CORPORATE DESIGN
STANDARDS MANUAL
AND CO-BRANDING GUIDE

swisscontact

SWISS
FOUNDATION
FOR TECHNICAL
COOPERATION

SEPTEMBER 2020

This manual sets the standard for
all Swisscontact communications
produced by employees and partners.

2020

This graphic standards manual replaces the version released in 2016.

INTRODUCTION

"The two words 'information' and 'communication' are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through."

– Sydney Harris

The overall preparation and dissemination of the communication materials fall under Swisscontact's communications objective of increasing the awareness and understanding of our stakeholders about our approach and successes.

To inform and influence effectively, we must present ourselves clearly and consistently. This communication guideline is prepared for the use of Swisscontact staff as a reference tool to apply and maintain a consistent and professional image. It sets out written guidelines to adhere to while preparing any printed and/or electronic materials as well as giving guidance on the overall use of the logo, image and branding of Swisscontact for internal and external communications, on corporate, regional and project level.

The manual includes communications templates ranging from MS Office templates for Word and PowerPoint, use of logos and images; templates for documents, letterheads, email signatures, presentations.

Therefore, by following these guidelines, we will ensure that Swisscontact has a common "look" and "feel" running through the organisation, and more importantly the "look" that presents our values and professionalism to the people we wish to inform.

This manual is an ongoing work; hence, it will periodically be updated with new information when necessary.

CONTENT

1. BRAND

1.1 MISSION

We promote inclusive economic, social and ecological development to make an effective contribution towards sustainable and widespread prosperity in developing and emerging economies.
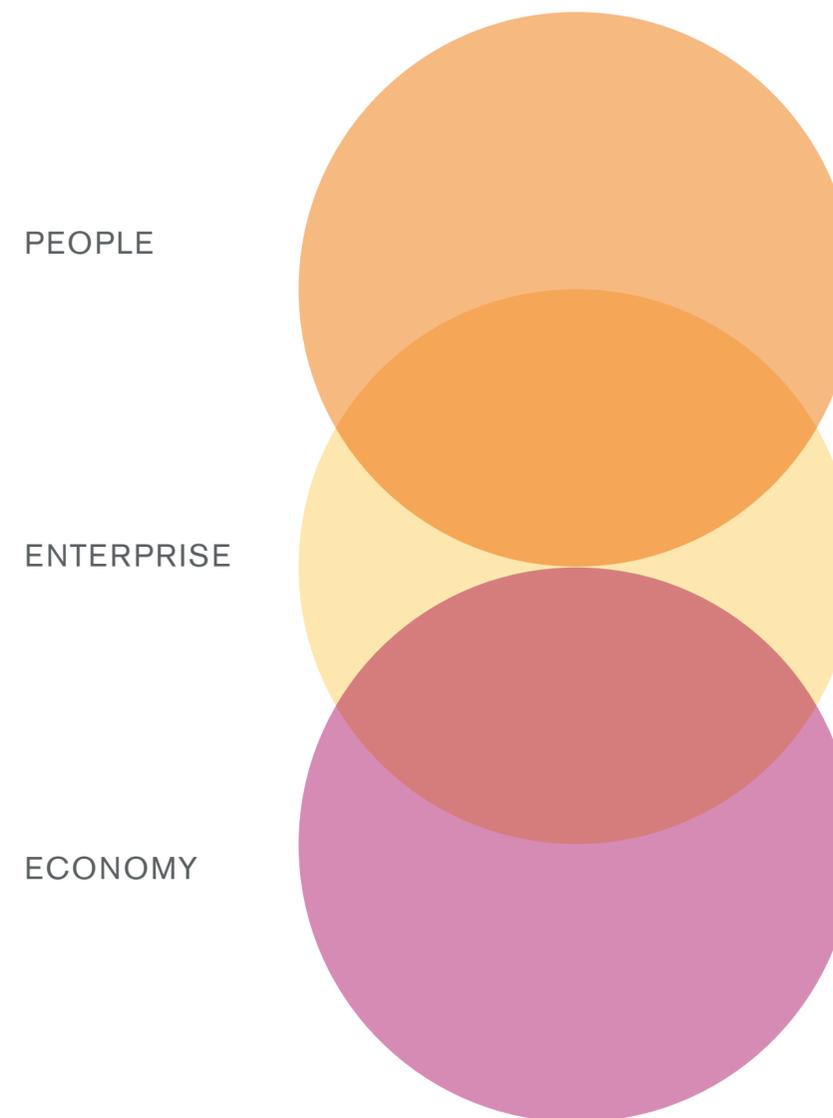
With this objective in mind, we offer the chance to economically and socially disadvantaged people to improve their lives on their own initiative.

OUR VALUES AND BELIEFS

▪ We believe that people, even in dire conditions have the ability and will to act and liberate themselves from the shackles of poverty. However, this is only possible in an enabling environment and level playing field.

▪ We make an effective contribution to improve the framework conditions for sustainable development through the facilitation of access to skills, knowledge, markets, technologies and financial services.

▪ We believe that balanced private sector and market-driven approaches in the context of an environmentally and socially sustainable market economy offer the best conditions for people to fulfill their potential and make sustainable development possible.

▪ We act responsibly and respect people in their own contexts, societies and cultures.

▪ We stand for professional quality and high ethical standards in our activities.

WHAT WE DO

▪ We strengthen the competencies of people, improving their employability

▪ We increase the competitiveness of enterprises, growing their business

▪ We foster social and economic systems, promoting inclusive development

PEOPLE

ENTERPRISE

ECONOMY

BOILER PLATE AND LEITMOTIV

Swisscontact is a leading partner organisation for the implementation of international development projects.

We promote inclusive economic, social and ecological development to make an effective contribution towards sustainable and widespread prosperity in developing and emerging economies. With this objective in mind, we offer the chance to economically and socially disadvantaged people to improve their lives on their own initiative.

The independent, non-profit, private foundation was established in 1959 in Switzerland.

We strengthen the competencies of people, improving their employability, increase the competitiveness of enterprises, growing their business and foster social and economic systems, promoting inclusive development.

Link to other languages

PEOPLE

ENTERPRISE

ECONOMY
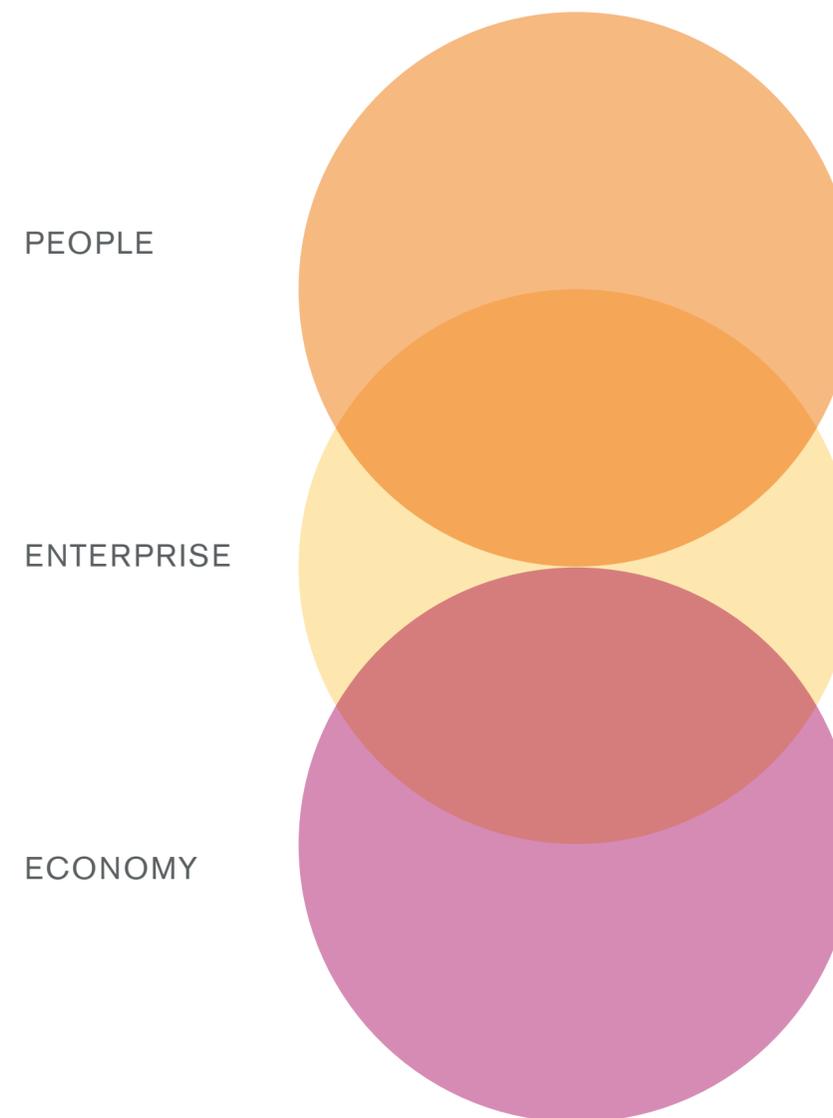
1.3 THE LOGO
FULL COLOUR
APPLICATION

Our logo is locked together in spacing, size, colour and proportion and must not be altered.

Specific colours are assigned to the logo and should always be adhered to as specified here.

Link to Logo files

PANTONE 541 C
100c 45m 0y 45k
0r 71g 122b
#004d8c

PANTONE 446 C
10c 0m 0y 75k
90r 95g 97b
#394040

1.3 THE LOGO
AREA OF ISOLATION
& MINIMUM SIZE

AREA OF ISOLATION

A clear space around the logo has been designed to protect and optimise the legibility of the brand. The clear space is equal to the height of the letter 's' in Swisscontact.

MINIMUM SIZE

The minimum print size of the logo refers to the smallest size that it can be applied to any kind of stationery, advertisement or promotional item. The minimum width of the logo is 25mm.

A minimum on-screen size is needed to ensure legibility. The minimum width of the logo is 100 pixels.

LOGO SIZE GUIDE

The sizing table specifies the approximate logo sizes for standard document formats and can be used as a quick guide.

Print sizes

Document	Logo Size (W)
DIN A5 format (210 x 148mm)	42mm
DIN DL format (105 x 210mm)	30mm
US Tri-Fold Format (93,22 x 215,9mm)	30mm
DIN A4 Format (210 x 297mm)	50mm
US Letter Format (215,9 x 279,4mm)	50mm
DIN A3 Format (297 x 420mm)	70mm
DIN A2 Format (420 x 594mm)	100mm
DIN A1 Format (594 x 841mm)	150mm
DIN A0 Format (841 x 1189mm)	200mm
Business Card (85 x 55mm)	25mm

Digital sizes

Device	Logo Size (W)
Smart Phone	240 - 300px
Tablet	300px
Laptop/Desktop	300 - 400px
Video, Full HD & HD	300 - 400px

Area of isolation

1.3 THE LOGO
PLACEMENT ON VARIOUS
BACKGROUNDS

Where possible, the logo should appear in full colour on a white background. If there are printing restrictions, the logo may also appear in single colour black.

If the logo is placed onto a light background colour or image area, the full colour version is used. If the background colour or image area is dark, the white version of the logo is used.

Maximum visibility should always be kept in mind when choosing between the full colour logo and white version, and it should never be placed onto a busy image area.

Full colour logo on white

Single colour black logo on white

Single colour white logo on black

Full colour logo on light background colours

White logo on dark background colours

White logo on dark image areas
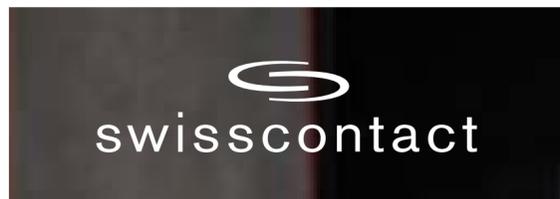
Full colour logo on light image areas

1.4 OFFICIAL FOUNDATION NAME
THE FOUNDATION LOGO

Size and alignment

Or lower

SWISS FOUNDATION FOR TECHNICAL COOPERATION

swisscontact

Equal width   Equal width

The foundation logo (Swiss Foundation for Technical Cooperation), should be placed alongside the Swisscontact logo in a prominent position. The preferred placement is below the Swisscontact logo and to the left of the layout. It can appear in the white area next to the Swisscontact logo or on top of the image area in blue or white.

The size of the foundation logo in relation tho the Swisscontact logo is equal to the width from the letter 's' to 't'.

The foundation logo should always appear on:

▪ Annual reports
▪ Corporate brochures (working areas)
▪ Business cards
▪ Title slide of presentations
▪ Videos
▪ Office signage

Link to logo files

Placement on white

Placement on light image area

Placement on dark image area

Placement example 1

Placement example 2

The official foundation name may appear in the relevant publication's language as required and as indicated here. We mainly communicate in four languages:

- German
- English
- Spanish
- French

Schweizerische Stiftung für technische Entwicklungszusammenarbeit

Swiss Foundation for Technical Cooperation

Fundación Suiza para la Cooperación Técnica

Fondation suisse pour la coopération technique

1.5 TAGLINE

The tagline is to be placed separate from the logo and should only be used when an advertising statement is communicated.

It must always appear in sentence case and in Swisscontact blue or grey, or in white when placed on a dark background colour or image area.

The font is Garamond Medium Italic, with a kerning of +30.

The tagline should only appear on promotional collateral, such as:

▪ Corporate videos
▪ Advertisements (jobs)
▪ Websites
▪ Brochures
▪ Posters & banners
▪ Event invitations
▪ Promotional letters (fundraising)
▪ Newsletter

Placement on white

We create opportunities

We create opportunities

Placement on light image area

We create opportunities

We create opportunities

Placement on dark background colour

We create opportunities

Placement on dark image area

We create opportunities

Placement example

1.6 GRAPHIC DEVICES
THE WORLD MAP

Sizes:

Blue globe
A4 - 62mm
A5 - 53mm
ppt - 335px

White globe
A4 - 86mm
A5 - 75mm
ppt - 335px

The world map appears as a circular device. There is a corporate version which includes all continents, as well as four regional versions (Africa, Asia, South America and Europe). The regional maps are used for region-specific collateral.

The world map can be used in full colour (blue and white), or as single colour white or blue.

The world map usually appears on covers, overlaying images on:

▪ Annual reports
▪ Corporate brochures (working areas)
▪ Business cards
▪ Title slide of presentations
▪ Videos

Link to Globe files

Full colour blue and white maps

Global   Africa   Asia   Europe   South America

Single colour white maps (opacity 40-80%)

Global   Africa   Asia   Europe   South America

Single colour blue maps (opacity 40%)

Global   Africa   Asia   Europe   South America

1.6 GRAPHIC DEVICES
THE WORLD MAP
PLACEMENT EXAMPLES

Annual report example 1

Annual report example 2

Banner example 1
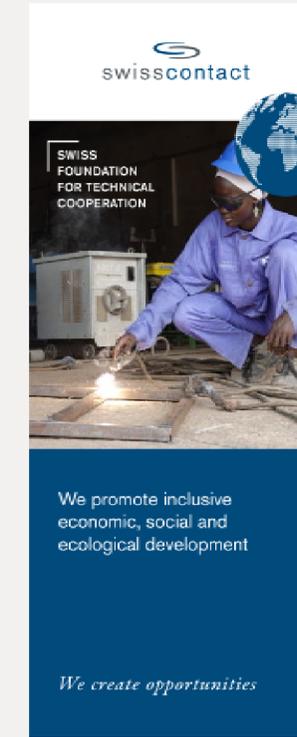
Banner example 2

A5 profile
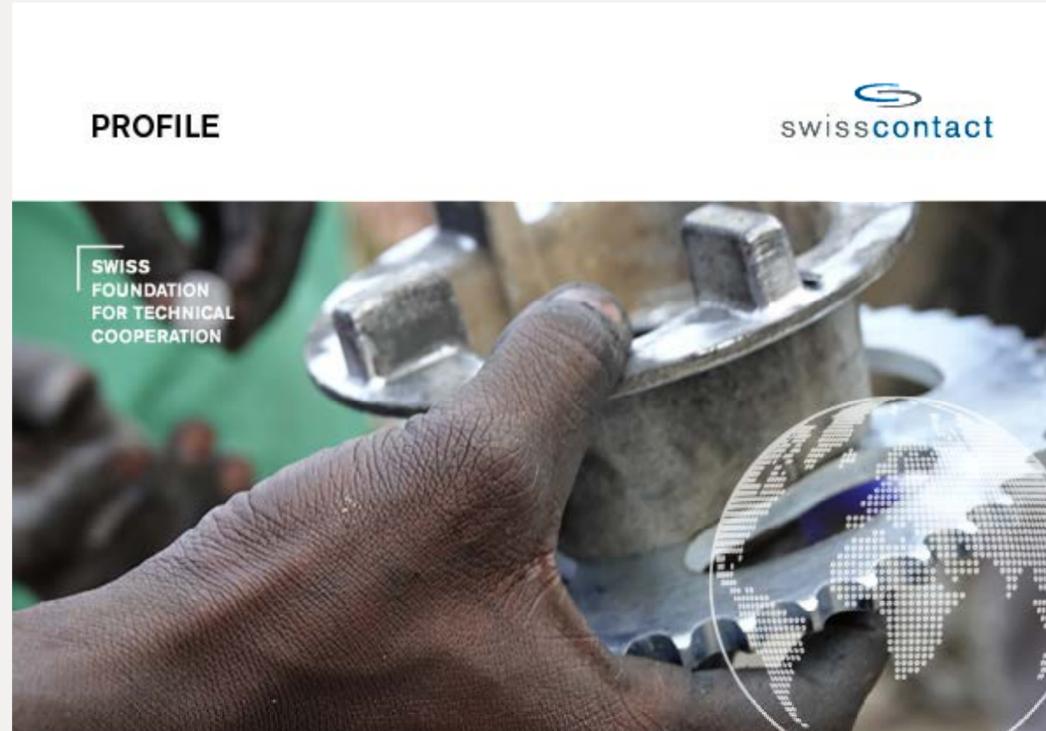
Folder example 1

Folder example 2

Project fact sheet

1.6 GRAPHIC DEVICES
LEITMOTIV

The leitmotiv is constructed from three circular, overlapping shapes that represent our three fields of action: people, enterprise and the economy.

In corporate communication, the full leitmotiv with all three overlapping circles is used at a 50% opacity.

As a design element it can either be placed as a whole with the descriptors, or it can be used without the descriptors, bleeding off the edge.

In the respective topic communication (people, enterprise, economy), the circles are represented individually.
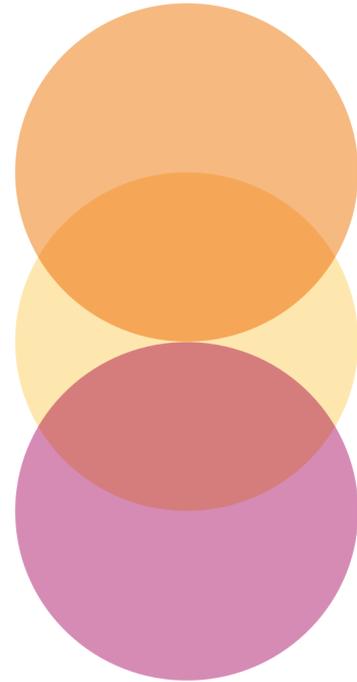
Link to the Leitmotiv files

PEOPLE

ENTERPRISE

ECONOMY

Leitmotiv colour specifications

50%

0c 64m 100y 0k
238r 115g 0b
#ff5c00

50%

0c 20m 70y 0k
254r 208g 96b
#ffcc4d

50%

15c 95m 5y 22k
174r 23g 107b
#a90abd

Annual report layout example

We create opportunities

Brochure layout example highlighting topic (people)

PEOPLE

Folder back cover example
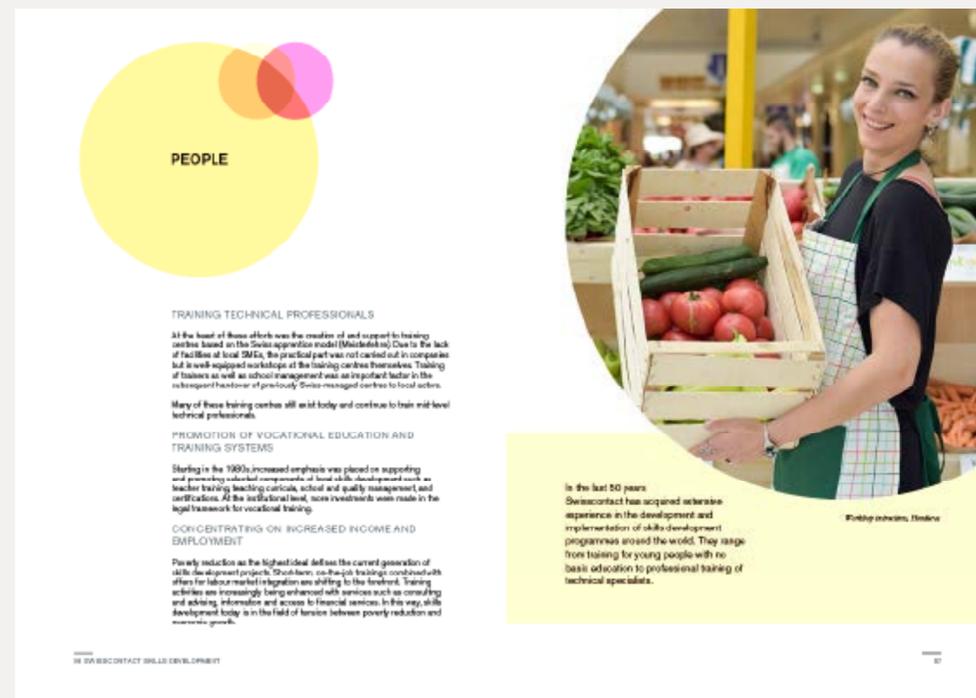
Profile back cover example

1.6 GRAPHIC DEVICES
CIRCLES AND SQUARES

Circles represent facts and squares represent emotions. These two shapes can be used in various ways to add interest, creativity and colour to a layout. It can be used at any colour opacity, or as an outline.

