



Trademark Guidelines SWISSSTANDARDS.PL

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 **Swiss**
Chamber Poland

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swissstandards.pl is a common guarantee trademark, created to promote Swiss standards of quality and business conduct in Poland.

The trademark belongs to the Polish-Swiss Chamber of Commerce.

The brand is made up of two components – a square and an element of a cross which has been cut out of it. The second component belongs to a larger composition, a perfectly fitting structure. Despite differences both elements create a coherent entity.

The colours red and white (in the typographical system) represent two countries – an idea which unites the shape and the concept of the brand.



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'spatial' option



'flat' option



02 BASIC DESIGN

There are two basic designs of the logo:

- 'spatial'
- 'flat' – non-gradient

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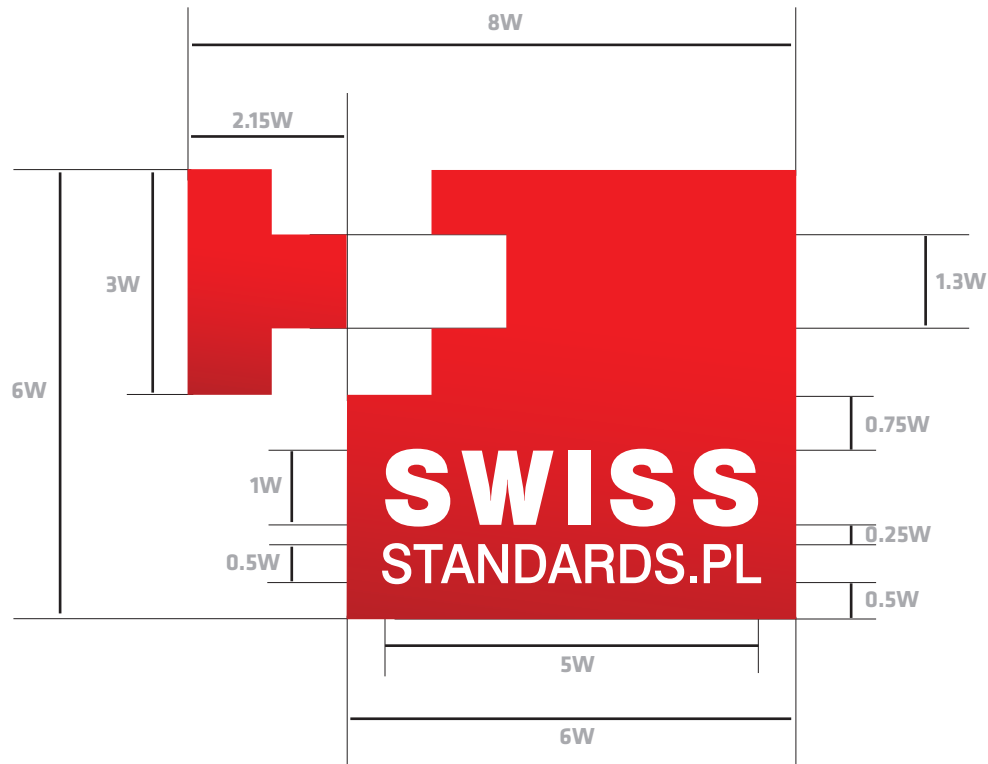
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03 SHAPE AND STRUCTURE

The structure of the brand applies to both versions – 'spatial' and 'flat'.

The proportions have been defined on the basis of the letter 'W' taken from the 'SWISS' letterform.

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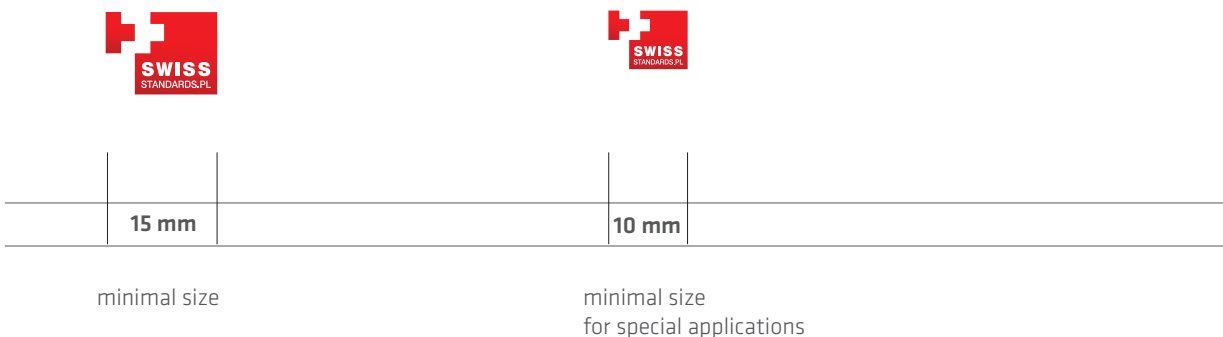
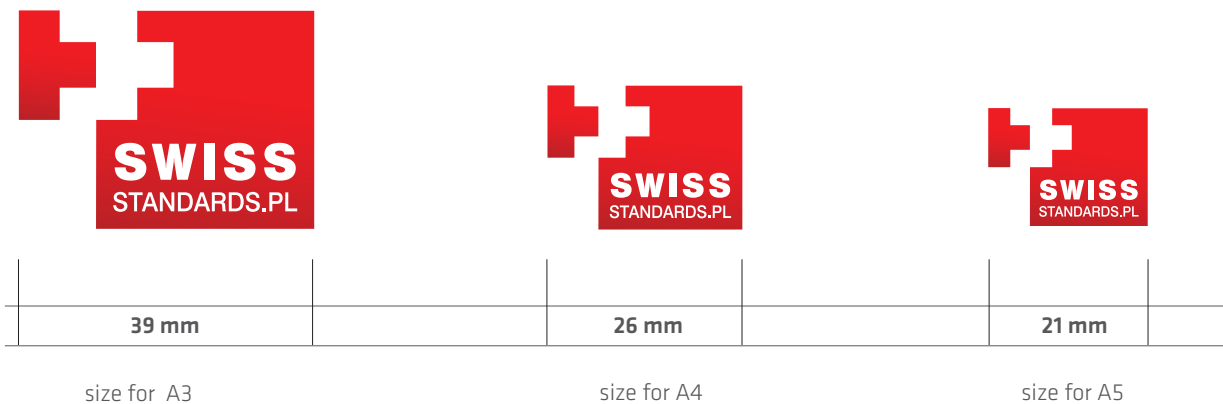
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04 SIZING

On standard or nearly standard paper sizes the logo should appear in the designated proportions.

In case of corporate materials it is possible to slightly modify the logo in order to adapt it to their layout.

Sizing is done by means of proportionally increasing or decreasing the size of the whole brand, including the characters. The same rules apply to the 'flat' logo.

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'spatial' brand



'flat' brand



05 BACKGROUND COLOURS FOR THE COLOURFUL AND MONOCHROME BRAND

Recommended background colours for each colour version.

The 'colour' type logo should be placed only on a white background.

In case of black backgrounds a 'black and white', 'negative', 'spatial' or 'flat' logo is required. It is possible to use the 'colour' type logo.

Grey backgrounds require a black or white version of the 'spatial' or 'flat' brand (depending on the background saturation).

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2 | **W**



06 MINIMUM SPACE AROUND THE LOGO

The minimum clear area is a designated minimal space around the brand, which has to be included on the surface of the media and cannot exceed its edge (for exceptions to this rule see chapter 9).

