

 INTERNATIONAL SCHOOL
OF ZUG AND LUZERN

respect | motivate | achieve



Respect, Motivate, Achieve

The International School of Zug and Luzern (ISZL) provides a high quality Pre-School to Grade 12 international education to day students residing in the cantons of Central Switzerland.

ISZL promotes a climate of respect, where outstanding teachers encourage students to develop self confidence, positive relationships, and an enthusiastic approach to learning.

ISZL is committed to excellence in education through a balanced academic programme. Students at ISZL share responsibility for their own learning in a caring and stimulating environment designed to promote achievement.

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Version 2
Updated August 2017

1 | Signature Elements | Logos

Main Logo



The logo is made up of the following elements:

- 1 The logotype
- 2 The brand line
- 3 The symbol

The abbreviation is made up of the following elements:

- 1 The logotype
- 2 The symbol

All elements are fixed in this grouping and may not be either modified or moved.

Abbreviation



2 | Minimum Clear Space | Logos

Logo



There is a white free space on all four sides that is part of the logo and the abbreviation. This free space is to be kept clear of any other design elements such as text and images.

The size of the free space is dependent on area „X“. The height of the logo corresponds to exactly three times X, while the height of the abbreviation is two times X. The free space is one times X on all four sides of the logo.

Abbreviation



3 | Minimum Size | Logos

Minimum size Logo



45mm

To ensure the readability of the brand line, a minimum size for the logo is to be defined. If the minimum size cannot be adhered to, the abbreviation is then used.

Below this minimum size, „International School of Zug and Luzern“ or „ISZL“ in upper case is written in the correct typeface.

Minimum size Abbreviation



15mm

4 | Incorrect Usage Logo



The logo should never be modified. The individual elements of the logo must always appear together as described earlier.

The following are not allowed:

- 1 Altering the positions
- 2 Making an element larger or smaller
- 3 Altering the position of the claim
- 4 Altering the colours
- 5 Outlines in any form
- 6 Deforming the logo or any of the individual elements
- 7 A coloured logo on a coloured background
- 8 A coloured logo in front of an image

5 | Incorrect Usage Abbreviation



The abbreviation may never be modified. The individual elements of the logo must always appear together as described earlier.

The following are not allowed:

- 1 Altering the positions of the individual elements
- 2 Making an element larger or smaller
- 3 Adding claims
- 4 Modifying colours
- 5 Outlines in any form
- 6 Deforming the abbreviation or any of the individual elements
- 7 A coloured abbreviation on a coloured background
- 8 A coloured abbreviation in front of an image

6 | Background Colours – Logo Colours



On a white background, the logo is always depicted in these defined colours. The logo must be in white when on a black background.

When the background is coloured, the logo is in black or white depending on the brightness of the background. It must always be easily readable.



7 | Sublogos

Sublogo: Alumni Relations



The Alumni Relations is made up of the following elements:

- 1 The logotype
- 2 The brand line
- 3 The symbol

All elements are fixed in this grouping and may not be either modified or moved.

The sublogos must always be shown with the main logo or the abbreviation. They must not stand alone.

Sublogo: Fund For Excellence



Sublogo: ISZL Eagles Sports



Sublogo: Spiritwear



8 | Sublogos | Minimum Clear Space | Minimum Size

Sublogo: Alumni Relations



Minimum size Alumni Relations



Alumni Relations

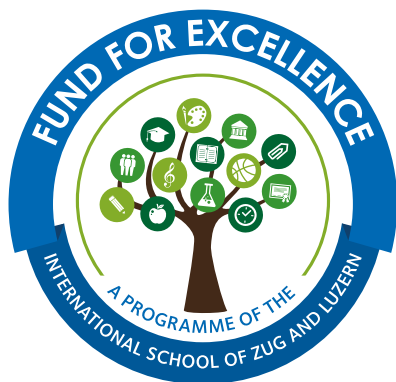
There is a white free space on all four sides that is part of the Alumni Relation Sublogo. This free space is to be kept clear of any other design elements such as text and images.

The size of the free space is dependent on area „X“. The height of the Alumni Relations is three times X. The free space is one times X on all four sides of the logo.

Fund for Excellence

The Fund for Excellence Sublogo does not have any defined white space. It can be placed on a white background or it can be used as a stamp, overlaying on pictures and colored backgrounds.

