Working with Brand Switzerland
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Brand Switzerland – positioning our country in a globalised world

In today’s globalised information society, countries safeguard their foreign policy interests and exert influence around the world to a large degree in the open public. It is therefore in a country’s interest to promote a good image and to be well known, to ensure that its positions on major issues are understood not only at home but also abroad, and to feel that its achievements are also known and acknowledged around the world. For this reason, the FDFA actively uses public-relations instruments to support Switzerland’s efforts to safeguard its foreign policy interests.

The basis of Switzerland’s communication abroad is Brand Switzerland, a key element of which is its corporate design. The purpose of corporate design is to create confidence and increase recognition of all Switzerland’s communication activities abroad. The FDFA has developed Brand Switzerland to raise Switzerland’s visibility and to standardise its visual appearance abroad.

This guide on working with Brand Switzerland is primarily intended for Switzerland’s representations abroad and interested partner organisations.

I am convinced that the consistent and targeted use of Brand Switzerland will contribute effectively to strengthening Switzerland’s position in the world now and in the long term. I therefore hope that an increasing number of players involved in Switzerland’s communication abroad will recognise the benefits of a standard visual appearance and that they will present their activities under the single umbrella of Brand Switzerland.

Dr. Roberto Balzaretti
Secretary General of the Swiss Federal Department of Foreign Affairs (FDFA)
1 Brand Switzerland and its strategic significance

1.1 About this guide

This guide aims to support the users of Brand Switzerland in their work. It addresses the employees of Switzerland’s foreign representations, of the FDFA central office and the employees of partner organisations active in the context of Switzerland’s communication abroad.

This guide provides answers to the following questions:

– What is Brand Switzerland?
– What is the benefit of Brand Switzerland?
– How do I work with Brand Switzerland?
Area of application and validity

The use of Brand Switzerland is compulsory for Switzerland’s representations abroad and for partner organisations when they carry out activities in the context of Switzerland’s communication abroad that are financed wholly or in part by the FDFA, Presence Switzerland.

Brand Switzerland must be used for activities funded directly by Presence Switzerland and when money is provided under the FINKOMP heading “Communication abroad”.

Brand Switzerland is also used for Swiss official appearances at major international events, such as world expos and Olympic Games, which are organised and implemented on behalf of the Federal Council with the FDFA assuming the lead.

Brand Switzerland complies with the requirements of “CD Bund” (the corporate design of the Federal Administration). The Conference of Secretaries General approved the application for the use of “Corporate Design Switzerland” as an exception, on 25 January 2008.
1.2 Mission of Switzerland’s communication abroad

Switzerland’s communication abroad helps safeguard Switzerland’s interests abroad through public-relations instruments. Its mission is laid down by the Federal Act and Ordinance on the Cultivation of Switzerland’s Image Abroad (SR 194.1 and 194.11).

Switzerland’s communication abroad has the following mission:
- Disseminating knowledge about Switzerland abroad
- Promoting the visibility of Switzerland abroad
- Presenting Switzerland’s political concerns and positions to a foreign target audience
- Creating positive attitudes and networks
- Communication in the event of a threat to Switzerland’s image or an image crisis
Acting on the basis of the Federal Act and Ordinance, the Swiss Federal Council adopts the strategy for Switzerland’s communication abroad for periods of four years at a time. This strategy is then implemented by the Federal Department of Foreign Affairs (FDFA). The unit responsible within the FDFA is Presence Switzerland, which is part of the General Secretariat.

Working in close cooperation with the Swiss representations abroad, the FDFA coordinates its activities in the field of communication abroad with other units, both inside and outside the federal administration, that are concerned with promoting Switzerland’s image abroad. Switzerland’s communication abroad thus strengthens the country’s overall image abroad, harmonises the efforts of all the protagonists, and creates synergies.
1.3 Brand Switzerland and the strategy of communication abroad

Why should there be a need for a Brand Switzerland?