Squares and circles can be combined in a layout, or used as a device to hold text, pictures, headings or quotes.

FACTS

EMOTIONS
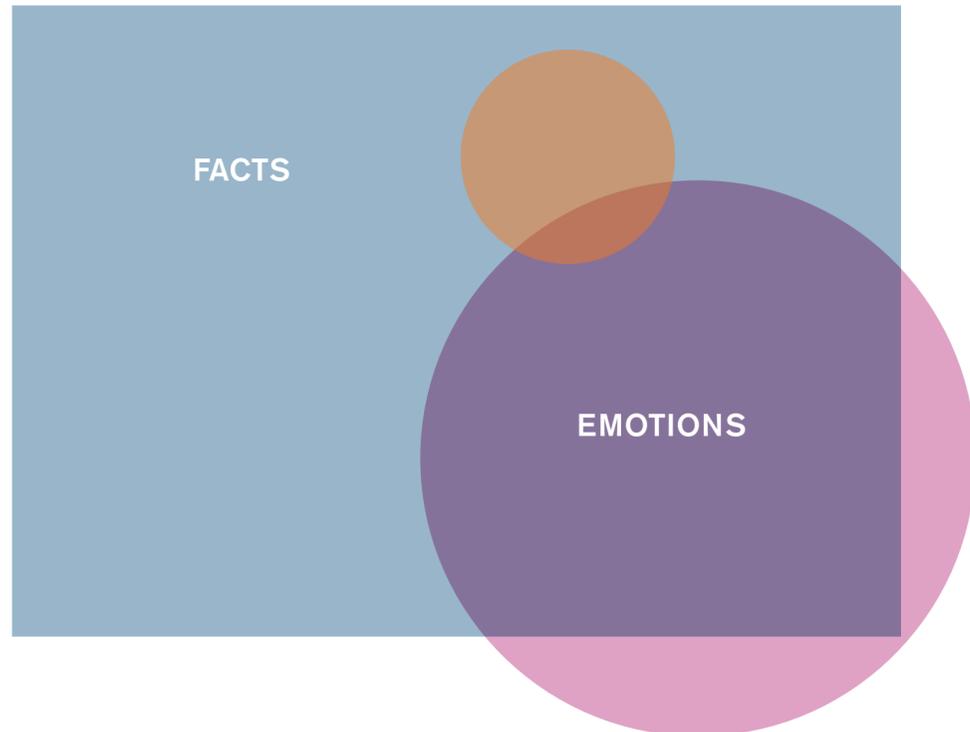
Annual report layout example

A4 brochure layout example

A4 brochure layout example

Profile layout examples
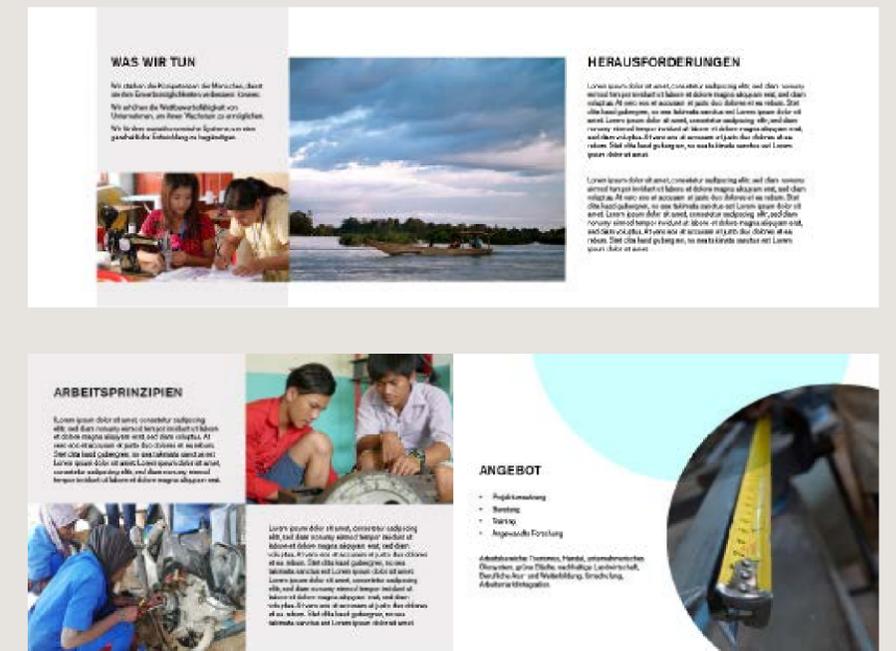
1.7 ICONS
WORKING AREAS

The icons representing our working areas are defined below. A colour has been assigned to each icon, and it can be placed as positive on a white background, or reversed out of its colour in white.

Link to Icon files

Initial Vocational Education and Training

Upskilling and Reskilling

Labour Market Insertion

Green Cities

Sustainable Agriculture

Trade

Tourism

Entrepreneurial Ecosystem

Icons on a white background
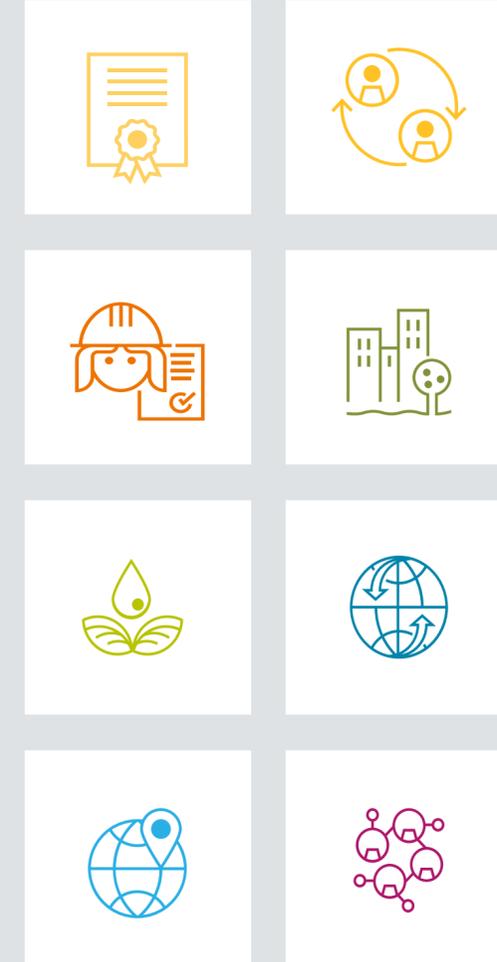
Icons on a coloured background

1.7 ICONS
SUSTAINABILITY CRITERIA
& WORKING PRINCIPLES

The icons may appear in two colours on white, or it may be reversed out of a solid colour background.

Link to Icon files

SUSTAINABILITY CRITERIA

Icons on a white background
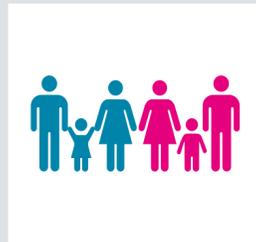
Gender Equality &
Social Inclusion
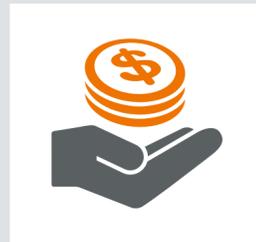
Financial
Capability

Environmental
Responsibility

Good Governance

Icons on a coloured background

Gender Equality &
Social Inclusion

Financial
Capability

Environmental
Responsibility

Good Governance

WORKING PRINCIPLES

Icons on a white background
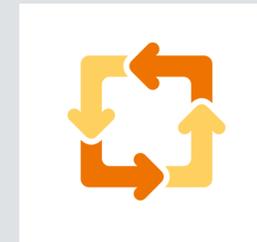
Evidence-
based Adaptive
Management (MRM)
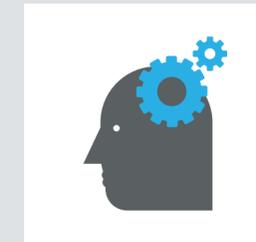
Learning Culture

Inclusive Systems
Development

Private Sector
Engagement

Icons on a coloured background

Evidence-
based Adaptive
Management (MRM)

Learning Culture

Inclusive Systems
Development

Private Sector
Engagement

1.8 COLOUR PALETTE
PRIMARY COLOURS

The primary colour palette consists of the Swisscontact blue, Swisscontact grey, cold grey and warm grey. These colours may be used in all collateral, and tints of these colours are allowed for graphs, tables and colour blocks.

Swisscontact blue

PANTONE 541 C
100c 45m 0y 45k
0r 71g 122b
#004d8c

Swisscontact grey

PANTONE 446 C
10c 0m 0y 75k
90r 95g 97b
#394040

Cold grey
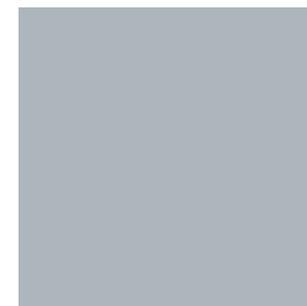
PANTONE 429 C
10c 0m 0y 35k
172r 182g 188b
#95a6a6

Warm grey

PANTONE WARM GREY 4 C
0c 4m 9y 30k
194r 186g 176b
#b3aba2

| 80% |
| 60% |
| 40% |
| 20% |

BLUE TINTS

| 80% |
| 60% |
| 40% |
| 20% |

GREY TINTS

| 80% |
| 60% |
| 40% |
| 20% |

COLD GREY TINTS

| 80% |
| 60% |
| 40% |
| 20% |
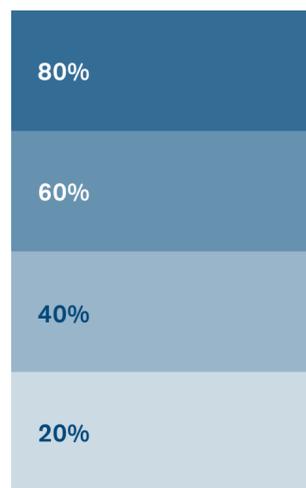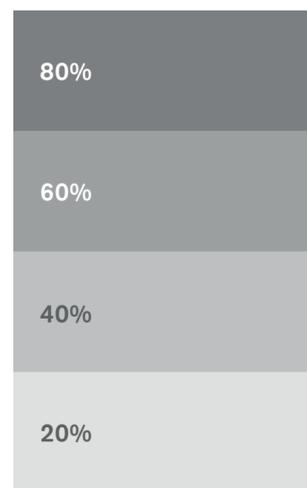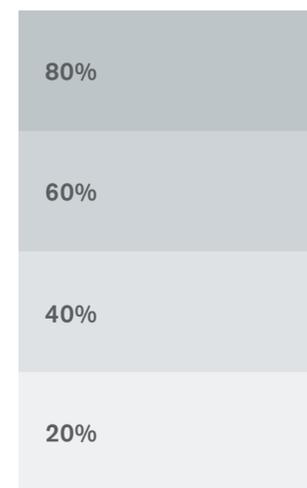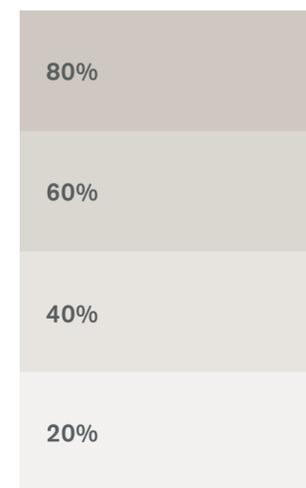
WARM GREY TINTS

1.8 COLOUR PALETTE
SECONDARY COLOURS

The secondary colour palette consists of colours intended for the design and structuring of documents and can be used for colour blocks and graphics.
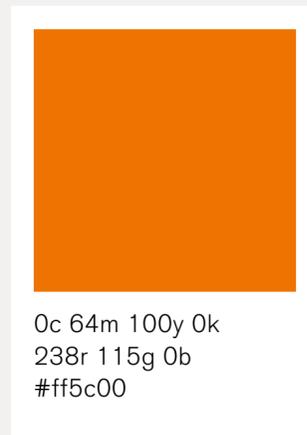
Yellow	Orange	Olive	Lemon	Light blue	Dark blue	Burgundy	Magenta
0c 20m 70y 0k 254r 208g 96b #ffcc4d	0c 64m 100y 0k 238r 115g 0b #ff5c00	35c 0m 80y 40k 128r 146g 56b #63991f	30c 0m 100y 10k 184r 196g 0b #a1e600	70c 10m 0y 0k 42r 175g 229b #4de6ff	80c 20m 13y 20k 0r 132g 170b #29a3b1	15c 95m 5y 22k 174r 23g 107b #a90abd	0c 100m 0y 0k 229r 0g 125b #ff00ff

YELLOW TINTS	ORANGE TINTS	OLIVE TINTS	LEMON TINTS	LIGHT BLUE TINTS	DARK BLUE TINTS	BURGUNDY TINTS	MAGENTA TINTS
80% 60% 40% 20%	80% 60% 40% 20%	80% 60% 40% 20%	80% 60% 40% 20%	80% 60% 40% 20%	80% 60% 40% 20%	80% 60% 40% 20%	80% 60% 40% 20%

PRIMARY TYPEFACE

Akzidenz Grotesk is the primary typeface for use across all applications which include headlines sub-headings and body copy.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

Available weights

Akzidenz Grotesk BQ Light
Akzidenz Grotesk BQ Light Italic
Akzidenz Grotesk BQ Regular
Akzidenz Grotesk BQ Italic
Akzidenz Grotesk BQ Medium
Akzidenz Grotesk BQ Medium Italic
Akzidenz Grotesk BQ Bold
Akzidenz Grotesk BQ Bold Italic
Akzidenz Grotesk BQ Super
Akzidenz Grotesk BQ Super Italic

SECONDARY TYPEFACE

Garamond Italic is the secondary typeface used to highlight pull-out copy, testimonials, case studies and quotations.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

Available weights

Garamond Premier Pro Italic
Garamond Premier Pro Medium Italic
Garamond Premier Pro Semibold Italic
Garamond Premier Pro Bold Italic

Link to Font files

HEADLINE
MEDIUM BLACK:
OR REGULAR GREY

H1 HEADING BOLD

Body copy: Akzidenz Grotesk Light.
Wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis quod erat demonstratum at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait facilisi. Wisi enim ad minim eniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis quod erat demonstratum at vero eros et accumsan et iusto odio dig.

«Quote: Garamond Semibold Italic. Ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.»

H2 Heading Title Case Medium

Wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis quod erat demonstratum at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait facilisi. Wisi enim ad minim eniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis quod.

H1 HEADING BOLD

Wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis quod erat demonstratum at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait facilisi. Wisi enim ad minim eniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo ullamcorper consequat.

TESTIMONIAL TITLE: BOLD ITALIC

Body copy: Garamond Italic. Wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Dolor in hendrerit in exerci tation tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Caption: Garamond Italic

1.9   TYPOGRAPHY
FONTS FOR PRINT

This table serves as a guide for
typography in all printed collateral.

Although a certain amount of creative
freedom with regards to font weights,
sizes and colours are permitted, these
specifications should be followed as a
guide in order to achieve consistency in
all printed collateral.

Document	Typography	Typeface	Style	Point Size	Colour
Annual report cover (A4) Regional report cover (A4) Brochure covers (A4)	Title Subtitle	Akzidenz Grotesk Akzidenz Grotesk	Regular/medium/bold Regular	30 12	Black Black
Profile cover (A5 landscape)	Title	Akzidenz Grotesk	Medium	18	Black
Text pages for annual reports, regional reports, brochures and profile.	Heading Sub-heading Body copy Quotes Page numbers Footer Caption	Akzidenz Grotesk Akzidenz Grotesk Akzidenz Grotesk Garamond Akzidenz Grotesk Akzidenz Grotesk Garamond	Light/regular/medium Regular Light Italic Medium Medium Italic	20 12 10.5 20 8 8 9	Black/grey Black/grey Black Grey Black/grey Black/grey Black
Business cards	Name Designation Contact details	Akzidenz Grotesk Akzidenz Grotesk Akzidenz Grotesk	Medium Regular Regular	9 7.5 7.5	Blue Black Black

1.9 TYPOGRAPHY
DIGITAL FONTS

MICROSOFT FONT

Calibri is the digital typeface for electronic communication and word processing documents where the primary and secondary typeface cannot be used due to technical constraints.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

Available weights

Calibri Light
Calibri Light Italic
Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic

ELECTRONIC/WEB FONT

Muli is the digital typeface for electronic and web based communication.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

Available weights

Muli Extra Light
Muli Extra Light Italic
Muli Light
Muli Light Italic
Muli Regular
Muli Italic
Muli Medium
Muli Medium Italic

Muli Semibold
Muli Semibold Italic
Muli Bold
Muli Bold Italic
Muli Extra Bold
Muli Extra Bold Italic
Muli Black
Muli Black Italic

Document	Typography	Typeface	Style	Point Size	Colour
Correspondence, internal documents, policies, briefs, fact sheets and forms (A4)	Title	Calibri	Bold	20	Black
	Subtitle	Calibri	Bold	18	Black
	Headings	Calibri	Bold	11	Black
	Body copy	Calibri	Light	10.5	Black
PowerPoint	Cover/divider title	Calibri	Bold	38	Black/grey/white
	Cover/divider subtitle	Calibri	Regular	25/30	Black/white
	Slide title	Calibri	Bold	38	Black
	Body copy	Calibri	Regular	28	Black
Email signatures	Company name	Calibri	Bold	10	Black
	Contact details	Calibri	Regular	9	Black
Newsletter	Title	Muli	Extra bold	16	Black
	Subtitle	Muli	Regular	12	Black
	Body copy	Muli	Light	12	Black
Video	Title	Muli	Light	70	Black
	Subtitle	Muli	Light	30	Black
	Section title	Muli	Semibold	55	Black
	Caption	Muli	Bold	30	Black
	Speaker caption	Muli	Bold	30	Black
	Speaker title	Muli	Regular	25	Black
	Sub titles	Muli	Regular	25	Black

1.10 PHOTOGRAPHY

The photographic style is divided into three categories:

1. MISSION

Broad view of a non-detailed environment; wide perspective landscape views with people from our target populations working in the background.

Mission photographs can be used in the following collateral: Posters, greeting cards, annual report covers, website homepage, PowerPoint presentation cover and title slides and job advertisements.

2. WHAT WE DO

These photographs focus on the core sector activities and portray people in their typical working environments. Compositions are interesting and focus on the technical aspect of the work.

What-we-do photographs can be used in the following collateral: Banners, greeting cards for projects, covers and contents of brochures, leaflets and fact sheets, website content, PowerPoint presentation content slides, event invitations and advertisements.

3. RESULTS

Close-up of a clearly focused subject matter, such as products and plants relating to specific projects.

Result photographs can be used in the following collateral: Contents of brochures, leaflets and fact sheets, greeting card projects, website content and PowerPoint presentation content slides.

Online sessions are a great opportunity to present and boost our brand to an external audience.

To increase the visibility of our logo/projeltlog, an individual background can be displayed during virtual sessions (Skype, zoom, teams).

2. CORPORATE COMMUNICATION

2.1   LOGO APPLICATION

Swisscontact's corporate communications — those that are communicated on behalf of the foundation as a whole — include all materials on- and off line.

This includes all swisscontact.org website and corporate social media channels. These products are solely owned and exclusively branded by Swisscontact.

It is critical that all corporate communications ensure the integrity of our brand.

All corporate products must follow the foundation's graphic standards.

LOGO PLACEMENT ON PRINT COLLATERAL AND STATIONERY

The logo should always be placed in the top right corner, with the foundation logo to left or below it. In exceptional cases it may be centered, for example on banners or special requests.

ON BACKGROUNDS

Where possible, the logo should appear in full colour on a white background. The foundation logo may be placed (in blue or white) on photographic backgrounds that provide good contrast and legibility to ensure that it is clearly recognisable. Alternatively, it can be placed next to the Swisscontact logo, to the left of the layout in blue.

Regional report cover example
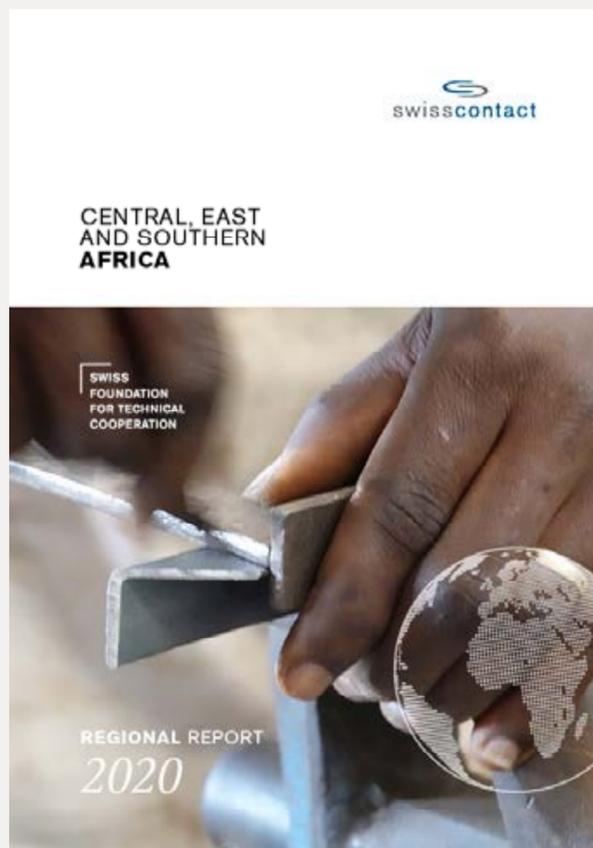
Acquisition document cover example

Banner example

Business card example

PowerPoint cover slide example

2.2 OFFICE SIGNAGE
DOOR PLATE

The office address is centred below the Swisscontact logo. The size of the door plate may vary according to the available space for signage.

