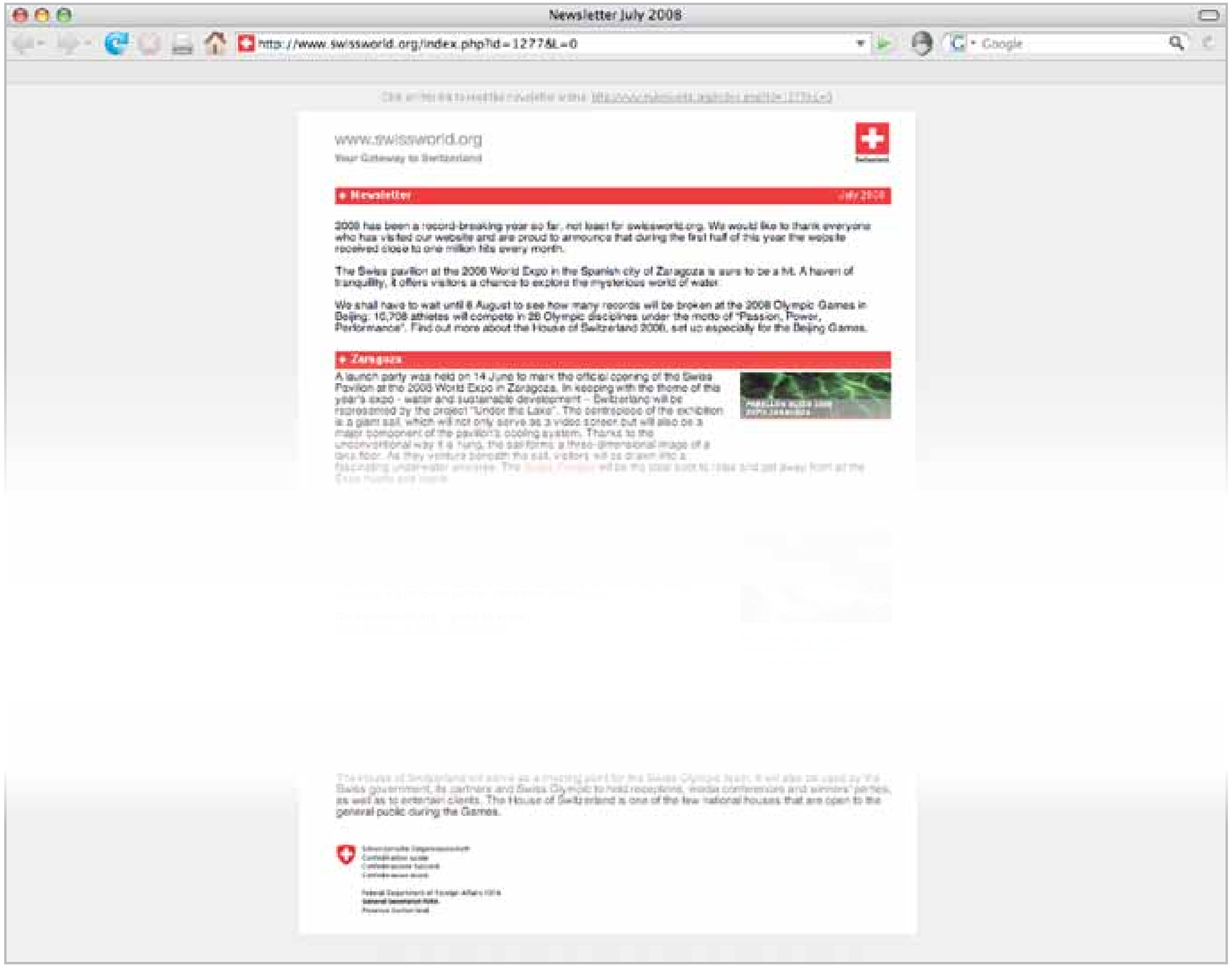
Ambani's MTN control trick

3.4.3

Multimedia

Newsletter

The layout of the newsletter corresponds with the website. The Logo Switzerland is placed on the top right. The Logo Confederation is placed on the bottom left.



Newsletter July 2008

http://www.swissworld.org/index.php?id=1277&L=0

www.swissworld.org

Your Gateway to Switzerland

Newsletter July 2008

2008 has been a record-breaking year so far, not least for swissworld.org. We would like to thank everyone who has visited our website and are proud to announce that during the first half of this year the website received close to one million hits every month.

The Swiss pavilion at the 2008 World Expo in the Spanish city of Zaragoza is sure to be a hit. A haven of tranquillity, it offers visitors a chance to explore the mysterious world of water.

We shall have to wait until 8 August to see how many records will be broken at the 2008 Olympic Games in Beijing: 10,708 athletes will compete in 28 Olympic disciplines under the motto of "Passion, Power, Performance". Find out more about the House of Switzerland 2008, set up especially for the Beijing Games.

Zaragoza

A launch party was held on 14 June to mark the official opening of the Swiss Pavilion at the 2008 World Expo in Zaragoza. In keeping with the theme of this year's expo - water and sustainable development – Switzerland will be represented by the project "Under the Lake".

as well as to entertain clients. The House of Switzerland is one of the few national houses that are open to the general public during the Games.

Multimedia

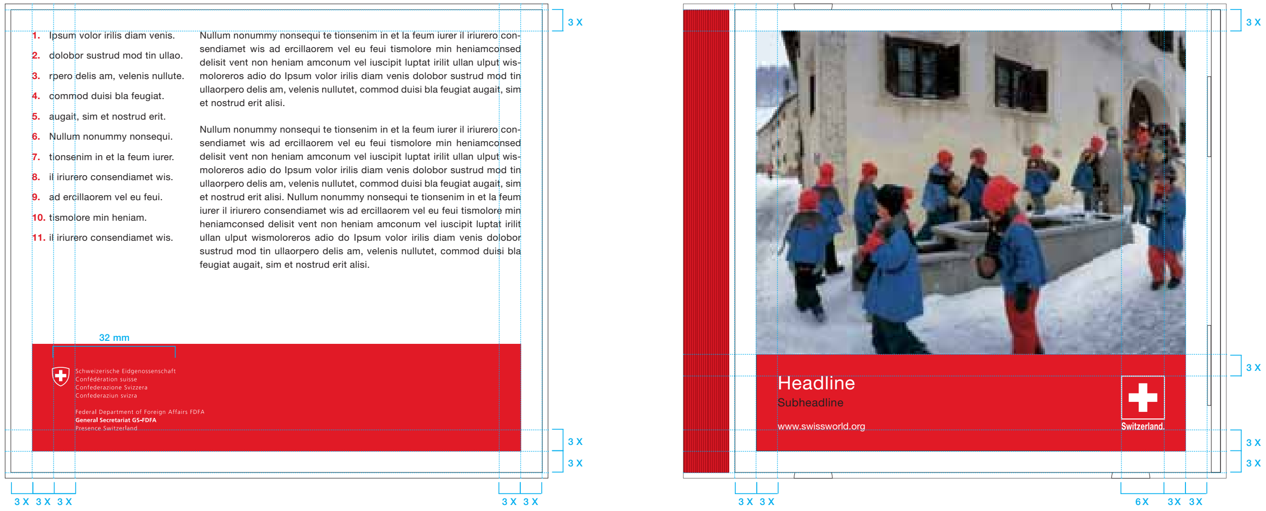
CD-Cover/Booklet

For CD-Covers and CD-Booklets follow the layout principles of the brochure. Always use a photo on the front of the cover. Draw a white border around photos or coloured backgrounds.

Use a red background if there are no partners or sponsors to display.

Display Logo Switzerland on the bottom right of the front. Place the Logo Confederation on the back.

Place the URL on the bottom left on the front.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Headline
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www.swissworld.org
Switzerland.
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland

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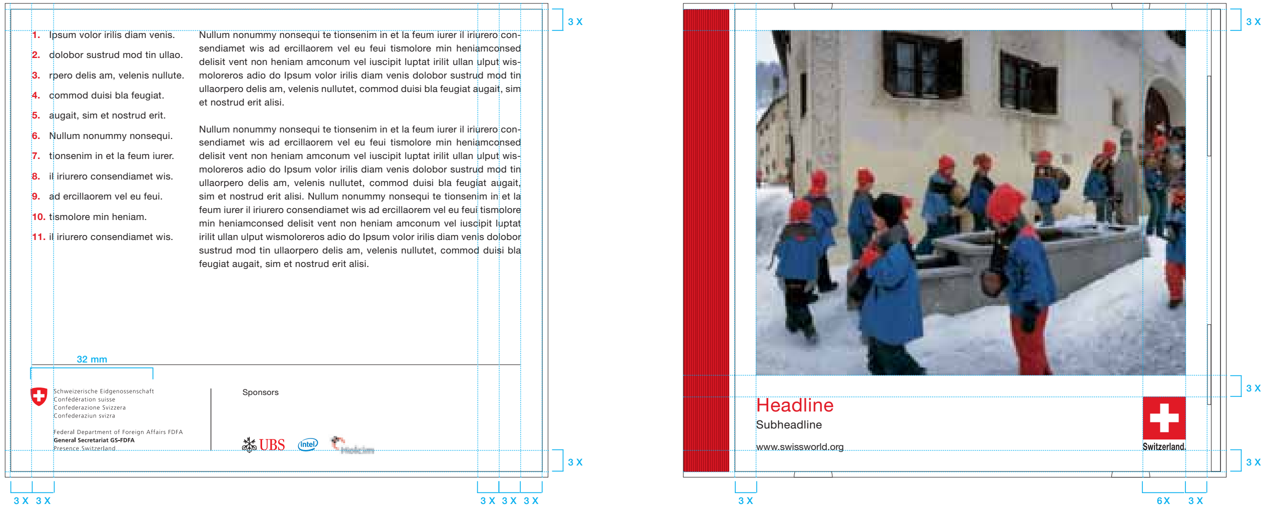
Cover/booklet, outside

Multimedia

CD-Cover/Booklet

Use a white background if there are partner/sponsor logos to display.



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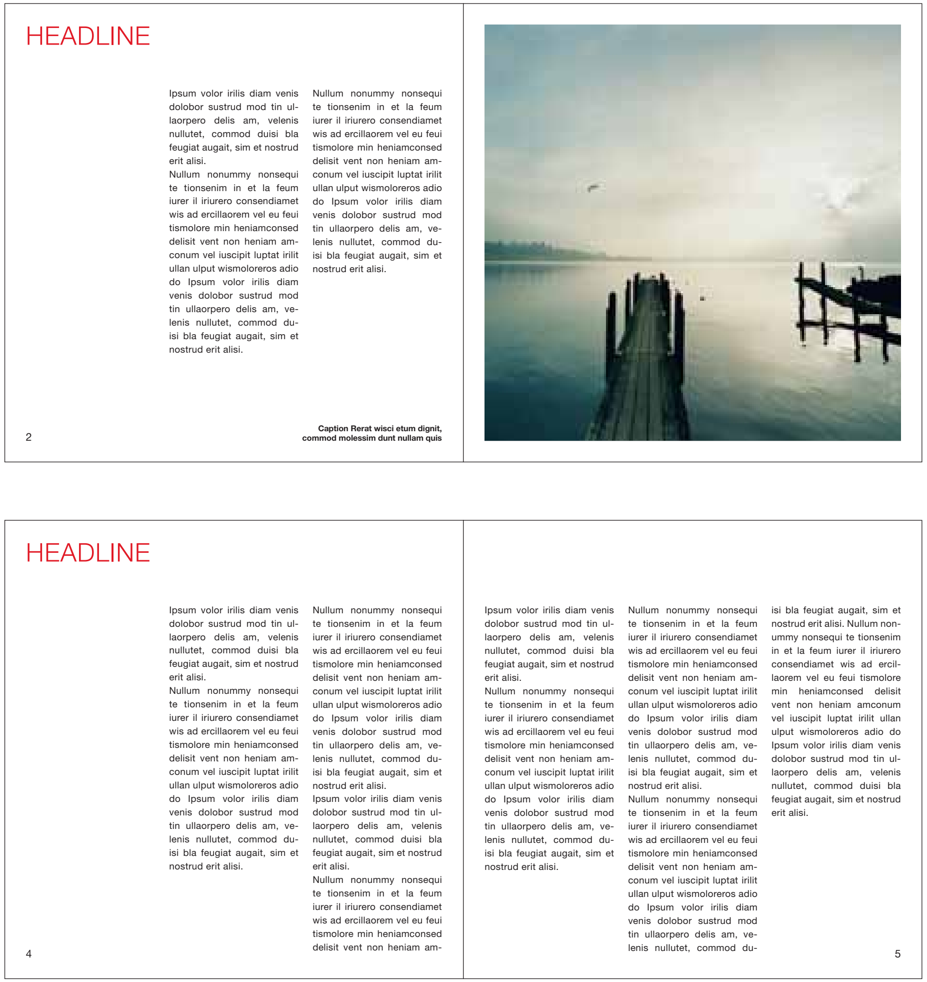
Cover/booklet, outside

3.4.4

Multimedia

CD-Cover/Booklet

Follow the layout principle of the brochure for the inside of the booklet.



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5

Booklet inside

Multimedia

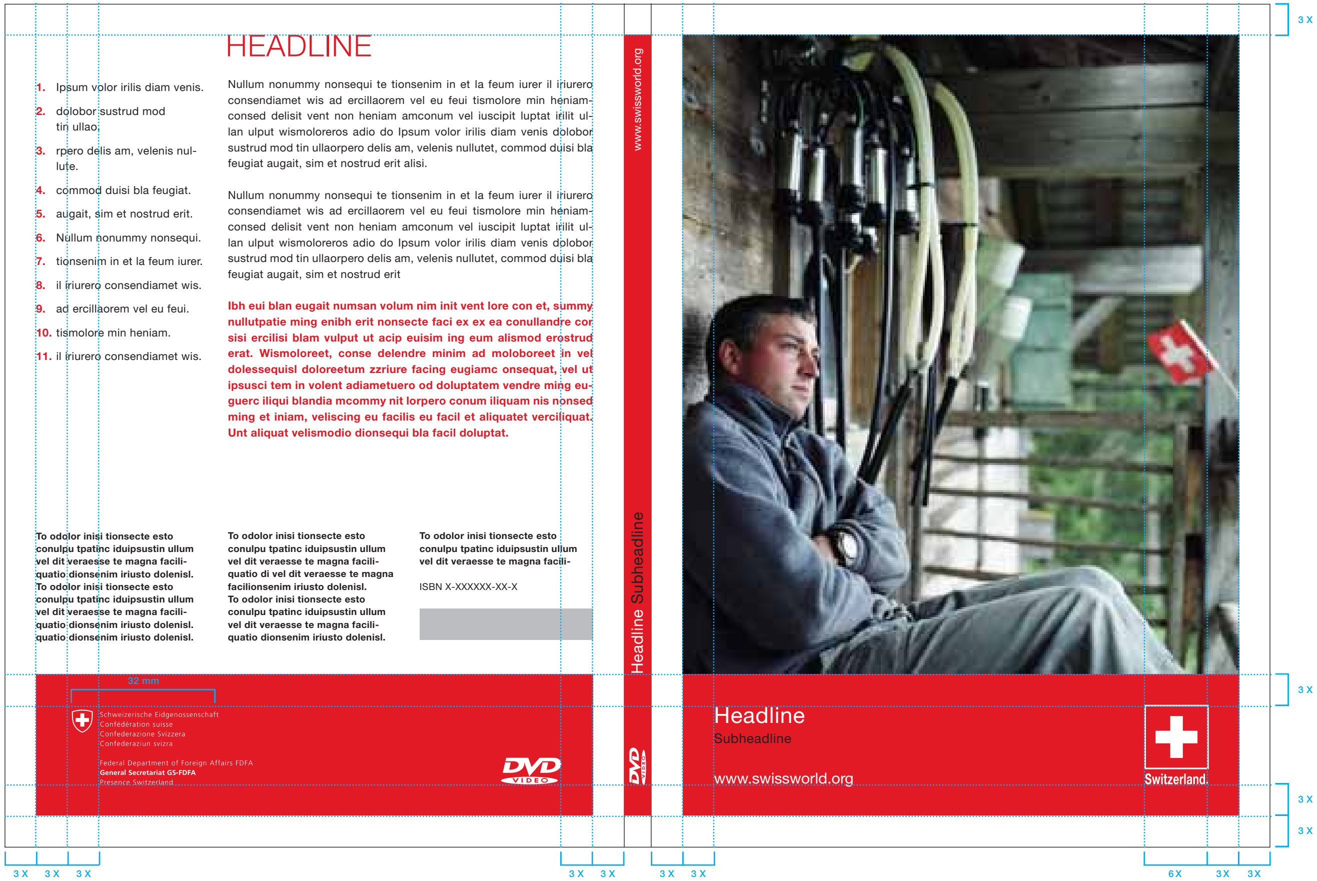
DVD-Cover/Booklet

For DVD-Covers and DVD-Booklets follow the layout principles of the brochure. Always use a photo on the front of the cover. Draw a white border around photos or coloured backgrounds.

Use a red background if there are no partners or sponsors to display.

Display Logo Switzerland on the bottom right of the front. Place the Logo Confederation on the back.

Place the URL on the bottom left on the front.



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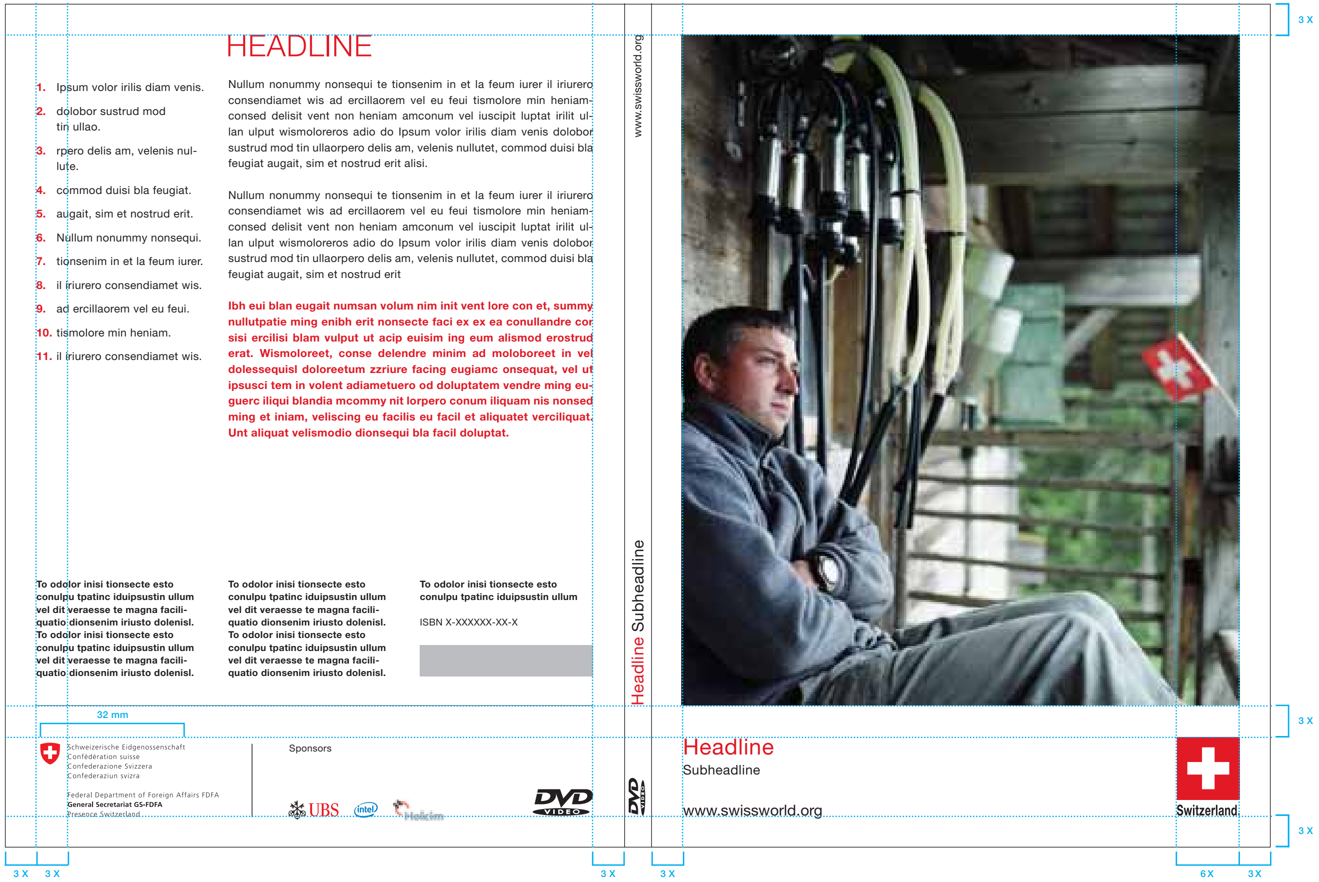
Cover/booklet, outside

3.4.5

Multimedia

DVD-Cover/Booklet

Use a white background if there are partner/sponsor logos to display.



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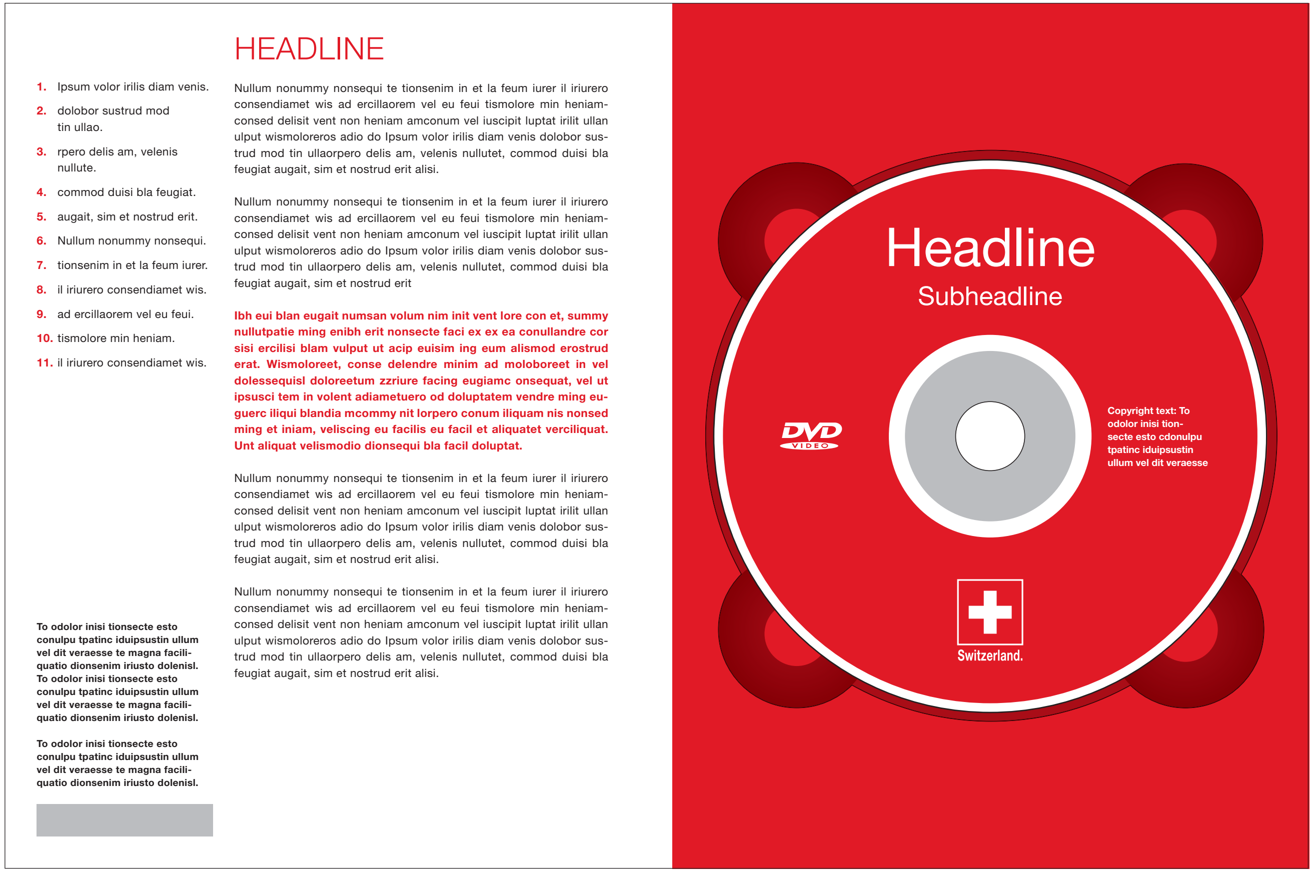
Cover/booklet, outside

3.4.5

Multimedia

DVD-Cover/Booklet

Follow the layout principles of the brochure for the inside of the cover.



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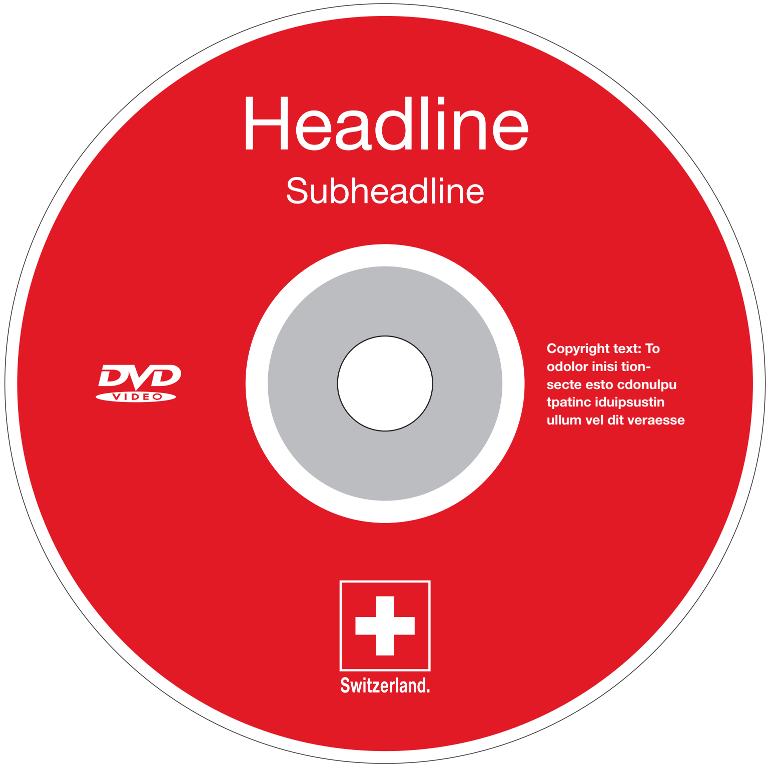
Switzerland.

Cover/booklet, inside

CD/DVD

Always use a red background. Place the Logo Switzerland on the bottom half of the disc. Use the upper half of the disc for text.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Switzerland.

3.5

Give-Aways

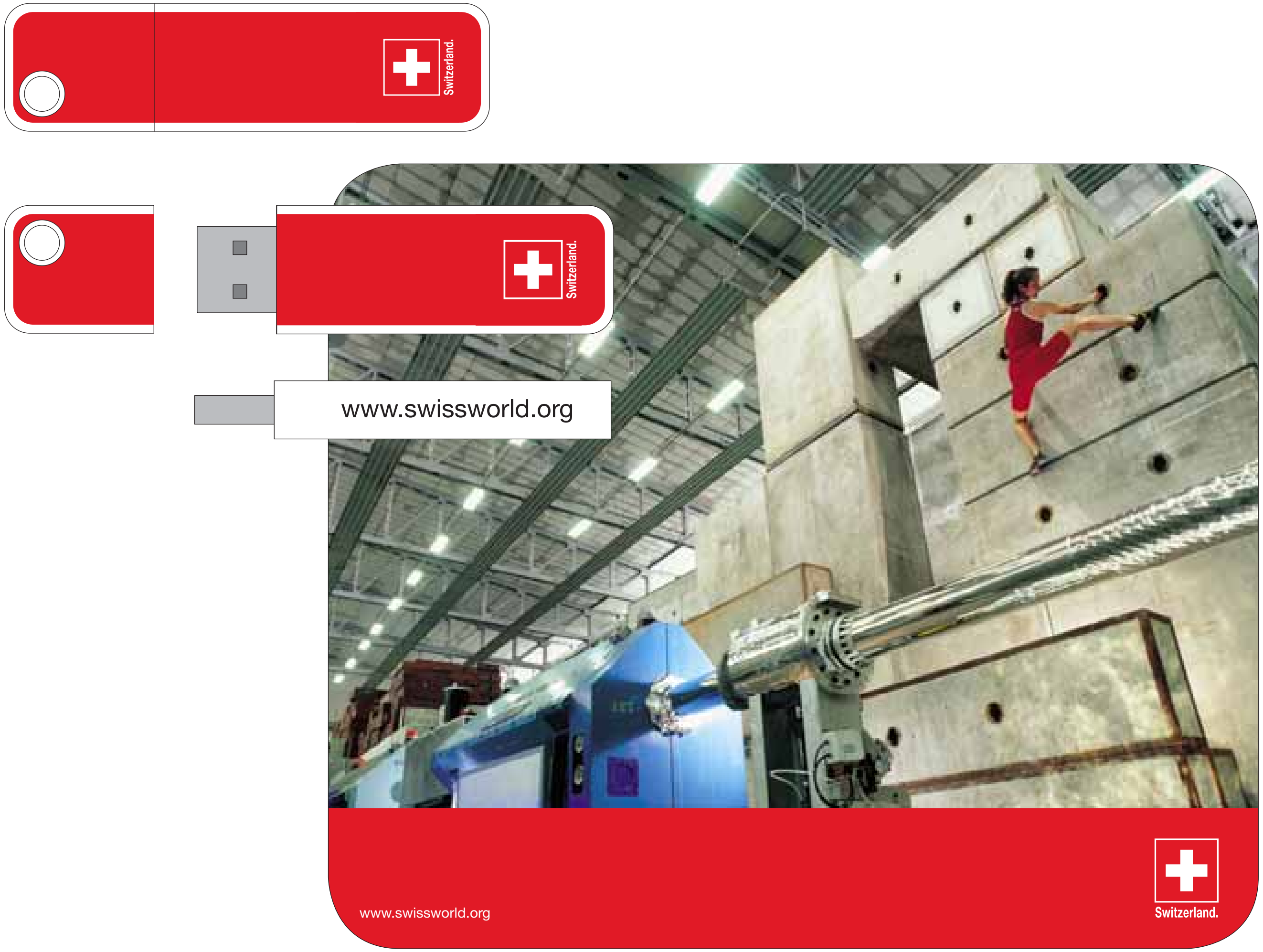
All give-aways are branded with the Logo Switzerland. How the logo is applied depends on the shape and size of the give-aways. All give-aways must be presented to Presence Switzerland for approval before production.

Find some examples of give-aways below.

3.5

Give-Aways

Brand the give-aways in the manner shown on these examples.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4 Bilateral Projects

4.1	**Definition**				**97**
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4.1

Definition

Bilateral projects are campaigns run jointly between Switzerland and another country. The projects take place predominantly abroad, but some activities might take place in Switzerland as well.

As the bilateral projects are often in connection to a jubilee of friendship or diplomatic relationship, a special logo is used to express the bilateral connection between the two countries.

All communication means of the bilateral projects are subject to the guidelines of CI Switzerland.

4.2 Logo

To express the bilateral approach bilateral campaigns are allowed to use a special logo. The design and usage of this logo is defined in this chapter.

4.2.1

Composed Logo

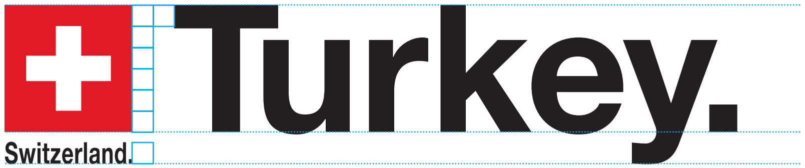
The logo for bilateral campaigns is composed of the Logo Switzerland on the left and the name of the partner country on the right followed by a full stop.

This new composed logo takes the place of the Logo Switzerland on all institutional and promotional material, as shown in chapter 3.

Font

The font for the Latin script version is Helvetica 75 Bold.

Switzerland. Turkey.



Composed Logo

Languages

There are two possible language versions for the composed logo: an English version and a native version in the official language of the partner country.

In the English version both the name and the wordmark of the Logo Switzerland are in English.

In the native version both the name and the wordmark of the Logo Switzerland are in the official language of the partner country.

Whether the English or the native version (or both) is used depends on the general local usage of logos.

Switzerland. Turkey.

İsviçre. Türkiye.

Composed Logo

Colours

The composed logo should appear in colour whenever possible, red and black on a white background or white on a red background. As an exception the logo may also be used in black and white.

Switzerland. Turkey.

Switzerland. Turkey.

Switzerland. Turkey.

Switzerland. Turkey.

Composed Logo

Size

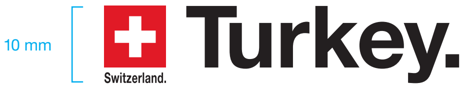
In general, the minimum height of the composed logo in print is 10 mm.

Exception:

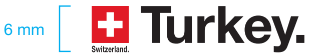
If the format of the printed material is smaller than A5 portrait the minimum height is 6 mm.

Exclusion Zone

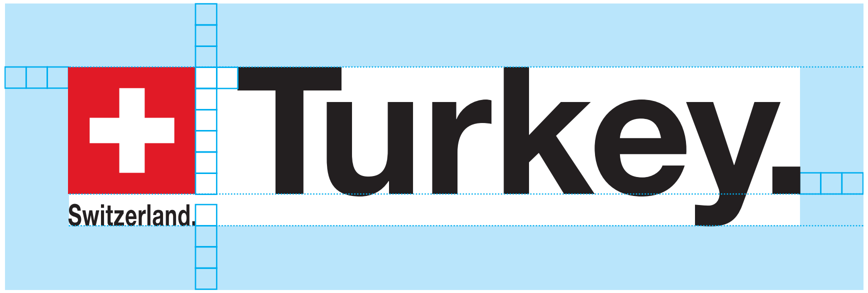
Maintain a consistent exclusion zone around the composed logo, as shown. This space represents the minimum distance between the logo and any other design element or text.


10 mm
Turkey.
Switzerland.

Minimum size for format A5 landscape and bigger


6 mm
Turkey.
Switzerland.

Minimum size for format A5 portrait and smaller (exception)


Turkey.
Switzerland.

Minimum exclusion zone

Theme

If an official theme is used for the bilateral project, the theme is placed at the top of the composed logo. Align the first letter/figure of the theme with the first letter of the country name.

Language

The theme is always used in the same language as the composed logo, i.e. either in English or in the official language of the partner country.

1928–2008: Diplomatik İlişkiler
Türkiye.
İsviçre.

Composed logo with theme, native version

Bicentenario 1810–2010
Argentina.
Suiza.

Composed logo with theme, English version

4.2.2

Logo

Theme

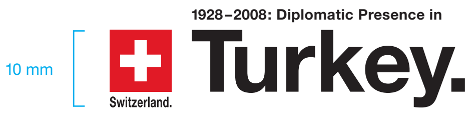
Font

The font for Latin script versions of the theme is Helvetica 75 Bold.

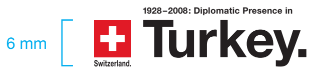
Size

The type size of the official theme is defined by its height which is always 1 “x”.

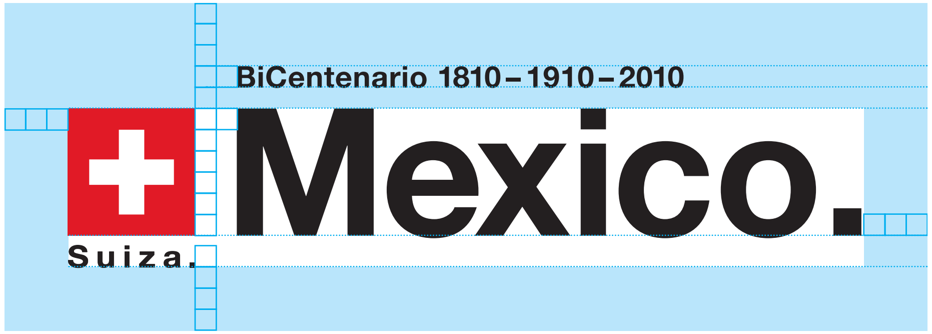
If the theme would run longer than the name of the partner country, the theme – as an exception – is displayed on two lines.

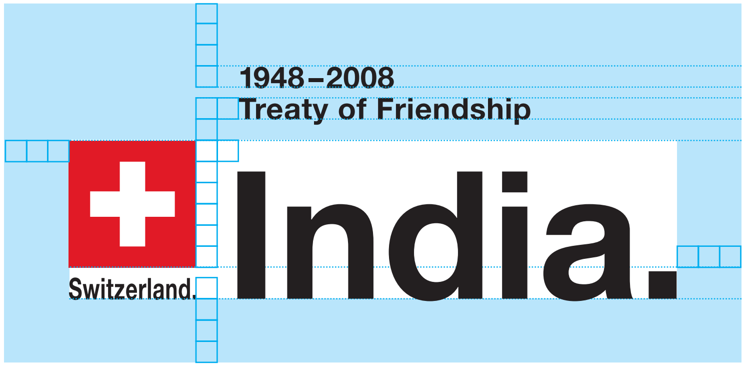

10 mm
1928–2008: Diplomatic Presence in
Turkey.
Switzerland.

Minimum size for format A5 landscape and bigger


6 mm
1928–2008: Diplomatic Presence in
Turkey.
Switzerland.

Minimum size for format A5 portrait and smaller (exception)


BiCentenario 1810–1910–2010
Mexico.
Suiza.


1948–2008
Treaty of Friendship
India.
Switzerland.

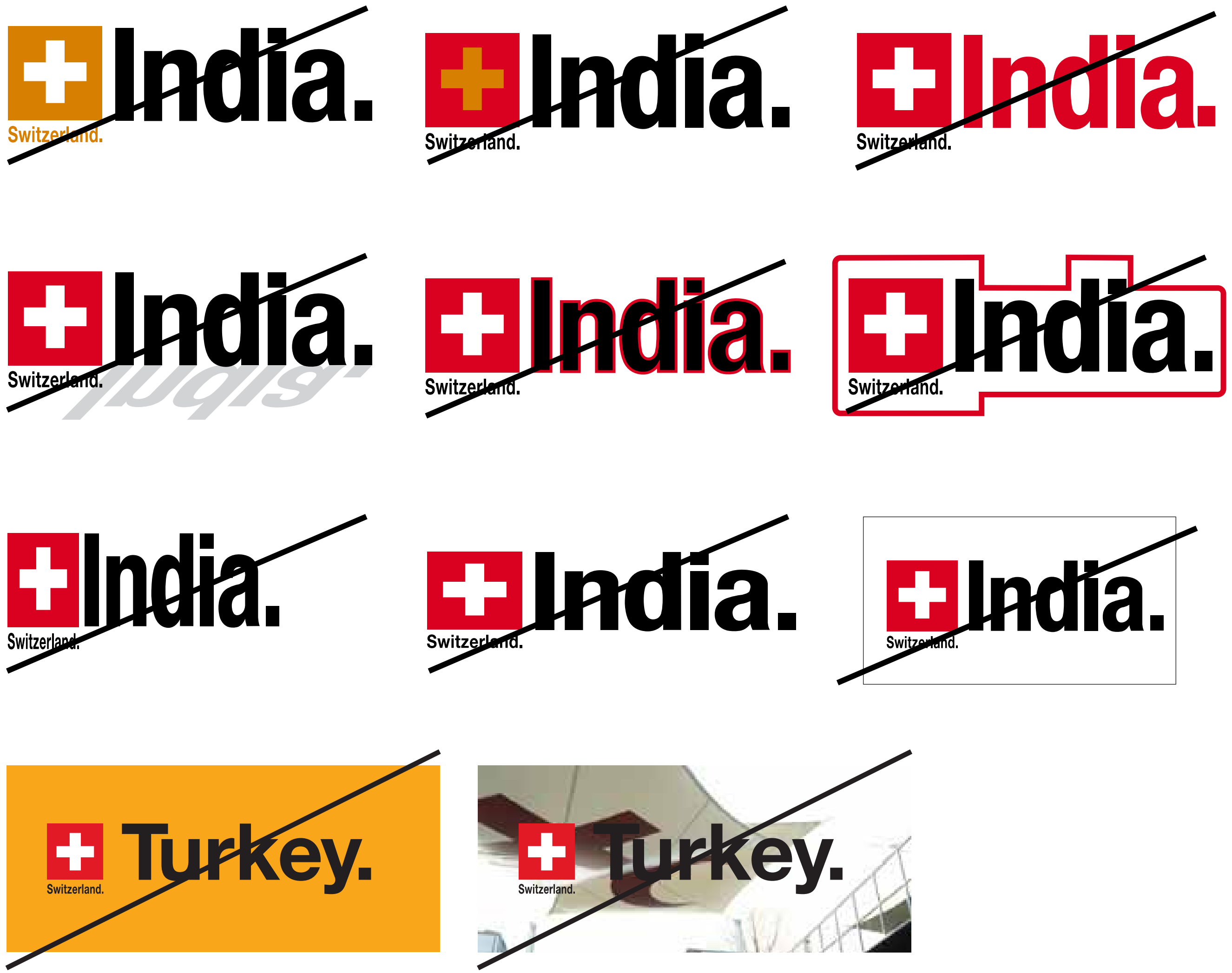
Logo

Don’ts

Do not separate the Logo Switzerland from the text. Do not create composed logos with partner or sponsor logos.

Do not alter the text, colours, proportions or design of the bilateral project logos. Do not place the logos over alternative colours or photo backgrounds.

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



4.3

Visual World/Photography

In addition to the general guidelines for the visual world described in chapter 2, use photographs that express the bilateral aspect of the project, i.e. photographs that combine the identities of the two countries in one picture.

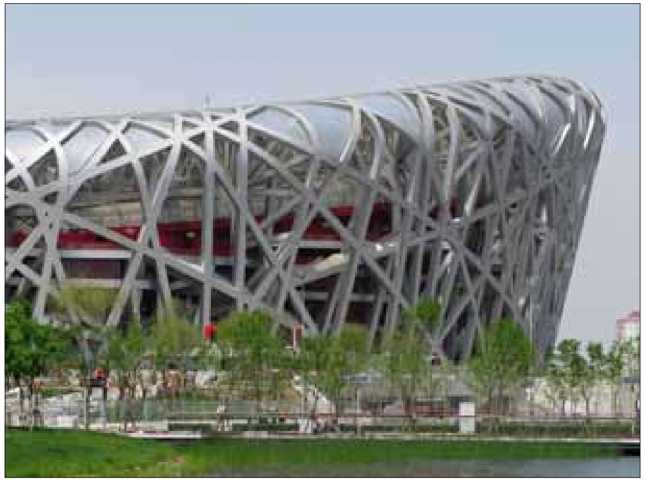
4.3.1

Content

The photographs shown here are examples for the above mentioned binational 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.

Avoid the ordinary and obvious.



WORLD
ECONOMIC
FORUM

4.4 Applications

The applications for the bilateral projects correspond with the guidelines described in chapter 3, apart from exceptions shown below. Refer to chapter 3 for details, measurements etc.

The exceptions defined in this chapter are the only exceptions allowed within the communication for bilateral projects.

4.4.1

Applications

Stationery

The CI Switzerland does not provide any own stationery for bilateral projects as these projects are led by Presence Switzerland, an official unit of the Swiss Confederation. Therefore, all stationery shown here are applied from the guidelines of the Swiss Confederation.

4.4.1.1

Applications
Stationery
Letterhead

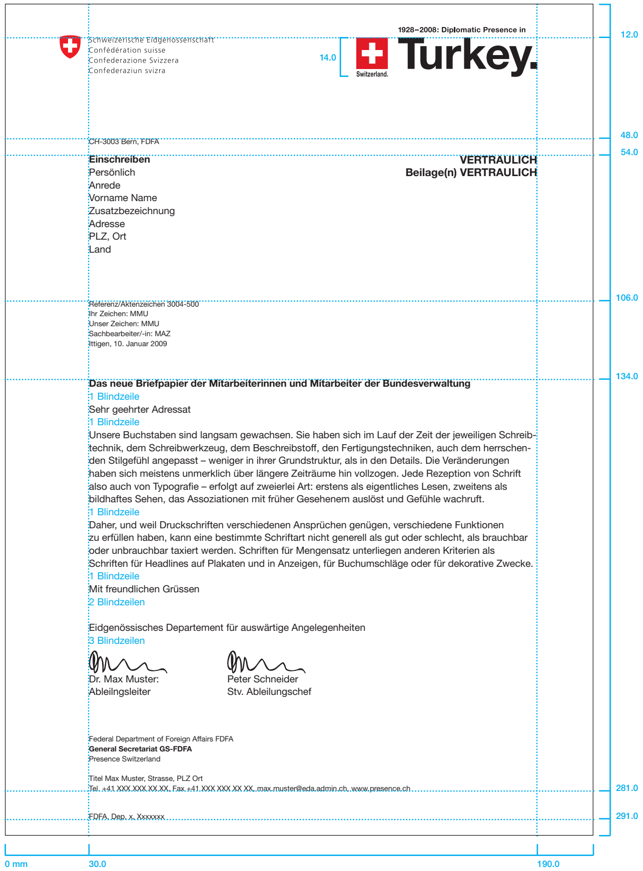
Preferred size for letterhead body text is 10 pt (Arial).

The letterhead template provided is standard A4 size (210 mm × 297mm). US partners may adapt the design to American letterhead size, if needed.

The composed logo is placed on the top right of the page. This applies to letterheads for use within Switzerland as well as to letterheads used abroad.

Neither the Logo Confederation nor the composed logo is displayed on the continuation page.

The envelopes used are the official envelopes of the Swiss Confederation.


12.0
14.0
48.0
54.0
106.0
134.0
281.0
291.0
0 mm
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Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

1928–2008: Diplomatic Presence in
Switzerland. Turkey.

