



### 1849 to 1923

The previously canton-based or privately run postal system is centralised under federal law. An emblem with the Swiss cross in the form of a coat of arms, decorated with a post horn, Alpine roses and oak leaves, is chosen as the symbol of the Swiss postal system. The introduction of the telegraph (from 1852 onwards) and the telephone (from 1880/81 onwards) marks the birth of Swiss telecommunications.



### 1923 to 1927

For the first time, an illustration appears on the title pages of the annual reports of the Swiss Postal Administration and the Swiss Telegraphy and Telephony Administration: a Swiss cross with a halo and either a post horn or a telegraph pole, depending on the division.



### 1927 to 1929

Postal, telephony and telegraphy services are brought together under a common administration. The symbolism in the logo focuses on the Swiss cross with the halo, above either the post horn or the telegraph pole from which wires stretch out, depending on the division.



### 1929 to 1931

The logo becomes rectangular in shape, with the Swiss cross as the dominant feature. Even though the postal and telegraphy/telephony divisions have now merged, there are two separate logos with different designs. The telegraph pole remains on the logo used by the telegraphy and telephony services.



### 1931 to 1936

The post horn replaces the symbols for the telephony and telegraphy divisions, giving the impression that the Senior Telegraphy Services Directorate has been swallowed up by the Postal Services Directorate. The joint heraldic logo will be used until the 1980s.



### 1940 to 1982

The post horn disappears. "Switzerland" and "PTT" now make up the logo's message.



### 1982 to 1993

The modern Swiss graphic symbol is incorporated in the PTT logo. An employee of the PTT stamp department gives the logo a contemporary new look.



### 1993 to 1997

The telecom division demonstrates its separate identity with a logo variant in which the word Telecom is the dominant feature.



### 1997

The telecom division becomes a listed public limited company and is given the name Swisscom. The Swisscom logo, with its simple style, combines the human side of technology with the image of credibility and security offered by a traditional company. It forms a central element of the visual identity of the new Swisscom brand.



### 2008

Swisscom positions itself as a telecommunications, IT, multimedia and entertainment company and follows a clear corporate branding strategy. The visual identity of the brand is completely redesigned in order to reflect this positioning. The new logo, depicting a life form revolving around a fixed axis, is a first for Switzerland and the industry. It expresses the fact that Swisscom is an organisation on the move. The logo also supports a strong, dynamic brand image in the electronic media.