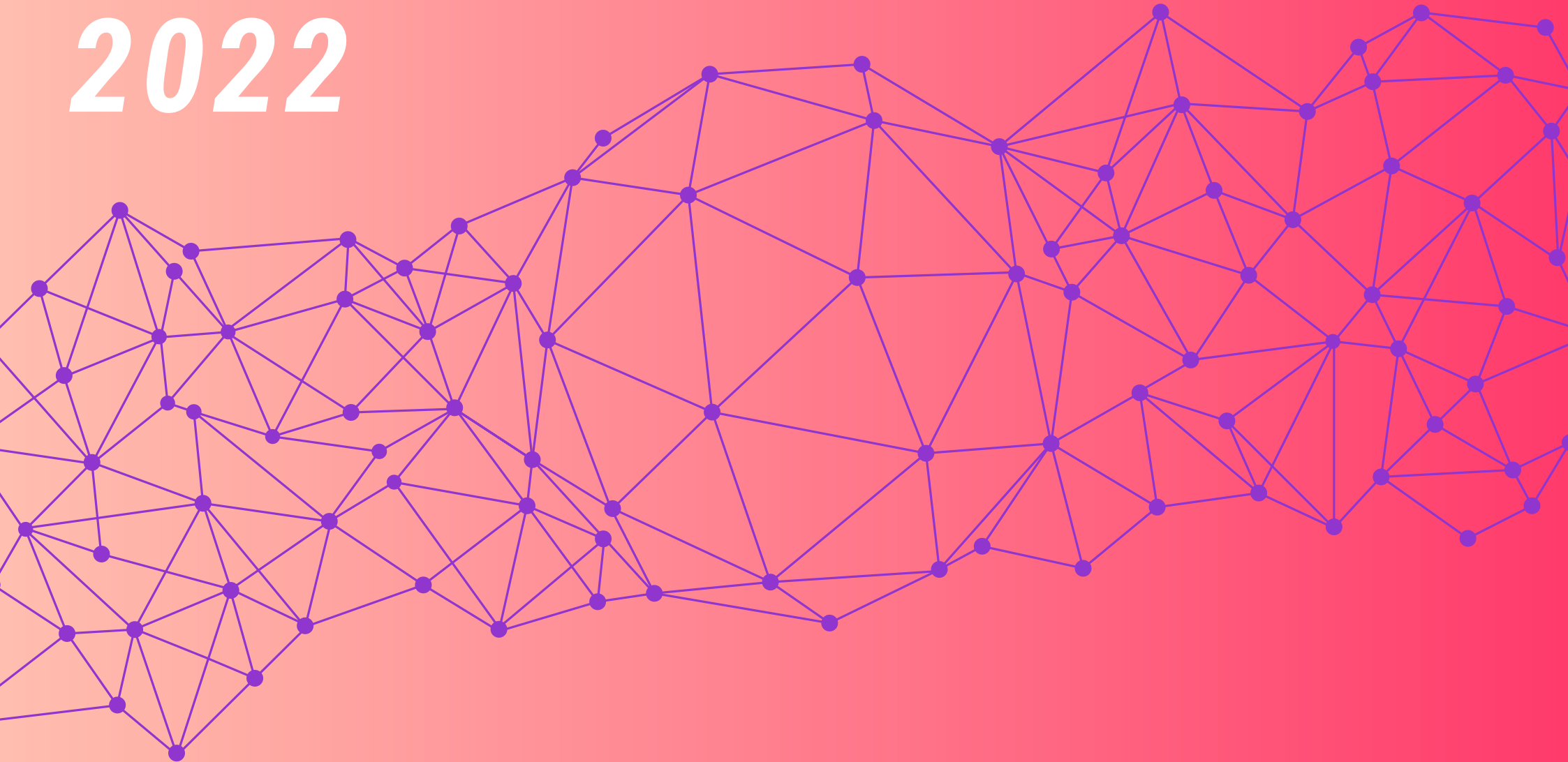


BRAND GUIDELINES 2022

digitalswitzerland
Swiss Digital Days



LOGO

Wherever you want to display your partnership with Swiss Digital Days, you can use our logo freely on your communication and marketing media.

Available in English, French, German and Italian and in different formats to suit any occasion.

