



LUCERNE  
**DIALOGUE**  
For a Stronger Europe

Lucerne Dialogue

# DESIGN MANUAL

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## ABOUT

Europe must act. Geopolitical realignments, societal fragmentation and an accelerating global competition are putting the continent to the test. In this context, economic strength is not an end in itself – it is a prerequisite for prosperity, security and political agency.

Lucerne Dialogue is a politically independent initiative that brings together leaders from business, politics, society and academia to strengthen Europe's sovereignty and competitiveness. The continent has powerful assets at its disposal: a large single market, skilled talent, industrial and technological expertise, capital, stable institutions and a shared values base. What matters now is to use these strengths deliberately and connect them more effectively.

At the heart of the initiative lies the European Economic Forum in Lucerne. At this leading European business conference, decision-makers from across Europe develop viable approaches to a strong and competitive Europe.

Throughout the year, additional formats deepen the dialogue – across borders, disciplines and generations:

- **Friends:** A business club of European entrepreneurs building trusted national and international relationships to strengthen entrepreneurship.
- **Basecamp:** 45 high-potential leaders under 45 develop ideas in a hackathon on how business can help strengthen democracy.
- **Leadership Programme:** A one-year programme in which selected talents from partner organisations further develop their leadership capabilities.
- **Fellows:** Our international alumni network connecting participants of the Basecamp and Leadership Programme for lasting relationships among emerging European leaders.
- **Patrons Circle:** A select group of leading entrepreneurs supporting the initiative through our donors' circle.

## CONTACT

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# **BASIC ELEMENTS**

## LOGO

The Lucerne Dialogue logo is available in three different versions. The choice of the appropriate logo version depends on the medium of use and its technical and design requirements.

The logo version without the claim should be used if the claim is no longer legible due to the size of the display or the medium.

The symbol is intended for very small-format applications where the word mark can no longer be displayed legibly. If necessary, the symbol may be supplemented with the lettering 'LUCERNEDIALOGUE'.

Logo with Claim



Logo without Claim



Symbol



## COLOUR VARIATIONS

The logo in 'Mint White' is the primary version to be used, as the background colour is predominantly Dark Blue. For applications on a white background, the logo in 'Mint Blue' is used.

The black and white logos may only be used if the respective application does not allow for any other logo version, for example in single-colour printing.

### Primary Logo



Logo Mint Blue



Logo Mint White

### Secondary Logo



Logo Black



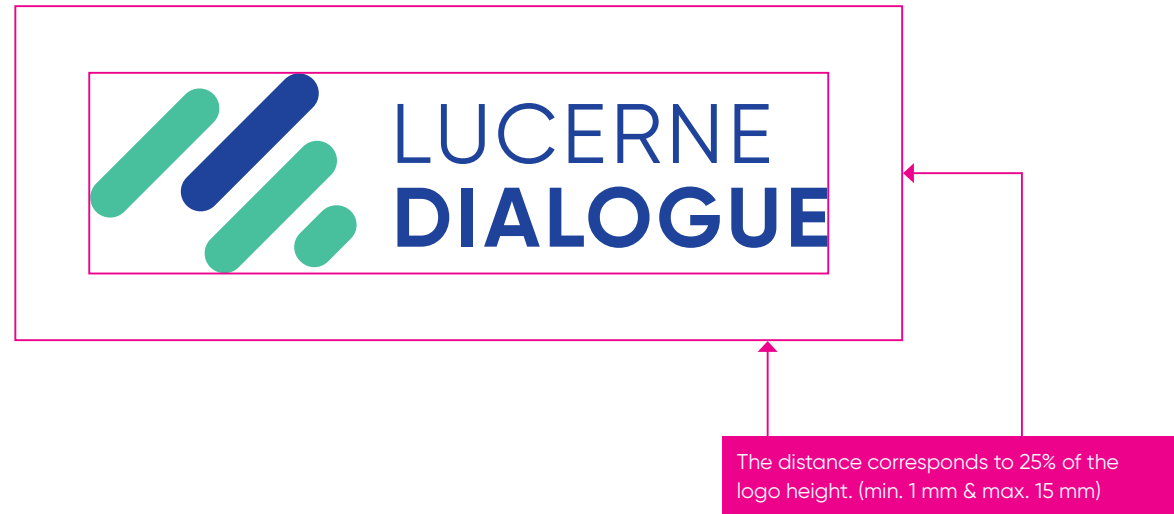
Logo White

## SAFE ROOM

The protection space refers to the free area around the logo in which no other elements may be placed in order to ensure legibility and visual impact.

