

# Visual identity



Stockholms  
universitet

**Helle Ambrén**

**External Relations and  
Communications Office**

**[helle.ambren@su.se](mailto:helle.ambren@su.se)**

- SU:s visual identity
- How to create printed material
- Why and when to use a logotype
- Co-branding
- How to use a co-branding logotype

# The visual identity of Stockholm University

# Vår visuella identitet



Stockholms universitet

## Logotyp



Stockholms universitet



Stockholm University

Engelsk logotyp



Frityra runt logotyp

## Typsnitt för tryck och extern kommunikation

Typsnitt för rubriker och profilerande texter:

**PMN Caecilia 75 Bold**

**PMN Caecilia 55 Roman**

**PMN Caecilia 45 Light**

Typsnitt för ingresser, mellanrubriker och faktatext:

**The Sans B W7 Bold**

**The Sans B W5 Plain**

**The Sans B W5 Light**

Typsnitt för brödtext i trycksaker och annonser:

**Sabon LT Std Bold**

**Sabon LT Std Roman**

Typsnitt för digital vardagskommunikation och webb

**Times New Roman**

**Verdana**

**Georgia**

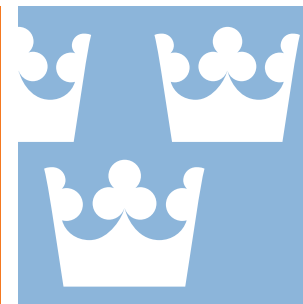
## Grafiska element



Olivkvist



Eld



Tre kronor

## Färgpalett

Primärfärg



Stockholms universitetsblå

PMS 295  
CMYK 100 70 0 60  
RGB 0 47 95

Sekundära färger

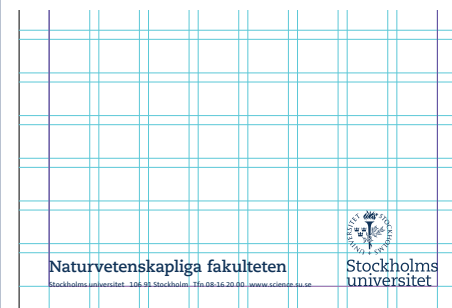


Oliv	Himmel	Vatten	Eld
PMS 5777	PMS 629	PMS 651	PMS 158
CMYK 25 10 60 20	CMYK 35 0 10 0	CMYK 40 15 0 5	CMYK 0 65 100 0
RGB 163 168 107	RGB 161 216 224	RGB 155 178 206	RGB 235 113 37

## Anvisningar: skyltprogram



## Gridsystem och grafisk hierarki för trycksaker



## Anvisningar: webb



- **Logotype** →  
(Swe + Eng)



- **Fonts** →  
(Caecilia, TheSans, Sabon)

**PMN Caecilia 75 Bold**  
**PMN Caecilia 55 Roman**  
 PMN Caecilia 45 Light

Typsnitt för ingresser, mellanrubriker och faktatext:

**The Sans B W7 Bold**  
 The Sans B W5 Plain  
 The Sans B W5 Light

Typsnitt för brödtext i trycksaker och annonser:

**Sabon LT Std Bold**  
 Sabon LT Std Roman

- **Colours** →  
(navy, olive, sky, water, orange)

Stockholms universitetsblå

PMS 295  
 CMYK 100 70 0 60  
 RGB 0 47 95

Sekundära färger

Oliv	Himmel	Vatten	Eld
<small>PMS 5777</small>	<small>PMS 629</small>	<small>PMS 651</small>	<small>PMS 158</small>
<small>CMYK 25 10 60 20</small>	<small>CMYK 35 0 10 0</small>	<small>CMYK 40 15 0 5</small>	<small>CMYK 0 65 100 0</small>
<small>RGB 163 168 107</small>	<small>RGB 161 216 224</small>	<small>RGB 155 178 206</small>	<small>RGB 235 113 37</small>

- **Graphic elements** ↘  
(olive branch, flame, crowns)



Graphic manual (in Swedish)  
at [su.se/visuellidentitet](http://su.se/visuellidentitet)