In today’s globalised world, countries compete to attract well-trained individuals, companies, ideas, attention, international organisations, capital and investments. The image of a country plays an increasingly important role here. A clear and credible brand concept creates the necessary precondition for a country to be perceived as a sustainable, differentiated and advantageous location.

This brand encompasses three central dimensions:
– accomplishments
– values and character
– visual appearance
From brand, via strategy, to implementation

Brand Switzerland is the long-term basis for Switzerland’s communication abroad. Building on this basis, the Federal Council specifies the strategy of Switzerland’s communication abroad to establish the main themes, the priority countries and the target groups. The strategy thus defines the specific targets for the activities of communication abroad.

The following instruments are used:
- projects abroad
- invitations of foreign delegations to Switzerland
- production and distribution of information and promotional materials

Download the strategy of Switzerland’s communication abroad:
www.image-switzerland.ch
→ Communication abroad

Download the guidelines and application form:
www.image-switzerland.ch
→ Forms and documents
1.4 The definition of Brand Switzerland

The definition of Brand Switzerland is the result of a comprehensive analysis of the question of Switzerland’s image at home and abroad, its strengths and weaknesses. This process involved holding talks with numerous experts in the field of communication abroad and taking into consideration many different studies, including sector-specific ones.

Switzerland’s accomplishments, values and character and visual appearance were then identified through a process of aggregation on the basis of the criteria of attractiveness, relevance, differentiability and potential for further development.

The profiles of Switzerland’s strengths can be consulted at www.image-switzerland.ch
“Self-determination” and “secure future” constitute the essential content of Brand Switzerland. The two terms stand for a credible, active and forward-looking Switzerland and are illustrated with vivid, specific stories about Switzerland. These accomplishments are communicated through the activities of Switzerland’s communication abroad.
It is Switzerland’s values and character that determine the tonality. Communication about Switzerland ought to be trustworthy and authentic, and stand out on account of high-quality texts and graphic work.

Download the Corporate Design Manual for graphic specialists: www.image-switzerland.ch

→ Brand Switzerland

Corporate Design Switzerland ensures an immediate association with Switzerland and its activities and lasting recognition. The elements of the corporate design are presented on page 16 onwards.
1.5 The brand disc

Switzerland’s accomplishments, values and character, as well as it’s visual appearance, all taken together, form Brand Switzerland.
1.6 Benefits of a uniform visual appearance

One important element of Brand Switzerland is its uniform visual appearance, the Corporate Design Switzerland (CD Switzerland).

What are the benefits of visual uniformity?

– It increases the effect of Switzerland’s communication activities.
– It ensures memorability.
– It facilitates identification internally and externally.
– It facilitates differentiation from others.
– It creates confidence and certainty.

In what way does Corporate Design Switzerland assist me in my daily work?

– It complies with the requirements of CD Bund.
– It provides clear structures and guidelines and thereby simplifies processes.
– It saves costs on graphics – thanks to the availability of templates – and thereby reduces the burden on the project budget.
– It simplifies working with sponsors and partners.
The corporate design (CD) is one facet of the brand and includes the totality of the visual appearance of a company, organisation or country. Corporate design deals with form not content, with form following content.

What advantages does Corporate Design Switzerland offer partners?

- Co-branding with “Switzerland” as one of the world’s strongest brands
- Official impact through endorsement by the FDFA
- Solution for public-private partnership
- Bigger impact through the single umbrella of Switzerland and a shared appearance
- Visibility of affiliation to a programme and/or campaign

If the FDFA claims a majority financial participation in a project for communication abroad or plays the lead role in it. For all other activities it is left to the discretion of the partners to what extent they use Corporate Design Switzerland along with all its guidelines.

At Swiss Pavilions for world expos and Houses of Switzerland for Olympic Games, commissioned by the Federal Council and organised under the lead of the FDFA, Presence Switzerland, all the partners involved position themselves under Corporate Design Switzerland.
2  Corporate Design Switzerland

2.1  The basic principle

Use of all the CD elements

Whether use is made of CD Switzerland or the CD of a partner organisation is a matter for negotiation. If the FDFA has a majority financial interest or the lead in a project relating to communication abroad, then it is mandatory for the CD Switzerland to be used.

