

SISSA

Logo guidelines

Logotype

Logotype + crest

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: #00000	Width 12 mm	↳ SISSA.pdf ↳ SISSA.png



This is the standard version of the logotype: it is formed by the historical trademark and the acronym, with a contemporary typography aimed at structuring the whole communication.

Logotype + crest – negative version

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

White
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #ffffff

Minimum size

Width 12 mm

Files

↳ SISSA white.pdf
↳ SISSA white.png







This is the standard version of the logotype: it is formed by the historical trademark and the acronym, with a contemporary typography aimed at structuring the whole communication.







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

Core elements

A	B	C	D
<p>Expanded logotype</p> 	<p>Logotype</p> 	<p>Crest</p> 	<p>Icon</p> 

The elements B-C-D can be used separately for specific situations. The use of abovementioned elements is always intended for expert users under the control of the Media Relations and Communications Unit.

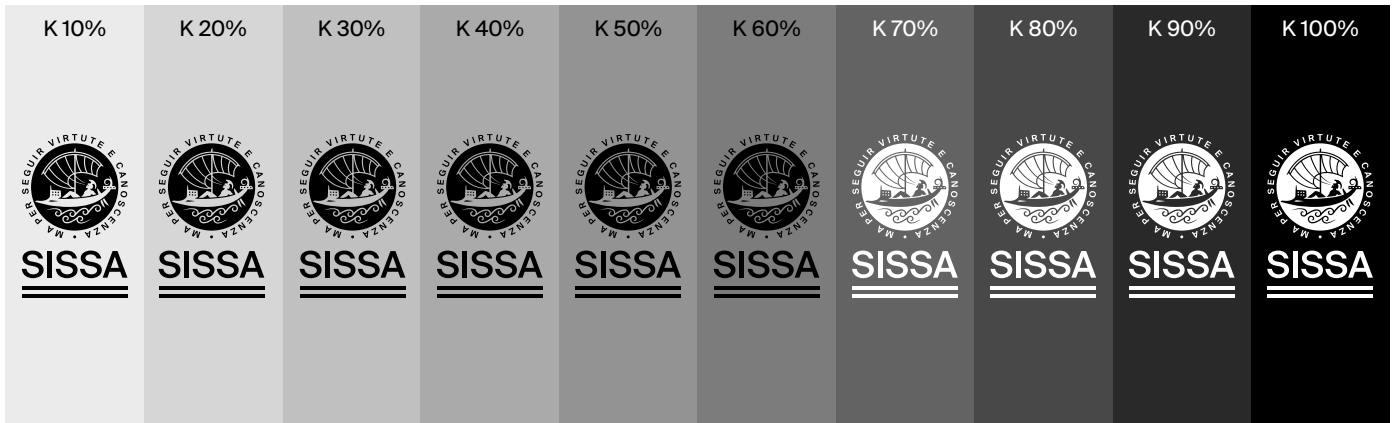
<p data-bbox="145 309 236 421">A</p> <p data-bbox="145 445 327 468">Expanded logotype</p> <hr data-bbox="145 443 464 445"/> 	<p data-bbox="496 309 587 421">B</p> <p data-bbox="491 445 582 468">Logotype</p> <hr data-bbox="491 443 810 445"/> 	<p data-bbox="844 309 935 421">C</p> <p data-bbox="839 445 898 468">Crest</p> <hr data-bbox="839 443 1158 445"/> 	<p data-bbox="1192 309 1283 421">D</p> <p data-bbox="1187 445 1246 468">Icon</p> <hr data-bbox="1187 443 1506 445"/> 
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The elements B-C-D can be used separately for specific situations. The use of abovementioned elements is always intended for expert users under the control of the Media Relations and Communications Unit.

