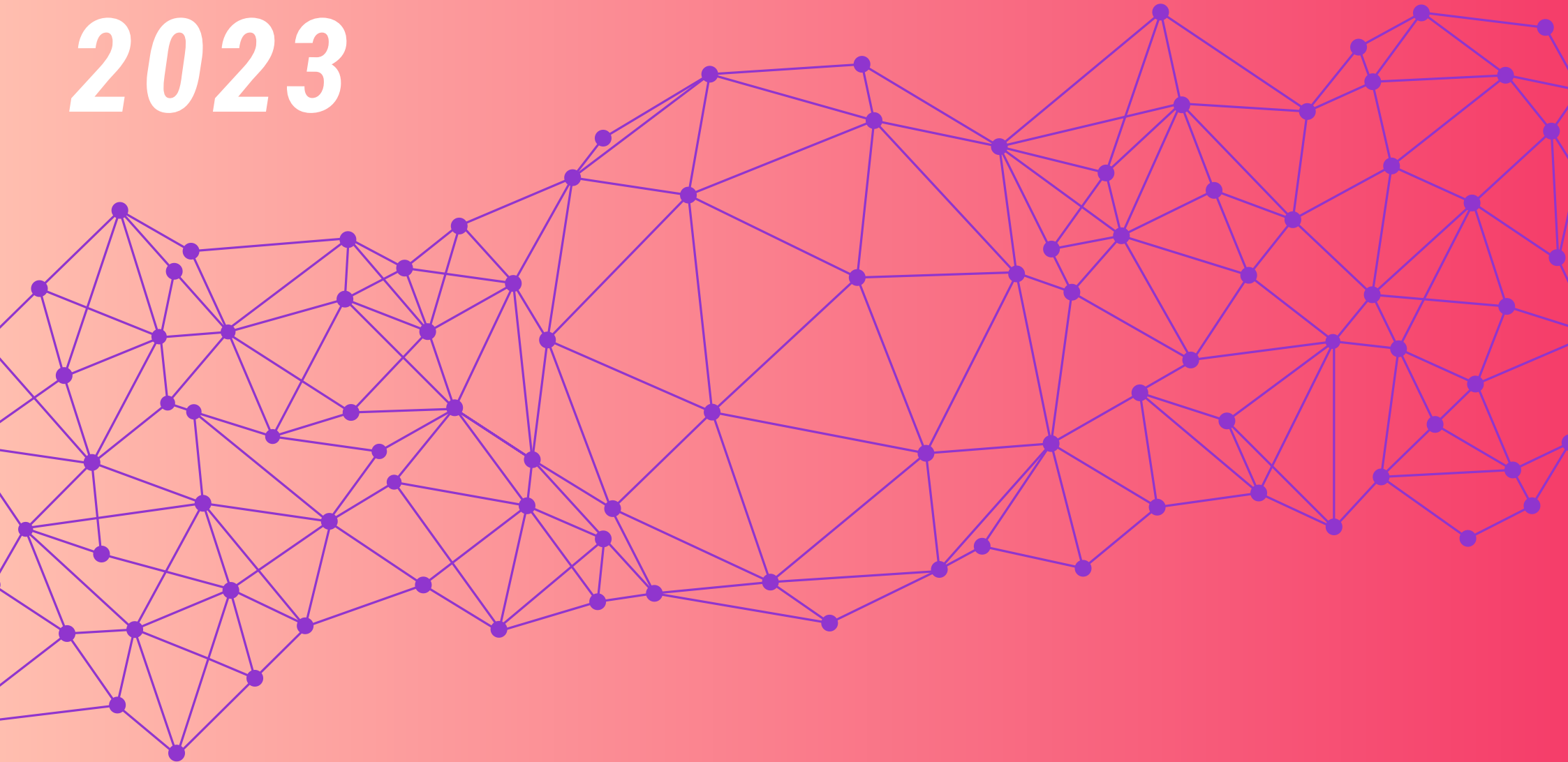


BRAND GUIDELINES 2023

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



Clear Space



Clear space around the logo =
height of a capital letter

Inverted Logos



COLORS

Primary Color

	Pink	
	RGB	245, 60, 105
	CMYK	0, 90, 35, 0
	Hex	#f53c69

Usage: Logo, Color of the Primary Gradient

Primary Gradient

	Cotton Candy	
	use Peach and Pink	

Usage: Main Background

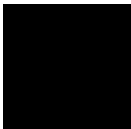
Secondary Colors

	White	
	RGB	255, 255, 255
	CMYK	0, 0, 0, 0
	Hex	#ffffff

Usage: Headline, Dates, Copy

	Dark Orchid	
	RGB	144, 53, 206
	CMYK	65, 80, 0, 0
	Hex	#9035ce

