Visual Identity Guidelines

Andermatt Swiss Alps

Visual Identity Guidelines

Our visual identity is not only a means of identification, but a mark of quality and a promise of our values. The accurate use of our logo and the consistent implementation of our corporate design are essential to the strength of the Andermatt Swiss Alps brand.

All designs by Andermatt Swiss Alps and designs by partners and agencies featuring the Andermatt Swiss Alps logo or the Andermatt Swiss Alps signet must be approved by the Andermatt Swiss Alps Corporate Communication.

The guidelines simplify the use of the brand markings and the corporate design and speed up the approval process.
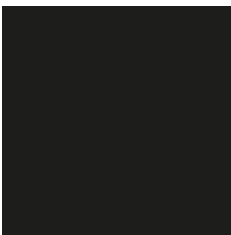
Visual Identity Guidelines

Logo

The most important identifier of the Andermatt Swiss Alps brand.
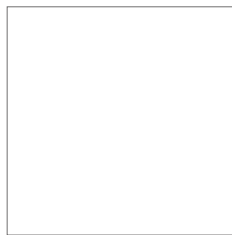

Logo colours

Corporate Black

PANTONE Black 6
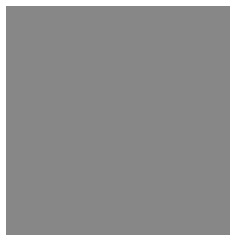
CMYK 0 0 0 100
rgb(34, 34, 34)
#222222

White

CMYK 0 0 0 0
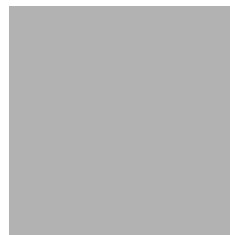rgb(255, 255, 255))
#FFFFFF

Corporate Grey

PANTONE Cool Grey 9

CMYK 0 0 0 60
rgb(135, 135, 135)
#878786

Corporate Grey (light)

PANTONE Cool Grey 7

CMYK 0 0 0 40
rgb(151, 153, 155)
#97999B

Swiss Red

PANTONE 1797

CMYK 0 100 95 5
rgb(225, 26, 39)
#B2B2B1

Versions

To accommodate the placement of the logo on different applications, it is provided in different colour variations.

Versions **a** or **b** are preferred.

a for light backgrounds

b for dark backgrounds

Versions **c**, **d**, **e** and **f** can be used according to the application guidelines.

c for light backgrounds with low contrast

d for dark backgrounds with low contrast

e monochrome variant on a light background

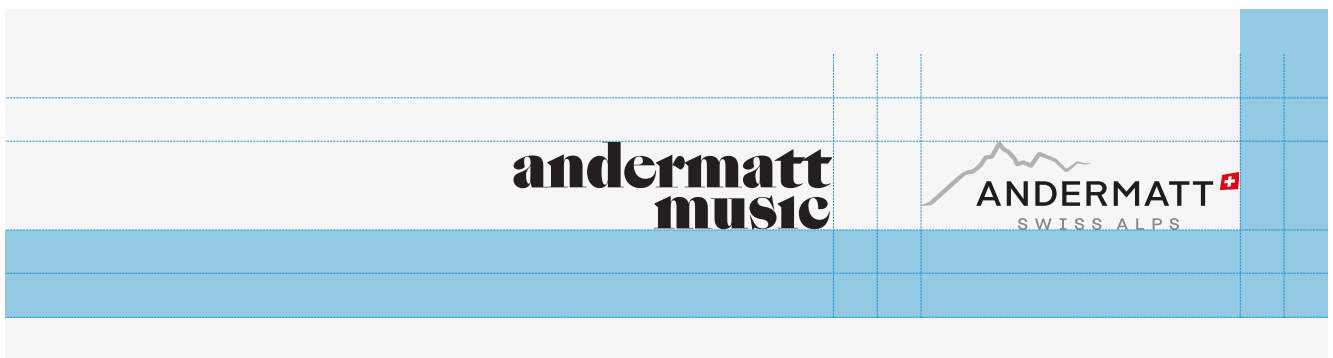**f** monochrome variant on a dark background

Application

Spacing

The white space ensures that the logo is perceived as intended and set apart from other content.

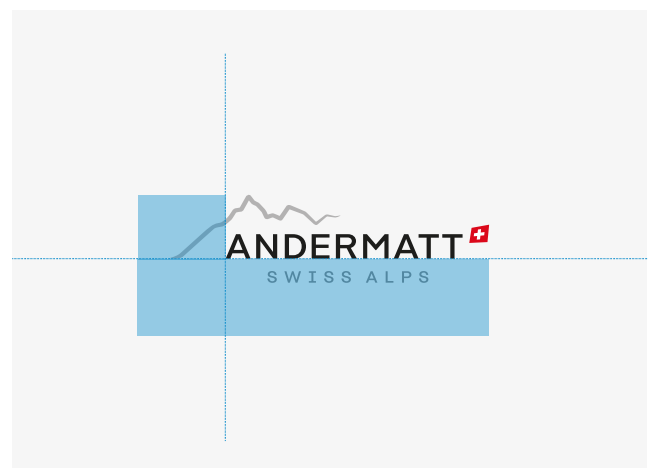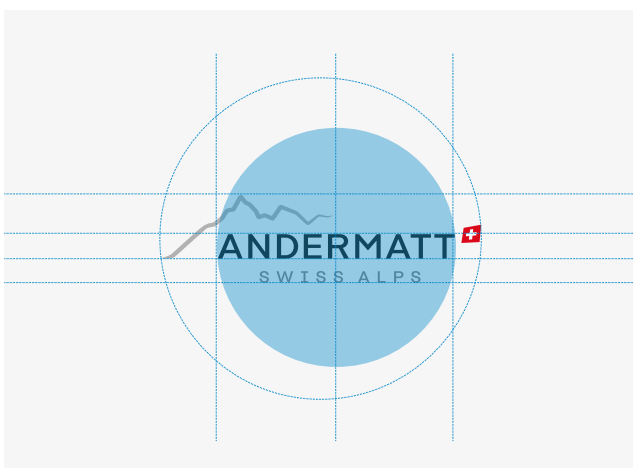The white space on all sides is 50 % of the logo height.

Combined with partner logos, the Andermatt Swiss Alps logo is preferably placed on the outside.

The white space is doubled for page margins and between logos.

Visual centring

If the logo is placed on its own, the lettering **Andermatt** should be centred in the grid.

