

Update

New graphic design: a preview

This document provides the key elements of the new USI graphic design.
The complete manual will be published after the introduction and adjustment phase.

For information
corporate-design@usi.ch

Dear members of the USI Academic Community,
It is my pleasure to present you with a preview of
the new graphic design of the Università della
Svizzera italiana (USI).

It was necessary to retouch and improve our image
to be more identifiable and better address the
many challenges that we want and will face. It has
been four years already since the University
Council decided to undergo an update of the
corporate visual identity. Here is the result of such
hard work!

Personally, I find the result very satisfying and I
hope that you share this impression.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Boas Erez', with a long, sweeping flourish extending upwards and to the right.

Boas EREZ
Rector

1. Why a revision of USI graphic design?

USI has reached several goals in its twenty years and it is now ready to seize new opportunities and take on new challenges. One of them is positioning itself in an increasingly competitive and globalised context, where it is crucial to be clearly identifiable.

The increasing heterogeneity and lack of coherence in the different channels of communication could have hurt in a long run the image, reputation, and brand awareness of the Institution. That is why USI decided to redefine its graphic appearance.

Over the years, USI applied an extensive use of the logo without taking into consideration the original graphic concept. The result was a fragmented visibility and identification, as well as a waste in terms of resources.

Initial issues were:

- A fragmented and incoherent image
- The graphic system weakened over the years
- The need to strengthen the USI brand



2. Context and Objectives

In 2013, the USI Council decided to undergo an update of the corporate visual identity taking into consideration the value of the original logotype and remaining faithful to the core concept represented by the Swiss Graphic Design. This decision about the logotype was made for the following three reasons:

- It was an expression of Swiss graphic tradition
- Information was organised according to a specific hierarchy
- Its strength lied in continuity

Based on these considerations, the University published an open call on September 2014, for a restyling of the USI corporate visual identity. Three agencies from Ticino were chosen and asked to present their projects.

The jury was unanimously in favour of CCRZ, Balerna (www.ccrz.ch), a decision that the USI Council ratified during its sitting held on April 17th, 2015. USI gave the mandate to CCRZ on the basis of a detailed programme.

The revision was seeking the following objectives:

- Clarity - contribute to the visibility and identification of the University
- Coherence - to elaborate a communication system that is coherent with the different entities and with the goals of the organisation.
- Flexibility - provide a dynamic graphic look that can adapt to the University's development
- Unity - to contribute at perceiving USI as a whole

3. What changes?

Strengthening of the USI brand

The context in which a university evolves is complex and calls for respect of all of its components. However, it is also necessary to associate such components under one roof, a common denominator that will increase their value. The new graphic design emphasises a strong and recognisable mark: the new logo, containing the USI acronym as the central element.

The declination of the elements of USI organisational chart is preserved thanks to the modular and hierarchical system of bars and fine lines, though it can no longer be considered and used as a logo. Faculties, institutes and services will therefore use the official USI logo. Exceptions are made, when specifically stated, for affiliated entities, and units that belong to other institutions and are part of a cooperation network. A logo that depicts the faculty name can be made available upon request for external use and specific contexts.

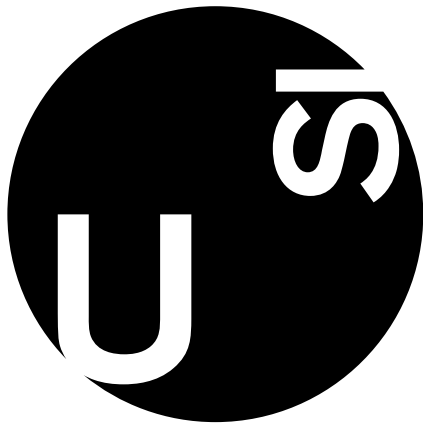
A clearly defined style

The new graphic design is strongly committed to the Swiss Graphic Design. While following USI's core values, the design expresses through its great rigor, Swiss quality, openness towards others and novelty, with a flexible and changing system. It also shows awareness of the responsibility that comes in representing the University as a whole and in its many aspects.

4. The logo and the system

A rediscovery

The logo of Università della Svizzera italiana includes the University's acronym, USI, written inside a black circle. Its use represents a rediscovery and an enhancement of the University's graphic heritage. It was used in some publications dating back to the foundation of USI in 1996. Its rediscovery makes it the focal point of the new corporate visual identity: it shows on each product and it is the backbone of the new USI graphic design.



The USI logo is open to different interpretations, which we will discover together in the course of its application. A taste of its potential appears in its main element, a big U. U as in University but also and most of all as the abbreviation of the word You. USI wants to be a place of opportunities, where its members can uncover their potential through encounter and dialogue, with their voices, curiosity and drive. All of this can be achieved thanks to USI's friendly size, welcoming culture (U as the shape of an embrace) and energy (U as the shape of a magnet that attracts and moves towards new challenges). A small world contained in three Campuses.

USI IS-U: read back and forth, the logo of the Università della Svizzera italiana shows that "USI is you". Next to the U the letters SI stand for Svizzera italiana. They are pushed forward and upwards in the position of an exponent to show a University with the mission, as public service, to boost the potential of the territory, while tracing the future through education, research and knowledge transfer.

