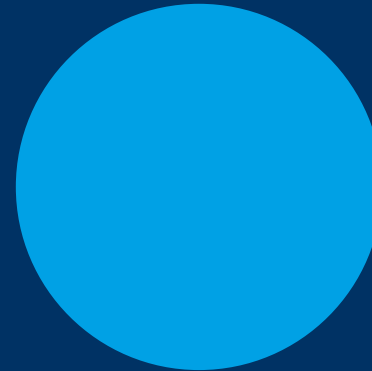
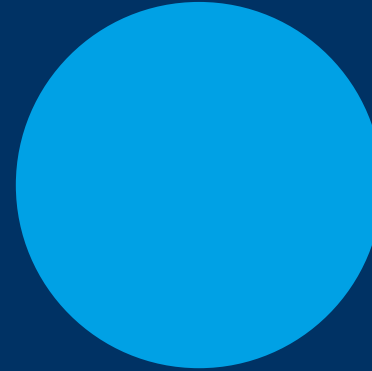




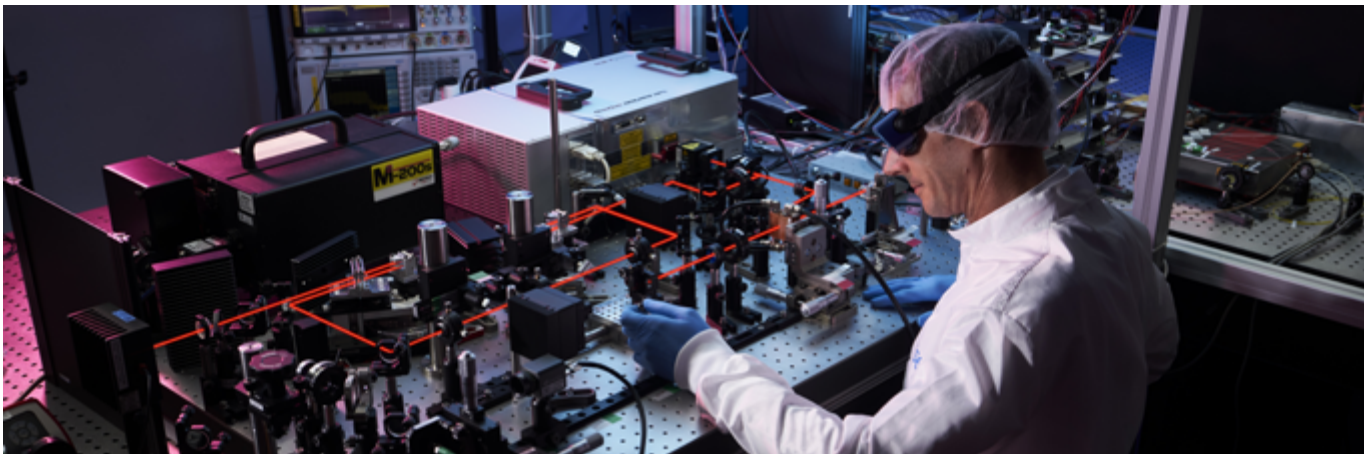
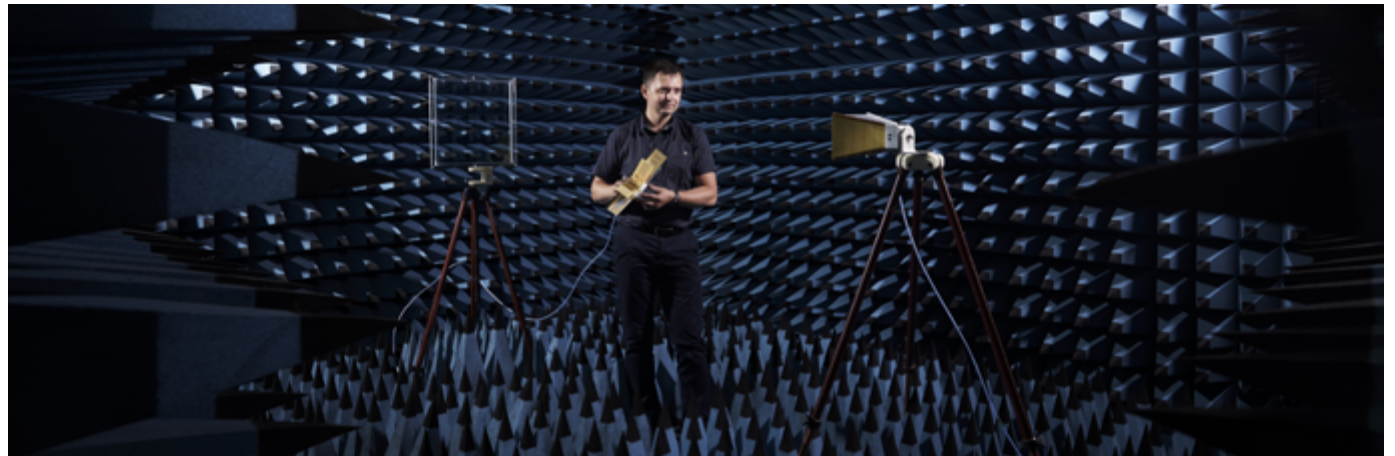
A STRONG BRAND IS SIMPLE AND CONSISTENT.





