

# Graphic manual

About the graphic profile	3	<b>Applications</b>	
<b>Logotype</b>		<b>Print</b>	
Our logotype	5	Covers	27
Guidelines for the use of the logo	7	Ads	29
Position of the logo	8	Posters	30
		Theses	31
<b>Colours</b>		Business cards	31
Primary colours	10	<b>Web and digital</b>	
Functional colours	11	Web	33
Colours and accessibility	12	PowerPoint	34
Colour codes	13	Banners	35
		Social media	36
<b>Typeface</b>		Digital screens	37
Typeface for branding	15	<b>Profile material</b>	
Use and hierarchies	16	Rollups	39
		Name tags	40
<b>Images</b>		Promotional products	41
Use of images	18	<b>Film</b>	
		Design of film	43
<b>Graphic elements</b>			
Use of graphic elements	20		
<b>KI's brand in collaborations</b>			
KI as primary sender	22		
Several equivalent senders	23		
Other primary sender, KI together with other logos	24		

## We are advancing knowledge about life and strive towards better health for all.

To get closer to our vision, we need a strong, recognised and well-profiled brand.

All students and staff are responsible for nurturing and developing the brand Karolinska Institutet (KI). We do so by, among other things, using our logo, fonts, colours and images in a consistent way. This strengthens KI's brand, while at the same time create recognition and clarity in our communication.

Find more information about how to use KI's brand in *Guidelines on the Karolinska Institutet brand*:

<https://staff.ki.se/tools-and-support/communication-tools-and-support/brand-platform-and-graphic-profile/guidelines-on-the-karolinska-institutet-brand>

KI should be perceived as outward-looking, modern and credible with a very good reputation. The graphic profile should reflect KI as a leading medical university. The profile should be clear and easy to recognise plus make it easier for users to do the right thing.

Since we are a public authority, the profile must also be able to meet the requirements based on the law on accessibility to digital public service. It is important that everyone can access KI's information on equal terms.

The manual describes the different parts of the graphic profile; logotype, typeface, colours, graphic elements and images. We show examples of what our design looks like and how to apply it in different channels.

### Contact

You can find KI's brand platform and graphic profile online: <https://staff.ki.se/tools-and-support/communication-tools-and-support/brand-platform-and-graphic-profile>

The Communications and Public Relations Office is responsible for the content and development of the graphic manual.

# Logotype

## Our logotype

The Karolinska Institutet logo is the university's signature and quality stamp and is to be used in all our communication. Even when a department, division, unit or centre at KI is the sender of the information, Karolinska Institutet's logo should be used. Karolinska Institutet's brand and logo represent the entire organisation.

### Colours

The logo is available in both plum and white and these are the versions to be used primarily. The black logo is only used in print when colour is not available.

### Components

Karolinska Institutet's logo consists of the university seal and typographical name. The logo is to be seen and used as a composite and indivisible whole.

The seal consists of a snake bowl, the rod of Asclepius and a cockerel. The rod of Asclepius is named after the god of medicine, Aesculapius or Asclepius. Over time, the snake became coiled around the staff borne by the god. The snake bowl was originally depicted together with Asclepius' daughter, the virgin goddess of health Hygieia or Hygiea. The snake ate from her bowl, which was considered to bring good fortune. The cockerel symbolises new life and was sacrificed to Asclepius by those who had recovered from illness.

KI's logotype – positive version



KI's logotype – negative version



Seal



Word picture

Karolinska  
Institutet

KI's logotype

### Horizontal and vertical version

The logo is available in two versions, horizontal and vertical. The first choice should always be the horizontal logo. If there is limited space in the layout or if the logo must be positioned centrally, the vertical version is more appropriate.

### Digital version

The digital version of the logo, with fewer details, is optimised for small sizes in digital channels.

### Seal

The seal should always be used together with the typographical name. However, exceptions can be made when the format is too small and when it is perfectly clear that KI is the sender. One example would be in social media, where Karolinska Institutet is indicated in text right next to the logo. The seal alone may also be used in ceremonial contexts.

### Language

The logo is not translated into other languages.

### Format

The KI logo is available for both digital use and for print in different file formats: EPS format for print production, PNG format for simpler printouts, JPG, PNG and SVG formats for screen views.

KI's logotype – horizontal version



KI's logotype – vertical version



Digital version of the logotype



## Guidelines for the use of the logo

To ensure logo visibility, don't place the logo against detailed and cluttered backgrounds. Also, to ensure that the logo is clearly visible, it is important that there is an exclusion zone around the logo. The exclusion zone is the empty space that must be left around the logo in relation to other graphics, text, or the edge of the surface.

The logo must not be cropped, distorted or misrepresented in any way. It is also create your own originals or variants of the logo is not allowed.

### Digital vs regular version

Use the digital version of the logo in digital contexts, such as for the web, social media, film and digital presentations.

Use the regular logo for analog materials such as printed matter, printouts, promotional products and signage.



Exclusion zone - The height of the letter K illustrates the dimension of the exclusion zone.

Digital version of the logo for web, social media, film and ppt-presentations



The regular version of the logo for printed material, printouts, promotional products and signage



## Position of the logo

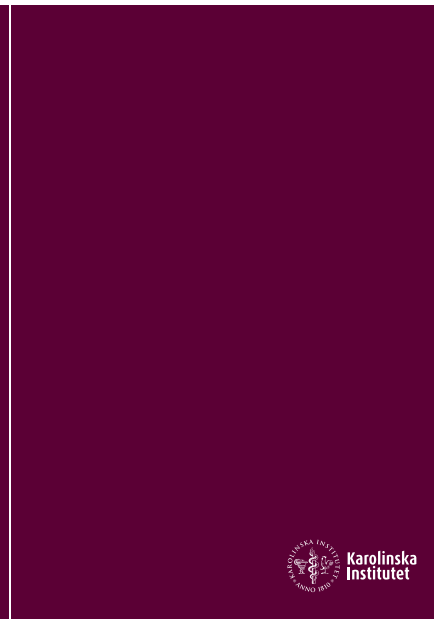
The logo can be placed both on the right or the left-hand side, depending on the device being used. See examples in the applications section. The position should always take into account the exclusion zone.

Use KI's templates when producing a poster or a presentation, where the logo is already in the correct position and using the correct exclusion zone.

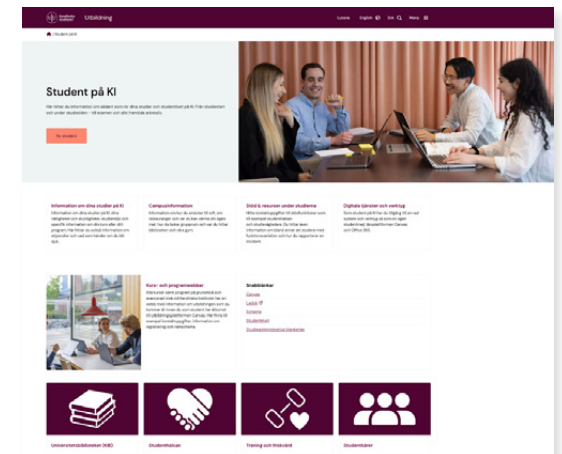
Printed matter back side



Printed matter front side



Web page



Powerpoint presentation



# Colours

## Primary colours

Karolinska Institutet's colour palette is based on the plum colour which is one of KI's main identity bearers. The colour palette is designed to create dynamism and a modern expression and contributes to KI having a consistent visual expression.