SWISS
FOUNDATION
FOR TECHNICAL
COOPERATION

swisscontact

Office Address

2.3 ADMINISTRATIVE MATERIALS
LETTERHEAD

SIZE
A4 (210 x 297mm)

FONT SPECIFICATIONS

Address details, date & body copy:
Calibri Regular 11pt
Subject line: Calibri Bold 11pt
Designation: Calibri Regular 8pt
Address details: Calibri 7pt

Please note that the SGS logo has been removed from the footer of the letterhead.

SWISS
FOUNDATION
FOR TECHNICAL
COOPERATION

swisscontact

Address Details 1
Address Details 2
Address Details 3
Address Details 4
Address Details 5
Address Details 6

Date

Subject

Attention

Text

Greeting
Swisscontact

Surname, Name
Designation

Addition

Swisscontact
SWISS FOUNDATION FOR TECHNICAL COOPERATION
Hardturmstrasse 123, CH-8005 Zürich, Tel. +41 44 454 17 17, Fax +41 44 454 17 97, www.swisscontact.org, info@swisscontact.org

2.3 ADMINISTRATIVE MATERIALS
BUSINESS CARD

SIZE
85 x 55mm

OWN LANGUAGE

Business cards may be produced in
other languages in addition to the
English version, or may be printed on
the back of the English version.

2.3 ADMINISTRATIVE MATERIALS
EMAIL SIGNATURE

The email signature is set in Calibri 10pt, black. Only the Swisscontact and foundation names are bold, and no logo is included.

Information on email signatures should follow this order:

1. Name
2. Position title
3. Swisscontact
   SWISS FOUNDATION FOR TECHNICAL COOPERATION
4. Office Address
5. Phone, Mobile
6. Skype account (optional)
7. Web address (hyperlinked)

A project, anniversary or event announcement logo may be included in the email signature, but only for a maximum period of 6 months after which it must be removed. It has to be placed below the signature.

Florian Meister
Director Operations & Quality
Deputy Executive Director

Swisscontact
SWISS FOUNDATION FOR TECHNICAL COOPERATION

Hardturmstrasse 123, CH-8005 Zurich
Tel. +41 44 454 17 65, Mobile +41 44 454 17 97
skype: florian_meister
www.swisscontact.org

2.4 MS OFFICE TEMPLATES
PRINCIPLES

MS Office Word templates are available for download on your Word Programme.

Text and headings

▪ The font for all text is Calibri
▪ Headings are mostly written in capital letters.
▪ Headings and sub-headings appear in black, or one secondary colour per document, 11/10.5pt.
▪ Black body copy, 10.5pt
▪ Links are underlined in black and italicized
▪ The text can run in one or two columns.
▪ All text is left aligned
▪ The footer contains the title of the document, left aligned, and the page number, right aligned, 10pt in grey
▪ Do not condense or expand the type

Colours and icons

▪ Icons from the Microsoft library can be used
▪ Graphic elements should be used sparsely and can appear in any of the Swisscontact colours, with a maximum of three additional colours
▪ Choose one base colour per document
▪ The warm or cold grey colours can be used in various grids and tones, especially for tables
▪ White borders are used for tables

Pictures

▪ Pictures from the Internet may not be used unless the copyright has been obtained
▪ For MS Office templates, images are never placed in circles

Link to all MS Office templates

Document Title
DOCUMENT TITLE 20PT

Intro/highlighted copy, Regular 10.5pt
Ab incitempor sinvendus id ut que parum quiate poremquam quatem. Ore eruptur alibus, sum facia venis expelec tibusdae plat eatur acescias exeribus auta soluptaquam alicto maxime necae vella dolupta volorro volorep eligni temped que velesti voluptatur se vollecta con nullor a si rere cumquunde re labore, nectur millupti untis ea natisi simodio. Ut adis perio. Ita velique re eaqui corrovides etur.

Ferae dolor sim intium reic tem eum quam fugit apicient quodita tempore perchillias deles modit utemqui ipsunt andiationsed modit aute consendi ut la voluptas eic tes mod exeri nimus.
Nem ipsandendit minullatur sam sum lab intium

1. H1 HEADING, CAPITALS, 11PT, BOLD

Body copy, 10.5pt, Light. Feritatiosam et odiae natiis maiorro viditae. Dae lis qui idenditio. Min con reperit eat venissincias ipient ea istia consequi bla ped et voluptam ipsantessit, occumquide rehenimaio. It laccum quo in providenda andaes expeles aut maximint quuntion porporem esti dolorero moluptat molor.

Ⓜ **H2 heading, Title Case, 10.5pt, Bold**

Feritatiosam et odiae natiis maiorro viditae. Dae lis qui idenditio. Min con reperit eat venissincias ipient ea istia consequi bla ped et voluptam ipsantessit, occumquide rehenimaio. It laccum quo in providenda andaes expeles aut maximint quuntion porporem esti dolorero moluptat molor magnimus, odisci bla num eseque

recab inus, totatqu atquam eumquis et ditatio saperion nes es consequo tori sante perfercienia voluptatus veris et que qui occaess equam, quos eos ex eume es magnatqui ad ut maximus qui tota velest, quas aliquia parumquiam inihitatur rem ius et ad magnimus ma conse perions endella musciduntur, cuptur.

Luptati quam facerias dolorio. Atat adi dolupit etur aditaturi omnimagnimus dolupta del maximusapid ut vollaudam ratem ium res eum dent destibusam cust, simpellant quo everum volessum volores suntibus rae quia nem ilitiae explitet modi con rest, que plaut quibus, qui si arciasimi, officipic testemquiam voluptur? Equatemped maxim rem iuntem es doluptam adis ape quam fuga. Dolupta teserum, eos ant as utecessit voluptiore veni nobit elis dolorepero berum.

2.4 MS OFFICE TEMPLATES
EMPLOYMENT AD

SIZE
A4 (210 x 297mm)

2.4 MS OFFICE TEMPLATES
PROJECT FACT SHEET

SIZE
A4 (210 x 297mm)

Product Factsheet
COMMUNITY PARAMEDIC TRAINING

Community Paramedic Training (CPT) is a two-year structured dualized VET training programme. It equips secondary school graduates to provide primary healthcare services in rural communities. CPT has a curriculum of 11 modules, which is delivered during 18 months of classroom training, and followed by six months internship in a qualified hospital. It aims to produce qualified health service entrepreneurs at scale and addresses the underserved last mile challenge by replacing traditional healers and quacks to reach out to rural communities.

CONTEXT

There is a severe shortage and geographic maldistribution of skilled and qualified healthcare professionals in the healthcare system in Bangladesh. With only 8.5 health human resource (HRH: doctors, nurses, midwives, assistants, technicians, paramedics) for 10,000 people, Bangladesh is far below that of the 44.5 recommended by WHO.

Bangladesh also suffers from acute youth unemployment and underemployment. Around 11.2 million people are unemployed and another 15 million are underemployed or have a Neither in Employment, Education nor in Training (NEET) status. Of them 50.9% are secondary school graduates (BBS, LFS 2017). Every year almost 2.2 million young men and women (15 to 25 years) enter the job market without relevant and transferable skills to compete in a dynamic and growing national economy.

SDG & SWISSCONTACT RELEVANCE

CPT addresses Sustainable Development Goals (SDG) 3, 5 and 8 - to ensure good health and wellbeing and promote decent work, equally for men and for women, respectively. CPT involves public, private and informal education institutions and fosters cooperation between public and private institutions to build a strong ecosystem to address the current systemic shortages of skilled professionals in the healthcare systems. Thus, CPT is very relevant to the aims and objectives of Swisscontact.

ACHIEVING SUSTAINABILITY TOWARDS HEALTHCARE ACCESS (ASTHA)

Implemented by Swisscontact Bangladesh
Funded by six private foundations, including Novartis, Julius Baer Foundation etc.

COUNTRY/PROVINCE

Seven districts (Rangpur, Nilphamari, Lalmonirhat, Sunamganj, Sylhet, Patuakhali and Barguna) throughout Bangladesh

DURATION OF TRAINING

Two years training: 18 months centre based vocational training and six months of practical internship in an attached hospital.

IMPACT

Between 2014-2019:
- 648 Bangladeshi men & women completed CPT and are active as community paramedics (CP) directly through the project
- 157,000 patients treated
- 266,000 rural community members reached through awareness campaigns about benefits of quality healthcare services provided by CPs.
- 4,500 additional graduates and active CPs active across the country, as a result of adoption of CPT by existing healthcare system.

WHAT MAKES THE PRODUCT UNIQUE?

CPT brings an overall positive transformation into a country's healthcare ecosystem. It establishes various private-public partnerships to develop HRH skills for healthcare jobs and successful healthcare self-employment. In the process, this unique long-term training helps to build a national cadre, a profession for life for the aspiring young men and women who are ready to complement the HRH gap of a country. CPT addresses the last mile healthcare and public health void in rural communities and prepares graduates to become successful healthcare entrepreneurs. The intervention around CPT offers several innovations: improved and relevant formal VET for disadvantaged secondary school graduates, combined with enterprise development support for graduates to deliver commercial, yet low cost quality services, and building linkages to the healthcare markets (doctors, hospitals, pharmacies, laboratories).

SUCCESS FACTORS

CPT offers young men and women an opportunity to become qualified healthcare enterpreneurs. After graduation they choose to take up employment or set up their own clinics and become self-employed practitioners. Thus, investment in CPT gives high returns in terms of income, combined with social recognition. In a situation where the majority of poor men and women resides in remote areas, where medical facilities are extremely inadequate, there is high demand for commercial medical services. People are willing to pay a minimal amount for basic primary healthcare. With such a demand, CPT provides a positive prospect to its graduates in bringing in that opportunity to cater to that high rural demand.

PARTNERS

Partners benefitting from CPT include public/private/NGO CPT training institutes (CPTIs), Department of Health Education and Services, Academia and Curriculum Development authorities, various other private ancillary services like digital curriculum and content developers, telemedicine/health insurance/ophthalmology/medical tools providers, clinics and hospitals.

TARGET GROUPS

Students of CPT are rural youth whose families have very limited means to enable higher secondary school graduates to pursue higher studies. Another target group includes low-income groups in remote areas who do not have proper access to quality healthcare services.

APPROACH AND ACHIEVEMENTS

CPT's goal is to achieve both to a) develop skilled healthcare workers in rural areas, and b) create sustainable income opportunities for young trained healthcare workers.

Impact on Health Education System: ASTHA was able to successfully strengthen the quality of training for rural health workers by addressing inherent weaknesses:
- Adapting CPT curriculum to current health requirements through participative process
- Building capacity of Community Paramedic Training Institutes (CPTIs) by improving classroom/teaching facilities, strengthening teacher and management capacities.
- Building capacity of public education system by assuring government's participatory curriculum design process and rolls out ASTHA throughout the country.

Impact on Healthcare Ecosystem: ASTHA also intervened to improve the healthcare ecosystem of the rural communities to make way for quality CP services and demand for CPT:
- Assuring community involvement/engagement through awareness campaigns like marketplace meetings, health camps and courtyard meetings to disseminate important instructions on good health practices and provide details on CP services.
- Promoting CP service as a noble profession through community leaders, government health regulators and civil society to improve the social acceptance of the CPs.
- Adding various low-cost healthcare business models through private sector partnership to improve, expand and sustain CP services at the poor rural communities.
- Integrating CPT in the national healthcare education system and assure national certification and monitoring of CP services to assure and sustain high quality services.

SUSTAINABILITY CRITERIA

Gender Equality and Social Inclusion
Financial Capability
Environmental Responsibility
Good Governance

POTENTIAL FOR REPLICATION

Any countries or contexts, which face both youth unemployment and shortage in healthcare outreach can benefit from this product. The product could have specific relevance in CESAF and NOWAF contexts where WHO predicts a change of 45% more health workforce in Africa by 2050.

WORKING PRINCIPLES

Evidence-based Adaptive Management
Learning Culture
Inclusive Systems Development
Private Sector Engagement

partially addressed
addressed, but does not play a central role
central to the product

THEORY OF CHANGE[1]

HEADING 1	Volluptatum quatiunt. Doloris aut estrunt ulpa num eum esed quam queeped que voluptatem. Parum aliatem a volesti volo omnia soluptur.		
HEADING 2	Volluptatum quatiunt. Doloris aut estrunt ulpa num eum esed quam queeped que voluptatem. Parum aliatem a volesti volo omnia soluptur.		
HEADING 3	Volluptatum quatiunt. Doloris aut estrunt ulpa num eum esed quam queeped que voluptatem. Parum aliatem a volesti volo omnia soluptur.		
HEADING 4	Volluptatum quatiunt. Doloris aut estrunt ulpa num eum esed quam queeped que.	Volluptatum quatiunt. Doloris aut estrunt ulpa num eum esed quam queeped que.	Volluptatum quatiunt. Doloris aut estrunt ulpa num eum esed quam queeped que.
HEADING 5	Volluptatum quatiunt. Doloris aut estrunt ulpa num eum esed quam queeped que voluptatem. Parum aliatem a volesti volo omnia soluptur.	Volluptatum quatiunt. Doloris aut estrunt ulpa num eum esed quam queeped que voluptatem. Parum aliatem a volesti volo omnia soluptur.	Volluptatum quatiunt. Doloris aut estrunt ulpa num eum esed quam queeped que voluptatem. Parum aliatem a volesti volo omnia soluptur.
ACTIVITIES	Volluptatum quatiunt. Doloris aut estrunt.	Volluptatum quatiunt. Doloris aut estrunt ulpa num eum esed quam queeped que voluptatem. Parum aliatem a volesti volo omnia soluptur.	Doloris aut estrunt ulpa num eum esed quam queeped que voluptatem.

[1]The products need to follow the same Theory of Change format of Swisscontact. Please see the structure here (and we provide link to Sus Criteria folder where we have the ToC). The ToC also needs to align with the ToC of the Thematic Offer Area of Skills or Enterprises.

FAZLE RAZIK
Team Leader, ASTHA
fazle.razik@swisscontact.org

COMMUNITY PARAMEDIC TRAINING

SUCCESS FACTORS

CPT offers young men and women an opportunity to become qualified healthcare entrepreneurs. After graduation they choose to take up employment or set up their own clinics and become self-employed practitioners. Thus, investment in CPT gives high returns in terms of in-come, combined with social recognition. In a situation where the majority of poor men and women resides in remote areas, where medical facilities are extremely inadequate, there is high demand for commercial medical services. People are willing to pay a minimal amount for basic primary healthcare. With such a demand, CPT provides a positive prospect to its graduates in bringing in that opportunity to cater to that high rural demand.

ACHIEVING SUSTAINABILITY TOWARDS HEALTHCARE ACCESS (ASTHA)

Implemented by Swisscontact Bangladesh
Funded by six private foundations, including Novartis, Julius Baer Foundation etc.

COUNTRY/PROVINCE
Seven districts (Rangpur, Nilphamari, Lalmonirhat, Sunamganj, Sylhet, Patuakhali and Barguna) throughout Bangladesh

DURATION OF TRAINING
Two years training: 18 months centre based vocational training and six months of practical internship in an attached hospital.

IMPACT

Between 2014-2019:
- 648 Bangladeshi men & women completed CPT and are active as community paramedics (CP) directly through the project
- 157,000 patients treated
- 266,000 rural community members reached through awareness campaigns about benefits of quality healthcare services provided by CPs.
- 4,500 additional graduates and active CPs active across the country, as a result of adoption of CPT by existing healthcare system.

APPROACH AND ACHIEVEMENTS

CPT's goal is to achieve both to a) develop skilled healthcare workers in rural areas, and b) create sustainable income opportunities for young trained healthcare workers.

Impact on Health Education System: ASHTA was able to successfully strengthen the quality of training for rural health workers by addressing inherent weak-nesses:
- Adapting CPT curriculum to current health requirements through participa-tive process.
- Building capacity of Community Paramedic Training Institutes (CPTIs) by im-proving classroom/teaching facilities, strengthening teacher and manage-ment capacities.

Impact on Healthcare Ecosystem: ASTHA also intervened to improve the healthcare ecosystem of the rural communities to make way for quality CP services and demand for CPT:
- Assuring community involvement/engagement through awareness cam-paigns like marketplace meetings, health camps and courtyard meetings to disseminate important instructions on good health practices and provide details on CP services.
- Promoting CP service as a noble profession through community leaders, government health regulators and civil society to improve the social ac-ceptance of the CPs.

37

2.4 **MS OFFICE TEMPLATES**
GUIDES; MANUALS,
CONCEPTS, CASE STUDIES ETC.

SIZE
A4 (210 x 297mm)

**Thematic Offer
SKILLS DEVELOPMENT**

1. INTRODUCTION AND TERMINOLOGY

INITIAL VOCATIONAL EDUCATION AND TRAINING

LABOUR MARKET INSERTION

UPSKILLING AND RESKILLING

Swisscontact understands Skills Development (SD) as formal, non-formal and informal vocational education and training action, measures, mechanisms and systems, which prepare for the labour market and retain people in productive work. SD equips people with resources (knowledge, capabilities, skills and attitudes) to act with competence in their professional and social life. SD supports people throughout their life to become and remain employable, economically self-sustaining and to contribute to their development as responsible citizens.

Swisscontact works in three Working Areas, which define Skills Development: Initial Vocational Education and Training (I-VET) facilitates the school to work transition for young people after having finished basic, general secondary or higher education and before entering the labour market. Labour Market Insertion (LAMI) addresses the specific learning and labour market integration needs of specific groups who are unemployed or on the verge of redundancy. Combined with I-VET, LAMI also caters for school dropouts and out-of-school individuals for their socio-professional integration. Upskilling and Reskilling (continued VET) supports people who are already active in the labour market and contributes to their adaptability and flexibility in response to the ongoing and fast changes in the economy. I-VET and Up-skilling (from now on used together at VET) are carried out at any level of qualification and should ideally lead to a formal or non-formal diploma or a certificate.

There is a wide range of SD schemes how and where training is offered (see dia-gram): in VET Schools, VET centres, higher education institutions and (often in-formally) at the workplace (on the job learning). 2 An increasingly preferred scheme is the dual VET (school/centre in combination with workplace-based training). Equally, blended learning is growing popular as a modern training modality. The duration of training varies according to the type of training between short- and long-term training

Workplace learning (enterprise)

| Classroom training in VET center | Classroom and workshop training in VET Center | Training in VET Center with internship | Dual training VET Center and Enterprise | Dual apprenticeship: company and VET Center | Traditional or modernised apprenticeship | On the Job learning (continuous training) |

Learner is a student — Learner is an employee (apprentice)

Principle of duality

Source: Donor Committee Dual VET 1

---

3. HOW DOES SWISSCONTACT APPROACH SKILLS DEVELOPMENT IN PROJECTS?

In view of the broad range of development challenges and trends related to Skills Development, the variety of Swisscontact interventions is broad. In the following, a general common framework is outlined, which applies to key aspects Swisscontact projects usually address when working in Skills Development.

3.1 Goal of SC

Swisscontact's SD projects contribute to the shift away from supply driven towards market oriented and responsive and yet accessible inclusive systems. VET and LAMI Systems fulfil three purposes, which need to be well balanced so that they con-tribute to sustainable income, social harmony, competitiveness and low unemployment rates. These are determining factors for inclusive growth: 1) access and inclusion (social purpose), 2) productivity and competitiveness in enterprises and industry (economic purpose) and 3) employability and mobility (individual purpose).

3.2 Two ways of approaching Skills Development

Swisscontact approaches SD in two ways, with different intervention logics, when it designs and implements projects: Skills Development as a support function within a market system development logic or as standalone Skills Development projects which contribute to the overhaul of the VET system:

Skills Development as a support function

Within these projects, SD has a support function, which addresses multiple growth bottlenecks within industry or a sector, of which Human Resources is one. In such cases, responses are often linked to upskilling and re-skilling and the private sector might even be ready to (co-)finance training to have access to a qualified work-force.

The focus of these projects is less on impacting the VET system or labour market institutions, than addressing the overall performance of the sector or industry as shown in the diagram (see brief upskilling and re-skilling).
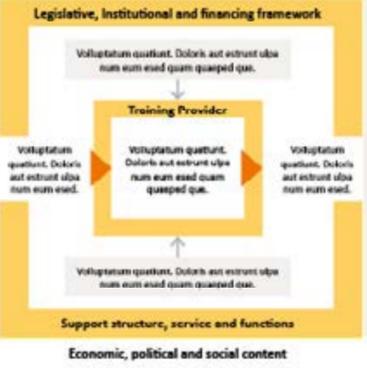
Standalone Skills Development projects

Standalone SD projects focus on strengthening and transforming the VET and LAMI ecosystem by engaging different stakeholders, including the private sector at national and local levels. Interventions address access and inclusion to relevant quality training and labour market insertion support for all learners, who see to increase their employability at any time of their life.

3.3 Strategies for standalone Skills Development Projects

Swisscontact applies an inclusive system development approach (ISD) to Skills Development. Projects are designed based on the analysis of the socio-political and economic context at local, regional and national levels. SC builds on existing systems and institutions and uses a Gender Equality and Social Inclusion (GESI) as well as conflict sensitive and environmental lens to ensure at least "do-no-harm" in interventions.

