



Supply Chain  
Resilience Center

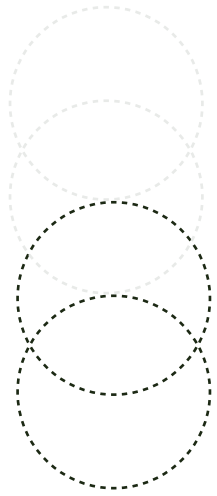
# Logo guidelines

## Logo

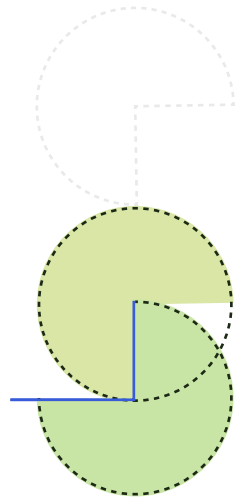
- 01/ Logomark construction
- 02/ Main logo
- 03/ Horizontal abbreviation
- 04/ Vertical abbreviation
- 05/ Monogram
- 06/ Forbidden modifications
- 07/ Colour variants

## Brand

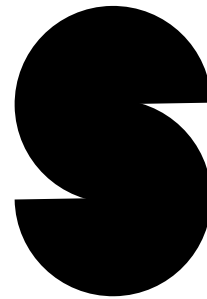
- 08/ Colours
- 09/ Font



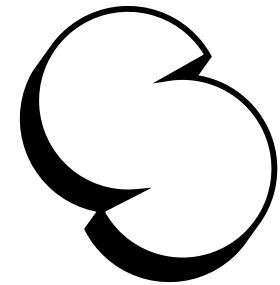
Chain symbolism using the intersection of circles.



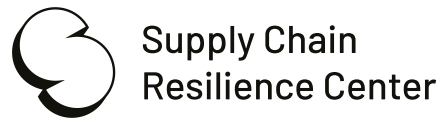
The cutouts for both circles stylize the connection of the chain and their shape with the connection it forms the letter "S".



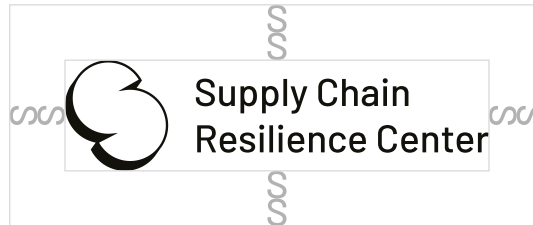
The obtained symbol will support easier memorization of the name of the entire logotype.



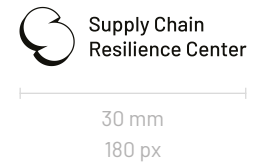
By rotating the symbol and adding a shadow to the line drawing, we get a 3D effect.