There are five primary colours in addition to black and white. The primary colours are dark plum, orange, light orange, light blue and plum.

*Dark plum* is used in text, as a background colour and in infographics.

*Orange* is used as an accent colour, for instance to highlight specific content.

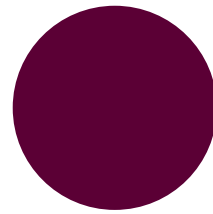
*Light orange* and *light blue* are primarily used, along with white, as background colours.

*Plum* is mainly used in the logo and in infographics/illustrations (not to be used as background colour).

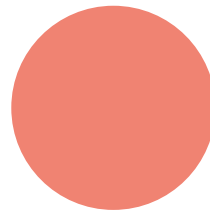
*Black* is mainly used as text colour.

The colours meet the accessibility requirements in terms of contrast and readability.

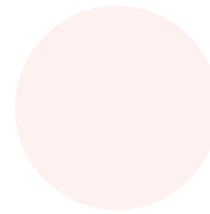
Primary colours



Dark plum



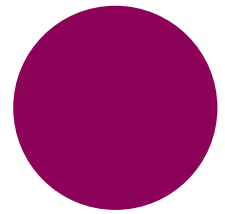
Orange



Light orange

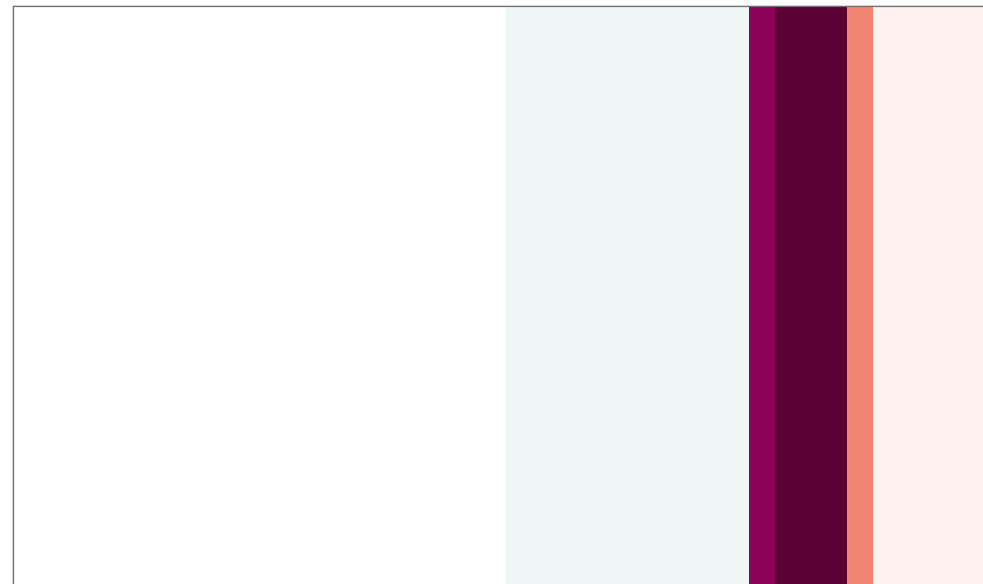


Light blue



Plum

Logotype colour



The distribution of colours (with the exception of black, which is mainly used in text) aims to give an indication of how the overall colour expression should be.

## Functional colours

To create an even more flexible palette, KI has a set of functional colours. This provides great opportunities for variation based on your needs.

The functional colours can be used for charts, infographics or illustrations. See examples in the applications section.

KI's functional colours consist of 6 colour clusters: 1. plum, 2. orange, 3. blue, 4. grey, 5. green och 6. yellow. Each cluster in turn contains three shades of varying color intensity. (The numbers indicate the order of priority).

### Colour management – charts

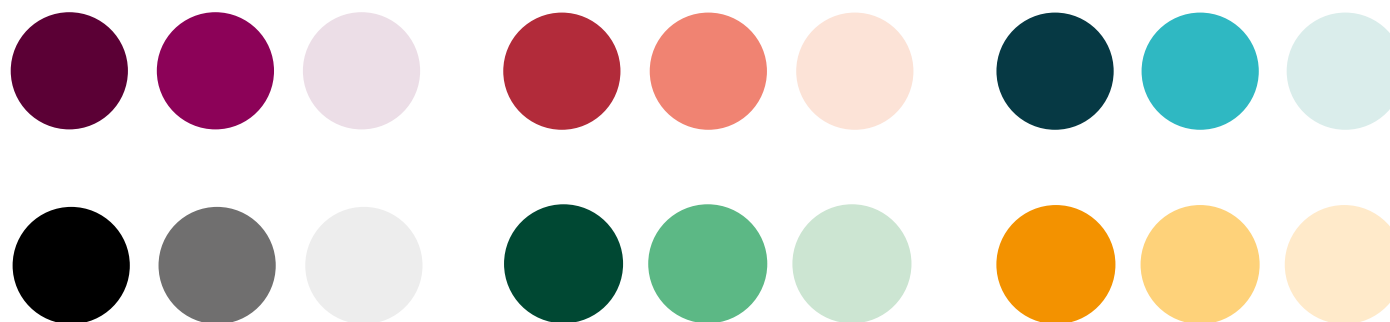
To ensure a uniform expression, as well as good contrasts, we use a fixed colour order, where dark and light tones alternate. See example to the right.

For accessibility, texts or numbers should be in black and placed next to the bar/chart section. In graphs and charts, the brightest colours need to have outlines (0,5 pt thin black outline) to enhance contrast between colours.

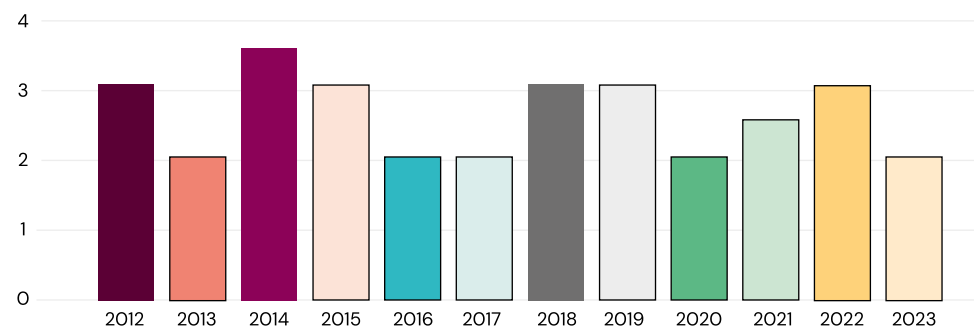
### Colour management – infographics

Infographics also build KI's identity. Therefore, the colour clusters of the primary colours plum (1.) and orange (2.) should primarily be used. To avoid a messy expression, no more than two colour clusters should be used.

Functional colours



Colour management – charts



## Colours and accessibility

We want everyone to access our material and therefore we are working with accessibility through clear contrasts.

