



BY BARBRA.DESIGN

BRAND GUIDELINES

01

LOGO— TYPE

- 01 Logotype variants
- 02 Optical space
- 03 Clear space

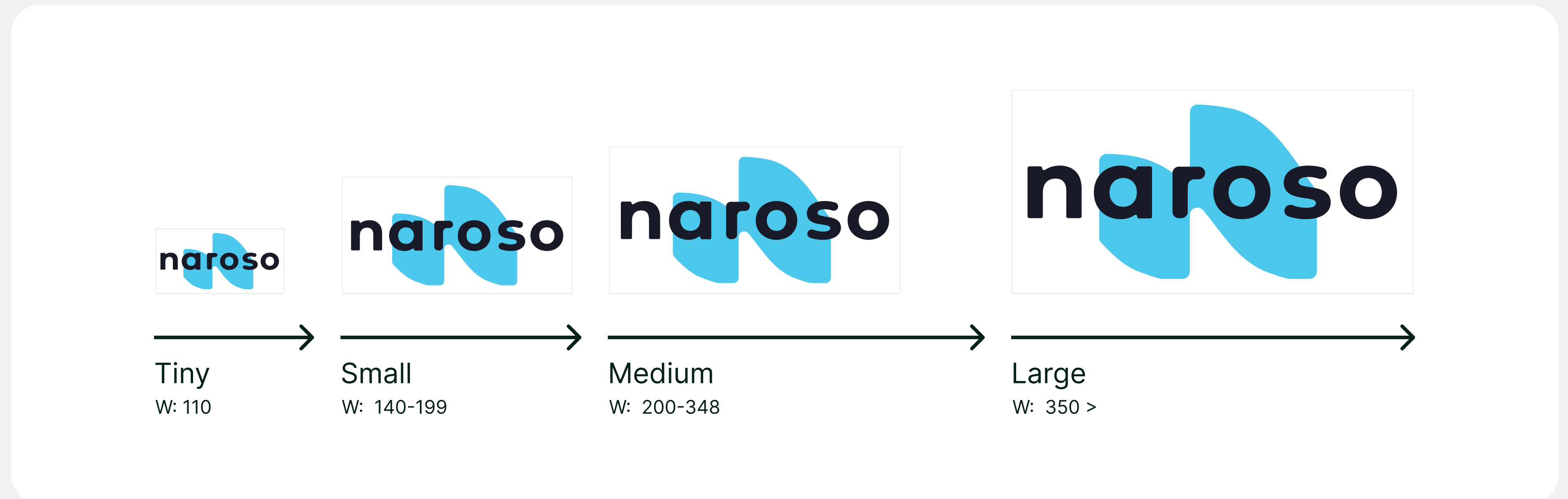
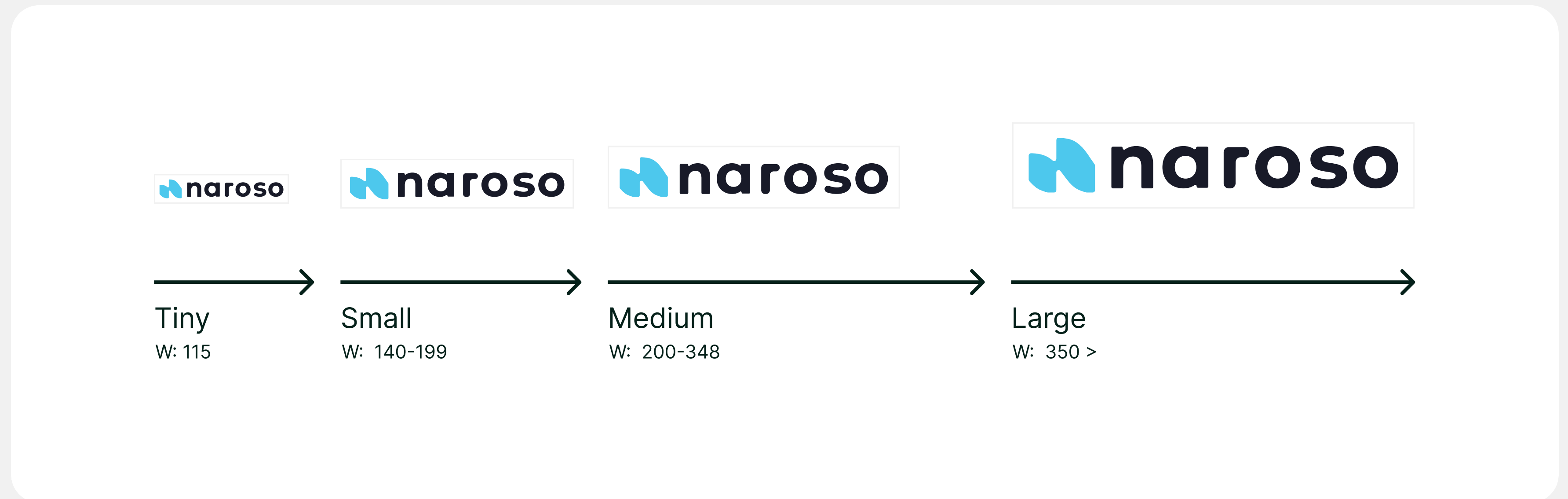
Logotype variants

