

SISSA

Visual identity guidelines

Introduction	3
The roots and the process	4
Ma per seguir virtute e canoscenza	5
Typography	6
Suisse Int'l	7
Alternative fonts	8
The School	9
Overview	10
Seal	11
Logo+seal	12
Logo	13
Expanded logotype	14
Icon	15
Colour palette	16
The rules	17
Colour	18
Safe space	19
Alignment	20
The community	21
The Areas – Overview	22
The Cube	23
The Cube – Colour version	24
Mathematics	26
Physics	27
Neuroscience	28
Laboratories, facilities, associations & spin-offs – Overview	29
Name tag	30
Name tag – Layout	31
The rules	32
Construction and safe space	33
Areas & Laboratories – Vertical alignment	34
Areas & Laboratories – Horizontal alignment	35
Labs, facilities, associations & spin-offs – Vertical alignment	36
Labs, facilities, associations & spin-offs – Horizontal alignment	37
Implementation	38
Co-branded events	39
Scientific posters	40
Letterhead – School & Offices	41
Letterhead – Areas	42
PowerPoint institutional presentation	43
PowerPoint scientific presentation	44
Business card	45
Video promo	46
Glossary	47
Resources	48

Introduction

This document sets out SISSA's Visual Identity System and the rules governing its application. It is the official and authoritative reference for the use of SISSA distinctive marks and should be treated as normative by all SISSA offices, staff, collaborators, suppliers and partners producing materials on behalf of, or in association with, the School.

The standards defined here regulate both design requirements and conditions of use, with the aim of ensuring consistency, recognisability and institutional integrity across all media. The SISSA marks are to be used only in the forms provided and may not be redrawn, altered, combined, or adapted outside the specifications contained in this document.

Use of the marks by external entities is subject to prior authorisation by SISSA's direction and review by the SISSA Communications Office, which acts as the competent office for approval and compliance.

The roots and the process

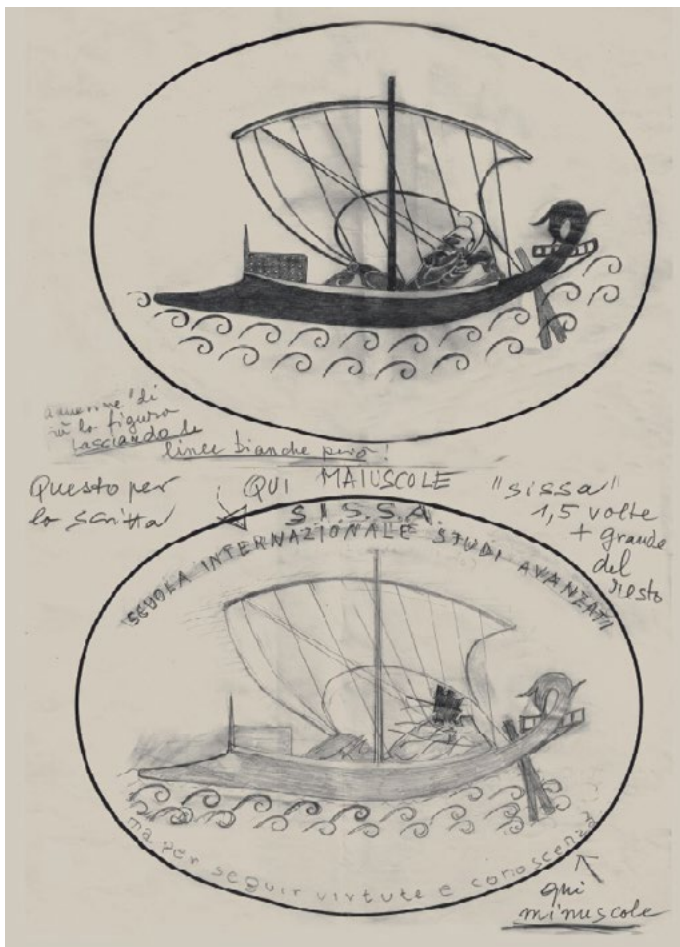
Ma per seguir virtute e canoscenza

SISSA's current visual identity system is the result of a renewal process that began on the occasion of the School's 40th anniversary.

In 1978, at the end of the process that led to the school's creation, founder Paolo Budinich designed the seal that would represent it, adding Dante's motto.

Forty years later, philological research identified the original reference: the Kylix preserved in the Staatlichen Antikensammlungen in Munich.

Starting from this, a careful redesign of the seal was accompanied by the definition of a graphic system to first create a logo celebrating the anniversary and, subsequently, a complete and articulated visual identity system to represent the entire SISSA community.



↑ Original sketch by Paolo Budinich.



↑ Dionysus Cup, Staatliche Antikensammlungen, München.

Typography

A coherent and effective choice of the use of typefaces in communication – commonly referred as typography – is of fundamental importance to the identity of any organization and, in ultimate analysis, to its ability to communicate.

It defines the tone, character, and clarity of all communications.

The primary typeface of the SISSA identity is **Suisse Int'l**, a modern sans-serif chosen for its high legibility and visual coherence across all applications.

Like most typefaces, the font is available from the producer under a licence agreement (EULA).

abcdefghijklmnopqrs
tuvwxyzABCDEFGHIJ
KLMNOPQRSTUVWXYZ
YZ01234567890.,+~*/

Suisse Int'l Regular عاديّ Регулярный

Suisse Int'l Regular Italic Регулярный Курсив

Suisse Int'l Book Текст

Suisse Int'l Book Italic Текст Курсив

Suisse Int'l Medium متوسطّ Умеренный

Suisse Int'l Medium Italic Умеренный Курсив

Suisse Int'l Semi Bold شبه داكن Полу Толстый

Suisse Int'l Semi Bold Italic Полу Толстый Ку

Suisse Int'l Bold داكن Толстый

Suisse Int'l Bold Italic Толстый Курсив

Suisse Int'l Black أسود Чёрный

Suisse Int'l Black Italic Чёрный Курсив

Alternative fonts

Free alternative sans serif fonts for print and web

→ Arial

→ Helvetica (only for macOS users)

Arial Regular

Arial Regular Italic

Arial Bold

Arial Bold Italic

Helvetica Regular

Helvetica Oblique

Helvetica Bold

Helvetica Bold Oblique

The School

The visual identity of the School is based on two graphic elements: the Seal, the result of a philological redesign of the original seal, and the acronym, developed into a Logo with a contemporary typographic design meant to frame all communication.

Their use is regulated in order to correctly represent the various components, from institutional to educational and research.

In particular, the use of the Seal is reserved for the school acting as an institution. In other contexts, such as research or academy, the Logo shall be used.

Overview

	A	B	C	D	E
	Seal	Logo+seal	Logo	Expanded logo	Icon
		 			
WHO	<ul style="list-style-type: none"> • Press Office • Designers in charge 	<ul style="list-style-type: none"> • Press Office • Designers in charge 	<ul style="list-style-type: none"> • Faculty • Students • Staff • Press Office • Designers in charge 	<ul style="list-style-type: none"> • Faculty • Students • Staff • Press Office • Designers in charge 	<ul style="list-style-type: none"> • Press Office • Designers in charge
WHAT	<ul style="list-style-type: none"> • Letterheads & institutional comm • Special events or projects communication 	<ul style="list-style-type: none"> • Letterheads & institutional comm • Special events or projects communication 	<ul style="list-style-type: none"> • Academic docs & communication • Templates 	<ul style="list-style-type: none"> • Academic docs & communication • Templates 	<ul style="list-style-type: none"> • Favicon & avatars • Small size applications
WHEN	Rarely used	Common use	Common use	Common use	Specific use

Elements A–B–C–D–E are to be used in accordance with the specific situation, under the control of the Media Relations and Communications Unit.

Element B is available only on request in landscape mode for better integration with other brands.

