Brand Guidelines

Symbolism
The logo refers to Swiss tradition in its construction.

The openings of the letters «E» and «F» come from the proportions of the ends of the arm of the Swiss cross. It’s proportions are 1/6th larger than high. The color chosen for the logo is that of the Swiss flag. The logo was drawn from the Helvetica Neue font.

Logo
The EPFL logo always features on the top left side of the documents in red.

Corporate Colors
When using colors, you must always choose the values listed here.

<table>
<thead>
<tr>
<th>Color</th>
<th>Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROUGE</td>
<td>CMYK: 0 100 100 0 / RGB: 255 0 0 / HSL: 0 100 100 / HSB: 0 100 100 / CMY: 0 100 100</td>
</tr>
<tr>
<td>GROSEILLE</td>
<td>CMYK: 30 0 100 0 / RGB: 181 31 31 / HSL: 295 74 58 / HSB: 295 74 58 / CMY: 30 0 100</td>
</tr>
<tr>
<td>LÉMAN</td>
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<tr>
<td>CANARD</td>
<td>CMYK: 30 0 100 0 / RGB: 255 255 255 / HSL: 0 0 0 / HSB: 0 0 0 / CMY: 30 0 100</td>
</tr>
<tr>
<td>ARDOISE</td>
<td>CMYK: 30 0 100 0 / RGB: 202 199 199 / HSL: 295 74 58 / HSB: 295 74 58 / CMY: 30 0 100</td>
</tr>
<tr>
<td>PERLE</td>
<td>CMYK: 0 100 40 0 / RGB: 255 0 0 / HSL: 0 100 74 / HSB: 0 100 74 / CMY: 0 100 40</td>
</tr>
</tbody>
</table>

Using colors appropriately is one of the easiest ways to ensure that our documents reflect a coherent visual image or story from EPFL. Always balance colors with generous white spaces.

Brand Architecture
Organizational unit references must always be separated from the EPFL logo.

Corporate Font
Suisse Int’l is EPFL’s official font

The «Suisse Int’l» has nine weights and is suitable for all uses, from titles to legends. If you do not have access or wish to use an authorised alternative, you must use Arial. On office materials, Arial is used exclusively, because it is available as a system font on all computers, making it easy to share editable documents.

Need Advice?

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Every Thursday
9:00 to 11:00 am
On appointment