

BRAND GUIDELINES

Updated: 14 Feb '25

Logo

Wordmark

Symbol

Icon



In use: Use the wordmark in Swiss-Red or Black/Dark Grey on light backgrounds, and in white on dark backgrounds.

Our symbol is a beautiful arch that forms the letter "n".

If the wordmark cannot be used, please use the icon instead.

Typography

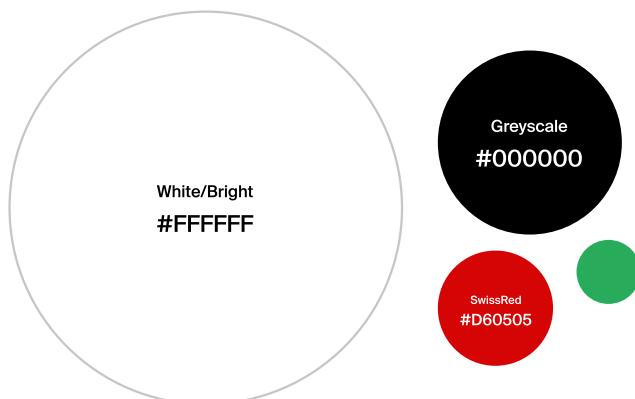
Suisse Int'l

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrsuvwxyz
0123456789&?!(.,:;)

We use the iconic sans-serif typeface Suisse Int'l, as our global brand font, inspired by Bauhaus and Swiss graphic design.

In use: Reduce letter spacing in large text and increase it in smaller sizes. Use 'book', 'medium', or 'semibold' weights, avoid 'bold' and 'light'.

Colours



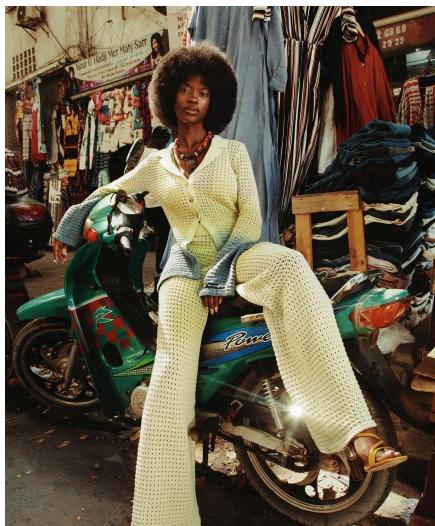
Our brand is clean and bright. Beautifully contrasted with our 'swiss red' and subtle 'positive green'.

In use: When using text on red background either use white on 'swiss-red' or 'swiss-red' on 'light grey'

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Photography and Videography



Visuals should feel vibrant while remaining authentic and rooted in real environments.

Do's: Use natural, authentic lighting, studio setups should feel motivated by real light sources. Choose high-quality, realistic imagery with natural-inspired colour palettes, and keep the tone positive, confident, and uplifting.



Avoid bright or artificial colours; if colour is required, prioritise red. Do not use futuristic, unauthentic, low-quality stock imagery or AI-generated visuals.