Seal

Use	Colour	Minimum size	Files
The usage of the seal is reserved for applications appropriate to the formal endorsement it carries	Black CMYK: 0/0/0/100 RGB: 0/0/0 HEX: #00000	Width 10 mm	↳ SISSA seal.pdf ↳ SISSA seal.png ↳ SISSA seal white.pdf ↳ SISSA seal white.png



The seal takes origin from the original representation that identified the school since the very beginning.



↑ Dionysus Cup,
Staatliche Antikensammlungen,
München.

Logo+seal

Use	Colour	Minimum size	Files
In order to achieve maximum impact, the use of the logo has to be systematic and general. The logotype is intended to be a unitary and not editable element.	Black CMYK: 0/0/0/100 RGB: 0/0/0 HEX: #000000	Width 12 mm 	<ul style="list-style-type: none">↳ SISSA logo + seal.pdf↳ SISSA logo + seal.png↳ SISSA logo + seal white.pdf↳ SISSA logo + seal white.png↳ SISSA logo + seal H.pdf↳ SISSA logo + seal H.png↳ SISSA logo + seal H white.pdf↳ SISSA logo + seal H white.png



A landscape version of the logotype is available only upon request.

Logo

Use	Colour	Minimum size	Files
In order to achieve maximum impact, the use of the logo has to be systematic and general. The logotype is intended to be a unitary and not editable element.	Black CMYK: 0/0/0/100 RGB: 0/0/0 HEX: #000000	Width 8 mm <u>SISSA</u>	↳ SISSA logo.pdf ↳ SISSA logo.png ↳ SISSA logo white.pdf ↳ SISSA logo white.png

SISSA


Expanded logotype

Use

In order to achieve maximum impact, the use of the logo has to be systematic and general. The logotype is intended to be a unitary and not editable element.

Colour

Black
CMYK: 0/0/0/100
RGB: 0/0/0
HEX: #000000

Minimum size

Width 12 mm

SISSA
Scuola
Internazionale
Superiore di
Studi Avanzati

Files

↳ SISSA expanded logo.pdf
↳ SISSA expanded logo.png
↳ SISSA expanded logo white.pdf
↳ SISSA expanded logo white.png

SISSA
**Scuola
Internazionale
Superiore di
Studi Avanzati**

Icon

Use	Colour	Minimum size	Files
In order to achieve maximum impact, the use of the logo has to be systematic and general. The logotype is intended to be a unitary and not editable element.	Black CMYK: 0/0/0/100 RGB: 0/0/0 HEX: #000000	Width 12 mm	↳ SISSA icon.pdf ↳ SISSA icon.png ↳ SISSA icon white.pdf ↳ SISSA icon white.png

The logo consists of a large, bold, black letter 'S' positioned above two thick, horizontal black bars.

Colour palette

CMYK: 0/0/0/0
RGB: 255/255/255
#FFFFFF

CMYK: 0/0/0/100
RGB: 0/0/0/0
#000000

PANTONE 877
CMYK: 47/35/35/15
RGB: 184/184/184
#B8B8B8

The values below define the core palette.
They are used most consistently throughout
the system and should be prioritized when
working with a restricted colour set.

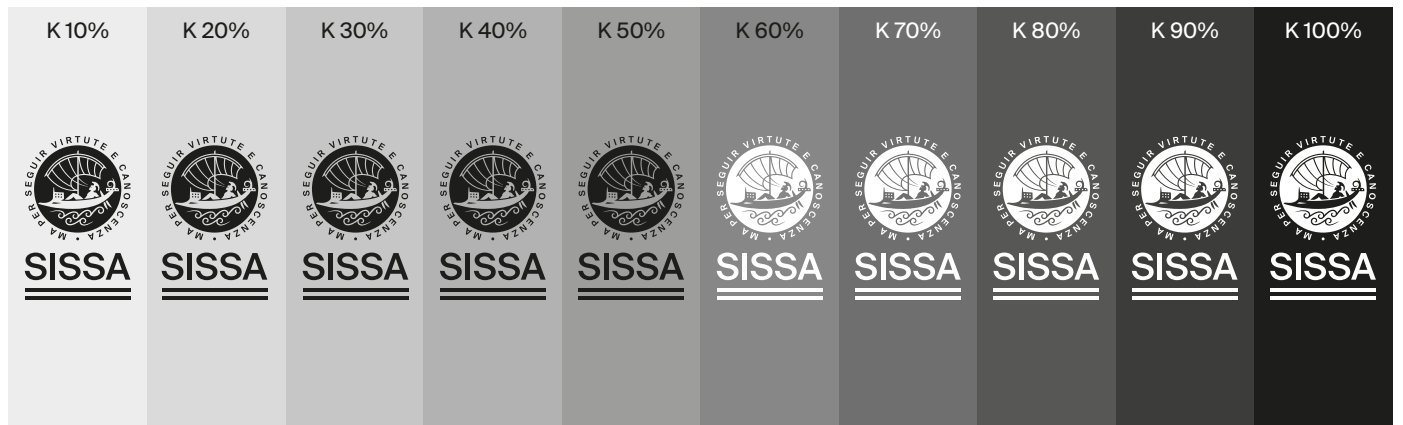
The rules

Like any complex system, the School's visual identity system relies upon rules that have been defined for the benefit of all, and are essential for the correct perception of the SISSA body.

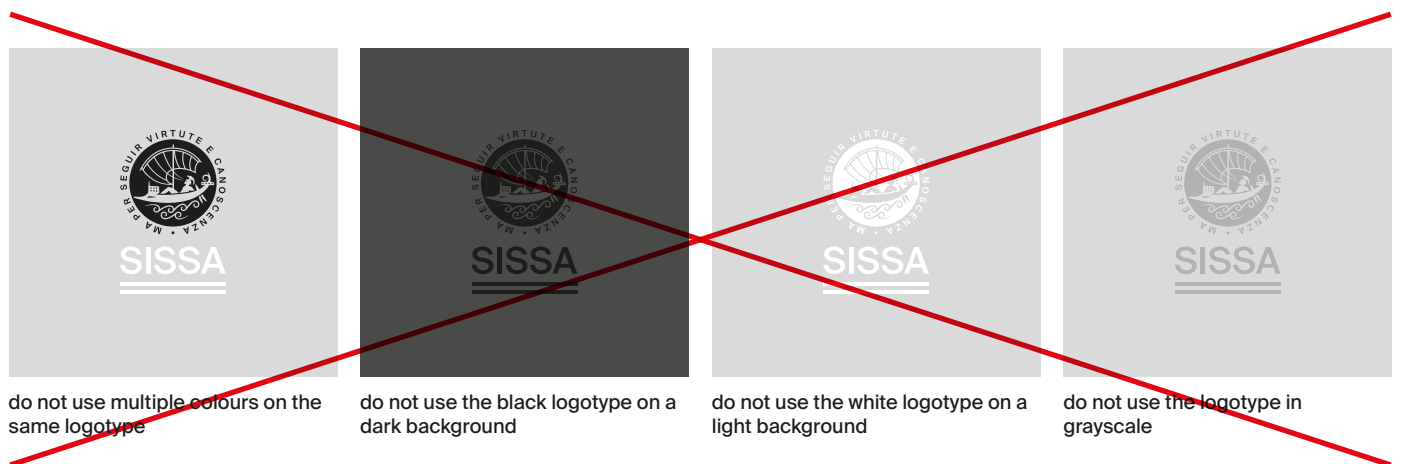
These principles are divided into composition rules – which concern balance of the parts and recognisability – and usage rules – which ultimately guarantee the authenticity of communication –.

