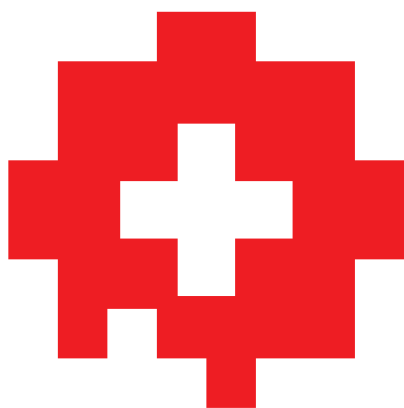


dot.swiss Mini CD manual

July 2015



dot.swiss

Logo specification

Font

Logo font:
Guardian Sans Medium (dot swiss)

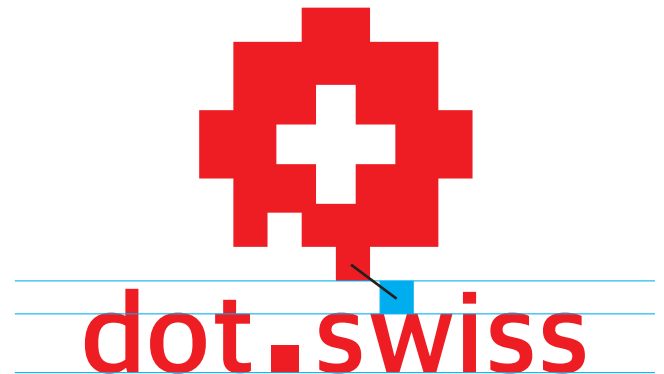
Slogan font:
Verdana Regular

Colour information

CMYK 0 / 100 / 100 / 0
Pantone 485 C / 485 U
RGB 255 / 0 / 0
Hexadezimal #FF0000
Scotchcal 100-13
RAL 3020 Traffic red

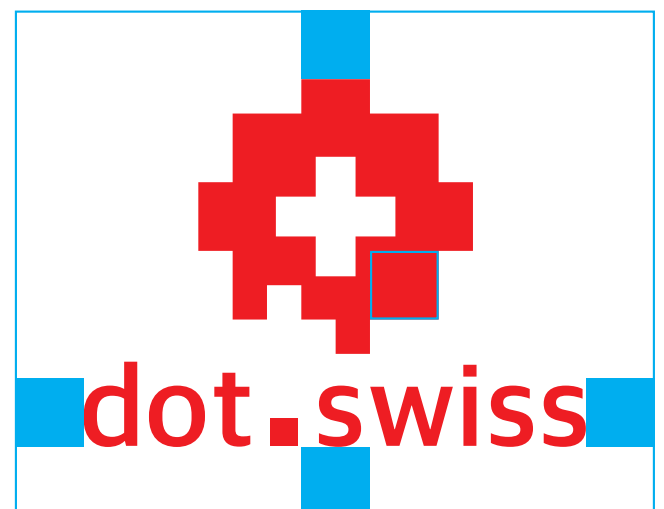
Dimensioning

1 "red dot" pixel
1 Pixel (.)
See example.



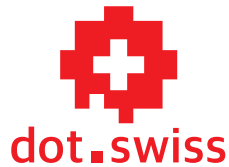
Free space

1 "red dot" pixel
1 Pixel (.)
See example.

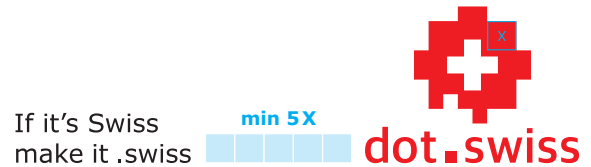


Logo specification

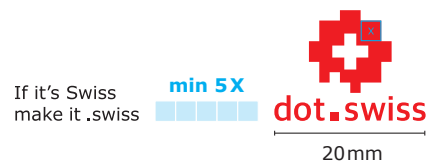
Logo without slogan



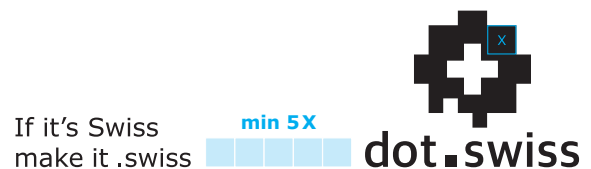
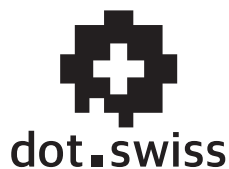
Logo with slogan



