



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

**Innosuisse – Swiss Innovation Agency**

# Innovation Booster

## Communications and visual presence

Innovation Boosters are a funding instrument from Innosuisse. They aim to bring together participants at a national level from research, business, politics and society to focus on a specific innovation theme and to stimulate the generation and testing of concrete innovation ideas for radical solutions. This Guide sets out the basic principles for communications and the collective visual presence.

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# What Innosuisse does

- Innosuisse is responsible for communications work on the Innovation Booster (IB) funding instrument as a whole: strategy, goals, media relations, legal mandates, etc.
- Innosuisse defines guidelines, obligations and channels of communication and accompanies IB communications in line with the performance agreement.
- Innosuisse can launch joint communication initiatives for all IBs and request that they collaborate.

# What Innovation Boosters do

- IBs communicate using their own visual identity and adhere to Innosuisse's communication guidelines.
- They can **not** communicate on behalf of Innosuisse. This means that IBs must not make statements such as
  - "Innosuisse would like ..."
  - "Innosuisse wants to use the instrument to ..."
- On all communication media, Innosuisse must be visibly acknowledged as the "Empowerer" (see pp. 11 to 17).
- IBs are called upon to actively engage in public relations work. Each IB independently defines its own communication strategy for public relations. Media releases are to be submitted to Innosuisse prior to publication. Mail to [media@innosuisse.ch](mailto:media@innosuisse.ch)
- If in doubt when handling media inquiries, IBs can also contact the Innosuisse communications department.
- Each IB provides the funds necessary for the communications. These may be taken from the Innosuisse funds.
- The communication measures are professionally created in terms of content and visuals. The specified communication channels (see p. 8) must be used.
- IBs communicate in such a way that they reach all interested stakeholders nationally with their choice of language:
  - Website (at least the key information) and any portrait videos in at least one national language and in English.
  - For all other means of communication, the language(s) should be adapted to the relevant target group(s).
- IBs collaborate on joint and general campaigns in the communications sector and provide Innosuisse with information.
- Each IB provides Innosuisse with a contact person and a communications deputy.

# Communications strategy

## **Raising awareness for the IB instrument**

Each IB contributes to promoting the positive image and awareness of the IB instrument as a whole. In doing so, they demonstrate the contribution that IBs make to innovation activities, the economy and society in Switzerland.

## **Clear profile**

In their communications, IBs reveal which innovation theme they are working on, how they do it and why the theme is important. They actively provide information about their offers, benefits, objectives and activities as well as their results. The focus is always on their customers.

## **Community: mutual inspiration**

IBs are a community. Through their communications, they aim to inspire each other and exchange knowledge. They break down the boundaries between the individual themes and actively promote offers of support from other IBs.

## **Branding: uniform presence**

The guidelines regarding branding and names must be observed. Innosuisse must be acknowledged as the “Empowerer” in all communication measures (see pp. 11 to 17). IBs are responsible for implementing the communication measures themselves.

# Target groups

## **(Potential) Swiss customers of IB offers**

- SMEs
- Start-ups
- Large companies
- Other organisations
- Universities (professors, researchers, students)
- Needs groups / “end users”

## **Stakeholders in the innovation ecosystem**

- Other actors in the Swiss innovation ecosystem
- International partners
- Interested general public

## **Innovation Booster Community**

- IB participants
- Innosuisse
- Other Innovation Boosters

# Key message

Innovation Boosters are a community with an open innovation culture in which key players work together with agile and user-centric methods to explore problems and develop sustainable new ideas for radical solutions. In doing so, they give Swiss companies and organisations a competitive advantage and create important added value for the Swiss economy and society.

