



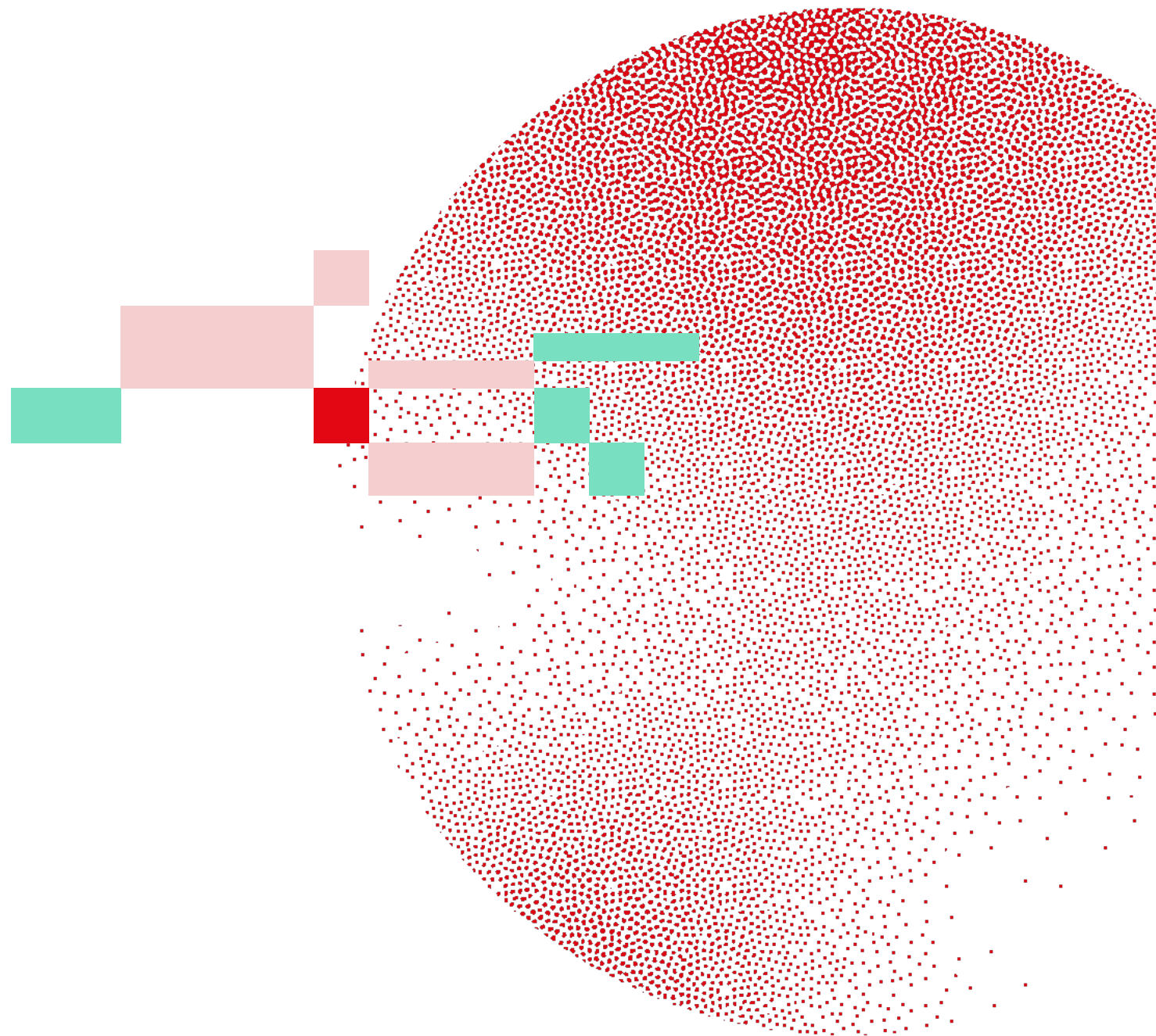
Swiss Institute of
Bioinformatics

A QUICK GUIDE TO OUR BRAND IDENTITY

Brand guidelines

SIB Communications and Scientific Events

2024



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.



