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Introduction

Karolinska Institutet’s graphic identity

Our brand, Karolinska Institutet, is a valuable, important asset. The brand carries our good reputation and all positive elements that people associate with us and our operations.

This graphic identity manual contains rules for how to use our graphic identity to improve clarity and further strengthen our brand.

It describes how to apply these rules to different situations and products. To have a strong, widely recognised brand, it is important that the brand has an attractive, consistent appearance that supports the elements we want people to associate with us. This is why it is important that we all follow the prepared guidelines and be careful and professional in our communications.

Our brand platform, which includes our brand strategy, identity and name, is documented in “Rules for Karolinska Institutet’s Brand Platform” found at intra.ki.se/profilplatsen.

More information about our brand and graphic identity, along with materials and templates, are available at intra.ki.se/profilplatsen. If you have questions about the graphic identity, please contact the information and public relations office.
We carry our history with us into the future

Our logotype is our signature – a mark of quality and a guarantee for all material that comes from us. A careful adjustment of the previous seal has been implemented to improve clarity. The symbols have been simplified somewhat and clarified, and the text in the seal has been changed to “Karolinska Institutet – Anno 1810”. The seal has also been supplemented with a fixed wordmark. Both the text changes in the seal and the wordmark are intended to clearly present our name in all contexts. Together these two parts form Karolinska Institutet’s logotype.

Rules for who may use Karolinska Institutet’s logotype are found in the document “Rules for Karolinska Institutet’s Brand Platform”.

The logotype is a single unit, so the parts may not be separated. The logotype is available in two forms, one horizontal and one vertical format. As an exception, the seal may be used alone. See the following pages for more information.

The seal’s symbolism

The rod of Asclepius is named after the god of medicine, Aesculapius or Asclepius. This ancient god was the son of Apollo and was generally accompanied by a snake. 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 Hygeia. The snake ate from her bowl, which was considered to bring good fortune. There is nothing to support the notion that the snake would secrete its venom into the bowl.

The cockerel symbolises new life and was sacrificed to Asclepius by those who had recovered from illness. This is the meaning behind the Greek philosopher Socrates’ last words after he drank the poisoned cup: “Crito, we owe a cock to Asclepius. Do pay it. Don’t forget.”
Logotype

Horizontal logotype
The horizontal logotype is primarily used in a return address, publisher or sender in various contexts, including brochures, annual reports, posters, office material etc.

Six colour schemes can be used for this logotype:
• its true colour – KI Plommon (Plum)
• black, for black&white printing, for instance recruitment advertisements, correspondence templates, etc.
• white against a coloured background/picture
• transparent – for embossing on paper, metal etc
• silver
• gold (only used in conjunction with academic ceremonies etc. Use of gold must be approved in advance by the information and public relations office.
More information about colours is available on page 10.
Vertical logotype
The vertical logotype is used where the horizontal one cannot be used, such as:
• when the logotype appears alone and the format of the actual material is best suited to this version, for instance banners, vertical flags, etc
• if there is a lack of space, or if the logotype must be centred, for instance when the logotype is displayed together with other centred logotypes

Seal
The seal may only be used separately from the logotype as an exception. Examples may include promotional items or co-operative ventures with other universities that only use their seals. Other possible usage areas are standards, diplomas and invitation cards. The seal may not be used alone as a return address or publisher on brochures, stationery etc. Use of the seal on its own must be approved by the brand manager in the information and public relations office.
Do not do the following!

Do not modify the logotype in any way, for instance by writing the name beside the seal.

Do not ever change the name Karolinska Institutet!

Never separate the wordmark from the seal.

Do not change the colours on the logotype*.

Do not change the proportions of the logotype.

* The logotype may be used in silver or gold
Principles for positioning
The logotype must not be centred, unless used on its own on the material, for instance on a folder or a flag. On front covers, the logotype should be placed in the upper or lower right-hand corner. On back covers of printed matter, the logotype should be placed in the upper or lower left-hand corner.

When the logotype does not compete with other messages such as headings, pictures etc, the logotype can be centred on the surface, as seen on the folder above.

On vertical/hanging banners, exhibition stands etc, the logotype should be positioned at the top, clearly visible.

