



## Working with Brand Switzerland

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# Brand Switzerland – positioning our country in a globalised world

In today's globalised information society, countries safeguard their foreign policy interests and exert influence around the world to a large degree in the open public. It is therefore in a country's interest to promote a good image and to be well known, to ensure that its positions on major issues are understood not only at home but also abroad, and to feel that its achievements are also known and acknowledged around the world. For this reason, the FDFA actively uses public-relations instruments to support Switzerland's efforts to safeguard its foreign policy interests.

The basis of Switzerland's communication abroad is Brand Switzerland, a key element of which is its corporate design. The purpose of corporate design is to create confidence and increase recognition of all Switzerland's communication activities abroad. The FDFA has developed Brand Switzerland to raise Switzerland's visibility and to standardise its visual appearance abroad.

This guide on working with Brand Switzerland is primarily intended for Switzerland's representations abroad and interested partner organisations.

I am convinced that the consistent and targeted use of Brand Switzerland will contribute effectively to strengthening Switzerland's position in the world now and in the long term. I therefore hope that an increasing number of players involved in Switzerland's communication abroad will recognise the benefits of a standard visual appearance and that they will present their activities under the single umbrella of Brand Switzerland.



**Dr. Roberto Balzaretto**

Secretary General of the Swiss Federal Department of Foreign Affairs (FDFA)

# 1 Brand Switzerland and its strategic significance

## 1.1 About this guide

This guide aims to support the users of Brand Switzerland in their work. It addresses the employees of Switzerland's foreign representations, of the FDFA central office and the employees of partner organisations active in the context of Switzerland's communication abroad.

This guide provides answers to the following questions:

- What is Brand Switzerland?
- What is the benefit of Brand Switzerland?
- How do I work with Brand Switzerland?



### **Area of application and validity**

The use of Brand Switzerland is compulsory for Switzerland's representations abroad and for partner organisations when they carry out activities in the context of Switzerland's communication abroad that are financed wholly or in part by the FDFA, Presence Switzerland.

Brand Switzerland must be used for activities funded directly by Presence Switzerland and when money is provided under the FINKOMP heading "Communication abroad".

Brand Switzerland is also used for Swiss official appearances at major international events, such as world expos and Olympic Games, which are organised and implemented on behalf of the Federal Council with the FDFA assuming the lead.

Brand Switzerland complies with the requirements of "CD Bund" (the corporate design of the Federal Administration). The Conference of Secretaries General approved the application for the use of "Corporate Design Switzerland" as an exception, on 25 January 2008.

## 1.2 Mission of Switzerland's communication abroad

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Download the Act and Ordinance:  
[www.image-switzerland.ch](http://www.image-switzerland.ch)  
→ Communication abroad

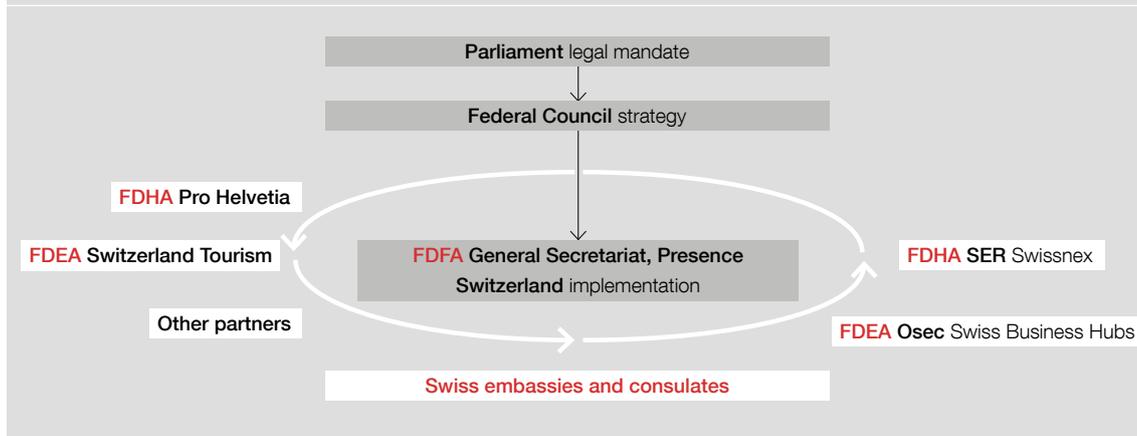
---

Switzerland's communication abroad helps safeguard Switzerland's interests abroad through public-relations instruments. Its mission is laid down by the Federal Act and Ordinance on the Cultivation of Switzerland's Image Abroad (SR 194.1 and 194.11).