CD Switzerland comprises the following elements:
- Logo Switzerland
- Logo Confederation
- Red area
- White margin
- URL
- Typography
- Corporate colours
- Visual World

A description of these CD elements and their mandatory use may be found on pages 18 to 26.
Use of Logo Switzerland as the sole CD element

- Option A: The Logo Switzerland places all Swiss partners under a joint umbrella. In addition Logo Confederation is positioned at an appropriate place among the partner logos.

- Option B: The FDFA’s project partners can use Logo Switzerland on their own communication materials to indicate that they are involved in a project or campaign following the guidelines of CD Switzerland.

The two options are shown on page 27.

Partner organisations may also use CD Switzerland outside FDFA projects. Logo Confederation is then replaced by the partner’s logo.

If the FDFA can only place one logo (minority participation), this must always be Logo Confederation.
2.2 The elements of the CD
Logo Switzerland

Logo Switzerland acts as a unifying symbol for Swiss activities throughout the world. Logo Switzerland – makes Switzerland visible around the world, – strengthens Switzerland’s partners, – links the activities of Swiss organisations abroad, – creates a strong brand recognition and – symbolises the quality and importance of the activity.

Logo Switzerland is comprised of two elements: the white cross on the red background and the text “Switzerland” in the language of the country in which it is being used. The word “Switzerland” is followed by a full stop*. It is not permitted to separate these two elements.

Logo Switzerland is used in two forms: positive for use on a white background or negative for use on a red background.

*Exceptions are those languages that do not normally use punctuation marks, such as Chinese, Japanese or Thai.
The composed logo is used as an alternative to the Logo Switzerland and is applied to projects that have a strong bilateral emphasis between Switzerland and a partner country, a partner region or a partner city. No other combinations are permitted.

The composed logo is comprised of Logo Switzerland on the left and the name of the partner country, region, or city on the right, followed by a full stop.

The logo for the House of Switzerland and the Swiss Pavilion is also composed. It is comprised of Logo Switzerland, the text elements “House of Switzerland” or “Swiss Pavilion” and relevant information about the event.

The composed logo is available in two versions: an English one and/or one in the official language of the partner country.

The composed logo is positioned in the place normally occupied by Logo Switzerland on all means of communication.
The Swiss federal administration also has a corporate design, which is used primarily in Switzerland. The layout and application guidelines are detailed in the CD Bund.

CD Switzerland is subordinate to CD Bund. In the case of communication means that are produced in CD Switzerland, Logo Confederation appears as the sender logo; in the case of multi-page products it always appears on the last page and in the case of single-page ones, on the front left.

Information on the use of the Logo Confederation is to be found in the CD Bund manual and in the departmental guidelines at: www.bk.admin.ch

The service responsible for CD Bund within the FDFA is Visual Communication, Information FDFA, GS-FDFA.
Fonts

Generally, Helvetica in all the standard-width variants is used. If the Helvetica font is not available for technical reasons, it is permissible to use Arial. Arial is used for Office applications. Verdana is used for digital communication media.

The Helvetica font family is available in various non-Latin languages, such as Cyrillic, Greek, Arabic and Hebrew. A font from the Hei family is used for Chinese.

In typesetting (spaces before punctuation marks, quotation marks, etc.) due consideration is given to national specificities.

Helvetic 55 Normal
Helvetic 75 Bold
Helvetic 95 Black

Arial Regular
Arial Bold

Verdana Regular
Verdana Bold
(only for digital communication media)
Colours

Colours play an important role in CD Switzerland. The specified red is a salient characteristic. Along with red, use is made of black, white and various shades of grey (see below). These colours are used in all the different means of communication, for instance in titles or graphic elements.