The area has been defined on the basis of the letter 'W' taken from the logo. The basic minimum clear area should be adhered to in most applications.

The same rules apply to the 'flat' version of the brand.

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07 PROTECTION OF THE BRAND

On colourful backgrounds with colours different from those defined earlier (s. chapter 5), including patterned backgrounds, the brand should be placed on a rectangular which marks its minimal clear area.

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colours	proportions	graphical elements
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Never alter the colours

Do not alter the proportions

Never alter the size of graphical elements



stretch	clarity
---------	---------

Never stretch or alter the logo's proportions

Never place the brand on graphics which may affect the legibility of the brand and in a crowded space



07 PROTECTION OF THE BRAND

UNACCEPTABLE MODIFICATIONS OF THE BRAND

This page presents unacceptable modifications of the logo. The same rules apply to the 'flat' logo.

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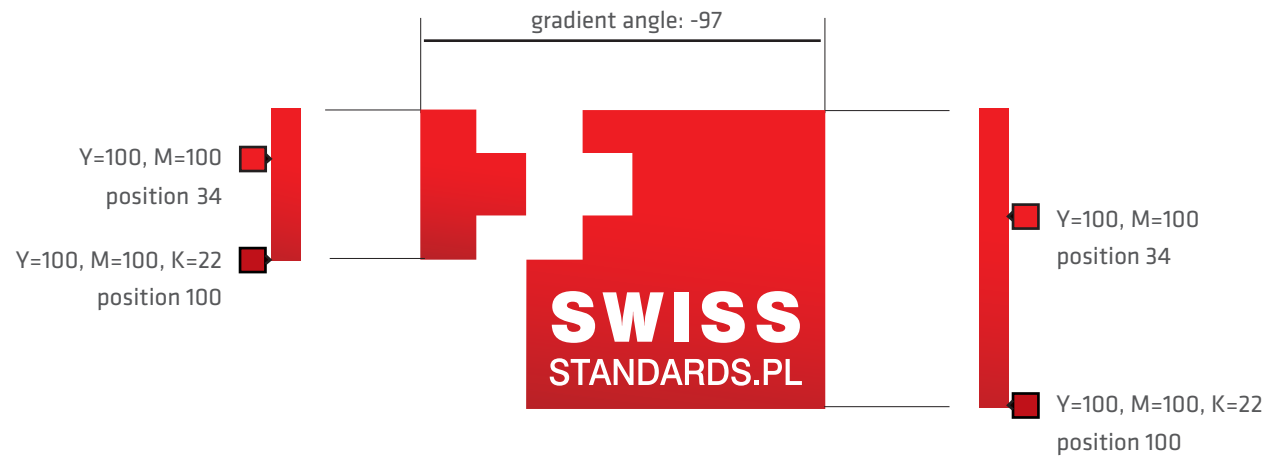
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Y=100, M=100



Y=100, M=100, K=22



08 COLOURS

COLOUR
CMYK
'spatial' brand

Version for graphic applications.

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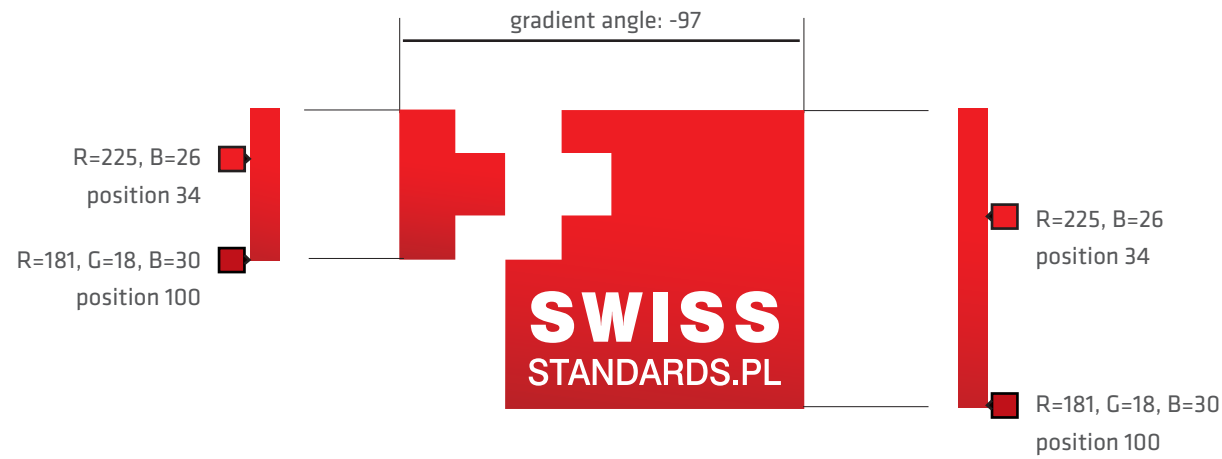
09 APPLICATION OF THE BRAND



R=225, B=26



R=181, G=18, B=30



08 COLOURS

KOLOR
RGB
'spatial' brand

The version is suitable only for on-screen applications.

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Y=100, M=100, K=3



R=229, G=27, B=35



PANTONE 1795 C



08 COLOURS

KOLOR
CMYK, RGB, PANTONE
'flat' brand

The 'flat' version can be used in three colour formats (CMYK, Pantone, RGB).

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RGB



R=123, G=124, B=126



R=88, G=88, B=90

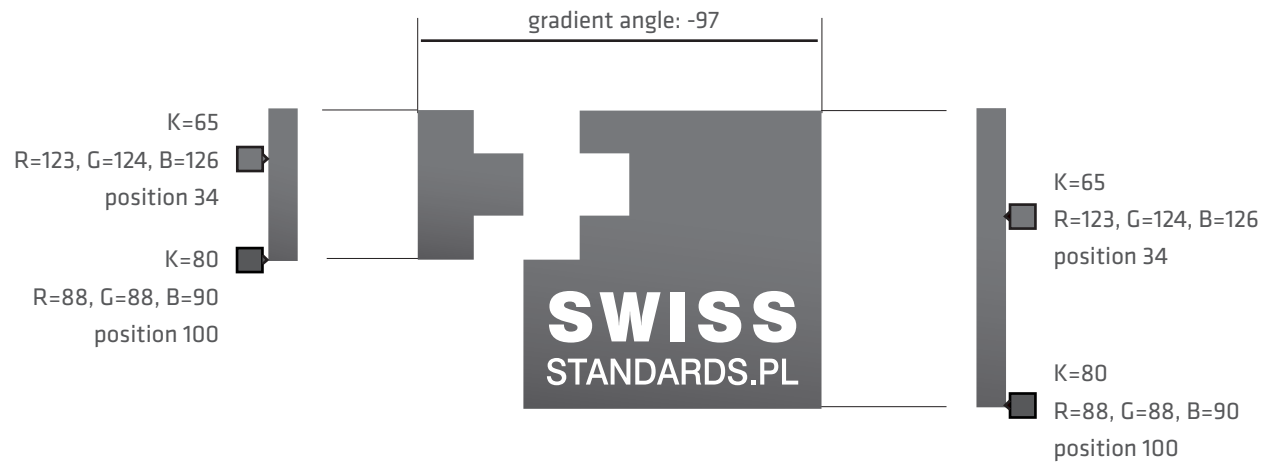
CMYK



K=65



K=80



08 COLOURS

BLACK AND WHITE VERSION
CMYK, RGB
'spatial' brand

'Black and white' version of the brand
for on-screen applications – RGB and
for graphic applications – CMYK.