Placement

The logo is preferably centred.
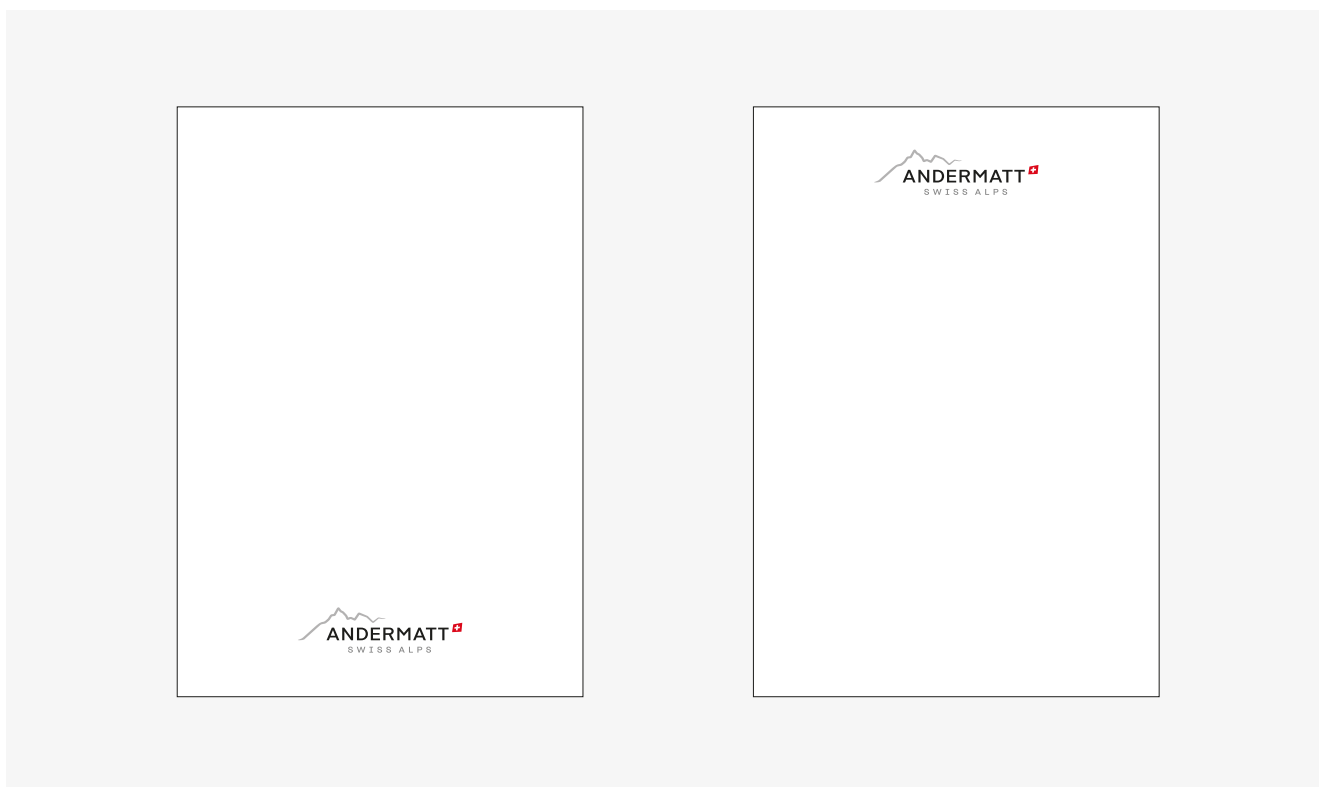
Variation/colour

The logo style must be chosen according to the background. All parts of the logo must be clearly visible.

Optimal version according to background colour

Good contrast

Background smooth and homogeneous

Print media Andermatt Swiss Alps

Different guidelines apply in some cases for the labelling of small printed assets, brochures, magazines and posters from Andermatt Swiss Alps. These are listed in the Andermatt Swiss Alps print media section.

Don'ts

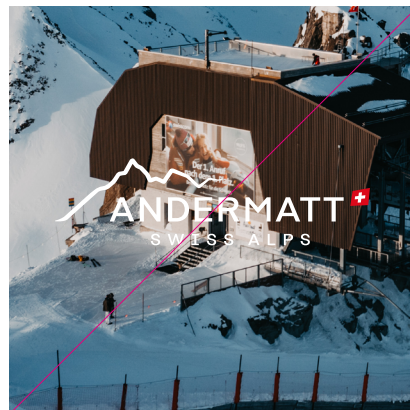The logo must be used in accordance with the guidelines and must not be changed or placed incorrectly.

Colour changed

Contrast too low

Uneven background

Clipped

Scaled disproportionately
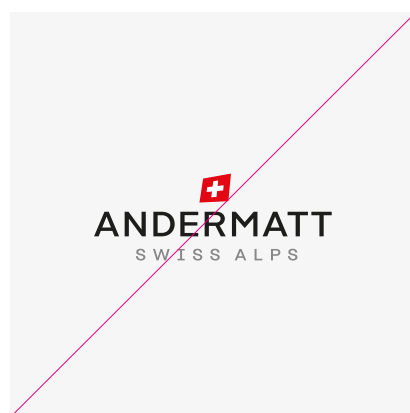
Elements removed and/or repositioned
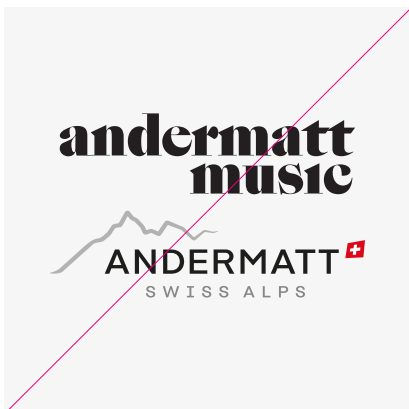
Distance to other content too small

Outline

Gradients or other effects

Signet

The signet shows affiliation to Andermatt Swiss Alps and the values associated with the brand.

The signet is used

- for labelling Andermatt Swiss Alps publications
- as identification of brands of the Andermatt Swiss Alps Group
- wherever brand identification is desired but the use of the logo is not possible (for example, due to lack of space)

Versions

To accommodate the placement on different applications, the signet is provided in different colour versions.

a for light backgrounds
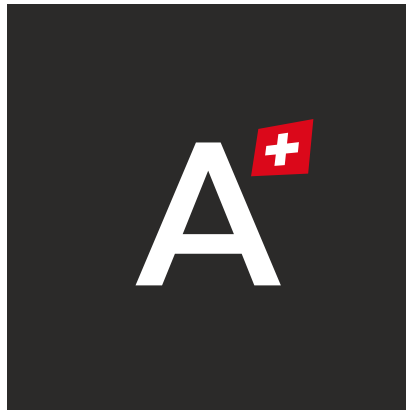
b for dark backgrounds

c monochrome variant on light background
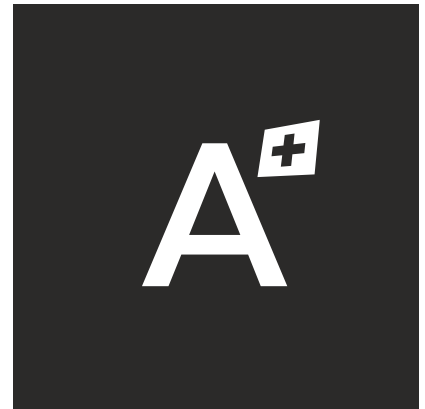
d monochrome variant on dark background

Matching the colour

The signet should be used as an unobtrusive trademark. Therefore, the monochrome version can be freely adapted to the colour of the design.

