Graphic guidelines
2022
Logo

The Communications Department is the guardian of SIB’s identity. All questions and issues regarding the use of our logo and other graphic elements need to be addressed to: communication@sib.swiss

The logo is under the creative commons license CC BY-NC-ND 4.0

– SPECIFICATIONS –

Composition:
The SIB logo is made of two elements:
- the graphic element ("emblem"): a molecule and a cross, together with the acronym “SIB”
- The text element: the name of the institute below the emblem.

The different elements composing the emblem represent who we are (value proposition, brand personification, vision) and what we do (mission):

1. The Swiss flag and colours show:
   - the Swiss origin and the related excellence and reliability
   - the history of the institute
   - the federal organization
2. Bioinformatics, data and computerized science are illustrated by the computer screen shape of the logo
3. The molecule (a protein) with a halo around the central node represents
   - life sciences and health
   - uniting forces, connectivity and networking
4. Federating Swiss bioinformaticians is illustrated by the top-left part of the logo
5. The two extremities of the molecule, located outside the logo, indicate that SIB’s (the dot on the “i”) expertise, resources and vision go far beyond the Swiss borders

The SIB logo comes as an entity, a unity, and the relation between the emblem and the text element is fixed and may not be altered.
The preferred use of the SIB logo is the full version, i.e. the emblem together with the text element. However, the SIB emblem has been created in such a way that it can represent SIB all by itself. Please refer to the usage rules of the emblem only.

**Construction:**
The skeleton rendering of the SIB logo indicates how it is constructed. It shows that the emblem carries a white outline, which has the same width as the arms of the Swiss cross inside our emblem. This white outline safeguards our emblem from disappearing on darker backgrounds and avoids the need for a special negative version.

Our logo may not be used without this outline, well understood that on a white background this outline is invisible.

**Typeface:**
The typeface of the SIB logo is Helvetica Neue. This typeface, which is provided in all logo versions, is vectorized and shall not be altered, reset or coloured.

The only official versions of our logo are those supplied by SIB Communications. Under no circumstance may the logo be modified/reconstructed by other parties.

**Logo colours:**
*Our red*

The Swiss red used in our logo reflects the Swiss origin (Swiss flag).
The base SIB red is built up from the colour components in four-colour printing, but also exists as a single-colour reference in the Pantone® palette. In our emblem, the SIB red gradates to a 50% around the central molecule node.

Our black

The black in our logo is only used for the text element. Only for special printing reasons (black and white documents) the black can be used for the emblem element. In our logo, the black is set to overprint.

<table>
<thead>
<tr>
<th>100%</th>
<th>100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gradation</td>
<td>100% → 50%</td>
</tr>
</tbody>
</table>

Under no circumstance may the colours of the logo be changed.

Minimum size

On printed materials

We have set 8 mm as the minimum height of our logo, whether in its full or emblem version. The minimum height does not include the white border around the emblem.

Recommendations before printing

Prior to production, check with the printer whether the quality of the gradation in the emblem is compatible with the support material (e.g., silk screen on plastic pens). If you have any doubt, we recommend using the full red version of the logo without any gradation (the red Pantone 485c).
Position
The SIB logo should always be placed on the right side of printed material as detailed in the template section.

On-screen
On-screen brand expressions of SIB include: the SIB website, external webpages (other institutions, social media, conferences…), e-mails, e-newsletters, PowerPoint presentations.

For use in on-screen applications, the minimum height for the SIB emblem (alone or in full logo) is 23 pixels high at a definition of 72 dpi.

Good to know
Different versions and formats of the SIB logo and emblem are available, please ask SIB Communications.

– USAGE –

Full logo or emblem

Full logo: only the English version of our full logo should be used to represent our organization, even if the language of the communication is not English. The full logo is the preferred and first choice.

As a general rule, our logo is placed at the top right of all print business papers and publications (unless stated differently by authorities). However, the location of our logo may depend on the type of communication material. For detailed rules about place and alignments, please contact SIB Communications.

Emblem: when it is not possible to use the full logo (for reproduction quality or space reasons), the emblem alone may be used, applying the guidelines in this guide.

The use of our emblem alone is for instance allowed in/on/as:

- second sheet in stationery;
- the co-branding strip (see below);
- decorative element on exhibition panels.
Exclusion zones

Exclusion zones located around the SIB logo, i.e., space around the SIB logotype that needs to be free of any other elements, have been defined to keep it recognizable and identifiable when used in close conjunction with other communication elements. They are defined by the minimum and optimum zones.

Minimum zone: the minimum zone is indicated in light green on the image. Its dimension corresponds to the size of the square zone (highlighted in bright green) located below the emblem and on the left side of the text element and applied around the entire logo.

This minimum exclusion zone must be respected when space or alignment requirements do not allow for more space for our logo. **Tight exclusion is not allowed.**

Optimum zone: The optimum zone is indicated in light green on the image. Its dimension corresponds to the size of the emblem (highlighted in bright green) and applied around the entire logo.

Usage on different backgrounds

*Homogenous backgrounds*

Depending on the darkness of the communication support background, different coloured versions of our logotype may be used:

- When the background colour is darker than 60% black, the logo with the white text element should be used.
- When the print process is in black and white, the black and white logo may be used.

Usage of the logo on a non-homogenous background (e.g. a visual) should be avoided if possible, or at least respect the following rules:

*Non-homogenous backgrounds*

- **Option 1**: An image may be crossing the SIB logo but then only the top of the emblem. In that case, the bottom edge of the image should be bottom-aligned with the Swiss cross in our logo, and a homogenous background should occupy the space under the picture.
- **Option 2:** If such homogenous background is not an option, the logo should be placed on top of the visual but surrounded by a minimum exclusion zone (see above) with a white background. However, this option must remain an exception.

- **Option 3:** In very special cases, our logo can be placed on top of a colour background, but which must be homogeneous. The rules – set out above – defining if our name must be written in white or in black apply.

**LOGO FOR RESOURCES OR SPECIFIC PROJECTS –**

When you create a logo for a project or resource related to SIB, we strongly recommend that it remains in the spirit of the SIB corporate identity and uses the elements of the graphic charter. The Communication department will be happy to help you with such design projects.

To show the link with the SIB, a logo add-on based on the SIB emblem has for instance been developed to be easily added to the logos of projects, resources...:
Examples of logos with add-on:

Colour palette

-- PRIMARY COLOURS --

For graphic elements, the first choice colours are the three colours of our logotype, i.e. the red, the black 80% and the white.

Recommendation for running text: black 100% or 80%.

<table>
<thead>
<tr>
<th>Colour</th>
<th>CMYK – Print</th>
<th>RGB – On-screen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red (Pantone: 485c)</td>
<td>0 / 100 / 100 / 0</td>
<td>227 / 6 / 19</td>
</tr>
<tr>
<td>Black 80 %</td>
<td>77 / 71 / 66 / 25</td>
<td>49 / 50 / 51</td>
</tr>
<tr>
<td>White</td>
<td>0 / 0 / 0 / 0</td>
<td>255 / 255 / 255</td>
</tr>
</tbody>
</table>

- SECONDARY COLOURS -

If more colours are needed (e.g. for graphs, text highlights, picture formats), the following additional colours may be used: