



GUIDELINE

Decisionmaker
University Director

Valid from
2026-06-01

Changed from
-

Reference number
HS-2026-0930

Responsible for review and
questions
Communication Department

This document is a translation. In case of a discrepancy between the Swedish original and the English version of the decision, the Swedish original will prevail.

Brand Guidelines

This steering document has been decided on by the University Director (reference number HS-2026-0930) and is valid from 1 June 2026. The steering document governs the use and management of the university's brand. The Communications Department is responsible for reviewing the steering document and addressing any questions regarding it.

KTH's brand stands for quality and credibility. The brand must be used in a uniform and consistent manner, in line with the KTH's visual identity. The brand is a shared asset for everyone working at KTH, and together we are responsible for safeguarding, nurturing and strengthening it.

Use of the KTH's logo

1. The logo must be clearly visible in external contexts where activities are carried out wholly or partly by KTH, or in other cases where KTH is involved.
2. External parties may use the logo in research projects or other forms of collaboration only with prior written consent.
3. Employees and affiliates may use the logo in the course of their work.
4. Doctoral students may use the logo in accordance with the university's templates in connection with their licentiate theses and doctoral dissertations, as well as in the course of their duties for KTH.
5. Students may use the logo in accordance with the university's degree project template.
6. Suppliers, consultants, and other similar external parties are not permitted to use the logo for marketing or other commercial purposes. Exceptions to this policy may be granted for exceptional reasons upon written approval.
7. The logo may not be altered or modified, nor may it be used in a way that could cause confusion, harm, or similar issues.

Use of the University's name

8. The University's official name, as defined by the Higher Education Ordinance, is Kungl. Tekniska högskolan. This name is used in official decisions, in the performance of public duties, and when KTH is a party to an agreement. In other contexts, the name may be written as Kungliga Tekniska högskolan.
9. The university's name is abbreviated as KTH. In texts where necessary, the full name should be written the first time it appears, and thereafter the abbreviation KTH may be used.

10. In English, the name is written KTH Royal Institute of Technology.
11. In academic publications, the university's name is written in accordance with the current guidelines for academic publishing.
12. The use of KTH as a prefix in conjunction with the word "student" is permitted for a student organization that has the status of a student union at KTH and for student associations affiliated with the union.
13. The use of KTH as a prefix in the names of organizational units, work groups, functions, and similar entities is permitted only when the activity has a clear external profile and it is important to raise the university's visibility among an external target audience.

Other logos or visual identities

14. In exceptional cases, such as large-scale collaborative projects, a separate logo or visual identity may be developed. Where applicable, this should be done with the support of the Communications Department.