



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Innosuisse – Swiss Innovation Agency

Manual for Innosuisse funding recipients

Innosuisse uses its instruments to promote SMEs, start-ups and other innovative organisations. In order to increase the visibility of Innosuisse, they are obliged to mention Innosuisse in their communication measures in the event of approved applications. This manual sets out the basic principles for communications in the event of approved funding applications.

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Mentioning Innosuisse in communication media

Obligations of Innosuisse funding recipients

- The project partners and start-ups funded by Innosuisse undertake to mention the relevant funding instrument in writing and/or verbally with the addition of “supported by Innosuisse” in all publications (print/digital) as well as in public documents associated with the results of the funded project.
- This applies to all funding instruments of Innosuisse, but in particular innovation projects (incl. innovation cheque), flagships, mentoring and start-ups in the coaching programme (for funding instruments, see right-hand column).
- The reference must be placed in such a way that it is clear which supported project, coaching, etc. is being referred to. If projects, coaching, etc. are discontinued, the notice must be immediately removed.
- If a project is supported by multiple funding instruments, all of these funding instruments should be mentioned in the text.

Languages

German: [name of funding instrument] unterstützt von Innosuisse

French: [name of funding instrument] soutenu par Innosuisse

Italian: [name of funding instrument] sostenuto da Innosuisse

English: [name of funding instrument] supported by Innosuisse

Official names of the funding instruments

German:		French:		Italian:		English:	
Innovationsprojekt	●	Projet d'innovation	●	Progetto d'innovazione	●	Innovation project	●
Internationales Projekt		Projet international		Progetto internazionale		International project	●
Start-up Innovationsprojekt		Projet d'innovation pour start-up		Progetto d'innovazione per start-up		Start-up innovation project	●
Innovationsscheck		Chèque d'innovation		Assegno per l'innovazione		Innovation cheque	●
Innovationsprojekt Swiss Accelerator		Projet d'innovation Swiss Accelerator		Progetto di innovazione Swiss Accelerator		Swiss Accelerator innovation project	●
Flagship	●	Flagship	●	Flagship	●	Flagship	●
Mentoring		Mentoring		Mentoring		Mentoring	●
Initial Coaching		Initial Coaching		Initial Coaching		Initial Coaching	●
Core Coaching		Core Coaching		Core Coaching		Core Coaching	●
Scale-up Coaching		Scale-up Coaching		Scale-up Coaching		Scale-up Coaching	●

● available as a logo (see page 3)

Example of mention in running text

This innovation project is supported by Innosuisse.

Logo placement

Entitlement of Innosuisse funding recipients

- In addition to the reference in the text, the Innosuisse logo can be displayed in publications, on websites or in social media with an addition relating to the respective funding instrument.
- The logos are available for print (.eps) and digital applications (.eps, .svg, .png).
- Minimum size for print products: 32mm wide
Detailed guidelines available in “CD Bund / Grundlagen”
(Corporate Design Bund / Basics):
www.bk.admin.ch/bk/de/home/dokumentation/cd-bund/cd-manual.html

Not allowed

Innosuisse or federal logo without addition

The Innosuisse logo is protected and may not be changed.

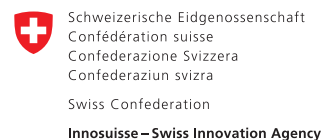
Black and white logo

In the case of special printing processes or if colour printing is not available, the logo can be requested in black and white.

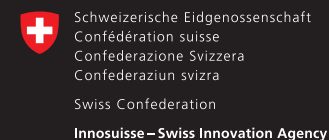
media@innosuisse.ch

Sample Innosuisse logo with addition for funding recipients

Innovation project supported by



Innovation project supported by



Logos for Innosuisse funding recipients can be downloaded from
www.innosuisse.ch/logo.