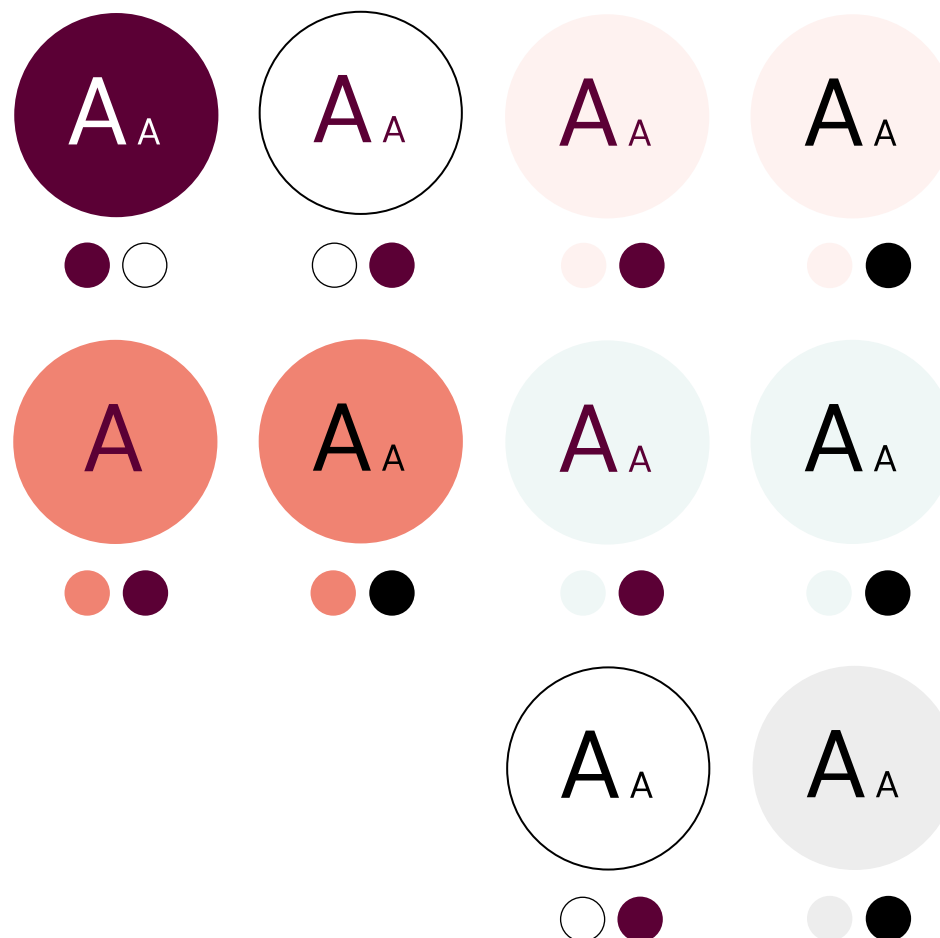
### Colour combinations

The letters within the circles show possible colour combinations that generally meet the accessibility requirements when it comes to readability and contrast for KI's primary colours.

If you want text or numbers on a functional colour, choose black or white text – the colour that creates the most contrast with the background colour.

The size of the text also affects the colour impression and the readability, especially in digital media. Therefore, specific recommendations regarding text sizes can be found in the WCAG guidelines\*.

Possible colour combinations for text against background colours





















The examples are based on plain text on a large scale of at least 18 pt/24 px and smaller text of at least 14 pt/18.5 px. The letters in the circles above correspond to the mentioned dimensions, for larger and smaller text, and indicate which colour combinations are allowed. All color combinations, except for dark plum on orange, work on a large as well as a small scale.

NB! Larger typography is generally used in digital channels than in printed matter (for example 16 pt body text on the web would correspond to approximately 9 pt body text in a printed matter).

\*Web Content Accessibility Guidelines

## Colour codes

	<p>Dark plum</p> <p>PMS 229c / 2357u</p> <p>CMYK 20/100/0/70</p> <p>RGB 79/4/51</p> <p>HEX# 4F0433</p>		<p>Plum</p> <p>PMS 228c/u</p> <p>CMYK 20/100/0/40</p> <p>RGB 135/0/82</p> <p>HEX# 870052</p>		<p>Light plum</p> <p>PMS 9323c/u</p> <p>CMYK 8/15/5/0</p> <p>RGB 237/219/228</p> <p>HEX# EDDBE4</p>	
	<p>Dark orange</p> <p>PMS 201c / 187u</p> <p>CMYK 0/90/60/30</p> <p>RGB 184/65/69</p> <p>HEX# B84145</p>		<p>Orange</p> <p>PMS 170c / 2024u</p> <p>CMYK 0/60/50/0</p> <p>RGB 255/135/111</p> <p>HEX# FF876F</p>		<p>Light orange</p> <p>PMS 9280c / 9061u</p> <p>CMYK 0/7/5/0</p> <p>RGB 254/238/235</p> <p>HEX# FEEEBB</p>	<p><i>In infographics</i></p> <p>0/15/15/0</p> <p>255/221/214</p> <p>FFDD66</p>
	<p>Dark blue</p> <p>PMS 2217c / 3165u</p> <p>CMYK 100/70/60/40</p> <p>RGB 0/44/52</p> <p>HEX# 002C34</p>		<p>Blue</p> <p>PMS 2397c/u</p> <p>CMYK 70/0/27/0</p> <p>RGB 77/181/188</p> <p>HEX# 4DB5BC</p>		<p>Light blue</p> <p>PMS 50% 9481c / 9424u</p> <p>CMYK 8/0/5/0</p> <p>RGB 237/244/244</p> <p>HEX# EDF4F4</p>	<p><i>In infographics</i></p> <p>18/0/10/0</p> <p>204/235/237</p> <p>CCEBED</p>
	<p>Black</p> <p>PMS Black</p> <p>CMYK 0/0/0/100</p> <p>RGB 0/0/0</p> <p>HEX# 000000</p>		<p>Grey</p> <p>PMS 70% Black c/u</p> <p>CMYK 0/0/0/70</p> <p>RGB 102/102/102</p> <p>HEX# 666666</p>		<p>Light grey</p> <p>PMS 10% Black c/u</p> <p>CMYK 0/0/0/10</p> <p>RGB 241/241/241</p> <p>HEX# F1F1F1</p>	<p><i>In infographics</i></p> <p>221/222/224</p> <p>DDDEEO</p>
	<p>Dark green</p> <p>PMS 343c / 342u</p> <p>CMYK 100/60/90/30</p> <p>RGB 9/67/52</p> <p>HEX# 094334</p>		<p>Green</p> <p>PMS 346c / 345u</p> <p>CMYK 65/0/60/0</p> <p>RGB 84/185/134</p> <p>HEX# 54B986</p>		<p>Light green</p> <p>PMS 566c/u</p> <p>CMYK 25/0/23/0</p> <p>RGB 199/236/220</p> <p>HEX# C7EADC</p>	
	<p>Dark yellow</p> <p>PMS 2012c / 130u</p> <p>CMYK 0/50/100/0</p> <p>RGB 45/154/0</p> <p>HEX# F59A00</p>		<p>Yellow</p> <p>PMS 1345c / 2005u</p> <p>CMYK 0/20/60/0</p> <p>RGB 255/198/109</p> <p>HEX# FFC66D</p>		<p>Light yellow</p> <p>PMS 9160c / 9224u</p> <p>CMYK 0/10/25/0</p> <p>RGB 255/231/194</p> <p>HEX# FFE7C2</p>	

# Typeface

## Typeface for branding

DM Sans Regular,  
Medium, Bold & Italic

The font DM Sans is developed by Google and adapted to work well in digital as well as print channels. The font has a high readability on screen, which is important from an accessibility point of view.

