SWISS PAVILION TRADE FAIR MANUAL

Version 2022

SWISS PAVILION – JOINT SWISS PRESENTATIONS ABROAD

SWISS PAVILION – SUPPORT FOR SWISS JOINT PRESENTATIONS AT INTERNATIONAL TRADE FAIRS ABROAD

To support market presentations by Swiss and Liechtenstein companies, the State Secretariat for Economic Affairs (SECO) provides funding that can be used for joint promotions abroad.

The Trade Fair and Project Committee (MPK) is employed by SECO to ensure the efficient and effective use of funds.

Since the launch of the trade fair manual, numerous Swiss joint presentations (SWISS Pavilion) have been successfully carried out abroad under the umbrella brand "Switzerland." defined by Präsenz Schweiz (PRS). The fact that all of these presentations throughout the world shared common branding guidelines contributed significantly to their increased visibility. The highest priority is to provide the umbrella brand "Switzerland." with clear brand recognition, and this must be realized as a key element. The demand for quality and innovation is another central element. Swiss presentations at international trade fairs should have a high level of quality and be clearly recognizable.

There is a change to presentation with regard to the reception desk with a white wall behind it, page 8: it is no longer required that the S-GE logo and logo claim be used on the right-hand side, just the logo of "Switzerland Trade & Investment Promotion". This is a consequence of the changed governance that is desribed in the regulations of the Trade Fair and Project Committee. The Trade Fair and Project Committee office would be glad to assist with further information (mpk@s-ge.com).
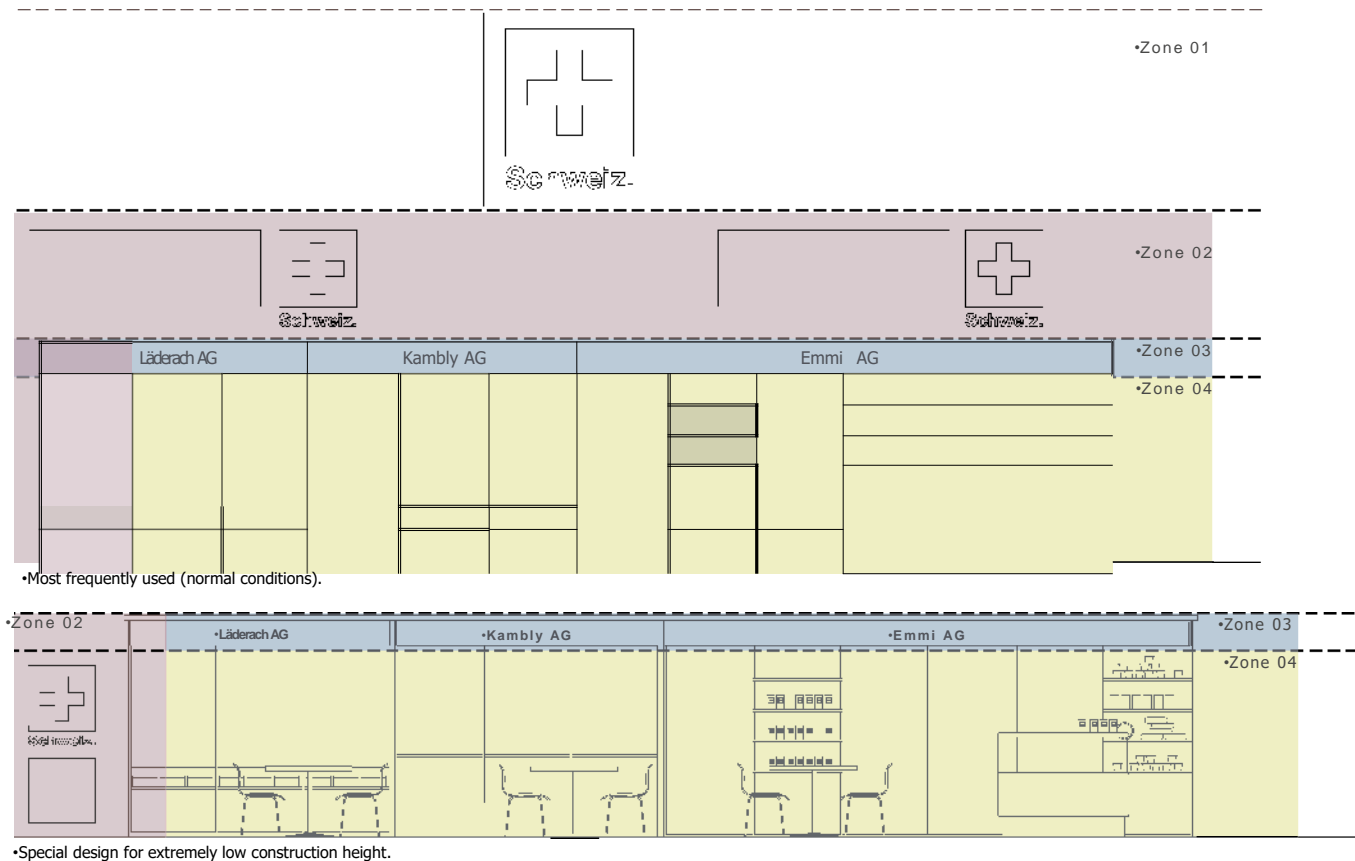
CONTENTS

