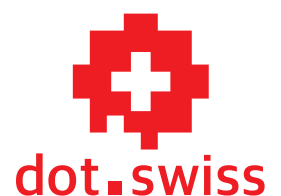


dot.swiss
Logo guidelines
December 2017

Simply more
Switzerland



1. Basic elements

1.1 Logo

1.2 Structure and protection area of the logo

1.3 Logo with claim

1.4 Structure and protection area of the logo
with claim

1.5 Logo variants

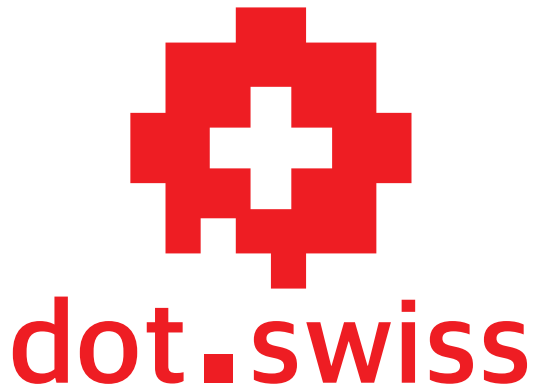
1.6 Colors

1.7 Logomark

2. Contact

1. Basic elements

1.1 Logo



The dot. swiss logo can be downloaded as JPG, PNG from the link below.

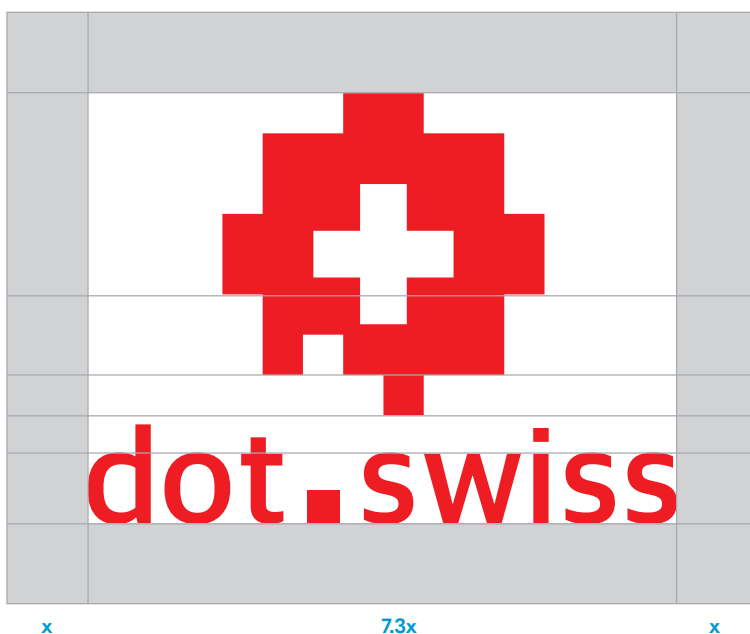
JPG 1566x1217px
dotSwiss_RGB.jpg
dotSwiss_BLACK.jpg

PNG 450x350 px
dotSwiss_RGB.png
dotSwiss_BLACK.png

You can request the vectorized Adobe Illustrator files from the contact person.



1.2 Structure and protection area of the logo



Distances and proportional ratios of the logo are defined as binding and may not be changed under any circumstances.

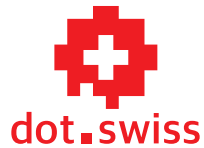


1.3 Logo with claim

Coloured

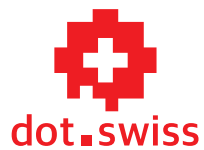
DE

Einfach mehr
Schweiz



FR

Simplement
Suisse



IT

Semplicemente
più Svizzera



RR

Simplamain
daplì Svizera



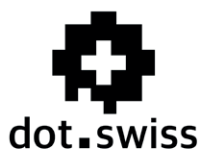
ENG

Simply more
Switzerland



Black-White

Simply more
Switzerland



The dot. swiss logo with claim can be downloaded as JPG, PNG from the link below.

