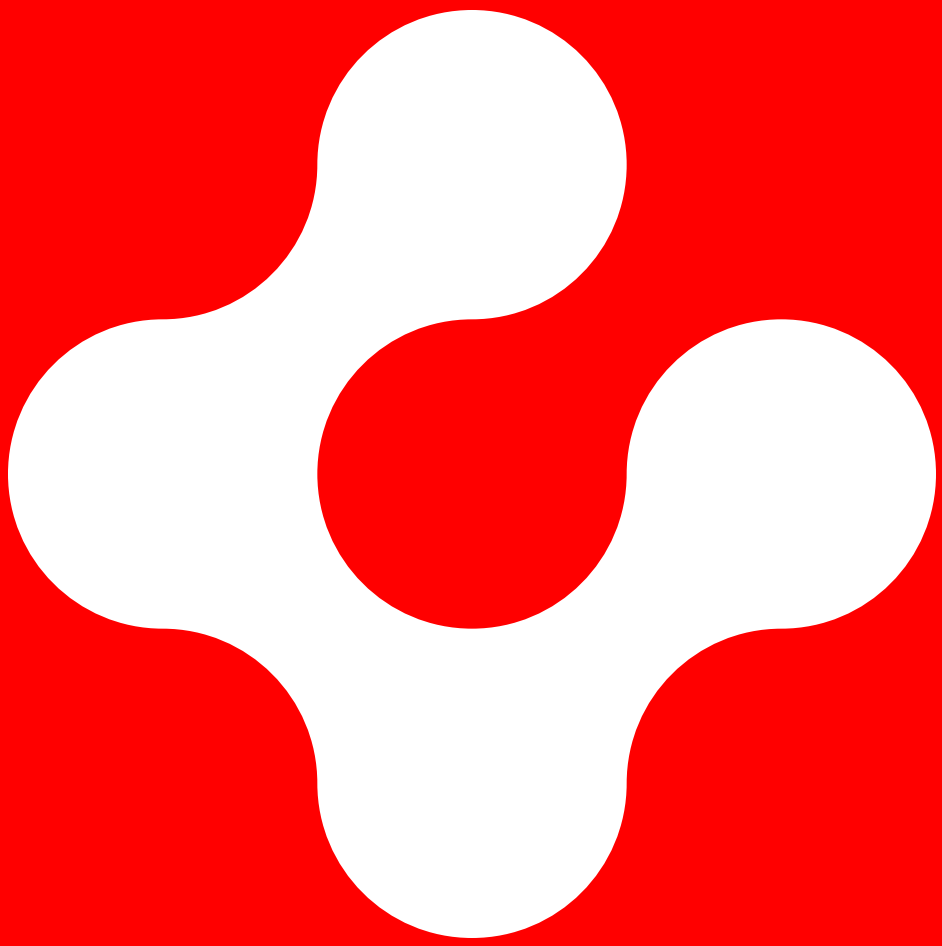
swissnex



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Introduction

Swissnex is evolving as an organization. To reflect these changes, we have created a new logo representing the values of collaboration and innovation core to our culture.

These guidelines introduce the new logo and color details. Over time we will be adding more ideas to encompass the entire Swissnex design system, including our new website and communication materials.

The spirit of the new logo

At Swissnex, we believe in the ‘crowding-in effect’ of investment: we hone in on the research, technology, viewpoints, and business ideas from the Swiss innovation ecosystem with the most potential to move the moment. Ultimately, we’re a platform, crowding-in collaboration across siloed orbits in order to propel new ideas forward, building a fellowship fit to turn challenge into opportunity.