CH-3003 Bern, FDFA

Einschreiben
Persönlich
Anrede
Vorname Name
Zusatzbezeichnung
Adresse
PLZ, Ort
Land

VERTRAULICH
Beilage(n) VERTRAULICH

Referenz/Aktenzeichen 3004-500
Ihr Zeichen: MMU
Unser Zeichen: MMU
Sachbearbeiter/-in: MAZ
Ittigen, 10. Januar 2009

Das neue Briefpapier der Mitarbeiterinnen und Mitarbeiter der Bundesverwaltung
1 Blindzeile
Sehr geehrter Adressat
1 Blindzeile
Unsere Buchstaben sind langsam gewachsen. Sie haben sich im Lauf der Zeit der jeweiligen Schreibtechnik, dem Schreibwerkzeug, dem Beschreibstoff, den Fertigungstechniken, auch dem herrschenden Stilgefühl angepasst – weniger in ihrer Grundstruktur, als in den Details. Die Veränderungen haben sich meistens unmerklich über längere Zeiträume hin vollzogen. Jede Rezeption von Schrift also auch von Typografie – erfolgt auf zweierlei Art: erstens als eigentliches Lesen, zweitens als bildhaftes Sehen, das Assoziationen mit früher Gesehenem auslöst und Gefühle wachruft.
1 Blindzeile
Daher, und weil Druckschriften verschiedenen Ansprüchen genügen, verschiedene Funktionen zu erfüllen haben, kann eine bestimmte Schriftart nicht generell als gut oder schlecht, als brauchbar oder unbrauchbar taxiert werden. Schriften für Mengensatz unterliegen anderen Kriterien als Schriften für Headlines auf Plakaten und in Anzeigen, für Buchumschläge oder für dekorative Zwecke.
1 Blindzeile
Mit freundlichen Grüssen
2 Blindzeilen

Eidgenössisches Departement für auswärtige Angelegenheiten
3 Blindzeilen

Dr. Max Muster:
Ableilngsleiter

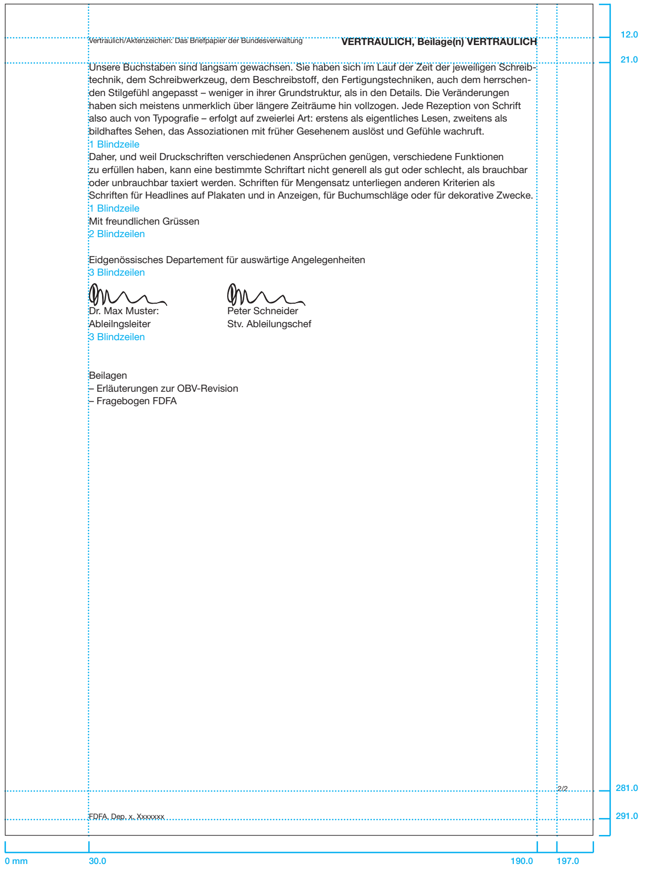
Peter Schneider
Stv. Ableilungschef

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

Titel Max Muster, Strasse, PLZ Ort
Tel. +41 XXX XXX XX XX, Fax +41 XXX XXX XX XX, max.muster@eda.admin.ch, www.presence.ch

FDFA, Dep. x, Xxxxxxx

Letterhead, size A4, scaled down presentation, all measurements in mm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Vertraulich/Aktenzeichen: Das Briefpapier der Bundesverwaltung

VERTRAULICH, Beilage(n) VERTRAULICH

Unsere Buchstaben sind langsam gewachsen. Sie haben sich im Lauf der Zeit der jeweiligen Schreibtechnik, dem Schreibwerkzeug, dem Beschreibstoff, den Fertigungstechniken, auch dem herrschenden Stilgefühl angepasst – weniger in ihrer Grundstruktur, als in den Details. Die Veränderungen haben sich meistens unmerklich über längere Zeiträume hin vollzogen. Jede Rezeption von Schrift also auch von Typografie – erfolgt auf zweierlei Art: erstens als eigentliches Lesen, zweitens als bildhaftes Sehen, das Assoziationen mit früher Gesehenem auslöst und Gefühle wachruft.
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Mit freundlichen Grüssen
2 Blindzeilen

Eidgenössisches Departement für auswärtige Angelegenheiten
3 Blindzeilen

Dr. Max Muster:
Ableilngsleiter
3 Blindzeilen

Peter Schneider
Stv. Ableilungschef

Beilagen
– Erläuterungen zur OBV-Revision
– Fragebogen FDFA

2/2

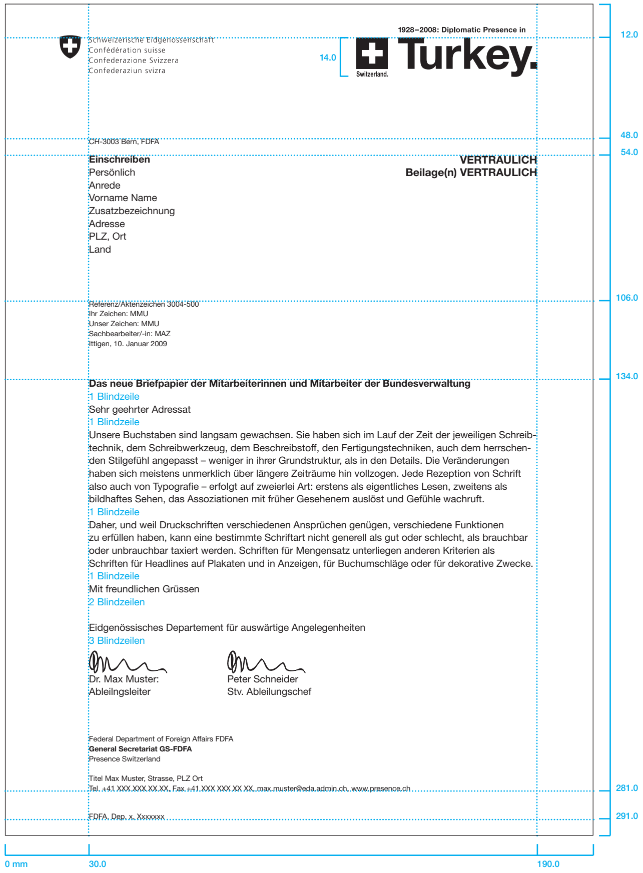
FDFA, Dep. x, Xxxxxxx

Continuation page

4.4.1.1

Applications
Stationery
Letterhead

The black and white version should only be used if there is no colour-printer available.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Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

1928–2008: Diplomatic Presence in
Switzerland. Turkey.

CH-3003 Bern, FDFA

Einschreiben
Persönlich
Anrede
Vorname Name
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Adresse
PLZ, Ort
Land

VERTRAULICH
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Referenz/Aktenzeichen 3004-500
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1 Blindzeile
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2 Blindzeilen

Eidgenössisches Departement für auswärtige Angelegenheiten
3 Blindzeilen

Dr. Max Muster:
Ableilngsleiter

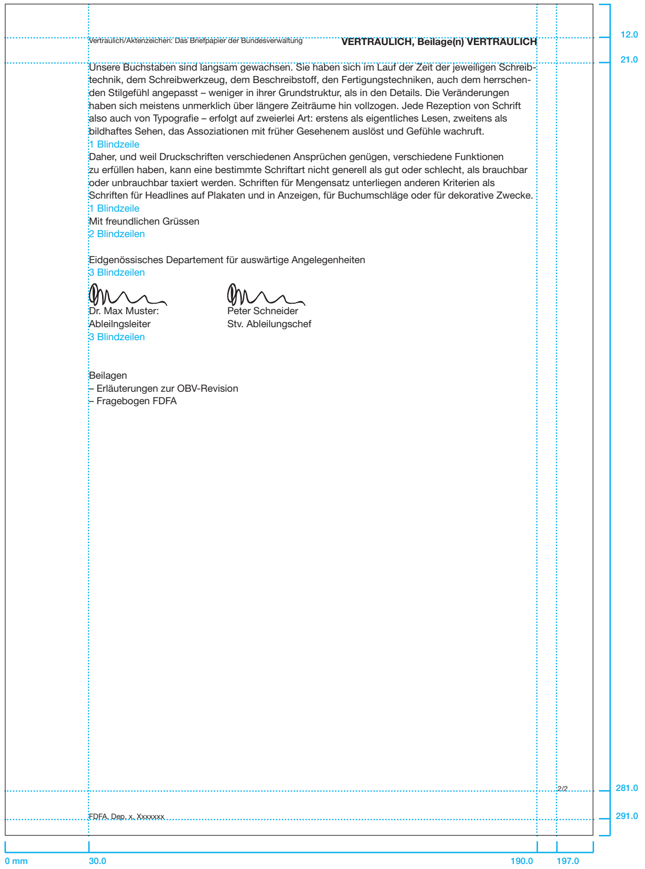
Peter Schneider
Stv. Ableilungschef

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

Titel Max Muster, Strasse, PLZ Ort
Tel. +41 XXX XXX XX XX, Fax +41 XXX XXX XX XX, max.muster@eda.admin.ch, www.presence.ch

FDFA, Dep. x, Xxxxxxx

Letterhead, size A4, scaled down presentation, all measurements in mm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Vertraulich/Aktenzeichen: Das Briefpapier der Bundesverwaltung

VERTRAULICH, Beilage(n) VERTRAULICH

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1 Blindzeile
Mit freundlichen Grüssen
2 Blindzeilen

Eidgenössisches Departement für auswärtige Angelegenheiten
3 Blindzeilen

Dr. Max Muster:
Ableilngsleiter
3 Blindzeilen

Peter Schneider
Stv. Ableilungschef

Beilagen
– Erläuterungen zur OBV-Revision
– Fragebogen FDFA

2/2

FDFA, Dep. x, Xxxxxxx

Continuation page

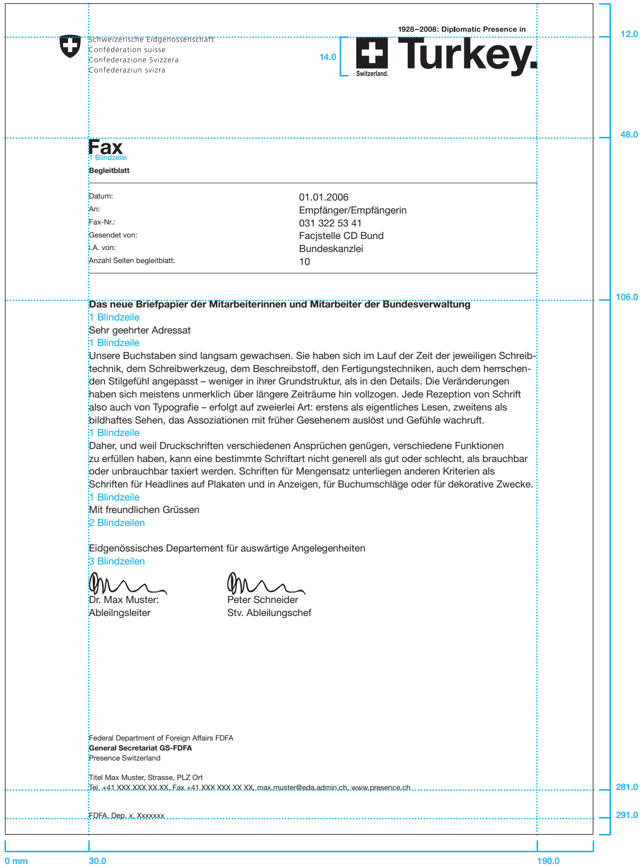
4.4.1.2

Facsimile

The guidelines of CD Confederation apply to the facsimile.

The composed logo is placed on the top right of the page.

Neither the Logo Confederation nor the composed logo is displayed on the continuation page.


12.0
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Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

1928–2008: Diplomatic Presence in
Switzerland. Turkey.

Fax
1 Blindzeile
Begleitblatt

Datum:	01.01.2006
An:	Empfänger/Empfängerin
Fax-Nr.:	031 322 53 41
Gesendet von:	Facjstelle CD Bund
i.A. von:	Bundeskanzlei
Anzahl Seiten begleitblatt:	10

Das neue Briefpapier der Mitarbeiterinnen und Mitarbeiter der Bundesverwaltung
1 Blindzeile
Sehr geehrter Adressat
1 Blindzeile
Unsere Buchstaben sind langsam gewachsen. Sie haben sich im Lauf der Zeit der jeweiligen Schreibtechnik, dem Schreibwerkzeug, dem Beschreibstoff, den Fertigungstechniken, auch dem herrschenden Stilgefühl angepasst – weniger in ihrer Grundstruktur, als in den Details. Die Veränderungen haben sich meistens unmerklich über längere Zeiträume hin vollzogen. Jede Rezeption von Schrift also auch von Typografie – erfolgt auf zweierlei Art: erstens als eigentliches Lesen, zweitens als bildhaftes Sehen, das Assoziationen mit früher Gesehenem auslöst und Gefühle wachruft.
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1 Blindzeile
Mit freundlichen Grüssen
2 Blindzeilen

Eidgenössisches Departement für auswärtige Angelegenheiten
3 Blindzeilen

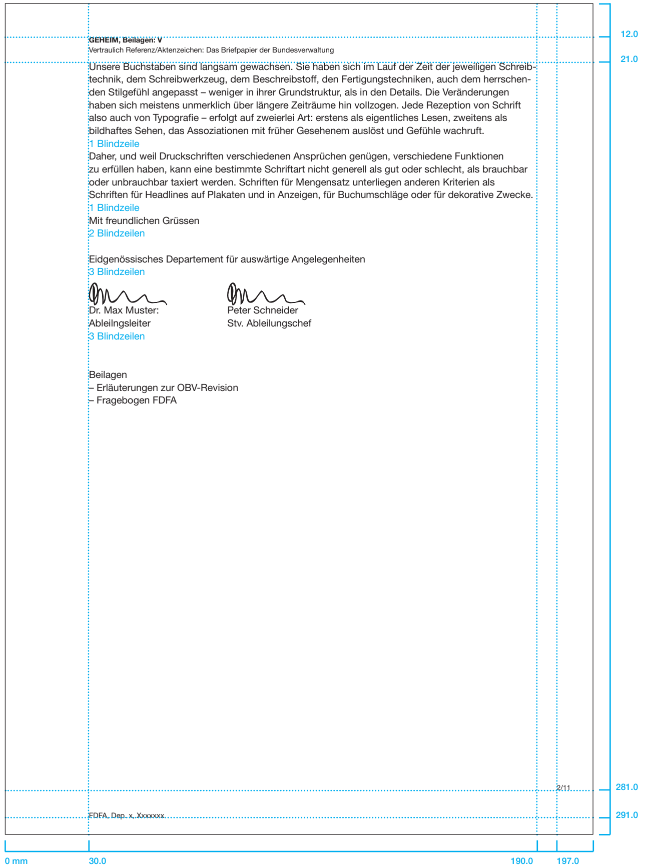
Dr. Max Muster:	Peter Schneider
Ableilngsleiter	Stv. Ableilungschef

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

Titel Max Muster, Strasse, PLZ Ort
Tel. +41 XXX XXX XX XX, Fax +41 XXX XXX XX XX, max.muster@eda.admin.ch, www.presence.ch

FDFA, Dep. x, Xxxxxxx

Facsimile, size A4, scaled down presentation, all measurements in mm


12.0
21.0
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291.0
0 mm
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GEHEIM, Beilagen: V
Vertraulich Referenz/Aktenzeichen: Das Briefpapier der Bundesverwaltung
Unsere Buchstaben sind langsam gewachsen. Sie haben sich im Lauf der Zeit der jeweiligen Schreibtechnik, dem Schreibwerkzeug, dem Beschreibstoff, den Fertigungstechniken, auch dem herrschenden Stilgefühl angepasst – weniger in ihrer Grundstruktur, als in den Details. Die Veränderungen haben sich meistens unmerklich über längere Zeiträume hin vollzogen. Jede Rezeption von Schrift also auch von Typografie – erfolgt auf zweierlei Art: erstens als eigentliches Lesen, zweitens als bildhaftes Sehen, das Assoziationen mit früher Gesehenem auslöst und Gefühle wachruft.
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1 Blindzeile
Mit freundlichen Grüssen
2 Blindzeilen

Eidgenössisches Departement für auswärtige Angelegenheiten
3 Blindzeilen

Dr. Max Muster:	Peter Schneider
Ableilngsleiter	Stv. Ableilungschef

3 Blindzeilen

Beilagen
– Erläuterungen zur OBV-Revision
– Fragebogen FDFA

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FDFA, Dep. x, Xxxxxxx

Continuation page

Business Card

Business Card

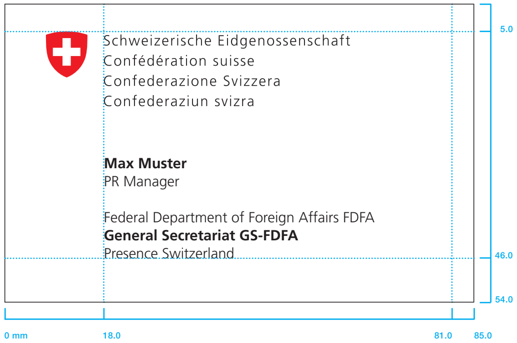
Business cards are printed double-sided.

The front is used for representation, containing the name and function of the holder plus the department and organisational unit underneath the Logo Confederation.

The back is reserved for detailed information. It can be adapted to the specific needs of the organisational unit within the framework of the CD Confederation. The composed logo for bilateral projects is placed on the top right.

Business cards are printed in one language only. For additional languages additional business cards will be printed.

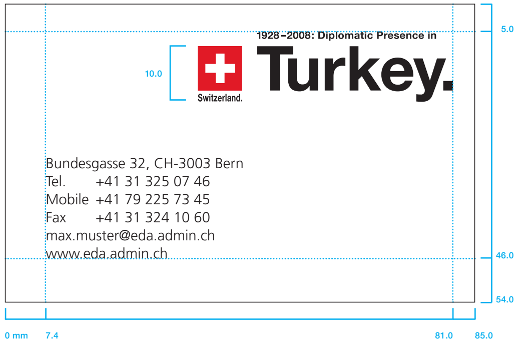
Always use the recommended text size found in the business card template.


Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Max Muster
PR Manager

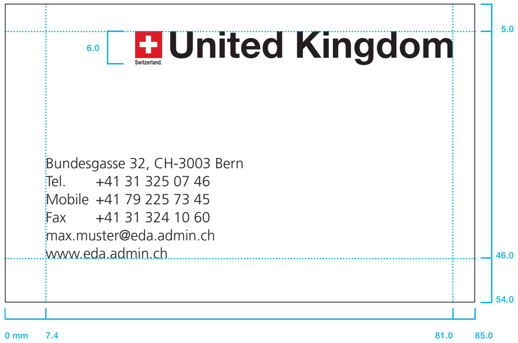
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland

Front, size 85 × 54 mm, scaled down presentation, all measurements in mm


1928–2008: Diplomatic Presence in
Turkey.
Switzerland.

Bundesgasse 32, CH-3003 Bern
Tel. +41 31 325 07 46
Mobile +41 79 225 73 45
Fax +41 31 324 10 60
max.muster@eda.admin.ch
www.eda.admin.ch

Back, maximum height of composed logo 10 mm


United Kingdom
Switzerland.

Bundesgasse 32, CH-3003 Bern
Tel. +41 31 325 07 46
Mobile +41 79 225 73 45
Fax +41 31 324 10 60
max.muster@eda.admin.ch
www.eda.admin.ch

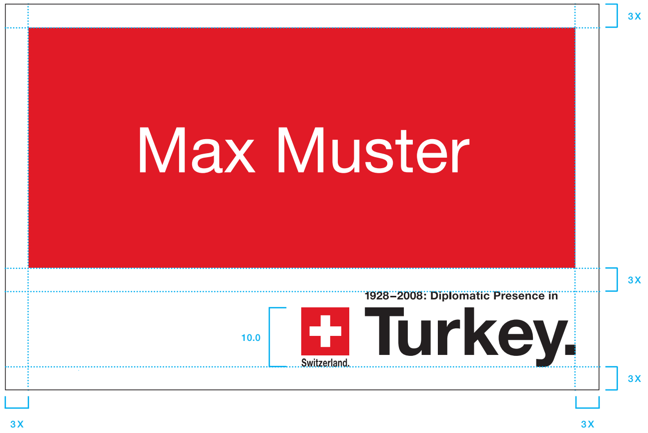
Back, minimum height of Logo Switzerland 6 mm

Name Tag

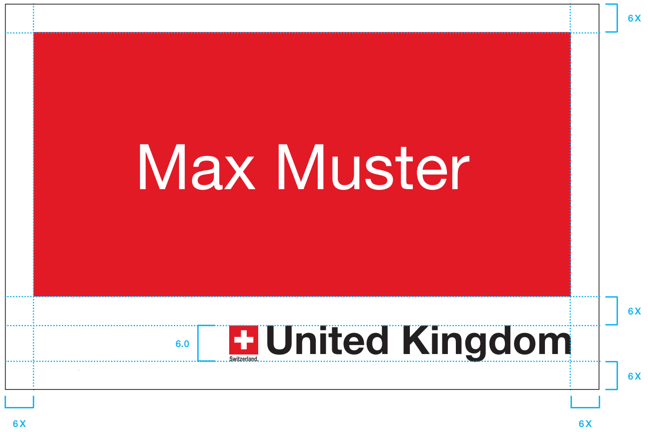
Name Tag

On name tags the composed logo is placed on the bottom right.

Minimum height of the Logo Switzerland is 6 mm, maximum height of the composed logo is 10 mm.


Max Muster
1928–2008: Diplomatic Presence in
Turkey.
Switzerland.
10.0
3X
3X
3X
3X
3X

Maximum height composed logo, 10 mm


Max Muster
United Kingdom
Switzerland.
6.0
6X
6X
6X
6X
6X

Minimum height Logo Switzerland, 6 mm, recommended version

Publications

Publications such as press releases, brochures or information leaflets for bilateral projects should display the identity of Switzerland and the bilateral connection between Switzerland and the other country.

Apart from the consistent usage of the logos a specific visual identity should be established.

Therefore, all publications should express the bilateral aspect, communicating the values of both Switzerland and the host country.

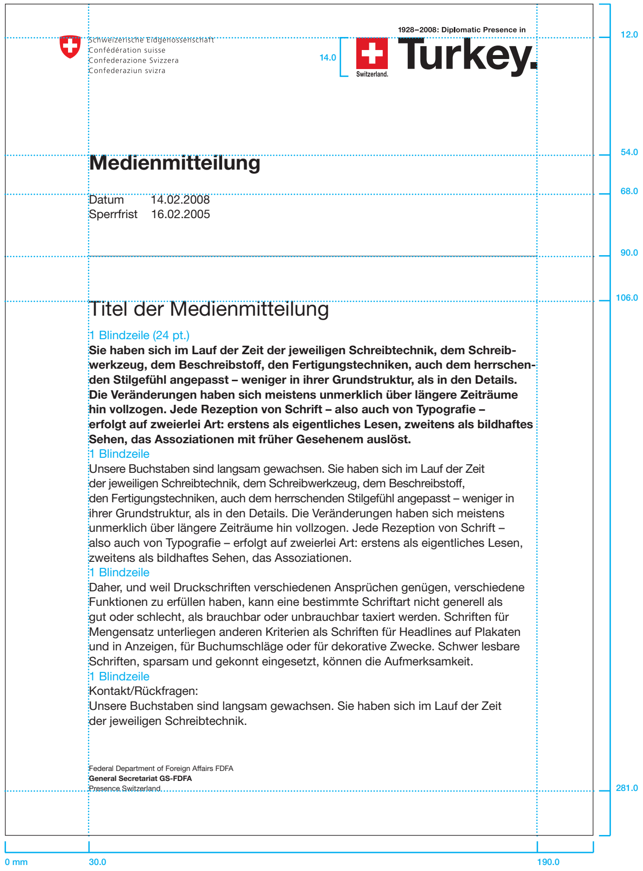
Press Release

Preferred size for letterhead body text is 10 pt (Arial), for heading it is 21 pt bold (Arial).

The composed logo is placed on the top right of the page.

Neither the Logo Confederation nor the composed logo is displayed on the continuation pages.

Press releases can be published either in colour (red / white / black) or in black and white.



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

1928–2008: Diplomatic Presence in
Switzerland. Turkey.

Medienmitteilung

Datum 14.02.2008
Sperrfrist 16.02.2005

Titel der Medienmitteilung

1 Blindzeile (24 pt.)

Sie haben sich im Lauf der Zeit der jeweiligen Schreibtechnik, dem Schreibwerkzeug, dem Beschreibstoff, den Fertigungstechniken, auch dem herrschenden Stilgefühl angepasst – weniger in ihrer Grundstruktur, als in den Details. Die Veränderungen haben sich meistens unmerklich über längere Zeiträume hin vollzogen. Jede Rezeption von Schrift – also auch von Typografie – erfolgt auf zweierlei Art: erstens als eigentliches Lesen, zweitens als bildhaftes Sehen, das Assoziationen mit früher Gesehenem auslöst.

1 Blindzeile

Unsere Buchstaben sind langsam gewachsen. Sie haben sich im Lauf der Zeit der jeweiligen Schreibtechnik, dem Schreibwerkzeug, dem Beschreibstoff, den Fertigungstechniken, auch dem herrschenden Stilgefühl angepasst – weniger in ihrer Grundstruktur, als in den Details. Die Veränderungen haben sich meistens unmerklich über längere Zeiträume hin vollzogen. Jede Rezeption von Schrift – also auch von Typografie – erfolgt auf zweierlei Art: erstens als eigentliches Lesen, zweitens als bildhaftes Sehen, das Assoziationen.

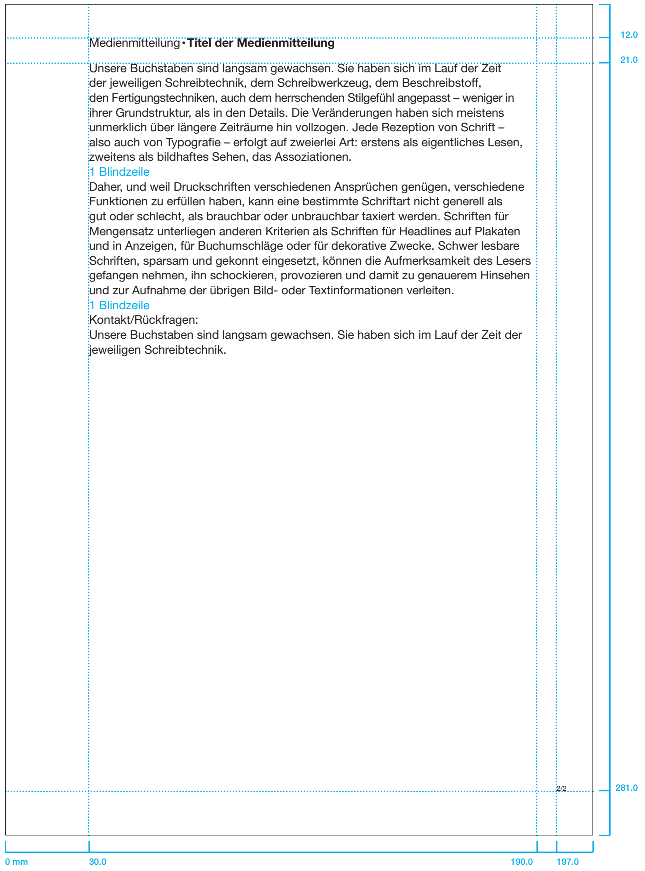
1 Blindzeile

Daher, und weil Druckschriften verschiedenen Ansprüchen genügen, verschiedene Funktionen zu erfüllen haben, kann eine bestimmte Schriftart nicht generell als gut oder schlecht, als brauchbar oder unbrauchbar taxiert werden. Schriften für Mengensatz unterliegen anderen Kriterien als Schriften für Headlines auf Plakaten und in Anzeigen, für Buchumschläge oder für dekorative Zwecke. Schwer lesbare Schriften, sparsam und gekonnt eingesetzt, können die Aufmerksamkeit.

1 Blindzeile

Kontakt/Rückfragen:
Unsere Buchstaben sind langsam gewachsen. Sie haben sich im Lauf der Zeit der jeweiligen Schreibtechnik.

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



Medienmitteilung • **Titel der Medienmitteilung**

Unsere Buchstaben sind langsam gewachsen. Sie haben sich im Lauf der Zeit der jeweiligen Schreibtechnik, dem Schreibwerkzeug, dem Beschreibstoff, den Fertigungstechniken, auch dem herrschenden Stilgefühl angepasst – weniger in ihrer Grundstruktur, als in den Details. Die Veränderungen haben sich meistens unmerklich über längere Zeiträume hin vollzogen. Jede Rezeption von Schrift – also auch von Typografie – erfolgt auf zweierlei Art: erstens als eigentliches Lesen, zweitens als bildhaftes Sehen, das Assoziationen.

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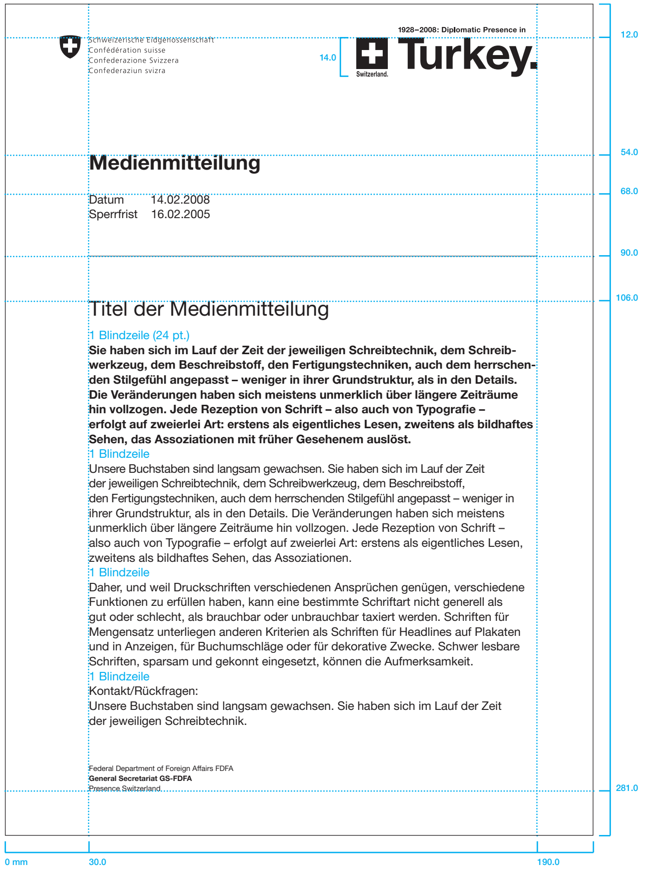
1 Blindzeile

Kontakt/Rückfragen:
Unsere Buchstaben sind langsam gewachsen. Sie haben sich im Lauf der Zeit der jeweiligen Schreibtechnik.

2/2

Press Release

The black and white version should only be used if there is no colour-printer available.



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

1928–2008: Diplomatic Presence in
Turkey.
Switzerland.

Medienmitteilung

Datum 14.02.2008
Sperrfrist 16.02.2005

Titel der Medienmitteilung

1 Blindzeile (24 pt.)

Sie haben sich im Lauf der Zeit der jeweiligen Schreibtechnik, dem Schreibwerkzeug, dem Beschreibstoff, den Fertigungstechniken, auch dem herrschenden Stilgefühl angepasst – weniger in ihrer Grundstruktur, als in den Details. Die Veränderungen haben sich meistens unmerklich über längere Zeiträume hin vollzogen. Jede Rezeption von Schrift – also auch von Typografie – erfolgt auf zweierlei Art: erstens als eigentliches Lesen, zweitens als bildhaftes Sehen, das Assoziationen mit früher Gesehenem auslöst.

1 Blindzeile

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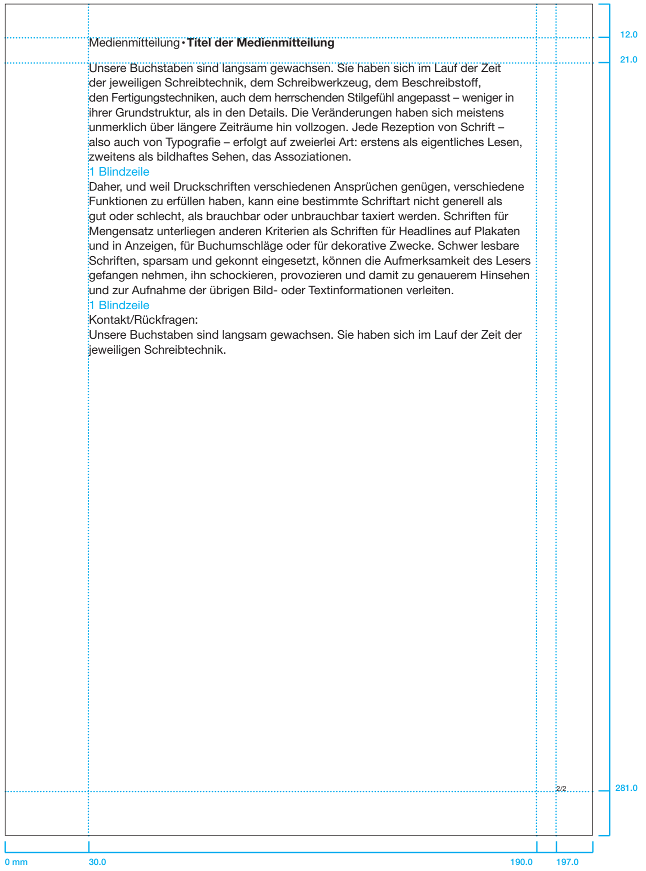
1 Blindzeile

Daher, und weil Druckschriften verschiedenen Ansprüchen genügen, verschiedene Funktionen zu erfüllen haben, kann eine bestimmte Schriftart nicht generell als gut oder schlecht, als brauchbar oder unbrauchbar taxiert werden. Schriften für Mengensatz unterliegen anderen Kriterien als Schriften für Headlines auf Plakaten und in Anzeigen, für Buchumschläge oder für dekorative Zwecke. Schwer lesbare Schriften, sparsam und gekonnt eingesetzt, können die Aufmerksamkeit.

1 Blindzeile

Kontakt/Rückfragen:
Unsere Buchstaben sind langsam gewachsen. Sie haben sich im Lauf der Zeit der jeweiligen Schreibtechnik.

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



Medienmitteilung • **Titel der Medienmitteilung**

Unsere Buchstaben sind langsam gewachsen. Sie haben sich im Lauf der Zeit der jeweiligen Schreibtechnik, dem Schreibwerkzeug, dem Beschreibstoff, den Fertigungstechniken, auch dem herrschenden Stilgefühl angepasst – weniger in ihrer Grundstruktur, als in den Details. Die Veränderungen haben sich meistens unmerklich über längere Zeiträume hin vollzogen. Jede Rezeption von Schrift – also auch von Typografie – erfolgt auf zweierlei Art: erstens als eigentliches Lesen, zweitens als bildhaftes Sehen, das Assoziationen.

1 Blindzeile

Daher, und weil Druckschriften verschiedenen Ansprüchen genügen, verschiedene Funktionen zu erfüllen haben, kann eine bestimmte Schriftart nicht generell als gut oder schlecht, als brauchbar oder unbrauchbar taxiert werden. Schriften für Mengensatz unterliegen anderen Kriterien als Schriften für Headlines auf Plakaten und in Anzeigen, für Buchumschläge oder für dekorative Zwecke. Schwer lesbare Schriften, sparsam und gekonnt eingesetzt, können die Aufmerksamkeit des Lesers gefangen nehmen, ihn schockieren, provozieren und damit zu genauerem Hinsehen und zur Aufnahme der übrigen Bild- oder Textinformationen verleiten.

1 Blindzeile

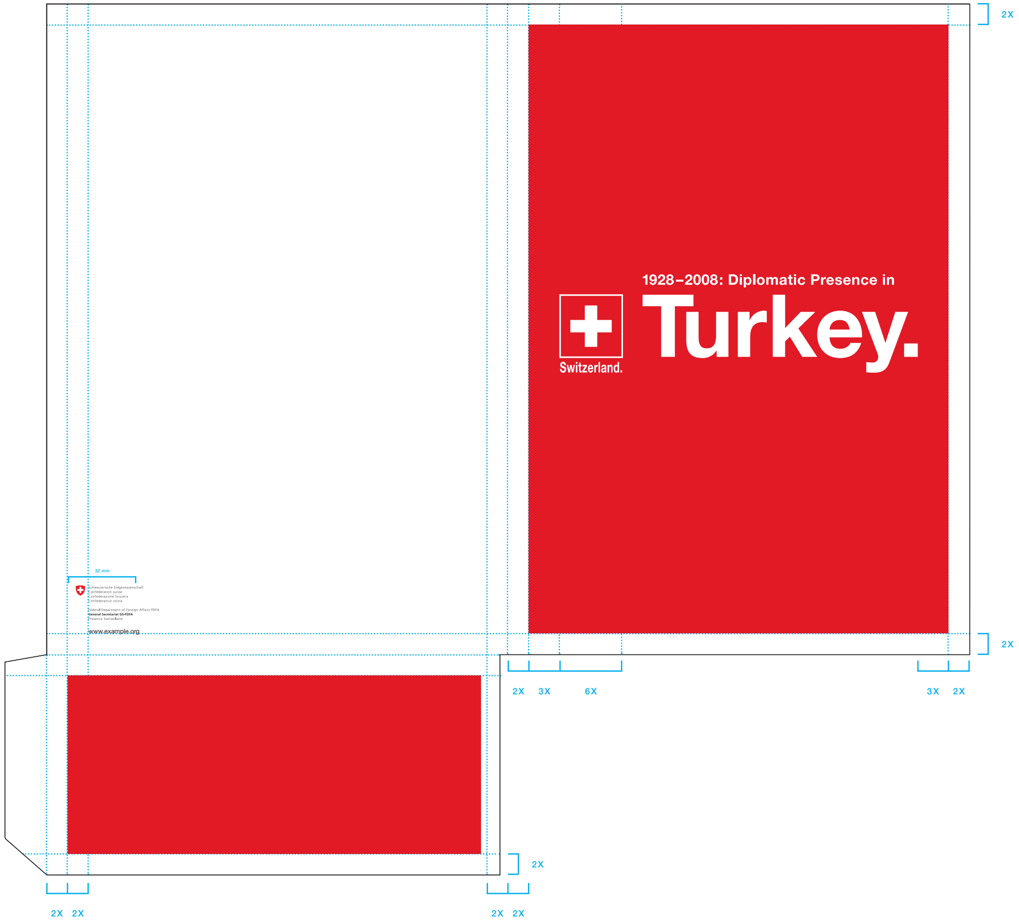
Kontakt/Rückfragen:
Unsere Buchstaben sind langsam gewachsen. Sie haben sich im Lauf der Zeit der jeweiligen Schreibtechnik.

2/2

Press Kit Folder

The composed logo is placed on the front in the centre.

The Logo Confederation is displayed on the back bottom left.


2X
1928–2008: Diplomatic Presence in
Turkey.
Switzerland.
32 mm
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
www.example.org
2X
2X 3X 6X
3X 2X
2X
2X 2X
2X 2X

4.4.2.3

Applications
Publications
Backdrop

Without Partner/Sponsor Logos

The layout for the backdrop follows the guidelines defined in chapter 3.

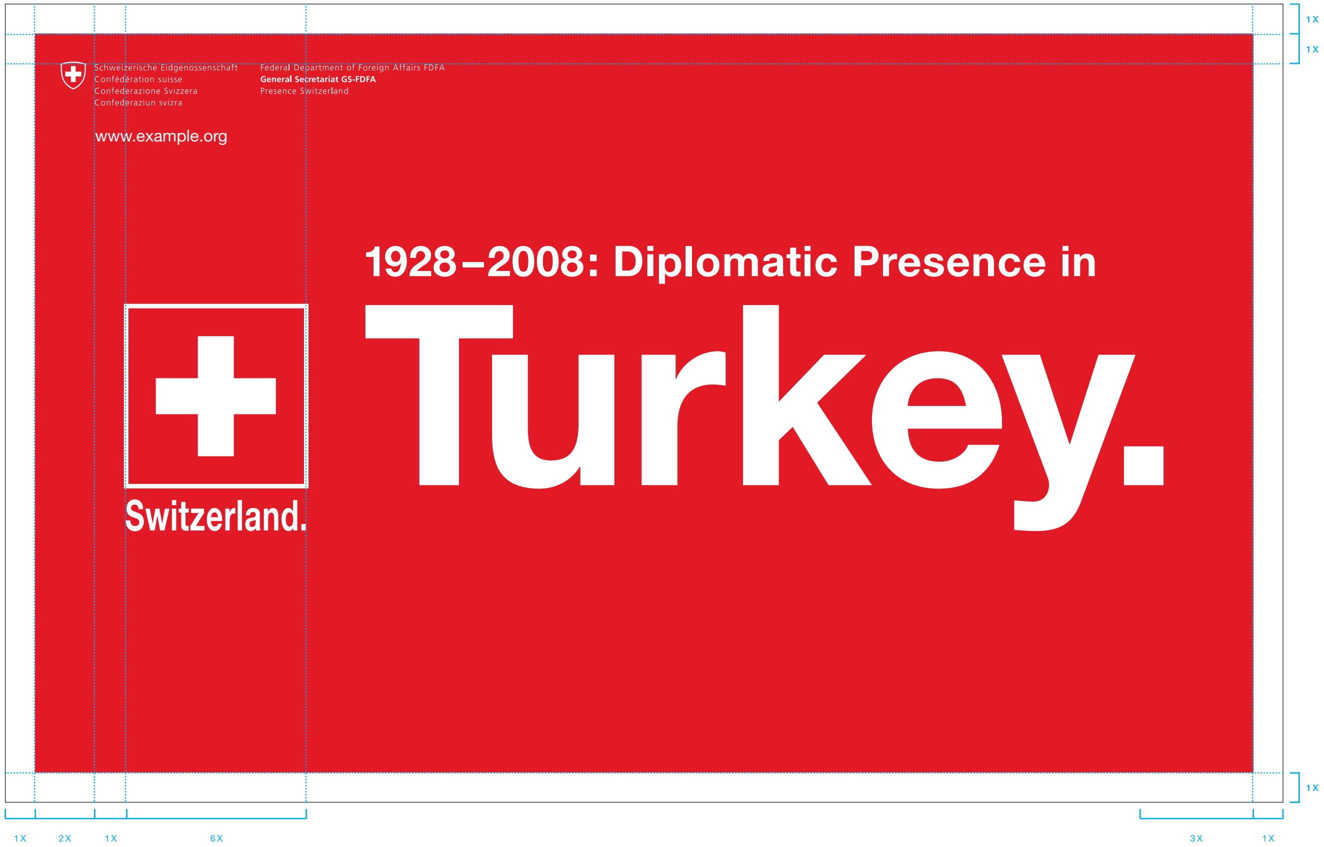
The Logo Confederation is always placed on the top left.

The composed logo is placed either prominently in the centre or on the top right of the backdrop.

The background is either red or white.

Layout 1:

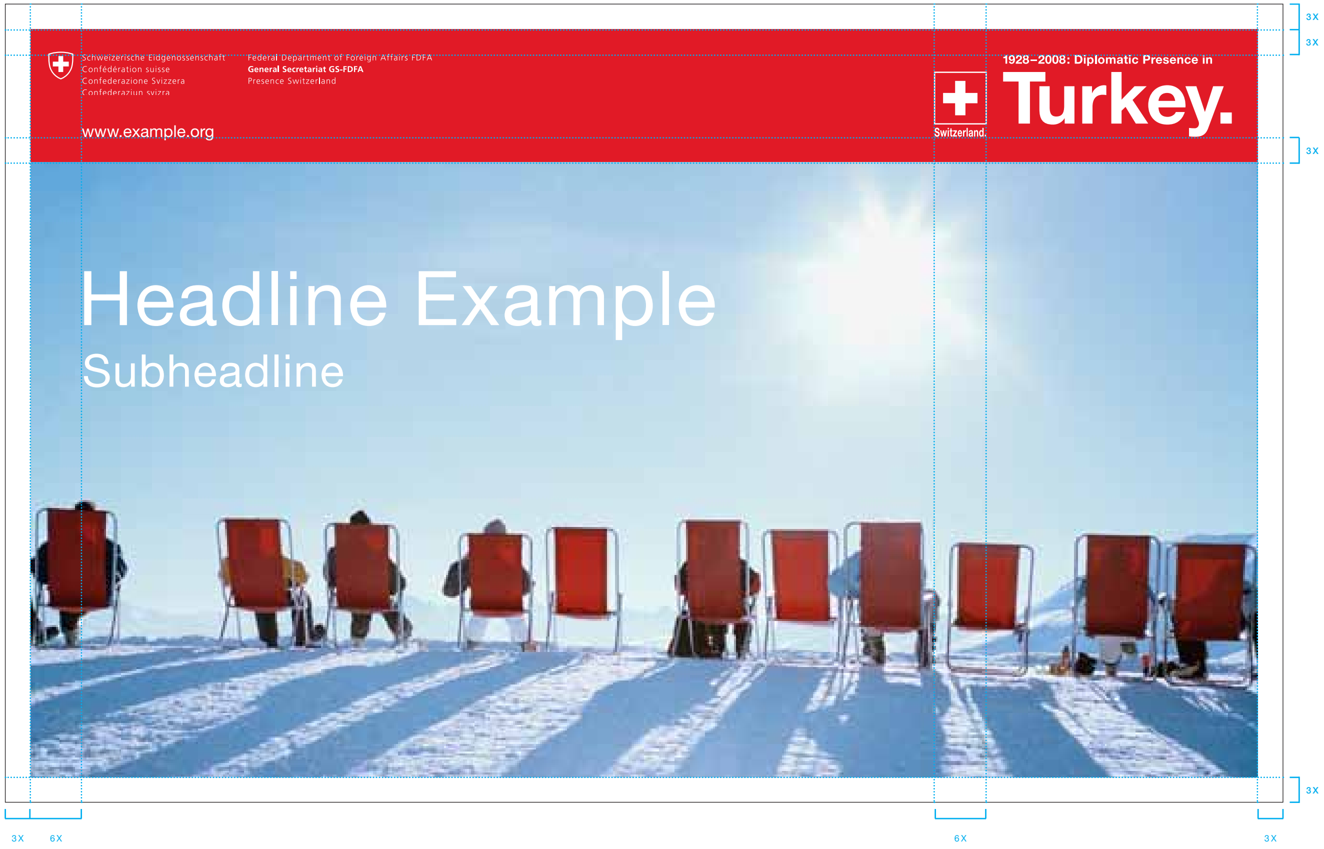
Composed logo in the center on a red background.


Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
www.example.org
1928–2008: Diplomatic Presence in
Turkey.
Switzerland.
1X
1X
1X
1X
2X
1X
6X
3X
1X

Backdrop

**Without Partner/Sponsor Logos
Layout 2:**

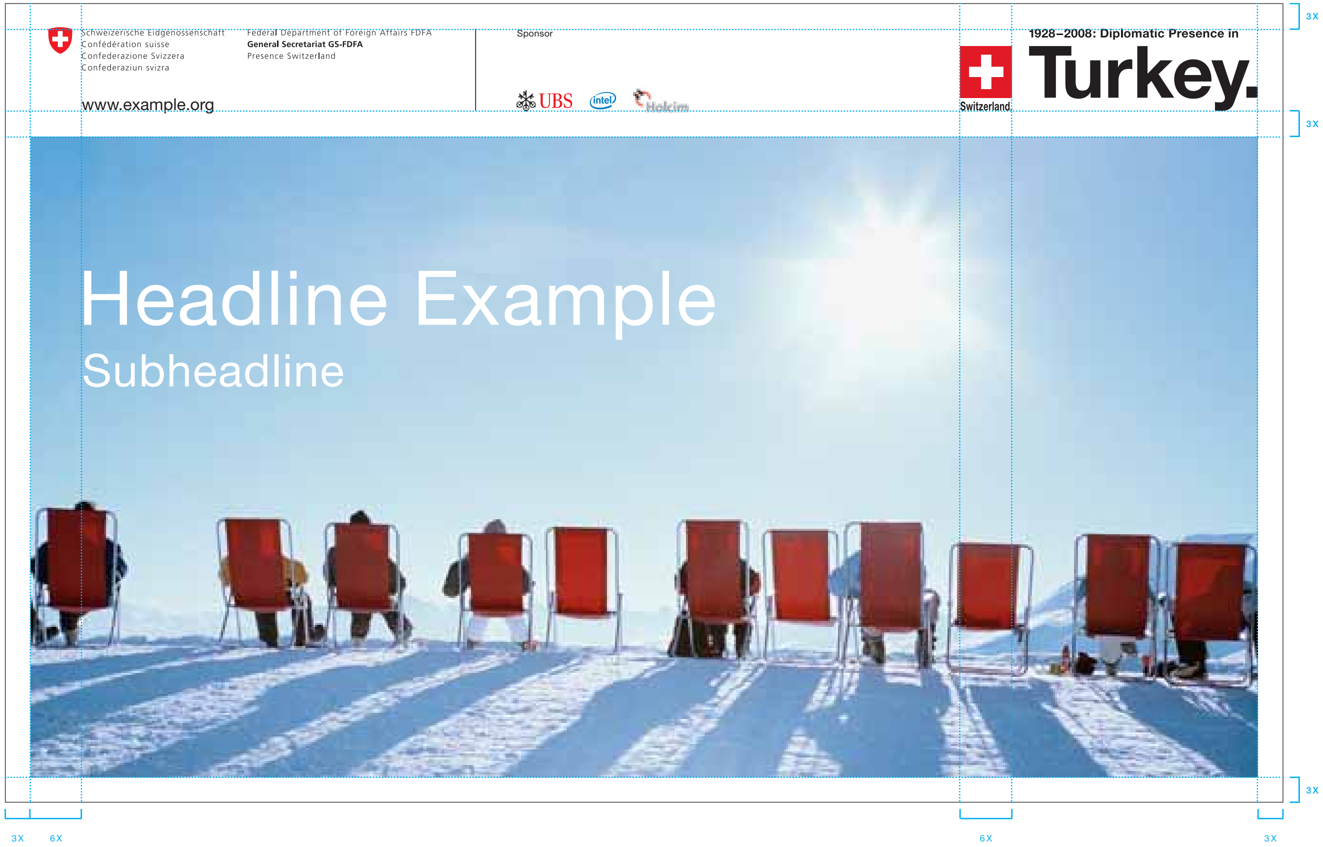
Composed logo on the top right.


Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
www.example.org
Switzerland.
1928–2008: Diplomatic Presence in
Turkey.
Headline Example
Subheadline
3x
3x
3x
3x
3x
6x
6x
3x

Backdrop

With Partner/Sponsor Logos

The composed logo is displayed on the top right, the Logo Confederation and the logos of the partners/sponsors on the top left. Note that Logo Confederation and partner/sponsor logos are always separated by a horizontal line.


Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
www.example.org
Sponsor
UBS
intel
Holcim
Switzerland
1928–2008: Diplomatic Presence in
Turkey.
Headline Example
Subheadline
3x
3x
3x
3x
6x
6x
3x

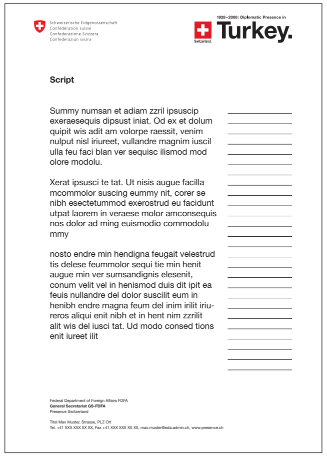
4.4.2.4

Power Point

The composed logo must be displayed on every single page, top right. The Logo Confederation, placed on the top left, is used on the cover only. The recommended logo size is 21 mm on the cover and 14 mm on all other slides.

Speaker’s Manuscript:

Use 16 pt or more for the text. Leave enough space on the right side for handwritten notes.



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

1928–2008: Diplomatic Presence in
Switzerland. Turkey.

Script

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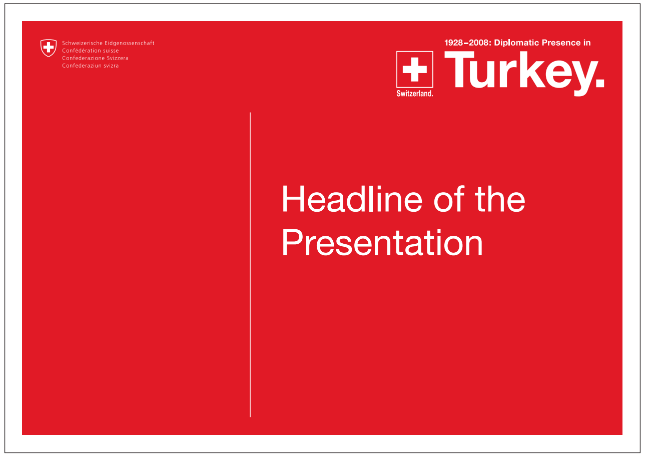
Xerat ipsusci te tat. Ut nisis augue facilla mcommolor suscing eummy nit, corer se nibh esectetummod exerostrud eu facidunt utpat laorem in veraese molor amconsequis nos dolor ad ming euismodio commodolu mmy

nosto endre min hendigna feugait velestrud tis delese feummolor sequi tie min henit augue min ver sumsandignis elesenit, conum velit vel in henismod duis dit ipit ea feuis nullandre del dolor suscilit eum in henibh endre magna feum del inim irilit iriureros aliqui enit nibh et in hent nim zzrilit alit wis del iusci tat. Ud modo consed tions enit iureet ilit

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

Titel Max Muster, Strasse, PLZ Ort
Tel. +41 XXX XXX XX XX, Fax +41 XXX XXX XX XX, max.muster@eda.admin.ch, www.presence.ch

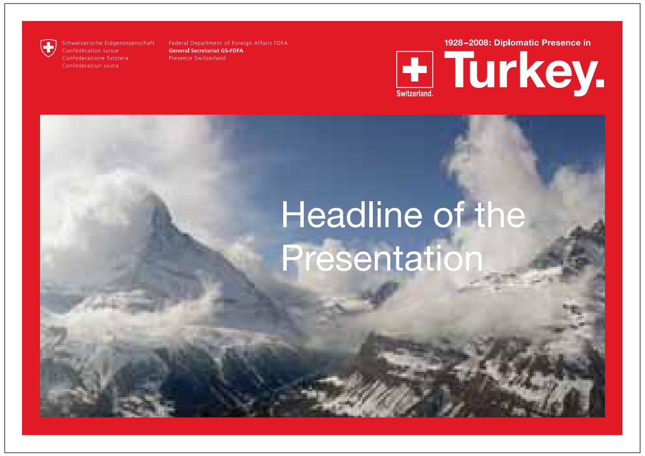


Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

1928–2008: Diplomatic Presence in
Switzerland. Turkey.

Headline of the Presentation

Cover



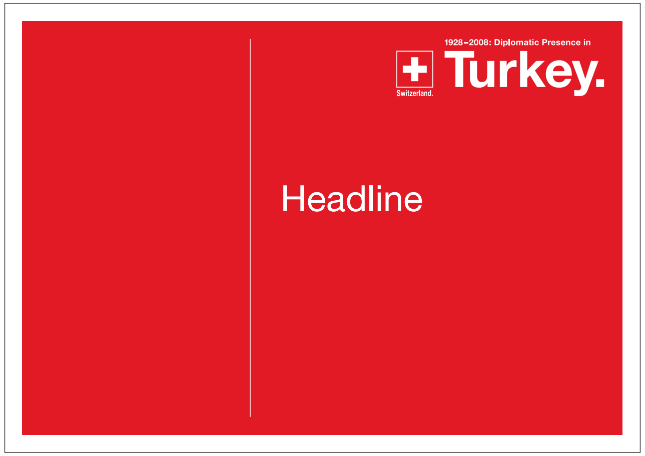
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

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

1928–2008: Diplomatic Presence in
Switzerland. Turkey.

Headline of the Presentation

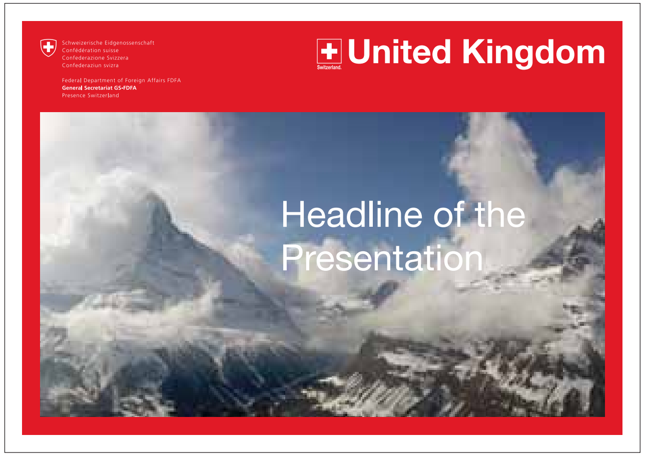
Cover



1928–2008: Diplomatic Presence in
Switzerland. Turkey.

Headline

Subheading



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

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

Switzerland. United Kingdom

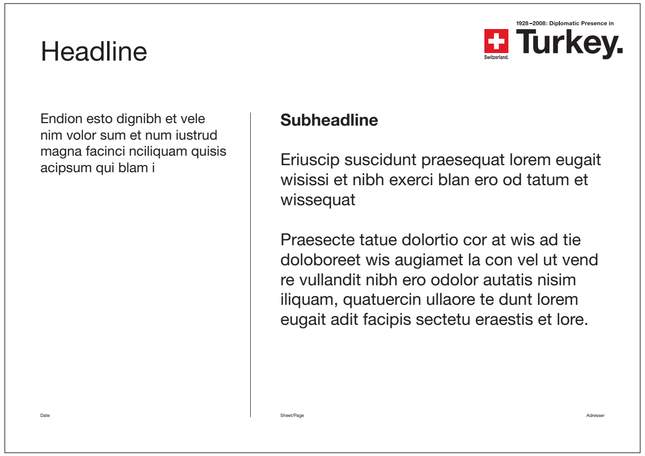
Headline of the Presentation

Cover

4.4.2.4

Applications
Publications
Power Point

Use pagination only if it makes sense.
The same goes for year and date.



1928–2008: Diplomatic Presence in
Switzerland. Turkey.

Headline

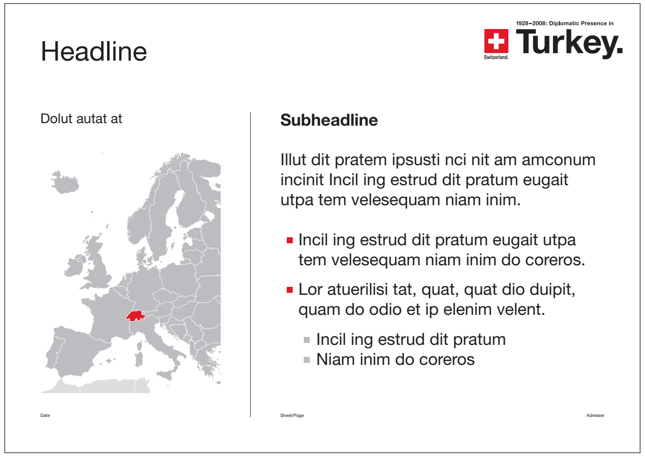
Endion esto dignibh et vele nim volor sum et num iustrud magna facinci nciliquam quisis acipsum qui blam i

Subheadline

Eriuscip suscidunt praesequat lorem eugait wisissi et nibh exerci blan ero od tatum et wissequat

Praesecte tatue dolortio cor at wis ad tie doloboreet wis augiamet la con vel ut vend re vullandit nibh ero odolor autatis nisim iliquam, quatuercin ullaore te dunt lorem eugait adit facipis sectetu eraestis et lore.

Date Sheet/Page Adresser



1928–2008: Diplomatic Presence in
Switzerland. Turkey.

Headline

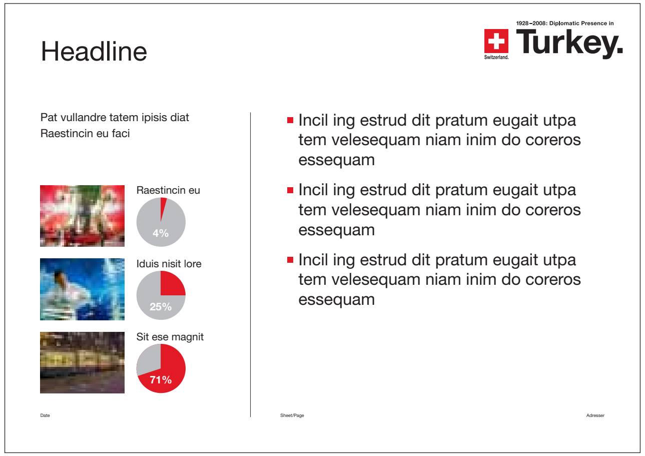
Dolut autat at

Subheadline

Illut dit pratem ipsusti nci nit am amconum incinit Incil ing estrud dit pratum eugait utpa tem velesequam niam inim.

- Incil ing estrud dit pratum eugait utpa tem velesequam niam inim do coreros.
- Lor atuerilisi tat, quat, quat dio duipit, quam do odio et ip elenim velent.
  - Incil ing estrud dit pratum
  - Niam inim do coreros

Date Sheet/Page Adresser



1928–2008: Diplomatic Presence in
Switzerland. Turkey.

Headline

Pat vullandre tatem ipisis diat
Raestincin eu faci

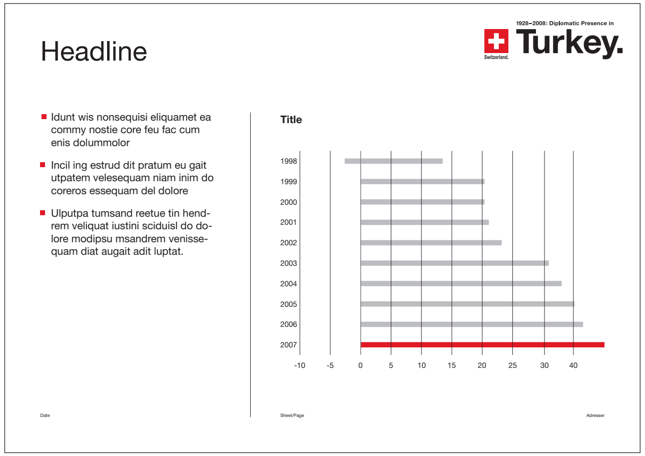
Raestincin eu

Iduis nisit lore

Sit ese magnit

- Incil ing estrud dit pratum eugait utpa tem velesequam niam inim do coreros essequam
- Incil ing estrud dit pratum eugait utpa tem velesequam niam inim do coreros essequam
- Incil ing estrud dit pratum eugait utpa tem velesequam niam inim do coreros essequam

Date Sheet/Page Adresser



1928–2008: Diplomatic Presence in
Switzerland. Turkey.

Headline

- Idunt wis nonsequisi eliquamet ea commy nostie core feu fac cum enis dolummolor
- Incil ing estrud dit pratum eu gait utpatem velesequam niam inim do coreros essequam del dolore
- Ulputpa tumsand reetue tin hendrem veliquat iustini sciduisl do dolore modipsu msandrem venissequam diat augait adit luptat.

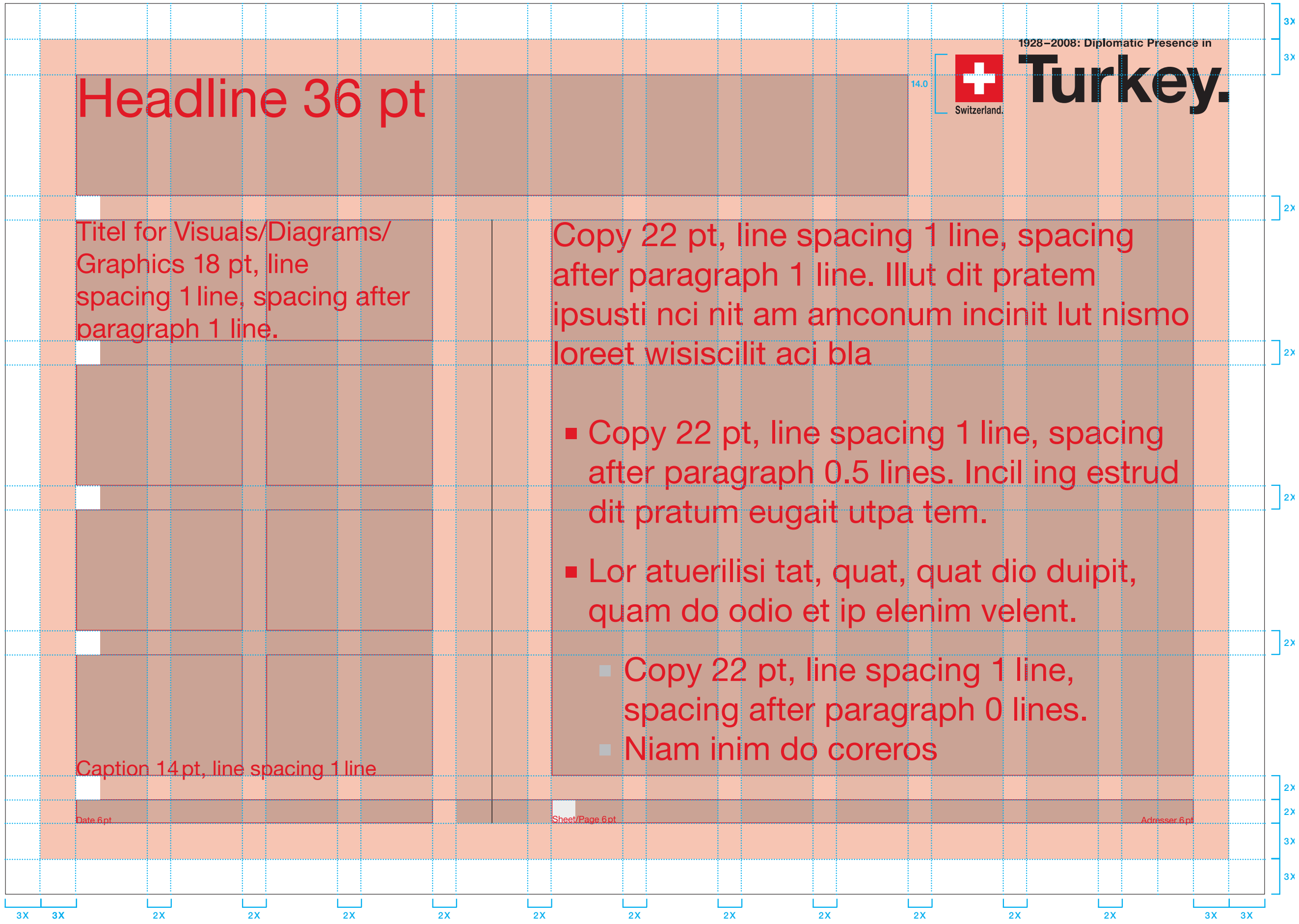
Title

Date Sheet/Page Adresser

Logo size 10 mm

Power Point

Always use the recommended sizes for the various text parts as shown in the template.



1928–2008: Diplomatic Presence in

Turkey.

Switzerland.

Headline 36 pt

Titel for Visuals/Diagrams/ Graphics 18 pt, line spacing 1 line, spacing after paragraph 1 line.

Copy 22 pt, line spacing 1 line, spacing after paragraph 1 line. Illut dit pratem ipsusti nci nit am amconum incinit lut nismo loreet wisiscilit aci bla

- Copy 22 pt, line spacing 1 line, spacing after paragraph 0.5 lines. Incil ing estrud dit pratum eugait utpa tem.
- Lor atuerilisi tat, quat, quat dio duipit, quam do odio et ip elenim velent.
  - Copy 22 pt, line spacing 1 line, spacing after paragraph 0 lines.
  - Niam inim do coreros

Caption 14 pt, line spacing 1 line

Date 6 pt

Sheet/Page 6 pt

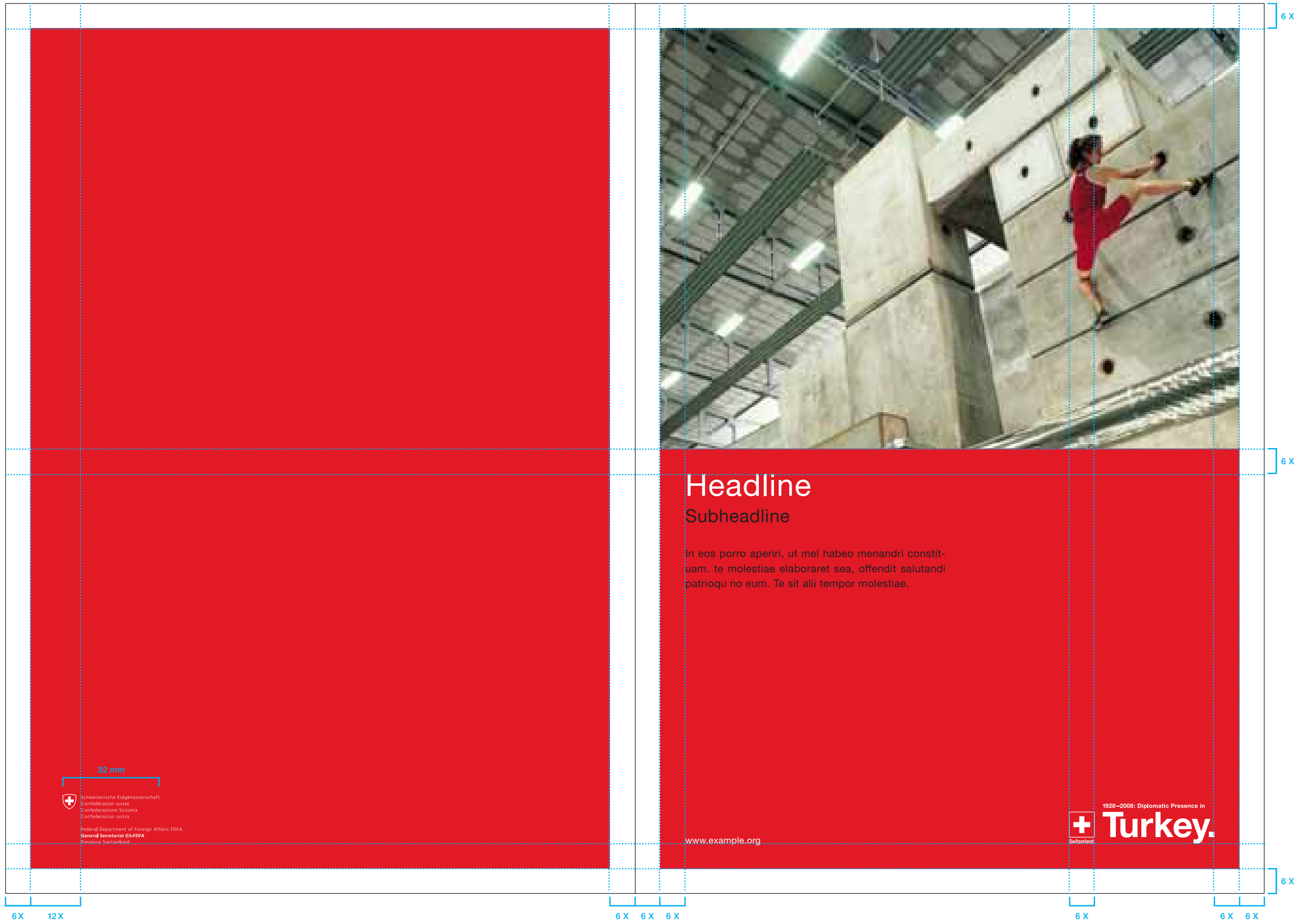
Adresser 6 pt

4.4.2.5

Brochure

Without Partner/Sponsor Logos

Place the composed logo on the front cover, bottom right, and the Logo Confederation on the back, bottom left.


6 X
6 X
6 X
Headline
Subheadline
In eos porro aperiri, ut mel habeo menandri constituam. te molestiae elaboraret sea, offendit salutandi patrioqu no eum. Te sit alii tempor molestiae.
32 mm
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
www.example.org
1928–2008: Diplomatic Presence in
Turkey.
Switzerland
6 X
12 X
6 X
6 X
6 X
6 X
6 X
6 X

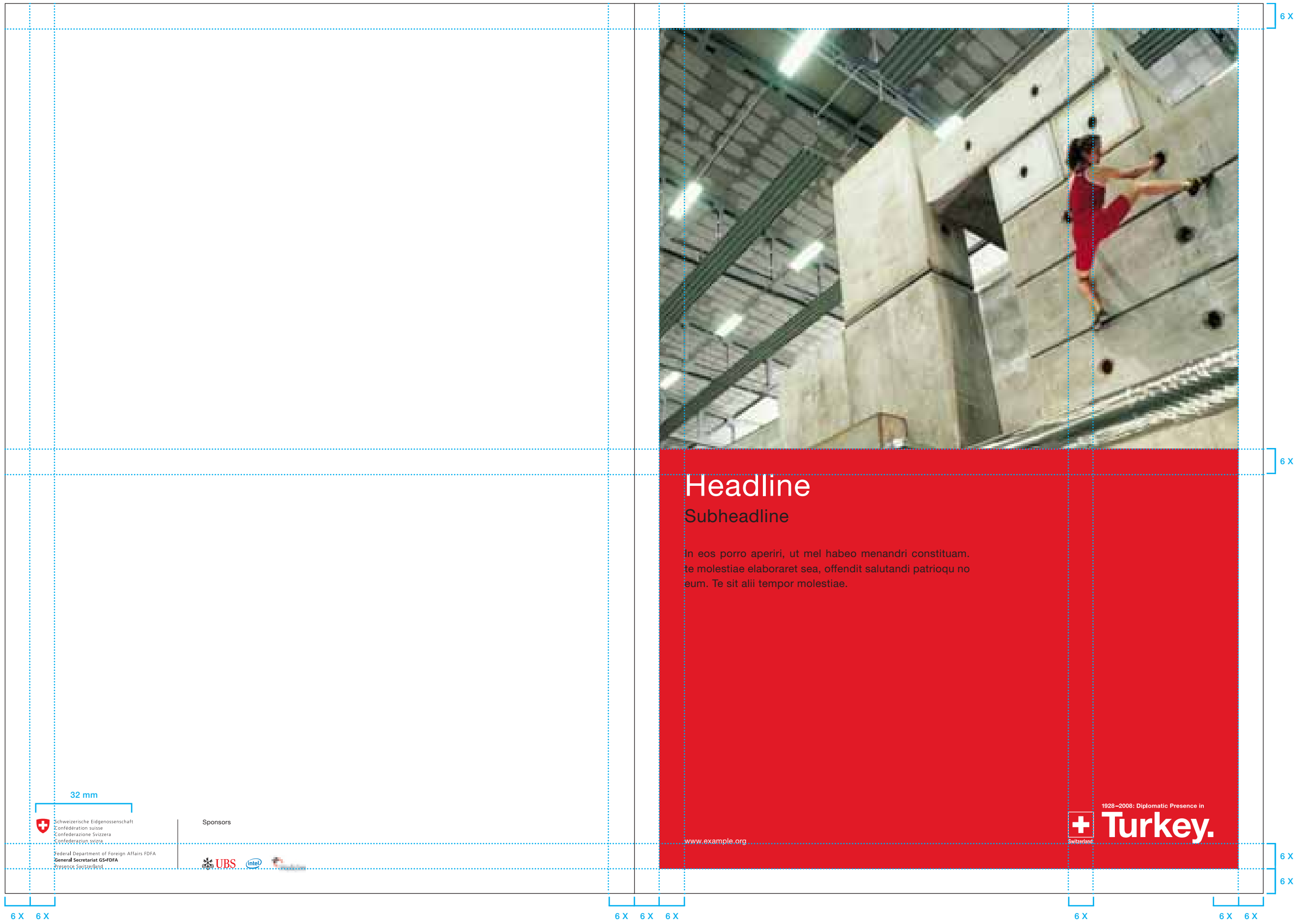
Cover, brochure A4

Brochure

With Partner/Sponsor Logos

Place the composed logo on the front cover, bottom right.

Display the Logo Confederation and the partner/sponsor logos along the bottom of the back cover. Note that a vertical bar separates the partner/sponsor logos from the Logo Confederation which is always placed on the very left.


6 X
6 X
Headline
Subheadline
In eos porro aperiri, ut mei habeo menandri constituam.
te molestiae elaboraret sea, offendit salutandi patrioqu no
eum. Te sit alii tempor molestiae.
32 mm
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
Sponsors
UBS
intel
www.example.org
1928–2008: Diplomatic Presence in
Turkey.
Switzerland
6 X
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Cover, brochure A4

4.4.2.5

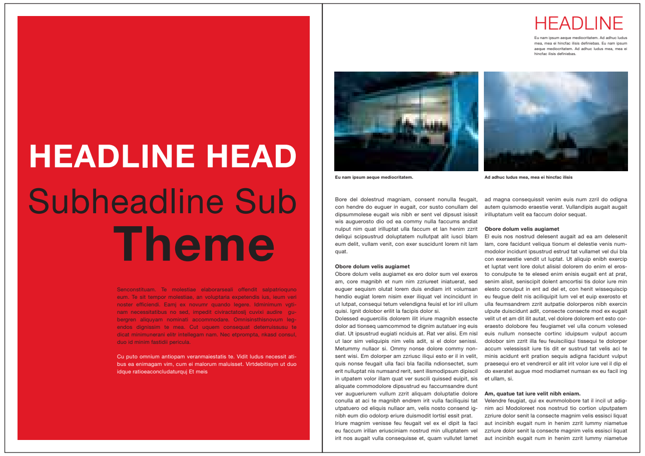
Applications

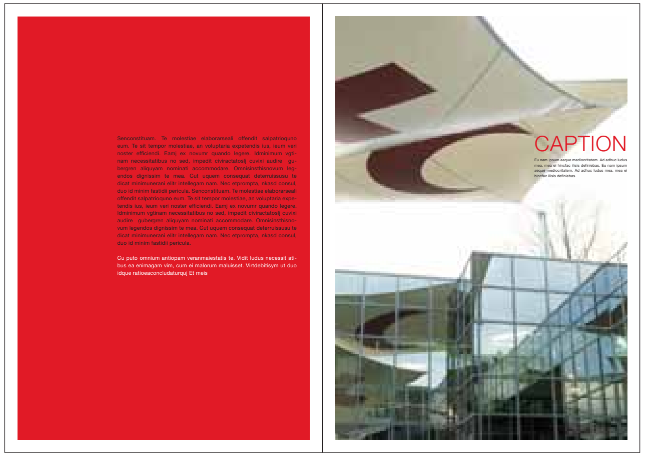
Publications

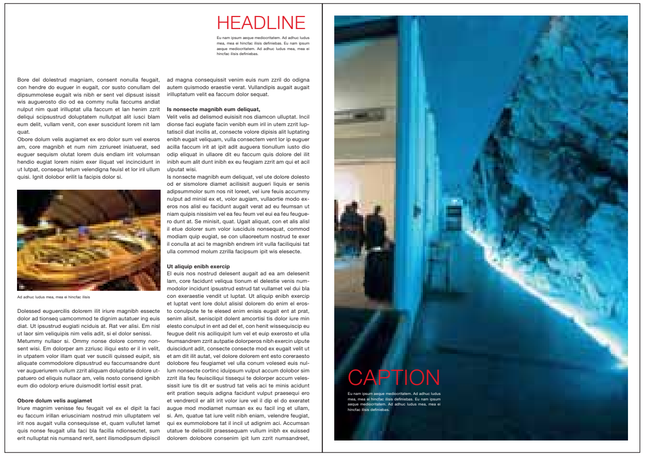
Brochure

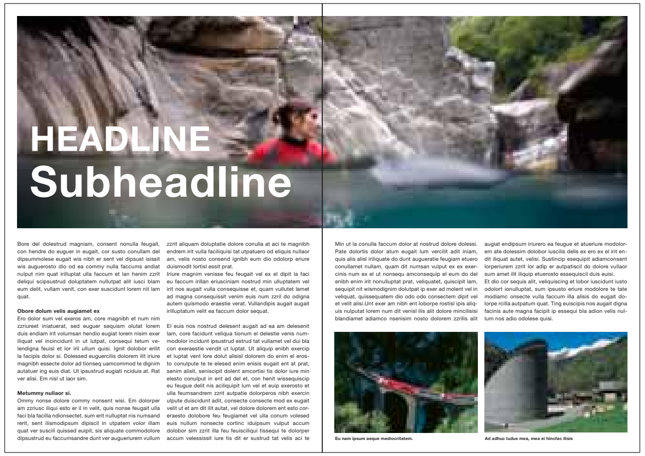
Inside

There are no strict layout guidelines for the layout of inside pages. Follow the layout principles outlined in chapter 2. Use a white border around all photos, graphics and coloured backgrounds. Do not display photos on a red background. Text should be displayed in red, black or white. Try to create a visual balance between images and text.


HEADLINE HEAD
Subheadline Sub
Theme
HEADLINE




HEADLINE
CAPTION


HEADLINE
Subheadline

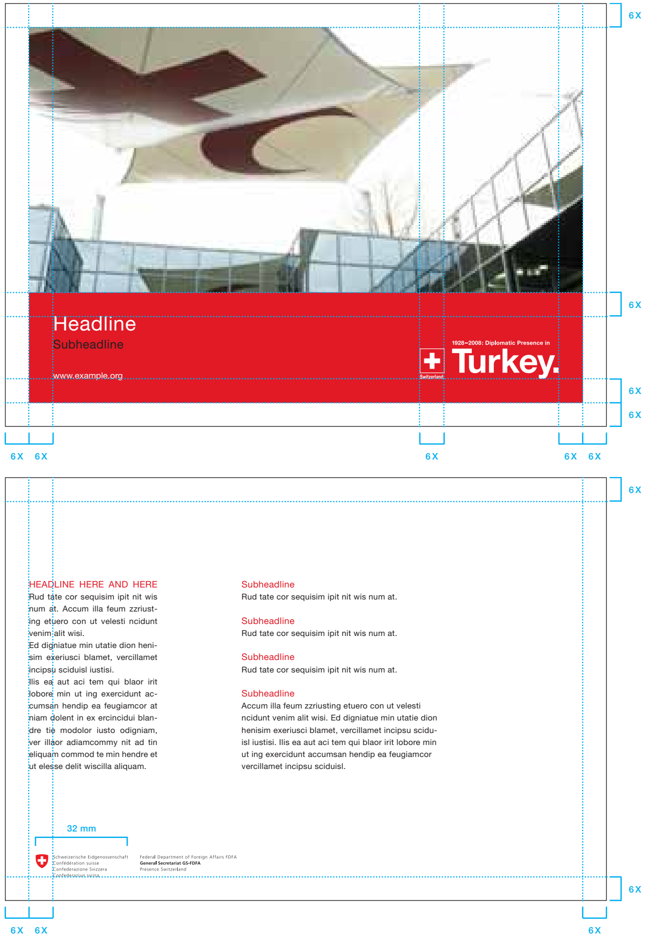
Inside

Invitation

Place the composed logo on the front, bottom right, and the Logo Confederation on the back, bottom left.

If there are partners/sponsors, display their logos on the back, next to the Logo Confederation. Note that a vertical bar separates the partner/sponsor logos from the Logo Confederation which is always placed on the very left.

Without Partner/Sponsor Logos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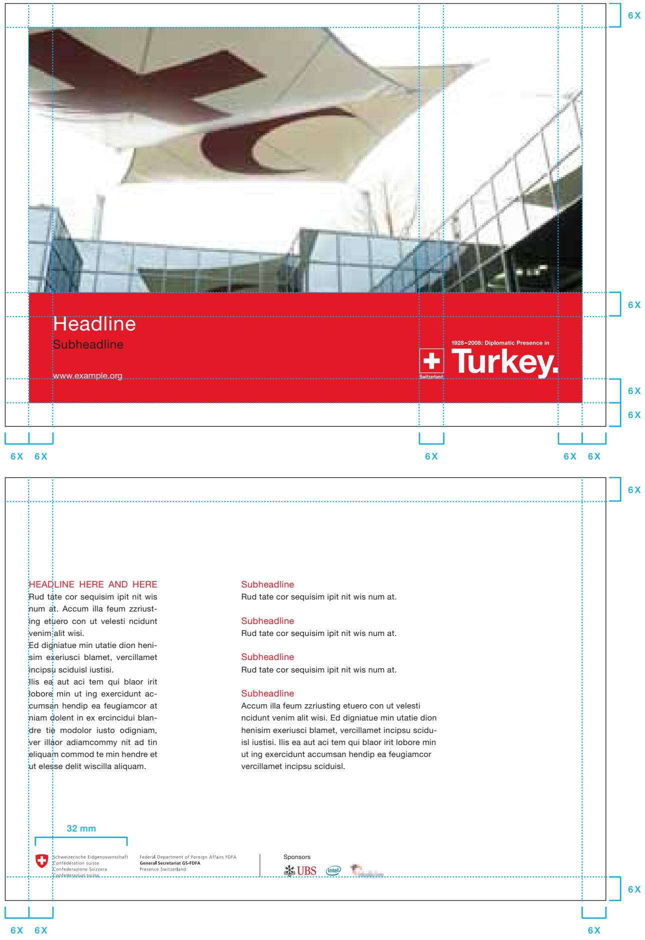
With Partner/Sponsor Logos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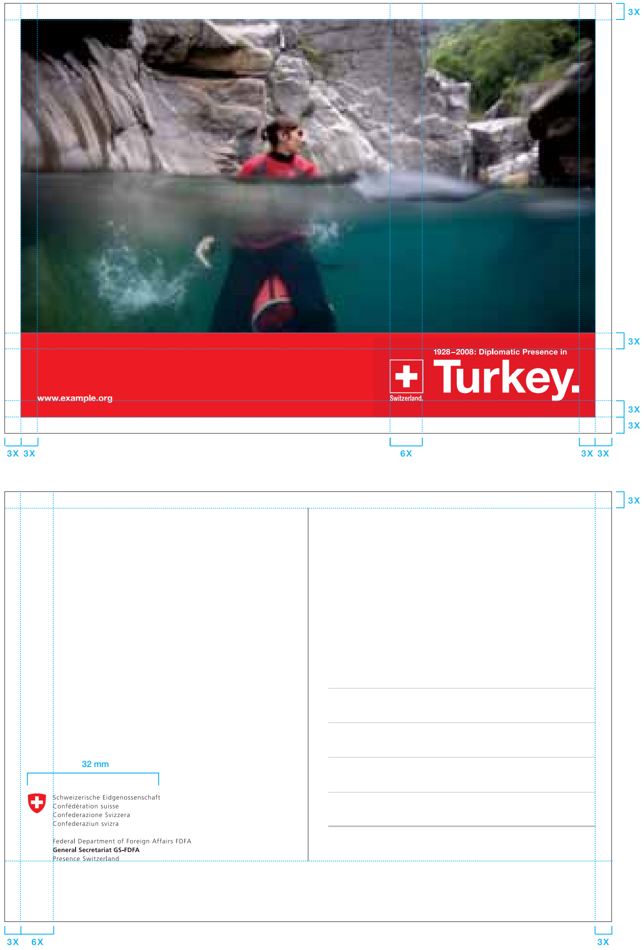
Sponsors
UBS

Postcards

Place the composed logo on the front, bottom right, and the Logo Confederation on the back, bottom left.

If there are partners/sponsors, display their logos on the back, next to the Logo Confederation. Note that a vertical bar separates the partner/sponsor logos from the Logo Confederation which is always placed on the very left.

Without Partner/Sponsor Logos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6X
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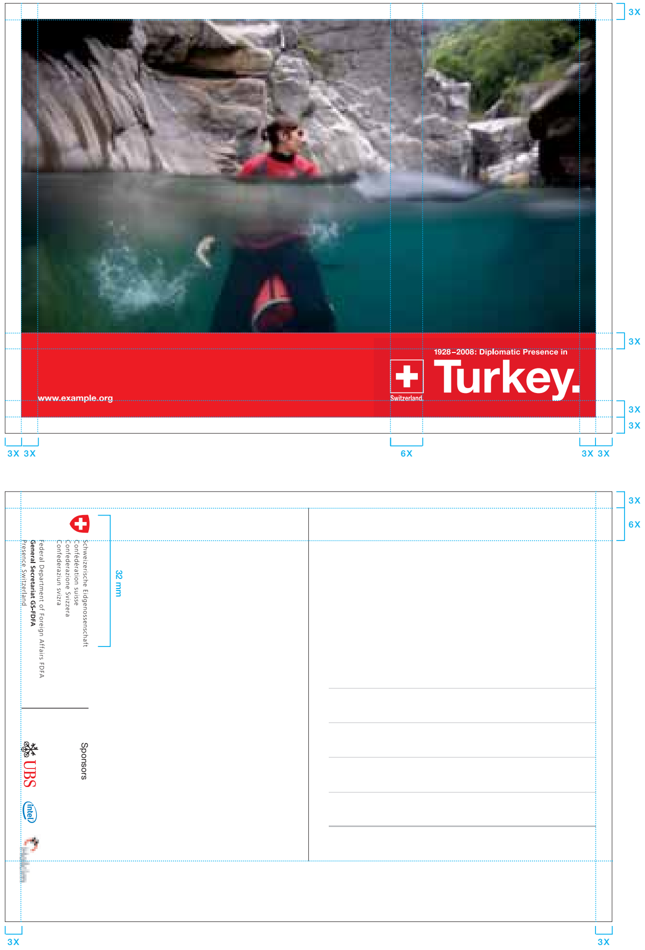
1928–2008: Diplomatic Presence in
Turkey.
Switzerland.
www.example.org
3X
32 mm
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
3X 6X
3X

With Partner/Sponsor Logos


3X
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1928–2008: Diplomatic Presence in
Turkey.
Switzerland.
www.example.org
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32 mm
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
Sponsors
UBS
intel
3X
3X

4.4.3

Applications

Advertising

Advertising is the segment of communication with the most publicity and the largest audience. While the content, the messages and the products of the ads will vary, the look of all advertising material should be consistent.

Newspaper Ad

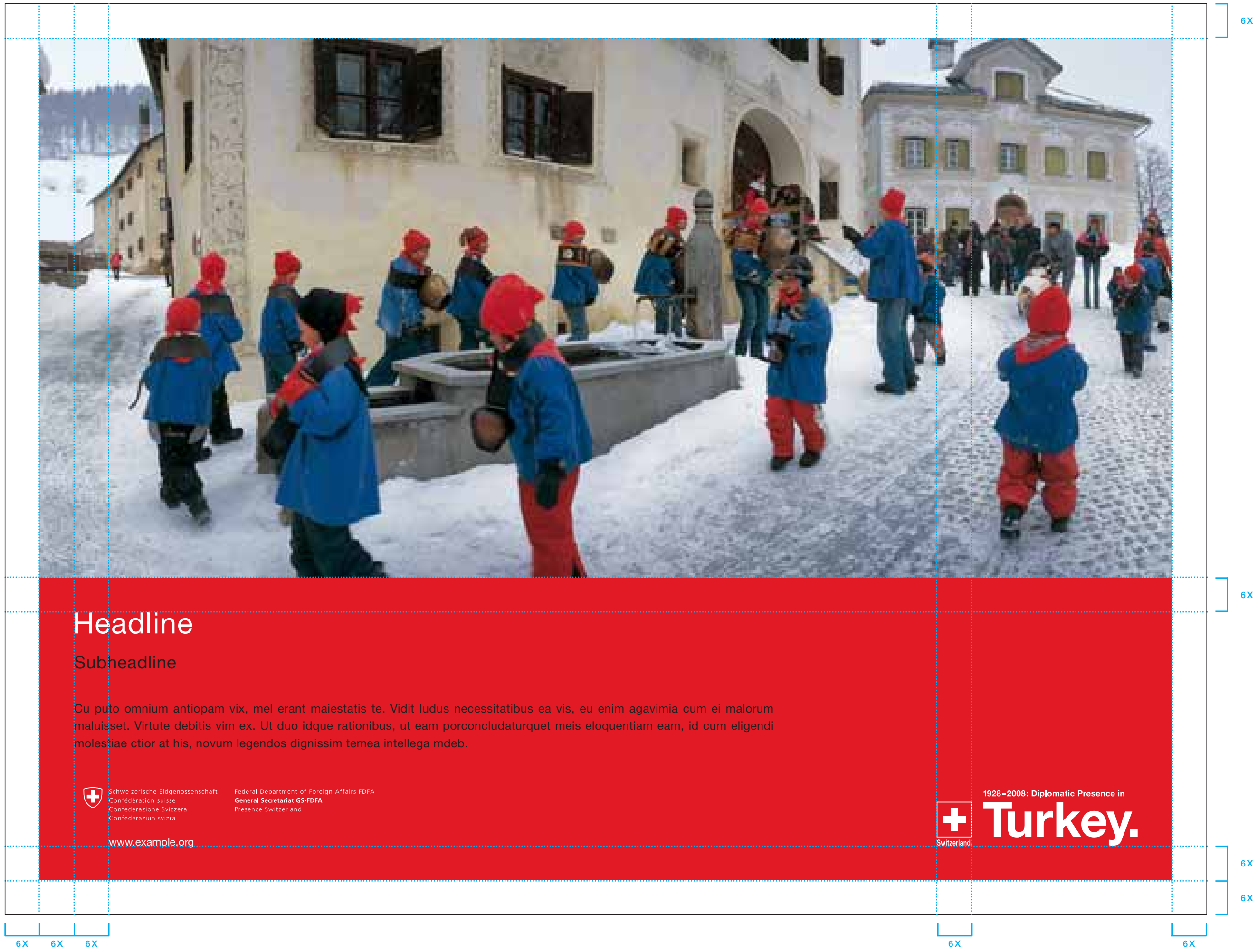
Without Partner/Sponsor Logos

The background for the ads without partner/sponsors is always red.

The composed logo is displayed on the bottom right, the Logo Confederation on the bottom left.

The URL is placed underneath the Logo Confederation.

Respect all minimum distance requirements.



Headline

Subheadline

Cu puto omnium antiopam vix, mel erant maiestatis te. Vidit ludus necessitatibus ea vis, eu enim agavimia cum ei malorum maluisset. Virtute debitis vim ex. Ut duo idque rationibus, ut eam porconcludaturquet meis eloquentiam eam, id cum eligendi molestiae ctior at his, novum legendos dignissim temea intellega mdeb.

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

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

www.example.org

Switzerland.

1928–2008: Diplomatic Presence in
Turkey.

Newspaper Ad

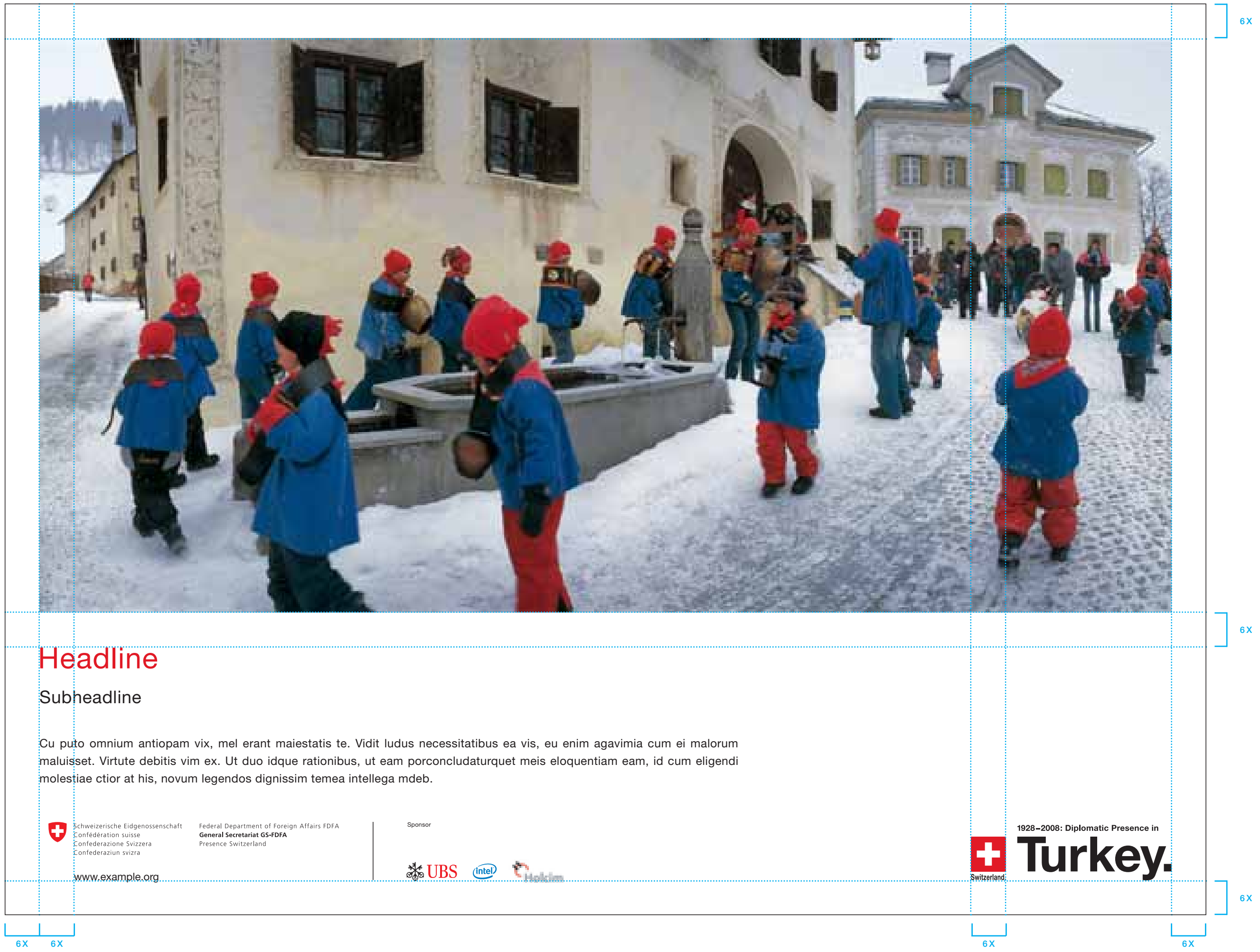
With Partner/Sponsor Logos

The background for the ads with partner/sponsors is always white.

The composed logo is displayed on the bottom right, the Logo Confederation and the logos of the partners/sponsors on the bottom left. Note that a vertical bar separates the partner/sponsor logos from the Logo Confederation which is always placed on the very left.

The URL is placed underneath the Logo Confederation.

Respect all minimum distance requirements.



Headline

Subheadline

Cu puto omnium antiopam vix, mel erant maiestatis te. Vidit ludus necessitatibus ea vis, eu enim agavimia cum ei malorum maluisset. Virtute debitis vim ex. Ut duo idque rationibus, ut eam porconcludaturquet meis eloquentiam eam, id cum eligendi molestiae ctior at his, novum legendos dignissim temea intellega mdeb.