The analysis includes the assessment of policy and regu-latory framework conditions and the support struc-tures, services and functions. It also identifies existing bottlenecks and barriers, which influence the perfor-mance of the VET system and labour market institutions.

At Target Group level

All SD interventions are designed to improve access and inclusion of target groups to SD and to equip young people with all the necessary skills and com-petences and labour market services for a smooth and rapid integration into the labour market and for sustainable employability.

At Institutional and System levels

SD projects build capacities of existing VET and LAMI Systems to improve the access, quality and relevance of context specific VET and labour market integration support. Swisscontact collaborates with enterprises and associations also as training providers, besides encouraging them to recruit graduates, so that as employers, they have access to competent people to remain competitive.

To ensure scaling up and sustainability of interventions, Swisscontact pays attention to go-vernance of VET and LAMI systems. This includes the development of multi-stakeholder mechanisms and close involvement of the SD ecosystem actors at national as well as local levels. They jointly establish formal or informal steering mechanisms, which impact practices at local VET and LAMI services at micro level. Swisscontact recognizes the leading and ac-tive role played by the private sector at policy and im-plementation and therefore systematically promotes strong participation at micro, meso and macro level and during the training delivery and integration process. Equally important is the private sector for co-financing of VET systems and LAMI support services at national and decentralised levels.

Swisscontact assumes in all SD projects the role of a facilitator and capacity builder who catalyzes innovations and 'nudges' the relevant actors of the SD ecosystem towards embracing change and ownership for delivering better and more relevant services. Swisscontact involves local stakeholders in policy dialogue with regional and national au-thorities and fosters exchange and collaboration through formal and non-formal stakeholder meetings and partnership platforms so that actors assume their respective roles and responsibilities. This leads to stronger ownership of part-ners. Projects follow a bottom-up approach, usually starting locally with selected pilot, before working on scaling up and creating a sustainable, system impact. Swisscontact believes that both, the capacity building process and the transfor mation of the VET and LAMI system take time, as they require a change in culture and behavior and how they are gov-erned and owned. Especially the latter one must be considered in a long-term perspective.

2.4 MS OFFICE TEMPLATES
GUIDES; MANUALS, CONCEPTS, CASE STUDIES ETC.

SIZE
A4 (210 x 297mm)

Working Area
SUSTAINABLE AGRICULTURE

1. INTRODUCTION AND TERMINOLOGY

CHANGING COURSE IS CRITICAL – "BUSINESS AS USUAL" is no longer an option. (FAO 2018) Today, there is growing consensus that agriculture systems must be fundamentally transformed and become more sustainable in order to pro-vide nutritious food for all, improve livelihoods and resilience of farmers, while at the same time minimizing negative impacts on the environment and climate and progressively improving eco-systems and soil quality. Approaches and practices to address the dilemma of how to produce more while maintaining natural resources and ecosystems and make agriculture more envi-ronmentally sustainable are manifold, i.e. agroecology, climate smart agriculture, conservation agriculture, urban agriculture, etc. These different agricultural "schools" have specific charac-teristics, but all are in line with the principles of sustainable de-velopment and largely based on the principles of agroecology.

Swisscontact refers to the broad term of sustainable agricul-ture to consider the diversity of agriculture initiatives developed in our different regions. The term highlights the balancing of the economic, environmental, and social dimensions of the agricul-tural systems and emphasises the maintenance of agricultural production systems over time. Swisscontact's understanding of sustainable agriculture is based on the key principles of the Food and Agriculture Organisation (FAO)

SUSTAINABLE AGRICULTURE

FAO'S 5 PRINCIPLES OF SUSTAINABLE AGRICULTURE

- Improving efficiency in the use of resources is key to sustainable agriculture
- Sustainability requires direct action to conserve, protect and enhance natural resources
- Improving livelihoods and social well being while fostering inclusive economic growth
- Enhancing the resilience of people, communities, and ecosystems, especially to climate change and market volatility
- Good governance is essential for the sustainability of both the natural and human systems

---

3. HOW DO SWISSCONTACT PROJECTS ADDRESS SUSTAINABLE AGRICULTURE?

In view of the broad range of development challenges related to agriculture and rural livelihoods, Swisscontact's interven-tions in the sector are manifold. In the following, a general common framework is outlined, which applies to all Swisscontact projects working in the field of agriculture.

3.1 Goal

Swisscontact aims to empower male and female farmers, within their socio-cultural and territorial context, to sustainably generate additional income and to be equipped for and capable of responding to dynamically changing climate and market conditions. At the same time, we seek to contribute to transforming the agriculture sector towards more sustainability, by building capacities of relevant system actors and developing inclusive, resource efficient and resilient agricultural systems, which strengthen natural processes and ecosystems.

In that sense we aim to contribute to strengthen the multiple dimensions of sustainability in agricultural systems (Table 1) and seek to find innovative solutions which build on synergies between different dimensions and/or reduce trade-offs.

Economic dimension: strengthening farmers' livelihoods	Environmental dimension: increasing environmental health, climate change mitigation and adaptation	Social dimension: increasing social well-being of male and female farmers
• Increased and more stable income • Increased profitability by re-ducing costs • Reduced risks by diversifying income sources • Enhanced economic autonomy • Access to support services • Provide decent work, (self-) employment and a recognised "profession" • Enhance farmers financial and entrepreneurial capabilities	• Enhance sustainable and efficient use of resources • Minimize any form of pollution • Develop circular economies (reuse of resources and materials) and reduc-tion of waste • Maintain/enhance biodiversity • Maintain multiple functions of ecosys-tems and landscapes • Reduce GHG emissions and enhance of carbon sinks • Ensure that people are equipped for/ capable of adapting to climate change.	• Increase inclusiveness and equality of access to productive resources • Increase power and voice (agency) of the most vulnerable and the capacity to (self-) organise • Increase livelihood choices • Empower farmers to build autonomy and adaptive capacity • Maintain cultural heritage • Increase social recognition and self-confidence (e.g. through recognised ca-pacities) • Foster co-creation and sharing of knowledge

3.2 Strategy

Swisscontact applies an Inclusive System Development (ISD) approach in all agriculture projects. Rather than addressing a problem or constraint of the target group directly, Swisscontact aims to understand and draw on the underlaying causes by thoroughly analysing the overall market system, including the economic, socio-political and environmental context at local, regional and national levels. From the very beginning Swisscontact considers gender equality and social inclusion (GESI), conflict sensitivity and environmental responsibility to identify critical issues and at a minimum ensure "do no harm" in interventions. The analysis includes the assessment of the core value chain, support functions and the overall regulatory frame-work conditions. Constraints for the target group normally originate in missing/low quality support functions and lack ing/unfavourable regulatory conditions. To address these bottlenecks and unlocking opportunities at the system level, Swisscontact works in tree main "activity areas" (see also Theory of Change, Chapter 3.4).

Target Groups

Given the wide range of agriculture projects Swisscontact reaches a variety of different actors benefitting from interventions including farmers, micro small and medium sized entrepreneurs as well as growth and trade-oriented entrepreneurs (agri-businesses). Identification of the target groups often depend on the framing of the project and on donors' preferences. However, the vast majority of Swisscontact projects address male and female farmers as their target clients who ultimately benefit from interventions. To reach these farmer, enhance their knowledge and capacities and increase their access to relevant quality products and services, Swisscontact works through private and public partners, who often benefit from interventions as well. In vocational training projects, Swisscontact particularly focuses on youth and social inclusion of minori-ties.

Partners

SC delivers projects by building capacities and fostering collaboration of service providers and other relevant private and public system actors, which in many cases also directly benefit form project interventions.

- Private sector partners include, producer organisations, input and service providers, traders, processers as well as providers of support services such as business development services, financial services, etc.
- Public sector partners include relevant government entities and public institutions at different levels. Collaboration with public partners are mainly directed at facilitating the development of a conducive regulatory environment.

Universities can play an important role as knowledge partners on one hand and on the other is a key partner to ensure knowledge and capacity development in the long term by including relevant aspects into the curricula of local universities. R&D carried out by Universities or private companies, is a major driver for innovations e.g. in breeding crops that are more resistant to climate risks, providing new technologies for precision agriculture etc.

To ensure sustainable practices beyond project duration, it is crucial to

A) identify and select partners applying good environmental practices and/or willing and able to improve their practices and
B) identify and strengthen incentives for partners to apply good environmental practices in the long term.

3.3 Approach to enhancing sustainability in agriculture

Swisscontact applies a three-level approach to enhancing (environmental) sustainability in agriculture – offering a broad framework which is applicable to all Swisscontact's agriculture projects and builds on our varied experiences – aiming at:

Sustainable agricultural systems / **Strengthen sustainable agricultural systems** by strengthening green skills/green jobs and green businesses, promoting market linkages for green products, and promoting change towards to a policy environment that enhances sustainable production.

Making agriculture more sustainable / **Making agriculture more sustainable** by increasing productivity/production and income of farmers while "mainstreaming" sustainability aspects and promoting more environmentally friendly practices, technologies products and services, strengthening market linkages and developing a supporting policy environment

DO NO HARM Minimal requirement / **Ensuring that projects do not cause any harm to the environment** as a minimum level and introducing respective minimal requirements which need to be fulfilled in all agriculture projects.

2.4 MS OFFICE TEMPLATES
ACQUISITION
DEPARTMENT:
MS WORD TEMPLATE

The world map can either be placed in
single colour white (opacity 60-80%), or
in full colour blue and white on the cover.

SIZE
A4 (210 x 297mm)

Cover option 1

Cover option 2

2.4 MS OFFICE TEMPLATES
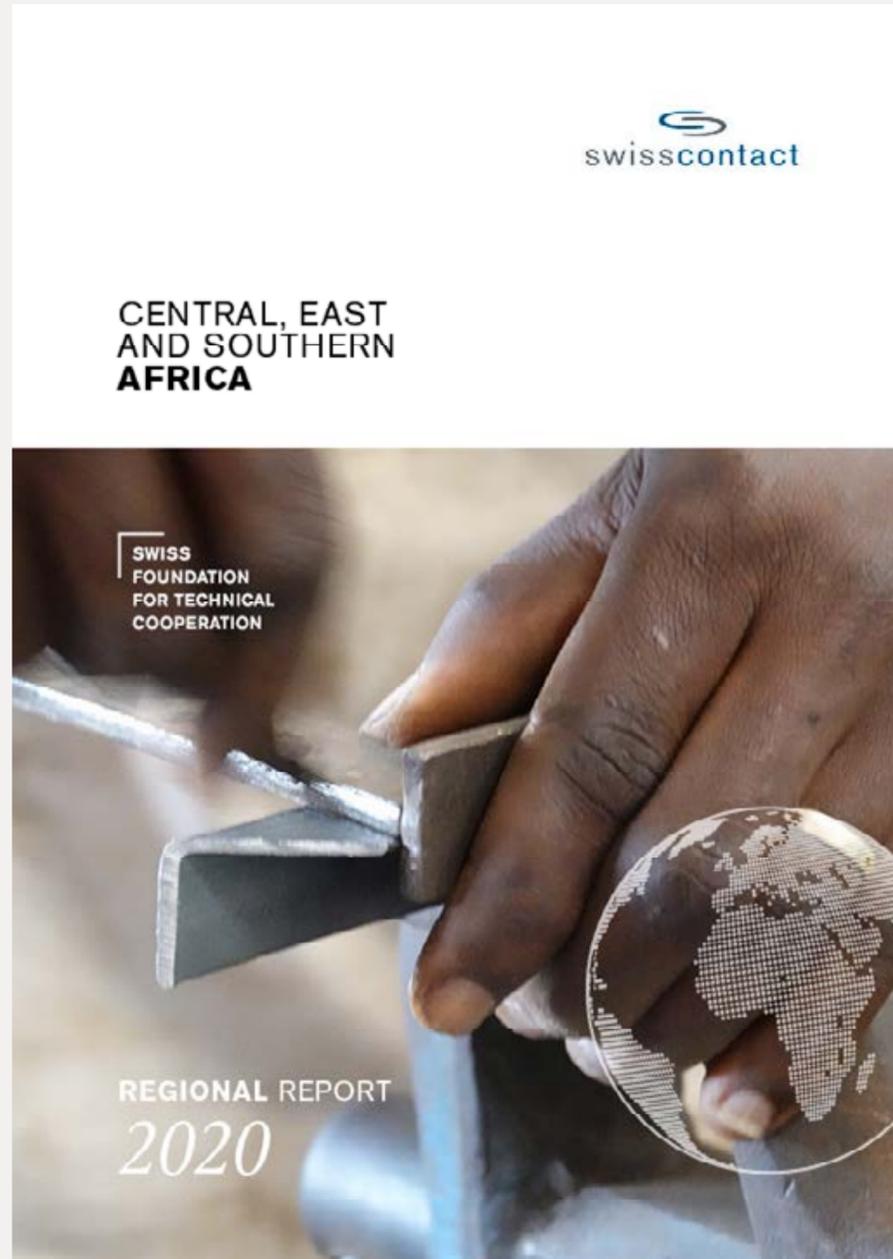ACQUISITION
DEPARTMENT:
MS WORD TEMPLATE

SIZE
A4 (210 x 297mm)

2.4 MS OFFICE TEMPLATES
POWERPOINT TEMPLATE:
COVER AND CLOSING
SLIDES

SIZE
WIDESCREEN FORMAT 16:9

The world map can either be placed in single colour white (opacity 60-80%), or in full colour blue and white on the cover slide.

If the foundation logo is not sufficiently visible when placed on the image, it may be placed next to the Swisscontact logo at the top right of the cover slide. In such an instance, the presentation title will move to the bottom left of the slide, over the image.

Title:
Calibri Bold 38pt, title case

Subtitle:
Calibri Regular 25pt

Cover slide option 1

Cover slide option 2

Cover slide option 3
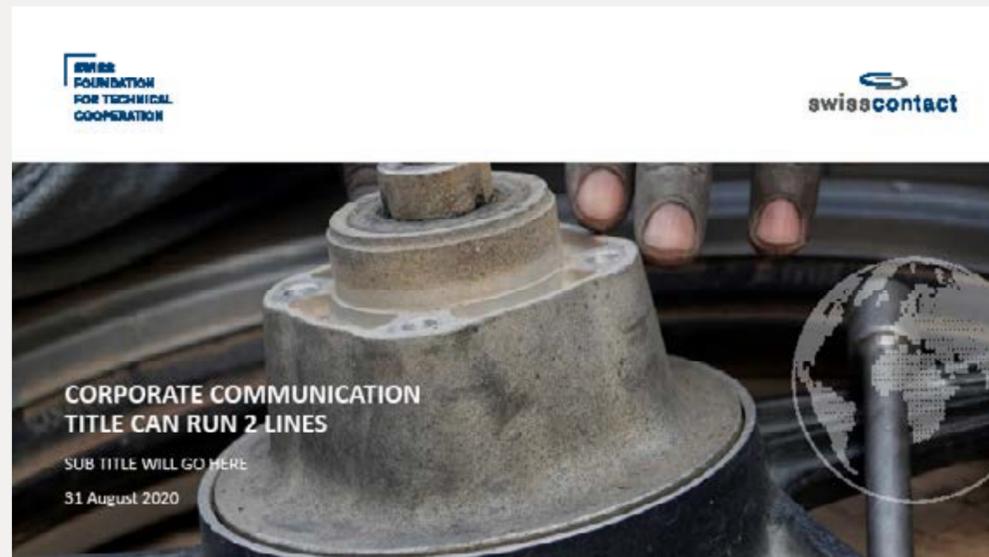
Closing slide
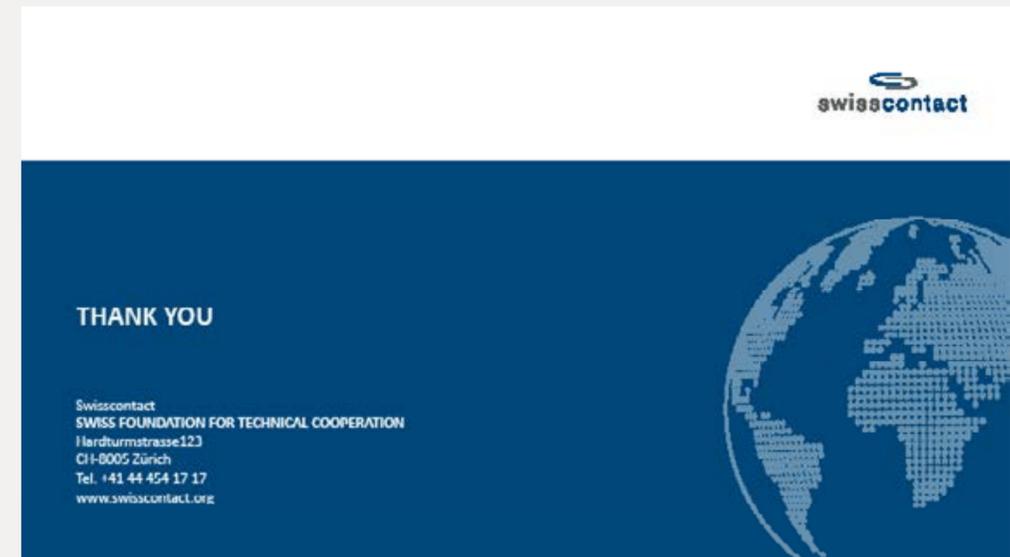
2.4 MS OFFICE TEMPLATES
POWERPOINT TEMPLATE:
DIVIDER SLIDES

In order to differentiate between sections, the circular holding device may appear in any of the primary or secondary Swisscontact colours.

Title:
Calibri Bold 38pt, title case

Subtitle:
Calibri Regular 30pt
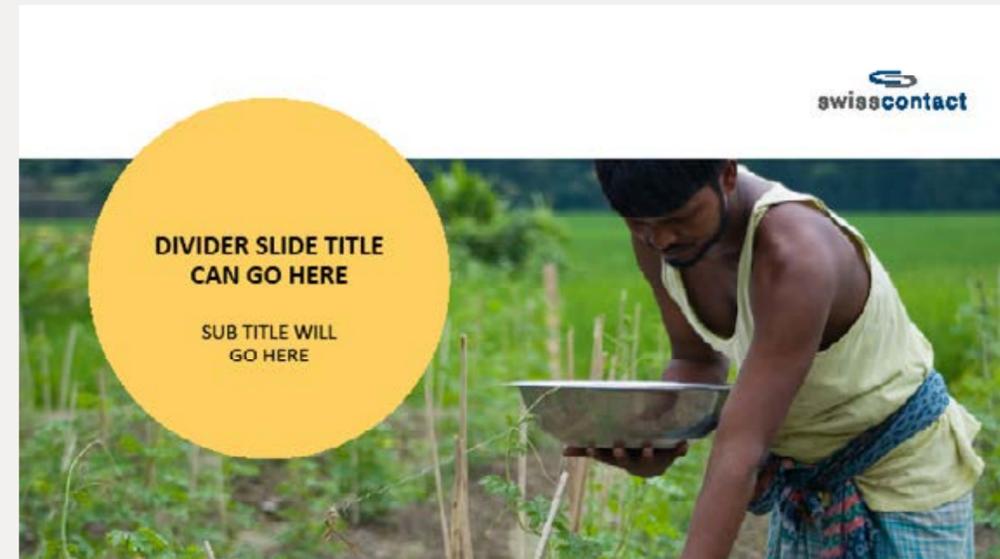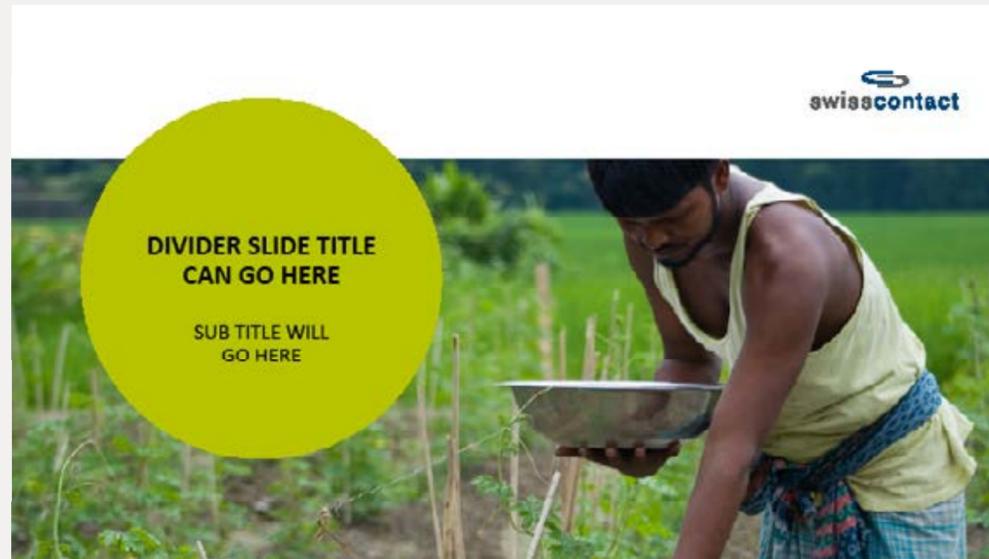
2.4 MS OFFICE TEMPLATES
POWERPOINT TEMPLATE:
TEXT SLIDES

SIZE
WIDESCREEN FORMAT 16:9

Shown here are examples of the different types of text slides that can be found in the MS PowerPoint template.

These examples are available as a template, and the layout principles as shown here should be followed consistently in all PowerPoint presentations.

The logo is always positioned at the top right corner of the presentation.

Swisscontact blue and grey, and tints thereof, should be used primarily in all tables, graphs and charts.

Secondary coloured blocks and circles may be used to pull out copy or highlight text.