# Central communication channels managed by Innosuisse



## IB information page

Innosuisse maintains a central information page on the Innovation Booster on its own website. It summarises the most important information for Innovation Booster customers:

- General information on the IB instrument
- Brief descriptions, video profiles, and links to ongoing Innovation Boosters
- A social wall with information about IB challenge calls and ideation events
- A social wall with stories and testimonials from Innovation Booster funded projects

Wherever Innovation Boosters want to report about the instrument on their communication channels such as websites, open innovation platforms, social media channels, newsletters, etc., it must be linked directly to this page via a button (“About Innovation Booster”) or link:

→ [www.innosuisse.ch/innovationbooster](http://www.innosuisse.ch/innovationbooster)

Own descriptions of the Innovation Booster instrument are not allowed.



## Public group on LinkedIn

Innosuisse manages the → **LinkedIn-Group** “Swiss Innovation Booster”. IBs are obliged to post their contents (see p. 10) in this group and to actively draw the attention of their members to becoming a member of the group and participating.

IBs maintain an intensive exchange with this network. The LinkedIn group can also be used as an alumni network of funded innovation teams.



## YouTube channel

Innosuisse manages a → **YouTube channel** for the IBs. Innosuisse moderates the YouTube channel and shows only good quality videos with suitable content. (See workflow p. 17)

# Innovation Booster communication channels



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## Own website of the IB

- Each IB must create a website (a separate page or a subpage at the Leading House). The website must contain all necessary information about the offer (profile, tasks, calls, activities).
- Placement of the Innosuisse stamp (see pp. 12 to 17).



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## Profile on Google Business

- Each IB creates a Google Business profile and keeps it up to date. Its full name must be used for the profile.



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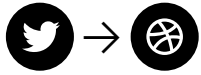
## LinkedIn and Twitter

- For their external communications, all IBs set up and actively manage corporate sites for their IB on LinkedIn and Twitter. Other platforms may be used as well.
- The names on all channels should be chosen according to the following format:  
«@IB\_XY»
- Placement of the Innosuisse stamp (see pp. 12 to 17).

For guidance on writing posts, please see the following page.



# Correct posting for key channels



## Social wall with Twitter feeds

The social walls on the Innosuisse website give the Innovation Boosters a unique opportunity to draw the attention of customers to their challenge calls, ideation events as well as the results of their work.

In order for Innovation Boosters to benefit from this communication opportunity, they must actively manage their Twitter accounts and compose posts so that they can be published on the social wall.

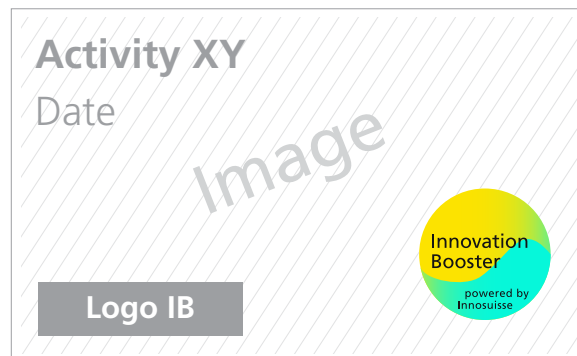
For this purpose, the Innovation Boosters post tweets about their calls, events, and successful project examples on their own Twitter accounts using the hashtag:

### #swissinnovationbooster

Innosuisse moderates the social wall and only shows posts of good quality with suitable content.

### How do I write a Twitter post for the social wall?

- Write a short text: **IB Account**
- Set the tag: **@Innosuisse**
- Set the hashtag: **#swissinnovationbooster**
- Integrate an image into the tweet. It should ideally include the IB logo and the stamp of the instrument. This allows potential customers to more quickly identify which IB the post comes from.



- Insert a link where customers can find further information about the challenge call, ideation event, etc.
















## Public group on LinkedIn

The IBs must publish their content (see p.10) in the public → **LinkedIn group** “Swiss Innovation Booster” and actively make their members aware of the group or participation.

IBs maintain an intensive exchange with the network. The LinkedIn group can also be used as an alumni network of funded innovation teams.

# Content

IBs are obliged to communicate their activities, findings and results. They explain how they live a culture of open innovation and what methods they use for collaboration (agile and user-centric methods, problem analysis, design thinking, etc.). They target their audience using the following content on at least these channels:

	Content	Format	Minimum channels
<b>News about IB activities</b>	→ Events, calls, etc.	can be freely selected	 IB website  Social Media: LinkedIn company profile AND group, Twitter 
<b>IB profile</b>	→ IB topic and vision; who is the IB alliance; what are the activities, processes, methods of the IB; what is the IB vision; Call to Action	Video (Guide, see p. 17)	 IB website  IB YouTube account  Social Media: LinkedIn company profile AND group, Twitter 
<b>IB testimonials</b>	→ brief statements, testimonials, recommendations on user-centric methods and processes, open innovation culture; examples of work and ideas that have been developed as part of the IB, etc.	can be freely selected, e.g. text, podcast, video	 IB website  Social Media: LinkedIn company profile AND group, Twitter 
<b>IB success stories</b>	→ best practices and comprehensive use cases with encountered problems and solutions, prototypes, results; role of open innovation and user-centric methods for work and results; knowledge gain of the team	can be freely selected, e.g. text, podcast, video	 IB website  Social Media: LinkedIn company profile AND group, Twitter 

# Branding guidelines Innovation Booster

## Name

- IBs appear under the name “Innovation Booster XY”.
- “XY” must include the overarching innovation theme and may not be longer than three words.
- The full name must be used the first time it appears in the text. After that, just XY can be used.
- IBs are permitted to use their own logos. However, they must always be used together with the Innosuisse stamp.

## Example of name in running text

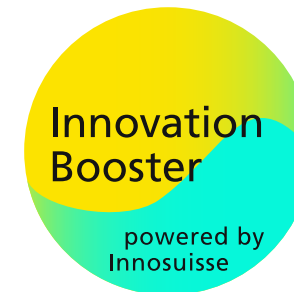
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The Innovation Booster XY was launched in autumn 2020. XY brings together seven universities in the field of...

## Example using XY's logo + stamp

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Logo XY



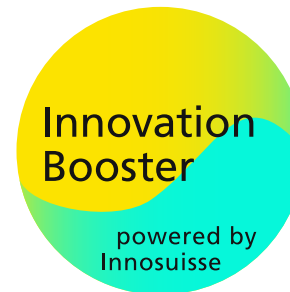
## Stamp

The Innosuisse stamp is used as a common feature for all IBs. It is intended to increase the visibility of Innovation Boosters and their funded ideas.

- The stamp must visibly acknowledge Innosuisse as the “Empowerer”.
- The coloured stamp is standard. It is available as a vector file or animated for PPT and video.
- IBs (Leading Houses and alliance) must prominently place the stamp on all communication measures concerning IBs.
- On electronic media, the stamp must link to the Innosuisse website:  
→ [www.innosuisse.ch/innovationbooster](http://www.innosuisse.ch/innovationbooster)
- Apart from that, IBs are free to structure their visual communications as they see fit.
- It is not permitted to: use individual elements of the stamp (e.g. shaft) or Innosuisse’s visual identity (e.g. colours p. 19).

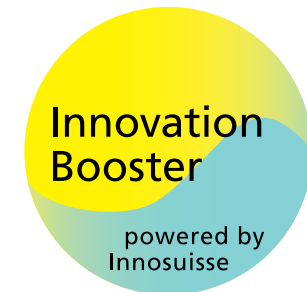
## Digital

File: IB\_Stempel\_rgb.eps/.png/.svg



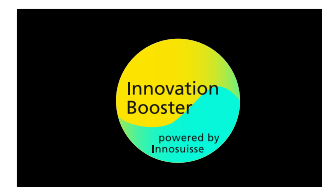
## Print

File: IB\_Stempel\_cmyk.eps



## Animated

File for video (see p. 16):  
IB\_Stempel\_animiert.mp4/.mov  
File for PPT:  
IB\_Stempel\_animiert.gif



## Black and white on light and dark background

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

File: IB\_Stempel\_k.eps,  
IB\_Stempel\_k\_negativ.eps



Request stamp for print and web usage:  
[ktt.support@innosuisse.ch](mailto:ktt.support@innosuisse.ch)

## Use of the stamp

Stamp must be clearly visible, ways to use the stamp on the right side.

