Swiss Institute of Bioinformatics

A QUICK GUIDE TO OUR BRAND IDENTITY

Brand guidelines

SIB Communications and Scientific Events

2024

elixir SWITZERLAND

A leading organization with a strong brand

Since its creation in 1998, SIB has grown into an internationally recognized organization, dedicated to biological and biomedical data science meeting the needs of millions of users in the life sciences.

Our brand identity was revisited on SIB's 25th anniversary to better reflect our unique positioning in the life science ecosystem, at the intersection between the organic and digital worlds.

Applying these brand guidelines across the organisation is essential to **convey our purpose as Data scientists for life** in a coherent way to all our partners and stakeholders.

Index

Brand positioning

- Our name
- Our vision
- Our mission
- Our tagline
- Our boilerplate

Contact

Visual identity

- Our logo
- Logo usage
- Typography
- Our graphical environment
- Our colours
- Graphic elements
- Email signature
- Branded templates

EXPLAINING WHO WE ARE AND WHAT WE DO

Brand positioning

Our name

How our official name should be written and formatted

When introducing the name of the institute for the first time in a text, it should be written in full as shown below:

English:	**SIB Swiss Institute of Bioinformatics**
French:	**SIB Institut Suisse de Bioinformatique**
German:	**SIB Schweizerisches Institut für Bioinformatik**
Italian:	**SIB Istituto Svizzero di Bioinformatica**

The abbreviation SIB may be used after this first occurrence.

Our vision

At SIB, we know that expertise with life science data is key to solving many of the world's most pressing challenges.

We unlock the potential of biological and biomedical data and generate knowledge to enable innovation for a better future.

CC BY 4.0

Our mission

To push the boundaries of data science through in-depth knowledge of biological data, cutting-edge technologies, and interdisciplinary collaborations

To provide researchers and clinicians with outstanding resources, services and training, to accelerate innovation in many different fields

To federate and represent Swiss bioinformatics. By fostering a culture of scientific excellence and collaboration, we contribute to maintaining Switzerland as one of the top innovative countries in the world.

Our tagline

Encapsulating who we are and our greater purpose and mission

Data scientists for life

Our boilerplate (English)

Presenting SIB in official documents

SIB is an internationally recognized non-profit organization, dedicated to biological and biomedical data science. Our data scientists are passionate about creating knowledge and solving complex questions in many fields, from biodiversity and evolution to medicine. They provide essential databases and software platforms as well as bioinformatics expertise and services to academic, clinical, and industry groups. SIB federates the Swiss bioinformatics community of some 900 scientists, encouraging collaboration and knowledge sharing. The institute contributes to keeping Switzerland at the forefront of innovation by fostering progress in biological research and enhancing health.

Our boilerplate (French)

