GENEVA CYBER WEEK 2026

BRAND GUIDELINES

BRAND COLOURS

UNIDIR Persian Blue
94/85/0/0
15/38/255
#0F26FF

Swiss Flag Red
0/95/100/0
255/13/0
#FF0D00

FONT

The main typeface used is Archivo. It is a sans-serif modern font with an open license. It can be freely used in all existing weights.

Download the font

LOGO VARIATIONS



Full colour on a light background



White on a dark background



Black on white background



White on gradient background

LOGO MISUSE



Do **not** change the logo colours or tone in any way other than recommended in the guideline.



Do **not** distort or warp the logo in any way.



Do **not** rotate the logo in any way other than recommended in the guideline.



Do **not** change or stack the elements in the logo in any way.



Do **not** add or remove elements from the logo in any way other than recommended in the guideline.



Do **not** outline the logo.