Application

How the signet is placed significantly affects the perception and classification of the Andermatt Swiss Alps brand. The following guidelines are therefore binding and simplify the approval process.

Spacing

The white space ensures that the signet is perceived as intended and set apart from other content.
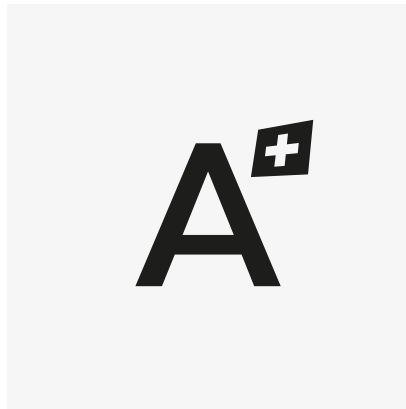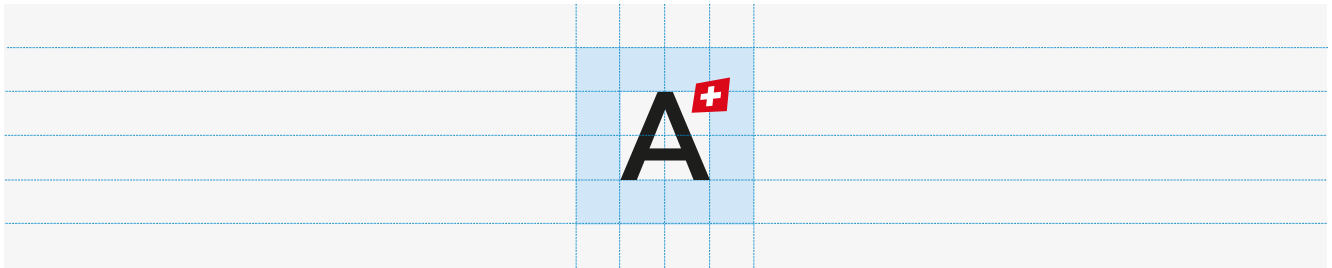

The white space is 50% of the height of the letter A on all sides.

Visual centring

If the signet is placed on its own, the letter **A** should be visually centred.
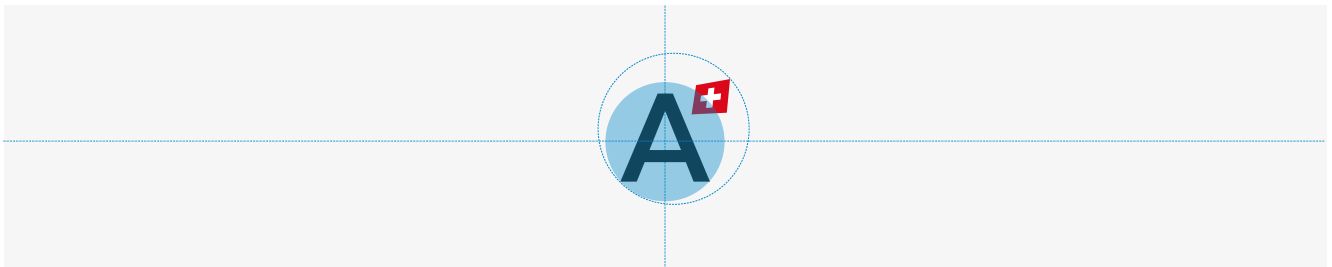
Print media Andermatt Swiss Alps

Different guidelines apply in some cases for the labelling of small printed assets, brochures, magazines and posters from Andermatt Swiss Alps. These are listed in the Andermatt Swiss Alps print media section.

Orascom Endorsement

With the endorsement by Orascom Development, Andermatt Swiss Alps positions itself as a strong partner and part of a global holding.

The endorsement logo is used

- on business papers, business cards
- in business-to-business communication
- in presentations
- in brochures, magazines, books
- in e-mail signatures
- on the website (in the footer)
- in human resources

Versions

Two versions of the endorsement logo are used.
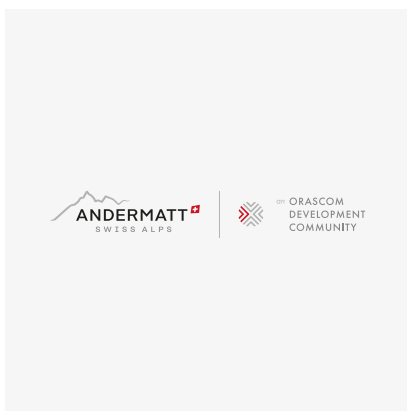
Combination

Used for most applications.
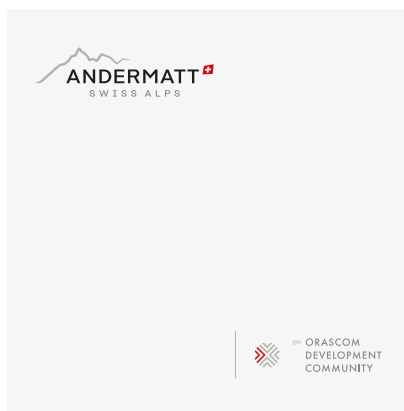
Signature

Alternative version, especially for stationery.

In accordance with the application guidelines, four alternate colour styles can be used for different backgrounds.
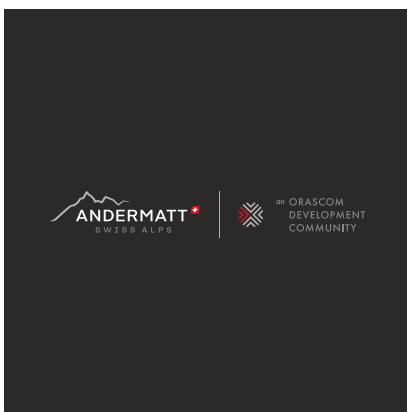
b for dark backgrounds