Switzerland's communication abroad has the following mission:

- Disseminating knowledge about Switzerland abroad
- Promoting the visibility of Switzerland abroad
- Presenting Switzerland's political concerns and positions to a foreign target audience
- Creating positive attitudes and networks
- Communication in the event of a threat to Switzerland's image or an image crisis

## Working in partnership on Switzerland's communication abroad



Acting on the basis of the Federal Act and Ordinance, the Swiss Federal Council adopts the strategy for Switzerland's communication abroad for periods of four years at a time. This strategy is then implemented by the Federal Department of Foreign Affairs (FDFA). The unit responsible within the FDFA is Presence Switzerland, which is part of the General Secretariat.

Working in close cooperation with the Swiss representations abroad, the FDFA coordinates its activities in the field of communication abroad with other units, both inside and outside the federal administration, that are concerned with promoting Switzerland's image abroad. Switzerland's communication abroad thus strengthens the country's overall image abroad, harmonises the efforts of all the protagonists, and creates synergies.

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The activities of Switzerland's communication abroad:  
[www.image-switzerland.ch](http://www.image-switzerland.ch)  
 → Activities

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## 1.3 Brand Switzerland and the strategy of communication abroad

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### Theoretical bases

**Nation Branding** aims to change the image of a country, using concepts and marketing tools, to the advantage of its politics, economy, science, culture or tourism.

**Public Diplomacy** is the term used for communication by the government, the foreign ministry, or organisations close to the government to a foreign public.

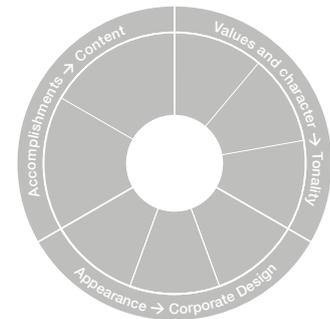
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### Why should there be a need for a Brand Switzerland?

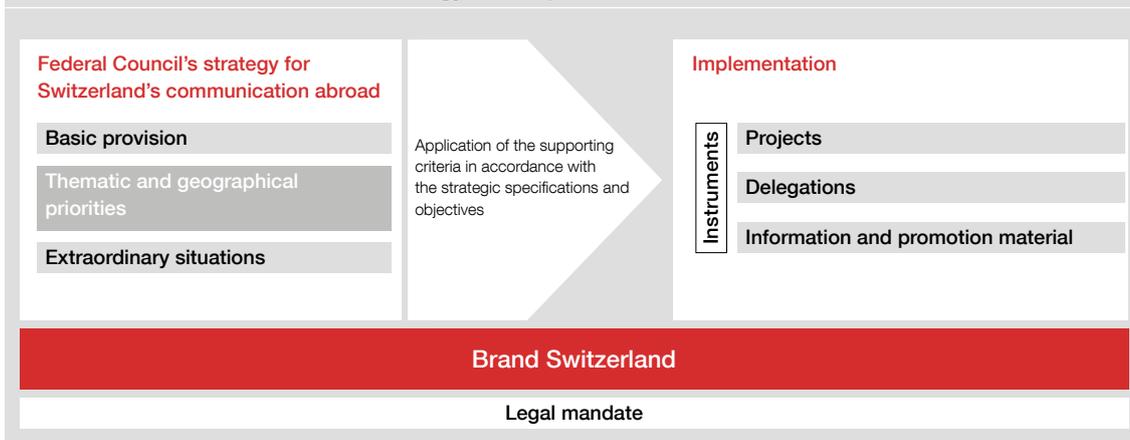
In today's globalised world, countries compete to attract well-trained individuals, companies, ideas, attention, international organisations, capital and investments. The image of a country plays an increasingly important role here. A clear and credible brand concept creates the necessary precondition for a country to be perceived as a sustainable, differentiated and advantageous location.

