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Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Konfederacja Szwajcarska

## Rules for using the logo

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5. Printing on colour background
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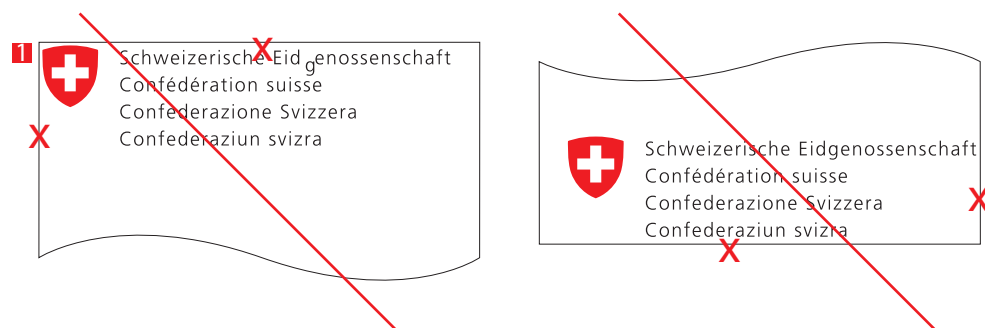
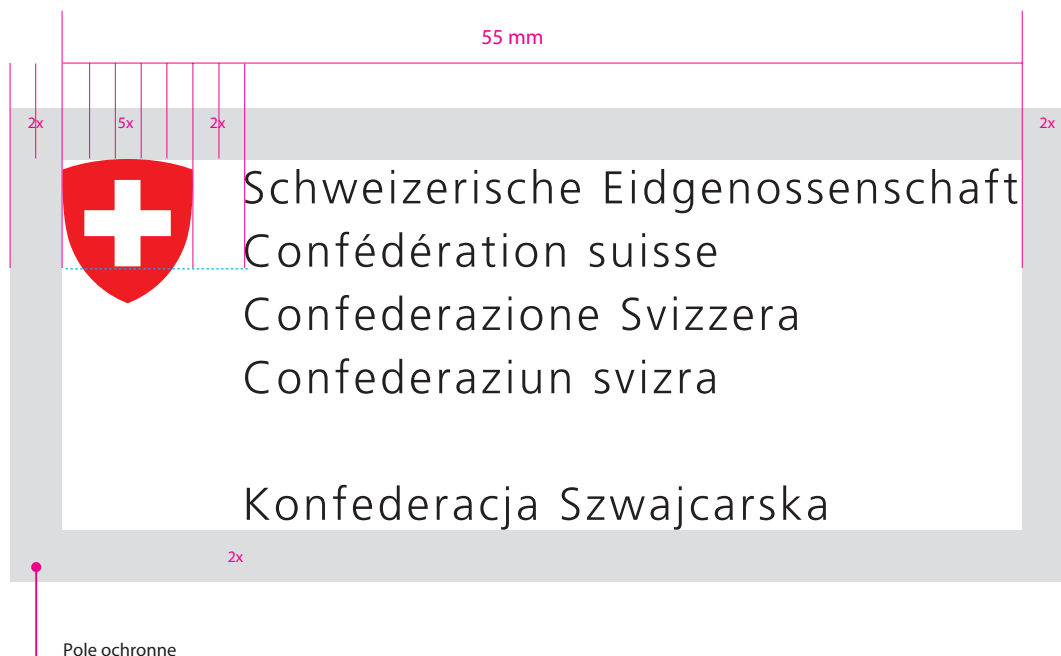


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## 2. Basic version of the logo

The logo is placed horizontally.



### 3. Form and structure of the logo

The logo has one basic module of establishing the proportions X.

In order to allow for a maximum impact of the logo a protected zone has been defined. Within this protected zone no other element is allowed. The width of this zone is equal to the distance between the emblem and the four lines of text.

#### 1 Forbidden application of logo

The samples opposite show the use of logos where the protected zone has not been respected. Violations are marked with X.



#### 4. Printing on colour background

The logo can be used on various colour backgrounds, but it looks best on a white background.

