

C>ONSTRUCTOR

Brand identity
style guide

2024



Index

Chapter 1. Logotype

Logomark concept	4
Extended basic rules	7
Exclusion zone	8
Constructor subdivisions	9
Subdivision logomarks	10
Corporate colors	11
Displaying on backgrounds	13
Corporate font	15
Do not	16
Co-branding lockups	17

Chapter 2. Elements of corporate identity

Imagery	21
Business card	23
Letterhead	25
Envelopes C4 / C5	27
Folder	30
Rollup	31
Press wall	33
Posters	36
Presentation slides templates	42

Chapter 3. Web and social media graphics

Mail signatures	45
Social media materials	46

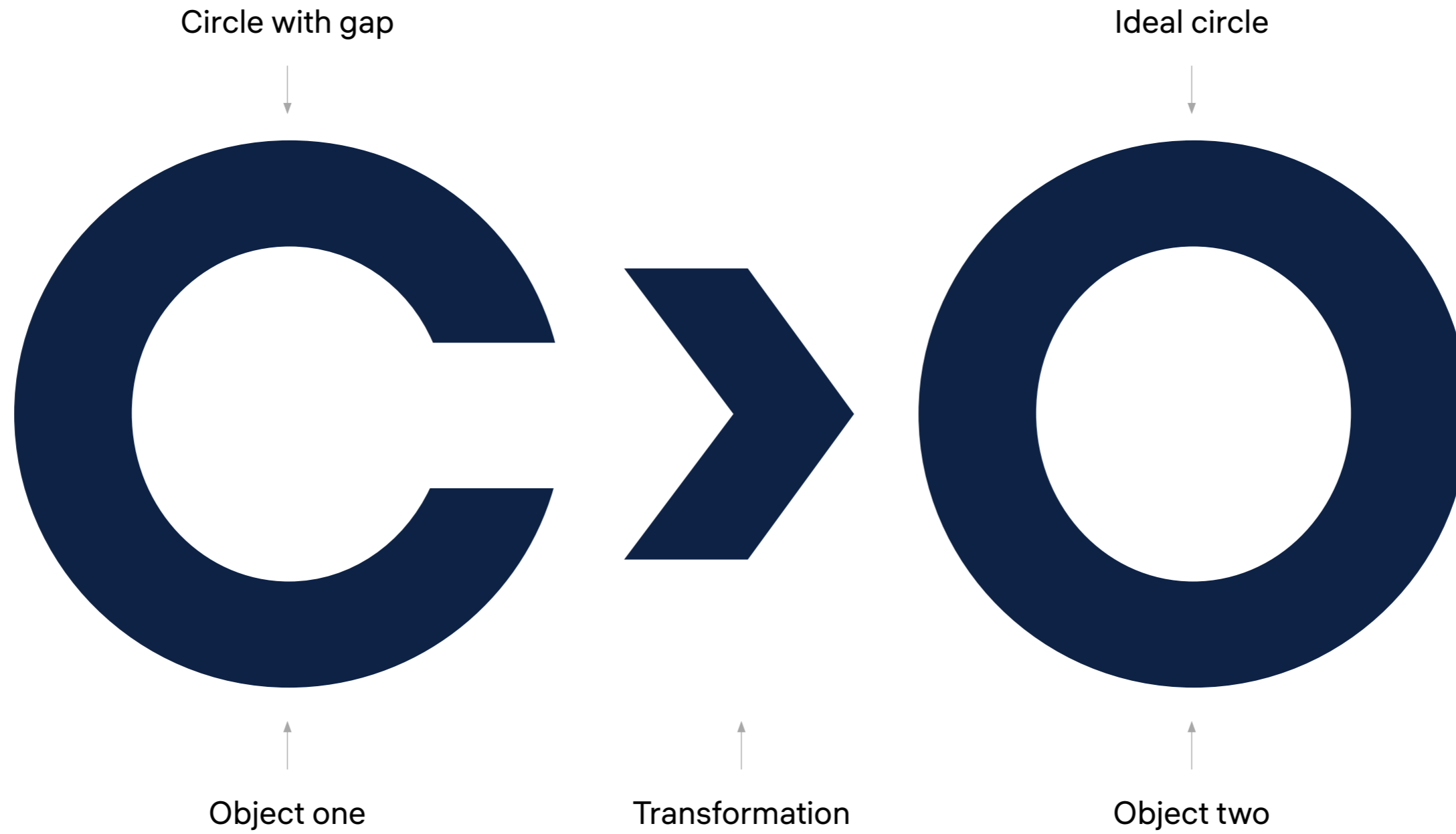
Chapter 4. Merchandise

Formal wear	49
T-shirt	50
Umbrella	51
Backpack	52
Pen	53
USB flash drive	54
Notebook	55
Cup	56
Transport	57
Postcard	58
Smartphone case	59
Tablet case	60



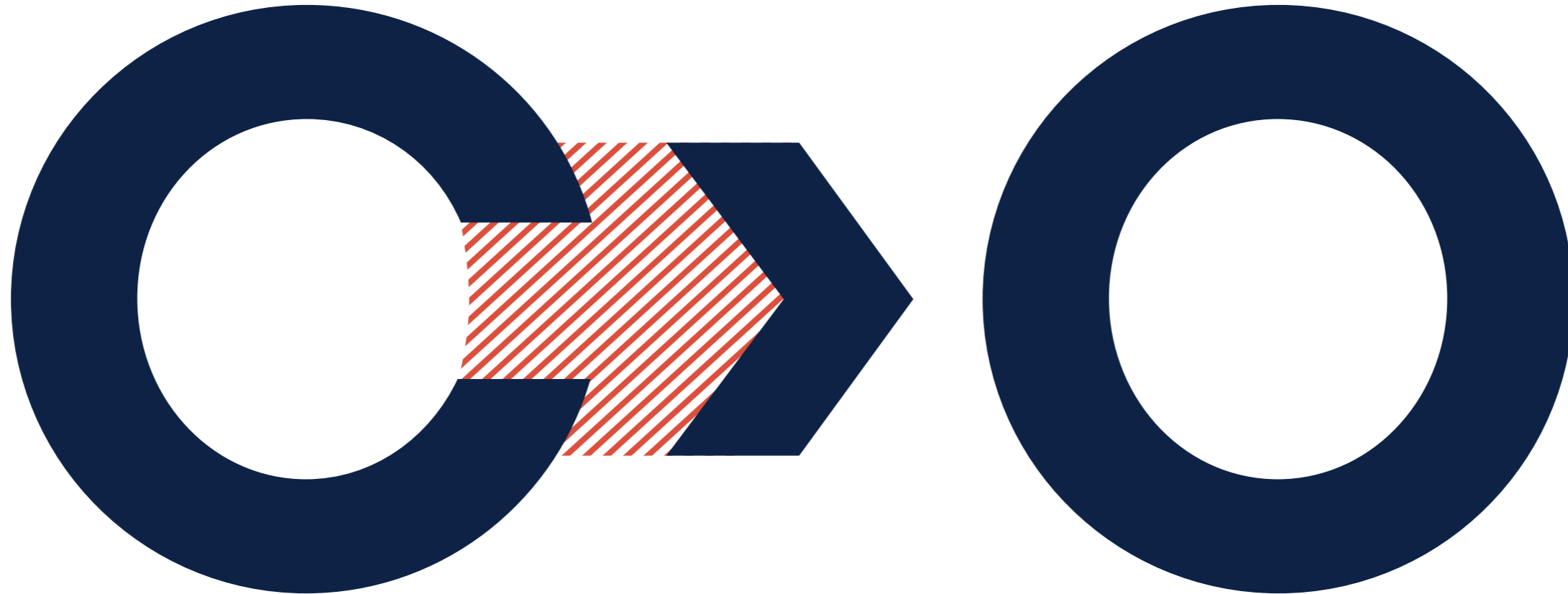
Chapter 1
Logotype

Logomark concept



Logomark concept

Detail: arrow sign in counterform to support the transformation direction



Logomark concept



The logomark inherits the colors of all the organizations involved in the transformation process:

JUB brings a rich blue symbolizing a modern approach to knowledge.

SIT gives to the mark its vivid color. It is a symbol of the passion for knowledge.

Acronis brings main navy blue as a stable foundation and support.

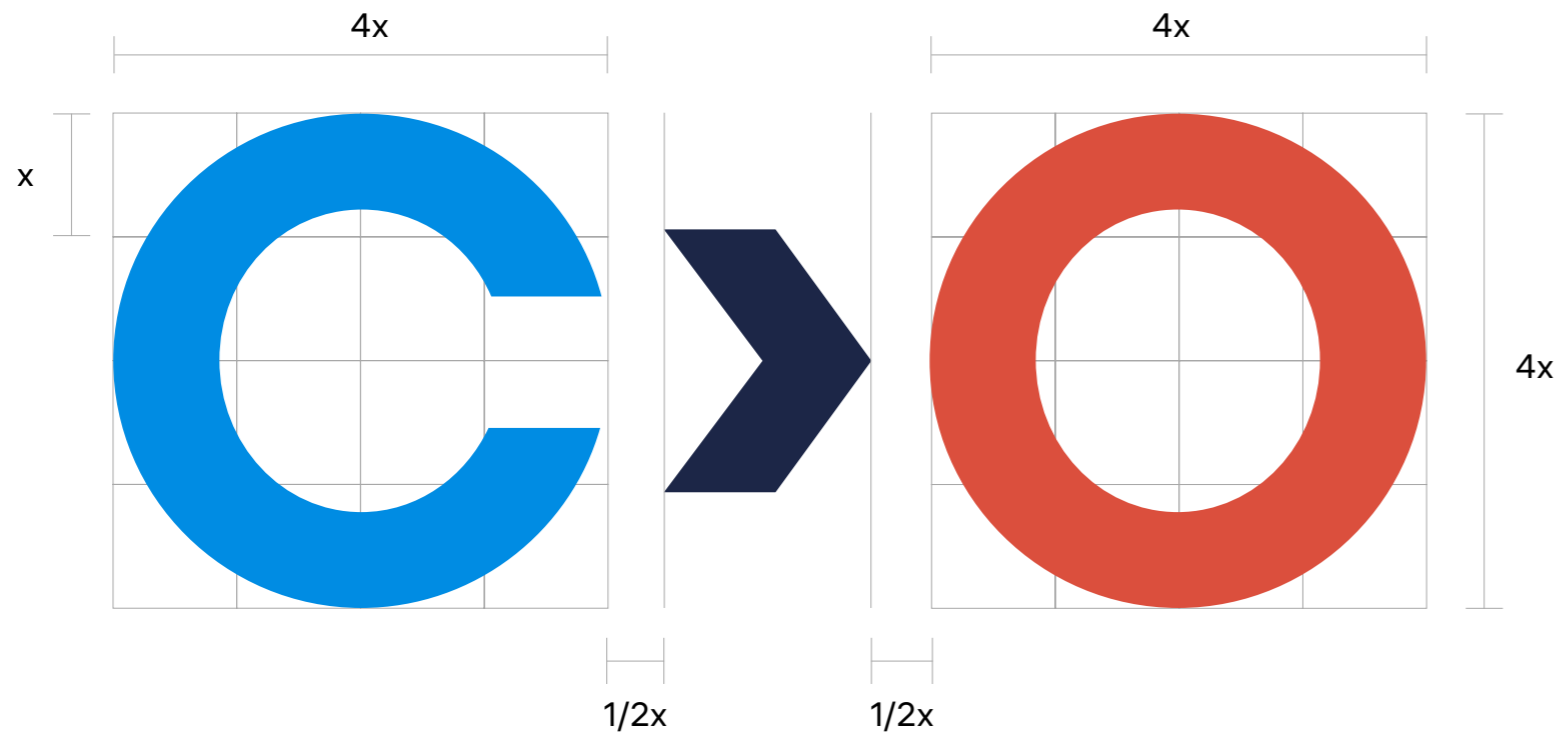
Extended basic rules

All elements of the logo depend on each other and are placed in a fixed position in relation to each other as shown below.

Logotype

The minimum allowed size of a readable logotype is 60mm.
The use of a smaller version is not permitted.

