



Design Manual

March
2025

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About

startup days (SUD) is the leading business and networking platform in Switzerland, dedicated to driving innovation, entrepreneurship, and collaboration across the nation's vibrant startup ecosystem. Held annually in Bern, this one-day event unites over 1,500 participants – founders, investors, enablers, corporates, and academia from every corner of Switzerland, including Ticino and Romandie.

SUD offers a unique opportunity to dive into the latest insights, with over 40 inspiring sessions led by 125+ speakers. Attendees engage in tailored content, including expert panels, success stories, and practical insights into overcoming startup challenges. Whether an early-stage entrepreneur seeking investors or a SME looking to partner with innovative startups, startup days are the ideal environment to make the connections that matter. Furthermore, the dynamic matchmaking feature allows everyone to pre-schedule personal 1:1 meetings.

At the heart of startup days is its commitment to fostering business growth and innovation in Switzerland. The initiative Collective is a community designed to support female entrepreneurship in the

Swiss startup ecosystem. Collective reunites the forces of 30+ members who empower underrepresented female entrepreneurs and investors by providing them with the resources, networks, and visibility they need to thrive, driving meaningful change across the innovation landscape.

Founded in 2004 by the non-profit Startup INVEST, and since 2022 owned by LINDEN 3L AG, startup days continues to build on its legacy by creating impactful experiences that empower the startup ecosystem to unlock Switzerland. Whether through personalized networking sessions or Newcomers pitching format for pre- or seed startups, SUD offers a dynamic platform to fuel Switzerland's innovation engine.

Contact

startup days
c/o LINDEN 3L AG
Weyermannsstrasse 36
3008 Bern

hello@startupdays.ch

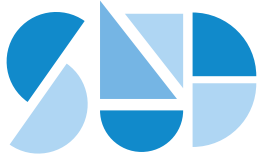


**Unlock
Switzerland!**

Basic Elements

Logo

The logo is a visual representation of the conglomerate of people needed to establish a startup culture, the basic shapes are a derivation of the SUD initials.



Formats

The SUD logo is available in horizontal and vertical versions. The choice of format depends on the respective requirements and design. Depending on the format, size or use of the shapes, it may be necessary to use only the symbol or the lettering.

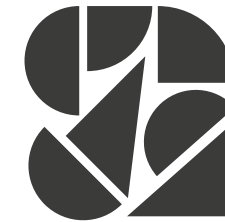
Default

Use the colored main Logo whenever possible



Black

Only use if colored version is impossible



White

Only use if colored version is impossible



Safe Room

The logo should always have a protective space of a quarter of a circle around the edge or around design objects.



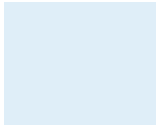

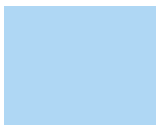






The protected space applies to all startup days umbrella brands for both the horizontal and vertical logo.



Colors

The main colors are the three shades of blue that are also used in the logo. Three further shades of blue can be used for additional structuring of background areas.

Accent colors are used to set highlights. If possible, dark (blue) tones or white should be used as the font color.

| Colors | | Accent Colors | | |
|-------------|--|--|---|---|
| Main Colors |  | Blue white #DCEDF7 R220 / G237/ B247 C13/ M0 / Y0 / K3 |  | Orange #F95300 R249 / G83 / B0 C0 / M70 / Y100/ K0 |
| |  | Light Blue #A1CCEB R161 / G204/ B235 C35 / M5 / Y0 / K0 |  | Yellow #FFF500 R255 / G245 / B0 C0/ M0 / Y100 / K0 |
| |  | Mid Blue #6EA9D8 R82 / G165 / B216 C56 / M15 / Y0 / K0 |  | Black #3C3C3B R60 / G60 / B59 C0 / M0 / Y0 / K90 |
| |  | Blue #1582BE R24/ G129 / B189 C85 / M30 / Y0 / K0 | | |
| |  | Indigo #004F7A R0 / G79 / B122 C100 / M35 / Y0 / K20 | | |
| |  | Dark Blue #002b4a R0 / G43 / B74 C100 / M42/ Y0 / K50 | | |

Fonts

Text

The font styles Regular, Italic & Bold of the font GT Alpina may be used. The Regular font is used for running text, while Italic and Bold are used for subtitles or text highlighting.

Title

Only the “Media Sans” font (Bold or Black) is used for titles. Regular font may also be used for subtitles. *It should be noted that the title font should never consist exclusively of capital letters.*

If a typographic design is desired, all other Media Sans typefaces can be used.

GT Alpina

GT Alpina Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789.,:;!()«»„“^`

GT Alpina Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789.,:;!()«»„“^`*

GT Alpina Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789.,:;!()«»„“^`**

Media Sans

Media Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789.,:;!()«»„“^`

Media Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789.,:;!()«»„“^`**

Media Sans Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789.,:;!()«»„“^`**

Application

Title Media Sans, Bold (please note: Do not write titles exclusively in capital letters.)