DM Sans is used in both digital channels and in printed matters, for example in headings, body texts, captions, preambles, subheadings and buttons.

---

DM Sans Regular

abcdefghijklmnopqrstuvxyzåö  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ  
0123456789!&%

DM Sans Medium

abcdefghijklmnopqrstuvxyzåö  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ  
0123456789!&%

---

DM Sans Bold

**abcdefghijklmnopqrstuvxyzåö**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ**  
**0123456789!&%**

DM Sans Italic

*abcdefghijklmnopqrstuvxyzåö*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ*  
*0123456789!&%*

## Use and hierarchies

Main headings (heading level 1) use DM Sans Medium

Subheadings use DM Sans Bold (heading level 2 & 3) and DM Sans Italic (heading level 4).

Preambles and body text use Regular. Italic is also used in body text to distinguish and highlight specific content.

Heading levels 1 and 2 are set with setting optical kerning as well as pinching -15, making the text less sparse..

### Colours

Typography is set solely in the colours black, dark plum and white and against colour backgrounds where the contrast requirements are met.

### System typefaces

Arial och Times New Roman can be used if DM Sans is not available due to technical reasons or in contexts when KI communicates along with other brands such as Karolinska University Hospital or Region Sthlm.

---

Heading level 1  
DM Sans Medium

# Huvudrubrik

---

Heading level 2 och 3  
DM Sans Bold

## Underrubrik

Heading level 4  
DM Sans Italic

## *Underrubrik*

---

Preambles  
DM Sans Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

---

Body text  
DM Sans Regular + Italic

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco aborisi nisi ut aliquip ex ea commodo consequat.

---

Example

# Huvudrubrik 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

## Underrubrik 2

### Underrubrik 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco aborisi nisi ut aliquip ex ea commodo consequat.

### *Underrubrik 4*

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

# Images

## Use of images

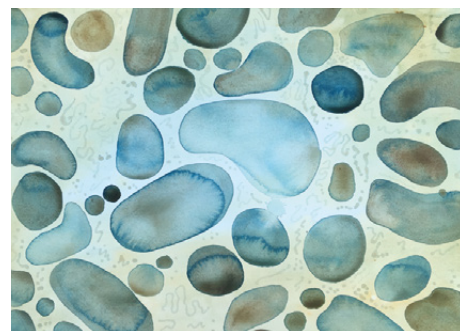
Images can be photographs, but also illustrations, graphics, or image montages for still images or films. KI's graphic profile contains a checklist (see right) for how we consistently use images and films. When choosing an image, strive to be gender-aware, norm-critical and inclusive in the choice of images.

### AI-generated images

When marketing Karolinska Institutet, we do not use AI-generated images to represent our campus environments, staff, or students. We use images of actual environments, researchers, and students to create a credible image of KI.

AI-generated images can be used for various types of graphics and thematic images, mainly for material that would otherwise have been illustrated with purchased genre images from an image bank.

### Examples of images



### Checklist for images

#### 1. Genuine and natural

Images and film should reflect and bring KI's operations to life. Images should preferably be taken in KI's environments and by employees and students "in action".

#### 2. Relevant for the context

Images and film must have a connection to the subject being illustrated. For example, if you need to illustrate a conference about cancer research, choose a research-related image, an image of conference participants, or an image of the place where the conference will be held.

#### 3. Professional and in high quality

Images and film must be characterized by high quality and live up to the requirements for openness and accessibility that are imposed on public activities. The images should be in high resolution, have good light/contrast/focus, and preferably be taken by a professional photographer.

#### 4. Realistic – especially in labs and clinical settings

Double-check, for example, that jewelry, hair, and clothes follow the hygiene requirements for the specific environment.

#### 5. Useful and not only serve as decoration or to fill space

MGraphics can help us visualize things that are difficult to explain using only photos or text. For example, if you want to show a procedure, a connection between things or development.

If possible, avoid images that feel unnatural and taken out of their contexts, such as over-arranged agency stock photos and clip art pictures..

#### 6. Gender-conscious, norm-critical and inclusive

KI values diversity, different opinions, and many voices, which should be reflected in the image choice. Images should, for example, show the entire KI (both Campus Flemingsberg and Campus Solna), as well as show the breadth of KI's education and research environments (not just education with high application pressure). Our target groups/visitors/users should be able to recognize themselves in our images.

#### 7. Free from alcohol and drugs

KI works for a drug-free work and study environment by distancing itself from alcohol, drugs, and other addictive substances, and this also applies to images. Exceptions are genre images to illustrate research in these areas.

#### 8. Free from product placements

Avoid logos and marks on objects and clothing. If possible, avoid displaying advertisements or logos in the background.

# Graphic elements

## Use of graphic elements

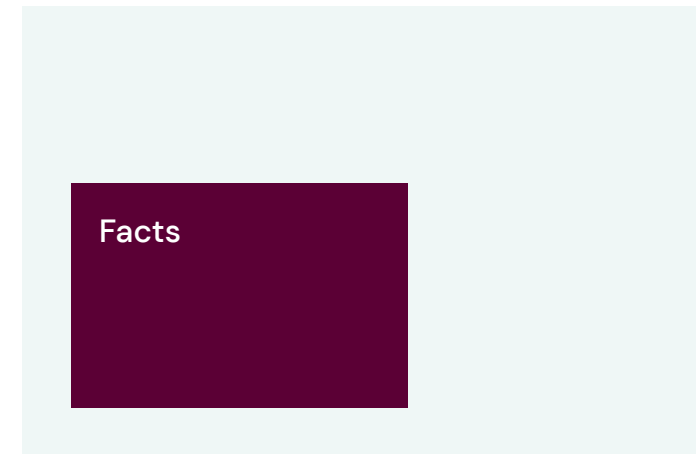
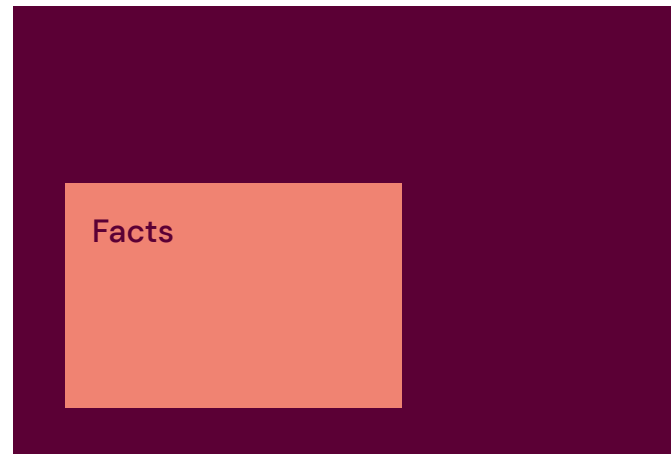
Graphic elements can be used to complement images, colours and text.

All graphics and icons draw their inspiration from our logo, with its bold, rounded letterforms and clear contrasts, creating a clean and distinct minimalist look.

Boxes can be used to highlight content: an orange box to make something stand out against a dark plum-coloured background, and a dark plum-coloured box to make something stand out against a light blue or light orange background.

Our icons should be as clear and minimalist as possible. We never use shadows, opacity or borders on our icons and graphic elements.