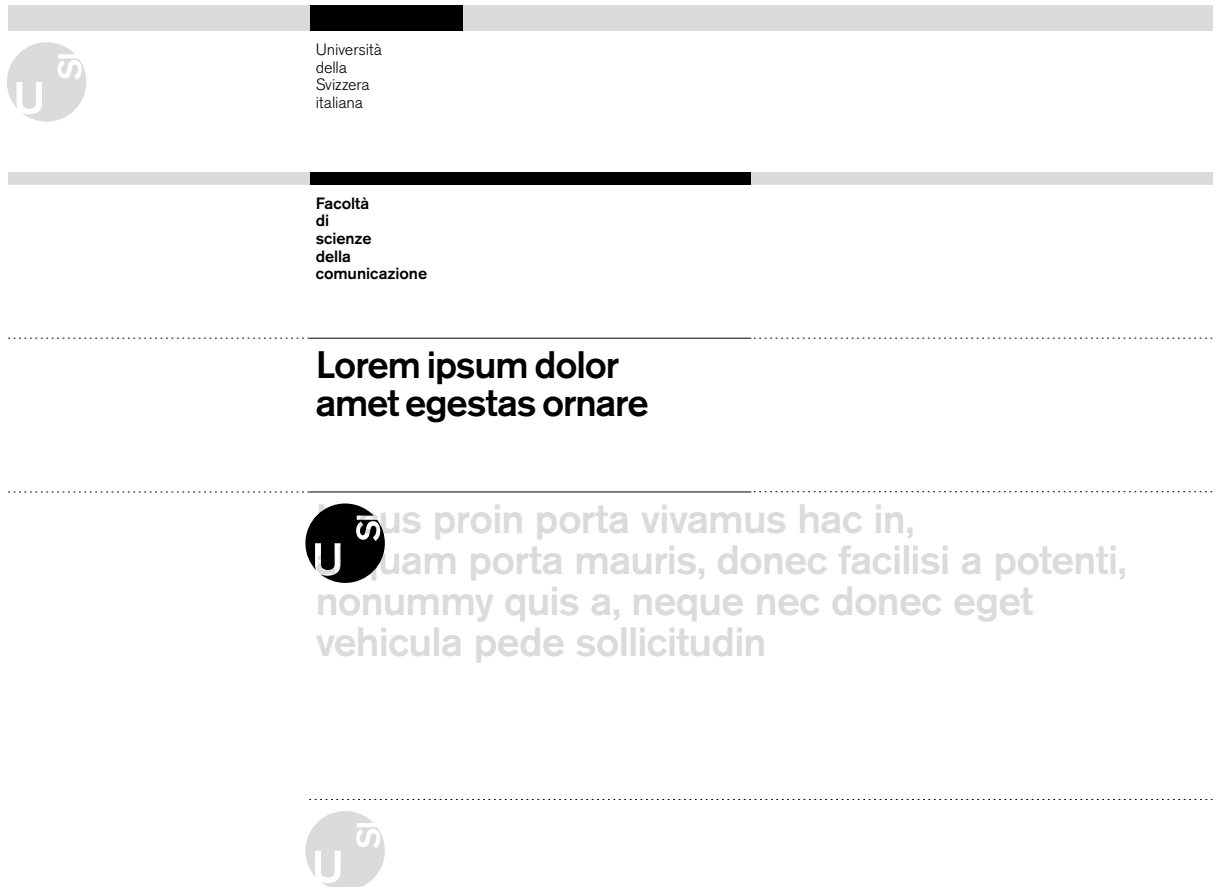
The reversed position of the letters SI represents a University where it is possible to discover new perspectives and to be surprised by unexpected horizons.

Continuity within evolution

The logo will be used together with the bars and thin lines system that characterised USI since its foundation. This system, renewed in some details, is based on the square, modular, and dynamic element, and it acts as a unit of measure ensuring a visual and hierarchical structure of the levels of the organisational chart and the information, in a flexible manner according to the context. The encounter between the circle (logo) and the square (system) - two pure forms – lays the ground for USI's visual expression.

Clarity and flexibility

The new graphic structure takes full advantage of its potential in organising information, while providing greater flexibility than in the past. The more detailed system is used in the institutional paperwork, mainly in stationaries and business cards – while it will be represented in more creative ways in other products, especially in the promotional materials. There is a possibility to use shorter forms of the system (skipping a level) to ensure a more direct communication.



5. The font

The font chosen to represent the Institution is Akzidenz-Grotesk®.

This font is in line with the Swiss Graphic tradition and is, thanks to its neutral features, the perfect mean to give a common voice to the different entities. It is not affected by trends, and it can ensure stability over time. Akzidenz-Grotesk® is not a free font, therefore is not available on all devices. The other character that guarantees a correct visualisation in shared environments, where the use of the institutional font is not possible, is Arial. It is used on stationary, power point presentations, emails and on other materials available to the USI community for their daily use (without the help of the Graphic Design Service).

6. The colours

USI will not have an official colour; communication will occur mostly in black and white (the sum of all Faculty colours). The original Faculty colour palette remains unchanged and liven up to express the liveliness and dynamism of the University.

7. Names and languages

For content consistency, the denomination in Italian and in English of the academic organisational chart has been reviewed, and so has the use of the languages of printed material.

There is still a possibility to choose between Italian and English starting from the second level of the organisational chart (Faculty), while at the first level, the official name "Università della Svizzera italiana" is in Italian only.