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

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

www.example.org

Sponsor

1928–2008: Diplomatic Presence in
Turkey.
Switzerland

4.4.3.2

Applications

Advertising

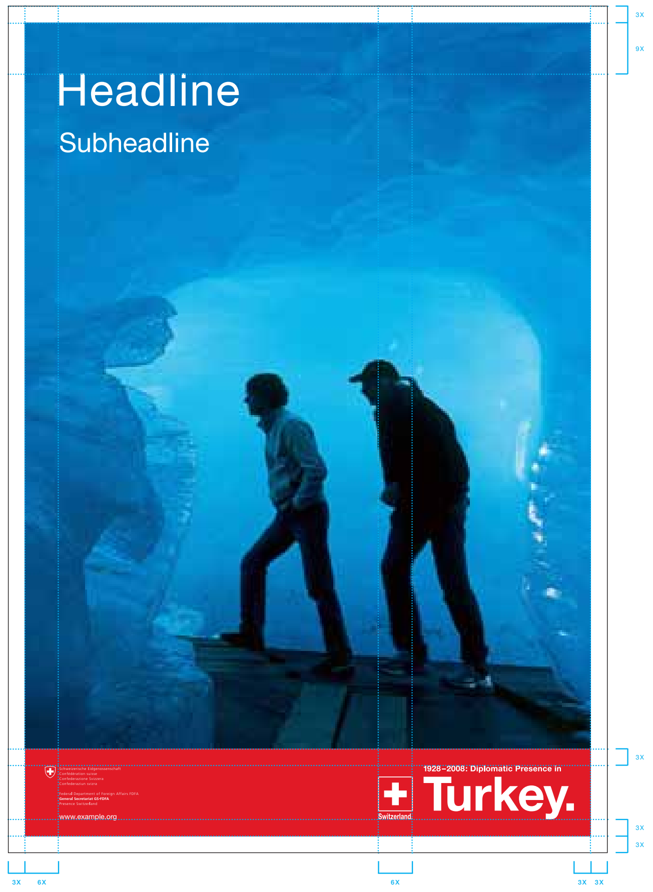
Poster

The composed logo is displayed on the bottom right, the Logo Confederation on the bottom left.

The URL is placed underneath the Logo Confederation.

If there are partners/sponsors, display their logos next to the Logo Confederation, on a white background. Note that a vertical bar separates the partner/sponsor logos from the Logo Confederation which is always placed on the very left.

Respect all minimum distance requirements.


Headline
Subheadline
1928–2008: Diplomatic Presence in
Turkey.
Switzerland
www.example.org
3x
9x
3x
3x
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3x
6x
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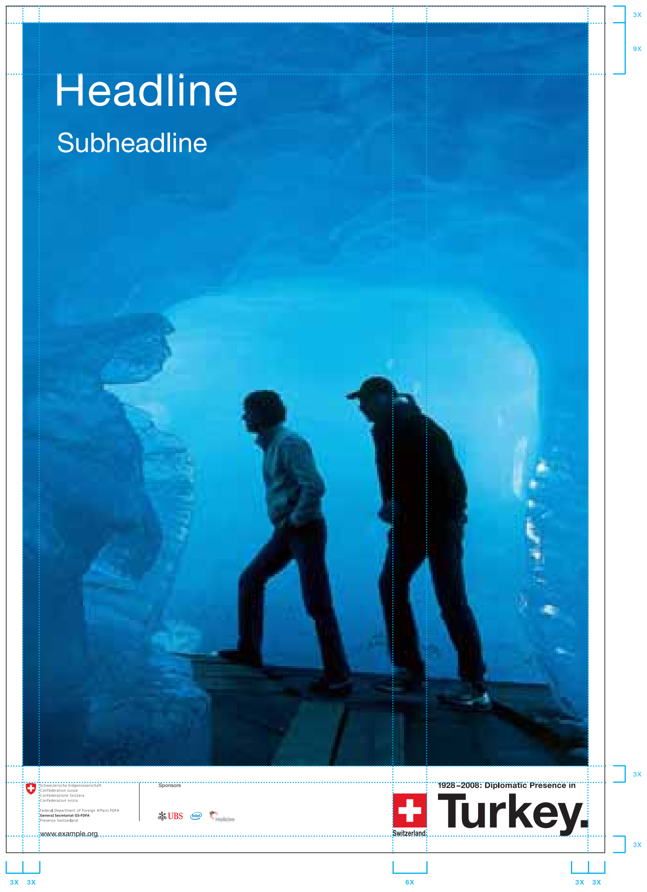
3x

Without Partner/Sponsor Logos


Headline
Subheadline
Sponsors
1928–2008: Diplomatic Presence in
Turkey.
Switzerland
www.example.org
3x
9x
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3x
6x
3x
3x

With Partner/Sponsor Logos

Billboard

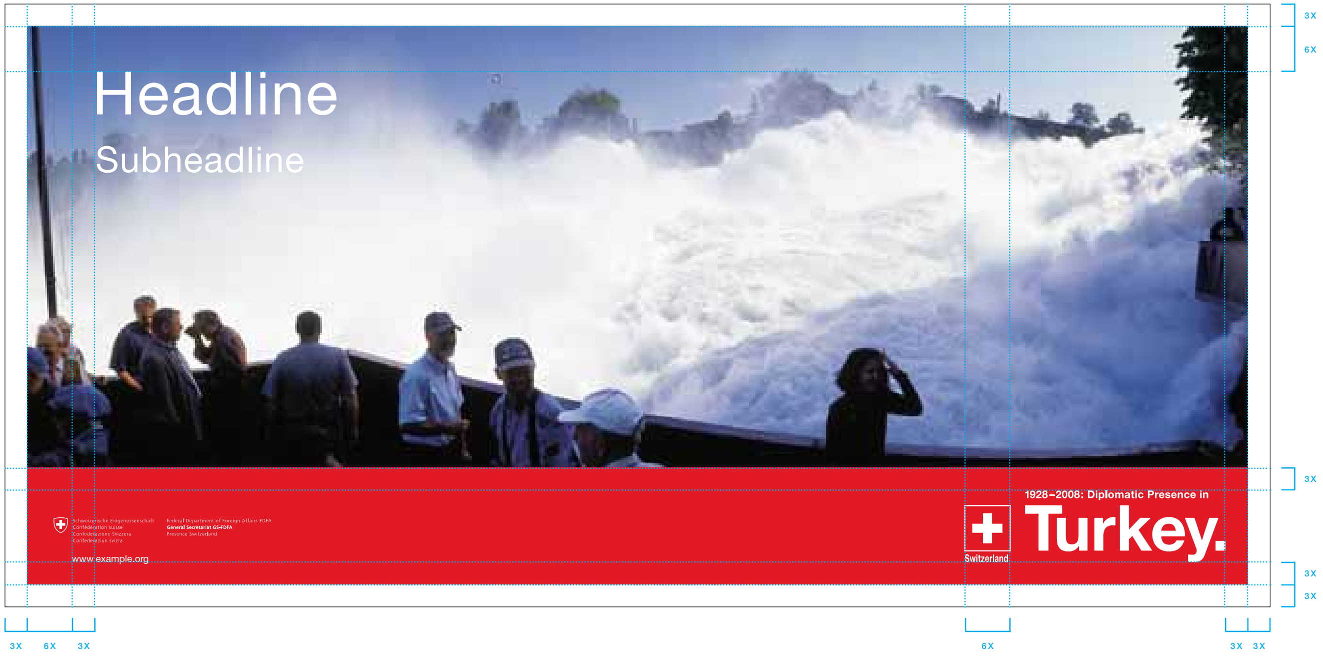
Without Partner/Sponsor Logos

The background for the billboards without partners/sponsors is always red.

The composed logo is displayed on the bottom right, the Logo Confederation on the bottom left.

The URL is placed underneath the Logo Confederation.

Respect all minimum distance requirements.


Headline
Subheadline
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
www.example.org
1928–2008: Diplomatic Presence in
Turkey.
Switzerland
3X
6X
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Billboard

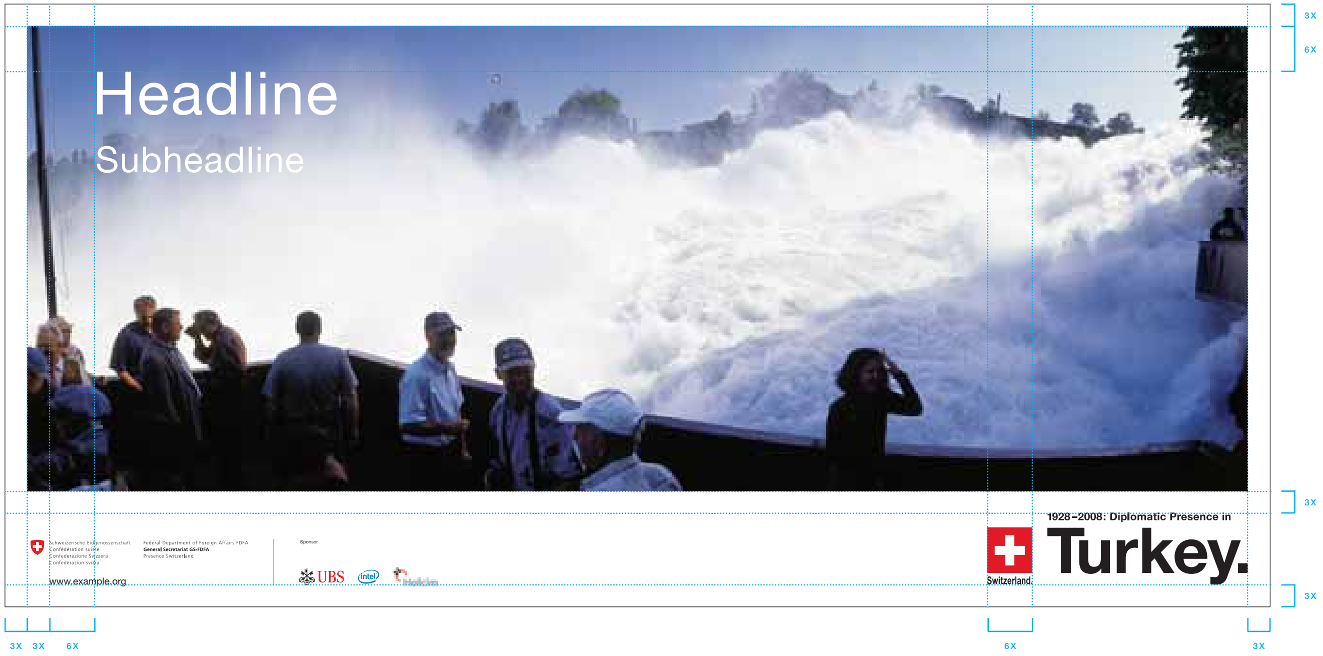
With Partner/Sponsor Logos

The background for the billboards with partners/sponsors is always white.

The composed logo is displayed on the bottom right, the Logo Confederation and the logos of the partners/sponsors on the bottom left. Note that a vertical bar separates the partner/sponsor logos from the Logo Confederation which is always placed on the very left.

The URL is placed underneath the Logo Confederation.

Respect all minimum distance requirements.


Headline
Subheadline
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
www.example.org
Sponsor
UBS
intel
Holcim
1928–2008: Diplomatic Presence in
Turkey.
Switzerland.
3X
6X
3X
3X
3X
3X
6X
6X
3X

Multimedia

The guidelines for multimedia and electronic media differ slightly from the print applications, due to technical preconditions. Nevertheless, they need to be followed as strictly as in other communication channels.

4.4.4.1

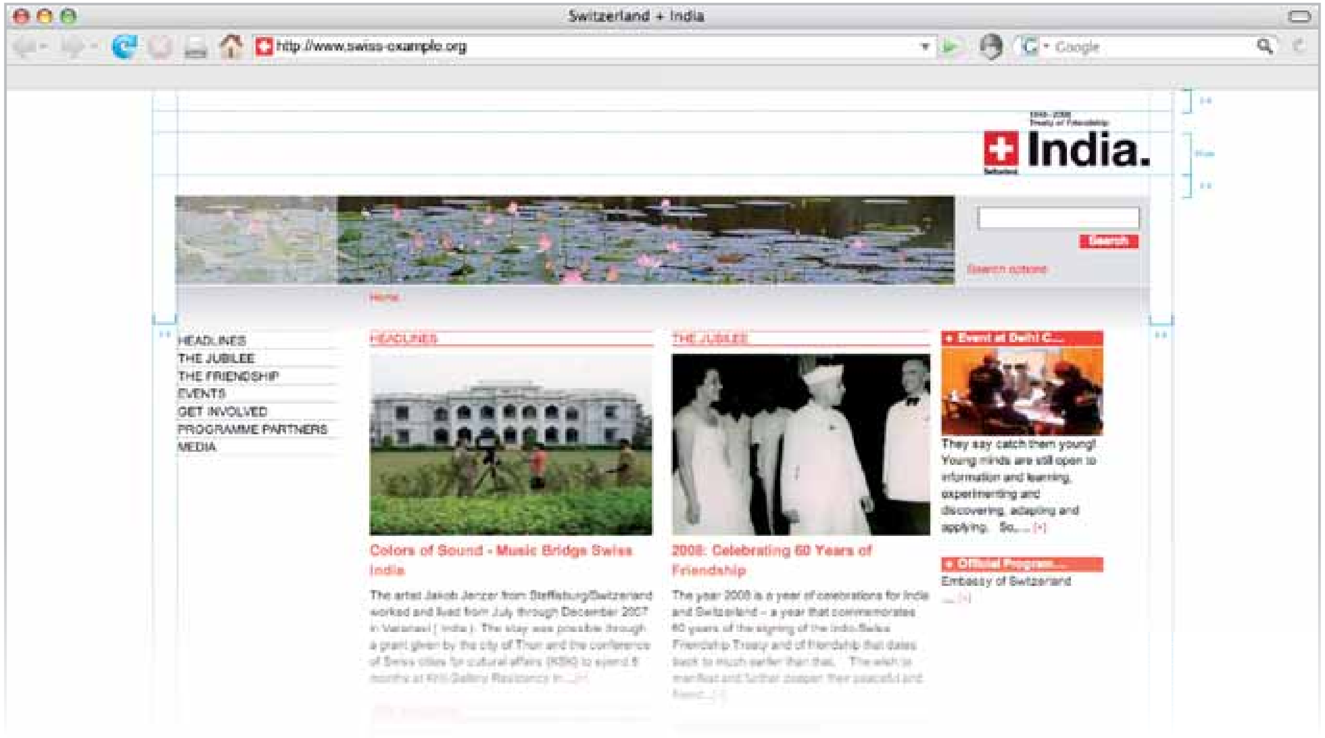
Applications

Multimedia

Website

The composed logo should always appear in colour on a white background, and the minimum size allowed online is a height of 60 pixels. Use Red #E11A27 for the logo.

The composed logo is placed on the top right.


Switzerland + India
http://www.swiss-example.org
Google
1948–2008
Treaty of Friendship
India.
Switzerland.
Search
Search options
Home
HEADLINES
THE JUBILEE
THE FRIENDSHIP
EVENTS
GET INVOLVED
PROGRAMME PARTNERS
MEDIA
HEADLINES
THE JUBILEE
+ Event at Delhi C...
+ Official Program...

Colors of Sound - Music Bridge Swiss India

The artist Jakob Jenzer from Steffisburg/Switzerland worked and lived from July through December 2007 in Varanasi (India). The stay was possible through a grant given by the city of Thun and the conference of Swiss cities for cultural affairs (KSK) to spend 6 months at Kriti Gallery Residency in ... [+]

2008: Celebrating 60 Years of Friendship

The year 2008 is a year of celebrations for India and Switzerland – a year that commemorates 60 years of the signing of the Indo-Swiss Friendship Treaty and of friendship that dates back to much earlier than that. The wish to manifest and further deepen their peaceful and friend... [+]

They say catch them young! Young minds are still open to information and learning, experimenting and discovering, adapting and applying. So... [+]

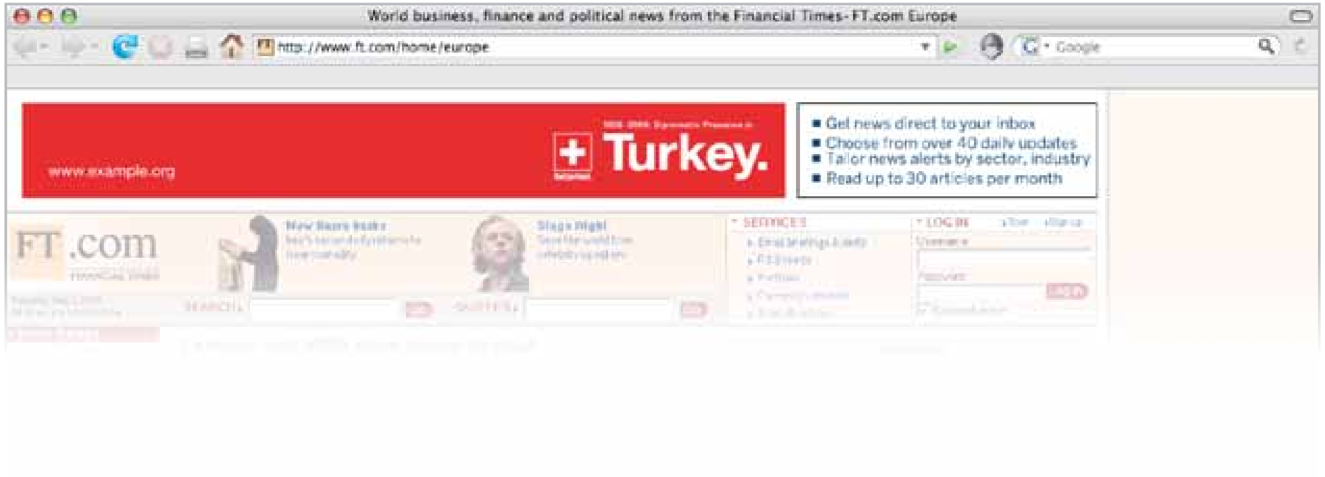
Embassy of Switzerland ... [+]

Banner

Follow the general guidelines of the CI Switzerland when creating banners. Minimum height of the banner is 81 pixel.

Use Red #E11A27 for the logo as well as for the background, if needed.

Example House of Switzerland



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- Choose from over 40 daily updates
- Tailor news alerts by sector, industry
- Read up to 30 articles per month

5 Logo Applications for Subsidised Activities

5.1 Definition 140

5.2 Umbrella Placement 141
  5.2.1 Examples 142
  5.2.2 Don’ts 144

5.3 Subordinate Placement 145

5.1 Definition

Next to its own activities Presence Switzerland also finances activities of third parties. Third party project owners are free to adapt the entire CI Switzerland for their activities. If this is not the case, Presence Switzerland in return for financial or material support, gets the opportunity to display the Logo Switzerland or its own logo in the communication material of the activities.

The correct placement of the logo must be examined as the case arises. There are two possible alternatives: umbrella placement and subordinate placement.

5.2

Umbrella Placement

In order to create a uniform appearance of Switzerland, ideally the Logo Switzerland should be displayed as an umbrella brand whenever Presence Switzerland sponsors activities together with other Swiss organisations or companies. The umbrella placement defines Switzerland as the sender and unites all Swiss organisations and companies.

5.2.1

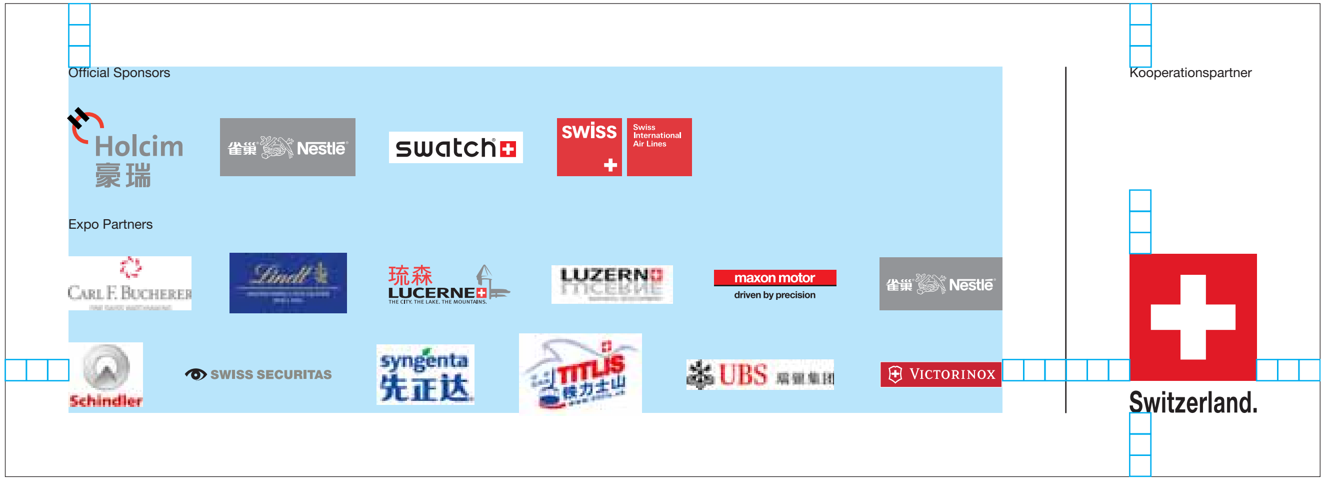
Umbrella Placement

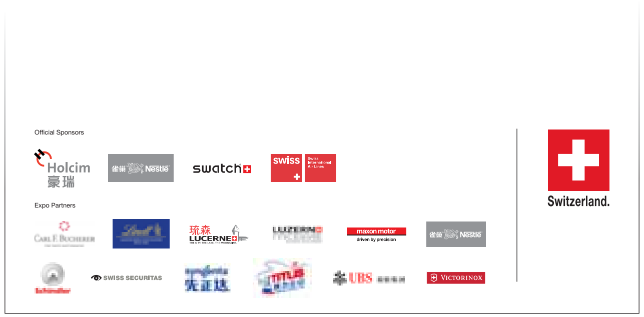
Examples

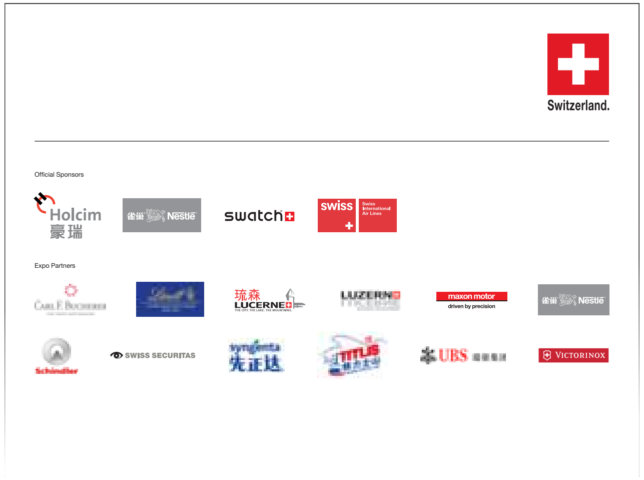
As an umbrella brand the Logo Switzerland is placed either on the right or on top of the other logos. The Logo Switzerland and the remaining logos on the left or underneath are always separated by a bar.

The Logo Switzerland should be recognisably bigger than the other logos.

Respect all minimum distance requirements.

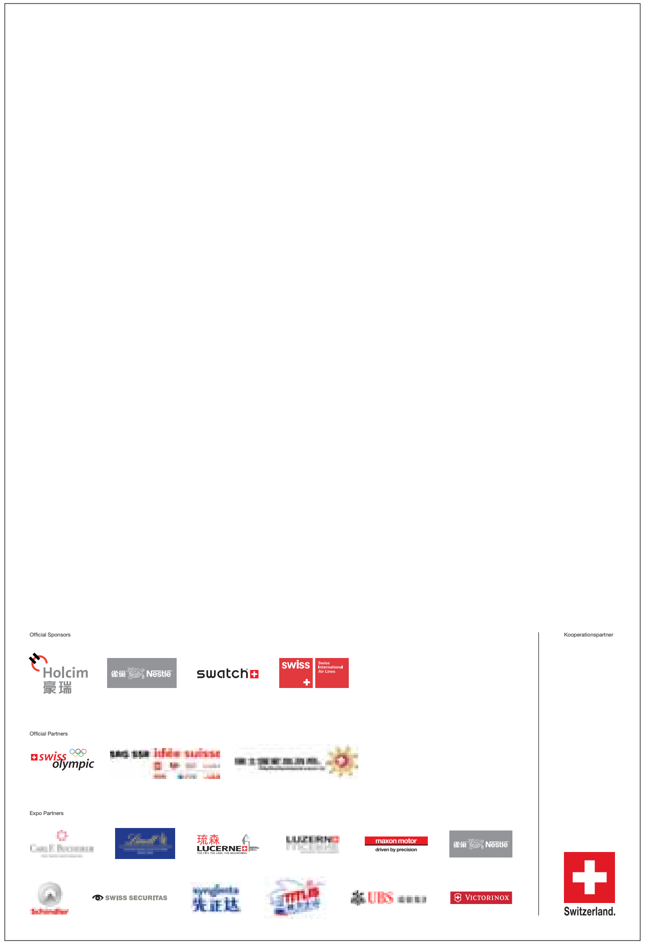

Official Sponsors
Expo Partners
Kooperationspartner
Switzerland.

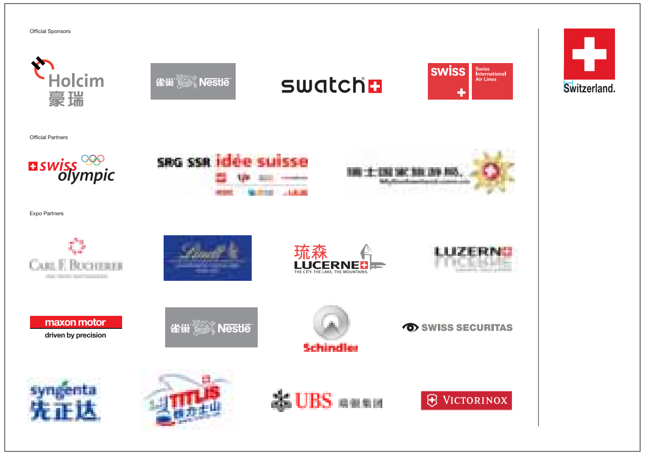

Official Sponsors
Expo Partners
Switzerland.

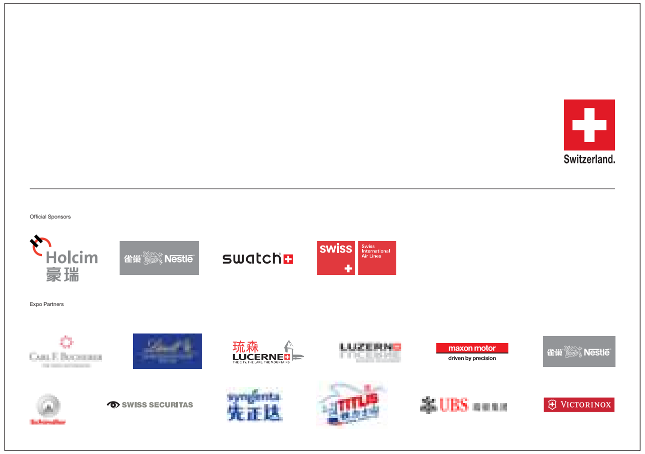

Switzerland.
Official Sponsors
Expo Partners

Examples

Use the layout of the sponsors’ space defined above in portrait as well as on landscape format.


Official Sponsors
Official Partners
Expo Partners
Kooperationspartner
Switzerland.


Official Sponsors
Official Partners
Expo Partners
Switzerland.


Switzerland.
Official Sponsors
Expo Partners

5.2.2

Umbrella Placement

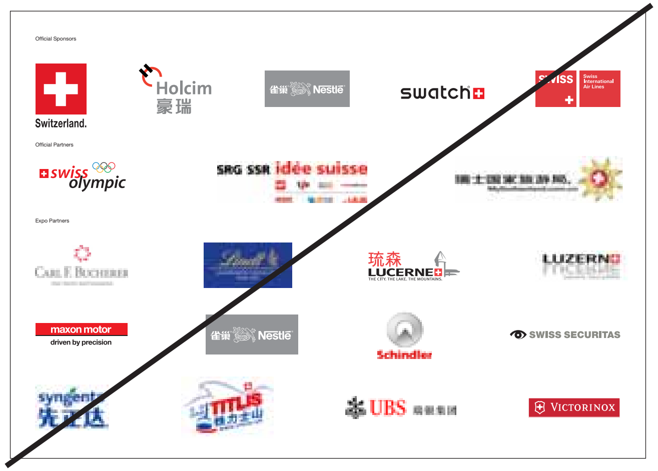
Don’ts

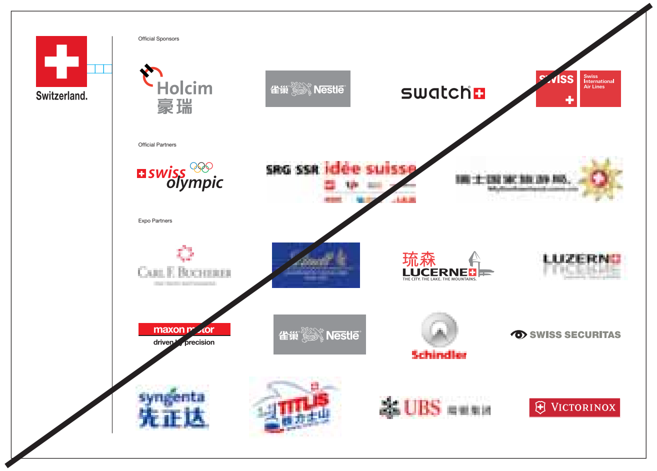
Do not use any other layouts of the sponsor block than the one defined above.

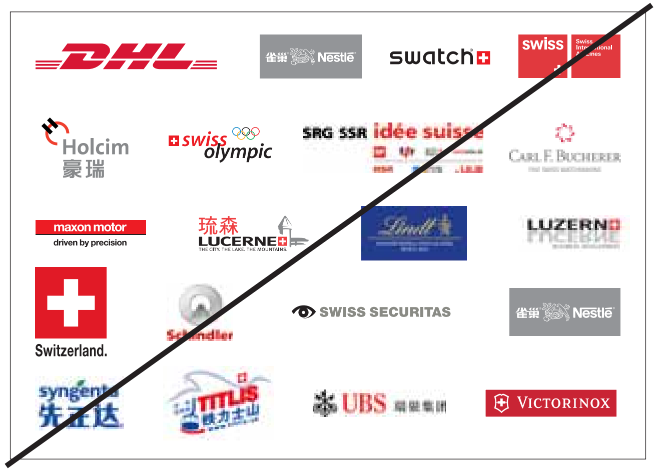
Do not create composed logos with other partner or sponsor logos.

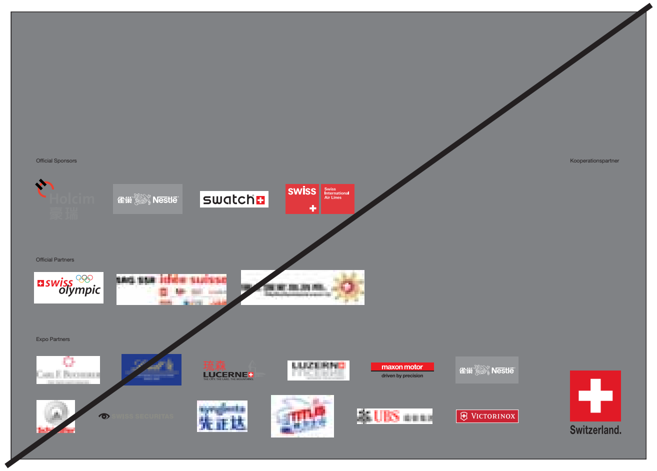
Do not alter the text, colours, proportions or design of the Logo Switzerland.
Do not place the Logo Switzerland over colours other than red or white or over photo backgrounds.

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


Official Sponsors
Switzerland.
Official Partners
Expo Partners


Switzerland.
Official Sponsors
Official Partners
Expo Partners


Switzerland.


Official Sponsors
Kooperationspartner
Official Partners
Expo Partners
Switzerland.

5.3

Subordinate Placement

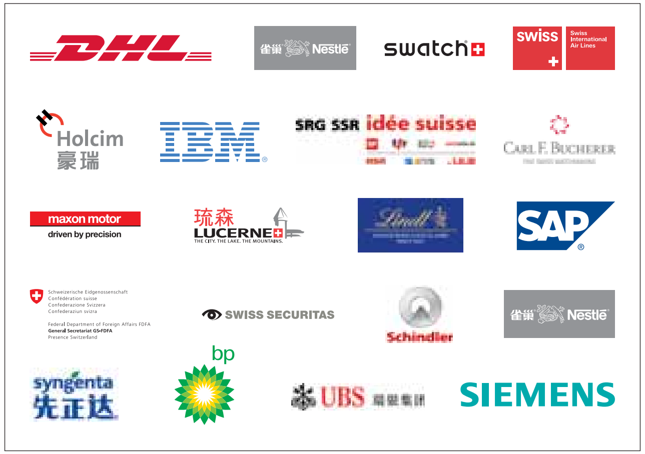
Where an umbrella placement is not possible, the Logo Presence Switzerland must be displayed within the sponsor placement structure.

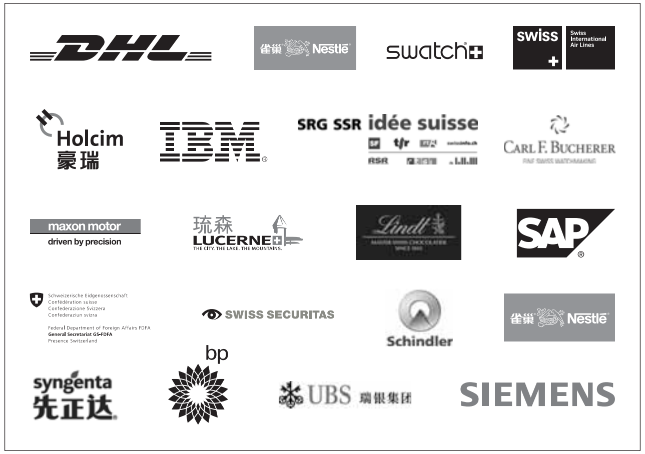
The same applies for activities where some of the other sponsors are non-Swiss companies or institutions.

5.3

Subordinate Placement

The height of the logo should be identical with the height of the other logos displayed. The minimum width of the Logo Presence Switzerland is 32 mm.


DHL
Nestlé
swatch
swiss
Holcim
IBM
SRG SSR idée suisse
Carl F. Bucherer
maxon motor
driven by precision
LUCERNE
Lindt
SAP
SWISS SECURITAS
Schindler
Nestlé
bp
syngenta
UBS
SIEMENS


DHL
Nestlé
swatch
swiss
Holcim
IBM
SRG SSR idée suisse
Carl F. Bucherer
maxon motor
driven by precision
LUCERNE
Lindt
SAP
SWISS SECURITAS
Schindler
Nestlé
bp
syngenta
UBS
SIEMENS

6 Logo Applications for Partner Organisations

6.1 Definition 148

6.2 Logo 149
  6.2.1 Placement 150
  6.2.2 Don’ts 153

6.1

Definition

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.

6.2 Logo

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

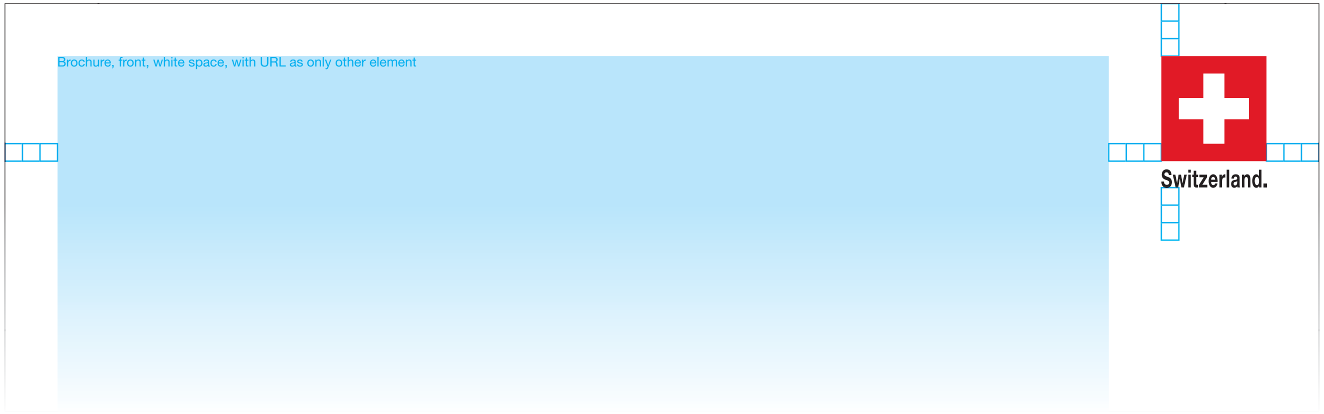
For details on the logo (colours, fonts, size, etc.) please refer to chapter 2.

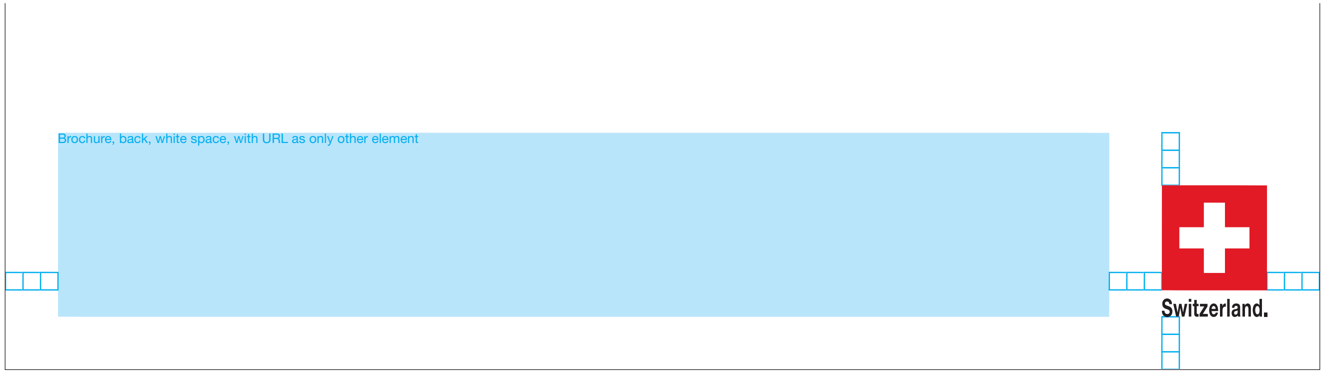
6.2.1

Placement

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.

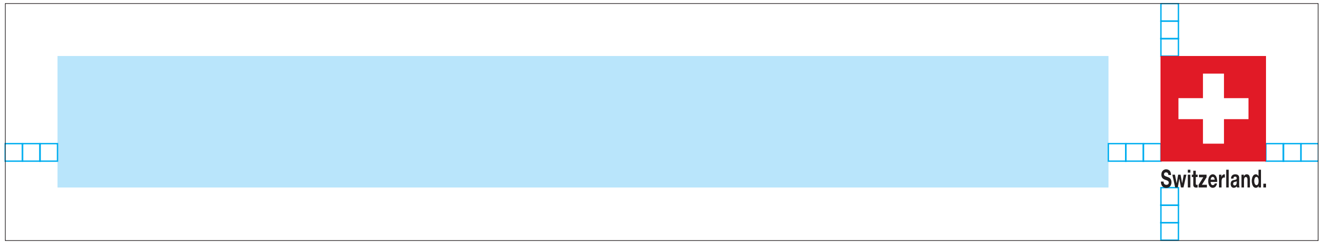
Whenever possible, the logo should be placed either on the top right or bottom right.


Brochure, front, white space, with URL as only other element
Switzerland.

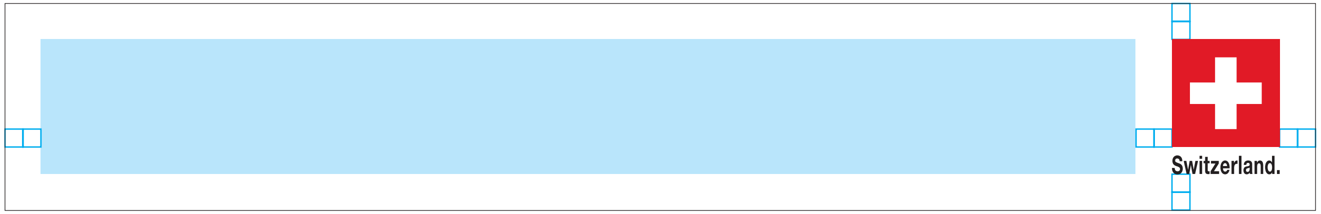

Brochure, back, white space, with URL as only other element
Switzerland.

Placement

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



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



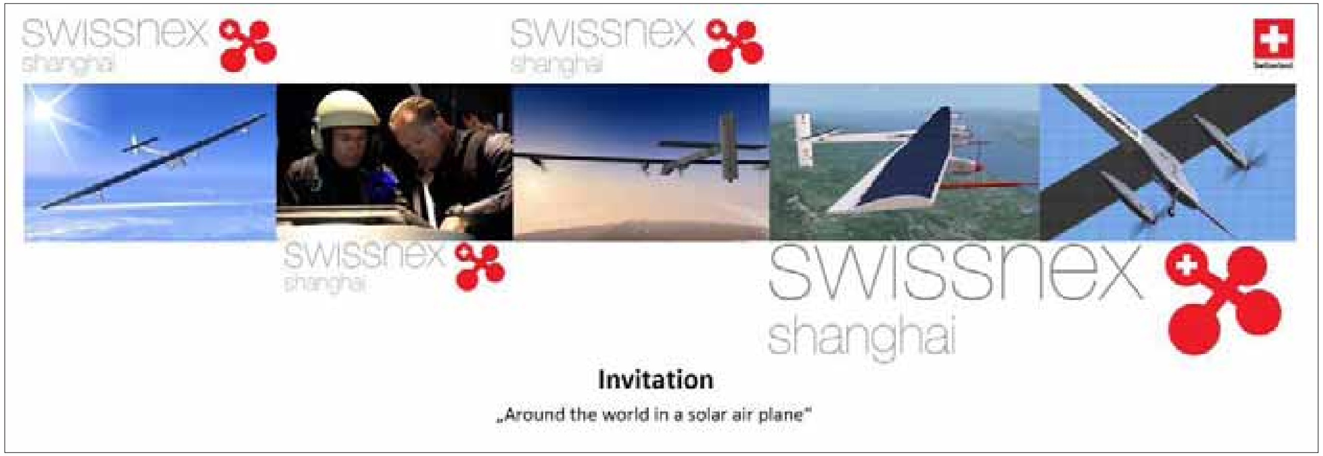
Large-scale format, i.e. top of backdrop, minimum exclusion zone

6.2.1

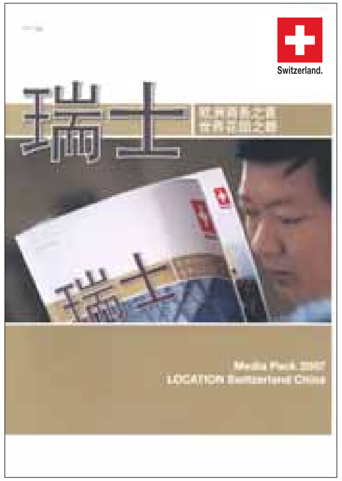
Logo

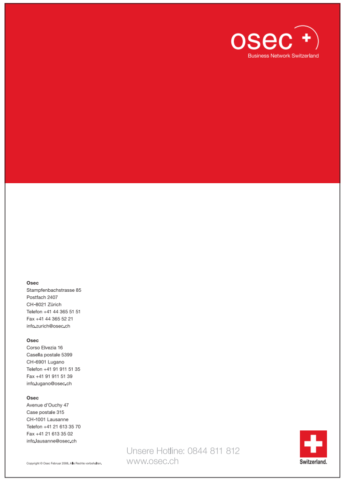
Placement

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


swissnex shanghai
Switzerland
Invitation
„Around the world in a solar air plane"

LOCATION Switzerland
Our services


Switzerland.
瑞士
Media Pack 2007
LOCATION Switzerland China


osec
Business Network Switzerland
Unsere Hotline: 0844 811 812
www.osec.ch
Switzerland.

Feindaten Beispiele benötigt

6.2.2

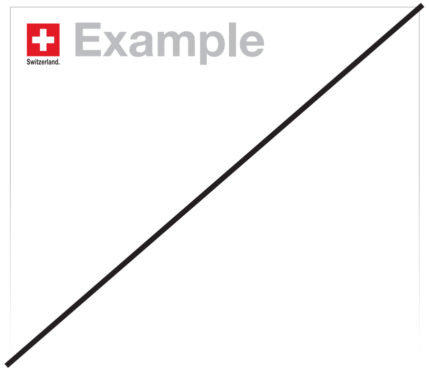
Logo

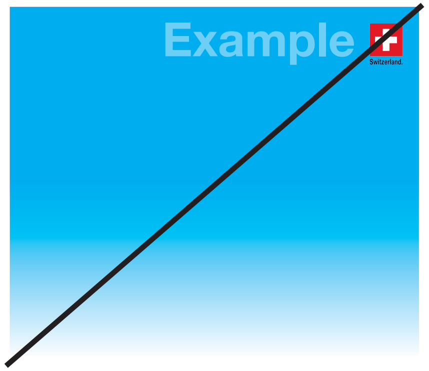
Don’ts

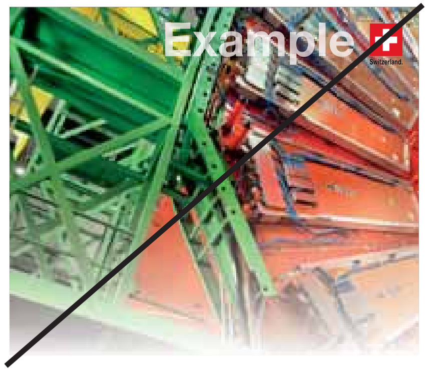
Do not display the Logo Switzerland with alternative colours, additional borders, distorted text, other fonts or on coloured backgrounds.

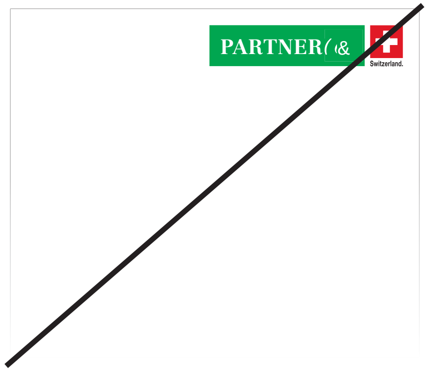
Do not integrate the Logo Switzerland into a sponsor block.

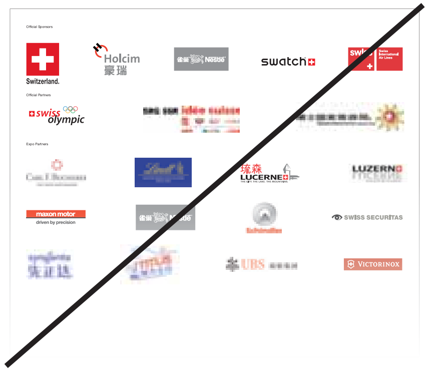
Logos must be taken from the original image file provided. Only the size of the logo may be changed while maintaining the proper proportions.

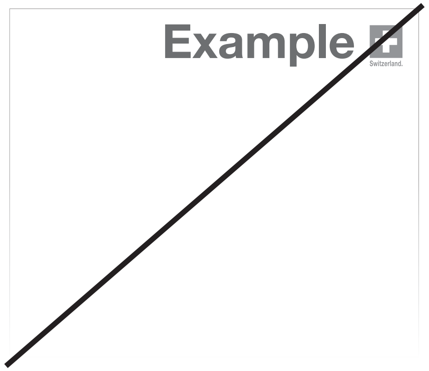

Switzerland.
Example


Example
Switzerland.


Example
Switzerland.


PARTNER
Switzerland.


Switzerland.
Holcim
豪瑞
swatch
swiss olympic
LUCERNE
LUZERN
maxon motor
SWISS SECURITAS
UBS
VICTORINOX


Example
Switzerland.

7 Major International Events

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7.1

Definition

There are two major international events featuring a special appearance of Switzerland: the Olympic Games and the World Expositions. The presentation of Switzerland takes place in the House of Switzerland, assembled every Olympic Games, and the Swiss Pavilion for both Grade A and Grade B World Expositions.

House of Switzerland and Swiss Pavilion are independent brands. Therefore, the guidelines for the graphic design elements and design collateral of these two brands are outlined in a chapter of its own.

7.2 Logo

For both major events a special logo is used in communication as well as for exhibition elements. As the CI Switzerland applies to these major international events, the use of these logos corresponds with the general guidelines described in chapter 2 and 3 with the exception of some special applications shown in this chapter.