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

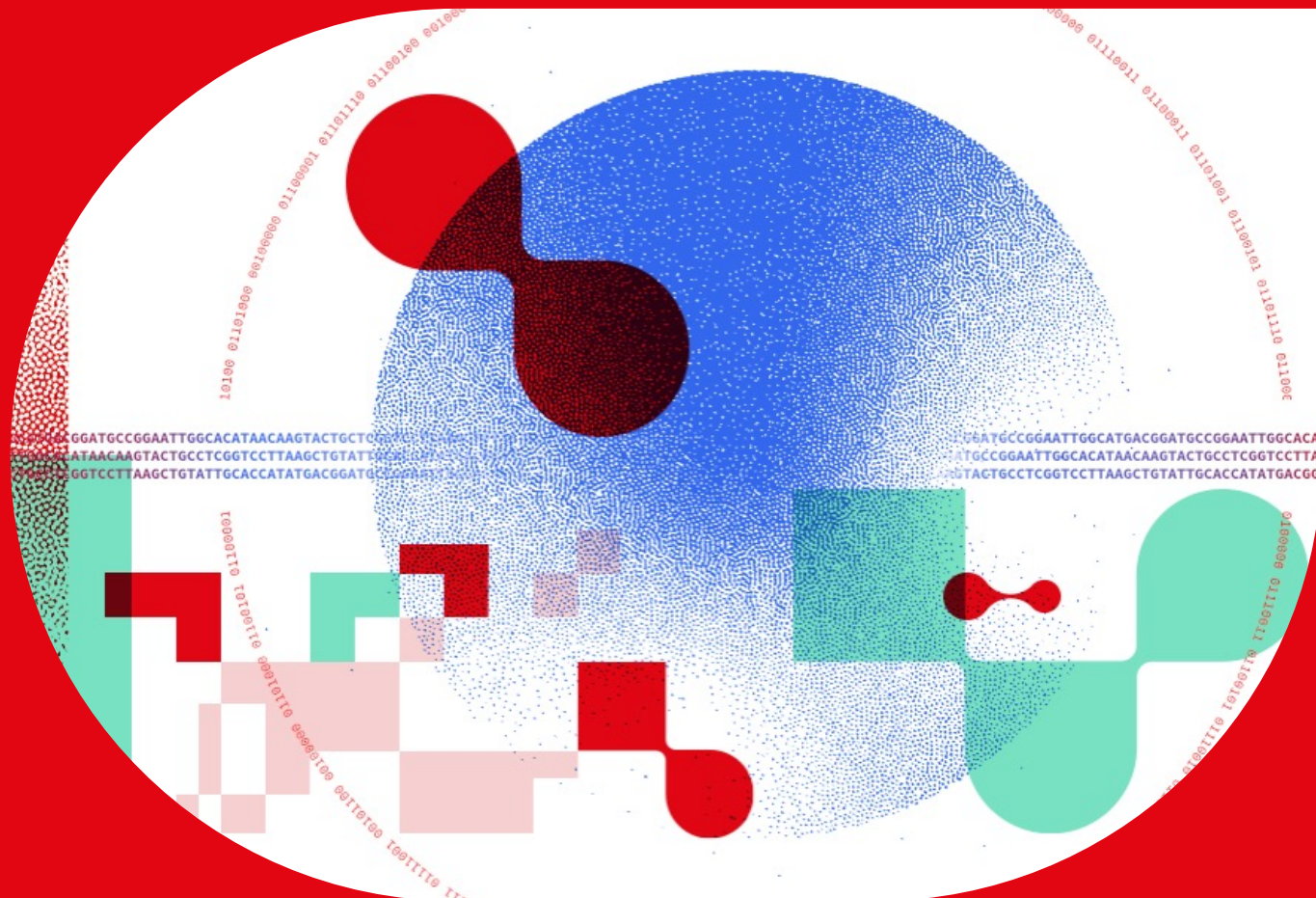
Le SIB Institut Suisse de Bioinformatique est une organisation à but non lucratif reconnue au niveau international et spécialisée en science des données biologiques et biomédicales. Ses scientifiques traduisent les données en savoirs et se passionnent pour les questions complexes dans de nombreux domaines 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



Swiss Institute of
Bioinformatics



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.