Examples of graphic elements and icons



# KI's brand in collaborations

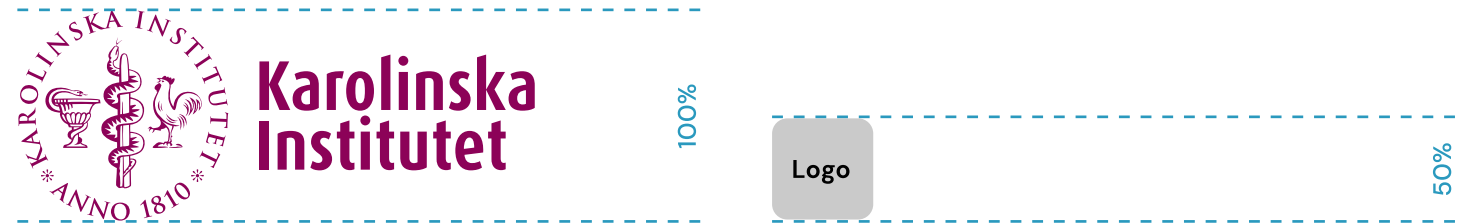
## KI as primary sender

It must be clear that KI is the primary sender, so it is important that partner logos do not compete with KI's logo. Partner logos should therefore be visually perceived as about half the size of KI's logo. The exact size depends on the design of each partner's logo.

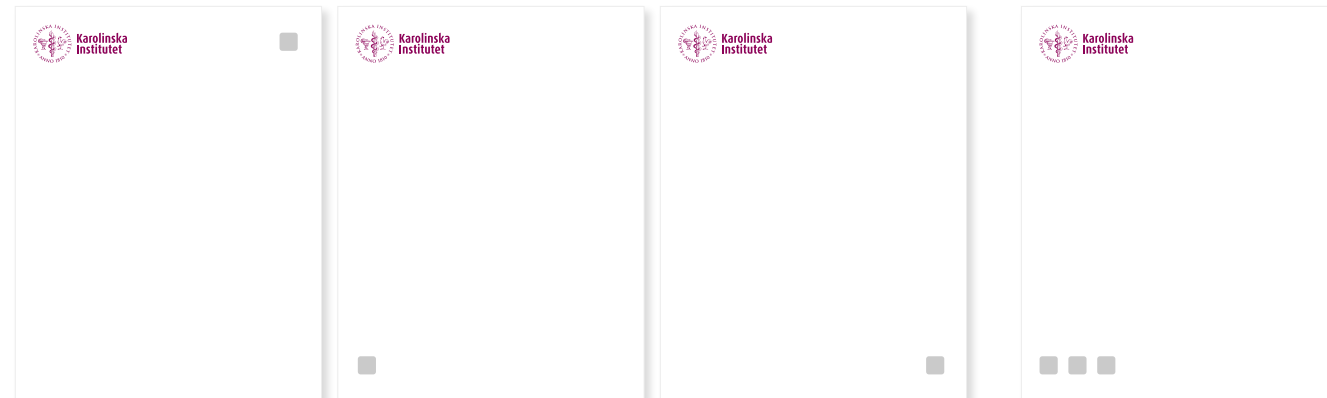
Partner logos are placed in one of the other corners, depending on the unit. If there are several partner logos, they should be grouped in one place, in one of the corners.

In general, strive for consistent handling of all the entities concerned.

### Size



### Position



## Several equivalent senders

When KI and its partners are equivalent senders, the logos should also be perceived as similar in size. As our partners' logos can vary from each other, there are no exact measurements to relate to, but instead we strive for visual balance.

The logos can be placed independently of each other or together as long as the exclusion zone is respected. Where the logos are placed on the units is determined by the visual expression of each collaboration.

KI's black or white logo version can be used in this type of context provided that the other partners similarly handle their logos.

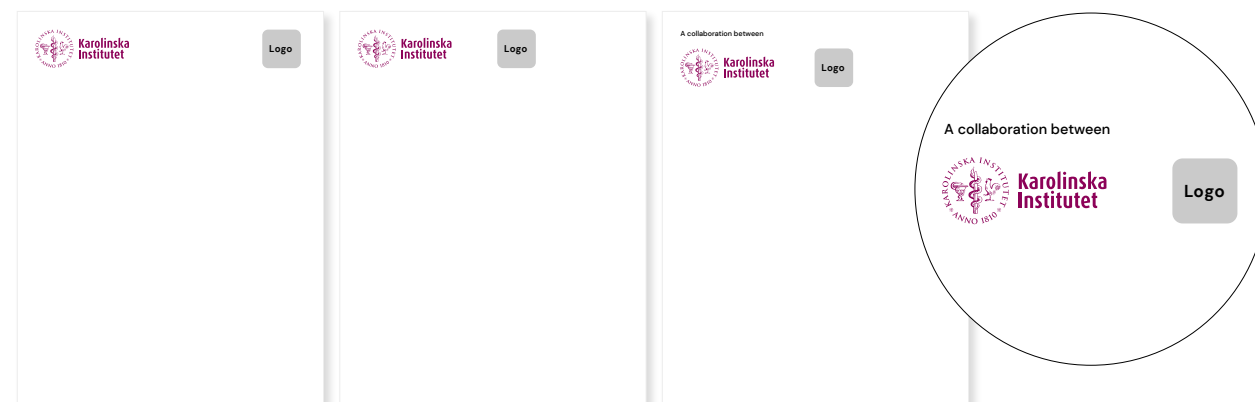
In joint communication such as this a neutral profile should be used, i.e. no visual assets linked to each partner. However, a neutral profile does not mean in this context that the design language must be toned down. It can be playful and colourful as well as formal and black and white. This is determined by the visual expression of each collaboration.

A short clarifying text can be added if it fits the context.

### Size



### Position



## Other primary sender, KI together with other logos

If several senders are presented together, KI's logo must be a natural part of the context and be perceived as equivalent to the other senders.

It must be clear that KI is the partner logo and not the primary sender. This should be reflected by KI's logo being clearly smaller than the logo of the primary sender.

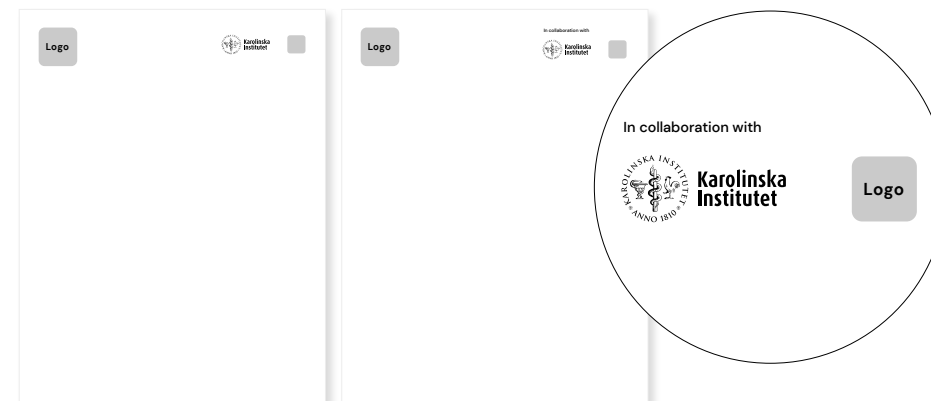
The black or white version of the KI logo can be used in this type of context to ensure that the logo is well represented and does not clash with the visual expression of the primary sender.

A short clarifying text can be added if it fits the context.