c for backgrounds with little contrast

d monochrome variant on a light background

**e** monochrome variant on a dark background

Application

Spacing

The white space ensures that the logo is perceived as intended and set apart from other content.
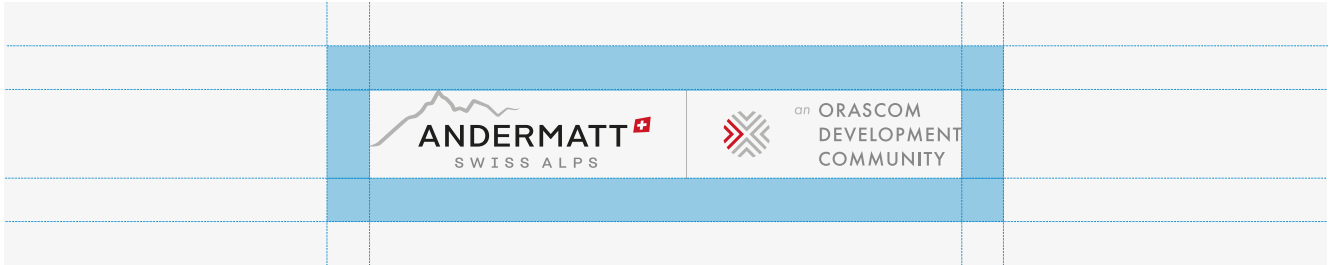
The white space on all sides is 50% of the logo height.
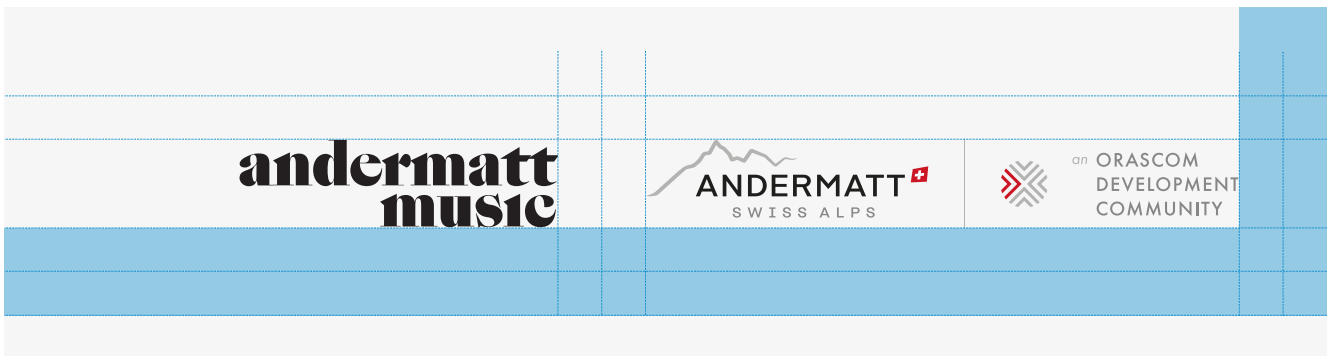
Combined with partner logos, the logo is preferably placed on the outside.

The white space is doubled for page margins and between logos.

Visual centring

If the logo is placed on its own, it should be centred at the vertical separator line.
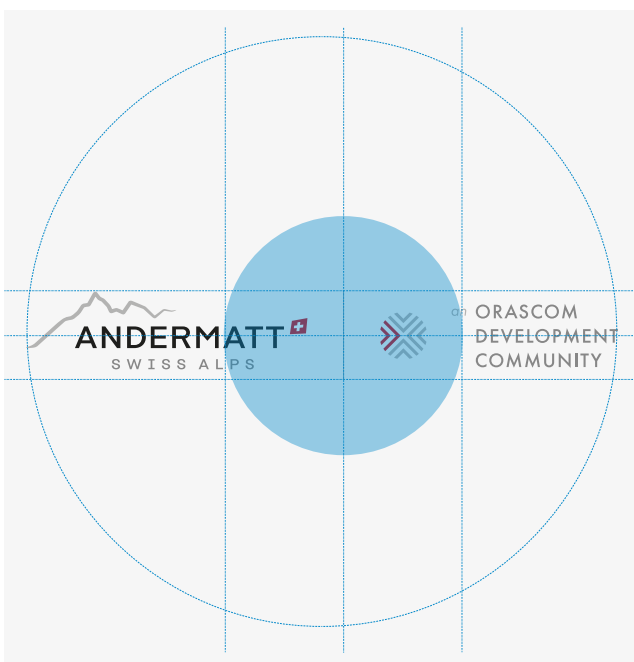
Print media Andermatt Swiss Alps

Special guidelines for standardised labelling apply to Andermatt Swiss Alps print media. These are intended to support increased brand affiliation and recognition.

The labelling consists of 3 elements:
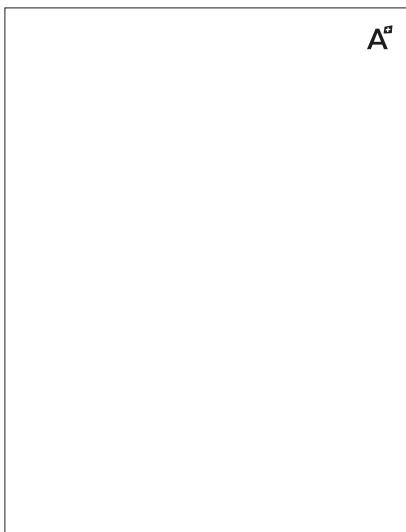
Signet

The signet for labelling soft brands, magazines and brochures.
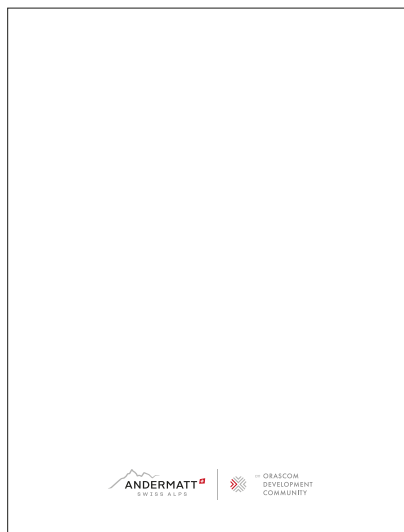
Logo

The endorsement-logo for real estate and as publisher of magazines and brochures.
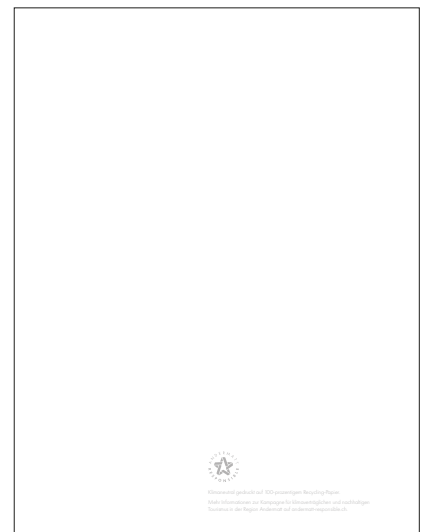
Kennzeichnung Nachhaltigkeit

The Andermatt Responsible logo as a sustainability seal.

Signet

The signet is used on

- Small printed items, brochures, magazines (on cover page 1).
- Ads and billboards from brands such as Andermatt Golf and Andermatt Alpine Apartments, which have their own logo and brand design.