It amounts to 25% of the logo height, with a minimum distance of 1 mm for small-format applications and a maximum distance of 15 mm for large-format applications. This rule applies uniformly to all logo variants, including logos with or without a claim, symbol variants and initiative logos.

The protective space is always measured from the outer edge of the logo, including the word mark and claim.

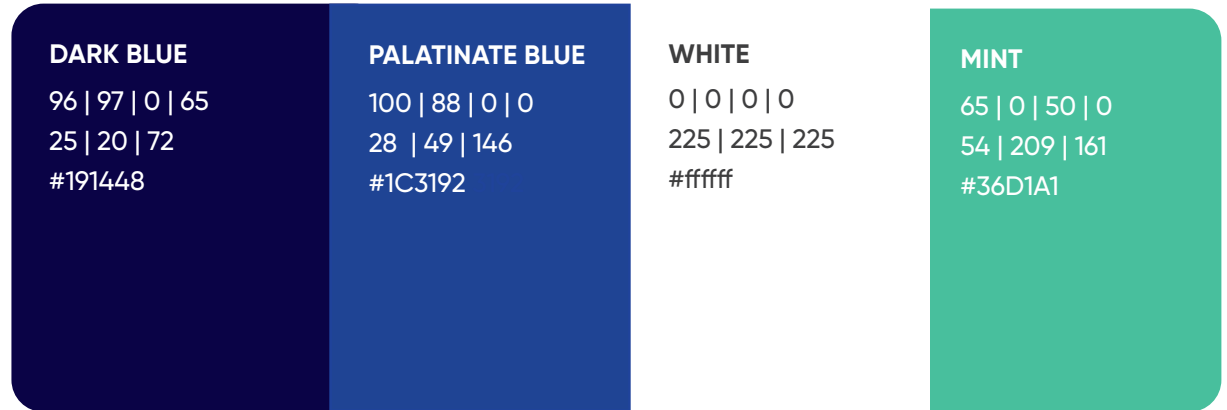


# COLOURS

## Primary Colours

The colour concept of Lucerne Dialogue is based primarily on dark blue, which is used as the background colour in around 90% of all applications. The other primary colours are used specifically to create visual accents. White is used primarily as the font colour.

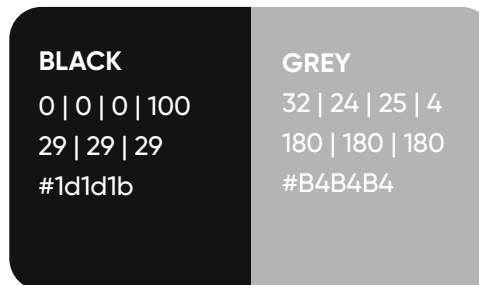
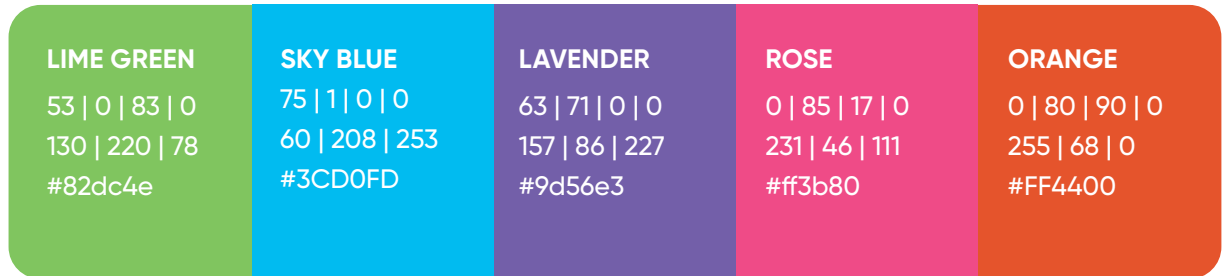
In exceptional cases, a white background may be used; in this case, dark blue is used as the font colour.



## Secondary Colours

The secondary colours are used for complex design applications of the Lucerne Dialogue brand. However, they are mainly used to visualise the initiatives (see page 16). Each secondary colour is assigned to a specific initiative and is preferably used in combination with the primary colours (excluding mint).

The colours black and grey are only used when it is not possible to use other colours, for example for black and white printing or special accents.