DOWNLOAD LOGOS

Main Logo



digitalswitzerland
Swiss Digital Days

Clear Space



digitalswitzerland
Swiss Digital Days

Clear space around the logo =
height of a capital letter

Inverted Logos



digitalswitzerland
Swiss Digital Days



digitalswitzerland
Swiss Digital Days



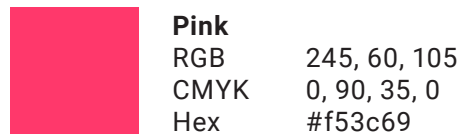
digitalswitzerland
Swiss Digital Days



digitalswitzerland
Swiss Digital Days

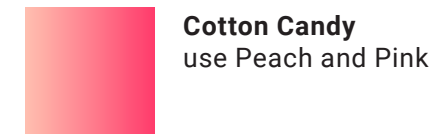
COLORS

Primary Color



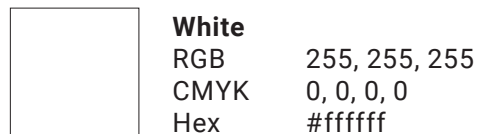
Usage: Logo, Color of the Primary Gradient

Primary Gradient

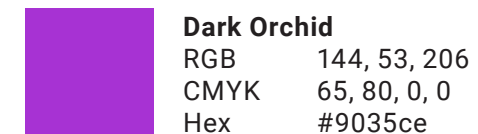


Usage: Main Background

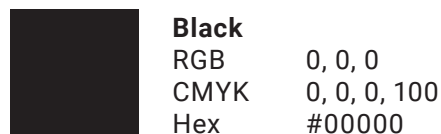
Secondary Colors



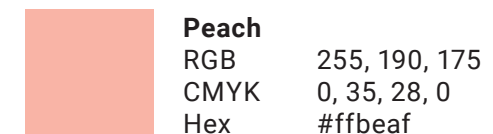
Usage: Headline, Dates, Copy



Usage: Accent Color, Interactive Elements



Usage: Headline, Dates, Copy



Usage: Color of the Primary Gradient

TYPOGRAPHY

DOWNLOAD FONTS

AaAa

Roboto Condensed

Bold Italic Regular
Headline Dates, Buttons

AaAa

Roboto

Bold Regular
Copytitle Copy

Best Practice: Usage of Fonts



Date:
Roboto Condensed Regular,
upper case, kerning: 25 pt

Headline:
Roboto Condensed Bold Italic,
upper case, kerning: 25 pt

Copy:
Roboto Regular, kerning: 10 pt

VISUAL

Our Key Visual is an integral part of our visual identity. It creates attention and can be used in numerous ways to add character and dynamism to your design.

Usage Guidelines

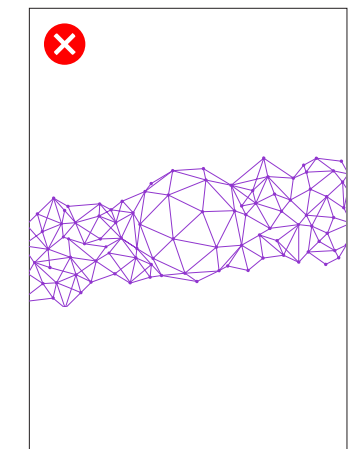
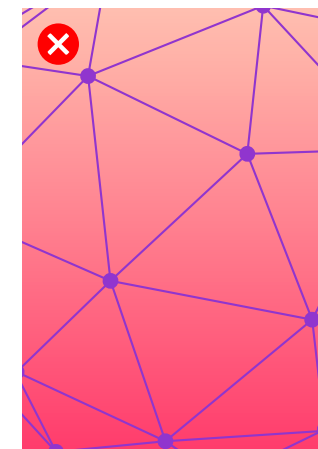
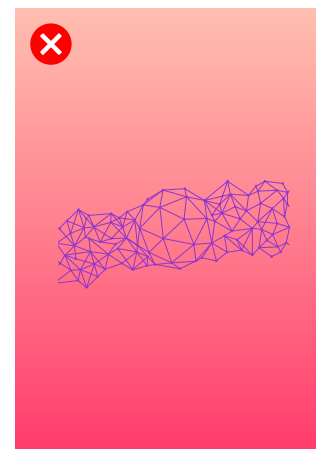
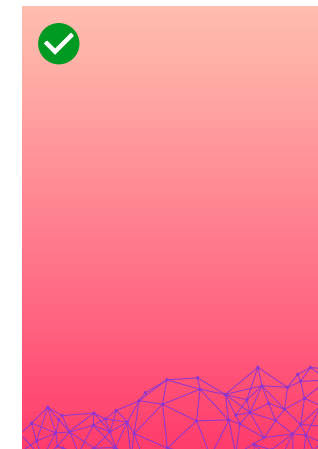
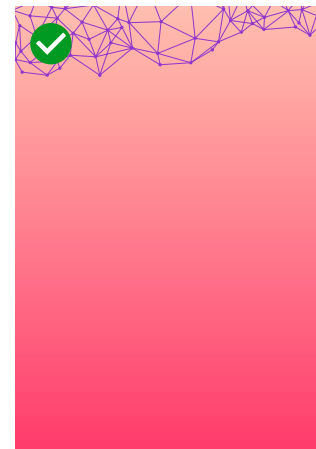
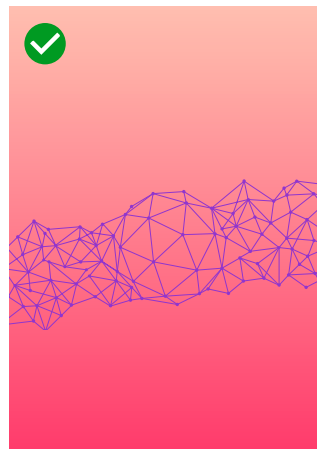
The visual can be resized and cropped to fit the needs of your design.

