

Guideline.

Swiss Travel System Excellence Program.

Version 1.0, February 2021

Guidelines for the use of the Swiss Travel System Excellence Program sub-brand

Positioning.

In March 2021, STS AG is launching a new program: the Swiss Travel System Excellence Program. It contains an e-learning platform that allows various agents around the world to become public transport professionals in a playful manner. Linked to this platform is the Sales Rewards Program for distribution partners, which will start in 2022. From training to revenue generation to reward program, the Swiss Travel System Excellence Program is fully integrated, which makes it unique. The brand promise in this context is:

High quality learning leads to high quality sales.



Switzerland.
by train, bus and boat.

Brand structure.

A sub-brand has been developed for the Swiss Travel System Excellence Program. It always remains under the main brand Switzerland by train, bus and boat. Additionally, Heidi and Peter from the learning modules will be included in the branding of the e-learning program.

Main brand



Switzerland.
by train, bus and boat.



Switzerland.
by train, bus and boat.

Sub-brand



e-learning Program



Sales Rewards Program



Swiss Travel System Excellence.

Key visual, logo, position, background and placement.

A summer key visual and, if required, also a winter key visual will be used in connection with the communication of the Swiss Travel System Excellence Program. Each current key visual can be downloaded in high resolution via the internal picture database.

During the launch, the logo should be used prominently and as often as possible in all worldwide marketing efforts. The logo can be downloaded in high resolution via the internal picture database.

The following should be noted:

- The logo should always be used in the coloured version.
- The logo may be placed freely, but if ever possible in the lower left or lower right corner, even in landscape format.
- The logo can also be used on white background (the contour doesn't show).
- The contour provides a demarcation against the background. If the logo is placed on a coloured background, contrast and legibility have to be considered.
- If the logo is placed on a picture, it should be placed in such a way that the picture subject is shown to advantage and good legibility is ensured.
- A black-and-white use is not intended.

The following uses are not allowed:

- Horizontal or vertical distortion
- Rotating
- Drop shadows, gradients
- Layering objects
- Cropping
- Additions





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Logo e-Learning Program.

Heidi and Peter.

The protagonists Heidi and Peter are added to the logo of the e-learning program within the sub-brand.

Heidi knows the most beautiful panoramic routes and scenic outposts of Switzerland.

She is spontaneous and up for any kind of fun.

Peter loves orderliness and reliability. He appreciates the Swiss Travel System for its punctuality and comfort.

We take up both aspects, enthusiasm and dependability, with the two central characters that accompany the learner through the e-learning program.



To the e-learning program logo the same rules apply as to the sub-brand logo (comp. above/p. 3).





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Logo proportions and colour.

Size.

In order to ensure legibility, the logos have to be at least 31 mm high. A maximum size is not specified. The logos are vectorised and can be enlarged at will. However, the logo should remain visually harmonic in proportion to the main brand.



Colours.

The logo should generally be used in the coloured version.

Colour separation gold.

RGB: 169/153/108

CMYK: 23/34/59/20

Hexa: #A9996C





Switzerland.
by train, bus and boat.

Application example

Advertisement e-Learning program

Logo placement: below the main brand at the bottom of the picture.

Become a qualified expert.

Learn everything about Swiss public transport – easy and fast.

Switzerland.
by train, bus and boat.

Swiss Travel System
EXCELLENCE

Gain knowledge and win attractive prizes: Heidi & Peter take you on a learning journey through the new Swiss Travel System Excellence Program. Step aboard and register now:
mystsnet.com/elearning



Switzerland.
by train, bus and boat.

Application example

Digital flyer e-Learning program

Logo placement: below the main brand on a white background in the lower part of the flyer.



Gain knowledge about Swiss public transport, become a qualified expert and even win prizes!



What is it?

An interactive e-learning program: Heidi & Peter take you on a learning journey through the new **Swiss Travel System Excellence Program**. Expand your know-how and even win attractive prizes such as a Swiss watch.



How and where?

The program is web-based and therefore accessible anytime and from anywhere: Just go to mystsnet.com/elearning and begin your learning journey.



When?

The train towards the interactive e-learning program departs in the first quarter of 2021.



Why?

To make knowledge accessible easily and quickly: you can playfully build up and expand your knowledge of Switzerland's public transport every year. You will be able to support your clients professionally and know the ideal public transport products for your travel programs.