ABCDEF
GHIJKLM
NOPQR
STUVWX
YZ
0123456
789yz
“”.:;./&*--?!
()+=

Akzidenz-Grotesk
light

**ABCDEF
GHIJKLM
NOPQR
STUVWX
YZ
0123456
789yz
“”.:;./&*--?!
()+=**

Akzidenz-Grotesk
medium

ABCDEF
GHIJKLM
NOPQR
STUVWX
YZ
0123456
789yz
“”.:;./&*--?!
()+=

Arial Regular
light

**ABCDEF
GHIJKLM
NOPQR
STUVWX
YZ
0123456
789yz
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()+=**

Arial Regular
bold

7537 U
Academy
of
Architecture



557 U
Faculty
of
Economics



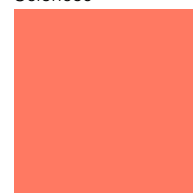
7453 U
Faculty
of
Communication
Sciences



121 U
Faculty
of
Informatics



171 U
Faculty
of
Biomedical
Sciences



8. Visual Work

As integral and significant part of the revision of the graphic design, the project concerning the visual work is of crucial importance in expressing USI's visual identity. It allows for a smooth interaction between the visual elements and the message.

The range of images available are characterised by:

- Quality and originality of the shots taken
- A constant presence of people even within architectural images, to indicate that individuals are at the centre of the activity of the University.
- Realism that shows the university under a truthful non-structured way – thanks to proper framing and focus.



9. Website

The revision of the corporate visual identity goes hand in hand with the website restyling: a renewed site both in the structure and in content – according to the goals of clarity and visibility - that serves as the showcase of USI activities.

The showcase site www.usi.ch hosts information on current events and will introduce the University and its institutional aspects to the public. The site is supported also by the platform www.desk.usi.ch that displays public information and mostly targets an internal public (faculties, staff and students). The website restyling comprises of several phases.

Phase 1:

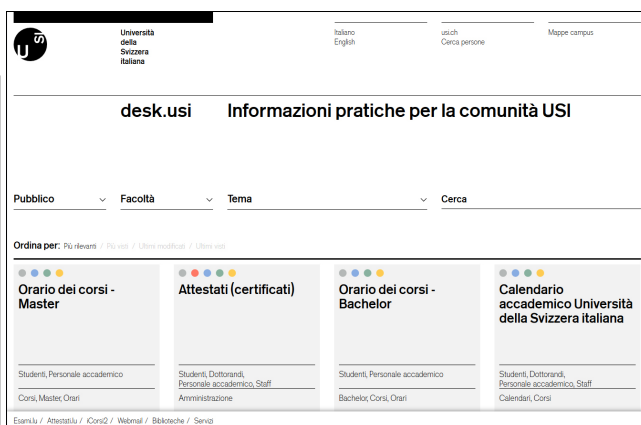
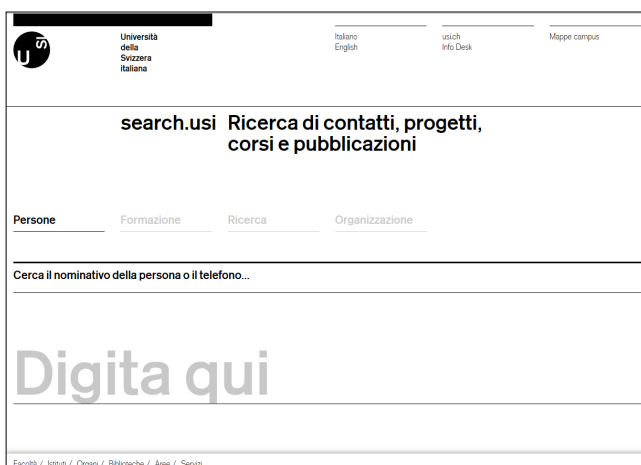
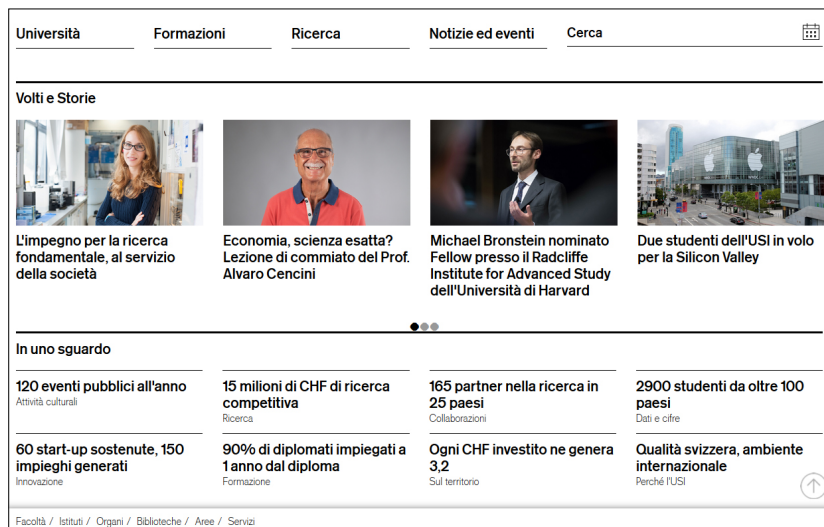
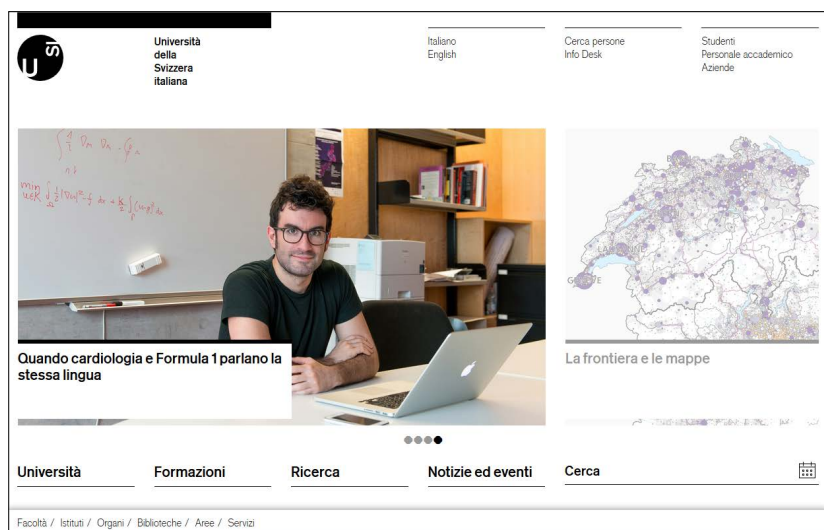
access to USI community at the website www.usi.ch, Beta Version
end of June 2017

