



Brand guidelines

Version 1.1 · 2024

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Introduction

The background features several white outline shapes: a large semi-circle on the left, a vertical line extending from its base, a horizontal line crossing it, and various other semi-circles and lines forming abstract patterns on the right and bottom.

Consistent use of our graphic profile strengthens the brand

Our manual for KTH's graphic profile describes how we consistently and clearly present KTH. The manual provides information on the use of KTH's logo, brand colors, fonts, and graphic elements. By following the manual, we ensure unified communication that reinforces KTH's brand.

If you are uncertain about how parts of the graphic profile should be interpreted, how to use the logo, or how to obtain the correct fonts, please contact grafiskprofil@kth.se

You can also learn more about our profile at intra.kth.se/administration/kommunikation.



Logo



Our logo

KTH's logo carries profound symbolic meaning, representing our identity as the sender. It adds gravitas and credibility to your message. Consistent use of our logo reinforces KTH's visibility. Our logo is to be employed exclusively in situations where KTH asserts ownership, authorship, production, or operation. It should be incorporated into all external communications. Employees are authorized to use the logo in their professional work, while students may utilize KTH's logo solely in conjunction with their theses and dissertations.

To facilitate this, specific templates are provided. Our logo is primarily rendered in navy blue when set against our lighter primary colors, and in white when contrasted against our darker primary colors. These logo variations can also be seamlessly integrated into various image backgrounds. On special occasions, the logo can be embellished in gold; however, such alterations should be coordinated with grafiskprofil@kth.se for guidance and approval.

Primary logos



Blue and white logo

The navy blue and white wreath represents our primary logos. The navy blue wreath is positioned against our light primary colors, while the white wreath is placed against our dark primary colors. Both primary logos can be placed on image



Secondary logo



Black logop

The black wreath is used when our primary logos cannot be applied, especially in cases of co-branding or for technical printing reasons.

Special usage



Gold foiling

The use of the logo in gold foiling is restricted and requires approval from grafiskprofil@kth.se.



Safe zone and minimum size

Logo

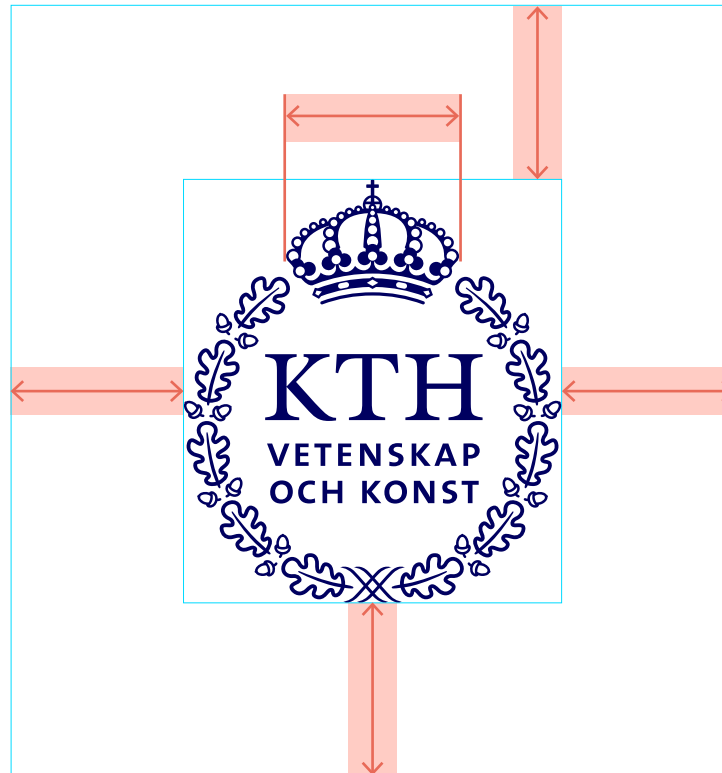
Around the logo, there is a safe zone, equal to the width of the crown. The safe zone represents the minimum distance to other graphics or text. Its purpose is to ensure the recognition of the logo and to prevent any additions or decorations from being perceived as part of the logo.

Minimum size



Logotypen får inte vara mindre än
15 mm / 40 px bred.

Safe zone

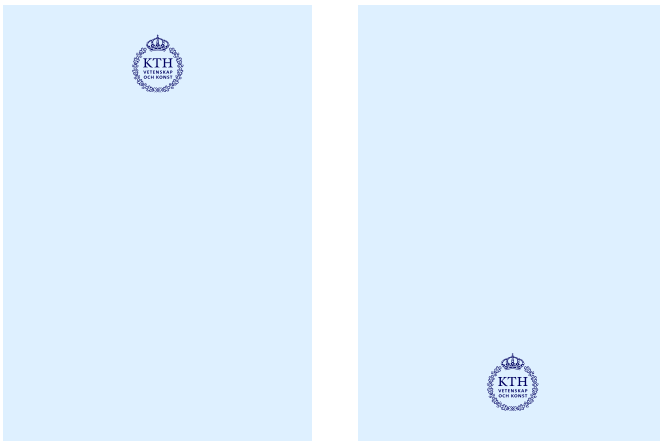


Logo placement

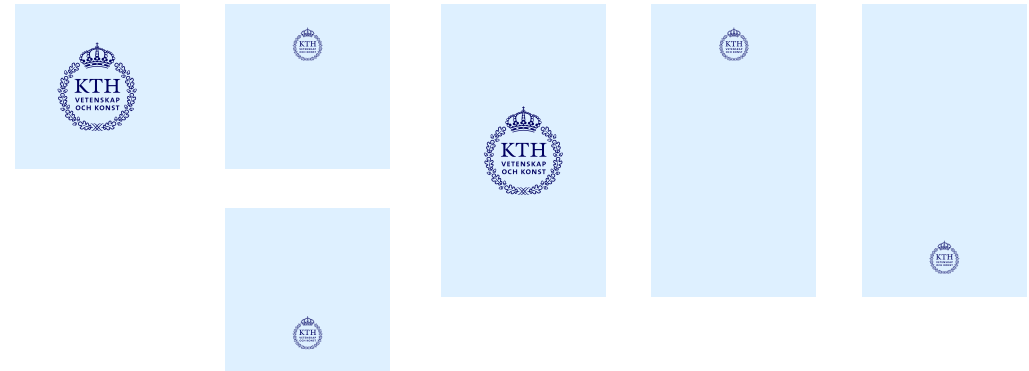
The logo should be centered, either at the top or bottom of the layout. In the case of a landscape format, the logo should be centered vertically, rather than horizontally, or placed in the corners.

For co-branding, refer to page 32.

