

## Basic rules for the use of the logotype

- You will find the Pro Helvetia logotype in two different file formats: EPS and JPG. The EPS version gives the best results for professional, printed use; it can be enlarged as required without loss of quality. The JPG version is designed primarily for use in the internet and in documents (e.g. MS Word) that you create yourself. It is unsuitable for professional, printed publications. The resolution of the JPG file is relatively low, which means it cannot be enlarged without loss of quality.
- The logotype must measure at least 18 mm horizontally.
- The logotype must be taken over as is. It may not be distorted or cropped in any way. Please make sure there is enough blank space around the logotype.
- If the printing technique allows, the logotype must be displayed in its original colour (100% magenta). If magenta is not available, the use of 100% black (or 100% of the available colour) is permitted.
- On dark backgrounds, the logotype may be printed in the negative (white). In all cases, readability and sufficient contrast between the logotype and the background must be ensured.
- The background of the logotype should be as neutral and monochrome as possible. Displaying the logotype on photographs or other patterned surfaces is not recommended.
- Position the Pro Helvetia logotype with the logotypes of other institutions and organizations providing you with support.

If you have any questions about the use of the Pro Helvetia logotype, please contact the Communications Service of the Swiss Arts Council:

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