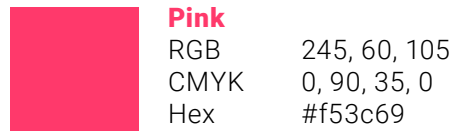




BRAND GUIDELINES

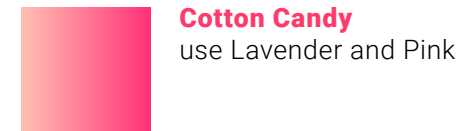
COLORS

Primary Color



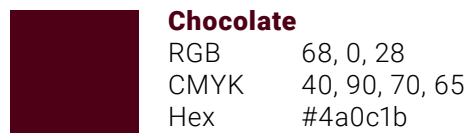
Usage: Logo, Color of the Primary Gardient

Primary Gardient



Usage: Main Background

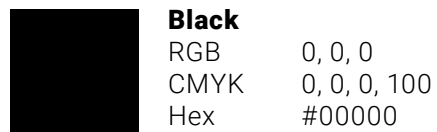
Secondary Colors



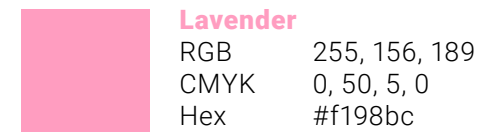
Usage: Headline, Dates, URLs



Usage: CTAs



Usage: Copy



Usage: Color of the Primary Gardient

TYP- GRAPHY

Aa Aa

Miso

Regular

Headline

Light

Dates, URLs

Aa Aa

Roboto

Bold

Copytitle, CTA

Light

Copy

Best Practice: Usage fonts



Miso Regular, Kerning: 75

Roboto Bold, Kerning: 10, right aligned

Roboto Light, Kerning: 10, right aligned

Roboto Bold, Kerning: 40, left aligned

Miso Light, Kerning: 40

Miso Bold, Kerning: 40

[Download Miso](#)

[Download Roboto](#)

LOGO

Wherever you want to demonstrate your partner connection with the Swiss Digital Day, you are allowed to use our logo freely as a label on your communication and marketing media.

Available in English, French, German and Italian and different formats to fit every occasion.

Main Logo



Invert Logos



Clear Space



Clear space around the logo = height of a capital letter

[Download Logos](#)

CO- BRANDING

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

- Swiss Digital Day logo
- Visuals
- Fonts
- Brand Colors
- Partner label

Use these assets according to our rules. But never alert them. Do not use them in any other way than specified in this design guide. If in doubt, contact us.

Position partner logo on visuals



16:9



1:1



9:16

Combined logo



YOUR LOGO

TERMINO- LOGY

Key Visual

Headline

- DE** Was wünschst du dir von der digitalen Zukunft?
- EN** What kind of digital future do you wish for?
- FR** Que souhaites-tu du futur digital?
- IT** Cosa desideri per il futuro digitale?

CTA

- DE** Lerne und rede mit
- EN** Learn and join the conversation
- FR** Apprends et participe à la conversation
- IT** Impara e unisciti alla conversazione

Learning

Headline

- DE** Mach dich fit für die digitale Zukunft
- EN** Skill up for the digital future
- FR** Des compétences pour le futur digital
- IT** In forma per il futuro digitale

CTA

- DE** Entdecke Learning Labs & Workshops
- EN** Discover Learning Labs & workshops
- FR** Découvre des Learning Labs & workshops
- IT** Scopri i Learning Labs & workshops

Dialogue

Headline

- DE** Sei die digitale Zukunft
- EN** Be the digital future
- FR** Sois le futur digital
- IT** Essere il futuro digitale

CTA

- DE** Sag uns deine Meinung
- EN** Tell us your opinion
- FR** Donne-nous ton avis
- IT** Dacci la tua opinione

Digital Day

Headline

- DE** Erlebe digitale Zukunft
- EN** Experience the digital future
- FR** Viens voir le futur digital
- IT** Sperimenta il futuro digitale

CTA

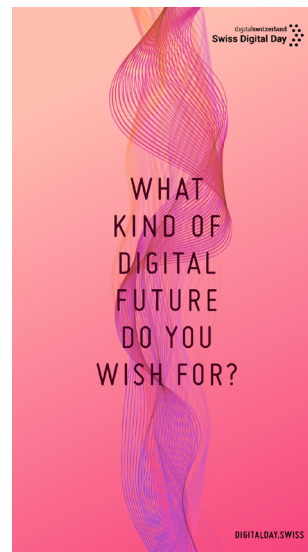
- DE** Deine Events & Livestreams
- EN** Your events & livestreams
- FR** Tes événements & livestreams
- IT** I tuoi eventi & livestreams

VISUALS

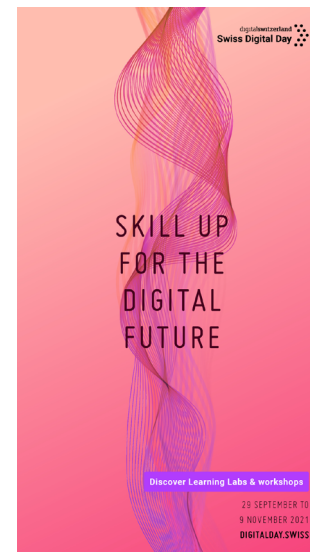
You can download all visuals in all languages (DE, EN, FR, IT) in all formats (9:16, 16:9, 1:1):

- Key Visual
- Learning
- Dialogue
- Digital Day

Examples Visuals (EN, 9:16)



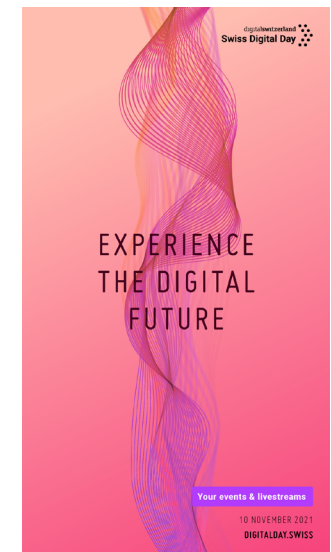
Key Visual



Learning



Dialogue



Digital Day

[Download Visuals \(still\)](#)

[Download Visuals \(moving\)](#)