Minimum size: 17 mm

### Digital

- IB website:  
on every page in the header.
- Leading House website:  
clearly visible on IB subpages.

### Print / PPT

- Visible on the cover / first page.  
Not mandatory on subsequent pages.

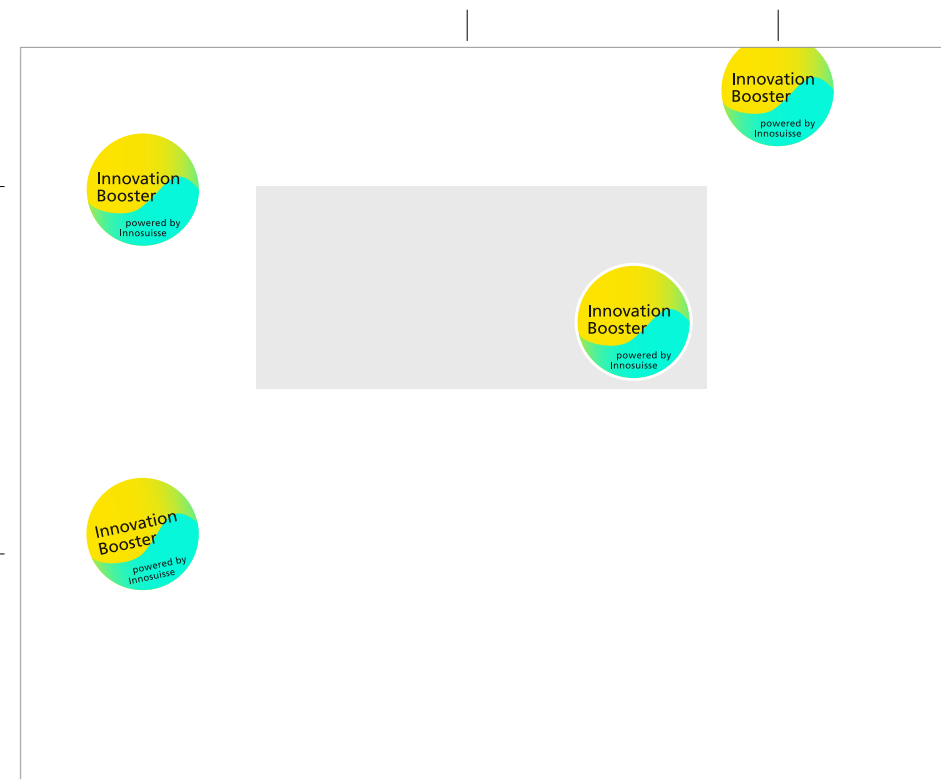
## Ways to use the stamp

against an image or colour, with low contrast stamp with outer contour  
(File name: IB\_Stempel\_Kontur)