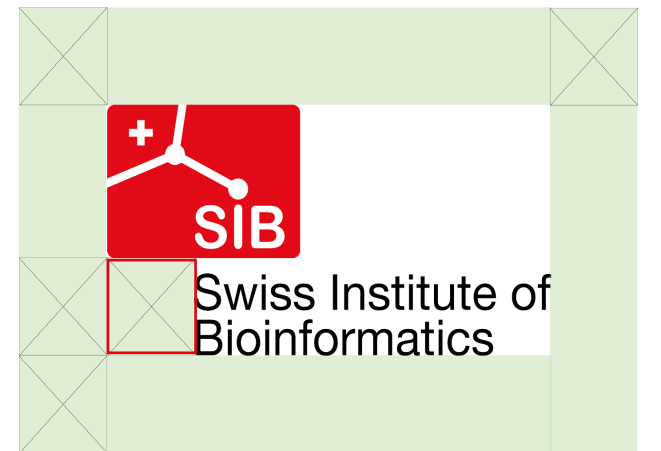
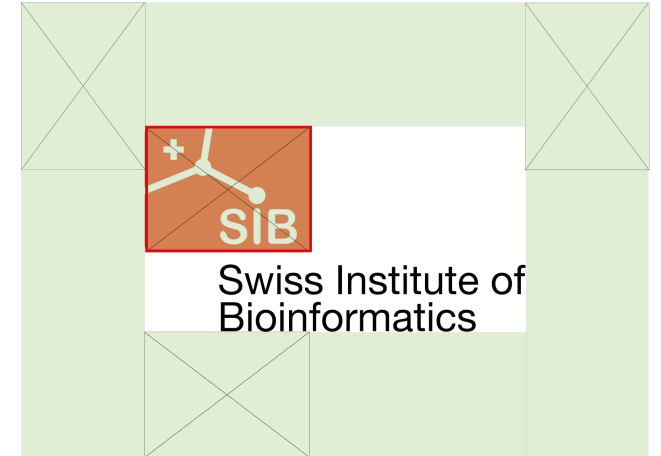
Logo usage

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

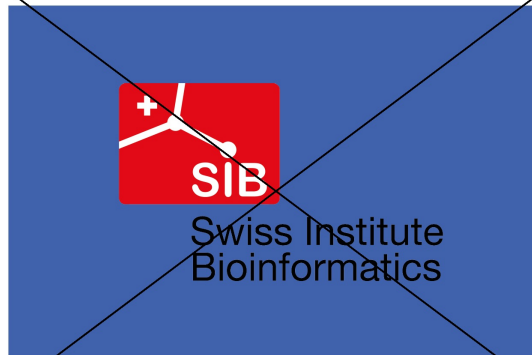
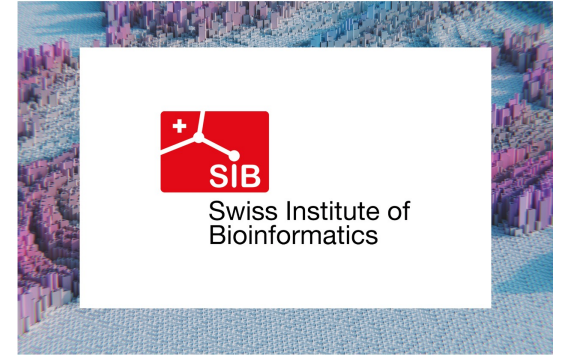
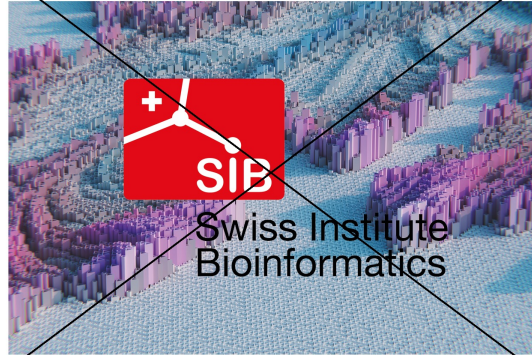
- » or **minimal protection zone**, i.e. the size of the square zone located below the emblem, when more space is not available



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



We turn **life science**
data into **solutions**

Are you a life scientist, a clinician, a biotech or biomedical start-up, SME or pharma? You are at the right place: **the SIB Swiss Institute of Bioinformatics** is an internationally recognized non-profit organization dedicated to **biological** and **biomedical data science**.