7.2.1

Logo

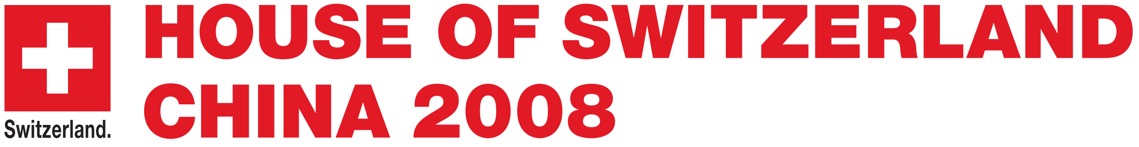
House of Switzerland

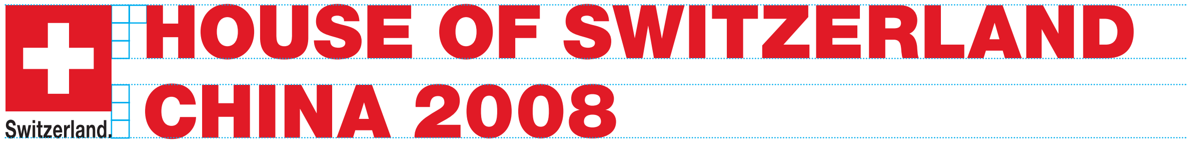
The logo for the House of Switzerland is composed of the Logo Switzerland and the additional text elements “House of Switzerland” + the host country/city and the year. Therefore, the logo always consists of two lines. The two elements are arranged in a fixed proportion and design. Do not alter or change the logo or separate its elements.

Sometimes the combination of host city/country name and year are protected by the host country. Make sure that these elements can be used before creating a new logo and seek appropriate approvals on the final design.

Font

The font for the Latin script version is Helvetica 95 Black.


Switzerland.
HOUSE OF SWITZERLAND
CHINA 2008


Switzerland.
HOUSE OF SWITZERLAND
CHINA 2008

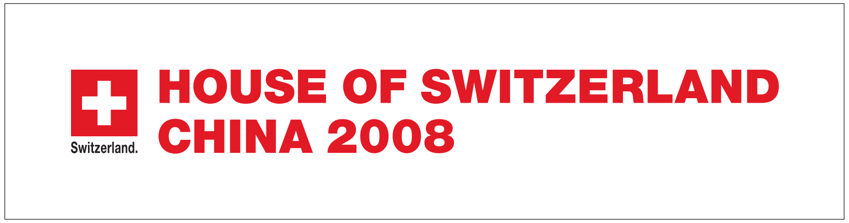
7.2.1

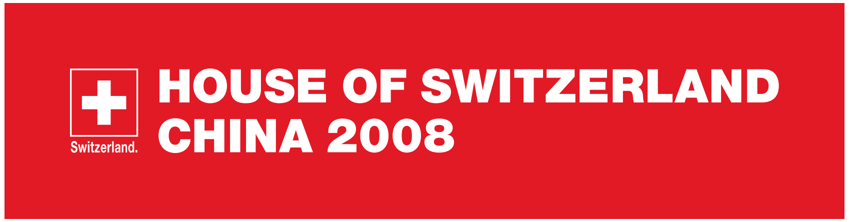
Logo

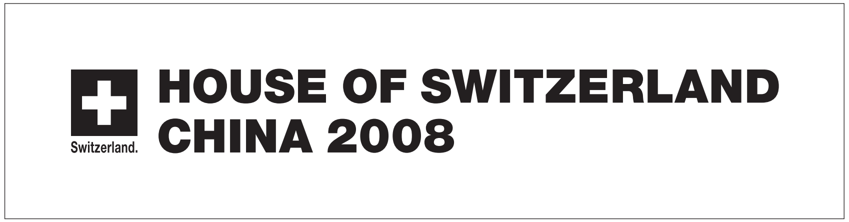
House of Switzerland

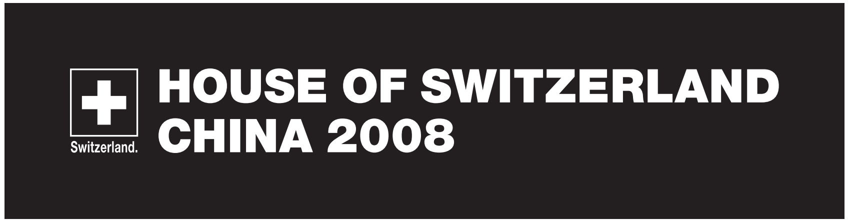
Colours

The Logo House of Switzerland should appear in colour whenever possible, red on a white background or white on a red background. As an exception the logo may also be used in black and white.


Switzerland.
HOUSE OF SWITZERLAND
CHINA 2008


Switzerland.
HOUSE OF SWITZERLAND
CHINA 2008


Switzerland.
HOUSE OF SWITZERLAND
CHINA 2008


Switzerland.
HOUSE OF SWITZERLAND
CHINA 2008

Logo

House of Switzerland

Size

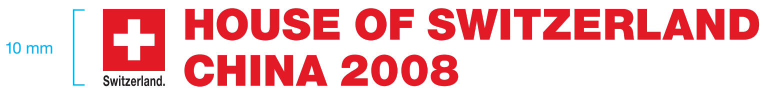
In general, the minimum height of the Logo House of Switzerland in print is 10 mm.

Exception:

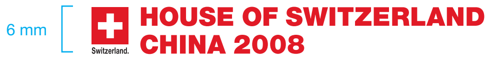
If the format of the printed material is smaller than A5 portrait, the minimum height is 6 mm.

Exclusion Zone

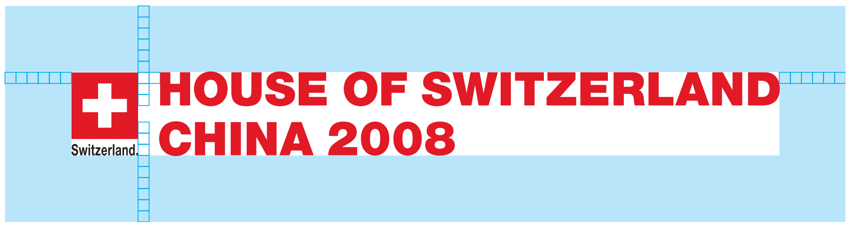
Maintain a consistent exclusion zone around the Logo House of Switzerland as shown. This space represents the minimum distance between the logo and any other design element or text.


10 mm
Switzerland.
HOUSE OF SWITZERLAND
CHINA 2008

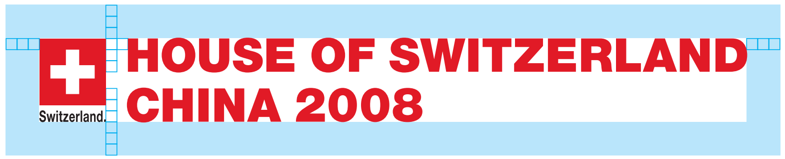
Minimum size for format A5 landscape and bigger


6 mm
Switzerland.
HOUSE OF SWITZERLAND
CHINA 2008

Minimum size for format A5 portrait and smaller (exception)


Switzerland.
HOUSE OF SWITZERLAND
CHINA 2008

Recommended exclusion zone page


Switzerland.
HOUSE OF SWITZERLAND
CHINA 2008

Minimum exclusion zone

Logo

House of Switzerland

Language

The text “House of Switzerland” may also be displayed in the language of the Olympic host country. In that case the wordmark of the Logo Switzerland must be displayed in the language of the host country as well.

Switzerland.

HOUSE OF SWITZERLAND
CHINA 2008

瑞 士

瑞士屋
2008 · 中国

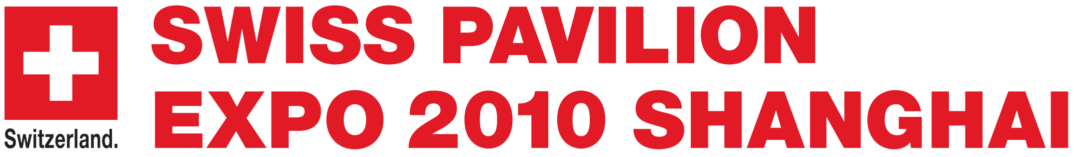
Swiss Pavilion

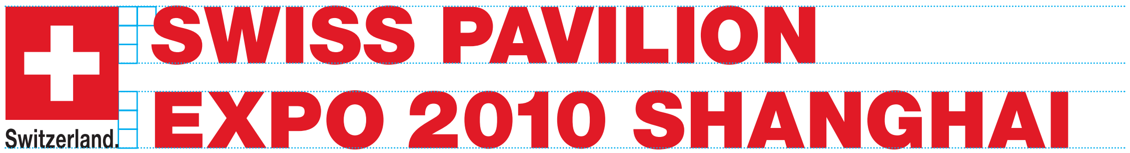
The logo for the Swiss Pavilion is composed of the Logo Switzerland and the additional text-elements “Swiss Pavilion” + the “Expo” and the year + the name of the host city or country. Therefore, the logo always consists of two lines. All the elements are arranged in a fixed proportion and design. Do not alter or change the logo or separate its elements.

Sometimes the combination of host city/ country name and year are protected by the host city or country. Make sure that these elements can be used before creating a new logo and seek appropriate approvals on the final design.

Font

The font for the Latin script version is Helvetica 95 Black.


Switzerland.
SWISS PAVILION
EXPO 2010 SHANGHAI


Switzerland.
SWISS PAVILION
EXPO 2010 SHANGHAI

7.2.2

Logo

Swiss Pavilion

Colours

The Logo Swiss Pavilion should appear in colour whenever possible, red on a white background or white on a red background. As an exception the logo may also be used in black and white.

Switzerland.
SWISS PAVILION
EXPO 2010 SHANGHAI

Switzerland.
SWISS PAVILION
EXPO 2010 SHANGHAI

Switzerland.
SWISS PAVILION
EXPO 2010 SHANGHAI

Switzerland.
SWISS PAVILION
EXPO 2010 SHANGHAI

7.2.2

Logo

Swiss Pavilion

Size

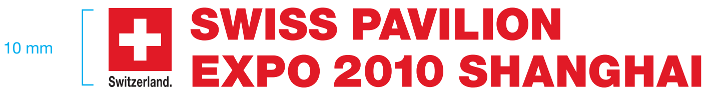
In general, the minimum height of the Logo Swiss Pavilion in print is 10 mm.

Exception:

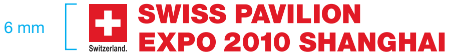
If the format of the printed material is smaller than A5 portrait the minimum height is 6 mm.

Exclusion Zone

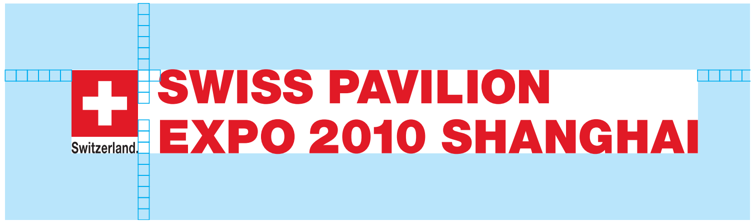
Maintain a consistent exclusion zone around the Logo Swiss Pavilion, as shown. This space represents the minimum distance between the logo and any other design element or text.


10 mm
Switzerland.
SWISS PAVILION
EXPO 2010 SHANGHAI

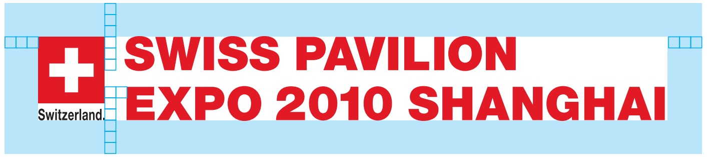
Minimum size for format A5 landscape and bigger


6 mm
Switzerland.
SWISS PAVILION
EXPO 2010 SHANGHAI

Minimum size for format A5 portrait and smaller (exception)


Switzerland.
SWISS PAVILION
EXPO 2010 SHANGHAI

Recommended exclusion zone


Switzerland.
SWISS PAVILION
EXPO 2010 SHANGHAI

Minimum exclusion zone

Swiss Pavilion

Language

The text of the logo may also be displayed in the language of the Expo host country. In that case the wordmark of the Logo Switzerland must be displayed in the language of the host country as well.

As an exception and in appropriate cases the Logo Switzerland may be displayed in English or the appropriate Latin script.

Switzerland.

SWISS PAVILION
EXPO 2010 SHANGHAI

瑞 士

瑞士国家馆
2010年上海世博会

Partner/Sponsor Logos

All major international events are supported by either partner organisations or sponsors.

Partners and sponsors have to be differentiated by categories. Categories are defined by the project owner. See example on the right.

Official Sponsors

Official Partners

Expo Partners

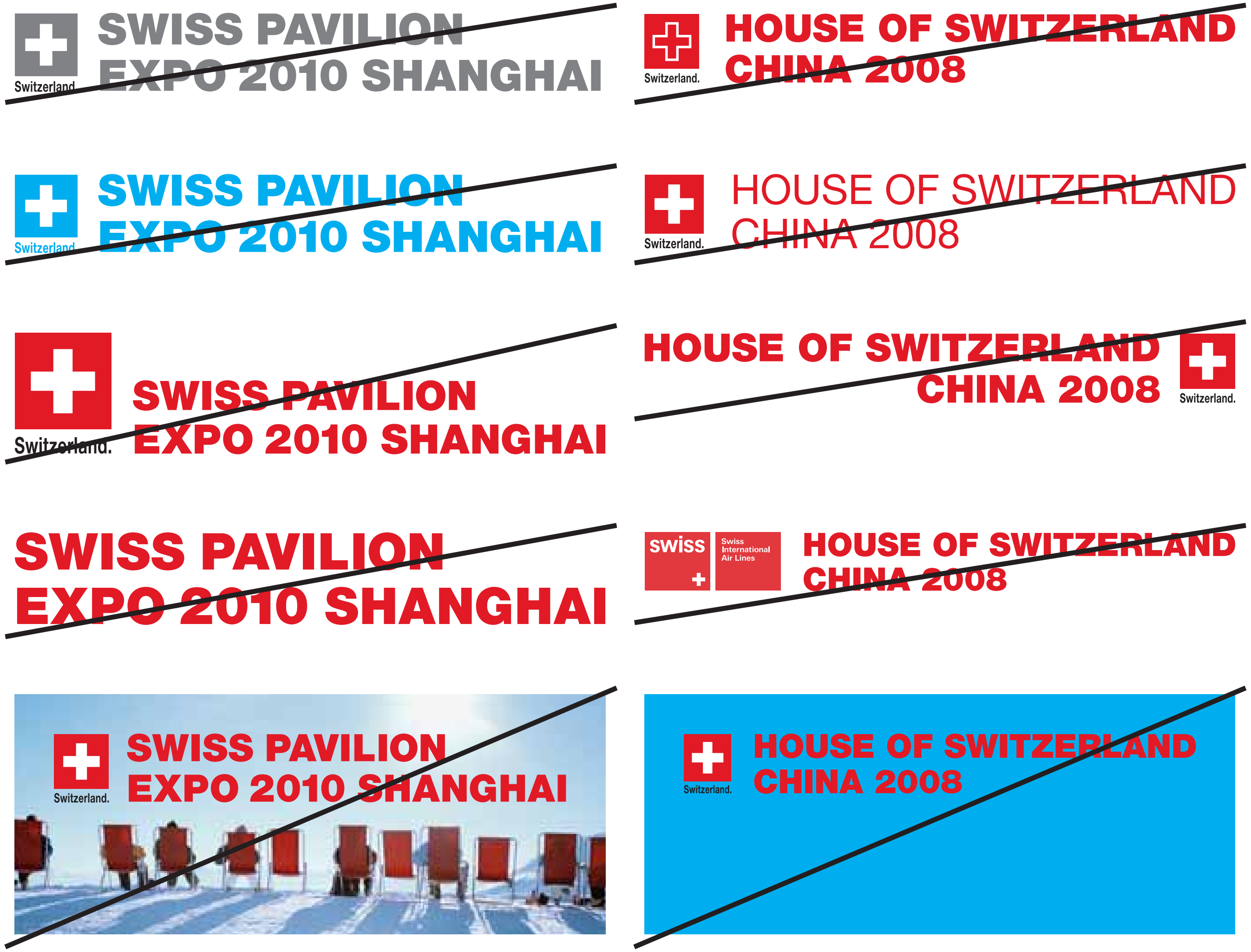
Logo

Don’ts

Do not separate the Logo Switzerland from the text. Do not create composed logos with partner or sponsor logos.

Do not alter text, colours, proportions or design of the major international events logos. Do not place the logos over alternative colours or photo backgrounds.

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


Switzerland
SWISS PAVILION
EXPO 2010 SHANGHAI
Switzerland.
HOUSE OF SWITZERLAND
CHINA 2008
Switzerland
SWISS PAVILION
EXPO 2010 SHANGHAI
Switzerland.
HOUSE OF SWITZERLAND
CHINA 2008
Switzerland.
SWISS PAVILION
EXPO 2010 SHANGHAI
HOUSE OF SWITZERLAND
CHINA 2008
Switzerland.
SWISS PAVILION
EXPO 2010 SHANGHAI
swiss
Swiss International Air Lines
HOUSE OF SWITZERLAND
CHINA 2008
Switzerland.
SWISS PAVILION
EXPO 2010 SHANGHAI
Switzerland.
HOUSE OF SWITZERLAND
CHINA 2008

7.3

Application Systems

The applications for the major international events correspond with the guidelines described in chapter 3, apart from exceptions shown below. Refer to chapter 3 for details, measurements etc.

The exceptions defined in this chapter are the only exceptions allowed within the communication for major international events.

Stationery

The CI Switzerland does not provide any own stationery for House of Switzerland and Swiss Pavilion as these projects are led by Presence Switzerland, an official unit of the Swiss Confederation. Therefore, all stationery shown here is applied from the guidelines of the Swiss Confederation.

The logos House of Switzerland resp. Swiss Pavilion appear on all stationery.

7.3.1.1

Letterhead

House of Switzerland

Preferred size for letterhead body text is 10 pt (Arial).

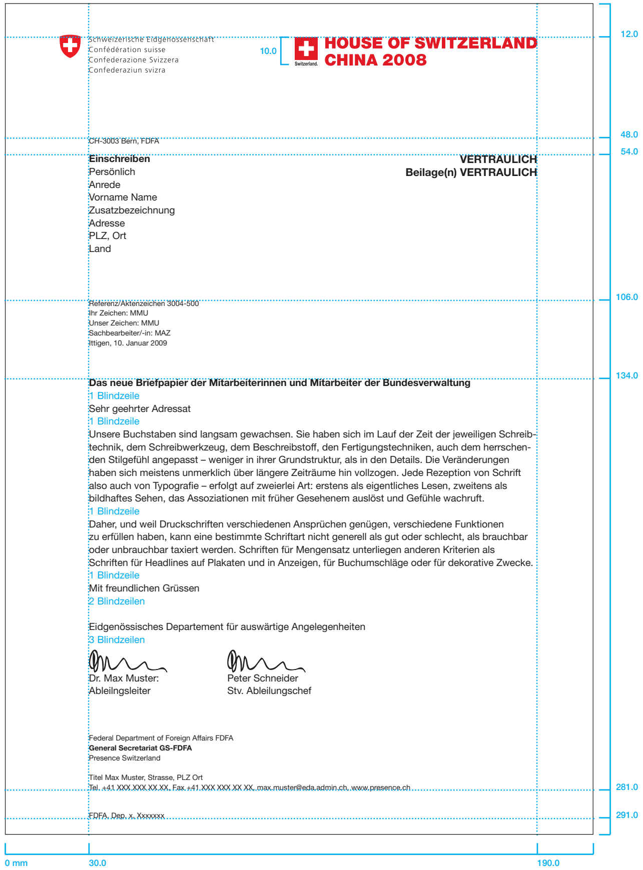
The letterhead template provided is standard A4 size (210 mm × 297 mm). US partners may adapt the design to American letterhead size, if needed.

The Logo House of Switzerland is placed on the top right of the page. This applies to letterheads for use within Switzerland as well as to letterheads used abroad.

Neither the Logo Confederation nor the Logo House of Switzerland is displayed on the continuation page.

Partner/sponsor logos are displayed at the very end of the text, underneath the part with signatures and list of attachments.

The envelopes used are the official envelopes of the Swiss Confederation.



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

HOUSE OF SWITZERLAND
CHINA 2008

CH-3003 Bern, FDFA

Einschreiben
Persönlich
Anrede
Vorname Name
Zusatzbezeichnung
Adresse
PLZ, Ort
Land

VERTRAULICH
Beilage(n) VERTRAULICH

Referenz/Aktenzeichen 3004-500
Ihr Zeichen: MMU
Unser Zeichen: MMU
Sachbearbeiter/-in: MAZ
Ittigen, 10. Januar 2009

Das neue Briefpapier der Mitarbeiterinnen und Mitarbeiter der Bundesverwaltung
1 Blindzeile
Sehr geehrter Adressat
1 Blindzeile
Unsere Buchstaben sind langsam gewachsen. Sie haben sich im Lauf der Zeit der jeweiligen Schreibtechnik, dem Schreibwerkzeug, dem Beschreibstoff, den Fertigungstechniken, auch dem herrschenden Stilgefühl angepasst – weniger in ihrer Grundstruktur, als in den Details. Die Veränderungen haben sich meistens unmerklich über längere Zeiträume hin vollzogen. Jede Rezeption von Schrift also auch von Typografie – erfolgt auf zweierlei Art: erstens als eigentliches Lesen, zweitens als bildhaftes Sehen, das Assoziationen mit früher Gesehenem auslöst und Gefühle wachruft.
1 Blindzeile
Daher, und weil Druckschriften verschiedenen Ansprüchen genügen, verschiedene Funktionen zu erfüllen haben, kann eine bestimmte Schriftart nicht generell als gut oder schlecht, als brauchbar oder unbrauchbar taxiert werden. Schriften für Mengensatz unterliegen anderen Kriterien als Schriften für Headlines auf Plakaten und in Anzeigen, für Buchumschläge oder für dekorative Zwecke.
1 Blindzeile
Mit freundlichen Grüssen
2 Blindzeilen

Eidgenössisches Departement für auswärtige Angelegenheiten
3 Blindzeilen

Dr. Max Muster:
Ableilngsleiter

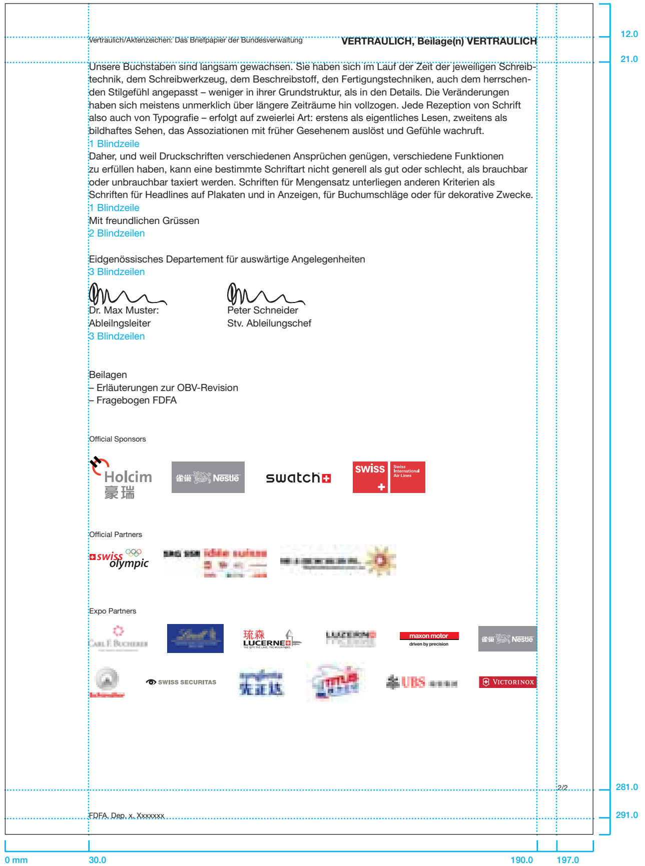
Peter Schneider
Stv. Ableilungschef

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

Titel Max Muster, Strasse, PLZ Ort
Tel. +41 XXX XXX XX XX, Fax +41 XXX XXX XX XX, max.muster@eda.admin.ch, www.presence.ch

FDFA, Dep. x, Xxxxxxx

Letterhead, size A4, scaled down presentation, all measurements in mm



Vertraulich/Aktenzeichen: Das Briefpapier der Bundesverwaltung **VERTRAULICH, Beilage(n) VERTRAULICH**

Unsere Buchstaben sind langsam gewachsen. Sie haben sich im Lauf der Zeit der jeweiligen Schreibtechnik, dem Schreibwerkzeug, dem Beschreibstoff, den Fertigungstechniken, auch dem herrschenden Stilgefühl angepasst – weniger in ihrer Grundstruktur, als in den Details. Die Veränderungen haben sich meistens unmerklich über längere Zeiträume hin vollzogen. Jede Rezeption von Schrift also auch von Typografie – erfolgt auf zweierlei Art: erstens als eigentliches Lesen, zweitens als bildhaftes Sehen, das Assoziationen mit früher Gesehenem auslöst und Gefühle wachruft.
1 Blindzeile
Daher, und weil Druckschriften verschiedenen Ansprüchen genügen, verschiedene Funktionen zu erfüllen haben, kann eine bestimmte Schriftart nicht generell als gut oder schlecht, als brauchbar oder unbrauchbar taxiert werden. Schriften für Mengensatz unterliegen anderen Kriterien als Schriften für Headlines auf Plakaten und in Anzeigen, für Buchumschläge oder für dekorative Zwecke.
1 Blindzeile
Mit freundlichen Grüssen
2 Blindzeilen

Eidgenössisches Departement für auswärtige Angelegenheiten
3 Blindzeilen

Dr. Max Muster:
Ableilngsleiter

Peter Schneider
Stv. Ableilungschef

3 Blindzeilen

Beilagen
– Erläuterungen zur OBV-Revision
– Fragebogen FDFA

Official Sponsors

Official Partners

Expo Partners

2/2

FDFA, Dep. x, Xxxxxxx

Continuation page

7.3.1.1

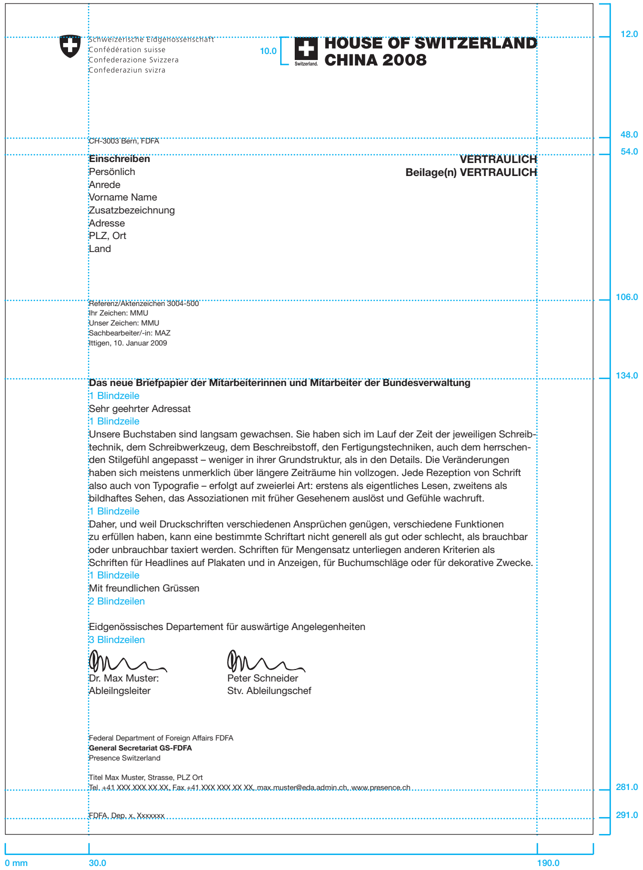
Application Systems

Stationery

Letterhead

House of Switzerland

The black and white version should only be used if there is no colour-printer available.


12.0
10.0
48.0
54.0
106.0
134.0
281.0
291.0
0 mm
30.0
190.0

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

HOUSE OF SWITZERLAND
CHINA 2008
Switzerland.

CH-3003 Bern, FDFA

Einschreiben
Persönlich
Anrede
Vorname Name
Zusatzbezeichnung
Adresse
PLZ, Ort
Land

VERTRAULICH
Beilage(n) VERTRAULICH

Referenz/Aktenzeichen 3004-500
Ihr Zeichen: MMU
Unser Zeichen: MMU
Sachbearbeiter/-in: MAZ
Ittigen, 10. Januar 2009

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1 Blindzeile
Daher, und weil Druckschriften verschiedenen Ansprüchen genügen, verschiedene Funktionen zu erfüllen haben, kann eine bestimmte Schriftart nicht generell als gut oder schlecht, als brauchbar oder unbrauchbar taxiert werden. Schriften für Mengensatz unterliegen anderen Kriterien als Schriften für Headlines auf Plakaten und in Anzeigen, für Buchumschläge oder für dekorative Zwecke.
1 Blindzeile
Mit freundlichen Grüssen
2 Blindzeilen

Eidgenössisches Departement für auswärtige Angelegenheiten
3 Blindzeilen

Dr. Max Muster:
Ableilngsleiter

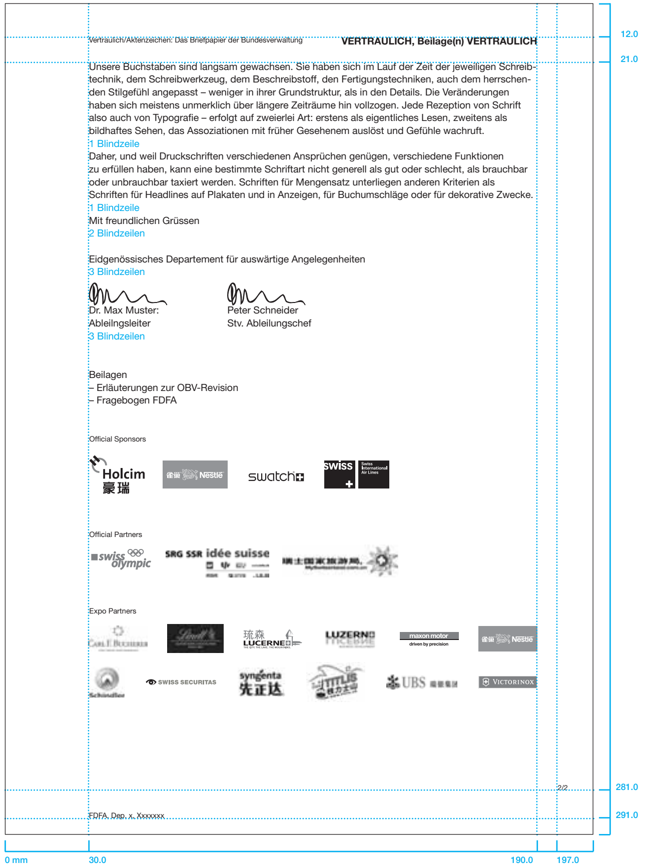
Peter Schneider
Stv. Ableilungschef

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

Titel Max Muster, Strasse, PLZ Ort
Tel. +41 XXX XXX XX XX, Fax +41 XXX XXX XX XX, max.muster@eda.admin.ch, www.presence.ch

FDFA, Dep. x, Xxxxxxx

Letterhead, size A4, scaled down presentation, all measurements in mm


12.0
21.0
281.0
291.0
0 mm
30.0
190.0
197.0
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Nestlé
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SWISS
Swiss International Air Lines
swiss olympic
SRG SSR idée suisse
LUCERNE
LUZERN
maxon motor
driven by precision
Nestlé
SWISS SECURITAS
syngenta
先正达
TITLIS
UBS
VICTORINOX

Vertraulich/Aktenzeichen: Das Briefpapier der Bundesverwaltung

VERTRAULICH, Beilage(n) VERTRAULICH

Unsere Buchstaben sind langsam gewachsen. Sie haben sich im Lauf der Zeit der jeweiligen Schreibtechnik, dem Schreibwerkzeug, dem Beschreibstoff, den Fertigungstechniken, auch dem herrschenden Stilgefühl angepasst – weniger in ihrer Grundstruktur, als in den Details. Die Veränderungen haben sich meistens unmerklich über längere Zeiträume hin vollzogen. Jede Rezeption von Schrift also auch von Typografie – erfolgt auf zweierlei Art: erstens als eigentliches Lesen, zweitens als bildhaftes Sehen, das Assoziationen mit früher Gesehenem auslöst und Gefühle wachruft.
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1 Blindzeile
Mit freundlichen Grüssen
2 Blindzeilen

Eidgenössisches Departement für auswärtige Angelegenheiten
3 Blindzeilen

Dr. Max Muster:
Ableilngsleiter
3 Blindzeilen

Peter Schneider
Stv. Ableilungschef

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Continuation page

7.3.1.1

Application Systems
Stationery
Letterhead

Swiss Pavilion

Preferred size for letterhead body text is 10 pt (Arial).

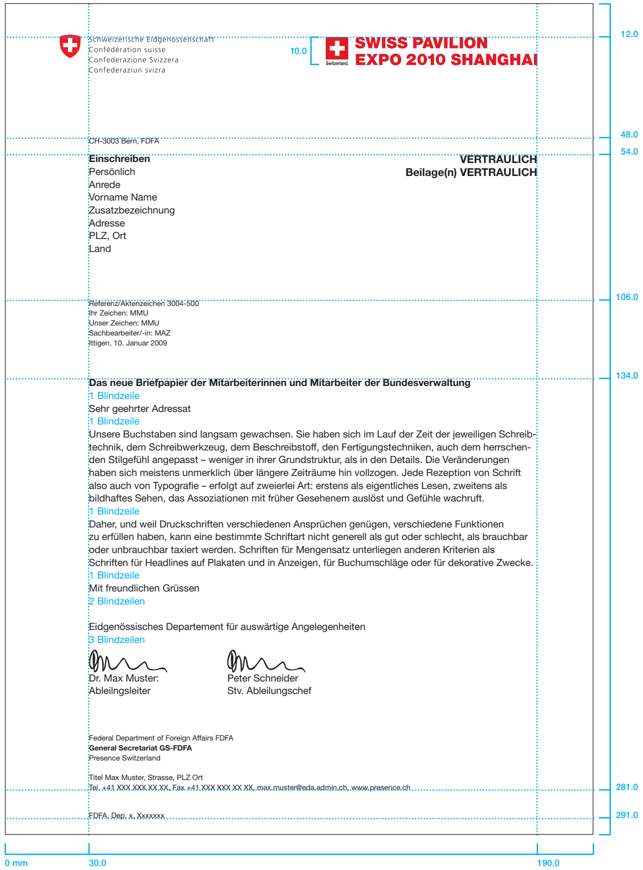
The letterhead template provided is standard A4 size (210 mm × 297 mm). US partners may adapt the design to American letterhead size, if needed.

The Logo Swiss Pavilion is placed on the top right of the page. This applies to letterheads for use within Switzerland as well as to letterheads used abroad.

Neither the Logo Confederation nor the Logo Swiss Pavilion is displayed on the continuation page.

Partner/sponsor logos are displayed at the very end of the text, underneath the part with signatures and list of attachments.

The envelopes used are the official envelopes of the Swiss Confederation.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Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

SWISS PAVILION
EXPO 2010 SHANGHAI
Switzerland.

CH-3003 Bern, FDFA

Einschreiben
Persönlich
Anrede
Vorname Name
Zusatzbezeichnung
Adresse
PLZ, Ort
Land

VERTRAULICH
Beilage(n) VERTRAULICH

Referenz/Aktenzeichen 3004-500
Ihr Zeichen: MMU
Unser Zeichen: MMU
Sachbearbeiter/-in: MAZ
Ittigen, 10. Januar 2009

Das neue Briefpapier der Mitarbeiterinnen und Mitarbeiter der Bundesverwaltung
1 Blindzeile
Sehr geehrter Adressat
1 Blindzeile
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Mit freundlichen Grüssen
2 Blindzeilen

Eidgenössisches Departement für auswärtige Angelegenheiten
3 Blindzeilen

Dr. Max Muster:
Ableilngsleiter

Peter Schneider
Stv. Ableilungschef

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

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Tel. +41 XXX XXX XX XX, Fax +41 XXX XXX XX XX, max.muster@eda.admin.ch, www.presence.ch

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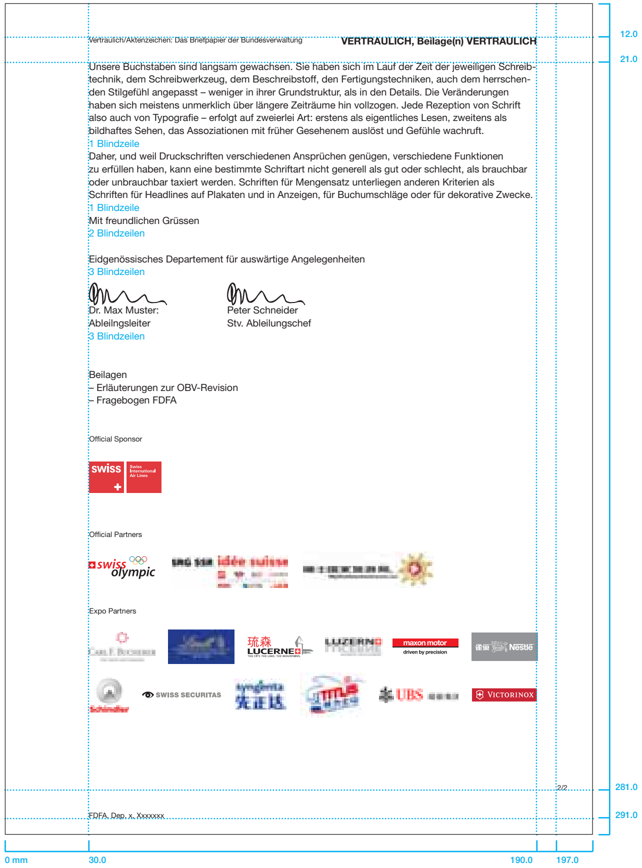
Letterhead, size A4, scaled down presentation, all measurements in mm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maxon motor
driven by precision
Nestlé
SWISS SECURITAS
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7.3.1.1

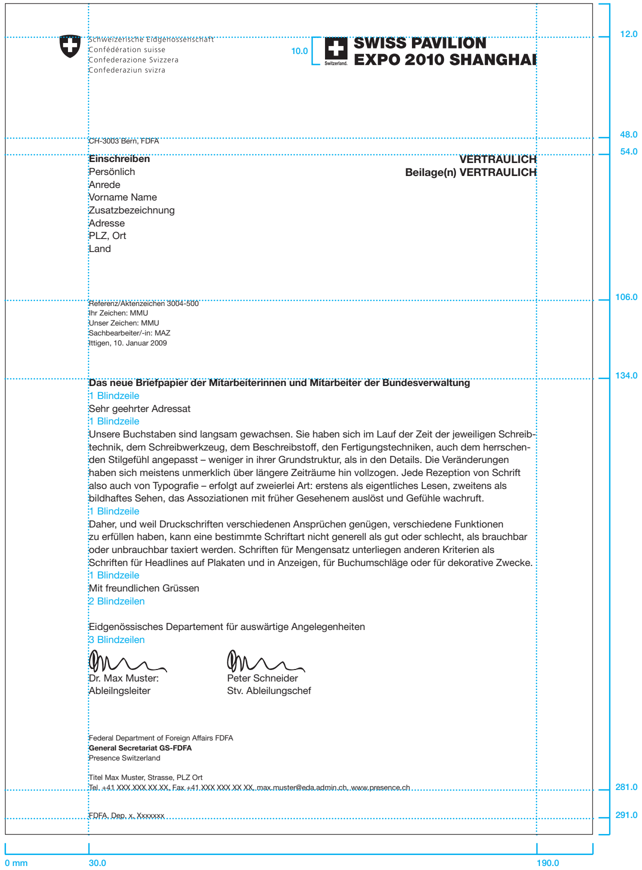
Application Systems

Stationery

Letterhead

Swiss Pavilion

The black and white version should only be used if there is no colour-printer available.



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Vorname Name
Zusatzbezeichnung
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General Secretariat GS-FDFA
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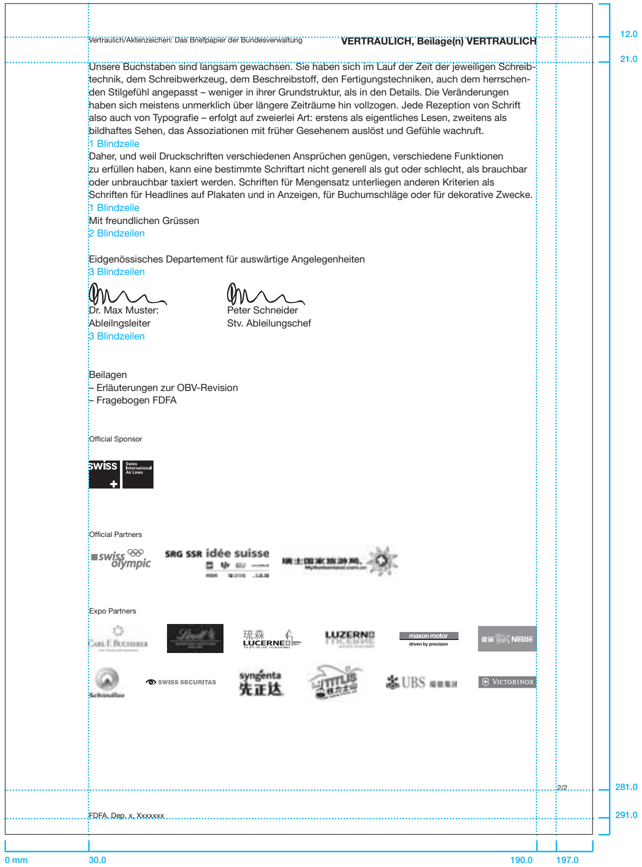
Letterhead, size A4, scaled down presentation, all measurements in mm



Vertraulich/Aktenzeichen: Das Briefpapier der Bundesverwaltung **VERTRAULICH, Beilage(n) VERTRAULICH**

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Eidgenössisches Departement für auswärtige Angelegenheiten
3 Blindzeilen

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Peter Schneider
Stv. Ableilungschef

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Continuation page

7.3.1.2

Application Systems

Stationery

Facsimile

House of Switzerland

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The Logo House of Switzerland is placed on the top right of the page.

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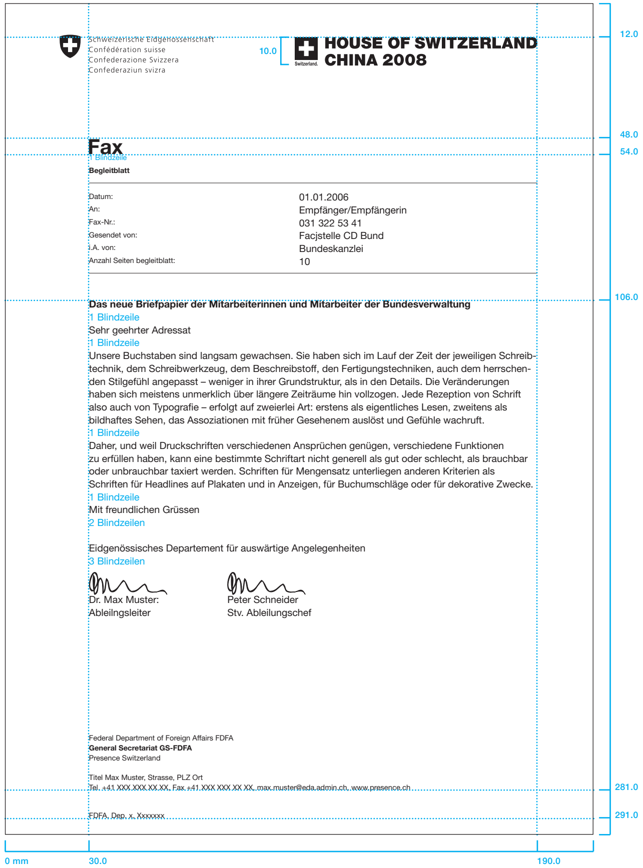
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Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

HOUSE OF SWITZERLAND
CHINA 2008

Fax
1 Blindzeile
Begleitblatt

Datum: 01.01.2006
An: Empfänger/Empfängerin
Fax-Nr.: 031 322 53 41
Gesendet von: Facjstelle CD Bund
i.A. von: Bundeskanzlei
Anzahl Seiten begleitblatt: 10

Das neue Briefpapier der Mitarbeiterinnen und Mitarbeiter der Bundesverwaltung
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Sehr geehrter Adressat
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Mit freundlichen Grüssen
2 Blindzeilen

Eidgenössisches Departement für auswärtige Angelegenheiten
3 Blindzeilen

Dr. Max Muster: Ableilngsleiter	Peter Schneider Stv. Ableilungschef

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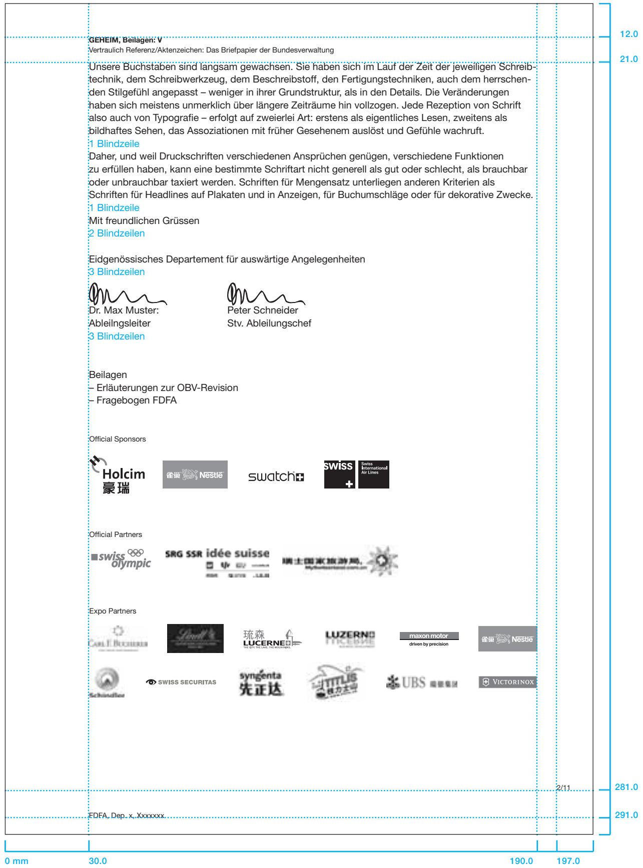
FDFA, Dep. x, Xxxxxxx

Facsimile, size A4, scaled down presentation, all measurements in mm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GEHEIM, Beilagen: V
Vertraulich Referenz/Aktenzeichen: Das Briefpapier der Bundesverwaltung
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3 Blindzeilen

Dr. Max Muster: Ableilngsleiter	Peter Schneider Stv. Ableilungschef

3 Blindzeilen

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7.3.1.2

Application Systems

Stationery

Facsimile

Swiss Pavilion

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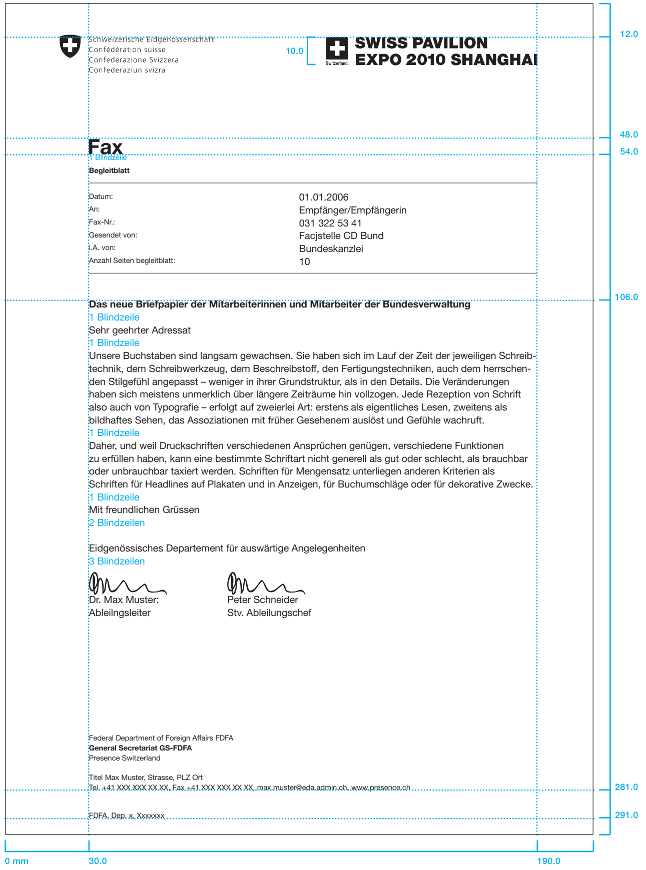
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Switzerland.
SWISS PAVILION
EXPO 2010 SHANGHAI

Fax
1 Blindzeile
Begleitblatt

Datum: 01.01.2006
An: Empfänger/Empfängerin
Fax-Nr.: 031 322 53 41
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3 Blindzeilen

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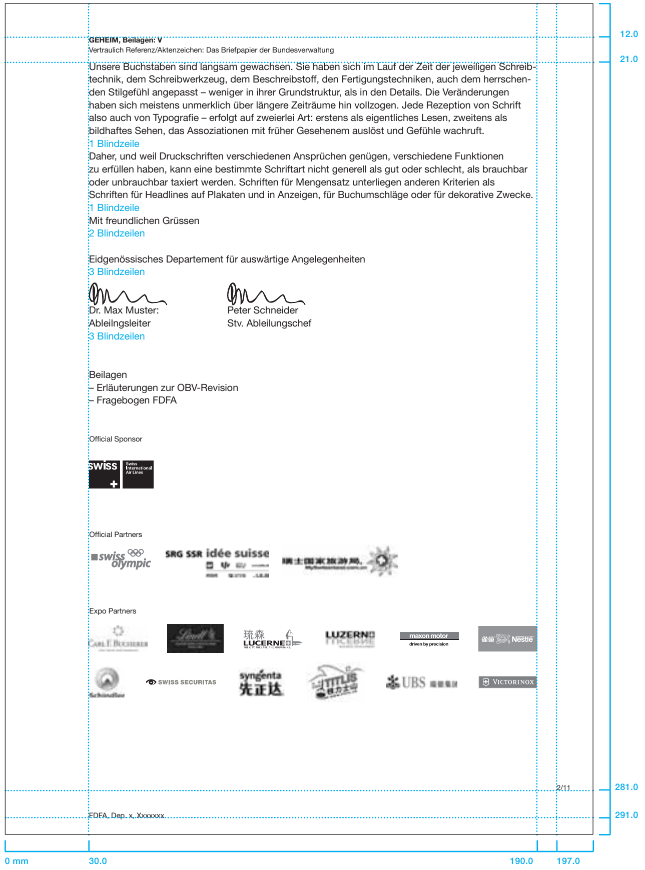
Facsimile, size A4, scaled down presentation, all measurements in mm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LUZERN
maxon motor
driven by precision
Nestlé
Schindler
SWISS SECURITAS
syngenta
先正达
TITLIS
UBS
VICTORINOX

GEHEIM, Beilagen: V
Vertraulich Referenz/Aktenzeichen: Das Briefpapier der Bundesverwaltung

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Business Card

Business cards are printed double-sided.