Headings:
Calibri Bold 38pt, title case

Body copy:
Calibri Regular/Bold 28pt

Text slide with pull-out paragraph or quote
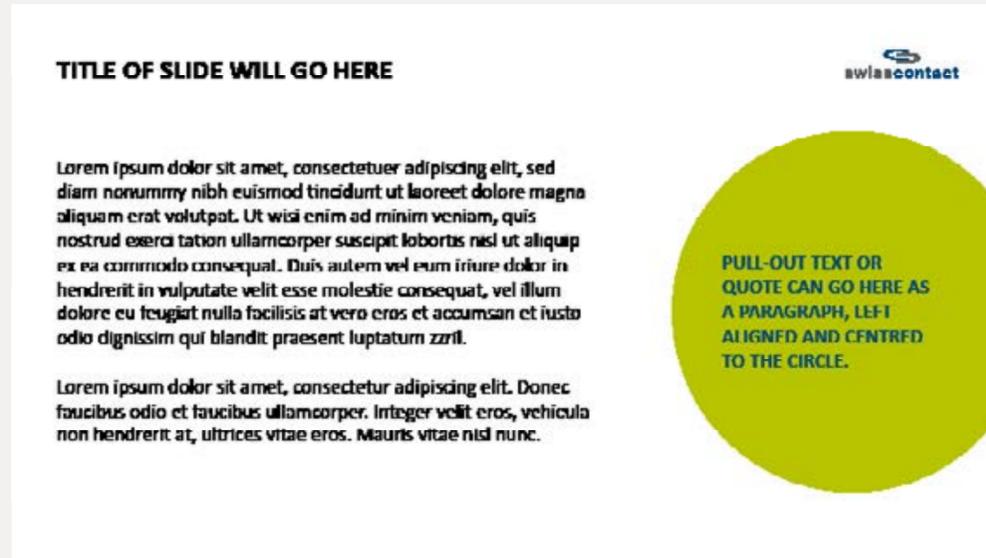
Slide with picture and pull-out text
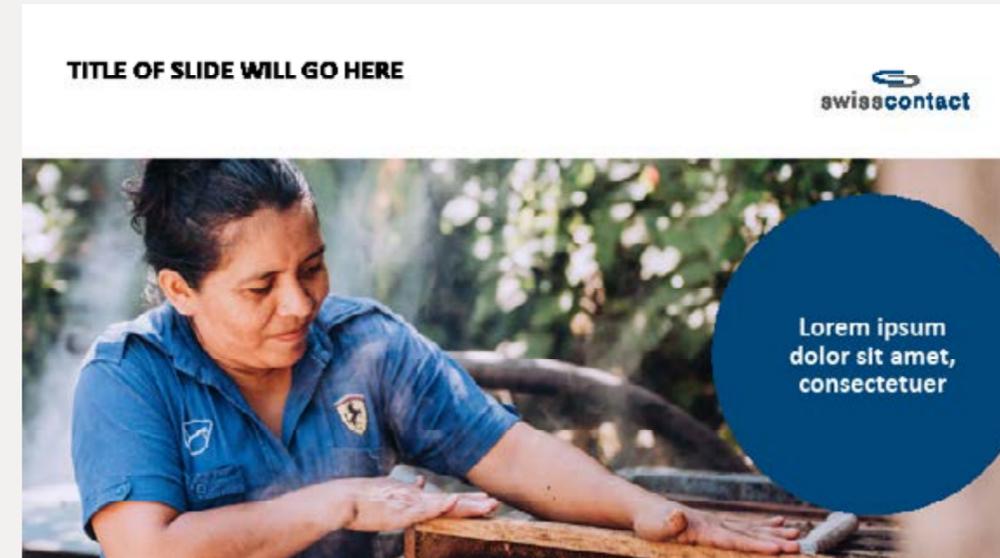
Text slide with picture
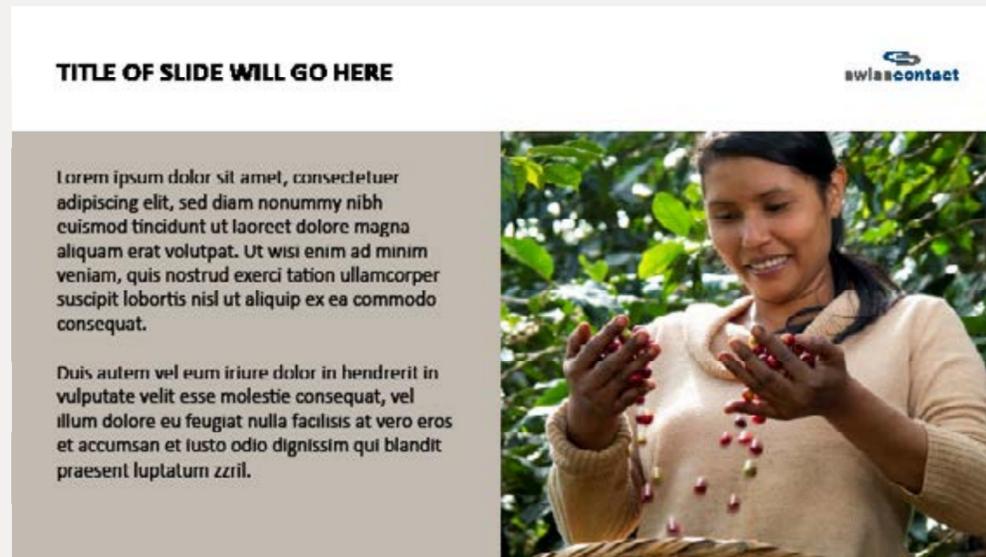
Text slide with graphic

2.5 LAYOUT GRID

A four column grid (split into two) is used for all A4 and A5 page layouts such as brochures, reports, profiles and templates. This grid is used as a structure for text, images and shapes.

Page layouts can follow a one or two column text grid. In some cases, half a column grid (eg. 1.5 or 2.5 columns) can be used.

A4 layout grid

Column 1 Column 2 Column 3 Column 4

A5 landscape layout grid

Column 1 Column 2 Column 3 Column 4

2.5 LAYOUT GRID
EXAMPLE

Shown here are examples of how layout elements fall within the column grid.
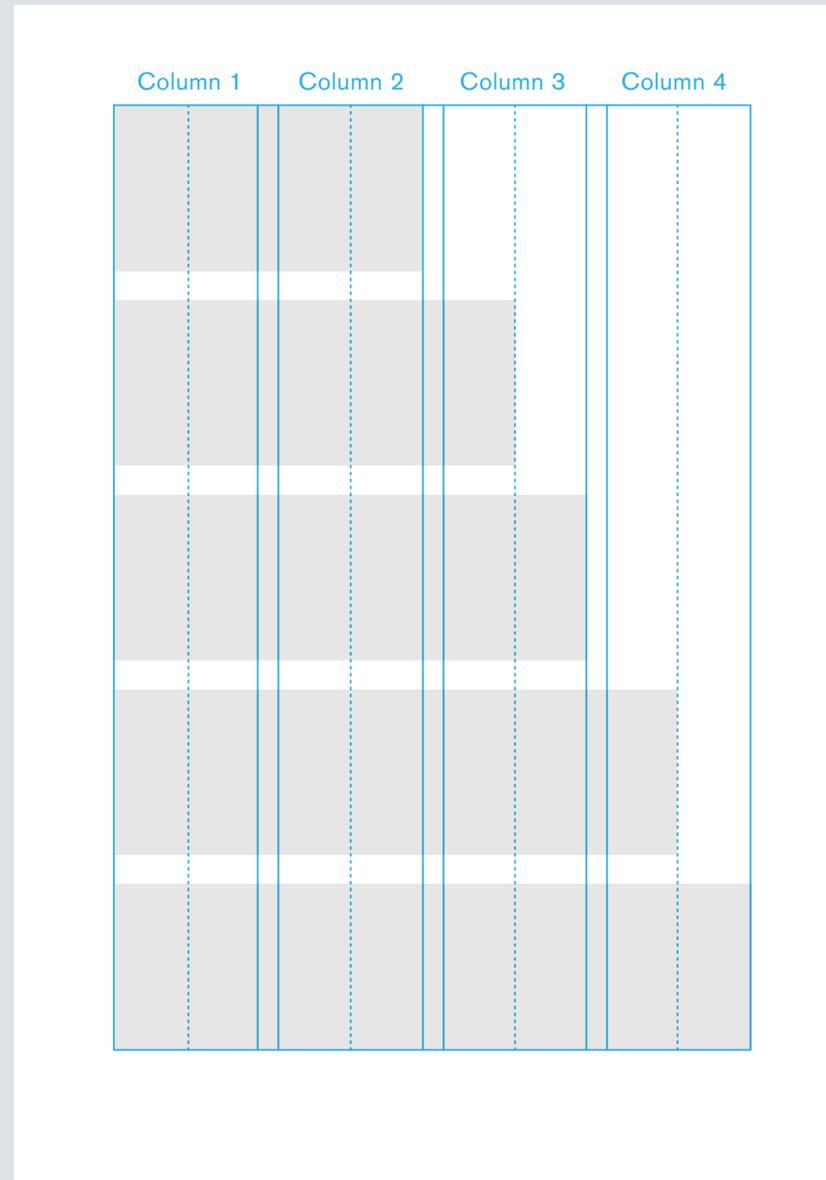
A4 layout grid

A5 landscape layout grid

2.6 PRINTED COLLATERAL
GLOBAL ANNUAL REPORT
COVERS

The world map can either be placed in single colour white (opacity 60-80%), or in full colour blue and white.

If the foundation logo is not sufficiently visible when placed on the image, it may be placed next to the Swisscontact logo at the top right of the layout.

In such an instance, the brochure title will move to the bottom left of the layout, over the image.

Cover option 1

Cover option 2

Cover option 3

2.6 PRINTED COLLATERAL
GLOBAL ANNUAL REPORT
DPS LAYOUTS AND
BACK COVER

2.6 PRINTED COLLATERAL
REGIONAL REPORT
COVERS

The world map can either be placed in single colour white (opacity 60-80%), or in full colour blue and white.

If the foundation logo is not sufficiently visible when placed on the image, it may be placed next to the Swisscontact logo at the top right of the layout.

In such an instance, the brochure title will move to the bottom left of the layout, over the image.

Cover option 1

Cover option 2

Cover option 3

2.6 PRINTED COLLATERAL
REGIONAL REPORT
DPS LAYOUTS AND
BACK COVER

Link to Regional Report template

2.6 PRINTED COLLATERAL
A4 BROCHURE
COVERS

The world map can either be placed in single colour white (opacity 60-80%), or in full colour blue and white.

If the foundation logo is not sufficiently visible when placed on the image, it may be placed next to the Swisscontact logo at the top right of the layout.

In such an instance, the brochure title will move to the bottom left of the layout, over the image.

Cover option 1

Cover option 2

Cover option 3

2.6 PRINTED COLLATERAL
A4 BROCHURE
LAYOUTS AND
BACK COVER

Link to A4 Brochure template

2.6 PRINTED COLLATERAL
GRAPHIC ACQUISITION
TEMPLATE

The world map can either be placed in single colour white (opacity 60-80%), or in full colour blue and white on the cover page.

Cover page option 1
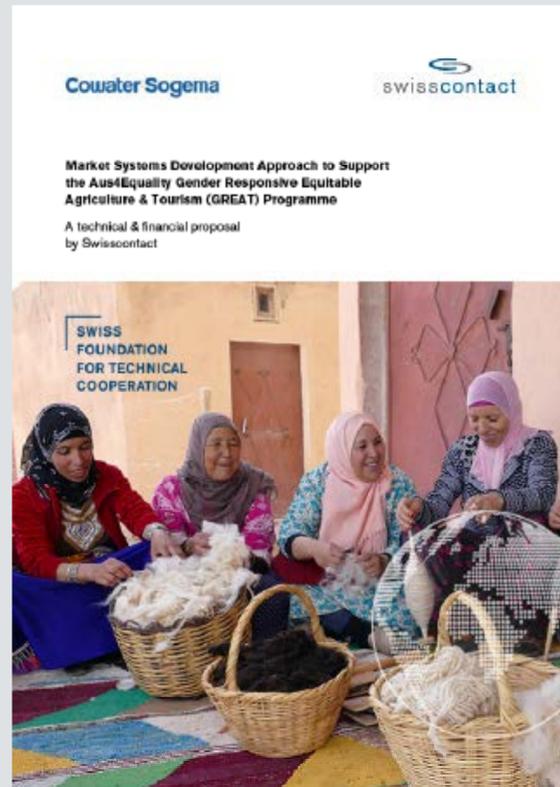
Cover page option 2

2.6 PRINTED COLLATERAL
A5 PROFILE COVER

The world map can either be placed in single colour white (opacity 60-80%), or in full colour blue and white.

Cover option 1

Cover option 2

Back cover

2.6   PRINTED COLLATERAL
FOLDER WITH PICTURE

The world map can either be placed in single colour white (opacity 60-80%), or in full colour blue and white.

SIZE
220mm x 305mm with a 5mm gusset

Cover option 1

Cover option 2

Back cover
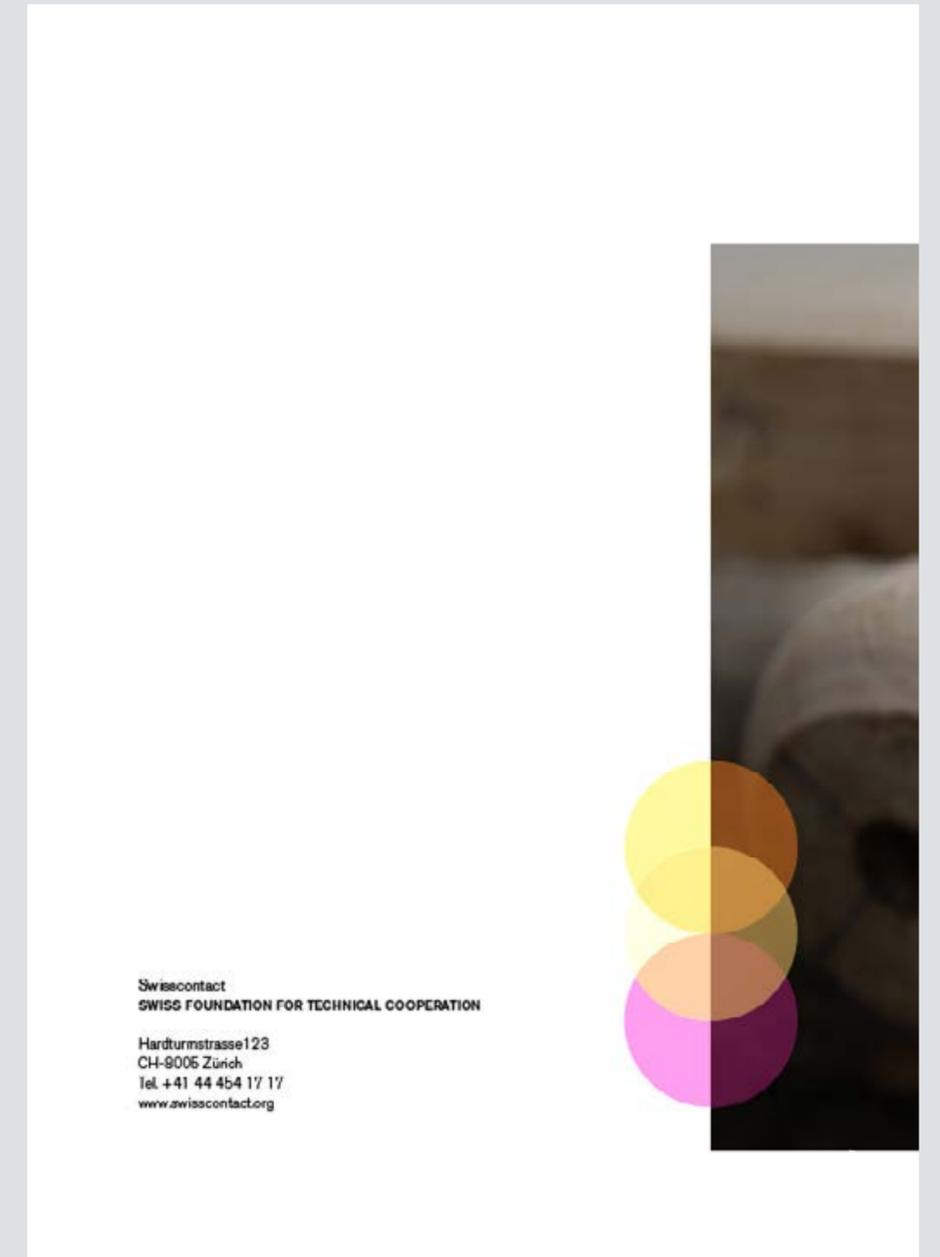
2.6 PRINTED COLLATERAL
FOLDER WITH MAP
DEVICE ONLY

The world map can either be placed in single colour white (opacity 60-80%), or in full colour blue and white.

SIZE
220mm x 305mm with a 5mm gusset

Cover option 1

Cover option 2

Back cover

PAPER SPECIFICATIONS

It is recommended that corporate publications be printed on stock made from pulp bleached without chlorine (100% TCF) and with a high recycled content. Papers made exclusively from recycled fibers should be used in particular for high-volume applications.

We use matt coated stock.

Paper guidelines for printed collateral
High quality, matt coated paper stock, ground wood free, 100% chlorine-free. Pure white. Covers: 250 gsm Text pages: 135 – 150 gsm

DISCLAIMER

A disclaimer is generally any statement intended to specify or delimit the scope of rights and obligations. The following wording might be used and translated in different languages:

Information within this "manual" (adapt) may be adapted to your needs and the regional/country context. Please give Swisscontact due credit and use proper references when citing the material. All information remains Swisscontact's exclusive property and may not be commercially reproduced without Swisscontact's prior written consent.

If possible, the logo should always be centered on pens and USB memory sticks. On diaries and notebooks, it should be placed top right.

The full colour logo should be used on white merchandise, or the single colour white version on darker colours. The logo may also be debossed or engraved.

On golf shirts, the logo should be placed on the chest, top right.

The minimum size for the Swisscontact logo on clothing is 50mm wide.

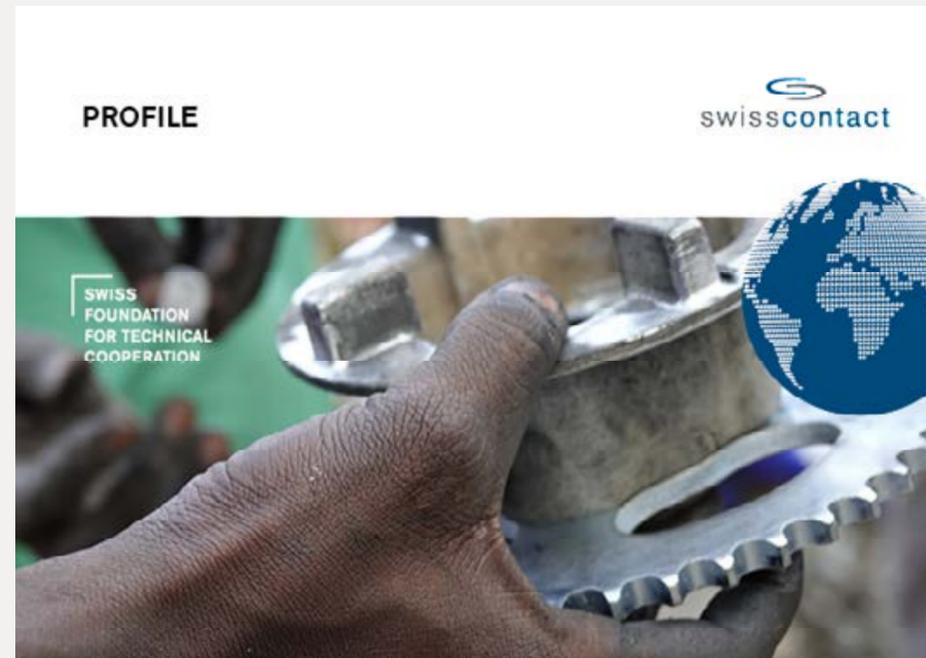**2.8 BANNERS**

The world map can either be placed in single colour white (opacity 60-80%), or in full colour blue and white. Alternatively, the leitmotif can be used a graphic element overlaying the picture.

