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What is a communication platform?

A communication platform describes the way in which an organization’s marketing communication should be designed in terms of factors such as recipients, message and tone of voice. The content and design of the platform may vary depending on the communication needs and assumptions of the organization concerned. Common to all communication platforms, however, is that in conjunction with the organization’s visual brand identity they provide the basis for all communication to be drawn in the same direction – a prerequisite for consistent, effective and brand-building communication.

The purpose of SciLifeLab’s communication platform is to make communication more effective, uniform and qualitative. Its function is to support all communication at SciLifeLab.
Direct and indirect messages

Good marketing communication contains both direct and indirect messages. The direct message is what is expressly said or recounted in the communication, while the indirect message is what is conveyed between the lines and which is often not possible to express credibly in clear text. The organization's core values shall be communicated as an indirect message.

**Direct message:** What we say

**Concept/idea/tone of voice:** The way we say it

**Indirect message:** What we say between the lines and which builds the brand
Strategic or tactical communication?

By strategic communication, we mean communication done for the overarching purpose of communicating SciLifeLab’s brand, without any focus on a specific activity, enterprise or event. The purpose of tactical communication, on the other hand, is to inform the surrounding world or a defined target group about a specific activity in the SciLifeLab organization, e.g. an educational opportunity, a research project, or a seminar.
Target groups

SciLifeLab has a number of different categories of target group that need different types of communication and varying amounts of information. These target groups are not only in Sweden but also abroad, and for that reason in some cases the communication will need to be in both English and Swedish.

<table>
<thead>
<tr>
<th>All target groups</th>
<th>Priority target groups</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>External target groups</strong></td>
<td><strong>External target groups</strong></td>
</tr>
<tr>
<td>• The biosciences research community including platform users</td>
<td>• The biosciences research community including platform users</td>
</tr>
<tr>
<td>• Business and industry</td>
<td>To spread knowledge about SciLifeLab to advance the utilization of technologies, support and expertise, and to establish a sound basis for recruitment.</td>
</tr>
<tr>
<td>• Healthcare providers and medical services</td>
<td></td>
</tr>
<tr>
<td>• Public authorities</td>
<td></td>
</tr>
<tr>
<td>• Financiers</td>
<td>• Financiers</td>
</tr>
<tr>
<td>• Politicians and decision-makers</td>
<td>To secure continuing operations</td>
</tr>
<tr>
<td>• Media</td>
<td></td>
</tr>
<tr>
<td>• School students</td>
<td>• Media</td>
</tr>
<tr>
<td>• Potential staff</td>
<td>As a channel to reach all target groups</td>
</tr>
<tr>
<td>• Regional PR industry players, e.g. Stockholm Uppsala Life Science and Stockholm Life</td>
<td></td>
</tr>
<tr>
<td>• General public</td>
<td></td>
</tr>
<tr>
<td>• Other educational institutions</td>
<td></td>
</tr>
<tr>
<td><strong>Internal target groups</strong></td>
<td><strong>Internal target groups</strong></td>
</tr>
<tr>
<td>• Researchers associated with and active in SciLifeLab</td>
<td>• Researchers associated with and active in SciLifeLab</td>
</tr>
<tr>
<td>• Directors and management</td>
<td>To advance their possibilities to both contribute to, and benefit from, SciLifeLab and to increase their feeling of participation, so they can function as ambassadors for the center.</td>
</tr>
<tr>
<td>• Administration</td>
<td></td>
</tr>
<tr>
<td>• Researchers at host universities</td>
<td></td>
</tr>
<tr>
<td>• Administration at host universities</td>
<td></td>
</tr>
<tr>
<td>• Offices for Innovation at host universities</td>
<td></td>
</tr>
<tr>
<td>• Press and communications offices at host universities</td>
<td></td>
</tr>
</tbody>
</table>
Our core values characterize the way in which we want to be perceived by the world around us. Our core values remain constant and must be able to withstand temporary change. It is not enough to use communications to convey how we want to be perceived, we also have to live up to our core values and their importance in our day-to-day work and long-term planning.

Note that our core values per se are not words to be used in our communications, but objectives for the way we want SciLifeLab to be perceived through our communications.

**SciLifeLab’s core values**
Collaboration
Innovation
Relevance
Tone of voice and language

Employ correct, clear and fluent language but adapt the content and tone of voice to the context or occasion. Endeavour to make the text:

- Simple and to the point
- Grammatically correct and correct in terms of content. Colloquial language should be avoided unless used deliberately to achieve a communicative effect.
- Text and copy in English should follow American English linguistic rules
- Swedish text and copy should follow Swedish linguistic rules

Communications in Swedish or English

- Communications on the website must be in English. However, the long-term objective is to communicate in both Swedish and English.
- Press releases in Sweden are preferably communicated in Swedish. Relevant press releases should be translated into English for international distribution and for SciLifeLab's own website.

Choice of words

SciLifeLab shall be communicated as a center, not as a “centrum” in Swedish. SciLifeLab shall be communicated as a center, not as a “centre” in American English.

Names

Our official name is SciLifeLab, which stands for Science for Life Laboratory. SciLifeLab shall be written with upper case S, L and L, as shown. The name shall be written in the same way in Swedish and English.

