

Guidelines on the Karolinska Institutet brand

Ref. No 1-235/2021

In effect from 2021-06-01



**Karolinska
Institutet**



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Ref. No: 1-235/2021	Ref. No previous version: -	Date of decision: 2021-06-01	Period of validity: In effect from 2021-06-01
Decided by: President of Karolinska Institutet		Document category: Guidelines	
Handled by office/unit: Communications and Public Relations Office		Prepared together with: Board of Karolinska Institutet, Departments and the Central Administration.	
Revised concerning: Revision of previous brand platform version 4.0 revised November 2014.			

1 Introduction

Strategy 2030 defines Karolinska Institutet's (KI's) three strategic themes – to be a groundbreaking, engaged and global university. These themes point the way for how we are to achieve our overall goals and move closer towards realising our vision: to advance knowledge about life and strive towards better health for all.

The KI brand serves as a guarantee of quality and a promise: this is our mission, and this is what our target groups can expect of us. A recognised, strong brand is crucial to the realisation of our ambitions as set out in Strategy 2030 and our vision. Karolinska Institutet must be cohesive in its whole and in its parts, in word and in deed – the university's image is something we create together. The brand is the sum of our actions and is formed in the eye of the beholders. It is up to everyone, students as well as staff, to nurture and develop this shared asset of ours that is the Karolinska Institutet brand.

KI's activities are firmly rooted in an ethical perspective and the rational core values of creativity, passion and responsibility, which inform everything we do as well as how we relate to each other and to the community in which we operate.

In a world of ever fiercer competition, the brand is essential for making KI visible and attractive. Our aim is to enhance both our image as outward-looking, modern and credible and our already solid reputation.

These guidelines contain instructions on how to handle the KI brand and are for all staff, students and affiliates of the university.

2 Purpose

2.1 Brand strategy – building a single KI brand

KI's brand strategy is monolithic and devised to build a single brand: Karolinska Institutet. The KI brand is to represent the entire organisation and all its operational units. No project, unit, division or department may be perceived as having its own brand identity, which in effect means that it may not have its own logo or distinct name separating it from KI.

2.1.1 Risks of brand misuse

If staff and students deviate from the brand strategy, it will lead to a lack of clarity about the identity of the communicator. We risk compromising our ability to maintain our distinctiveness if sub-brands are created under the main brand. A cohesive communicator – KI – enhances the organisation's total legitimacy.

2.1.2 Gains to be had by proper brand use

Gathering everything under one brand gives KI's activities greater impact by strengthening communication and making it clearer and more recognisable. It

also makes it easier to affect the associations that our target groups make with KI. All divisions, departments and projects at KI benefit from the correct use of the brand.

One important reason for maintaining a strong brand is the recruitment of new employees. The aspect of KI's brand work that concerns the development, shaping and communication of KI as an employer is called the "employer brand" (arbetsgivarvarumärke), which rather than being its own brand, clarifies what KI offers as a workplace – our values, organisational culture and general goals.

2.2 The KI brand in collaborations

Before KI enters a collaboration in which the KI brand will be used, potential impacts on the brand must be described and assessed on the basis of three general questions:

- What possible impact will the project have on the KI brand?
- Is the project in line with KI's values?
- Is the project of benefit to KI?

If the use of the KI brand in the collaboration is in line with KI's values and of benefit to KI, its use shall be regulated in the related agreement.

Although many agreement templates contain provisions on brand use, sometimes a specific licence agreement must be drawn up regulating the extent to which the counterparty may use the brand and how the KI and counterparty brands are to be exposed together. See "Profiling external brand with the KI logo and brand name".

Contact the legal office (avtal@ki.se) to have a licence agreement drawn up. For collaborations entered into without an agreed right to expose each other's brand, this shall be specified in a brand clause of the main collaboration agreement.

2.2.1 Equal treatment principle

Since Karolinska Institutet is a national authority it is subject to the equal treatment principle, which means that KI is bound to treat everybody equally. This principle must be borne in mind when KI decides on letting external actors use our brand.

2.3 Exemptions from the brand strategy

Exemptions from the brand strategy may be made at the discretion of the University Director only.

