

01.07.2025

Q&A Rebranding

1. Why was the rebranding carried out?

SAKK has evolved – in what we do, how we do it, and where we are heading in the future. The rebranding reflects this development and stands for our vision and values.

2. What exactly is changing?

Our name has changed from SAKK to **Swiss Cancer Institute**. Our visual identity, with a new logo, new colors, and new fonts, is more modern and fresh. Our new website reflects our strategic priorities. However, our research excellence and our commitment to our members, partners, and customers remain the same.

3. What information can partners find on the new website?

Our partners will find up-to-date information on trials, reports, donation options, and a separate section for collaborations and events.

4. Are there any changes to the management or board?

The management remains the same. This is a strategic and communicative development.

5. Will contracts or legal conditions change?

All existing contracts and legal agreements remain valid. The rebranding measures have no impact on them.

6. What does the new positioning look like in concrete terms?

We are showing more clearly what we stand for – in terms of content, visuals, and language. We stand for clinical cancer research in Switzerland – locally anchored and locally and globally networked. Our new positioning sharpens our profile and makes us more recognizable in the clinical research landscape, the life science market, and among the general public. There is no other institution in Switzerland that conducts national clinical cancer research across all types of cancer and disciplines and counts all university hospitals and leading hospitals among its members.