It is recommended that the colours (especially the red) be checked at the printer’s.

- Red
  CMYK 0/100/95/5

- White
  CMYK 0/0/0/0

- Black
  CMYK 0/0/0/100

- Grey 60
  CMYK 0/0/0/60

- Grey 30
  CMYK 0/0/0/30

- Grey 15
  CMYK 0/0/0/15

For the design of extensive means of communication, additional colours are available.

→ Corporate Design Manual
Images are always an eye-catcher and arouse emotions. For this reason, images play an important role in CD Switzerland. Like all the other graphic elements, the images reflect Switzerland’s brand values.

The selection of the appropriate images is thus decisive for successful communication about Switzerland abroad.

The Alpine habitat and its never-ending interaction with the people living in Switzerland is one central element in the visual world of Switzerland. In this respect, consideration is to be given to the countryside, architecture, infrastructure, products and services that have direct links with the Alps.

The images are characterised by a natural style. Landscapes or situations from everyday life in Switzerland convey an image of an authentic, credible, top-quality Switzerland. For that reason, photographs ought not to be artificially modified, manipulated or used if in poor-quality.

The images should include the national colours of red and/or white, for example in the background, in the clothing or in accessories.

The picture database containing pictures that comply with Brand Switzerland is to be found in the protected zone of www.image-switzerland.ch
2.3 Layout guidelines and principles for use

The use of CD Switzerland is based on the following guidelines:

- **Logo Switzerland** must appear prominently on all means of communication, on the title page at the bottom right or top right (for digital media). It is permissible to use the negative logo (on red) or the positive one (on white). The logos may not be placed on any other background colour.

In the case of printed products applying the entire CD, the following elements must be placed according to the following rules:

- **Logo Confederation** (with the appropriate labelling)
- **URL** of a page with further information: www.swissworld.org is always available
- **Meaningful image**
- **Red area** (size may vary). Exception: in the case of single-sided means of communication with a partner, the red area is generally omitted
- **White margin**

For graphic specialists, the detailed Corporate Design Manual is available at: www.image-switzerland.ch -> Brand Switzerland
Publication with partner, single-sided

White margin 3X
Font Helvetica all different variants, in exceptional cases Arial
Picture of Alpine habitat, people, red, white

Headline

White area
Sender Logo Confederation, bottom left
URL front side, bottom left
Partner logos separated by a black line

Red area committed for single-sided publications with partners but mandatory for multi-page ones, correct red, as per specification

Logo Switzerland bottom right, negative

Publication with partner, two-sided

White margin 3X
Picture of Alpine habitat, people, red, white

Headline

White rear
White margin 3X
Sender Logo Confederation on rear
URL front side, bottom left
Partner logos separated by a black line

Logo Switzerland bottom right, positive
(1X = font height “Switzerland”)

Red area committed for single-sided publications with partners but mandatory for multi-page ones, correct red, as per specification

URL front side, bottom left
Sender Logo Confederation, bottom left
Partner logos separated by a black line

New Zealand.
Logo Switzerland as the sole element

Option A: Joint umbrella Switzerland

Neutral area or area within the partner’s CD

Option B: The partner indicates their involvement in a campaign of Official Switzerland through Logo Switzerland

Neutral area or area within the partner’s CD

Exception
If only one logo can be included: Logo Confederation in the block with the partner logos
2.4 Application examples for print

**Get Inspired!**
Swiss Design Award Exhibit: North America Tour

www.thinkswiss.org

**ThinkSwiss: Let’s Brainstorm the Future Together!**

The creativity of Swiss designers is world renowned, culminating in the Swiss Design Award presented on a biannual basis from the Design Center Langenthal.

As part of a worldwide tour with stops in Geneva, Shanghai, and Tokyo, Switzerland proudly presents the Swiss Design Award to North America. Featuring works by talented Swiss designers, the exhibit showcases the best pieces from this prestigious award.

