



Swiss{ai}Weeks

Design
Playbook

About This Playbook

A playbook is a flexible guide for using design elements consistently and creatively. It helps teams understand the visual language of the brand – not as strict rules, but as a framework for making coherent design decisions across different formats and applications.

About Swiss {ai} Weeks

Swiss {ai} Weeks is a platform and nationwide movement that brings together developers, entrepreneurs, and citizens to help shape the future of AI through hands-on collaboration, open exchange, and a strong commitment to ethical and trustworthy AI.

Logo Types

Compact

Swiss
{ai} Weeks

Wide

Swiss {ai} Weeks

Swiss
{ai} Weeks

Swiss {ai} Weeks

Compact Logo with Information

Date

Swiss
{ai} Weeks
1. Sept - 4. Oct 2026

Location

Swiss
{ai} Weeks
LAUSANNE

Swiss
{ai} Weeks
ZURICH

Swiss
{ai} Weeks
1. Sept - 4. Oct 2026

Swiss
{ai} Weeks
ST. GALLEN

Swiss
{ai} Weeks
BERN

Wide Logo with Information

Date

Location

Swiss {ai} Weeks
1. Sept - 4. Oct 2026

Swiss {ai} Weeks
LAUSANNE

Swiss {ai} Weeks
1. Sept - 4. Oct 2026

Swiss {ai} Weeks
BASEL

Icon



Logo Positioning



The compact logo is used for square or portrait formats.
The wide logo is used for landscape formats.

The format is divided into three columns. In addition, a frame around the edge ensures that all elements have enough space in the layout. The logo can then be positioned within the grid.

Colours

Gradient:

Always apply diagonally at a 45° angle.
The gradient may originate from any corner.

Primary Colors

#E4043F

R 228
G 4
B 63

75%

50%

25%

#C9077E

R 201
G 7
B 126

75%

50%

25%

#9C0EE8

R 156
G 14
B 232

75%

50%

25%

White

#E1C5F6

#220030

R 34
G 0
B 48

Font Manrope

Bold

**ABCDEFGHIJK
LMNOPQRSTU
VWXYZ
abcdefghijklm
nopqrstuvwxyz**

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Extra Thin

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ
abcdefghijklm
nopqrstuvwxyz

Use of Fonts

Headline Manrope Bold

This is a Headline.

Copy Manrope Medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede

As a rule, bold type is used for headings. Extra thin font may also be used, provided it is not too close to the logo.

Headline Manrope Extra Thin

This is a Headline.

Line spacing for headlines: 110% of font size
Line spacing for body text: 140% of font size