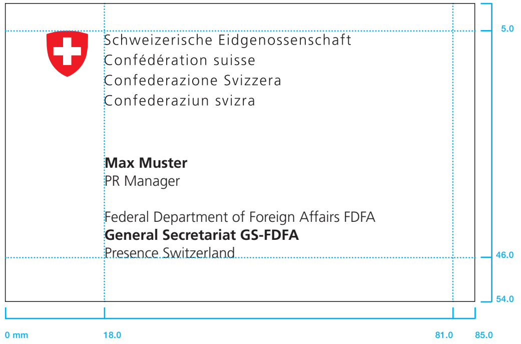
The front is used for representation, containing the name and function of the holder plus the department and organisational unit underneath the Logo Confederation.

The back is reserved for detailed information. It can be adapted to the specific needs of the organisational unit within the framework of the CD Confederation. The Logo House of Switzerland resp. Swiss Pavilion is placed on the top right.

Business cards are printed in one language only. For additional languages additional business cards will be printed.

Always use the recommended text size found in the business card template.

Business Card House of Switzerland



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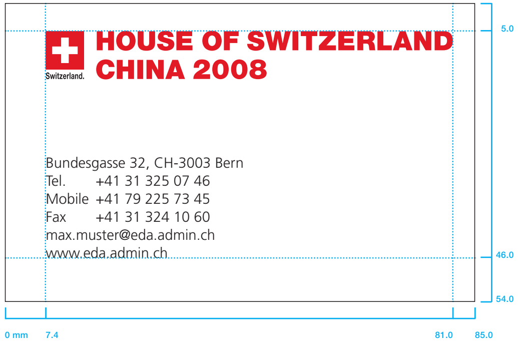
Max Muster
PR Manager

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

Front, size 85 x 54 mm, scaled down presentation, all measurements in mm



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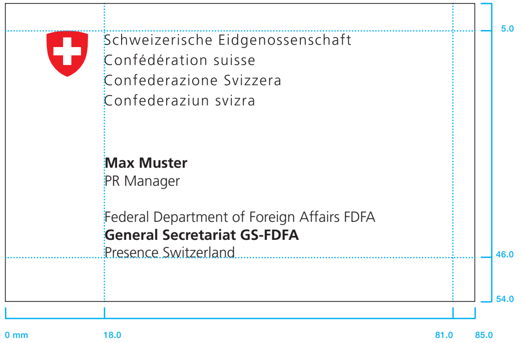
Business Card Swiss Pavilion



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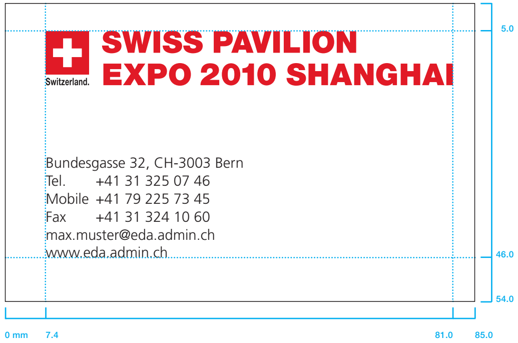

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Back

7.3.1.4

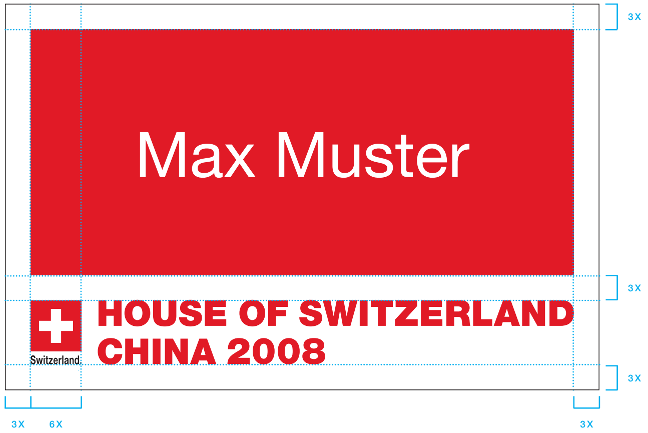
Application Systems

Stationery

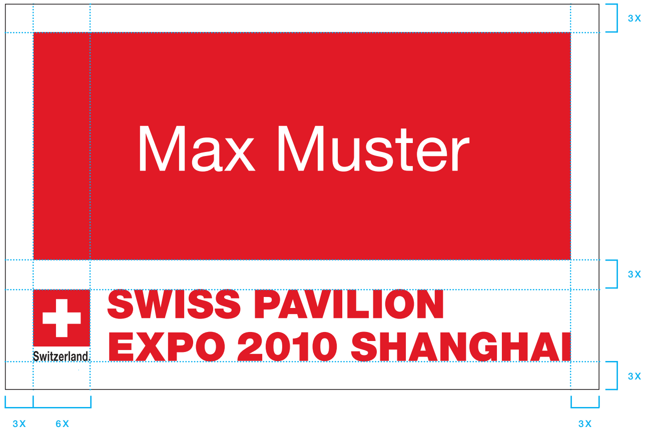
Name Tag

On name tags the Logo House of Switzerland resp. Swiss Pavilion is placed on the bottom right.

Minimum height of the logo is 6 mm, maximum height is 10 mm.


Max Muster
HOUSE OF SWITZERLAND
CHINA 2008
Switzerland.
3X
3X
3X
3X
6X
3X

Name Tag House of Switzerland


Max Muster
SWISS PAVILION
EXPO 2010 SHANGHAI
Switzerland.
3X
3X
3X
3X
6X
3X

Name Tag Swiss Pavilion

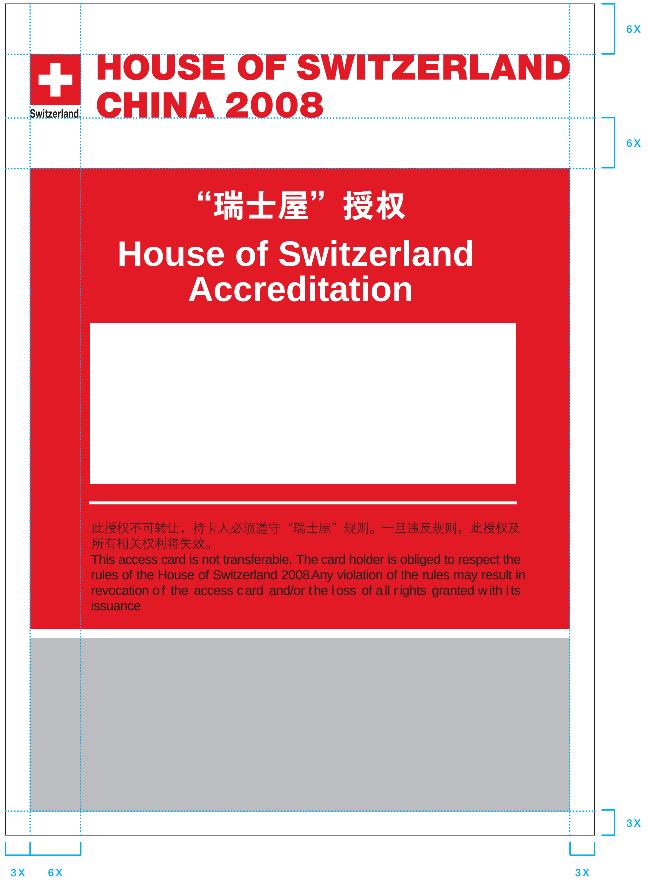
Backstage Pass

Front

The Logo House of Switzerland resp. Swiss Pavilion is placed on the top right of the backstage pass.

The size of the backstage pass shown on the right is a possible example. There is no regulated size for the backstage pass. It is important, though, that the logo is not smaller than minimum height. If possible use the full width of the backstage pass for the logo.

Minimum height of the logo is 6 mm, maximum height is 14 mm.


Switzerland
HOUSE OF SWITZERLAND
CHINA 2008
“瑞士屋” 授权
House of Switzerland
Accreditation
6X
6X
3X
3X
6X
3X

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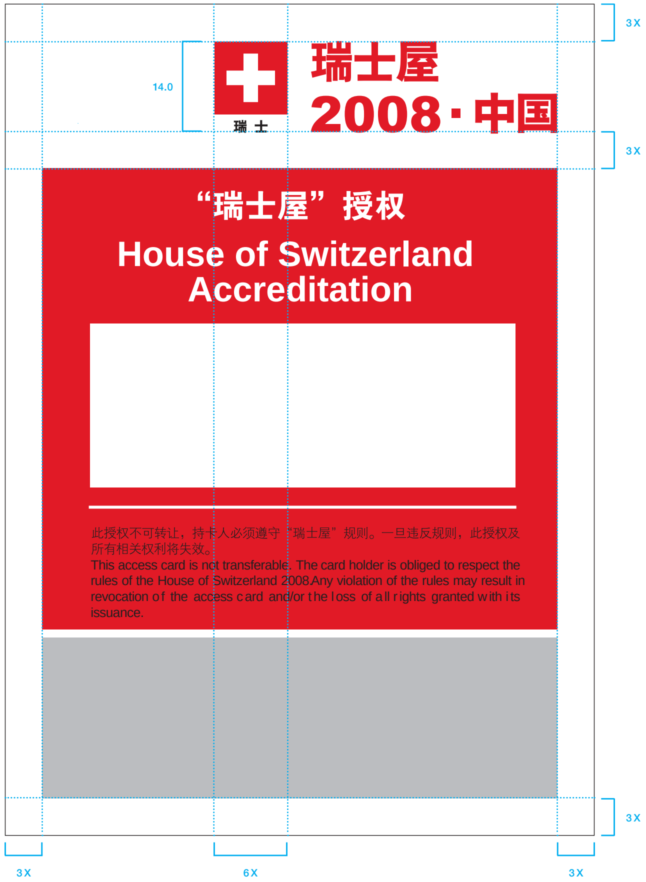
This access card is not transferable. The card holder is obliged to respect the rules of the House of Switzerland 2008.Any violation of the rules may result in revocation of the access card and/or the loss of all rights granted with its issuance

Front backstage pass House of Switzerland


14.0
瑞士
瑞士屋
2008·中国
“瑞士屋” 授权
House of Switzerland
Accreditation
3X
3X
3X
3X
6X
3X

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Front backstage pass House of Switzerland (Chinese)

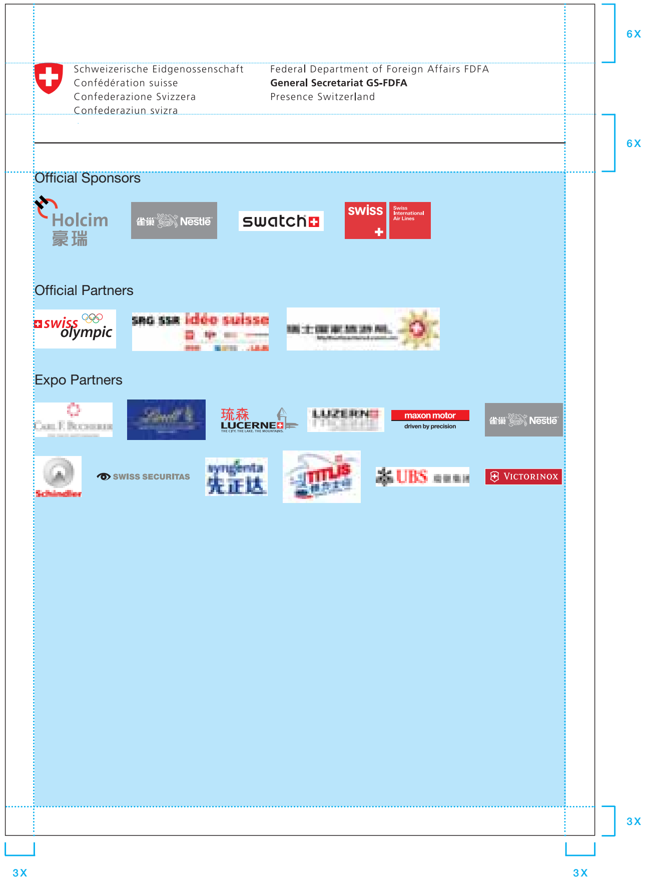
Backstage-Pass

Back

The Logo Confederation is placed on the top left of the backstage pass.

Minimum height of the logo is 6 mm, maximum height is 14 mm.

Logos of partner/sponsors are displayed in hierarchical order on the back of the backstage pass, underneath the Logo Confederation. Note that Logo Confederation and partner/sponsor logos are always separated by a horizontal line.


Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
Official Sponsors
Official Partners
Expo Partners
6 X
6 X
3 X
3 X
3 X

Back backstage pass

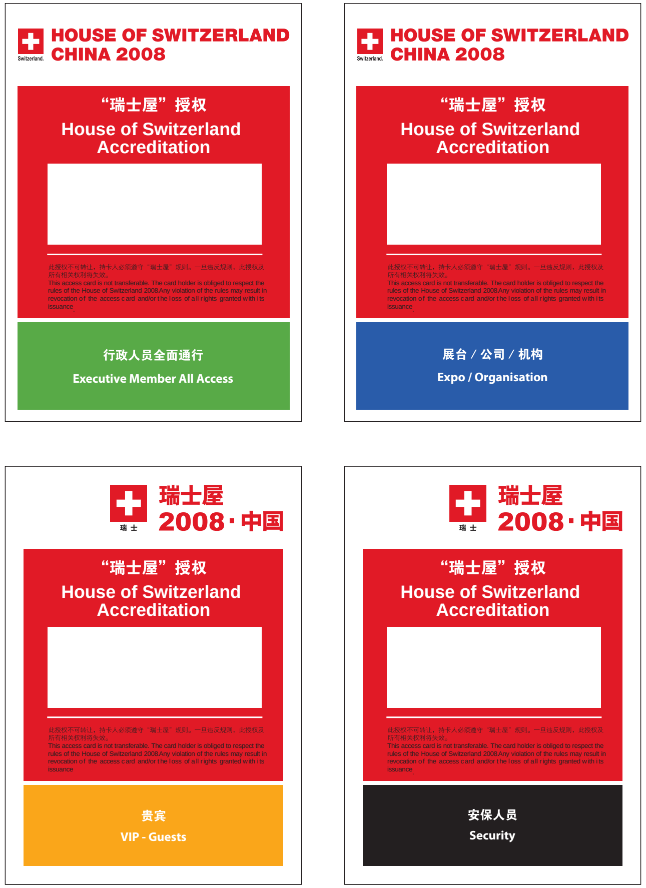
Backstage-Pass

Colours

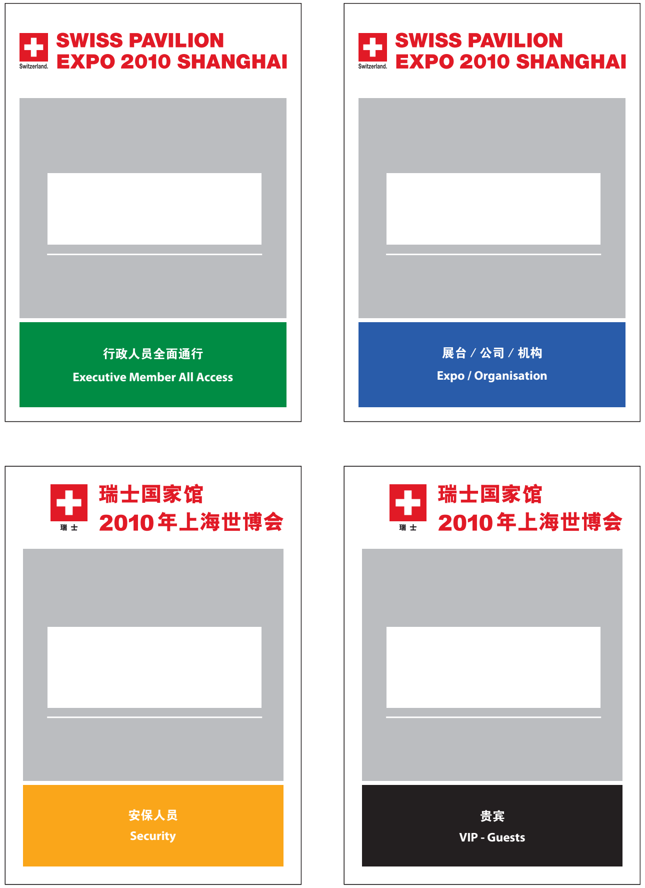
Primary colours for the backstage passes are red, white and black, as defined in chapter 2.5.

Secondary colours are used to identify the group and function of the carrier.

Backstage pass, examples House of Switzerland


HOUSE OF SWITZERLAND CHINA 2008
Switzerland.
“瑞士屋”授权
House of Switzerland Accreditation
行政人员全面通行
Executive Member All Access
HOUSE OF SWITZERLAND CHINA 2008
Switzerland.
“瑞士屋”授权
House of Switzerland Accreditation
展台 / 公司 / 机构
Expo / Organisation
瑞士屋
2008·中国
瑞士
“瑞士屋”授权
House of Switzerland Accreditation
贵宾
VIP - Guests
瑞士屋
2008·中国
瑞士
“瑞士屋”授权
House of Switzerland Accreditation
安保人员
Security

Backstage pass, examples Swiss Pavilion


SWISS PAVILION EXPO 2010 SHANGHAI
Switzerland.
行政人员全面通行
Executive Member All Access
SWISS PAVILION EXPO 2010 SHANGHAI
Switzerland.
展台 / 公司 / 机构
Expo / Organisation
瑞士国家馆
2010年上海世博会
瑞士
安保人员
Security
瑞士国家馆
2010年上海世博会
瑞士
贵宾
VIP - Guests

Backstage-Pass

Secondary Colours

Only use the secondary colours defined here.

🟩

Colour
CMYK 70/10/100/0
Pantone 376 C/376 U
RGB 91/161/40
HEX #5BA128

🟦

Colour
CMYK 90/70/0/0
Pantone 2728 C/2728 U
RGB 30/84/158
HEX #1E549E

🟦

Colour
CMYK 60/15/0/0
Pantone 298 C/298 U
RGB 103/179/223
HEX #67B3DF

🟧

Colour
CMYK 0/40/100/0
Pantone 130 C/129 U
RGB 246/168/0
HEX #F6A800

⬛

Colour
CMYK 0/0/0/100
Pantone Pro. Black C/Pro. Blac U
RGB 0/0/0
HEX #000000

🟫

Colour
CMYK 0/20/100/60
Pantone 4495 C/456 U
RGB 133/109/0
HEX #856d00

🟥

Colour
CMYK 25/100/100/20
Pantone 484 C/173 U
RGB 161/20/28
HEX #A1141C

🟩

Colour
CMYK 100/0/100/20
Pantone 356 C/356 U
RGB 0/124/48
HEX #007C30

◼

Colour
CMYK 0/0/0/60
Pantone 424 C/424 U
RGB 135/136/138
HEX #87888A

⬜

Colour
CMYK 0/0/0/0
–
RGB 255/255/255
HEX #FFFFFF

Publications

Publications such as press releases, brochures or information leaflets should display the identity of Switzerland.

Apart from the consistent usage of the logos a specific visual identity should be established and followed to communicate the Brand Identity Switzerland.

Press Release

House of Switzerland

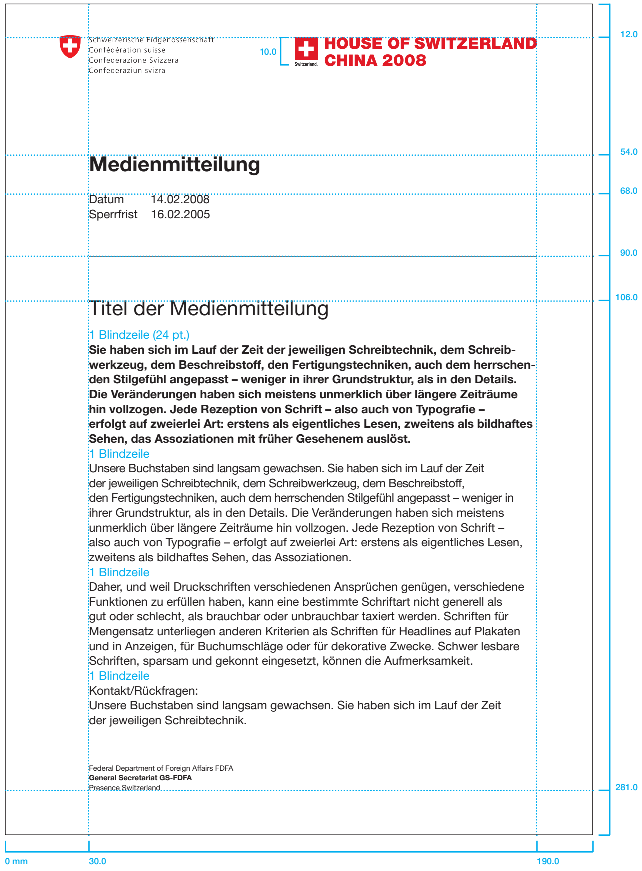
Preferred size for letterhead body text is 10 pt (Arial), for heading it is 21 pt bold (Arial).

The Logo House of Switzerland is placed on the top right of the page.

Neither Logo Confederation nor Logo House of Switzerland is displayed on the continuation pages.

Partner/sponsor logos are displayed at the very end of the text, underneath the part with the contact information.

Press releases can be published either in colour (red/white/black) or in black and white.



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Switzerland.
HOUSE OF SWITZERLAND
CHINA 2008

Medienmitteilung

Datum 14.02.2008
Sperrfrist 16.02.2005

Titel der Medienmitteilung

1 Blindzeile (24 pt.)

Sie haben sich im Lauf der Zeit der jeweiligen Schreibtechnik, dem Schreibwerkzeug, dem Beschreibstoff, den Fertigungstechniken, auch dem herrschenden Stilgefühl angepasst – weniger in ihrer Grundstruktur, als in den Details. Die Veränderungen haben sich meistens unmerklich über längere Zeiträume hin vollzogen. Jede Rezeption von Schrift – also auch von Typografie – erfolgt auf zweierlei Art: erstens als eigentliches Lesen, zweitens als bildhaftes Sehen, das Assoziationen mit früher Gesehenem auslöst.

1 Blindzeile

Unsere Buchstaben sind langsam gewachsen. Sie haben sich im Lauf der Zeit der jeweiligen Schreibtechnik, dem Schreibwerkzeug, dem Beschreibstoff, den Fertigungstechniken, auch dem herrschenden Stilgefühl angepasst – weniger in ihrer Grundstruktur, als in den Details. Die Veränderungen haben sich meistens unmerklich über längere Zeiträume hin vollzogen. Jede Rezeption von Schrift – also auch von Typografie – erfolgt auf zweierlei Art: erstens als eigentliches Lesen, zweitens als bildhaftes Sehen, das Assoziationen.

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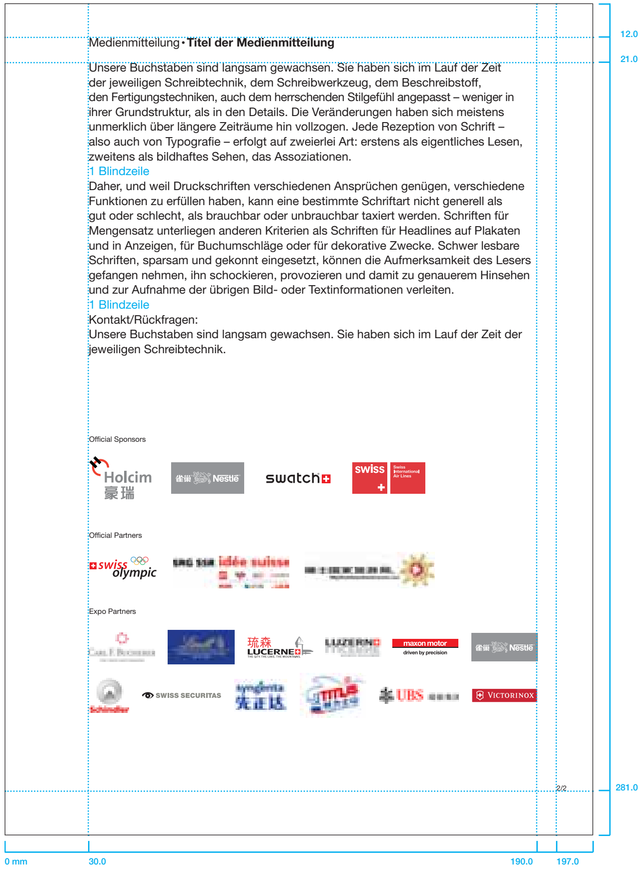
1 Blindzeile

Kontakt/Rückfragen:
Unsere Buchstaben sind langsam gewachsen. Sie haben sich im Lauf der Zeit der jeweiligen Schreibtechnik.

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



Medienmitteilung • **Titel der Medienmitteilung**

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1 Blindzeile

Kontakt/Rückfragen:
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Official Sponsors

Official Partners

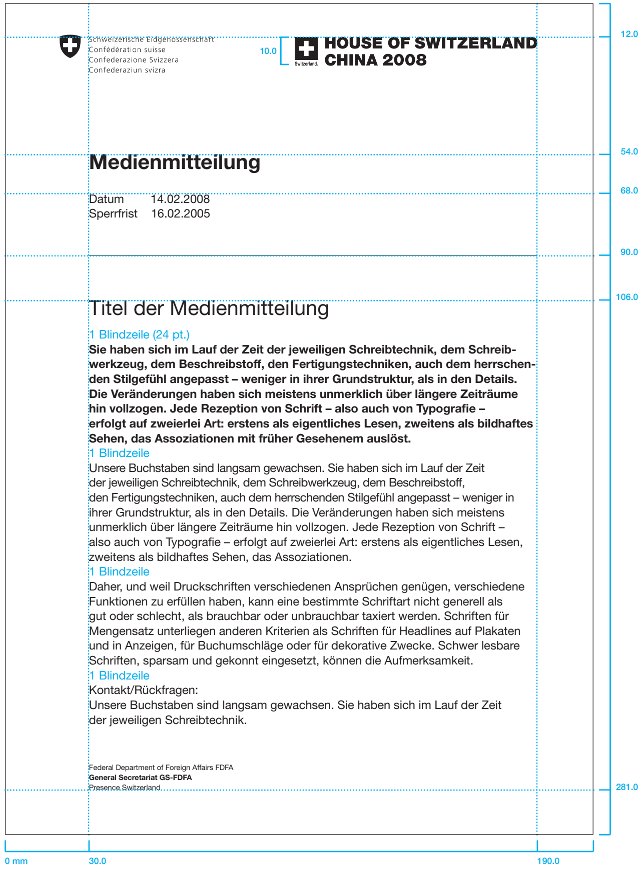
Expo Partners

2/2

Press Release

House of Switzerland

The black and white version should only be used if there is no colour-printer available.


12.0
10.0
54.0
68.0
90.0
106.0
281.0
0 mm
30.0
190.0

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Switzerland.
**HOUSE OF SWITZERLAND
CHINA 2008**

Medienmitteilung

Datum 14.02.2008
Sperrfrist 16.02.2005

Titel der Medienmitteilung

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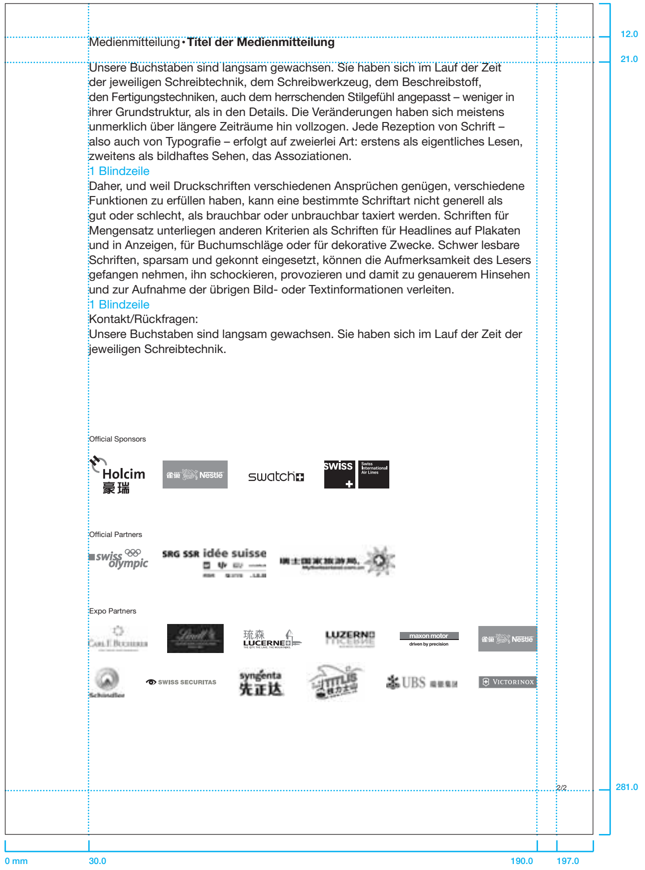
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland


12.0
21.0
281.0
0 mm
30.0
190.0
197.0

Medienmitteilung • **Titel der Medienmitteilung**

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Official Sponsors

Official Partners

Expo Partners

2/2

Press Release

Swiss Pavilion

Preferred size for letterhead body text is 10 pt (Arial), for heading it is 21 pt bold (Arial).

The Logo Swiss Pavilion is placed on the top right of the page.

Neither Logo Confederation nor Logo Swiss Pavilion is displayed on the continuation pages.

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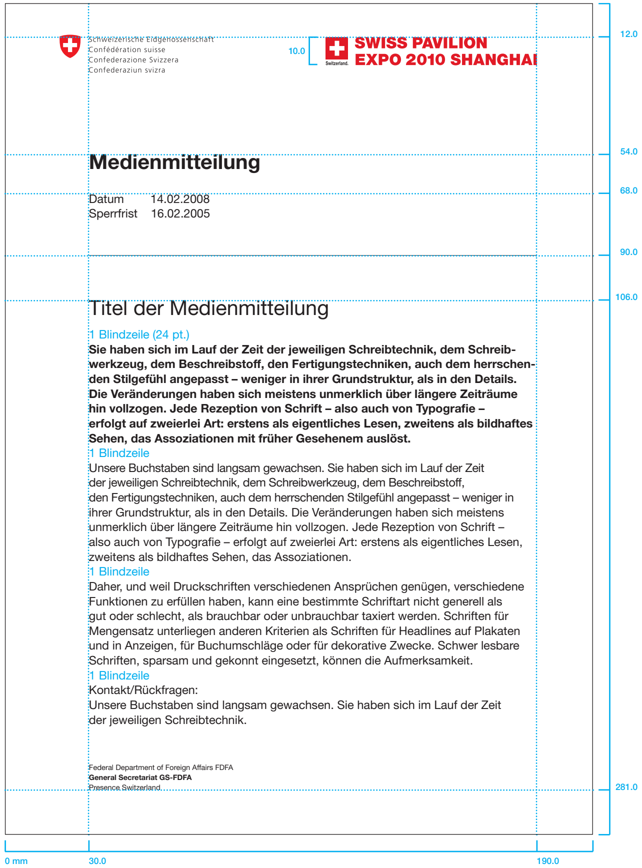

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

SWISS PAVILION
EXPO 2010 SHANGHAI
Switzerland.

Medienmitteilung

Datum 14.02.2008
Sperrfrist 16.02.2005

Titel der Medienmitteilung

1 Blindzeile (24 pt.)

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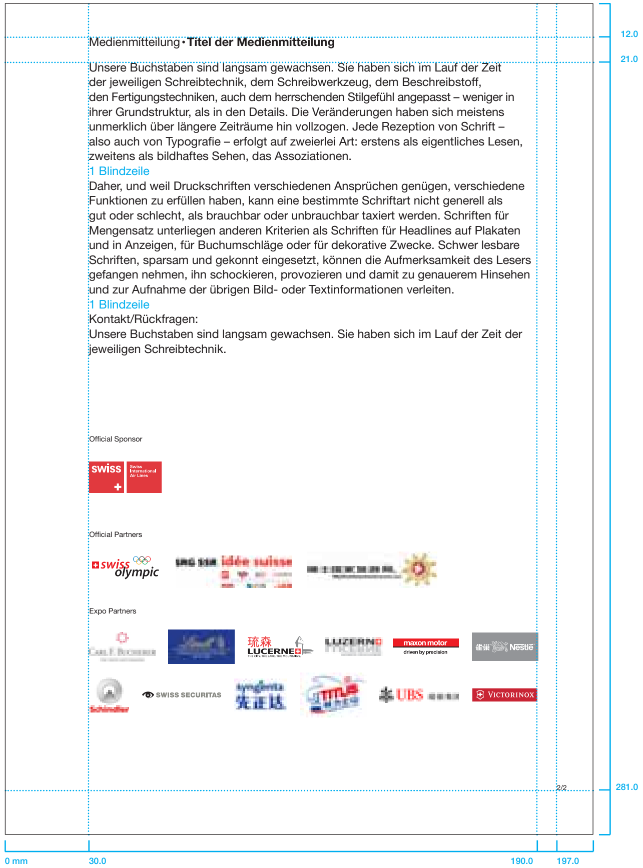
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland



Medienmitteilung • **Titel der Medienmitteilung**

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Kontakt/Rückfragen:
Unsere Buchstaben sind langsam gewachsen. Sie haben sich im Lauf der Zeit der jeweiligen Schreibtechnik.

Official Sponsor

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Press Release

Swiss Pavilion

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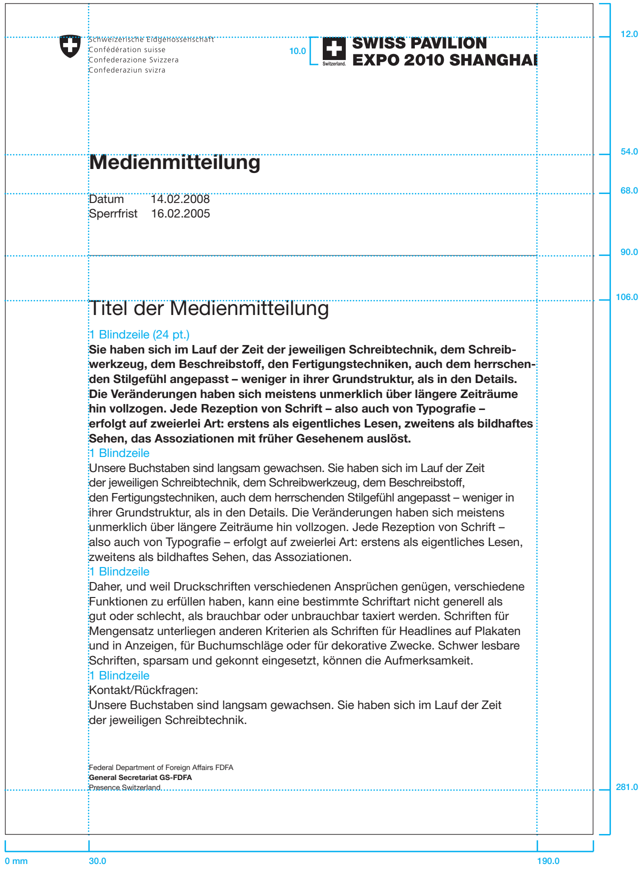

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

SWISS PAVILION
EXPO 2010 SHANGHAI
Switzerland.

Medienmitteilung

Datum 14.02.2008
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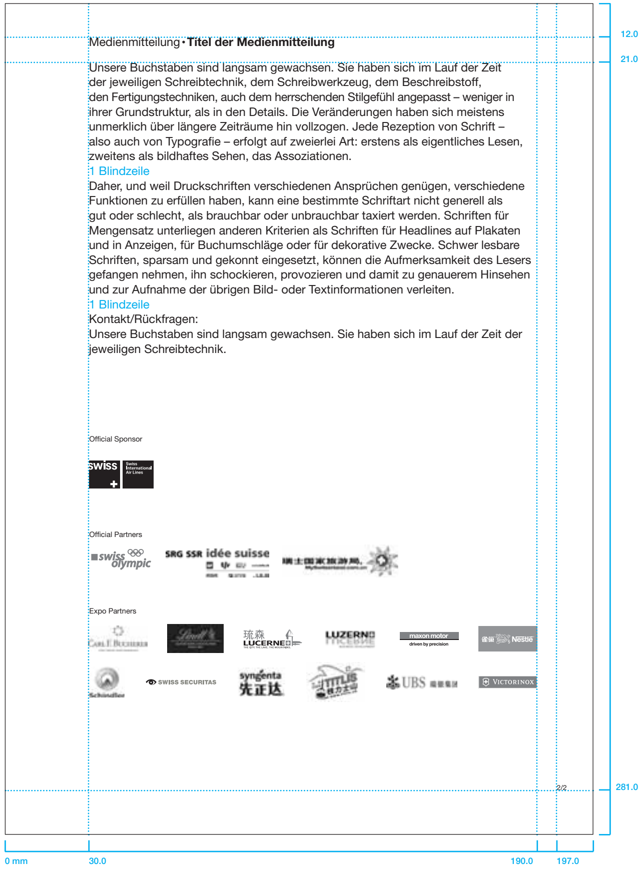
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland



Medienmitteilung • **Titel der Medienmitteilung**

Unsere Buchstaben sind langsam gewachsen. Sie haben sich im Lauf der Zeit der jeweiligen Schreibtechnik, dem Schreibwerkzeug, dem Beschreibstoff, den Fertigungstechniken, auch dem herrschenden Stilgefühl angepasst – weniger in ihrer Grundstruktur, als in den Details. Die Veränderungen haben sich meistens unmerklich über längere Zeiträume hin vollzogen. Jede Rezeption von Schrift – also auch von Typografie – erfolgt auf zweierlei Art: erstens als eigentliches Lesen, zweitens als bildhaftes Sehen, das Assoziationen.

1 Blindzeile

Daher, und weil Druckschriften verschiedenen Ansprüchen genügen, verschiedene Funktionen zu erfüllen haben, kann eine bestimmte Schrift nicht generell als gut oder schlecht, als brauchbar oder unbrauchbar taxiert werden. Schriften für Mengensatz unterliegen anderen Kriterien als Schriften für Headlines auf Plakaten und in Anzeigen, für Buchumschläge oder für dekorative Zwecke. Schwer lesbare Schriften, sparsam und gekonnt eingesetzt, können die Aufmerksamkeit des Lesers gefangen nehmen, ihn schockieren, provozieren und damit zu genauerem Hinsehen und zur Aufnahme der übrigen Bild- oder Textinformationen verleiten.

1 Blindzeile

Kontakt/Rückfragen:
Unsere Buchstaben sind langsam gewachsen. Sie haben sich im Lauf der Zeit der jeweiligen Schreibtechnik.

Official Sponsor

Official Partners

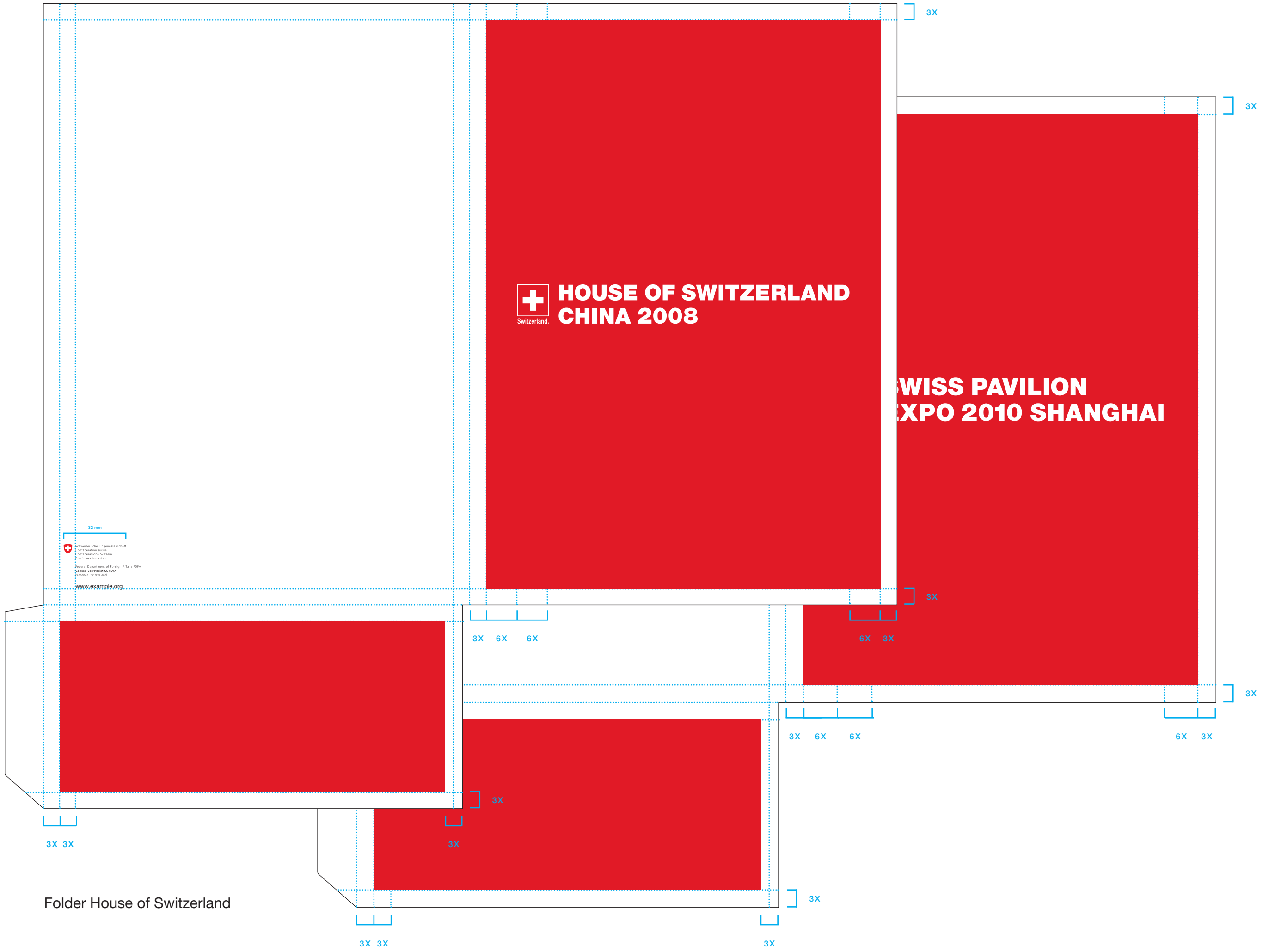
Expo Partners

2/2

Press Kit Folder

The Logo House of Switzerland resp. Swiss Pavilion is placed on the front in the centre.

The Logo Confederation is displayed on the back bottom left. There are no partner/sponsor logos displayed on press kit folders.


HOUSE OF SWITZERLAND
CHINA 2008
Switzerland.
WISS PAVILION
XPO 2010 SHANGHAI
www.example.org
3X
6X

Folder House of Switzerland

Folder Swiss Pavilion

Backdrop

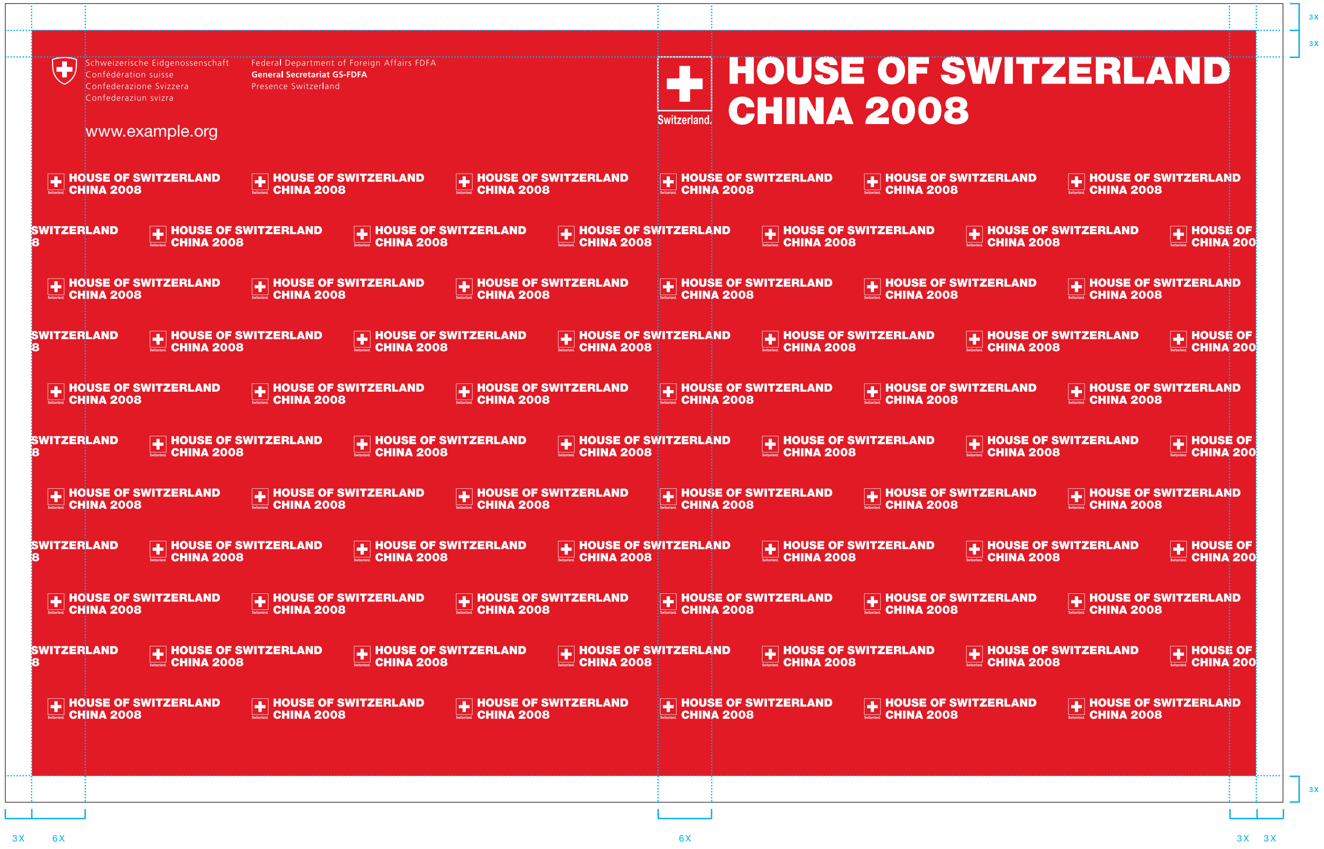
Without Partner/Sponsor Logos

The background colour of the backdrop without partner/sponsor logos is red.