cropped, but the entire font is legible

within the space

turn 12 degrees anti-clockwise

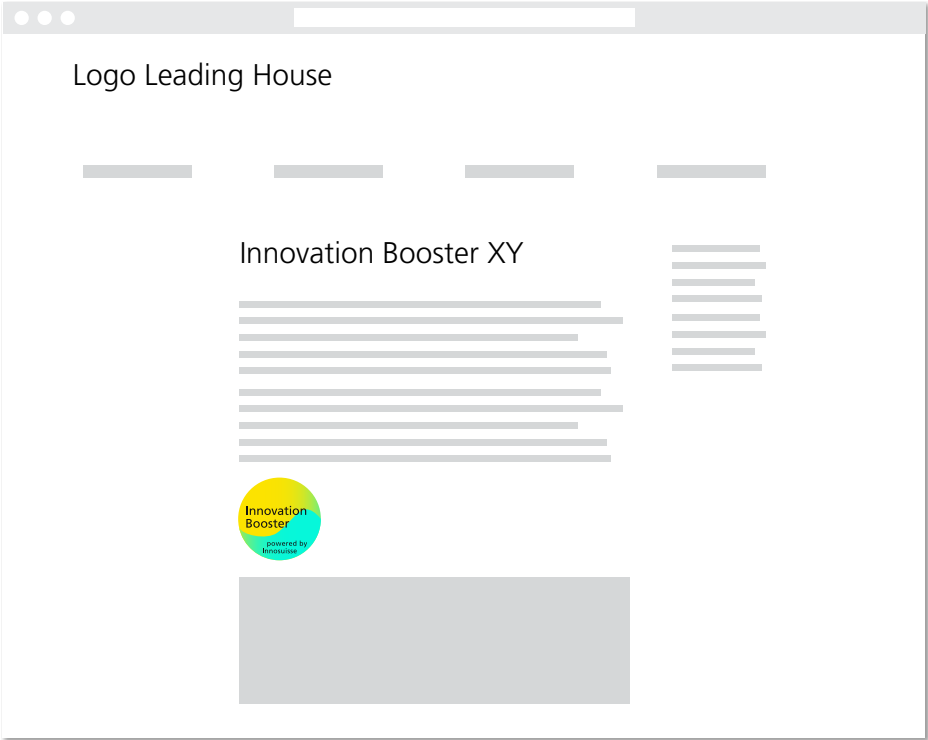


Use of the stamp: websites

Innovation Booster XY website

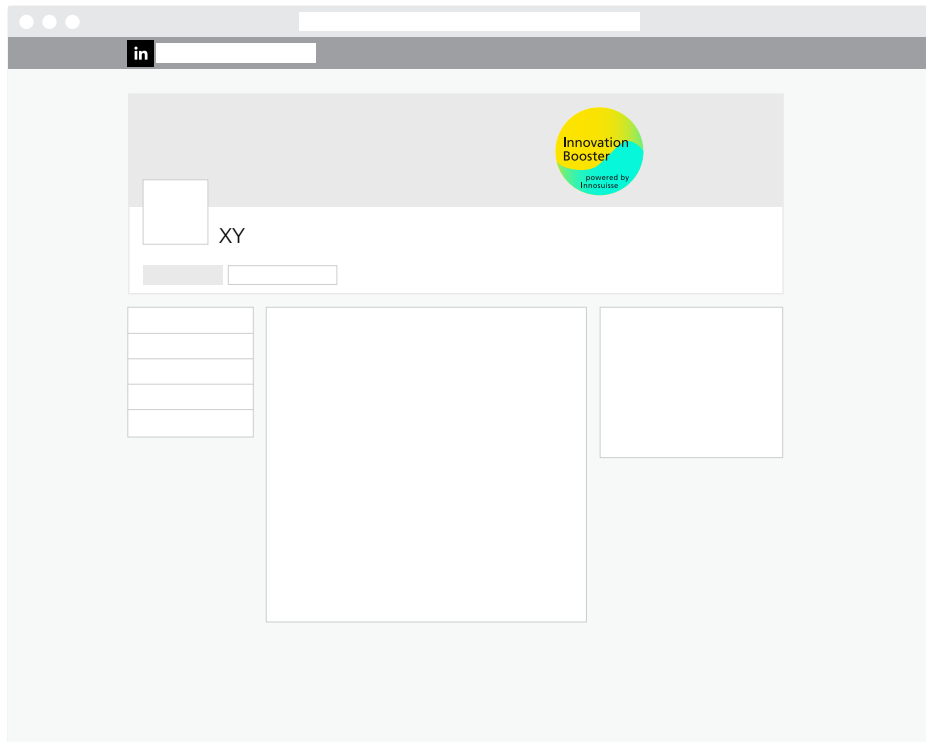


Leading House website: Subpage

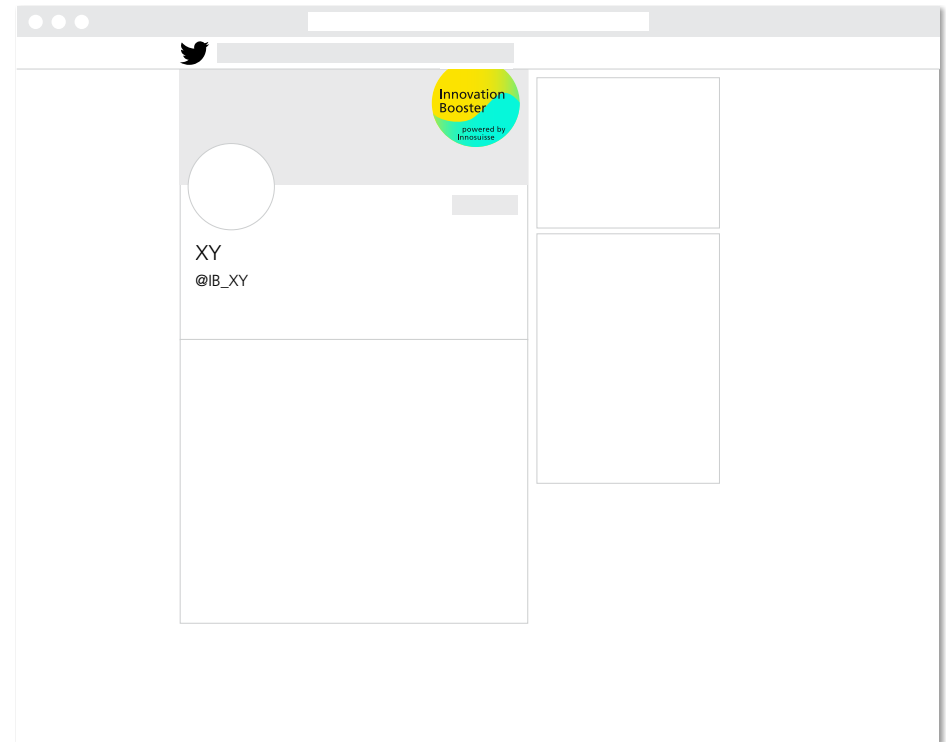


## Use of the stamp: social media

### LinkedIn: on the header image



### Twitter: on the header image



## Use of the stamp: Videos (general)

Innosuisse is clearly visible as the “Empowerer” from the opening sequence. Otherwise, the IBs are free to design the video as they wish.

(See page 10)

### Opening sequence

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Animation Stempel (5 Sekunden)

(File name: IB\_Stempel\_animiert)



### Formal requirements

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- Format: mp4
- Ratio: Landscape format, 16:9
- Resolution: Full HD, 1920 x 1080 px
- Size, MB: Optimised for the relevant social media platform
- Language for portrait videos: In a national language with English subtitles or in English with subtitles in a national language
- Sound: Easy to understand (e.g. with clip-on microphone)

The video will be made available to Innosuisse in full HD format:  
**Upload to Innosuisse's IB Sharepoint** (workflow see page 17).



## Requirements particular to portrait videos

### Mood requirements

Portrait – not a promotional film; focus is on information: e.g. people speaking or performing an activity, talking to each other, working on a project, including overlays of graphics or core statements.