#### Threshold for the negative version (text).

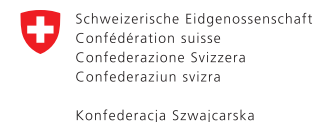
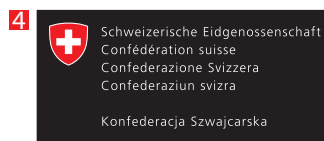
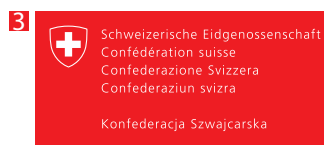
From approximately 60% intensity of a colour background upwards it is advised to use the negative version of the logo in order to have enough contrast between background and text.



### 5. Positive/negative utilisation

Although the logo looks best on white background it can be used on various backgrounds. An increase in intensity of the colour background requires the text (and only the text) to change its properties from positive to negative.

- 1 The emblem in the colour logo never changes, but the text does, according the intensity of the background: with a grey value higher than 60% the text changes from positive to negative.
- 2 The use of the b&w logo is allowed only up to a background intensity of 70%. If the intensity is higher the contrast between background and emblem is too low.
- 3 On a red background which is close to the red of the emblem the colour logo must have a white outline
- 4 On a black background the emblem of the b&w logo must have a white outline.





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● — Frutiger Light

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## Frutiger Light

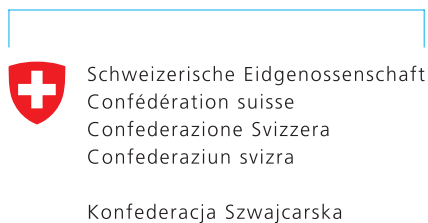
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### 6. Lettering in the logo

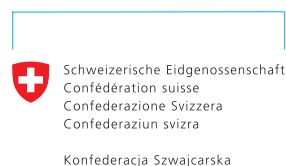
Distinctive features of the font from Frutiger Light:  
humanistic sans serif typeface, functional, proportional, geometrical  
division, legible and harmonious.



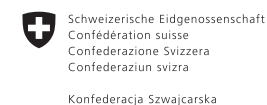
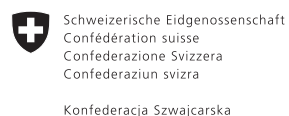
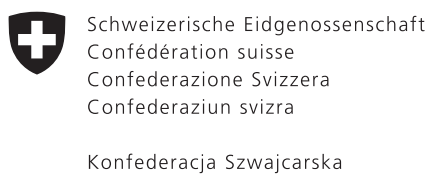
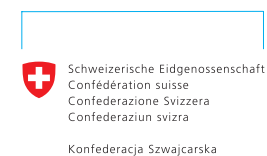
55 mm (100%)



36 mm (65,4% )



32 mm (58,2% )

**Original size (100%)**

This size is standard for most applications, all font definitions and dimensions refer to this size.  
Size to be used e.g. for printed matter in A4 and A5 size, business cards and envelopes.

**Minimum size for office printers (65,4%)**

In order to maintain quality and readability this size has been defined as the smallest allowed for printed matter which is designed to be printed on a desktop or office printer.

**Minimum size for professional printing (58,2%)**


In order to maintain quality and readability this size has been defined as the smallest allowed for printed matter which is printed on professional printing machines in printing shops.

**7. Sizes**

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 b&w logos. Scaling down the size of a logo is restricted but you are free to use the logo as large as you like.






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## 8. Inadmissible logo modification

Modifications that are not allowed:

- changing proportions while scaling,
- using the logotype's elements in different configurations than it's been originally designed,
- changing colours in logotype,
- other modifications that could damage the logotype proportions.

PANTONE: 485 C lub 485 U

PANTONE Proces Black C

C: 0, M: 100, Y: 100, K: 0

C: 0, M: 0, Y: 0, K: 100

R: 255, G: 0, B: 0

R: 35, G: 31, B: 32

## 9. Logo colouring

