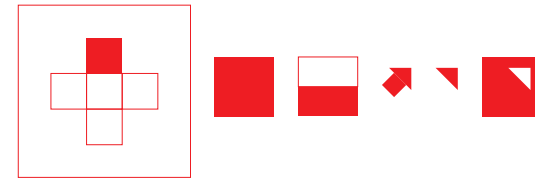




## Rules for using the logo

1. The philosophy of logo design
2. Basic version of the logo
3. Form and structure of the logo
4. Colours for the colourful logo and the monochromatic logos
5. Lettering in the logo
6. Logo protection zone
7. Swiss Contribution logotype in a sequence of logos
  - Swiss Contribution logotype and other brands
  - Swiss Contribution logotype, other brands and Bundelsogo
8. Scaling
9. Inadmissible logo modifications
10. Logo colouring
  - Pantone
  - CMYK
  - RGB



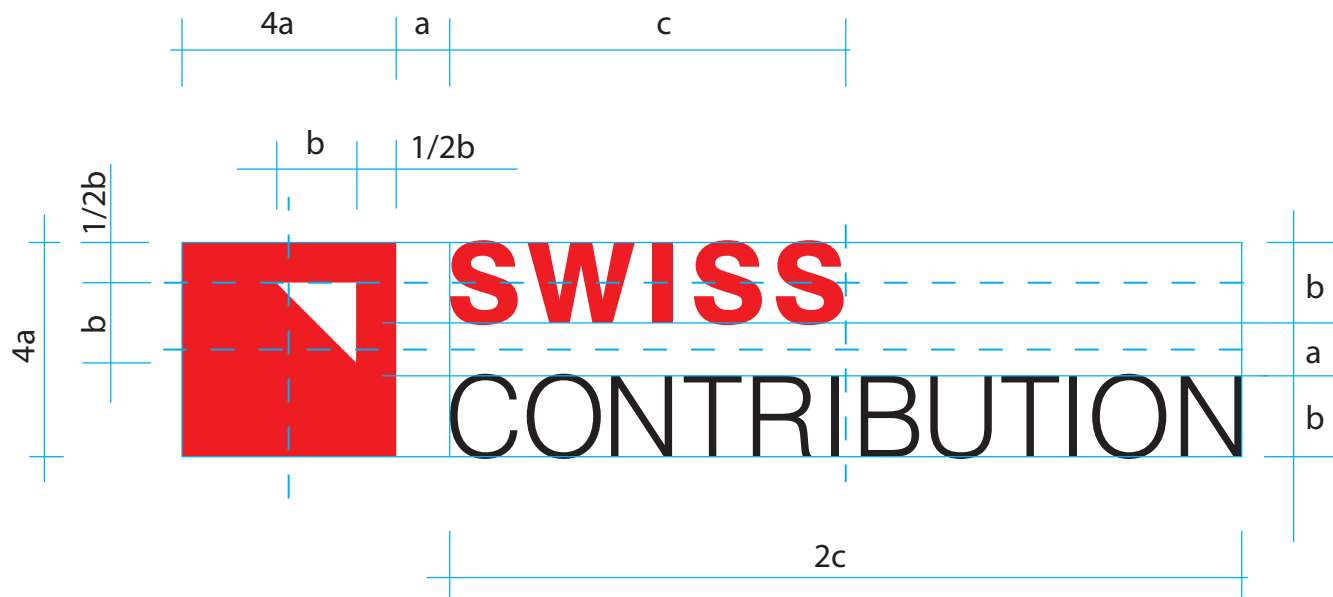
### 1. The philosophy of logo design

The logo refers to one arm of the cross – the symbol of Switzerland – which is oriented on the cooperation with Poland. We have captured the moment when an arrow pointing to the right upper corner is created. This arrow symbolizes development, direction. The colouring is associated with Swiss – Polish relation.



## 2. Basic version of the logo

The logo is placed horizontally.



### 3. Form and structure of the logo

The logo has three basic modules of establishing the proportions:

- a. the space between SWISS and CONTRIBUTION,
- b. the size of letters,
- c. the width of the word SWISS.



#### 4. The range of background colors and the logotype usage

The standard version of the logotype is suggested.  
If a background has to be used, one should adapt the logotype using examples above.

**Swis 721 HvPL**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

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SWIS 721LTPL

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**5. Lettering in the logo**

Distinctive features of the font from Swis 721 family:  
functional, proportional, geometrical division, logic and order.



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## 6. Logo protection zone

The protection zone is the minimum distance between the logo and other graphic elements such as the text, photographs, illustrations etc. The protection zone determines the value of the logotype symbol.





dowolne logo instytucji / firmy biorącej udział w programie / projekcie



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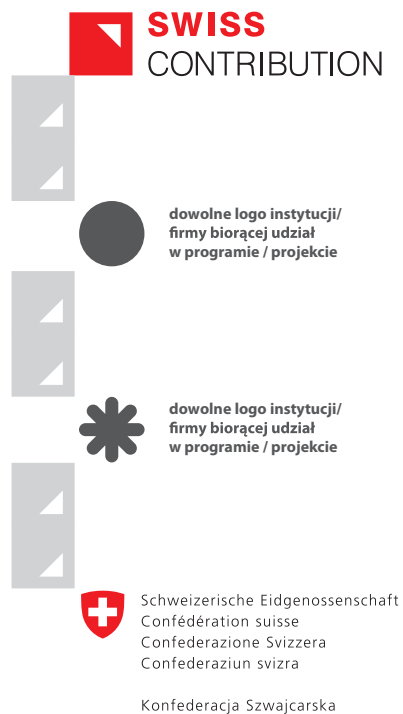
dowolne logo instytucji / firmy biorącej udział w programie / projekcie

## 7. Swiss Contribution in a sequence

Swiss Contribution in a sequence of logos

In combination with other brands, the Swiss Contribution logo should always be placed on the left (in a horizontal layout) or at the top (in a vertical layout).

The logo protection zone, both in a horizontal and a vertical layout, determines a double value of the Swiss Contribution logotype symbol.



#### Swiss Contribution logotype, other brands and Bundeslogo

If Bundeslogo must be used, in a horizontal layout, the Swiss Swiss Contribution logotype, other brands and Bundeslogo Contribution logo must always be placed to the left, Bundeslogo – to the right and other logos – in the space between them. In a vertical layout, the Swiss Contribution logo should always be placed at the top, Bundeslogo – at the bottom of the sequence and other logos - in the space between them.

The logo protection zone, both in a horizontal and a vertical layout, determines a double value of the Swiss Contribution logotype symbol.



15 mm



20 mm



25 mm



30 mm



35 mm



40 mm



15 mm



20 mm



25 mm



30 mm



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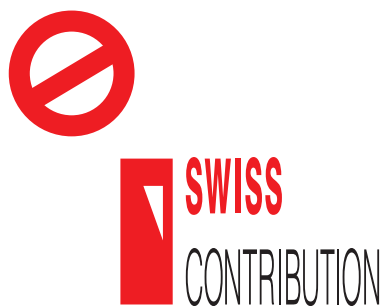
35 mm



40 mm

## 8. Scaling

While scaling the logo, the whole image, together with the lettering, must be evenly enlarged or reduced in size.



### 9. Inadmissible logo modifications

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

PANTONE Proces Black C

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

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

R: 226, G: 0, B: 26

R: 226, G: 0, B: 26

## 10. Logo colouring

