

Communication Manual for Partner States – Annex 1: Use of logos

This annex is to be understood as a general guideline for the use of logos.

1) Logo of the Cooperation Programme

- The logo of the Swiss Cooperation Programme is the central element in the visual identity and must be used on all information and communication material related to the Swiss Cooperation Programme (website, social media, presentations shown at public events, publications, films, promotional items, billboards, letters etc.).
- The guiding principle for use and placement of the logo is that the Swiss Cooperation Programme logo is superior to all other logos (exception: on commemorative plaque).
- If used together with other logos, the Swiss Cooperation Programme logo should be on the left and/or on top.
- No technical specifications possible, as the specifications of the various Cooperation Programme logos are not standardized.

SWISS – GREEK
Cooperation Programme



ŠVICARSKO – HRVATSKI
Program Suradnje



2) PRS Logo for the Swiss Contribution

- The PRS logo for the Swiss Contribution is used when communicating in the Partner States about the contribution as a whole.

SWISS – EUROPE
Contribution

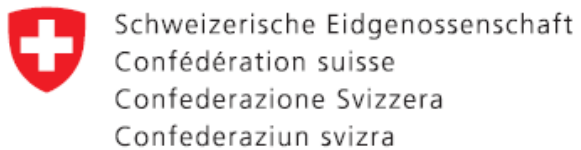


3) Logo of the Swiss Confederation

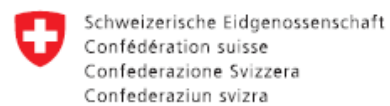
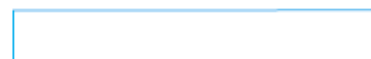
Technical specifications and visualisation:

- Colours: white, red (pantone 485) and black
- Size: The logo can be used in different sizes. Depending on what the logo is used for, a size can be mandatory; this applies to both colour and black and white logos. Scaling down the size of a logo is restricted but you are free to use the logo as large as you like.
- For more detail information, see Annex 2 (Manual Swiss Confederation logo).

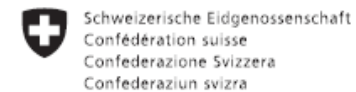
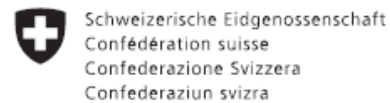
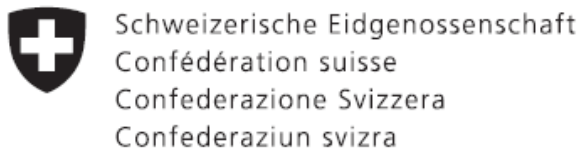
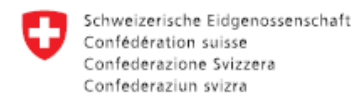
55 mm (100%)



36 mm (65,4%)