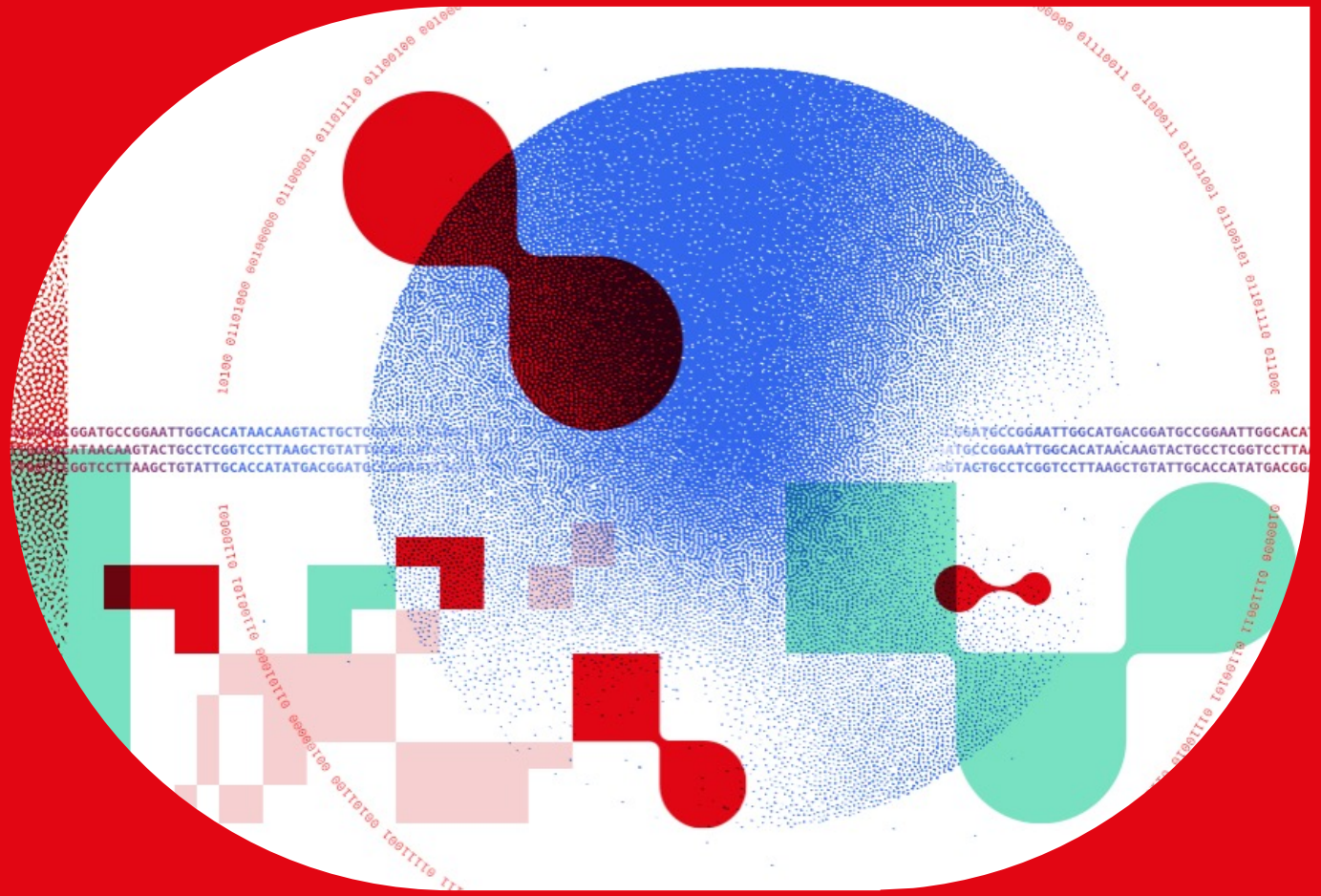
Presenting SIB in official documents

Le SIB Institut Suisse de Bioinformatique est une organisation à but non lucratif reconnue au niveau international et spécialisée en science des données biologiques et biomédicales. Ses scientifiques traduisent les données en savoirs et se passionnent pour les questions complexes dans de nombreux domaines des sciences du vivant, de l'écologie à la médecine. Ils fournissent des bases de données, des logiciels et de l'infrastructure informatique essentielle à la recherche ainsi qu'une large palette d'expertises en bioinformatique utiles aux institutions publiques et privées. Le SIB fédère la communauté bioinformatique suisse, qui compte quelque 900 scientifiques, en encourageant les collaborations et le partage de connaissances. L'institut contribue ainsi à maintenir la Suisse à la pointe de l'innovation en favorisant les avancées de la recherche biologique et du domaine de la santé.

Our boilerplate (German)

Presenting SIB in official documents

Das SIB ist eine international anerkannte, nicht gewinnorientierte Organisation, spezialisiert auf biologische und biomedizinische Datenwissenschaften. Ihre Wissenschaftlerinnen und Wissenschaftler wandeln Daten in Wissen um und befassen sich leidenschaftlich mit komplexen Fragen in vielen Bereichen der Lebenswissenschaften, von der Ökologie bis zur Medizin. Sie stellen öffentlichen und privaten Institutionen Datenbanken, Software und IT Infrastrukturkomponenten zur Verfügung, die für die Forschung unverzichtbar sind, und bieten ein breites Spektrum an bioinformatischem Fachwissen an. Das SIB vereint die Schweizer Bioinformatik-Gemeinschaft, die rund 900 Wissenschaftlerinnen und Wissenschaftler umfasst, und fördert die Zusammenarbeit und den Wissensaustausch. Auf diese Weise begünstigt das Institut Fortschritte in der biologischen sowie der Gesundheitsforschung und trägt dazu bei, dass die Schweiz in Sachen Innovation weiterhin führend bleibt.



THE MEANING BEHIND THE LOOKS

Visual identity

Our logo

SIB's full logo is made of two elements:

- the "emblem": a molecule and a cross, together with the acronym "SIB"
- the text element: the name of the institute below the emblem

Explaining our logo

The emblem represents who we are and what we do:

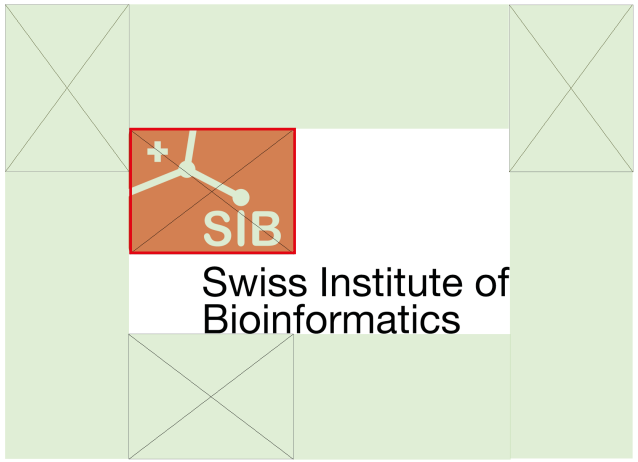
- The **Swiss flag and colours** show :
  - The hallmark of excellence and reliability
  - The history of the institute
- The **computer screen-like shape** of the emblem illustrates bioinformatics and computer science.
- The **molecule** (a portion of a protein) represents life sciences, a federated organization, connecting bioinformaticians.
- The **two ends of the molecule**, located outside the logo, indicate that SIB's impact go far beyond Swiss borders.

