Graphic manual

Karolinska Institutet

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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

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

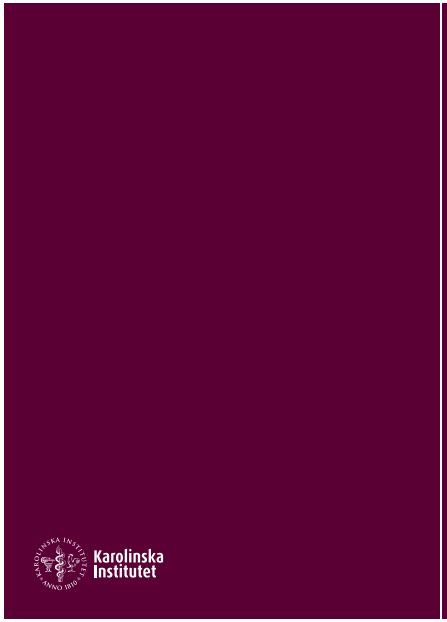
The regular version of the logo for printed material, printouts, promotional products and signage

Position of the logo

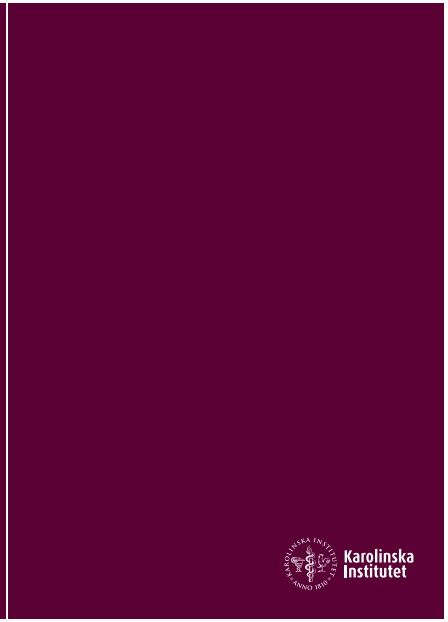
The logo can be placed both on the right or the left-hand side, depending on the device being used. See examples in the applications section. The position should always take into account the exclusion zone.

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.

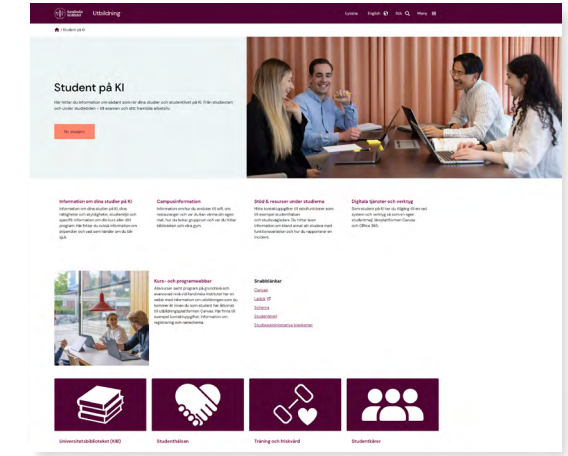
Printed matter back side



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.

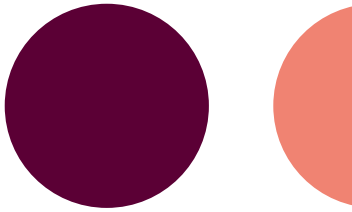
Light orange and *light blue* are primarily used, along with white, as background colours.

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

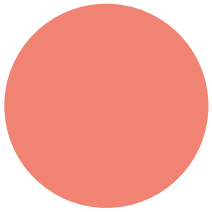
Black is mainly used as text colour.