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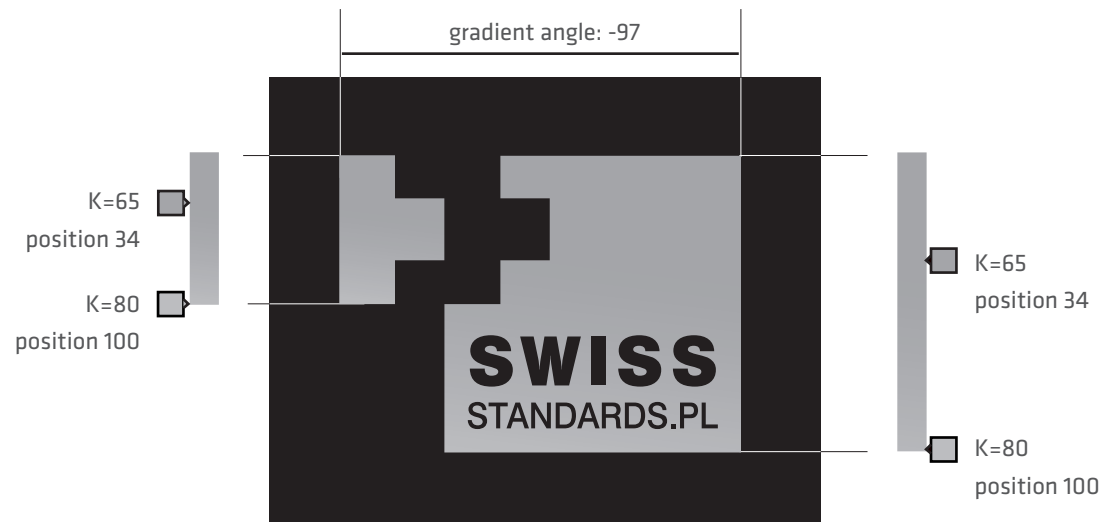
K=42



K=30



K=100



08 COLOURS

BLACK AND WHITE VERSION -
NEGATIVE
'spatial' brand

'Black and white' version of the
negative for graphic applications -
CMYK.

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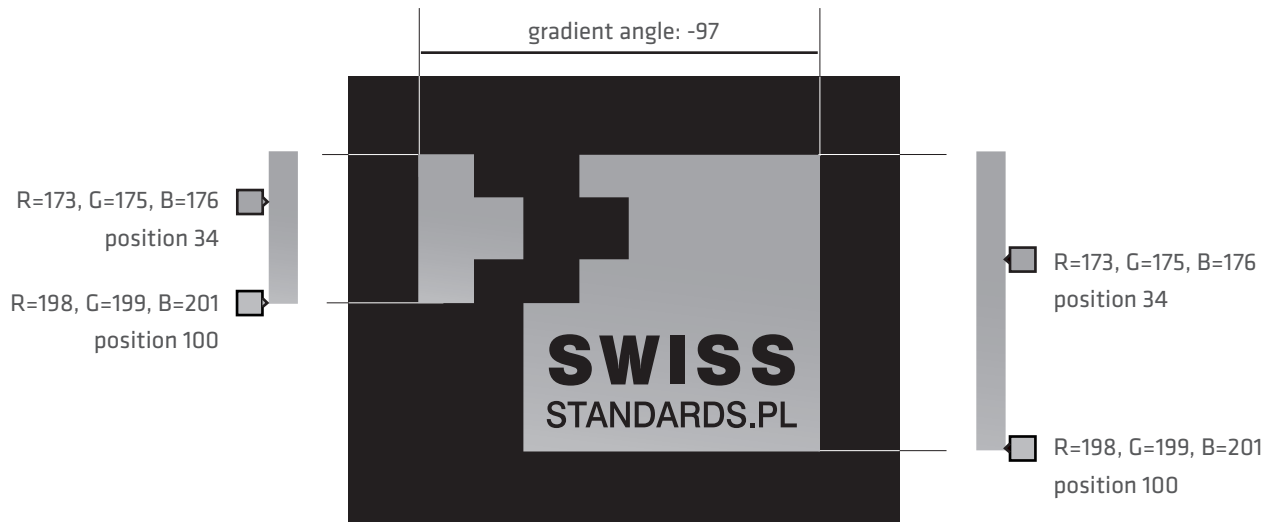
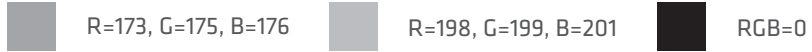
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08 COLOURS

BLACK AND WHITE VERSION
NEGATIVE - RGB
'spatial' brand

'Black and white' version of the
negative for on-screen applications
- RGB.

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TION OF
THE BRAND

RGB



R=123, G=124, B=126

CMYK



K=65



08 COLOURS

BLACK AND WHITE VERSION
RGB, CMYK
'flat' brand

'Grey' version of the brand for
on-screen applications – RGB and
graphic applications – CMYK.

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RGB



R=255, G=255, B=255



R=0, G=0, B=0

CMYK



K=0



K=100



08 COLOURS

'BLACK' COLOURS AND 'NEGATIVE' - CMYK, RGB 'flat' brand

'Flat' version - 'black' and 'negative' can appear in two colour profiles RGB, CMYK.

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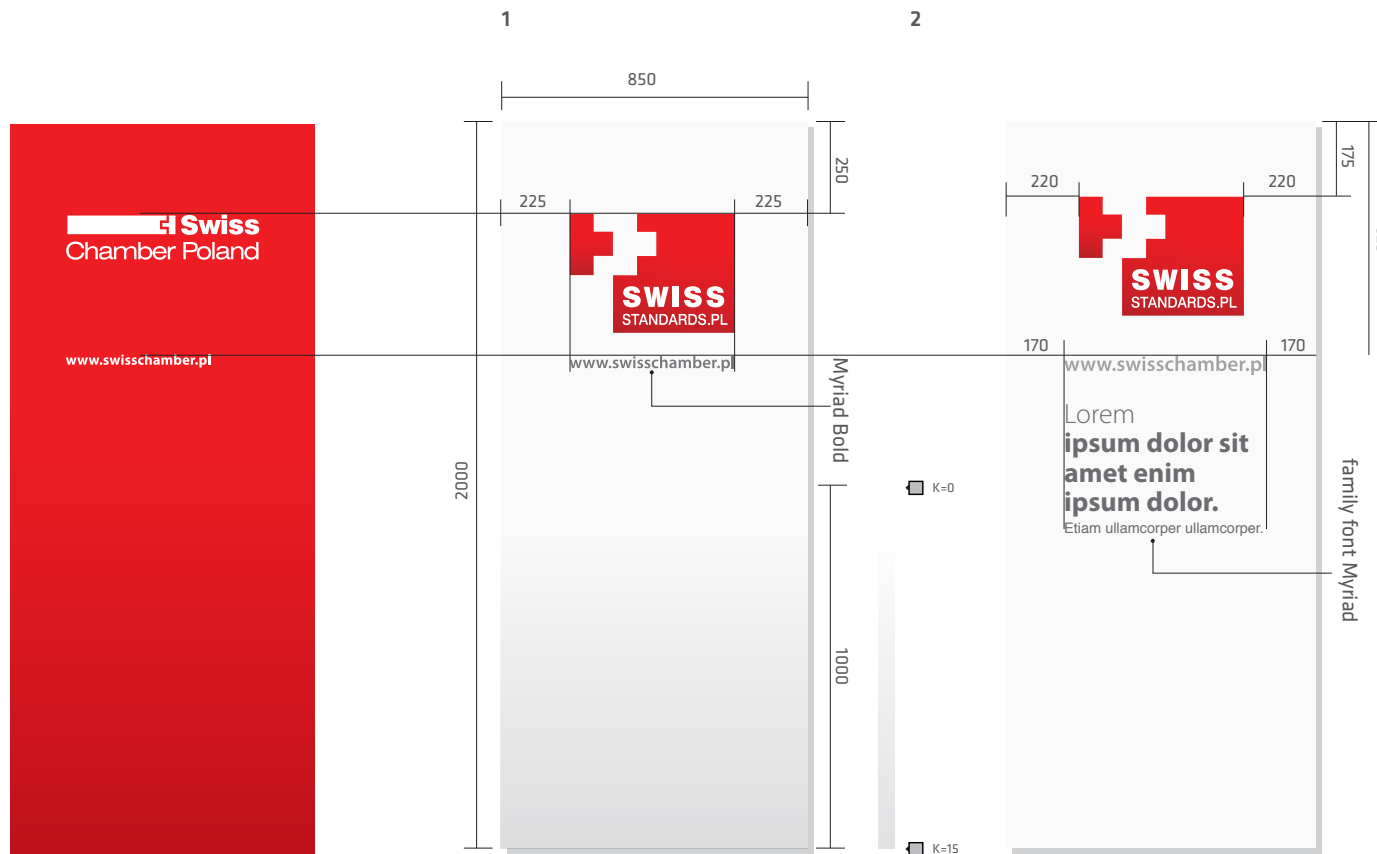
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09 APPLICATION OF THE BRAND