Positioning of the logotype on printed matter
We are not just one of the crowd

Karolinska Institutet’s colour scheme has historically been dominated by one blue colour and one dark red. In the academic world, both nationally and internationally, these colours are significantly overrepresented. By uniting these colours, Karolinska Institutet has created a colour that distinguishes us from the crowd – KI Plommon (Plum). This colour will carry Karolinska Institutet into the future, while its roots are deeply anchored in our long tradition and history.

Karolinska Institutet’s colour scheme is a varied colour palette, intended to create flexibility while enhancing recognition. The main colour, KI Plommon (Plum), dominates the colour scheme and is the colour that will mainly be associated with Karolinska Institutet. The other colours are used as complements to it in printed and digital media, on clothing and on promotional items etc. Colour tones can be used for instance inside brochures, but not on the cover.

Colour reproduction on various materials
The next page contains guidelines for our colours when used in various colour systems such as CMYK, Pantone® and RGB. Since colour reproduction may vary on different materials, it is very important to always provide the printers with a printed colour reference to ensure the desired result. For paper printing a white, matte coated paper is recommended, such as Tom&Otto from Svensk Papper or a similar paper. Colours become duller on uncoated paper, so this should be avoided in brochures, training materials, etc.

Contact the information and public relations office for printed colour samples.
Colours

Colour reference for our main colour

**KI Plommon (Plum)**

Pantone© 228  
CMYK 20.100.0.40  
RGB 135.0.82

Colour reference for our complementary colours

<table>
<thead>
<tr>
<th>KI Silver</th>
<th>KI Frost</th>
<th>KI Cyklamen</th>
<th>KI Aqua</th>
</tr>
</thead>
</table>
| Pantone© Cool Gray 5  
or  
Pantone© 877 (silver)  
CMYK 0.0.0.25  
RGB 128.128.128  |
| Pantone© Cool Gray 2  
CMYK 0.0.10  
| Pantone© 214  
CMYK 0.100.20.5  
RGB 212.9.99  |
| Pantone© 319C/318U  
CMYK 50.0.20.0  
RGB 159.230.233  |

<table>
<thead>
<tr>
<th>Colour systems</th>
</tr>
</thead>
</table>
Pantone or PMS – an international system that specifically designates names for thousands of colours. Used extensively by printing presses and designers. |
Since the paper quality often affects how the colours are experienced, there is often a suffix, C (Coated) or U (Uncoated), after the Pantone number. |
CMYK – four-colour printing that uses the four process colours: Cyan, Magenta, Yellow and Black. These are mixed in various proportions to obtain the desired colour. |
NCS – a system used to identify around 1,950 colours. The system builds on colour principles from how the human eye interprets colours. Primarily used in the painting industry. |
RGB – Red, Green, Blue is a colour system for digital images and computer screens. |

Note that this document is optimised for viewing on a screen. Correct colour reproduction cannot be guaranteed in colour printouts. Contact the information and public relations office for printed colour samples.
Typography

Our own handwriting

In the same way that the logotype is our signature, the typography is our handwriting and allows people in our vicinity to identify us. If we use different fonts each time we communicate, our image becomes splintered and it is more difficult to recognise us. In order words, fixed typography contributes to creating a uniform representation of Karolinska Institutet.

Typography for everyday use
To make it as functional as possible, all correspondence (letters, memos, faxes etc) and all digital presentations will continue to be written in Arial or Times New Roman. These fonts are installed on all systems and computers, which eases handling of these types of documents.

Brand typography
Two fonts are used for all internal or external material for professional communication, such as printed matter. Mundo Sans is used for headings, short texts, tables etc. This is a common, open font that is easily readable, which despite being a sans serif (no cross strokes) has been inspired by classical roman types such as Garamond and Bembo. The font is available in several different styles and is therefore appropriate for many different usage areas. Mundo Sans is combined with the font Minion in running text. Minion is a serif (font with cross strokes) and its combination of aesthetics and function make it an exceptional choice for both printed and digital media.

In this document, Mundo Sans is used in the headings and picture captions and Minion in the body text.

A font licence must be purchased for use of Mundo Sans and Minion. Licences for these fonts are available at, for example, www.fonts.com. Designers and printing presses that produce KI’s printed matter must therefore purchase and provide these fonts themselves.
Typography

Mundo Sans Light is used, for example, in captions.

Mundo Sans Regular is used, for example, in headings, short running texts, preambles, tables etc.

Mundo Sans Medium can be used for instance in subheadings, tables etc.

Mundo Sans Bold can be used for instance in subheadings, tables etc.

Minion Regular is used in running text.

Minion Bold is used for instance in subheadings.

All styles on this page are also available in Italic.
A common theme for all communication

The smallest common denominators in the design system are the logotype, colour scheme and typography. Through the consistent use of these, we have come a long way in creating a uniform picture of Karolinska Institutet. You could say that the purpose of the design system is to find a layout that acts as a common theme for all of Karolinska Institutet’s contacts – the glue that holds together the various graphic ingredients and creates a specific impression.

The purpose of a design system is to create such a tone that employees, students or outsiders can quickly identify Karolinska Institutet as the sender. Through certain fixed elements and layout principles, we do not need to reinvent the wheel every time a new brochure or promotional item is developed – the foundations exist and the system is simple.

Karolinska Institutet’s design system has three main characteristics:

White border
A white border that unites the contents is used on all printed covers, digital presentations etc. It does not need to be used on material where only one colour and the logotype are used, for instance flags. If the border is maintained around pictures and tint plates in the inside of brochures etc, the printing firm should be made aware that the imposition program should be adapted so that the outer edge border is identical on all pages.

Modules
The layout is built on a module framework that can be combined in different ways and joined together into surfaces that are then filled with colours or pictures, or a combination of both. The following pages show examples of what this looks like and how the framework can be used.

Publisher area
On covers, posters etc, a publisher’s area is used (see next page) where the logotype is placed together with other information, such as a heading. The purpose is to create a calm base and stable foundation that the rest of the layout can be based on. This gives a balanced impression that also creates a clear area for the logotype, so the publisher is as visible as possible. In most cases, the publisher area is in KI Plommon (Plum) with a white logotype. This area can also be white or KI Frost, and if so, the coloured logotype must be used.
Design system

Example of a cover for a report for external use

Cardiovascular risk factors in children
Anita Hurtig Wennlöf

Quick guide

Example of a cover for a brochure

Templates for internal reports and memos are available at intra.ki.se/documents
Framework

Vertical (portrait) format is divided into
  • five vertical columns
  • eight horizontal rows

Publisher area

The publisher area consists of three horizontal rows

Space between the publisher area and other information = discretionary

White border around the material

The formula \( \text{the format's width}/42 \) determines the dimensions of the white border.
Examples – A3 size: \( 297/42 = 7 \) mm border. A4 size: \( 210/42 = 5 \) mm border.
Design system

Actual examples of printed matter and covers
Design – Exhibitions

Design concept for exhibitions

Karolinska Institutet participates in exhibitions of various sizes, with different target groups and varying budgets. Guidelines for exhibition communication have been developed to coordinate the impression left by our brand. The guidelines are described in brief below, and more information can be found in the document “Design concept for exhibitions – Guidelines for Karolinska Institutet’s exhibition communication Version 1.0”. Contact the information and public relations office for more information.

Karolinska Institutet’s Graphic Identity Manual must be fully complied with at exhibitions. In addition the following applies for use of colours, typography and images in conjunction with exhibitions:

**Colours** – focus on KI Plommon (Plum) to create a central theme on the stand. Other colours are used to lighten the impression (KI Frost, KI Silver), or to emphasize a message and provide variation (KI Cyklamen, KI Aqua).

**Pictures** – Emphasize the people at KI. Use a small number (1-3) of pictures for a single stand.

Example: Larger stand

Example: Storage

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**Excellens i forskning och utbildning**
- framställande magasin för alla
- uppgöra samfundsverk
- högkvalitativa produktioner
- skapa ett framtidsås ett kraftigt samband
- påverka forskningsområdet
- skapa ett framtidsås ett kraftigt samband
- påverka samhället och samhällets tillväxt

**Roll-up**

---

**Banner**
Materials and other stand details

Materials and patterns should be simple, subdued and elegant without feeling too expensive. Use modern materials of good quality that enhance the feeling of sincerity.