Logo



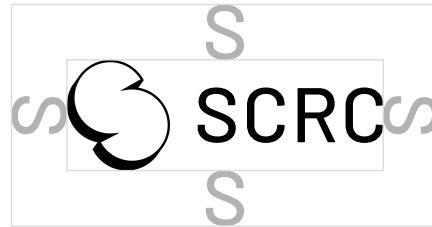
Clear zone



Minimal size



Horizontal logo abbreviation



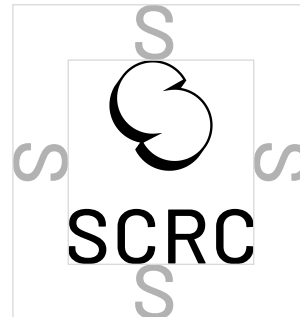
Clear zone



Minimal size



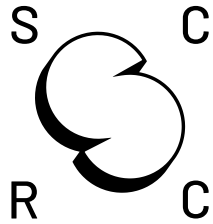
Vertical logo abbreviation



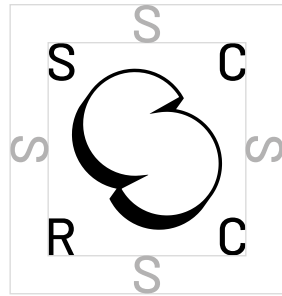
Clear zone



Minimal size



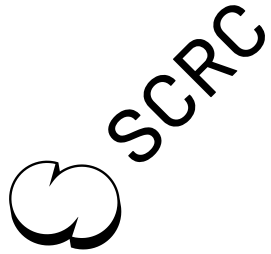
Monogram



Clear zone



Minimal size



- ✘ Do not rotate the logo or its parts.\*



- ✘ Do not deform the logo using disproportional resize.\*



- ✘ Do not alterate the space between letters and logomark.\*



- ✘ Do not change the logomark proportion to the wordmark and vice versa.\*



- ✘ Do not change the alignment of the logomark and wordmark.\*



- ✘ Do not alterate the negative space.\*



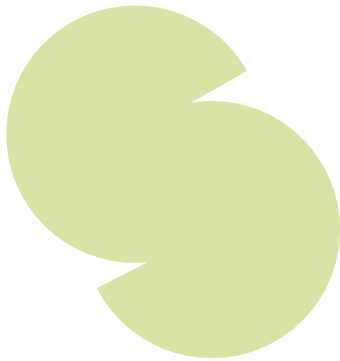
Desirable combinations of logo and background colour\*:



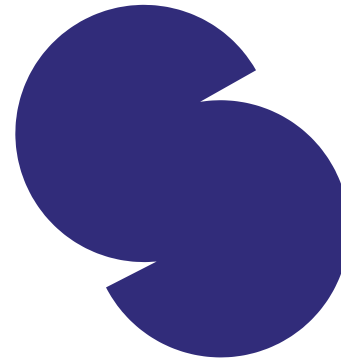
Forbidden combinations of logo and background colour\*:



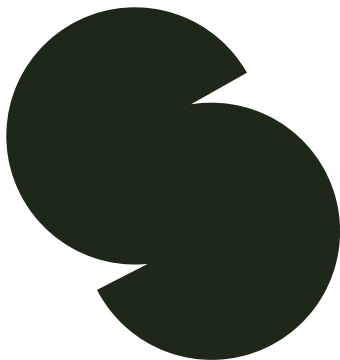
\*Same rule applies to all logo variants.



**CMYK**  
21 | 0 | 45 | 0  
**RGB**  
215 | 228 | 166  
**HEX**  
#d7e4a6



**CMYK**  
99 | 97 | 13 | 2  
**RGB**  
49 | 44 | 122  
**HEX**  
#312c7a



**CMYK**  
79 | 58 | 81 | 75  
**RGB**  
29 | 40 | 25  
**HEX**  
#1d2819



**CMYK**  
6 | 6 | 9 | 0  
**RGB**  
243 | 239 | 233  
**HEX**  
#f3efe9

# Barlow

## Brand font

Sans serif font Barlow from Google Fonts library is intended for both online and offline written communication.

To guarantee sufficient contrast and legibility when determining the font size in headings and paragraphs, it is possible to use rounded multiples of the golden ratio number, i.e. 1,618.

Headline 1

Barlow Bold

30 pt

**You've swallowed a planet!**

Headline 2

Barlow SemiBold

23 pt

Switzerland is small and neutral!  
We are more like Germany,  
ambitious and misunderstood!

Paragraph 1

Barlow Regular

14 pt

It's art! A statement on modern society, 'Oh Ain't Modern Society Awful?! You know when grown-ups tell you 'everything's going to be fine' and you think they're probably lying to make you feel better?

Paragraph 2

Barlow Light

9 pt

You've swallowed a planet! I'm the Doctor. Well, they call me the Doctor. I don't know why. I call me the Doctor too. I still don't know why. I'm nobody's taxi service; I'm not gonna be there to catch you every time you feel like jumping out of a spaceship.

# Arial

## Substitute font

For applications where it is not for technical reasons possible to use the brand font is established substitute font.

Nadpis 1  
Arial Bold  
21 pt

**Switzerland is small and neutral!  
We are more like Germany,  
ambitious and misunderstood!**

Odstavec 1  
Arial Regular  
13 pt

It's art! A statement on modern society, 'Oh Ain't Modern Society Awful?! You know when grown-ups tell you 'everything's going to be fine' and you think they're probably lying to make you feel better?

Odstavec 2  
Arial Regular  
8 pt

You've swallowed a planet! I'm the Doctor. Well, they call me the Doctor. I don't know why. I call me the Doctor too. I still don't know why. I'm nobody's taxi service; I'm not gonna be there to catch you every time you feel like jumping out of a spaceship.

Please consult any modifications or additions  
with the authors of the visual identity.