A-format



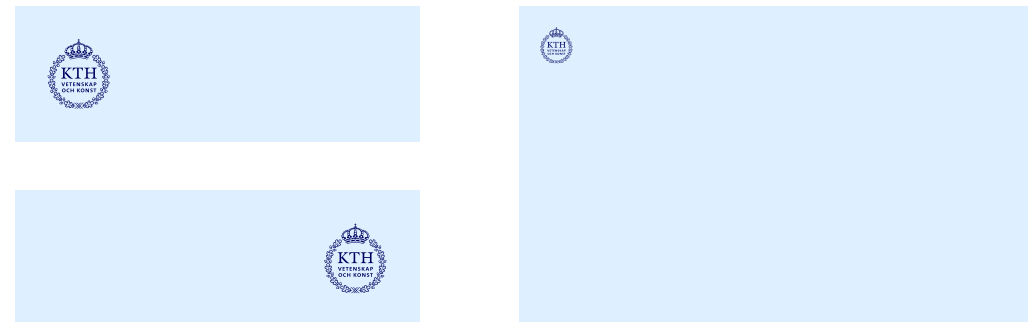
1:1 och 9:16



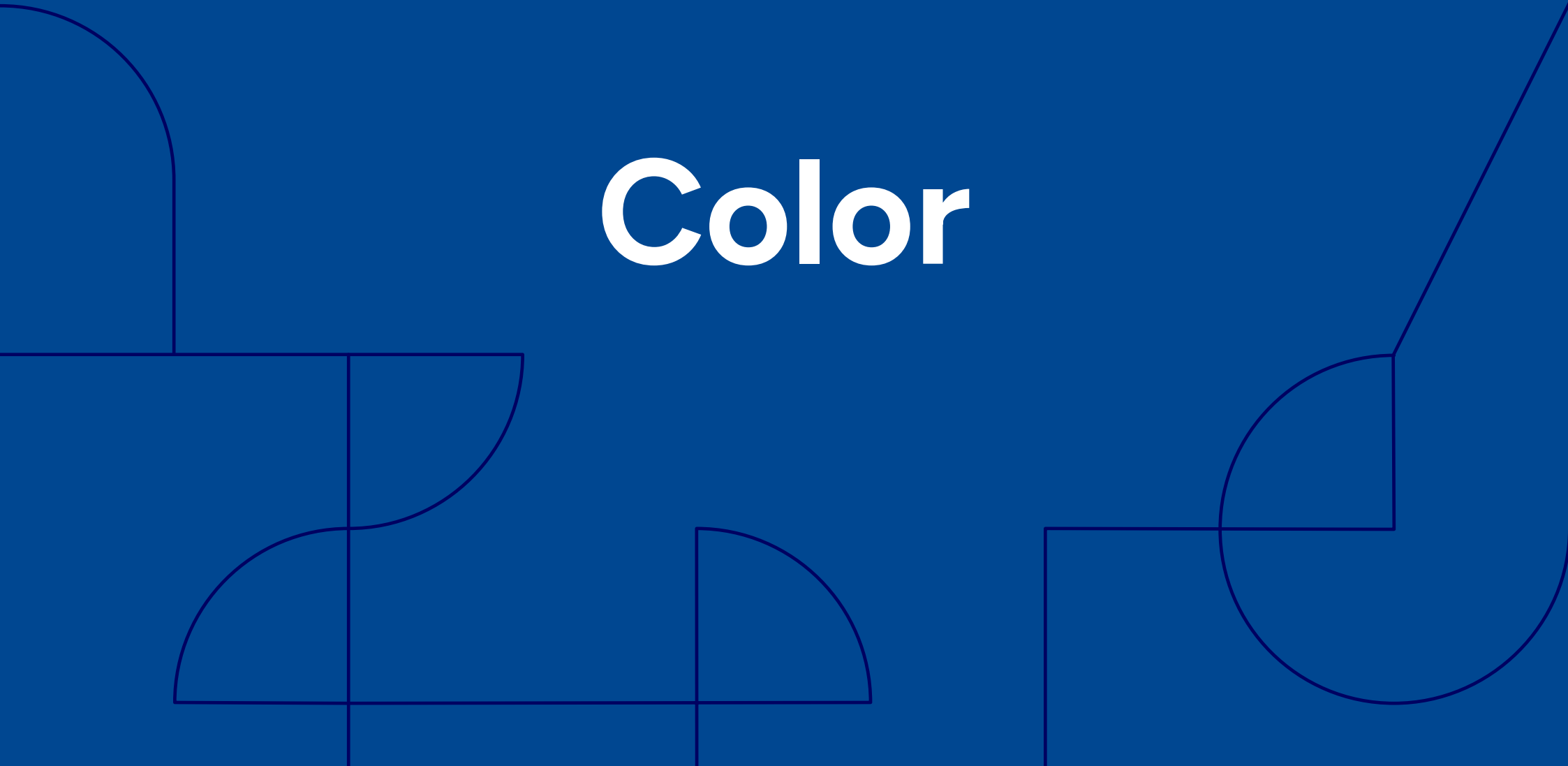
16:9



Special formats



Color



Primary colors

Our primary color palette primarily consists of various shades of blue, with navy blue being featured in our logo. When combined with the other primary colors, this color palette reinforces KTH as a brand.

Pantone's color libraries are not installed in Adobe's software. This requires that you work in PMS/CMYK in Adobe. If printing is needed, the printer can convert to the specified Pantone colors.



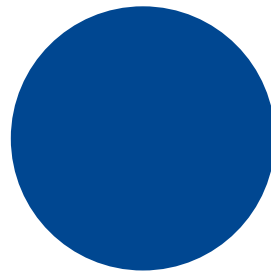
White

CMYK: 0, 0, 0, 0
 RGB: 255, 255, 255
 Hex: #FFFFFF



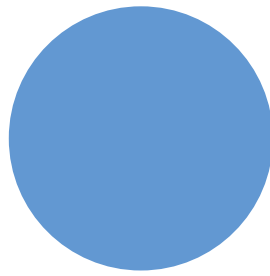
Sand

CMYK C: 9, 9, 12, 0
 CMYK U: 9, 9, 12, 0
 RGB: 235, 229, 224
 Hex: #EBE5E0
 PMS B: Warm Grey 1C
 PMS O: Warm Grey 1U
 NCS: S 1000-N



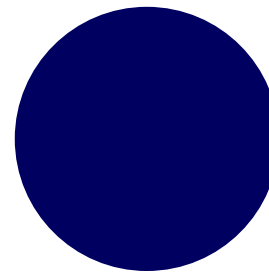
KTH blue

CMYK C: 100, 70, 0, 12
 CMYK U: 100, 70, 0, 12
 RGB: 0, 71, 145
 Hex: #004791
 PMS B: 7686 C
 PMS O: 287 U
 NCS: S 4050-R80B



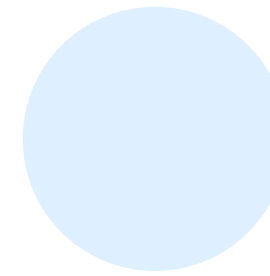
Sky blue

CMYK C: 52, 14, 0, 0
 CMYK U: 42, 10, 0, 2
 RGB: 98, 152, 210
 Hex: #6298D2
 PMS B: 284 C
 PMS O: 284 U
 NCS: S 1040-R80B



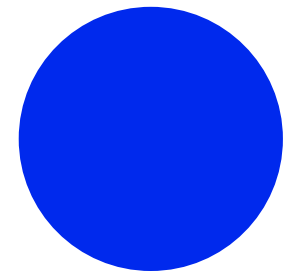
Navy

CMYK C: 100, 95, 0, 43
 CMYK U: 100, 90, 0, 35
 RGB: 0, 0, 97
 Hex: #000061
 PMS B: 2757 C
 PMS O: 2757 U
 NCS: S 5540-R70B



Light blue

CMYK C: 15, 0, 0, 0
 CMYK U: 15, 0, 0, 0
 RGB: 222, 240, 255
 Hex: #DEFOFF
 PMS B: 2707 C
 PMS O: 2707 U
 NCS: S 0515-R80B



Digital blue*

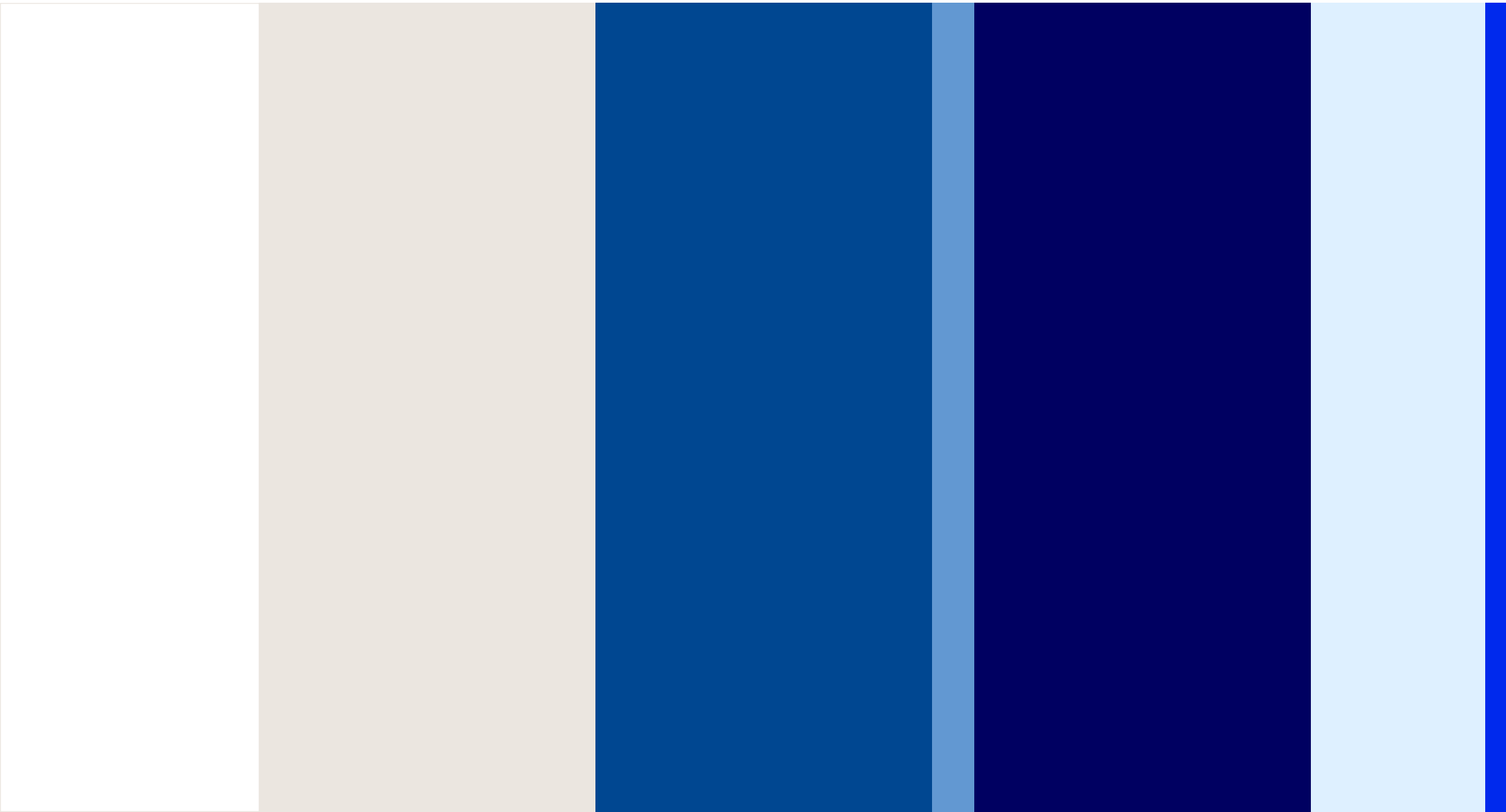
RGB: 0, 41, 237
 Hex: #0029ED

C: Coated paper
 U: Uncoated paper

* This color cannot be printed.
 Please use KTH blue for printing..