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

Primary colours



Dark plum

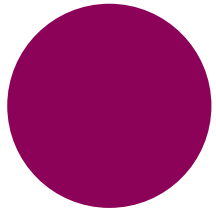


Orange

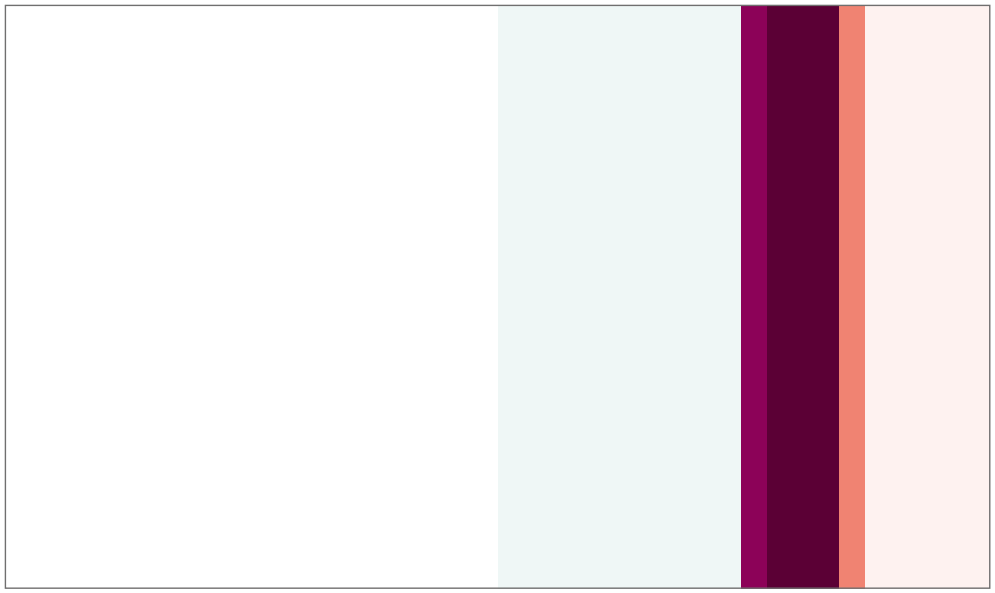
Light orange

Light blue

Logotype colour



Plum



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.

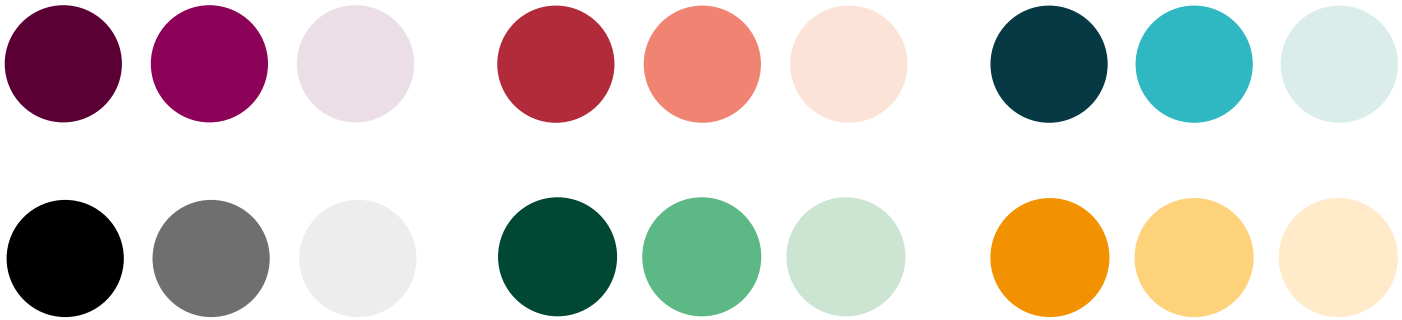
KI's functional colours consist of 6 colour clusters: 1. plum, 2. orange, 3. blue, 4. grey, 5. green och 6. yellow. Each cluster in turn contains three shades of varying color intensity. (The numbers indicate the order of priority).

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.

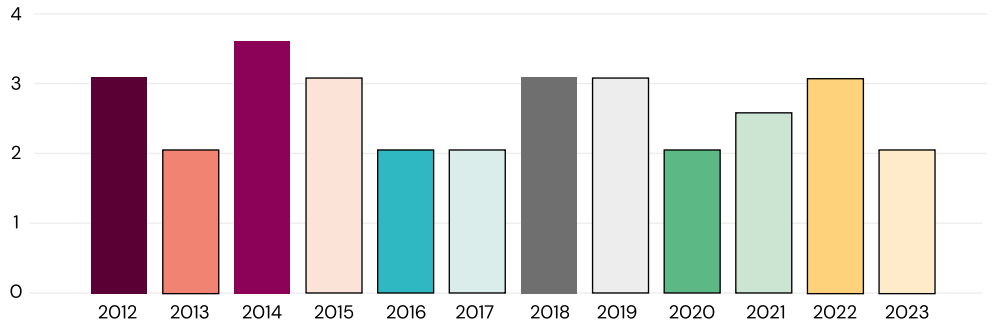
For accessibility, texts or numbers should be in black and placed next to the bar/chart section. In graphs and charts, the brightest colours need to have outlines (0,5 pt thin black outline) to enhance contrast between colours.

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.