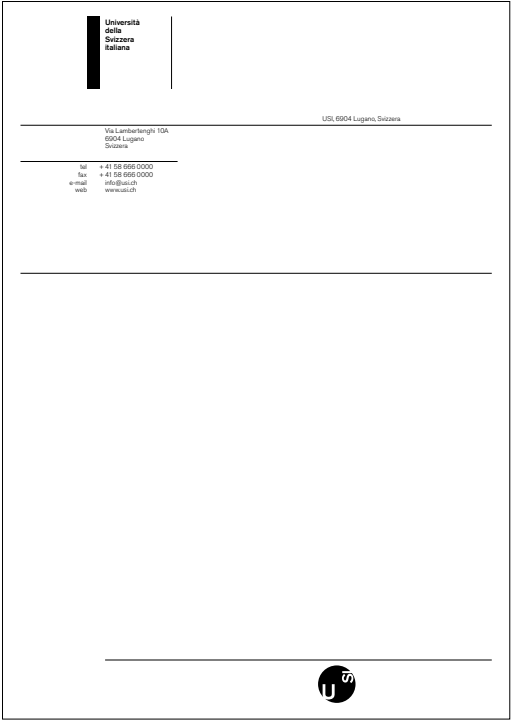
Phase 2:

website www.usi.ch publication
beginning of July 2017

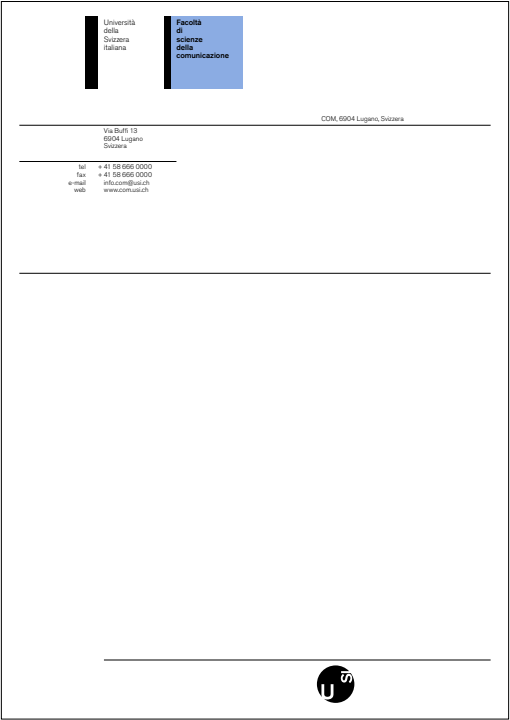
Phase 3:

Faculty and Institutes sites revision
from September 2017

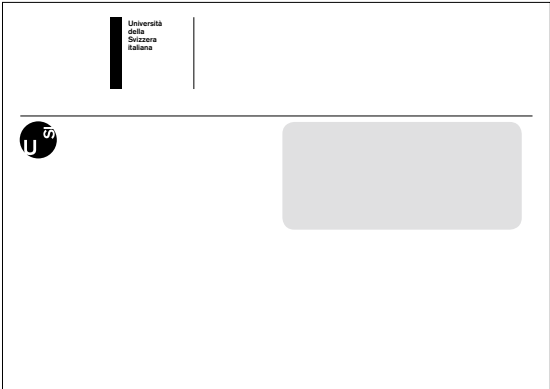




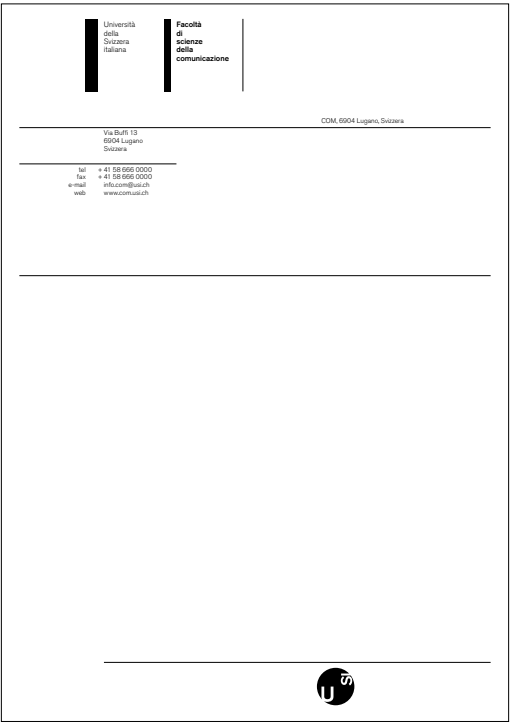
Letter paper A4



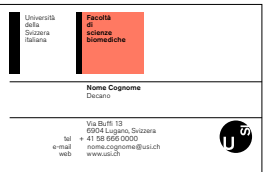
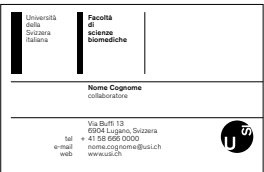
Letter paper A4



