

COINCIDENCIA – SWISS & SOUTH AMERICAN CULTURAL EXCHANGES

LOGO APPLICATION MANUAL

INTRODUCTION

PRO HELVETIA & COINCIDENCIA

Focusing on exchanges between Switzerland and countries of South America, the Swiss Arts Council Pro Helvetia's programme COINCIDENCIA was launched in October 2017 and is represented in Santiago de Chile, São Paulo, Buenos Aires and Bogotá.

PRO HELVETIA DESIGN MANUAL

This manual is a specific addition to the existing Pro Helvetia design manual which can be downloaded at

→ prohelvetia.ch/en/download-logo

PRO HELVETIA LOGOTYPE

The Pro Helvetia logotype files (EN, ES, PT) can be downloaded at

→ prohelvetia.ch/en/download-logo

GENERAL RULE

For acknowledgments in the framework of COINCIDENCIA the Pro Helvetia logotype has to be used. The single language identifier in the respective language of communication is mandatory (EN: swiss arts council | PT: fundação suíça para a cultura | SP: fundación suiza para la cultura).

In addition to that, the logotype is complemented by the following byline:

COINCIDENCIA – Swiss & South American Cultural Exchanges

A template is available for downloading in three languages.

→ coincidencia.net/identity

swiss arts council
prohelvetia

COINCIDENCIA – Swiss & South
American Cultural Exchanges

swiss arts council
prohelvetia

COINCIDENCIA – Swiss & South
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In exceptional cases it is possible to set the byline separately (for design reasons).

EXCEPTION

Under the condition that the hierarchy is maintained, the COINCIDENCIA logotype may be used together with the Pro Helvetia logotype. This exception only applies to institutional means of communication.

WORDING

If for design reasons the logotype needs to be replaced by a wording, this wording has to be as follows:

«COINCIDENCIA – Swiss & South American Cultural Exchanges»
is a programme initiated by the Swiss Arts Council Pro Helvetia

FINANCIAL SUPPORT

If the financial contribution has to be mentioned in a wording, it has to be as follows:

Supported by the Swiss Arts Council Pro Helvetia in the context
of its programme «COINCIDENCIA – Swiss & South American
Cultural Exchanges»

ALTERNATIVE WORDING WITH PARTNERS

The following is an alternative wording that can be applied if partners have to be mentioned:

[Project name] is a project of the Swiss Arts Council Pro Helvetia
in the context of its programme «COINCIDENCIA – Swiss & South
American Cultural Exchanges» in partnership with X, Y and Z

EDITORIAL RULES

- The first time it is mentioned in a running text, the name of the programme has to be written including the byline:

[PT] COINCIDÊNCIA – Intercâmbios culturais Suíça-América do Sul
[SP] COINCIDENCIA – Intercambios culturales Suiza-América del Sur
[EN] COINCIDENCIA – Swiss & South American Cultural Exchanges
- COINCIDENCIA is always written in capital letters.
- In Portuguese it has to be written with a circumflex accent:
COINCIDÊNCIA
- If the name COINCIDENCIA is used with the byline, this has to be written with inverted commas (only exception: the logotype template)
«COINCIDENCIA – Swiss & South American Cultural Exchanges»
- If the name COINCIDENCIA is used without the byline, there are no inverted commas: COINCIDENCIA

CONTACT FOR FURTHER INFORMATION

General questions: coincidencia@prohelvetia.ch

Pro Helvetia identity: communication@prohelvetia.ch

PROJECT DESCRIPTION

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SOUNDS

& VIBES

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regellialia. It is a paradisiematic country, in which roasted parts of sentences fly into your mouth. Even the all-powerful Pointing has no control about the blind texts it is an almost unorthographic life One day however a small line of blind text by the name of Lorem Ipsum decided to leave for the far World of Grammar.

With Susana Ramos, Pedro Lunes & Katja Peter
October 10th 2018 | 8 pm | Escuela de Arte Libertad
Buenos Aires

swiss arts council
prohelvetia
COINCIDENCIA - Swiss & South American Cultural Exchanges

Use the logotype including the byline

2

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«COINCIDENCIA - Swiss & South American Cultural Exchanges» is a programme initiated by the Swiss Arts Council Pro Helvetia

Use the wording if for design reasons the logotype can't be applied

LISTING OF PARTNERS & SPONSORS

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Supported by

ernst von siemens music foundation INSTITUT FRANÇAIS WSS prohelvetia
swiss arts council
COINCIDENCIA - Swiss & South American Cultural Exchanges

Use the logotype if other sponsors are listed with their logotype

4

We especially thank our sponsors and partners

Partners

Institut Français
Werner Siemens-Stiftung
Ernst von Siemens Music Foundation

Financial support

Supported by the Swiss Arts Council Pro Helvetia in the context of its South America programme «COINCIDENCIA - Swiss & South American Cultural Exchanges»

Use the wording if for design reasons the logotype can't be applied