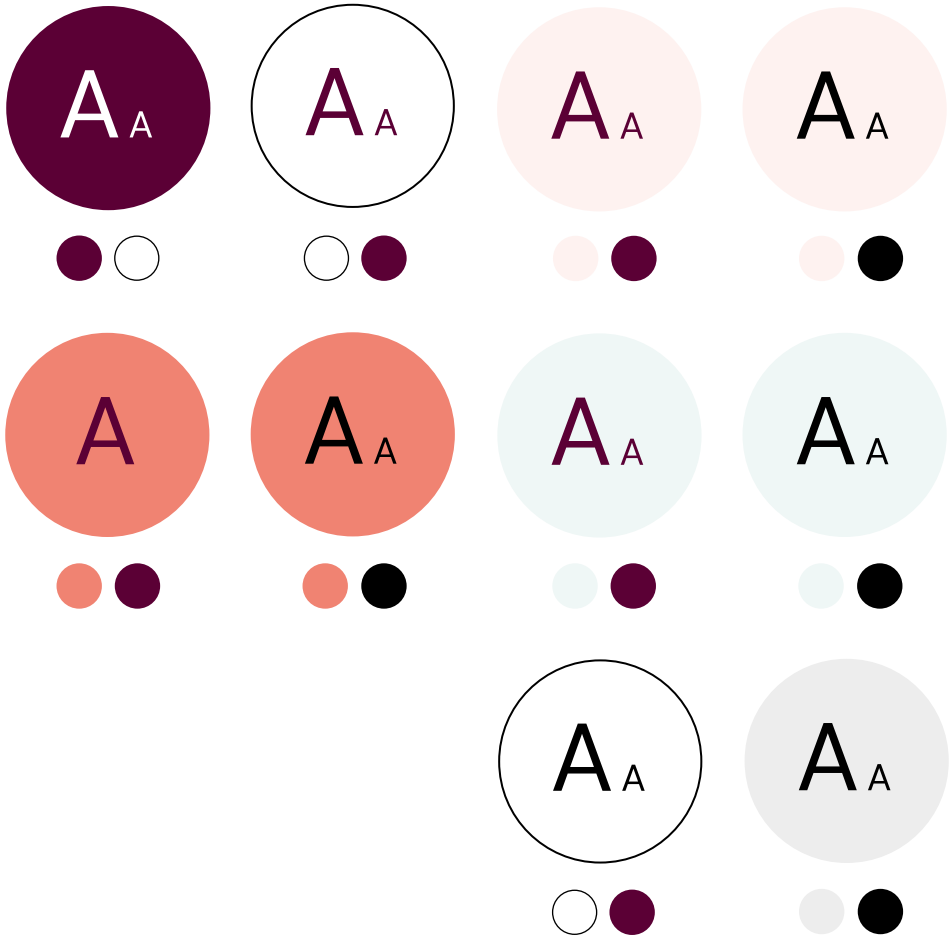
Colour combinations
The letters within the circles show possible colour combinations that generally meet the accessibility requirements when it comes to readability and contrast for KI's primary colours.

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*.

*Web Content Accessibility 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).

Colour codes

Dark plum	Plum	Light plum	
PMS 229c / 2357u	PMS 228c/u	PMS 9323c/u	
CMYK 20/100/0/70	CMYK 20/100/0/40	CMYK 8/15/5/0	
RGB 79/4/51	RGB 135/0/82	RGB 237/219/228	
HEX# 4F0433	HEX# 870052	HEX# EDDBE4	
Dark orange	Orange	Light orange *As background*	*In infographics*
PMS 201c / 187u	PMS 170c / 2024u	PMS 9280c / 9061u	
CMYK 0/90/60/30	CMYK 0/60/50/0	CMYK 0/7/5/0	0/15/15/0
RGB 184/65/69	RGB 255/135/111	RGB 254/238/235	255/221/214
HEX# B84145	HEX# FF876F	HEX# FEEEEB	FFDDD6
Dark blue	Blue	Light blue *As background*	*In infographics*
PMS 2217c / 3165u	PMS 2397c/u	PMS 50% 9481c / 9424u	
CMYK 100/70/60/40	CMYK 70/0/27/0	CMYK 8/0/5/0	18/0/10/0
RGB 0/44/52	RGB 77/181/188	RGB 237/244/244	204/235/237
HEX# 002C34	HEX# 4DB5BC	HEX# EDF4F4	CCEBED
Black	Grey	Light grey *As background*	*In infographics*
PMS Black	PMS 70% Black c/u	PMS 10% Black c/u	
CMYK 0/0/0/100	CMYK 0/0/0/70	CMYK 0/0/0/10	221/222/224
RGB 0/0/0	RGB 102/102/102	RGB 241/241/241	DDDEEO
HEX# 000000	HEX# 666666	HEX# F1F1F1	
Dark green	Green	Light green	
PMS 343c / 342u	PMS 346c / 345u	PMS 566c/u	
CMYK 100/60/90/30	CMYK 65/0/60/0	CMYK 25/0/23/0	
RGB 9/67/52	RGB 84/185/134	RGB 199/236/220	
HEX# 094334	HEX# 54B986	HEX# C7ECDC	
Dark yellow	Yellow	Light yellow	
PMS 2012c / 130u	PMS 1345c / 2005u	PMS 9160c / 9224u	
CMYK 0/50/100/0	CMYK 0/20/60/0	CMYK 0/10/25/0	
RGB 45/154/0	RGB 255/198/109	RGB 255/231/194	
HEX# F59A00	HEX# FFC66D	HEX# FFE7C2	

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

abcdefghijklmnopqrstuvwxyzåäö
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
0123456789!&%

DM Sans Medium

abcdefghijklmnopqrstuvwxyzåäö
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
0123456789!&%

DM Sans Bold

abcdefghijklmnopqrstuvwxyzåäö
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
0123456789!&%

DM Sans Italic

abcdefghijklmnopqrstuvwxyzåäö
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
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 adipisicing 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 adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco aboris nisi ut aliquip ex ea commodo consequat.