This brand encompasses three central dimensions:

- accomplishments
- values and character
- visual appearance



## Brand Switzerland the basis for strategy and implementation



### From brand, via strategy, to implementation

Brand Switzerland is the long-term basis for Switzerland's communication abroad. Building on this basis, the Federal Council specifies the strategy of Switzerland's communication abroad to establish the main themes, the priority countries and the target groups. The strategy thus defines the specific targets for the activities of communication abroad.

The following instruments are used:

- projects abroad
- invitations of foreign delegations to Switzerland
- production and distribution of information and promotional materials

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Download the strategy of Switzerland's communication abroad:  
[www.image-switzerland.ch](http://www.image-switzerland.ch)  
 → Communication abroad

Download the guidelines and application form:  
[www.image-switzerland.ch](http://www.image-switzerland.ch)  
 → Forms and documents

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## 1.4 The definition of Brand Switzerland

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The profiles of Switzerland's strengths can be consulted at [www.image-switzerland.ch](http://www.image-switzerland.ch)  
→ Brand Switzerland

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The definition of Brand Switzerland is the result of a comprehensive analysis of the question of Switzerland's image at home and abroad, its strengths and weaknesses. This process involved holding talks with numerous experts in the field of communication abroad and taking into consideration many different studies, including sector-specific ones.

Switzerland's accomplishments, values and character and visual appearance were then identified through a process of aggregation on the basis of the criteria of attractiveness, relevance, differentiability and potential for further development.

## Self-determination

in the relationship between citizen and the state, people shaping their own lives



## Secure future

Quality of life and prospects for the future



### Switzerland's accomplishments → Contents of Switzerland's communication abroad

“Self-determination” and “secure future” constitute the essential content of Brand Switzerland. The two terms stand for a credible, active and forward-looking Switzerland and are illustrated with vivid,

specific stories about Switzerland. These accomplishments are communicated through the activities of Switzerland's communication abroad.

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Get to know the stories from Switzerland:  
[www.image-switzerland.ch](http://www.image-switzerland.ch)  
 → Brand Switzerland  
 → Stories from Switzerland

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**Trustworthy****Premium quality****Authentic****Swiss cross, red and white****People****Alpine habitat**


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Download the Corporate Design  
Manual for graphic specialists:  
[www.image-switzerland.ch](http://www.image-switzerland.ch)  
→ Brand Switzerland

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**Switzerland's values and character**

→ **Tonality of Switzerland's communication abroad**

It is Switzerland's values and character that determine the tonality. Communication about Switzerland ought to be trustworthy and authentic, and stand out on account of high-quality texts and graphic work.

**Switzerland's visual appearance**

→ **Corporate design of Switzerland's communication abroad**

Corporate Design Switzerland ensures an immediate association with Switzerland and its activities and lasting recognition. The elements of the corporate design are presented on page 16 onwards.

# 1.5 The brand disc

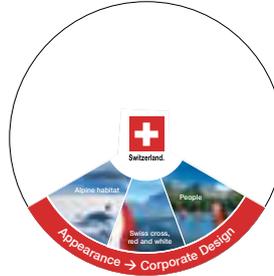
Switzerland's accomplishments



Values and character of Switzerland



Visual appearance

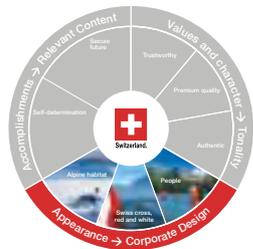


Brand Switzerland



Switzerland's accomplishments, values and character, as well as its visual appearance, all taken together, form Brand Switzerland.

## 1.6 Benefits of a uniform visual appearance



One important element of Brand Switzerland is its uniform visual appearance, the Corporate Design Switzerland (CD Switzerland).

### What are the benefits of visual uniformity?

- It increases the effect of Switzerland's communication activities.
- It ensures memorability.
- It facilitates identification internally and externally.
- It facilitates differentiation from others.
- It creates confidence and certainty.

### In what way does Corporate Design Switzerland assist me in my daily work?

- It complies with the requirements of CD Bund.
- It provides clear structures and guidelines and thereby simplifies processes.
- It saves costs on graphics – thanks to the availability of templates – and thereby reduces the burden on the project budget.
- It simplifies working with sponsors and partners.