Distribution

Approximate distribution of colors to illustrate how commonly the various primary colors should appear in KTH's various productions. Not all colors need to appear in each individual output.



Color contrast and accessibility

Primary colors

How to read the chart:



Text in this combination meets all contrast requirements for accessibility. The contrast between text and background is at least 4.5:1.










Text in this combination must be at least 18 points / 24 pixels or bold and at least 14 points / 18.5 pixels to meet the contrast requirements for text against the background. The contrast between text and background is at least 3:1.



Text in all other combinations does not meet the contrast requirements for text against

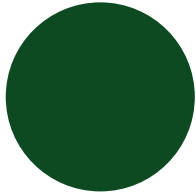
When creating outputs in our primary colors, it is important to consider readability and accessibility. A contrast ratio of 1:1 means that the colors have no contrast and are identical in darkness/lightness. However, colors with a high value have a strong contrast against each other, which is beneficial for readability and accessibility.

There are many factors that affect text readability, especially color contrast, text size, and font weight.

Primärfärger	 Sand	 KTH blue	 Sky blue	 Navy	 Light blu	 Digital blue	 White	 Black
 Sand	1:1	7,2:1*	2,4:1	14,3:1*	1,1:1	6,6:1*	1,2:1	16,8:1*
 KTH blue	7,2:1*	1:1	3:1**	2:1	7,7:1*	1,1:1	9:1*	2,3:1
 Sky blue	2,4:1	3:1**	1:1	5,9:1*	2,6:1	2,7:1	3:1**	6,9:1*
 Navy	14,3:1*	2:1	5,9:1*	1:1	15,4:1*	2,2:1	17,9:1*	1,2:1
 Light blue	1,1:1	7,7:1*	2,6:1	15,4:1*	1:1	7,1:1*	1,2:1	18:1*
 Digital blue	6,6:1*	1,1:1	2,7:1	2,2:1	7,1:1*	1:1	8,3:1*	2,5:1
 White	1,2:1	9:1*	3:1**	17,9:1*	1,2:1	8,3:1*	1:1	21:5*
 Black	16,8:1*	2,3:1	6,9:1*	1,2:1	18:1*	2,5:1	21:5*	1:1

Functional colors

Our functional colors serve as a complement to our primary color palette. These functional colors are utilized, for instance, in charts, reports, and presentations. It is important to note that our logo should not be placed against our functional colors.

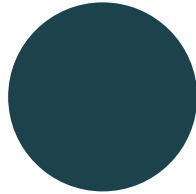


Dark green

CMYK: 75, 5, 75, 70

RGB: 13, 74, 33

Hex: #0D4A21

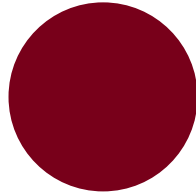


Dark turquoise

CMYK: 80, 45, 40, 57

RGB: 28, 67, 76

Hex: #1C434C

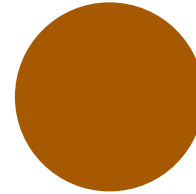


Dark brick

CMYK: 10, 100, 60, 57

RGB: 120, 0, 26

Hex: #78001A

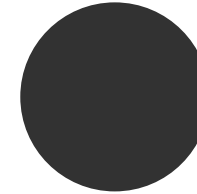


Dark yellow

CMYK: 25, 65, 100, 20

RGB: 166, 89, 0

Hex: #A65900

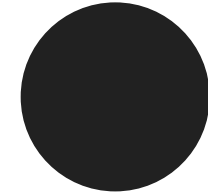


Dark grey

CMYK: 0, 0, 0, 90

RGB: 50, 50, 50

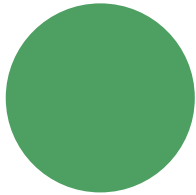
Hex: #323232



Broken black*

RGB: 33, 33, 33

Hex: #212121

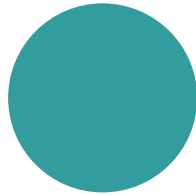


Green

CMYK: 72, 13, 75, 0

RGB: 77, 160, 97

Hex: #4DA060

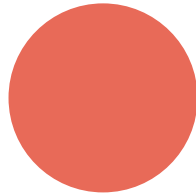


Turquoise

CMYK: 72, 17, 38, 7

RGB: 51, 156, 156

Hex: #339C9C

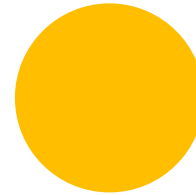


Brick

CMYK: 5, 70, 64, 0

RGB: 232, 106, 88

Hex: #E86A58

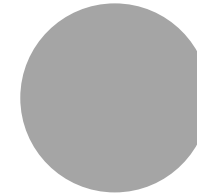


Yellow

CMYK: 0, 30, 95, 0

RGB: 255, 190, 0

Hex: #FFBE00



Grey

CMYK: 0, 0, 0, 45

RGB: 165, 165, 165

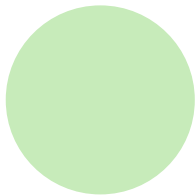
Hex: #A5A5A5



Broken white*

RGB: 252, 252, 252

Hex: #FCFCFC

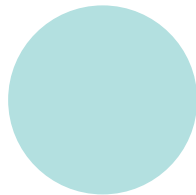


Light green

CMYK: 27, 0, 36, 0

RGB: 199, 235, 186

Hex: #C7EBBA

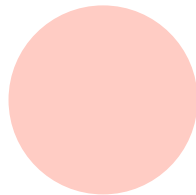


Light turquoise

CMYK: 34, 0, 16, 0

RGB: 178, 224, 224

Hex: #B2E0E0

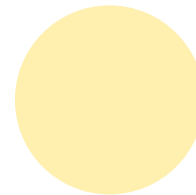


Light brick

CMYK: 0, 28, 18, 0

RGB: 255, 204, 196

Hex: #FFCCCA



Light yellow

CMYK: 0, 4, 39, 0

RGB: 255, 240, 176

Hex: #FFF0B0



Light grey

CMYK: 0, 0, 0, 15

RGB: 230, 230, 230

Hex: #E6E6E6

* Broken black and broken white are only used as text colors on the web to improve readability and accessibility on screen.

Color contrast and accessibility

Functional colors

When we use our functional colors, it is crucial to consider readability and accessibility. We achieve this by ensuring that the contrast between text and background is sufficiently high to enable comfortable reading.

Several factors influence text readability, primarily color contrast, text size, and font weight. The table below specifies the contrast

ratios between different color combinations and the accessibility requirements they meet. A 1:1 contrast ratio means that the colors are equally dark/light and, therefore, have no contrast. However, colors with a high value provide excellent contrast to each other, which is beneficial for readability and accessibility.

How to read the chart:

Text in this combination meets all contrast requirements for accessibility. The contrast between text and background is at least 4.5:1.

Text in this combination must be at least 18 points / 24 pixels or bold and at least 14 points / 18.5 pixels to meet the contrast requirements for text against the background. The contrast between text and background is at least 3:1.

○
Text in all other combinations does not meet the contrast requirements for text against

Green	Dark green	Green	Light green	Sand	White	Black
Dark green	1:1	3,2:1**	7,9:1*	8,3:*	10,4:1*	2:1
Green	3,2:1**	1:1	2,5:1	2,6:1	3,2:1**	6,5:1*
Light green	7,9:1*	2,5:1	1:1	1:1	1,3:1	16:1*
Sand	8,3:*	2,6:1	1:1	1:1	1,2:1	16,8:1*
White	10,4:1*	3,2:1**	1,3:1	1,2:1	1:1	21,5:1*
Black	2:1	6,5:1*	16:1*	16,8:1*	21,5:1*	1:1

Turquoise	Dark turquoise	Turquoise	Light turquoise	Sand	White	Black
Dark turquoise	1:1	3,3:1**	7,5:1*	8,6:1*	10,7:1*	2:1
Turquoise	3,3:1**	1:1	2,3:1	2,6:1	3,3:1**	6,4:1*
Light turquoise	7,5:1*	2,3:1	1:1	1,1:1	1,4:1	14,6:1*
Sand	8,6:1*	2,6:1	1,1:1	1:1	1,2:1	16,8:1*
White	10,7:1*	3,3:1**	1,4:1	1,2:1	1:1	21,5:1*
Black	2:1	6,4:1*	14,6:1*	16,8:1*	21,5:1*	1:1

Brick	Dark brick	Brick	Light brick	Sand	White	Black
Dark brick	1:1	3,7:1*	8,1:1*	9,3:1*	11,6:1*	1,8:1
Brick	3,7:1*	1:1	2,2:1	2,5:1	3,2:1*	6,6:1*
Light brick	8,1:1*	2,2:1	1:1	1,1:1	1,4:1	14,7:1*
Sand	9,3:1*	2,5:1	1,1:1	1:1	1,2:1	16,8:1*
White	11,6:1*	3,2:1*	1,4:1	1,2:1	1:1	21,5:1*
Black	1,8:1	6,6:1*	14,7:1*	16,8:1*	21,5:1*	1:1