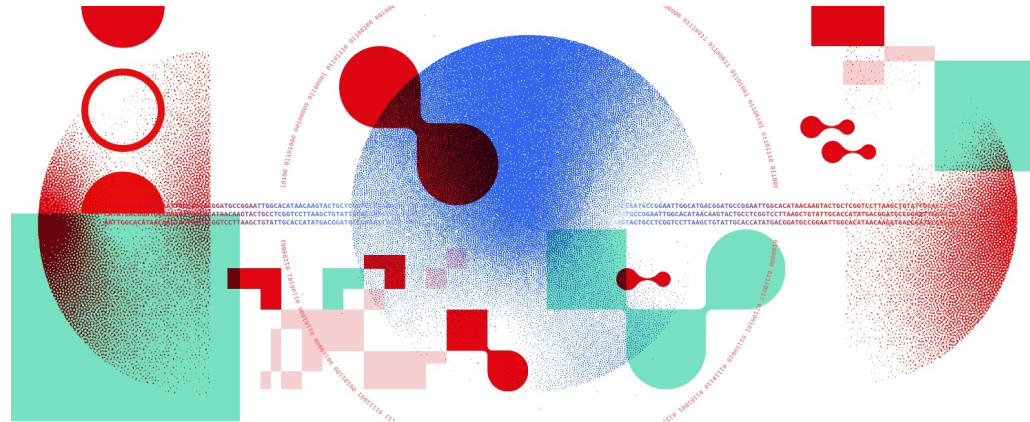
Our graphical environment

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.



The official SIB colour palette

For digital use:

SIB red



RGB: 227 6 19
HEX: #E30613

Electric blue



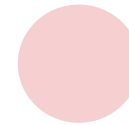
RGB: 51 104 238
HEX: #3368EE

Spring green



RGB: 120 224 194
HEX: #78E0C2

Pale pink



RGB: 246 208 208
HEX: #F6DoDo

Web accessibility



RGB: 80 183 152
HEX: #50B798

Pale pink 20%



RGB: 246 208 208
HEX: #F6DoDo

The official SIB colour palette

For printing:

SIB red



CMYK: 0 100 100 0
PANTONE 485C

Electric blue



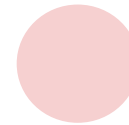
CMYK: 100 25 0 0
PANTONE 2727C

Spring green



CMYK: 55 0 44 0
PANTONE 2412C

Pale pink



CMYK: 2 24 14 0
PANTONE 503C

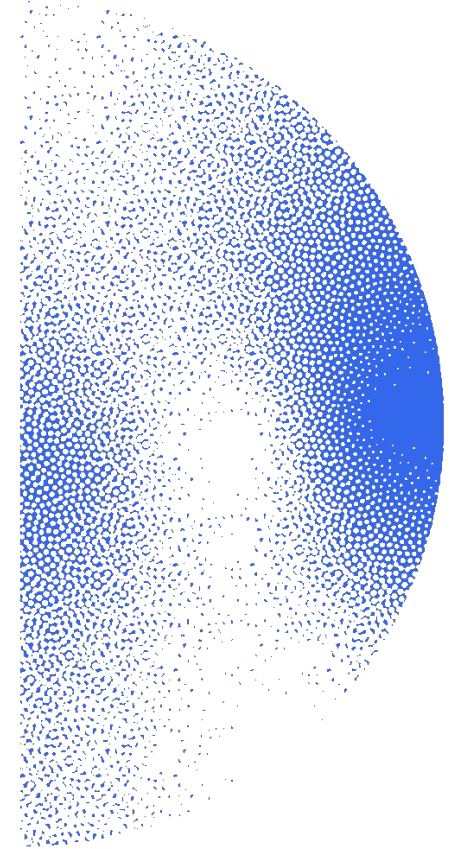
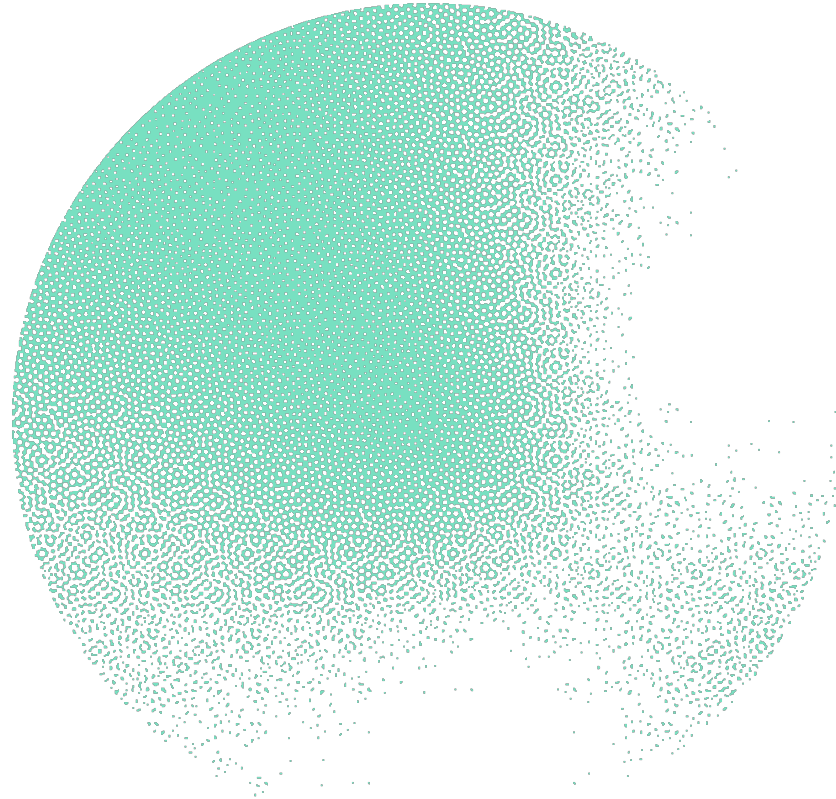
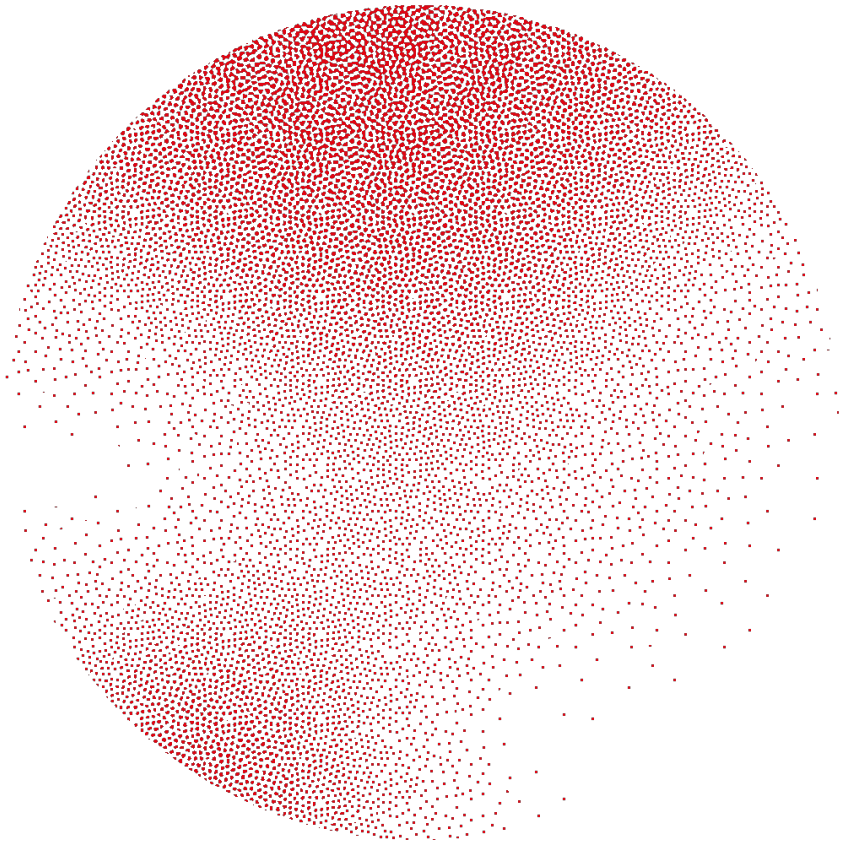
Pale pink 20%