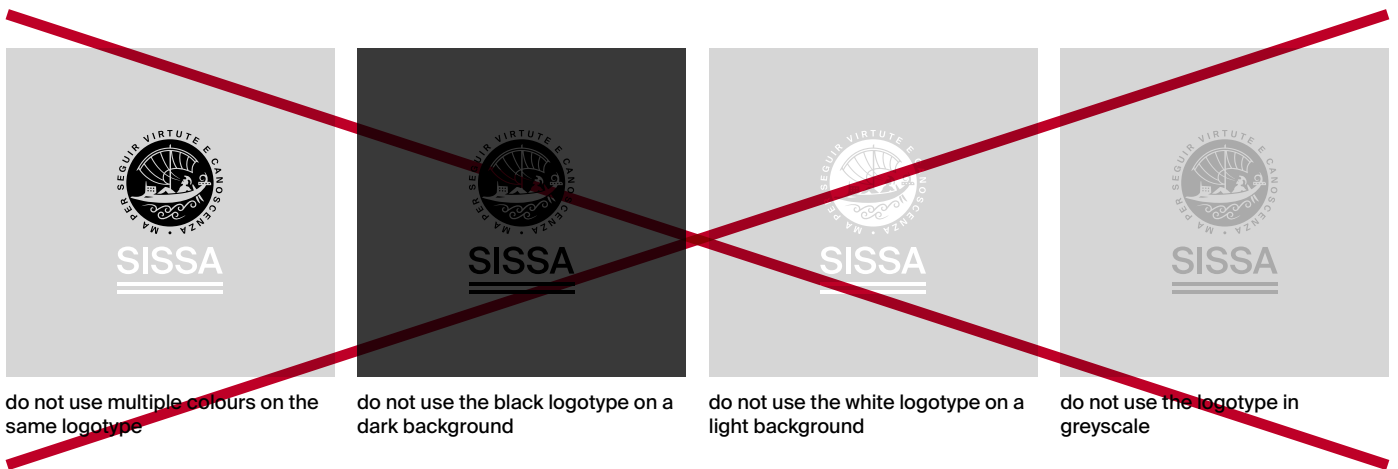
Applications

Colour

Correct use



Incorrect use



Banned use

Banned use



do not shift

do not change proportions

do not change colour

do not rotate



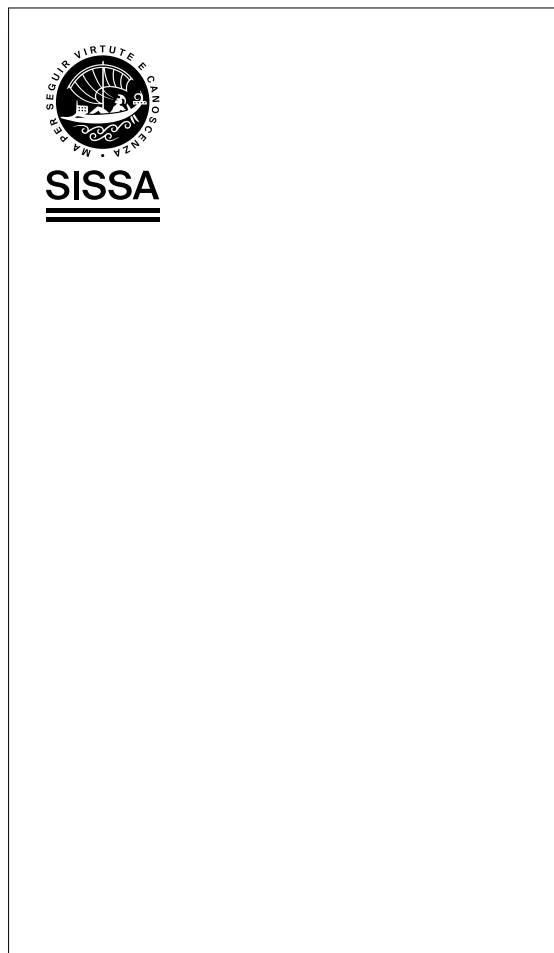
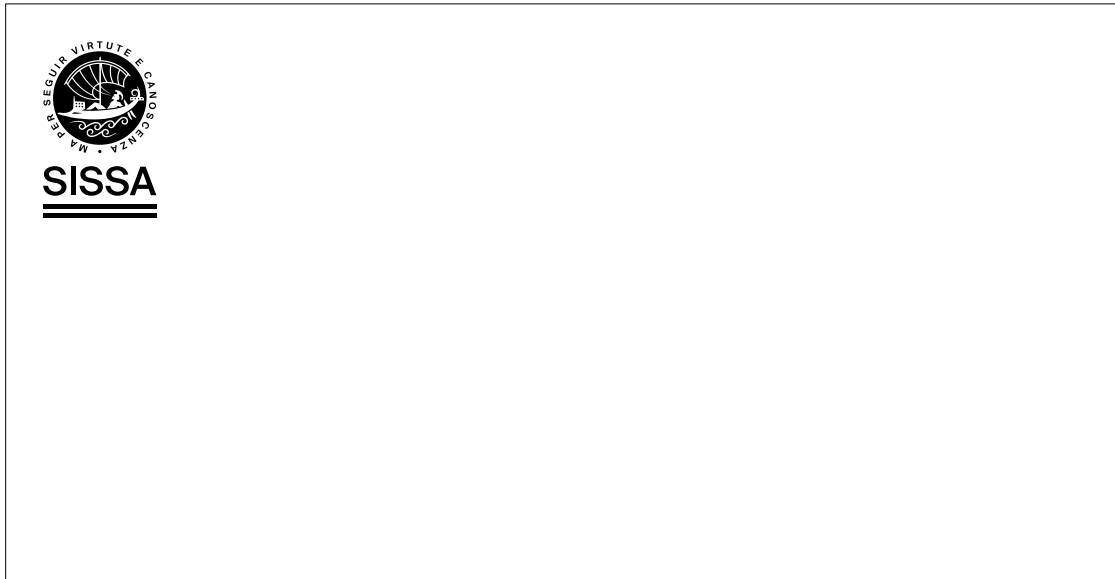
do not stretch

