Graphic Profile Manual KTH
Register

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Introduction
Clarity and consistency strengthen our brand

A leading KTH is an integrated, open, more digital, sustainable, international, equal and visible KTH. This manual describes how we present KTH in a clear and consistent way in all material we produce. By so doing, we strengthen and protect our brand and ensure that we communicate one KTH, wherever we do this. It covers everything from how we use our colours and the KTH logotype, our different fonts and what our graphic guidelines look like. It also acts as a support tool to help us structure our work with the KTH brand to enable communication in both printed matter and digital environments to be done in a smarter and more cost-effective way.
Graphic Identifiers

Our graphic profile is based on a number of different distinctive identifiers that symbolise and differentiate KTH. The logotype is our main identifier and our most prominent signifier. Followed by our colours and fonts. We also have our graphic line elements in several different colours that act as page footers or decoration.

Fonts

**Logotype**

![KTH Logotype](image)

**Colours**

<table>
<thead>
<tr>
<th>CMYK: 100, 55, 0, 0</th>
<th>CMYK: 70, 20, 0, 0</th>
</tr>
</thead>
<tbody>
<tr>
<td>RGB: 25 84 166</td>
<td>RGB:</td>
</tr>
<tr>
<td>PANTONE: 2935 C</td>
<td>PANTONE:</td>
</tr>
</tbody>
</table>

**Graphic Line Elements**

![Graphic Line Elements](image)
Profile and layout
Logotype

To strengthen the symbolic value of our logotype, there are rules for how, when and where we should use it. By following these guidelines consistently, we strengthen recognition of KTH. Our logotype shows that we are the communicator and adds weight and credibility to the message.
Logotype, protected area

There is a protected area around the logotype, that is measured and the same size as the width of the crown. The protected area is the minimum distance to any other graphic, text or image. The aim is to ensure recognition of the logotype and that any additions, such as addresses or décor are not perceived as being part of the logotype.

The same minimum distance applies to the outer edges of the material on which the logotype is to be positioned.

The protected area is a minimum, the more free space there is around the logotype, the stronger and clearer it will appear. To ensure the protected area is easy to use, it is available in the form of an invisible rectangle in all digital originals. In which case, an object box with a protected area will automatically be included.

Minimum permitted size of the logotype is 15x15 mm for print and 50x50 px digitally.
Logotype, colours

The blue version of the logotype is our primary version and this is the one that should primarily be used in all our communication. In exceptional cases, such as for printing technology limitations, the black logotype can be used.

Both logotypes are used against a white background.

**Colour blue/white logotype:**
RGB 25 84 166
CMYK 100 55 0 0
PANTONE 2935 C

**Colour black/white logotype:**
100% black
Logotype, positive version

The positive logotype is used very restrictively with the authorisation of the communication department and only for specially developed material such as profile products.
The avatar (profile image) in social media should be the KTH logotype. A round version of the logotype has been produced for social media with a round avatar and is only used in these contexts.
English wordmark

KTH's English wordmark is only used when we communicate in international contexts and it is always positioned in the upper right corner. The protected area is the same as the KTH logotype, with the width of the crown.
Logotype, use with parties external to KTH

The KTH logotype can only be used and combined with other logotypes in the case of partnerships with contractual parties outside KTH. This can be a case of partnerships with other colleges, universities, authorities, organisations or companies. There are three different levels for partnerships that affect the positioning of the logotype and whose graphic guidelines manual should apply:

1. **KTH is the leading party in the project**
The KTH graphic profile is used and the KTH logotype is positioned to left and the English wordmark bottom right. The logotypes of other parties are positioned at the bottom of the page above the page footer line together with the words ‘in partnership with’ or ‘in cooperation with’.

2. **KTH is an equal party**
None of the graphic profiles of the various parties is used and all logotypes are positioned at the bottom.

3. **KTH is a passenger in the project**
The graphic profile of the leading party is used. The KTH logotype is used as a partner.
Font, print

The Sans SemiBold

ABCDEFGHJKLMNOPQRSTUVWXYZÅÄÖ
Abcdefghijklmnopqrstuvwxyzåäö

The Sans SemiBold is an easy to read sans-serif font that is used for headings in KTH printed matter.

Farnham

ABCDEFGHJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö

We use Farnham in body copy whose sharpened letters provide high readability even in small font sizes.
Font, print

The different KTH fonts can be combined with each other. Each font is available in a number of different weights. For headings, intros and bullet point lists The Sans is used while Farnham is used for body copy. Fonts must only be used in black and white and may be set against coloured solid areas.