**IT ENABLES FASTER
RECOGNITION.**

**IT REFLECTS
PROFESSIONALISM.**



**IT CONVEYS
CONFIDENCE.**

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:: LOGOS & COLORS

CORPORATE COLORS

PRIMARY COLORS

Pssst. We're going to let you into a secret. Did you know that color can affect our emotions, behavior, and even our decisions? Welcome to the world of color psychology. A brand like CSEM uses the right colors as it can impact how our stakeholders perceive us.

CSEM's primary colors are pure, confident cyan-blue and cool grey.

Cyan blue is perceived as bright, lively and inspiring. Cool grey represents harmony and stability.

Combined these colors represent that CSEM is a committed, trustworthy, and stable brand.

PANTONE

Cyan C

RGB

0-161-229

CMYK

100-0-0-0

HEX

#00A1E5

PANTONE

Cool Gray 10 C

RGB

135-135-135

CMYK

0-0-0-60

HEX

#878787

SUPPORT COLORS

Working in harmony with our primary colors, our secondary colors support and fortify our brand.

The main secondary color is a solid dark blue. It conveys stability. In combination with the primary blue, it makes the CSEM brand color shine especially strongly.

In addition we use white as support colour. It gives our designs room to shine at their full potential.

PANTONE

295 CP

RGB

0-50-100

CMYK

100-75-10-40

HEX

#003264

WHITE**RGB**

255-255-255

CMYK

0-0-0-0

HEX

#FFFFFF

CORPORATE COLORS

COMPLEMENTARY COLORS

Pssst. We're going to let you into a secret. Did you know that color can affect our emotions, behavior, and even our decisions? Welcome to the world of color psychology. A brand like CSEM uses the right colors as it can impact how our stakeholders perceive us.

The other three secondary colors are in absolute harmony with the primary colors. They are used to set vivid accents or in the design of diagrams.

Combined these colors represent that CSEM is a committed, trustworthy, and stable brand.

PANTONE
7472 CP

RGB
63-186-193

CMYK
66-0-25-0

HEX
#3FBAC1

PANTONE
Rubine Red CP

RGB
214-30-92

CMYK
0-95-25-0

HEX
#D61E5C

PANTONE
3507 CP

RGB
191-209-0

CMYK
30-0-100-0

HEX
#BFD100

HIGHLIGHT COLOR

As a supplement, we also have an attention-grabbing yellow. This is used when something is to be particularly emphasized.

PANTONE
1225 CP

RGB
255-204-51

CMYK
0-20-80-0

HEX
#FFCC33

COLOR BALANCE

The bar visualizes how the color distribution should be applied in presentations or other communication tools.

Variation 1: 40% in dark blue, 40% white, 15% cyan blue, 4% grey and 1% yellow for call to actions.

Variation 2: 65% cyan blue, 20% dark blue, 11% white, 4% grey.

100 mm = 100%



OUR LOGO

THE DESIGN

We could write a whole book about the significance of circles, but right now, we want to explain the impact this shape has on our logo and why you will find circles throughout our branding.

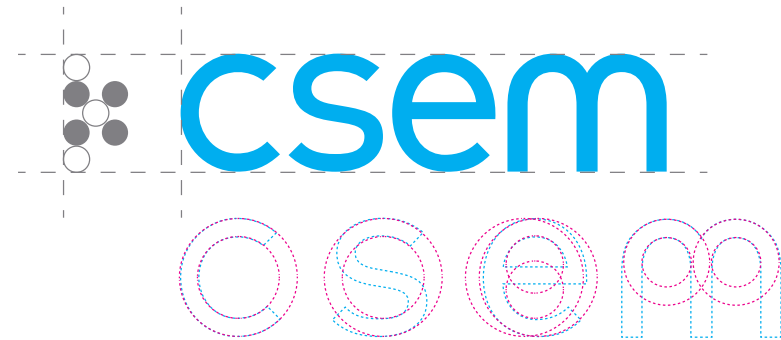
Circles soften sharp objects and they promote harmony, equality, and unity.

The four uniform circles in our logo represent our fundamental values of innovation, excellence, collaboration, and ethics.

Look closer, and within the negative spaces between the circles, you will see a reflection of the white cross at the heart of the Swiss national flag.

The letters that constitute our name also sit confidently within in circles in unity and harmony.

We are **ONE CSEM**.



LOGO APPLICATION

PROTECTION ZONE

X-HEIGHT

Letter height "C" in the logo is X.

Based on this X-height, different sizes are derived, such as logo protection zone, spacing within the logos, type area in printed matter etc.

No elements may be placed within the protection zone.

Z-HEIGHT CLAIM

The height of the capital letters results in the upper distance to "CSEM". This size must not be changed.