Envelopes C5



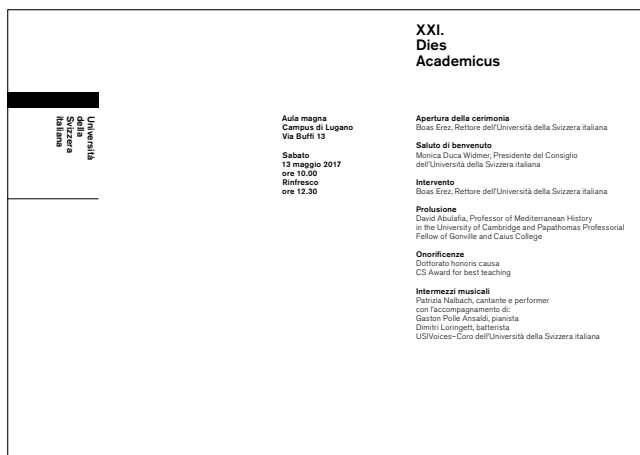
Business cards 85 x 55 mm





Invitations

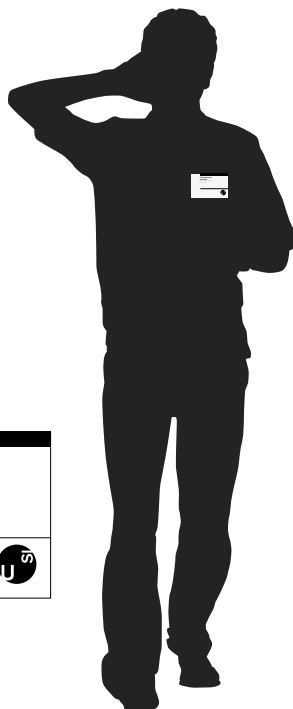
A5



Rollup



Badge

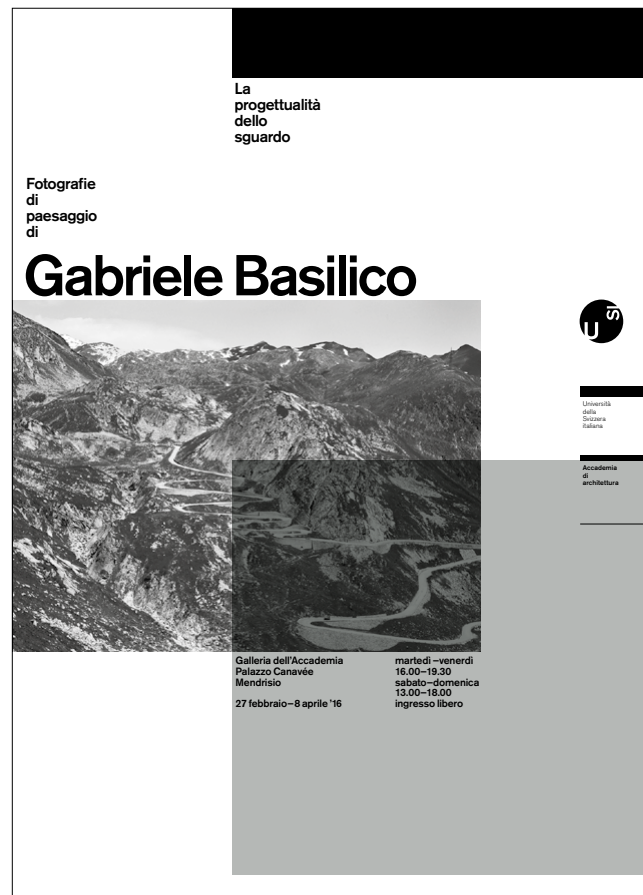




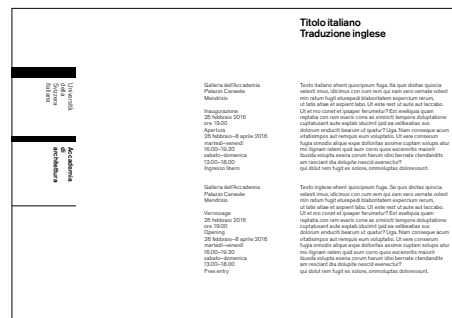
Event programmes



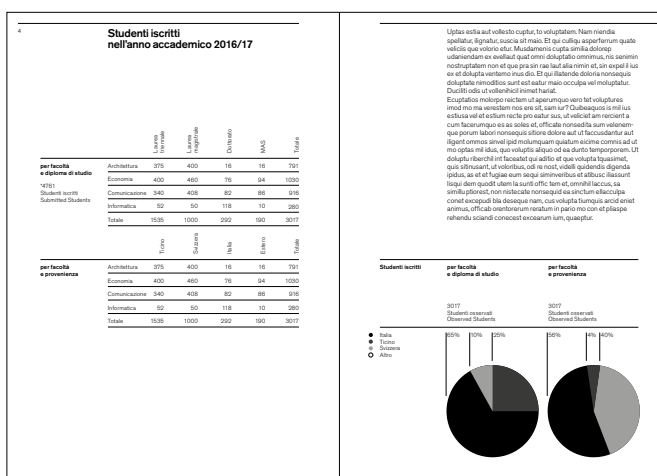
Online
banner

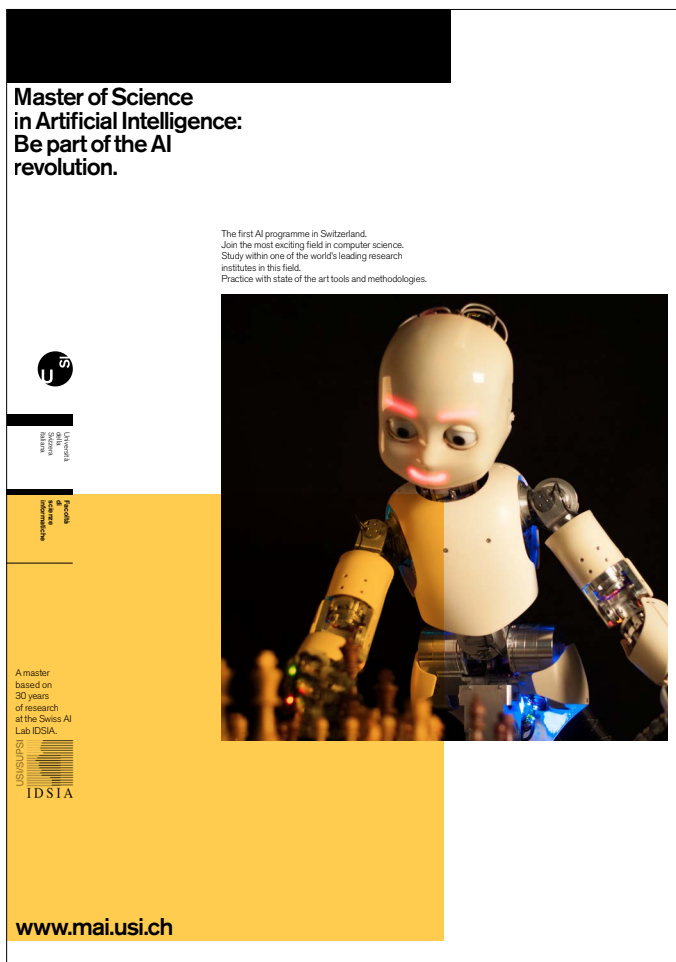