### **What advantages does Corporate Design Switzerland offer partners?**

- Co-branding with “Switzerland” as one of the world’s strongest brands
- Official impact through endorsement by the FDFA
- Solution for public-private partnership
- Bigger impact through the single umbrella of Switzerland and a shared appearance
- Visibility of affiliation to a programme and/or campaign

If the FDFA claims a majority financial participation in a project for communication abroad or plays the lead role in it. For all other activities it is left to the discretion of the partners to what extent they use Corporate Design Switzerland along with all its guidelines.

At Swiss Pavilions for world expos and Houses of Switzerland for Olympic Games, commissioned by the Federal Council and organised under the lead of the FDFA, Presence Switzerland, all the partners involved position themselves under Corporate Design Switzerland.

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The corporate design (CD) is one facet of the brand and includes the totality of the visual appearance of a company, organisation or country. Corporate design deals with form not content, with form following content.

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## 2 Corporate Design Switzerland

### 2.1 The basic principle



#### Use of all the CD elements

Whether use is made of CD Switzerland or the CD of a partner organisation is a matter for negotiation. If the FDFA has a majority financial interest or the lead in a project relating to communication abroad, then it is mandatory for the CD Switzerland to be used.

CD Switzerland comprises the following elements:

- Logo Switzerland
- Logo Confederation
- Red area
- White margin
- URL
- Typography
- Corporate colours
- Visual World

A description of these CD elements and their mandatory use may be found on pages 18 to 26.



Switzerland.



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Embassy of Switzerland in Host Country

### Use of Logo Switzerland as the sole CD element

- Option A: The Logo Switzerland places all Swiss partners under a joint umbrella. In addition Logo Confederation is positioned at an appropriate place among the partner logos.

- Option B: The FDFA's project partners can use Logo Switzerland on their own communication materials to indicate that they are involved in a project or campaign following the guidelines of CD Switzerland.

The two options are shown on page 27.

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Partner organisations may also use CD Switzerland outside FDFA projects. Logo Confederation is then replaced by the partner's logo.

If the FDFA can only place one logo (minority participation), this must always be Logo Confederation.

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## 2.2 The elements of the CD Logo Switzerland



Switzerland.



Switzerland.



Svájc.



Suiza.



瑞士



سويسرا.

Variants of the Logo Switzerland are available for downloading from [www.image-switzerland.ch](http://www.image-switzerland.ch)  
→ Forms and documents

Graphic specialists can download a detailed Corporate Design Manual and templates for the most common means of communication:  
[www.image-switzerland.ch](http://www.image-switzerland.ch).

Logo Switzerland acts as a unifying symbol for Swiss activities throughout the world. Logo Switzerland

- makes Switzerland visible around the world,
- strengthens Switzerland's partners,
- links the activities of Swiss organisations abroad,
- creates a strong brand recognition and
- symbolises the quality and importance of the activity.

Logo Switzerland is comprised of two elements: the white cross on the red background and the text “Switzerland” in the language of the country in which it is being used. The word “Switzerland” is followed by a full stop\*.

It is not permitted to separate these two elements.

Logo Switzerland is used in two forms: positive for use on a white background or negative for use on a red background.

\*Exceptions are those languages that do not normally use punctuation marks, such as Chinese, Japanese or Thai.



The composed logo is used as an alternative to the Logo Switzerland and is applied to projects that have a strong bilateral emphasis between Switzerland and a partner country, a partner region or a partner city. No other combinations are permitted.

The composed logo is comprised of Logo Switzerland on the left and the name of the partner country, region, or city on the right, followed by a full stop.



The logo for the House of Switzerland and the Swiss Pavilion is also composed. It is comprised of Logo Switzerland, the text elements “House of Switzerland” or “Swiss Pavilion” and relevant information about the event.

The composed logo is available in two versions: an English one and/or one in the official language of the partner country.

The composed logo is positioned in the place normally occupied by Logo Switzerland on all means of communication.