Logo usage

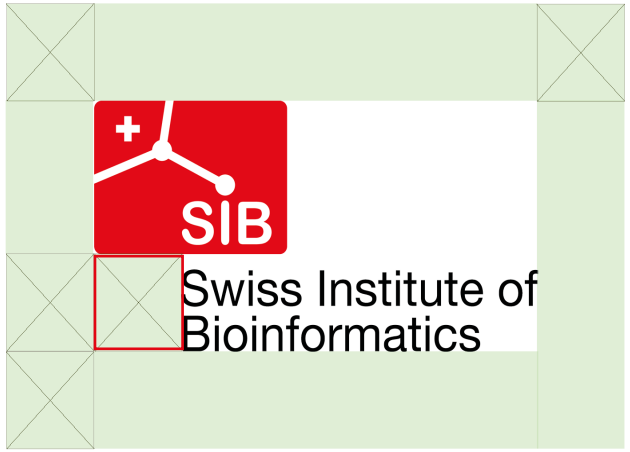
Protection zone

When using the SIB logo, make sure no elements are placed within the:

- **optimal protection zone**, i.e. the size of the emblem



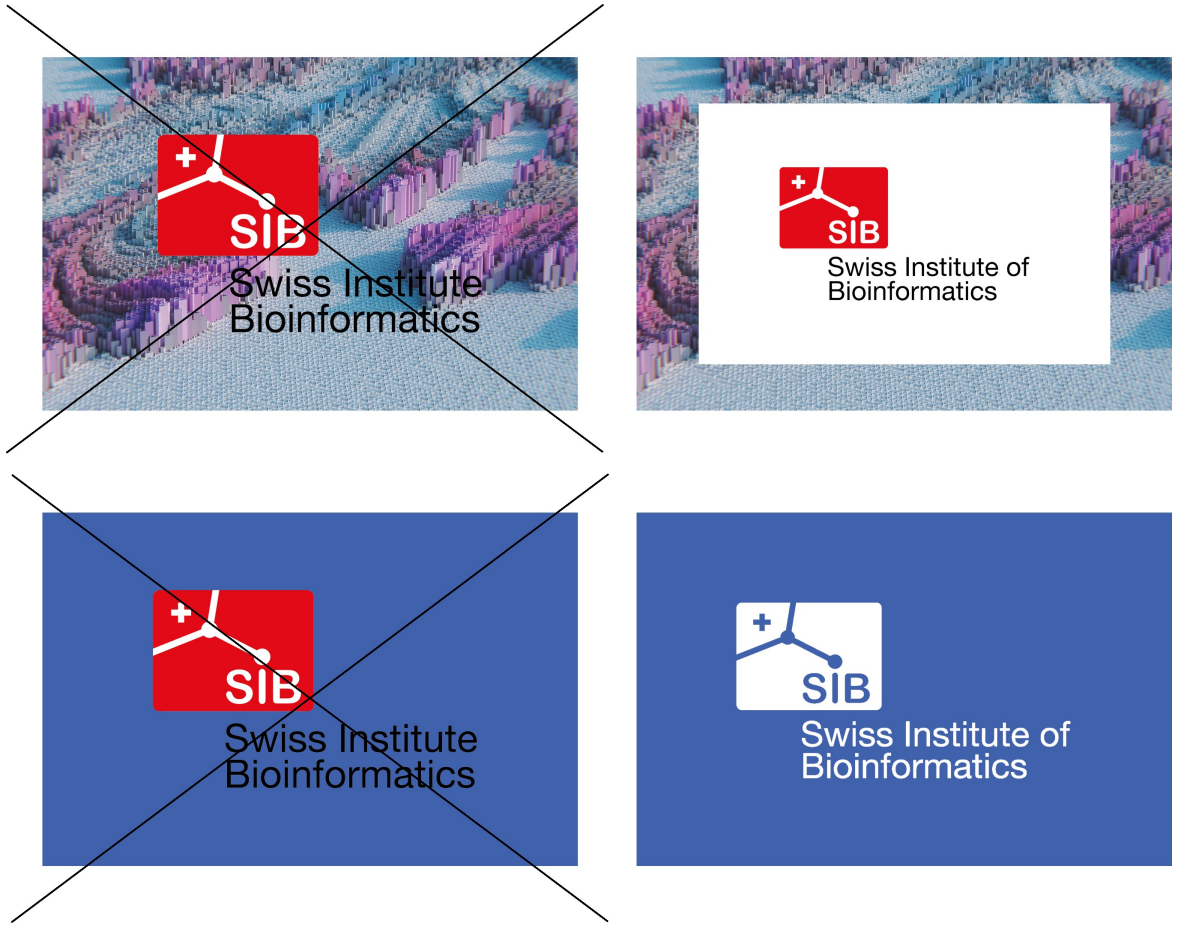
- or **minimal protection zone**, i.e. the size of the square zone located below the emblem, when more space is not available



Logo usage

Using the logo on a coloured background

Our logo should only be displayed on a uniform background, either with the protection zone in a white rectangle, or by using its white version.