A puzzle piece echoing the shape of the Swiss flag, our new symbol is a playful and bold representation of connection and the potential of catalytic change made possible by collaboration. These guidelines provide rules for the use of the new symbol, as well as inspiration for creative applications to further enhance its impact.
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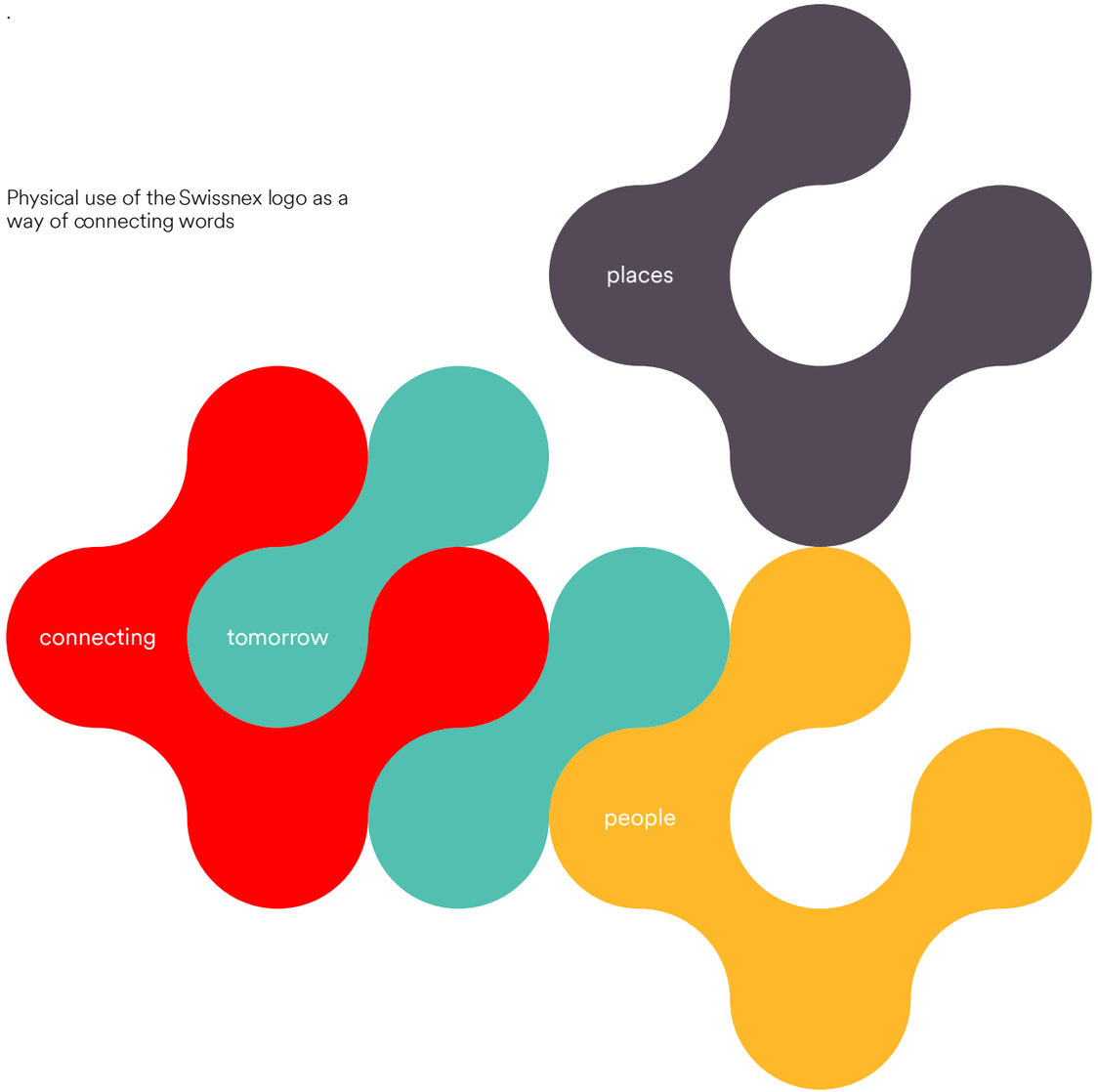
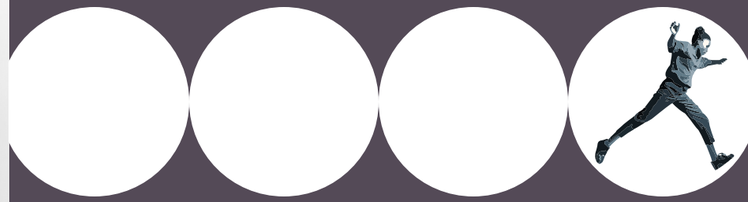
Physical use of the Swissnex logo as a way of connecting words





Use of circles that are derived from the Swissnex logo

Use of the logo shape to capture imagery and make a visual story about human connections