Size and position on small printed items, brochures and magazines
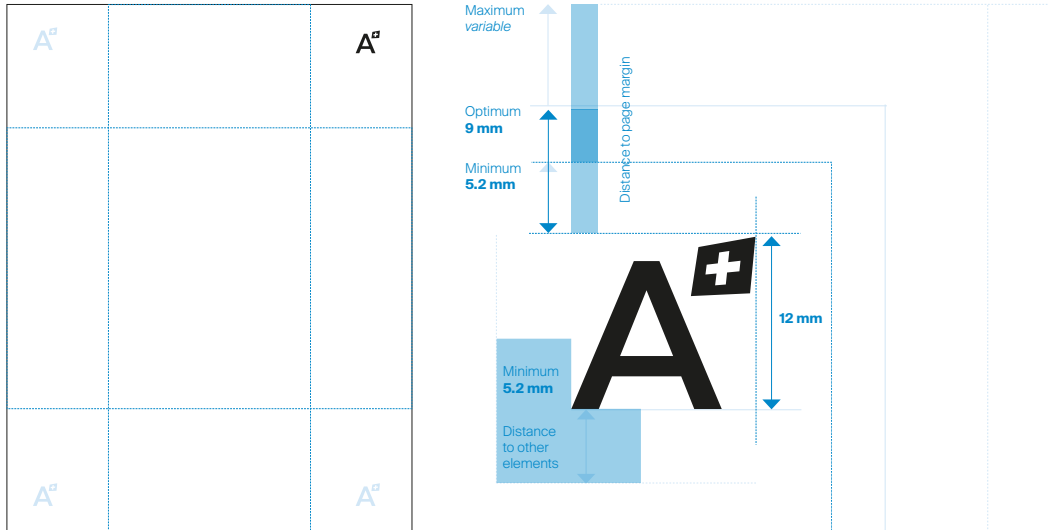
Position

The position should be adapted within the guidelines to the layout of the publication. Ideally, it should be placed top right with a margin of 9 mm.

Alternatively, it can be placed in one of the other corners.

Size and spacing

For formats smaller than DIN-A3, the logo has a uniform height of 12 mm and a variable white space adapted to the layout. For larger formats, use placement for posters.

In certain cases and for special formats, the size and position of the logo can be adjusted.

Size and position on ads, billboards and all print media larger than DIN-A3

k = short side of the medium

Logo height	**k * 0.06**
Distance	**k * 0.043**
White space	**k * 0.05**
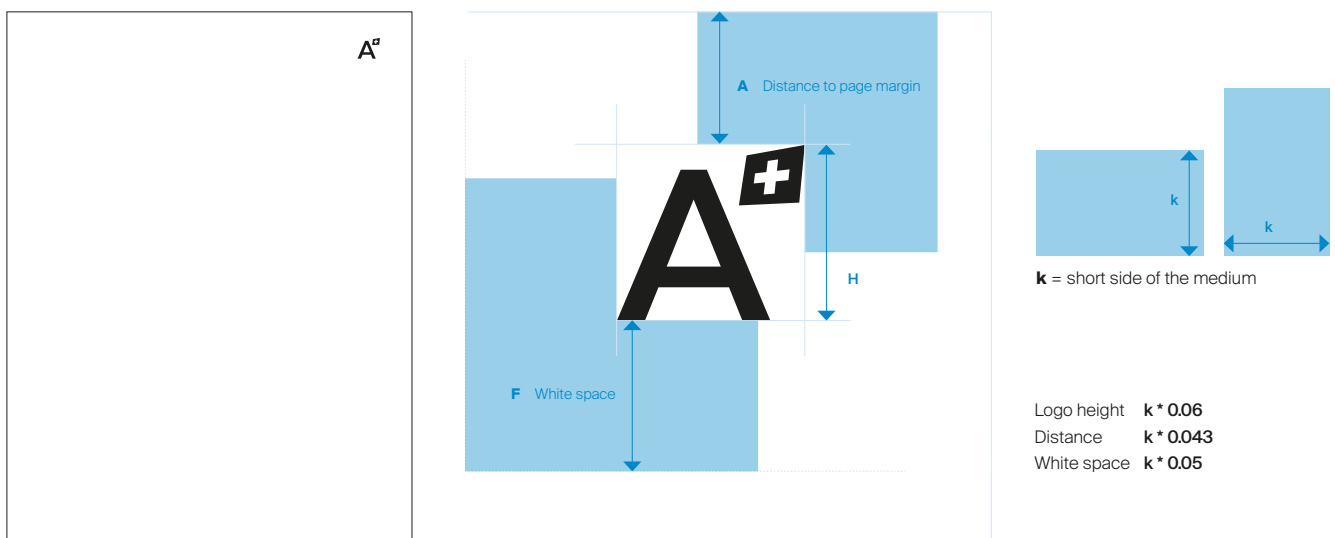
Position

The logo is always placed top right.

Size and spacing

The position and size are fixed depending on the media size.

In certain cases and for special formats, the size and position of the logo can be adjusted.

Colour

The logo is applied in uni colour. Colour options are black, white or adapted to the design of the medium.

The cross in the Swiss flag is transparent.
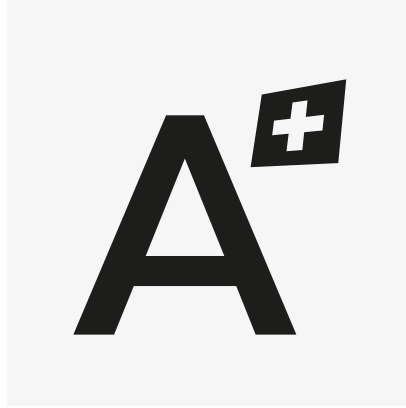
Examples
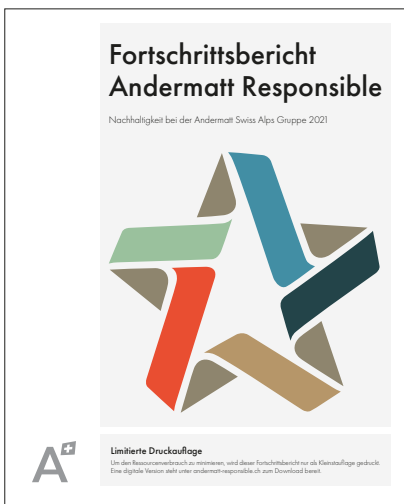
Logo

The logo is used on

- Small printed matter, brochures, magazines (preferably on cover page 4).
- Ads and billboards by Andermatt Swiss Alps Real Estate.

Size and position small printed materials, brochures, magazines

Position

The logo is preferably placed bottom-centred on cover page 4.

Other possible placements are U2, U3 or page 1 (in exceptional cases also on page 2, page 3 or in the imprint).
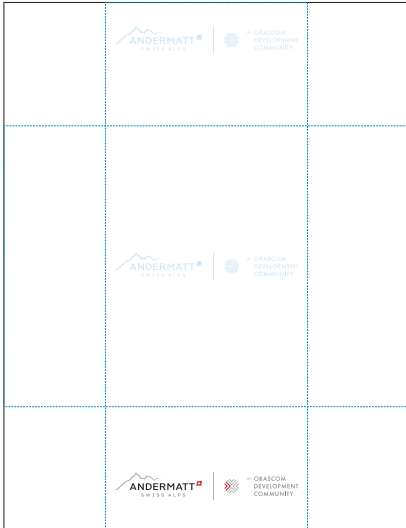
F = White space
H = Logo height

Size and spacing

Size and position should be adapted to the layout of the print medium. The general guidelines for the use of logos should be observed.