3 Use of the KI brand name and logo

Karolinska Institutet is a strong and recognised brand. In order to nurture and enhance the brand, KI has issued rules for the use of the brand name and logo. These rules have been designed to make it clear that KI is the communicator and to create uniformity of image throughout the university.

3.1 Graphic profile – Karolinska Institutet as clear communicator

A key aspect of the brand is its graphic profile, which gives an organisation a visual image and makes it easy to recognise and build a relationship with the brand. KI's graphic profile comprises logo, typefaces, colours, design systems and images. Consistent use of the profile strengthens the brand while enhancing recognisability and uniformity. A clear and distinct graphic profile makes it more difficult for a third party to misuse/abuse it.

KI's graphic profile can be found on the staff portal.

3.1.1 Templates

Rules and examples can be found on the staff portal showing how the graphic profile is to be used. There are also templates for making it easier to communicate in accordance with the graphic profile.

3.2 Use of the Karolinska Institutet logo

The Karolinska Institutet logo is the university's signature and quality stamp and is to be used in all communication from KI. It consists of the university seal and typographical name. The logo is to be seen and used as a composite and indivisible whole.

A department, unit or division at KI is required to use the logo in its communication. The brand and logo represent the university as a whole and in its parts.



3.2.1 Logo and graphic profile on the web

Pages/sites under the ki.se domain shall make it clear that KI is the communicator by using the logo and graphic profile. The use of the KI logo and graphic profile on pages/site outside the ki.se domain is prohibited unless regulated by agreement. The Communications and Public Relations Office can provide assistance with this.

3.2.2 Profiling organisational units with the KI logo

Study programmes, projects, departments, research centres and other organisational units all help to augment the Karolinska Institutet brand by using the KI logo. No unit may develop its own logo, but must state its name in plain text alongside the KI logo, like so:



The same principles apply to the name Karolinska Institutet; see “Use of the Karolinska Institutet name”.

3.2.3 Internal projects

A project started within KI must use a clearly descriptive name and may not use its own logo or other project-specific symbols/illustrations. The project name is to be written out in plain text with the KI name and logo denoting the communicator for all communication, internal as well as external.

3.2.4 Research centres formed within KI and with other organisations

There are guidelines for research centres on the staff portal. Research centres are named “Centre for + research focus”. This creates a clear structure and distinguishes the research centres from other KI units. Research centres profile themselves using the KI logo and the name of the research centre in plain text. Research centres operated jointly with other organisations profile themselves with both logos and a neutral colour palette.



3.2.5 Profiling an external brand with the KI logo and brand name

Several things must be considered when using the KI brand in combination with external parties. It is important for the other brands to accord with KI's activities (see "The brand in collaborations"). The way in which the KI brand may be used depends on the type of collaboration. Here are three common examples:

Karolinska Institutet is the main party in a collaboration

The design is to be based on the KI identity and graphic profile. The partner's logo is to be rendered at about half the size of the KI logo and in most cases accompanied by an explanatory text (e.g. "In collaboration with"). The partner's name can also be rendered in plain text without logo. If both are used, the logos are to be placed on opposite sides of the space allocated.

Karolinska Institutet is part of a project run by one or more parties

The design is not to be based on the KI identity and graphic profile. KI appears by name only, or by name and logo. If the KI logo is used, it is accompanied by an explanatory text (e.g. "In collaboration with").

A written collaboration agreement containing a clause on brand use must be in place before the KI logo can be used.

If an external party applies for and obtains the right to use the KI logo, such use must be regulated in writing and given a specific end-date. If the collaboration involves a particular researcher or research group, his/her/their employment status at KI may be stated in plain text (e.g. "The study was conducted in collaboration with Anna Andersson, researcher at the Department of X, Karolinska Institutet").

KI runs a project with one or more equal partners

The design is not to be based on the KI identity and graphic profile. Instead, a neutral design is to be used with the logos placed beside each other.

Karolinska Institutet and Karolinska University Hospital, for instance, have joint templates for such collaborations that use neither the KI nor the hospital brand colours (plum and blue, respectively) in the layout or text but a neutral grey palette.

