

Brand Guidelines

Version 2 | Updated June 2025



About the Brand

The International School of Berne (ISBerne) is a private, non-selective day school offering a well-rounded education for students aged 3 to 18. Established in 1961, ISBerne has been a premium educational choice in Bern, Switzerland for globally mobile, white-collar professional parents who seek exceptional instruction, individual support, and a nurturing school environment for their children.

We are proud to be the only school in the Bern region offering the prestigious International Baccalaureate (IB) curriculum framework —widely regarded as the gold standard in international education. Our approach emphasises student wellbeing, inquiry-based learning, and holistic development. While English is our primary language of instruction, we also offer dual-language programmes in English and German for selected age groups.

In 2025, ISBerne received approval to enrol Swiss students under specific conditions. To meet the needs of local families, we are gradually introducing Lehrplan 21, the Swiss national curriculum, in our Primary School—blending international best practices with local relevance.

Tagline:

- Educating for life in the heart of Switzerland since 1961
- Educating for life

Mission:

- We welcome and connect. *We value respectful and collaborative relationships.*
- We nurture and inspire. *Our community cares for its members and encourages them to reach their potential.*
- We challenge and prepare. *We offer rigorous programmes that prepare global citizens for tomorrow.*

Learn more at: www.isberne.ch

Brand Personality

- Aspirational— A premium education that prepares students for future success
- Sophisticated— Clean, editorial layouts with prestige visuals that reflect our high-end positioning
- Globally Minded, Locally Rooted— Embraces Swissness while celebrating internationalism and inclusivity
- Credible and Trustworthy— Backed by 60+ years of experience and top accreditations and authorisations
- Caring— A warm, nurturing environment where children and families feel genuinely supported
- Subtly Playful— Balanced use of colour blocking, stripes, and authentic photography to add warmth and energy without sacrificing elegance

Brand Logos



Sub-Brand Logos



Logo Guidelines

- Colourways: The logo can be used in three approved colourways. Always choose the option that ensures clear visibility and strong contrast with the background.
 - Full Colour (preferred)
 - All Black: Use for black-and-white printing.
 - All White (Reverse): Use on dark or coloured backgrounds with strong contrast.
- Maintaining Logo Integrity:
 - Keep the icon and wordmark together at all times
 - Avoid adding shadows, outlines, or other effects
 - Ensure the logo is placed on clear, high-contrast backgrounds
 - The icon is an essential part of our identity—please always include it alongside the wordmark to support brand recognition.
- Minimum Size:
 - Print: 30 mm wide
 - Digital: 20 mm wide

Typography Guidelines

Typography plays a key role in communicating ISBerne's brand personality—clear, welcoming, and internationally minded, with a balance of professionalism and warmth. Our selected fonts ensure legibility, consistency, and tone across all communications.

- Primary Typeface: **Myriad Pro**
Myriad Pro
 - Usage: Myriad Pro is our core brand font and should be used for all standard communications, including body text, headlines, captions, and general web and print materials.
 - Usage Tip: Use Light, Regular, and Bold styles as needed for emphasis and hierarchy. Avoid excessive use of italics or ultra-bold styles.
- Accent Typeface 1: *The Youngest*
The Youngest Script by Elena Genova
 - Usage: The Youngest is used selectively for campaign messaging, emotional storytelling, or welcoming language—especially in admissions, social media, and promotional materials.
 - Recommended Contexts:
 - Taglines or short expressive phrases (e.g., “*Education for Life.*”)
 - Event titles and invitation headers
 - Website banners or hero images
 - Usage Tip: Use sparingly and at larger sizes. Avoid using it for long blocks of text to maintain readability and contrast.
- Accent Typeface 2: Cormorant Garamond
Cormorant Garamond
 - Usage: Cormorant Garamond is a refined serif font that may be used to elevate formal documents, print collateral, or highlight traditional or academic messaging.
 - Recommended Contexts:
 - Subheadings in print brochures
 - Formal event programmes
 - Quote styling or testimonial callouts
 - Reports or strategic documents
 - Usage Tip: Pair with Myriad Pro for a high-contrast, sophisticated look. Use Regular and Italic weights; avoid heavy bolding.