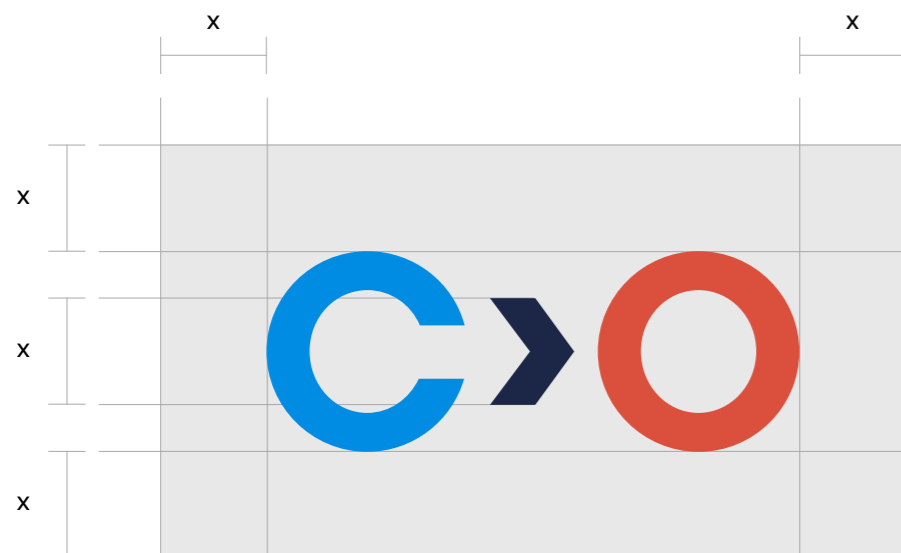
Logomark



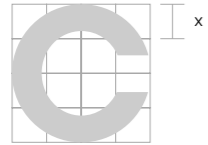
The minimum allowed size of a readable logomark is 20mm.
The use of a smaller version is not permitted.

Exclusion zone

We've defined an exclusion zone that prevents other graphic elements from interfering with the Constructor logo.



Subdivisions



Constructor subdivisions

Acronis
Cyber Font



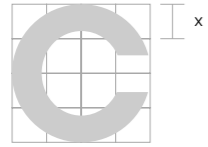
We use an **Acronis Cyber Font** of the same height as the main logotype to indicate the subdivisions.

These rules are general recommendations. It is necessary to consider optical harmony of every logo on a case-by-case basis.

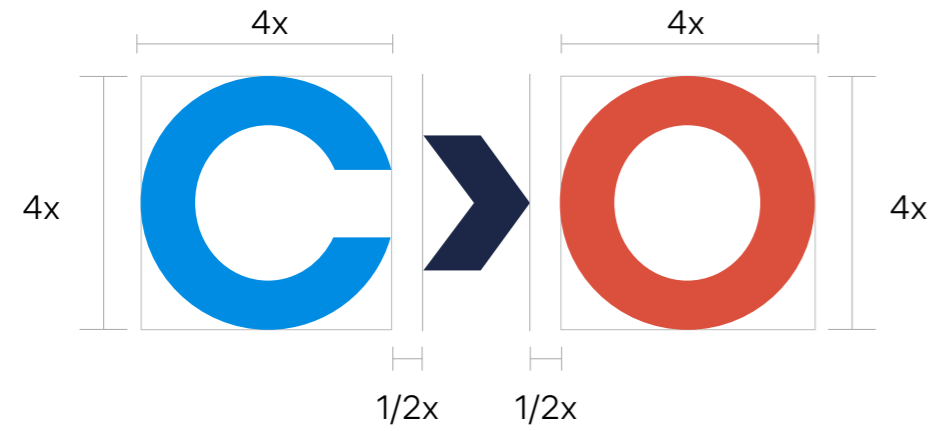
Examples



Subdivision logomarks



Constructor subdivision logomarks



We use a capital letter of the subdivision name that is the same height as the height of the main logotype.

These rules are general recommendations. It is necessary to consider optical harmony of every logo on a case-by-case basis.

Examples



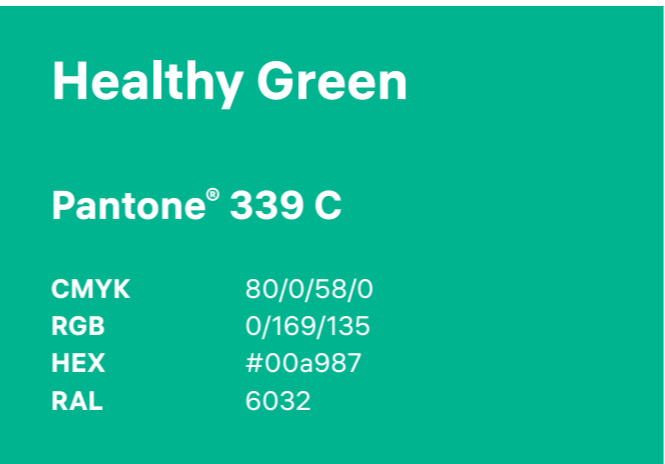
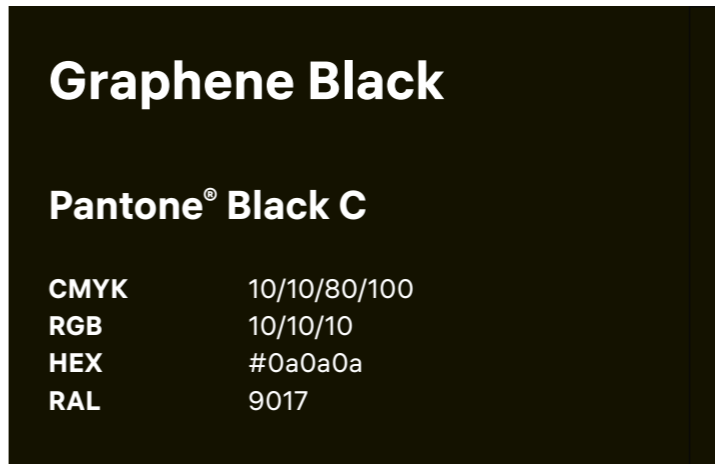
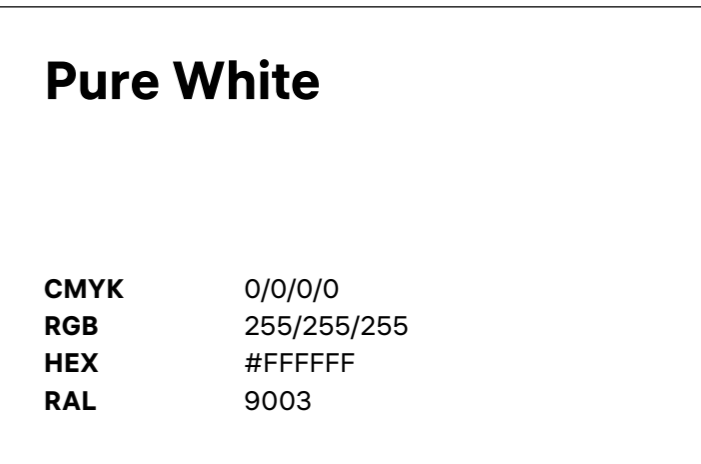


Corporate colors

Main colors

 <p>Mobility Blue</p> <p>Pantone® Medium Blue C</p> <p>CMYK 76/38/0/0 RGB 0/140/227 HEX #008ce3 RAL 5015</p>	 <p>Navy Blue</p> <p>Pantone® 282 C</p> <p>CMYK 100/87/41/47 RGB 0/32/77 HEX #00204d RAL 5011</p>	 <p>Diversity Red</p> <p>Pantone® 7625 C</p> <p>CMYK 9/84/83/1 RGB 219/79/61 HEX db4f3d RAL 3020</p>
--	---	--

Accent colors

 <p>Confident Blue</p> <p>Pantone® 288 C</p> <p>CMYK 100/65/0/30 RGB 0/67/129 HEX #004381 RAL 5003</p>	 <p>Shiny Yellow</p> <p>Pantone® 123 C</p> <p>CMYK 0/22/94/0 RGB 255/198/34 HEX #ffc622 RAL 1023</p>	 <p>Healthy Green</p> <p>Pantone® 339 C</p> <p>CMYK 80/0/58/0 RGB 0/169/135 HEX #00a987 RAL 6032</p>	 <p>Graphene Black</p> <p>Pantone® Black C</p> <p>CMYK 10/10/80/100 RGB 10/10/10 HEX #0a0a0a RAL 9017</p>	 <p>Pure White</p> <p>CMYK 0/0/0/0 RGB 255/255/255 HEX #FFFFFF RAL 9003</p>
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Alternative web colors

Use of alternative colors on web is required for compliance with WCAG guidelines

Example of use for buttons

Main colors

Blue
#00B2FF
RGB 0/178/255

Navy Blue
#00204D
RGB 0/32/77

Red
#EB1700
RGB 235/23/0

Accent colors

Confident Blue
#01388C
RGB 1/56/140

Yellow
#FFC700
RGB 255/199/0

Green
#00D19E
RGB 0/209/158

Black
#141414
RGB 20/20/20

Light Grey
#F9F9F9
RGB 249/249/249

Displaying on backgrounds

Color and monochrome variations of the logotype displaying on the backgrounds.

Color backgrounds



Monochrome backgrounds



Photo backgrounds



Dark tone photo backgrounds

Light tone photo backgrounds

Regular usage



Exceptional cases

When the logotype is displayed on non-corporate backgrounds, we should use only the monochrome version to avoid lousy color combinations. The primary and simple rule is the following: do not use color on color.

Color backgrounds



Vivid gradient backgrounds



White logotype

Faded gradient backgrounds



Black logotype

Photo backgrounds



White logotype

Do not use color on color.

Principle of contrast



In this range we have to use white logotype

When the contrast decreases we have to use black logotype

Corporate font

The font used in the abbreviation of the logo is customized and has no complete typeface.

ALS hauss Bold typeface is used for the descriptor, headings, slogans and other freestanding sentences in printed and other corporate materials. **ALS Hauss Light / Regular** is used in big segments of the text.

ALS Hauss

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*(){}[]/\

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*(){}[]/\

Hairline	<i>Hairline italic</i>
Thin	<i>Thin italic</i>
Light	<i>Light italic</i>
Book	<i>Book Italic</i>
Regular	<i>Book Italic</i>
Medium	<i>Medium italic</i>
Bold	<i>Bold italic</i>
Black	<i>Black italic</i>

Constructing the future

Do not

Do not deform or distort the logo or change the proportions of any elements.

Right ✓



Wrong ✗



Change proportions

Wrong ✗



Deform/distort

Wrong ✗



Shear

Wrong ✗



Change colors

Wrong ✗



Ignore exclusion zone

Wrong ✗



Change font

Wrong ✗



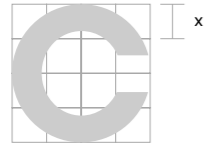
Displaying on colorful graphics background

Wrong ✗

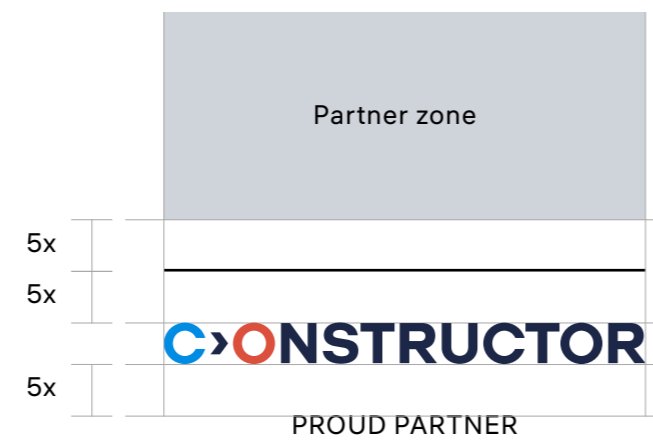


Displaying on colorful photo background

Co-branding lockups



**Vertical lockup
top and bottom position**

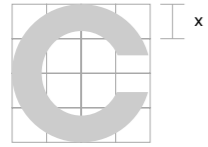


These rules are general reccommendations. It is necessary to consider optical harmony of every logo on a case-by-case basis.