Use of Fonts

Including the logo

Innov{ai}te

Cre{ai}te

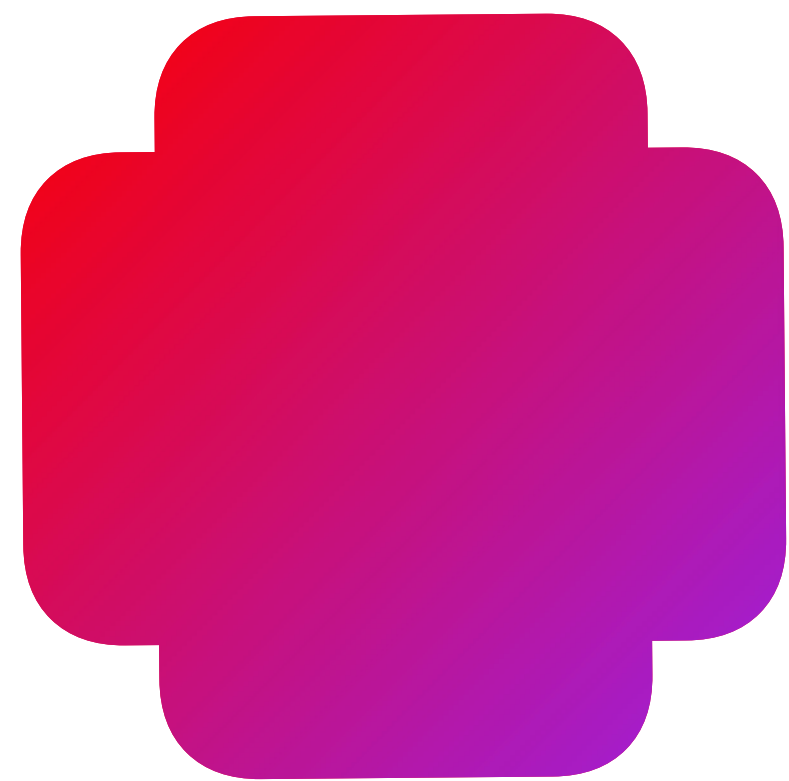
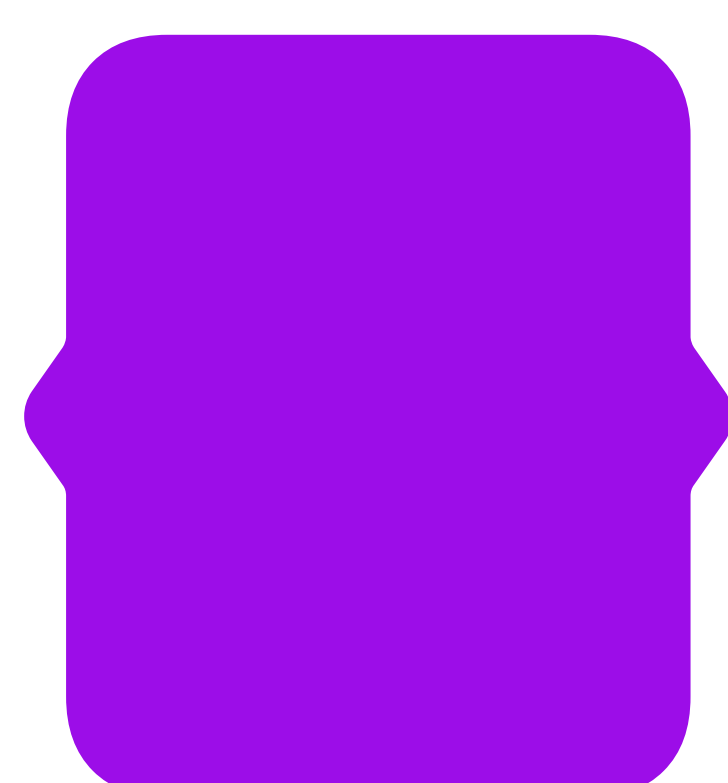
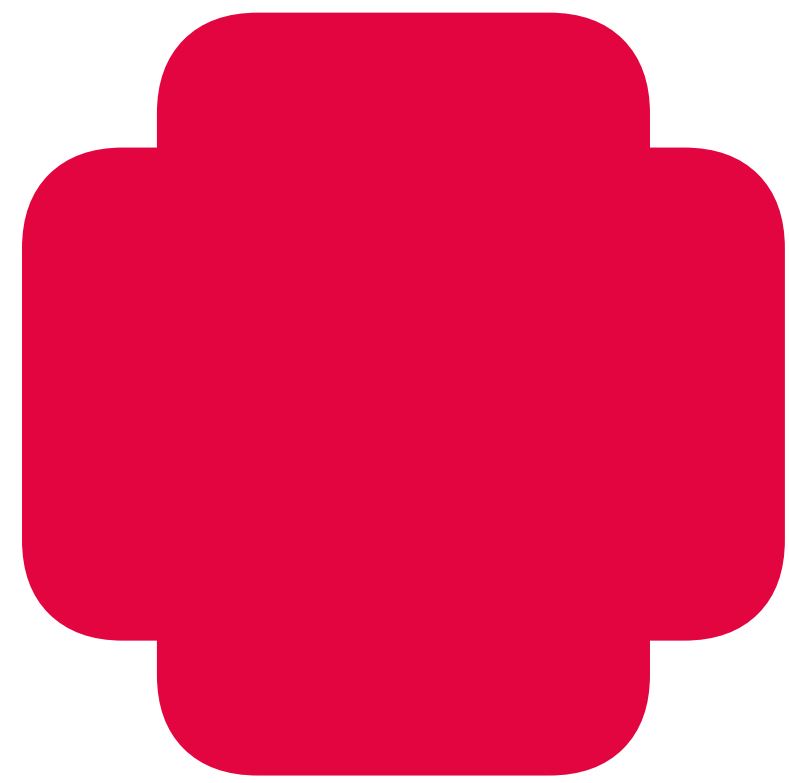
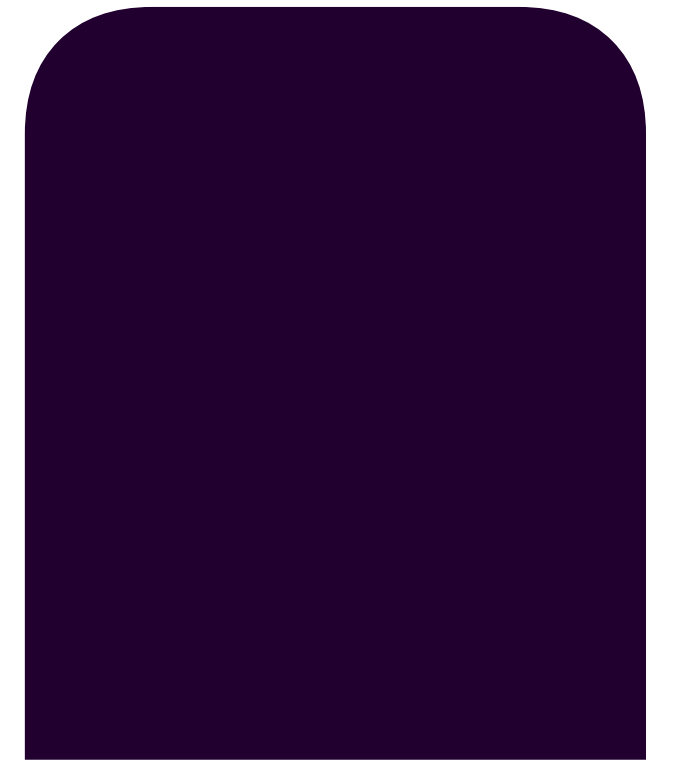
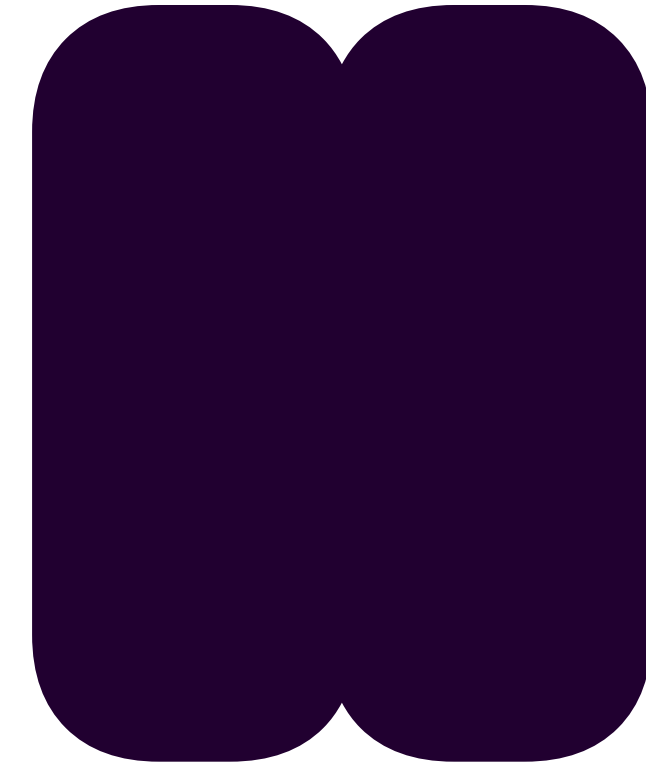
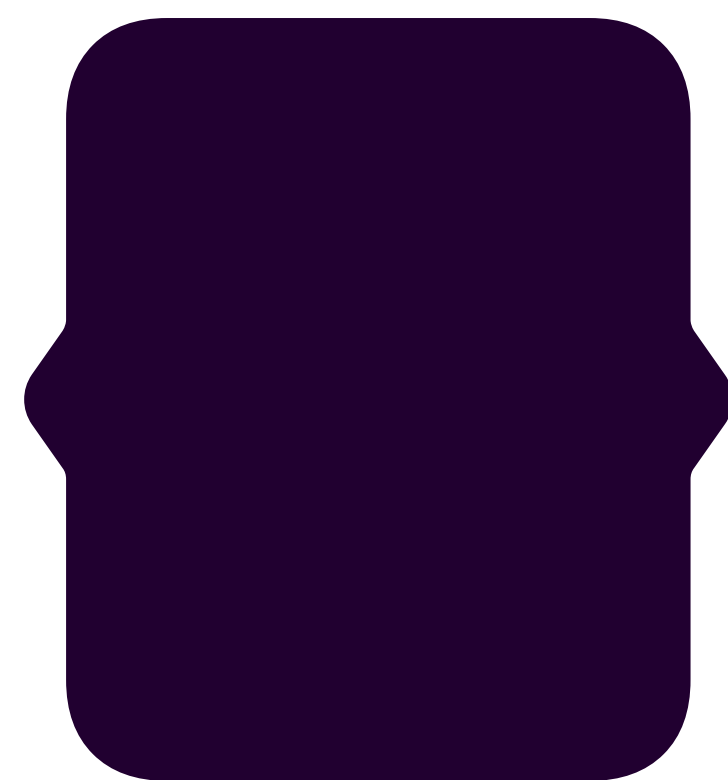
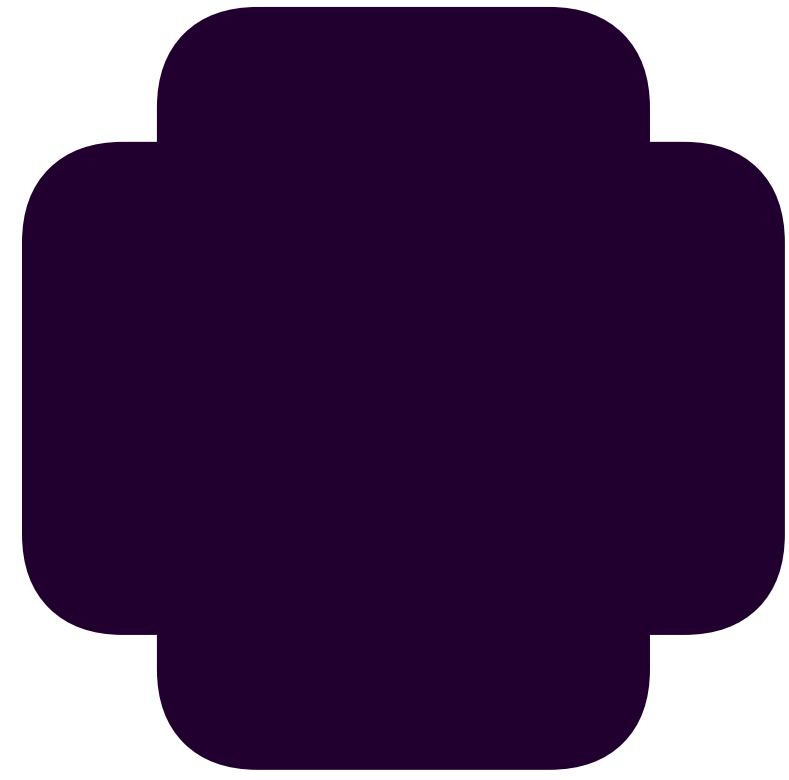
Upgr{ai}de