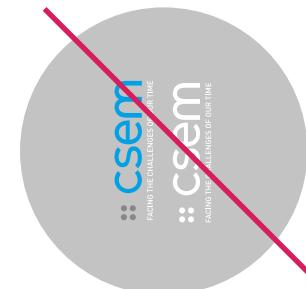
APPLICATIONS

Our claim represents our vision - the WHY of our daily work. Wherever appropriate, we use the logo with the claim.

We recommend using our logo with the claim starting from 34 mm wide. The logo without the claim can be displayed starting from 20 mm wide.

Our logo should be displayed on a flat background. If the background doesn't allow our logo to shine, then use our logo with the protection zone on a white background.

On a colored background, the white version of our logo should be applied.



OTHER LOGOS AND USAGE

PROJECT LOGO

You can use our logo in partnership with project logos. CSEM's logo should appear in large above a smaller pictogram representing of the project. Our brand is valuable. Making our logo visible on all communication materials improves our brand equity, which opens the door to new partnerships or collaborations.

Z-height spacing is the same as the claim.

CAMPAIGN LOGO

For a limited time, our campaign logos combine our original logo with the campaign's special element.

Never overlap the logo with a design. Use the X-height of the letter "C" reference.

PROGRAM & EVENT LOGO

Z-height spacing is the same as the claim.



:: FONTS

FONT FOR GRAPHICS

ROBOTO

The font Roboto is a key part of our online and print identity. By using it consistently our stakeholders can quickly recognize our brand.

We use Roboto Black and Regular for all our printed communications and on our website.

FONT SIZE FOR PRINT

Sizes for prints A4, A5 formats.

TITLE

- Title size: 18 pt bold
- Distance to body text: 13 pt

BODY TEXT

- Size: 9 pt regular
- Line spacing: 13 pt

Roboto Black

äbçdéfghijklmnopqrstuvwxyzABCDÊFGHIJKL
NÖPQRSTUVWXYZ1234567890«?»'!"(%)[#]
{@}/&\<-+÷×=±>®©\$€£¥¢;,:.°~

Roboto Regular

äbçdéfghijklmnopqrstuvwxyzABCDÊFGHIJKL
NÖPQRSTUVWXYZ1234567890«?»'!"(%)[#]
{@}/&\<-+÷×=±>®©\$€£¥¢;,:.°~

Lorem ipsum, dolor sit amet



Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

FONT IN THE OFFICE

ARIAL

We use the font Arial when writing in Word, Excel, PowerPoint, or Outlook.

Arial works in harmoniously with Roboto as the two typefaces have similar forms and shapes. By using the two consistently, we create a unified brand.

Graphic
Roboto Black

äbç

Office / Arial Bold

äbçdéfghijklmnopqrstuvwxyzABCDÊFGHIJKL
NÖPQRSTUVWXYZ1234567890«?»!'"|"(%)[#]
{@}/&\<-+÷×=±>®©\$€£¥¢;,:.°~

Graphic
Roboto Regular

äbç

Office / Arial Regular

äbçdéfghijklmnopqrstuvwxyzABCDÊFGHIJKL
NÖPQRSTUVWXYZ1234567890«?»!'"|"(%)[#]
{@}/&\<-+÷×=±>®©\$€£¥¢;,:.°~

FONT SIZES

- Maint title: 14 pt bold
- Intertitle: 11 pt bold
- Body text: 11 pt regular
- Line spacing: exactly 12 pt
- Spacing after line break: 6 pt

Lorem ipsum, dolor sit amet



Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

:: GRAPHICAL ELEMENTS

PICTOGRAMS

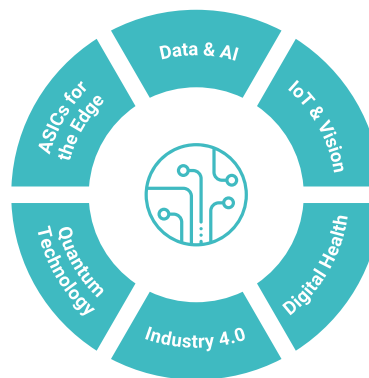
Circles are extraordinary. They are the key element behind our logo, and you can see them throughout our branding.

Each of our three strategic research areas is represented as a circle. Each circle is divided equally by its areas of research expertise. No expertise area is given priority over another.

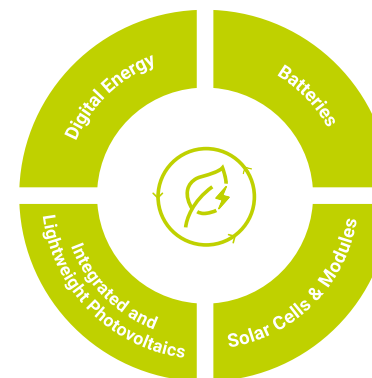
CSEM works as ONE.

Our social media icons should always be in circles and linked to our accounts.