# TYPOGRAPHY

The corporate font of Lucerne Dialogue is Gilroy. The Regular and Bold font styles are primarily used. The Light, Medium, SemiBold and Black font styles may also be used for typographical hierarchy. All other font styles are not part of the corporate design and may not be used.



## Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789!"#%&\*+,-./:;?@

## Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789!"#%&\*+,-./:;?@

## Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789!"#%&\*+,-./:;?@

## SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789!"#%&\*+,-./:;?@

## Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789!"#%&\*+,-./:;?@

## ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789!"#%&\*+,-./:;?@

## APPLICATION

Here are some examples of how the Gilroy font styles are used to create a clear typographical hierarchy.

**Headlines** are always set in bold and predominantly written in uppercase letters. The colour used is usually mint or the colour of the respective initiative.

**Body text** is always set in regular font.

**Headlines** Gilroy Bold 25 Pt

# JETZT IST DIE ZEIT GEKOMMEN, GRÖSSER ZU DENKEN

**Leads, (Subtitles)** Gilroy Medium 12 Pt

Aus der Mitte der Schweiz heraus die Stärke des europäischen Kontinents aktiv mitgestalten: Das ist das Ziel der aussergewöhnlichen Dialogplattform «Lucerne Dialogue – für eine starke Zukunft Europas». Die Impuls-Plattform ist eine Weiterentwicklung des renommierten Europa Forums Luzern.

**Body Text** Gilroy Regular 10 Pt

Der Krieg in der Ukraine, insbesondere aber treibende Dynamiken wie die geopolitische Polarisierung zwischen Demokratien und Autokratien sowie Fragen zur Zukunft des Wirtschaftssystems angesichts von Klimakrise und drohender Deglobalisierung: Die neuen Realitäten verlangen nach neuen Antworten. Deshalb haben die Verantwortlichen des Forums entschieden, neu, grösser und über die Grenzen der Schweiz hinaus zu denken. Die Schweiz, als Land in der Mitte Europas, soll mit dem unabhängigen «Lucerne Dialogue» eine Plattform bieten, um einen aktiven, konstruktiven

Beitrag für eine starke Zukunft Europas zu leisten – im Fokus steht künftig also das europäische «Big Picture» und weniger die «Bilateralen».

Der «Lucerne Dialogue» widmet sich den grossen Fragen der Zeit, die alle betreffen und die alle beschäftigen: EU-Mitglieder und Nicht-Mitglieder; Zentralist:innen und Föderalist:innen. Anhänger einer immer engeren Union und Verfechterinnen eines Europas der Nationalstaaten. «Wir in Europa müssen uns intensiver austauschen und vor allem gemeinsam agieren», ist Marcel Stalder, Präsident «Lucerne Dialogue», überzeugt.

# IMAGERY

Two different visual worlds are defined for the Lucerne Dialogue brand and its initiatives: image pictures and event pictures.

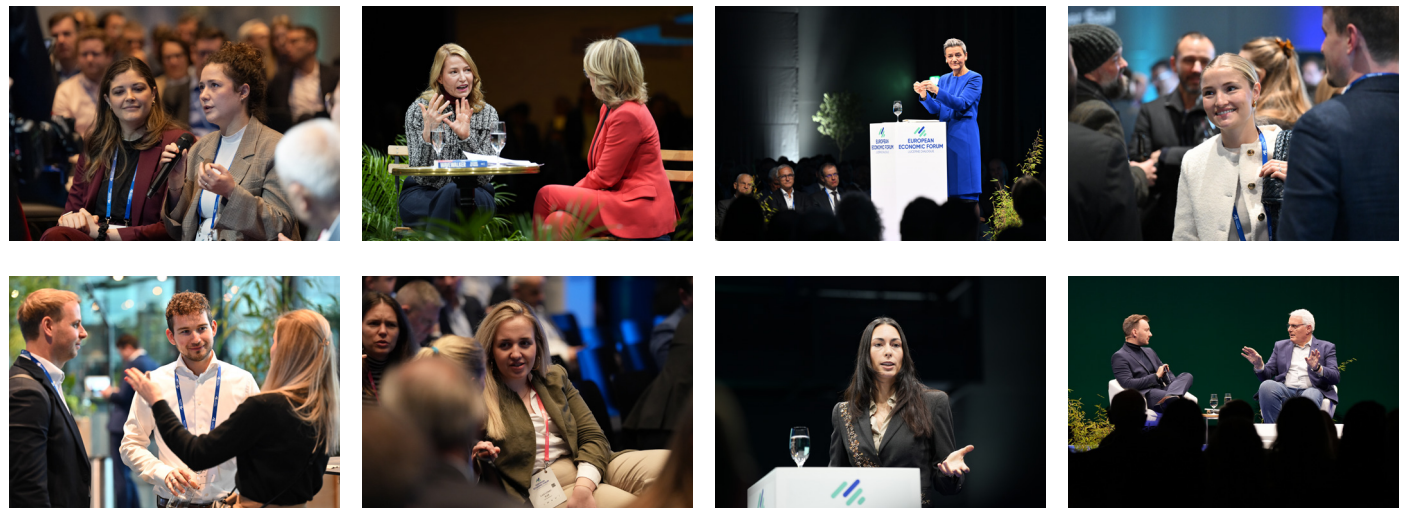
**Image pictures** are mainly used to visually convey the themes of Lucerne Dialogue and support its content.