Colour

Correct use



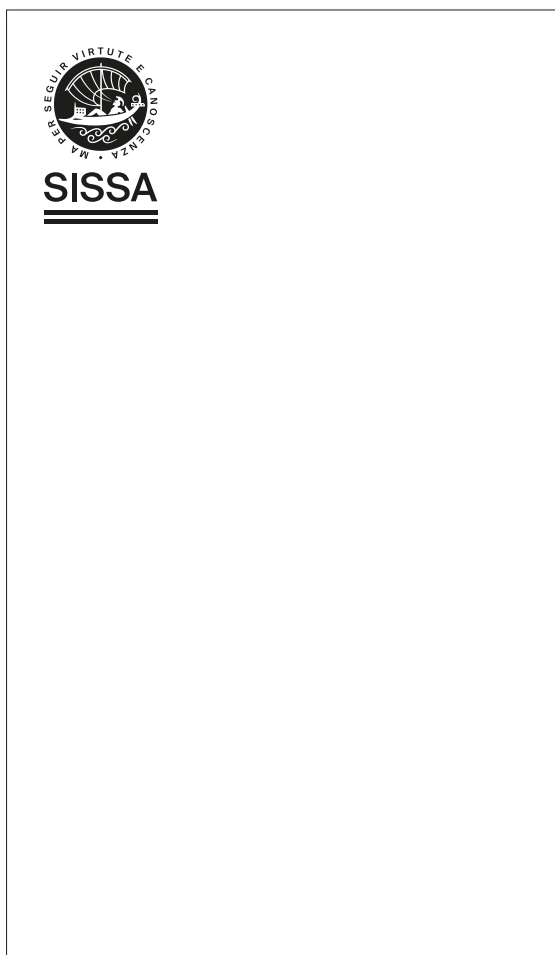
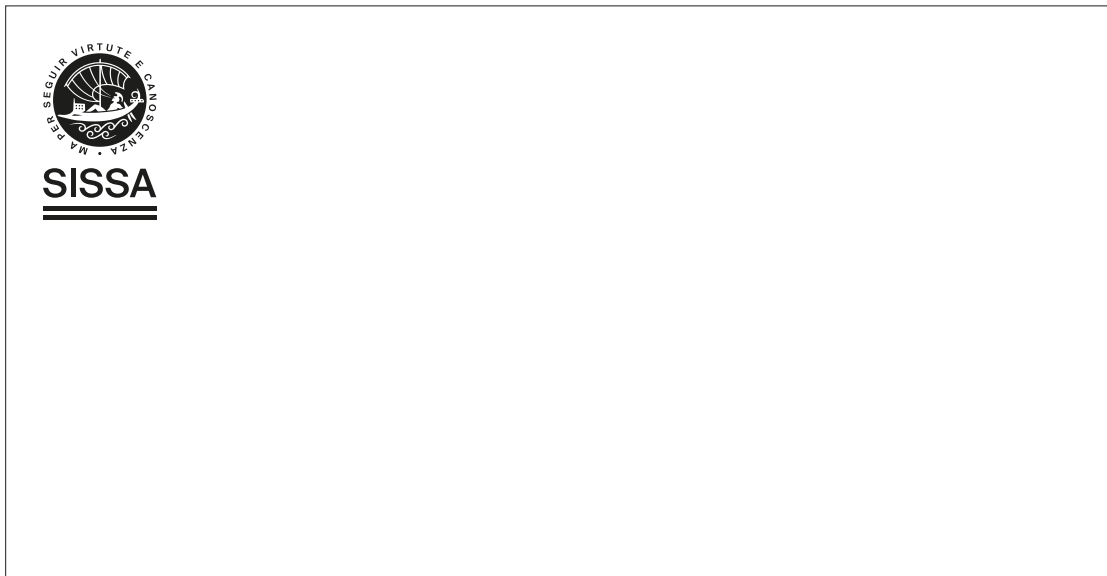
Incorrect use





Whenever you use the SISSA logos, they shall have enough safe space around to ensure visibility and impact. The safe space is marked by the height of the S and is shown as “x.”

Alignment



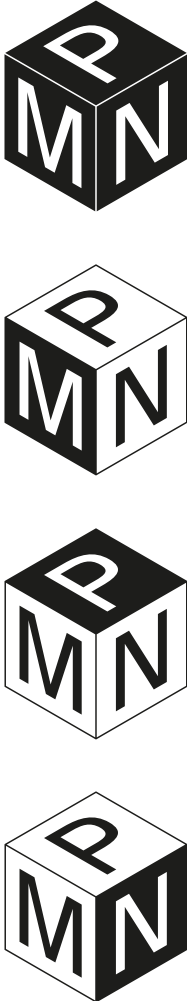

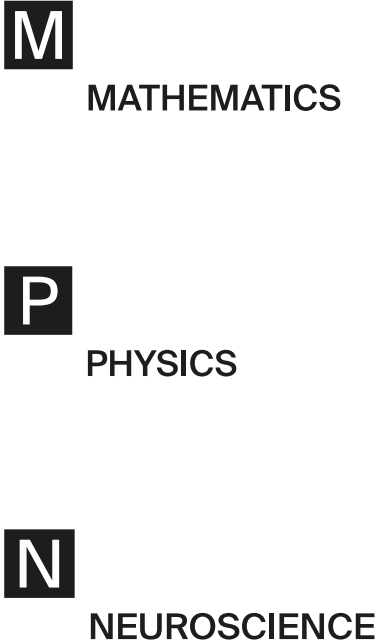
Wherever possible, the logo shall be positioned in the top left-hand corner of the layout with sufficient safe space around it.

The community

Beyond the institution, the SISSA community is a living organism, and it is the task of the visual identity system to represent it in all its functional aspects.

The Extended Visual Identity System – flexible and open to future growth – therefore includes graphic elements that characterise Areas and Departments; Laboratories and Masters programmes; facilities, branches, associations and spin-offs.

The Areas - Overview

	F	G	H
	Cube	Icon	Expanded icon
			
WHO	<ul style="list-style-type: none"> • Press Office • Designers in charge 	<ul style="list-style-type: none"> • Faculty • Students • Staff • Press Office • Designers in charge 	<ul style="list-style-type: none"> • Faculty • Students • Staff • Press Office • Designers in charge
WHAT	<ul style="list-style-type: none"> • Letterheads & institutional comm • Special events or projects communication 	<ul style="list-style-type: none"> • Academic papers & communication • Templates 	<ul style="list-style-type: none"> • Academic papers & communication • Templates
WHEN	Rarely used	Common use	Common use

The Cube

Use

In order to achieve maximum impact, the use of this element has to be systematic and general. It is intended to be unitary and not editable.

Colour

Black
CMYK: 0/0/0/100
RGB: 0/0/0
HEX: #000000

Minimum size

Width 8 mm



Files

↳ SISSA cube.pdf
↳ SISSA cube.png
↳ SISSA cube.jpg
↳ SISSA cube white.pdf
↳ SISSA cube white.jpg



SISSA's three main Areas – Mathematics, Physics, and Neuroscience – are represented visually through the form of a cube.

This geometric shape provides a coherent and structured metaphor for the School's disciplinary pillars.

The Cube – Colour version

Use

In order to achieve maximum impact, the use of this element has to be systematic and general. It is intended to be unitary and not editable.

Colour

See the following page for the colours.

Minimum size

Width 8 mm



Files

↳ [SISSA cube colors.pdf](#)
↳ [SISSA cube colors.png](#)
↳ [SISSA cube colors.jpg](#)



SISSA's three main Areas – Mathematics, Physics, and Neuroscience – are represented visually through the form of a cube.

This geometric shape provides a coherent and structured metaphor for the School's disciplinary pillars.

Colour palette

Mathematics

CMYK: 0/61/80/0
RGB: 255/100/50
#FF6432

Physics


CMYK: 0/24/100/0
RGB: 255/195/0
#FFC300

Neuroscience

CMYK: 0/15/45/35
RGB: 165/140/90
#A58C5A

A colour set is defined for each area of the School. Each colour is associated with specific codes to be used depending on the application.

Mathematics

Use	Colour	Minimum size	Files
In order to achieve maximum impact, the use of these elements has to be systematic and general. They are intended to be unitary and not editable.	Black CMYK: 0/0/0/100 RGB: 0/0/0 HEX: #000000	Width I: 5 mm Width II: 8 mm Width III: 8 mm 	↳ SISSA icon mathematics.pdf/.png/.jpg ↳ SISSA icon mathematics white.pdf/.png ↳ SISSA expanded icon mathematics.pdf/.png/.jpg ↳ SISSA expanded icon mathematics white.pdf/.png ↳ SISSA cube mathematics.pdf/.png/.jpg ↳ SISSA cube mathematics white.pdf/.png

I



II



MATHEMATICS

III



Each Area is equipped with a dedicated set of visual assets that can be used in its communications: an icon, a logotype, and – when needed for specific applications – an alternative version of the Area Cube.