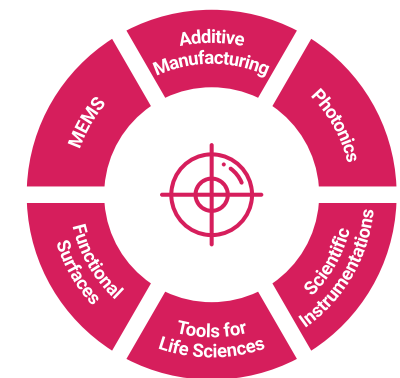
Digital technologies



Sustainable energy



Precision manufacturing



- Facebook: <https://www.facebook.com/CSEMSA>
- LinkedIn: <https://www.linkedin.com/company/csem>
- Twitter: <https://twitter.com/cseminfo>
- YouTube: <https://www.youtube.com/user/CSEMtechnologies>
- Instagram: <https://www.instagram.com/csemtech/>
- Our hashtags: #DoYouSpeakCSEM #CSEMimpact #OneCSEM



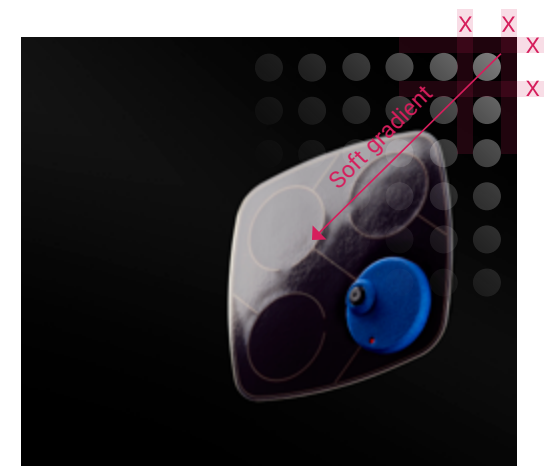
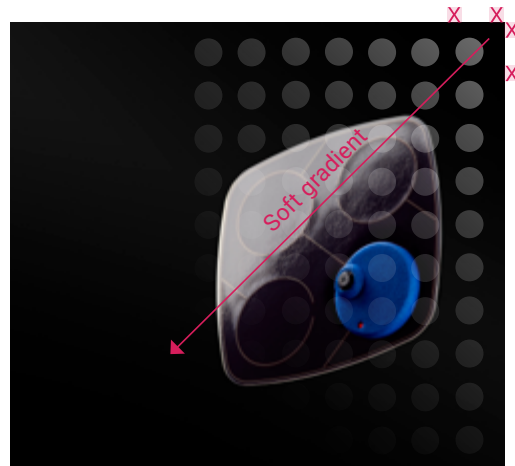
DOT GRID

The dot grid extends our logo design and all it represents. It runs through all our marketing materials, creating a solid corporate identity and allowing quicker recognition of our brand.

If the dots are taking too much attention, you can lower their opacity.

The dots are visible on some articles in the website. Discrete, they convey our spirit and values.

The pictures are decorated with a dotted pattern on suggested articles appearing on the bottom of the website.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras venenatis tincidunt quam, quis aliquam ligula porta sit amet. Donec velit nibh, laoreet in lectus nec, lobortis vestibulum nunc. Morbi odio massa, aliquet nec purus ac, pharetra tincidunt tellus. Aliquam quis enim id mi tempus mattis. Aenean auctor sapien eget leo fringilla condimentum.

Suspendisse suscipit est ac mi blandit porta. Aenean euismod nisl eget sapien rutrum, quis semper turpis aliquam. Sed consequat mauris id diam egestas, nec tristique ante luctus. Nam eget est eu nulla dignissim feugiat id et leo. Integer sodales, est eu placerat imperdiet, eros lacus iaculis lectus, eu tincidunt turpis ante sed lorem.

:: PICTURES

PICTURES

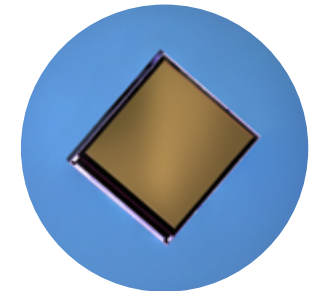
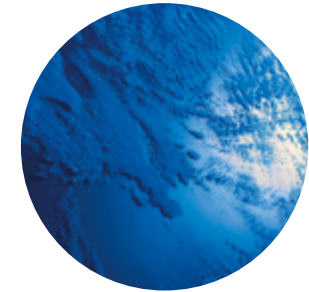
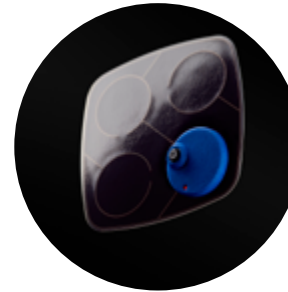
We distinguish between three categories of images :

- Hero images
- Images of objects
- People at work

Hero images are explicitly used on the front pages of flyers, magazines, and advertisements. They provide a detailed insight into our world in a simple, clear, and authentic way.

All images are available for use in the [CSEM Gallery](#).

Please use the [picture gallery](#) for your Powerpoint presentations. You can also use free stock images for free in any Microsoft picture insertion menu.

