

swiss arts council

prohelvetia

DESIGN MANUAL

Version 1.2
English

You can find the latest version of the Design Manual here
www.prohelvetia.ch/downloads

CONTENT

Introduction	6
Purpose of the design manual	8
The three levels of use	10
Basics	12
Logotype	14
General	14
Use of the logotype	16
Logotype colour applications	18
Byline with logotype	20
Explanatory text with logotype	22
Wording	24
Languages	24
Form of writing	26
Locations	28
Level of use 1: Institution	30
Colours	32
Primary colour and additional colours	32
Typeface	34
Typographical specifications	34
Layout	36
White border	36
Design behaviour	38
Examples of design	40

Level of use 2: Programmes	50
The programmes	52
General remarks on the programmes	52
Guidelines on determining the visual presentation	56
Thematic programmes in Switzerland	58
General	58
Pro Helvetia publications	60
Publications by partners	62
Country programmes abroad	64
General	64
Pro Helvetia publications	66
Publications by partners	68
Country programmes in Switzerland	70
General	70
Pro Helvetia publications	72
Publications by partners	74
Level of use 3: Applications	76
Applications	78
General remarks concerning Pro Helvetia support	78
Publications by applicants	80

INTRODUCTION

PURPOSE OF THE DESIGN MANUAL

As an institution working nationally and internationally and in a wide range of areas, Pro Helvetia, the Swiss Arts Council, needs to present a coherent corporate identity.

Consistent use of the design elements described in the manual will improve recognition and increase awareness of Pro Helvetia as a partner for cultural activities inside and outside Switzerland.

The selection and use of colours, typefaces, pictures and content is not a matter of chance, fashion or individual taste, but an integral part of a carefully thought-out overall strategy.

The design manual does not lay down rigid rules for the appearance of the individual communication material – it leaves space for the requirements of specific cases and target groups and for any time-related issues to be taken into account.

The design manual is an aid which uses simple rules and examples to show how thoughtful use of the existing design elements can create a lively corporate identity which is capable of development but is nevertheless unmistakable.

THE THREE LEVELS OF USE

All Pro Helvetia communication materials are basically associated with one of three levels of use, and different design rules apply to each. These and relevant examples of design can be found as follows:

- Level of use 1: Institution → p 30
- Level of use 2: Programmes → p 50
- Level of use 3: Applications → p 76

The first step in the design is therefore always to establish the level for which the work is being carried out.

Pro Helvetia's Communication Service will be happy to clarify any queries that might arise about this.

Pro Helvetia
Schweizer Kulturstiftung
Kommunikation
Hirschengraben 22
CH-8024 Zürich
T +41 44 267 71 71
F +41 44 267 71 06
communication@prohelvetia.ch
www.prohelvetia.ch

Level of use 1: Institution

Internal and institutional communications
(correspondence, annual reports, minutes etc.)

Level of use 2: Programmes

Communications support for programmes either initiated by Pro Helvetia itself or in which the Swiss Arts Council is acting in partnership with other institutions.

Level of use 3: Applications

Communications support for individual cultural projects for which Pro Helvetia is providing financial backing.
At this level usually only the logotype is used.

BASICS

LOGOTYPE

General

A corporate identity needs considerably more than a logo. Nevertheless, the logo remains the visual core, around which the image as a whole is built up.

The typographical design of the Pro Helvetia logotype is modern, but, by including the Swiss cross, also communicates the national identity. At the same time, the cross acts as a bridging element between the concepts «Pro» and «Helvetia».

At the draft stage, particular attention was paid to ensuring that the logotype should be compact and provide instant brand recognition, so that it will stand out visually in a wide range of graphical applications.

The following rules are always applicable, for all levels of use.

Link to download Logo files
www.prohelvetia.ch/downloads



prohelvetia

Use of the logotype

The logotype must be used as is. It must not be distorted or cut. Whenever possible, the logotype must be used on the same line (i.e. not as a superscript).

In order to place as few limitations as possible on the ways it may be used, only a minimum size has been defined. It must not be used any smaller than this.

A clear space should be left around the logo, whose height and width are equivalent to at least those of the letter «a» in the logo.



can be enlarged to any size



18 mm

no smaller than the minimum size!



do not distort



do not cut

Logotype colour applications

If the technology being used allows it, the logotype should be printed in its original colour (100% magenta). If magenta is not available, 100% black (or 100% of the colour used) is possible. Not permissible is half-tone screening of the logo.

Against dark backgrounds, the logotype colour application may be reversed. In all cases, it is important to ensure clear legibility and sufficient contrast between the logotype and the background. The logotype is never enclosed (i.e. not framed or boxed).

The background of the logotype should be neutral and monochrome whenever possible. Placing the logotype on photos or other patterned surfaces is not recommended.



normal application



application without magenta



reverse application
against a dark background



do not use half-tones



ensure legibility

Byline with logotype

In certain applications, the logotype is complemented by additional text (byline).