We recommend using the logo on a dark or light background. In the case of a photograph, it is essential to keep the logo sufficiently legible in relation to the background image.



Optical space

The smallest size allowed for printing and online use is based on the width of the logo.



Clear space

The smallest size allowed for printing and online use is based on the height of the logo.



02

TYP—
GRAPHY

01 Typeface

Typeface

Our main font is Inter. We use it wherever possible.

It creates an unmistakable expression and works functionally as typography on digital platforms and in print materials.

If the situation does not allow us to use the Inter font, you can use any system sans-serif fonts.

We recommend Arial or Helvetica.

Inter

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ abcdefghijklmnopqrstuvwxyz
1234567890&#\$€%@!?*

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ abcdefghijklmnopqrstuvwxyz
1234567890&#\$€%@!?*

03

COLOURS

01 Primary colours

02 Shades

Primary colours

Only the colours listed in the Brand Guidelines may be used in the visual style.

The basic colours Dark blue and Light blue are intended for use in logo and all visual communication materials.

They also serve to highlight parts of the communication and improve readability and playfulness.

Depending on the type of material, you can opt for a light or dark mode. For the dark mode, Dark Blue is used in the background and for the light mod is White.

Dark Blue

HEX 181A28
RGB: 24, 26, 40
CMYK 85% 80% 55% 70%

Blue

HEX 3958A1
RGB 244, 244, 245
CMYK 90% 75% 0% 0%

Light blue

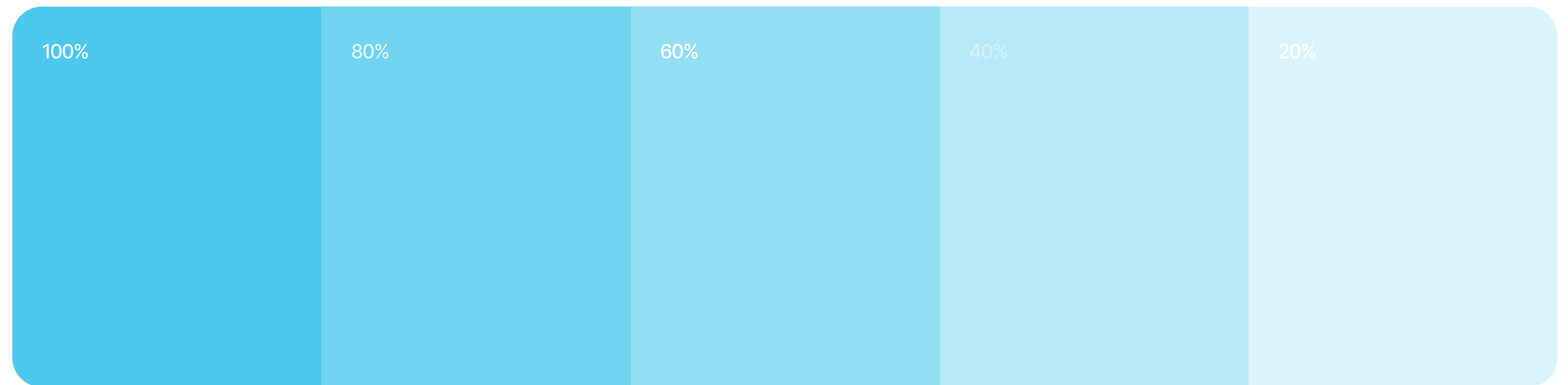
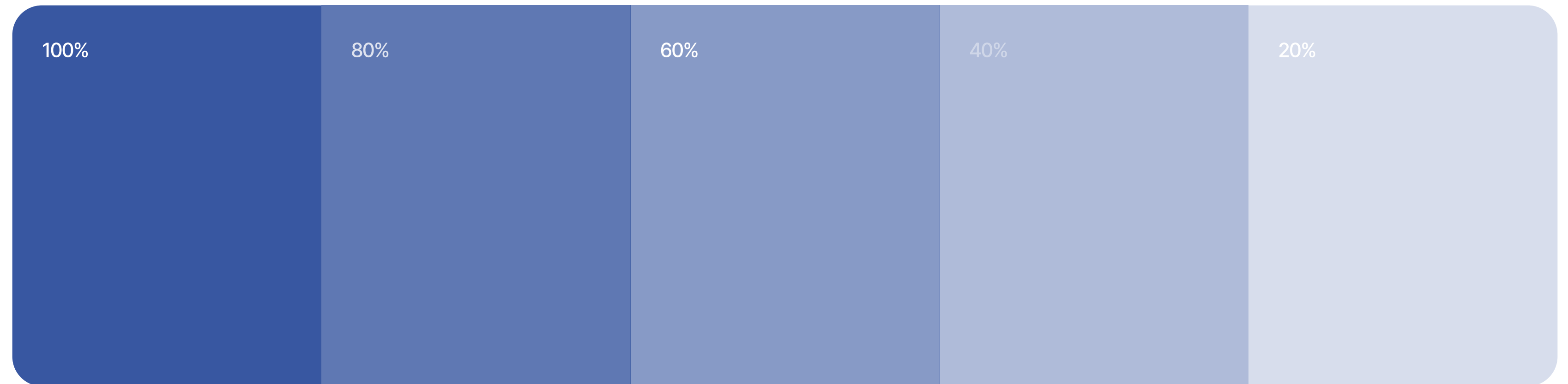
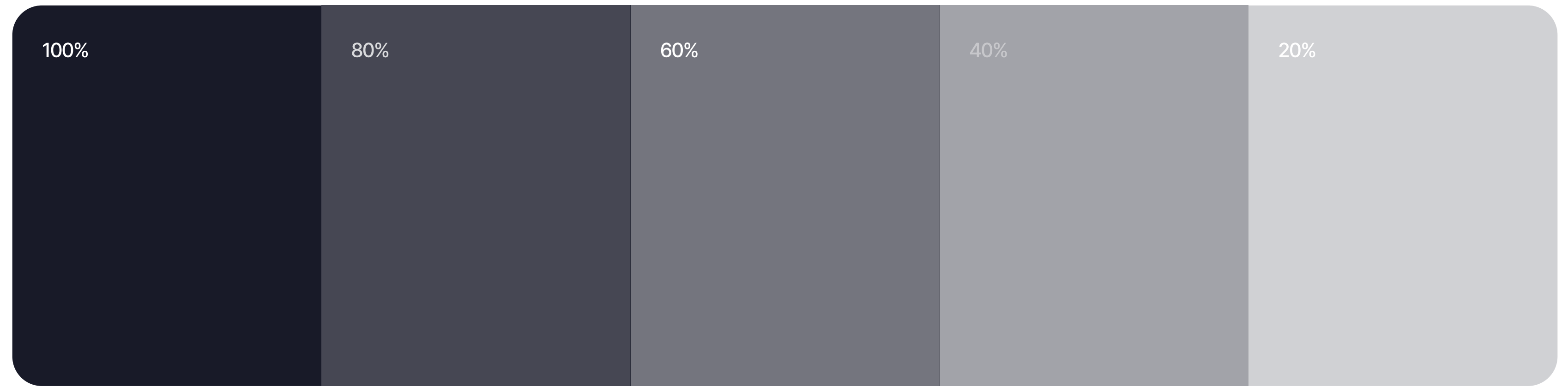
HEX 4EC8ED
RGB 0, 111, 83
CMYK 65% 0% 5% 0%