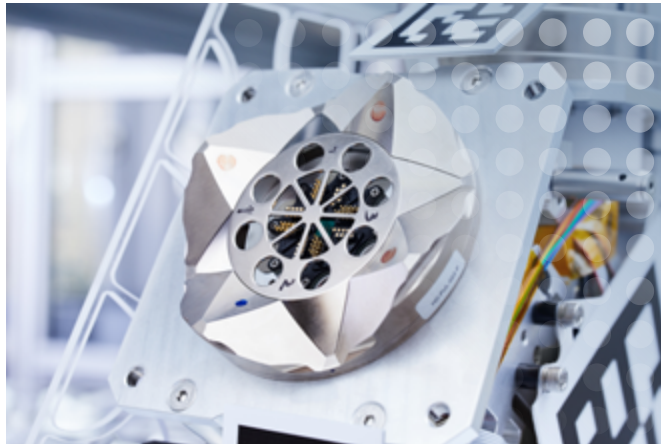


HERO PICTURES

Full-frame hero images should have a flattened dot pattern starting from the top right-hand corner and taking into account the rules set on the dot grid page.

To add more contrast to light images, use our secondary color, dark blue and flatten to 40%, then apply this to the dot matrix.

On dark images, the dot matrix is to be applied without any alteration.



OUR SPECIALISTS AT WORK

These images must be photographed or purchased in a unified visual way.

Images containing people must ensure that the protagonist(s) is focused in the foreground. The background should be blurred out. The lighting in the image should be clean and the colors bright.

Every image must always include a blue element in reference to our primary colors, which helps reinforce our brand image.

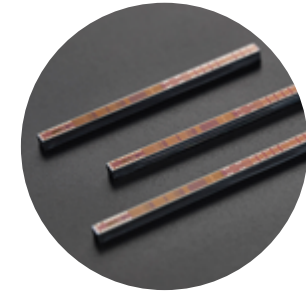
Be sure to frame the image properly. We love to see our specialists in action, and so do our clients.



OBJECTS

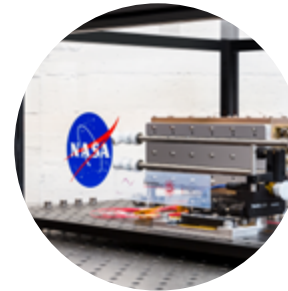
PRODUCTS

Renderings and specific product staging should, whenever possible, be generated on a neutral gray background.



FOCUS

Images showing a product or machine should always focus on the most visually engaging elements.



LIGHTING

High-quality images of machines or products must always be photographed with the same light setting.



:: TONE OF VOICE

TONE OF VOICE

We use words all the time – in our correspondence with clients, in all our marketing material, and across the website. So, it's important we use words that reflect our character and personality as an organization. Additionally, we must use the same words across our company to describe ourselves and the services we offer. It makes it easier for our stakeholders to understand how they can benefit.

If you write text to address our stakeholders, please consult the complete Tone of Voice document on our Intranet.

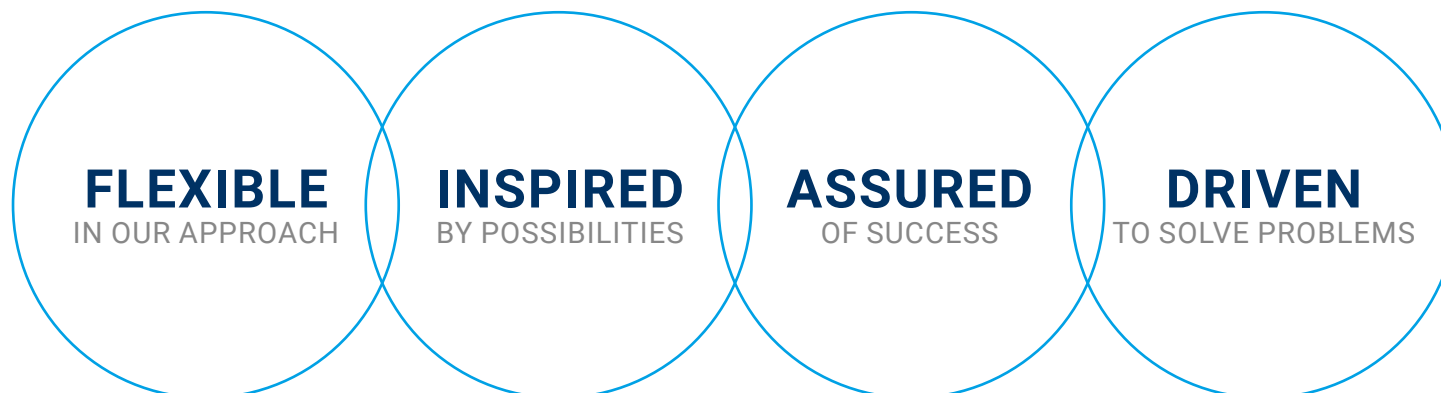
HOW WE REFER TO CSEM

- We are a **Swiss technology innovation center**
- Thanks to our **seven sites** we are active on a national level and regionally anchored.
- Under the umbrella of **ONE center** we leverage our various **activities**.
- There is no need to reference CSEM by its original full name. Like this it is applicable in all languages and strengthens our brand.