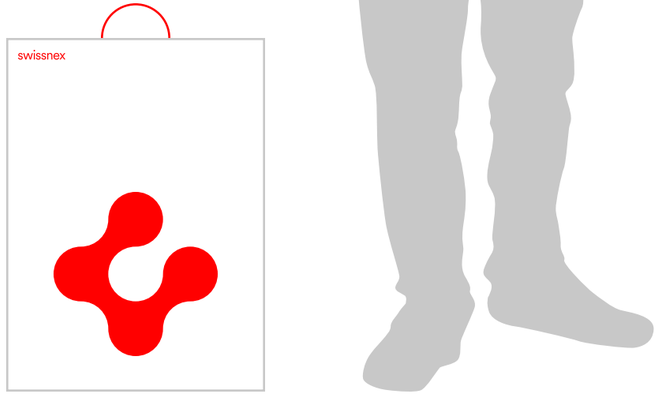
Swissnex logo

The Swissnex logo is designed to reflect the Swiss flag and the collaborative nature of our organization in the form of a playful puzzle piece. The suggested flow between dots, emphasizes our connected world and interactions.

The clear space rule is for better visibility of the Swissnex logo. The zone is defined by the height of the dots that make the symbol and forms a perimeter for visual clearance where possible.

Swissnex symbol

The Swissnex symbol can be separated from the wordmark for bold, iconic applications. Where additional brand clarity is needed, the wordmark can be added.



Swissnex location names — style and size

There are five core locations treated as sub-brands of Swissnex. For these Swissnex sub-brands, we have developed three sizing options in relation to the Swissnex logo. Location names are typeset using the Circular font.

swissnex

x height

Location names typset in Circular Regular > optical setting > tracking -10
all names to appear in uppercase

Size option 1

40% x

Size option 2

50% x

Size option 3

100% x

Size option 4

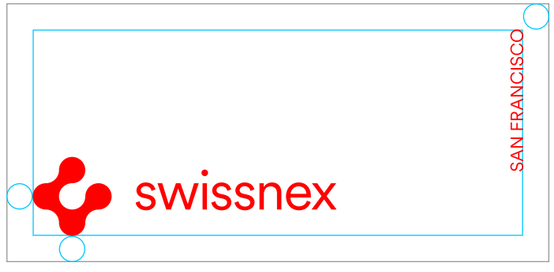
200% x

Swissnex location names — layout

All location names are arranged vertically across our communications channels. The size options allow for flexibility across applications so that the best format can be applied.

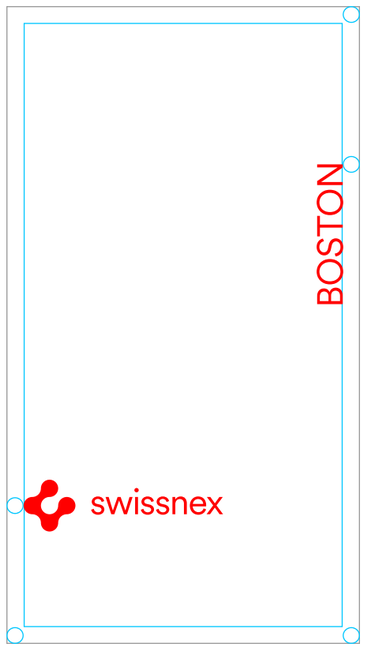
We recommend arranging the logo to the left of the location names so that it reads “Swissnex location.”

Borders shown are based on the clear space rule.



Example 1:
location name at 40% x height

Example 2:
location name at 50% x height



Example 3:
location name at 100% x height

Example 4:
location name at 200% x height

Swissnex color

Pantone 485 is the official color of the Swiss flag and the same color we use at Swissnex. The difference between print and digital is slight, as the red has been optimized for digital.

Swissnex 485 for digital applications
RGB 255_0_0
#FF0000

Swissnex 485 for print applications
Pantone Spot 485C / 485U
CMYK 0 95 100 0

Swissnex Black for digital and print
CMYK 0 0 0 100
RGB 0_0_0

Swissnex logo file types

Reference the following file types and nomenclature to locate and use the correct logo for applications.

SN_POS_RGB.png

SN_NEG_RGB.png

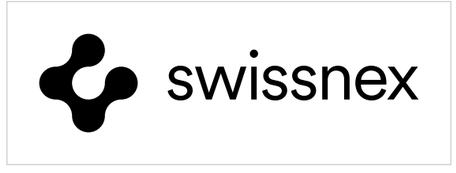
File types:

RGB Digital Color (Red, Green, Blue)
SC Pantone (Spot Color)
4C CMYK (Cyan, Magenta, Yellow, Black)
BW Black and White

Filename extensions:
.eps Print
.png Web and Digital

SN_POS_SC.eps

SN_NEG_4C.eps



SN_POS_BW.eps

SN_NEG_BW.eps

Swissnex typography

Circular is our primary print typeface. It’s used for all official content internally and externally, from campaigns to labels. Circular is as graceful as it is rational. With its engineered geometry, it’s minimal and unpresuming.