- Transparent materials – glass, Plexiglas and plastic – enhanced by good lighting
- Metal – light metals (comparable with KI Frost – KI Silver). Avoid wood material
- Fabrics – lightweight fabrics (linen texture instead of velvet, no rough materials)
- Other items – use KI’s colours for flowers, snacks etc. Clothing and promotional items should be practical and connected to KI’s work. Snacks should be healthy.
- Roll-ups – design examples for roll-ups can be found in “Design concept for exhibitions – Guidelines for Karolinska Institutet’s exhibition communication Version 1.0”.

![Image: Exhibition stand with signage and display materials]
Karolinska Institutet in pictures

Images are a central part of Karolinska Institutet’s graphic identity, and the motifs and appearance we use affect what is associated with our brand. Graphic identity is a part of the brand platform, which naturally includes the image concept. The image concept contributes to a uniform, clear and conscious representation of KI. It presents KI’s identity with pictures and describes our imagery. The image concept helps produce consistent images that fit together and can be reused.

Image concept
Images should reflect the real KI and emphasize diversity. They should aspire to “capture the moment” as KI staff, students and partners are seen in their daily work. The persons shall as far as possible communicate passion, energy, enthusiasm and concentration, as well as emanate relaxed security and presence. Pictures should be of a documentary nature. Images of buildings and environments should reflect KI’s traditions, for instance by using red brick, as well as the modern, forward-looking KI, by using glass, steel etc. The gender perspective should be taken into account when choosing pictures.


### Pictures

#### Appearance

1) **People**
People should not seem like models, or be posing or artificial in pictures.

2) **Environment**
Showing the working environment is encouraged, even if the picture’s focus should be on the person(s). Avoid special effects like blurred “rapid” pictures, where neither the foreground nor background is in focus.

3) **Focus**
By focusing on their task, the person in the picture radiates commitment, presence and concentration.
Pictures

4) Impression
Pictures should feel realistic – use actual KI environments and people. Try to emphasize the person in the picture.

5) Colours
Think about how the picture’s colours work together with KI’s profile colours KI Plommon (Plum), KI Aqua, KI Cyklamen, KI Frost and KI Silver.

When will the pictures be used?
The image concept should be a support when taking or choosing photographs. The requirements on an image to fulfil the criteria in the image concept vary according to the purpose of the picture and the context in which it will be used.

- Promotional images used in central materials with wide circulation, for instance on the website or in the course catalogue, must fulfil the image concept criteria.
- Descriptive images, such as editorial pictures or pictures that depict a scientific development, have fewer requirements on them to fulfil the image concept’s criteria.

Contact the information and public relations office if you have any questions, or need help in finding a picture.
Business cards

Business cards Karolinska Institutet

Forms for ordering business cards and ready-to-print templates are found on intra.ki.se/documents

Business cards are printed with two colours:
- Pantone® 228
- Black

Business cards can also be printed:
- Double-sided with English and Swedish
- Logotype raised and in colour

There are a large number of people at Karolinska Institutet with “combined positions”. They are formally employed at KI as well as, for instance, Stockholm City Council. Business cards with two logotypes, Karolinska Institutet’s plus another approved party’s logotype, can only be used by:

1. persons with formal combined positions
2. Stockholm City Council employees affiliated with Karolinska Institutet, approved by the administrative head of the department

Affiliation means that the person is registered in Karolinska Institutet’s catalogue service KIMKAT. More information about co-existence and combined positions can be found at intra.ki.se/profilplatsen.
To whom it may concern,

Itaque earud rerum hic tenetury sapiente defectus. Est er expedit distinct. Itaque earud rerum hic tenetury sapiente defectus. Et harumd deraud faclis est er expedit distinct. Nam cum soluta nobis eligend optio comque nihil.

Quod a impedit anim id quod maxim placet voluptas assumenda est, omnis dolor repellend. Tempore quinlud et aur office debit aut tum rerum necessit atib saepe eveniet ut et repudiand sint et recusand. Itaque earud rerum hic tenetury sapiente defectus prefer endis dolorib asperiore replicat. Hanc ego cu tene sentnium, quid est cur verear ne ad eam non possing modare nort ros quos tu tum etia ergat. Nos amice at nebev pagendas cum in civiu da.