Yellow	Dark yellow	Yellow	Light yellow	Sand	White	Black
Dark yellow	1:1	3,1:1**	4,5:1*	4,2:1**	5,2:1*	4,1:1**
Yellow	3,1:1**	1:1	1,5:1	1,3:1	1,7:1	12,6:1*
Light yellow	4,5:1*	1,5:1	1:1	1,1:1	1,1:1	18,3:1*
Sand	4,2:1**	1,3:1	1,1:1	1:1	1,2:1	16,8:1*
White	5,2:1*	1,7:1	1,1:1	1,2:1	1:1	21,5:1*
Black	4,1:1**	12,6:1*	18,3:1*	16,8:1*	21,5:1*	1:1

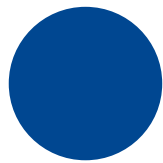
Grey	Dark grey	Grey	Light grey	Sand	White	Black
Dark grey	1:1	5,2:1*	10,3:1*	10,3:1*	12,8:1*	1,6:1
Grey	5,2:1*	1:1	2:1	2:1	2,5:1	8,5:1*
Light grey	10,3:1*	2:1	1:1	1:1	1,2:1	16,8:1*
Sand	10,3:1*	2:1	1:1	1:1	1,2:1	16,8:1*
White	12,8:1*	2,5:1	1,2:1	1,2:1	1:1	21,5:1*
Black	1,6:1	8,5:1*	16,8:1*	16,8:1*	21,5:1*	1:1

Infographics

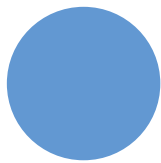
To ensure accessibility, readability, and recognition when creating infographics, we utilize a consistent color scheme. This color scheme has been designed to ensure contrast against a white background and between different data points in a graph.

For variety in graphs, you can start anywhere in the sequence, and functional colors can interchange as long as they follow the pattern of alternating light and dark.

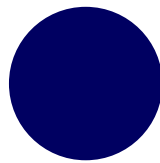
Color scheme for infographics



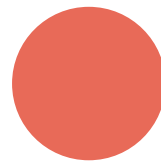
KTH blue



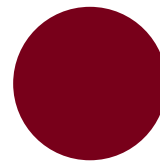
Sky blue



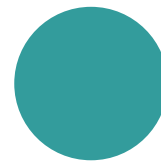
Navy



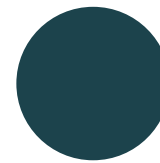
Brick



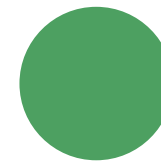
Dark brick



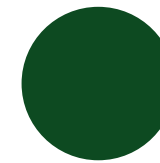
Turquoise



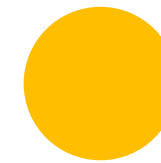
**Dark
turquoise**



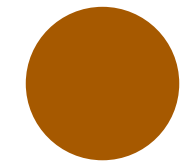
Green



Dark green



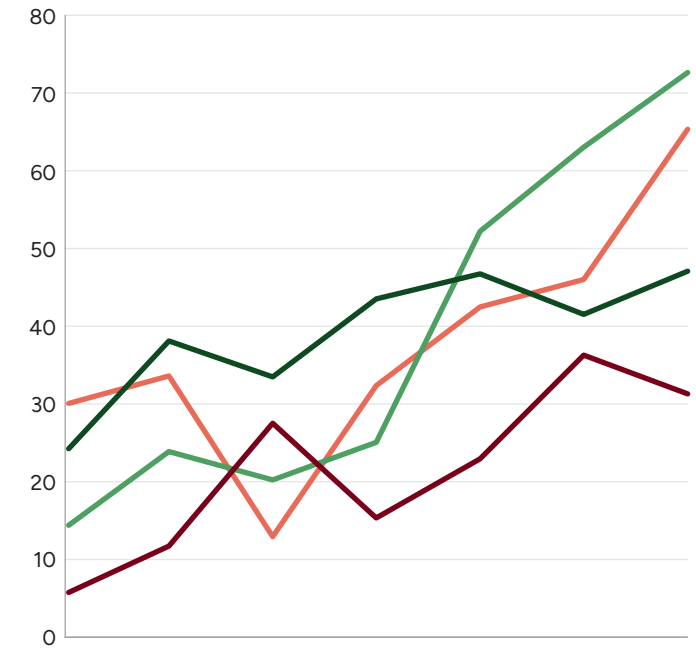
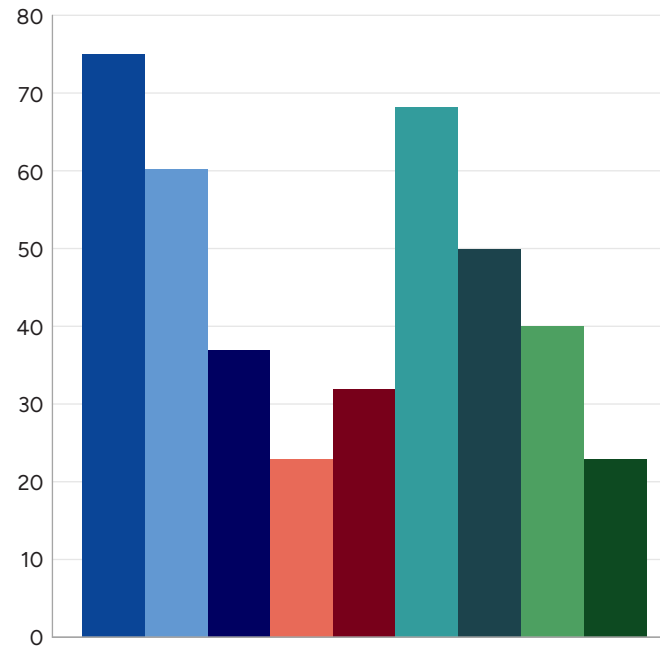
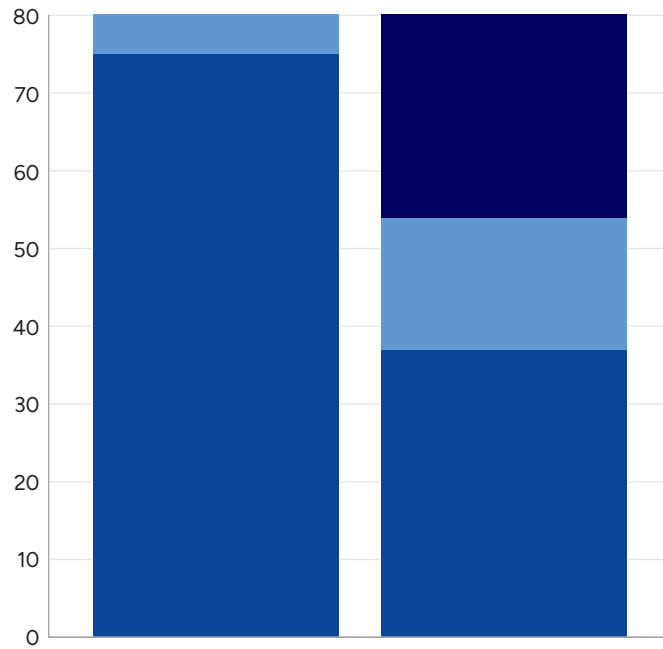
Yellow



Dark yellow

You can rearrange the order of functional colors as long as every other color is light, and every other color is dark.

Infographics Example



Typography

The background features several white outline shapes: a semi-circle in the top left, a quarter-circle in the bottom left, a quarter-circle in the bottom center, a large semi-circle in the bottom right, and a complex shape on the right side consisting of a vertical line, a horizontal line, and a semi-circle.

Fonts

Figtree is an easily legible sans-serif typeface available in various weights. Figtree serves as our primary choice for headlines, sub-headings, and concise body text.

For longer passages, we use the timeless and highly legible serif font, Georgia. Georgia is renowned for its smooth curves, ensuring excellent legibility on both screens and in print.

For more details on our font usage, please refer to page 20.

Figtree



Figtree is available for free download via KTH's software center or fonts.google.com.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
abcdefghijklmnopqrstuvwxyzääö
1234567890
.,:;--*!?()/&%@#€\$£

Light, *Light Italic*

Regular, *Italic*

Medium, *Medium Italic*

SemiBold, *SemiBold Italic*

Bold, *Bold Italic*

ExtraBold, *ExtraBold Italic*

Black, *Black Italic*

Georgia



Georgia is a standard font preinstalled on all computers.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
abcdefghijklmnopqrstuvwxyzääö
1234567890
.,:;--*!?()/&%@#€\$£

Regular, *Italic*

Bold, *Bold Italic*

Font Usage

In order to maintain a consistent typography, there are specific guidelines regarding weights, alignment, and line spacing. Figtree serves as our headline font, primarily used in headlines and subheadings. It can also be employed in short body text. For body text, we utilize Georgia.

We employ the same font and typography both in print and digital formats. In general, we use black text, but colored text can be used in headlines and shorter texts. In such cases, we predominantly use blue text.