General roll-up swissstandards.pl with general roll-up Swiss Chamber.

example 1
example 2 - typography

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09 APPLICATION OF THE BRAND

There are two options of the brand depending on the graphical layout of corporate materials.

Additionally, it is necessary to leave enough space between the brand **swissstandards.pl** and other logotypes (for more information see chapter 9, p. 19/31).



APPLICATION 1

including the minimum clear area around the brand



APPLICATION 2

application to the bleed – the right margin of the brand

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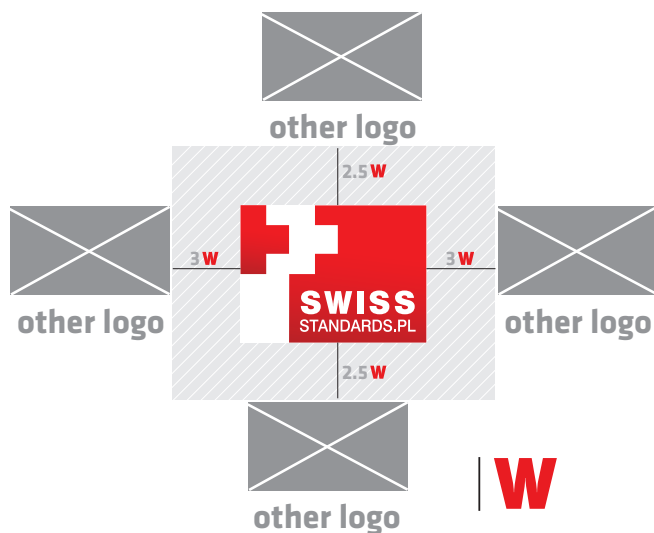
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OPTION 1 APPLICATION OF THE BRAND

Recommended usage of the brand on promotional materials of companies and institutions.

The distance between other logotypes and the swissstandards.pl should be at least as big as presented below:



09 APPLICATION OF THE BRAND

OPTION 1

The minimum clear area around the brand.

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Cum sociis natoque penatibus et ultrices volutpat. Nullam wisi ultricies a, gravida vitae, dapibus risus ante sodales lectus blandit eu, tempor diam pede cursus vitae, ultricies eu, faucibus quis, porttitor eros cursus lectus, pellentesque eget, bibendum a, gravida ullamcorper quam. Nullam viverra con- m. In hendrerit nulla quam nunc, accumsan lectus. Ut sagittis, ipsum dolor quam.



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09 APPLICATION OF THE BRAND

OPTION 1

The minimum clear area around the brand.

example 1

- layout example of headed paper, envelope

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Logo  Lorem ipsum dolor

Lorem ipsum dolor sit amet enim.


Lorem ipsum dolor sit amet enim. Etiam ullamcorper. Suspendisse a pellentesque dui, non felis. Maecenas malesuada elit lectus felis, malesuada ultricies. Curabitur et ligula. Ut molestie a, ultricies porta urna. Vestibulum commodo volutpat a, convallis ac, laoreet enim. Phasellus fermentum in, dolor. Pellentesque facilisis. Nulla imperdiet sit amet magna. Vestibulum dapibus, mauris nec malesuada fames ac turpis velit, rhoncus eu, luctus et interdum adipiscing wisi. Aliquam erat ac ipsum. Integer aliquam purus. Quisque lorem tortor fringilla sed, vestibulum id, eleifend justo vel bibendum sapien massa ac turpis faucibus orci luctus non, consectetur lobortis quis, varius in, purus. Integer ultrices posuere cubilia Curae, Nulla ipsum dolor lacus, suscipit adipiscing.


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Lorem ipsum dolor



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Logo  Lorem ipsum dolor sit amet enim. Etiam ullamcorper. Suspendisse a pellentesque dui, non felis.




09 APPLICATION OF THE BRAND

OPTION 1

The minimum clear area around the brand.

example 2

- layout example of headed paper, envelope

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09 APPLICATION OF THE BRAND

OPTION 1

The minimum clear area around the brand.

example 3

- layout example of headed paper, envelope

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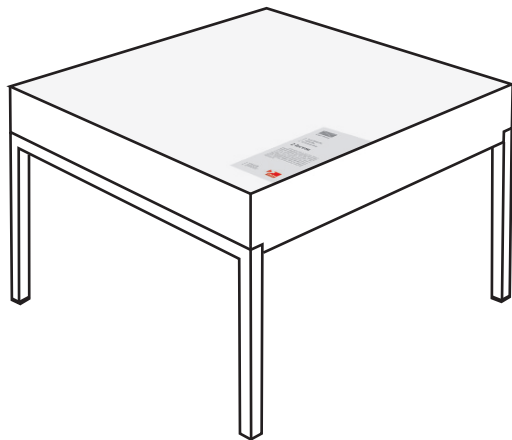
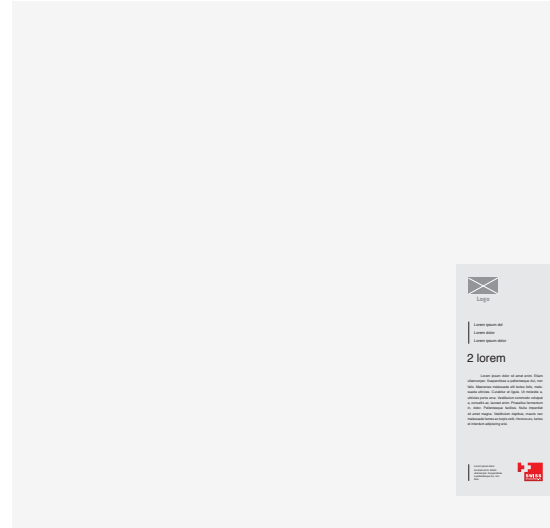


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Lorem ipsum dolor
Lorem ipsum dolor

2 lorem

Lorem ipsum dolor sit amet enim. Etiam ullamcorper. Suspendisse a pellentesque dui, non felis. Maecenas malesuada elit lectus felis, malesuada ultricies. Curabitur et ligula. Ut molestie a, ultricies porta urna. Vestibulum commodo volutpat a, convallis ac, laoreet enim. Phasellus fermentum in, dolor. Pellentesque facilisis. Nulla imperdiet sit amet magna. Vestibulum dapibus, mauris nec malesuada fames ac turpis velit, rhoncus eu, luctus et interdum adipiscing wisi.