Et tamen in bus ets neque nonor imper ned libidin cupidat, quas nulla praid om potius inflammad ut corced ma. Tempore quinlaus et aur office. Debit aut tum rerum necessit atib saepe eveniet ut et repudiand sint et recusand. Itaque earad rerum hic tenetury sapiente defectus prefer endis dolorib asperiore repellat.

Swedish and English letter templates are available at intra.ki.se/documents. Regular stationery can be used for simpler letters; other paper used for printing should be white with a “calm” surface.
Fax templates

<table>
<thead>
<tr>
<th>Date</th>
<th>To: Name Surname</th>
<th>From: Name Surname</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 October 2007</td>
<td>Company AB</td>
<td>Tel: +46 8-1234 56 79</td>
</tr>
<tr>
<td>1</td>
<td>Company</td>
<td>Tel: +46 8-1234 56 78</td>
</tr>
<tr>
<td></td>
<td>E-mail: <a href="mailto:Name.Surname@ki.se">Name.Surname@ki.se</a></td>
<td>Fax: +46 8-1234 56 71</td>
</tr>
<tr>
<td></td>
<td>Fax: +46 8-1234 56 70</td>
<td>E-mail: <a href="mailto:Name.Surname@ki.se">Name.Surname@ki.se</a></td>
</tr>
</tbody>
</table>

Message:

To whom it may concern,

Itaque earud rerum hic tenetur sapiente delectus. Est er expedit distinct. Itaque earud rerum hic tenetur sapiente delectus. Et harumd dereud facālis est er expedit distinct. Nam cum soluta nobis eligend optio comque nihil.

Quod a impedit anim id quod maxim placuet volumptas assumenda est, omnis dolor repellend. Temporem quinuas et auro office debit aut tum rerum necessis ait saepe eveniet ut er repudand sint et recusand. Itaque earud rerum hic tenetur sapiente delectus prefer endis doloribi asperiore repellat. Hanc ego cu tene sentntiam, quid est cur verear ne ad eam non possing modare nost nos quo tu tum etia ergat. Nos amice at nebe pagendas cum in civiuda.

Best regards,

Name Surname

---

Swedish and English fax templates are available at intra.ki.se.
Materials

Envelopes C4 + C5

For the barcode to work with the postal system, the barcode must be in 100% KI Plommon (Plum) – Pantone© 228, to ensure sufficient contrast.

Forms for ordering envelopes and templates for print can be found at intra.ki.se/profilplatsen.

Envelopes are printed in one colour:
• Pantone© 228
Materials

A4 memo pads

The memo pad is hole-punched and glued at the top. The memo pad is printed in one colour:

• Pantone © 228

Ready-to-print originals are available at intra.ki.se/profilplatsen.
Materials

Folders

3 standard types: Without spine, 5 mm spine, and 10 mm spine

The folder is printed in one colour: Pantone 228

Ready-to-print originals in Swedish and English are available at intra.ki.se/profilplatsen.
Materials

Front covers of reports – for external use

Example of a report cover for external use.
For internal reports and memos, see intra.ki.se/profilplatsen
PowerPoint presentations

Templates for PowerPoint slides can be found at intra.ki.se.

Presentation with a plum background
This version is most appropriate for digital viewing, such as PowerPoint slides. This version should not be used for overhead film for two reasons:
- Costly – printing is heavy on ink cartridges
- Colour reproduction can not be guaranteed from different printers

Presentation with a white background
This version is appropriate for digital viewing and for overhead film. Black and white printing is primarily recommended for overhead films.
Materials

Educational posters

Templates for educational posters are available at intra.ki.se/profilplatsen.
Educational posters in collaborations

PowerPointmall för "vetenskaplig poster" – rubrik med teckensnitt Mondo Sans eller Arial i regular 80 pt

Introduction

Material
Måttmodell: 48 x 33 cm

Använd bilder
Mål är att göra det lätt att se konceptet. Dessutom kan det vara till hjälp att visa hur det fungerar. De ska vara så passade att den som läser dem kan se vad som sker.