In Switzerland, it is presumed that the institution is reasonably well known and that the concepts («Pro» and «Helvetia») can be intuitively understood. The logotype is therefore used without a byline. Instead, a preset explanatory text on the activities of Pro Helvetia (→ p 22) will be printed with it.

Outside Switzerland, the logo is always complemented by a single-language byline.

Depending on where the communication support in question is being used, the byline appears either in one of the two world languages English or Spanish, or in a Swiss national language, or, in the case of the Pro Helvetia offices abroad, in the language of the area for which they are responsible. Use of a two-language byline over the same logotype is not permitted. Bilingual communication supports can use both language alternatives of the logotype plus byline, but not on the same page.

On monolingual communication supports which are to be distributed both in Switzerland and abroad, byline and explanatory text (→ p 22) appear simultaneously.

In Switzerland:

prohelvetia

no byline

Outside Switzerland:

a) world languages

swiss arts council
prohelvetia

byline in English

fundación suiza para la cultura
prohelvetia

byline in Spanish

b) Swiss national languages
and languages of the area
for which the Pro Helvetia
offices abroad are respon-
sible

schweizer kulturstiftung
prohelvetia

byline in German

fondation suisse pour la culture
prohelvetia

byline in French

fondazione svizzera per la cultura
prohelvetia

byline in Italian

fundaziun svizra per la cultura
prohelvetia

byline in Rhaeto-Romanic

fundação suíça para a cultura
prohelvetia

byline in Portuguese

szwajcarska fundacja dla kultury
prohelvetia

byline in Polish

المؤسسة الثقافية السويسرية
prohelvetia

byline in Arabic

Explanatory text with logotype

Communication supports in Switzerland will carry the explanatory text shown in the column opposite along with the logotype.

The explanatory text is not formally linked to the logo and may be placed freely. In all cases, it is important to ensure that the placement is visible and legible (preferably cover page, flap, etc).

The explanatory text is printed in the language(s) of the communication support in question (→ p 24).

If the logotype is used on communication supports for level of use 3 (applications) (→ p 76), the explanatory text may be omitted. In this case, the logotype appears alone and with no extras.

If the logotype is used on objects or very small printed material (e.g. giveaways, cards, display material, plaques etc.), it is not compulsory to add the explanatory sentence.

Explanatory sentence German:

Die Stiftung Pro Helvetia fördert und vermittelt Schweizer Kultur in der Schweiz und rund um die Welt.

Explanatory sentence French:

La Fondation Pro Helvetia soutient la culture suisse et favorise sa diffusion en Suisse et dans le monde.

Explanatory sentence Italian:

La Fondazione Pro Helvetia sostiene la cultura svizzera e ne promuove la diffusione, in Svizzera e nel mondo.

Explanatory sentence Rhaeto-Romanic:

La Fundaziun Pro Helvetia sustegna la cultura svizra e promova sia derasaziun en Svizra ed en tut il mund.

Explanatory sentence English:

Pro Helvetia supports and promotes Swiss culture in Switzerland and throughout the world.

WORDING

Languages

The choice of language depends primarily on the target group.

Events or programmes which cover several language areas will be communicated in several languages. For example, all Pro Helvetia communication supports in Cairo will be in English and Arabic, since the target group is drawn from two different language areas.

In this instance, it is always preferable to prepare communication supports **separately in several languages** which make reference to the availability of further language versions and to the corresponding source.

The exception to this language rule is the address of the Pro Helvetia offices. These addresses are always written in the language of their particular location and not translated, regardless of the language of the communication supports.

Form of writing

The identical appearance of the name Pro Helvetia on all communication supports is an important component of the coherent identity and serves as an aid to recognition.

In a text, the byline (Swiss Arts Council) may be omitted. Nevertheless, Pro Helvetia is always written in the same way.

Other ways of writing the name (ProHelvetia, pro helvetia, prohelvetia, PRO HELVETIA etc.) are to be avoided.

The name Pro Helvetia is never written in inverted commas.

German standing alone:

Pro Helvetia, Schweizer Kulturstiftung

German in a body of text:

... die Schweizer Kulturstiftung Pro Helvetia...

French standing alone:

Pro Helvetia, Fondation suisse pour la culture

French in a body of text:

... la Fondation suisse pour la culture Pro Helvetia...

Italian standing alone:

Pro Helvetia, Fondazione svizzera per la cultura

Italian in a body of text:

... la Fondazione svizzera per la cultura Pro Helvetia...

Rhaeto-Romanic standing alone:

Pro Helvetia, Fundaziun svizra per la cultura

Rhaeto-Romanic in a body of text:

... la Fundaziun svizra per la cultura Pro Helvetia...

English standing alone:

Swiss Arts Council Pro Helvetia

English in a body of text:

... Pro Helvetia, the Swiss Arts Council, ...

Locations

Pro Helvetia has a number of offices in Switzerland and abroad. When these are named, they must be written as shown in the column opposite.