Only Figtree

Heading

Font: Figtree bold
Alignment: Left-aligned or centered
Line Spacing: 100-115% of the font size

Sveriges största tekniska universitet

Introduction

Font: Figtree regular
Alignment: Left-aligned or centered
Line Spacing: 120% of the font size (Auto)

Sedan starten 1827 har KTH utvecklats till ett av Europas ledande tekniska universitet och en viktig arena för kunskapsutveckling. Som Sveriges största universitet för teknisk forskning och utbildning samlar vi studenter, forskare och fakultet från hela världen.

Subheading

Font: Figtree bold
Alignment: Left-aligned
Line Spacing: 120% of the font size (Auto)

Innovativt forsknings- och utbildningsklimat

Tillsammans med näringsliv och samhälle arbetar KTH för hållbara lösningar på några av mänsklighetens största utmaningar: klimatförändringar, framtidens energiförsörjning, urbanisering och livskvalitet för en snabbt växande, åldrande befolkning.

Body text

Font: Figtree regular
Alignment: Left-aligned
Line Spacing: 120% of the font size (Auto)

Combination of Figtree och Georgia

Heading

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Line Spacing: 100-115% of the

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Vår forskning och utbildning omfattar såväl naturvetenskap som alla grenar inom teknik samt arkitektur, industriell ekonomi, samhällsplanering, historia och filosofi. Det innovativa klimatet främjar mångsidiga lösningar och våra utbildningar skapar en ny generation ingenjörer, arkitekter och lärare.

Vi medverkar i internationella forskningssamarbeten och har en mängd olika utbytes- och gemensamma utbildningsprogram med universitet och högskolor i hela världen. KTH:s samverkan med ett ständigt växande nätverk av internationella företag, offentlig sektor och organisationer ger studenter och forskare ett brett kontaktnät att ta del av.

Fallback font

In cases where Figtree cannot be used, Arial should be used as the alternative font. Figtree lacks certain special characters, such as those from Greek and Latin, which are sometimes used in scientific texts. If these characters are needed, the backup font Arial can be used instead.

Georgia is a standard font preinstalled on all computers and, therefore, does not require a fallback font.

Arial

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÅ
abcdefghijklmnopqrstuvwxyzääö
1234567890
.,;:—*!()?/&%#@#€£

Regular, *Italic*
Bold, *Bold Italic*

Text plate

In designed products where images and text are combined, such as covers, posters, or advertisements, text can either be placed directly over images (if readability can be ensured) or on a plate in one of our brand colors.

Considerations:

- Text plates are always full-bleed and can be positioned either at the top or bottom, but never both
- The logo can be either placed on a plate or directly over an image.

Layout examples



Read more about other current research projects in hydroponic farming at kth.se

Fresh vegetables all year round through farming in water

Water-based, or hydroponic, technology for indoor farming means that more and more retailers, restaurants and households are choosing to grow their own fresh vegetables. Developing indoor farming of food is necessary, not least bearing in mind climate change.




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Water-based, or hydroponic, technology for indoor farming means that more and more retailers, restaurants and households are choosing to grow their own fresh vegetables. Developing indoor farming of food is necessary, not least bearing in mind climate change.

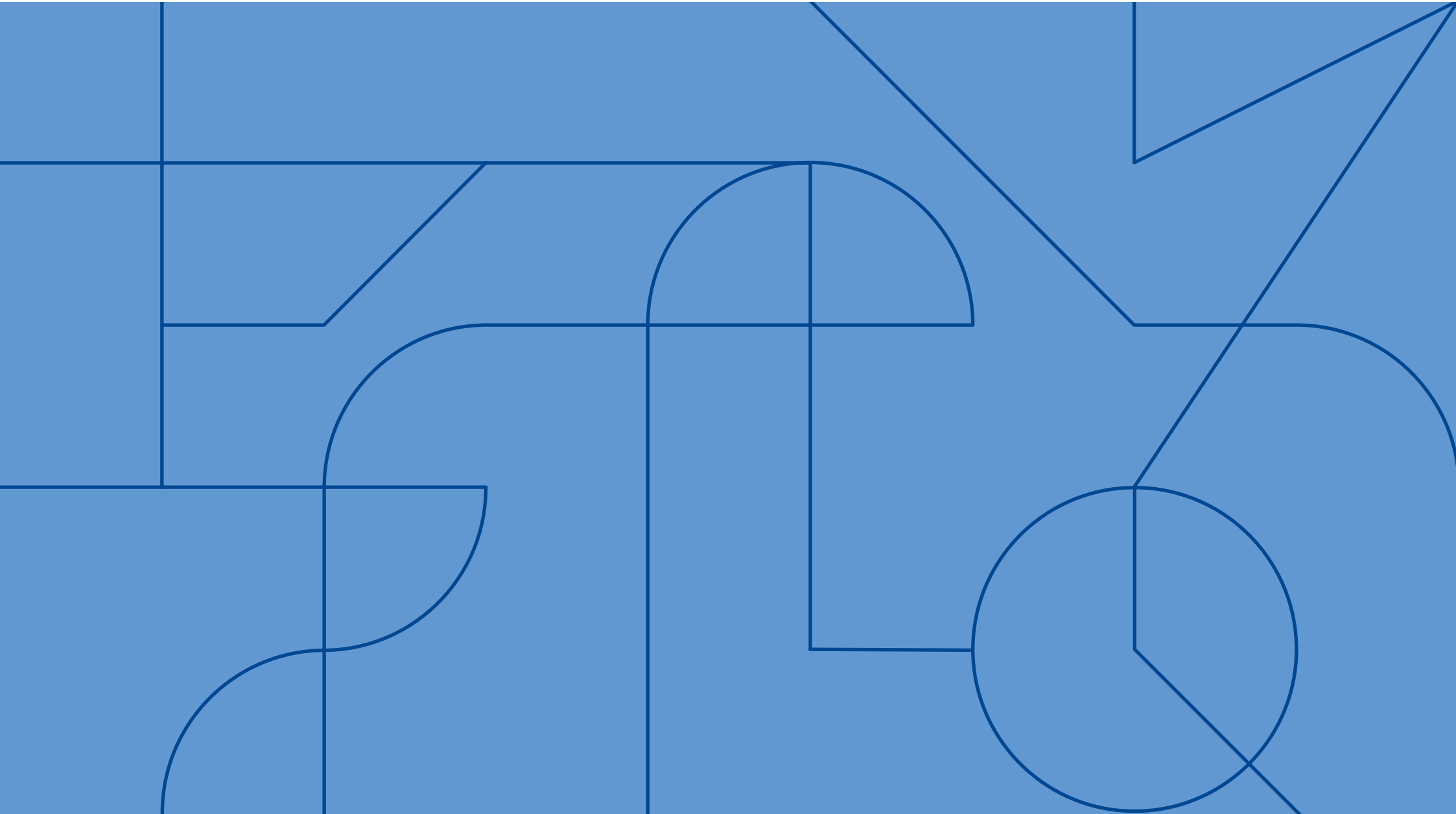


Line pattern

The background of the slide features a white line pattern on a dark blue background. The pattern consists of various geometric shapes and lines, including a large semi-circle on the left, a vertical line, a horizontal line, and several curved lines that form a complex, abstract design. The lines are thin and white, creating a minimalist and modern aesthetic.

Line pattern

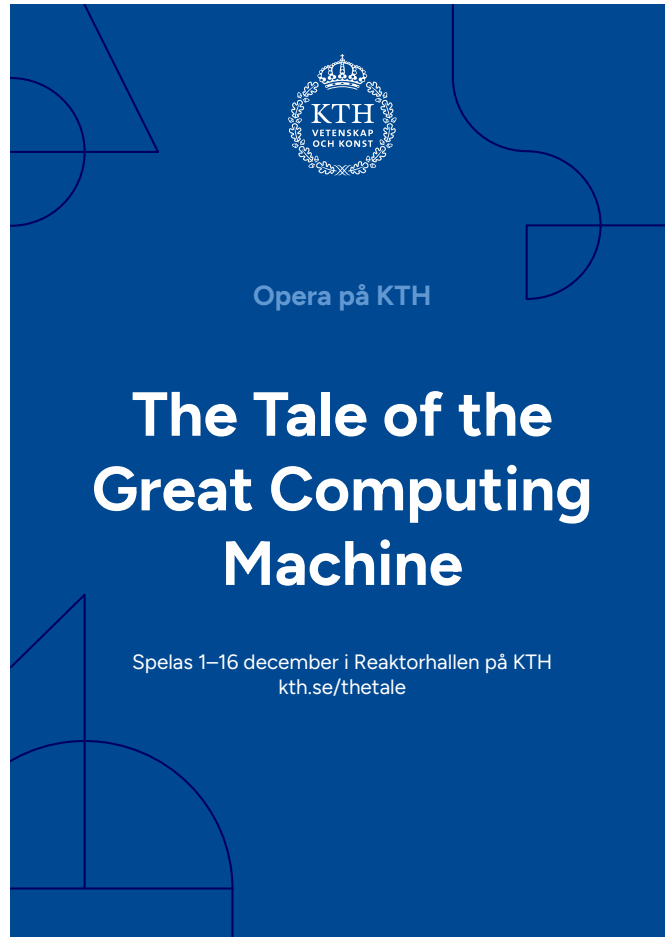
Our line pattern should evoke the concept of dynamic intellect, where ideas and thoughts converge. Based on a grid, a pattern can be developed to create the impression of a blueprint, a technical process, or a diagram.