SIZE
2 000 x 800mm

2.9 EVENTS
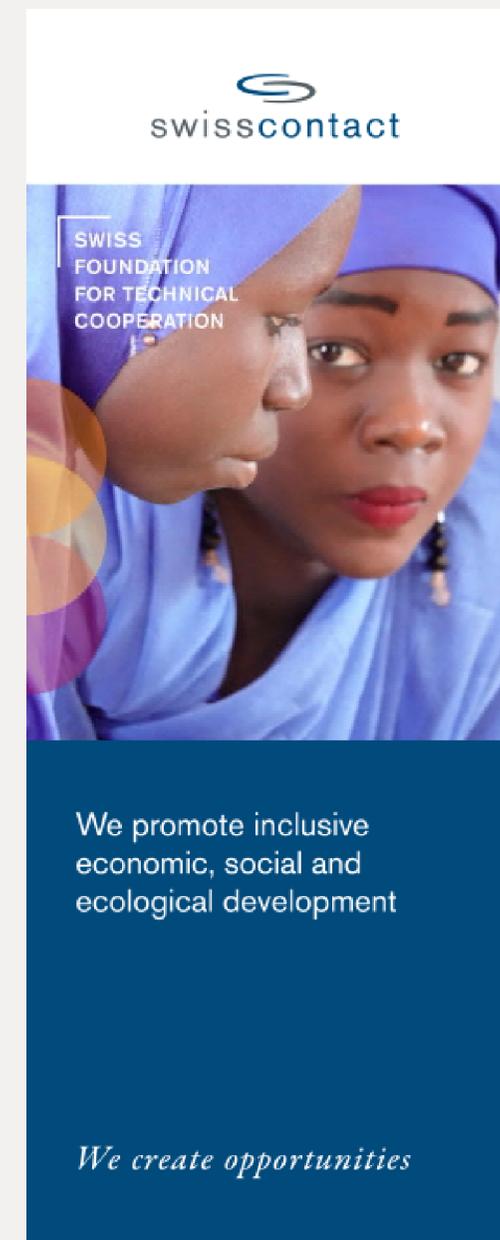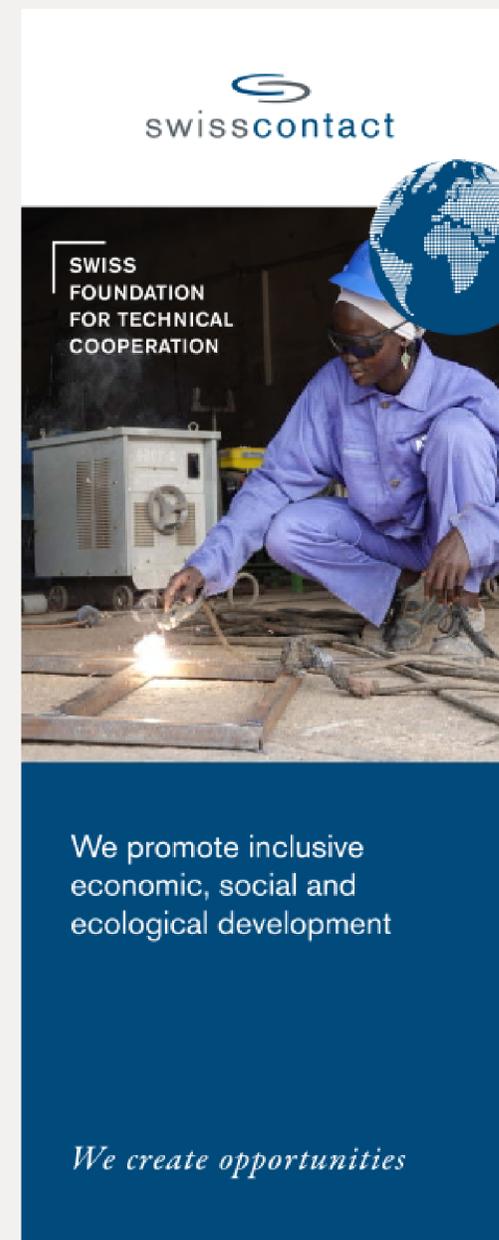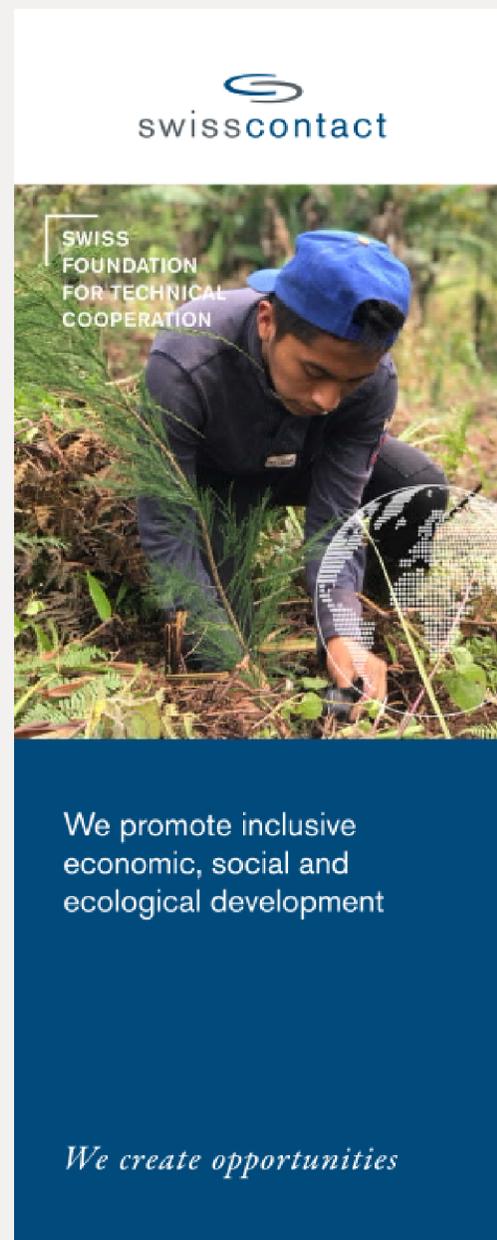
PODIUM

The Swisscontact logo and the foundation logo should appear on the podium.

MEDIA WALL

When creating a video recording or photographing an event, a repeating backdrop of the logo and foundation logo can be used in conjunction with a podium sign.

An entry/welcome Banner can be placed at the entrance of the venue.

Podium

Media wall

2.10 VIDEO
OPENING SEQUENCE
OPTION 1

To ensure a consistent look and feel, Swisscontact-produced videos on corporate level use an official opening circular device sequence as described here.

1. Video starts.

2. Globe and Circles move from right to left.

E OF THE VIDEO
HOULD BE HERE
HERE

3. Video Title appears from left to right

swisscontact

TITLE OF THE VIDEO
SHOULD BE HERE
SUBTITLE WILL GO HERE

4. Transition from right to left

2.10 VIDEO
  OPENING SEQUENCE
  OPTION 2

To ensure a consistent look and feel,
Swisscontact-produced videos on corporate
level use an official opening circular device
sequence as described here.

1. Video starts.

2. Globe and Circles move from right to left.

3. Video Title appears from left to right

swisscontact

TITLE OF THE VIDEO
SHOULD BE HERE
SUBTITLE WILL GO HERE

4. Globe dissolves into individual background Video

5. Transition from left to right into background video
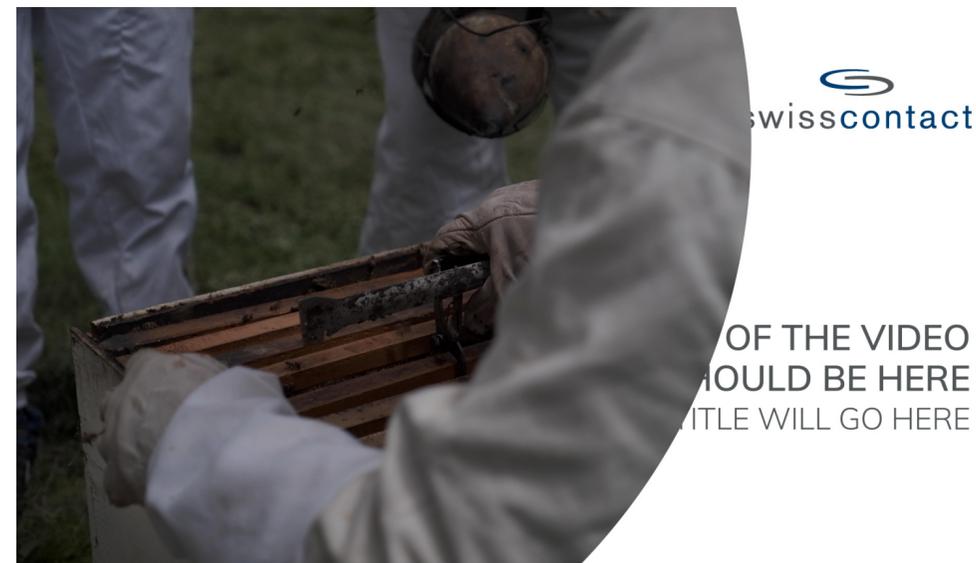
swisscontact

TITLE OF THE VIDEO
SHOULD BE HERE
SUBTITLE WILL GO HERE

Video section title
(Transition from both sides)

SECTION TITLE
SHOULD BE HERE

Video section title
(Transition to both sides revealing the background video)
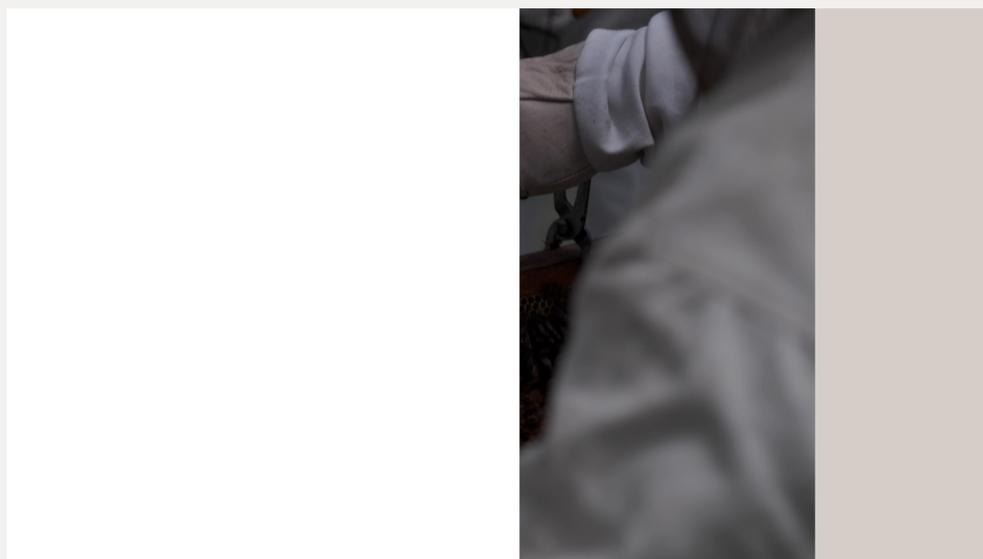
Binder (First blue overlay band appears with name and surname, then white band appears with title).

Firstname Lastname
Function or other Information

Transition (Circles appear from left to right and merge in one circle. This circle growes from the center and reveil

Outro

swisscontact

TITLE OF THE OUTRO
Lorem ipsum dolor sit amet,

SECOND TITLE OF THE OUTRO
Lorem ipsum dolor sit amet,
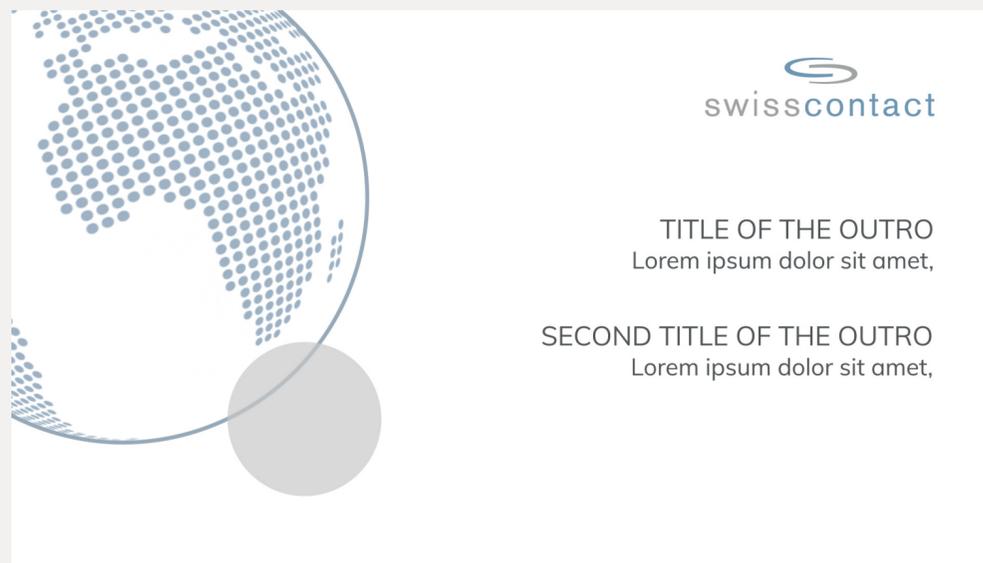
Templates
There are three different types of video templates:
1. Adobe Premiere Pro (animated and editable)
   You can edit most of text elements and colours directly in the template
2. Raw Video Files (animated)
   You can add these to any video editor. You need to add text seperately in the video editor.
3. Images (still image)
   You can use the images if raw video files are not supported.

2.11 E-NEWSLETTER

An external e-newsletter should be easily recognized as a Swisscontact publication.

The Swisscontact logo is placed at the top right of the layout, followed by the header image, which is overlayed by the foundation logo, tagline and world map.

Use engaging subject lines and don't include more than 4 news articles.

Insert social media links using the icons supplied and provide links to subscribe or "forward to a friend".

Include Swisscontact contact information, including mailing, email and web address and phone number.

2.12 SOCIAL MEDIA
FACEBOOK

PROFILE PICTURE

- Swisscontact logo on a white background.
- 360 x 360px (minimum 180 x 180px; displays as 170 x 170px on desktop, 128 x 128px on smart phones).
- PNG.
- Image will be cropped to a circular shape.

COVER IMAGE

- The header may contain the white Swisscontact logo on the top right-hand side. It should be replaced regularly (all 3 months).
- 828 x 465px (min. 400 x 150px, displays at 820 x 312px on desktop and 640 x 360px on mobile)
- JPG

Link to Social Media guideline

POST

- 1200 x 630px (minimum 600 x 315px)
- Max. 8 MB

LINK SHARING IMAGE

- 1200 x 630px

STORY

- 1080 x 1920px (aspect ratio 9:16)

Facebook profile picture
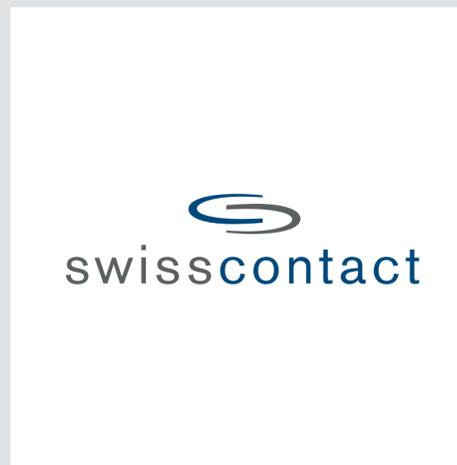
Facebook cover image

Facebook post

Facebook story

Link sharing image

Cover Video

2.12 SOCIAL MEDIA
LINKEDIN

PROFILE PICTURE

- The LinkedIn page profile picture should always be the Swisscontact logo on white background.
- 300 x 300px (square)

COVER IMAGE

- The header should show our work and the people we support. Due to the small height, it is optional to include a logo in the cover image.
- 1536 x 768px recommended (min. 1192 x 220px; in desktop displayed as 1128 x 191px)
- JPEG, PNG

STATUS UPDATE IMAGE

- 1200 x 627px

SHARING PREVIEW IMAGE

- 1200 x 628px

VIDEO ON LINKEDIN

- Resolution range: 256 x 144 to 4096 x 2304px
- Aspect ratio: 1:2.4 - 2.4:1 (cinema scope)
- Max. file size: 5GB
- Max. video duration: 10 minutes
- Frame rates: 10fps - 60 fps
- Bit rates: 192 kbps - 30 Mbps

LinkedIn profile picture

LinkedIn cover image

LinkedIn status update image

LinkedIn sharing preview image

PROFILE PICTURE

▪ Swisscontact logo on a white background
▪ 400 x 400px
▪ Max. file size 2MB
▪ JPEG, PNG
▪ Twitter crops the image to a circle.

COVER IMAGE

▪ 1500 x 500 px
▪ Max. 5mb
▪ JPG, PNG
▪ The header photo should be a large, captivating image which shows our work and the people we support. It may contain the white Swisscontact logo on the top right-hand side.
▪ Replace the large header photo regularly (all 3 months).

IMAGE TWEETS

▪ 1200 x 675 recommended (min. 600 x 335 px)
▪ PNG, JPEG, GIF

CARD IMAGE

▪ Twitter automatically generates a Twitter Card when you post a link having a featured image at the top and the website HTML has *twitter:card* enabled. The cards display a thumbnail of the image.
▪ 800 x 418 px, aspect ratio 1.91:1
▪ JPEG, PNG
▪ 3mb

Twitter profile picture
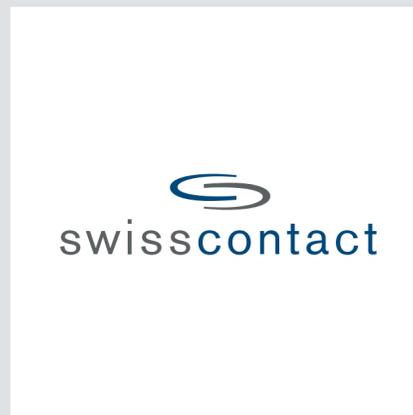
Twitter cover image

Twitter image tweets

Project Image Tweet

2.12 SOCIAL MEDIA
INSTAGRAM

PROFILE PICTURE

▪ Swisscontact logo on a white
  background
▪ Min. 110 x 110px on mobile /
  180 x 180px desktop
  (aspect ratio 1:1)
▪ The image is cropped to a circle.

PHOTO SIZES

▪ The photo width is always at least
  1080 px with an aspect ratio between
  1.91:1 and 4:5. If the aspect ratio of
  your photo is not supported, it will be
  cropped to fit a supported ratio.
▪ Thumbnails have a 1:1 square ratio
  (appear as 161 x 161px on the page).
▪ 1080 x 1080px (square)
▪ 1080 x 1350px (portrait)
▪ 1080 x 566px (horizontal)
▪ 1080 x 1920px (stories)

VIDEO

▪ Video to Timeline Feed: maximum
  resolution is 640 x 640px. The
  duration should be more than 3 and
  less than 60 seconds.
▪ Video to Instagram Stories:
  max. resolution is 750 x 1334px
  (max. duration 15 sec)

Instagram profile picture

Instagram square photo

Instagram portrait photo

Instagram story

Instagram horizontal photo

CHANNEL ICON

▪ The YouTube channel icon is taken from the Google account and should always be the Swisscontact logo on a white background.
▪ 800 x 800 px

CHANNEL ART

▪ 2560 x 1440 px
▪ Replace channel art regularly (all 3 months).

VIDEO THUMBNAIL

▪ 1280 x 720 px (width at least 640 px)
▪ JPG, PNG, GIF, BMP
▪ Max. 2mb

YouTube channel icon

YouTube channel art

YouTube video thumbnail

Our website www.swisscontact.org is the main content hub and the most important communication channel. The website is always up-to-date, informative and attractive. The web design is consistent through all subpages of the corporate website www.swisscontact.org. Identification features, such as the colour "orange", for design elements or text elements are specific for the website.

Important page types
- Country page
  A landing page with information about Swisscontact activities in the country. Country-specific news and projects are teased or linked. Subpages are possible but not recommended.
- News page
  A landing page with information about a specific topic. Usually, project or country related. The news page can vary from a short message for an event to a detailed story from the field.
- Project page
  A landing page with project-related contents like links, downloads, videos. Subpages are possible but not recommended.

Layout and Styling
The layout of header, navigation, footer and overall framework of the website is given and can not be altered. The styling of text content is predefined in different headers, lead text, paragraphes, lists, buttons and links. Text can be formatted bold or italic. Pictures can be added and/or exchanged. Editors are responsible to stick to the given styles. It is forbidden to use own styles with colours or different formats copied from a word document.

PROJECT WEBSITES

Mandated projects can create and host their own websites. The basis for all project websites is the project specific co-branding manual.

Important information about the implementation of a project website:
- Define the goals of the website
- Define target groups of the website
- Define requirements and features
- Design based on branding manuals with COM-HO, agency or freelancer
- Planning technical implementation with COM-HO, agency or freelancer

You can find more information about creating a project website in the Communication Handbook on BlueCloud.
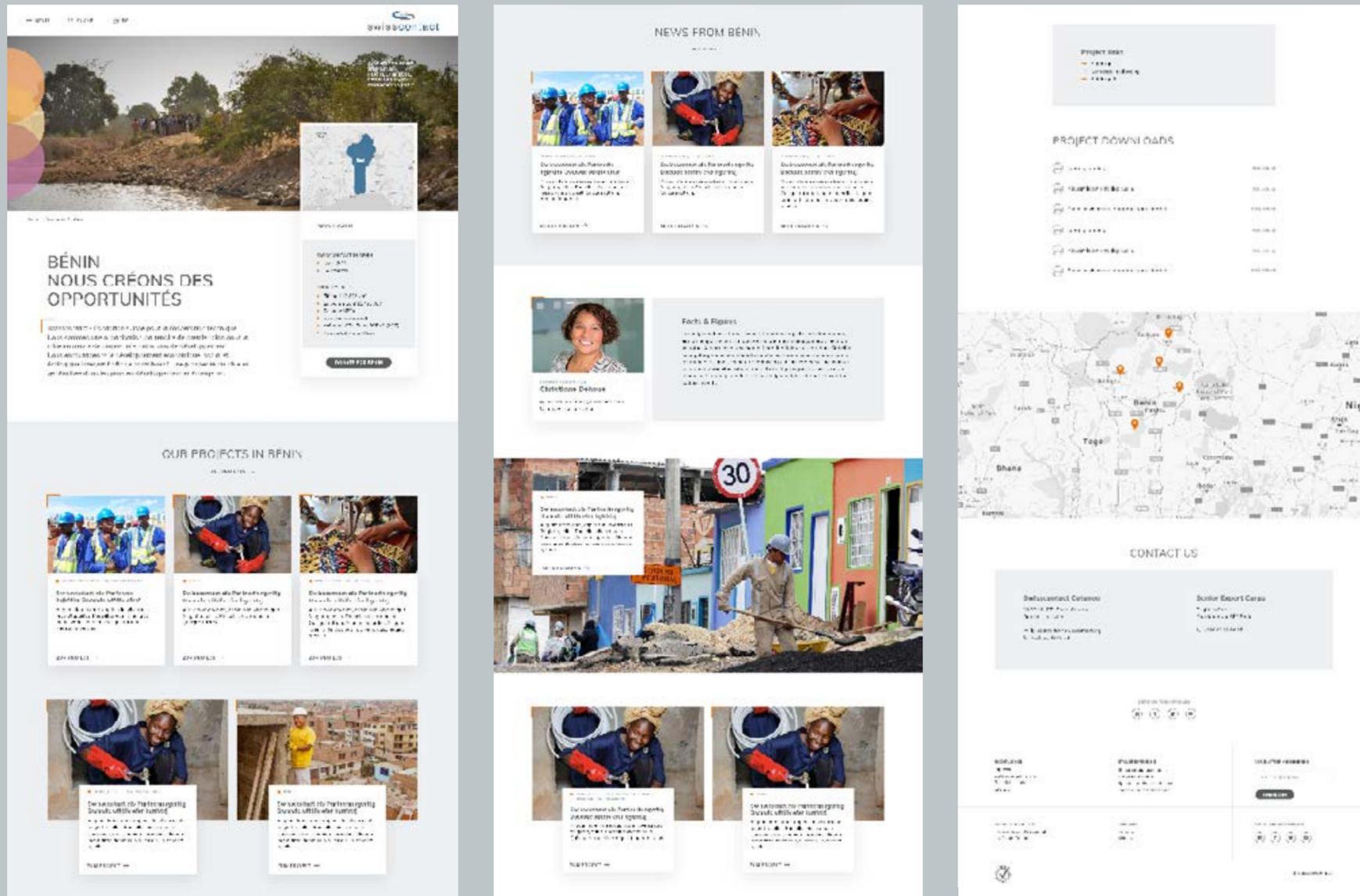
Link to User manual

3. PROJECT COMMUNICATION

PROJECT COMMUNICATION

Effective project communication is a key element of successful projects.