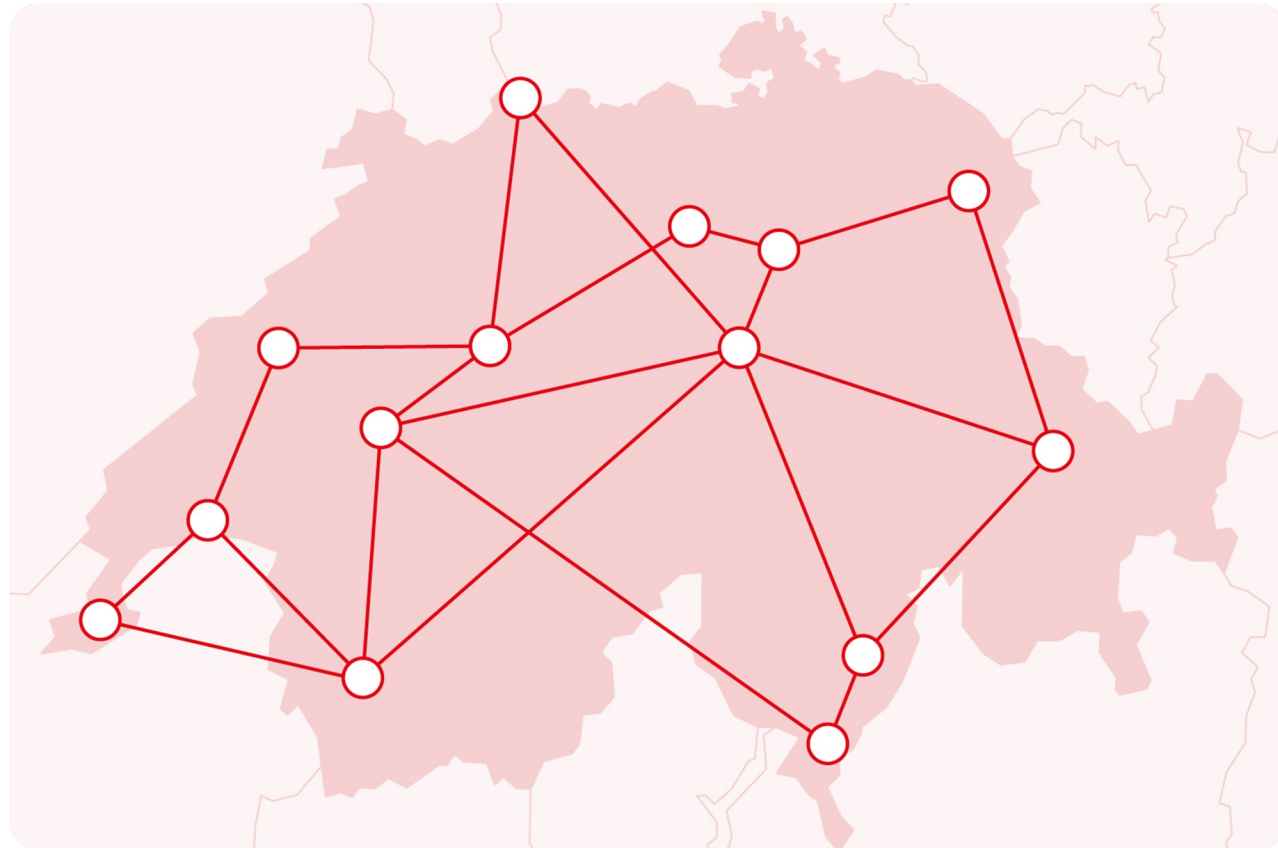
CMYK: 1 6 3 0



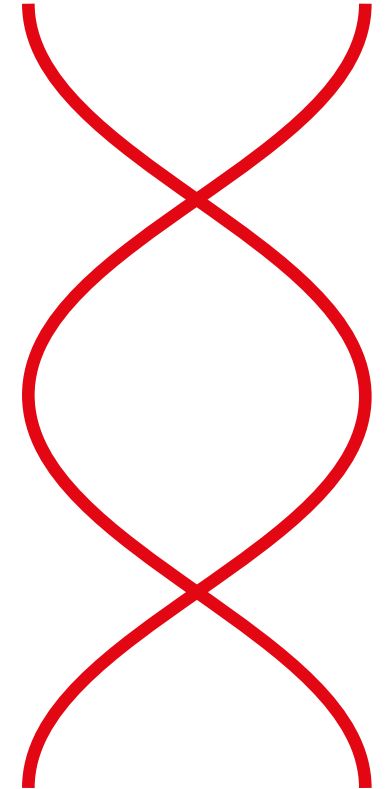
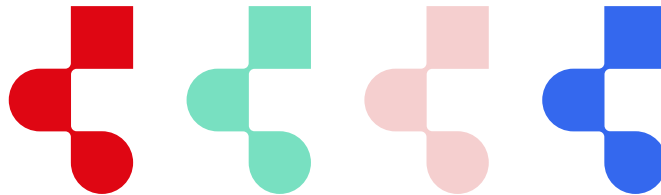
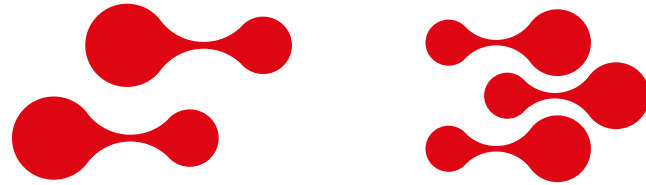
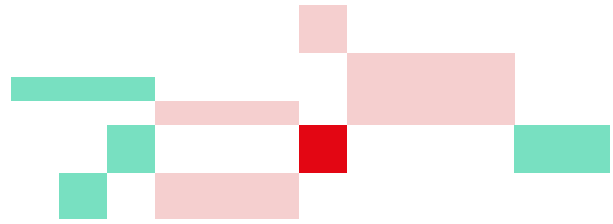
Graphic elements (1/4)