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Composed logos are available for downloading from [www.image-switzerland.ch](http://www.image-switzerland.ch)  
→ Forms and documents

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# Logo Confederation




 Schweizerische Eidgenossenschaft  
 Confédération suisse  
 Confederazione Svizzera  
 Confederaziun svizra  
**Embassy of Switzerland in Host Country**


 Schweizerische Eidgenossenschaft  
 Confédération suisse  
 Confederazione Svizzera  
 Confederaziun svizra  
**Consulate General of Switzerland in Shanghai**  
 瑞士驻上海总领事馆  
**Presence Switzerland**  
 瑞士国家形象委员会


 Schweizerische Eidgenossenschaft  
 Confédération suisse  
 Confederazione Svizzera  
 Confederaziun svizra  
**Consulate General of Switzerland in Vancouver**  
 Federal Department of Foreign Affairs FDFA  
 General Secretariat GS-FDFA  
 Presence Switzerland

The Swiss federal administration also has a corporate design, which is used primarily in Switzerland. The layout and application guidelines are detailed in the CD Bund.

CD Switzerland is subordinate to CD Bund. In the case of communication means that are produced in CD Switzerland, Logo Confederation appears as the sender logo; in the case of multi-page products it always appears on the last page and in the case of single-page ones, on the front left.

Information on the use of the Logo Confederation is to be found in the CD Bund manual and in the departmental guidelines at: [www.bk.admin.ch](http://www.bk.admin.ch)

The service responsible for CD Bund within the FDFA is Visual Communication, Information FDFA, GS-FDFA.



Generally, Helvetica in all the standard-width variants is used. If the Helvetica font is not available for technical reasons, it is permissible to use Arial. Arial is used for Office applications. Verdana is used for digital communication media.

The Helvetica font family is available in various non-Latin languages, such as Cyrillic, Greek, Arabic and Hebrew. A font from the Hei family is used for Chinese.

In typesetting (spaces before punctuation marks, quotation marks, etc.) due consideration is given to national specificities.

Helvetica 55 Normal  
**Helvetica 75 Bold**  
**Helvetica 95 Black**

Arial Regular  
**Arial Bold**

Verdana Regular  
**Verdana Bold**  
(only for digital communication media)

# Colours




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For the design of extensive means of communication, additional colours are available.  
→ Corporate Design Manual

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Colours play an important role in CD Switzerland. The specified red is a salient characteristic. Along with red, use is made of black, white and various shades of grey (see below). These colours are used in all the different means of communication, for instance in titles or graphic elements.

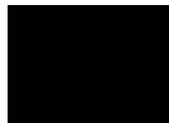
It is recommended that the colours (especially the red) be checked at the printer's.



**Red**  
CMYK 0/100/95/5



**White**  
CMYK 0/0/0/0



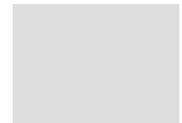
**Black**  
CMYK 0/0/0/100



**Grey 60**  
CMYK 0/0/0/60



**Grey 30**  
CMYK 0/0/0/30



**Grey 15**  
CMYK 0/0/0/15



Images are always an eye-catcher and arouse emotions. For this reason, images play an important role in CD Switzerland. Like all the other graphic elements, the images reflect Switzerland's brand values.

The selection of the appropriate images is thus decisive for successful communication about Switzerland abroad.

The Alpine habitat and its never-ending interaction with the people living in Switzerland is one central element in the visual world of Switzerland. In this respect, consideration is to be given to the countryside, architecture, infrastructure, products and services that have direct links with the Alps.

The images are characterised by a natural style. Landscapes or situations from everyday life in Switzerland convey an image of an authentic, credible, top-quality Switzerland.

For that reason, photographs ought not to be artificially modified, manipulated or used if in poor-quality.

The images should include the national colours of red and/or white, for example in the background, in the clothing or in accessories.

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The picture database containing pictures that comply with Brand Switzerland is to be found in the protected zone of [www.image-switzerland.ch](http://www.image-switzerland.ch)

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## 2.3 Layout guidelines and principles for use

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For graphic specialists,  
the detailed Corporate Design  
Manual is available at:  
[www.image-switzerland.ch](http://www.image-switzerland.ch)  
→ Brand Switzerland

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The use of CD Switzerland is based on the following guidelines:

- **Logo Switzerland** must appear prominently on all means of communication, on the title page at the bottom right or top right (for digital media). It is permissible to use the negative logo (on red) or the positive one (on white). The logos may not be placed on any other background colour.

