

# Rules for the visual identity

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<b>Responsible administrative unit</b>	Communication department
<b>Responsible administrator</b>	Clara Axtelius

**Description:**

The Communications Department is responsible for updating and communicating the policy document Rules for Visual Identity at Stockholm University and the associated manual.

The Communications Department is also responsible for the follow-up of the Rules for Visual Identity, which is updated regularly as needed.



## Introduction

The rules for the visual identity are decided by the Vice-Chancellor and aim to ensure that Stockholm University is a clear sender both nationally and internationally. It is the responsibility of all employees to follow the rules for visual identity in all types of communication, to help convey a visually consistent image of the university in a professional manner.

The visual identity of Stockholm University is based on the basic elements of the graphic profile (logo, colors, fonts, images, graphic elements and sender). Instructions on how to apply them can be found in the graphic manual.

## Logotype

The logotype, the main bearer of the University's reputation in the outside world, is registered with the Patent and Registration Office and is protected by copyright under the Copyright Act. Misuse of the University's logotype will be prosecuted.

The University's logotype consists of the University's mark and a University-wide wordmark. Each employee must ensure that the University's logotype is always used when the University is the sender.

The logotype must not be distorted. The correct originals must always be used. Organizations are not allowed to use or create their own logotypes. This also applies when new activities are added to the University.

The mark and the wordmark must not be disconnected. There are exceptions to this rule, for example in small digital areas where the logotype cannot be displayed in its entirety, on certain promotional clothing and in ceremonial contexts. Exceptions regarding the disconnection of the mark and wordmark must always be approved by the Head of Communications, who may also decide to crop the mark. The Head of Communications may also give permission to other parts of the organization to use the badge as a graphic element in certain contexts.

Students have the right to use the University logotype on bachelor's and master's theses after contacting their department. If students wish to use the logotype in other contexts, approval from the Communications Department is required.

### Portrait and landscape versions

The logotype is available in portrait and landscape versions depending on the application. Both versions can be used for print and for digital display. The minimum size that the portrait logotype may be reproduced in print is 20 mm wide, and digitally 95 pixels wide (Swedish logotype), and 87 pixels wide (English logotype). The landscape logotype must be reproduced in print at least 32 mm wide, and digitally 149 pixels wide (Swedish logotype), and 141 pixels wide (English logotype).

### Colours and language versions

The logotype is available in Swedish and English and is mainly used in the color university blue. It is also available in negative (white) and black. The English translation of the logotype is used on materials in English or languages other than Swedish. University blue should be used in the first instance where possible.



The logotype in Latin and the logotype in gold are only used on special occasions with the approval of the President via the Communications Department.

The logotype in Latin or in gold is only used on formal occasions with the approval of the President via the Communications Office.

## Fonts

### Fonts for the Office suite and email programs

Calibri is used in headings and Times New Roman in body text.

### Fonts for printed surfaces

PMN Caecilia Com Roman is used in the University's logotype, in main headings and to highlight senders within the University.

The Sans Plain and/or Bold is used in other headings, chapter headings, sub-headings and sub-headings. For texts that need to be distinguished from the body text, for example in fact boxes, introductions, captions and table texts, The Sans is used in different weights. See the manual font table for detailed information.

Sabon is used in body text.

### Fonts for digital surfaces

PMN Caecilia is used in the main heading on the entry pages of the su.se domain and in the business name in the header.

The Sans is used in other heading levels and in body, image and table text.

## Graphical elements

The graphic elements taken from the logotype mark - the olive branch, the fire and the crowns - must always project in at least one direction and must not be cropped too much. The use of only small details from the graphic elements is not allowed. The crowns are used sparingly and only when Stockholm University communicates as an authority.

The graphic elements are used in university-wide material and can be used by all activities within the university organization. Students may not use the graphic elements.

### Icons

A selection of icons from the FontAwesome font is used to clarify the central communication.

### Pictogram

A specially developed library of pictograms is used in the sign manual.



## Images

Stockholm University's images should add something beyond what text can convey.

### Visual language

The visual language of photographic images should reinforce the image of a modern, international, open and leading research university in the capital. Images should reflect that Stockholm University is a natural and integrated player in society.

## Sender

In order to be accessible, open and credible, both when the university communicates as a whole or as an individual organisation, it must be clear that Stockholm University is the sender. Sender information must always be included in all communication in the university's channels.

### Naming strategy

Organisation names and department names are placed in a two-level communicative hierarchy.

Level 1: Organisation name/logotype.

This level must always be present and can then be combined with level 2 as needed.