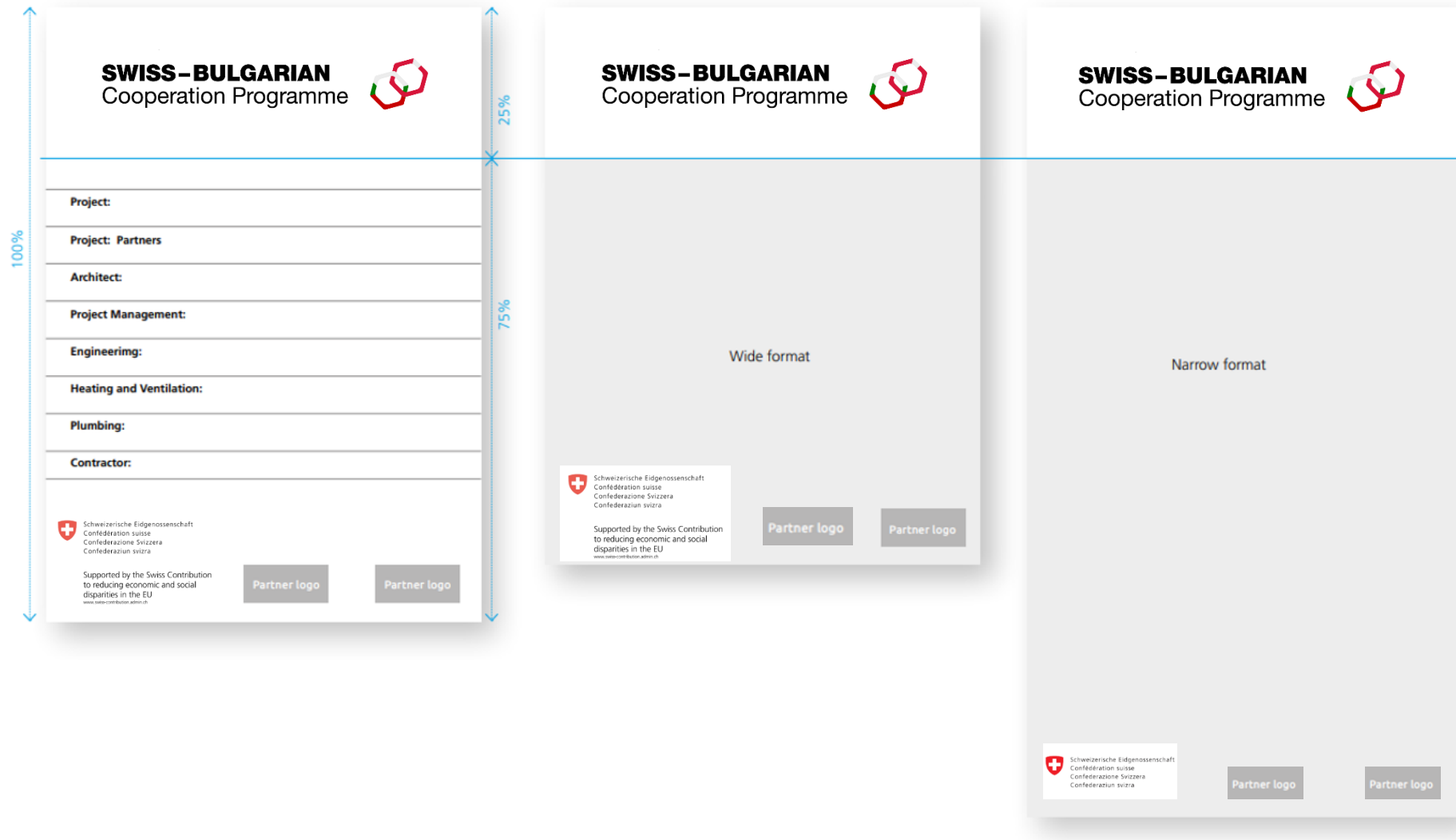


32 mm (58,2%)



4) Billboard

* Slogan to the logo of the Swiss Confederation to be included if feasible, if not see example 3.

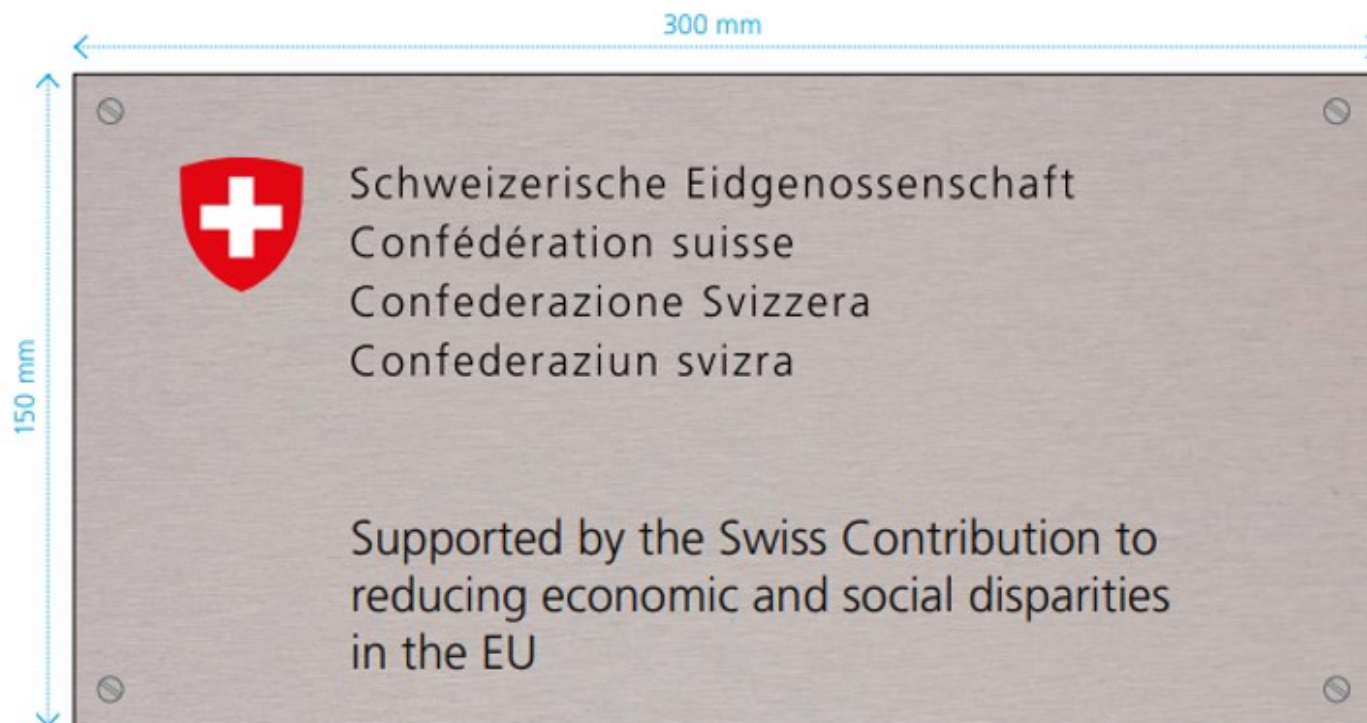


5) Commemorative plaques

- On commemorative plaques, the logo of the Swiss Confederation is mandatory.
- If feasible, the logo of the Cooperation Programme and the Partner State can be included as well (both underneath the logo of the Swiss Confederation; logo of Cooperation Programme on the left). No technical specifications possible since specifications of Cooperation Programme and Partner State logos are not homogenous.

Technical specifications and visualisations for the commemorative plaques, if the logo of the Swiss Confederation is used alone:

- Each commemorative plaque measures 300 x 150 x 2 mm.
- The commemorative plaque is in silver anodized aluminium, with a thickness of 2 mm.
- Print out in screen process in 3 colours: white, red (pantone 485) and black.
- Hot varnish coated at 80 degrees on the surface and on the edges.
- The holes for fixing must be made before varnishing.
- An EPS file for the commemorative plaque is attached separately.
- File: Swiss Contribution Plaque 2021 P 485 U.eps



6) Stickers

Technical specifications and visualisation:

- Left: Sticker design ready for print in 4 colour process/CMYK, standard size 1:1
- Right: Sticker design ready for print in screen colour process/3 colours: white, red (pantone 485) and black, standard size 1:1
- Standard stickers measure 100 x 60 mm, minimal size is 42 x 25 mm
- EPS files for stickers are attached separately

CMYK



Pantone P 485