Sublogo: Fund For Excellence



Minimum size Fund For Excellence



9 | Fonts

Foundry Sterling Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890\$¥£@®©™æ§#øç%°&!;~--"/()[]<>+-÷=

Foundry Sterling Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890\$¥£@®©™æ§#øç%°&!;~--"/()[]<>+-÷=

DIN Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890\$¥£@®©™æ§#øç%°&!;~--"/()[]←→+-÷=

DIN Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890\$¥£@®©™æ§#øç%°&!;~--"/()[]←→+-÷=

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890\$¥£@®©™æ§#øç%°&!;~--"/()[]<>+-÷=

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890\$¥£@®©™æ§#øç%°&!;~--"/()[]<>+-÷=

Typefaces are first and foremost a means of conveying content. Even if they are generally not consciously perceived, typefaces have specific characteristics and qualities which make them a distinctive element within a design system.

Three types of typeface are used. Use of other typefaces is not allowed.

Pre-Printed Stationary

For all pre-printed material such as business cards, letters and envelopes.

Typeface: Foundry Sterling

Website

Main school website (www.iszl.ch) and other associated websites (where possible).

Typeface: DIN

Other Uses

In instances where Foundry Sterling is unavailable (eg. Microsoft Office Programmes and Promotional Items).

Typeface: Arial

In instances where Arial is also unavailable (eg. Gmail and web applications).

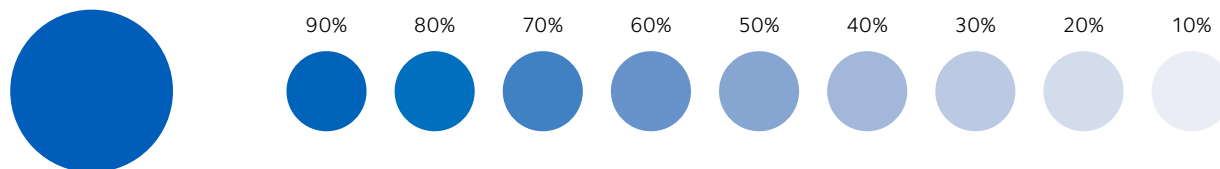
Typeface: Sans Serif

10 | Colour Palette

PRIMARY COLOR

BLUE

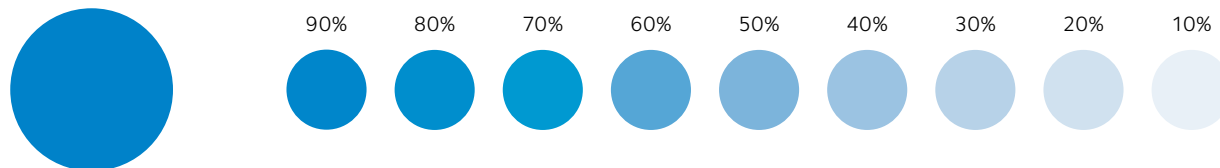
Pantone: 300 **CMYK:** 100 | 50 | 0 | 0 **RGB:** 0 | 105 | 180 **Web:** #0069B4



SECONDARY COLOR

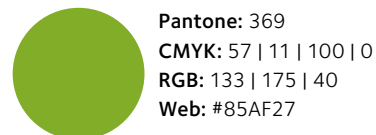
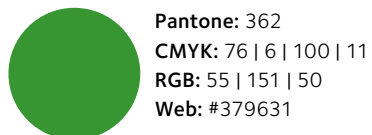
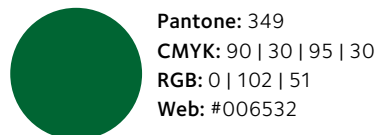
CYAN

Pantone: Process Blue **CMYK:** 100 | 0 | 0 | 0 **RGB:** 0 | 158 | 226 **Web:** #009EE2



TERTIARY COLORS

GREEN



ISZL Blue is the official and principal color of ISZL.

The Cyan tone is used for the brand line (Respect, Motivate, Achieve) and is appropriate as a contrasting tone to be used when necessary.

Blue and cyan can be flattened by 10% at a time. Black and paper-white are also used.

ISZL LOGO FILE FORMATS

ISZL logos exist within numerous colour systems and file formats to ensure colours align with printing formats.

Logos file types (both Full logo and Abbreviated versions) should be selected based upon printing applications:

RGB: For most electronic office applications (PowerPoint, Word, Web, Email).

CMYK: For all 4-colour printing applications

Pantone: For all 2-colour printing applications

Black: For any black/white applications where colour printing is not an option.