Example

Huvudrubrik 1

Lorem ipsum dolor sit amet, consectetur adipisicing 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 adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco aboris 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

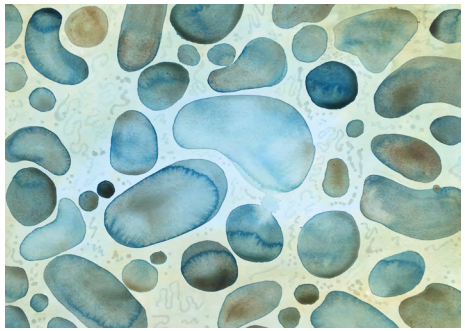
Use of images

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

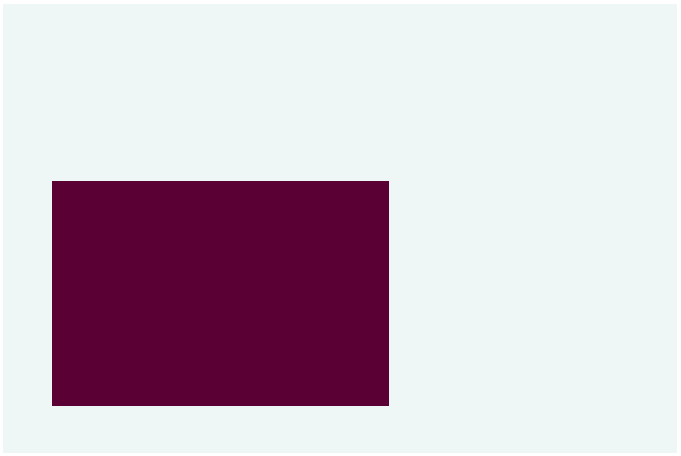
Graphic elements can be used to complement images, colours and text.

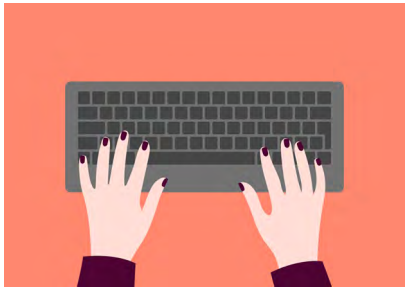
Boxes can be used to highlight content: orange colour to highlight something on a dark plum background and dark plum box to highlight something on a light blue or light orange background.

Other examples of graphic elements can be illustrations or icons. It is important that the icons are as clear and non-detailed as possible.

We never use shading, opacity or borders on our graphic elements.

Examples of graphic elements





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.

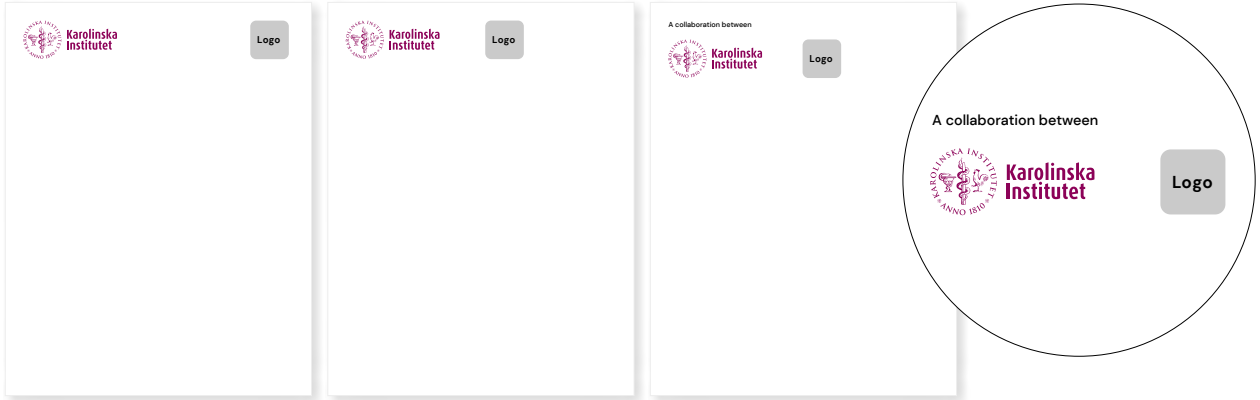
KI's black or white logo version can be used in this type of context provided that the other partners similarly handle their logos.

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

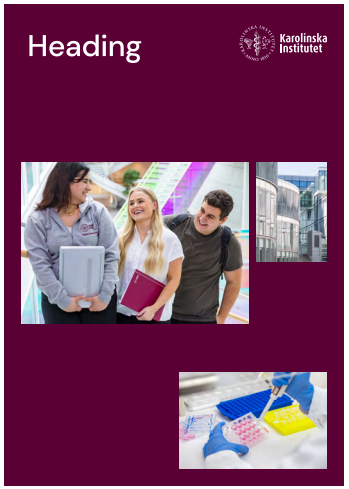
Covers for printed material should be clear and simple in their design. Start with a clear image grid where you can choose to use one or more images. Make sure to work in some air, and use fewer images to create dynamism.