Light
abcdefghijklmnopqrstuvwxyz
1234567890&*#$%>;{\

Regular
abcdefghijklmnopqrstuvwxyz
1234567890&*#$%>;{\

Book
abcdefghijklmnopqrstuvwxyz
1234567890&*#$%>;{\

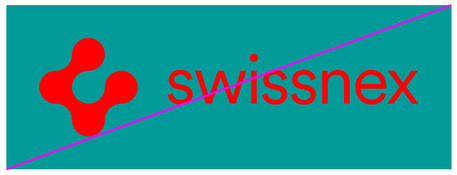
Bold
abcdefghijklmnopqrstuvwxyz
1234567890&*#$%>;{

Swissnex don’ts

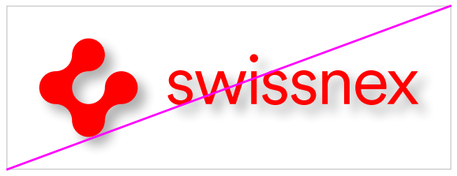
The less we mess with the logo and symbol, the better the results. Use them as they have been created. In case you’re tempted here are some don’ts!

Don’t change the basic logo color approach

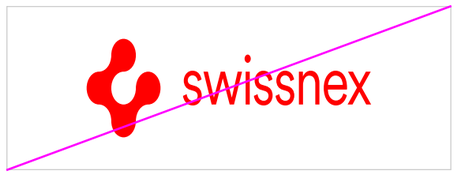
Don’t use the logo on busy backgrounds



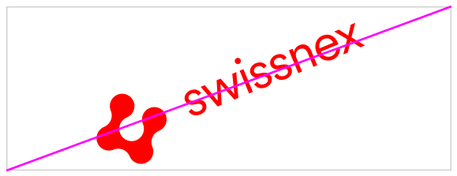
Watch out for background colors that clash with the Swissnex red



Don’t add drop shadows



Don’t change the scale

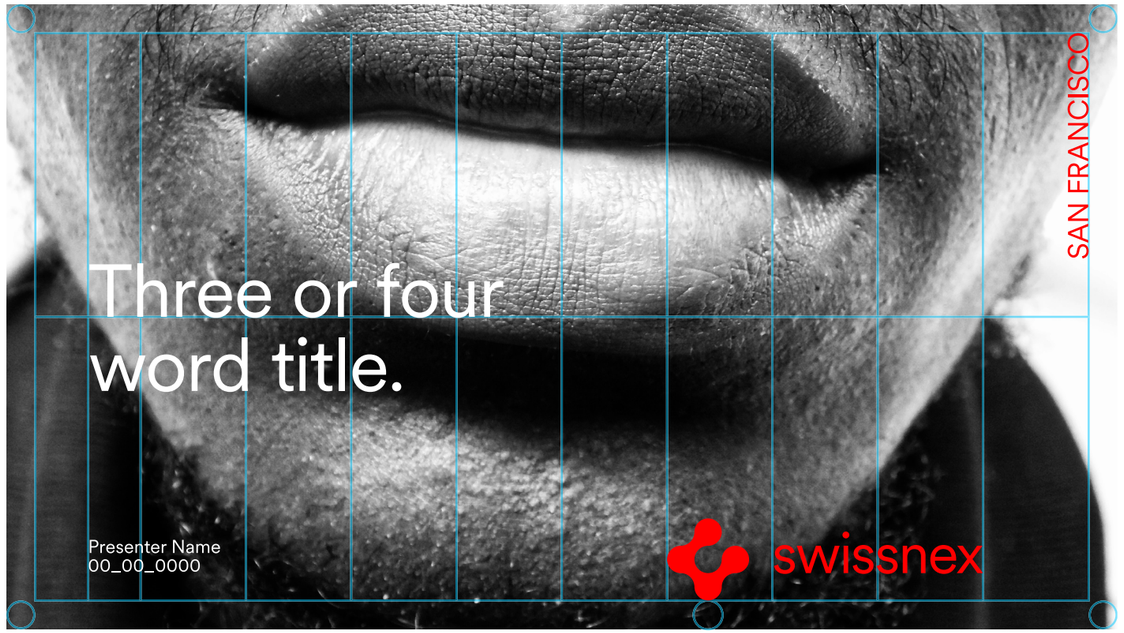


Don’t rotate the logo

Swissnex design applications

The following pages show how the logo and location names can be used.
The design applications can be recreated using the guidelines indicated.