Collabor{ai}te

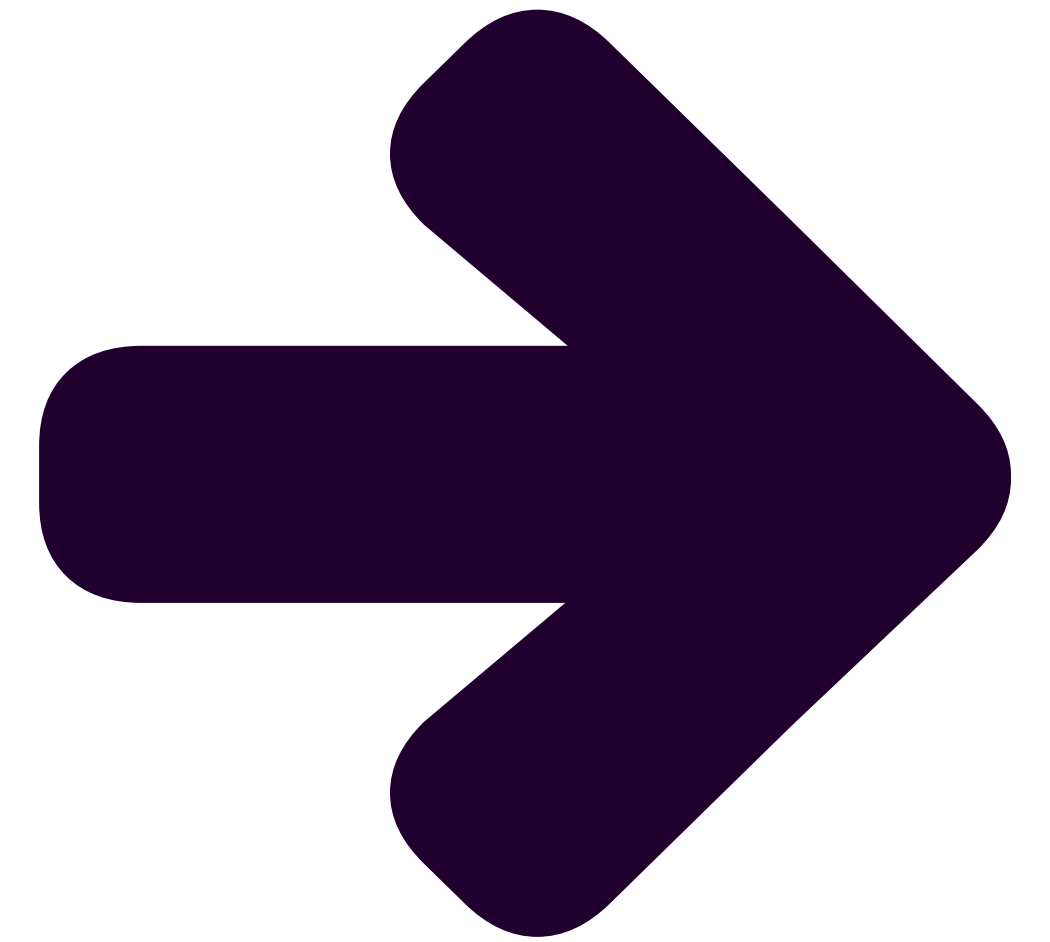
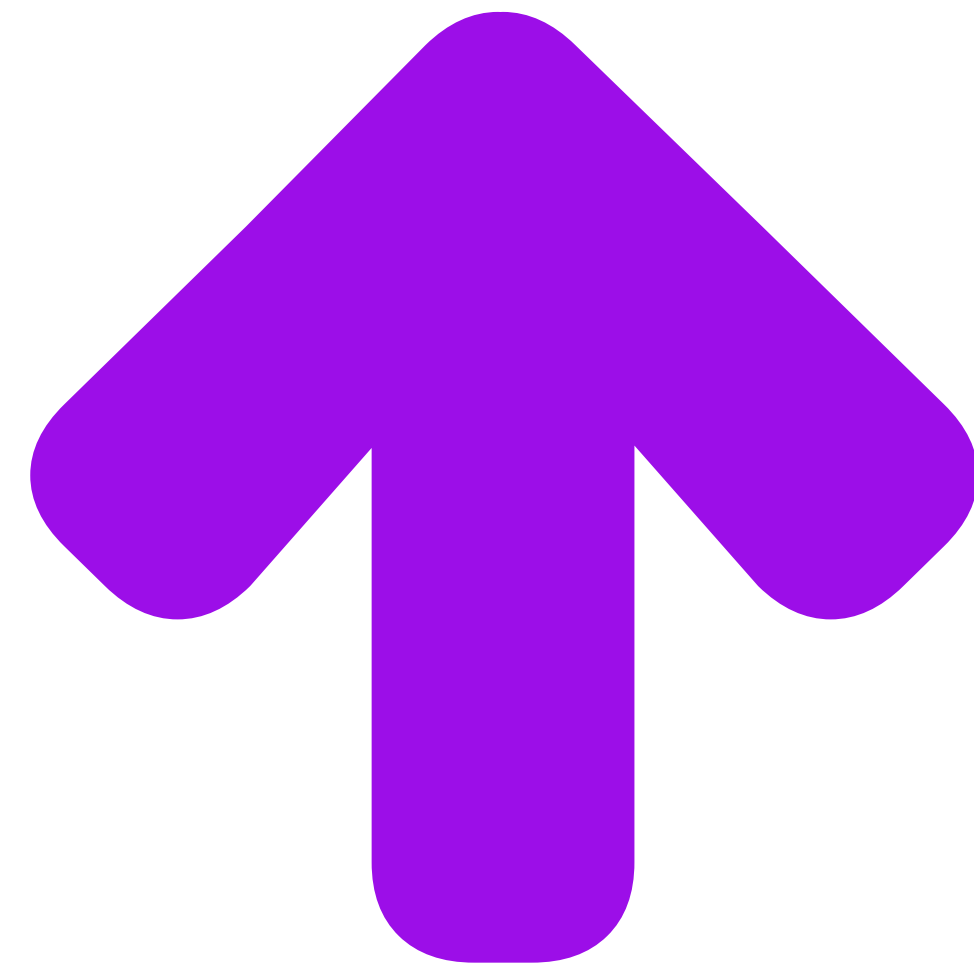
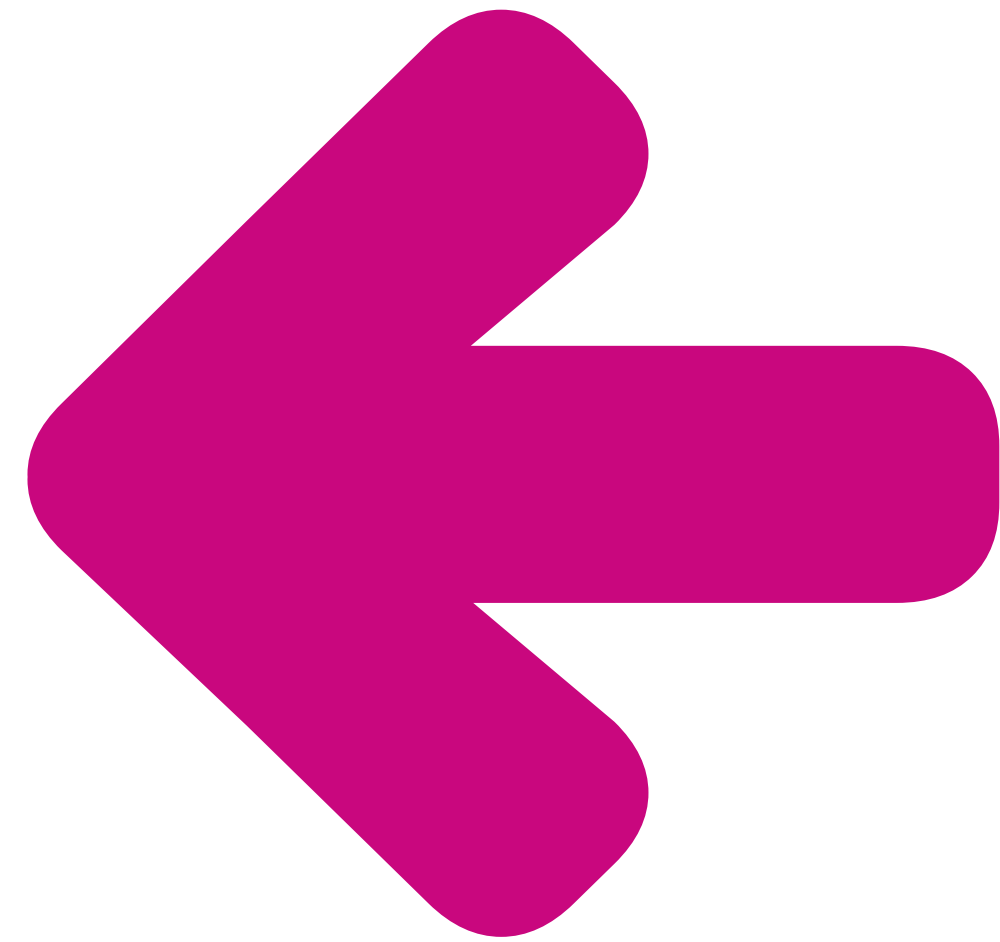
Particip{ai}te