Step on board and register now: mystsnet.com/elearning



Possible partner logo integration

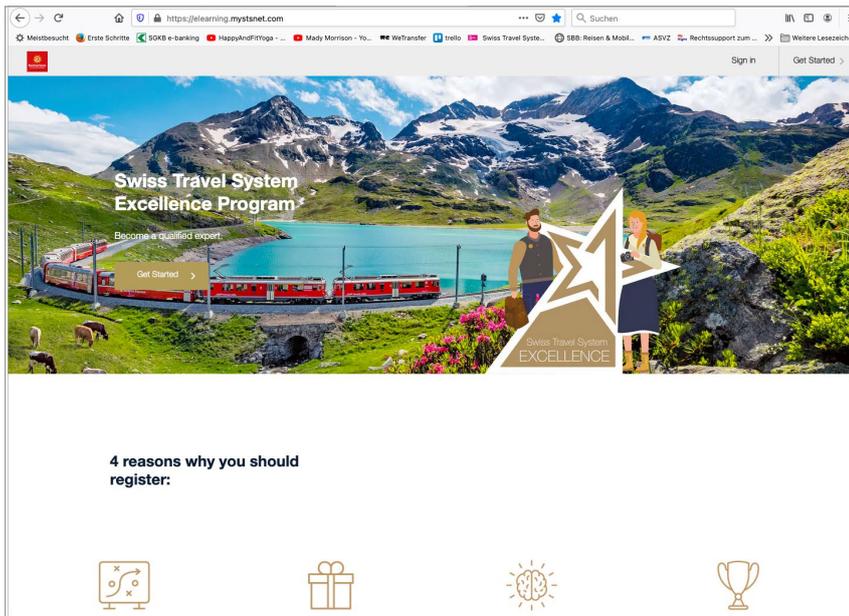


Switzerland.
by train, bus and boat.

Application example

mystsnet.com/elearning

Logo placement: on the homepage, the logo with Heidi and Peter is used.

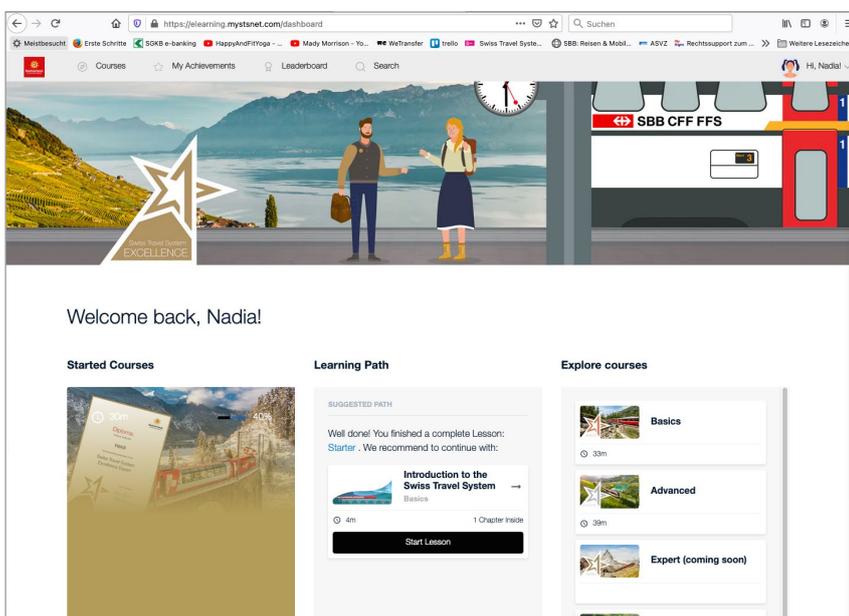


Application example

mystsnet.com/elearning

Logo placement: on the subpages, like the dashboard, only the Excellence logo is used.

Heidi and Peter are illustratively placed in the immediate context. Thus, visual redundancies can be avoided.





Switzerland.
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Logo e-learning Program.

Logo hierarchy with partner logos.

Wherever possible, partners who are marketing part of their services or their offer within the Swiss Travel System Excellence Program should use the logo in their communication under consideration of the regulations as outlined in these guidelines. The use of more than one logo on the same layout, e.g. with the logo of the partner, is admissible. The e-learning logo may be placed within the COM layout of the partner, but if ever possible in the lower left or lower right corner, even in landscape formats. In non-standardised formats the logo may be centred.

Application examples

Zentralbahn and Gotthard Panorama Express.