In just one day meet them all

Text GT Alpina, Regular

startup days (SUD) are the nationwide business and networking platform for startups, investors, enablers, SMEs and corporates in Switzerland. Every year, the Swiss startup ecosystem meets to network, exchange know-how and discuss relevant topics of the startup ecosystem. It's a vibrant community, where you'll meet all key players in one day.

Subtitles GT Alpina, Bold

Unlock Switzerland!

What are the startup days?

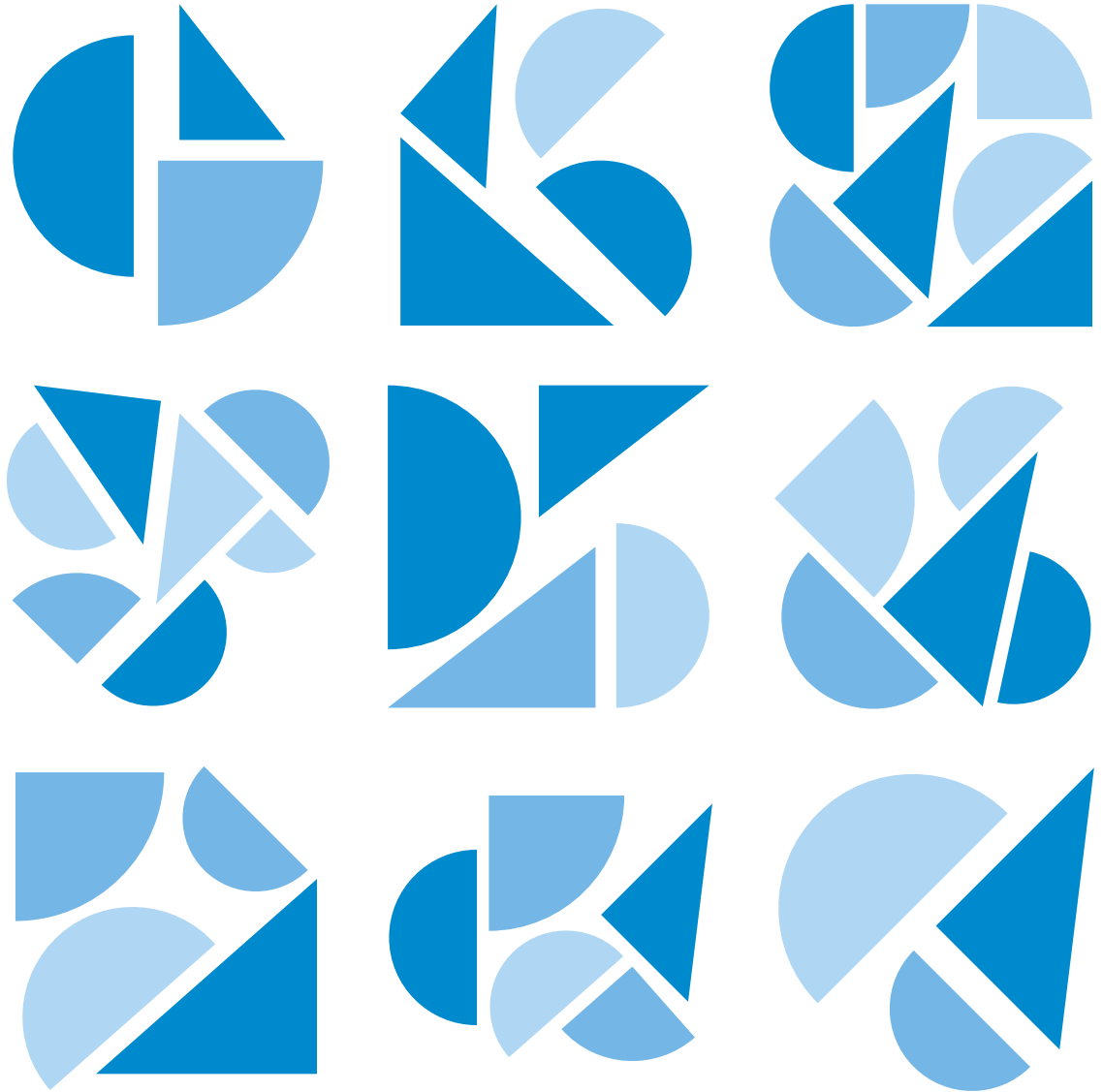
startup days (SUD) are the nationwide business and networking platform for startups, investors, enablers and SMEs & corporates in Switzerland. Every year, the dynamic **Swiss startup ecosystem** comes together to strengthen innovation and business growth. We share peer-to-peer knowledge, network and explore collaborations in a safe and supportive environment. Our shared aims and values unite us in the mission to unlock Switzerland's potential.

Highlights GT Alpina, Bold

Visuals

The visuals serve as a design element to make the design more lively and appealing.

These visuals are also used for SUD's sub-brands, whereby the colors must be adapted to the respective sub-brand.