Presentation screens



1920 x 1080 Presentation title screen
Location name 50% x height

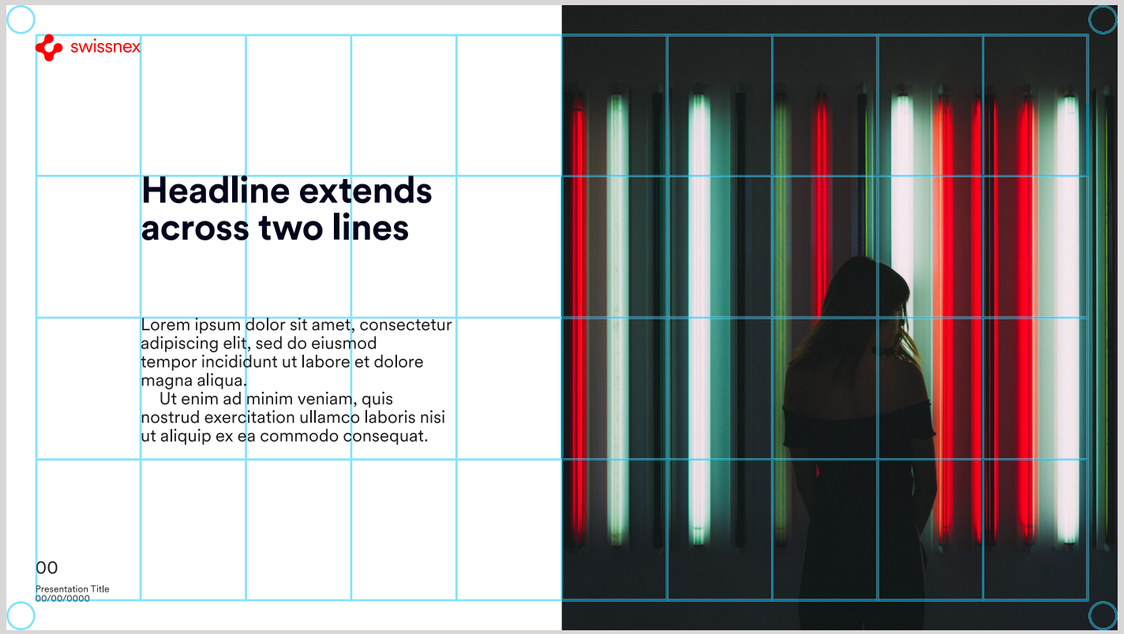
Margins determined by the clear space rule.

Please note:
margins dont need to be based exactly on the clear space rule. Margins can be bigger, but never smaller than the clear space rule.

Margin = based on the clear space rule where the circle heights are the same. The margin can never be smaller than this.