Headings: The Sans Semibold
Sub headings: The Sans Bold
Intros The Sans Semibold
Body copy: Farnham

Examples of typography

Heading: The Sans Semibold 36/38 pt
Intro: The Sans Semibold 12/16 pt
Quote: Farnham reg italic 15/18 pt
Body copy: Farnham reg italic 9/13 pt
Sub heading: The Sans Semibold 9/12 pt
Info box: Farnham reg italic 8/9.5 pt

Svenska Information på sidan 56

Läs mer om utbildningen

Civilingenjör, Datateknik
Font, web

**Headings, intros, info frames:**
Open Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö

Open Sans is an easy to read sans-serif font that is used for headings in KTH websites.

**Body copy: Georgia**
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö

For body copy, we use Georgia that is a modern serif font designed and adapted especially to work on computer screens and mobiles.
Colours, print

KTH has several different colours with the option of using different tones of each colour: 80 and 40 percent. Secondary colours and undertones are used in e.g. solid colour areas, diagrams or illustrations.

Primary colour

KTH’s primary colour is the blue in the KTH logotype and is most closely associated with our brand. It should be used as far as possible, but complementing the colour with one of the other colours works very well.

Secondary colours

KTH has three clear colours, pale blue, pink, green and a grey colour. All three can be used as complementary colours or for colour areas.

Colours for promotional material

Two specific colours have been developed for promotional material and profile products, and are only used in these contexts.
Colours, digital

For digital applications, we use a colour palette that has been modified to meet the demands for contrast that current accessibility guidelines require.

**Primary and secondary colours**
Our identifier colours are the primary colour Deep Sea and secondary colour Stratosphere.

**Other colours**
Fluorescence and Front-lawn are used to accentuate objects such as e.g. information boxes.

**Please note** that these colours also apply for social media.

<table>
<thead>
<tr>
<th>Colour</th>
<th>Code</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deep sea</td>
<td>#1954A6</td>
<td>#5E87C0</td>
</tr>
<tr>
<td></td>
<td>AAA Contrast all sizes</td>
<td>AA Large</td>
</tr>
<tr>
<td>Stratosphere</td>
<td>#2191C4</td>
<td>Secondary colour</td>
</tr>
<tr>
<td>Fluorescence</td>
<td>#D02F80</td>
<td>#D95999</td>
</tr>
<tr>
<td>Front-lawn</td>
<td>#62922E</td>
<td>AA Large</td>
</tr>
<tr>
<td>Office</td>
<td>#65656C</td>
<td>#848489</td>
</tr>
<tr>
<td></td>
<td>AAA Normal text, AAA Large text</td>
<td>AA Large</td>
</tr>
</tbody>
</table>
Graphic Line Elements, page footer line

Page footer lines are used in printed matter and in PowerPoint presentations in our primary colour (blue) 100 %.

The footer line can be inserted on back covers, but must not extend onto the spine.

The footer line is positioned a full crown width (of the crown in the logotype) above the lower edge and two-thirds of the width from the image above. A short information text block can be inserted between the line and image.
Graphic Line Elements, lines

The line element as a design element is there to lead thoughts to a dynamic intellect, where ideas, thoughts, education, research and people meet.

There are two basic versions of the element:
- Single colour as a line
- Multicoloured as a line

In the case of material that is more specific, such as annual reports, PowerPoint or brochures, the single colour line element can be freely used. The single colour line element is available in blue, green, grey and pink. Multicoloured lines are only used for general KTH material.

The graphic element should always be scaled proportionately and the lines should never be finer than 1 pt.
Profile

With our graphic profile, we want to create a clean and visionary expression with a clear communicator - KTH. To ensure the layout provides a common denominator for all our material, from print to digitally, the frame, logotype and white boxes are a recurring theme in all the material we produce.

Examples of two basic layouts for print are shown overleaf, one with a heading in the image and one with the heading above. Choose the layout that works best. Examples of how the layout can be used in different formats are shown on page 24 and in the chapter Design examples.
Layout, with heading in image

This example is in A4 and the dimensions are based on the crown in the width of the logotype. The width is divided into three parts.

**Logotype:** Positioned a full width from the left edge and upper edge.

**English wordmark:** Positioned (on international material only) a full width plus 1/3 from right edge and upper edge.

**Heading frame:** Positioned left justified, edge to edge in the frame, with optional choice of height to suit image. Size to be adapted to heading with dimensions two-thirds width in upper edge and lower edge plus one width in right upper edge. There should be at least one logo width remaining to the right edge.

**Heading:** Positioned on left edge after half the logotype, sub heading positioned two-thirds width under heading.

**Image:** Positioned one width under logotype. One width to right and left edge. Two-thirds of a width above page footer line.

**Page footer line:** Positioned one width above lower edge.
Layout, with heading above image

This example is in A4 and the dimensions are based on the crown in the width of the logotype. The width is divided into three parts.