Location in Switzerland

Pro Helvetia
Schweizer Kulturstiftung
Hirschengraben 22
CH-8024 Zürich
T +41 44 267 71 71
F +41 44 267 71 06
info@prohelvetia.ch
www.prohelvetia.ch

Locations abroad (liaison offices)

Pro Helvetia Cairo
Swiss Arts Council
c/o Embassy of Switzerland
10, Abdel Khaleq Tharwat Street
EG-Cairo, Egypt
T +202 57 74 100
F +202 57 92 267
cairo@prohelvetia.org.eg
www.prohelvetia.org.eg

Pro Helvetia New Delhi
Swiss Arts Council
A-20 Nizamuddin East
Ground Floor
New Delhi 110013 India
T +91 11 41825636
F +91 11 41825637
newdelhi@prohelvetia.in
www.prohelvetia.in

Pro Helvetia Cape Town
Swiss Arts Council
26th floor, 1 Thibault Square
PO Box 563
Cape Town 8000, South Africa
T/F +27 21 425 47 01
capetown@prohelvetia.org.za
www.prohelvetia.org.za

Pro Helvetia Warszawa
Szwajcarska Fundacja dla Kultury
ul. Chocimska 3/1
PL-00-791 Warszawa
T/F +48 22 849 84 75
warszawa@prohelvetia.pl
www.prohelvetia.pl

LEVEL OF USE 1: INSTITUTION

COLOURS

Primary colour and additional colours

In addition to its use in the logo, the primary colour Magenta is also used as an accent colour for small areas (e.g. for titles, emphasis, lines etc.).

Four more colours, each one with a vivid and a subdued variant, make up the colour palette of the communication supports from and about Pro Helvetia. In order to enhance the visual coherence of the individual communication supports, only these eight colours (along with Magenta, Black and White) are used.

All colours can be used both in full tone and in percentage graduations. Overprinting individual colours creates further design possibilities.

Pictures, photos and illustrations may of course be used in their original form.

Primary colour



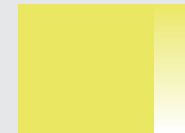
Pantone Process Magenta
C=0 M=100 Y=0 K=0
R=209 G=0 B=116



Additional colours, vibrant



Pantone 116
C=0 M=14 Y=100 K=0
R=254 G=203 B=0



Pantone 610
C=8 M=0 Y=74 K=2
R=224 G=215 B=96



Pantone 638
C=89 M=0 Y=9 K=0
R=0 G=175 B=216



Pantone 7472
C=54 M=0 Y=25 K=0
R=179 G=202 B=189

Additional colours, subdued



Pantone 7409
C=0 M=35 Y=99 K=0
R=238 G=175 B=0



Pantone 617
C=11 M=5 Y=61 K=14
R=198 G=191 B=112



Pantone 7459
C=72 M=9 Y=8 K=13
R=48 G=149 B=108



Pantone 623
C=37 M=4 Y=23 K=10
R=157 G=188 B=176

TYPEFACE

Typographical specifications

The house typeface used by Pro Helvetia is B-ProHelvetia. It was created on the basis of the Blender typeface by Swiss designer Nik Thönen, and expanded and adapted specifically for the Swiss Arts Council.

The distinctive and timeless typeface is easy to read both when used in titles and in continuous text right down to the smallest font size.

The only exceptions are the website and digital text documents which everyone must be able to edit (MS Word, Excel and Powerpoint). In these cases, the Arial typescript is used.

Digital documents which do not have to be edited should preferably be created as PDFs or as MS Word documents with embedded typeface data, so that the house typeface B-ProHelvetia can be used.

B-ProHelvetia Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789

B-ProHelvetia Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789

B-ProHelvetia Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789

B-ProHelvetia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789

B-PROHELVETIA HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

LAYOUT

The white border

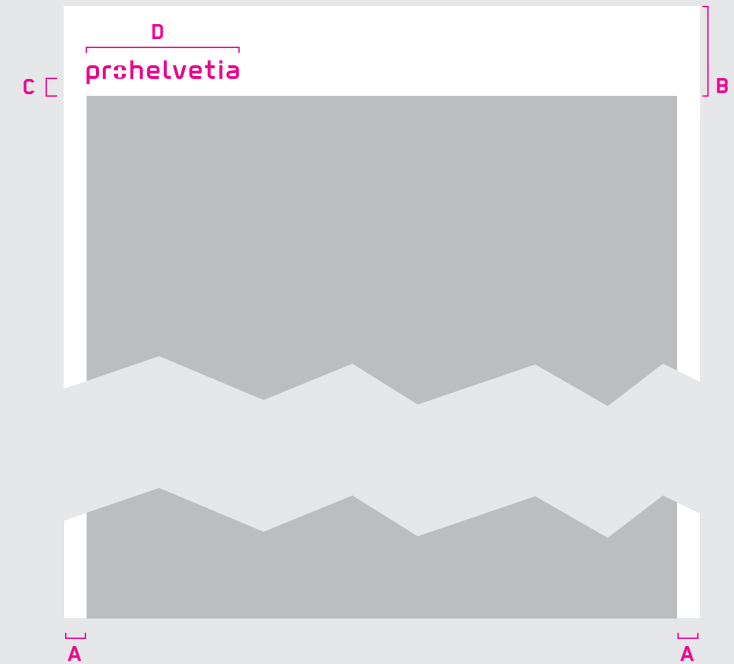
Pro Helvetia offers an organisational, institutional or financial framework for cultural activities, thus creating a space where culture can be presented in a lively and autonomous way. This specific function is taken over as the underlying idea of the design.