Size and position posters and billboards

Position

The logo is preferably placed centred at the bottom.
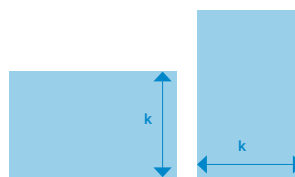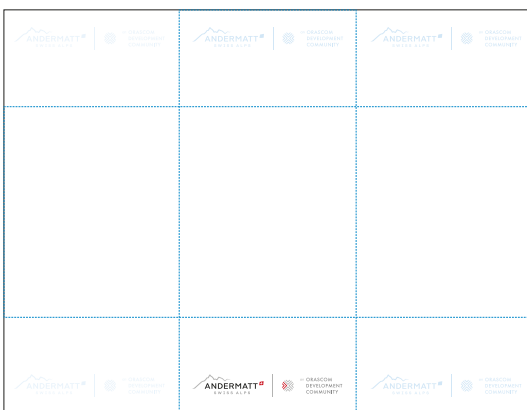
k = short side of the medium

Logo height **H**	k * 0.06
White space **F**	k * 0.05

Size and spacing

The position and size is fixed depending on the media size.

In certain cases and for special formats, the size and position of the logo can be adjusted.

Sustainability labelling

All our printed matter is printed climate-neutral and uniformly marked with the Andermatt Responsible logo and corresponding text. Whenever possible, we print on 100% recycled paper.
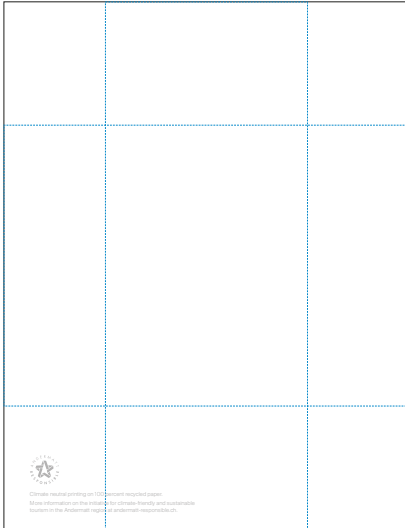
Climate neutral printing on 100 percent recycled paper.

More information on the initiative for climate-friendly and sustainable tourism in the Andermatt region at andermatt-responsible.ch.

Position

Logo and text are always placed as a unit. Due to space limitations, text can be printed as one line and the logo may be omitted.

Minimum **12 mm**

Logo height * 0.25

Climate neutral printing on 100 percent recycled paper.

More information on the initiative for climate-friendly and sustainable tourism in the Andermatt region at andermatt-responsible.ch.

Distance to page margin or other elements

Logo colour

The Andermatt Responsible logo can be used in the original colours, in black, white or in the greyscale palette.

Climate neutral printing

More information on the tourism in the Anderma

Climate neutral printing

More information on the tourism in the Anderma

Climate neutral printing

More information on the tourism in the Anderma

Climate neutral printing

More information on the tourism in the Anderma

Text colour

When using the coloured logo, the text can be printed in one of the following three logo colours, in black or in white. For the other logo variants, the text colour must match the logo colour.

C42 M36 Y52 K21

C84 M51 Y51 K51

C73 M28 Y28 K7

Typography

The text can either be in the font of the publication or in Futura PT light.

Futura PT light

Text

100% recycled paper.

Climate neutral printing on 100 percent recycled paper.

More information on the initiative for climate-friendly and sustainable tourism in the Andermatt region at andermatt-responsible.ch.

Klimaneutral gedruckt auf 100-prozentigem Recycling-Papier.

Mehr Informationen zur Initiative für klimaverträglichen und nachhaltigen Tourismus in der Region Andermatt auf andermatt-responsible.ch.

100% recycled paper, Blauer Engel-certified

Climate neutral printing on 100 percent recycled Blauer Engel-certified paper (Blue Angel eco label).

More information on the initiative for climate-friendly and sustainable tourism in the Andermatt region at andermatt-responsible.ch.

Klimaneutral gedruckt auf 100-prozentigem Recycling-Papier mit dem Label Blauer Engel.

Mehr Informationen zur Initiative für klimaverträglichen und nachhaltigen Tourismus in der Region Andermatt auf andermatt-responsible.ch.

Other paper types

Climate neutral printing.

More information on the initiative for climate-friendly and sustainable tourism in the Andermatt region at andermatt-responsible.ch.

Klimaneutral gedruckt.

Mehr Informationen zur Initiative für klimaverträglichen und nachhaltigen Tourismus in der Region Andermatt auf andermatt-responsible.ch.

Depending on the type of paper used, it may be necessary to adjust the labelling.

Combination with other labels and certificates
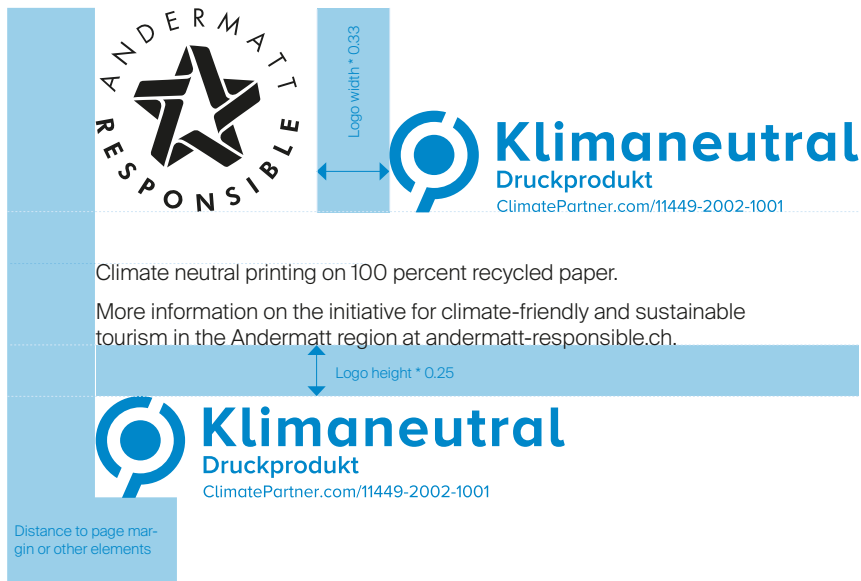
Logo width * 0.33

Logo height * 0.25

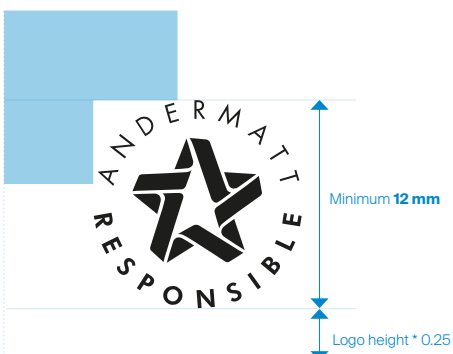Distance to page margin or other elements

Climate neutral printing on 100 percent recycled paper.