Poster



Invitation
A5

Annual
report
A5

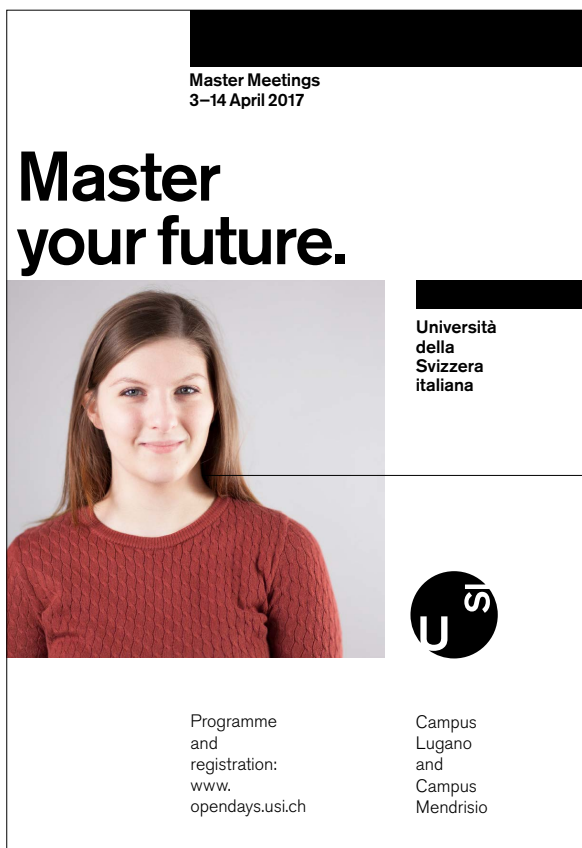


Poster

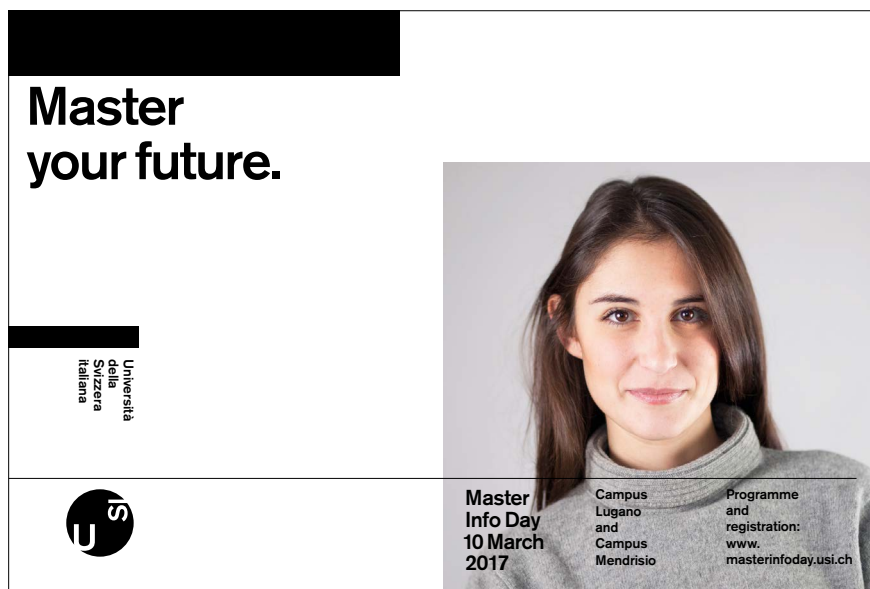


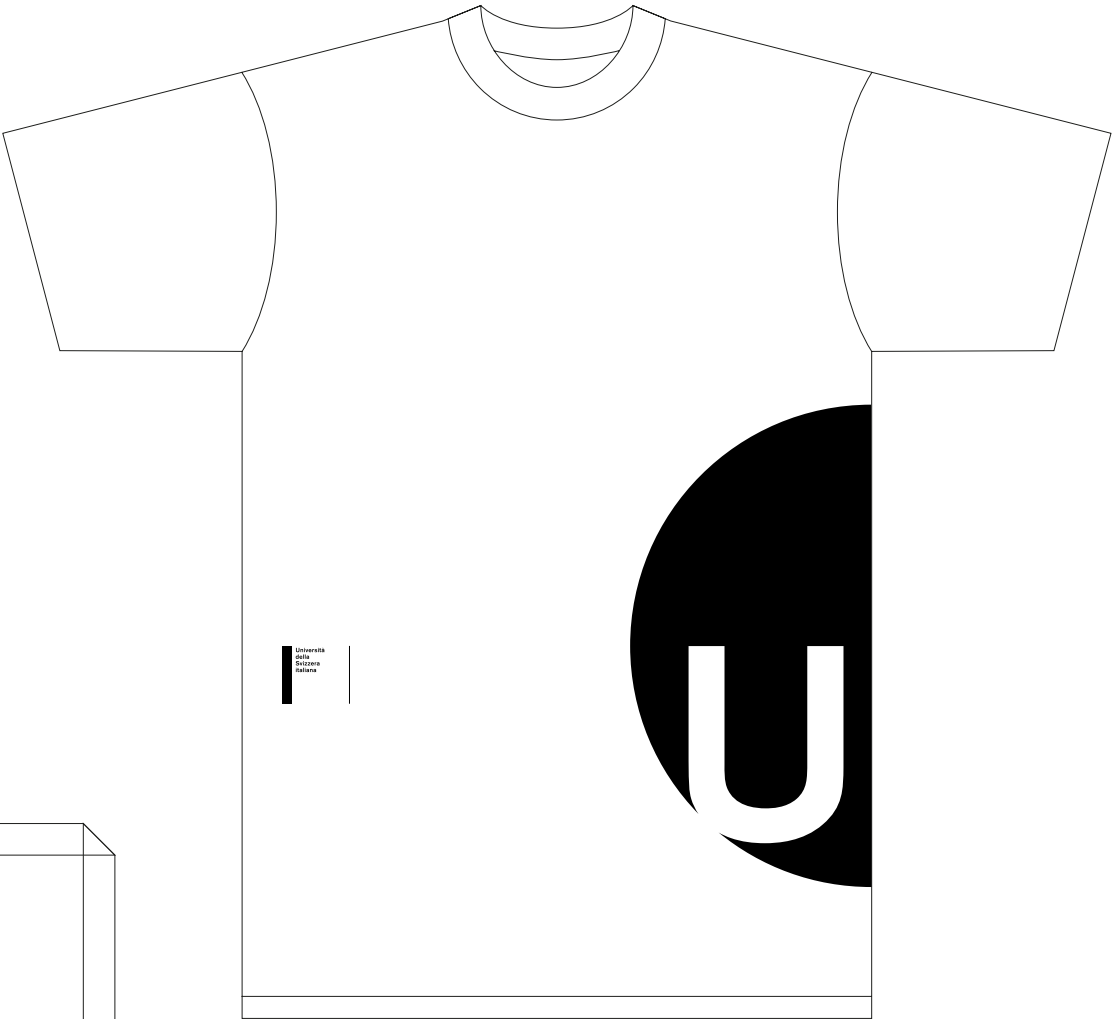
Poster

Advertisement

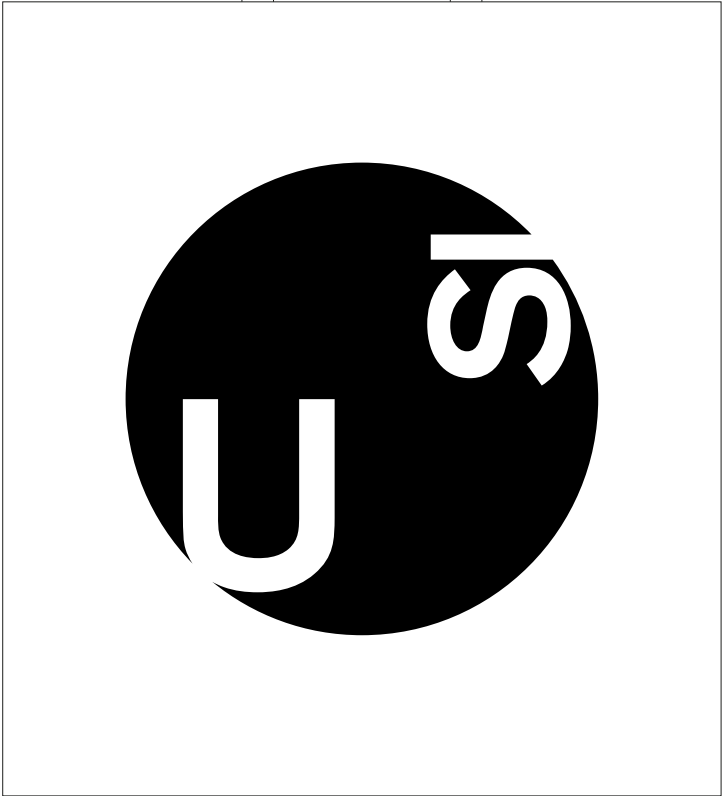
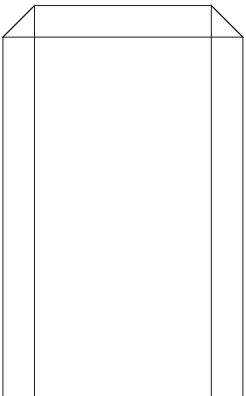


Advertisement

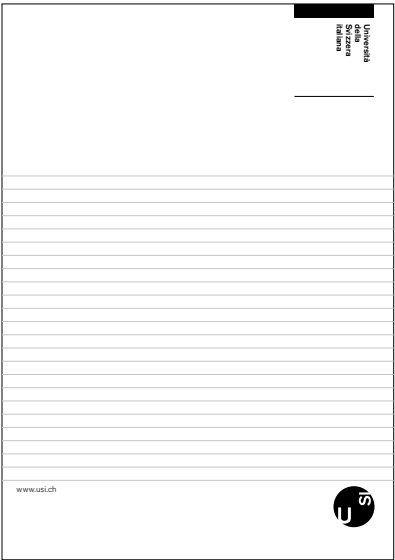