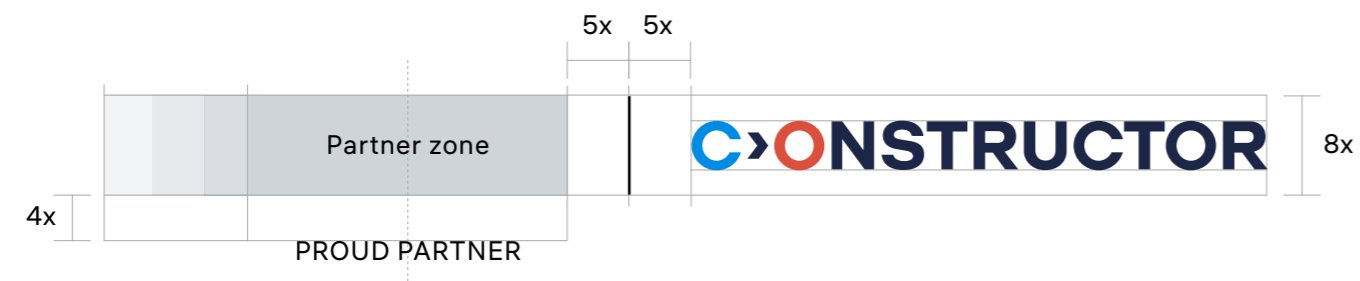
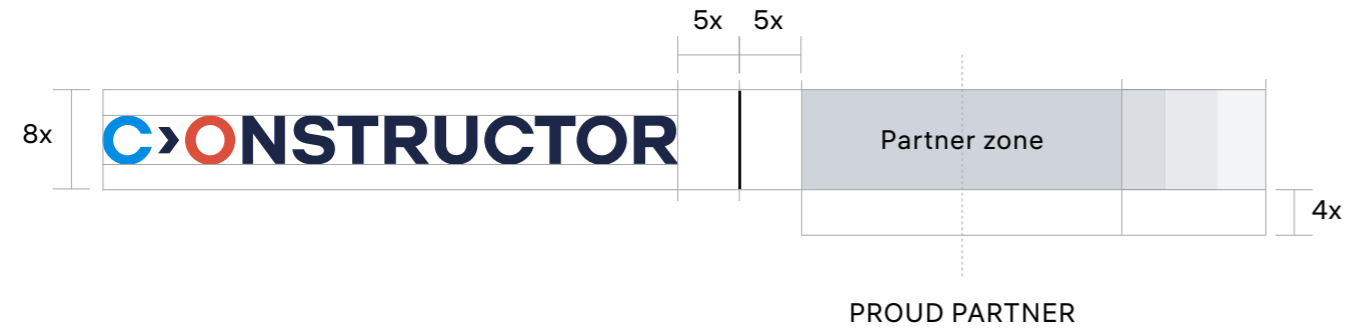
Examples



Co-branding lockups



Horizontal lockup Left and right position



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It is necessary to consider optical harmony
of every logo on a case-by-case basis.

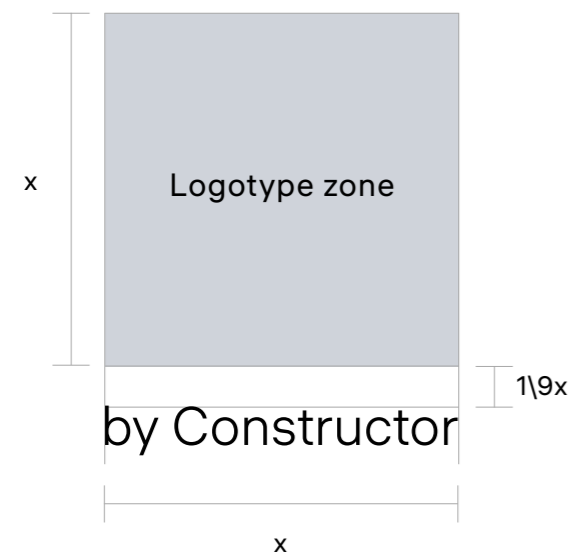
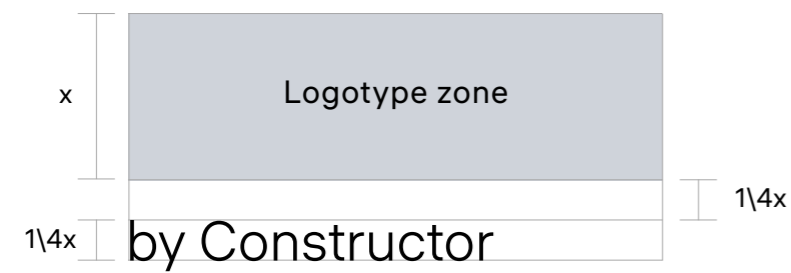
Examples



Co-branding lockups

These rules are general recommendations. It is necessary to consider optical harmony of every logo on a case-by-case basis.

Text lockup



Examples

LONG COMPANY
LOGOTYPE
by Constructor

SQUARE
COMPANY
LOGO
TYPE
by Constructor

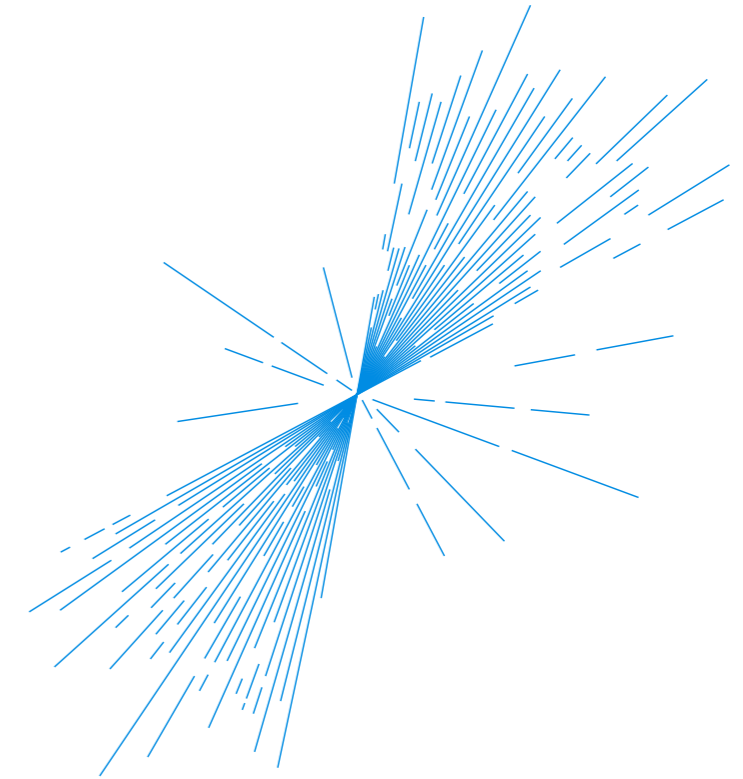
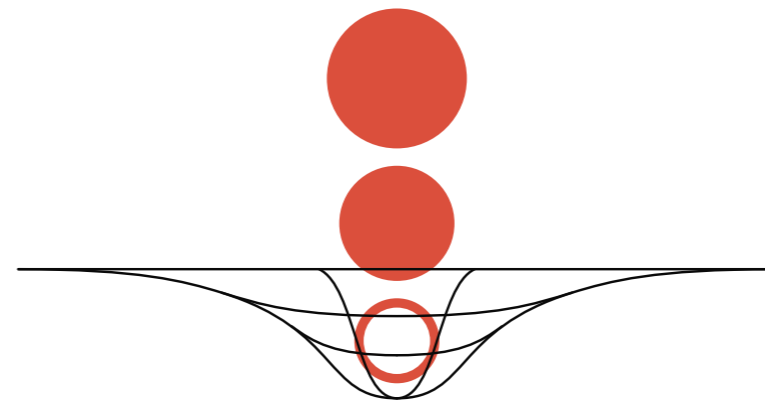
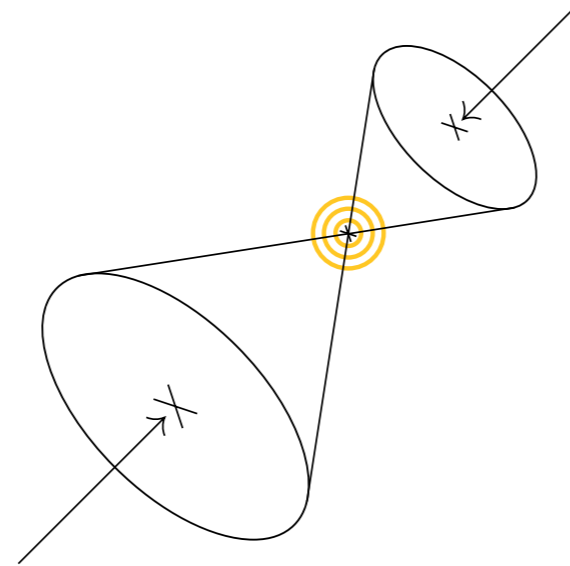
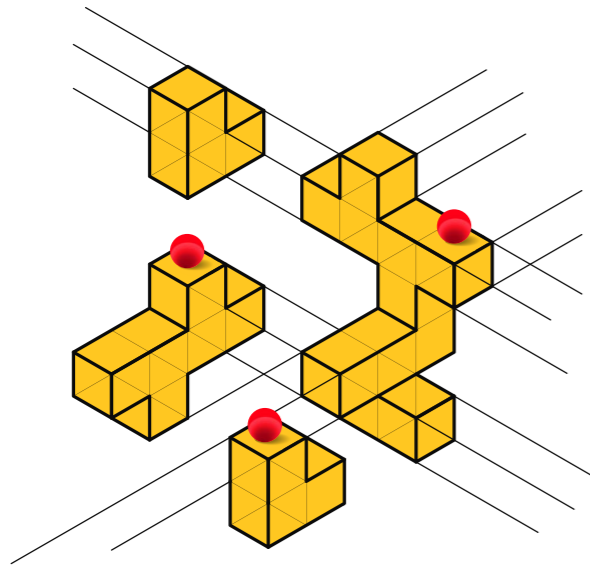


