



FORMATING & COMMUNICATION

11.12.2023

Anne-Marlene Rüede

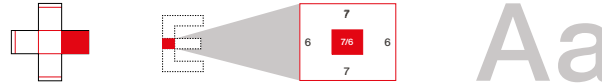
EPFL Space Center (eSpace)

GENERAL

- Short
- Clear
- Concise

Symbolism

The logo refers to Swiss tradition in its construction.



The openings of the letters «E» and «F» come from the proportions of the ends OF THE ARM OF THE Swiss cross. It's proportions are 1/6th larger than high. The color chosen for the logo is that of the Swiss flag. The logo was drawn from the Helvetica Neue font.

Logo

The EPFL logo always features on the top left side of the documents in red.



The main color of our logo is Swiss red. To maintain its readability the primary use is on clear backgrounds and images. The logo should remain red as much as possible, even on dark backgrounds or images. The white version on red background is for secondary uses.

Brand Architecture

Organizational unit references must always be separated from the EPFL logo.



The line «École polytechnique...» (always red) can only be used on legal documents. The mention of the organizational units is always accompanied by the red square (■) with the proportions of the arm of the Swiss cross and must be smaller than the logo.

Corporate Colors

When using colors, you must always choose the values listed here.



Using colors appropriately is one of the easiest ways to ensure that our documents reflect a coherent visual image or story from EPFL. Always balance colors with generous white spaces.

Corporate Font

Suisse Int'l is EPFL's official font



The «Suisse Int'l» has nine weights and is suitable for all uses, from titles to legends. If you do not have access or wish to use an authorised alternative, you must use Arial. On office materials, Arial is used exclusively, because it is available as a system font on all computers, making it easy to share editable documents.

Need Advice?



CORP-ID

EPFL P-MEDIA.COM
CM 2.263 - Station 10
Phone: +41 (0)21 693 70 84
E-mail: corp-id@epfl.ch

corp-id.epfl.ch

**CORP-ID
COFFEES**

Every Thursday
9:00 to 11:00 am
On appointment

■ École
polytechnique
fédérale
de Lausanne

EPFL Brand Guidelines - [link](#)

Thesis

Concept

Method

Results

Takeaway

Communication

Papers

Figures

Slides

Additional

PAPERS

BEFORE

- Do the work first
- Document your progress
- Use citation manager (Mendeley, Zotero)

SET UP

1. **Create document**
 - » Use a template & import graphic items
 - » Connect with citation manager
2. **Add section names and subsections**
3. **Insert figures & tables (drafts initially)**
4. **Write bullet points for introduction and conclusion**

- » Introduction must include objectives of the paper
- » Points must mirror each other

DETAILED OUTLINE

5. Write figure captions
6. Update figures and tables
7. Write bullet point for each item in all (sub)sections
 - » Include result and justification
 - » Include citations and sources, & reference figures

WRITING

8. Transform bullet points into consistent text
 - » Ignore quality, write as if explaining to a friend
 - » Use bullet points, tables and figures when possible
9. Write abstract

WRAP UP

10. Review language

- » Review content and flow of the paper
- » Use tools to fix language (Word, Grammarly, Jenni, ChatGPT)

11. Read paper entirely

- » Check if all objectives announced have been met
- » Check if all citation, acronyms, and figures/tables are referenced