do not add shadow

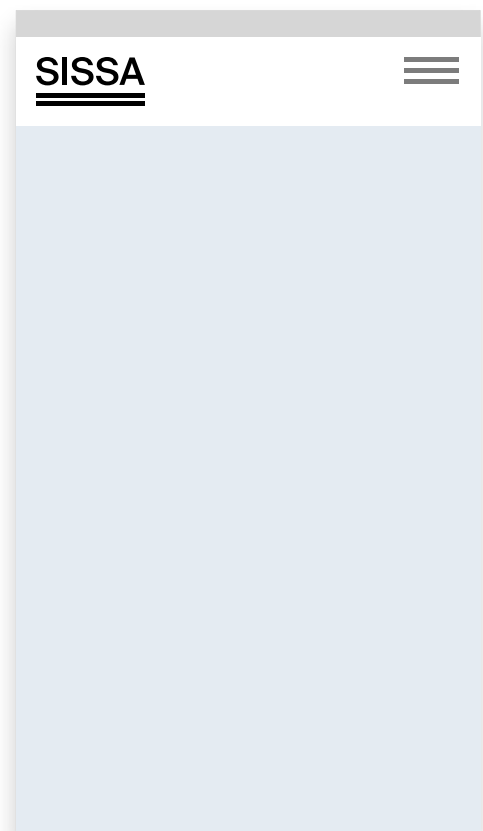
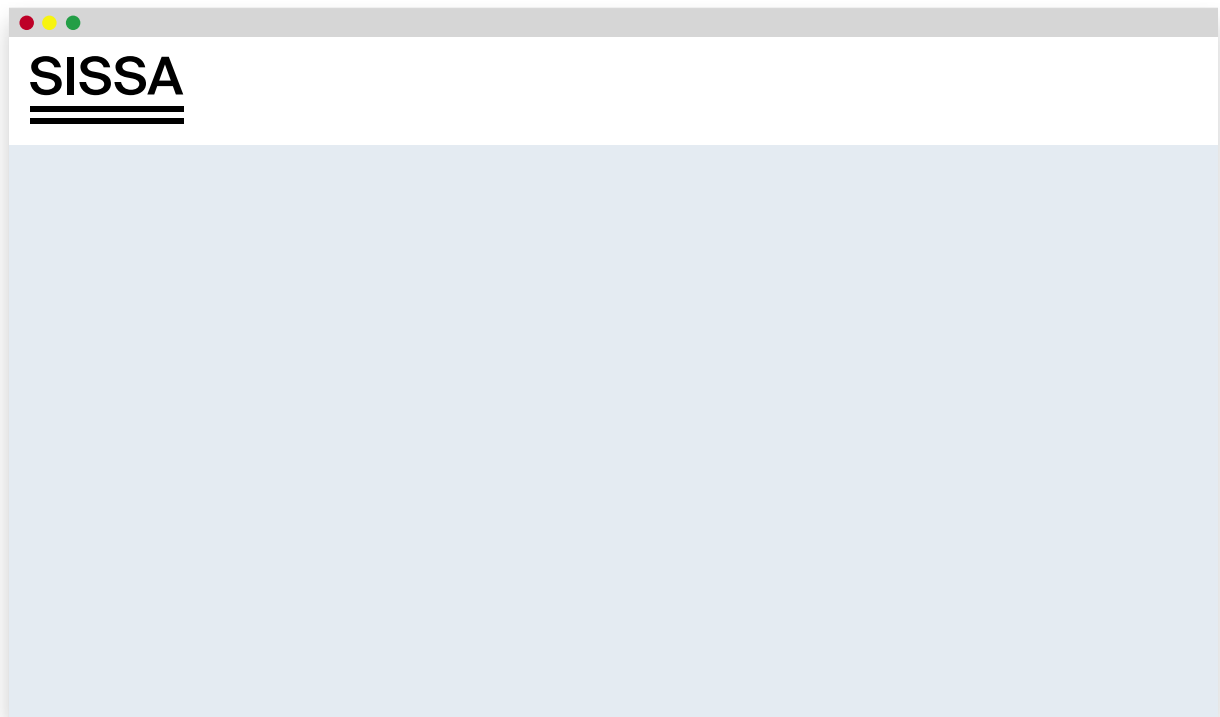
do not cut