Chapter 2

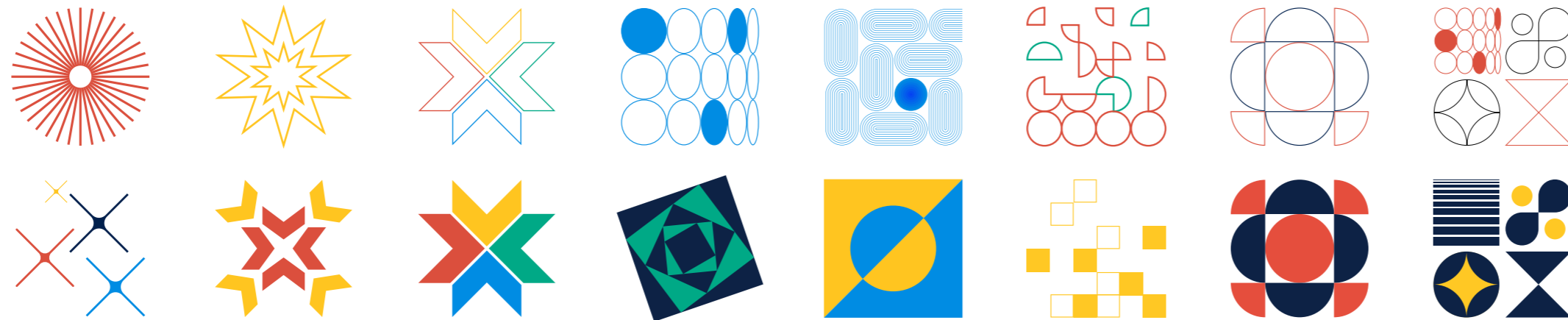
Elements of corporate identity

Imagery and patterns

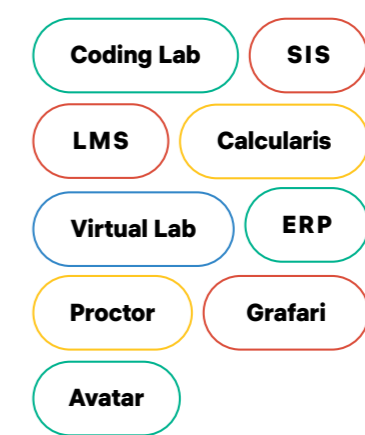
Scientific



Different shapes

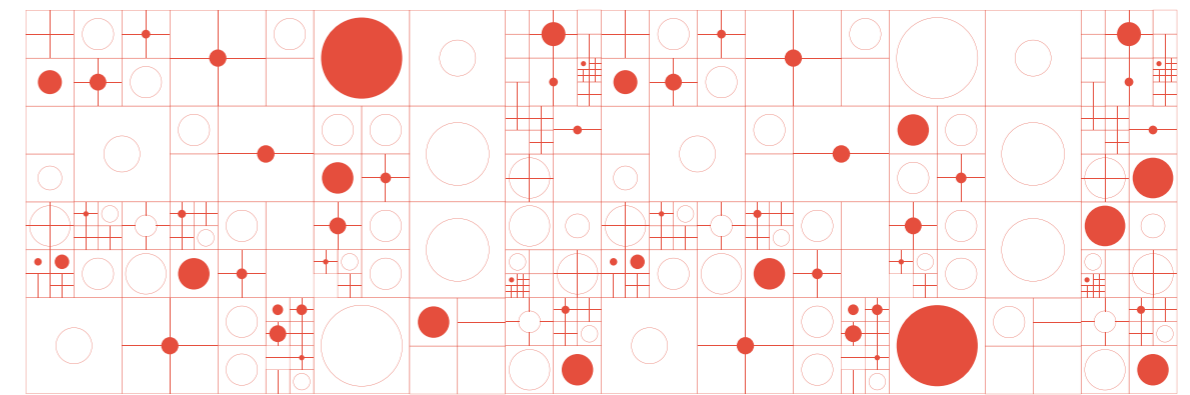
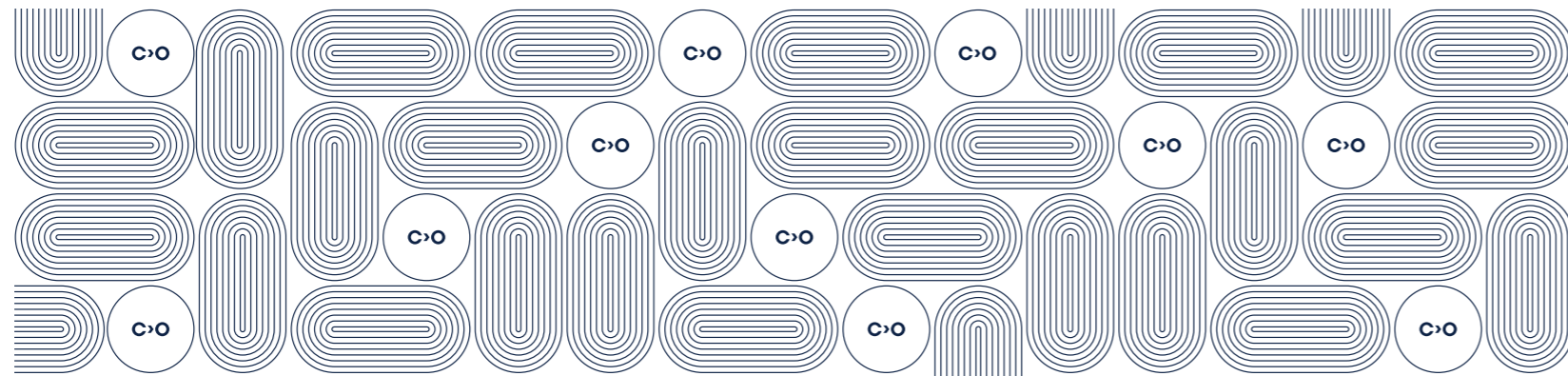
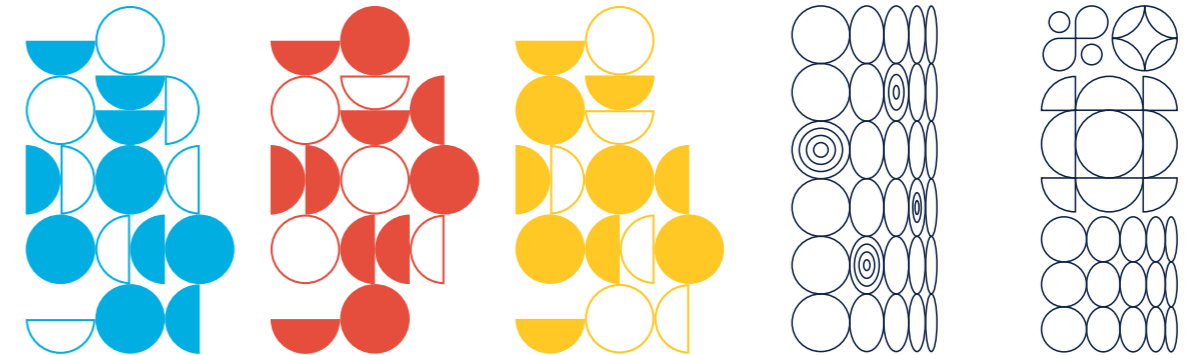
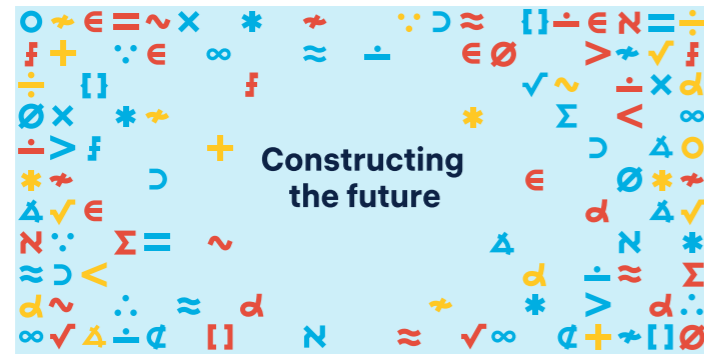


Text effects



Imagery and patterns

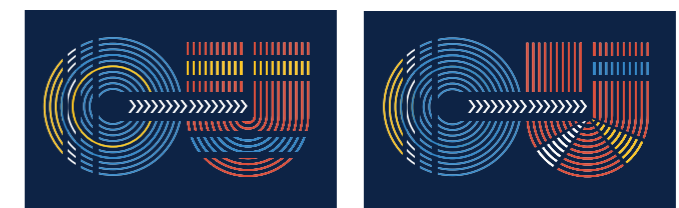
Patterns



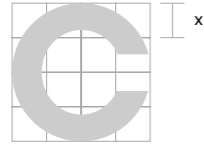
Constructor Academy



Constructor University



Business card 90x50 mm



FRONT SIDE:

Name:

ALS Hauss Bold 9 pt, leading 9.4 pt

Function:

ALS Hauss Bold 6.5 pt, leading 7.8 pt

Requisites:

ALS Hauss Bold/Light 6.5 pt, leading 7.8 pt

BACK SIDE:

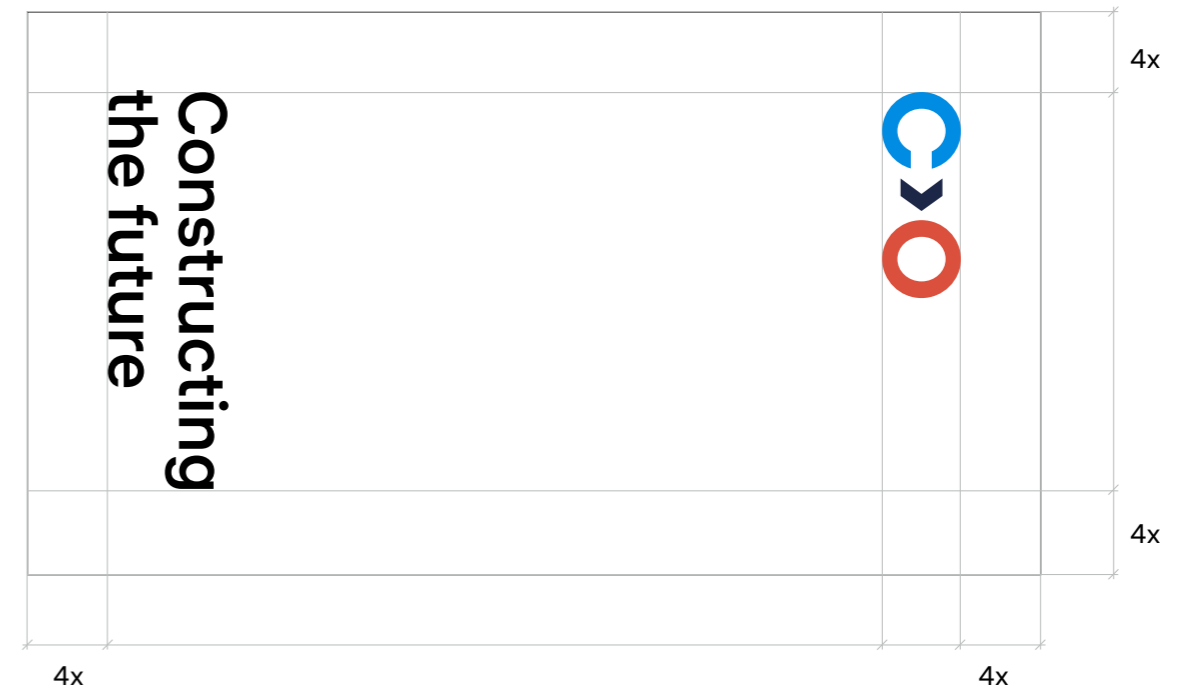
Tagline:

ALS Hauss Medium 13 pt, leading 11.8 pt

FRONT SIDE



BACK SIDE



Business card 90x50 mm



Letterhead 210x297 mm



Content zone

FIRST PAGE TEMPLATE:

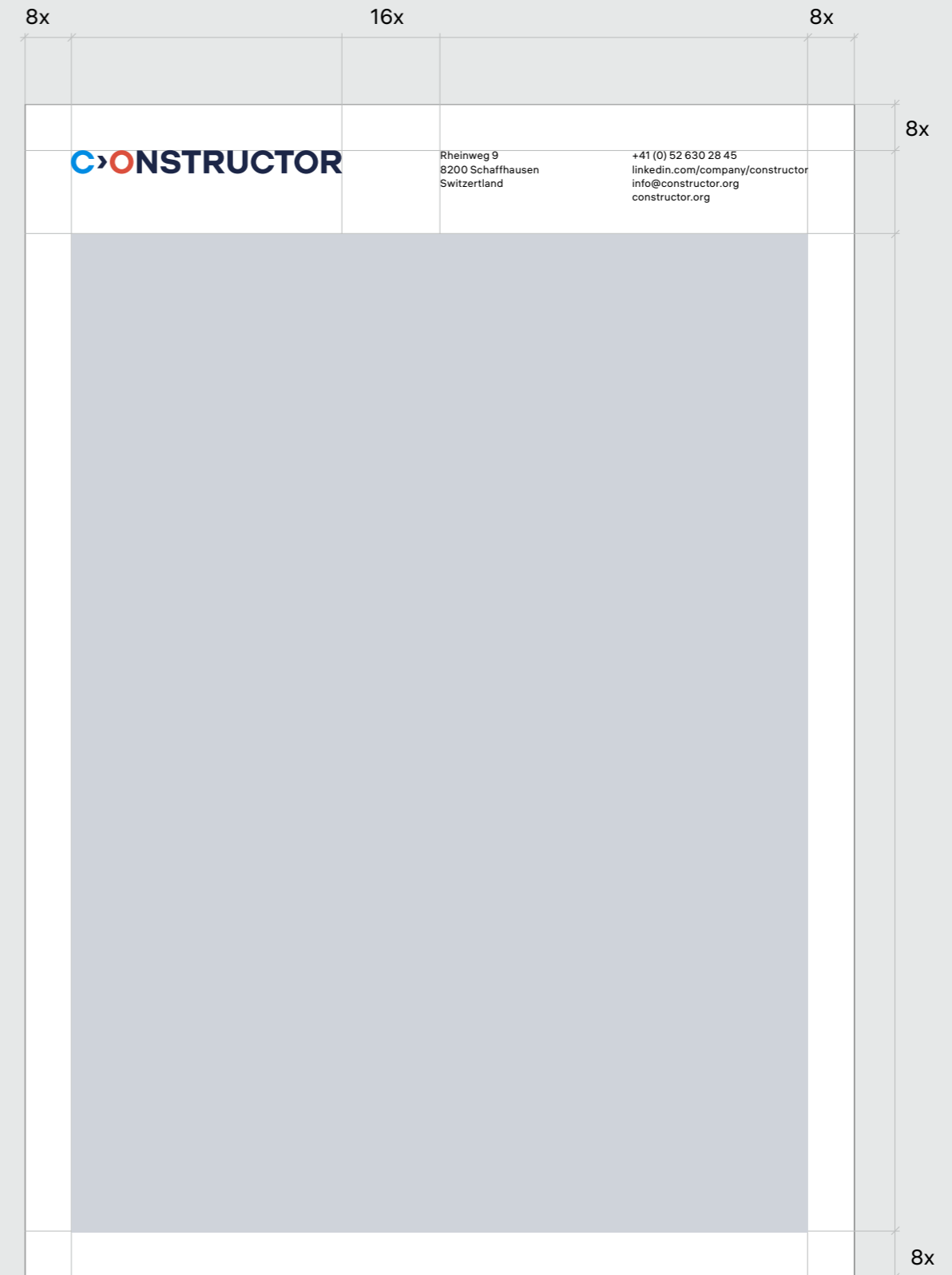
Requisites:

ALS Hauss Medium/light 8 pt, leading 9.6 pt

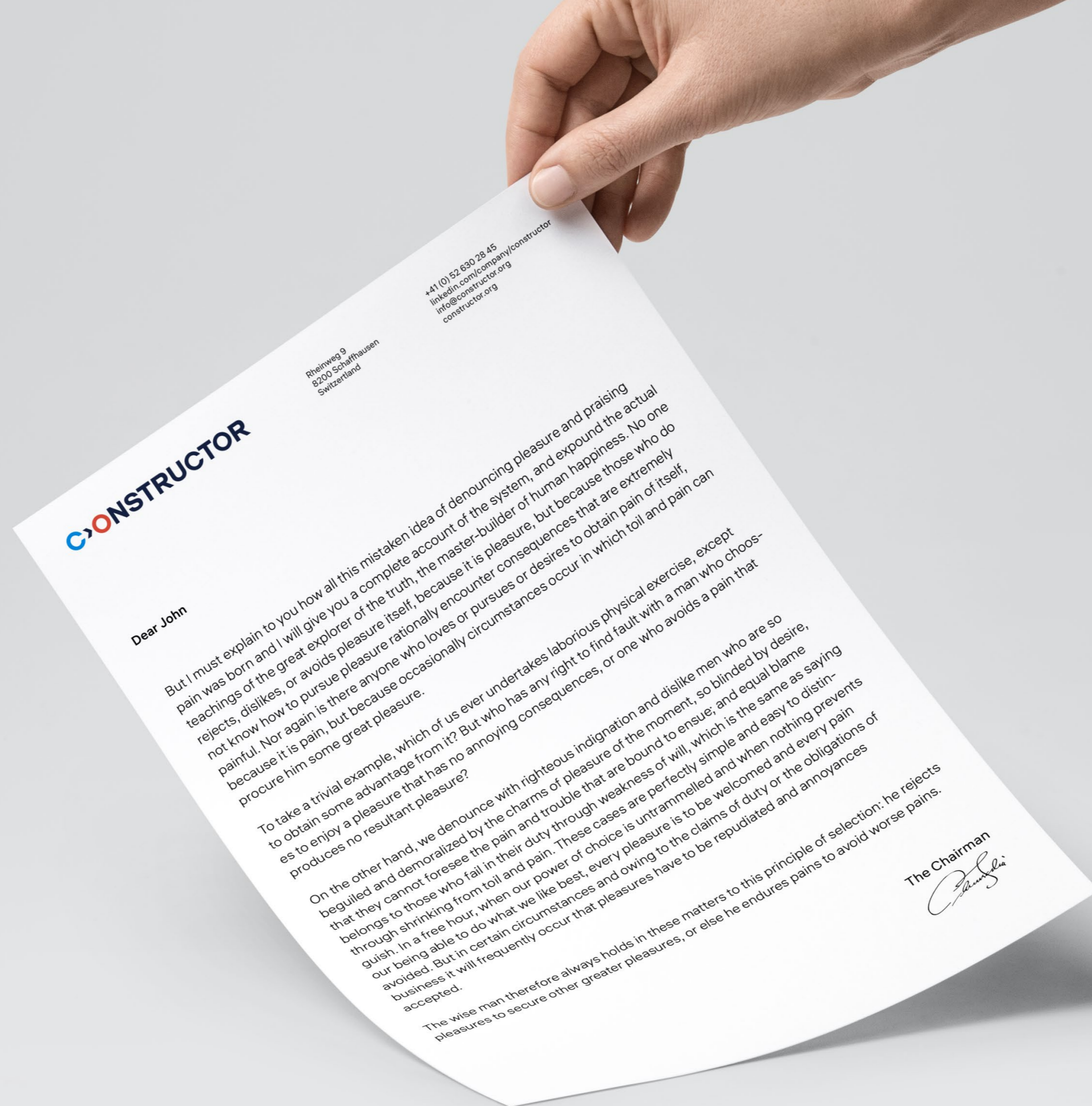
Plain Text:

ALS Hauss Regular 12 pt, leading 17 pt

CORPORATE LETTERHEAD



Letterhead 210x297 mm



Envelopes C5 162x229 mm



Envelopes C5 (window) 162x229 mm



Envelopes C4 229x324 mm



Folder (A4)



Rollups 850x1900 mm

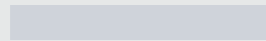


Content zone 1

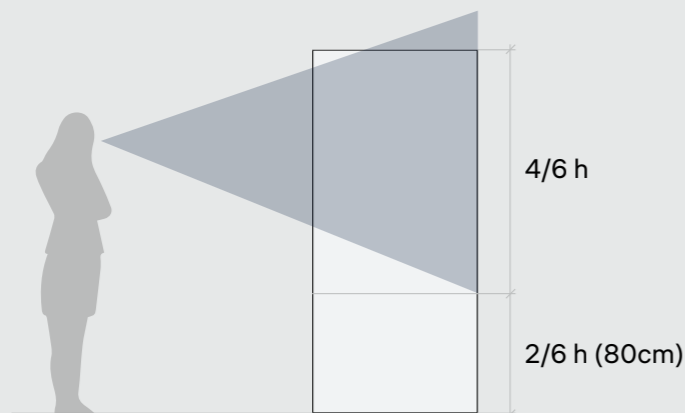


Headings,
main information

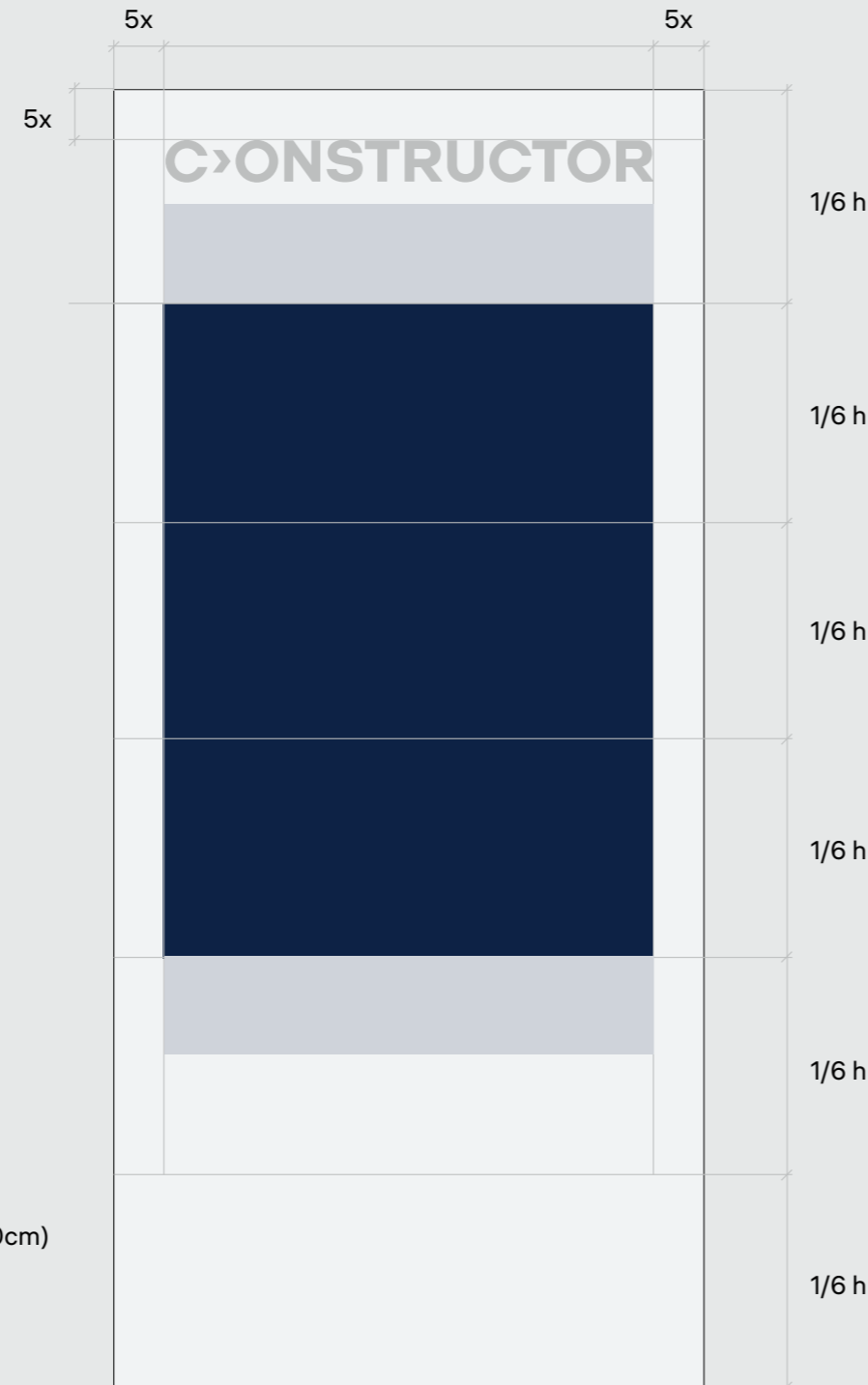
Content zone 2



Date / Time, requisites, partners
speakers, additional information



It is necessary to place all important information
in sight (at least 80 cm off the floor).



C>ONSTRUCTOR

Constructing the future

for Education, Research and Technology

Aula Lecture Hall **22.01.2022**
University of Zürich
71 Ramistrasse
8091 Zürich, Switzerland **10:00–12:30**

C>ONSTRUCTOR

The synergy of three pillars

Dr. Serg Bell
Constructor Founder and
Chairman of the Board, CEO
of Acronis

Prof. Gilles Brassard
Professor of Computer Science,
University of Montreal, Canada

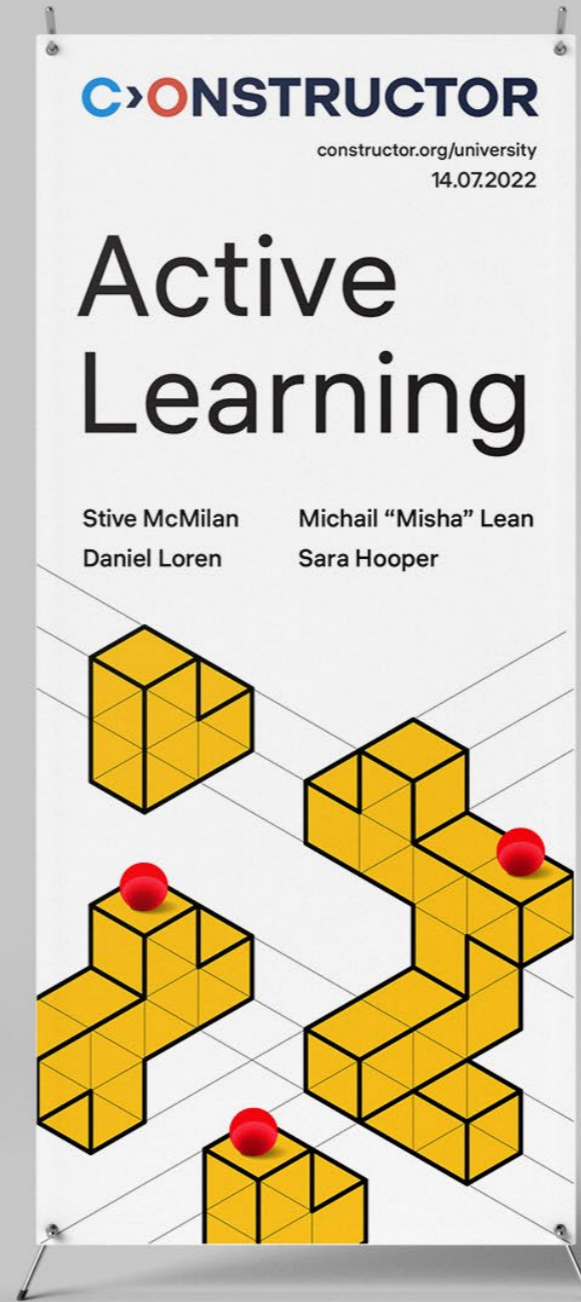
Date **22.01.2022** Session time **10:00–12:30**

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8091 Zürich, Switzerland

Stand to win
an Apple Watch
for asking
the best question!