Download our logo in different formats here or contact us if you need other options.

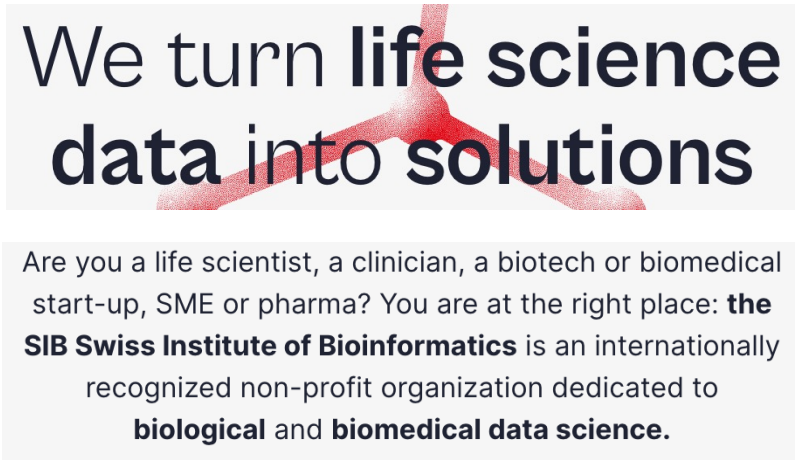
The SIB logo is available under the creative commons license
CC BY-NC-ND 4.0

Typography

Approved typefaces

For our official printed materials and websites:

- The **Cabinet Grotesk** typeface is used for our headlines and highlights, has a contemporary design and conveys an idea of precision and analysis.
- The **Inter UI** typeface is used for our body texts and was selected for its readability and modern, innovative look.



For day-to-day office use, from Word documents to emails:

- **Corbel**, 12pts – freely available by default in all MS Office applications

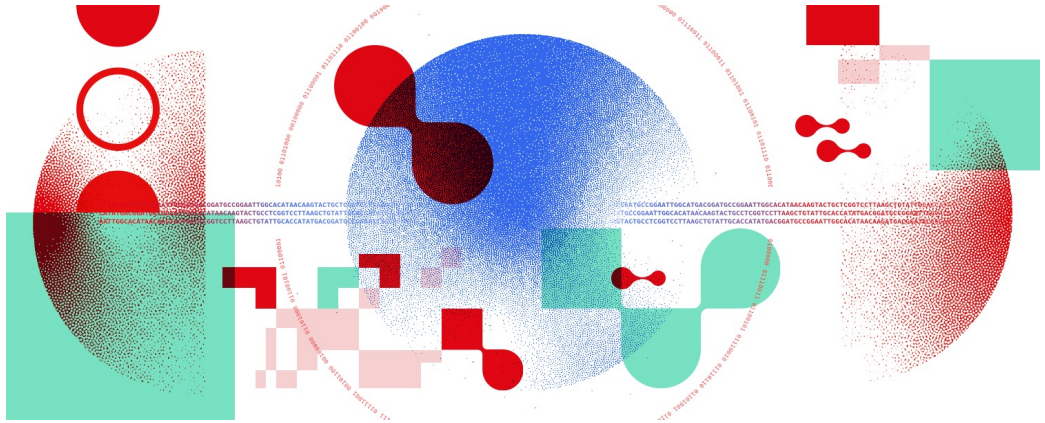
Our graphical environment

Our distinctive style, design elements and visual aesthetics

Our activities are at the cross-road between cutting-edge technologies and human expertise. They also impact life and society across a range of domains, such as personalized medicine or biodiversity.

Our brand identity reflects these different facets:

- modern and impactful colours ranging from warm pink to electric blue;
- graphic elements that play around the themes of digitalization, data integration, biology, big data.



Our colours

The official SIB colour palette

For digital use:

SIB red

RGB: 227 6 19
HEX: #E30613

Electric blue

RGB: 51 104 238
HEX: #3368EE

Spring green

RGB: 120 224 194
HEX: #78E0C2

Pale pink

RGB: 246 208 208
HEX: #F6D0D0

Web accessibility

RGB: 80 183 152
HEX: #50B798

Pale pink 20%

RGB: 246 208 208
HEX: #F6D0D0

Our colours

The official SIB colour palette

For printing:

SIB red

CMYK: 0 100 100 0
PANTONE 485C

Electric blue

CMYK: 100 25 0 0
PANTONE 2727C

Spring green

CMYK: 55 0 44 0
PANTONE 2412C

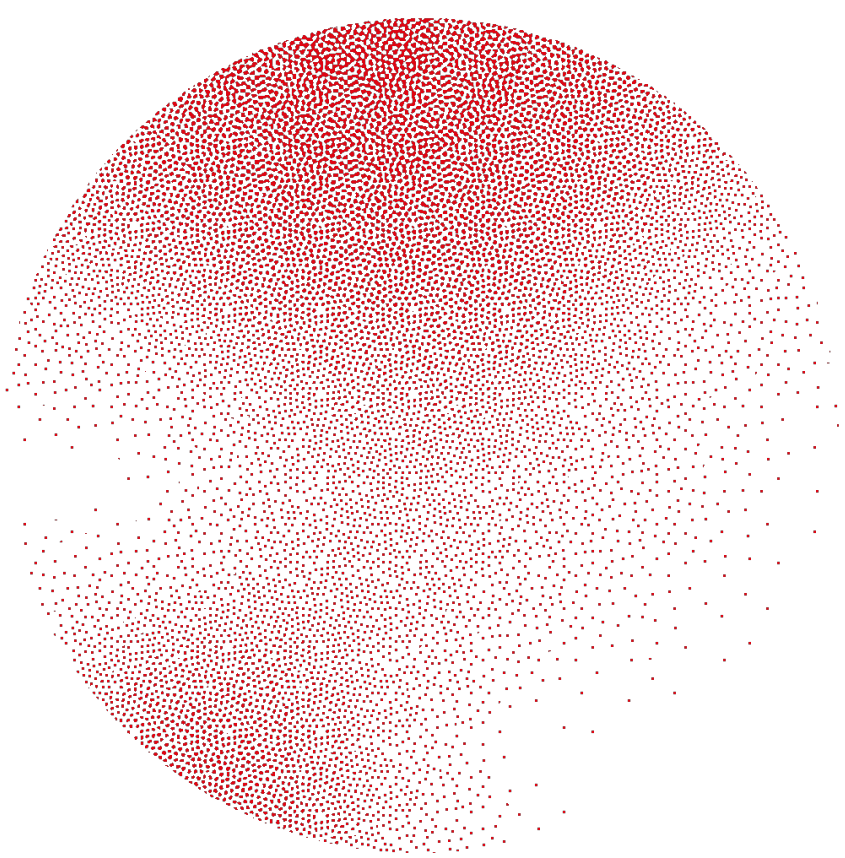
Pale pink

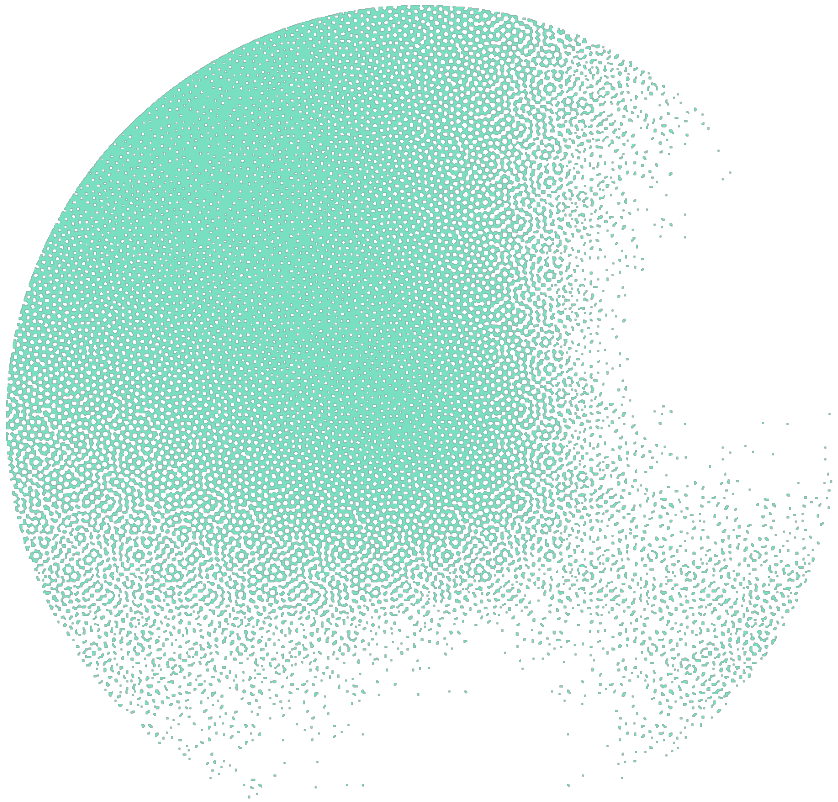
CMYK: 2 24 14 0
PANTONE 503C