### Size



### Position



# Applications

# Print

## Covers

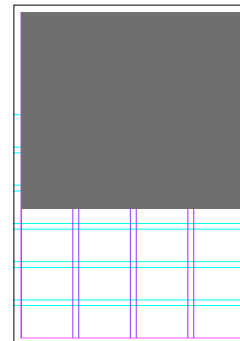
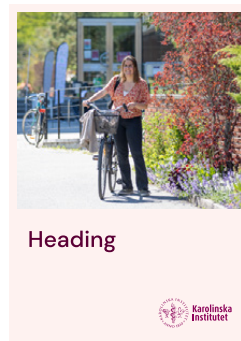
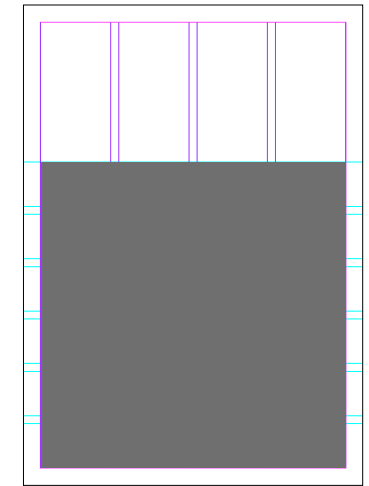
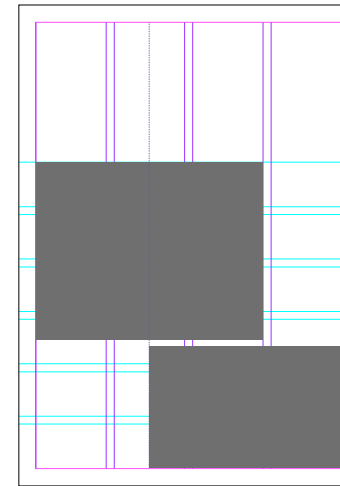
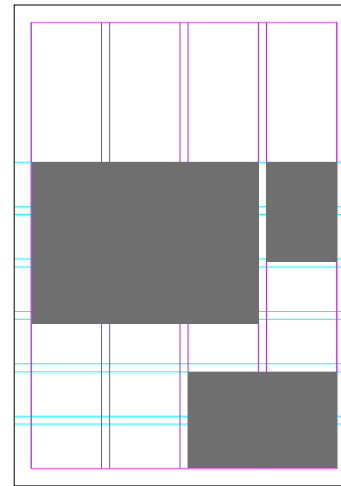
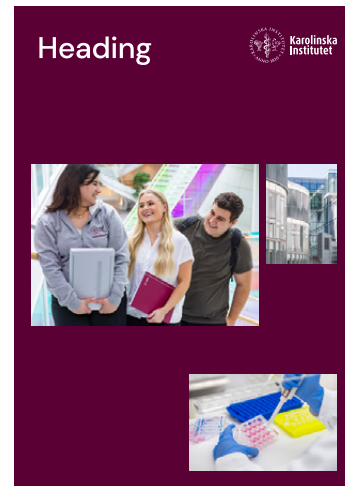
Covers for printed material should be clear and simple in their design. Start with a clear image grid where you can choose to use one or more images. Make sure to work in some air, and use fewer images to create dynamism.

The background should be one of KI's primary colours; dark plum, light blue, light orange or white.

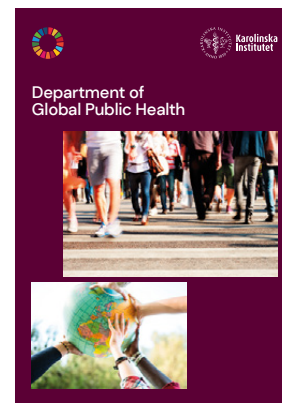
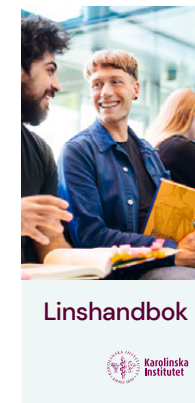
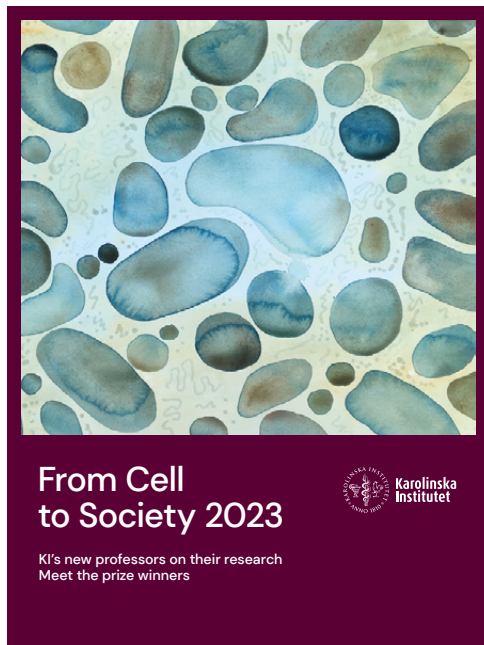
The text colours will then be black or dark plum against a light background or white against a dark plum background.

The logo is placed to the right on front pages and to the left on back pages.

Examples of how to work with image grids



Examples of covers



## Ads

For ads, it is important that the message is clear and that it is easy to see that Karolinska Institutet is the sender.

If the space is small, it is recommended to include only the headline, logo, and QR code or link to a website for more information.

The background should be one of KI's primary colours: dark plum, light blue, primary orange or white. The text colours will then be black or dark plum against a light background or white against a dark plum background.

The logo can be placed both on the right and left depending on the conditions for each ad.

### Examples of how ads can be designed



### Examples of ads



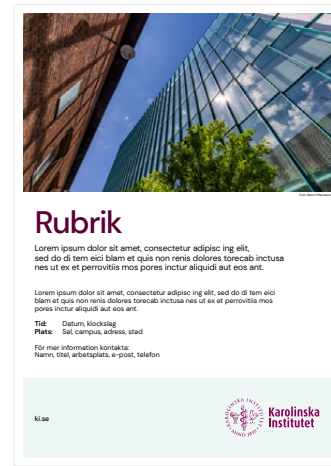
Posters

Our posters should be easy to read from a distance and are used to communicate short messages. There is a template for a simple poster.

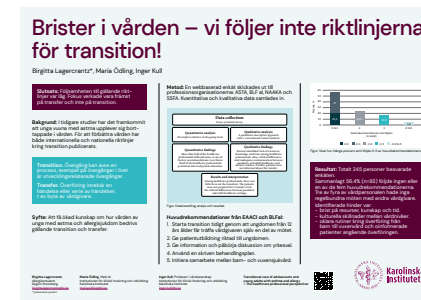
Scientific poster

A scientific poster should provide a quick overview of your research project. The templates are available in both vertical and horizontal formats.

Templates for posters



Examples of posters



## Theses

A thesis from Karolinska Institutet must follow KI's graphic profile.

There are cover templates for doctoral theses and licentiate theses. What distinguishes them is a thin line above the title.

