



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.

In addition, projects and start-ups can be supported by support offers from Innosuisse, such as Innovation Booster, Entrepreneurship Training or Start-ups GoGlobal. The beneficiaries of these offers can use the offer stamp in their communications (page 4).

This manual sets out the basic principles for communications in the event of approved funding applications.

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Funded directly by Innosuisse

Innosuisse must be mentioned in communications

- 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.

A logo with an addition may be used

- 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



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

Innovation projects, start-ups and Business Ideas funded by support offers

Stamp with mention

The support-offer stamp with mention can be used if the support is not provided directly by Innosuisse, but by third-party providers appointed to perform the services.

This applies to the following cases:

- Projects developed as part of the Innovation Booster support offer
- Business ideas developed under the Entrepreneurship Training scheme
- Start-ups that have been able to take part in international camps or trade fairs (Innosuisse Trade Fair Support) under the Start-ups GoGlobal scheme
- The stamps can be used for any communications related to projects, business ideas or participation in international camps or trade fairs.
- The logos are available for print (.eps) and digital applications (.eps, .svg, .png).
- Minimum size for print products: 17mm wide

Not allowed

Innosuisse or federal logo

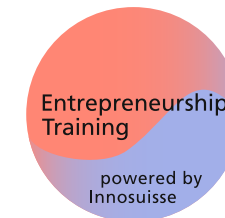
Funding for the development of an innovation project as part of an Innovation Booster

Innovation Project developed at



Stamp for the development of a business idea as part of Entrepreneurship Training

Business Idea developed at



Stamp for participation in a Start-up Camp

Camp attended with



Stamp for participation in the Innosuisse Trade Fair Support

Trade Fair attended with



Stamps for supported projects can be downloaded from www.innosuisse.admin.ch/en/logo.