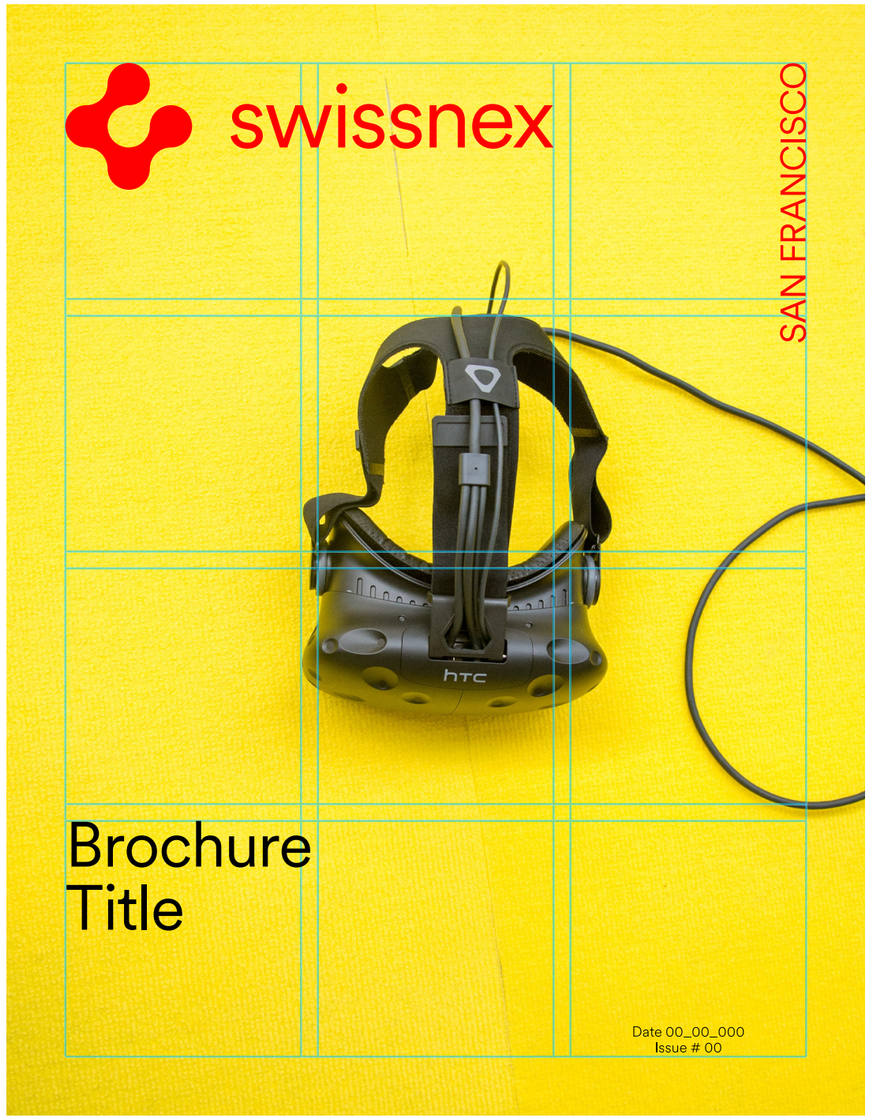
Margin = based on increasing the clear space rule. Here the margin circle is bigger than the minimum size reuired by the square space rule.