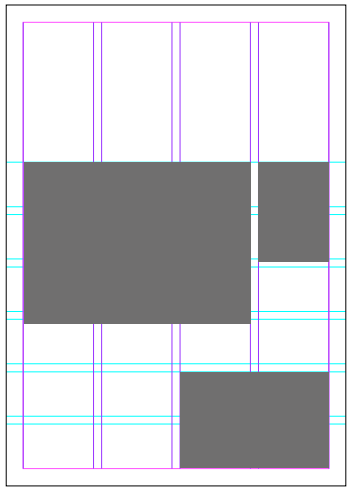
The background should be one of KI's primary colours; dark plum, light blue, light orange or white.

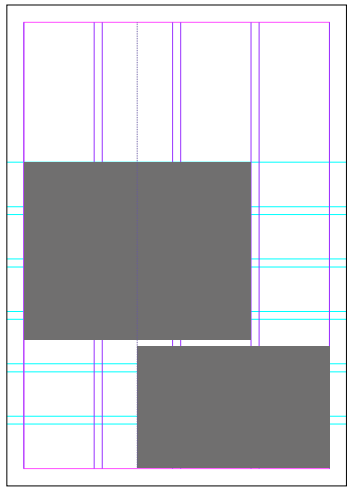
The text colours will then be black or dark plum against a light background or white against a dark plum background.

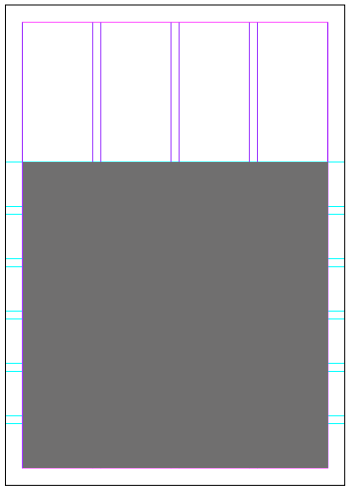
The logo is placed to the right on front pages and to the left on back pages.

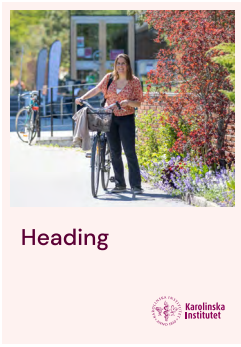
Examples of how to work with image grids

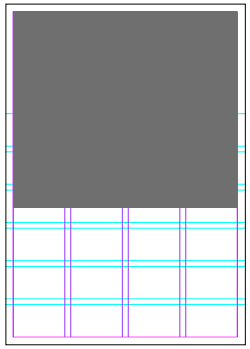




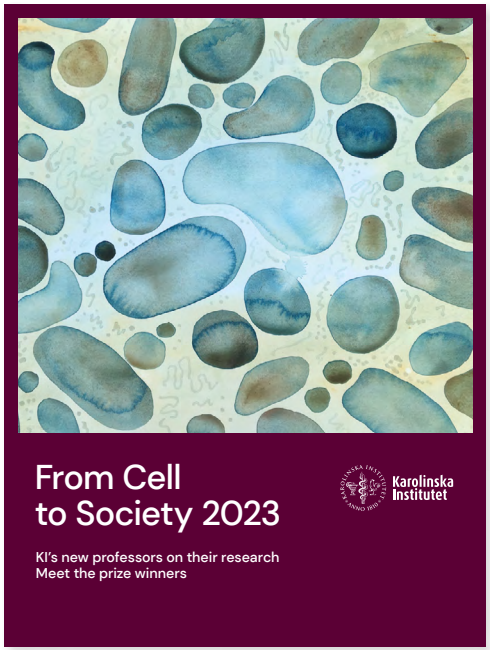


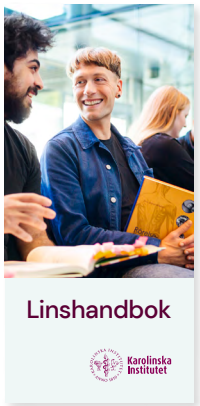


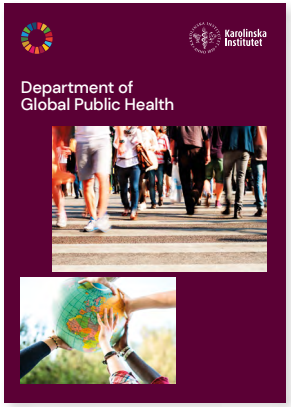




Examples of covers







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, 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 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.