White

HEX: FFFFFFFF
RGB: 245, 245, 245

Shades Palette

The colour shades help with design variety and can be used freely for sub-elements in communication.



04

SOCIAL ASSETS

01 Social avatars

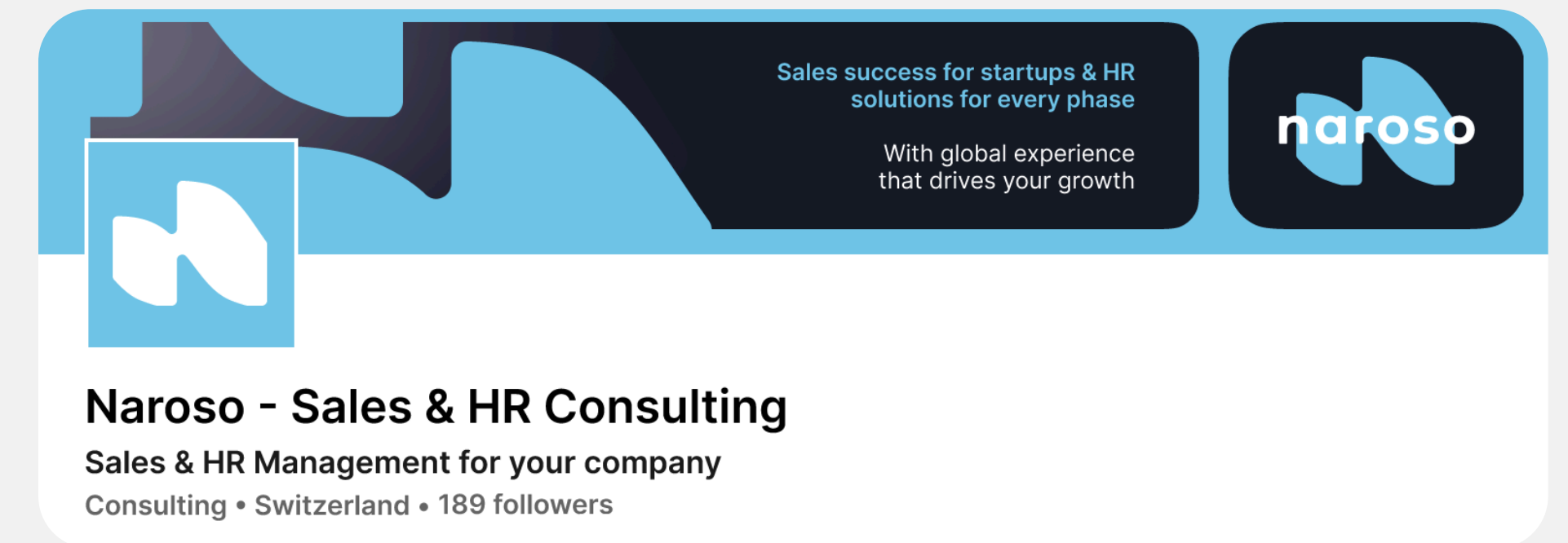
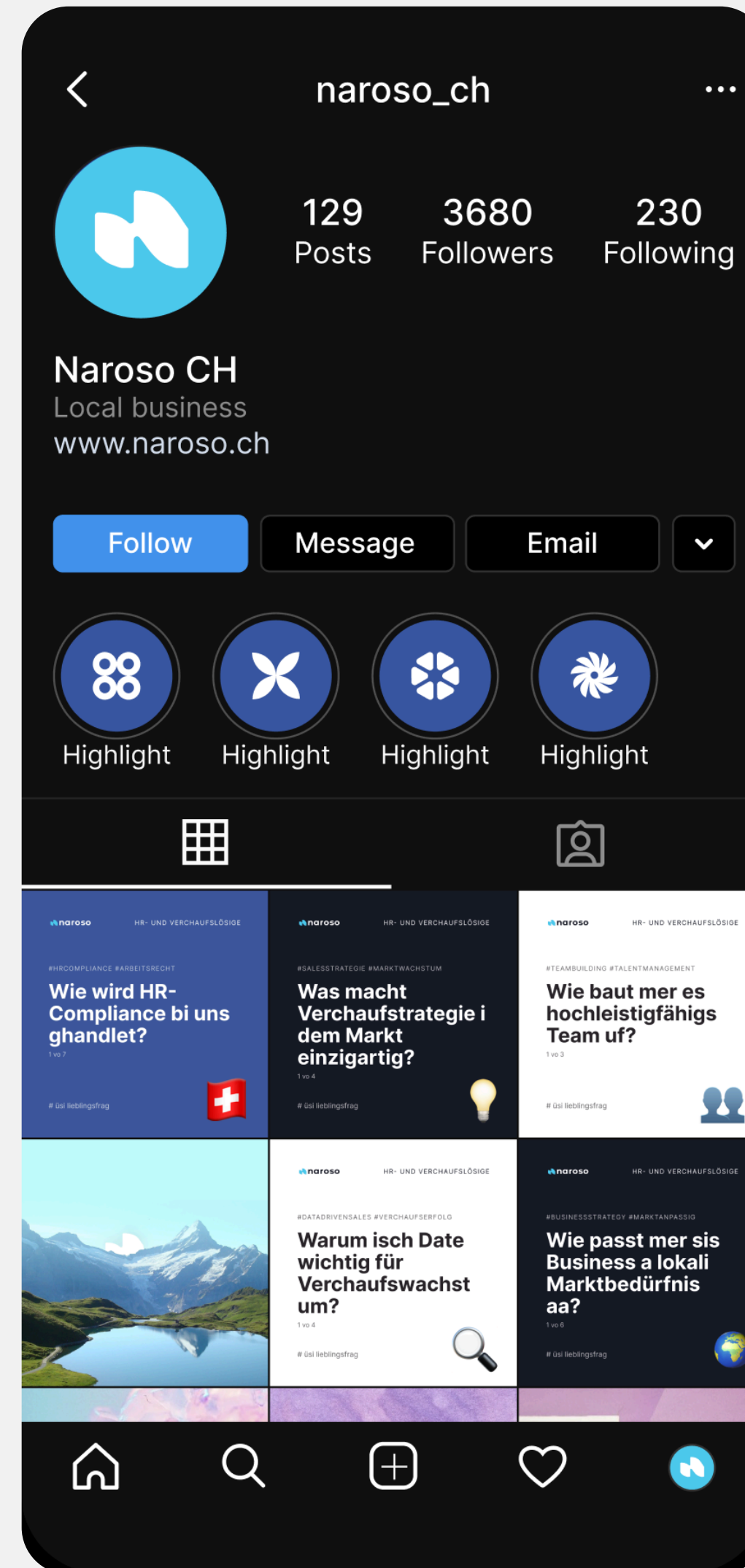
02 Cover pages

Social avatars

When using the logo as an avatar on social media platforms, it's important to ensure that it remains clear and readable even at small sizes.

To achieve this, we recommend using the graphical element of the logo without including the typography.

This ensures that the logo is easily identifiable even at a glance, and allows it to stand out among other avatars on social media feeds.



Cover pages

For a cohesive and authentic brand presence, we recommend using Swiss-related imagery for your social media covers. These visuals not only reflect your local roots but also create an emotional connection with your audience.

- Local Connection: They resonate deeply with your Swiss audience.
- Brand Authenticity: They reinforce your Swiss identity and values.
- Visual Appeal: Switzerland's natural and cultural beauty is universally admired.