COMMUNICATION HIERARCHY

Based on the way a trade fair visitor sees a presentation, a typical stand can be divided into 4 communication zones. The significance of zone changes according to the viewing distance.

• Zones 01 + 02 are dominant elements

•Zone 01

•Zone 02

•Zone 03

•Zone 04

Läderach AG   Kambly AG   Emmi AG

•Most frequently used (normal conditions).

•Zone 02   •Läderach AG   •Kambly AG   •Emmi AG   •Zone 03   •Zone 04

•Special design for extremely low construction height.

•COMMUNICATION/CONTENT ZONE FUNCTION
  •01 Switzerland Long-distance recognition, if sufficient space is available
  •02 Switzerland Long-distance recognition "unifying feature of trade fair stands"
  •03 Name or logo of the exhibitor Identifies the exhibitor
  •04 Exhibitor's presentation, Individual presentation
   •presentation of Business Network Switzerland Information desk, hospitality

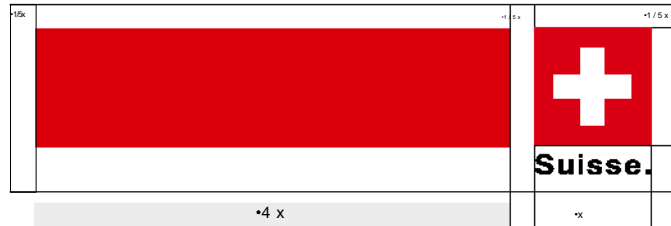# STAND DESIGNATION – EXAMPLES OF USING THE BASIC DESIGN ELEMENT

•**Zones 01 and 02**

• Logo and additional red area must always be surrounded by a white space in accordance with the dimensions

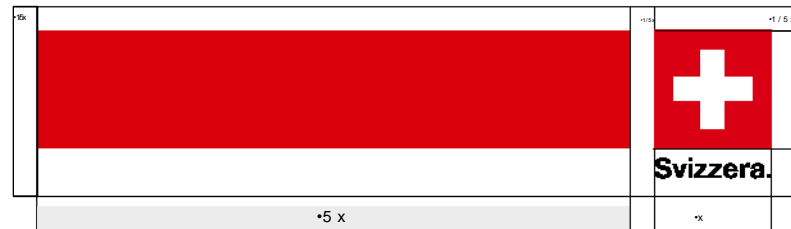• Alternative materials, e.g. textiles, glass, forex, PVC and others
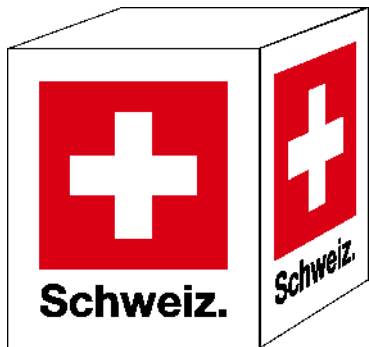
• Example of a hanging box. The dimensions as displayed on the right apply here as well. See also the example on page 11.