**Event pictures** serve to communicate and promote the events and are intended to authentically convey the atmosphere and experience of the visitors.

## Image Pictures



## Event Pictures



# DESIGN ELEMENTS

## Forms

The shapes of the logo may also be used individually as design elements. In doing so, it must be ensured that the 45° angle is maintained.

Apart from this, the shapes can be used creatively as long as they remain recognisable as elements of the brand. The shapes may also be used in different sizes.



## Gradient

In addition, colour gradients may be used in the design. Platinate Blue is always used as the base colour. This can be combined with all secondary colour as well as with the colour Mint.

*The same guidelines as described on page 8 apply to the use of colour gradients.*



**INITIATIVE**

# ABOUT

## EUROPEAN ECONOMIC FORUM

The European Economic Forum is the central platform of the Lucerne Dialogue Initiative. Held annually in Lucerne, it brings together senior and future decision-makers from business, politics, academia and society to address Europe's economic future at the intersection of competitiveness, leadership and responsibility. Swiss-based, independent and politically neutral, the Forum offers a trusted setting for open, cross-generational dialogue focused on concrete economic challenges.

## FRIENDS

Friends is the business network of the Lucerne Dialogue Initiative. It brings together entrepreneurs and senior leaders from across Europe who are committed to strengthening entrepreneurship through trusted national and international relationships. Throughout the year, members engage in curated formats that deepen relationships and broaden perspectives, enabling informed business decisions in an increasingly unstable world.

## LEADERSHIP PROGRAMME

The Leadership Programme is the talent development pillar of the Lucerne Dialogue Initiative. It supports selected young leaders from partner organisations in strengthening their leadership capabilities by combining strategic reflection, dialogue competence and practical impulses – preparing them to lead responsibly beyond short-term pressures.

## BASECAMP

Basecamp brings together 45 high-potential leaders under 45 from across Europe to work on concrete ideas on how business can contribute to strengthening democratic and economic resilience. In an intensive hackathon, participants collaborate across disciplines and backgrounds, developing practical approaches that are presented and discussed within the framework of the European Economic Forum.

## FELLOWS

Fellows is an alumni network, connecting former participants of Basecamp and the Leadership Programme. It brings together emerging leaders who remain actively engaged and committed to strengthening Europe through long-term collaboration. Organised in country chapters, Fellows independently build local networks and initiate activities tailored to their national contexts, while staying connected at European level.

## PATRONS CIRCLE

The Patrons Circle – our donors' club – brings together a select group of business leaders committed to a strong Europe. Through their support, members advance the mission of the Lucerne Dialogue Initiative and enable independent dialogue, long-term programmes and cross-generational exchange.

## COLOUR

Each initiative has its own color. The following overview shows how the colour are assigned to the respective initiatives. These colours may be used in combination with the primary colour of the Lucerne Dialogue brand, as described on page 8.

<b>MINT</b> European Economic Forum	<b>LIME GREEN</b> Friends	<b>SKY BLUE</b> Leadership Programme
<b>LAVENDER</b> Fellows	<b>ROSE</b> Basecamp	<b>ORANGE</b> Patrons Circle

# LOGOS

Each initiative has its own logo. These logos must be treated in accordance with the same guidelines as the Lucerne Dialogue logo in terms of format, colour, and protected space.

In principle, all design rules defined in the Basics chapter also apply to the initiatives. The only difference is that each initiative has its own logo and colour.