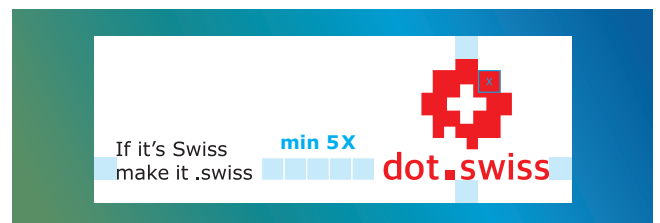
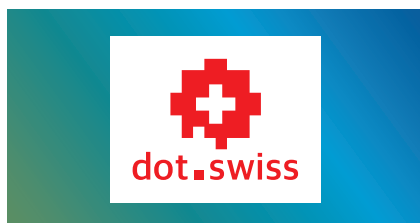
Smallest application



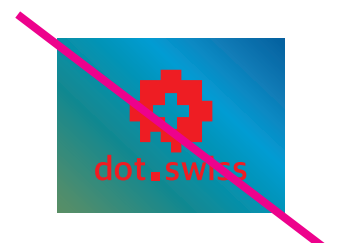
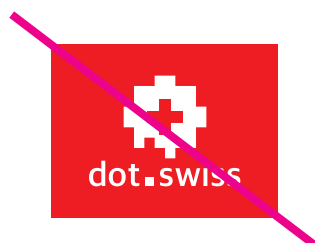
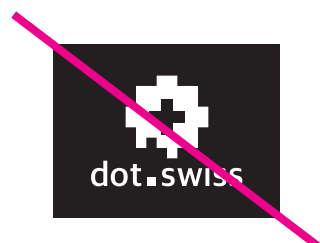
SW application



Logo against a background



Not permitted




Logo specification

Logo with slogan

Ist Schweiz drin,
gehört .swiss dran


min 5X



dot.swiss

If it's Swiss
make it .swiss


min 5X



dot.swiss

Qui dit Suisse,
dit .swiss


min 5X



dot.swiss

Se c'è Svizzera,
c'è .swiss


min 5X



dot.swiss

Èsi svizzer,
dovri .swiss

min 5X



dot.swiss

Design specifications

Advertisement

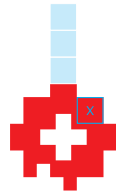
«Weil wir
Schweizer Werte
in der Welt
vertreten.»

Dr Christina Hofmann,
Leiterin Kommunikation, Universität Zürich

Haec disser ens qua de re aga tur et in idciro
ja quo causa consistat non videt. Non enim si
alii ad alia propen siores sunt propter causas
nat urales et antecedentes, idciro nostraru
molu solot amet. www.dot.swiss

Ist Schweiz drin,
gehört .swiss dran

min 5X



dot.swiss

Design specifications

Email signatures

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Sabine Brenner

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**Ist Schweiz drin,
gehört .swiss dran**



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**Qui dit Suisse,
dit .swiss**



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**Se c'è Svizzera,
c'è .swiss**



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**Èsi svizzer,
dovri .swiss**



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Data template

Logo without slogan

DOT_SWISS_CMYK_mit_Schutzraum.eps

DOT_SWISS_CMYK_mit_Schutzraum.jpg

DOT_SWISS_CMYK.eps

DOT_SWISS_CMYK.jpg

DOT_SWISS_Pantone-485C.eps

DOT_SWISS_Pantone-485U.eps

DOT_SWISS_RGB.eps

DOT_SWISS_RGB.jpg

DOT_SWISS_SW.eps

DOT_SWISS_SW.jpg

Logo with slogan

DOT_SWISS_CMYK_mit_Claim.eps

DOT_SWISS_CMYK_mit_Claim.jpg

DOT_SWISS_Pantone-485C_mit_Claim.eps

DOT_SWISS_Pantone-485U_mit_Claim.eps

DOT_SWISS_RGB_mit_Claim.eps

DOT_SWISS_RGB_mit_Claim.jpg

DOT_SWISS_SW_mit_Claim.eps

DOT_SWISS_SW_mit_Claim.jpg

The logo is available in the following languages:

English, German, French, Italian and Romansh.

Contact

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