• Other alternative shapes that maintain the dimensions
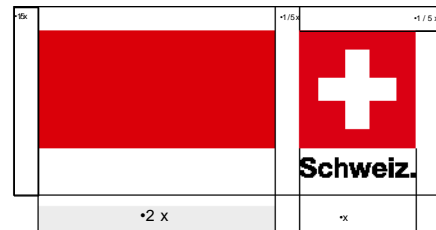
•2 × (shortest proportions)

•4 ×

•5 × (longest proportions in horizontal orientation)

•**Exception:** If necessary to maintain symmetry, the logo and red area can be switched in the horizontal orientation.

STAND DESIGNATION – EXAMPLES OF USING THE BASIC DESIGN ELEMENT

• nx; optional accord-ing to the dimensions of the surface

• 1 / 5 x

Schweiz.

Svájc.

瑞 士

Швейцария.

•swiss education

• For optimal company designation, the horizontal version of the basic design element is used (logo and additional red area).

• Logo and additional red area must always be surrounded by a white space in accordance with the dimensions.

• The length of the bar ist defined by the height of the element.

• The height of the stele is determined by the respective construction guidelines. When possible, the full allowed height should be used.

•POSSIBLE VARIATIONS INCLUDE

• Replacing the red bar with an image element.

• Replacing the red bar with a text element.

• "Switzerland." can be adapted according to language of the trade fair's location.

STAND DESIGNATION
COLOR SPECIFICATIONS

•The font Akkurat Regular is used to provide consistent lettering. (If this is not possible, Arial can be used.)

Adhesive tapes	Scotchcal Translucent	3630-43	3635-30	
	Scotchcal Controltac	SC 100-14	SC 100-10	SC 100-012
	Fasson	HP 906 ± PMS 485C	HP 900	HP 962 ± RMS 446C
		EM 11 ± PMS 180C	EM 01	
	Oracal	631-032	631-010	631-073
		651-032	651-010	651-073
Other	RAL	3020 signal red	9016 signal white	7043 signal gray
	NCS	1090-Y90R		7500
	Pantone	1797 C/1797 U		431 C
	CMYK	C = 0/M = 100/Y = 95/K = 5	C = 0/M = 0/Y = 0/K = 0	C = 0/M = 0/Y = 0/K = 85
	RGB	225/26/39		
	HKS	#E11A27		Based on Pantone
				This gray is used for board zone 03.

ORGANIZER'S PRESENTATION COMMUNICATION SURFACES

Zone 04

The width of the white wall is variable, but should be planned as a large space. Make the surface as continuous as possible without interruptions by the structural elements (mounted surface).

Other elements such as posters etc., as well as partners and sponsors, on a white background.