For words that incorporate the logo mark,
always use the Extra Thin font style.

Sh{ai}pes



Arrows

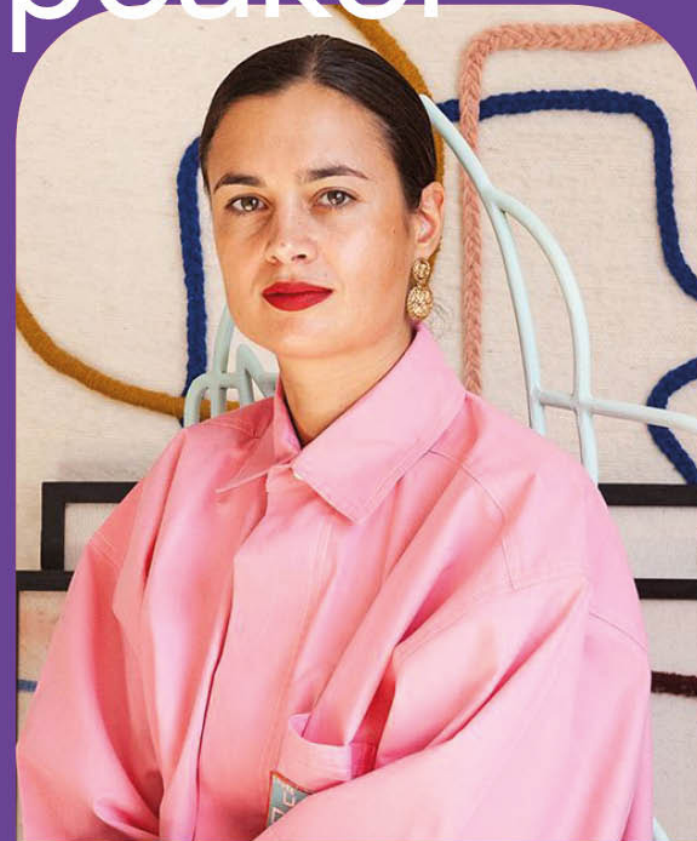


Use of Sh{ai}pes

The sh{ai}pes are both design elements and frames. They are placed in the centre of the layout to maintain their striking appearance. Photos are always placed in one of these sh{ai}pes, thus enabling a consistent visual language.