Line pattern Usage

Our line pattern can be used to reinforce KTH as the sender but does not need to be applied to every instance. Our line patterns should evoke the concept of dynamic intellect, where ideas and thoughts converge. Based on a grid, a pattern can be developed to create the impression of a blueprint, a technical process, or a diagram.

Our pattern can be used on a background panel, on a full-bleed image, or on a background panel alongside an image. However, the pattern should not overlap both the background panel and the image.



Pattern on background color



Pattern on full-bleed image



Pattern and image combined

Application of pre-made pattern files

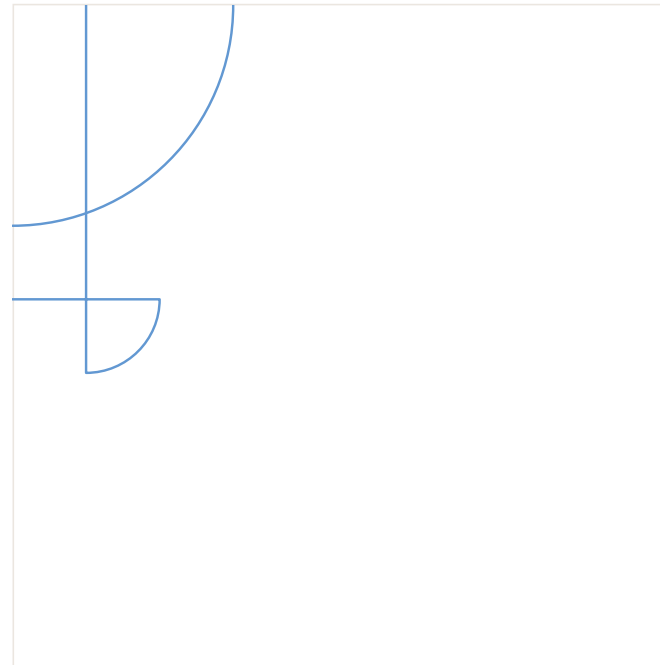
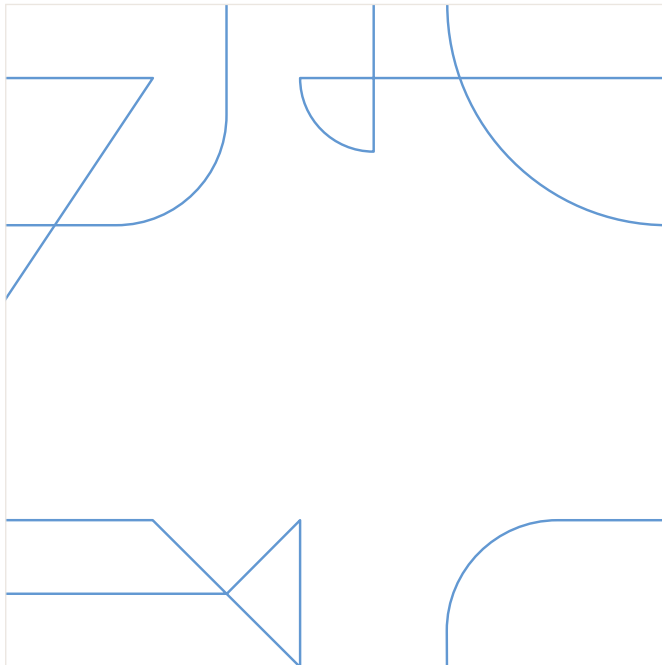


The development of new patterns should always be done in collaboration with grafiskprofil@kth.se

To simplify the use of the line pattern, several pre-made patterns in various formats are available.

How to use pre-made pattern

1. Insert the entire pattern without distorting or scaling it.
2. Once the pattern is inserted, you can rotate it in 90-degree increments, mirror the pattern, and/or crop parts of the pattern to fit the content.
3. Fill in the remainder of your content.



1

Insert the pattern file

Choose a pattern file that matches the area of your output, and insert the image in its entirety to cover the entire output area.

2

Select suitable parts of the pattern

Crop, rotate, and/or mirror the pattern to achieve a design that you want.

3

Complete the outlet

Crop, rotate, and/or mirror the pattern to create the desired pattern that fits the content.

Examples with pre-made pattern

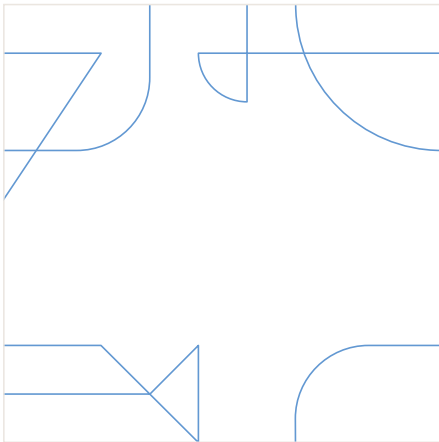


The development of new patterns should always be done in collaboration with grafiskprofil@kth.se.

Please consider:

- Never place the line pattern behind text.
- Never place the line pattern behind KTH's logo (safe zone).
- The line pattern can be placed either over an image or on a background, but never both at the same time.

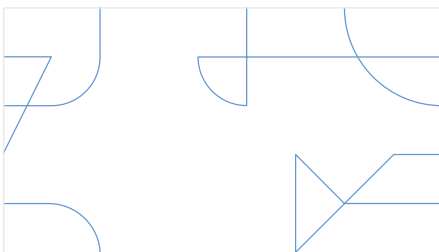
Pattern file 1:1



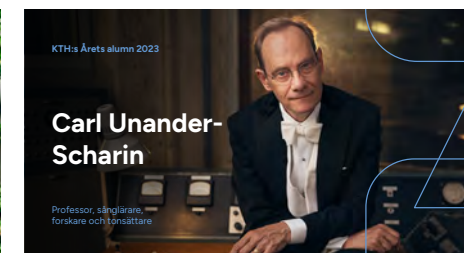
Examples of application



Pattern file 16:9

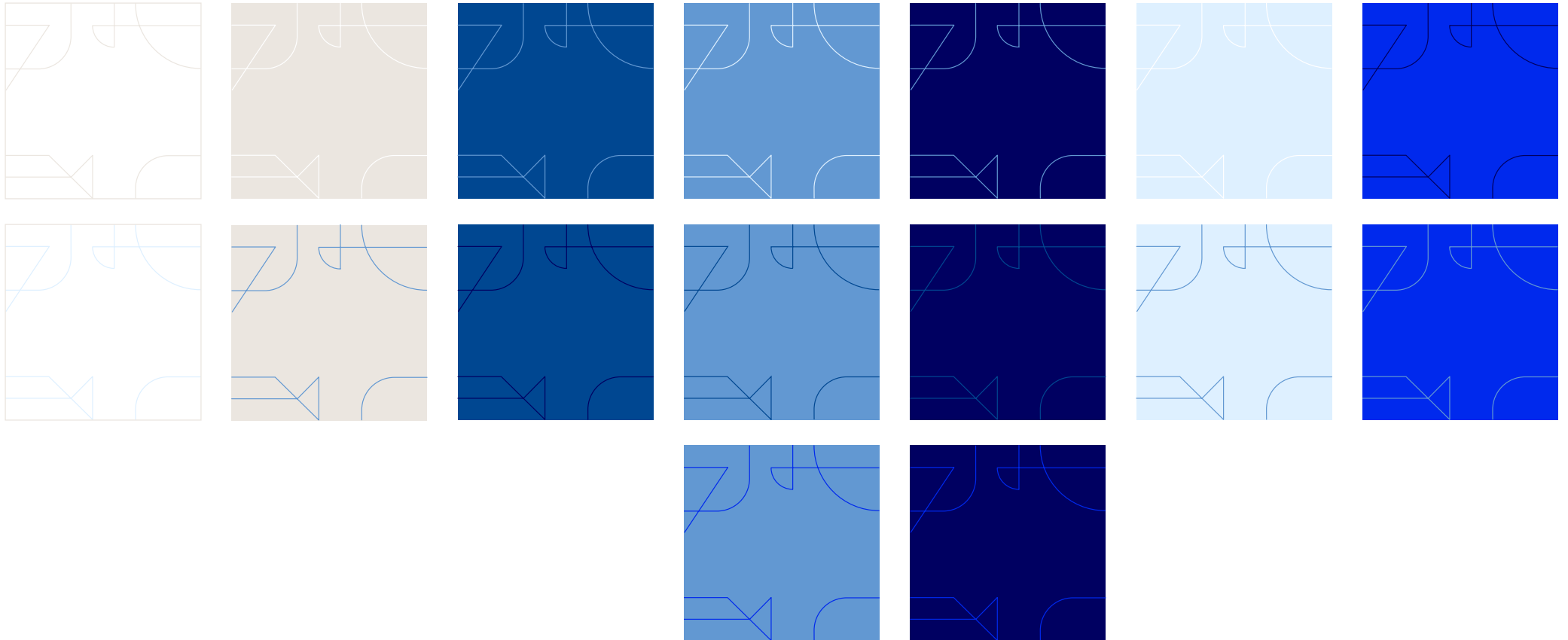


Examples of application



Primary color combination line pattern

Examples of combinations between the line pattern and backgrounds in our primary color.



