

# CORPORATE & BRAND GUIDELINES

JULY 2014

CHAÎNE DU BONHEUR  
GLÜCKSKETTE  
CATENA DELLA SOLIDARIETÀ  
CHADAINA DA FORTUNA  
SWISS SOLIDARITY



# Table of contents

CH01. Colors	02
Bases	04

CH02. Typography	06
Corporate font	07
Print publication	08

CH03. The Logo	10
Logo	11
Logo construction	12
Logotype construction	13
Variants	14
Languages	17
Uses	18



PANTONE 1795 C

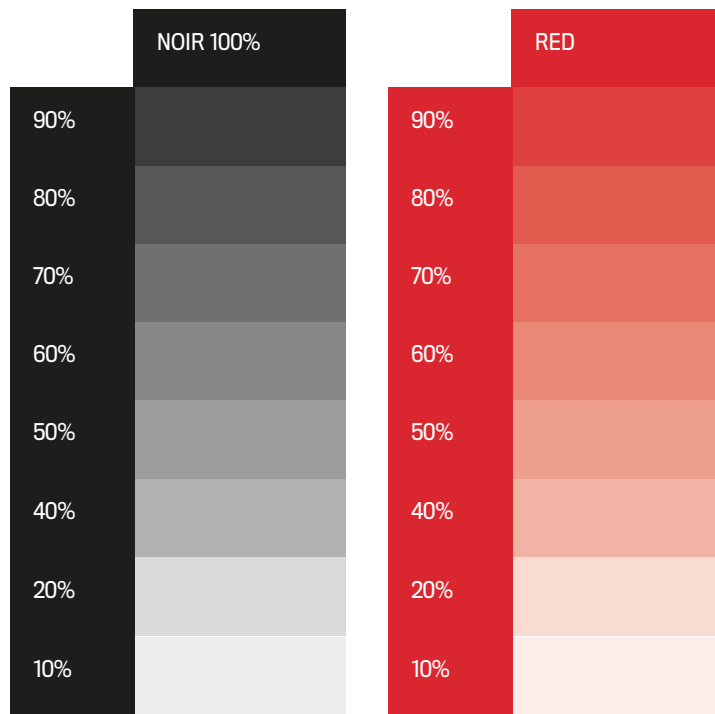
## Colors - Bases

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# Colors - Palette

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# CH02. TYPOGRAPHY

Corporate font  
Print publication

07  
08

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# Titling GothicFB Narrow

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789@&?!\*

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The font used for all applications other than office and electronic documents is «Titling GothicFB Narrow.»

Emphasis font for corporate are:

Light **Chaîne du Bonheur**  
Regular **Chaîne du Bonheur**  
Bold **Chaîne du Bonheur**

### TITLING GOTHICFB NARROW

Emphasis font (Light, Regular and Bold) must be used according to its application to the various communication media. This font is used for printing documents produced such as stationery and communication supports and should be used whenever possible.

Examples: publications, billboards, signage, diverse literature, stationery, etc..

**AaBb023**

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTU-

VWXYZ

0123456789@&?!\*

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## TITLE - 10pt to 16pt

### SUBTITLE - 8pt to 10pt

Facer possim assum est etiam processus dynamicus qui sequitur mutationem consuetudium, lectorum mirum est notare quam. Feugait nulla facilisi nam liber tempor cum soluta nobis eleifend option congue nihil. Ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

### Body Texte - 10pt

Molestie consequat vel illum dolore eu feugiat nulla facilisis, at vero eros et accumsan! Demonstraverunt lectores legere; me lius quod ii legunt saepius. Typi non habent claritatem insitam est usus legentis in iis qui facit eorum claritatem Investigationes claritas.

### Body Texte - 9pt

Molestie consequat vel illum dolore eu feugiat nulla facilisis, at vero eros et accumsan! Demonstraverunt lectores legere; me lius quod ii legunt saepius. Typi non habent claritatem insitam est usus legentis in iis qui facit eorum claritatem Investigationes claritas.



# CH03. THE LOGO

Logo	11
Logo construction	12
Logotype construction	13
Variants	14
Languages	17
Uses	18

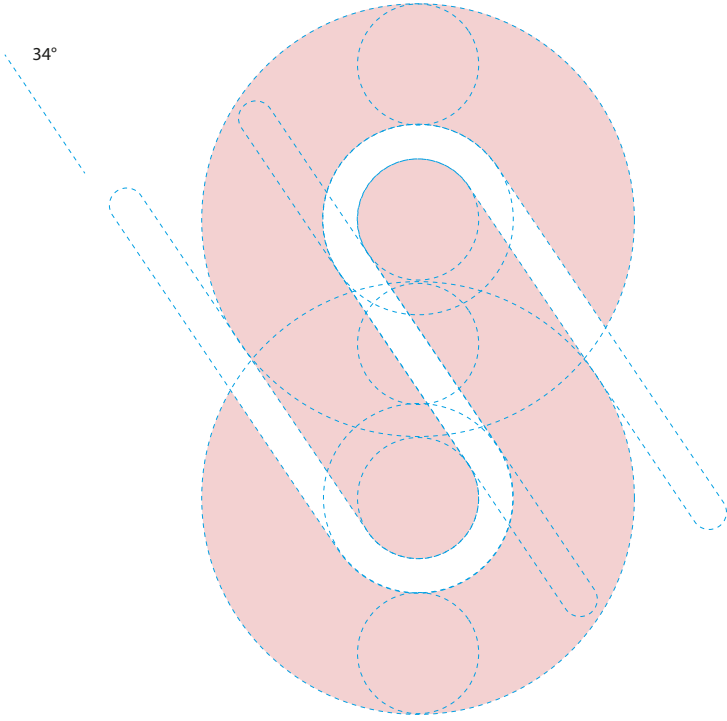
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**CHAÎNE  
DU BONHEUR**  
LA SUISSE SOLIDAIRE



# Logo - Logo construction

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## Logo - Variants

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The logo is available in the following formats:

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Illustrator CS3  
Illustrator EPS Version 8  
JPG  
PNG

CMYK  
RGB  
Pantone  
Black - White



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Black



Negative



FRENCH

CHAÎNE  
DU BONHEUR  
LA SUISSE SOLIDAIRE



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GERMAN

GLÜCKSKETTE  
DIE SOLIDARISCHE SCHWEIZ



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ITALIAN

CATENA DELLA  
SOLIDARIETÀ  
LA SVIZZERA SOLIDALE



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ROMANCHE

CHADAINA  
DA FORTUNA  
LA SVIZRA SOLIDARICA



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ENGLISH

SWISS  
SOLIDARITY



## Logo - Uses

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100% White background  
Color Logo



Red corporate background  
Negative Logo



0% to 40% Black background  
Color Logo



0% to 40% Black background  
Color Logo



41% to 100% Black background  
Negative Logo



41% to 100% Black background  
Negative Logo



Incorrect use

