

# Swiss {ai} Weeks

Corporate Design  
Playbook

# Logo types

Compact

Swiss  
{ai}Weeks

Wide

Swiss {ai}Weeks

Swiss  
{ai}Weeks

Swiss {ai}Weeks

# Logo with information bar

Date

Swiss  
{ai} Weeks

1. Sept - 5. Oct 2026

Location

Swiss  
{ai} Weeks

LAUSANNE

Swiss  
{ai} Weeks

ZURICH

Swiss  
{ai} Weeks

1. Sept - 5. Oct 2026

Swiss  
{ai} Weeks

ST. GALLEN

Swiss  
{ai} Weeks

BERN

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. Now the logo can be fitted into the grid.



See you there.