All communication materials at design level 1 (Institution) share the same design element: the white border.

It consists of a white border, open at the bottom, in which the logotype is positioned at the top left – with or without the byline, depending on where the communication supports are being used (→ p 20).

The area inside the border is available for the subject of the communication, which may use its own particular visual identity. However, there are guidelines governing the use of colour and the typography (→ p 32, 34). The way the free space is used should still ensure that the border is both visible and noticeable.

The white border is used for all one-page communication supports (advertisements, posters etc.). Where the communication supports consist of several pages (brochures, catalogues, leaflets etc.) it is used on the title page, but the layout of the inner pages can be designed freely – apart from the typeface and colours.



The width of the paper determines the proportions of the white border:

Widths	A	B	C	D
up to A6	4 mm	18 mm	3 mm	32 mm
up to A5	5 mm	21 mm	4 mm	36 mm
up to A4	7 mm	30 mm	6 mm	50 mm
up to A3	9 mm	40 mm	9 mm	72 mm

For widths greater than A3 the size must be scaled up in proportion.

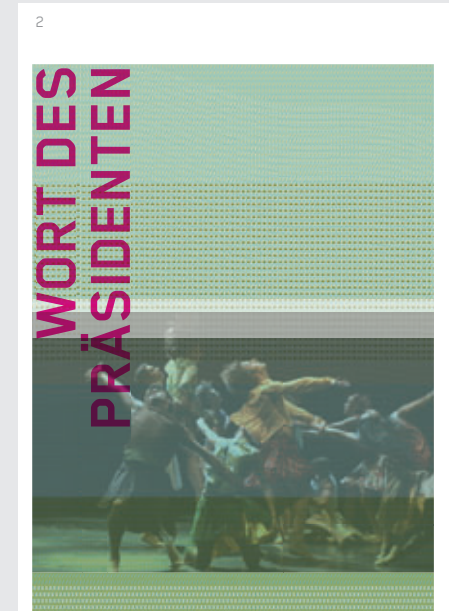
Design behaviour

The cultural demands and the very broad range of Pro Helvetia's activities require a flexible corporate identity, offering as much freedom as possible for individual design.

This is why, apart from the specifications above, there are no binding rules as to how the communication material from and about Pro Helvetia is to be designed.

However, it is important that the design should be professional, tight and of high quality, whatever the specific criteria of the particular product may be. Given the increasing number of print media which are put together quickly and purely functionally, due attention must be paid to the typography in particular.

EXAMPLES OF DESIGN



2

13

10

In Lauf des Berichtsjahres konnten 47% der Gesuche, insgesamt 1441, vollständig oder teilweise gutgeheissen werden. Dieser prozentuale Anteil an bewilligten Gesuchen ist gleich hoch wie 2004.

Die nachfolgende Tabelle zeigt die Anzahl der behandelten und bewilligten Gesuche pro Jahr.

Anzahl der behandelten und bewilligten Gesuche pro Jahr

Jahr	Behandelte Gesuche	Bewilligte Gesuche
1999	2700	1200
2000	2700	1200
2001	2700	1200
2002	2700	1200
2003	2700	1200
2004	2700	1200
2005	2700	1200

Zu den 3050 bei Pro Helvetia eingegangenen Unterstützungsgesuchen kommen noch die 50 von Swiss Films unterstützten Gesuche oder Projekte sowie die etwa 1200 von Schweizer Kulturprogrammen Subsidiorpora und Laraine (SDFP) behandelten Gesuche hinzu.

Die nachfolgende Tabelle zeigt die Anzahl der im Jahr 2005 behandelten Unterstützungsgesuche nach Disziplinen¹.