Usage: Accent Color, Interactive Elements

	Black	
	RGB	0, 0, 0
	CMYK	0, 0, 0, 100
	Hex	#000000

Usage: Headline, Dates, Copy

	Peach	
	RGB	255, 190, 175
	CMYK	0, 35, 28, 0
	Hex	#ffbeaf

Usage: Color of the Primary Gradient

TYPOGRAPHY

DOWNLOAD ROBOTO CONDENSED

DOWNLOAD ROBOTO

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.

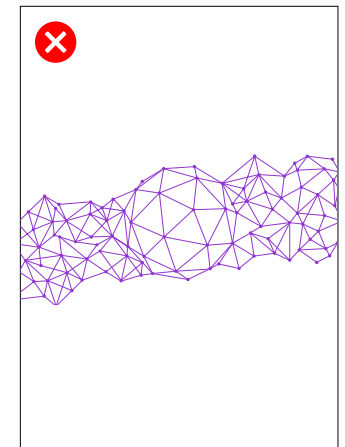
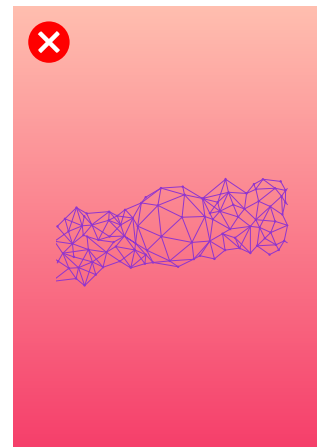
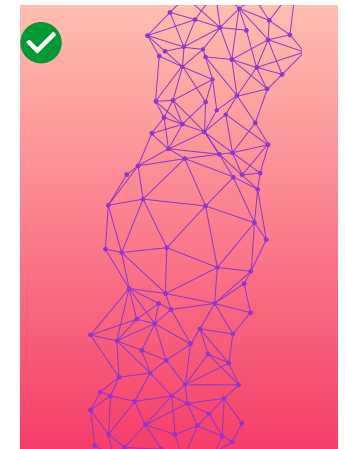
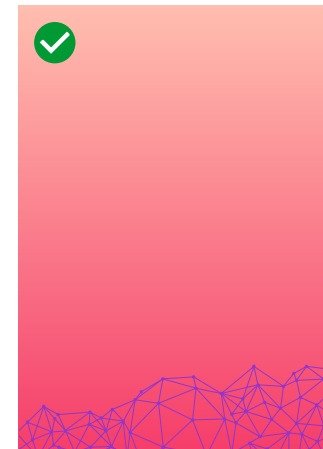
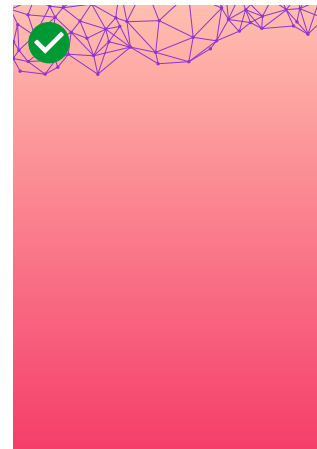
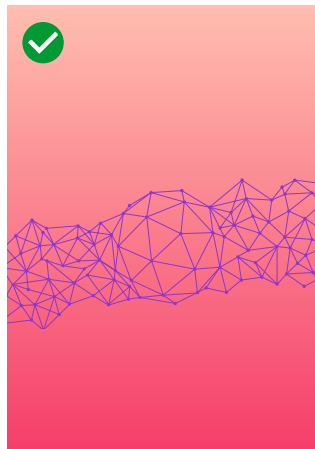
Always use our primary gradient as a background when working with the visual.