Images

The page features a solid blue background. In the corners, there are white line-art illustrations of geometric shapes. On the left, a vertical line with a rounded top and a horizontal line with a rounded right end meet at a corner. On the right, a vertical line with a rounded top and a horizontal line with a rounded right end meet at a corner. In the bottom left, a vertical line with a rounded top and a horizontal line with a rounded right end meet at a corner. In the bottom right, a vertical line with a rounded top and a horizontal line with a rounded right end meet at a corner.

Our images

As a starting point, we use color images. When necessary, we use images with a blue tone. For instance, blue-toned images can achieve a cohesive look in visual content with varying quality or in images taken at different times. They can also be used to reinforce a message or expression.

We use black-and-white images sparingly to create a uniform appearance in specific contexts.

Primary image style



Color

Secondary image style



Blue tone

Images in blue tone are created with a gradient ranging from our navy blue color to our light blue.



Unified branding

The background is a solid dark blue. Overlaid on this are several white and light blue geometric shapes. On the left, there is a white semi-circle at the top, a white horizontal line, and a white vertical line extending downwards. In the bottom left, there is a light blue semi-circle. In the bottom center, there is a white semi-circle. On the right, there is a light blue semi-circle at the top, a white horizontal line, and a white vertical line extending downwards. The overall composition is abstract and modern.

Unified branding

KTH's logo may be used and combined with other logos only in collaborations with agreed-upon external parties. This can apply to partnerships with other colleges, universities, authorities, organizations, or companies.

There are three different levels of collaborations that affect the logo's placement and which graphic manual applies: 1. KTH is the leading party in the project, 2. KTH is an equal partner, and 3. KTH is a passenger in the project.



Forskarutbildningsprogrammet inom medicinsk teknologi

Forskarutbildningsprogrammet inom medicinsk teknologi är ett forskarutbildningssamarbete mellan Karolinska Institutet (KI) och Kungliga Tekniska Högskolan (KTH). Programmet leder till en gemensam examen utfärdad av KI och KTH.

För doktorand
Om det finns lediga doktorandprojekt inom detta samarbete annonseras dessa på KIs respektive KTH:s ordinarie plats på webben för vid lediga doktorandplatser.

För handledare
För att en doktorand ska kunna rekryteras till detta program behövs ett godkännande från styrgruppen varefter rekrytering och antagning tar vid, se nedan. Notera att styrgruppen endast tar ställning till om projektet passar in som ett samarbetsprojekt, men att det sedan är upp till de båda lärosätena att ta ställning till om en doktorand ska antas och till handledarnas lämplighet.

Obs, innan blanketten lämnas in bör de berörda läsa igenom vad som gäller för detta samarbete. Regler och rutiner för samarbetet.

Karolinska Institutet



TRÄFFA ALLA LÄROSÄTEN PÅ CAMPUS!
AKTIVITETER · MUSIK · QUIZ
LUNCH · UPPTRÄDANDEN

GÖR VÅRT QUIZ OCH FÅ EN LUNCH!

QR CODE

CAMPUS FLEMINGSBERG STOCKHOLM

VÄLKOMMEN TILL
CAMPUS DAGEN
DEN 6 SEPTEMBER KL 11-13
PÅ CAMPUS FLEMINGSBERG

www.campusflemingsberg.se/campusdagen

Karolinska Institutet, KTH, SMI, and other logos at the bottom.



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Karolinska Institutet

KTH

1.KTH is the leading party in the project

Adhere to KTH's graphic profile. Partner logos are placed at the bottom of the output.

2.KTH is an equal partner

Neither party's graphic profile is used, and all logos are placed at the bottom.

3. KTH is a passenger in the project

The graphic profile of the leading party is used. KTH's logo is present as a collaborative partner.

Motion Graphics

The background is a solid dark blue. It features several abstract geometric shapes in white and light blue. On the left, there is a white semi-circle at the top, followed by a horizontal line, and then a light blue semi-circle. In the center, there is a white semi-circle and a light blue semi-circle. On the right, there is a light blue semi-circle and a white semi-circle. The shapes are arranged in a way that they appear to be part of a larger, partially visible graphic design.

Namn plate

Name, last name, and title are written and placed as per the following example.



Text against background

White text directly on a dark background or navy blue text on a light background. The name is written in Figtree Bold, and the title is written in Figtree Regular.



Text against plate

Colored plate with text. The name is written in Figtree Bold, and the title is written in Figtree Regular.

Title plate

KTH's logo is centered at the top. The film's title is written prominently in the center of the screen. Any subtitles are written in smaller text, centered at the bottom.



Against a background



Color plate

End screen

KTH:s logo is placed centered against our primary colors.



Profiled products

The background is a solid dark blue. It features several white outline shapes: a semi-circle at the top left, a large semi-circle at the bottom left, a smaller semi-circle at the bottom center, and a complex shape on the right side consisting of a vertical line, a horizontal line, and a semi-circle.

Profiled products

Example



The development of new patterns should always be done in collaboration with grafiskprofil@kth.se.

Profiled products

The profile products can be done in two different ways – either with only the logo, or with a combination of the logo and the line pattern. The main base color is navy blue, but also white, beige, and light blue can be used.

Logo can be printed when the line pattern is not possible due to printing technical limitations.

Line pattern can be used on products where it is technically possible, framing the logo. The pattern is constructed to fill the remaining areas.

Profile products should always be ordered from KTH's contracted supplier. The standard assortment is available in KTH's profile shop. For more information, visit the intranet or contact profilshop@kth.se.