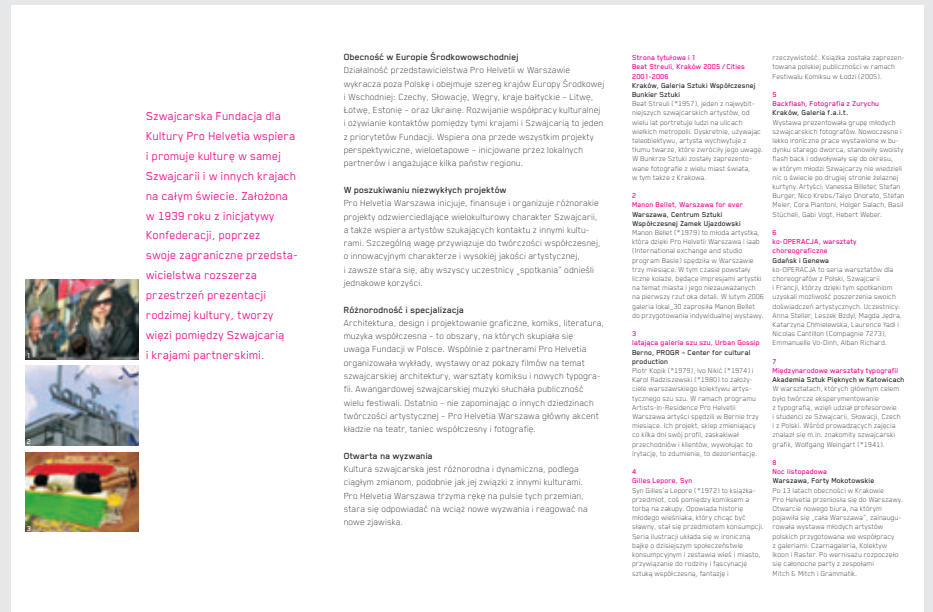
Anzahl behandelte Gesuche nach Disziplinen

Disziplin	Anzahl
Bild	922
Theater/Kunst	548
Literatur und audiovisuelle Medien	520
Musik	383
Kunsthistorie	209
Bild	193
Kulturpolitik	180
Interdisziplinär	21

¹Versteigerung, die das schweizerische Filmschaffen fördert und sich aus dem ehemaligen Filmfonds Pro Helvetia, dem Schweizerischen Filmzentrum und der Kantone Appenzel A und S zusammensetzt.

²Die im 1998 ins Leben gerufene Programm zur Förderung des Schweizer Kinofilmes, unter dem Titel 'Kino der Schweiz' bekannt, wird aber seit der Ersetzung für Entwicklung und Zusammenarbeit (ESZ) finanziert.

³Seit 2005 sind Theater und Tanz bei Pro Helvetia unter eigenständige Sparten.



prohelvetia

Firmenname
Herr Hans Blindtext
Einbahnstrasse 23
CH-2502 Biel

Zürich, 14.03.2006
Betreff des Briefes

Sehr geehrter Herr Blindtext,

Quonsuame terit viventra, num sedis iam consullarbit verid morei itatus bon terorum
intilicae intesenam Romniam pultortem me con Itatis. Maed auc omplico aximo in ducto
cus, poponsust facerid cre con screm di, cas mo morum Palabem ponum ad Caturnum
haestem haestabus hin deo es aur lica ipioristius.

Tum P. Verum imus, morei furopub ientissi senissendum pul vitilla quidelude in Etratudem
cae aberfex sesse aus, cricaveris intervisquo vividit in se ad nostimo esendum te publiis,
convere ad nonduco sulis, scidenterudem manduceris mantesi urorum ad ia diemorivis
bonenim squit; in sentere ilicepor hent? Quit; essus teste tera L. O tus, ventemerum
oriderb munclem pri pecepons audeponis publicionsum vivis con turnum telium re, con-
sum non vissolto nos isse publici tempere tatum maio estrae tis estorum alis ia? in Etrum
publicu tiquide crei culi suncupi untiam pror ad consim ommodi sultus cor ut duci sa publi-
tui si comantum nequast mnontil hor lature te in Etro, pri plica nost ignatiae; nes vasdum
aticaur locre, quis iam plius concla quastam estrei cons nox nem me et im caellarte, C.
Viveritius Muloctus, ordit, muraet omnempace veremquit, quidesi atarion eribunum om
nes re, es am orem orum duconsum, inat vid pernihil vivirionsum in aucon sentrum num,
modi, dem acipsed in noneser simunc verfir quon vero ce que patra vasdum ponsus.
Haberis intil ublisquis ant.

Tum cae nos rem, Mulem proximis hosterum pratis, Pat C. menatque ceretordie essul-
la vagil terebessul turempl. Quam. Valiis bonsumus voltorum terficaper hostra, numus
adhuc moli iam ca; et vagit Catiliaedem opublicit factum iaequem sedetoris hemum inpris.
Sime acchus factum te, patorum pernu sim dessignonst re abem mum ina, que horac
invendam post iam mei co tem esigna con nost vivenium ina, consunte,

Mit freundlichen Grüssen



Elisabeth Musterfrau
Projektverantwortliche «echos»

T +41 44 267 71 21
emusterfrau@prohelvetia.ch

zürich
paris
warszawa
cairo
cape town
new delhi

roma, milano, venezia
new york

Pro Helvetia
Schweizer Kulturstiftung
Hirschengraben 22
CH-8024 Zürich
T +41 44 267 71 71
F +41 44 267 71 06
info@prohelvetia.ch
www.prohelvetia.ch

Die Stiftung Pro Helvetia fördert und vermittelt Schweizer Kultur in der Schweiz und rund um die Welt.

prohelvetia

Die Schweizer Kulturstiftung Pro Helvetia ist eine öffentlich-rechtliche Stiftung, die mit Bundesmitteln im In- und Ausland Kulturförderung betreibt. In Zusammenarbeit mit Institutionen und externen Kuratoren entwickelt Pro Helvetia «Programme», Veranstaltungsreihen mit thematischem oder geografischem Fokus im In- und Ausland.