Physics

Use	Colour	Minimum size	Files
In order to achieve maximum impact, the use of these elements has to be systematic and general. They are intended to be unitary and not editable.	Black CMYK: 0/0/0/100 RGB: 0/0/0 HEX: #00000	Width I: 5 mm Width II: 8 mm Width III: 8 mm	↳ SISSA icon physics.pdf/.png/.jpg ↳ SISSA icon physics white.pdf/.png ↳ SISSA expanded icon physics.pdf/.png/.jpg ↳ SISSA expanded icon physics white.pdf/.png ↳ SISSA cube physics.pdf/.png/.jpg ↳ SISSA cube physics white.pdf/.png

I



II



PHYSICS

III



Each Area is equipped with a dedicated set of visual assets that can be used in its communications: an icon, a logotype, and – when needed for specific applications – an alternative version of the Area Cube.

Neuroscience

Use	Colour	Minimum size	Files
In order to achieve maximum impact, the use of these elements has to be systematic and general. They are intended to be unitary and not editable.	Black CMYK: 0/0/0/100 RGB: 0/0/0 HEX: #00000	Width I: 5 mm Width II: 8 mm Width III: 8 mm	↳ SISSA icon neuroscience.pdf/.png/.jpg ↳ SISSA icon neuroscience white.pdf/.png ↳ SISSA expanded icon neuroscience.pdf/.png/.jpg ↳ SISSA expanded icon neuroscience white.pdf/.png ↳ SISSA cube neuroscience.pdf/.png/.jpg ↳ SISSA cube neuroscience white.pdf/.png

I

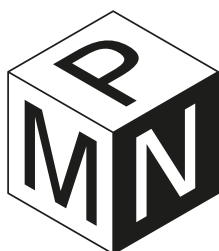


II




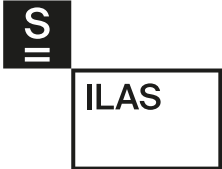

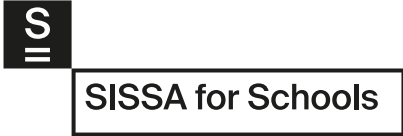

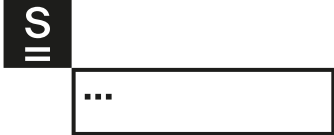
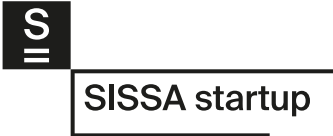



NEUROSCIENCE

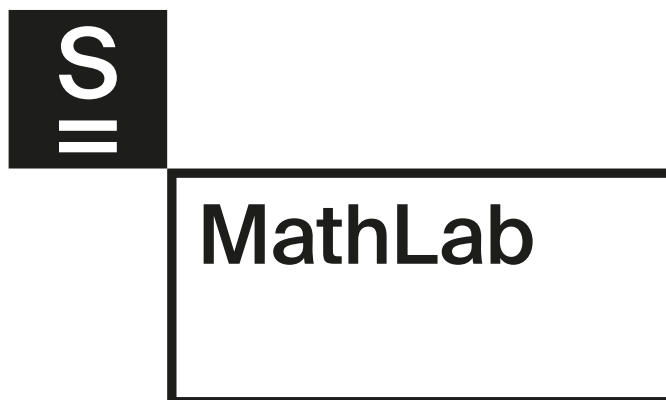
III



Each Area is equipped with a dedicated set of visual assets that can be used in its communications: an icon, a logotype, and – when needed for specific applications – an alternative version of the Area Cube.

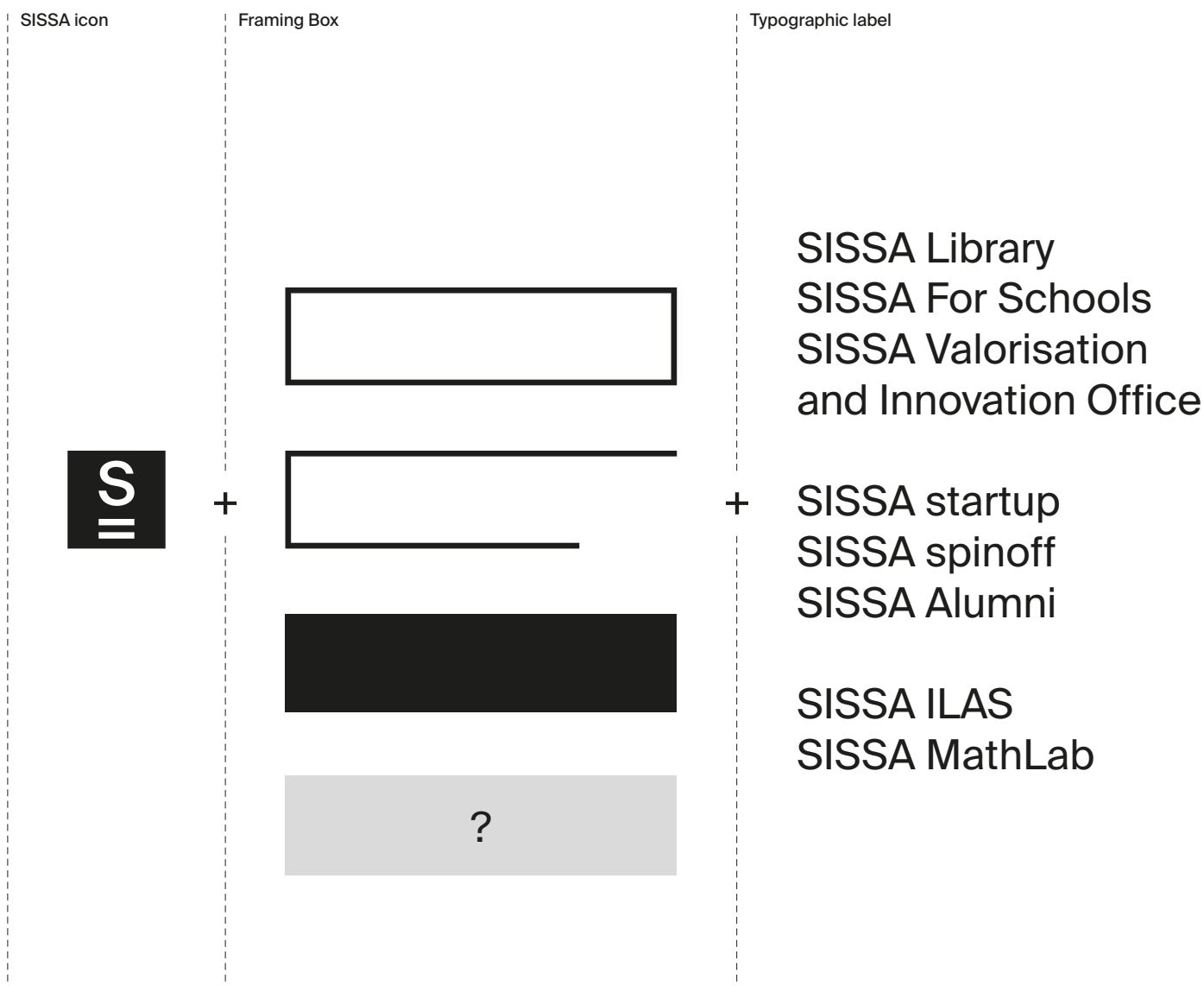
Laboratories, facilities, associations & spin-offs - Overview

	I	J	K
	Name tag - Laboratories	Name tag - Facilities	Name tag - Associations & spin-offs
	 	   	   
WHO	<ul style="list-style-type: none"> • Faculty • Staff • Press Office • Designers in charge 	<ul style="list-style-type: none"> • Faculty • Staff • Press Office • Designers in charge 	<ul style="list-style-type: none"> • Faculty • Staff • Press Office • Designers in charge
WHAT	<ul style="list-style-type: none"> • Academic papers & communication • Templates • Special events or projects communication 	<ul style="list-style-type: none"> • Academic papers & communication • Templates • Special events or projects communication 	<ul style="list-style-type: none"> • Institutional communication • Templates • Special events or projects communication
WHEN	Rarely used	Common use	Common use



The Extended Visual Identity System logotypes are composed of three elements: the SISSA icon, a framing box, and a typographic label. Such components are combined in different configurations – referred as Name Tag – depending on the category to which they belong.