Constructing knowledge constructor.org

Rollups 850x1900 mm



Press wall pattern properties



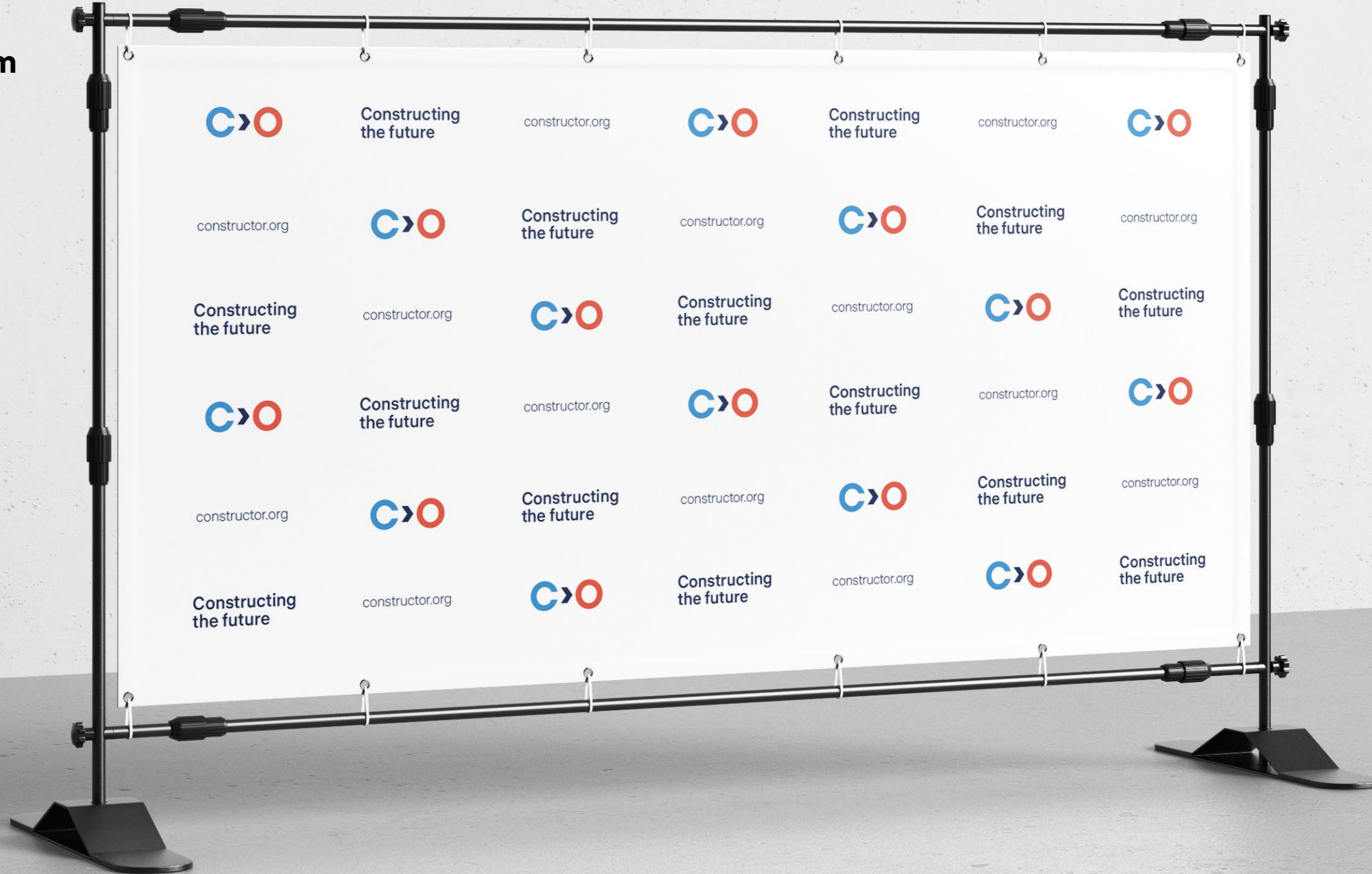
Presswall background can be blue or white.

For further information about displaying on backgrounds see p.8



Constructorlogo	12x	Name	12x	Website	
		Constructing the future		constructor.org	5x
					6x
constructor.org				Constructing the future	5x
					6x
Constructing the future		constructor.org			5x

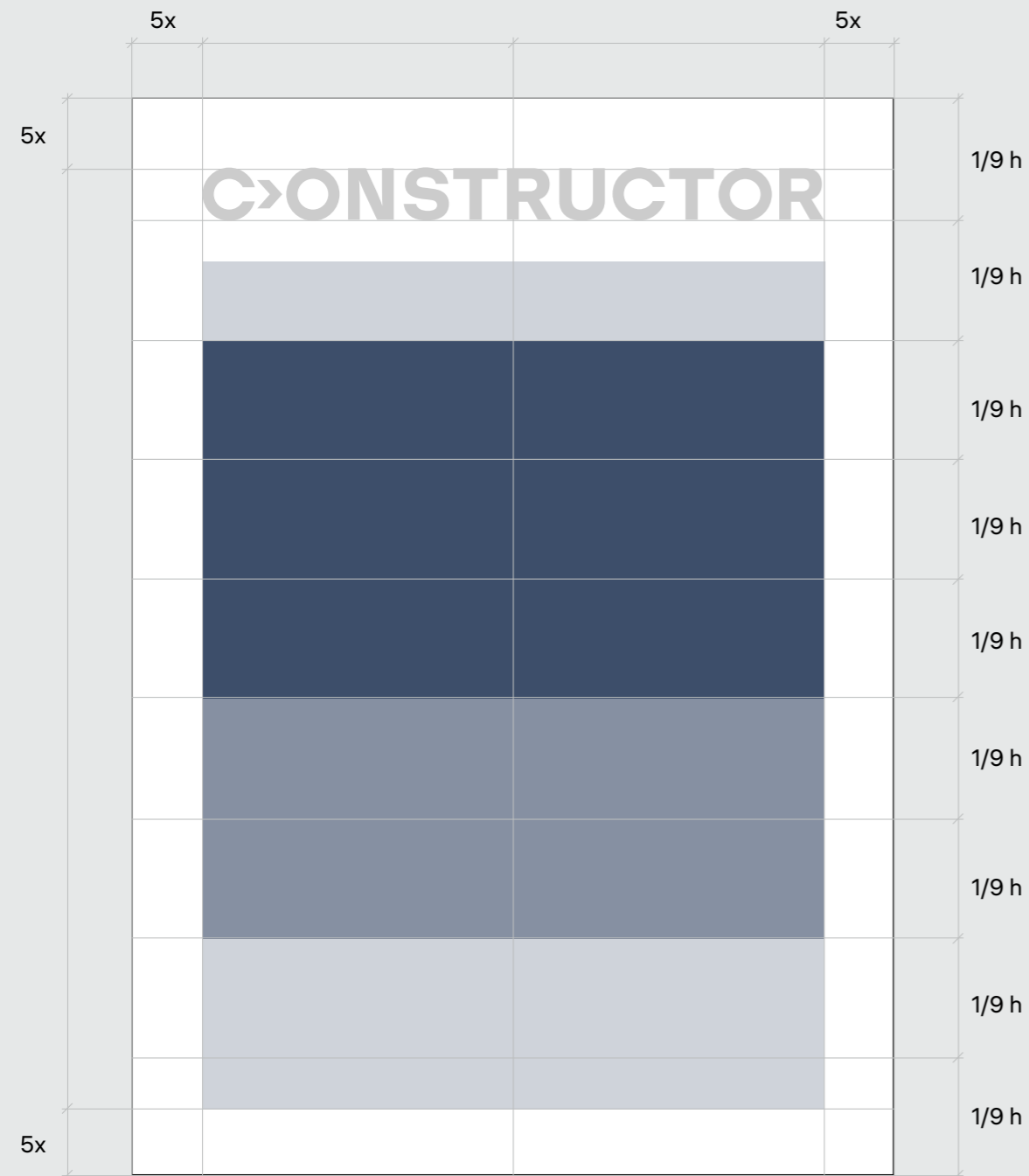
Press wall 300x600 mm



Press wall 300x600 mm



Poster (text only)



Content zone 1



Headings,
main information

Content zone 2



Speakers,
additional
information

Content zone 3



Date / Time,
Requisites, partners

C>ONSTRUCTOR

Session time
10:00–12:30

Register to participate
constructor.org

22.01.2022

Dr. Wolfgang Ketterle

Nobel Prize Laureate
in Physics 2001

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Founder of SwissCognitive –
Global AI Hub

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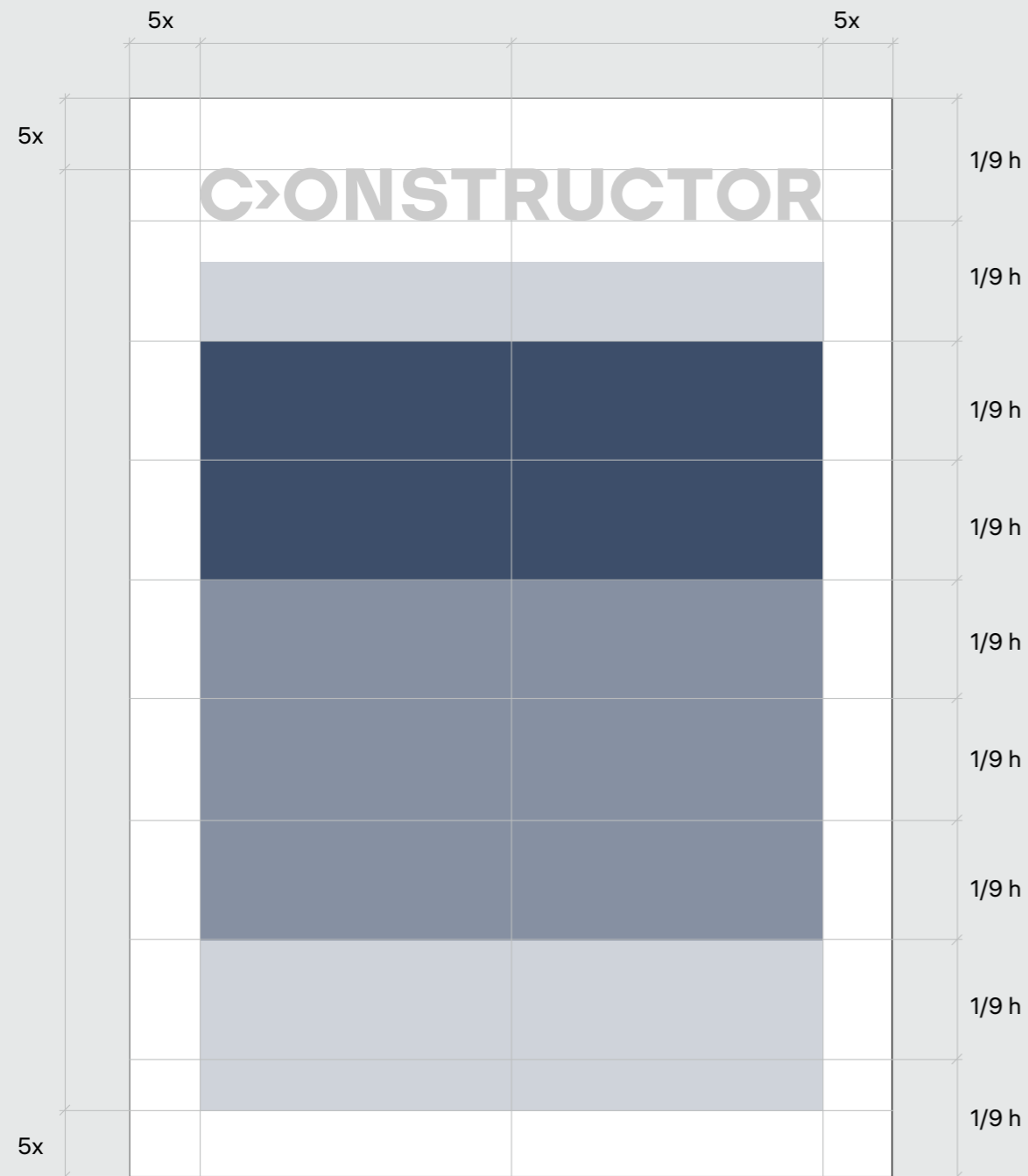
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Chairman of the Board, CEO

Dr. Heike Reil
Director of IoT Technology
and AI Solutions,
IBM Research

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Poster (image and text)



Content zone 1



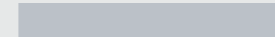
Headings,
main information

Content zone 2



Speakers, images
additional information

Content zone 3



Date / Time,
Requisites, partners

C>ONSTRUCTOR

Session time
10:00–12:30

Register to participate
constructor.org

22.01.2022

The synergy of three pillars



**Dr. Serg
Bell**

Constructor Founder and Chairman
of the Board, CEO of Acronis



**Prof. Gilles
Brassard**

Professor of Computer Science,
University of Montreal, Canada

📍 Aula Lecture Hall

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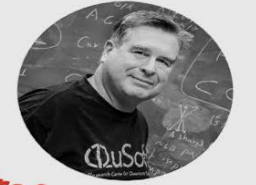