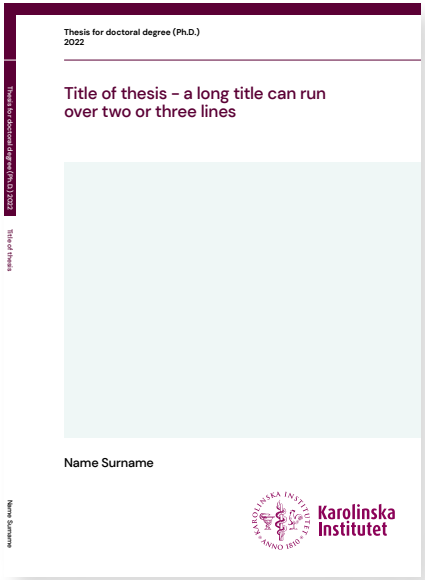
The doctoral student can choose to include a picture or illustration or leave the image area blank.

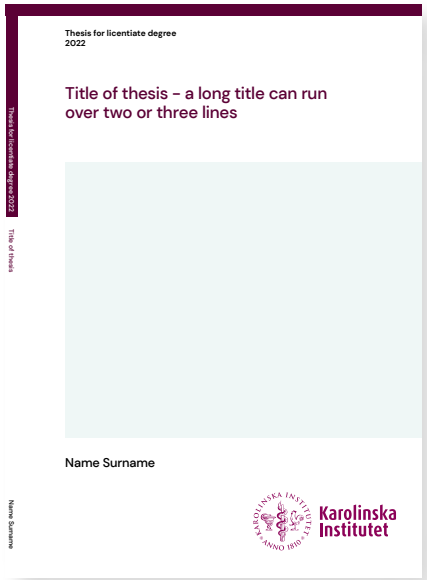
Business cards

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

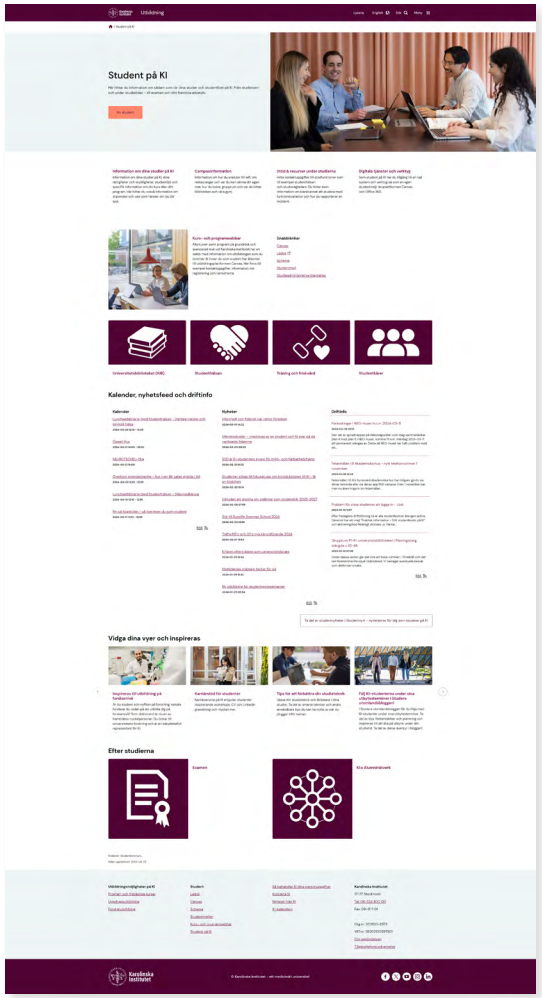
Web

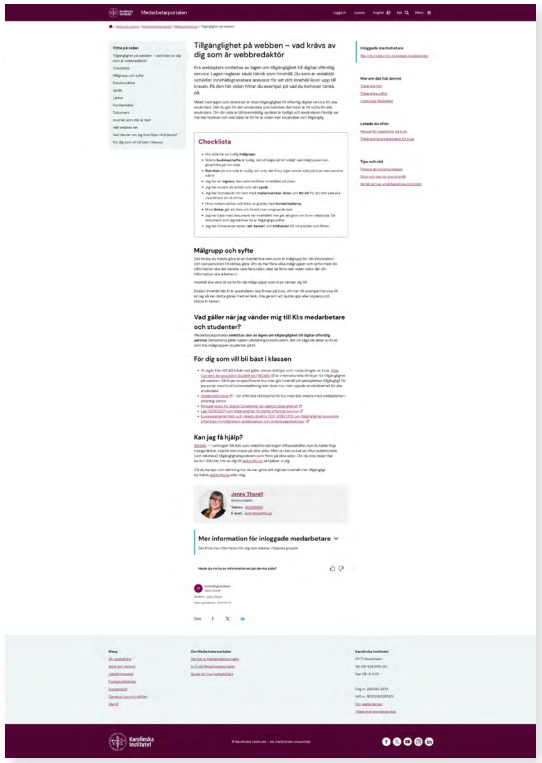
Our website ki.se follows the graphic profile in all components.

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.