Name tag - Layout

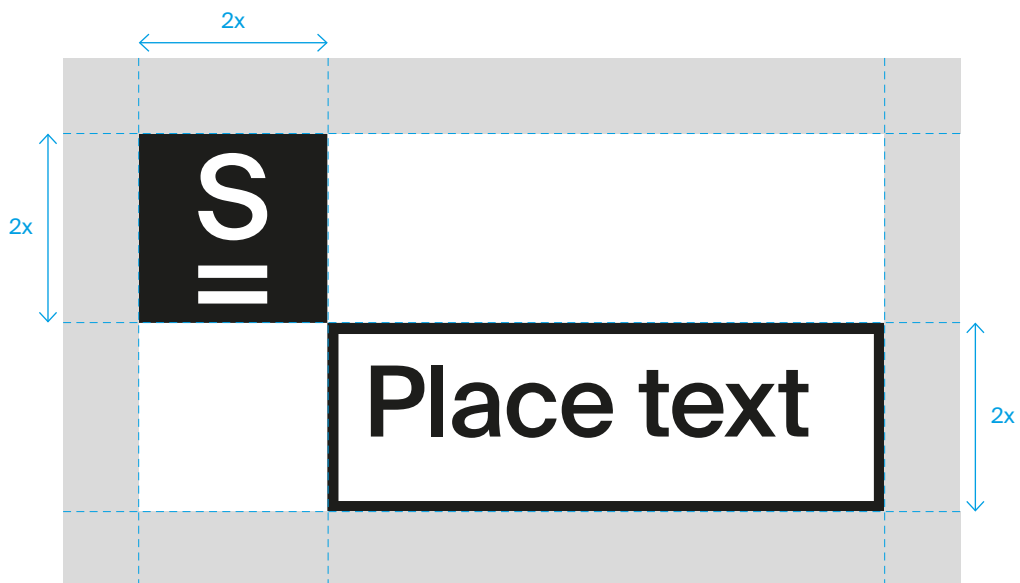
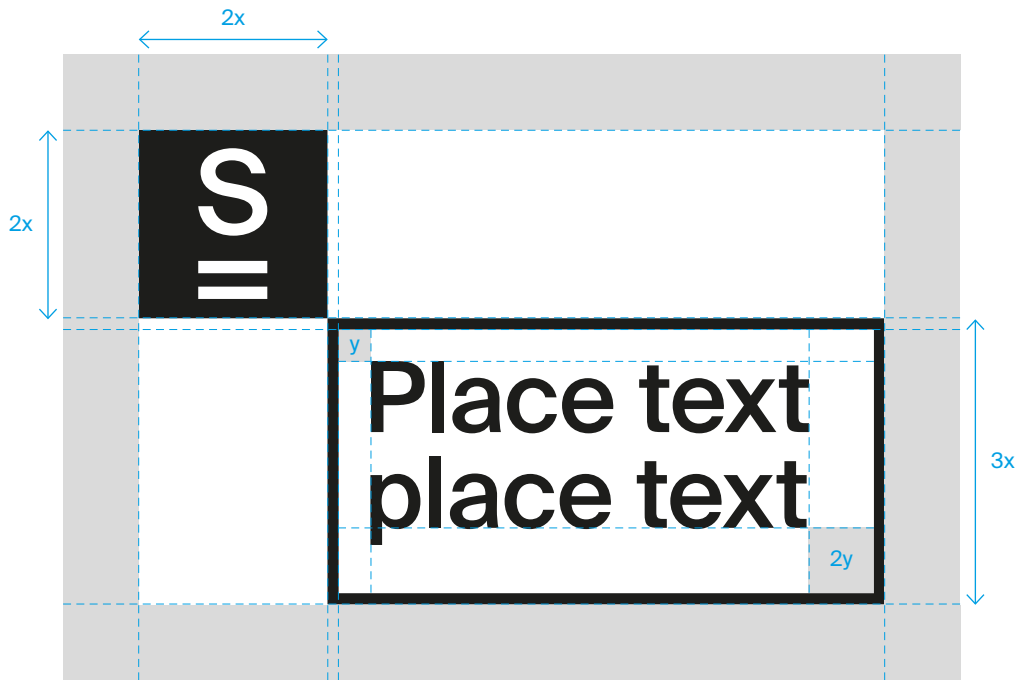


The Extended Visual Identity System logotypes are composed of three elements: the SISSA icon, a framing box, and a typographic label. Such components are combined in different configurations – referred as Name Tag – depending on the category to which they belong.

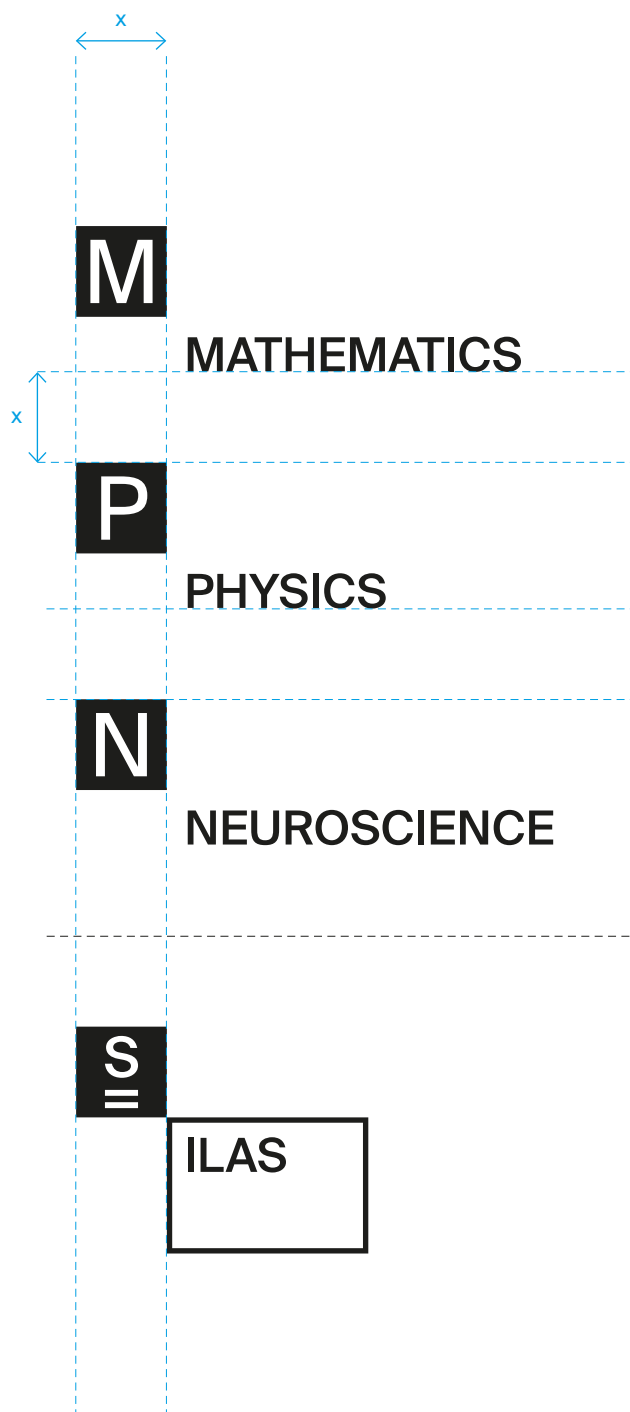
The rules

Like any complex system, the School's visual identity system relies upon rules that have been defined for the benefit of all, and are essential for the correct perception of the SISSA body.