In the case of printed products applying the entire CD, the following elements must be placed according to the following rules:

- **Logo Confederation** (with the appropriate labelling)
- **URL** of a page with further information: [www.swissworld.org](http://www.swissworld.org) is always available
- **Meaningful image**
- **Red area** (size may vary). Exception: in the case of single-sided means of communication with a partner, the red area is generally omitted
- **White margin**

## Publication without partner, single-sided

**White margin**  
3X

**Font Helvetica**  
all different variants,  
in exceptional cases Arial

**Picture**  
of Alpine habitat,  
people, red, white

**Headline**  
Subheadline

**URL**  
front side,  
bottom left

**Sender**  
Logo Confederation,  
bottom left

**Red area**  
compulsory, height variable,  
correct red as per specification

**Logo Switzerland**  
bottom right, negative

**1X**  
font height  
"Switzerland"

## Publication without partner, two-sided

**White margin**  
3X

**Red area**  
height variable, cor-  
rect red specification

**Picture**  
of Alpine habitat,  
people, red, white

**Headline**  
Subheadline

**Text either on**  
the picture or on  
a red area

**Red area**  
compulsory,  
correct red as  
per specification

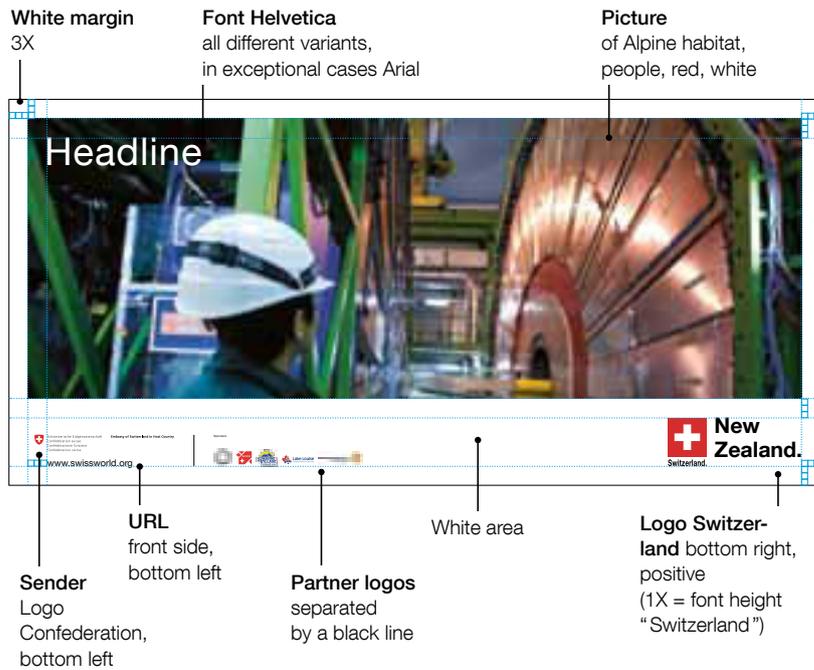
**Sender**  
Logo Confed-  
eration on rear

**Text either on**  
the picture or on  
a red area

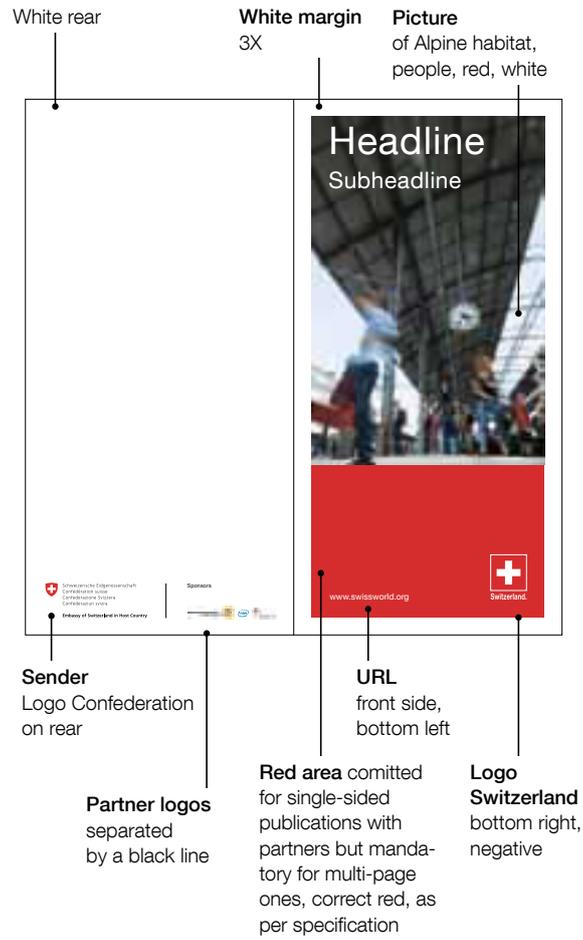
**Logo Switzerland**  
bottom  
right, negative