The Logo House of Switzerland resp. Swiss Pavilion is placed on the top right, the Logo Confederation on the top left. The Logo House of Switzerland resp. Swiss Pavilion should never run longer than half the width of the backdrop.

Underneath this, the Logo House of Switzerland resp. Swiss Pavilion is displayed in a repetitive pattern across the whole backdrop.

If there is a URL displayed, it is always placed directly underneath the Logo Confederation.


Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
www.example.org
Switzerland.
HOUSE OF SWITZERLAND
CHINA 2008
3X
3X
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3X

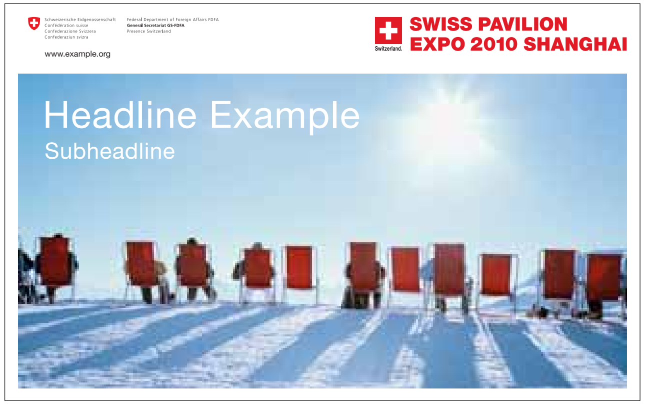
Backdrop

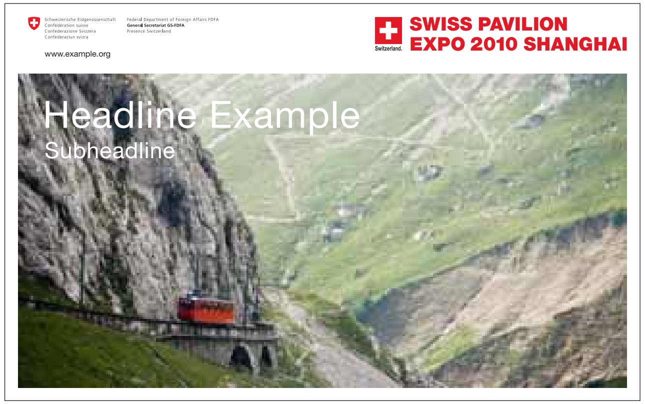
Without Partner/Sponsor Logos

The backdrop without partner/sponsors can also display a picture underneath the Logo House of Switzerland resp. Swiss Pavilion and the Logo Confederation. The background colour is always red.

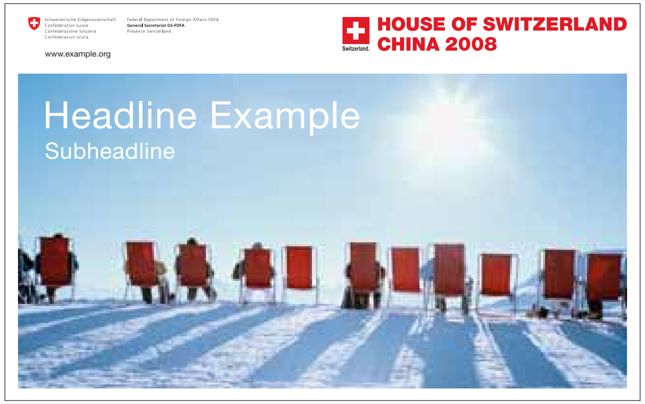
Note that the Logo House of Switzerland resp. Swiss Pavilion should never run longer than half the width of the backdrop.

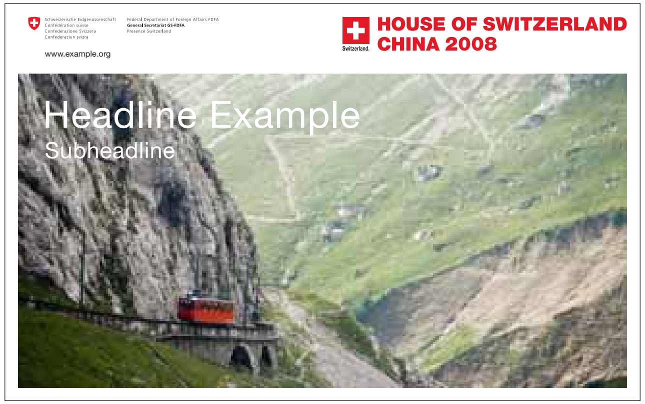
Example Swiss Pavilion


Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
www.example.org
Switzerland.
SWISS PAVILION
EXPO 2010 SHANGHAI
Headline Example
Subheadline


Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
www.example.org
Switzerland.
SWISS PAVILION
EXPO 2010 SHANGHAI
Headline Example
Subheadline

Example House of Switzerland


Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
www.example.org
Switzerland.
HOUSE OF SWITZERLAND
CHINA 2008
Headline Example
Subheadline


Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
www.example.org
Switzerland.
HOUSE OF SWITZERLAND
CHINA 2008
Headline Example
Subheadline

7.3.2.3

Backdrop

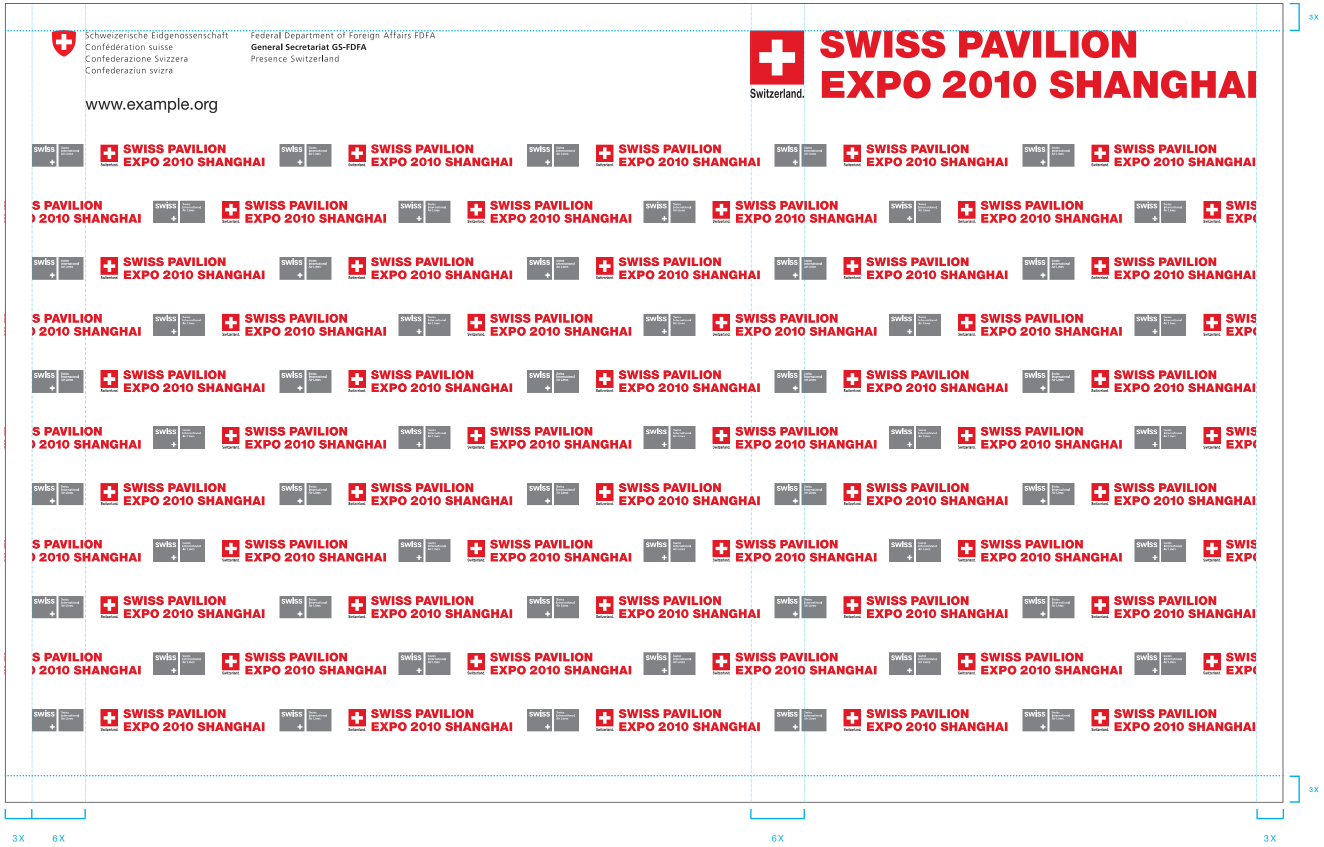
With Partner/Sponsor Logos

The background colour of the backdrop with partner/sponsor logos is white.

The Logo House of Switzerland resp. Swiss Pavilion is placed on the top right, the Logo Confederation on the top left. The Logo House of Switzerland resp. Swiss Pavilion should never run wider than half the width of the backdrop.

Underneath this, the Logo House of Switzerland resp. Swiss Pavilion and the logo(s) of the official sponsor(s) are displayed in a repetitive pattern across the whole backdrop.

The Logo House of Switzerland resp. Swiss Pavilion is displayed in colour, the logo(s) of the sponsor(s) in black and white.


Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
www.example.org
Switzerland.
SWISS PAVILION
EXPO 2010 SHANGHAI
swiss
3x
6x

Backdrop with partners/sponsors

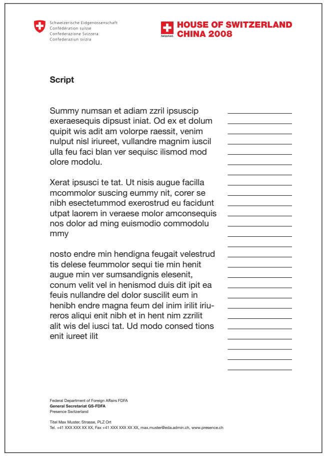
7.3.2.4

Application Systems
Publications
Power Point

The Logo House of Switzerland resp. Swiss Pavilion must be displayed on every single page, top right. The Logo Confederation, placed on the top left, is used on the cover only.

Speaker's manuscript:

Use 16 pt or more for the text.
Leave enough space on the right side for handwritten notes.



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Switzerland.
HOUSE OF SWITZERLAND
CHINA 2008

Script

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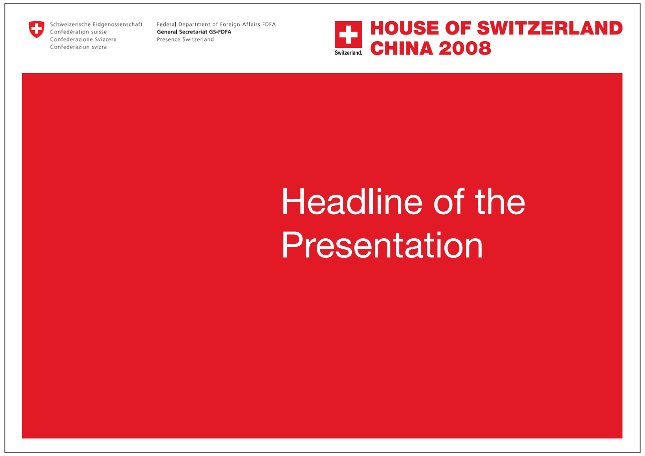
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland

Titel Max Muster, Strasse, PLZ Ort
Tel. +41 XXX XXX XX XX, Fax +41 XXX XXX XX XX, max.muster@eda.admin.ch, www.presence.ch

Example House of Switzerland

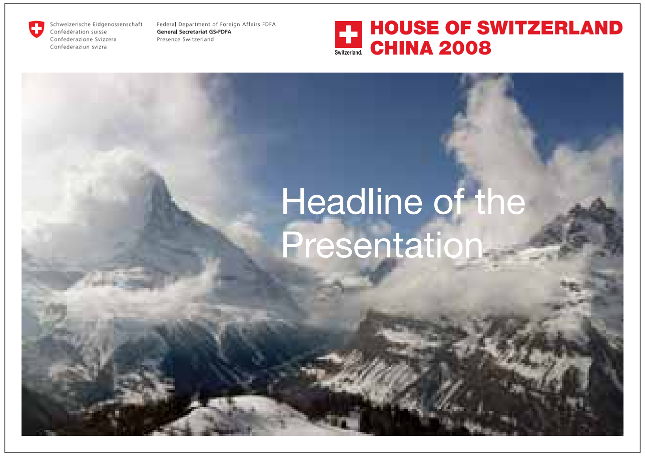


Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

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

Switzerland.
HOUSE OF SWITZERLAND
CHINA 2008

Headline of the
Presentation



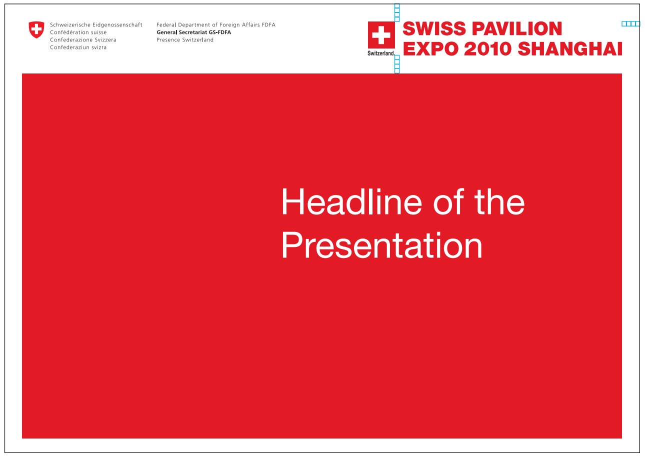
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

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

Switzerland.
HOUSE OF SWITZERLAND
CHINA 2008

Headline of the
Presentation

Example Swiss Pavilion

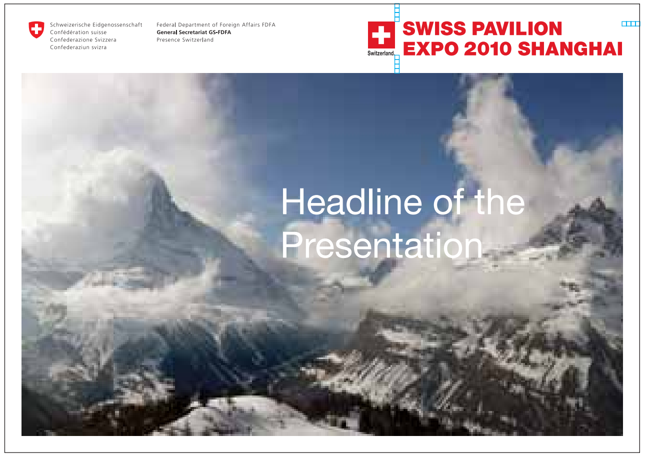


Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

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

Switzerland.
SWISS PAVILION
EXPO 2010 SHANGHAI

Headline of the
Presentation



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

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

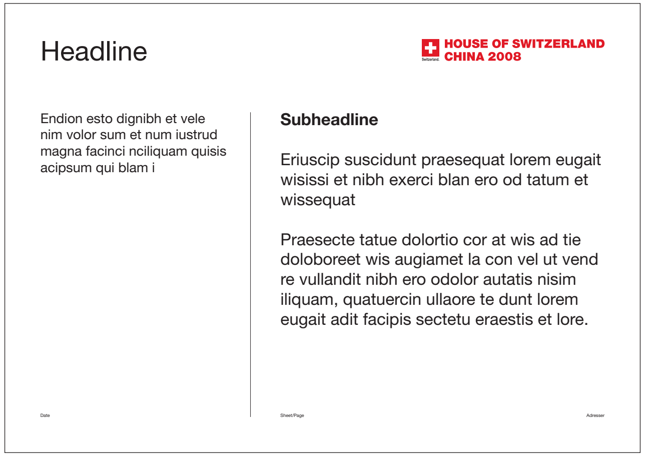
Switzerland.
SWISS PAVILION
EXPO 2010 SHANGHAI

Headline of the
Presentation

Power Point

Use pagination only if it makes sense.
The same goes for year and date.

Example House of Switzerland



Headline

HOUSE OF SWITZERLAND
CHINA 2008

Endion esto dignibh et vele nim volor sum et num iustrud magna facinci nciliquam quisis acipsum qui blam i

Subheadline

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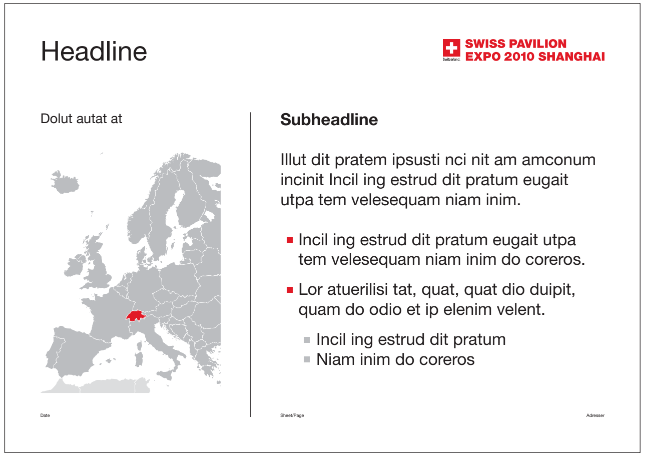
Date Sheet/Page Adresser

Example Swiss Pavilion



Headline

SWISS PAVILION
EXPO 2010 SHANGHAI

Dolut autat at

Subheadline

Illut dit pratem ipsusti nci nit am amconum incinit Incil ing estrud dit pratum eugait utpa tem velesequam niam inim.

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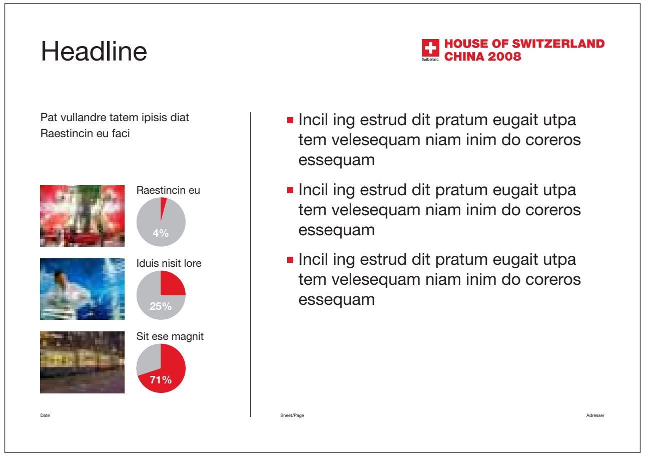
- Lor atuerilisi tat, quat, quat dio duipit, quam do odio et ip elenim velent.
    - Incil ing estrud dit pratum
    - Niam inim do coreros

Date Sheet/Page Adresser



Headline

HOUSE OF SWITZERLAND
CHINA 2008

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Raestincin eu
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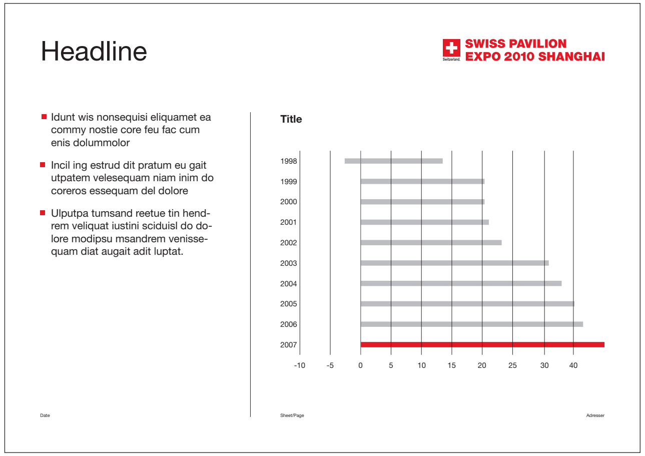
Sit ese magnit
71%

- Incil ing estrud dit pratum eugait utpa tem velesequam niam inim do coreros essequam
- Incil ing estrud dit pratum eugait utpa tem velesequam niam inim do coreros essequam
- Incil ing estrud dit pratum eugait utpa tem velesequam niam inim do coreros essequam

Date Sheet/Page Adresser



Headline

SWISS PAVILION
EXPO 2010 SHANGHAI

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- Incil ing estrud dit pratum eu gait utpatem velesequam niam inim do coreros essequam del dolore
- Ulputpa tumsand reetue tin hendrem veliquat iustini sciduisl do dolore modipsu msandrem venissequam diat augait adit luptat.

Title

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-10
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20
25
30
40

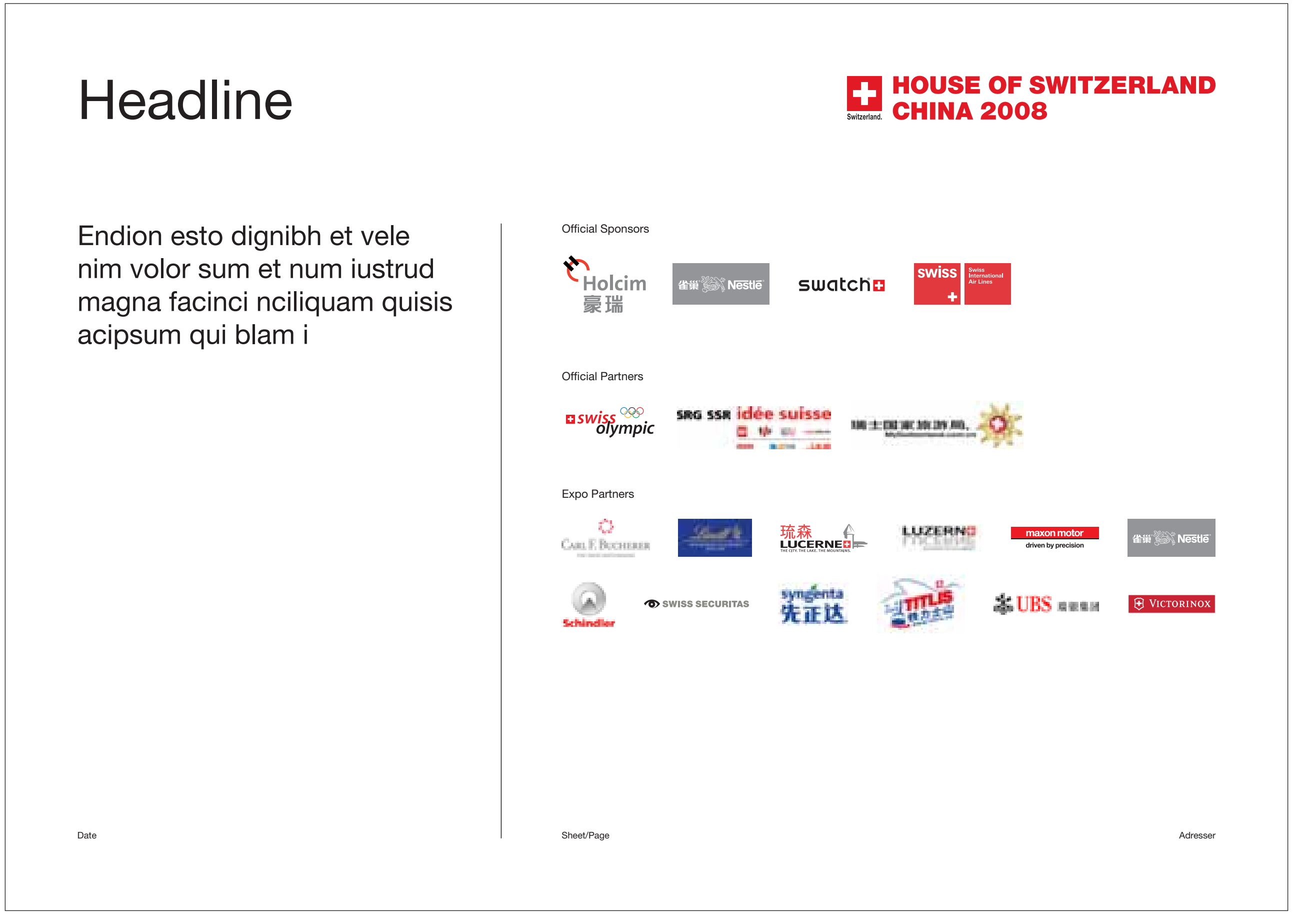
Date Sheet/Page Adresser

7.3.2.4

Application Systems
Publications
Power Point

Partner/Sponsor Logos

If partners/sponsors are mentioned in a power point presentation they are displayed on a separate slide.



Headline

HOUSE OF SWITZERLAND
CHINA 2008

Endion esto dignibh et vele nim volor sum et num iustrud magna facinci nciliquam quisis acipsum qui blam i

Official Sponsors

Official Partners

Expo Partners

Date

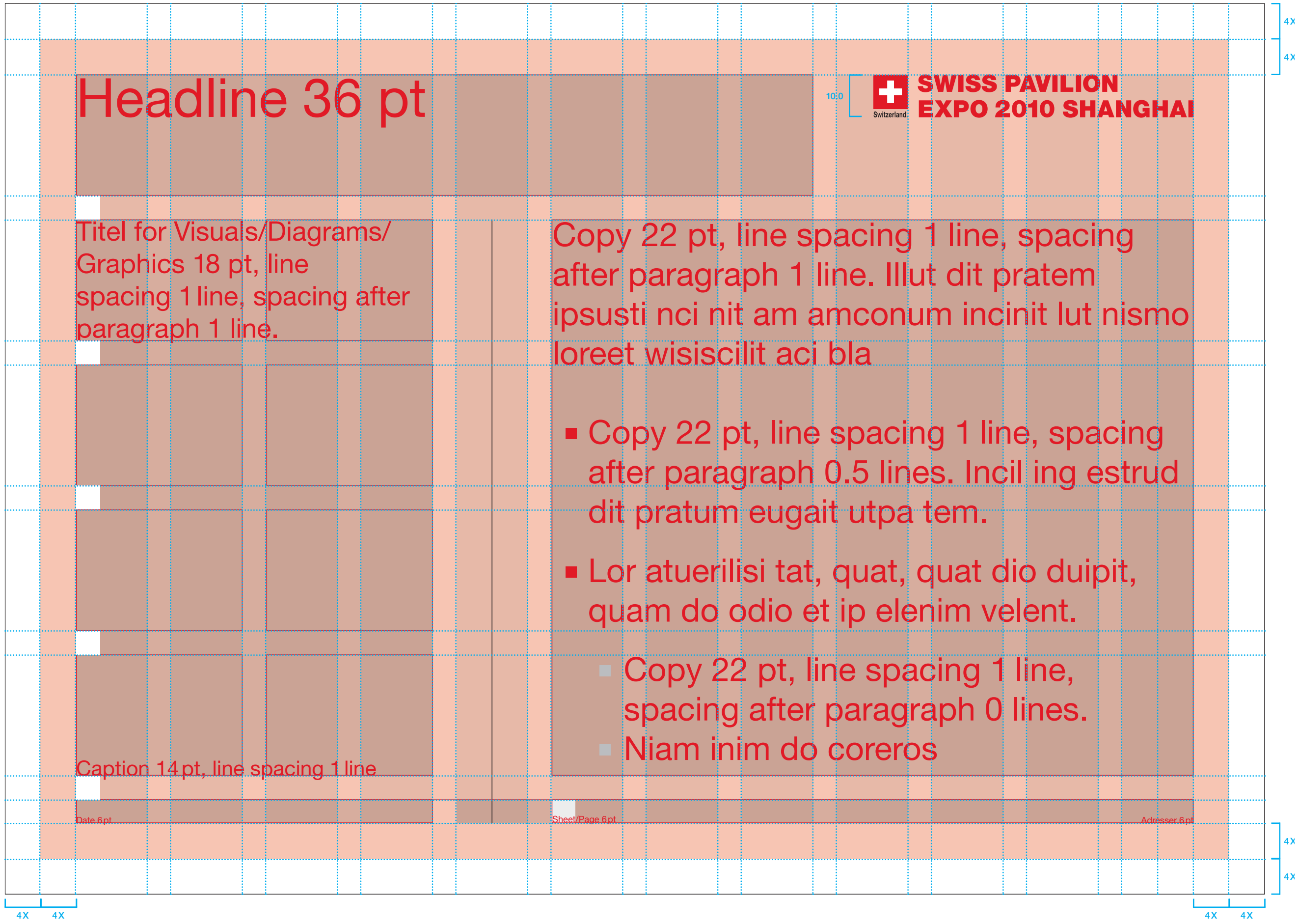
Sheet/Page

Adresser

Switzerland.
Holcim
豪瑞
Nestlé
swatch
swiss
swiss olympic
SRG SSR idée suisse
CARL F. BUCHERER
琉森
LUCERNE
LUZERN
maxon motor
driven by precision
Nestlé
Schindler
SWISS SECURITAS
syngenta
先正达
TITLIS
UBS
VICTORINOX

Power Point

Always use the recommended sizes for the various text parts as shown in the template.


4x
4x
10.0
SWISS PAVILION
EXPO 2010 SHANGHAI
Switzerland.
Date 6 pt
Sheet/Page 6 pt
Adresser 6 pt
4x
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Headline 36 pt

Titel for Visuals/Diagrams/Graphics 18 pt, line spacing 1 line, spacing after paragraph 1 line.

Copy 22 pt, line spacing 1 line, spacing after paragraph 1 line. Illut dit pratem ipsusti nci nit am amconum incinit lut nismo loreet wisiscilit aci bla

- Copy 22 pt, line spacing 1 line, spacing after paragraph 0.5 lines. Incil ing estrud dit pratum eugait utpa tem.
- Lor atuerilisi tat, quat, quat dio duipit, quam do odio et ip elenim velent.
  - Copy 22 pt, line spacing 1 line, spacing after paragraph 0 lines.
  - Niam inim do coreros

Caption 14 pt, line spacing 1 line

7.3.2.5

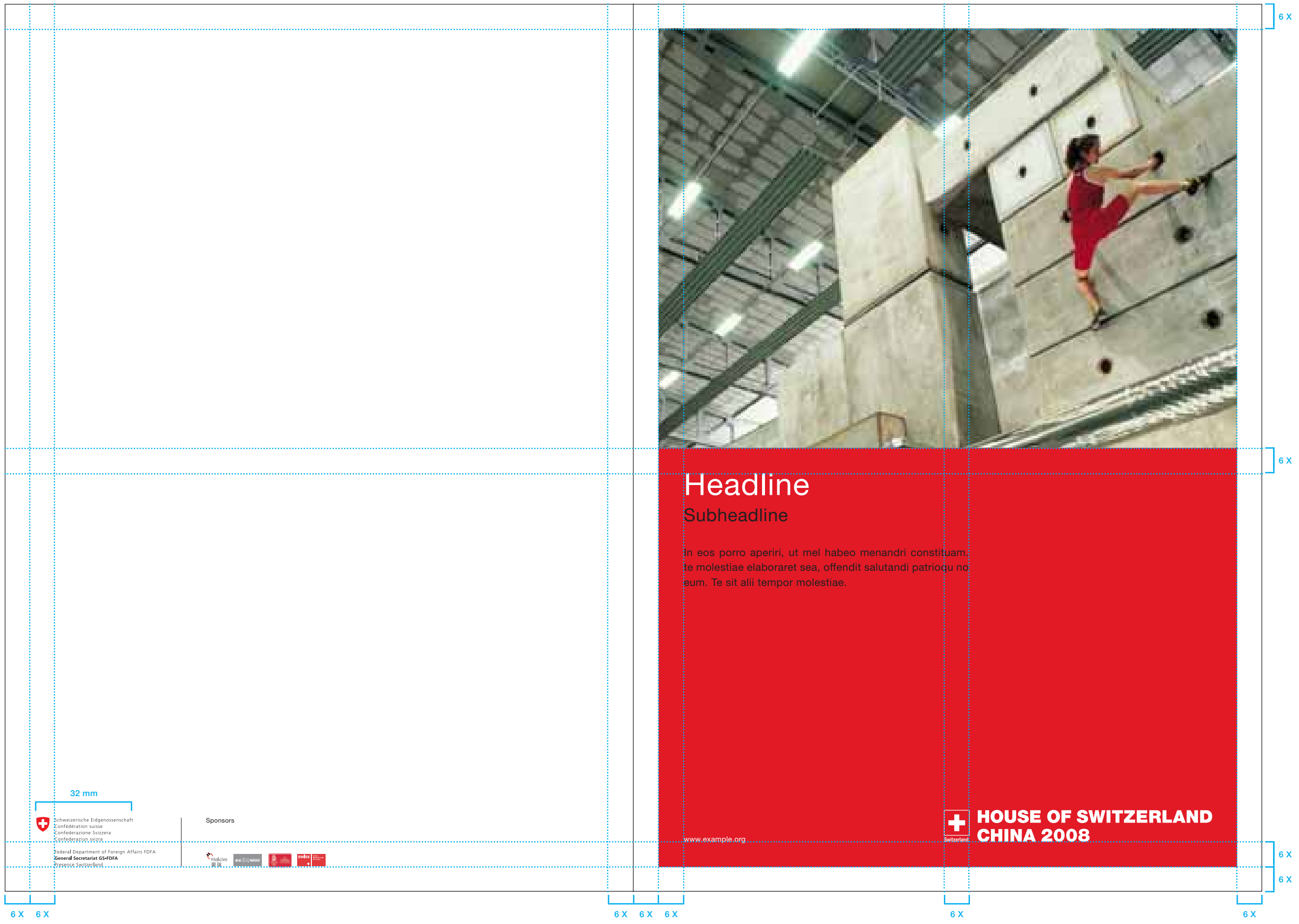
Brochure

House of Switzerland
With Partner/Sponsor Logos

Always use a red background for the front cover.

Place the Logo House of Switzerland on the front cover, bottom right.

Display the Logo Confederation and the partner and sponsor logos along the bottom of the back cover. Note that a vertical bar separates the partner/sponsor logos from the Logo Confederation which is always placed on the very left.


6 X
6 X
Headline
Subheadline
In eos porro aperiri, ut mel habeo menandri constituam. te molestiae elaboraret sea, offendit salutandi patrioqu no eum. Te sit alii tempor molestiae.
32 mm
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
Sponsors
Holcim
Nestlé
swiss
www.example.org
Switzerland
HOUSE OF SWITZERLAND
CHINA 2008
6 X
6 X
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6 X
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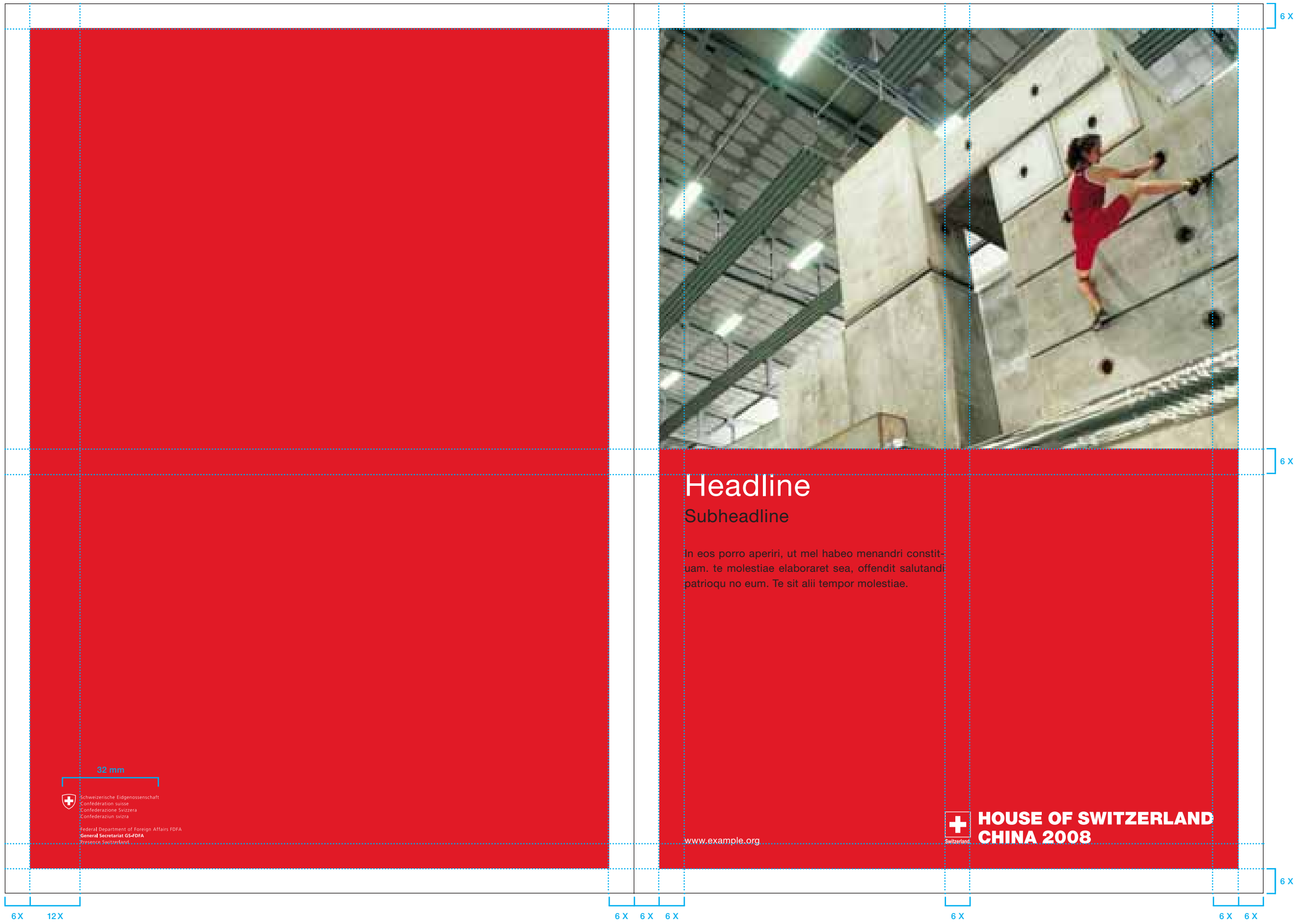
6 X
6 X

Cover, brochure A4

Brochure

House of Switzerland
Without Partner/Sponsor Logos

If there are no partner/sponsors, also use a red background for the cover, applying the guidelines for brochures defined in chapter 3.

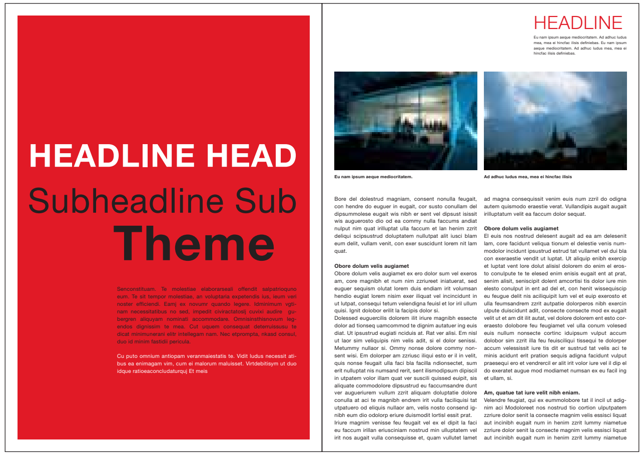

6 X
6 X
6 X
Headline
Subheadline
In eos porro aperiri, ut mel habeo menandri constituam. te molestiae elaboraret sea, offendit salutandi patrioqu no eum. Te sit alii tempor molestiae.
32 mm
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
www.example.org
Switzerland.
HOUSE OF SWITZERLAND
CHINA 2008
6 X
12 X
6 X
6 X
6 X
6 X
6 X
6 X

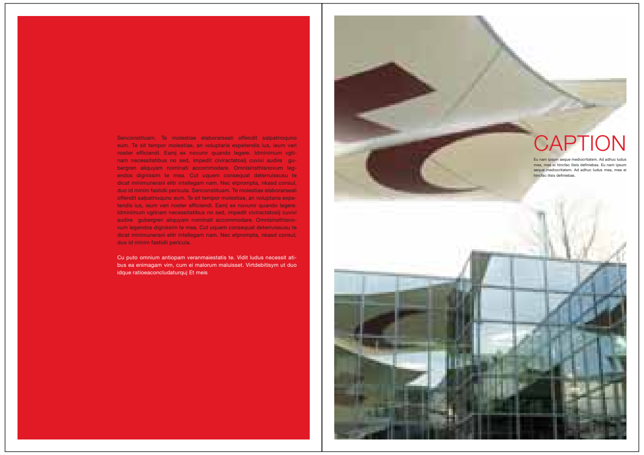
Cover, brochure A4

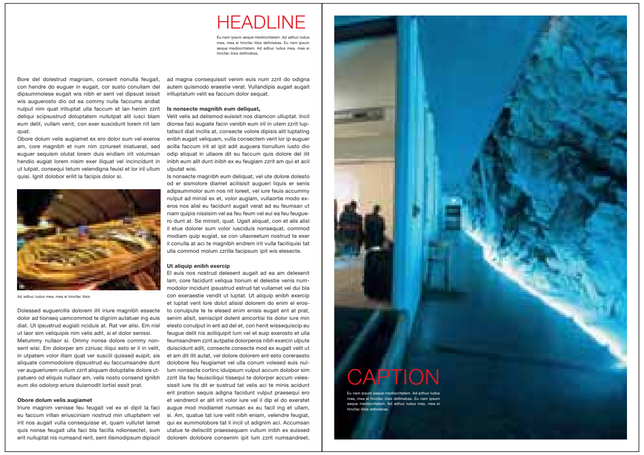
Brochure

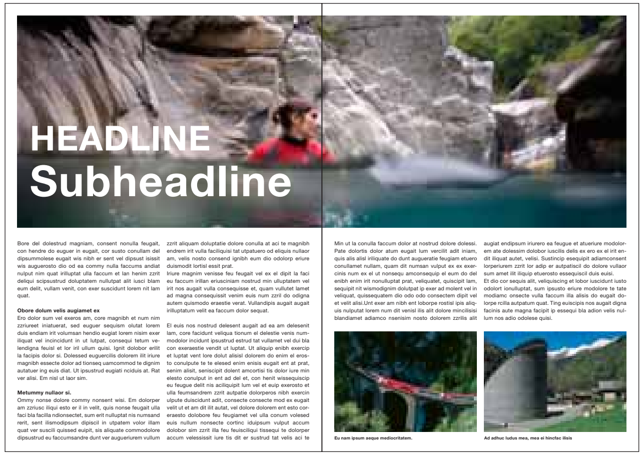
House of Switzerland
Inside

There are no strict layout guidelines for the layout of inside pages. Follow the layout principles outlined in chapter 2. Use a white border around all photos, graphics and coloured backgrounds. Do not display photos on a red background. Text should be displayed in red, black or white. Try to create a visual balance between images and text.


HEADLINE HEAD
Subheadline Sub
Theme
HEADLINE




HEADLINE
CAPTION


HEADLINE
Subheadline

Inside

Brochure

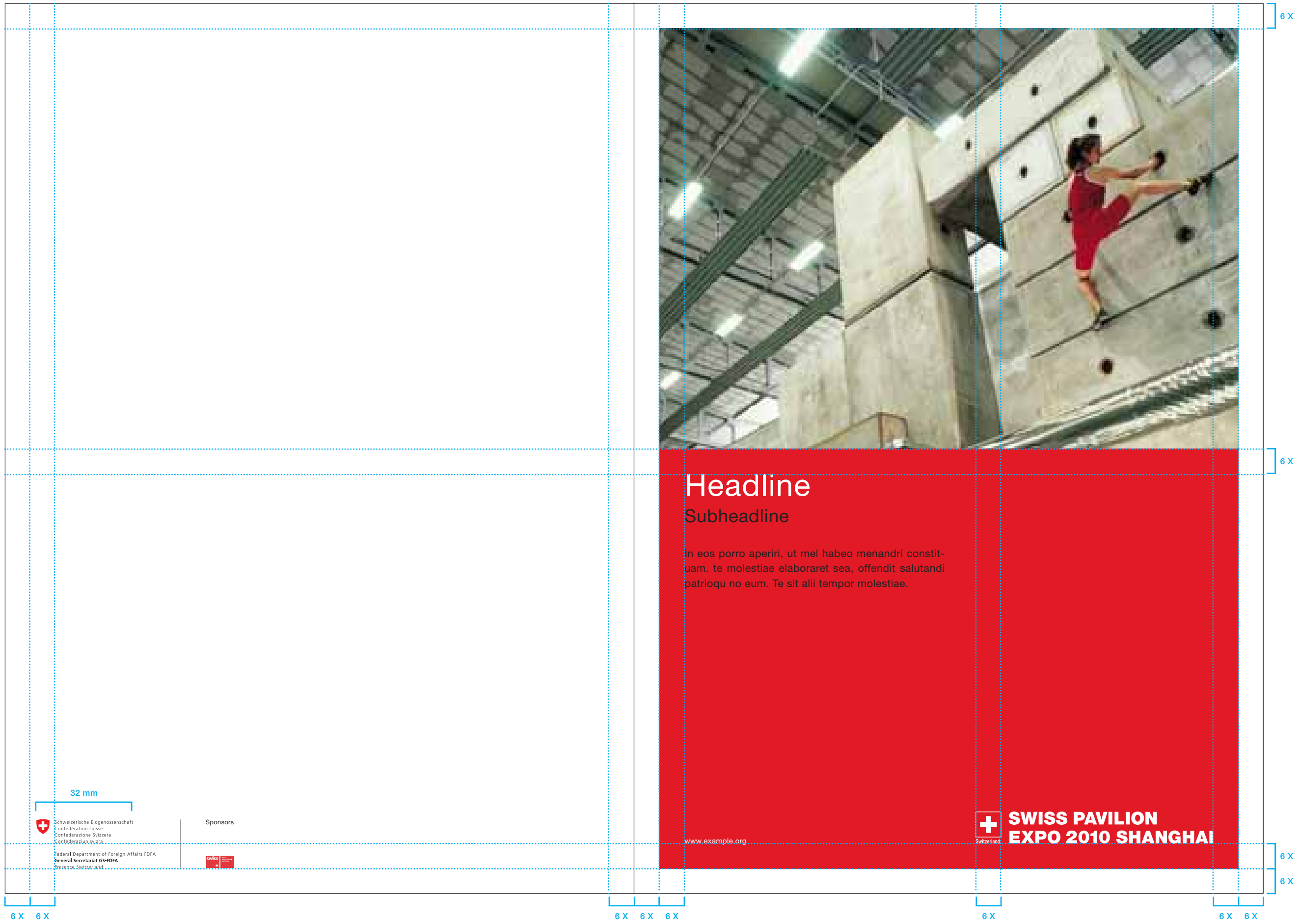
Swiss Pavilion
With Partner/Sponsor Logos

Always use a red background for the front cover.

Place the Logo Swiss Pavilion on the front cover, bottom right.

Display the Logo Confederation and the partner and sponsor logos along the bottom of the back cover. Note that a vertical bar separates the partner/sponsor logos from the Logo Confederation which is always placed on the very left.