3.3 Use of the name Karolinska Institutet

The name identifies our business, creates recognition and is an important and valuable asset that has to be handled with care. Study programmes, projects, departments, research centres and other organisational units may not include the name Karolinska Institutet or its abbreviation KI but must be communicated descriptively and in compliance with the KI graphic profile, unless exceptional circumstances move the University Director to decide otherwise.

3.3.1 The abbreviation KI

The name shall always be written in accordance with KI's Style guide for written communication.

- The permitted abbreviation is KI written in capital letters.
- Both parts of the name are to be written with capitalised initials (capital K and capital I) to indicate that “Institutet” is part of the name rather than simply a descriptive noun.
- It is not permitted to use the truncated term “Institutet” or “the institute” as it gives an unclear and incorrect idea of our activities.

3.3.2 The abbreviation KI in a digital context

In some cases, particularly in a digital context, there is reason to use the abbreviation KI, such as in the name of a system (KI Mediabank) or a seminar series (KI-xxx). If the abbreviation is used in a heading/name, Karolinska Institutet must be written out in full in close connection to it; alternatively, the abbreviation may be complemented with the KI logo.

In external contexts it is not obvious what KI stands for, as there are other organisations that are abbreviated in the same way. To avoid confusion, the whole brand name shall be used wherever and whenever possible.

3.3.3 Risk of confusion in the name “Karolinska”

- “Karolinska” is a jointly trademarked asset for Karolinska Institutet and Karolinska University Hospital, and its handling is regulated in joint guidelines. To avoid confusion, it is important never to refer to KI as just “Karolinska”.
- The name “Karolinska” is shared by other organisations besides Karolinska Institutet and Karolinska University Hospital, which adds to the confusion and lack of clarity when the name “Karolinska” is used in isolation.

3.3.4 Always Karolinska Institutet – regardless of language

The brand name is never to be translated to other languages in writing. In English, therefore, we are also known as Karolinska Institutet (see Style guide for written communication).

3.4 The use of the KI brand in different roles

The brand may be used in different ways for different purposes. It is important to always be clear about your role at and connection with KI in your communication with others. This is particularly important for those with more than one role.

3.4.1 Karolinska Institutet employees

The KI graphic profile and logo may only be used for official business and in channels within KI's control. This applies to all employees, including employed doctoral students and others on hourly contracts, such as student ambassadors.

3.4.2 Affiliated employees

Affiliated employees may use the KI graphic profile and templates when communicating in this capacity.

3.4.3 Doctoral students

Only the KI logo may be printed on a thesis ahead of its defence at KI. If the doctoral student has received external funding, a request is often made to have the funding party's logo included on the cover as well; this is, however, not permitted and the student must, if he/she so wishes, thank the party in the body of the text. Thesis templates are available on the staff portal.

3.4.4 Students

When submitting degree projects at an official (C and D) level, students must use the KI logo and comply with the KI graphic profile. Course coordinators shall supply approved templates and make sure that students follow the rules governing the use of the brand and logo. Students are not, however, authorised to use email signatures, business cards and letterheads bearing the KI name.

3.4.5 Student organisations

Material produced jointly with the Medical Students' Association in Stockholm (MF) and the Student Union of Odontology (OF) is subject to the "dual control" principle, since the parties involved are considered equal (see "Profiling an external brand with the Karolinska Institutet logo and brand name"). This means that a neutral design (i.e. not the graphic profile of KI or either union) must be used and that the unions' logos must be the same size as KI's.

3.4.6 Suppliers and consultants

Suppliers and consultants engaged by KI may not use the KI name or logo in their marketing. One example of this is when a supplier or consultant wishes to use the KI logo to display KI as a reference customer in its external communication. As a government authority, KI has limited opportunity to figure in these contexts. Exceptions are possible in specific instances, and only then with the written approval of KI after consideration of the request. A clause on brand use is generally included in KI's agreements.

3.4.7 External financiers/sponsors

When KI projects and/or the like receive financial support from an external party, the financier/sponsor sometimes requests use of the KI brand (usually the logo) in its marketing. External funding does not entitle the party to use the KI logo (see the rules on endowments and sponsorships). KI may, however, thank the financier/sponsor in its external information. There is also sometimes reason

to publish the financier's/sponsor's logo on webpages or printed matter produced by KI (provided that approval to do so is given).