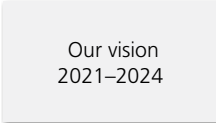
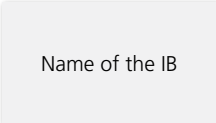
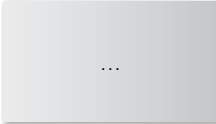
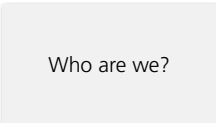
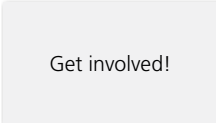
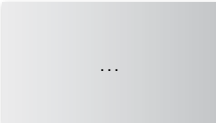
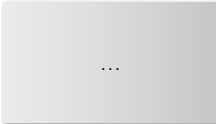
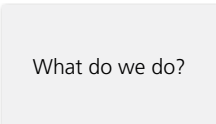

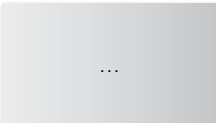
### Formal requirements

- See page 16
- Duration: about 2:30 minutes
- File name:  
IB\_NameYX\_Portrait

### Workflow

- The IB uploads the video draft (monolingual) to Innosuisse's IB Sharepoint and notifies [ktt.support@innosuisse.ch](mailto:ktt.support@innosuisse.ch).
- Innosuisse provides feedback on the draft.
- The IB finalises the video in multiple languages and uploads the final video back to IB Sharepoint.

### Content requirements

- |                                                                                                     |                                                                                                                                                                                                                             |                                                                                                       |                                                                                                                     |
|-----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| <p><b>1</b></p>    | <p>(Opening sequence)<br/><b>Animation stamp</b></p>                                                                                                                                                                        | <p><b>5</b></p>    | <p>(optional chapter screen)<br/><b>Our vision 2021–2024 / Unsere Vision 2021–2024 / Notre vision 2021–2024</b></p> |
| <p><b>2</b></p>    | <p>(Own title screen of the IB)<br/><b>Name of the IB</b></p>                                                                                                                                                               |                    | <p>(Content)<br/>What do we wish to achieve in these four years?</p>                                                |
| <p><b>3</b></p>   | <p>(optional chapter screen)<br/><b>Who are we? / Wer sind wir? / Qui sommes-nous ?</b></p>                                                                                                                                 | <p><b>6</b></p>    | <p>(optional chapter screen)<br/><b>Get involved! / Machen Sie mit! / Participez !</b></p>                          |
|                  | <p>(Content)<br/>Presentation of the IB: Who are we? What is our innovation theme? Why is our innovation theme important for the economy and society in Switzerland? What makes us different, what is special about us?</p> |                   | <p>(Content)<br/>Call for participation</p>                                                                         |
| <p><b>4</b></p>  | <p>(optional chapter screen)<br/><b>What do we do? / Was tun wir? / Que faisons-nous ?</b></p>                                                                                                                              | <p><b>7</b></p>  | <p>(Own final screen)<br/><b>Including link to the IB website and #swissinnovationbooster</b></p>                   |
|                  | <p>(Content)<br/>What activities does the IB offer, and what methods does it use, e.g. calls, workshops, innovation team sprints, processes, prototyping, testing of hypotheses</p>                                         |                                                                                                       |                                                                                                                     |

# Branding specifications for IB funded projects

## Stamp for funded projects

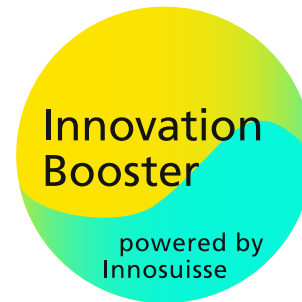
For projects supported within the framework of the Innovation Booster instrument Innosuisse provides a stamp with an addendum.

This can be shared with the supported project teams, who can use the stamp for their communications related to the funded project.

## Logo with additional sentence

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Innovation Project  
developed at



# Colours

The IB can choose freely in terms of color.

But the colour palette of Innosuisse's visual identity may not be used for the visual presence of IBs.

## Colour palette reserved for Innosuisse

### Yellow



CMYK: 0 / 0 / 95 / 0

RGB: 252 / 227 / 0

### Green



CMYK: 46 / 0 / 18 / 0

RGB: 6 / 247 / 218

### Red



CMYK: 0 / 50 / 45 / 0

RGB: 255 / 134 / 116

### Blue-violet



CMYK: 33 / 23 / 0 / 0

RGB: 162 / 175 / 233