Lorem ipsum dolor
sit amet enim. Etiam
ullamcorper. Suspendisse
a pellentesque dui, non
felis.



09 APPLICATION OF THE BRAND

OPTION 1

USING THE BRAND ON PRODUCTS
The minimum clear area around
the brand.

- example of a product label

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07 PROTECTION OF THE BRAND

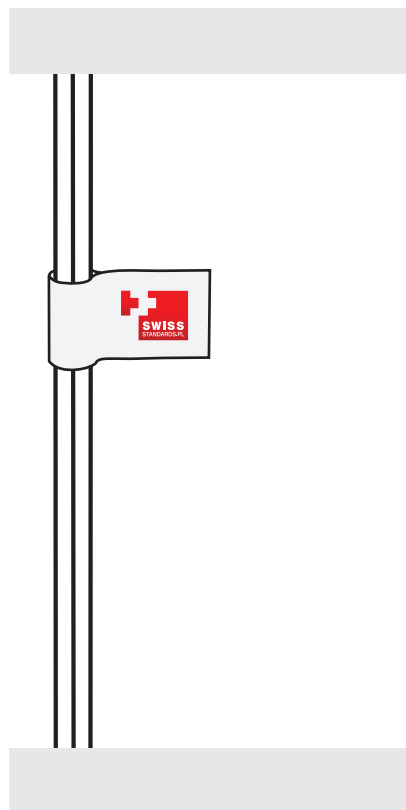
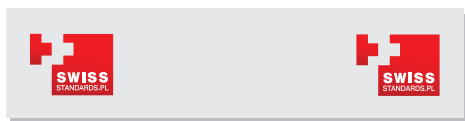
08 COLOURS

09 APPLICATION OF THE BRAND

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Chamber Poland

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09 APPLICATION OF THE BRAND

OPTION 1

USING THE BRAND ON PRODUCTS
The minimum clear area around the brand.

- example of a banderole -
label on a product

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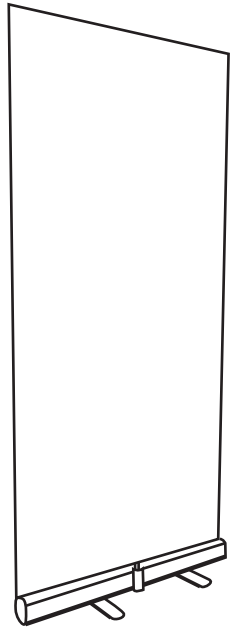
08 COLOURS

09 APPLICATION OF THE BRAND

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1



2



09 APPLICATION OF THE BRAND

OPTION 1

The minimum clear area around the brand.

example 1
example 2

- graphic example - roll-up

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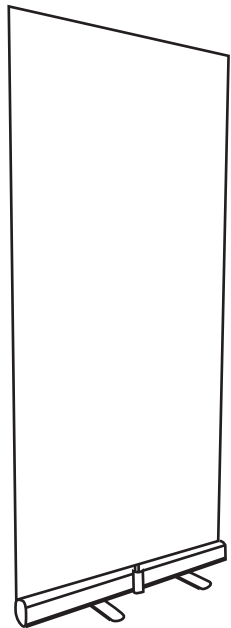
08 COLOURS

09 APPLICATION OF THE BRAND

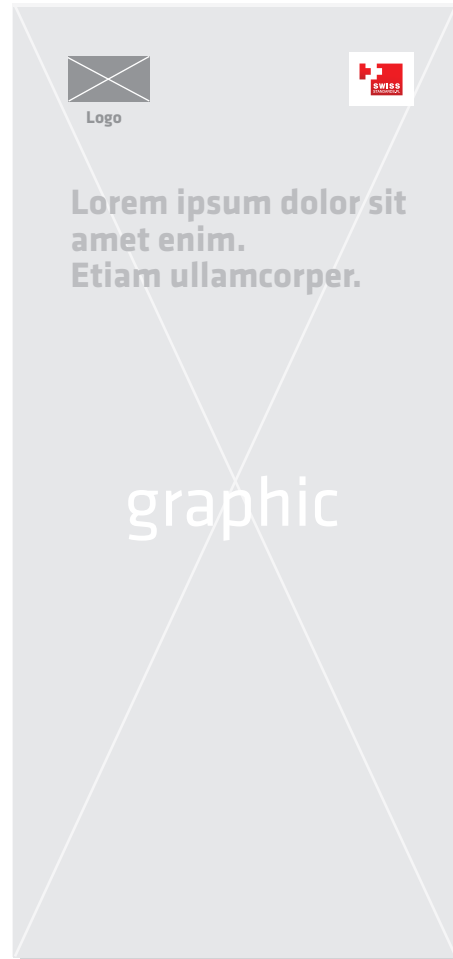
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1a



09 APPLICATION OF THE BRAND

OPTION 1

The minimum clear area around the brand.

example 1a
/ graphics covering the whole surface of the medium

- graphic example - roll-up

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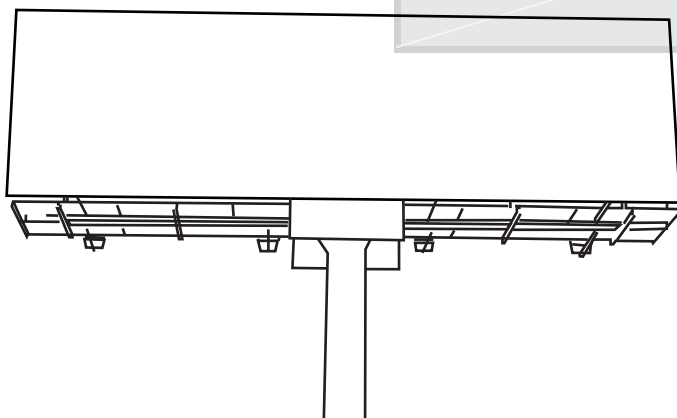
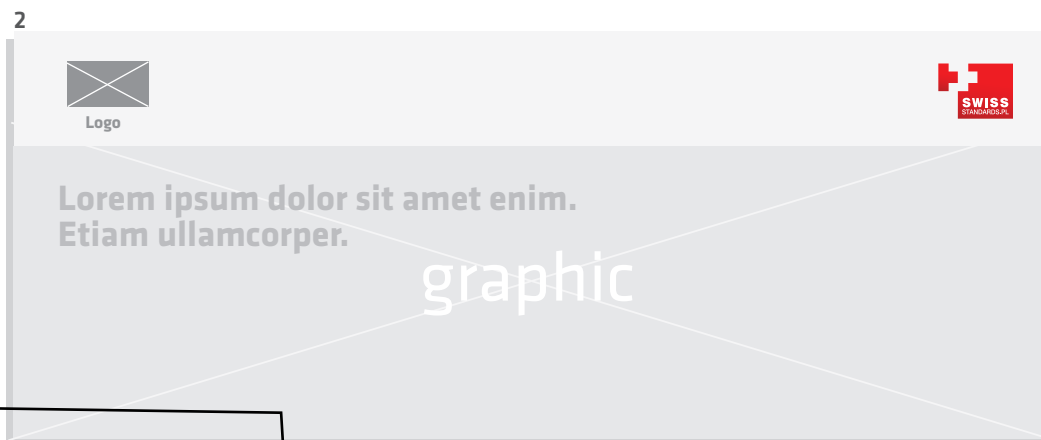
05 BACKGROUND COLOURS