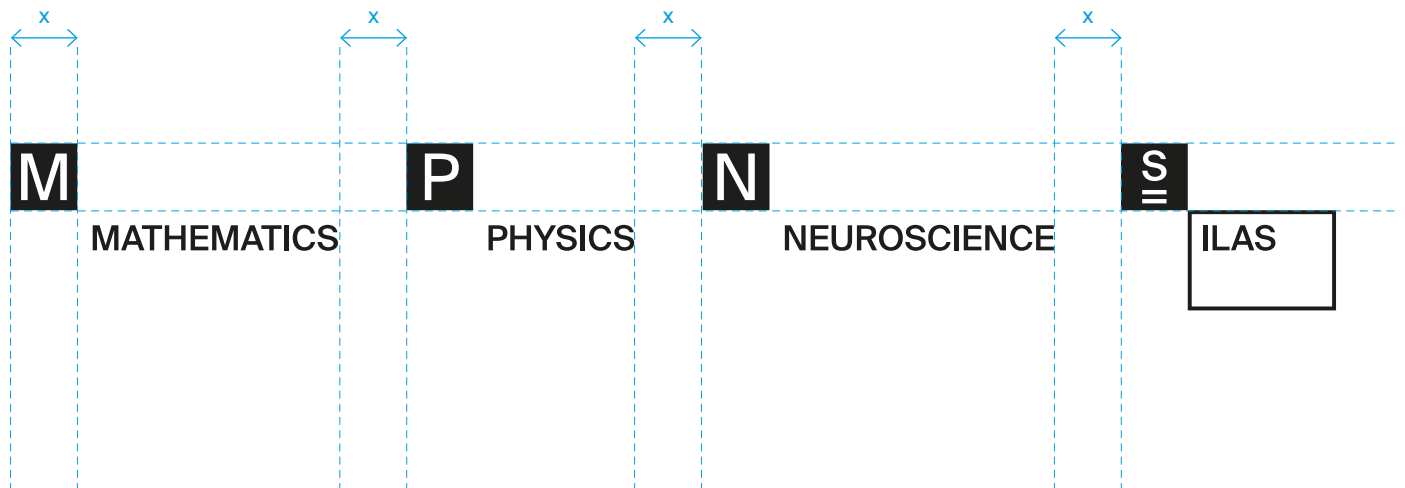
These principles are divided into composition rules – which concern balance of the parts and recognisability – and usage rules – which ultimately guarantee the authenticity of communication –.

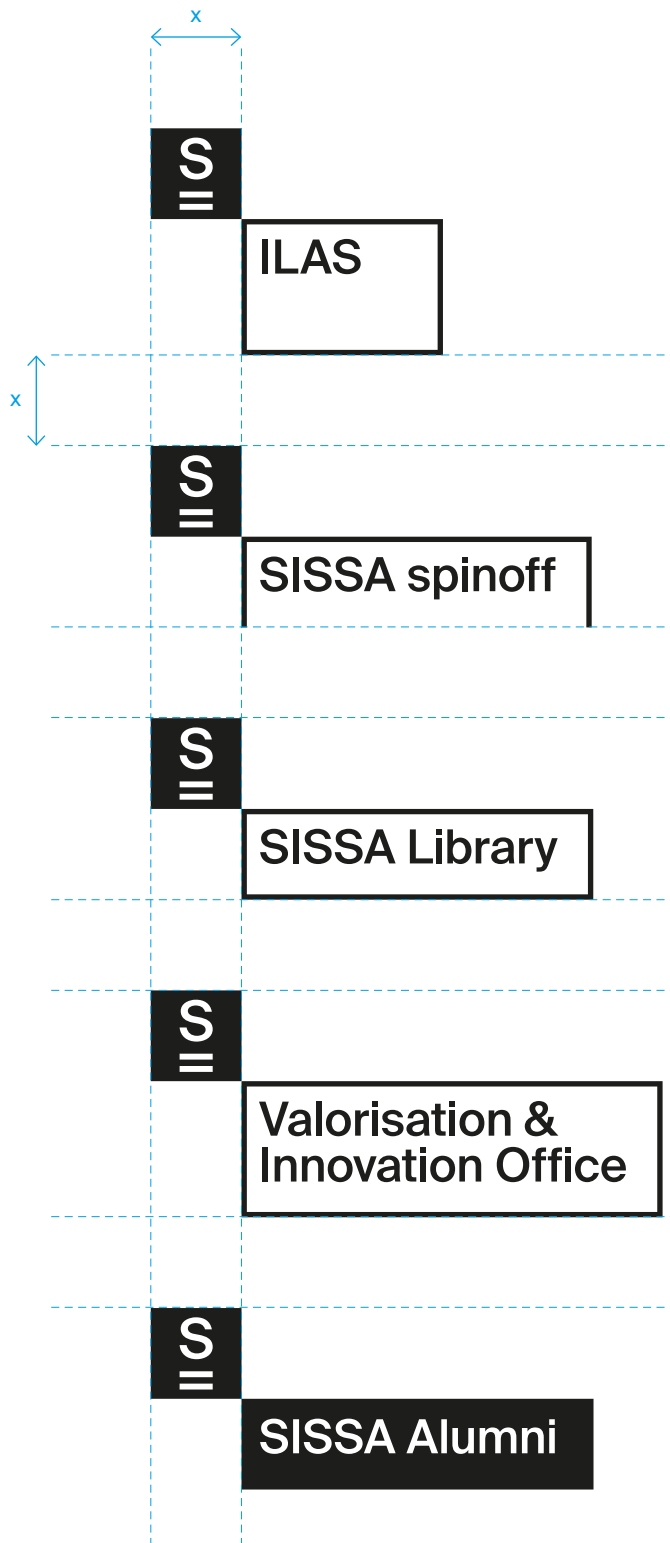


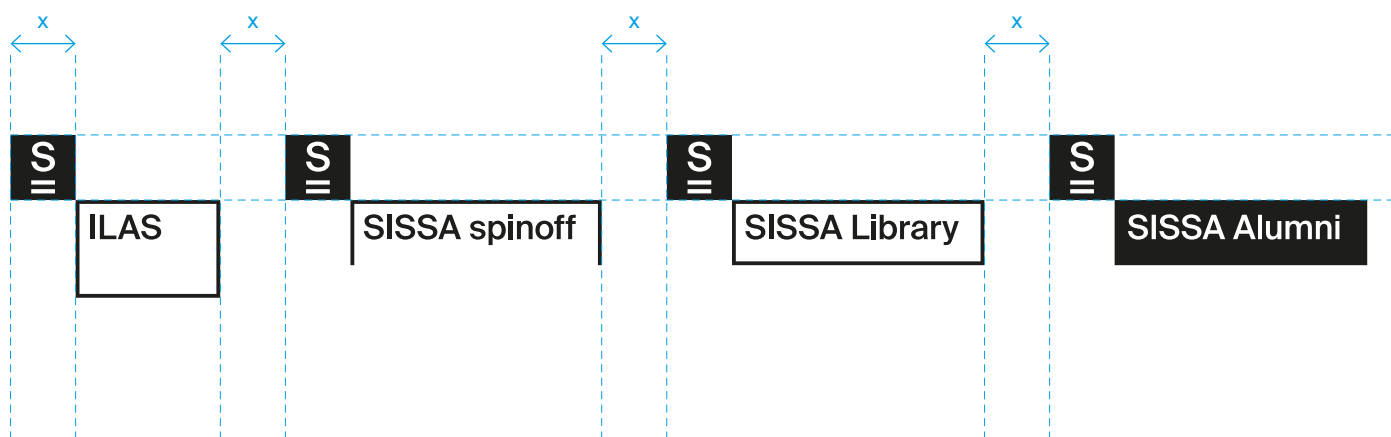
Whenever you use the logos, they shall have enough safe space around to ensure visibility and impact.