More information on the initiative for climate-friendly and sustainable tourism in the Andermatt region at andermatt-responsible.ch.

Other labels and certificates such as ClimatePartner can be displayed either next to the Andermatt Responsible logo or below the text block, depending on the layout.

Climate neutral printing.

More information on the initiative for climate-friendly and sustainable tourism in the Andermatt region at andermatt-responsible.ch.

In order to minimise the use of resources, this publication is only printed as a limited print run of 150 copies.

Further information on the printing process or accompanying texts belonging to the labels can be integrated into the text block.

The choice of colour for other labels depends on the colour selected for the Andermatt Responsible logo.

Typeface

Andermatt Swiss Alps uses the **Suisse Int'l** typeface for all communication media.

Aa
Aa

Fonts

The following fonts are used

Andermatt
Suisse Int'l Medium

Andermatt
Suisse Int'l Medium Italic

Andermatt
Suisse Int'l Regular

Andermatt
Suisse Int'l Regular Italic

Andermatt
Suisse Int'l Light

Andermatt
Suisse Int'l Light Italic

Hierarchy

The typography is organised in a hierarchical system according to relative importance through scale and function.

Titles and headings

Titles and headings are written in Suisse Int'l Medium.

Andermatt

Suisse Int'l Medium

Titles and headings, 2nd level

Prime Alpine Destination

Suisse Int'l Light

Copy

Copy is written in Suisse Int'l Regular or Suisse Int'l Light, depending on the prominence and application. Italics are used exclusively for emphasis and quotations

Der mässig schäumende Fluss schlängelte sich hier milde durch ein flaches, von Bergen zwar umschlossenes, aber doch genugsam weites, zur Bewohnung einladendes Tal. Über dem reinlichen Örtchen Urseren und seiner Kirche, die uns auf ebenen Boden entgegenstanden, erhob sich ein Fichtenwäldchen, heilig geachtet, weil es die am Fuss Angesiedelten vor höher herabrollenden Schneelawinen schützte.

Suisse Int'l Light

Der mässig schäumende Fluss schlängelte sich hier milde durch ein flaches, von Bergen zwar umschlossenes, aber doch genugsam weites, zur Bewohnung einladendes Tal. Über dem reinlichen Örtchen Urseren und seiner Kirche, die uns auf ebenen Boden entgegenstanden, erhob sich ein Fichtenwäldchen, heilig geachtet, weil es die am Fuss Angesiedelten vor höher herabrollenden Schneelawinen schützte.

Suisse Int'l Regular

«Der mässig schäumende Fluss schlängelte sich hier milde durch ein flaches, von Bergen zwar umschlossenes, aber doch genugsam weites, zur Bewohnung einladendes Tal. Über dem reinlichen Örtchen Urseren (Andermatt) und seiner Kirche, die uns auf ebenen Boden entgegenstanden, erhob sich ein Fichtenwäldchen, heilig geachtet, weil es die am Fuss Angesiedelten vor höher herabrollenden Schneelawinen schützte.»

Suisse Int'l Light Italic

Over-lines, labels and buttons

PRIME ALPINE DESTINATION

Suisse Int'l Light, tracking 0.14 em

PRIME ALPINE DESTINATION

Suisse Int'l Regular, tracking 0.14 em

Application

Don'ts

The typeface is implemented linear and functional according to the principles of Swiss typography. Effects of any kind are avoided.

Outline

Gradient

Semi-transparency

Capitalisation and use of small letters

All headings and texts are case-sensitive according to grammatical rules. Entire words are neither capitalised nor lower-cased unless grammatically correct. Over-lines, labels and buttons are exempt from this rule.

~~ANDERMATT~~

~~andermatt~~

System typefaces

If the corporate font is not available, for example for e-mails, internal documents, letters and contracts, the system fonts **Arial Nova** (Windows) or **Helvetica Neue** (Apple) can be used. This applies exclusively to documents that are not used in marketing.

The use of other typefaces is not permitted.

Colours

Corporate colours

Corporate Green

PANTONE 7735

CMYK 77 42 78 40
rgb (54, 87, 59)
#36573B

Corporate Green (light)

PANTONE 5615

CMYK 64 37 59 24
rgb (94, 116, 97)
#5E7461

Corporate Black

PANTONE Black 6
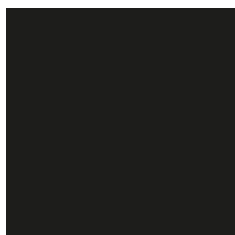
CMYK 0 0 0 100
rgb(34, 34, 34)
#222222

White

CMYK 0 0 0 0
rgb(255, 255, 255))
#FFFFFF

Corporate Grey

PANTONE Cool Grey 9

CMYK 0 0 0 60
rgb(135, 135, 135)
#878786

Corporate Grey (light)

PANTONE Cool Grey 7

CMYK 0 0 0 40
rgb(151, 153, 155)
#97999B
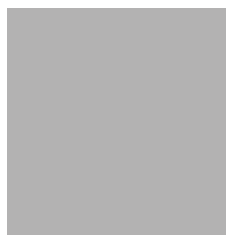
Swiss Red

PANTONE 1797

CMYK 0 100 95 5
rgb(225, 26, 39)
#B2B2B1

Services

Our guest and owner services are colour-coded into four categories.

Core Services

WHITE

CMYK 0 0 0 0
rgb 255, 255, 255)
#FFFFFF

Owner Packages and Benefits

PANTONE BLACK C

CMYK 67 61 60 75
rgb (45, 41, 38)
#2D2926

Individual Services

PANTONE 159 C

CMYK 4 67 94 15
rgb (203, 96, 21)
#CB6015

Utilities and Maintenance

PANTONE 7682 C

CMYK 65 42 10 2
rgb (103, 135. 183)
#6787B7

Graphs and charts

A uniform colour system for graphics, charts and tables. If required, the greyscale palette can also be used. The use of other colours is not permitted.
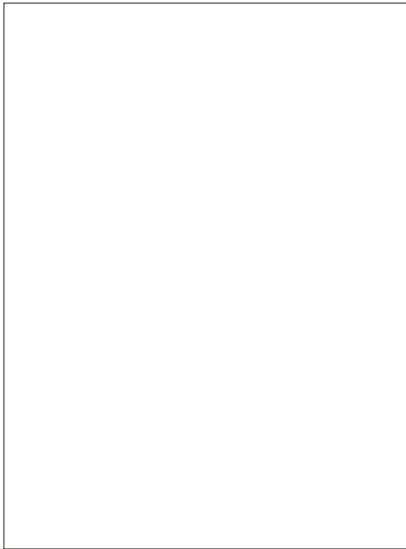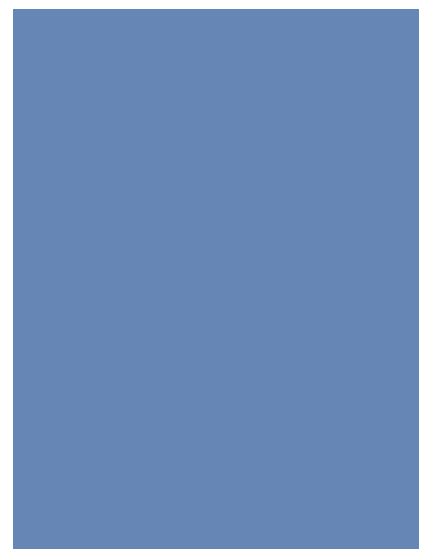
Base/Positive