The overall aim in project communication efforts should be to ensure high quality communication at programme and project level. While it is important to ensure that the eligibility rules are observed by the projects, it alone does not ensure efficient communication. Once legal compliance is ensured, the focus should be on:

▪ Support to projects in understanding and applying the communication rules
▪ Improve visibility of projects and their results
▪ Ensure good quality project communication materials
▪ Urge partners to highlight the support from the donor(s)
▪ Ensure efficient branding
▪ Facilitate inter-project exchanges
▪ Support projects in handling specific communication topics in a way to ensure that programme

communication objectives are met, such as organising well-planned and impactful events, creating videos, reaching out via social media and traditional media, creating or evoking emotions when communicating to the public, etc

Projects are key messengers showing the benefits of Swisscontact implementation with its concrete activities directly targeting beneficiaries. This makes well planned project communication essential to convey the messages efficiently. In doing so, the bulk of the responsibility falls on the shoulders of programmes to promote best practices and to support projects in their communication activities, during planning, through implementation and after finalisation.

NAMING

One of the most important aspects of ensuring proper project branding is its name. The name of a mandated or development project helps everyone

understand the purpose of our work. Project names should be clear and concise.

Acronyms cause confusion amongst the audience. This is particularly true in settings where translation is required. Rarely does an acronym succeed at communicating program goals and they should be avoided in almost all circumstances.

In naming a project avoid:

▪ Jargon
▪ Abbreviations
▪ Clever play on words
▪ The name of the country (i.e., assume your audience knows where they live)
▪ The names of implementing partners or contractors

BRAND APPLICATION

Working in cooperation with our donors and partners, we develop a branding manual to acknowledge our joint work.

Swisscontact's logo should be displayed at visually equal size and prominence as each of the other partner's logos (implementation partners, consortia partners). To show partnership with the host government, where applicable, a host country symbol or ministry logo may be added.

If, after consultation with the Donor and/or (consortia) partner it's determined that a project logo is needed, the project logo can be larger or more prominent than the partner logos to assist in the branding of the program.

If, after consultation with the Donor and/or (consortia) partner it's determined that a project logo is needed, the project logo can be larger or more prominent than the partner logos to assist in the branding of the program.

It is of utmost importance that a Brand Manual per project is developed.

Swisscontact does not require use of its typefaces and colors in project materials.

Minimal Content for Project Co-Branding Manuals:

▪ Project Logo with specifications
▪ Colour System
▪ Typography
▪ Logo Positioning
▪ Image style
▪ Layout grid
▪ Applications for Project Profile, Stationary, Business Card, E-mail Signature
▪ Presentation, divers communication materials, such as Banners, certificates, brochures, merchandising etc.

If no project branding is needed, the full project name is used and the corporate guidelines are applied. Also in this case, a brand manual has to be developed.

3.2 **CO-BRANDING**
PROJECTS

The project logo or name is placed in the top right corner, with the Swisscontact logo placed in the bottom right corner.

Please note that there should always be extra clear space between the Swisscontact logo and other logos. The clear space should be at least half of the width of the Swisscontact logo.

PROJECTS WITH DONOR/ PARTNER LOGOS

If partner or donor logos need to be included, it is placed at the bottom of the layout in a white strip, starting from left to right.

To better understand the contribution of each donor and partner, the following statement is placed above each logo/ logo group:

▪ Mandated or financed by:
▪ Consortium Partners:
▪ Implemented by:

| PROJECT | Project name/logo |
| PARTNER | Partner/government logo |

Co-branding with projects (vertical format)
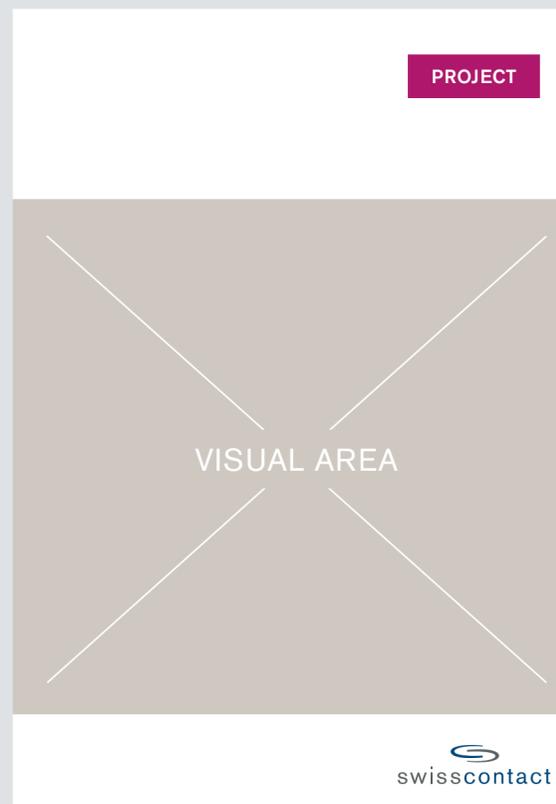
Co-branding with projects and partners (vertical format)
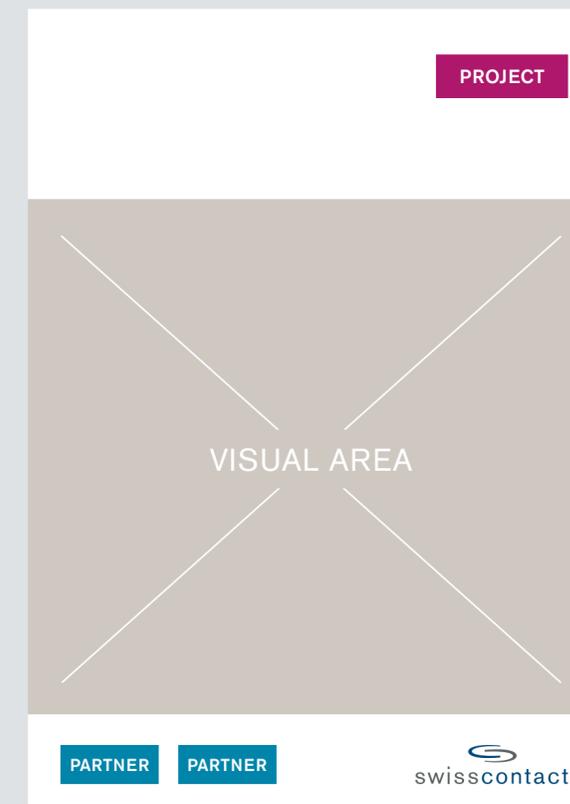
Co-branding with projects (horizontal format)
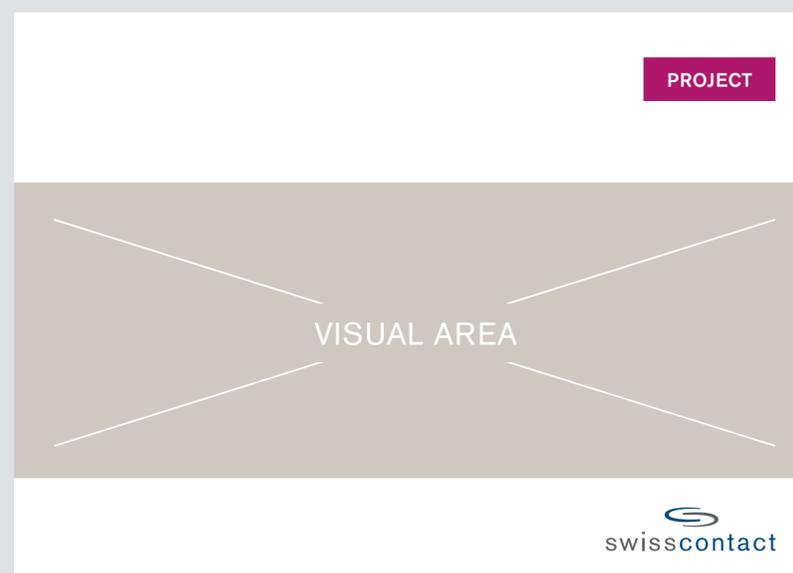
Co-branding with projects and partners (horizontal format)
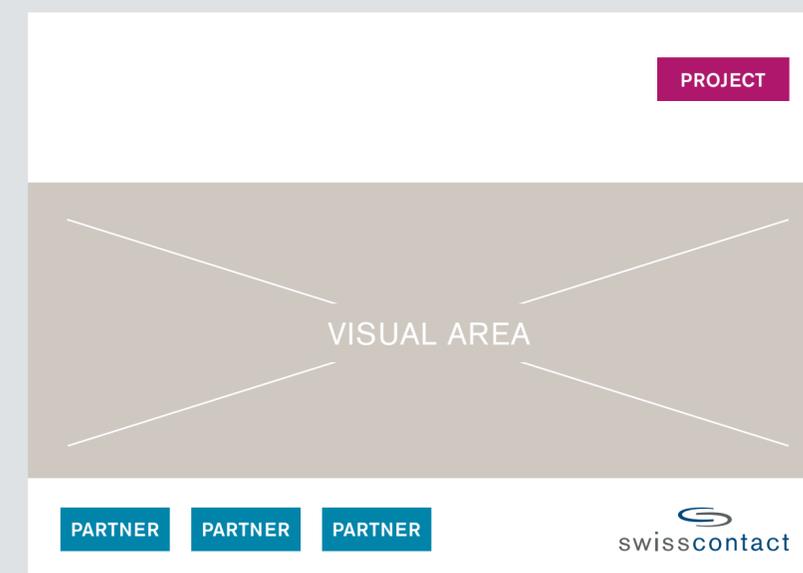
3.3 CO-BRANDING
PARTNERS

Partner logos must not compete with the Swisscontact logo.

Three scenarios for co-branding with partners are permitted:

SWISSCONTACT DOMINANT

The Swisscontact logo is positioned in a primary position in the top right corner of the page. The partner logo is positioned in a secondary position in the top left corner of the page. They are both positioned equally from the head of the page, with a wider distance between them. The Swisscontact logo should be visibly larger than the other logo.

EQUAL RELATIONSHIP

Both the Swisscontact logo and partner logo are positioned in a primary position in the top right corner of the page and aligned horizontally. They are both positioned equally from the head of the page, closer to one another.

PARTNER DOMINANT

The partner logo is positioned in a primary position in the top right corner of the page. The Swisscontact logo is positioned in a secondary position in the upper left-hand corner of the page. They are both positioned equally from the head of the page, with a wider distance between them. If there are additional partner logos, they can be aligned at the bottom of the page. The Swisscontact Logo can also be placed on bottom right, and partners aligned left on the same row.

Swisscontact dominant

PARTNER   swisscontact

VISUAL AREA
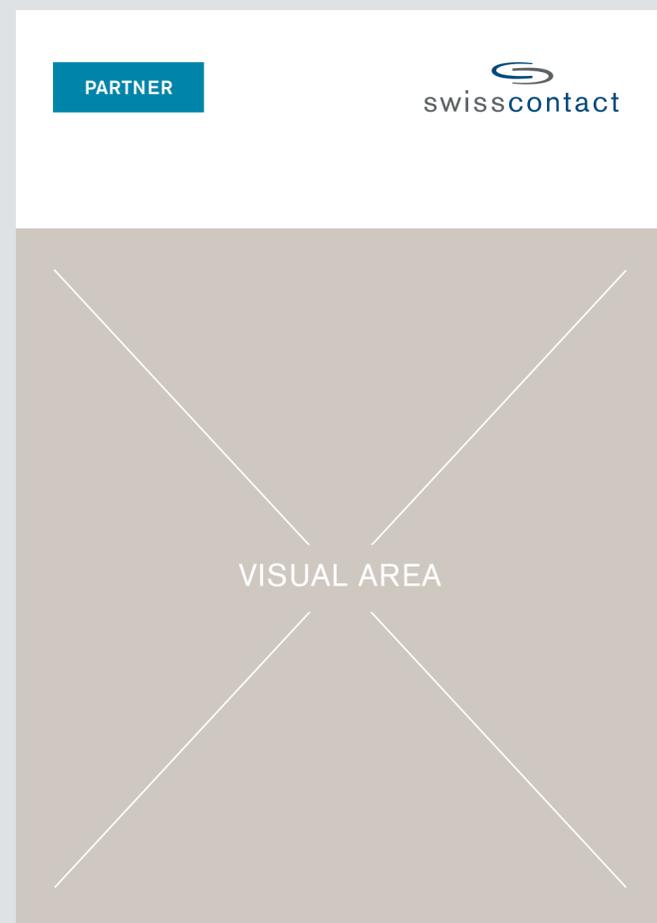
Equal relationship

PARTNER   swisscontact

VISUAL AREA

Partner dominant

swisscontact   PARTNER

VISUAL AREA
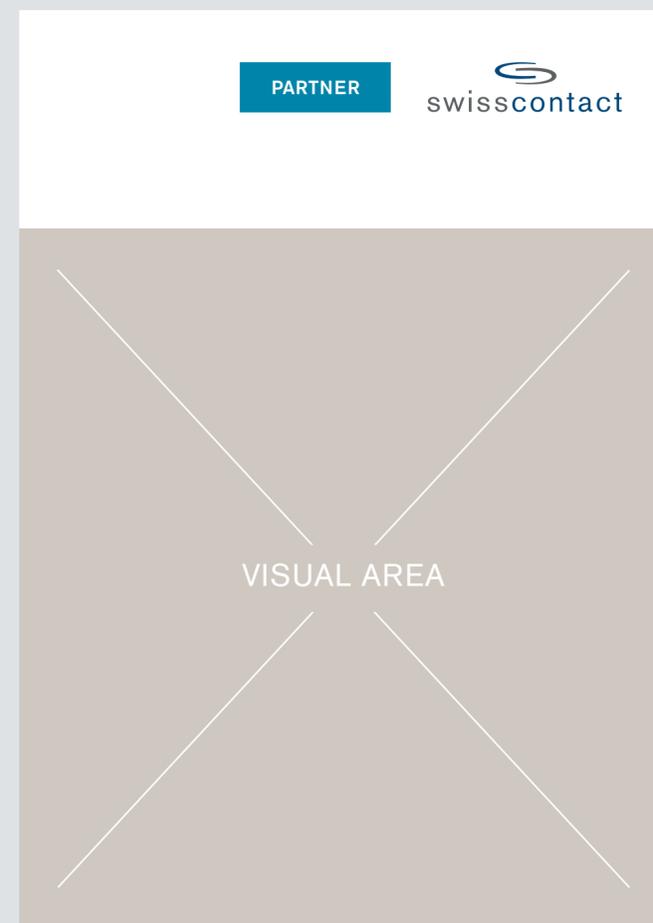
PARTNER   PARTNER   PARTNER   PARTNER

3.4 ADMINISTRATIVE MATERIALS
PROJECTS

SIZE
85 x 55mm

Business cards for projects can display the project name below the person's title and optionally, also the project address at the bottom of the card.

OWN LANGUAGE

Business cards may be produced in other languages in addition to the English version, or may be printed on the back of the English version.

Projects may have their own business cards, but staff need a separate Swisscontact business card as well.

As an exception to the rule, the foundation logo aligns with the top of the Swisscontact logo icon.

Business card with project name

Business card with project name and address

Project business card, front

Project business card, back

3.4 ADMINISTRATIVE
MATERIALS
STAFF IDENTITY CARD

SIZE
85 x 55mm

Front of staff card

SWISS
FOUNDATION
FOR TECHNICAL
COOPERATION

swisscontact

Chantal Dubois
Administrator

ID No X090 123 456

Expires: xx.xx.xx   *Holder's signature*

Back of staff card

The card holder is a
Swisscontact staff member.

Phone   +243 970 283 344   Hardturmstrasse 123
Switchboard +243 970 283 345   8005 Zurich
Mobile   +243 992 112 972   Switzerland
virginie.kalanga@swisscontact.org   www.swisscontact.org

swisscontact

SWISS
FOUNDATION
FOR TECHNICAL
COOPERATION

Chantal Dubois
Administrator

ID No X090 123 456
Expires: xx.xx.xx

Holder's signature

The card holder is a
Swisscontact staff member.

Phone   +243 970 283 344
Switchboard +243 970 283 345
Mobile   +243 992 112 972
chantal.dubois@swisscontact.org

Hardturmstrasse 123
8005 Zurich
Switzerland
www.swisscontact.org

Project letterhead

Project presentation slides
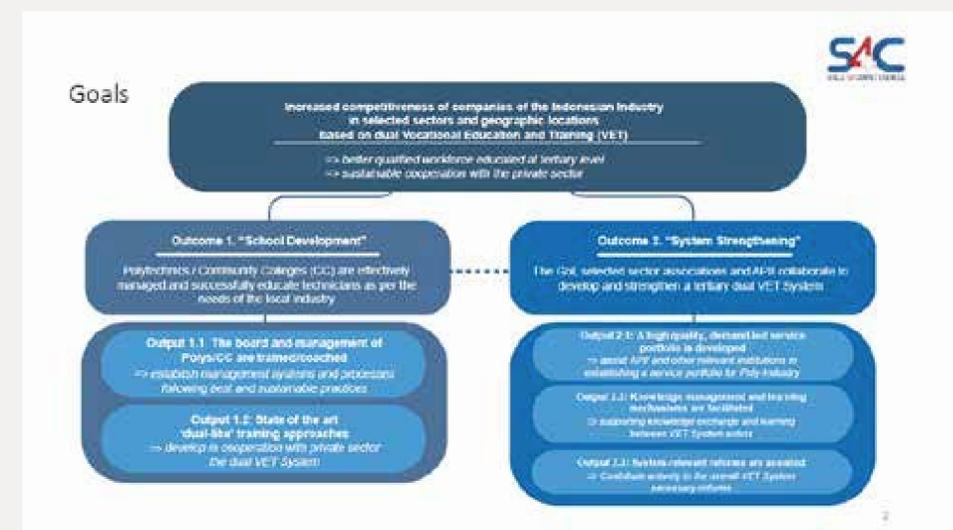
3.4 ADMINISTRATIVE MATERIALS
EMAIL SIGNATURE &
WORD DOCUMENT

The email signature is set in Calibri
9/10pt, black. Only the company name is
bold, and no logo is included.

A project, anniversary or event
announcement logo may be included
in the email signature, but only for a
maximum period of one year after which
it must be removed.

Information on email signatures should
follow this order:

1. Name
2. Position title
3. Project Name

4. Swisscontact | Swiss Foundation for
    Technical Cooperation
5. Office Address
6. Phone, Fax, Mobile
6. Skype account (optional)
7. www.swisscontact.org (hyperlinked) I
    www.projectadress.com
8. Project Facebook (optional)
9. Project Twitter (optional)
10. Project LinkedIn (optional)
11. Project Instagram (optional)

Word document

Country offices are not allowed to have their own sub-brands, logos or country descriptors.

The Swisscontact logo and foundation logo should be used on signage, videos, presentations, business cards, folders, press releases, and other public facing products as presented in this guide.

EXCEPTIONS

1. Offices may identify themselves on approved social media platforms in writing in the "who we are and/or about" sections.
2. Offices may identify themselves in their newsletters in writing. They may not use sub-brands or logos.
3. Offices may identify themselves in writing in impact reports and brochures.
4. Offices may identify themselves in internal communications.

PROJECT OFFICE DOOR PLATE

If required by the donor, the door plate may contain the project logo or name at the top, followed by the other partner logos if required. The office address can be placed at the bottom of the door plate.
Please always consult with local security plan and context.

CAR STICKER

We recommend using a magnetic decal that can easily be removed.
Please consult local security plan for usage.