MAIN WRITING PRINCIPLES TO REMEMBER

- **Show we understand the context of our customer.** Talk about the challenges we help them solve.
- **Focus on the outcomes:** Don't spend too much time on describing processes. Instead, show what we have been able to achieve.
- **Don't overload on jargon.** If you must use specific terminology, show respect for your audience by explaining it.
- **Keep sentences and paragraphs short,** under 25 words per sentence and under six lines for a paragraph.
- **Use headings to help readers navigate** a lengthy piece.
- **Add verbs.** They help create a sense of action.
- **Add some emotion to your writing.** Our readers are humans as well as professionals.

OUR TONE OF VOICE PRINCIPLES





5	CSEM ARCANTEL ADRIAN PUN	FENTU
	CENTRODUC	
4	CSEM ANDREI-LUCIAN PUN	PICU
	PULSEON RICHMOND	
3	CSEM	NANDU
2		MICRO
1		CAFETERIA
	RECEPTION - INFORMATION	
	STORAGE - LOBBY	



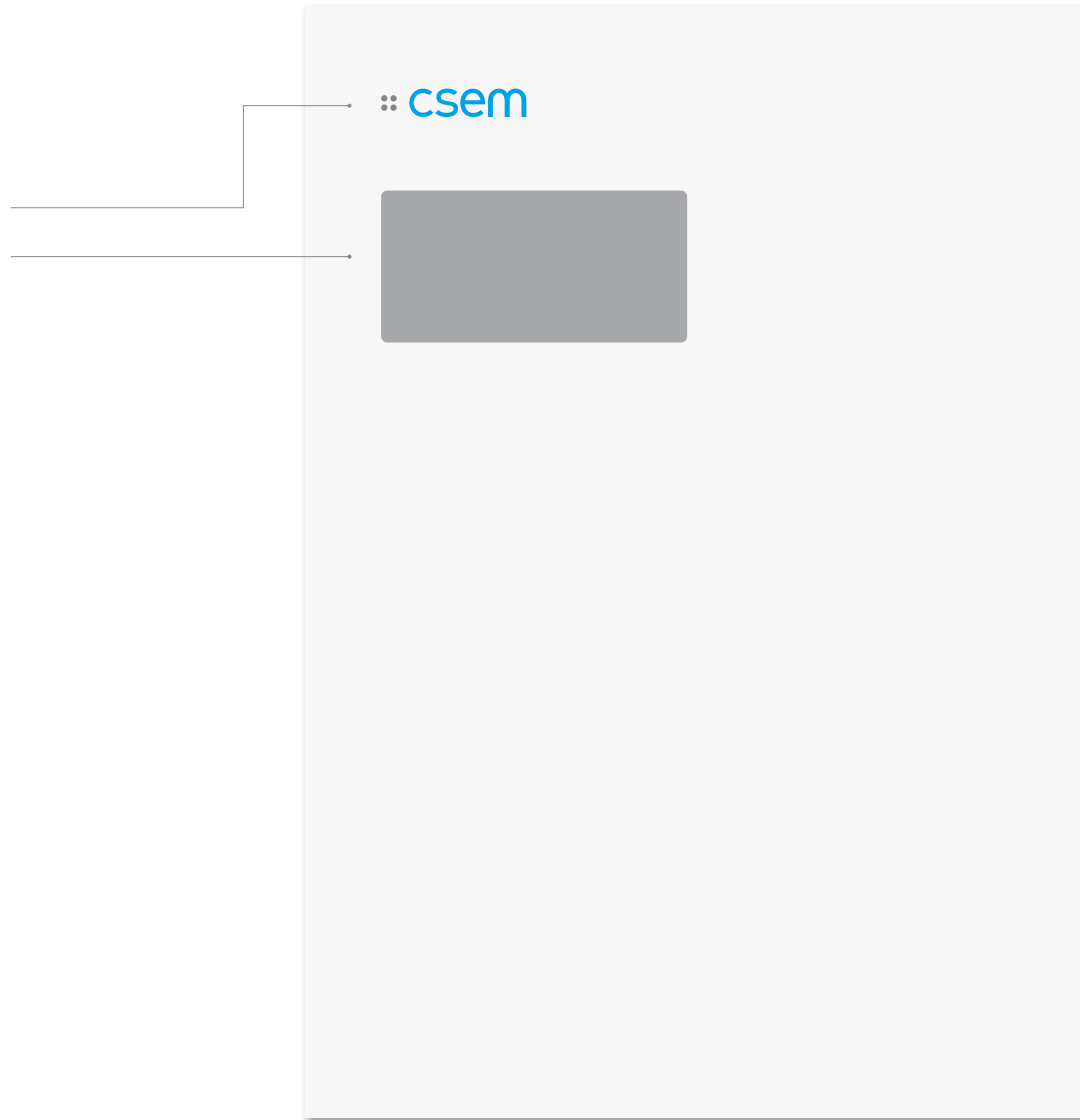
:: STATIONARY

LETTER

A4

We are **ONE CSEM** and this is why we don't differentiate headers and footers. All letter templates exist as Microsoft Office document templates, and the layout may not be changed.

