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Introduction
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.
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 logotypes

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 logo
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 cases

Gold foiling
The use of the logo in gold foiling is restricted and requires approval from grafiskprofil@kth.se.
**Safe zone and minimum size**

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**

The logo must not be smaller than 15 mm/40 px in width.

**Safe zone**

The logo must not be smaller than 15 mm/40 px in width.
Logo placement

The logo should always 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 and 9:16

16:9

Special formats
Color
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.
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.
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.

<table>
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<tr>
<th>Primary colors</th>
<th>Sand</th>
<th>KTH blue</th>
<th>Sky blue</th>
<th>Navy</th>
<th>Light blue</th>
<th>Digital blue</th>
<th>White</th>
<th>Black</th>
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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

- **Green**
  - CMYK: 72, 13, 75, 0
  - RGB: 77, 160, 97
  - Hex: #4DA061

- **Turquoise**
  - CMYK: 72, 17, 38, 7
  - RGB: 51, 156, 156
  - Hex: #33C9C9

- **Brick**
  - CMYK: 5, 70, 64, 0
  - RGB: 232, 106, 88
  - Hex: #E86A58

- **Brick**
  - CMYK: 5, 70, 64, 0
  - RGB: 232, 106, 88
  - Hex: #E86A58

- **Yellow**
  - CMYK: 0, 30, 95, 0
  - RGB: 255, 190, 0
  - Hex: #FFBE00

- **Light turquoise**
  - CMYK: 0, 16, 0
  - RGB: 178, 224, 224
  - Hex: #B2E0E0

- **Light yellow**
  - CMYK: 0, 4, 39, 0
  - RGB: 255, 240, 176
  - Hex: #FFCC4

- **Light gray**
  - 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.*
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 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.

Here's how to interpret 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 the background.
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.
Typography
Fonts

Figtree is an easily legible sans-serif typeface available in various weights. It features a clean and straightforward design with uncomplicated, open shapes, enhancing accessibility and readability in text.

Figtree serves as our primary choice for headlines, subheadings, and concise body text.

For longer passages, we opt for 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.

Georgia

Georgia is a standard font preinstalled on all computers.

Light,
Light Italic
Regular,
Italic
Medium,
Medium Italic
SemiBold,
SemiBold Italic
Bold,
Bold Italic
ExtraBold,
ExtraBold Italic
Black,
Black Italic

Regular,
Italic
Bold,
Bold Italic
Enbart Figtree

Font Usage

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

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

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

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

Combination of Figtree and Georgia

Font Usage

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

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

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

Body text
Font: Georgia regular
Alignment: Left-aligned
Line Spacing: 125% of the font size

Sveriges största tekniska universitet

Enbart Figtree

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.

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.

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.

Sveriges största tekniska universitet

Combination of Figtree and Georgia
In cases where Figtree cannot be used, Arial should be used as the alternative font. Georgia is a standard font preinstalled on all computers and, therefore, does not require a fallback font.

Arial

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

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.

Read more about other current research projects in hydroponic farming at kth.se
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.
Our line pattern can be used as a means to reinforce KTH as the sender but does not need to be applied to every instance. The pattern can be placed on a background panel, creating the impression of a blueprint, a technical process, or a diagram. Based on a grid, a pattern can be developed to evoke the concept of dynamic intellect, where ideas and thoughts converge. The pattern should not overlap both the background panel and the image.
Application of pre-made pattern files

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. Välj ut passande delar av mönstret
Beskär, rotera och/eller spegla mönstret för att få mönster på den del av ditt uttag som passar innehållet.

Here’s 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.

Select suitable parts of the pattern:
Crop, rotate, and/or mirror the pattern to create the desired pattern on the portion of your output that fits the content.
Examples with pre-made pattern

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

Pattern file 16:9

Examples of application

Three important aspects of a startup team

Förbered dig inför ditt antagningsbesked

Anmälan har stängt – vad händer nu? Här samlar vi det du behöver veta inför att ditt antagningsbesked kommer.

Genteknologi tillämpad på möss i rymden

Solene Frapard

Vilken del har forskare och studenter vid KTH i stadens utveckling? Hur ser framtidens hållbara stad ut?

Hållbar inomhusodling i vatten

Tema not

Carl Unander-Scharin

Professor, sånglärare, forskare och tonsättare

KTHs Årets alumn 2023
Examples of combinations between the line pattern and backgrounds in our primary color.
Our images

As a starting point, we use color images. When necessary, we use images with a blue tone. For example, blue-toned images can be employed to create a cohesive look in visual material of 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 achieve a uniform appearance in specific outputs.

Primary image style

Secondary image style

Color

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

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.
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.
Name plate

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

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

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

Att tänka på innan antagningsbesked och terminsstart på KTH

A day in the study life of an ordinary KTH student

Framtiden börjar på KTH

Ansök idag
Banners

Seminarie
Genteknologi tillämpad på möss i rymden
Solene Frapard

Examples
KTH · Brand guidelines
Page 39
Roll up

Vidareutbilda dig på KTH

Fristående kurser och uppdragss-utbildningar för yrkesverksamma
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 students' 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