Exemples of webpages



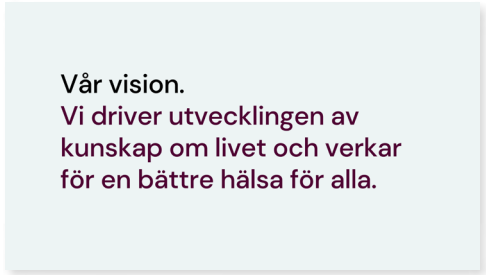


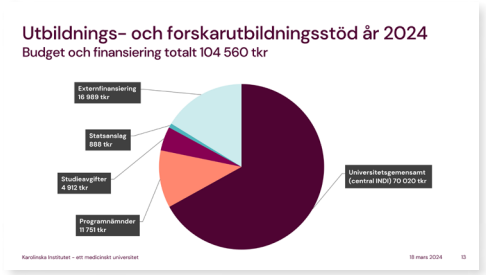
PowerPoint

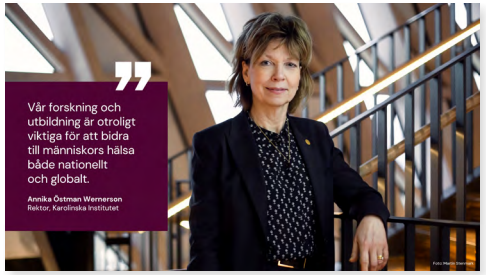
KI has a simple template with great flexibility that you can use to create a PowerPoint presentation.

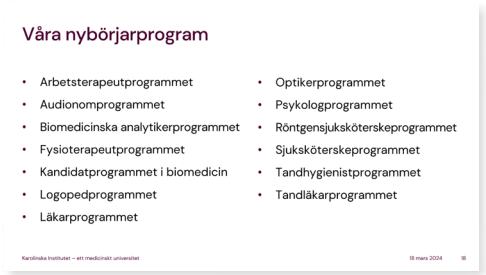
The template has a start and end page in KI's profile colour dark plum with a white logo. For other page layouts, a white background or light blue section page is used.

Exemples of pages in a PowerPoint presentation









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.

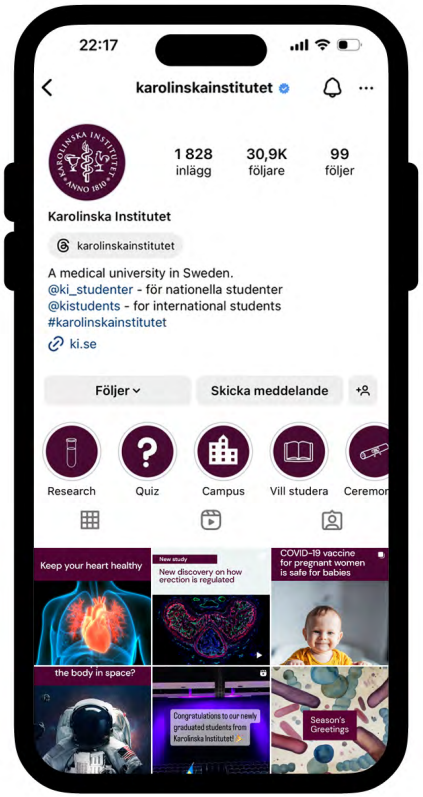
Examples of banners

Social media

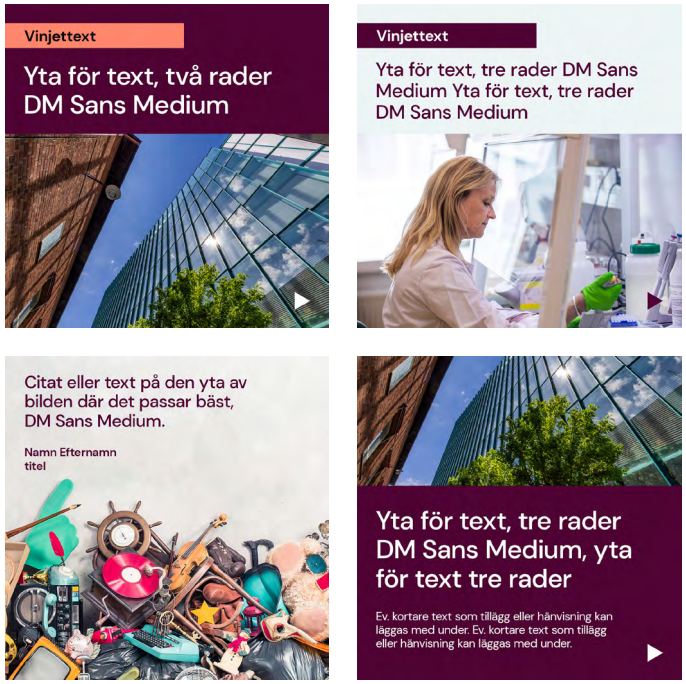
In social media, only KI's seal is used in the profile picture as the text otherwise will be too small to read. Karolinska Institutet is indicated in text next to it.