- The logo is placed at the top left
- The correspondent's address should be displayed in the document on the left side to match the window of the envelope



ENVELOPES

C4 AND C5

- For consistency, the design applied is the same for envelopes without windows
- We are proud of our claim, and want the world to know we are ready to tackle new challenges
- The logo is aligned on the window



BUSINESS CARD

KEEPING IN TOUCH FASTER

Thanks to the QR code on your card, your contact will easily keep in touch with you without worrying if they have mistyped your contact details.

Order your Business Cards directly over [YORC](#).

- Your name is displayed in Roboto bold 10 pt in CSEM blue
- The rest of the text is in Roboto regular 7 pt CSEM grey
- Your job description should be as short as possible
- The address should be your CSEM site address
- The QR code embeds all the information on the business card

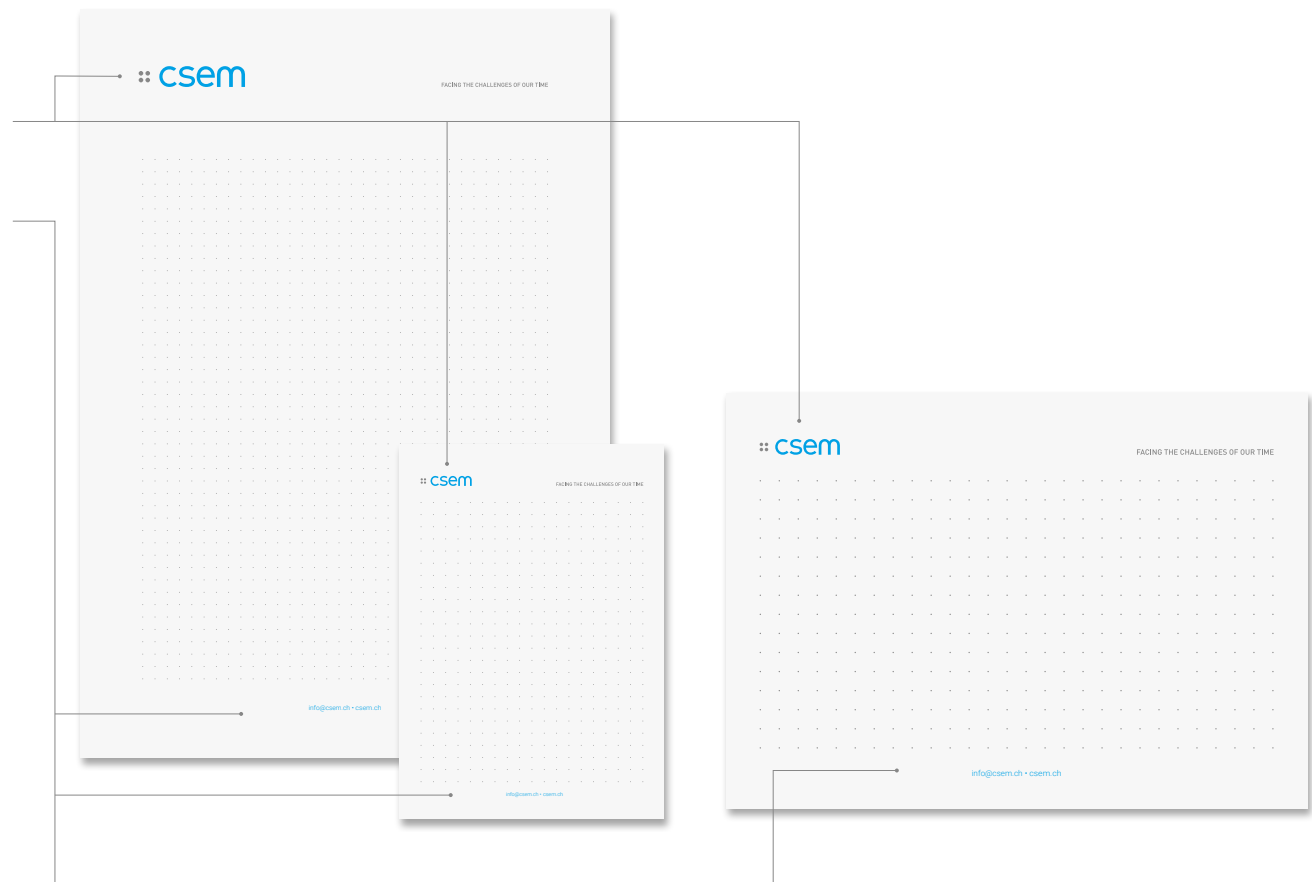


MEMO PADS

A4, A5, AND A6

Dots are a crucial part of our corporate identity and this is why our paper blocks do not have ordinary squares but guiding dots.