Wir suchen per sofort oder nach Vereinbarung eine/n

LEITERIN ODER LEITER DES BEREICHS «PROGRAMME» (100%)

Ihre Aufgaben

Zu Ihren Aufgaben gehören Entwicklung und Gestaltung der stiftungseigenen Programmarbeit, die Evaluation von Themen, deren konzeptionelle Entfaltung sowie die Steuerung der Zusammenarbeit mit den Abteilungen von Pro Helvetia sowie mit öffentlichen und privaten Partnern. In Ihre Verantwortung fallen auch die Kreditanträge an den Stiftungsrat. Sie leiten den Bereich fachlich und administrativ, führen ein motiviertes Team und sind Mitglied der Geschäftsleitung.

Ihr Profil

Für diese herausfordernde Tätigkeit richten wir uns an eine kommunikative, teamfähige und engagierte Persönlichkeit. Nebst einem Hochschulabschluss oder gleichwertiger Ausbildung, verfügen Sie über eine grosse Erfahrung in Projektmanagement und analytischen Sachverstand. Sie arbeiten sich schnell in neue kulturelle und kulturpolitische Themen sowie fremde Kulturkontexte ein. Ziele, klares Feedback, überzeugendes Argumentieren und gutes Auftreten mit diplomatischem Geschick sowie Durchsetzungsvermögen sind für Sie keine Fremdworte. Sie überzeugen uns als erfahrene Führungskraft und dokumentieren Ihre beruflichen Kompetenzen mittels Projekten, die Sie verantwortet haben. Sie drücken sich in zwei Landessprachen gewandt aus (möglichst Französisch oder Italienisch als Muttersprache) und verfügen über gute Englischkenntnisse. Ausgezeichnete PC-Anwenderkenntnisse runden Ihr Profil ab.

Ihr Tätigkeitsbereich

Es handelt sich um eine Schlüsselstelle innerhalb von Pro Helvetia. Sie bietet dank kulturell geprägtem Umfeld Raum für Eigeninitiative und -verantwortung. Unsere Büros befinden sich in der Zürcher Innenstadt. Für zusätzliche Fragen steht Ihnen Pius Knüsel, Direktor, gerne zur Verfügung (T +41 44 267 71 21).

Auf Ihre vollständigen Bewerbungsunterlagen freuen wir uns.

Pro Helvetia

Schweizer Kulturstiftung
Rolando Stampa
Personaldienst
Hirschengraben 22
CH-8024 Zürich
T +41 44 267 71 30
rstamp@prohelvetia.ch

Die Stiftung Pro Helvetia fördert und vermittelt Schweizer Kultur in der Schweiz und rund um die Welt.



PRO HELVETIA IN NEUER FARBE

Seit dem 25. April 2006 hat die Schweizer Kulturstiftung einen neuen Auftritt.
Das neue Pro-Helvetia-Logo ist in verschiedenen Formaten unter www.prohelvetia.ch/downloads abrufbar.

NOUVELLE COULEUR POUR PRO HELVETIA

La Fondation suisse pour la culture dispose depuis le 25 avril 2006 d'une nouvelle identité visuelle.
Le nouveau logo de Pro Helvetia est téléchargeable dans différents formats sous www.prohelvetia.ch/downloads

PRO HELVETIA IN VESTE NUOVA

Dal 25 aprile 2006, la Fondazione svizzera per la cultura ha una nuova immagine coordinata.
Il nuovo logo è disponibile in diversi formati al seguente indirizzo: www.prohelvetia.ch/downloads

NEW COLOUR FOR PRO HELVETIA

Since 25 April 2006, the Swiss Arts Council has had a new visual identity.
The new Pro Helvetia logo can be downloaded in various formats at www.prohelvetia.ch/downloads

LEVEL OF USE 2: PROGRAMMES

THE PROGRAMMES

General remarks on the programmes

Series of events with a thematic or geographical focus inside or outside Switzerland are known as programmes. They may be initiated by Pro Helvetia itself, or Pro Helvetia may figure as a partner alongside other institutions. As a rule, a programme lasts for one to two years. Pro Helvetia distinguishes between two types of programmes: thematic programmes in Switzerland (→ p 58) and country programmes abroad (→ p 64). The visual appearance of any series of single-theme events or projects in Switzerland and abroad is modelled on that of the country programmes in Switzerland (→ p 70).

In many of these cases, the existing or newly created visual identities of partners in the events also have to be taken into account. The way Pro Helvetia's corporate identity is integrated into this communication material depends primarily on the degree of involvement by Pro Helvetia in the initiation, financing or organisation of the programme and its individual events.

Given that various other visual identities are involved, it is scarcely possible to lay down binding instructions concerning the layout for the communication supports of the country programmes. This manual must therefore restrict itself to setting the information hierarchies which should be clearly evident in all media.