Level 2: Department name. When the communication is based on a single activity (faculty, department or center), the activity name is highlighted.

Level 3: Other names, e.g. names of projects, activities, etc.

### Operation name next to the logotype

The operation name may be placed below or to the right of the Stockholm University logotype. In the first instance, we place the business name (Level 2) to the right of the logotype (Level 1).

### Collaboration

Co-promotion or joint marketing means that two or more brands promote themselves together. The University's logotype may only be used and/or combined with other logotypes when collaborating with agreed partners outside the University. This may include cooperation with other universities, authorities, organizations or companies. Permission for co-branding is granted by the Communications Department.

Categories of collaboration:

- Stockholm University as the main sender
- Stockholm University as one of two or more equal partners
- Stockholm University as a partner of the main sender

In the case of co-profiling, the Stockholm University logotype must be independent and have its own specific/regulated placement.



## Colours

The dark blue colour university blue should always be included on university-wide printed matter/units and, if possible, on printed matter/units of departments and centers, for example by using the logotype in university blue.

Secondary colours are used to highlight elements of the layout, increase readability and create visual variation. The secondary colours must not be used on their own. University blue must always be present to create recognition.

### Primary colour

Stockholm University Blue 100%

PMS 295 C - Coated

PMS 295 U - Uncoated

CMYK 100 69 8 54 - Coated

CMYK 99 51 8 36 - Uncoated

NCS 5540-R90B - Coated

NCS 5030-R90B - Uncoated

RAL Classic 5003

RAL Design 270 30 25

RGB 0 47 95

HEX #002F5F

Stockholm University blue 80%

RGB: 51, 88, 127

Hex: #33587F

CMYK 80 55 6 43 - Coated

CMYK 79 41 6 29 – Uncoated

### Secondary colours

Sky 100%

PMS 629 C - Coated

PMS 629 U - Uncoated

CMYK 36 0 9 0 - Coated

CMYK 32 0 10 0 - Uncoated

NCS 1020-B30G - Coated

NCS 1020-B50G - Uncoated

RAL Design 220 80 20

RGB 172 222 230

HEX #ACDEE6

Sky 70%

RGB 196 232 237

HEX #C4E8ED

Sky 35%

RGB 227 244 247

HEX #E3F4F7

Sky 20% rgb 238 249 250

RGB 238 249 250

HEX #EEF9FA



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Water 100%

PMS 651 C - Coated

PMS 651 U - Uncoated

CMYK 38 14 1 2 - Coated

CMYK 34 11 1 0 - Uncoated

NCS 3020-R80B - Coated

NCS 3020-R90B - Uncoated

RAL Design 260 70 15

RGB 155 178 206

HEX #9BB2CE

Water 70%

RGB: 184, 201, 220

Hex: #B8C9DC

Water 35%

RGB: 220, 228, 238

Hex: #DCE4EE

Water 20%

RGB: 235, 240, 245

Hex: #EBF0F5

Olive 100%

PMS 5777 C - Coated

PMS 5777 U - Uncoated

CMYK 25 9 56 20 - Coated

CMYK 28 11 51 4 - Uncoated

NCS 3030-G70Y - Coated

NCS 3020-G50Y - Uncoated

RAL Design 110 60 30

RGB 163 168 107

HEX #A3A86B

Olive 70%

RGB: 190, 194, 151

Hex: #BEC297

Olive 35%

RGB: 223, 225, 203

Hex: #DFE1CB

Olive 20%

RGB: 237, 238, 225

Hex: #EDEEE1

Fire 100%

PMS 158 C - Coated

PMS 158 U - Uncoated

CMYK 0 62 95 0 - Coated

CMYK 0 50 84 0 - Uncoated

NCS 1080-Y60R - Coated

NCS 1070-Y70R - Uncoated

RAL Classic 2003

RAL Design 060 60 80

RGB 235 113 37

HEX #EB7125



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Fire 70%

RGB: 241, 155, 102

Hex: #F19B66

Fire 35%

RGB: 248, 205, 179

Hex: #F8CDB3

Fire 20%

RGB: 251, 226, 211

Hex: #FBE2D3

Complementary colours - only for formal occasions

Silver

PMS 877 C

CMYK 12 8 8 23

Guld

PMS 871 C

CMYK 30 40 80 15

Other colours - limited use, see Graphic Manual

Green

RGB: 73, 153, 67

Hex: #499943

Red RGB: 176, 0, 32

Hex: #B00020

Red 10%

RGB: 247, 229, 232

Hex: #F7E5E8