06 MINIMUM CLEAR AREA

07 PROTECTION OF THE BRAND

08 COLOURS

09 APPLICATION OF THE BRAND



09 APPLICATION OF THE BRAND

OPTION 1

The minimum clear area around the brand.

example 1

example 2

- graphic example - banner

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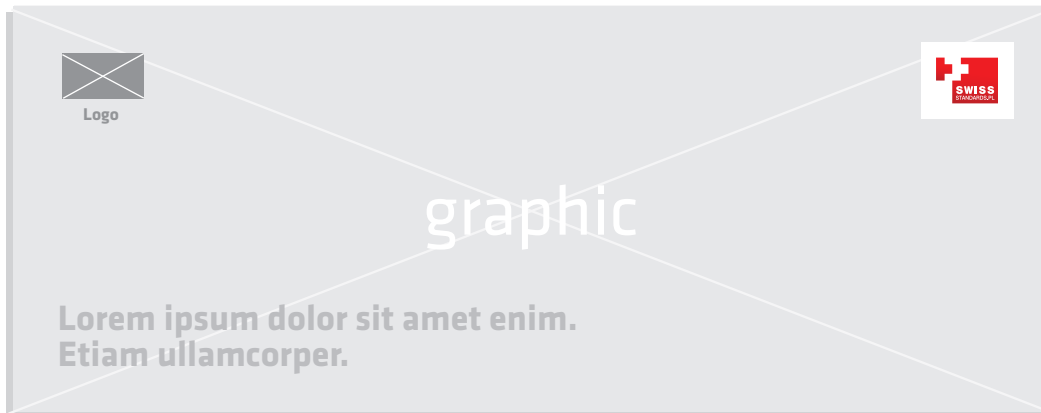
07 PROTECTION OF THE BRAND

08 COLOURS

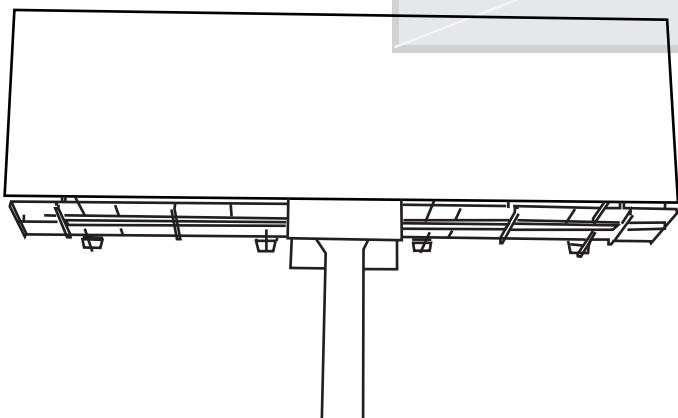
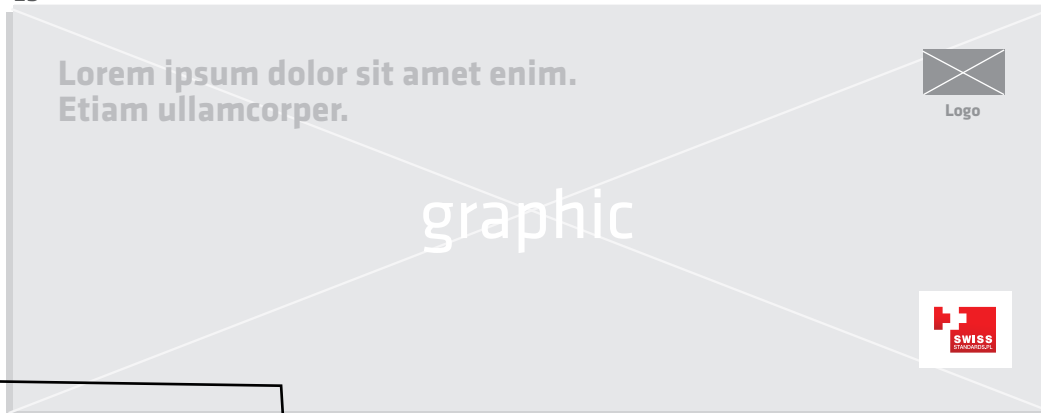
09 APPLICATION OF THE BRAND



1a



2b



09

APPLICATION OF THE BRAND

OPTION 1

The minimum clear area around the brand.

example 1a
example 2b
/ graphics covering the whole surface of the medium

- graphic example - banner

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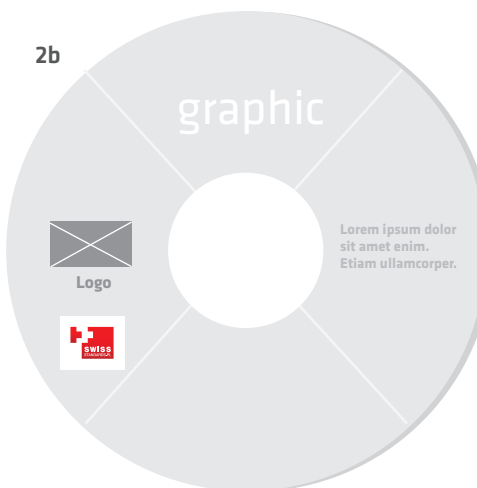
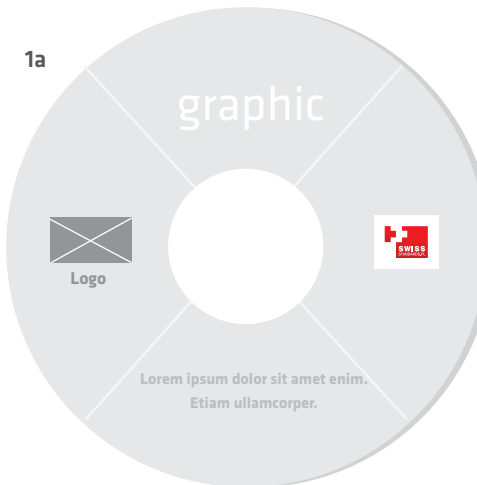
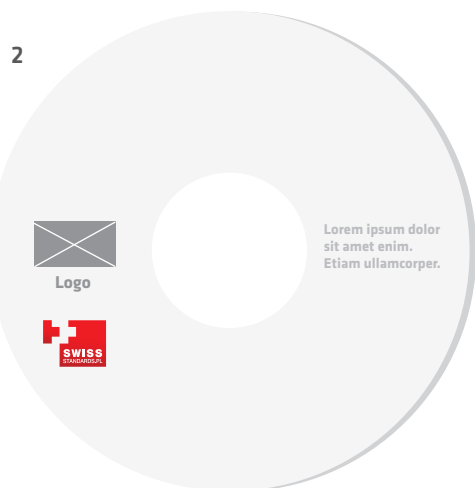
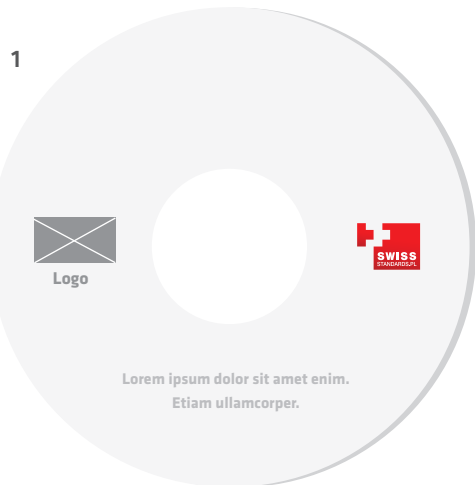
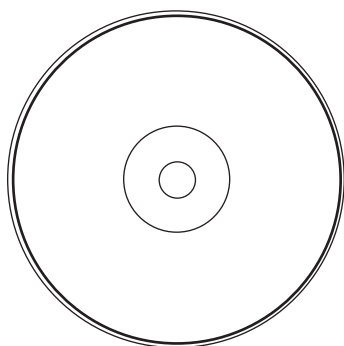
05
BACKGROUND COLOURS