B1
CMYK 77 42 78 40
rgb (54, 87, 59)
#36573B

B2
CMYK 70 39 68 31
rgb (74, 102, 78)
#4A664E

B3
CMYK 64 37 59 24
rgb (94, 116, 97)
#5E7461

B4
CMYK 57 32 51 16
rgb (115, 135, 119)
#728776

B6
CMYK 50 29 44 12
rgb (134, 150, 136)
#869688

Neutral/Informative

N1
CMYK 78 52 13 2
rgb (69, 111, 166)
#456FA6

N2
CMYK 65 42 10 2
rgb (103, 135. 183)
#6787B7

N3
CMYK 56 35 10 2
rgb (126, 152, 193)
#7E98C1

N4
CMYK 47 29 9 2
rgb (148, 169, 203)
#94A9CB

Neutral/Negative

X1
CMYK 10 11 14 50
rgb(143, 140, 136)
#8F8B88

X2
CMYK 15 17 20 70
rgb(97, 93, 89)
#615D59

Special/Individual

S1
CMYK 4 62 88 15
rgb (206, 108, 38)
#CE6C25

S2
CMYK 24 61 69 15
rgb (177, 106, 75)
#B16A4B

S3
CMYK 16 31 63 4
rgb (214, 174, 107)
#D6AE6b

S4
CMYK 51 47 33 17
rgb (69, 80, 101)
#455065

S5
CMYK 51 47 33 17
rgb (129, 119, 132)
#817784

S6
CMYK 47 47 22 5
rgb (148, 133, 160)
#9485A0

S7
CMYK 37 37 53 22
rgb (149, 133, 108)
#95856C

S8
CMYK 30 30 43 11
rgb (177, 162, 139)
#B0A18A

Grayscale

G1
CMYK 0 0 0 100
rgb(34, 34, 34)
#222222

G2
CMYK 0 0 0 80
rgb(87. 87. 87)
#575757

G3
CMYK 0 0 0 60
rgb(135, 135, 135)
#878787

G4
CMYK 0 0 0 40
rgb(178, 178, 178)
#B2B2B2

G5
CMYK 0 0 0 30
rgb(198, 198, 198)
#C6C6C6

G6
CMYK 0 0 0 20
rgb(218, 218, 218)
#222222

G7
CMYK 0 0 0 10
rgb(237, 237, 237)
#ECECEC

G8
CMYK 0 0 0 5
rgb(246, 246, 246)
#F5F5F5

Photography

Our photography inspires our audience and is one of our most important visual identifiers.

Actuality

Andermatt is undergoing rapid changes. It is therefore essential that all pictures used always show the current state. In particular, photos in which the buildings do not correspond to the current situation should be strictly avoided. This does not apply to photos that are clearly placed in a historical context (for example, "Andermatt in 2015").

Light and colour

Our photos are characterised by natural light and real colours. Harsh highlights and shadows are to be avoided just as much as excessive saturation and distorted colours.

In order to unify the wide spectrum of images, care should always be taken to ensure uniform colour saturation. This can also be useful in post-processing the images or especially with stock material.

Original
Intense, unnatural colour saturation.

Adjusted
Reduced, natural colour saturation.

Subject

With the conscious choice of the subject, we determine our overall impression not only visually, but also emotionally.

Landscape

Imagery of our village and region is an elementary component for the presentation of Andermatt Swiss Alps. Only photographs that were actually taken in the region may be used. Our scenic images convey serenity and self-confidence. Here, too, it is important to ensure that the photos are up to date and the use of photos in which, for example, old lifts or buildings that are no longer current are visible should be strictly avoided.

Real estate

For objects that are not yet completed, illustrations and renderings are used. For completed objects, no renderings but only photos are used. By constantly keeping the colour saturation level, we achieve a uniform visual language.

The construction progress is also an integral part of our success and therefore a recurring theme. Here it is particularly important to pay attention to the right context and to focus on the positive aspect.

Community

Mood pictures with people are an important complement to landscape and real estate. We focus on natural, un-posed situations. Stock images should only be used as a last resort, and care must be taken to ensure that they do not contain a visible location.
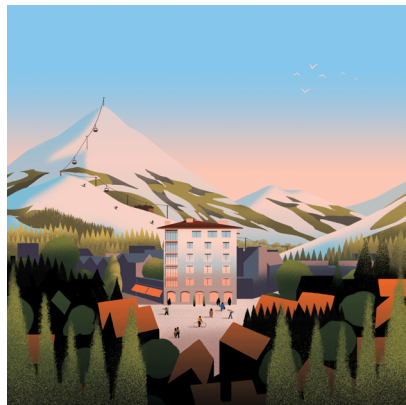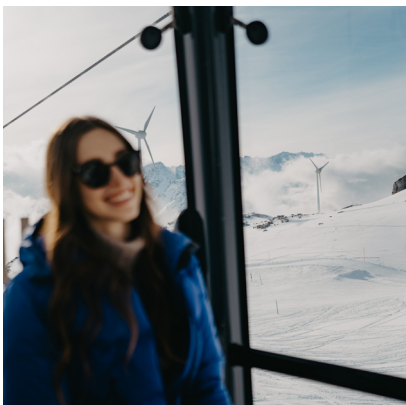
Downloads and release

Contact and release

kommunikation@andermatt-swissalps.ch

All designs by Andermatt Swiss Alps and designs by partners and agencies featuring the Andermatt Swiss Alps logo or the Andermatt Swiss Alps signet must be approved by the Andermatt Swiss Alps Corporate Communication.

Downloads

Logos and key visuals as well as the latest version of the Visual Identity Guidelines are available for download at andermatt-swissalps.ch/en/visual-identity-guidelines.

Adobe CC Library

If required, Corporate Communication provides access to the Corporate Identity Library. The library is automatically updated and contains all logos and colours.

Typeface Suisse Int'l

The font must be licensed individually. If required, Corporate Communication will provide a licence.

Typeface Arial Nova

The Arial Nova typeface can be downloaded free of charge from the Microsoft Store.