**URL**  
front side,  
bottom left

### Publication with partner, single-sided



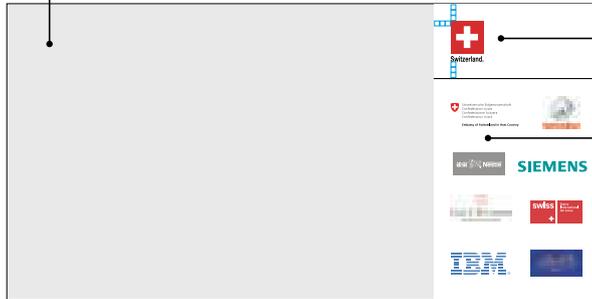
### Publication with partner, two-sided



# Logo Switzerland as the sole element

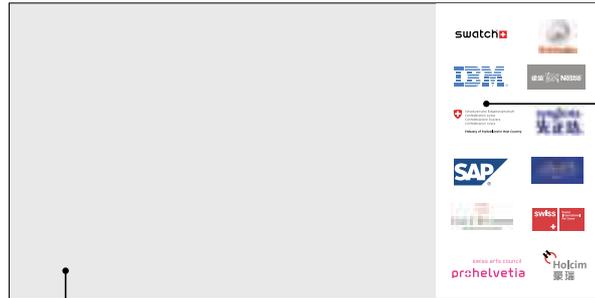
## Option A: Joint umbrella Switzerland

Neutral area or area within the partner's CD



**Logo Switzerland** separated by a bar, as a joint umbrella

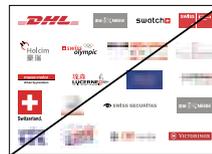
**Logo Confederation** in the block with the partner logos



Neutral area or area within the partner's CD

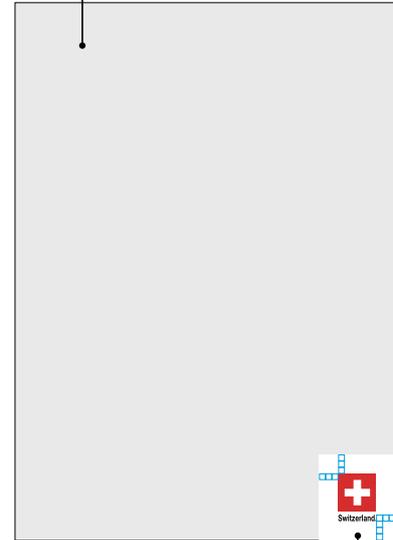
### Exception

If only one logo can be included: **Logo Confederation** in the block with the partner logos



## Option B: The partner indicates their involvement in a campaign of Official Switzerland through Logo Switzerland

Neutral area or area within the partner's CD



**Logo Switzerland** with the exclusion zone, at the bottom or top right, on a white background

# 2.4 Application examples for print



**ThinkSwiss: Let's Brainstorm the Future Together!**

The creativity of Swiss designers is world renowned, culminating in the Swiss Design Award presented on a biannual basis from the Design Center Langenthal.

As part of a worldwide tour with stops in Geneva, Shanghai, and Tokyo, Switzerland proudly presents the Swiss Design Award to North America. Featuring works by talented Swiss designers, the exhibit showcases the best pieces from this prestigious award.