Areas & Laboratories - Horizontal alignment





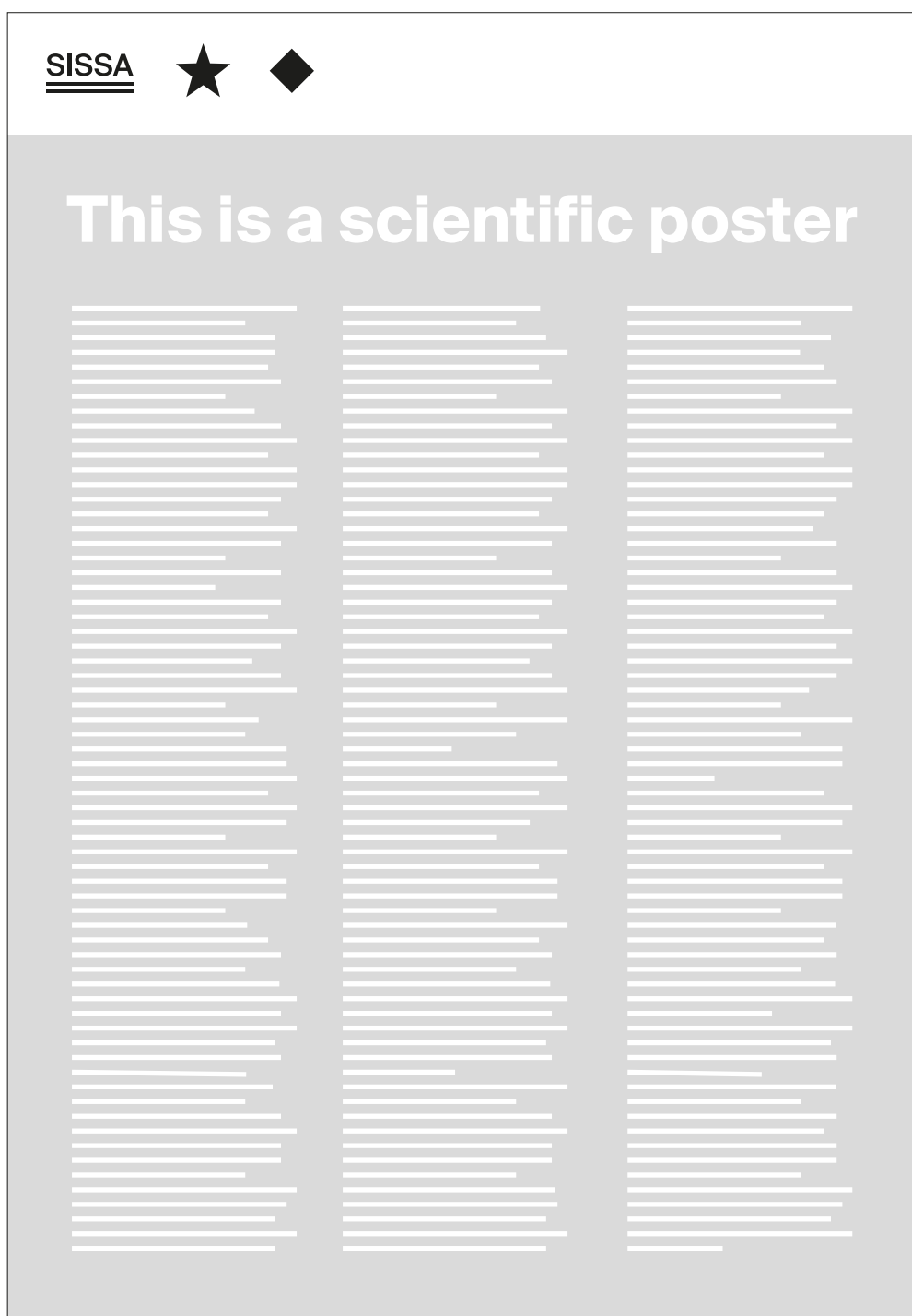


Implementation

This is
a design
poster



In co-branded events, SISSA Logo+seal shall be used together with other logos, preferably at the bottom of the layout, well-spaced and proportioned with the other logos.



In scientific posters and presentations, the SISSA Logo shall be used together with other logos, preferably at the top of the layout, well-spaced and proportioned with the other logos.

File

↳ SISSA letterhead.docx

SISSA

Scuola
Internazionale
Superiore di
Studi Avanzati

Prot. 1234/1929

Herr Professor
David Hilbert
Friedrichstraße 13
D 37001 Göttingen

Brünn, an 29. Mai 1929

Mein lieber David,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam vitae interdum tortor, vitae vulputate velit. Donec vel nulla ultrices, gravida purus et, semper est. Etiam ut ullamcorper mi, eget rhoncus leo. Nulla eget tellus justo. Maecenas tempor justo ac odio lobortis tempus ut ut lectus. Nam suscipit ut justo sed consectetur. Pellentesque facilisis turpis sed velit maximus congue. Fusce viverra ipsum ac efficitur posuere. Sed non cursus justo, ut hendrerit ante. Nunc aliquam magna vitae fringilla mollis.

Curabitur et lectus rhoncus, dictum libero sed, imperdiet dui. Nullam sit amet libero mauris. Etiam quis sem pretium nisl lacinia semper nec am magna vitae fringilla mollis. Curabitur et lectus rhoncus, dictum libero sed, imperdiet dui. Nullam sit amet libero mauris.

Viel Grüße,

dein Kurt

OFFICE NAME

Via Bonomea 265
34136 Trieste – Italy
T +39 040 3787111
E info@sisa.it
www.sissa.it



Letterhead - Areas

File

- ↳ SISSA letterhead mathematics.docx
- ↳ SISSA letterhead physics.docx
- ↳ SISSA letterhead neuroscience.docx

SISSA

Scuola
Internazionale
Superiore di
Studi Avanzati

Prot. 1234/1929

Herr Professor
David Hilbert
Friedrichstraße 13
D 37001 Göttingen

Brünn, an 29. Mai 1929

Mein lieber David,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam vitae interdum tortor, vitae vulputate velit. Donec vel nulla ultrices, gravida purus et, semper est. Etiam ut ullamcorper mi, eget rhoncus leo. Nulla eget tellus justo. Maecenas tempor justo ac odio lobortis tempus ut ut lectus. Nam suscipit ut justo sed consectetur. Pellentesque facilisis turpis sed velit maximus congue. Fusce viverra ipsum ac efficitur posuere. Sed non cursus justo, ut hendrerit ante. Nunc aliquam magna vitae fringilla mollis.

Curabitur et lectus rhoncus, dictum libero sed, imperdiet dui. Nullam sit amet libero mauris. Etiam quis sem pretium nisl lacinia semper nec am magna vitae fringilla mollis. Curabitur et lectus rhoncus, dictum libero sed, imperdiet dui. Nullam sit amet libero mauris.