- Logo is on the top left
- The claim is displayed on the top right
- CSEM's website and email are displayed at the bottom of the page
- Paper blocks can be ordered on [CAOTIS > MBD > Branded](#) item order



:: MARKETING

E-MAIL SIGNATURES

LOVE AT FIRST SIGHT

We have three types of signatures:

- Standard: when you start a new conversation
- Short: when you reply. To avoid fastidious scrolling to find the phone number
- Promotion: if you want to highlight an event. Just download the banner from our website and place it in the signature. But please use this signature only for the first email to avoid data consumption and excess energy usage

You find the templates and [the guidelines for the setup here](#).

Best regards / Meilleures salutations / Freundliche Grüße.

Hugh GUERNSEY-MARMADUKE



Job title

+41 79 777 00 00 • +41 32 720 00 00
Rue Jaquet-Droz 1 • 2000 Neuchâtel



Best regards / Meilleures salutations / Freundliche Grüße.

csem Hugh GUERNSEY-MARMADUKE • Job title • +41 79 777 00 00

Best regards / Meilleures salutations / Freundliche Grüße.

Hugh GUERNSEY-MARMADUKE



Job title

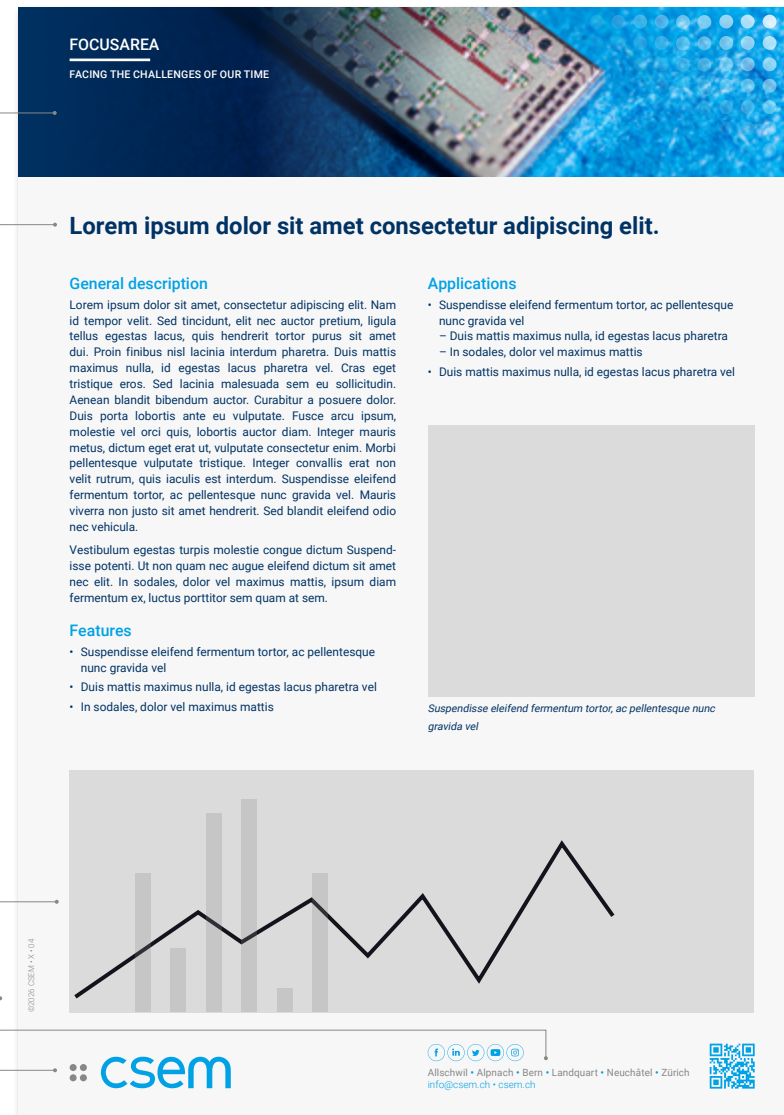
+41 79 777 00 00 • +41 32 720 00 00
Rue Jaquet-Droz 1 • 2000 Neuchâtel



TECHNICAL FACTSHEET

ENGINEER TO ENGINEER

- One page A4 portrait
- The layout may vary in order depending on the quantity of the text, schematics, and pictures, but it must always be displayed in two columns with an 8,45 mm gutter
- One of our pictures should be displayed here
- Main title
- General description providing additional information
- Some pictures can be displayed with a short description
- A chart or a table can be displayed on the bottom
- A copyright with the year of publication and a letter referring to the Business Unit must be updated with each new version
- Our sites are displayed with other contact possibilities
- Our logo is visible on the bottom left corner



MARKETING FLYER

LEAD GENERATION

Our goal is to attract people to our website to browse more information about the topic and contact us. That's what you present must be concise and to the point. You may use schematics or a small picture.

- A5 landscape double-sided Novatech paper
- Short main title
- Our logo is always on the cover
- Dot pattern is applied on the first page
- Our photographer must take the cover picture, please check [the process on YORC](#)
- Descriptive title on the top of the page
- 1800 characters maximum (with punctuation), no pictures, no bullet points
- 1200 characters maximum, one picture, few bullet points
- A copyright with the year of publication and a letter referring to the business unit is faintly visible here
- Our partner(s) logos should be displayed in this area
- The QR code leads to our general contact page with our social media details