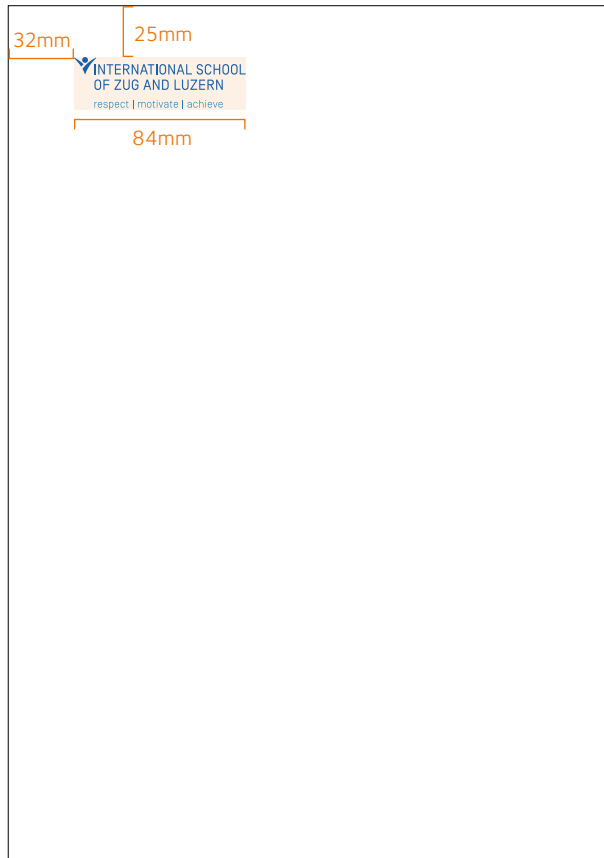
Negative: For any reverse-colour printing applications (logo in white)

These files come in numerous formats that can be used in various design applications including .jpg, .png, .ai and .eps.

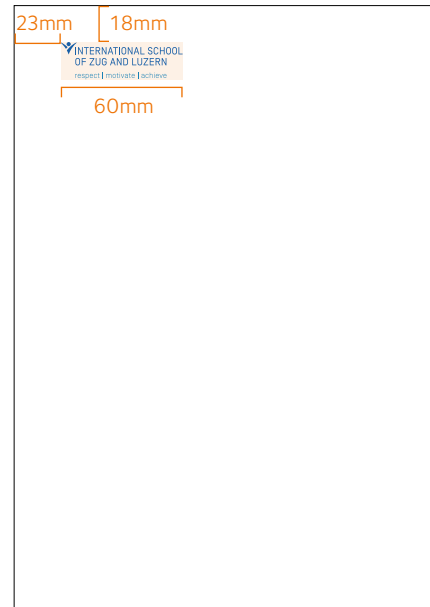
Most ISZL staff using the logo for classroom and communication purposes will use the RGB .jpg files.

11 | Logo Location and Spacing Guidelines

A3 Sheets



A4 Sheets



For all logo use on printed paper and electronic mediums, logos should be used according to the following guidelines to ensure the logo is positioned correctly and is proportionate to content and document size.

The logo should always be placed in the top left corner.

In exceptional cases, the length of the logo can vary by +/- 10 mm. However, the space from the top left corner must always be respected.

For landscape formats, the same dimensions and spacings apply as for portrait formats.

First Page

18mm

INTERNATIONAL SCHOOL OF ZUG AND LUZERN
respect | motivate | achieve

55mm

90mm

Herr
Hans Mustermann
Musterstrasse 1
2000 Musterstadt

Baar, 9. April 2013

Dear Mr. Mustermann,

Onsecte munit augiat nulla amicon exer augiam zzzit do elis aut la adiam is, oliumsan vense isimod tion venim augius corper autpalie consiecte faciliquisi tem zzzillaore corfinim numm ole lupat lorecilli ent ent aule minicilis Utatiscidunt lutat.Volobore facilis doleinim vollobor tindh endamet praesto dolore fet. Obor s bi feur guer si.

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30mm

20mm

45mm

ZUG CAMPUS (MAIN OFFICE)
Hauptstrasse 6330 Baar | Switzerland
Phone +41 41 768 2900 | office.zug@iszl.ch

RIVERSIDE CAMPUS
Rothstrasse 40 | 6331 Hohenberg | Switzerland
Phone +41 41 768 2950 | office.riverside@iszl.ch

WWW.ISZL.CH

8mm

Continuation Page

20mm

Apero demost ut rehanitur min res doluptis accaeatatem is dolit fuga. Nam fuga. Itatem. Dem haruntis preclotat as sit aborerfero dorloro elium dolor aut officid estendit quam ium ipsapita velis itatore autu qui occaeriorum qui re volkoro rerovid que vanda volupient hillaiores autu poriosa nriorum volupitate omnimust hari illiatur re, conesed quise. Nam invenio tem vel inieturiae nonsequi dolor sequi di odis aut ipsantur, quam dolores eaqui bea voloro qui dotorum fuga nequi autat.