Color Palette

Our colour palette is bold and vibrant, inspired by the tradition of logo design and the brand colours of the International Baccalaureate (IB) - reflecting our use of their curriculum framework and the frequent inclusion of IB logos in our marketing materials.

However, colour use should remain restrained and refined, aligning more closely with the aesthetics of corporate design as we want to keep the overall look high-end, clean, modern, and balanced. We recommend avoiding to use too many colours at once. We want to aim for sophistication and professionalism over vibrancy.

Usage Principles:

- ISBerne Blue (#0069AA): This is our primary brand colour and should be the most prominent colour in all layouts and communications.
- ISBerne Red (#D71924): This is our secondary brand color and should be used in moderation as it can become too bold and dramatic.
- Black: Use primarily for text. Avoid heavy use in design elements or backgrounds.
- Accent Colours: Use them selectively to highlight information or create subtle emphasis without overwhelming the design.
- Background Colours: Use the following colours primarily as background colours for full-page layouts or large visual blocks that take up substantial visual space
 - Light Blue (#00B5CB)
 - Light Grey (#B2BECA)

TYPE	SWATCH	PANTONE	CMYK	RGB	HEX
Primary		2935 C	92 58 7 0	0 105 170	#0069AA
Secondary		485C	9 100 100 1	215 25 36	#D71924
Accent		369 C	57 11 100 0	133 175 40	#85AF27
Accent		1235 C	0 40 99 0	250 166 26	#FAA61A
Accent		165 C	0 84 88 0	240 80 51	#F05033
Accent		312 C	72 5 19 0	0 181 203	#00B5CB
Accent		2665 C	53 69 4 0	136 100 165	#8864A5
Accent / Background		5445 C	12 6 0 21	178 190 202	#B2BECA
Accent / Background		2905 C	22 8 0 9	181 214 233	#B5D6E9

Visual Style and Design Elements

- Photography and Videography:
 - ISBerne photos and videos should reflect the warmth, engagement, and diversity of our community.
 - Reflect a diversity of gender, race, background, and ability
 - Use large-scale photography prominently and consistently throughout all materials
 - Avoid overly staged or stock image looking images
 - Prioritise candid shots that show genuine interactions. We aim to present authentic learning moments that feel inclusive, natural, and vibrant.
- Graphic Elements:
 - ISBerne's graphic style is clean, structured, and designed to support readability and clarity while adding energy and structure to layouts.
 - Colour Blocks and Layout Structuring:
 - Use solid colour blocks from the approved palette to create visual hierarchy
 - Apply sparingly to highlight headers, calls-to-action, or background areas
 - Avoid gradients or decorative effects like drop shadows – permissible on social media and digital uses
 - Stripe Element:
 - As an accent, use a thin horizontal multicoloured stripe made of various sized color blocks from our brand colour palette (example shown in image below)
 - Symbolises the school's diversity, energy, and inclusive ethos



- Iconography and Illustrations: Iconography and illustrations are not currently a core design element. If introduced, please follow these principles:
 - Use simple, line-based illustrations with uniform stroke weight
 - Stick to black, white, or brand accent colours
 - Avoid playful or decorative icons that conflict with ISBerne's tone
- Layout and White Space: Clarity and balance are essential. Maintain structured, spacious layouts that prioritise readability, especially for multilingual and international audiences.
- QR Codes: Include QR codes in print layouts whenever appropriate to connect audiences directly with digital content such as event registration, programme details, or contact forms.

Writing Style and Language Use

- Language Preferences:
 - Use British English spelling in all English-language materials.
 - Use Swiss Standard German (Hochdeutsch) for all German-language content. Avoid Swiss German dialects in written material.
 - Prioritise readability for non-native English and German speakers.
 - Avoid abbreviations, jargon and idioms.
- Inclusive and Gender-Neutral Language:
 - Use inclusive terms like "families", "learners", and "staff".
 - Avoid gender-specific terms (e.g. use "they/them", "everyone", "team members").
 - In German, apply gender-inclusive practices (e.g. "Lehrpersonen", "Studierende", or use the Genderstern *, Doppelpunkte : or the passive voice, according to audience needs and clarity).