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

DOWNLOAD VISUAL

DOWNLOAD MOVING VISUAL

Examples of Visuals



CLAIM

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

DE *UNSERE DIGITALE ZUKUNFT IST JETZT!*
EN *OUR DIGITAL FUTURE IS NOW!*
FR *NOTRE AVENIR NUMÉRIQUE, C'EST MAINTENANT !*
IT *IL NOSTRO FUTURO DIGITALE È ADESSO!*

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

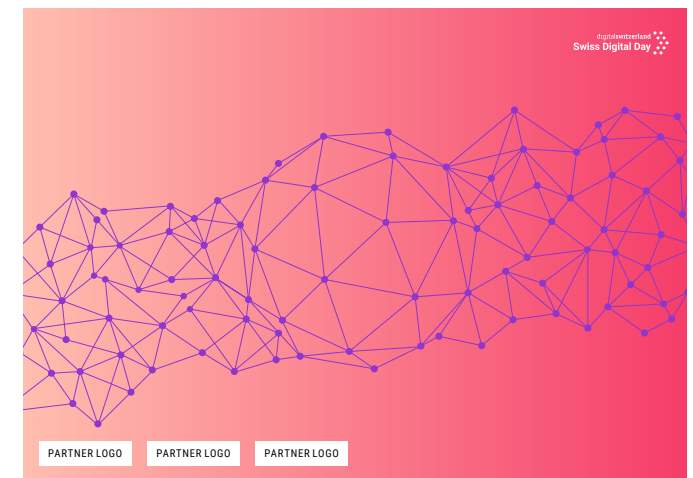
Use these assets according to our rules, but never alter them. Do not use them in any other way than specified in this design guide.

If in doubt, contact us.