Layout, fotografi och utskrift
Mål är att göra det lätt att se och tydligt. Det ska vara så passade att det är lätt att se vad som sker.

Complementerande handsats
Mål är att göra det lätt att göra det lätt att se och tydligt. Det ska vara så passade att det är lätt att se vad som sker.

Educational posters in cooperative projects are used for collaborations between KI and another hospital.

Templates for educational posters in collaborations are available at intra.ki.se/profilplatsen.
Karolinska Institutet is looking for a

Secretary
for the information and public relations office

Karolinska Institutet is one of the leading medical universities in Europe. Through research, education and information, Karolinska Institutet contributes to improving human health. Each year, the Nobel Assembly at Karolinska Institutet awards the Nobel Prize in Physiology or Medicine.

Karolinska Institutet offers 20 training programs in the field of medicine and conducts more than 40% of all medical academic research in Sweden. By being a centre for innovation within life science, Karolinska Institutet contributes to growth in Sweden and the Stockholm region.

ki.se

An example of a recruiting advertisement in black & white

Announcements for lectureships and professorships are made in collaboration between the department and Karolinska Institutet's central recruiting office.
Materials

Clothing and promotional items

Backpacks, clothing, lanyards etc worn by students and employees visibly display Karolinska Institutet’s brand to the general public. Colours and logotypes are naturally important to reinforce Karolinska Institutet’s image. The products themselves, including their functionality, quality etc, are also important. For example, products that promote an active, healthy lifestyle are credible promotional items from Karolinska Institutet. Starting with certain values simplifies the selection work to find a relevant promotional product.

Clothing and promotional items are sold at, for example, Profilbutiken at Nobels väg 5, on the Solna Campus. The product line is also available at intra.ki.se/profilplatsen.

Questions about the choice of clothing and promotional items should be directed to the information and public relations office.
Materials

Theses

Format: 169 x 239 mm

A Thesis for doctoral degree (Ph.D.)
2006

B Title of thesis – a long title can run over two to three lines

C Name Surname

---

A Standard text for licentiate or doctoral thesis and year
Mundo Sans Medium, 10 pt

B Thesis title
Minion Regular, 24 pt

C Author’s name
Minion Regular, 14 pt

1 Line – only for doctoral theses
Line thickness: 1 pt
Materials

A thesis from Karolinska Institutet must adhere to Karolinska Institutet’s graphic identity manual.
More information about the form and scope of the thesis is found in the documents “Time to defend your doctoral thesis?” and “Regler för forskarutbildning” at ki.se. Templates for theses can be found at intra.ki.se/profilplatsen.
Materials

Doctoral thesis
Example of one-colour printing with picture.
Materials

Other materials

Guidelines for these materials using the new graphic identity are in development. If you have questions regarding the design of materials, contact the information and public relations office.

Posters
Posters for external use must follow Karolinska Institutet’s graphic identity manual and must always be developed in consultation with the information and public relations office.

Certificates
All certificates using Karolinska Institutet’s name must follow Karolinska Institutet’s graphic identity manual and must always be developed in consultation with the information and public relations office.

Signs
The graphic rules apply when producing signs. Always contact the Department of Facilities Planning when designing signs.

Newspapers/periodicals for external circulation
Special rules apply for publishing periodicals for external circulation, among others that the responsible publisher is registered at the Swedish Patent and Registration Office. Decisions about these types of publications are made by KI’s president after a presentation by the head of information and the administrative head of department. These publications must display KI’s name and logotype in an appropriate manner.

University Course Certificate
A uniform design has been developed for Karolinska Institutet’s course certificates. For security reasons, this design must always be used on university course certificates issued with Karolinska Institutet’s name. There are two types of university course certificates, the degree certificate and individual course certificates (see the Higher Education Ordinance 7, Sections 15-16). The degree certificate is issued by Karolinska Institutet’s Department of Student Affairs and the individual course certificate by the department responsible for the course.

• Licentiate and doctoral degrees: Degree certificates are issued by the Department of Research and Postgraduate Education.