Keynote Speaker



Miriam
Blindtext

Swiss
{ai}Weeks

Swiss {ai}Weeks

1. September
- 4. October
2026

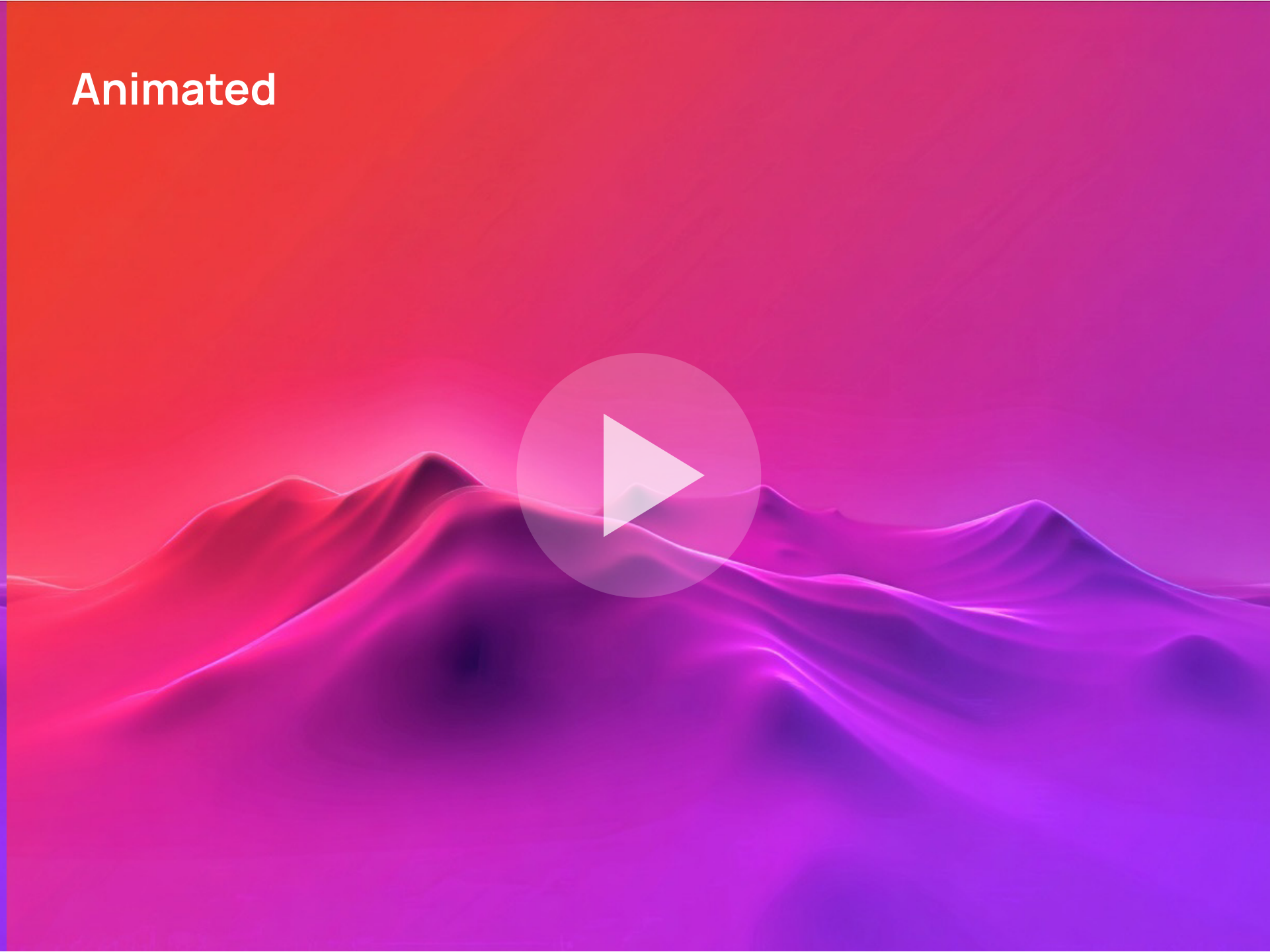
Swiss
{ai}Weeks



Swiss
{ai}Weeks

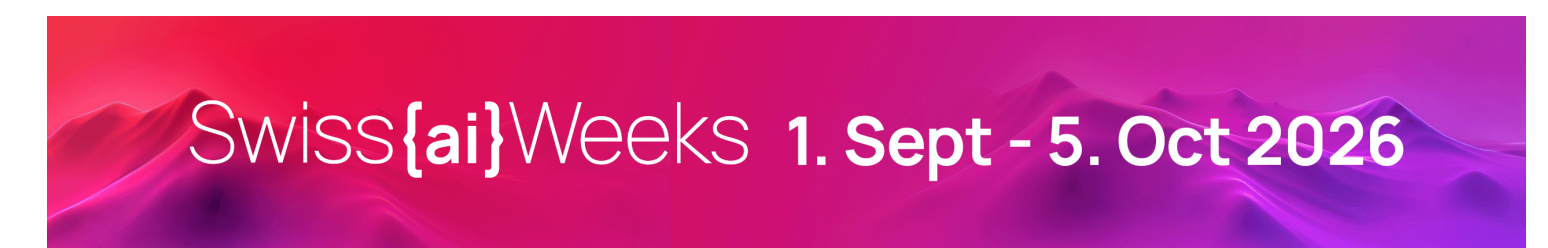
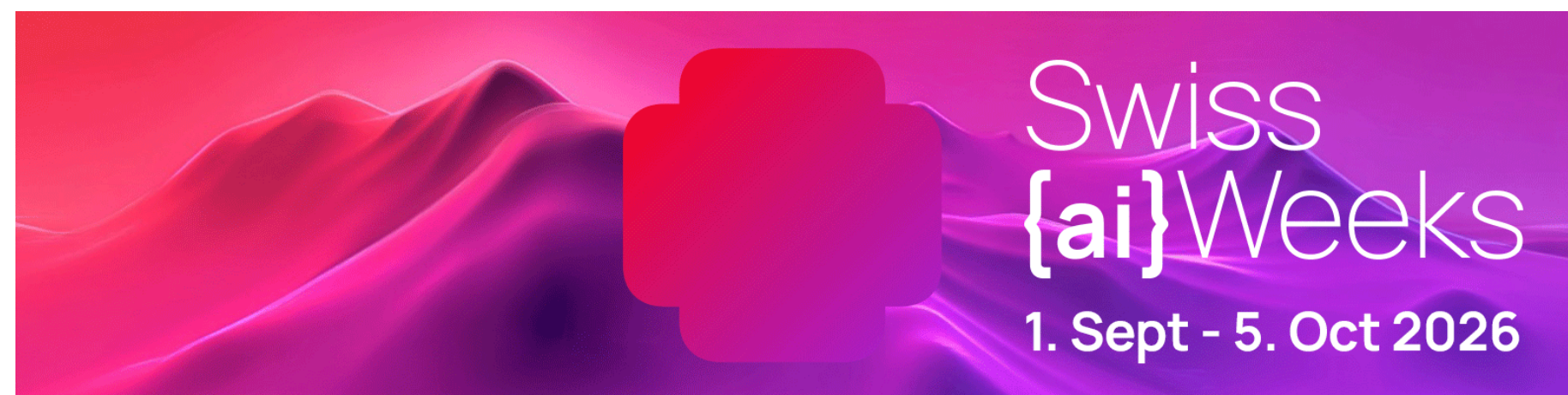
Visuals

The visuals complement the reduced colour palette. They create a further connection to Switzerland and add variety, especially in moving images.



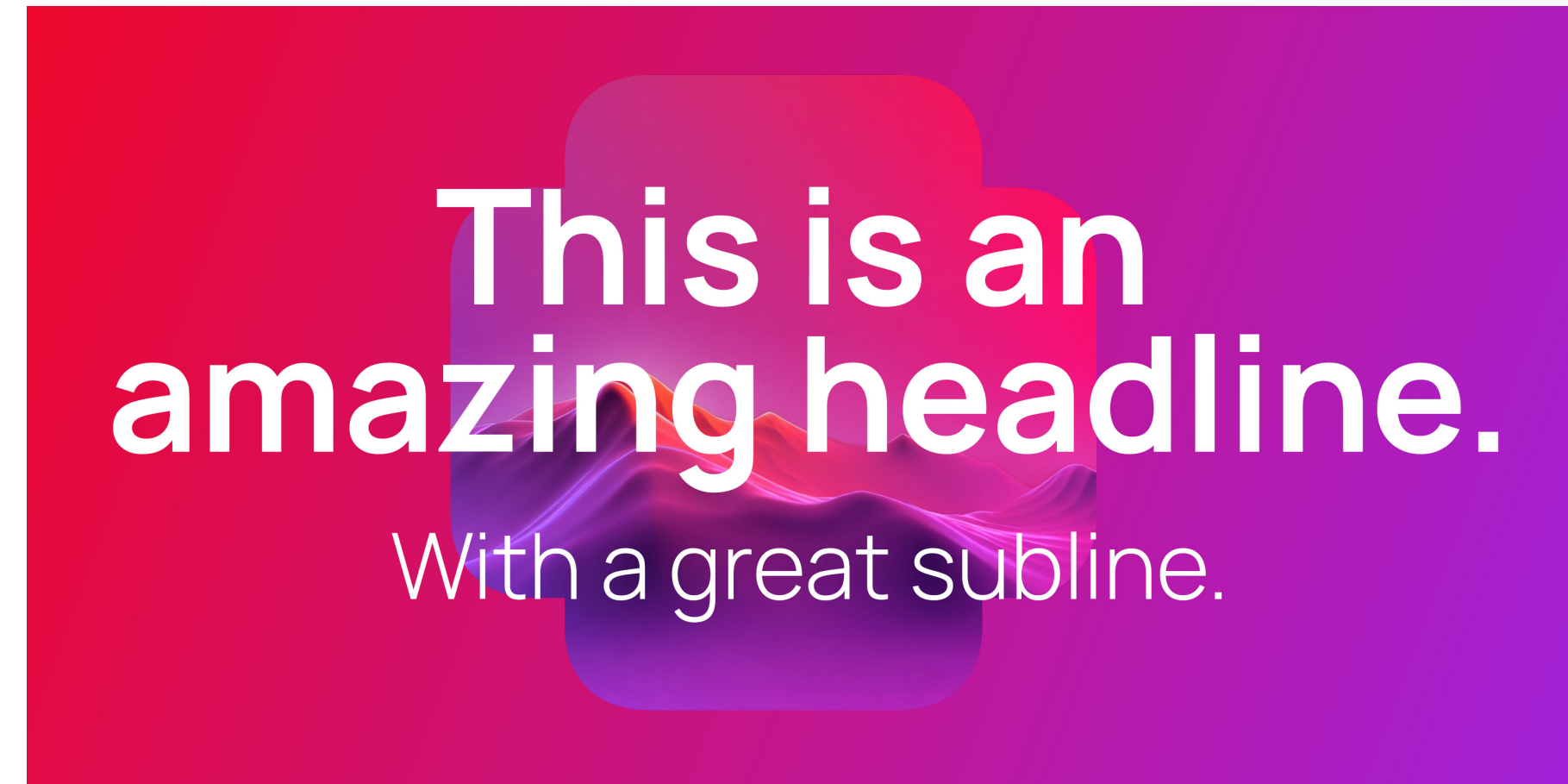
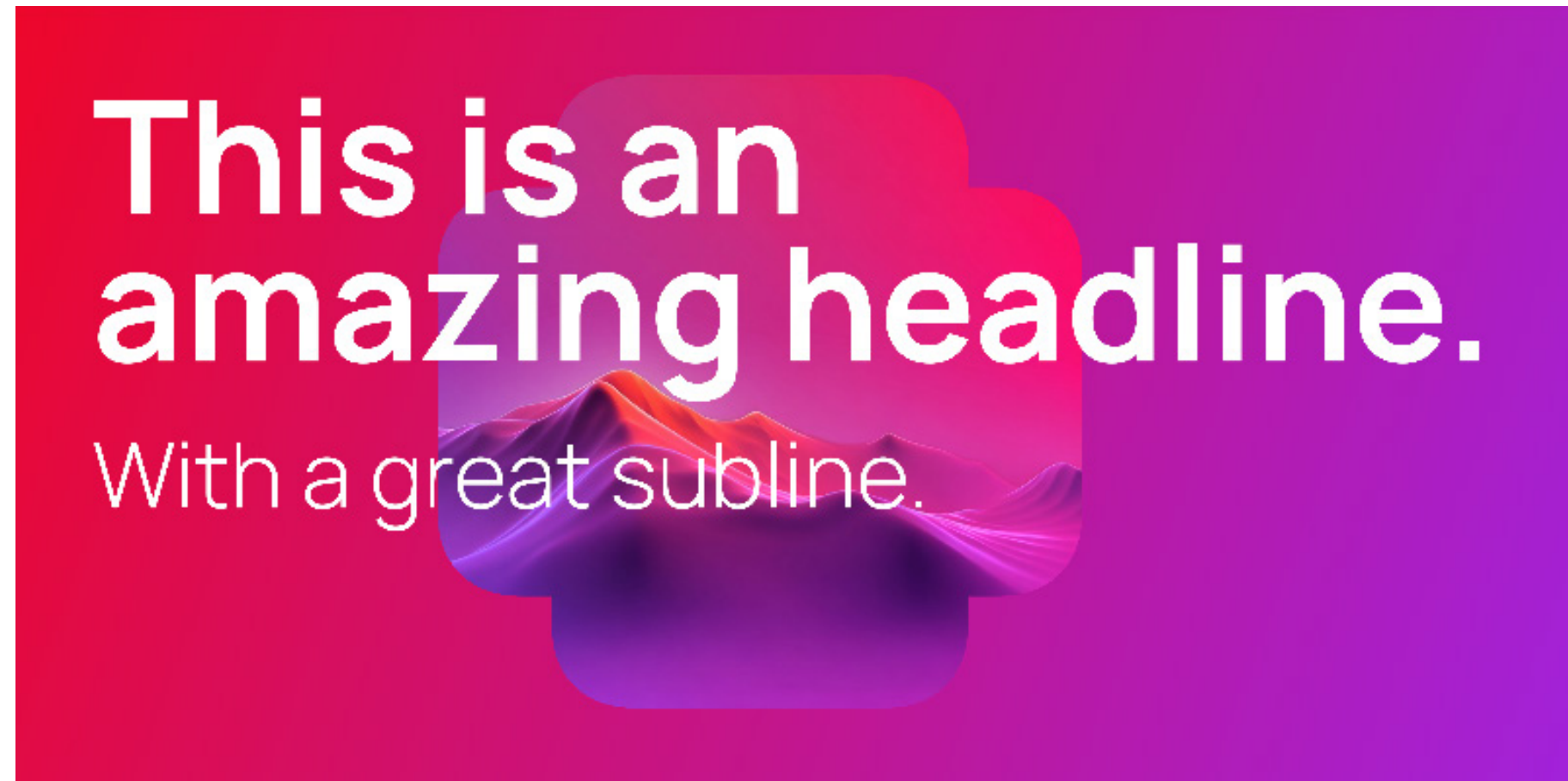
Layouts

Key Visuals



Layouts

Visuals with Text



In general visuals, colours and shapes can be used flexibly.

Layouts

Social Media Posts

Swiss
{ai} Weeks

Zurich Hackathon

26./27. September 2026



VZ VermögensZentrum

Wir freuen uns auf die
Zusammenarbeit als

Partner

Swiss
{ai} Weeks 1. Sept - 4. Oct

Swiss
{ai} Weeks **VZ**

Q&A «Blindtext»

VZ VermögensZentrum

19. September 2026
14 - 15 Uhr

Swiss
{ai} Weeks Logo Space

Tomorrow's legal assistance

Lorem ipsum dolor sit amet, consetetur

sadipscing elit, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctussadipscing elit, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus

AI Talk

Swiss
{ai} Weeks

24.9.2026, 18 Uhr, Square St. Gallen

Resilient by Design:
Switzerland in the age of design.

Keynote
10 Years of investing in AI



Alexandra Musterfrau
Founder & GP Merantix Capital

Logo Space

“ Swiss
{ai} Weeks

Lorem ipsum dolor sit amet, consetetur sadipscing elit, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus



Alexandra Musterfrau
Founder & GP Merantix Capital

Swiss
{ai} Weeks 1. Sept - 4. Oct



Meet me at the Weeks

Swiss
{ai} Weeks

Ins{ai}ghts

Layouts Animated

Storyboard for Animated Post: «Key Visual»



Moving mountains and swirling colour gradients



Moving mountains and swirling colour gradients

In General: Motion should be used subtly and with intention, keeping transitions fast and fluid to support the overall user experience.

Whenever possible, the logo should be visible from the very first frame.

Layouts Animated

Storyboard for Animated Post: „Standard“



Swirling colour gradients



Text flies in from the right-hand side



Partner logos pop up.