do not outline

Alignment



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



The alternative version of the logotype is horizontal, to ensure the right visibility on all digital devices.

Typography

Official font: Suisse Int'l

→ swisstypefaces.com/fonts/suisse/

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

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

Co-branding

Co-branding is a marketing strategy that involves a strategic alliance of multiple brand names jointly used on single products and services.

This is a
poster



The SISSA logotype can be used together with other logos, preferably at the bottom of the layout, with sufficient clear space around it and visually proportioned with the other logos.

Templates

Customizable models for everyday communication needs.

File

↳ SISSA letterhead.docx

SISSA

Scuola
Internazionale
Superiore di
Studi Avanzati

Prot.

Spett.le
Mario Rossi
Via Garibaldi, 13
20120 Milano

Trieste, 29 maggio 2019

Egregio Sig. Rossi,

corpo testo Arial11/13,2 pt. 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. Nam egestas eros in pulvinar efficitur. Integer nec nulla tortor. 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 a metus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla eu convallis nisi, nec fermentum nisi. 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. Nam egestas eros in pulvinar efficitur. Integer nec nulla tortor. 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 a metus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla eu convallis nisi, nec fermentum nisi. in pulvinar efficitur. Integer nec nulla tortor. Fusce viverra ipsum ac efficitur posuere. Sed non cursus justo.

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. Nam egestas eros in pulvinar efficitur. Integer nec nulla tortor. 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 a

OFFICE NAME

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T +39 0403787111
E info@sisa.it
sisa.it




Power Point presentation

File

↳ SISSA PowerPoint presentation.ppt

Example of title on two lines


This in an example of subtitle



Name Surname
Professor
name.surname@sisso.it
Place, 10 march 2019

Example of title on two lines


This in an example of subtitle



Name Surname
Professor
name.surname@sisso.it
Place, 10 march 2019

Title

Insert text or image here
As aut aspitas si que mollam, consendi conetus earchil ipsanihil enessim ustionsequi ullam.



Name Surname
name.surname@sisso.it

2


Title

Insert text or image here
As aut aspitas si que mollam, consendi conetus earchil ipsanihil enessim ustionsequi ullam.




Name Surname
name.surname@sisso.it

5



Name Surname
Professor
name.surname@sisso.it
Place, 10 march 2019



Name Surname
Professor
name.surname@sisso.it
Place, 10 march 2019

Contacts

Please contact the Media Relations and
Communications Unit for support or queries:
pressoffice@sissa.it