SWISS Pavilion organized by

SWISSMEM

Switzerland.
Trade & Investment Promotion.
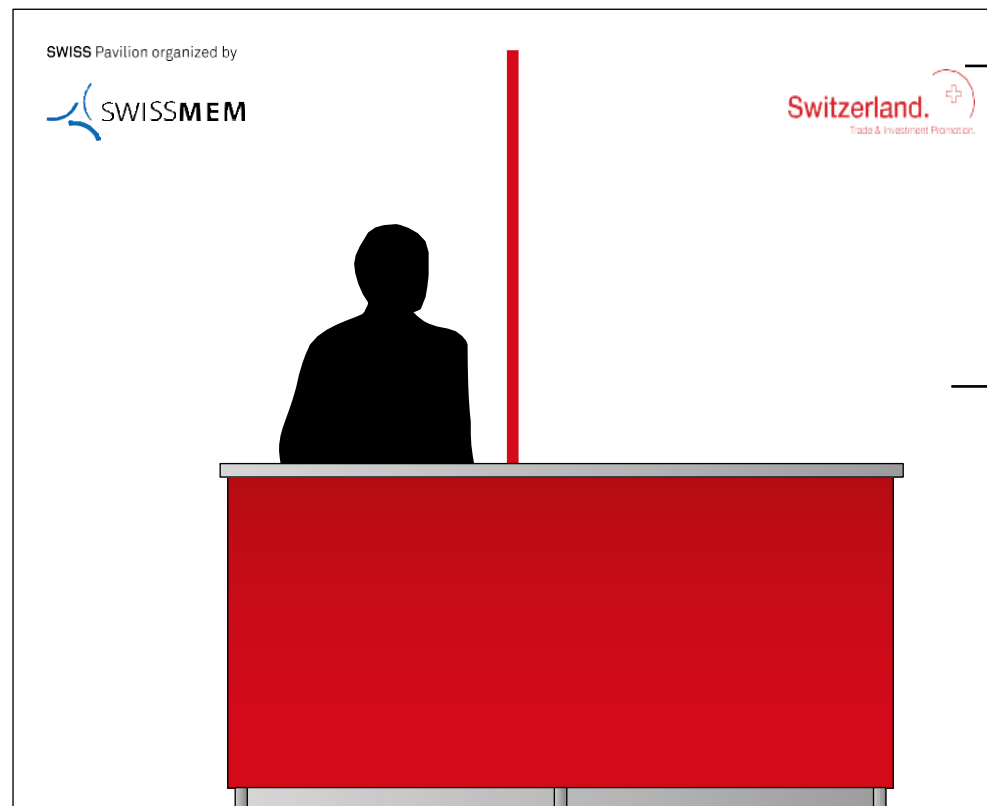
- The "Switzerland Trade & Investment Promotion" logo must always be used as the "Official Program".

3000 mm – 4000 mm

High-quality logos can be obtained from the administrative office.

•8

3000 mm – 4000 mm

ORGANIZER'S PRESENTATION COUNTER AND FLOOR COVERINGS

•Zone 04

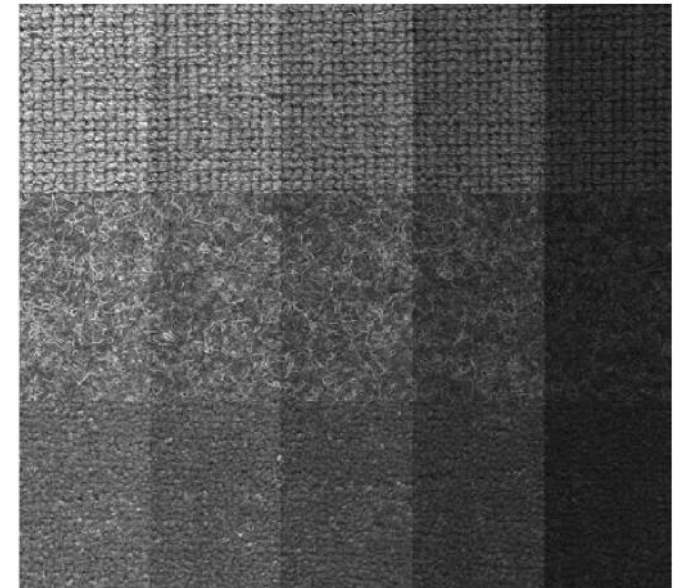•Aluminum cover, colors according to page 8 or natural wood.

•The front side is covered with a single panel.
•For long counters, make the covering as large as possible.

•Complete covering of the stand structure including the top. Avoid visible structural elements on the front side. Possible in exceptional cases.

•**RECOMMENDATION:**
•Carpets should be monotone or have very subtle gradients/patterns such as needled felt/velour, etc. and should be a shade of gray that is as neutral as possible.

EXAMPLES

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