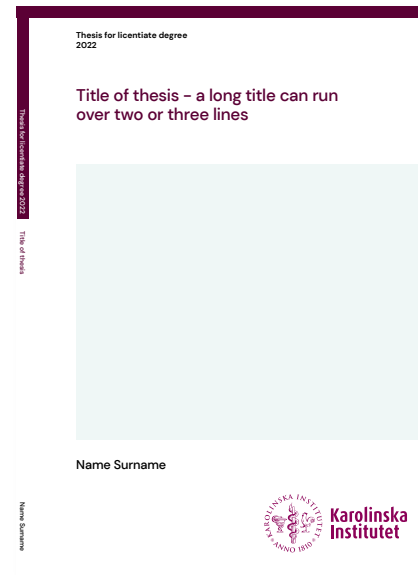
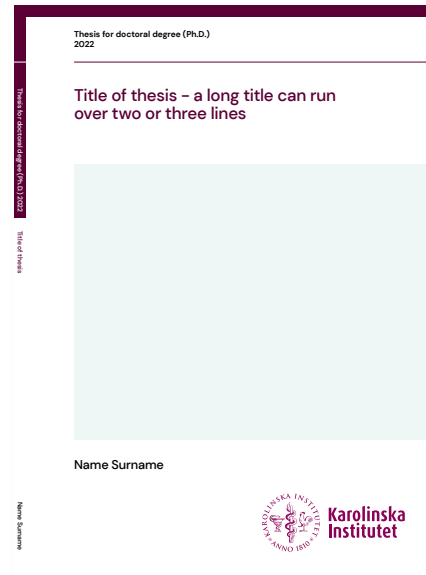
The doctoral student can choose to include a picture or illustration or leave the image area blank.

## Business cards

Business cards from Karolinska Institutet must follow KI's graphic profile.

There is a template for business cards and also combination templates if you have employment at a partner hospital.

### Cover templates for theses



### Template for business card



# Web and digital

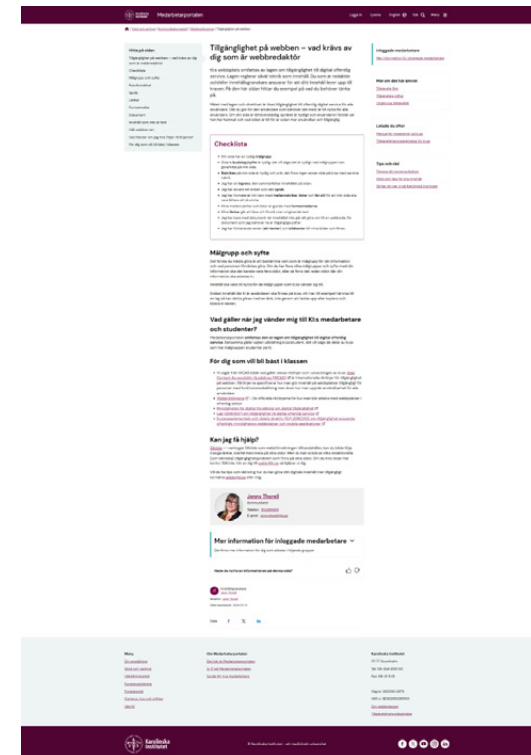
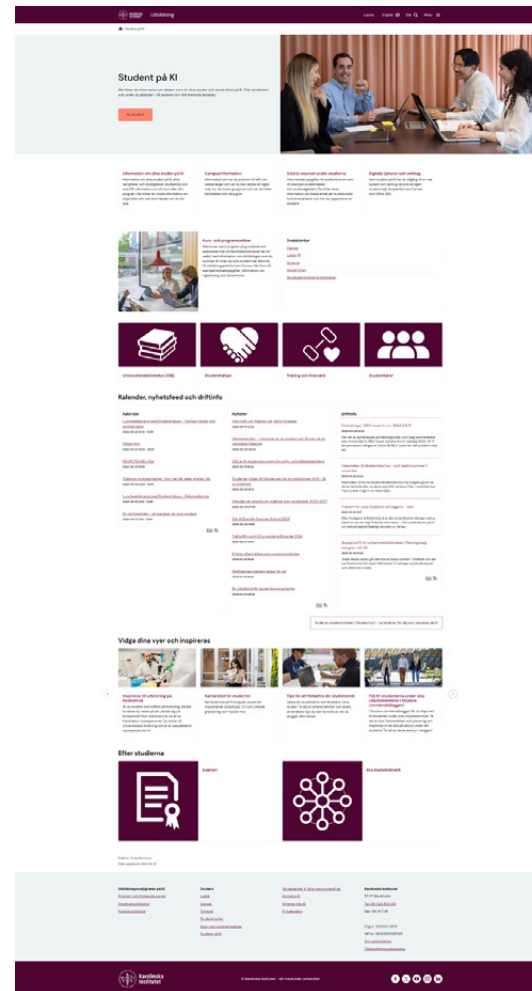
## Web

Our website ki.se follows the graphic profile in all components.

We also use the DM Sans font on the website. The font has a high readability on screen, which is important from an accessibility point of view.

The design of our other digital systems and services should be based on the design of ki.se to create uniformity, such as headers and footers.

### Examples of webpages



## PowerPoint

KI has a simple template with great flexibility that you can use to create a PowerPoint presentation.

The template has a start and end page in KI's profile colour dark plum with a white logo. For other page layouts, a white background or light blue section page is used.


### Exemples of pages in a PowerPoint presentation

**Samverkan**



Genom nära samverkan med hälso- och sjukvården, näringsliv och andra organisationer kommer utbildning och forskningsresultat till nytta.

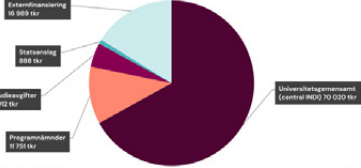
Karolinska Institutet – ett medicinskt universitet 18 mars 2024 25



**Karolinska Institutet**  
Ett medicinskt universitet


**Vår vision.**  
Vi driver utvecklingen av kunskap om livet och verkar för en bättre hälsa för alla.

**Utbildnings- och forskarutbildningsstöd år 2024**  
Budget och finansiering totalt 104 560 tkr



Category	Amount (tkr)
Externfinansiering	35 588
Statensbidrag	888
Studieavgifter	4 200
Programkostnader	10 700
Universitetsgemenskap (Central INO)	70 000

Karolinska Institutet – ett medicinskt universitet 18 mars 2024 13



Vår forskning och utbildning är otroligt viktiga för att bidra till människors hälsa både nationellt och globalt.

Annelie Ostman Wasserman  
Rektor, Karolinska Institutet

**Våra nybörjarprogram**

- Arbetsterapeutprogrammet
- Audionomprogrammet
- Biomedicinska analytikerprogrammet
- Fysioterapeutprogrammet
- Kandidatprogrammet i biomedicin
- Logopedprogrammet
- Läkprogrammet
- Optikerprogrammet
- Psykologprogrammet
- Röntgensjuksköterskeprogrammet
- Sjuksköterskeprogrammet
- Tandhygienistprogrammet
- Tandläkarprogrammet

Karolinska Institutet – ett medicinskt universitet 18 mars 2024 16

## Banners

A banner is a small digital ad. It can consist of just text or one to several images that alternate or animate in different ways. The logo can be placed to the right or left depending on the format. It is important that the message is short and clear.