Video Intro and Outro

Intro



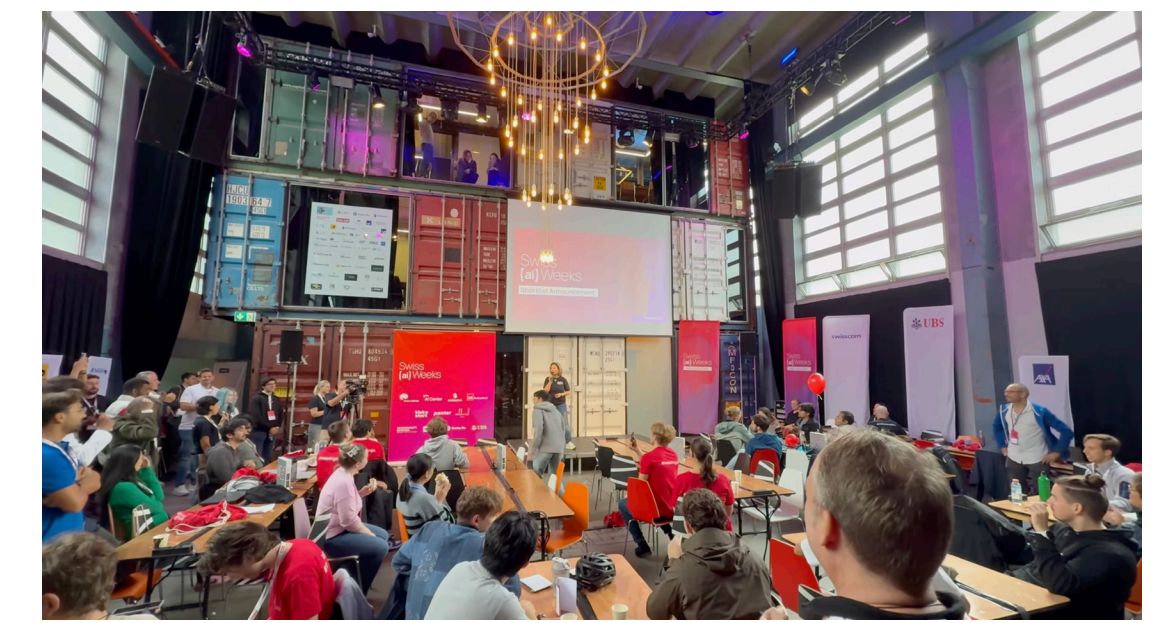
The cross shape is centred, and the video is already playing within it. The logo is visible right from the start.



The shape zooms in until the full image becomes visible.



The logo remains on the screen for a moment



The logo fades out.

Outro



In the outro, the sequence of the intro is reversed



The moving image is framed by the shape, and the cross becomes smaller



Once the shape is centred, the logo appears



The shape continues to shrink until only the gradient remains. The logo remains in place until the very end.

Layouts

Google Slides (excerpt)

Swiss {ai} Weeks

Drive AI adoption in Switzerland

Drive AI adoption in Switzerland

Swiss {ai} Weeks

Our first Year: 2025

Swiss {ai} Weeks

93.4% of participants rated us highly satisfactory

It's just great that there is a platform to have all experts available, curated, and so many events around the same time. A big thank you to the organizers!
Aline Schouten

Swiss {ai} Weeks is the best thing to happen to the AI ecosystem in Switzerland in my opinion because it was so well designed, diverse, and inclusive. Brilliant work!
Hala Hibri

Very collaborative event, very interesting talks about intelligent economy. We shall do every year.
Jakeer Muhammad

My highlights: The various on (ai)-sessions and the announcement of APERTUS.
Michi Wegmüller

I had too many highlights. Great organization, amazing community, let's do it again!
Kateryna Schütz

Great initiative. Bringing together various industry leaders, partners, presenters and AI community in Switzerland to usher in a new era of innovation in Switzerland.
Sasi Reddy

Swiss {ai} Weeks

15 hackathons delivered tangible results

Bern, Geneva, Lausanne, Lenzburg, Zurich, Brugg-Windisch

Source: Selected winner projects presented at AI+X SUMMIT 25

Current planning overview for 2026

January to August

- Learning formats
- Partner events
- Individual hackathons
- Executive events

September to October

- 5-week event including public hackathons

November to December

- Learning formats
- Partner events

Swiss {ai} Weeks

Newsletter

Swiss {ai} Weeks

Hands-on, trustworthy ethical and open

A new way to discover AI events across Switzerland

Shape AI together

MORE ABOUT US

Switzerland hosts a vibrant and growing AI ecosystem, with events happening across the country throughout the year. But in such a dynamic landscape, discovering the most relevant initiatives, following specific topics, and connecting with the right communities is not always easy.

To help make this easier, we launched the **Swiss {ai} Weeks Event Calendar: a national, shared, and trusted space** where you can discover and submit AI events taking place across Switzerland.

Designed as a practical resource for the community, the calendar helps people find events that match their interests, explore initiatives by topic, connect with the right communities, and share their own events with a wider audience.

As we prepare for the second edition of Swiss {ai} Weeks taking place from September 1 to October 4, this launch marks an important step toward making the Swiss AI ecosystem more connected, visible, and accessible.

The calendar is meant to be useful, open, and shaped by the community, and we would love your input to help make it even better!

EXPLORE THE CALENDER

With the calendar, you can

- ➔ discover events aligned with your interests
- ➔ explore initiatives by topic
- ➔ connect with communities across Switzerland
- ➔ submit your own event for greater visibility

Events

GenAI Zürich 2026
April 1-2, 2026
Volkshaus
CHF 400

HealthTech Startup Roadshow 2026
April 27-30, 2026
Congress Center

Swiss Biotech Day 2025
May 4-5, 2025
Congress Center Basel
CHF 750

SUBMIT YOUR EVENT

Next Events Highlights

1-2.04.2026 · 7:00

GenAI Zürich
A targeted B2B summit focused entirely on the implementation and strategic use of Generative AI.
Volkshaus
Stauffacherstrasse 60, 8004 Zürich

REGISTER HERE

27-30.04.2026 · 7:00

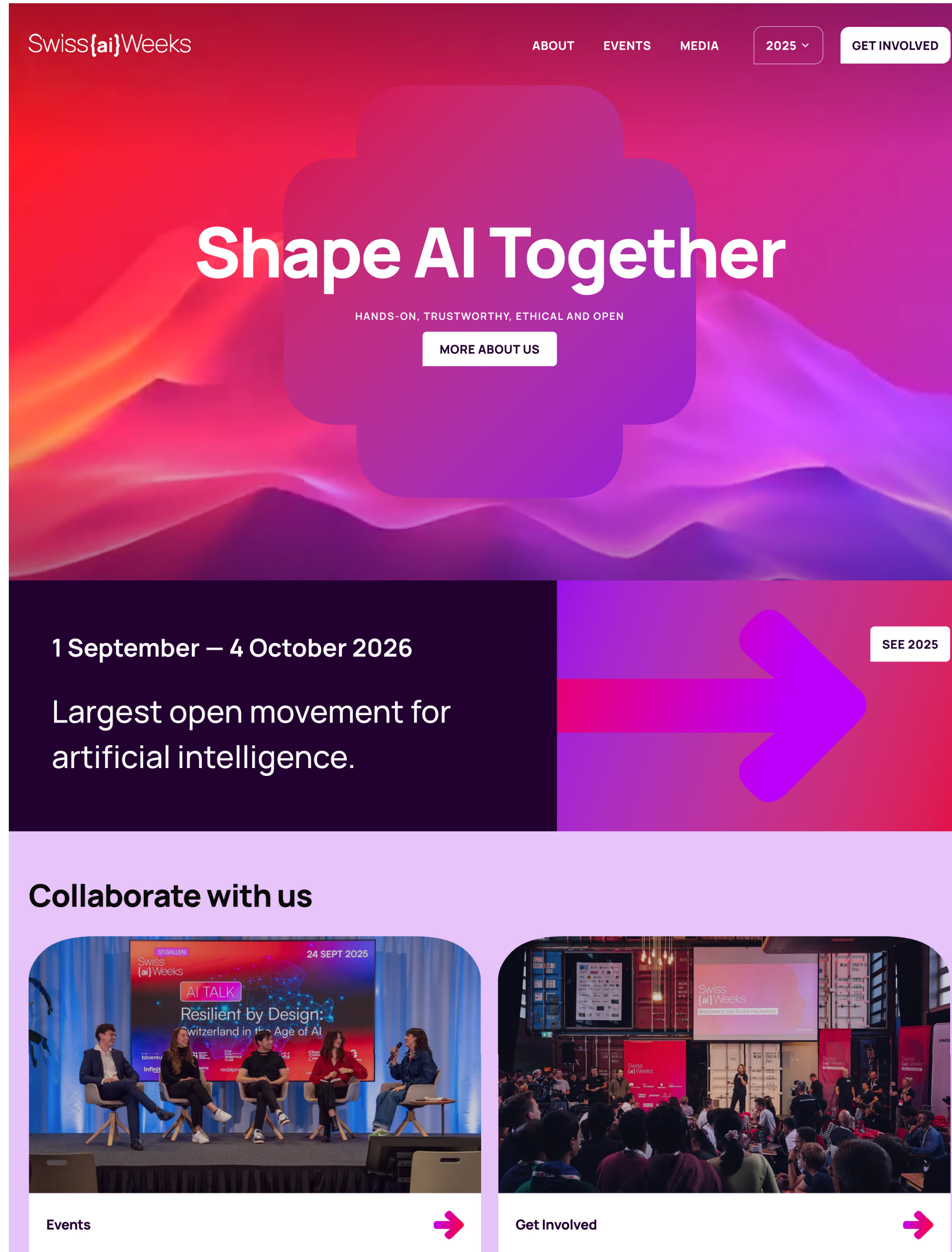
HealthTech Startup Roadshow
Designed to connect high-potential international healthtech startups with the Greater Zurich Area's life sciences ecosystem.