Door plate for projects

PROJECT NAME OR LOGO

PARTNER LOGO   PARTNER LOGO   PARTNER LOGO

Office Address
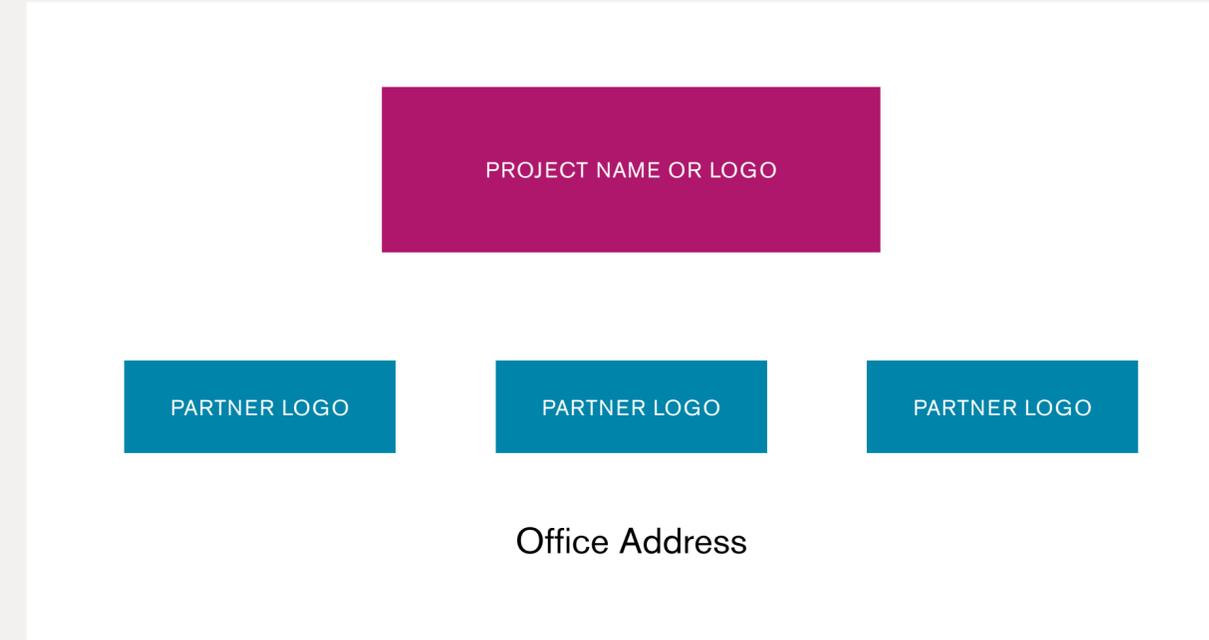
Car sticker

3.6 E-NEWSLETTER
COUNTRIES

An external e-newsletter should be easily recognized as a Swisscontact publication.

The Swisscontact logo is placed at the top right of the layout with the project name or logo to the left, followed by the header image which is overlayed by the foundation logo and world map.

Use engaging subject lines and don't include more than 4 news articles.

Insert social media links using the icons supplied and provide links to subscribe or "forward to a friend".

Include Swisscontact contact information, including postal address, email, web address and phone number.

3.7 BANNERS
PROJECTS

The project logo or name is placed
in the top right corner, with the
Swisscontact logo placed in the bottom
right corner.

The world map can either be placed
in single colour white (opacity 60-
80%), or in full colour blue and white.
Alternatively, the leitmotif can be used a
graphic element overlaying the picture.

SIZE
2 000 x 800mm
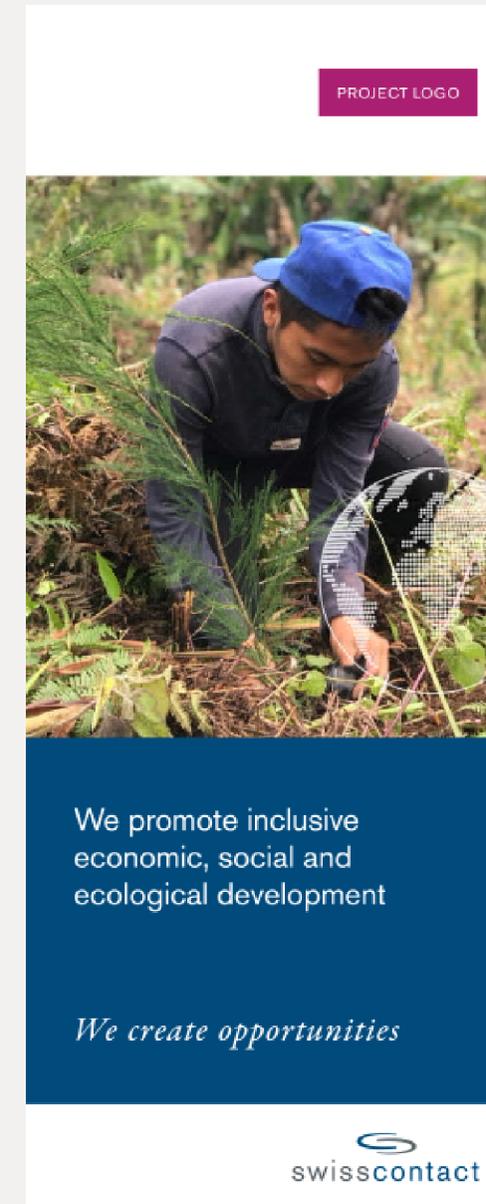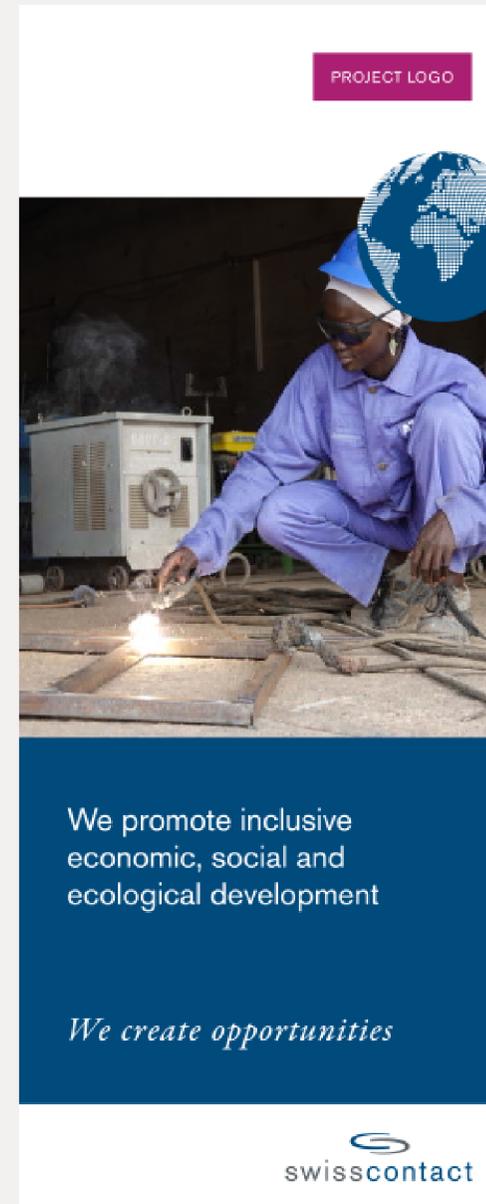
3.8 SOCIAL MEDIA
PROJECTS:
FACEBOOK

Social media is often part of a communications campaign. It should always be used to communicate directly with stakeholders or beneficiaries in a project.

The channel(s) should not be used to promote a program or partners.

Social media channels can be approved as part of a project's communication plan in consultation with the Project team and COM Head Office. Projects taking the form of partnerships require a smart and thoughtful approach to the use and branding of social media posts.

To avoid confusion with Swisscontact global social media channels, the Swisscontact logo should not be used as a profile picture. A photo or the logo representing the project should be used as a profile picture. A Swisscontact branded photo should be displayed as the banner photo, and acknowledgment of Swisscontact implementation should appear in the *profile* or *about* section.

Link to Social Media Guideline

PROFILE PICTURE

▪ Project logo
▪ 360 x 360px (minimum 180 x 180px; displays as 170 x 170px on desktop, 128 x 128px on smart phones).
▪ PNG.
▪ Image will be cropped to a circular shape.

COVER IMAGE

▪ For projects, the cover image may contain the project logo and/or donor logos, always in accordance with donor guidelines.
▪ 828 x 465px (min. 400 x 150px, displays at 820 x 312px on desktop and 640 x 360px on mobile)
▪ JPG

POST

▪ 1200 x 630px (minimum 600 x 315px)
▪ Max. 8 MB

LINK SHARING IMAGE
▪ 1200 x 630px

STORY
▪ 1080 x 1920px (aspect ratio 9:16)

Facebook profile picture

Facebook cover image

Facebook post

Facebook story

Link sharing image

3.8 SOCIAL MEDIA
PROJECTS:
LINKEDIN

PROFILE PICTURE

- The LinkedIn page profile picture should always be the project logo.
- 300 x 300px (square)

COVER IMAGE

- The header should show our work and the people we support. The cover image may contain the project logo and/or donor logos, always in accordance with donor guidelines.
- Due to the small height, it is optional to include a logo in the cover image.
- 1536 x 768px recommended (min. 1192 x 220px; in desktop displayed as 1128 x 191px)
- JPEG, PNG

STATUS UPDATE IMAGE

- 1200 x 627px

SHARING PREVIEW IMAGE

- 1200 x 628px

VIDEO ON LINKEDIN

- Resolution range: 256 x 144 to 4096 x 2304px
- Aspect ratio: 1:2.4 - 2.4:1 (cinema scope)
- Max. file size: 5GB
- Max. video duration: 10 minutes
- Frame rates: 10fps - 60 fps
- Bit rates: 192 kbps - 30 Mbps

LinkedIn profile picture

LinkedIn cover image

LinkedIn status update image

LinkedIn sharing preview image

PROFILE PICTURE

- Project logo
- 400 x 400px
- Max. file size 2MB
- JPEG, PNG
- Twitter crops the image to a circle.

COVER IMAGE

- 1500 x 500 px
- Max. 5mb
- JPG, PNG
- The header photo should be a large, captivating image which shows our work and the people we support. It may contain the project logo and/ or donor logos, always in accordance with donor guidelines.
- Replace the large header photo regularly (all 3 months).

IMAGE TWEETS

- 1200 x 675 recommended (min. 600 x 335 px)
- PNG, JPEG, GIF

CARD IMAGE

- Twitter automatically generates a Twitter Card when you post a link having a featured image at the top and the website HTML has *twitter:card* enabled. The cards display a thumbnail of the image.
- 800 x 418 px, aspect ratio 1.91:1
- JPEG, PNG
- 3MB

Twitter profile picture

Twitter cover image

Twitter image tweets

3.8 SOCIAL MEDIA
PROJECTS:
INSTAGRAM

PROFILE PICTURE

▪ Project logo
▪ Min. 110 x 110px on mobile /
  180 x 180px desktop
  (aspect ratio 1:1)
▪ The image is cropped to a circle.

PHOTO SIZES

▪ The photo width is always at least
  1080 px with an aspect ratio between
  1.91:1 and 4:5. If the aspect ratio of
  your photo is not supported, it will be
  cropped to fit a supported ratio.
▪ Thumbnails have a 1:1 square ratio
  (appear as 161 x 161px on the page).
▪ 1080 x 1080px (square)
▪ 1080 x 1350px (portrait)
▪ 1080 x 566px (horizontal)
▪ 1080 x 1920px (stories)

VIDEO

▪ Video to Timeline Feed: maximum
  resolution is 640 x 640px. The
  duration should be more than 3 and
  less than 60 seconds.
▪ Video to Instagram Stories: max.
  resolution is 750 x 1334px
  (max. duration 15 sec)

Instagram profile picture

Instagram square photo

Instagram portrait photo

Instagram story

Instagram horizontal photo

3.8 SOCIAL MEDIA
PROJECTS:
YOUTUBE

CHANNEL ICON

▪ The YouTube channel icon is taken
from the Google account and should
always be the project logo.
▪ 800 x 800 px

CHANNEL ART

▪ 2560 x 1440 px
▪ Replace channel art regularly.

VIDEO THUMBNAIL

▪ 1280 x 720 px (width at least 640 px)
▪ JPG, PNG, GIF, BMP
▪ Max. 2mb

YouTube channel icon

YouTube channel art

YouTube video thumbnail

Cook apprentices continue
their learning through onlin...
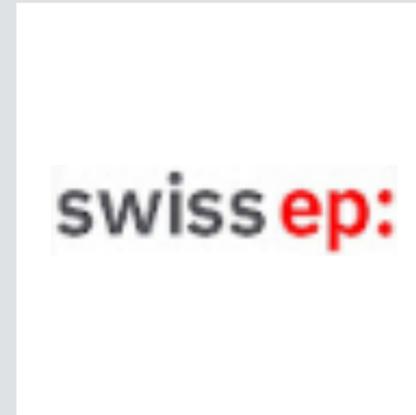
3.9 VIDEOS
PROJECTS

Intro: Full project name and/or logo

Outro: Mention donor(s), partner(s) and Swisscontact, specifying their roles: financed, mandated by, in consortia with, implemented by, etc.

Consider using videos for promoting your achievements. The videos should be kept short and show what your project/programme actually achieved.

Ensure the availability of authentic footage from projects.

Consider providing the partners with an editable video template which they can adapt to their own activities.

Link to video templates

Outro example 2

Outro example 3

Outro example 1

4. BRANDING SWISSCONTACT SERVICES AG

4.1 SWISSCONTACT SERVICES AG

This subsidiary has no independent logo and makes use of the Swisscontact branding. Only the legal name (such as Swisscontact Services Ltd.) is added to stationery and other formal protocols.

Swisscontact
Services Ltd.

Business card examples

Peter Bissegger
CEO
Swiss Foundation for Technical Cooperation
Swisscontact Services Ltd
Phone +41 44 454 17 17
peter.bissegger@swisscontact.org
Hardturmstrasse 123
8005 Zurich
Switzerland
www.swisscontact.org

Felix Muster
Project Manager
Tourism Advisory Services
Phone +41 44 454 17 17
felix.muster@swisscontact.org
Hardturmstrasse 123
8005 Zurich
Switzerland
www.swisscontact.org

Email signature examples

Peter Bissegger
CEO
Swisscontact Services Ltd

Hardturmstrasse 123, CH-8005 Zurich
Tel. +41 44 454 17 17
www.swisscontact.org

Felix Muster
Project Manager
Tourism Advisory Services

Hardturmstrasse 123, CH-8005 Zurich
Tel. +41 44 454 17 17
www.swisscontact.org
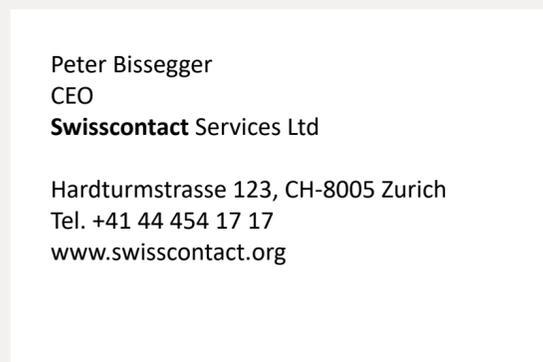
Letters/protocol example
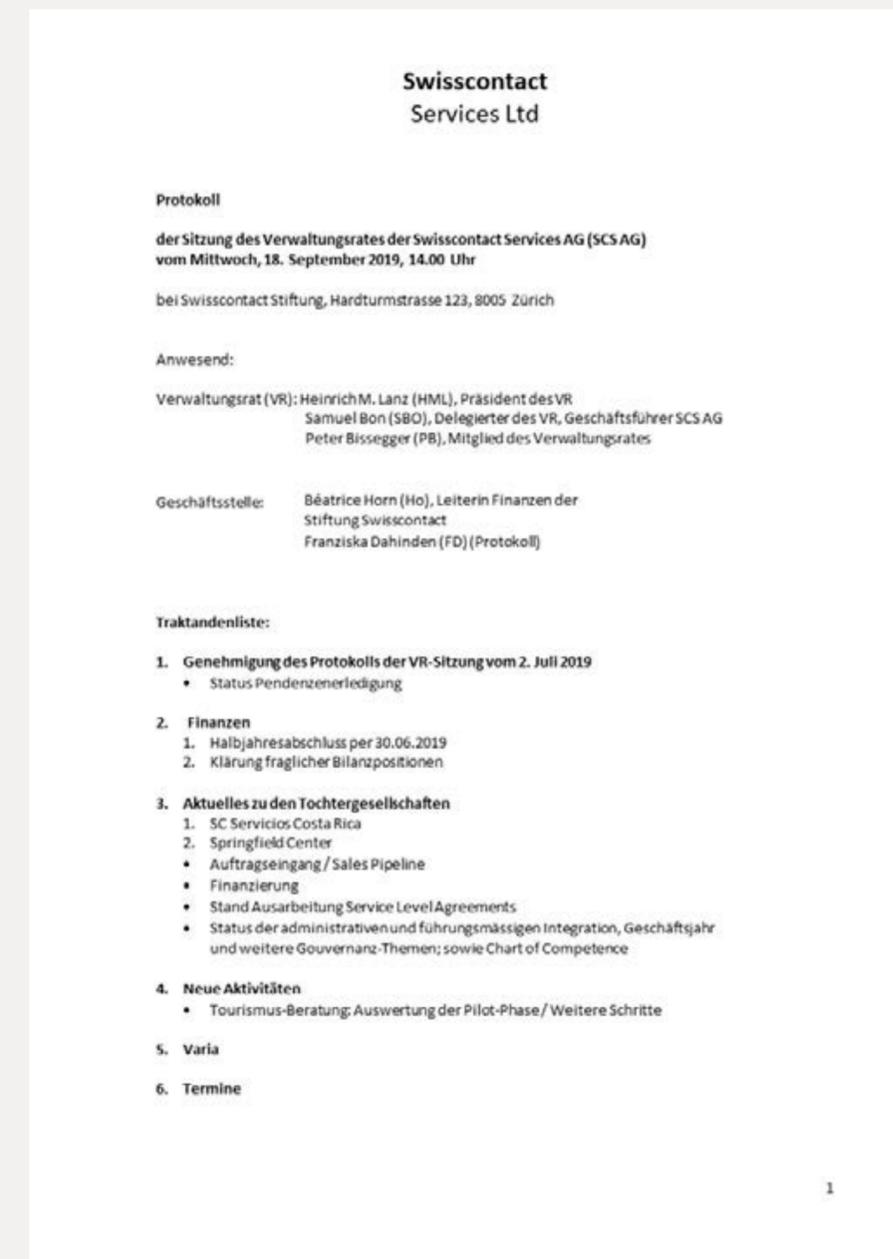
4.2 SPRINGFIELD CENTRE

Springfield Centre is a Swisscontact company that keeps its own branding for all its publications and activities.

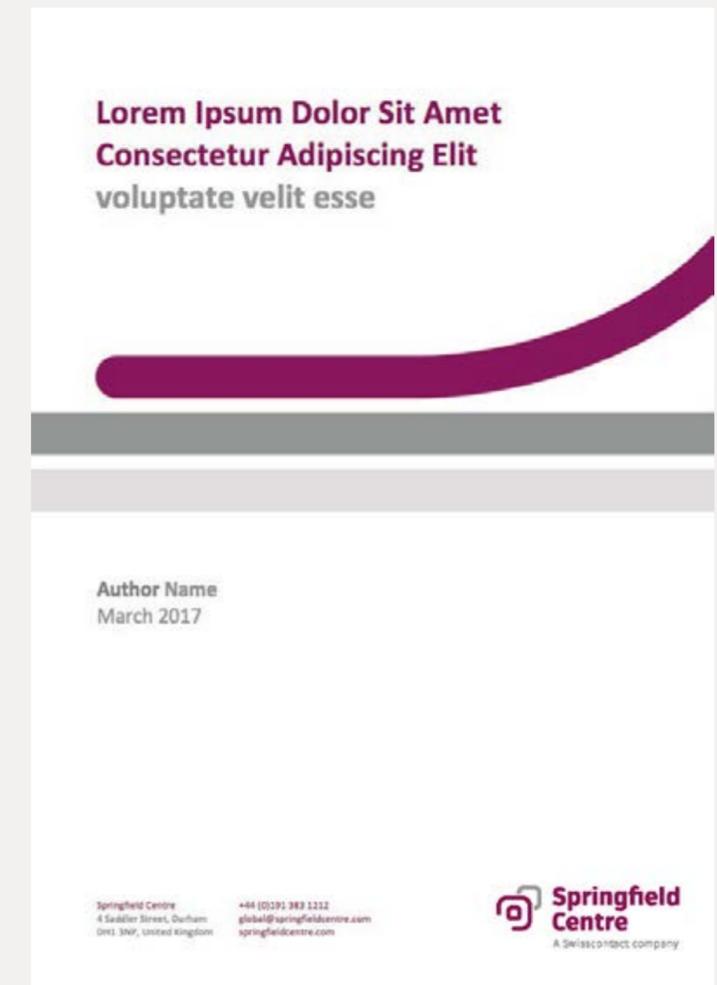Please refer to the Springfield Centre's brand manual for further details and specifications.

Springfield Centre
A Swisscontact company

Twitter cover image

Business card

Report cover

5. CLEARANCE

Communication specialists are able to give clearance on the majority of branding issues. If further clarification is needed, COM HO team should be consulted.

Who gives clearance on branding?

For Swisscontact corporate communications: COM HO clears on basic branding matters.

For funded projects: Country director clears on basic branding matters in consultation with the Regional Director and regional communication specialists.

It is the responsibility of everyone to help enforce branding standards. In most cases, branding violations are due to a lack of awareness and can easily be remedied. In cases where a partner do not take action to comply with agreed standards, corrective action must be taken by the project manager.

6. RESOURCES

Additional resources can be found on the BlueCloud in the Communication Handbook.

ADDITIONAL INFORMATION:

Francine Thurnher
Director Corporate Affairs and Communications

Swisscontact
SWISS FOUNDATION FOR TECHNICAL COOPERATION
Hardturmstrasse 123
CH-8005 Zürich

francine.thurnher@swisscontact.org