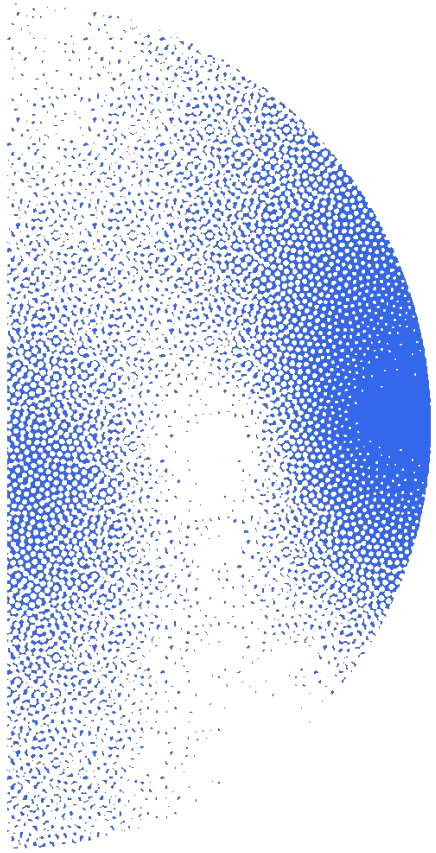
Pale pink 20%

CMYK: 1 6 3 0

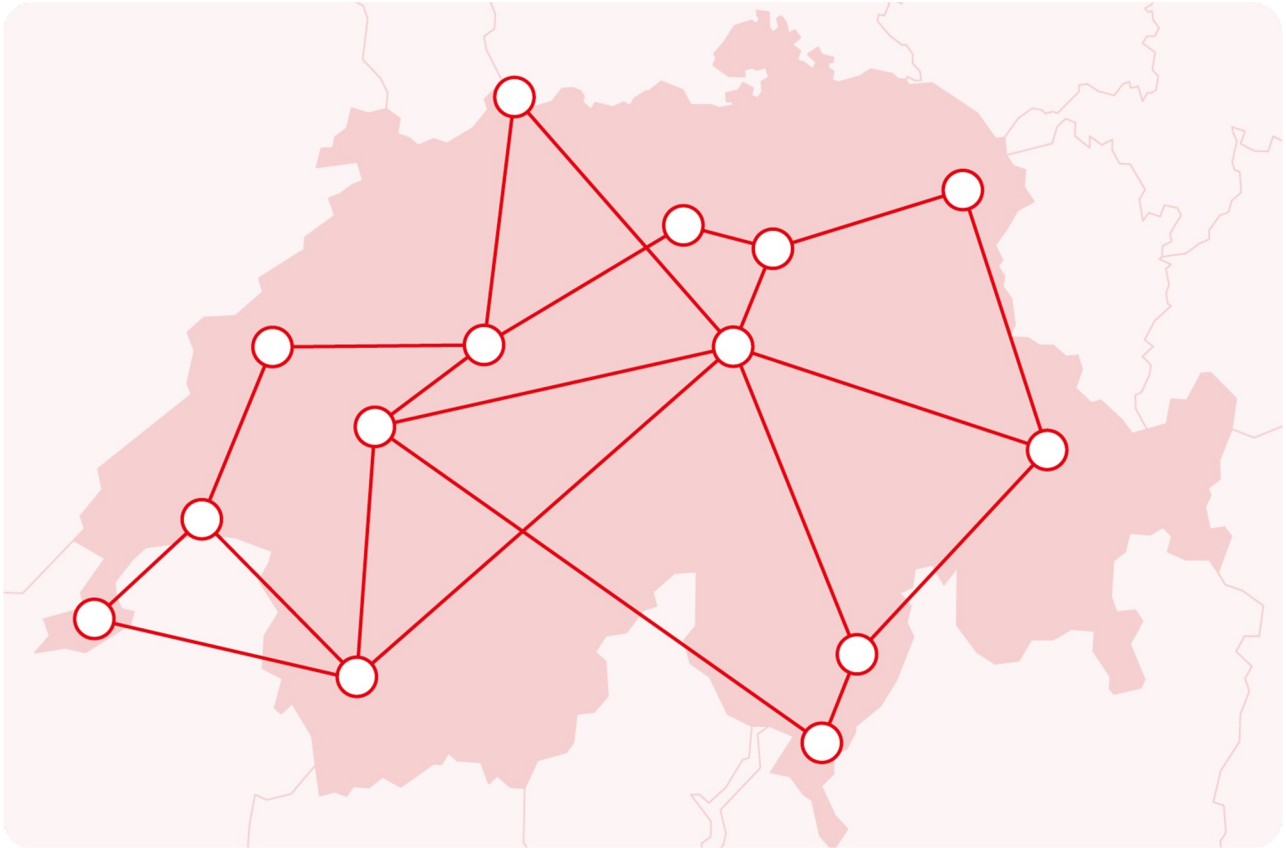
Graphic elements (1/4)



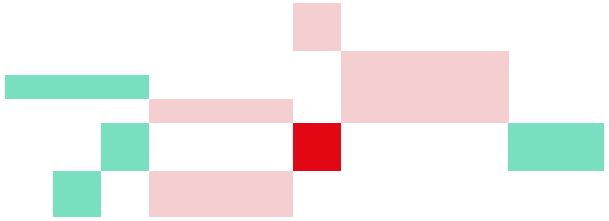


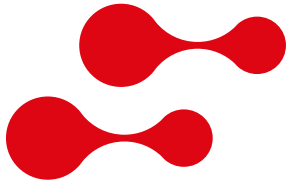


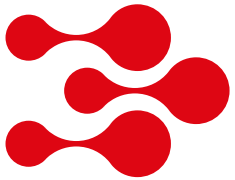
Graphic elements (2/4)