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Kind regards,

Barry Dequanne

30mm

20mm

45mm

WWW.ISZL.CH

8mm

OFFICIAL CORRESPONDENCE (PRE-PRINTED STATIONARY)

Official Correspondence (Pre-Printed Stationary):

FoundrySterling demi
7pt. font / 9pt. line spacing / spacing +20
Upper case
Pantone Process Blue
Company address:
FoundrySterling book
7pt. font / 9pt. line spacing / spacing +20
Black
Line:
0.25 pt. boldness
Pantone Process Blue

LETTER CONTENTS

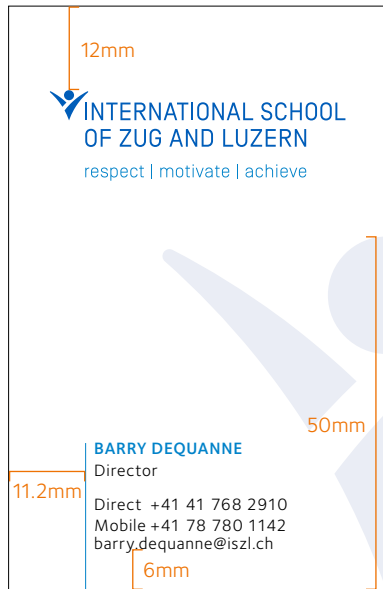
Body text, address, date:

Arial Regular
10pt. font / 13pt. line spacing
black
Title, highlights:
Arial bold
10pt. font / 13pt. line spacing
black

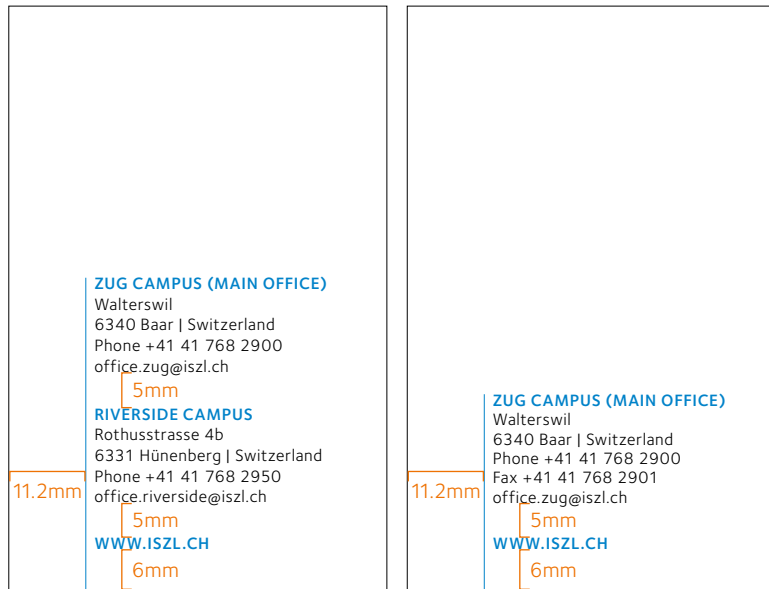
Electronic templates for use of pre-printed stationary are available through Division administrators and the Department of Community Relations.

13 | Business Cards

Business Card front



Business Card back



COMPANY DETAILS

Company headquarters, website URL, name:

FoundrySterling demi
7pt. font / 8.5pt. line spacing / spacing +20
Upper case
Pantone Process Blue

Company address, job title, contact details:

FoundrySterling book
7pt. font / 8.5pt. line spacing / spacing +20
Black

Line:

0.25 pt. boldness
Pantone Process Blue

Watermark:

Pantone 300 flattened by 10%

14 | Forms Template A4

Form Template Portrait

The diagram illustrates the layout of Form Template A4 in portrait orientation. It features a header section with the ISZL logo and name, a department title, and two lines of text. Below this is a table with four columns and two rows. The bottom section contains two signature lines. Dimensions are indicated by orange lines and text: 18mm for the logo height, 40mm for the department title height, 52mm for the text area height, 30mm for the signature area width, 22mm for the signature area height, and 45mm for the bottom margin.

18mm

INTERNATIONAL SCHOOL OF ZUG AND LUZERN
respect | motivate | achieve

40mm

ISZL Department Title
Form/Document Title

52mm

Text Start (Arial 9pt)

Text Line 2

Column 1	Column 2	Column 3	Column 4
Sample text			
Sample text			

30mm

22mm

Signature

Signature

45mm

DEPARTMENT AND DOCUMENT TITLE

Department Titel:

Arial bold
10pt. font
black

Form/Document Titel:

Arial Regular
10pt. font
black

Line:

1/2 pt. black

CONTENT

Body text, address, date:

Arial Regular
10pt. font / 13pt. line spacing
black

Title, highlights:

Arial bold
10pt. font / 13pt. line spacing
black

All forms and form templates are available through the Portals of the ISZL website.

Please contact the Department of Community Relations if you need assistance with developing new forms or modifying current forms.