FREE ACCESS

Swiss {ai} Weeks

HUB Fellowship Association
Viaduktstrasse 93-95, 8005 Zurich
hello@swiss-ai-weeks.ch
www.swiss-ai-weeks.ch

Website



The image shows the homepage of the Swiss(ai)Weeks website. The background is a vibrant, abstract graphic with wavy, mountain-like shapes in shades of red, orange, and purple. At the top left, the logo "Swiss(ai)Weeks" is displayed. To the right of the logo are navigation links: "ABOUT", "EVENTS", "MEDIA", a year selector "2025" with a dropdown arrow, and a "GET INVOLVED" button. The main headline "Shape AI Together" is centered in a large, white, sans-serif font. Below it, the tagline "HANDS-ON, TRUSTWORTHY, ETHICAL AND OPEN" is written in a smaller, white, uppercase font. A white button with the text "MORE ABOUT US" is positioned below the tagline. In the lower-left section, the dates "1 September – 4 October 2026" and the text "Largest open movement for artificial intelligence." are displayed in white. To the right of this text is a large, stylized arrow pointing right, composed of a purple-to-pink gradient. A white button with the text "SEE 2025" is located at the end of the arrow. Below this section, the heading "Collaborate with us" is centered. Underneath, there are two rounded rectangular images. The left image shows a panel discussion on a stage with five people seated in chairs. A screen behind them displays "AI TALK" and "Resilient by Design: Switzerland in the Age of AI". Below this image is a white button with the text "Events" and a pink arrow pointing right. The right image shows a large crowd of people at an event, with a screen in the background displaying "Swiss(ai)Weeks" and "Welcome to the Zurich Hackathon". Below this image is a white button with the text "Get Involved" and a pink arrow pointing right.

Swiss(ai)Weeks

ABOUT EVENTS MEDIA 2025 GET INVOLVED

Shape AI Together

HANDS-ON, TRUSTWORTHY, ETHICAL AND OPEN


MORE ABOUT US

1 September – 4 October 2026


Largest open movement for artificial intelligence.

SEE 2025

Collaborate with us



Events



Get Involved

Don'ts

Swiss
{ai}Weeks

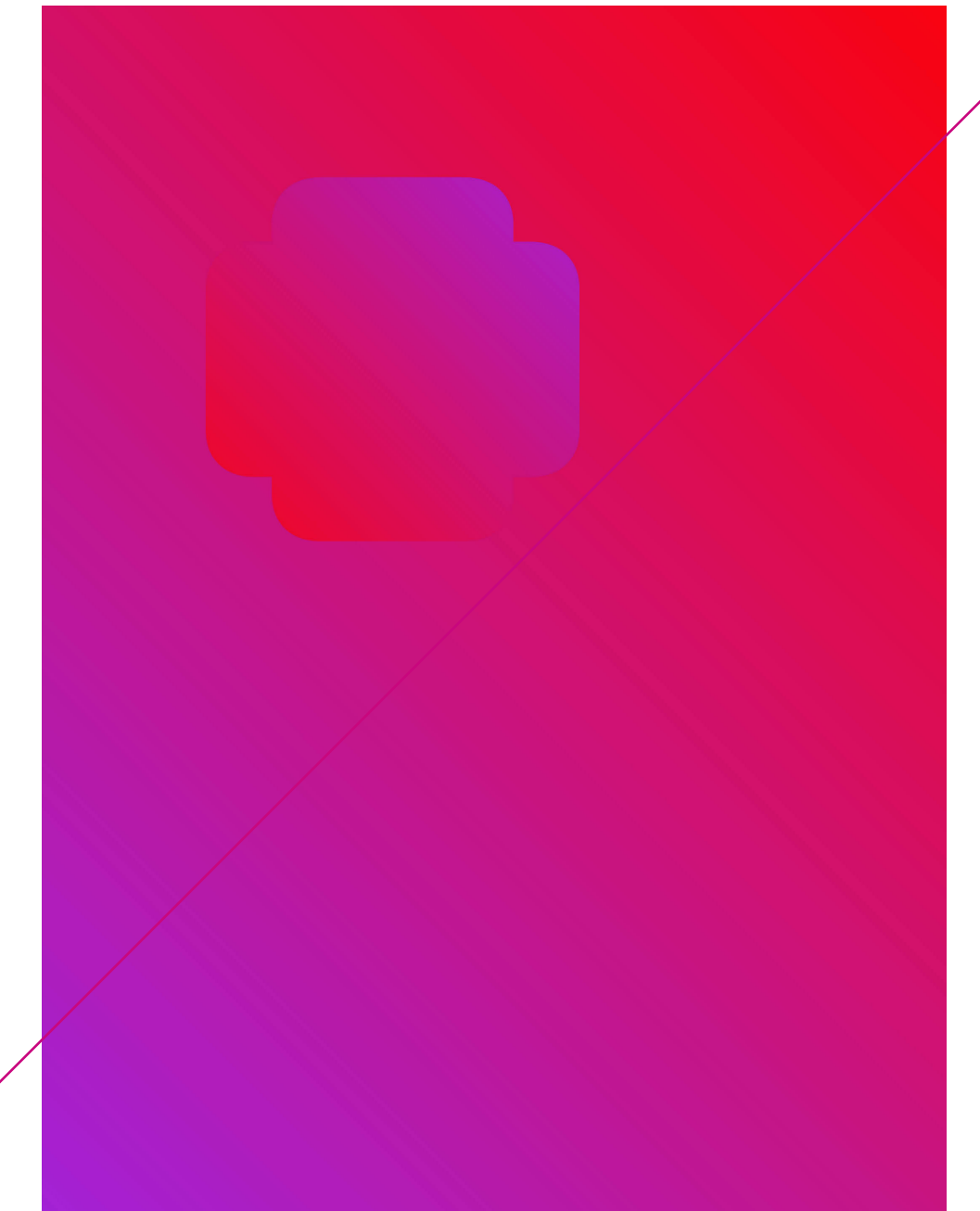


Don't use typography filled with the gradient.

The message must always be clearly legible. Be careful when selecting images and colours.



Don't use dark purple as a primary colour.



Always make the sh{ai}pes fill the entire page.



See you there.