Graphic elements (2/4)



Graphic elements (3/4)



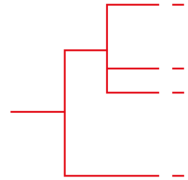


Graphic elements (4/4)

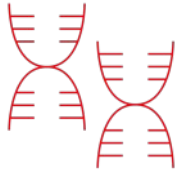
Domains of activity



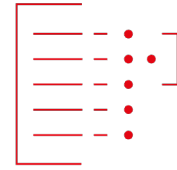
Core facilities / services



Evolution and phylogeny



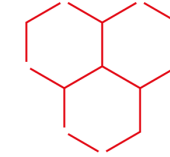
Genes and genomes



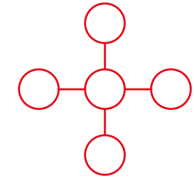
Machine learning & text mining



Proteins and proteomes



Structural biology



Systems biology

Domains of application



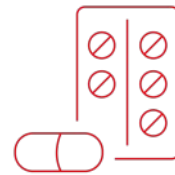
Agriculture



Basic research



Environmental sciences

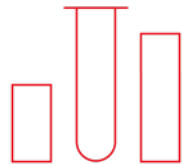


Medicine & health

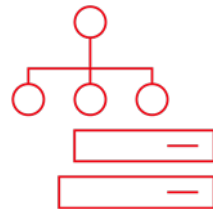
Services



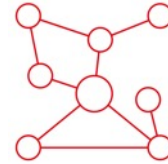
Biocuration



Biostatistics and bioinformatics analyses



Data stewardship and management



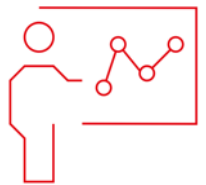
Knowledge representation



Sensitive data sharing

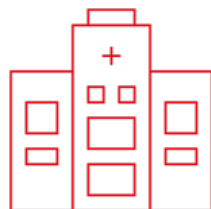


Software development

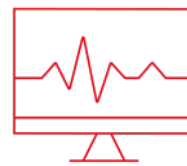


Training

Others



Clinics, hospitals



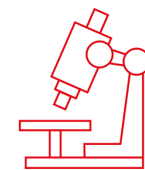
Computing



E-health



Switzerland on the global map



Research institutes



Email signature

Make a lasting impression from the first email



Swiss Institute of
Bioinformatics

Sylvie Flegel

Communications Officer

SIB | Swiss Institute of Bioinformatics

Quartier Sorge - Bâtiment Amphipôle - CH 1015 Lausanne - Switzerland

t +41 21 692 40 47

sylvie.flegel@sib.swiss - www.sib.swiss

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)

 **SIB**
Swiss Institute of
Bioinformatics

We turn life science data into solutions

Advancing Innovation and health
with a complete offering
of bioinformatics services

We are an internationally recognized scientific organization specialized in life science data. We offer professional services and solutions to our academic, clinical and industry partners. Our solutions can be applied to any field in the life sciences, from agriculture and environment to precision medicine and infectious diseases.

Solving data challenges to enable discoveries

We have over 25 years of experience in successfully delivering life science data services, solving data-related challenges in large European public-private partnerships, SMEs, pharmaceutical, chemical or food companies. Read more on the solutions we provide and how we could collaborate in future.



Making your data FAIR to let you focus on research and discovery

- ↳ **Your challenge:** Increasing the reliability in data analysis and the innovation potential through well annotated data and reproducibility. Companies, universities, funders, and publishers are increasingly expecting data to be FAIR.
- ↳ **Our solution:** Whatever biological or biomedical data you have, we have a proven expertise in making them FAIR and packaging them in a publication-ready way. This is what we do as part of a number of endeavours, such as several Innovative Medicines Initiative projects on diabetes, cancer, arthritis, as well as others projects dealing with multiple -omics or data from diverse biological origin (e.g. plants, bacteria, fungi).