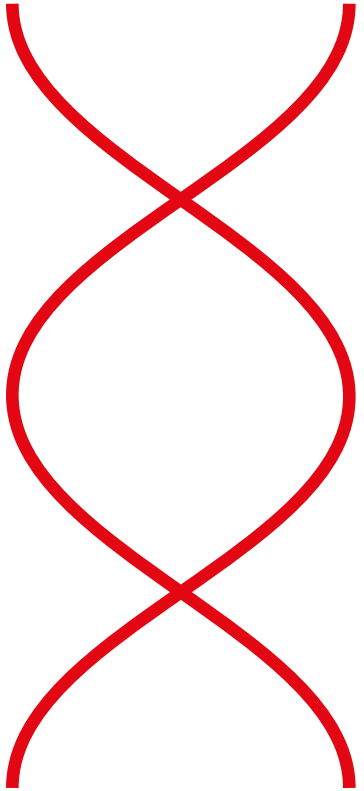


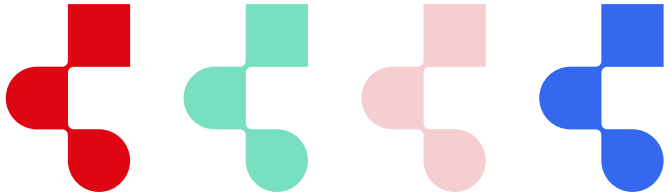
Graphic elements (3/4)







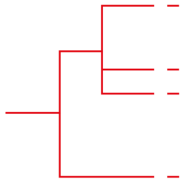


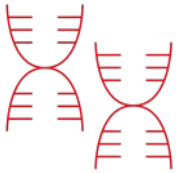


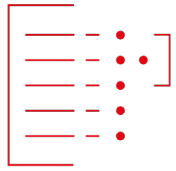
Graphic elements (4/4)

Domains of activity

Core facilities / services

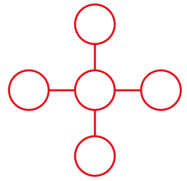

Evolution and phylogeny


Genes and genomes


Machine learning & text mining

Proteins and proteomes

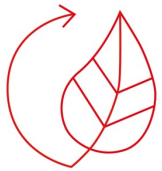
Structural biology

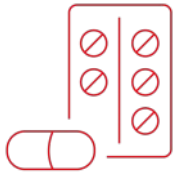

Systems biology

Domains of application

Agriculture

Basic research

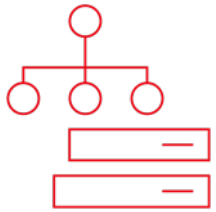

Environmental sciences

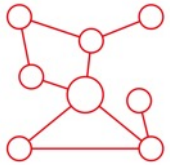

Medicine & health

Services

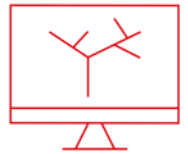
Biocuration

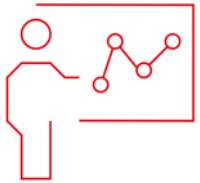
Biostatistics and bioinformatics analyses


Data stewardship and management

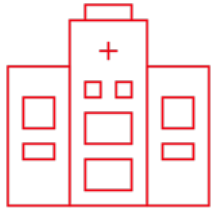

Knowledge representation

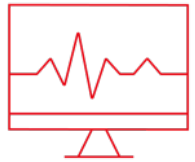
Sensitive data sharing


Software development


Training

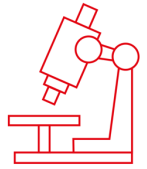
Others


Clinics, hospitals


Computing

E-health

Switzerland on the global map


Research institutes

Email signature

Make a lasting impression from the first email

Select and copy-paste your personalized signature from this link into your outlook signature:

- on Mac: Outlook > Settings > Signatures
- on PC: File > Options > Mail > Signatures

To configure the official font as default in your emails:

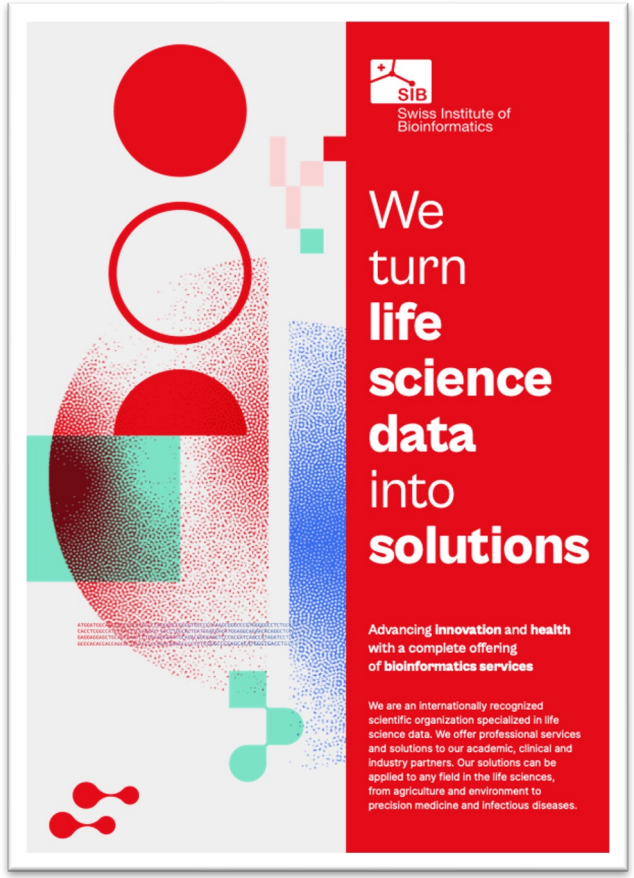
- on Mac: Outlook > Settings > Fonts > Corbel, size 12pts
- on PC: File > Options > Mail > Stationery and Fonts > Font > Corbel, size 12pts