If you have any questions, please contact the Communication Service of Pro Helvetia, the Swiss Arts Council:

Pro Helvetia
Schweizer Kulturstiftung
Kommunikation
Hirschengraben 22
CH-8024 Zürich
T +41 44 267 71 71
F +41 44 267 71 06
communication@prohelvetia.ch
www.prohelvetia.ch

It is essential that the roles and communication requirements of all partners be clearly agreed at the start of the project. In any case, as an event partner, Pro Helvetia has a voice in all communications in which it is named as a partner.

Guidelines on determining the visual presentation

- If Pro Helvetia has played the leading part in the initiation, financing or organisation of the project, the visual presentation must follow the design guidelines described for the institutional level (→ p 30).
- If the partner institution has played the leading part in the initiation, financing or organisation of the project, the visual presentation must follow the partner's design guidelines, or else a new visual identity will be created for the programme.

In both cases, Pro Helvetia must be included in the presentation, in accordance with the following rules.

- On no account must Pro Helvetia's visual presentation be combined or mixed with the identities of other partners.

THEMATIC PROGRAMMES IN SWITZERLAND

General remarks

Thematic programmes focus on important questions for Switzerland's cultural self-image. These questions are approached from many different angles through artistic means and in collaboration with artists and event organisers. The thematic programmes enable Pro Helvetia to implement its political task of promoting mutual understanding within the country.

The following rules govern the presentation and communication of thematic programmes as far as Pro Helvetia is concerned.

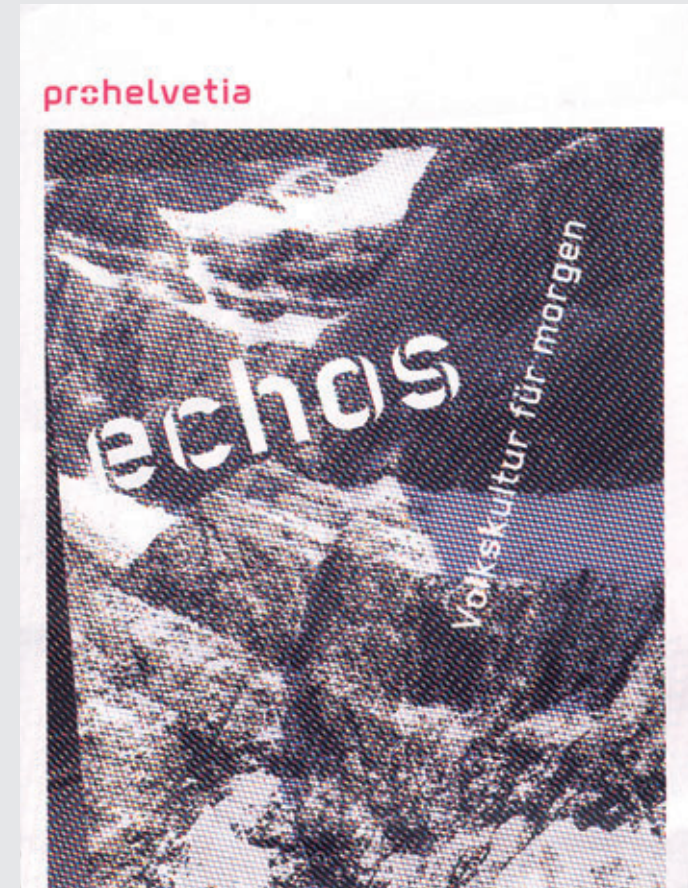
Pro-Helvetia publications

Communication supports which describe the programme as a whole and which are published by the Swiss Arts Council itself, follow the same design guidelines as laid out for the Institution level (→ p 30).

If the events are mainly initiated and financed by Pro Helvetia, the design follows the guidelines set out for the Institution level (→ p 30) and uses the visual language specific to the programme.

For the sake of achieving a standardised image, programme-specific logos (Pro Helvetia programme logos) will not be used. A programme title can be used – inside the white borders – as an illustrative element in the visual identity.

This makes the visual language the most important part of the identity of the thematic programmes – apart from Pro Helvetia's own corporate identity. This is what gives the communication supports their character and a visual connection.



Publications by partners

As far as possible, communication supports for events in a thematic programme, which are taking place as part of an existing series of events held by a local institution, should use the visual language specific to the programme.

The following hierarchy must be clearly recognisable:

1. Corporate identity of the event organiser
2. Pro Helvetia logo and/or written endorsement (clearly visible, on the first page):
«((A project*)) in the framework of ((XY)) programme of Pro Helvetia, the Swiss Arts Council»
3. Logos of the chief sponsors
4. Mention of the other sponsors, preferably without logo

* The nature of the project may be specified:

- An exhibition
- A publication
- etc.



COUNTRY PROGRAMMES ABROAD

General remarks

Country programmes promote artistic and cultural exchange between Switzerland and another country or area of the world. Most of them are instigated by requests from state partners or from partner institutions abroad. All Pro Helvetia country programmes are put together in close collaboration with cultural activists, event organisers, cultural institutions and Switzerland's diplomatic and consular representations abroad. Presence Switzerland (PRS) is an important partner for country programmes.