Examples of banners

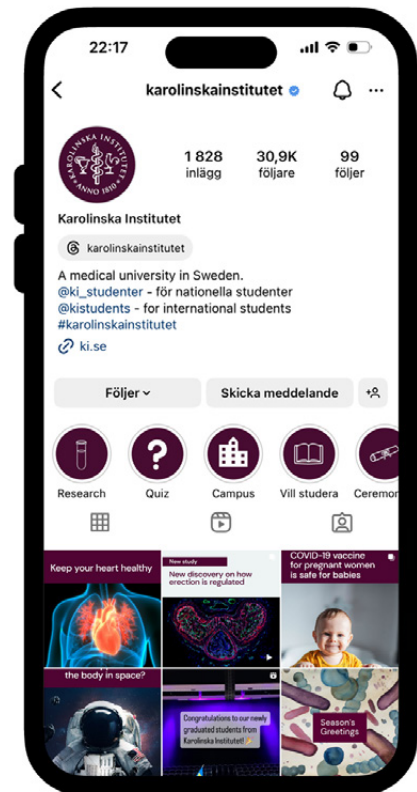


## Social media

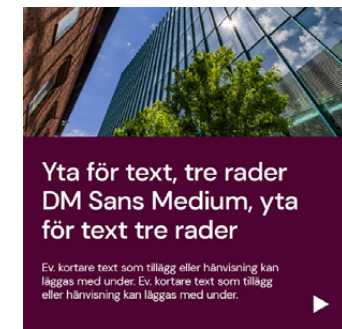
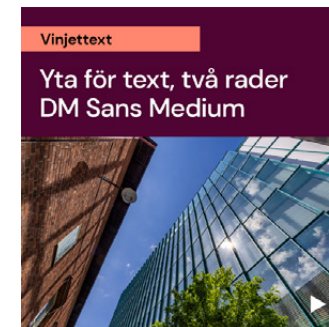
In social media, only KI's seal is used in the profile picture as the text otherwise will be too small to read. Karolinska Institutet is indicated in text next to it.

There are templates for social media posts that follow the graphic profile.

Examples of social media posts



Examples of social media templates



## Digital screens

Digital screens are an important channel of information for KI employees. These information screens also contribute to the image of KI for external visitors – In many of KI's buildings, the screen is the first thing visitors encounter.

Attractive screens with relevant content about KI's activities that follow KI's graphic profile strengthen KI's brand.

There are templates for digital screens in PPT format.

### Examples of digital screens

**Karolinska Institutetets  
Stiftelser & Donationer**

Vi delar ut forsknings- och resebidrag till alla som är anställda och anknutna till KI

**Ansökningsperioden för nedan utlysningar är 6-20 augusti 2024.**

- KI resebidrag (period 3)
- Axel Hirsch resebidrag (period 3)

Läs mer via QR-koden eller sök på **Höstens utlysningar 2024** på [ki.se](https://ki.se)

fonder@ki.se

**Om något hänt –  
så här rapporterar du!**

Har du varit med om olycksfall, sjukdom, sett eller varit med om en svikande situation eller uppmärksammat en risk i arbetet?

Det är viktigt att du rapporterar vad du upplevt – så att vi kan förhindra att det händer igen!

Rapportera händelser via QR-kod eller webben:  
[ki.se/rapporteraomnagothant](https://ki.se/rapporteraomnagothant)

**Research Lecture  
at Nobel Forum**

15 February, 4 p.m.

Condensins and mitotic genome folding

**Tatsuya Hirano, Ph.D.**  
RIKEN Cluster for Pioneering Research, Japan

Condensins are a class of large protein complexes that play a fundamental role in mitotic chromosome organization and segregation. In this lecture, I will begin with the discovery of condensins and discuss the emerging mechanisms of action of these mitotic genome folding machines.

**Date: 15 February at 4 p.m.**  
**Venue: Nobel Forum, Nobels väg 1**

Host: Professor Camilla Björkegren  
After the lecture refreshments will be served in the Gallery, Nobel Forum

**Påverka KI:s utveckling –  
nominera lärarledamöter  
till KI:s konsistorium!**

Under perioden 14 maj 2024 t.o.m. 28 maj 2024 har KI:s medarbetare och studenter möjlighet att nominera kandidater till uppdraget som lärarledamot i KI:s styrelse (konsistoriet).

Genom att nominera lärare/kollegor som du har förtroende för bidrar du till att påverka KI:s utveckling, både i vardagen och strategiskt.

Skicka din nominering till: [registrator@ki.se](mailto:registrator@ki.se)  
Senast 28 maj vill vi ha ditt förslag!

# Profile material

## Rollups

Rollups can be used to spread messages and information at fairs and other events.

On our rollups, the logo is placed high up and the text in a size that is easy to read even at a distance.

The content should be brief, so feel free to add a link to a website for more information. You can use KI's payoff *Ett medicinskt universitet* or *A medical university* at the bottom.

### Examples of rollups



## Name tags

On our name tags it is important that the name and sender are clearly visible. We use KI's profile colour to create recognition.

Examples of name tags



## Promotional products

On our promotional products it is important that the logo is clearly visible. We use KI's profile colours to create recognition.

Examples of promotional products



# Film

## Design of film

### Start page

Vignettes should be designed in accordance with the graphic profile. Either the film can start directly or a start image in dark plum with white text in DM Sans Medium can be used.

### End page

We use the KI logo as the final image, in white on a dark plum plate, to finish in a consistent way with a clear sender.

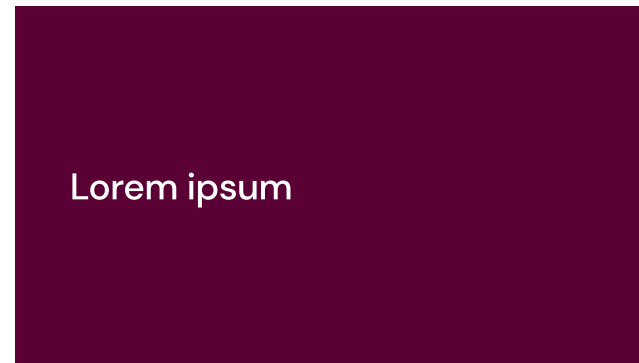
### Name plate

The text in the name plates should be white on dark plum and placed either in the top or bottom left corner depending on the look of the film. In the case of several nameplates in a film, a uniform appearance is used.

### Captions

Captions (information about the production) are added either on the final image or on a separate image. Our font DM Sans should then be used.

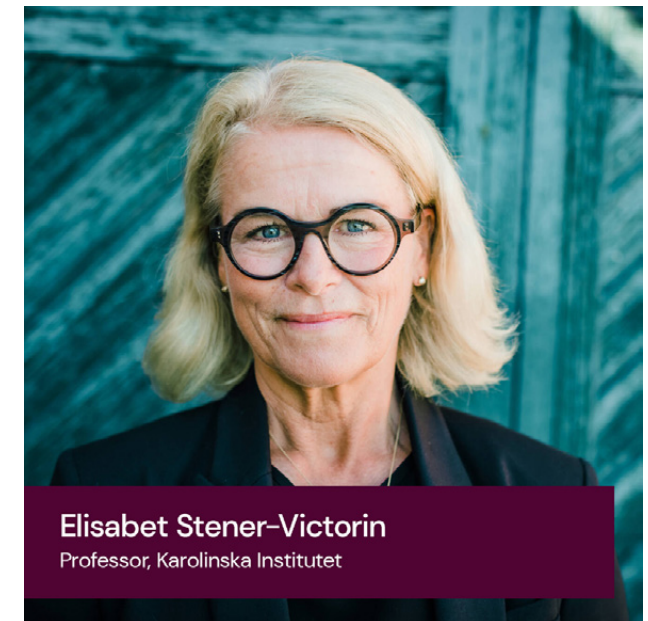
Start page



End page with captions and web link



Name plate





**Karolinska  
Institutet**