For the inside pages follow the layout principles outlined above, for the brochure House of Switzerland.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Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
Sponsors
www.example.org
Switzerland
SWISS PAVILION
EXPO 2010 SHANGHAI

Headline

Subheadline

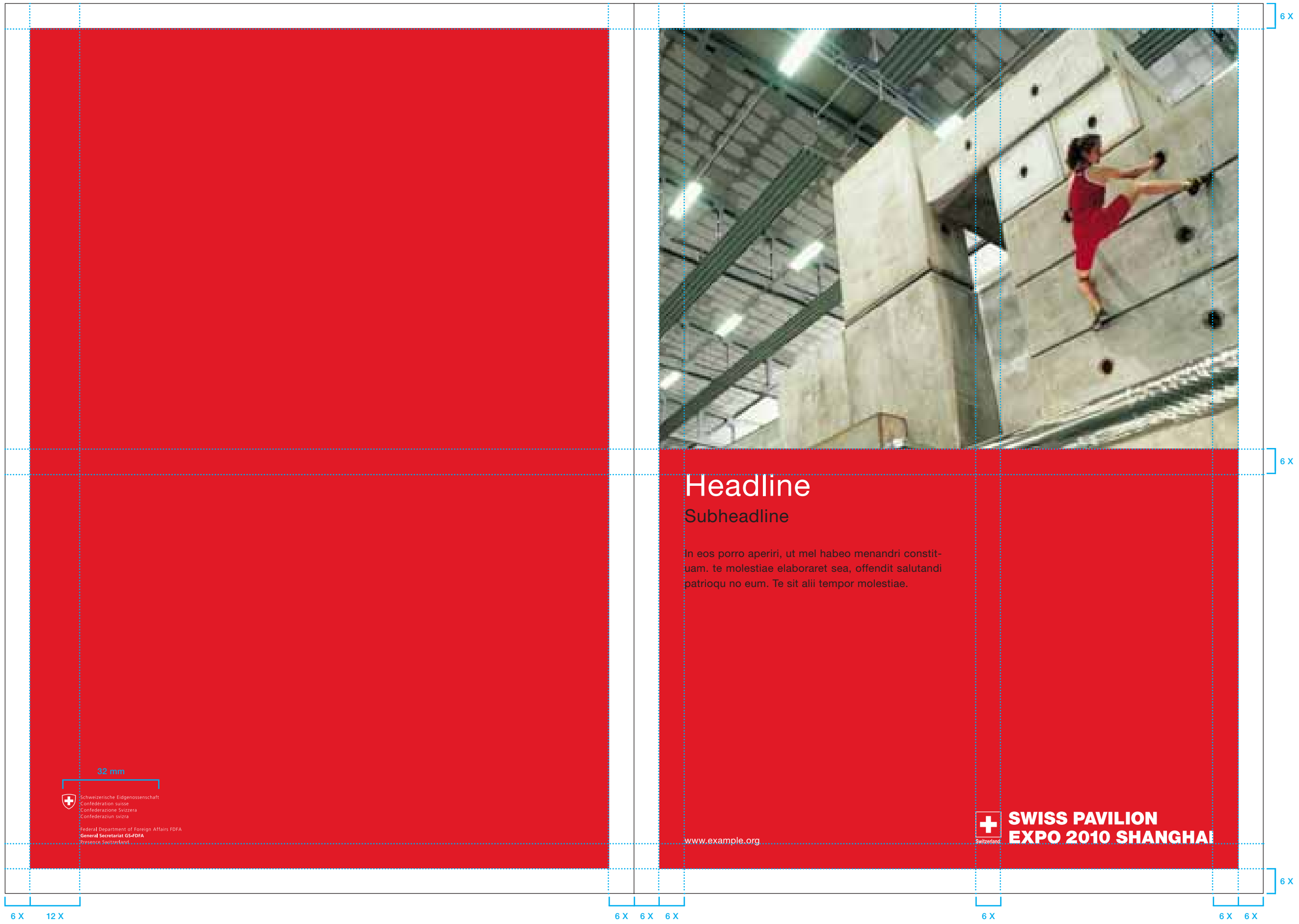
In eos porro aperiri, ut mel habeo menandri constituam. te molestiae elaboraret sea, offendit salutandi patrioqu no eum. Te sit alii tempor molestiae.

Cover, brochure A4

Brochure

Swiss Pavilion
Without Partner/Sponsor Logos

If there are no partner/sponsors, also use a red background for the cover, applying the guidelines for brochures defined in chapter 3.


6 X
6 X
6 X
32 mm
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
Headline
Subheadline
www.example.org
SWISS PAVILION
EXPO 2010 SHANGHAI
Switzerland
6 X
12 X
6 X
6 X
6 X
6 X
6 X
6 X

In eos porro aperiri, ut mel habeo menandri constituam. te molestiae elaboraret sea, offendit salutandi patrioqu no eum. Te sit alii tempor molestiae.

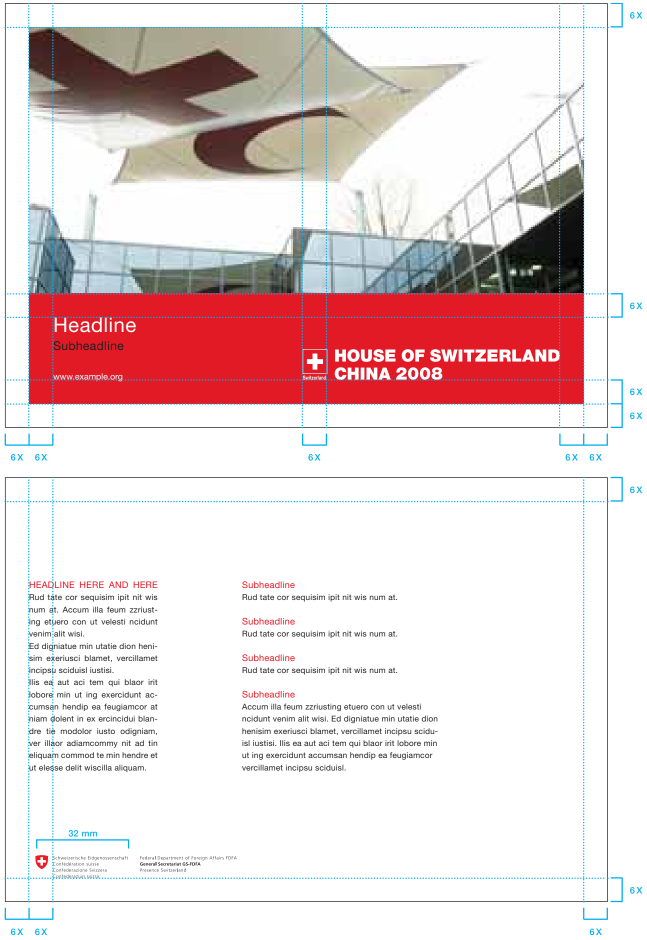
Cover, brochure A4

Invitation

Without Partner/Sponsor Logos

Place the Logo House of Switzerland resp. Swiss Pavilion on the front, bottom right, on a red background. Place the Logo Confederation on the back, bottom left.

Invitation House of Switzerland


6X
Headline
Subheadline
www.example.org
HOUSE OF SWITZERLAND
CHINA 2008
HEADLINE HERE AND HERE
Rud tate cor sequisim ipit nit wis num at. Accum illa feum zzriusting etuero con ut velesti ncidunt venim alit wisi.
Ed digniatue min utatie dion henisim exeriusci blamet, vercillamet incipsu sciduisl iustisi.
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Subheadline
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Subheadline
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Subheadline
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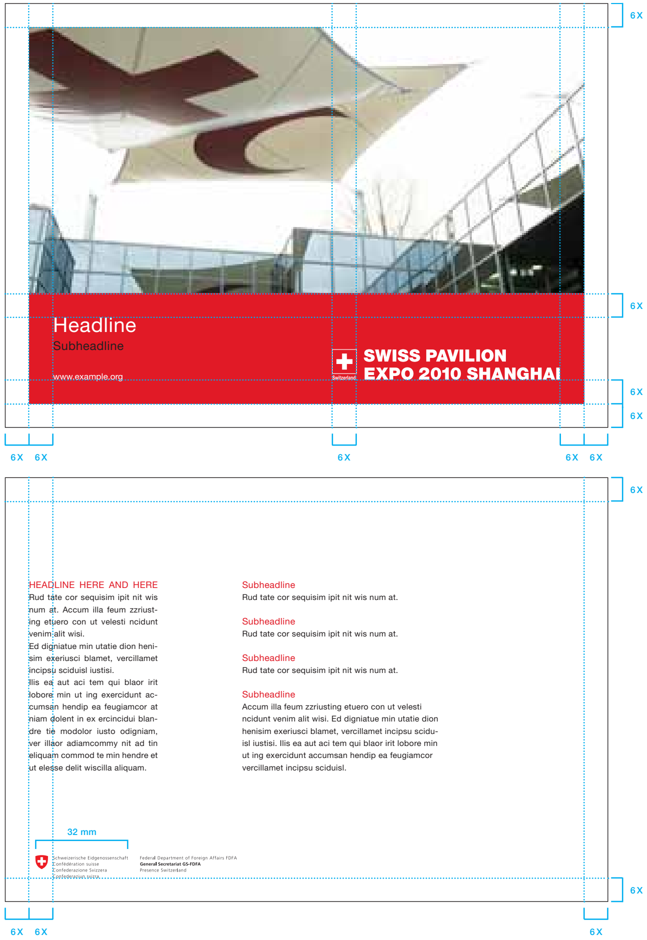
Subheadline
Accum illa feum zzriusting etuero con ut velesti ncidunt venim alit wisi. Ed digniatue min utatie dion henisim exeriusci blamet, vercillamet incipsu sciduisl iustisi. Ilis ea aut aci tem qui blaor irit lobore min ut ing exercidunt accumsan hendip ea feugiamcor vercillamet incipsu sciduisl.
32 mm

Invitation Swiss Pavilion


6X
Headline
Subheadline
www.example.org
SWISS PAVILION
EXPO 2010 SHANGHAI
HEADLINE HERE AND HERE
Rud tate cor sequisim ipit nit wis num at. Accum illa feum zzriusting etuero con ut velesti ncidunt venim alit wisi.
Ed digniatue min utatie dion henisim exeriusci blamet, vercillamet incipsu sciduisl iustisi.
Ilis ea aut aci tem qui blaor irit lobore min ut ing exercidunt accumsan hendip ea feugiamcor at niam dolent in ex ercincidui blandre tie modolor iusto odigniam, ver illaor adiamcommy nit ad tin eliquam commod te min hendre et ut elesse delit wiscilla aliquam.
Subheadline
Rud tate cor sequisim ipit nit wis num at.
Subheadline
Rud tate cor sequisim ipit nit wis num at.
Subheadline
Rud tate cor sequisim ipit nit wis num at.
Subheadline
Accum illa feum zzriusting etuero con ut velesti ncidunt venim alit wisi. Ed digniatue min utatie dion henisim exeriusci blamet, vercillamet incipsu sciduisl iustisi. Ilis ea aut aci tem qui blaor irit lobore min ut ing exercidunt accumsan hendip ea feugiamcor vercillamet incipsu sciduisl.
32 mm

Invitation

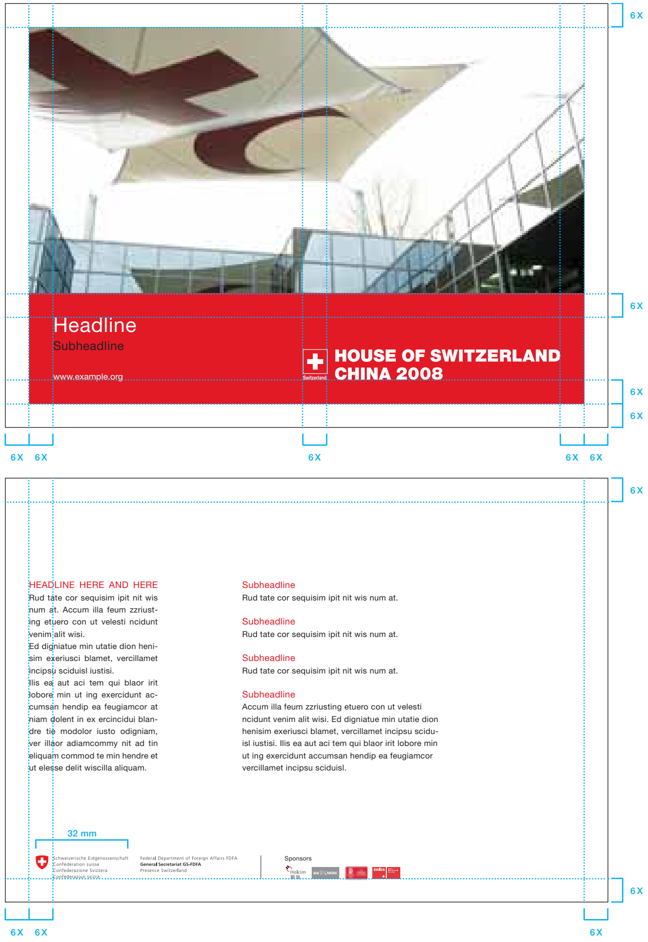
With Partner/Sponsor Logos

Always use a red background for the front cover.

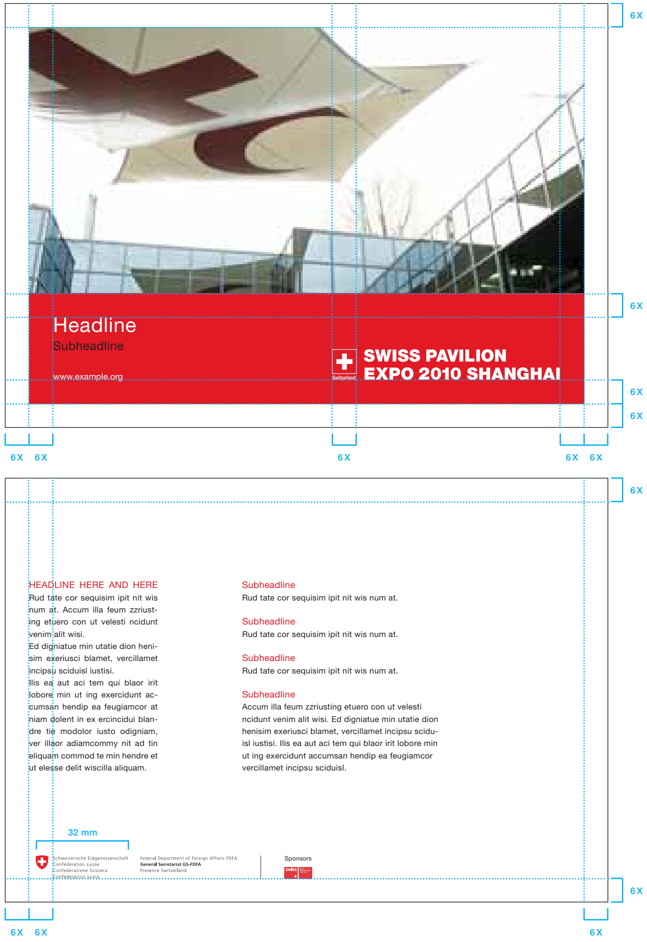
Place the Logo House of Switzerland on the front cover, bottom right.

Display the Logo Confederation and the partner and sponsor logos along the bottom of the back cover. Note that a vertical bar separates the partner/sponsor logos from the Logo Confederation which is always placed on the very left.

Invitation House of Switzerland


6X
Headline
Subheadline
www.example.org
HOUSE OF SWITZERLAND
CHINA 2008
HEADLINE HERE AND HERE
Subheadline
32 mm
Sponsors

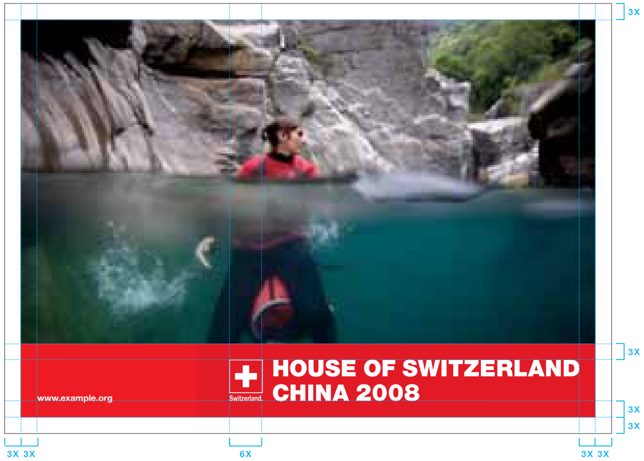
Invitation Swiss Pavilion


6X
Headline
Subheadline
www.example.org
SWISS PAVILION
EXPO 2010 SHANGHAI
HEADLINE HERE AND HERE
Subheadline
32 mm
Sponsors

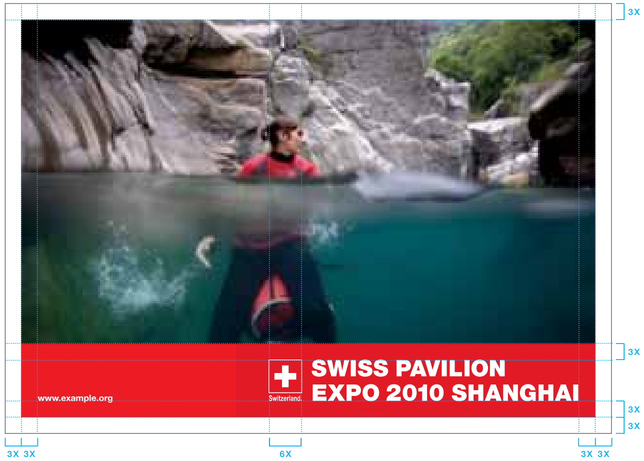
Postcards

Place the Logo House of Switzerland resp. Swiss Pavilion on the front, on a red background.

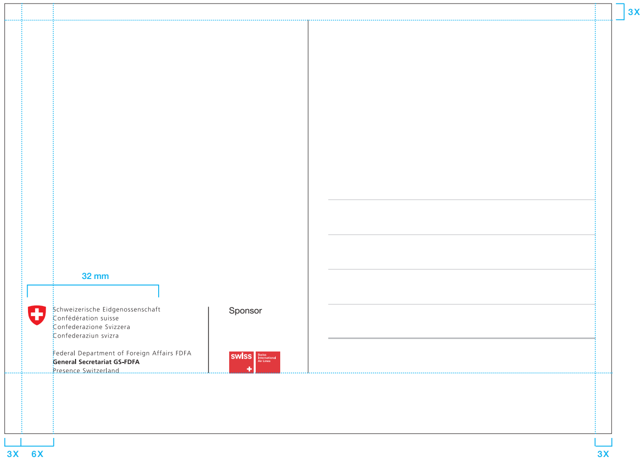
Display the Logo Confederation and the partner/sponsor logos along the bottom or the left side of the back. Note that a vertical bar separates the partner/sponsor logos from the Logo Confederation which is always placed on the very left.


HOUSE OF SWITZERLAND
CHINA 2008
www.example.org
Switzerland.
3X
6X

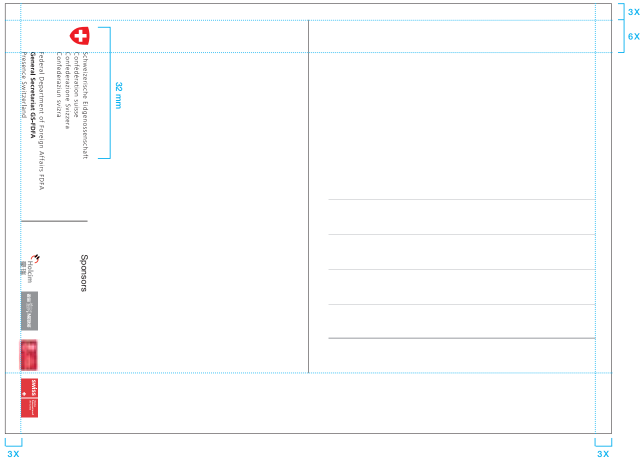
Postcard House of Switzerland, front


SWISS PAVILION
EXPO 2010 SHANGHAI
www.example.org
Switzerland.
3X
6X

Postcard Swiss Pavilion, front


32 mm
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
Sponsor
swiss
Swiss International Air Lines
3X
6X

Back, layout with one logo


32 mm
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
Sponsors
Holcim
Nestlé
swiss
3X
6X

Back, layout with more than one logo

7.3.3

Application Systems

Advertising

Advertising is the segment of communication with the most publicity and the largest audience. While the content, the messages and the products of the ads will vary, the look of all advertising material should be consistent.

Newspaper Ad

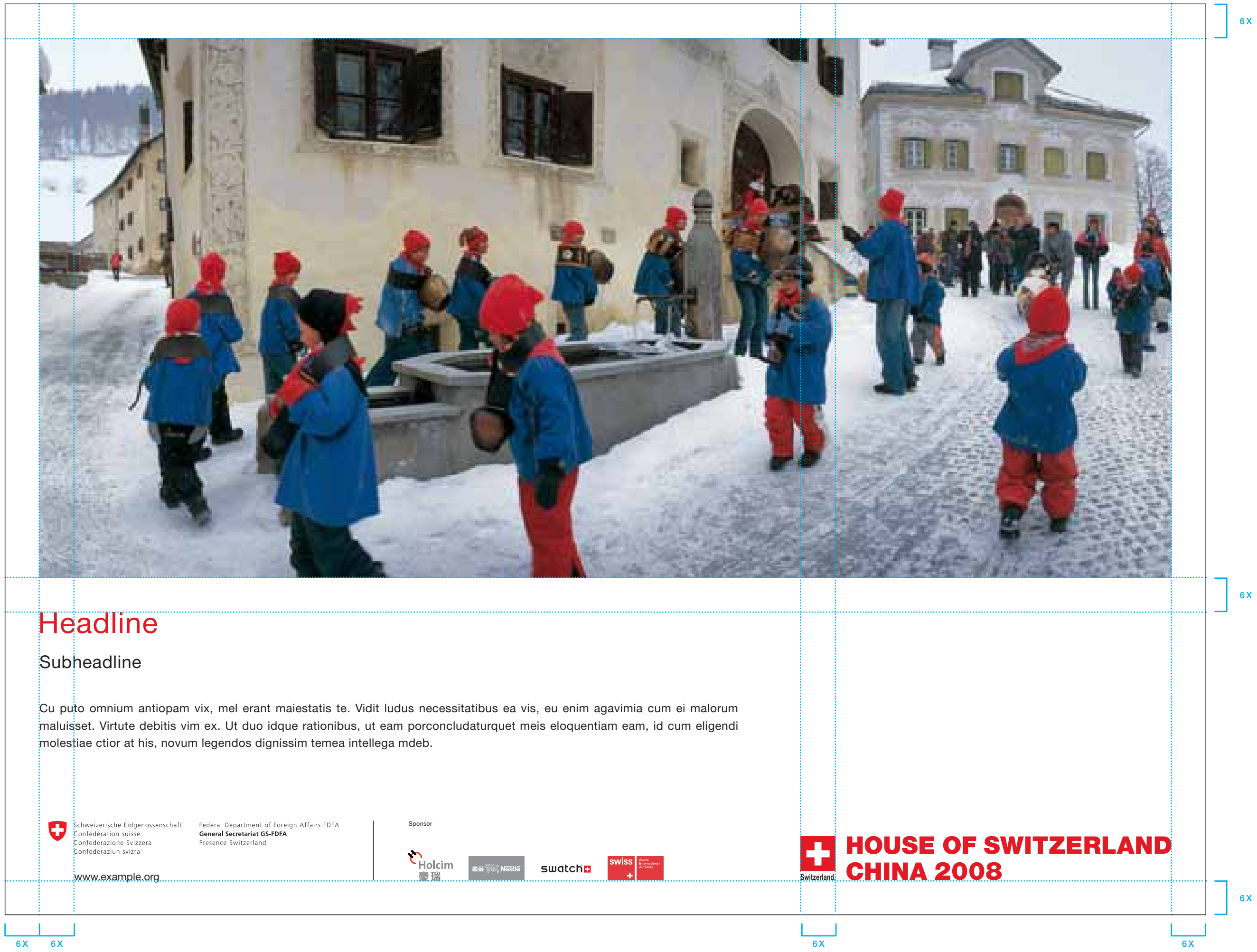
House of Switzerland

If there are official sponsors, always use a white background.

The Logo House of Switzerland is displayed on the bottom right, the Logo Confederation and the logo(s) of the official sponsor(s) on the bottom left. Note that a vertical bar separates the sponsor logos from the Logo Confederation which is always placed on the very left. The URL is placed underneath the Logo Confederation.

If there are no official sponsors, use a red background, applying the guidelines for ads defined in chapter 3.

Respect all minimum distance requirements.



Headline

Subheadline

Cu puto omnium antiopam vix, mel erant maiestatis te. Vidit ludus necessitatibus ea vis, eu enim agavimia cum ei malorum maluisset. Virtute debitis vim ex. Ut duo idque rationibus, ut eam porconcludaturquet meis eloquentiam eam, id cum eligendi molestiae ctior at his, novum legendos dignissim temea intellega mdeb.

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

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

www.example.org

Sponsor

HOUSE OF SWITZERLAND
CHINA 2008

Newspaper Ad

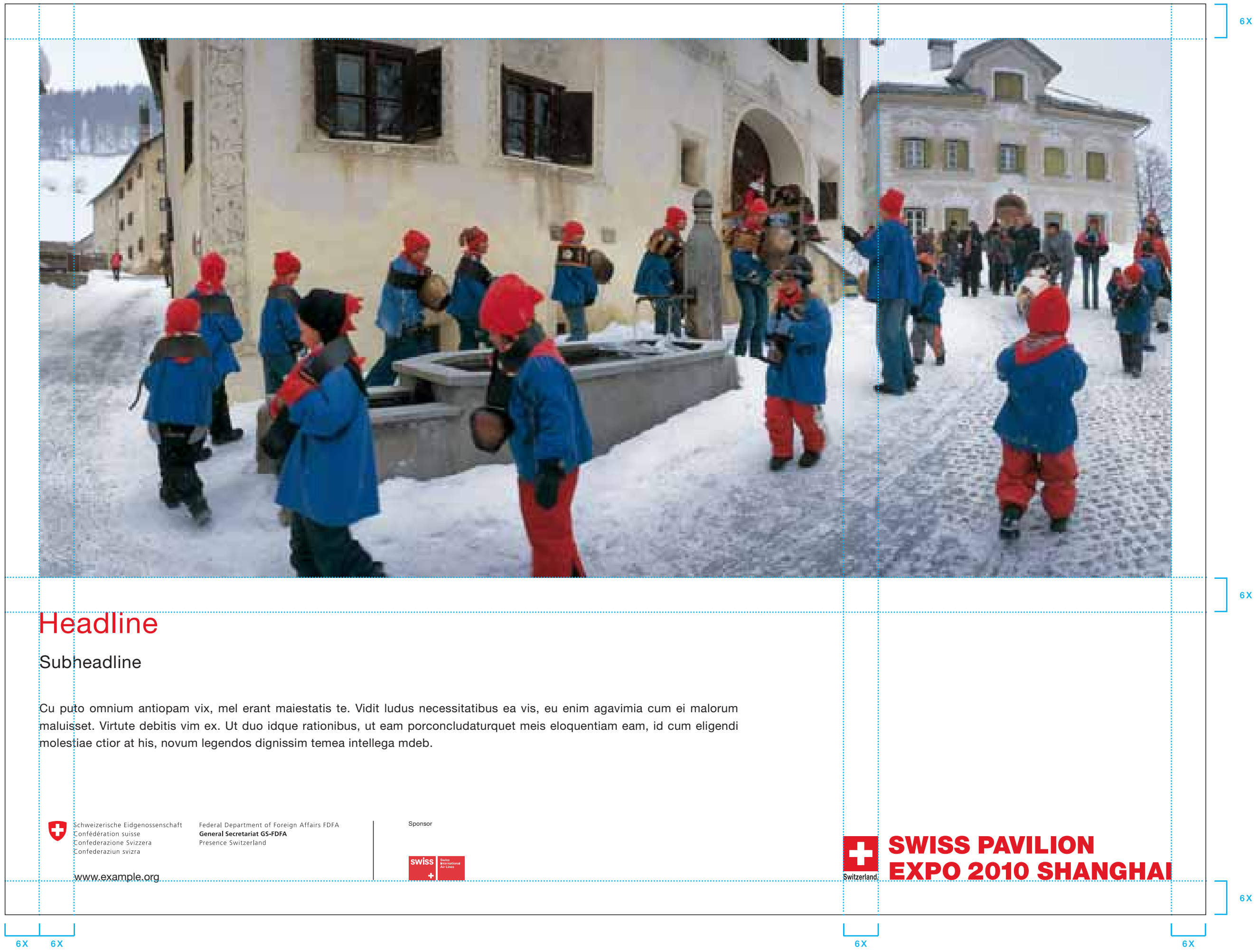
Swiss Pavilion

If there are official sponsors, always use a white background.

The Logo Swiss Pavilion is displayed on the bottom right, the Logo Confederation and the logo(s) of the official sponsor(s) on the bottom left. Note that a vertical bar separates the sponsor logos from the Logo Confederation which is always placed on the very left. The URL is placed underneath the Logo Confederation.

If there are no official sponsors, use a red background, applying the guidelines for ads defined in chapter 3.

Respect all minimum distance requirements.



Headline

Subheadline

Cu puto omnium antiopam vix, mel erant maiestatis te. Vidit ludus necessitatibus ea vis, eu enim agavimia cum ei malorum maluisset. Virtute debitis vim ex. Ut duo idque rationibus, ut eam porconcludaturquet meis eloquentiam eam, id cum eligendi molestiae ctior at his, novum legendos dignissim temea intellega mdeb.

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

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

www.example.org

Sponsor

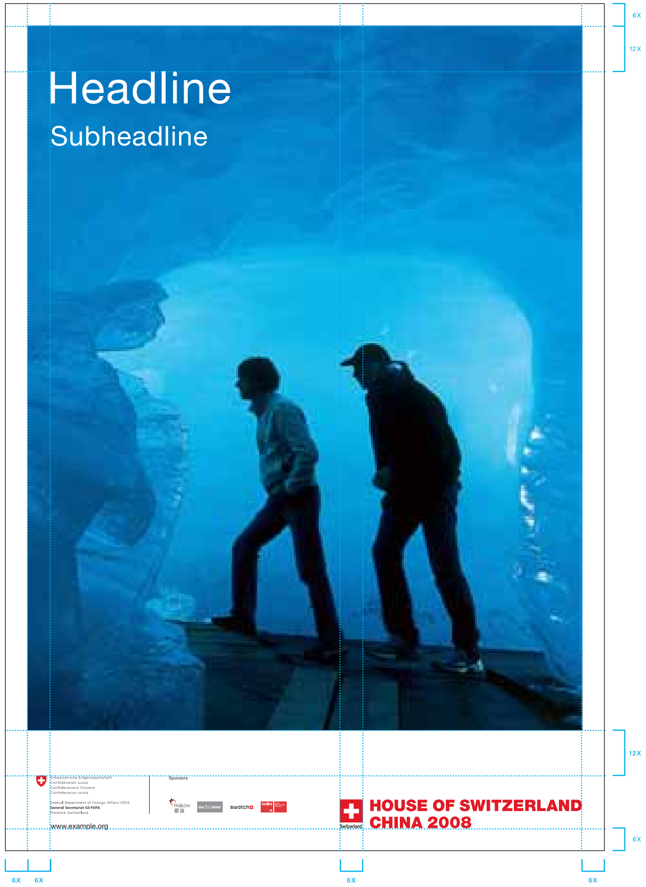
Poster

If there are official sponsors, always use a white background.

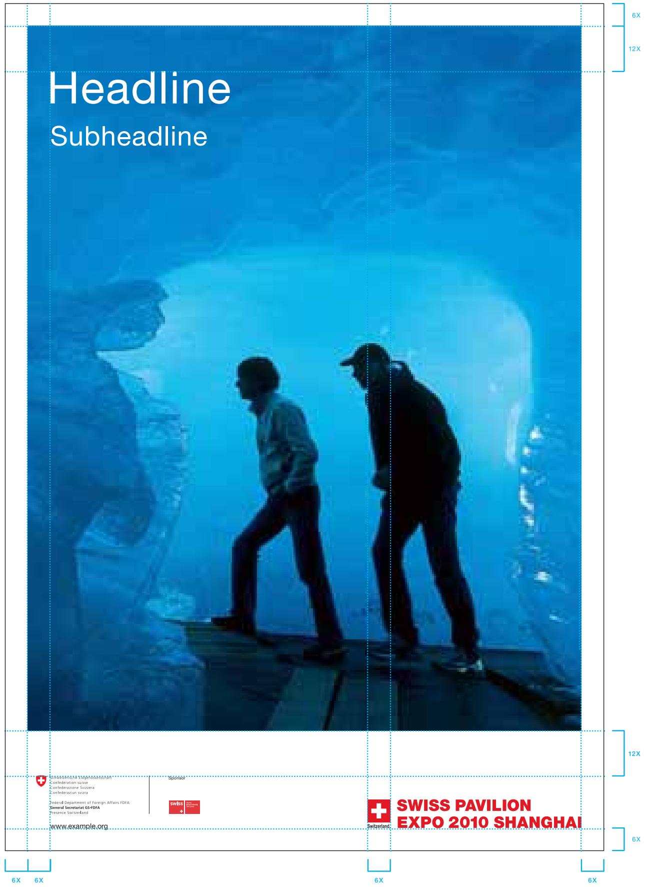
The Logo House of Switzerland resp. Swiss Pavilion is displayed on the bottom right, the Logo Confederation and the logo(s) of the official sponsor(s) on the bottom left. Note that a vertical bar separates the sponsor logos from the Logo Confederation which is always placed on the very left. The URL is placed underneath the Logo Confederation.

If there are no official sponsors, use a red background, applying the guidelines for posters defined in chapter 3.

Respect all minimum distance requirements.


Headline
Subheadline
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
www.example.org
Sponsors
Switzerland
HOUSE OF SWITZERLAND
CHINA 2008
6X
12X
12X
6X
6X
6X
6X
6X

Poster House of Switzerland


Headline
Subheadline
www.example.org
Switzerland
SWISS PAVILION
EXPO 2010 SHANGHAI
6X
12X
12X
6X
6X
6X
6X
6X

Poster Swiss Pavilion

7.3.3.3

Application Systems

Advertising

Billboard

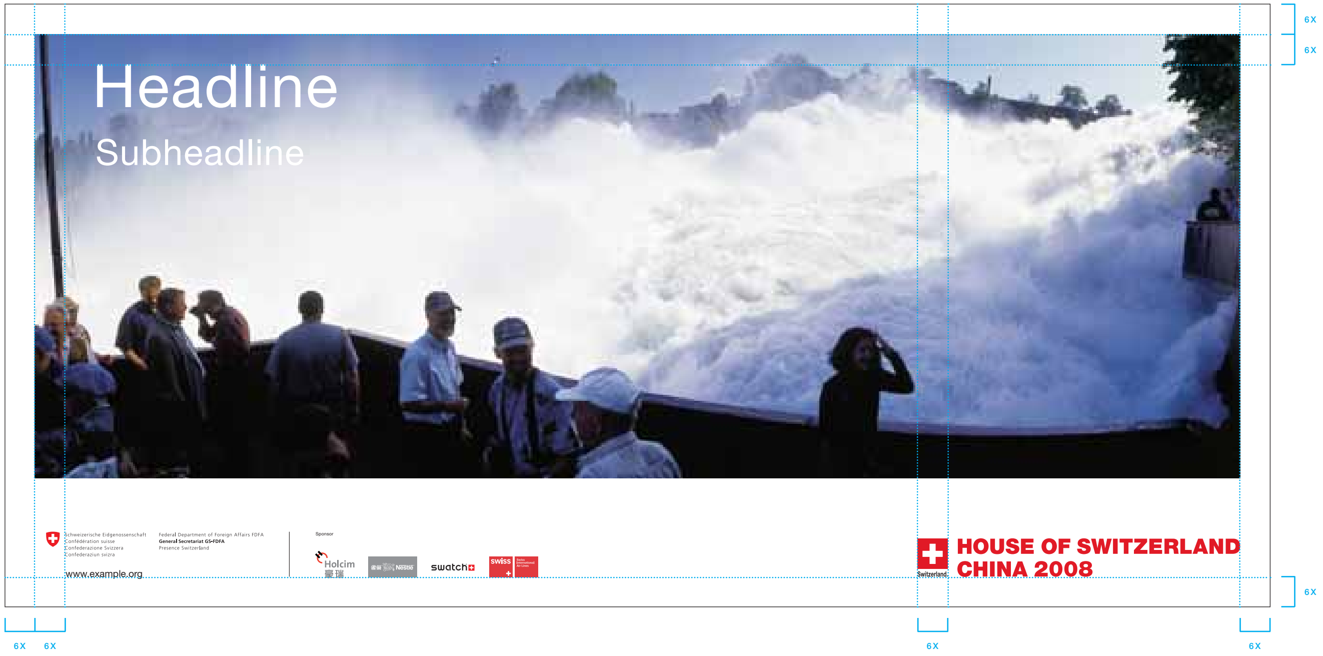
House of Switzerland

If there are official sponsors, always use a white background.

The Logo House of Switzerland is displayed on the bottom right, the Logo Confederation and the logo(s) of the official sponsor(s) on the bottom left. Note that a vertical bar separates the sponsor logos from the Logo Confederation which is always placed on the very left. The URL is placed underneath the Logo Confederation.

If there are no official sponsors, use a red background, applying the guidelines for billboards defined in chapter 3.

Respect all minimum distance requirements.


Headline
Subheadline
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
www.example.org
Sponsor
Holcim
豪瑞
Nestlé
swatch
swiss
Swiss International Air Lines
HOUSE OF SWITZERLAND
CHINA 2008
Switzerland.
6X
6X
6X
6X
6X
6X
6X

Billboard

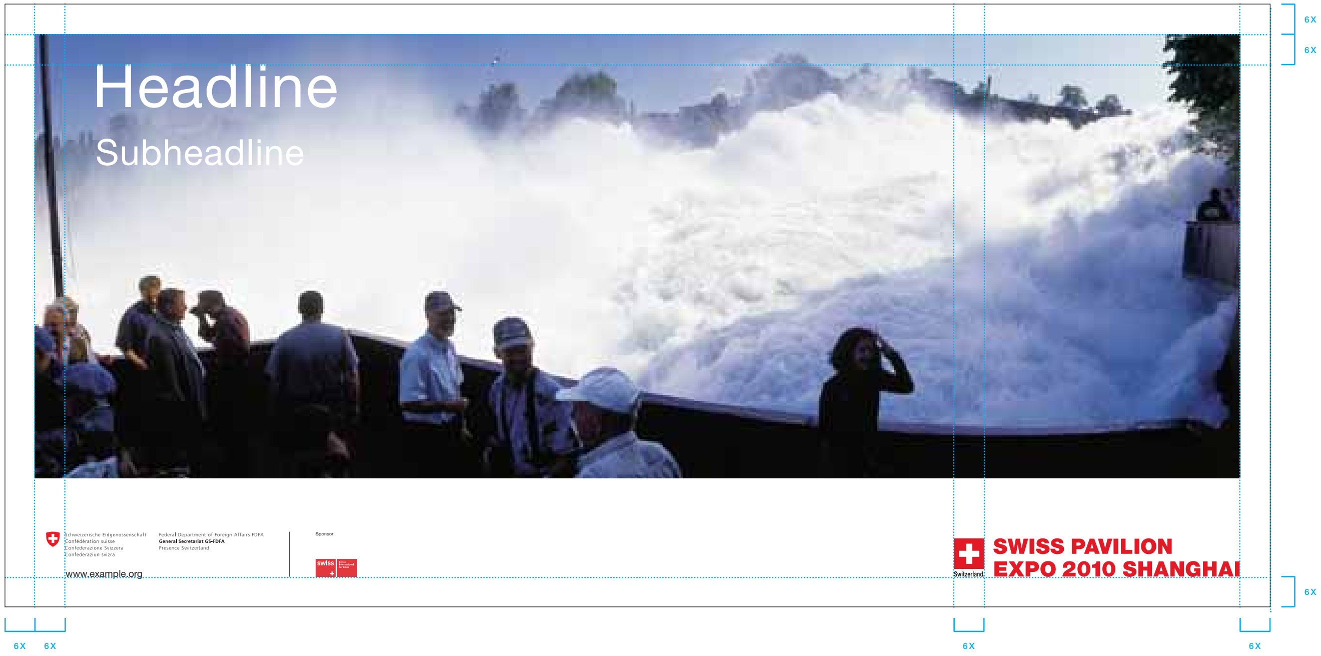
Swiss Pavilion

If there are official sponsors, always use a white background.

The Logo Swiss Pavilion is displayed on the bottom right, the Logo Confederation and the logo(s) of the official sponsor(s) on the bottom left. Note that a vertical bar separates the sponsor logos from the Logo Confederation which is always placed on the very left. The URL is placed underneath the Logo Confederation.

If there are no official sponsors, use a red background, applying the guidelines for billboards defined in chapter 3.

Respect all minimum distance requirements.


Headline
Subheadline
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
www.example.org
Sponsor
swiss
Swiss International Air Lines
SWISS PAVILION
EXPO 2010 SHANGHAI
Switzerland
6X
6X
6X
6X
6X
6X
6X

7.3.4

Application Systems

Multimedia

The guidelines for multimedia and electronic media differ slightly from the print applications, due to technical preconditions. Nevertheless, they need to be followed as strictly as in other communication channels.

7.3.4.1

Application Systems

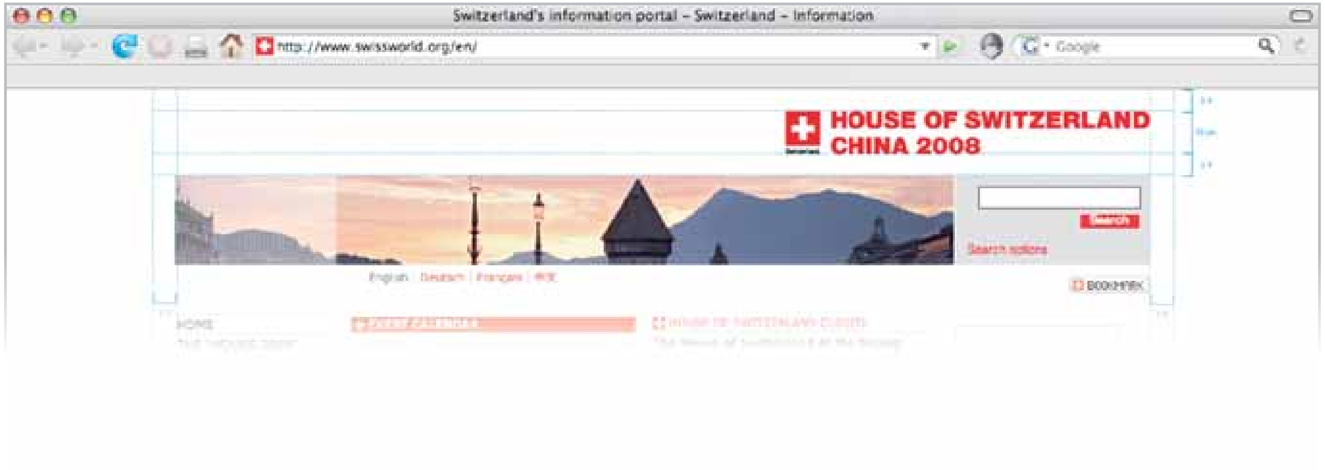
Multimedia

Website

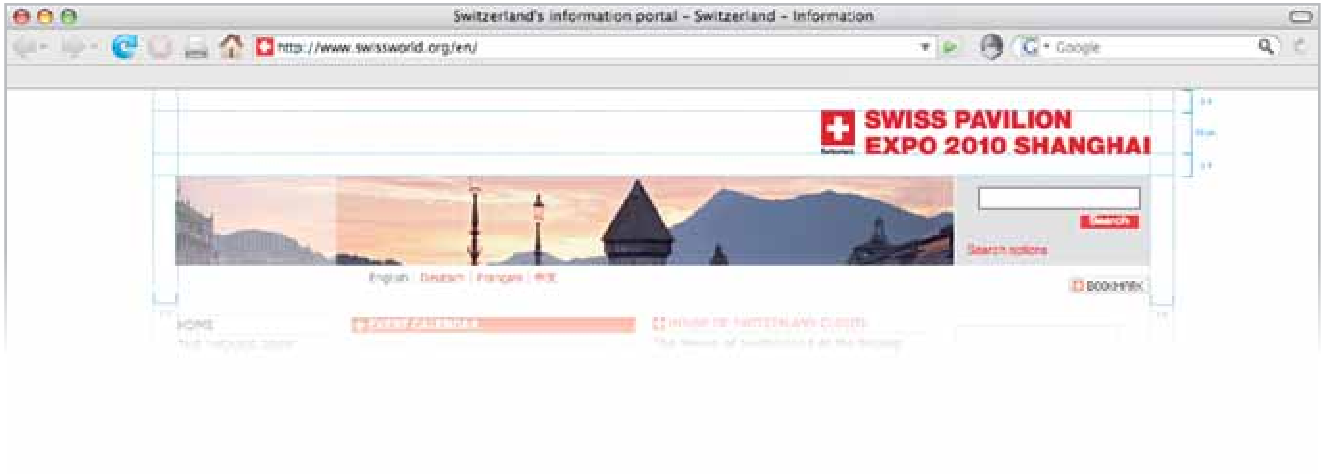
The Logo House of Switzerland resp. Swiss Pavilion should always appear in colour on a white background, and the minimum size allowed online is a height of 60 pixels. Use Red #E11A27 for the logo.

The Logo House of Switzerland resp. Swiss Pavilion is placed on the top right, the logo(s) of the official sponsor(s) are displayed within the page context.

Website House of Switzerland


Switzerland's information portal – Switzerland – Information
http://www.swissworld.org/en/
Google
HOUSE OF SWITZERLAND
CHINA 2008
Search
Search options
BOOKMARK
HOME

Website Swiss Pavilion


Switzerland's information portal – Switzerland – Information
http://www.swissworld.org/en/
Google
SWISS PAVILION
EXPO 2010 SHANGHAI
Search
Search options
BOOKMARK
HOME

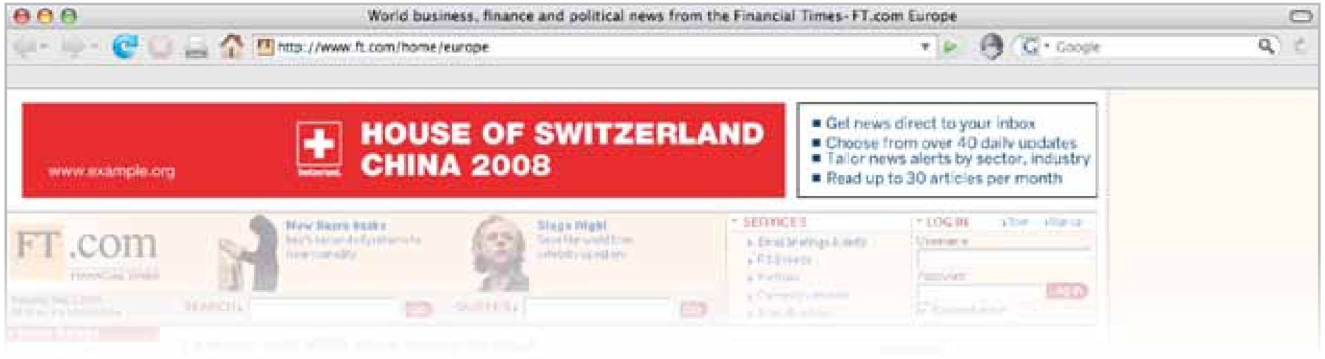
Banner

Follow the general guidelines of the CI Switzerland when creating banners. Minimum height of the banner is 81 pixels.

Use red # E11A27 for the logo as well as for the background, if needed.

There are no partners/sponsors displayed in the banner.

Example House of Switzerland

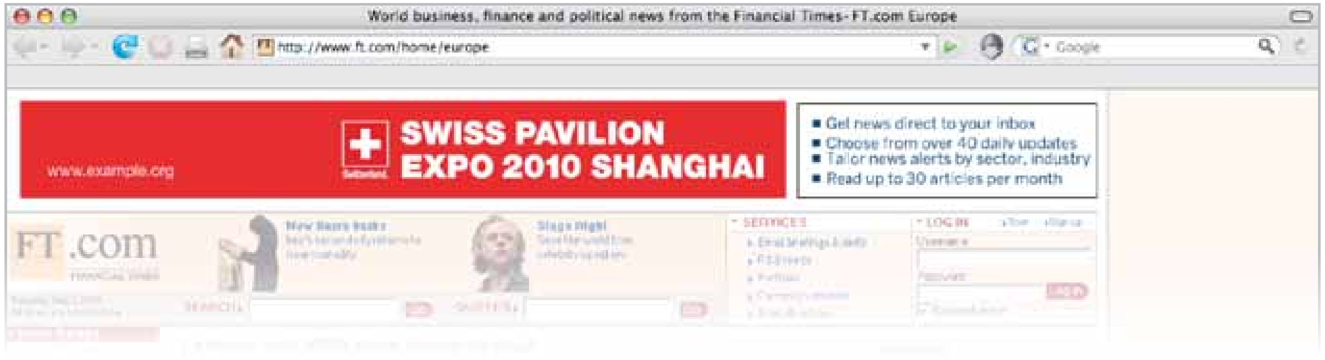

World business, finance and political news from the Financial Times- FT.com Europe
http://www.ft.com/home/europe
Google
FT.com

www.example.org

HOUSE OF SWITZERLAND
CHINA 2008

- Get news direct to your inbox
- Choose from over 40 daily updates
- Tailor news alerts by sector, industry
- Read up to 30 articles per month

Example Swiss Pavilion


World business, finance and political news from the Financial Times- FT.com Europe
http://www.ft.com/home/europe
Google
FT.com

www.example.org

SWISS PAVILION
EXPO 2010 SHANGHAI

- Get news direct to your inbox
- Choose from over 40 daily updates
- Tailor news alerts by sector, industry
- Read up to 30 articles per month