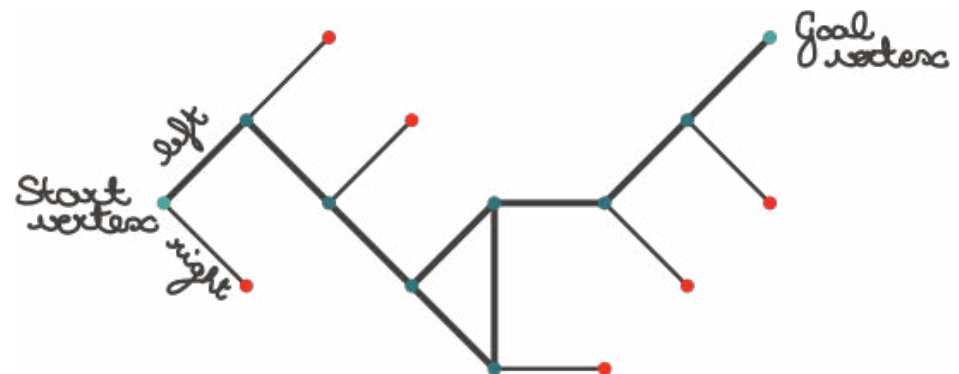
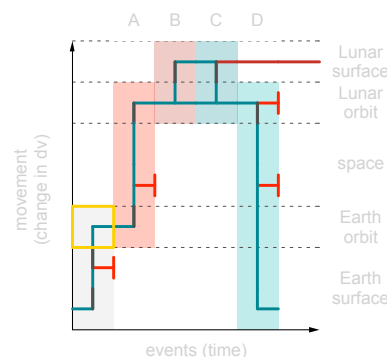
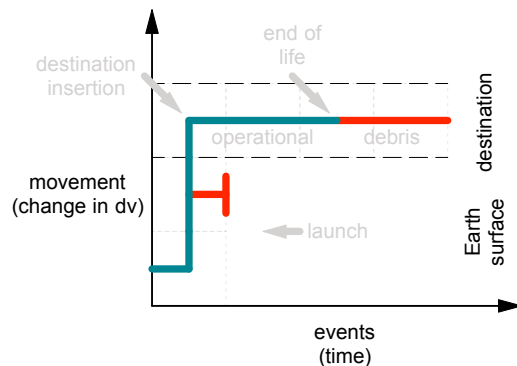
12. Have a colleague proof read it

- » Read someone else's too & adjust

FIGURES

GENERAL

- Use **tables, diagrams, plots, images** when clearer than text
- **Horizontal** figures leave more space in the paper
- Describe figure in the **captions**
- Inkscape, Draw.io, Lucidchart, MATLAB, Python, Microsoft suite, Adobe Illustrator, etc. Also, tablet and hand drawings
- All figures should be **self-explanatory** (with the captions), text should point to them and not the other way round



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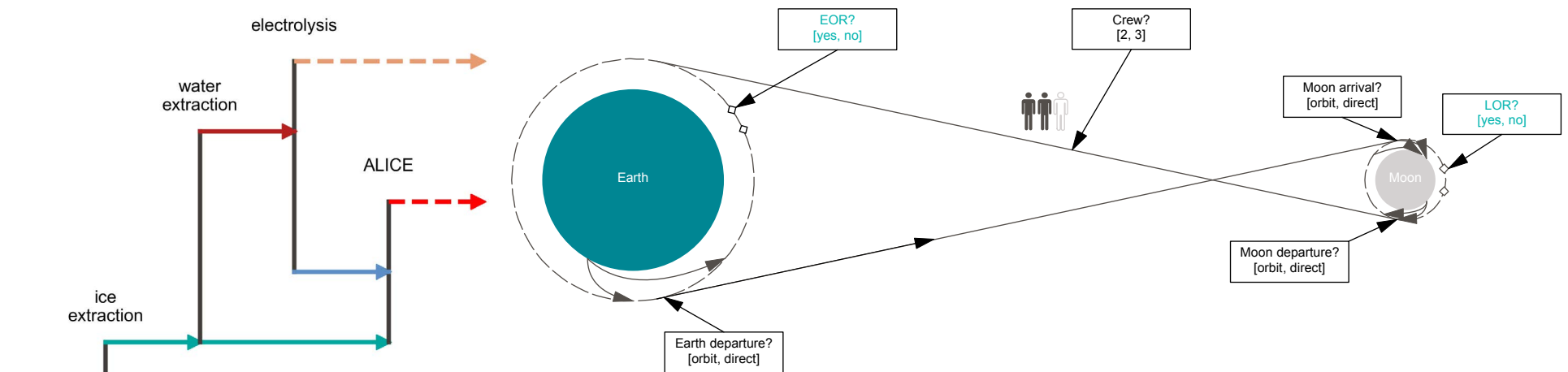
Slides