Shapes

If the visuals appear too overloaded due to the combination of image and text, you can also use the various SUD shapes individually for the design. If the solid shapes appear too dominant in combination with the image and text, it is possible to work with lines or dashed lines instead. Make sure to maintain a balance between filled shapes and line shapes to maintain visual clarity and balance.

The shapes should be used predominantly in the three colors that also appear in the logo, including the accent color. The same principle applies to all SUD sub-brands, whereby the colors must be adapted accordingly.

Shapes filled - Only use if colored version is impossible



Shapes with lines - Only use if colored version is impossible



Subbrands

About

Subbrands are startup days initiatives that have their own target group, take place outside of the main event and operate independently. These initiatives are given their own logo to emphasize their individuality. There are currently two such sub-brands: Collective and The Secret Launch.

Collective specifically promotes female entrepreneurship in the startup ecosystem by providing female entrepreneurs with access to resources, networks and visibility to effect positive change in the innovation landscape.

The Secret Launch is an exclusive meeting for entrepreneurs, investors and speakers that takes place before the startup days. It offers an opportunity to exchange ideas and make contacts in a curated round in the run-up to the event.

On the following pages you will find the design guidelines for existing sub-brands as well as instructions on how to proceed when introducing a new sub-brand. It is important to note that only the color and logo of the sub-brands will change; all other guidelines remain in line with the startup days guidelines.



Collective

Logo

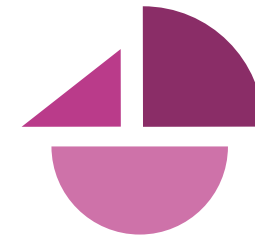
The Collective logo was derived from the startup days logo and is available in both a horizontal and a vertical version.

The choice of format depends on the specific requirements and the design. Depending on the format size or the intended use, it may be necessary to use only the symbol or the lettering.

The save room of the logo is treated in the same way as at the startup days, further details can be found on page 6.

Default

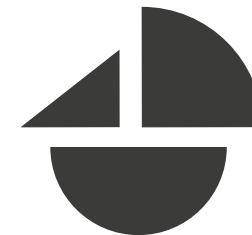
Use the coloredmain Logo whenever possible



Collective
stronger together

Black

Only use if colored version is impossible



Collective
stronger together

White

Only use if colored version is impossible

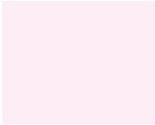









Colors

The main colors consist of the three shades of pink that also appear in the logo. Three further shades of pink can be used for additional structure.

Accent colors are used to set special accents. If possible, darker shades or white should be used for the font.

All basic elements are used according to the startup days specifications. However, the colors of the shapes and visuals will be adjusted accordingly. The fonts and font styles remain unchanged and correspond to those used by startup days.

| Colors | | |
|--|--|---|
|  | Light Rosa #EFD5E4 R239 / G213 / B228 C0 / M10 / Y0 / K0 | |
| Main Colors |  | Rosa #D382B3 R211 / G130 / B179 C17 / M60 / Y2 / K0 |
| |  | Magenta #C44E97 R196 / G78 / B151 C27 / M86 / Y2 / K2 |
| |  | Fushia #942F6D R148 / G47 / B109 C44 / M92 / Y22 / K19 |
| |  | Purple #651E4B R101 / G30 / B75 C44 / M91 / Y20 / K60 |
| |  | Dark Purple #3C1438 R60 / G20 / B56 C75 / M100 / Y37 / K55 |

| Accent Colors | |
|---|--|
|  | Yellow #FFF500 R255 / G245 / B0 C0 / M0 / Y100 / K0 |
|  | Black #3C3C3B R60 / G60 / B59 C0 / M0 / Y0 / K90 |

The Seceret Launch

Logo

The Secret Launch logo was derived from the startup days logo and is only available in portrait format due to its infrequent use.

As the logo could appear too dominant depending on the format or design, it can be dispensed with as long as the affiliation remains clearly recognizable in the design or area of application.

The save room of the logo is treated in the same way as at the startup days, further details can be found on page 6.

Default

Use the colored main logo whenever possible



Black

Only use if colored version is impossible



White

Only use if colored version is impossible






Colors

As The Secret Launch sub-brand is very rarely used in the media, the color palette is reduced to three main colors and the accent colors.

All basic elements are used according to the startup days specifications. However, the colors of the shapes and visuals will be adjusted accordingly. The fonts and font styles remain unchanged and correspond to those used by startup days.

Main Color

| | |
|--|---|
|  | Apricot #F39664 R243 / G150 / B100 C0 / M47 / Y56 / K0 |
|  | Coral #EE7130 R238 / G113 / B48 C0 / M60 / Y75 / K0 |
|  | Orange #F95300 R249 / G83 / B0 C0 / M70 / Y90 / K0 |

Accent Colors

| | |
|---|---|
|  | Black #3C3C3B R60 / G60 / B59 C0 / M0 / Y0 / K90 |
|---|---|