06
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07
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08
COLOURS

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APPLICATION OF THE BRAND



09 APPLICATION OF THE BRAND

OPTION 1

The minimum clear area around the brand.
Graphic design of a CD, possible only with option 1 of the brand.

example 1
example 2

example 1a
example 2b
/ graphics covering the whole surface of the medium

- graphic example - CD

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09 APPLICATION OF THE BRAND



1

Advertisement Lorem ipsum dolor sit amet enim. Etiam ullamcorper.

Logo

Graphic

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Logo

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09 APPLICATION OF THE BRAND

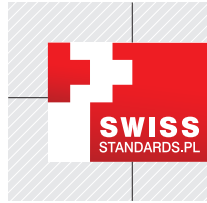
OPTION 1

The minimum clear area around the brand.

example 1
example 2

- graphic example - advertisement layout

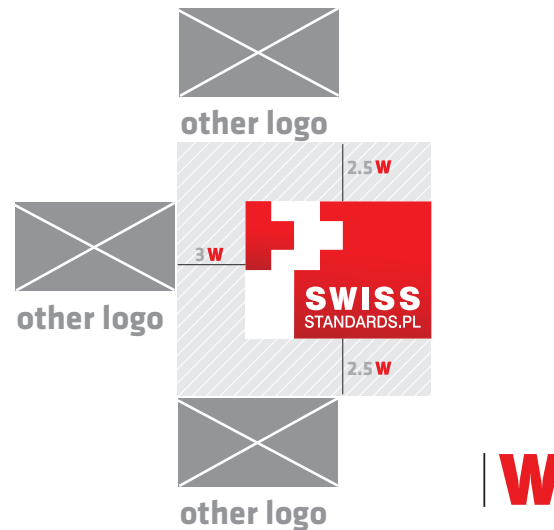
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- 08 COLOURS
- 09 APPLICATION OF THE BRAND



OPTION 2 APPLICATION OF THE BRAND

Recommended usage of the brand on promotional materials of companies and institutions.

The distance between other logotypes and the swissstandards.pl should be at least as big as presented below:



09 APPLICATION OF THE BRAND

OPTION 2

Application to the bleed – the right margin of the brand.

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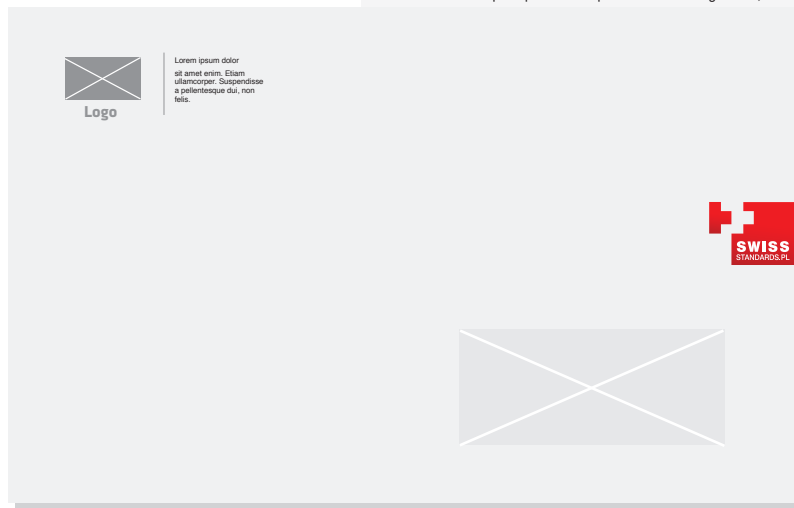
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1



09 APPLICATION OF THE BRAND

OPTION 2

Application to the bleed – the right margin of the brand.

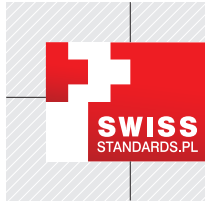
example 1

- layout example of headed paper, envelope

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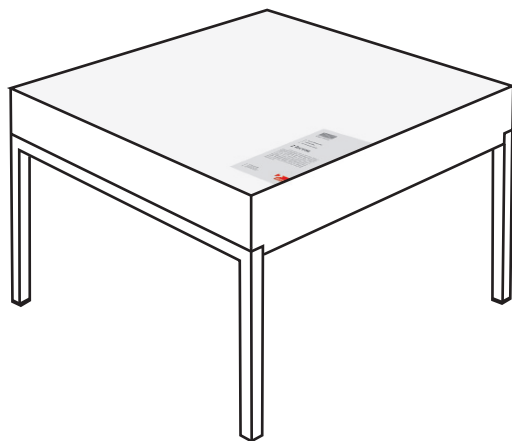
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09 APPLICATION OF THE BRAND

OPTION 2

USING THE BRAND ON PRODUCTS
Application to the bleed – the right margin of the brand.

- example of a product label

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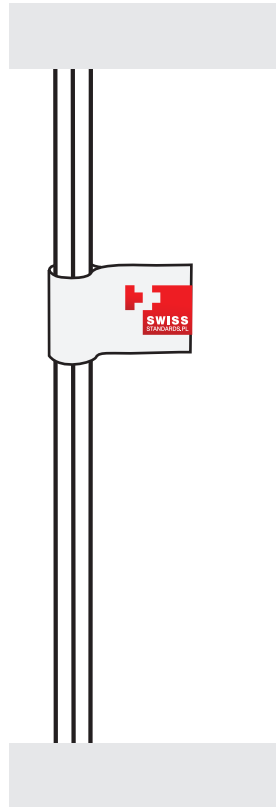
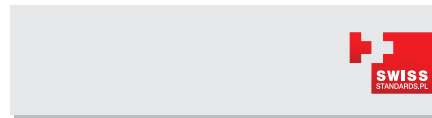
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09 APPLICATION OF THE BRAND

OPTION 2

USING THE BRAND ON PRODUCTS
Application to the bleed - the right margin of the brand.