These events are part of ThinkSwiss, your opportunity to get involved with Switzerland.

**Design Quiz**

- When you think of Swiss design, what comes to mind?  
.....
- Who presents this biannual award?  
.....
- What is your favorite piece in the exhibit?  
.....

 Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra  
Swiss Confederation
 



Invitation card, 2-sided, with a partner

On the occasion of the official opening celebration of the Embassy of Switzerland in the Republic of Kazakhstan

Federal Councillor Mrs. Micheline Calmy-Rey,  
Head of Federal Department of Foreign Affairs  
and  
Ambassador Mr. Stephan Nellen and Mrs. Daniela Erb

invite you to a concert by the Swiss Group "Mylife" and the Singer Betty Luter, playing on traditional instruments in a modern interpretation.

On Wednesday, October 7, 2009, at 18:30

The concert is followed by a reception.

Алтын Халл  
The Pyramid of Peace and Reconciliation

Төтенше елші  
Invitation valid for 2 persons  
R.S.V.P. - 8 777 533 02 02

По случаю празднования официального открытия Посольства Швейцарии в Республике Казахстан

Федеральный Советник Министр иностранных дел Швейцарии,  
Г-жа Мишель Кальми-Рей,  
и  
Посол Стефан Неллен и г-жа Даниэла Эрб

приглашают Вас на концерт швейцарской группы "Mylife", играющей на традиционных инструментах в современной интерпретации, с участием певицы Бетти Лутер.

Среда, 7 октября 2009 в 18:30

По окончании концерта состоится прием.

Зал «Алтын Халл»  
Пирамиды Мира и Согласия

Высочайшее почтение  
Приглашение на 2 персоны  
R.S.V.P. - 8 777 533 02 02

Invitation card, 4-sided with a partner





Poster without a partner



Leaflet, 6-sided without a partner

# Application examples of partners



**Invitation** (Partner's Corporate Design with Logo Switzerland on the top right)



**Brochure**, front and back  
(Partner's Corporate Design with Logo Switzerland on the bottom right)

# Application examples for web / electronic media



**Banner**  
on a website within the CD  
Switzerland



**Website**, [www.swissworld.org](http://www.swissworld.org)



**PDF Newsletter** (Word template)

# Application examples for give-aways and 3D objects



USB stick



Toblerone



Lettering on a car



Appearance on a podium



House of Switzerland, Canada 2010



Climate Trail exhibition

## 2.5 Where can I find what? The www.image-switzerland.ch platform



Login to the protected area with the tools and templates for graphic implementation.

Platform for working with Brand Switzerland

The central contact point for the implementation of Brand Switzerland is the platform [www.image-switzerland.ch](http://www.image-switzerland.ch). It provides further information in four languages on Switzerland's communication abroad, Switzerland's image,

Brand Switzerland, information material and best-practices, documents for downloading (templates, manuals and application forms etc.) and a picture database.

## “Corporate Design Manual”

for graphic specialists



CD Manual, front page

## Graphic templates

Brochures, invitations, flyers, etc. (in the protected area)



Example of an InDesign poster template, with a partner



Example of an InDesign invitation-card template, without partner

## Logo Switzerland and Composed Logo Switzerland

in a large number of languages (negative and positive, eps and jpg)



Example of Composed Logo with Germany, positive, german



Example of Logo Switzerland, negative, hungarian

## Picture database

Pictures that comply with Brand Switzerland



Example of Alpine habitat, environmental technology, people, red and white

Logo of Swiss representations  
CD Confederation  
Mail to: [cdbund@eda.admin.ch](mailto:cdbund@eda.admin.ch)

## 2.6 Contact and advice

The Foreign Desk of Presence Switzerland is available for questions, advice and suggestions. Please submit your application proposal early.

**[prs-projects@eda.admin.ch](mailto:prs-projects@eda.admin.ch)**

For Houses of Switzerland at the Olympic Games and for the Swiss Pavilions at world expos, please contact the marketing and communication team for major international events at FDFA, Presence Switzerland.

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Platform for Switzerland's communication abroad:  
[www.image-switzerland.ch](http://www.image-switzerland.ch)  
Your Gateway to Switzerland:  
[www.swissworld.org](http://www.swissworld.org)

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