1920 x 1080 Presentation title screen
Location name 200% x height

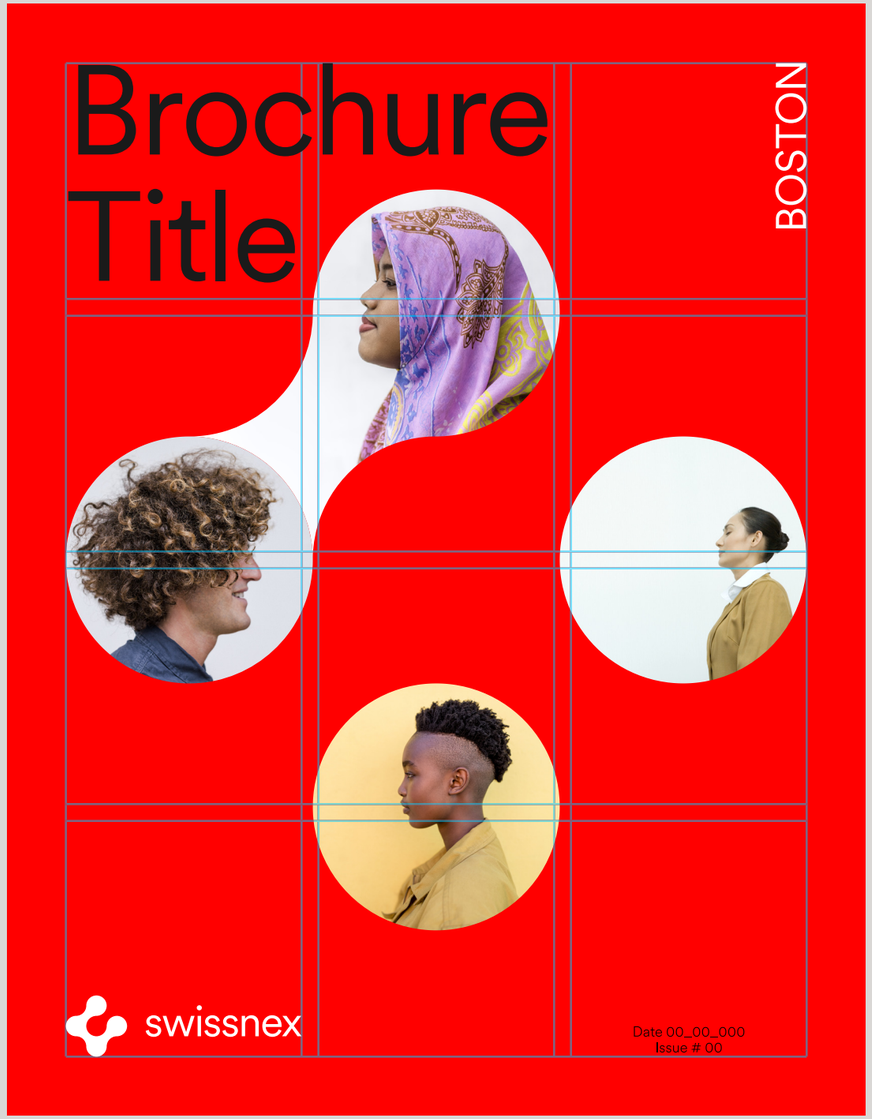


1920 x 1080 Content page screen

8.5" x 11" Brochure cover
Location name 40% x height



8.5" x 11" Brochure cover
Location name 100% x height



Swissnex design applications

Our newsletter design must be built in your preferred automated marketing platform (eg. Mailchimp). The newsletter has a fixed width of 600px, with a length corresponding to the overall quantity of content.

Newsletter 600px x unlimited height
Location name 40% x height

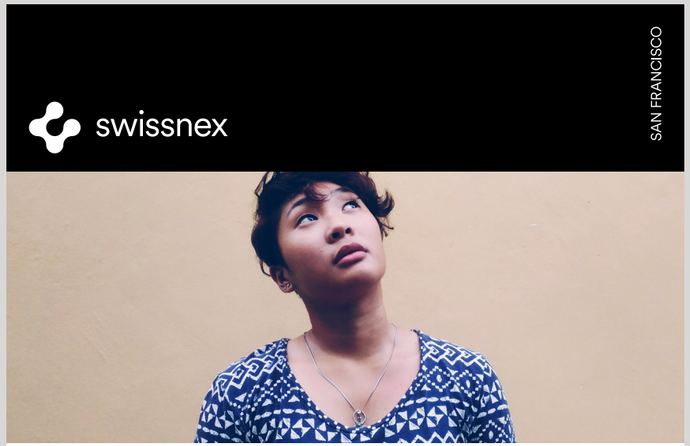


Image credit: Name Surname

Heading: introductory content heading that can run over two or three lines.

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Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do

Black header box
600px x 148px
Logo width 176px

Main image
600px x 240px

Secondary image
600px x 240px

Headline
Helvetic Regular 28/32pt
Column width 432px

Body copy
Helvetica Regular 13/16pt
Column width 432px

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Heading: introductory content heading that can run over two or three lines.

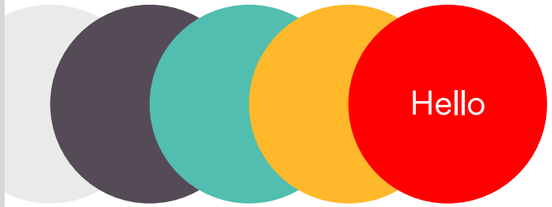

Image credit: Name Surname

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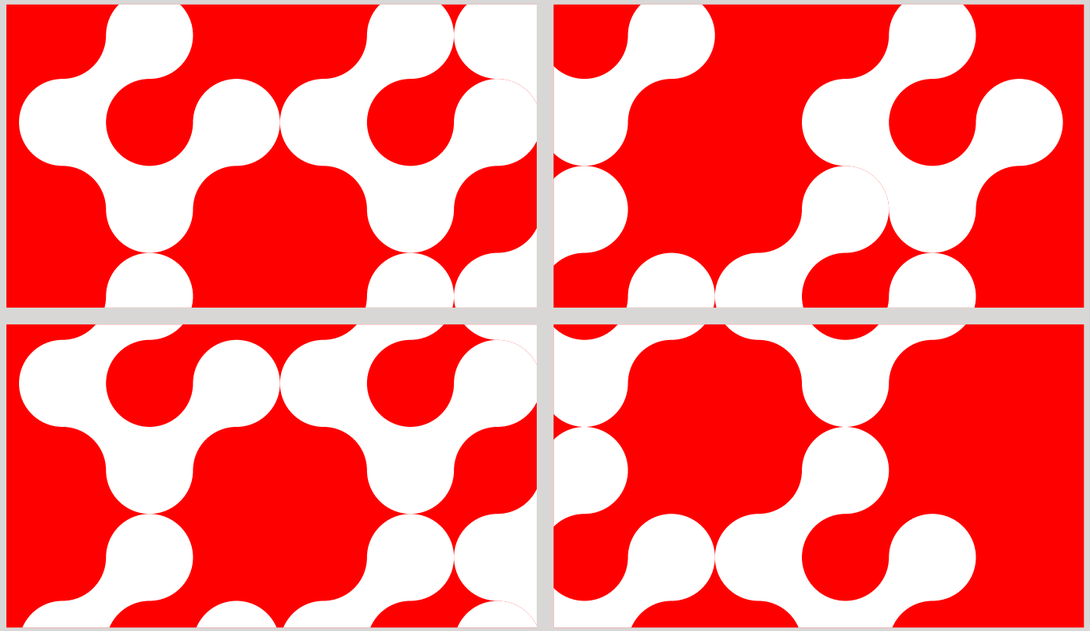
Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