Fostering precision medicine through multi-omics data integration



- ↳ **Your challenge:** Translating multi-omics big data into functional insights.
- ↳ **Our solution:** We conduct powerful data integration to help you improve disease prevention, early detection and prediction, monitor progression; and design personalized treatments. For instance, we used innovative multi-omics analysis integrating lipidomics, transcriptomics and clinical data to identify potential biomarkers of Type 2 diabetes.

Clinical software development



- ↳ **Your challenge:** Robust and user-friendly software is required for data collection in routine laboratory activities. Your analytical processes may rely on a range of disconnected tools developed over the years that slow down your research. But creating a complete software solution for collecting, processing, analysing and visualizing your data may not be your core business.
- ↳ **Our solution:** With our agile, iterative and collaborative approach, we can build a proof of concept with a powerful prototype, before embarking on a full-scale development project.

[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.

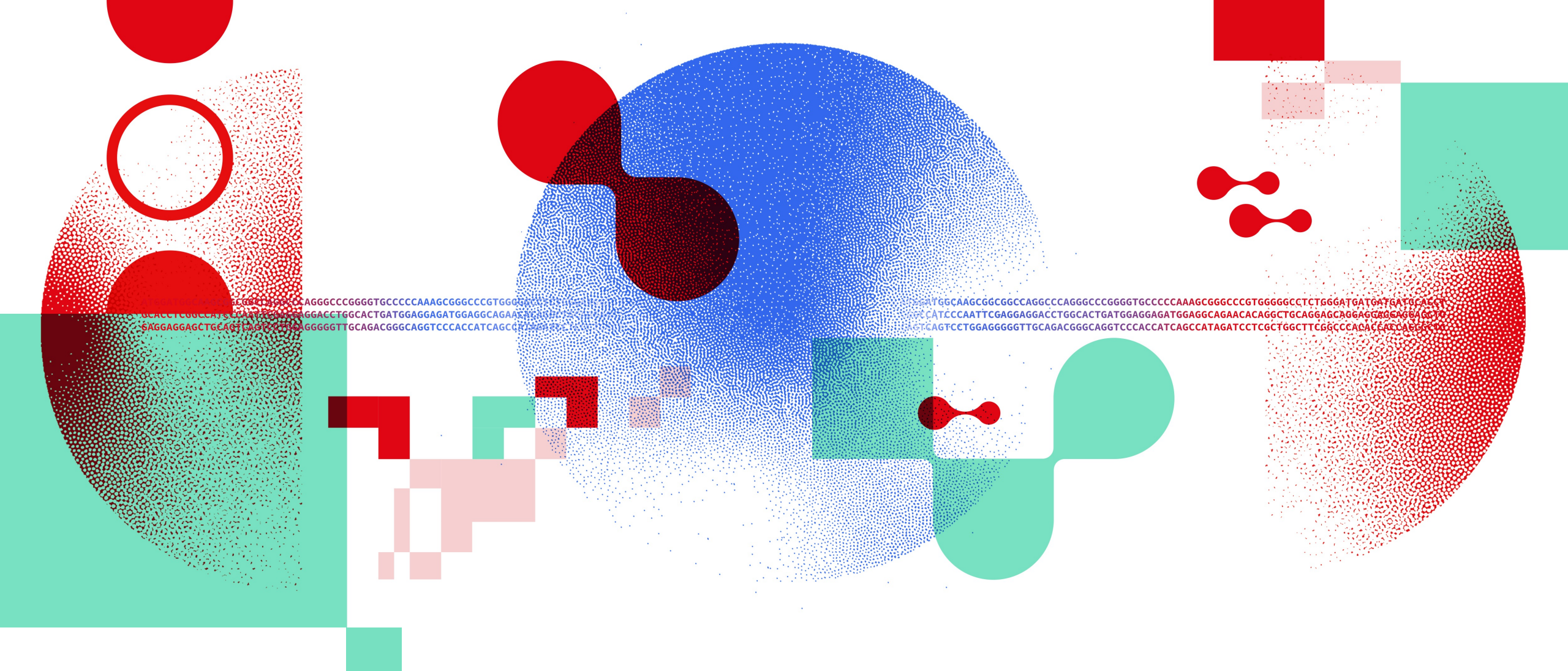
Alternatively, you can access them below:

- » 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