Viel Grüße,

dein Kurt



**MATHEMATICS
AREA**

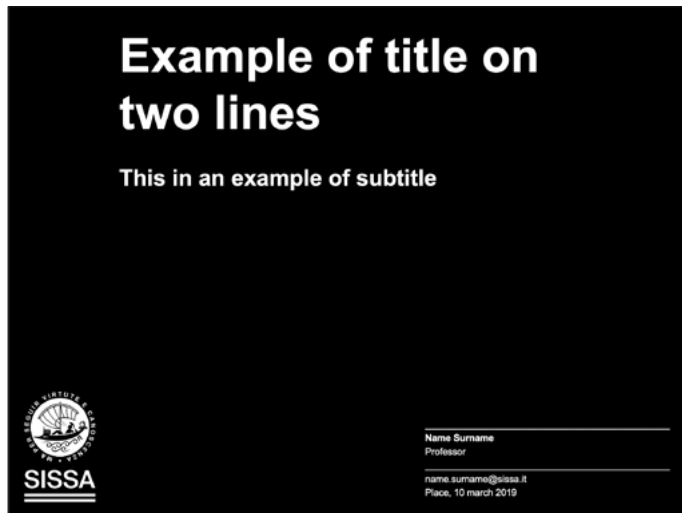
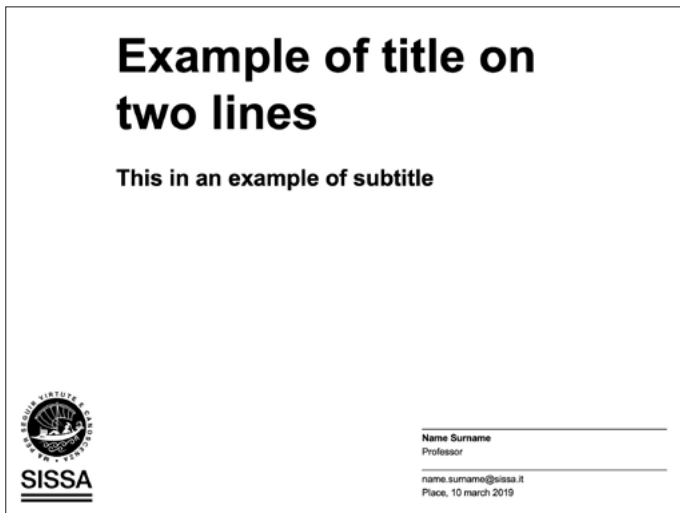
Via Bonomea 265
34136 Trieste – Italy
T +39 040 3787111
E info@sisa.it
www.sissa.it



PowerPoint institutional presentation

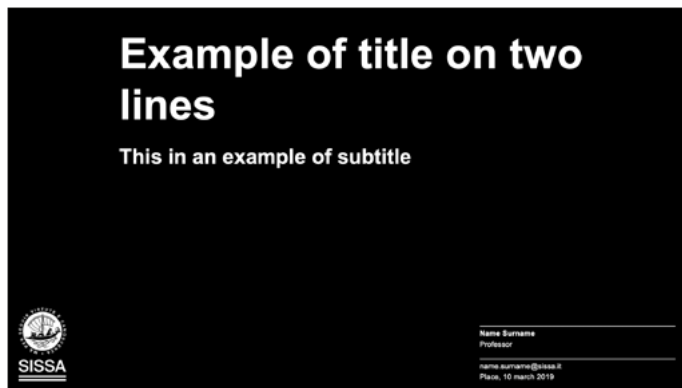
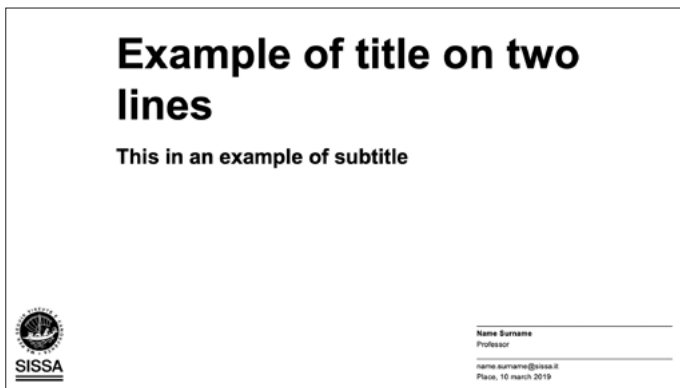
File

↳ SISSA institutional presentation 4-3.pptx



File

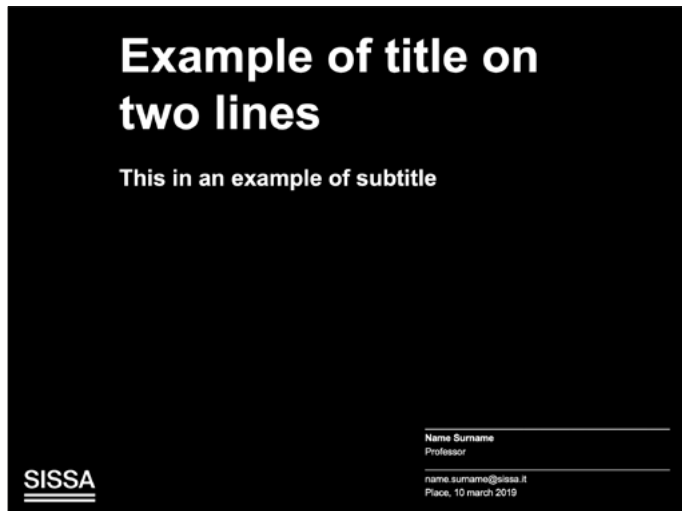
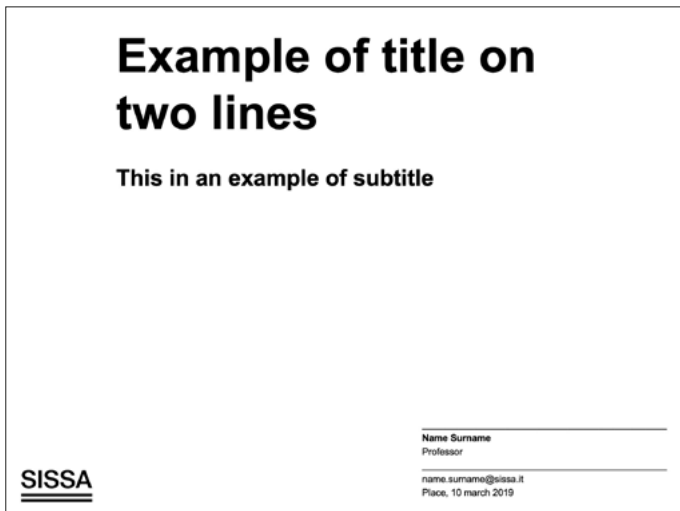
↳ SISSA institutional presentation 16-9.pptx



PowerPoint scientific presentation

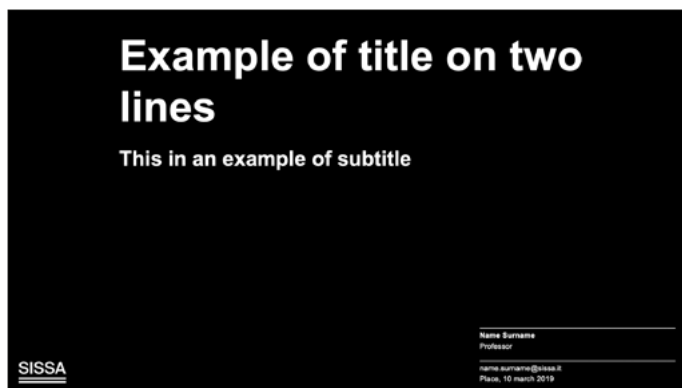
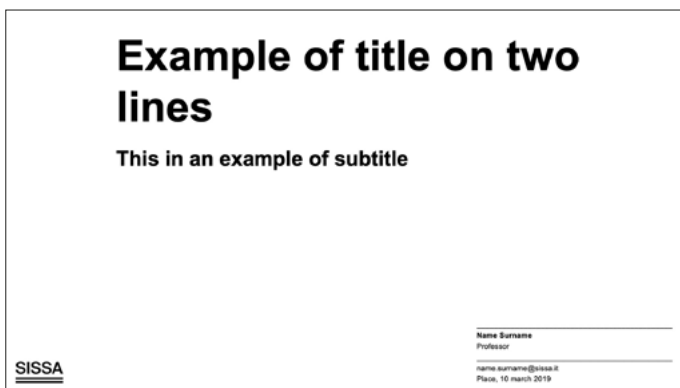
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First line / Name and Surname: Suisse Int'l Bold
Second line / Profession: Suisse Int'l Book

Watermark
opacity: 50%
positioning: bottom right

Glossary

Seal



Seal+Logo



Logo



Expanded logo



Icon



Cube



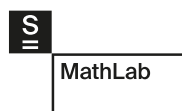
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