T-shirt

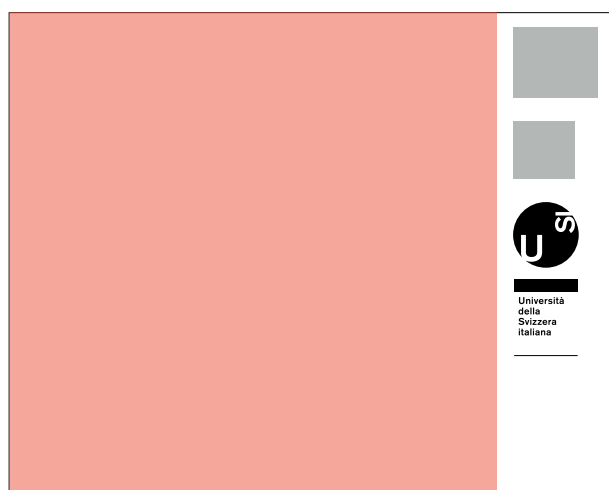
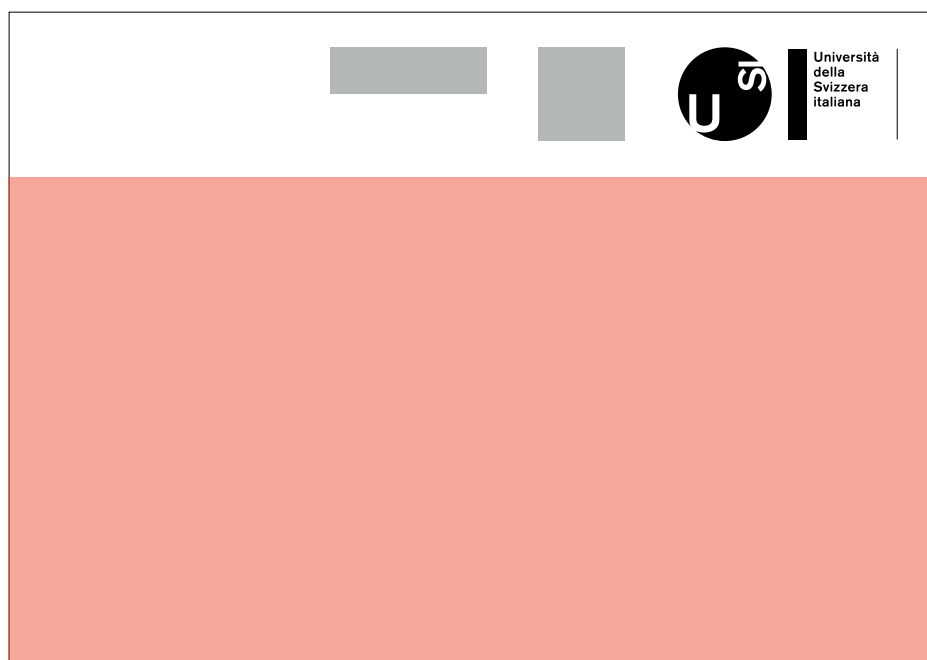


Canvas bag



Striped notebook A5

Flyer
A6



10. User manual and material available

The complete manual will soon be published.

The USI visual identity rests on a system of grids, elements and precise rules. Quality is one of the basic principles of this project: for the production of material, it is important to turn to the professional work of the Graphic Design Service (grafica@usi.ch).

Templates for teaching, administrative and communication activities are available for an independent use. Specifically, power point, stationary and word templates.

Details on www.desk.usi.ch/en/corporate-design-templates-and-rules