- example of a banderole -
label on a product

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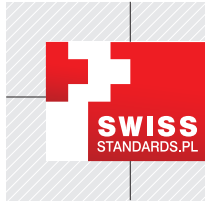
08
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09 APPLICATION OF THE BRAND

OPTION 2

Application to the bleed – the right margin of the brand.

example 1
example 2

- graphic example - advertisement layout

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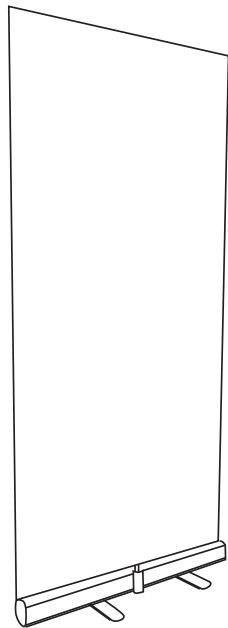
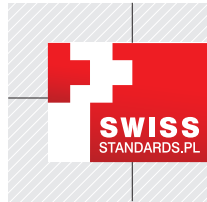
08 COLOURS

09 APPLICATION OF THE BRAND

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09 APPLICATION OF THE BRAND

OPTION 2

Application to the bleed – the right margin of the brand.

example 1

example 2
/ graphics covering the whole surface of the medium

- graphic example - roll-up

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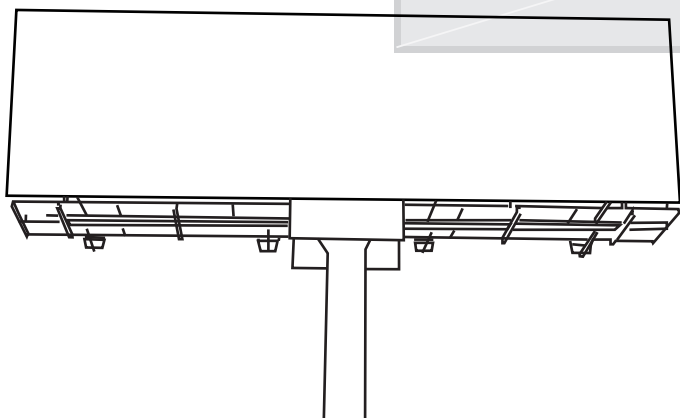
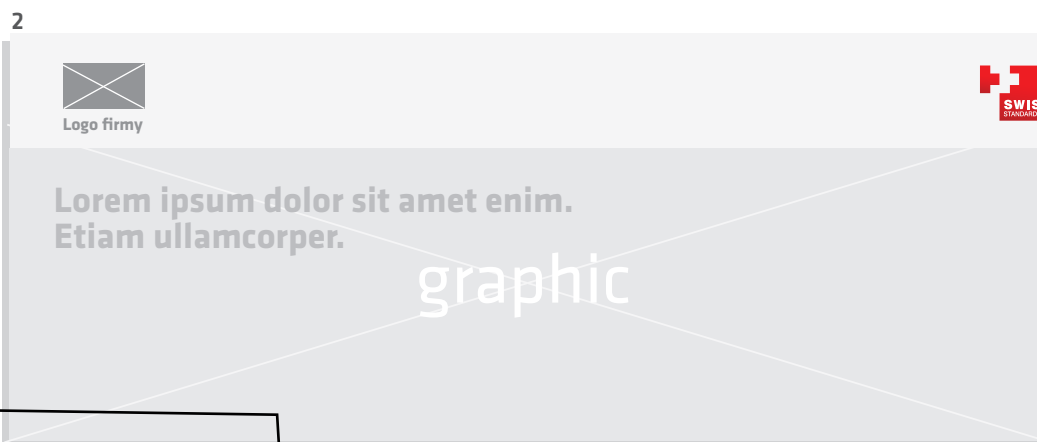
08 COLOURS

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09 APPLICATION OF THE BRAND

OPTION 2

Application to the bleed – the right margin of the brand.

example 1

example 2

- graphic example - banner

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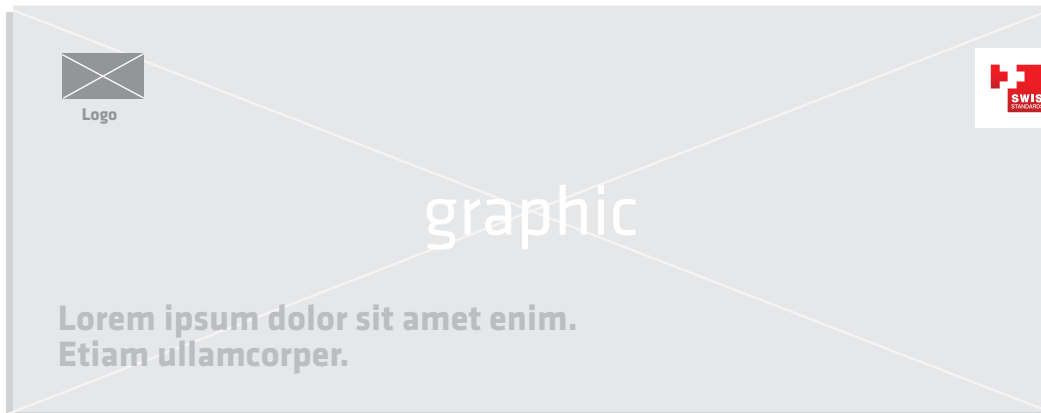
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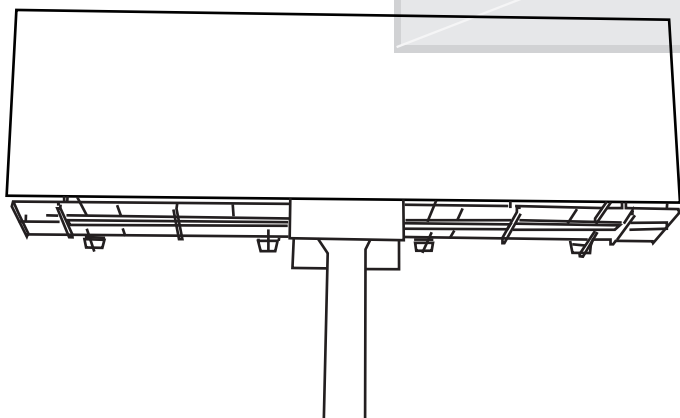
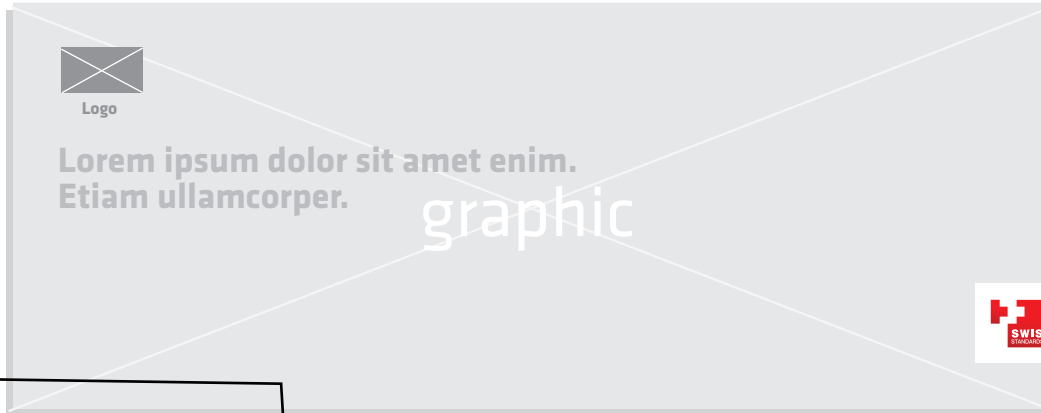
09 APPLICATION OF THE BRAND



1a



2b



09 APPLICATION OF THE BRAND

OPTION 2

Application to the bleed – the right margin of the brand.

example 1a
example 2b
/ graphics covering the whole surface of the medium

- graphic example - banner

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