C>ONSTRUCTOR
Session time 10:00-12:30
Register to participate constructor.org
22.01.2022

The Synergy of Three Pillars



Dr. Serg Bell
Constructor Founder and Chairman of the Board, CEO of Acronis

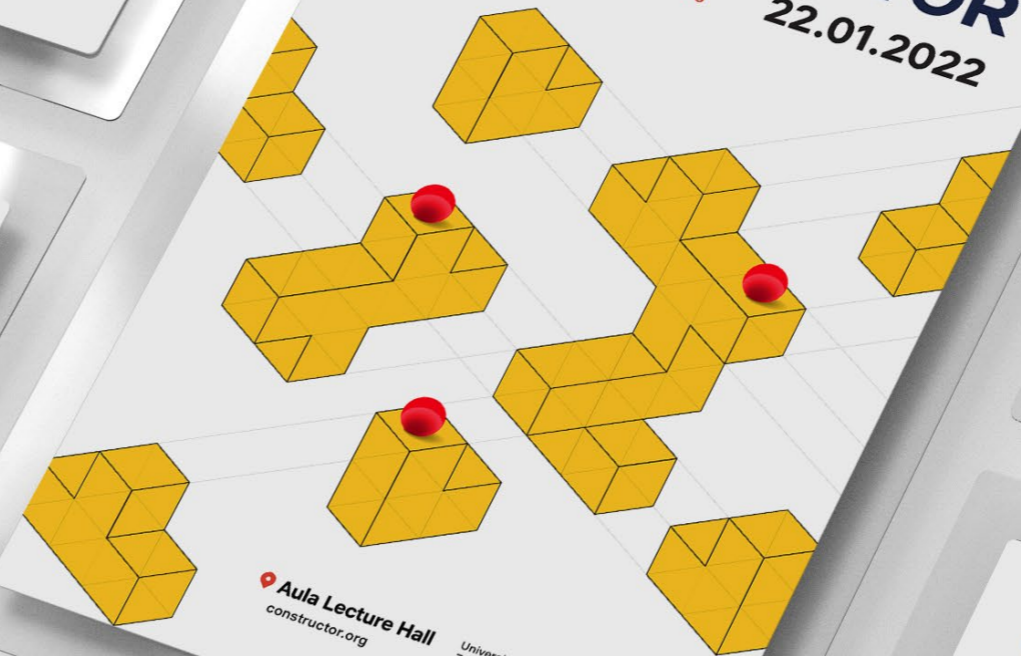


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Session time 10:00-12:30
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22.01.2022



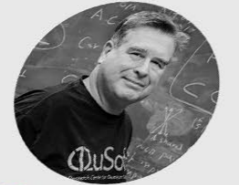
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C>ONSTRUCTOR
Session time 10:00-12:30
Register to participate constructor.org
22.01.2022

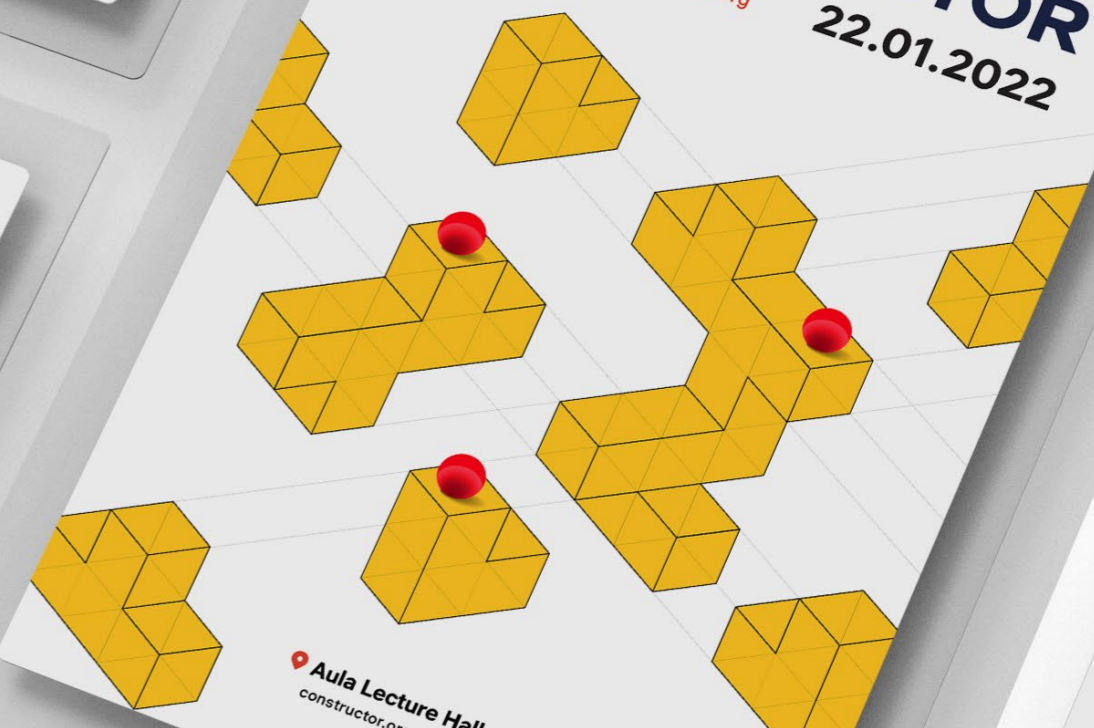
The synergy of three pillars



Dr. Serg Bell
Constructor Founder and Chairman of the Board, CEO of Acronis



C>ONSTRUCTOR
Session time 10:00-12:30
Register to participate constructor.org
22.01.2022



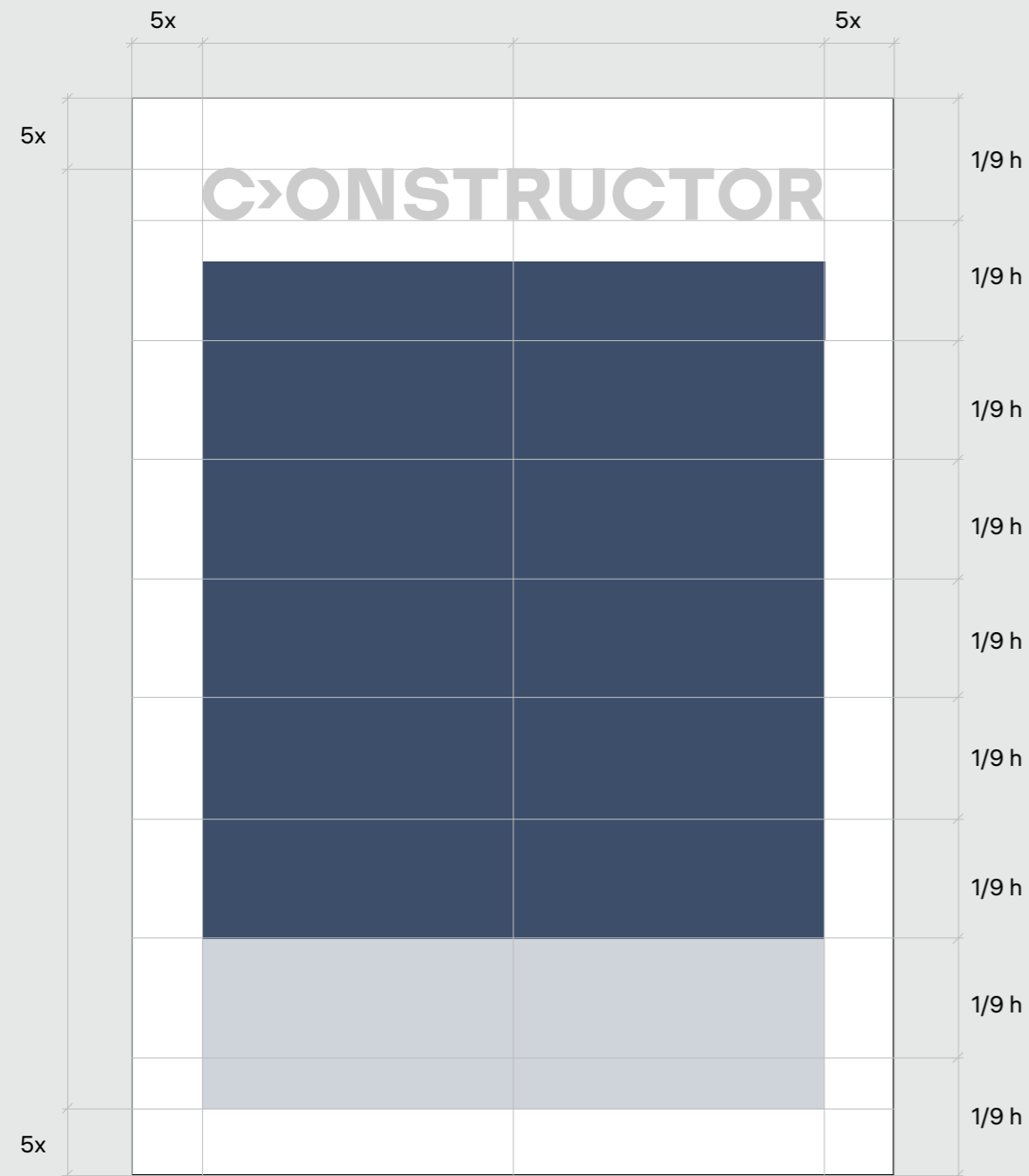
Aula Lecture Hall
constructor.org

C>ONSTRUCTOR
Session time 10:00-12:30
Register to participate constructor.org
22.01.2022

The Synergy of Three Pillars



Poster (background image)

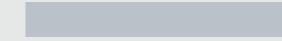


Content zone 1



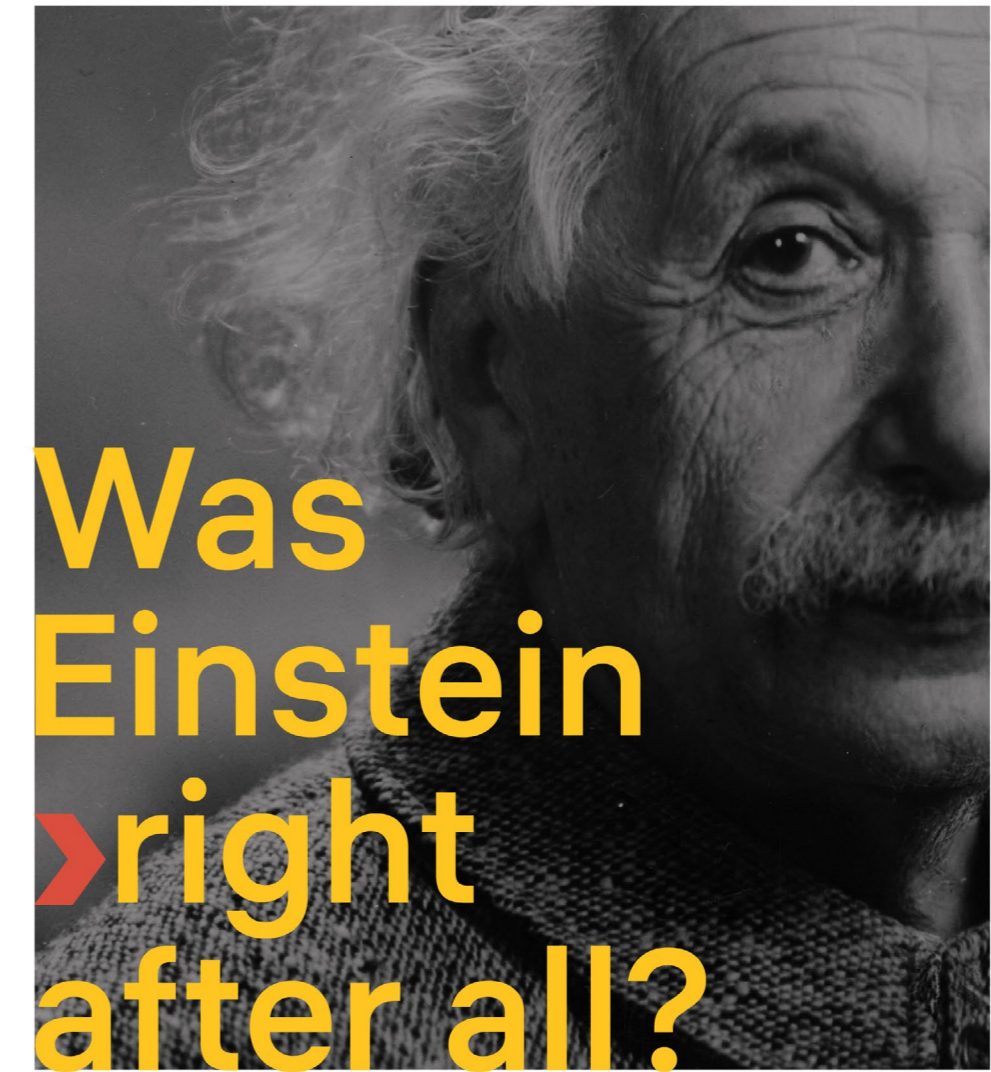
Headings,
main information

Content zone 3



Date / Time,
requisites, partners
speakers, additional
information

C>ONSTRUCTOR



Aula Lecture Hall

University of Zürich
71 Ramistrasse
8091 Zürich, Switzerland

constructor.org/insights
session time
10:00-12:30





Was Einstein right after all?