**Logotype:** Positioned a full width from the left edge and upper edge.

**English wordmark:** Positioned (on international material only) a full width plus 1/3 from right edge and upper edge.

**Heading:** Positioned on left edge after half the logotype, and two full widths under heading. Sub heading positioned two thirds of a width under heading.

**Image:** Positioned one width under sub heading. One width to right and left edge. Two-thirds of a width above page footer line.

**Page footer line:** Positioned one width above lower edge.
Layout, size relationships

The size of elements is changed depending on the format. Here are examples of how font, logotype and page footer line are changed in the most common formats.

**A4:** Page footer line 1 pt / heading 28 pt / line distance heading 32 pt / sub heading 42 pt / line distance sub heading 21 pt / logotype height 26 mm.

**A3:** Page footer line 1.5 pt / heading 40 pt / line distance heading 46 pt / sub heading 25 pt / line distance sub heading 30 pt / logotype height 37 mm.

**50x70 cm:** Page footer line 2.5 pt / heading 66 pt / line distance heading 76 pt / sub heading 42 pt / line distance sub heading 50 pt / logotype height 62 mm.

Examples of how size relationships are changed in different formats are shown in the chapter Design examples. Simply follow the guidelines and base your designs on the examples shown here in the manual.
Layout, roll-up

Design examples with copy and image.
Video and social media
Video, social media

In video format 1:1 KTH’s intro animation is used to link social media with how we communicate in other channels. This format is only used on Facebook and Instagram and must not be used on other social media platforms that do not support the format, such as e.g. Youtube. Animation is not used in video format such as 16:9.

To enable videos that are shown in social media to be coherent and have a clear communicator, think about the following:

- They should work equally well with or without sound.
- Text can be added both directly and onto text frames (if readability is to be guaranteed).
- Name badges are always shown on a white frame, with a blue line between name and title.
- Text colour should be black or white, depending on background.
- Videos must always end with the KTH logotype, either against a white or toned down video.
Video, social media

Example video in format 1:1, with intro graphic and different examples for text on video.
Video, own channels

In the case of videos in 16:9 format that are not purely shown in social media, such as promotional videos, brand videos or information videos, where necessary, the same graphic, colours, fonts, name and end frames are used as for videos in social media. The intro animation is not used, however. To enable videos to be coherent and have a clear communicator, think about the following:

• Text can be added both directly and onto text frames.
• Name badges are always shown on a white frame, with a blue line between name and title.
• Text colour in black or white.
• Videos end with the KTH logotype, either against a white or toned down video.
Video, own channels

Example video in 16:9, with different examples for text on image.
Video, end box

The logotype is centred in the image, at least a half logotype width from the edge, against either a transparent or white background. If a website address is to be included, this is to be centred under the logotype.
Design examples

The following examples are to be used as a guide as to how the profile is used in different formats and contexts.
Welcome brochure

Design example with single colour line element and showing how headings and how our website address should be positioned.
Master studies

Design example with heading in image and the KTH English wordmark top right.
Information brochure

Design example with single colour line element
Note that the white frame is also used with the line element.
Information brochure international

Design example of corporate material where the multicolour line element is used.

Research and education for a brighter tomorrow
Course catalogue

Design example with heading in image.
Roll up

Design example of corporate material where the multicolour line element is used.
Roll up

Design example with text and image (and positioning of heading/text both within and outside image).
Advert, print

Design example with several images and heading above. Please note the reference text to the website above the page footer line.
Advert, print

Design example with heading in image.
Advert, print

Design example with image and information box in secondary colour.
Advert, print

Design example with single colour line element with curve. When there is no room for any other graphic elements, you can use a page footer line with a curve to boost the identity.
Advert, print

Design example with single image.
Brochure

Design example with heading in image. Please note the reference text to the website above the page footer line.
Poster

Design example in 50X70cm with heading in image and information text under plus the KTH English wordmark top right.

November's Lunch Seminar
Christer Fuglesang

The KTH Professor and Sweden's first astronaut will talk about his journeys to space.

When: November 16th at 12:00–13:00
Where: KTH Entré
Banners

Design examples with different formats with and without images.
Information sheet

Design example in A4 format with heading above image, information text under and KTH English wordmark top right plus reference text to website above page footer line.
Social media

Where possible, a white frame around the image should be used in the heading to link to the KTH profile.
PowerPoint

Design example, first page with single colour line element.
PowerPoint, image with text

Design example with heading above image and text to right of this. Please note the reference text to the website above the page footer line.
Thank you

It is important in so many ways that you follow the graphic profile. Above all, it not only helps to build our brand, it also makes things easier for everyone else who works with our communication to consistently communicate one and the same image of KTH. No matter where we do this.

If you are not sure about how parts of our graphic profile should be interpreted, how you should use the logotype or download the correct font, please contact grafiskprofil@kth.se

You can also read more about our profile at intra/kth.se