Creating printed material



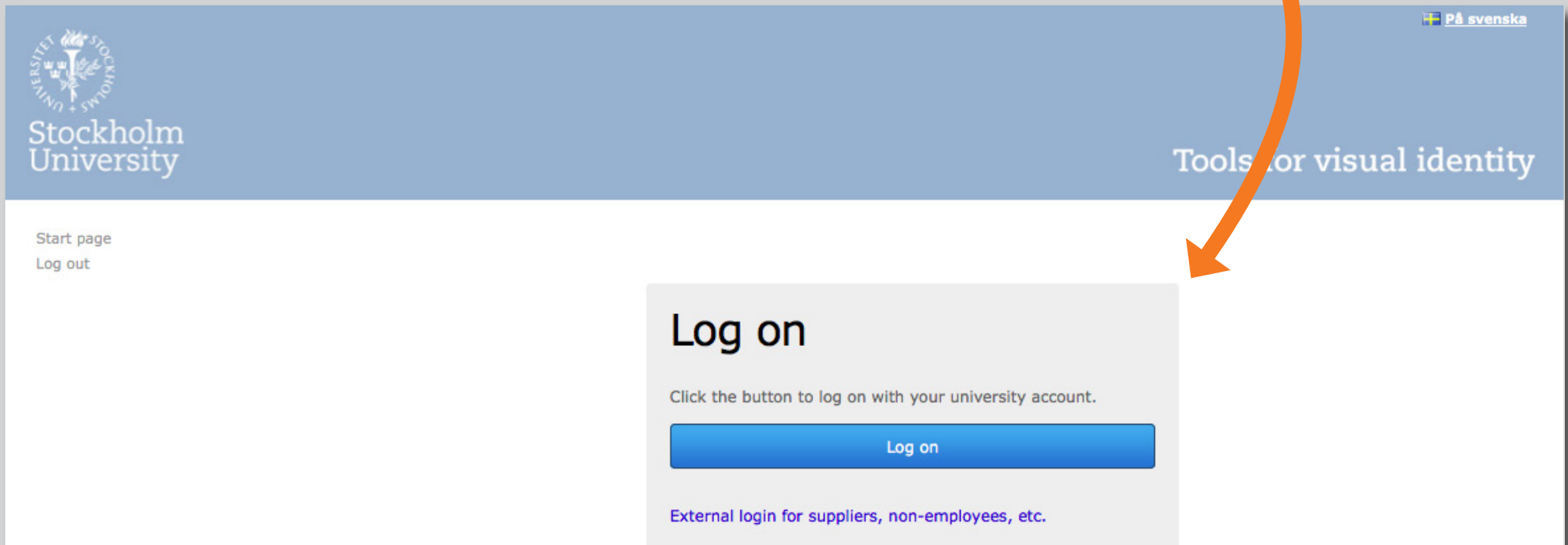
# Create printed material using:

- Production tool for template-based design
- InDesign templates
- Production agency Blomquist & Co


The production tool

Find the production tool at:  
[su.se/visuellidentitet/verktyg](http://su.se/visuellidentitet/verktyg)

# Log on using your university account.



The screenshot shows the top navigation bar of the Stockholm University website. On the left is the university logo and name. On the right is a language selector for Swedish. Below the navigation bar, there are links for 'Start page' and 'Log out'. The main content area features a 'Log on' section with a blue button labeled 'Log on' and a link for external logins. An orange arrow points from the main heading to the 'Log on' button.

 Stockholm University

[På svenska](#)

[Tools for visual identity](#)

[Start page](#)  
[Log out](#)

## Log on

Click the button to log on with your university account.

[Log on](#)

[External login for suppliers, non-employees, etc.](#)



Start page

My settings

Production tool

Media bank

## Welcome to Tools for visual identity /Verktyg för visuell identitet

20 september 2016 The website Tools for visual identity contains Mediabanken (a media bank) and a production tool for template-based design and graphic production, Produktionsverktyget.

The Media bank is a source for downloading photos, images, logos, templates, and presentation material.

The production tool is available to those who wish to create simple graphics in accordance with Stockholm University's visual identity. If you wish to create more advanced designs, we recommend you contact our contracted production agencies or download templates from the Media bank to use with the layout program InDesign.

Be aware of the automatic clearing in the Production tool. Productions under the "Drafts" and "Ready" tabs will be cleared three months after they were last modified. Keep track of any productions you want to save for a longer period of time.

Before you start working with the Production tool, we recommend you read the "Getting started" document. You will find a link to the PDF under "Information".

Please contact visuellidentitet@su.se if you have any questions.