Linjemönstret



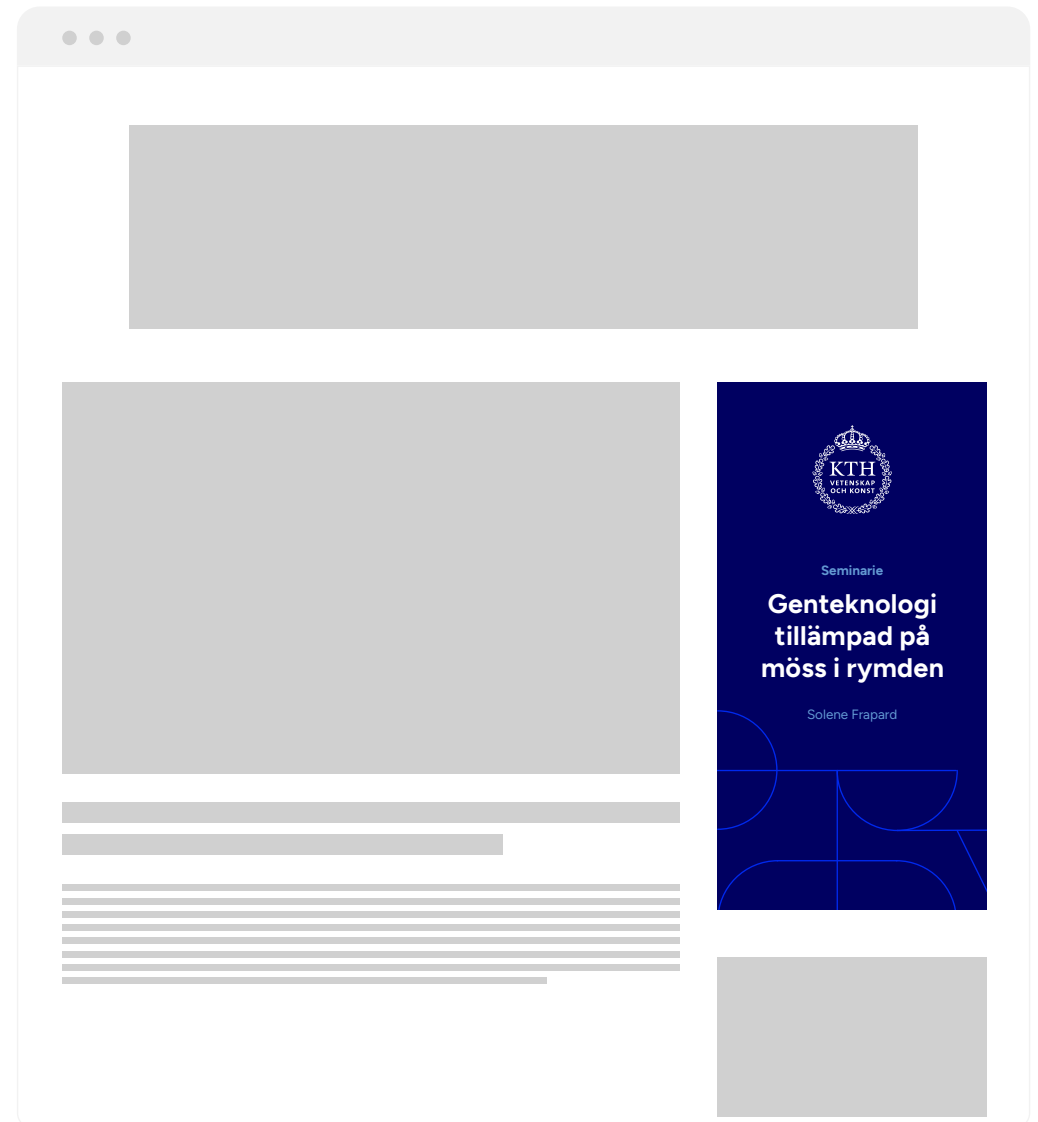
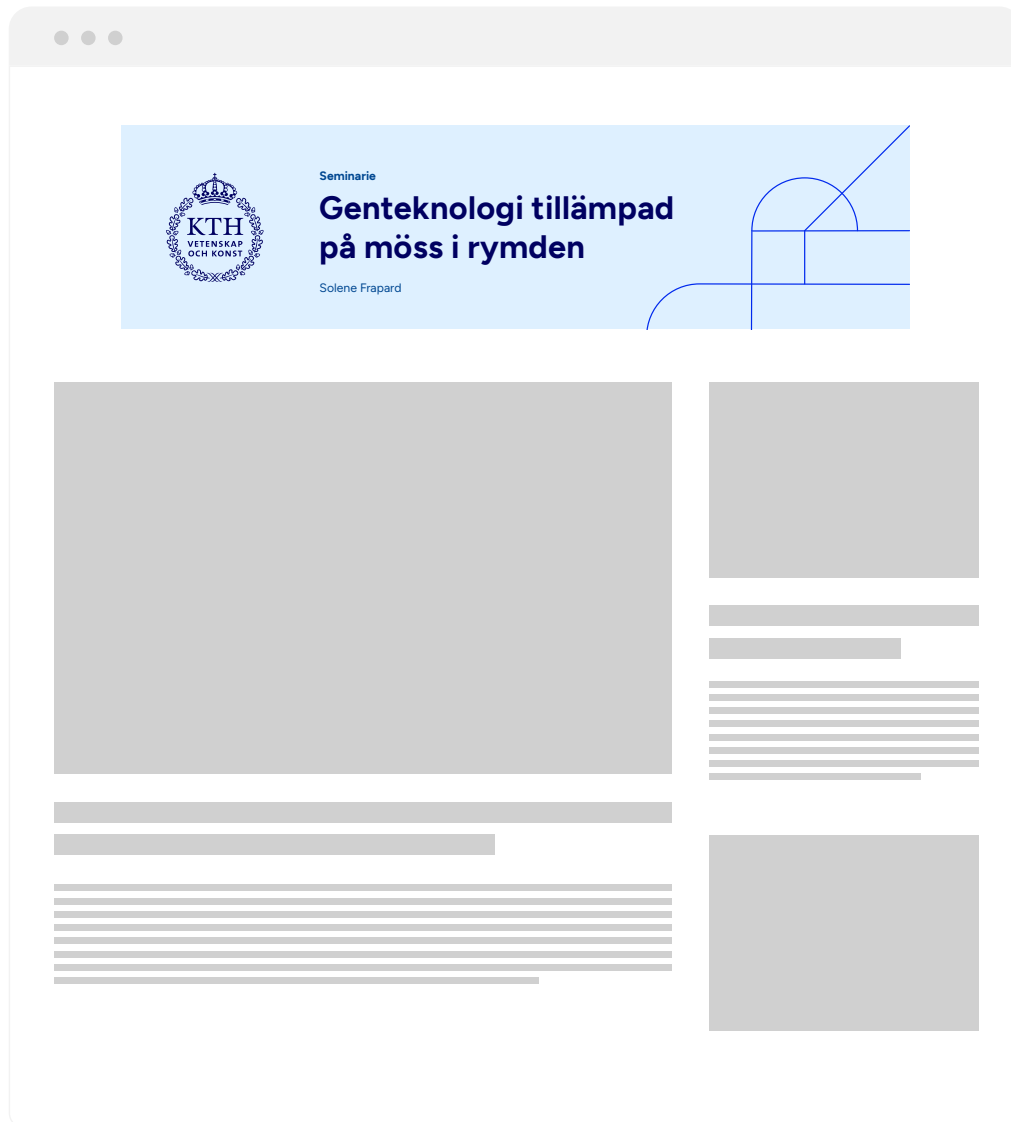
Examples

The background features abstract white line art on a dark blue field. The art consists of various geometric shapes: a semi-circle at the top left, a horizontal line extending from it, a vertical line intersecting it, and several other semi-circles and curved lines scattered across the lower half of the page. The overall style is clean and modern.

Social media




Banners




Roll up



Flyer



**KTH**
VETENSKAP
OCH KONST

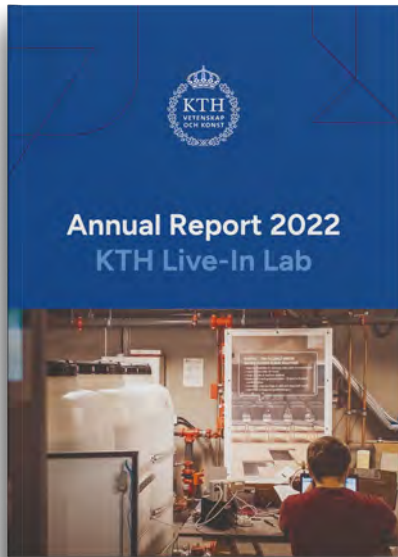
Develop your company with young talents

Degree projects are a great way for your company to collaborate with KTH and get direct access to our student's knowledge. KTH Degree Project Portal is a free and accessible way to reach thousands of KTH students.

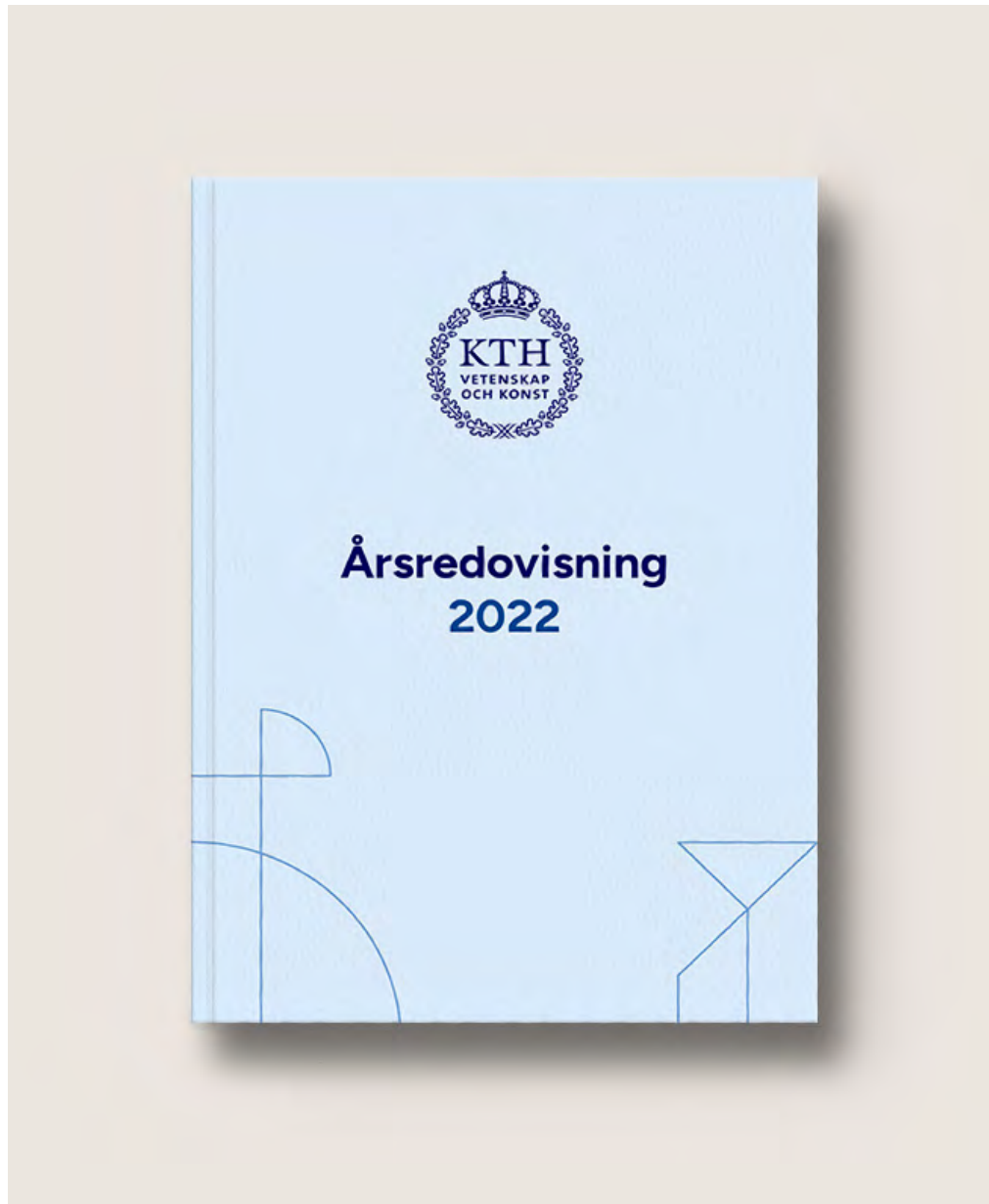
Post proposals for research assignments! Get innovative perspectives on relevant issues in return. You can also advertise internships, trainee jobs, seasonal and part-time work opportunities.

For more information visit kth.se/degree-projects

Annual report



Cover





KTH

VETENSKAP
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