These events are part of ThinkSwiss, your opportunity to get involved with Switzerland.

**Design Quiz**

1) When you think of Swiss design, what comes to mind?

2) Who presents this biannual award?

3) What is your favorite piece in the exhibit?

**Invitation card, 2-sided, with a partner**

**Invitation card, 4-sided with a partner**

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Invitation I Приглашение
Switzerland meets Kazakhstan

www.swissworld.org
Be a climate hero!

Watch What You Eat
• Eat less meat!
• Buy local food!

Be Politically Active
• Vote for “green” policies!
• Volunteer!

Re-Energize Your Home
• Use compact fluorescent bulbs!
• Buy new energy-star appliances!
• Get your house insulated!

Be a Homesteader
• Fly less
• Drive a fuel-efficient car!
• Use public transportation!

Recycle
• Separate glass, aluminium cans, PET, batteries and paper!

Domestic waste can be reused!
• Batteries and paper!
• Separate glass, aluminium cans, PET, batteries and paper!

BYOB: Bring your Own Bags
• Use public transportation!

Leaflet, 4-sided, without a partner

By 2012 Switzerland is committed to reducing its greenhouse gas emissions by 8% below 1990 levels. The use of hydropower already meets 60% of Switzerland’s electricity needs, while public transportation and energy-efficient vehicles provide alternative modes of travel. The Swiss railway system ranks among the best in the world: more than 50% of Switzerland’s adults use regular train travel. Switzerland has also increased its use of renewable energy sources since 2000. Buildings are responsible for 40% of energy use in most countries. In addition, Swiss scientific institutes conduct excellent climate research and produce state-of-the-art technology.

Global warming will remain a primary concern on the international agenda in the coming years. As one of its top priorities, Switzerland is strongly committed to finding and implementing solutions in collaboration with other countries. We will all become climate heroes by adopting a more sustainable way of living.

You can view the Climate Trail exhibition online by visiting http://www.swissviews.ca

Climate Trail: The Pathfinder Toward Global Solutions
November 24 - December 11, 2009
Vancouver, BC Canada

The dramatic increase in greenhouse gases in the earth’s atmosphere has led to an increase in global temperatures and the destabilization of the earth’s climate. Globally, 11 of the hottest 12 years on record have occurred since 1995. In the past century, the earth’s surface temperatures have risen at almost twice the global rate. The public health consequences of global warming will have drastic effects. If warming continues, more than a million species worldwide could be driven to extinction by 2050.

There is not a single solution to address the pressing environmental problem; only a combination of measures will provide an effective response. Given rising prices for fossil fuels, renewable energy is an attractive alternative. Solar energy—the fastest growing energy technology in the world—increased by 28% worldwide in 2007 while wind power grew by 28% worldwide. By 2012 Switzerland is committed to reducing its greenhouse gas emissions by 8% below 1990 levels. The use of hydropower already meets 60% of Switzerland’s electricity needs, while public transportation and energy-efficient vehicles provide alternative modes of travel. The Swiss railway system ranks among the best in the world: more than 50% of Switzerland’s adults use regular train travel. Switzerland has also increased its use of renewable energy sources since 2000. Buildings are responsible for 40% of energy use in most countries. In addition, Swiss scientific institutes conduct excellent climate research and produce state-of-the-art technology.

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The Climate Trail is a pathfinder toward global solutions. During workshops, conferences and fairs in many cities in the U.S., thousands of people have visited the Climate Trail exhibition. It offers an interactive opportunity to learn about global warming and encourage multidisciplinary discussions about how to pursue a more sustainable lifestyle.

SINCE 1993, GLOBAL AVERAGE SSA LEVEL HAS RISEN BY 3.1 MM/YEAR

GLOBALLY, 11 OF THE HOTTEST 12 YEARS ON RECORD HAVE OCCURRED SINCE 1995

INCREASED USE OF RENEWABLE ENERGY SOURCES SINCE 2000

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You can view the Climate Trail exhibition online by visiting http://www.swissviews.ca
Albert Gallatin was born in January 1761 and raised in Geneva.