Constructing the future

C>ONSTRUCTOR
The synergy of three pillars

Constructing the future

Was Einstein right after all?

Constructing the future

Was Einstein right after all?

The synergy of three pillars

14.07.2022
10:00-12:30

14.07.2022
10:00-12:30

14.07.2022
10:00-12:30

14.07.2022
10:00-12:30

14.07.2022
10:00-12:30

Aula Lecture Hall
University of Zürich
71 Ramistrasse
8091 Zürich, Switzerland

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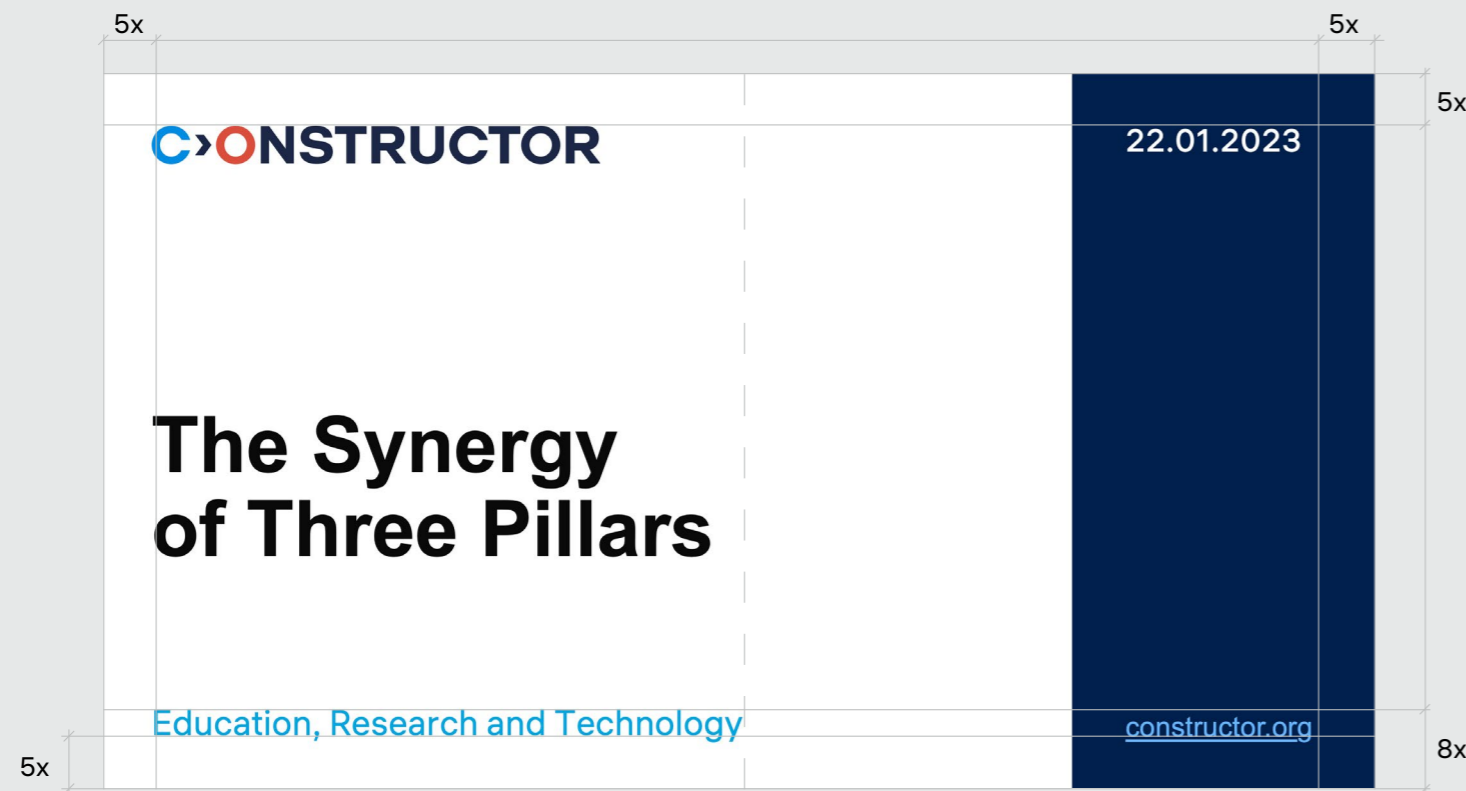
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Presentation slide template 16:9



Content zone

COVER TEMPLATE:

Name of presentation:
Arial Bold 44pt

Date:
Arial Bold 42 pt

Additional info:
Arial Regular 21pt

PAGE TEMPLATE:

based on 12-columns grid
Tagline:
Arial Bold 28 pt

Footer
Arial Regular 8pt

PAGE TEMPLATE:

based on 12-columns grid
Tagline:
Arial Bold 28 pt

Plain text
Arial Regular 18pt

Footer
Arial Regular 8pt



Chapter 3

Web and social media graphics

Mail signature

It's highly recommended to use system font (Arial)

**Jonathan
Washington**

**VP Operations
and Strategy**

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+41 (0) 79 468 82 25
Rheinweg 9
8200 Schaffhausen
Switzerland



New Email



To : me,customer (2)

Cc Bcc

Subject : have meeting today.



Hi,

Today we will have |

**Jonathan
Washington**

**VP Operations
and Strategy**

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+41 (0) 79 468 82 25
Rheinweg 9
8200 Schaffhausen
Switzerland



Send

Social media graphics Facebook

Profile Pics

For further information about displaying on backgrounds see p.8



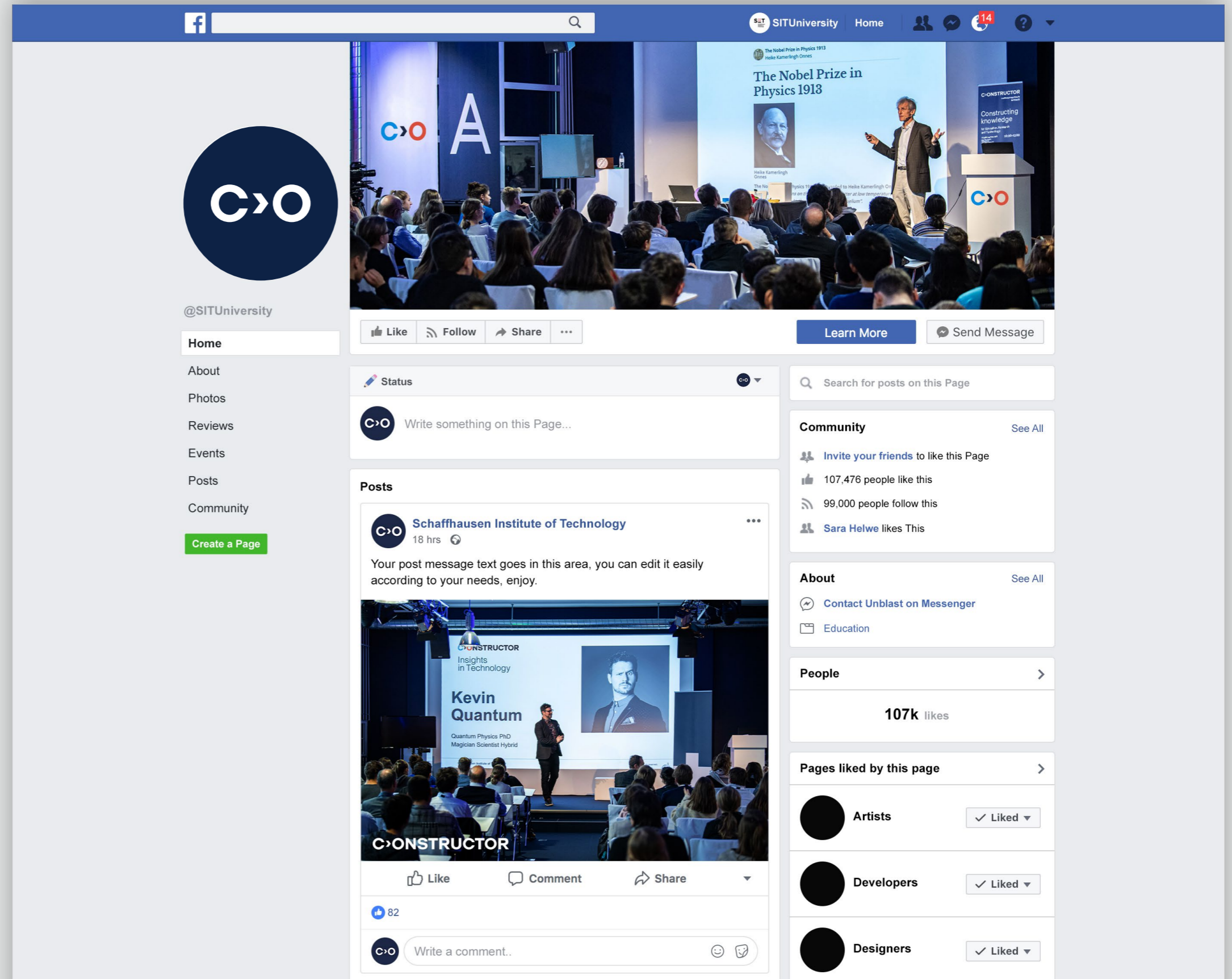
Facebook crop zone



Facebook crop zone



Facebook crop zone



Facebook Image post with watermark

Image post
1200 x 628 px



SIT logo watermark.
White/black color, 40-60% opacity
(depends on image tone)

It's recommended to avoid bright, oversaturated tones on photo materials.

Image post
1200 x 1200 px (square)





Chapter 4

Merchandise

Formal wear

For further information about displaying on backgrounds see p.8



T-shirt

For further information about displaying on backgrounds see p.8



Umbrella

For further information about displaying on backgrounds see p.8



Backpack

For further information about displaying on backgrounds see p.8



Pen

For further information about displaying on backgrounds see p.8



USB Flash Drive

For further information about displaying on backgrounds see p.8



Notebook

For further information about displaying on backgrounds see p.8



Cup

For further information about displaying on backgrounds see p.8



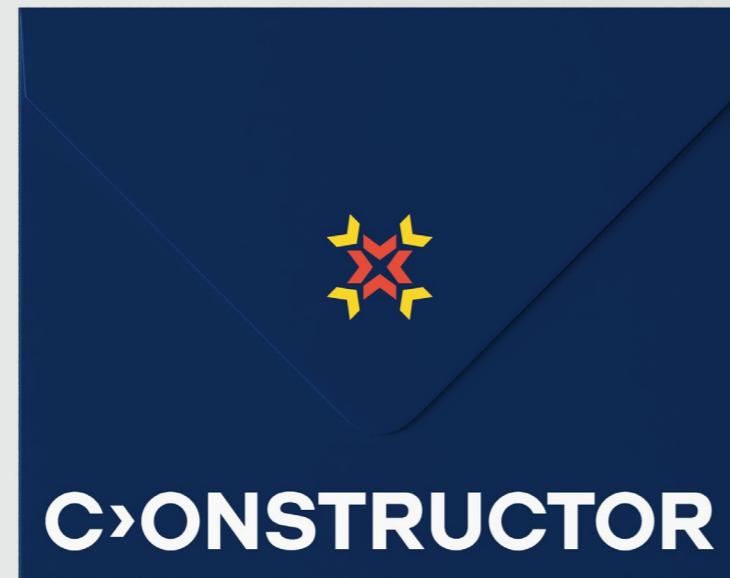
Transport

For further information about displaying on backgrounds see p.8



Greeting card

For further information about displaying on backgrounds see p.8



Smartphone case

For further information about displaying on backgrounds see p.8



Tablet case

For further information about displaying on backgrounds see p.8



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