Don't hesitate to reach out to IT-support@sib.swiss if you struggle

Branded templates

Maintaining a consistent branding across our communications

Brochures, flyers, roll-ups (on request)



View our service brochure

Branded templates

Maintaining a consistent branding across our communications

In Office365, SIB templates are available on Word and Powerpoint.

You can directly open them when you start the applications by clicking "New from template" on Mac, or "New" on PC, you will find the templates stored under the "SIB Swiss Institute of Bioinformatics" menu.

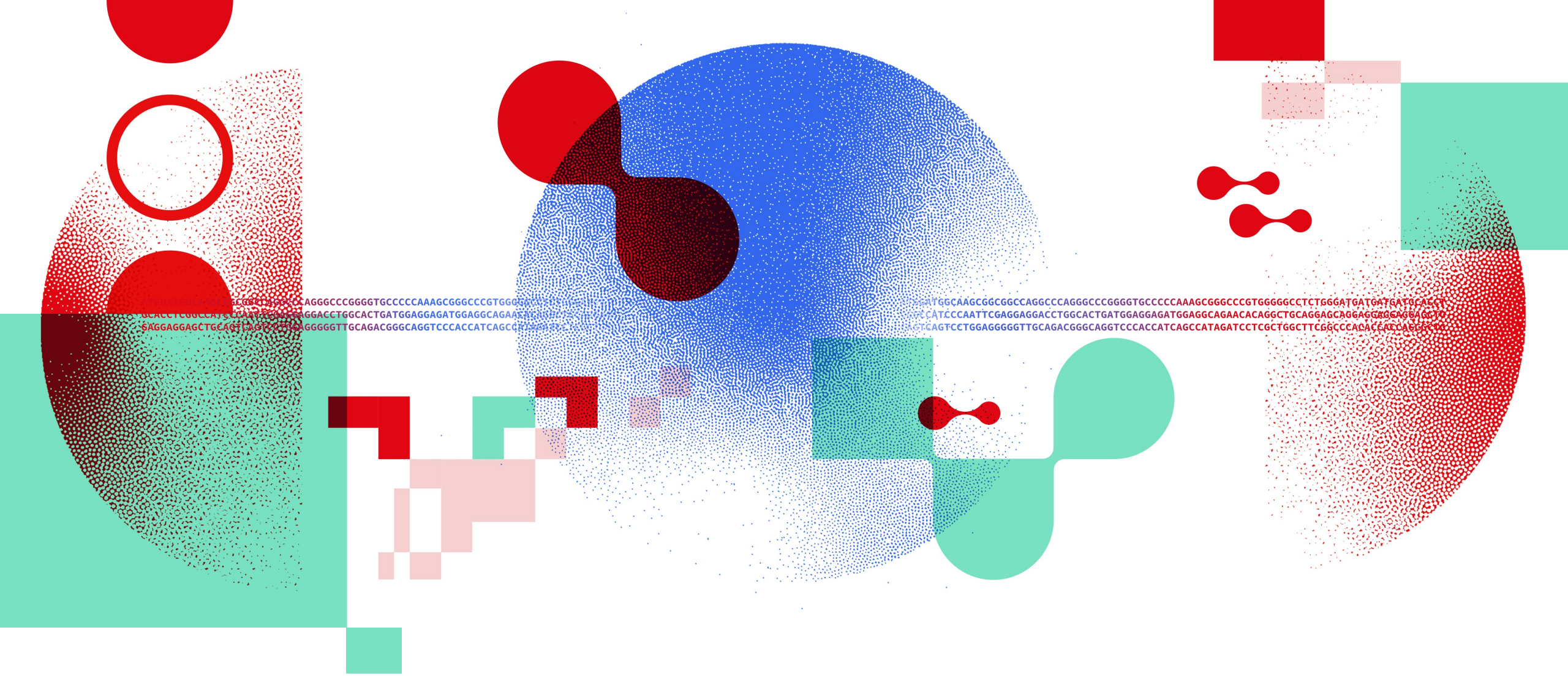
Alternatively, you can access them below:

- Word templates:
  - English letter
  - French letter
- Power Point presentation: Your 3-in-1 companion incl. SIB-branded slides, a library of graphical elements, and a slide-deck to present SIB in 5min and to use in your own presentations.

Contact

Thank you for contributing to uphold
our brand guidelines!

The Communications Department is the guardian of SIB's identity. Please address all questions and issues regarding branding needs, use of our logo and other graphic elements to communication@sib.swiss



Thank you

DATA SCIENTISTS FOR LIFE

sib.swiss