Always use our primary gradient as a background when working with the visual.

The width of the visual should always be the same size as the smaller side of your document or larger.

[DOWNLOAD VISUAL](#)

Examples of Visuals



CLAIM

When communicating about Swiss Digital Days or related events, you can use our claim as a headline.

DE ZUSAMMEN GESTALTEN WIR DIE DIGITALE ZUKUNFT!
EN TOGETHER WE CREATE THE DIGITAL FUTURE!
FR ENSEMBLE, NOUS CRÉONS LE FUTUR DIGITAL!
IT INSIEME CREIAMO IL FUTURO DIGITALE!

CO-BRANDING

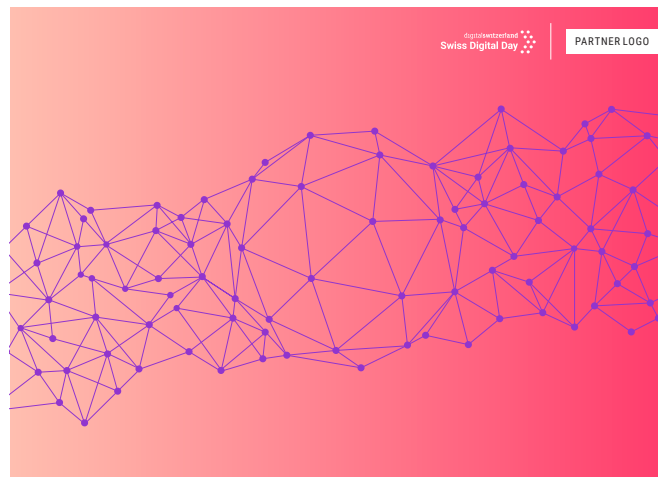
Use our assets, but please do not interfere with them. All partners are free to use our most characteristic assets:

- Swiss Digital Days logo
- Visual
- Fonts
- Brand colors
- Partner label

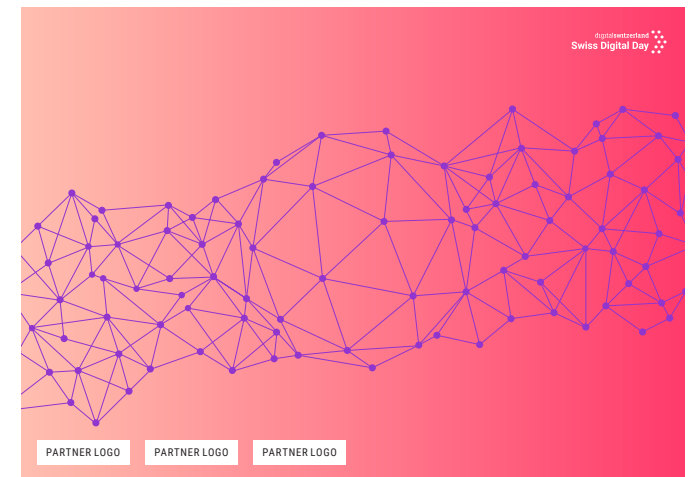
Use these assets according to our rules, but never alter them. Do not use them in any other way than specified in this design guide.

If in doubt, contact us.

Position of Partner Logo on Visuals



Combined application



Separate application

Combined Logo



PARTNER LOGO