Coloured

JPG 1566x1217px
[dotSwiss_RGB_claim_DE.jpg](#)
[dotSwiss_RGB_claim_FR.jpg](#)
[dotSwiss_RGB_claim_IT.jpg](#)
[dotSwiss_RGB_claim_RR.jpg](#)
[dotSwiss_RGB_claim_ENG.jpg](#)

PNG 600x185px
[dotSwiss_RGB_claim_DE.png](#)
[dotSwiss_RGB_claim_FR.png](#)
[dotSwiss_RGB_claim_IT.png](#)
[dotSwiss_RGB_claim_RR.png](#)
[dotSwiss_RGB_claim_ENG.png](#)

Black-White

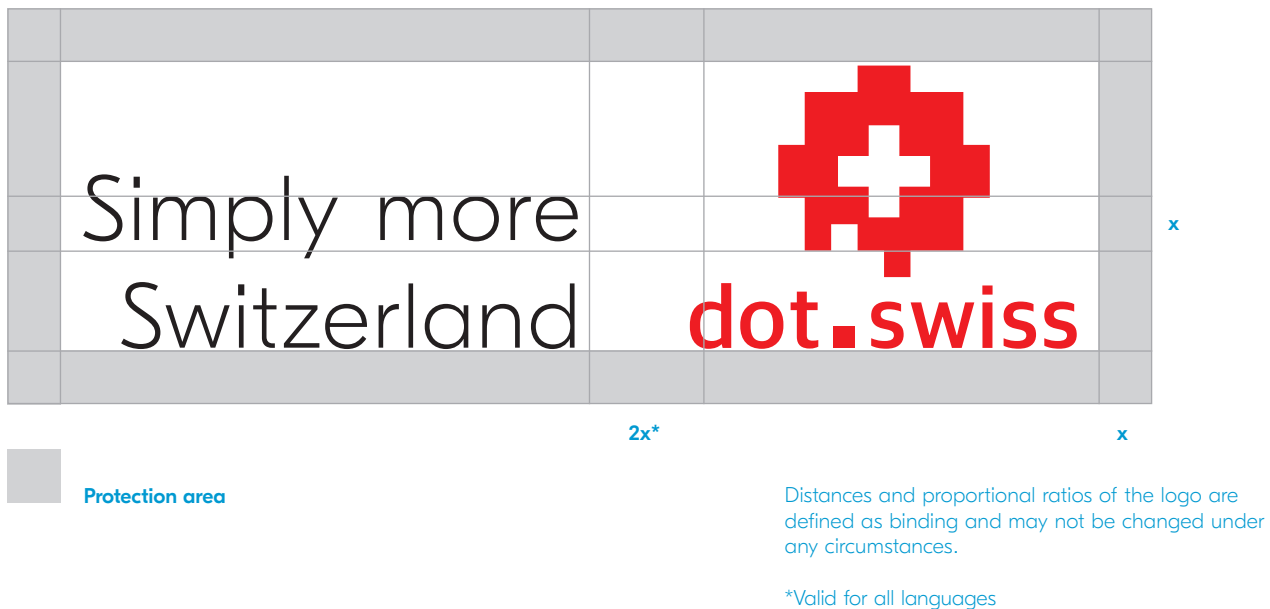
JPG 1566x1217px
[dotSwiss_Black_claim_DE.jpg](#)
[dotSwiss_Black_claim_FR.jpg](#)
[dotSwiss_Black_claim_IT.jpg](#)
[dotSwiss_Black_claim_RR.jpg](#)
[dotSwiss_Black_claim_ENG.jpg](#)

PNG 600x185px
[dotSwiss_Black_claim_DE.png](#)
[dotSwiss_Black_claim_FR.png](#)
[dotSwiss_Black_claim_IT.png](#)
[dotSwiss_Black_claim_RR.png](#)
[dotSwiss_Black_claim_ENG.png](#)

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1.4 Structure and protection area of the logo with claim



1.5 Logo variants

Smallest application



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Switzerland



The exact size of the logo is determined by the specific application.

Logo on coloured background



1.6 Colors

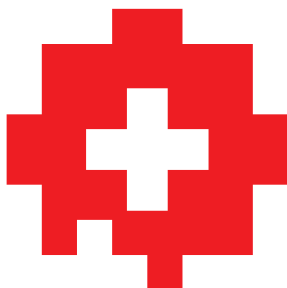


CMYK: **0/100/100/0**
Pantone: **485C/485U**
RGB: **255/0/0**
Hexadecimal: **#FF0000**
Scotchcal **100-13**
RAL: **3020 Traffic red**



CMYK: **0/0/0/100**
Pantone: **Black C/Black U**
RGB: **0/0/0**
Hexadecimal: **#000000**
Scotchcal **100-12**
RAL: **9005 Jet black**

1.7 Logomark



The logomark alone is only used in rare cases and must always be released by the brand management.

2. Contact

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