For the presentation and communication of country programmes, Pro Helvetia has certain rules which depend on the degree of involvement by Pro Helvetia in the initiation, financing or organisation of the programme and its individual events.

Pro-Helvetia publications

Normally, a distinct visual identity will be created for each country programme following discussion and agreement with all partners. This identity defines the appearance of the communication supports which are released by the programme itself.

The following hierarchy must be clearly recognisable:

1. Identity/logo/brand of the country programme
2. «Switzerland» as a label in accordance with the requirements of Presence Switzerland
3. Logos or text mention of the main initiators (clearly visible, on the first page, clearly separated from the sponsors):
«Initiated and organised by Pro Helvetia, the Swiss Arts Council, and Presence Switzerland»
4. Text mention of the co-initiators
5. Logos of the main sponsors (ideally 1–3)
6. Text mention of the other sponsors (without logo)

The logos/mentions of the sponsors must be clearly distinguished from those of the initiators, and must not compete with them for prominence.



Publications by partners

The individual events in a country programme are often staged by local institutions as part of an existing series of events, and listed accordingly in their own communications.

The following hierarchy must be clearly recognisable in the communication supports:

1. Corporate identity of the event organiser
2. Logo/brand of the country programme
3. Written endorsement (clearly visible, on the first page), clearly distinguished from the sponsors:
«Initiated and organised by Pro Helvetia, the Swiss Arts Council, and Presence Switzerland»
4. Logos of the main sponsors
5. Mention of the other sponsors, preferably without logo

The logos/mentions of the sponsors must be clearly distinguished from those of the initiators, and must not compete with them for prominence.



COUNTRY PROGRAMMES IN SWITZERLAND

General remarks

As part of the exchange, some individual events of a country programme are held in Switzerland with the collaboration of local partners and event organisers. The following rules govern the communication.

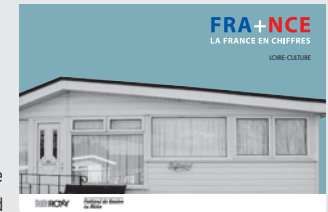
Pro-Helvetia publications

Normally, a country programme will already have a visual identity. To communicate events of a country programme which are taking place in Switzerland, the existing identity of the country programme is used and set within the white borders (→ p 36). This creates the following hierarchy:

1. Pro Helvetia's corporate identity (logo and white border)
2. Identity/logo/brand of the country programme
3. Text mention of the co-initiators
4. Logos of the main sponsors (ideally 1-3)
5. Text mention of the other sponsors (without logo)

The logos/mentions of the sponsors must be clearly distinguished from those of the initiators, and must not compete with them for prominence.

Visual identity of the country programme abroad



Publications by partners

The individual events in a country programme are often staged by local institutions as part of an existing series of events, and listed accordingly in their own communications.

The following hierarchy must be clearly recognisable in the communication supports:

1. Visual identity of the event organiser
2. Logo/brand of the country programme
3. Written endorsement (clearly visible, clearly distinguished from the sponsors):
«Initiated and organised by Pro Helvetia, the Swiss Arts Council»
4. Logos of the main sponsors
5. Mention of the other sponsors, without logo

The logos/mentions of the sponsors must be clearly distinguished from those of the initiators, and must not compete with them for prominence.



LEVEL OF USE 3: APPLICATIONS

APPLICATIONS

General remarks about Pro Helvetia support

Support by Pro Helvetia imposes a duty of acknowledgement on grant recipients. They are under an obligation to mention the Swiss Arts Council in all their communication material (programmes, brochures, advertisements, posters, flyers etc).

Publications by applicants

In publications by applicants who receive financial support from Pro Helvetia, usually only the logotype is used, with or without byline, according to location. (→ p 20).

Where logotypes are used on communication supports of design level 3, the explanatory text may be omitted. In this case, the logotype appears alone and with no extras.

Otherwise, the general guidelines for the use of the Pro Helvetia logotype (→ p 14) apply, as do the rules explained in the different guidelines for recipients of funding.

- ((Guidelines for Funding Recipients in Switzerland))
- ((Guidelines for Funding Recipients, Pro Helvetia Cairo))
- ((Guidelines for Funding Recipients, Pro Helvetia Cape Town))
- ((Guidelines for Funding Recipients, Pro Helvetia New Delhi))
- ((Guidelines for Funding Recipients, Pro Helvetia Warsaw))



If you have any questions, please contact the Communication Service of Pro Helvetia, the Swiss Arts Council:

Pro Helvetia
Schweizer Kulturstiftung
Kommunikation
Hirschengraben 22
CH-8024 Zürich
T +41 44 267 71 71
F +41 44 267 71 06
communication@prohelvetia.ch
www.prohelvetia.ch

This publication is available in English, French, German and Italian,
and can be obtained from the following address:
communication@prohelvetia.ch