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

Examples of social media posts



Examples of social media templates



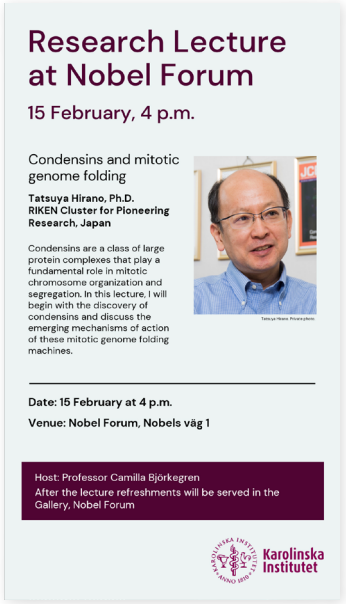
Digital screens

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



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.

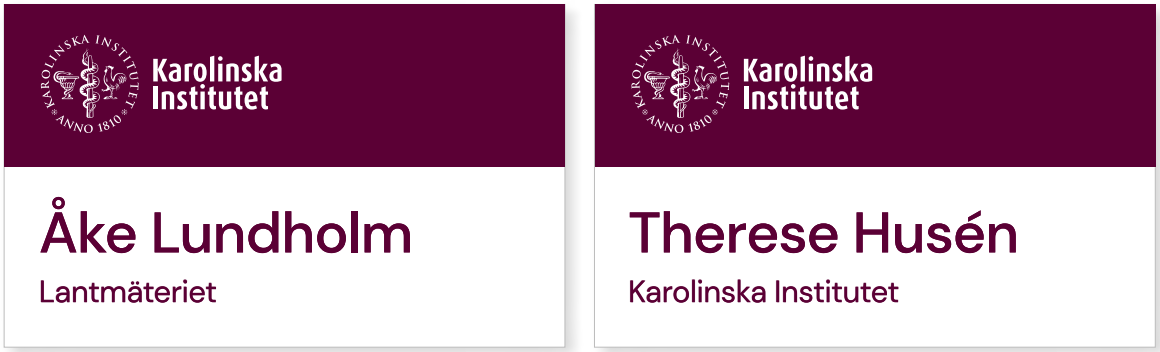
The content should be brief, so feel free to add a link to a website for more information. You can use KI's payoff *Ett medicinskt universitet* or *A medical university* at the bottom.

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

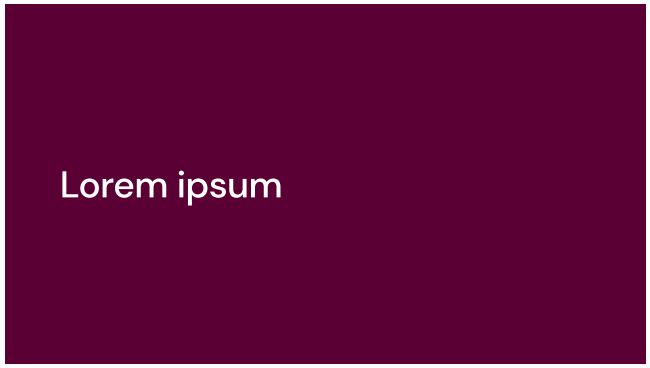
Start page
Vignettes should be designed in accordance with the graphic profile. Either the film can start directly or a start image in dark plum with white text in DM Sans Medium can be used.

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.

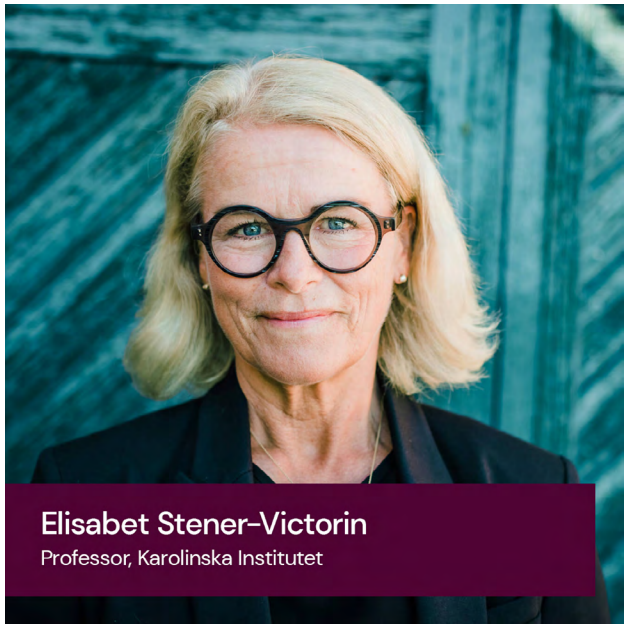
Captions
Captions (information about the production) are added either on the final image or on a separate image. Our font DM Sans should then be used.

Start page



End page with captions and web link

Name plate



Karolinska Institutet
Graphic manual

staff.ki.se/tools-and-support/communication-tools-and-support/brand-platform-and-graphic-profile