

**DIGITAL
ACCELERATOR
BASEL**



Brand Guide

Brand Essence

- **Vision:** Position and consolidate Basel as a leading hub for innovation in Europe.
- **Mission:** Accelerate innovation in companies and promote new ideas in Switzerland.
- **Values:** Openness, Progress, Simplicity, Impact.
- **Tone:** Modern, clear, inspiring, trustworthy, innovative.

Logo

- The logo features an arrow pointing to the right
- Symbolizes a new beginning, "moving forward"
- Font color "Primary Dark Blue"
- Logo in turquoise accent color

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Colors

Primary colors:

- Dark blue: #09203c
- White: #FFFFFF

Accent colors

- Turquoise: #21e1e1
- Grades:
 - #0c3a52
 - #217A7D
 - #2EC4B6
 - #21e1e1



Font and font color

Font: Raleway (Google Font/Backup Arial, Helvetica)

- Headlines: Thin (font-weight 300)
- Body Text: Regular

Font color:

Primary Dark Blue: #09203c

Digital Accelerator Basel.
Innovation beschleunigen.
Zukunft gestalten.

Lorem ipsum dolor sit amet, consetetur
sadiptscing elit, sed diam nonummy eirmod
tempor invidunt ut labore et dolore magna
aliquyam erat, sed diam voluptua.

Jetzt anmelden

#09203c

#0c3a52

#217A7D

#2EC4B6

#21e1e1

Visual Language & Graphic Elements

Mood:

- Modern, bright, minimalist, functional
- Images with a clean composition and plenty of white space
- Themes: Innovation, People Interacting, The Future, Basel as a Business Hub

Graphic elements (based on BaselArea):

- Clean lines, geometric shapes (e.g., triangles, arrows, overlapping surfaces)
- Turquoise as an accent or dividing element

Do's:

- Authentic images (no artificial-looking stock photos)
- Structures, meetups, urban events, and scenes from Basel
- Abstract, modern illustrations or geometric shapes

Don'ts:

- Overloaded collages
- Symbolic images that rely on clichés (e.g., light bulbs for ideas)

Tone of Voice

Basic principles:

- Clear and direct, no jargon
- Motivating, forward-looking language
- Professional yet approachable

Beispiele:

- ✓ “We turn innovation into practice.”
- ✓ “An accelerator that turns ideas into impact.”
- ✗ “Your cutting-edge solution for disruption in Business 4.0”

The language reflects the values of *simplicity*,
functionality, *innovation*, and *modernity*.