US Business Card 2" x 3.5"
Location name 50% x height

Body copy
Circular Regular 8/9pt
Column width 432px

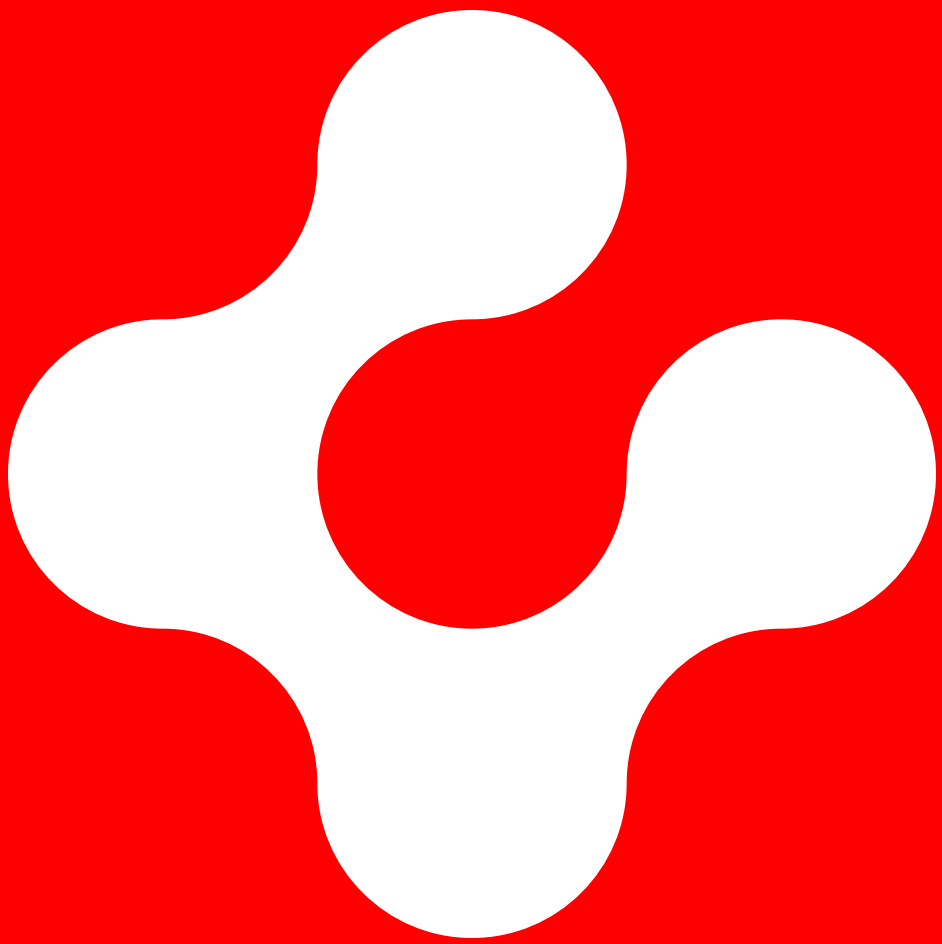
UK Business Card 85mm x 55mm
Location name 50% x height

Body copy
Circular Regular 8/9pt
Column width 432px



Email signature

Logo width
168px

Body copy
Circular Regular
10.25/11.25pt

Use the Montserrat system font if
Circular is unavailable