Additional

FIGURES

GRAPHICS

- Use disposition and layout to help create your message
- Use colors, line thicknesses and types for highlighting
- Arrows, words, legends for added information
- Use as little information and words as possible/necessary
- Most important: **does your message visually stand out?**



System Architecture: Strategy and Product Development for Complex Systems,
Crawley, E., Cameron, B. and Selva, D., 2015

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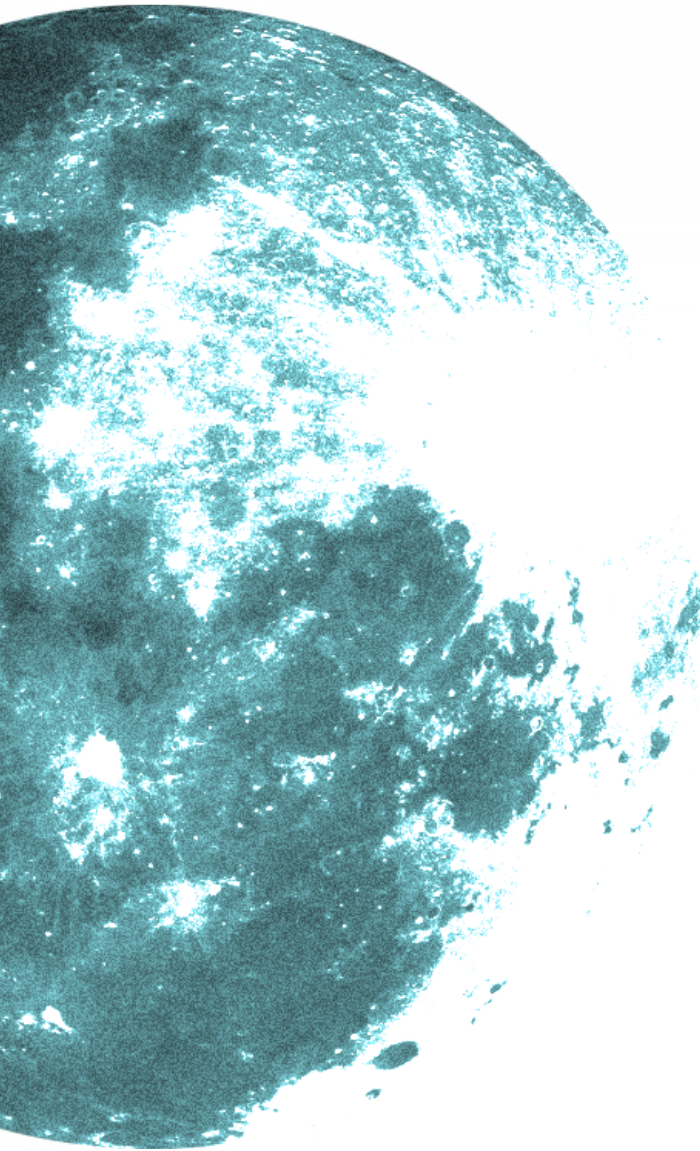
SLIDES

GRAPHICS

- Slides are NOT self-standing, unless specified
- As little words as possible, reading and listening are incompatible
- Use simple visuals which make sense when explained
- Use bullet points with key words only (NOT like here)
- Keep the structure clear, include chapters at the bottom
- Include additional slides with more information (e.g. more detailed tables, data & additional information that might be useful)
- Additional slides allow you to include only what supports your main message
- Use colors, different text sizes & styles to highlight parts
- Use titles & sections
- Use graphic chart & be consistent where easily possible

COMMENTS

- **Beware of AI to create content.** Works best for grammar, spelling, wording (command 'reformulate'), brainstorming, invents fake sources and facts.
- Always **mention sources and citations.** When copy pasted, this must be extremely clear:
- Explained in **text and figure** caption if figure, even if inspiration or modified
- In **italics or quotation marks** if in text
- Copying, using and inspirations is not an issue per se. Not mentioning it is a serious **breach of ethics.**
- To use existing images, check if they are **royalty free.** If from books, papers, courses, then usually must ask publishers and/or authors for permission.



GOOD WORK!

Concentrate on the essentials

Leverage tools & methods