Position of Partner Logo on Visuals



Combined application



Separate application

Combined Logo



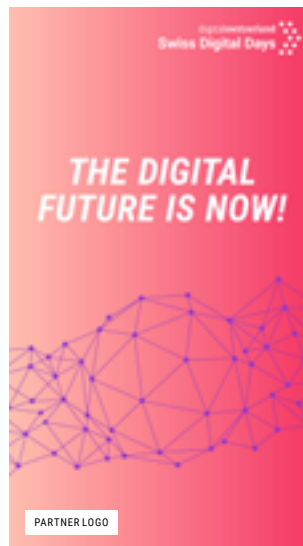
PARTNER LOGO

TEMPLATES

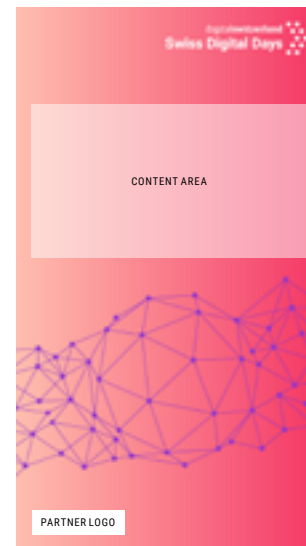
DOWNLOAD WEB TEMPLATES

DOWNLOAD INDESIGN TEMPLATES

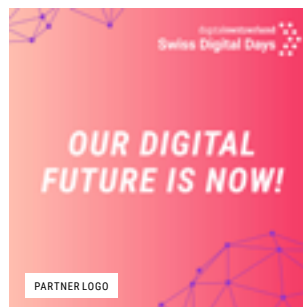
Examples



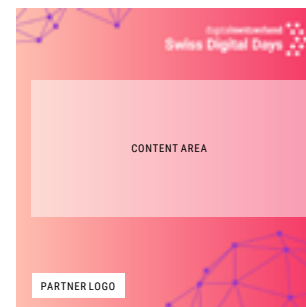
Template with Claim, 9:16



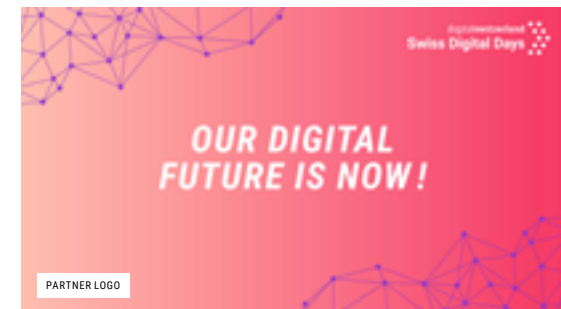
Template without Claim, 9:16



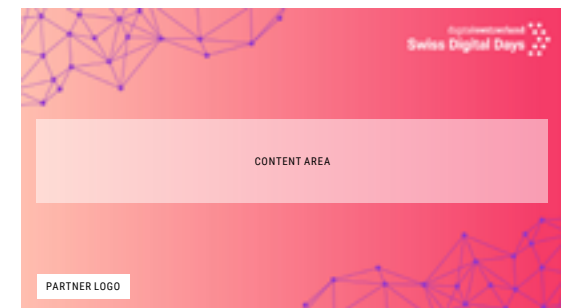
Template with Claim, 1:1



Template without Claim, 1:1



Template with Claim, 16:9



Template without Claim, 16:9

Examples

BEST PRACTICE ON WEB



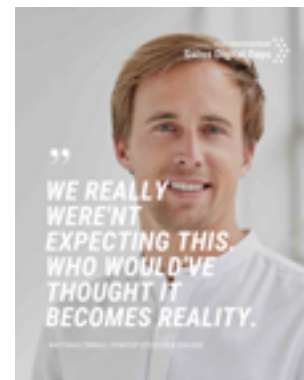
LinkedIn Event Banner (1776 x 444 px)



Facebook Event Banner (1920 x 1005 px)



Facebook Post, Portrait



Facebook Post, Portrait

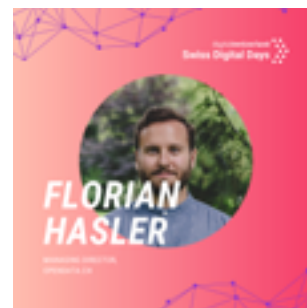
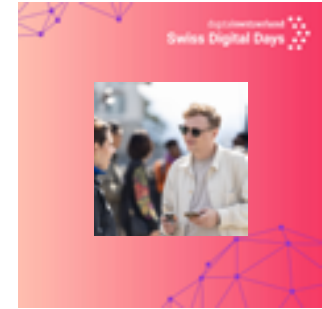


Eventbrite Event Banner (2160 x 1080 px)

BEST PRACTICE SOCIAL MEDIA

Instagram Posts

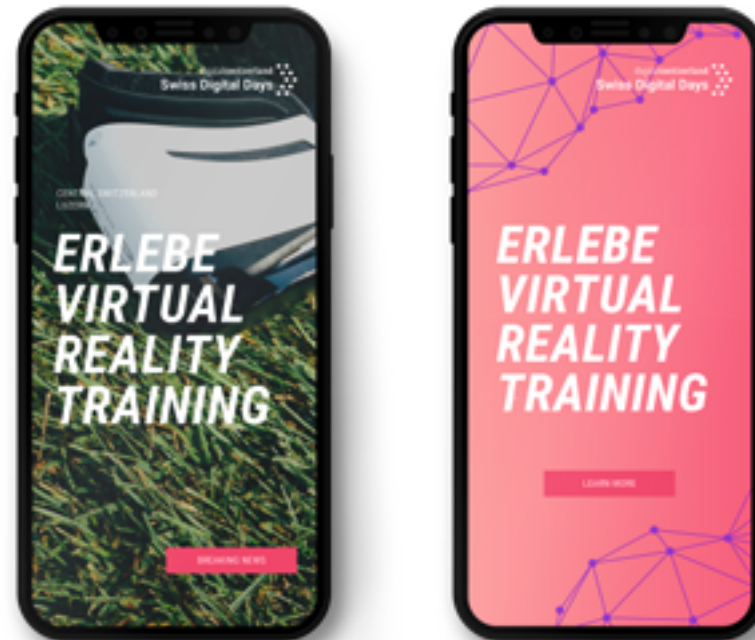
Square Format 1x1,
(1080x1080)



BEST PRACTICE SOCIAL MEDIA

Instagram Stories

Square Format 1x1,
(1080x1920)



BEST PRACTICE PRINT

Examples



Signage, Front, 50cm x 90cm



Signage, Back, 50cm x 90cm