### Shortcuts

Search and download pictures



Download templates

Download logotypes



Produce printed matter

Produce web graphics

Produce a job advertisement



Promote an event



Manual for visual identity (in swedish)

Suppliers (in swedish)

### Information

Welcome to Tools for visual identity /Verktyg för visuell iden...  
2016-09-20

Nyhet! Läs upp arkiverade produktioner  
2016-04-19

Demo broschyrmall med kommentarer  
2016-03-22

Demo broschyrmall  
2016-03-22

New Templates- Omslag (covers)  
2015-09-01

Getting-started document for the production tool  
2015-03-02

Nya mallar och ny beställningsfunktion  
2015-02-17

Templates for marketing of events  
2014-09-10

Welcome to the Media bank  
2014-09-10

Downloading and sending images from Mediabanken  
2014-09-10

### Recent documents

Flyer 11/12  
Production tool

Ince\_SURE  
Production tool

Pröbenchmark  
Production tool

medeltidsposter  
Production tool



**Start page**

My settings

Production tool

Media bank

## Production tool

Create new

Search

Time period

Last year

Selection

Show all

Administration

Stockholms universite

Drafts

Ready

Archived

Label

Type

Template

Created

Modified



Start page

My settings

Production tool

Media bank

## Choose a template below

Search

Category

All

Administration

Stockholms universitet

Label



Affisch, bård, stor bild



Affisch, grafiska element, en spalt, stor text



Affisch, grafiska element, två spalt



Brevpapper, engelskt

Kontorstryck  
Bleed



Brevpapper, svenskt

Kontorstryck  
Bleed



Brevpåse

Kontorstryck



Broschyr A5

Broschyr  
Bleed



Evenemang, affisch, hög bård

Evenemang



Evenemang, affisch, låg bård

Evenemang



Evenemang, affisch, mellanbård

Evenemang



Evenemang, annons

Evenemang

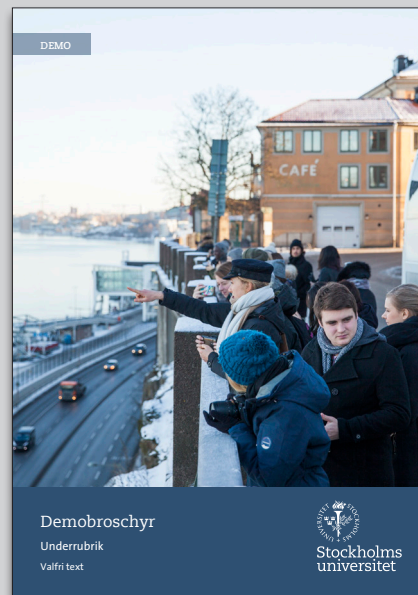
- All
- Affisch
- Broschyr
- Evenemang
- Informationsblad
- Intyg
- Kontorstryck
- Nya SU
- Omslag
- Platsannonser
- Textannonser
- Webb
- Vetenskaplig poster
- Vykort

# Some useful templates:

## 1 Informationsblad (information sheet)





## 2 Broschyr A5 (A5 brochure)



## 3 Affisch (poster)





Have it printed at our  
contracted printing  
service (  )  
or on a standard printer  
at SU (  ).

The logotype

# Why use a logotype?

**For recognition,  
as part of a visual  
identity.**

Why use the SU logo  
instead of your own?

**Stockholm University is a  
strong, well-known brand.**

How can I create a visual identity for a conference or project within SU:s visual identity?

- **Pick colour and/or graphic element from SU:s visual identity**
- **Use it consistently on website and in printed material**

”Samprofilering”  
(Co-branding)

”Samprofiling”  
– when collaborating  
with other universities,  
organisations or  
companies.



*When Stockholm University is the main part: Use our visual identity*



*When Stockholm University and X are equal partners: Use either our or their visual identity, or keep it neutral. Never mix them!*



*When Stockholm University  
is the minority part: Use the  
other part's visual identity.*

Find guidelines  
(in Swedish) at  
[su.se/visuellidentitet](http://su.se/visuellidentitet)

”Samprofileringslogotyp”  
(co-branding logo)

”Samprofileringslogotyp”  
– when marketing a centre  
next to other brands (but  
never within SU).



Stockholm  
University

**Use this for your own material, e.g. on the website and for printed material.**



Stockholm  
University

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**Demography Unit**

**Use this when marketing SUDA next to others, at a conference for instance.**

Questions?

Send an e-mail to

[visuellidentitet@su.se](mailto:visuellidentitet@su.se)

for support.