Let’s celebrate Albert Gallatin’s 250th birthday year

Albert Gallatin was born in January 1761 and raised in Geneva. He immigrated to the United States and became a U.S. Senator, a Congressman, the longest-serving U.S. Secretary of Treasury, U.S. negotiator of the Treaty of Ghent, U.S. Minister to France and Britain, and the first president of the Council of New York University, among other distinctions.

In honor of Albert Gallatin’s 250th birthday year, the Swiss Confederation is sponsoring the Gallatin250 Project, including the Gallatin250 Roundtables. The Gallatin250 Roundtables will be organized as a series of events throughout the U.S. to address the topic of public debt and fiscal responsibility. The story of Albert Gallatin provides an excellent example of how Swiss and American politics and economics have nourished each other for centuries through the exchange of ideas and people. Moreover, Albert Gallatin’s legacy provides some valuable lessons which remain relevant in the present time.

The Gallatin250 Project will also introduce a new biography of Gallatin by Nicholas Dungan available in September 2010. The launch of the biography, titled Gallatin: America’s Swiss Founding Father and published by New York University Press, will offer the opportunity to rediscover Gallatin’s remarkable life and service to America and will be followed by a nationwide book tour.

“...the abuse of the liberty of the people at large or considered as individuals... establishes some rights of the individual as unalienable... it is the right of the people at large... to depopulate them.” (Albert Gallatin)
Application examples of partners

Invitation
„Around the world in a solar airplane“

Text obitatum
sun ima renimus, volorru ti ur?

Brochure, front and back
(Partner’s Corporate Design with Logo Switzerland on the bottom right)
Application examples for web/electronic media

**Banner**
on a website within the CD Switzerland

**Website**, www.swissworld.org

**PDF Newsletter** (Word template)
Application examples for give-aways and 3D objects

USB stick
Toblerone
Lettering on a car
Appearance on a podium

House of Switzerland, Canada 2010
Climate Trail exhibition
2.5 Where can I find what?
The www.image-switzerland.ch platform

The central contact point for the implementation of Brand Switzerland is the platform www.image-switzerland.ch. It provides further information in four languages on Switzerland’s communication abroad, Switzerland’s image, Brand Switzerland, information material and best-practices, documents for downloading (templates, manuals and application forms etc.) and a picture database.

Login to the protected area with the tools and templates for graphic implementation.
“Corporate Design Manual”
for graphic specialists

Corporate Design Manual
Switzerland

September 2010

www.image-switzerland.ch

Logo Switzerland and Composed Logo Switzerland
in a large number of languages (negative and positive, eps and jpg)

Example of Composed Logo with
Germany, positive, german

Example of Logo Switzerland,
negative, hungarian

Example of Alpine habitat, environmental technology,
people, red and white

Graphic templates
Brochures, invitations, flyers, etc. (in the protected area)

Example of an InDesign poster template, with a partner

Example of an InDesign
invitation-card template,
without partner

Picture database
Pictures that comply with Brand Switzerland

Logo of Swiss representations
CD Confederation
Mail to: cdbund@eda.admin.ch
2.6 Contact and advice

The Foreign Desk of Presence Switzerland is available for questions, advice and suggestions. Please submit your application proposal early.

prs-projects@eda.admin.ch

For Houses of Switzerland at the Olympic Games and for the Swiss Pavilions at world expos, please contact the marketing and communication team for major international events at FDFA, Presence Switzerland.

Federal Department of Foreign Affairs FDFA
General Secretariat GS-FDFA
Presence Switzerland
Bundesgasse 32
CH-3003 Bern

Telephone +41 31 322 01 83
Fax +41 31 324 10 60

prs@eda.admin.ch
www.eda.admin.ch

Platform for Switzerland’s communication abroad:
www.image-switzerland.ch
Your Gateway to Switzerland:
www.swissworld.org