There are cases, such as ahead of a major seminar, in which a sponsor may make one-off use of the KI logotype; such use shall always be regulated by agreement.

In the case of endowments, it is permitted for the donor to communicate the fact that a donation has been made to KI provided that KI has accepted it with a signed deed of gift. An example of such an instance is a company that sends a message to its customers that it has donated money to KI instead of purchasing a traditional Christmas gift. The name Karolinska Institutet is to be written in the main text but the logotype may not be used.

4 Communicating the brand

Communication is an essential part of building the Karolinska Institutet brand. Targeting the communication at different groups, using standardised texts to describe our activities and striving for consistency of textual and graphical tone all help to communicate KI in a uniform, qualitative and effective manner (see KI's communication policy).

4.1 Tagline

A tagline is a concise and catchy phrase or slogan that can be used to convey an organisation's most important message. KI's current tagline describes who we are, and is the same for every target group. It is used, for example, on ki.se, in our email signatures and on general printed matter.

Swedish tagline

Ett medicinskt universitet

English tagline

A medical university

4.2 Profile text

Profile texts are brief, standardised descriptions of an organisation. KI's profile texts are used in different contexts, such as in recruitment advertisements and on the back of brochures and folders. The profile text is the same for all target groups.

4.2.1 Swedish profile text

Karolinska Institutet är ett av världens ledande medicinska universitet med visionen att driva utvecklingen av kunskap om livet och verka för en bättre hälsa för alla. I Sverige står Karolinska Institutet för den enskilt största andelen medicinsk akademisk forskning och har det största utbudet av medicinska utbildningar. Varje år utser Nobel församlingen vid Karolinska Institutet mottagare av Nobelpriset i fysiologi eller medicin.

4.2.2 English profile text

Karolinska Institutet is one of the world's leading medical universities. Our vision is to advance knowledge about life and strive towards better health for all. Karolinska Institutet accounts for the single largest share of all academic medical research conducted in Sweden and offers the country's broadest range of education in medicine and health sciences. The Nobel Assembly at Karolinska Institutet selects the Nobel laureates in Physiology or Medicine.

4.3 Textual and graphical tone

The activities carried on at KI are inspirational and interesting to many people and shall therefore be communicated in the same spirit. One of the most credible ways to communicate is to let different university groups – researchers, students, staff, alumni and management – depict the university in their own words.

The design of textual and graphical material depends on the target group, and to micromanage this material is neither possible nor desirable.

A text shall be adapted to its content, format/communication channel, situation, recipient, etc. Ideally, texts from KI should be simple and straightforward, factually and grammatically correct, and written in accordance with KI's style guide for written communication and in compliance with the Language Act (2009:600).

KI endeavours to use graphics that are gender-aware, norm critical and Discrimination Act-compliant (2008:567). Graphics are designed in accordance with KI's graphic profile and the images section.

5 Legal support

5.1 What does having a registered brand entail?

Karolinska Institutet has different classes of registered brand, which means that KI retains relative sole rights in the classes registered.

5.2 What happens when the brand is misused?

Karolinska Institutet is a registered brand. Other than in exceptional cases, the university controls who professionally may use the brand (name and logo) and how.

No one outside KI is entitled to use KI's name or logo in the registered classes for their goods or services or in their marketing without KI's approval. Anyone who does is possibly guilty of brand infringement. Examples of such infringement are when a researcher claims on false grounds to belong to KI in a professional capacity, or a company that wrongly declares that its products have been tested at KI.

5.3 Reporting suspected brand infringement

If an external party wrongly uses the KI brand it must be reported through KI's incident reporting system.

5.4 Questions about the brand – contacts

The brand is a shared responsibility and involves many organisational units. Support is available from, amongst others:

The Legal Office

Support on agreements and brand law, such as licence agreements related to the brand.

Communication and Public Relations Office

Advice and operational support on brand issues related to brand protection, graphic profile, etc.