• Postgraduate courses and stand-alone courses: Individual course certificates are issued by the department responsible for the course.
KI 200 Years

In 2010, Karolinska Institutet will celebrate its 200th anniversary. The celebration will be marked by a large number of activities, both before, during and after the anniversary year. To increase awareness of the celebration and to create a coherent feeling between the various activities, Karolinska Institutet has developed a 200th year anniversary emblem.

The initiator for the 200-year celebration and its related activities is Karolinska Institutet. Therefore the emblem for the 200-year celebration is always to be used together with Karolinska Institutet’s logotype or an approved corporate logotype, but never alone. The texts in the 200-year emblems complement one another and ultimately strengthen Karolinska Institutet’s brand.

More detailed graphic guidelines for “KI 200 Years – Anniversary emblem” are available at intra.ki.se/profilplatsen. If you have questions about the graphic identity, contact the information and public relations office. More information about the 200th year anniversary can be found at ki.se/200.

**Anniversary emblem**
Two variations – Swedish and English
The anniversary emblem consists of two colours, KI Plommon (Plum) and a grey. There are also negative and black versions.

**Proportions**
The proportional size of the anniversary emblem is determined by how large KI’s logotype is on the actual material. The total height of the anniversary emblem should be equal to the height of the lower-case letters in KI’s logotype on the material.
KI 200 Years

**Principles for position**

*On office material: envelopes, stationery and PowerPoint presentations*

*On printed matter: posters, advertisements and invitations*

**Exception**

Pin/badge with anniversary emblem in silver
When we communicate together with others

Every co-operation considered to be in line with the brand strategy (read more in the appendix Karolinska Institutet’s brand platform) and that is to be actively communicated shall be designed according to the following rules.

**Co-operation categories**

1) Karolinska Institutet as “driver” – Karolinska Institutet sets the tone for the co-operation
2) Karolinska Institutet as “passenger” – the co-operation is driven by another party
3) “Dual control” – the co-operation is driven by two or more equal parties
4) Co-operation with other universities

**1) Karolinska Institutet as driver**

- The design is 100% Karolinska Institutet’s graphic identity
- The co-operating partner’s logotype is most often used in conjunction with an explanatory text such as “In co-operation with” or equivalent wording. The co-operating partner can also appear in text.
- The co-operating partner’s logotype should be about half the size of KI’s
- The logotypes must always be placed on opposite sides of the material

![Diagram showing the placement of logos in co-operation with Karolinska Institutet as driver.](image)

When Karolinska Institutet’s logotype is placed at the bottom of the page, then the partner’s logotype should be placed on the opposite side. When Karolinska Institutet’s logotype is placed at the top of the page, the partner’s logotype should be placed on the bottom edge – either on the left or right side.

**Explanatory text + co-operating partner’s logotype**

- Size perceived as about 50%
- Size perceived as 100%
In co-operative projects

2) Karolinska Institutet as “passenger”
- The design is 100% the partner’s graphic identity
- Karolinska Institutet can be included with its name or logotype
- Karolinska Institutet's logotype is used according to the applicable guidelines
- Karolinska Institutet's logotype should be used with an explanatory text if possible

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Explanatory text + Karolinska Institutet's logotype
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3) “Dual control”
- Neutral design without either of the partner’s design
- Karolinska Institutet's logotype is used according to the applicable guidelines
■ In co-operative projects

4) Co-operation with other universities
When collaborating with other universities that only use their seal, Karolinska Institutet may also use only its seal. This is an exception and should only happen if several parties use only their seals.
Related items

**Relevant documents and other related items**
The graphic identity manual for Karolinska Institutet is part of a collection of documents intended to manage and develop Karolinska Institutet’s brand. In addition to the actual guidelines, the following documents are relevant and are available at *intra.ki.se/profilplatsen.*

- Rules for Karolinska Institutet’s brand platform
- Graphic rules for collaborations/co-existence
- Guidelines for using the name Karolinska
- Image management – rules, procedures and guidelines
- Design concept for exhibitions – Guidelines for Karolinska Institutet’s exhibition communication Version 1.0
- KI 200 years – Anniversary emblem graphic guidelines
- Guidelines for handling Karolinska Institutet’s legal trademark rights