The names of our host universities shall be written as follows:

<table>
<thead>
<tr>
<th>Swedish</th>
<th>English</th>
</tr>
</thead>
<tbody>
<tr>
<td>Karolinska Institutet</td>
<td>Karolinska Institutet</td>
</tr>
<tr>
<td>KTH</td>
<td>KTH Royal Institute of Technology</td>
</tr>
<tr>
<td>Stockholms universitet</td>
<td>Stockholm University</td>
</tr>
<tr>
<td>Uppsala universitet</td>
<td>Uppsala University</td>
</tr>
</tbody>
</table>
Visual language

The emphasis should be on photographs rather than illustrations. Illustrations should be used primarily where it is not possible to convey the same content with photographs.

SciLifeLab’s visual language has an emphasis on bleed images (i.e. images with no white border or edging, in other words that go right to the edge of the paper) and full-page images. The positioning and subject matter of the image determines in each case whether it should bleed or not.

The four universities’ guidelines on equal opportunities, gender balance, and social and ethnic diversity, must be followed.

The images should convey:
• Cutting-edge technologies and research
• Professional, competent and expert personnel
• An open research environment

General rules for all SciLifeLab’s visual image materials are that the image:
• must be relevant in the context
• must be of good artistic and esthetic quality
• must have a high technical quality, i.e. have good focus and exposure, and be technically adapted to the medium (e.g. 300 dpi for printing)
• should as far as possible have been photographed/produced in association with SciLifeLab’s activities (i.e. images of personnel, researchers and buildings connected to SciLifeLab)
• may well show people actively at work in their work environment
• may well include the presence of people
• may well create a feeling of participation, curiosity and involvement
• may well be reportage image (i.e. reflecting a frozen moment in real life)
• may well be a close-up or detail image.
Vision statement

Vision statement in English
To be an internationally leading center that develops, uses and provides access to advanced technologies for molecular biosciences with focus on health and environment.

Vision statement in Swedish
Att vara ett internationellt ledande center som utvecklar, använder och erbjuder tillgång till avancerade tekniker för molekylär biovetenskap med fokus på hälsa och miljö.

Payoff

A payoff is a brief, pithy formulation that can be used to promote the most important overarching message. The payoff thus remains the same, regardless of what type of communication and target group is involved. SciLifeLab does not use a payoff in Swedish.

English payoff
Advancing Life Sciences

Profile text

The profile text is a brief, standardized description of SciLifeLab describing what the organization is and does. The profile text could be used, for example, in press releases and advertisements.

English profile text
SciLifeLab is a national center for molecular biosciences with focus on health and environmental research. The center combines frontline technical expertise with advanced knowledge of translational medicine and molecular bioscience. SciLifeLab is a national resource and a collaboration between four universities: Karolinska Institutet, KTH Royal Institute of Technology, Stockholm University and Uppsala University.

Swedish profile text
International profile text (to be used outside Sweden)
SciLifeLab is a Swedish national center for molecular biosciences with focus on health and environmental research. The center combines frontline technical expertise with advanced knowledge of translational medicine and molecular bioscience. SciLifeLab is a joint effort between four Swedish universities (Karolinska Institutet, KTH Royal Institute of Technology, Stockholm University and Uppsala University).

The following additional text can be used where appropriate:
SciLifeLab was established in 2010 and appointed a national center in 2013 by the Swedish government. More than 200 research groups are associated with SciLifeLab, which is situated at two nodes in Stockholm and Uppsala.

Fact box
The fact box can be modified to suit the context, for example in a newspaper article.

English fact box
• SciLifeLab is a Swedish research center with the focus on health and environmental research.
• SciLifeLab develops, uses and provides advanced technologies and know-how in the field of molecular biosciences to researchers from academy and industry.
• The center is a collaboration between four universities in Stockholm and Uppsala: Karolinska Institutet, KTH Royal Institute of Technology, Stockholm University and Uppsala University.
• SciLifeLab started its operation in 2010 and has today a personnel and associated members of more than 1500 people connected to the two nodes in Stockholm and Uppsala.
• The national resource is funded by the Swedish government in order to strengthen Swedish research and innovation.

www.scilifelab.se

Swedish fact box
• SciLifeLab är ett svenskt vetenskapligt center för forskning inom områdena hälsa och miljö.
• SciLifeLab utvecklar, utnyttjar och tillhandahåller avancerade teknologier och kunnande inom området molekylära biovetenskaper tillResearchers från hela landet.
• Centret är ett samarbete mellan fyra universitet i Stockholm och Uppsala; Karolinska Institutet, Kungliga Tekniska Högskolan, Stockholms universitet och Uppsala universitet.
• SciLifeLab startade sin verksamhet 2010 och har idag en personal och associerade medlemmar på över 1500 personer fördelade på de två noderna i Stockholm och Uppsala.
• Den nationella resursen finansieras av statliga medel som ett led i att stärka svensk forskning och innovation.

www.scilifelab.se
Use of SciLifeLab’s brand/logo

Definition of brand

SciLifeLab’s brand is regarded as more than simply its logo. In English, a distinction is drawn between “brand” and “trademark”, where “brand” comprises all the associations and images people connect with a brand, while “trademark” is the physical expression of the brand, for example its name and logo.

The brand is a symbol of SciLifeLab’s entire activity and represents the sum total of:

- What the individuals who represent the brand stand for
- How the management wants the brand to be perceived
- How the surrounding world perceives SciLifeLab

Everyone who takes an active part at SciLifeLab contributes to the image the surrounding world has of the center, and everyone can benefit from the strength of the brand.

About the name SciLifeLab

A key decision for the organization’s brand strategy is that the brand-building involves the SciLifeLab brand, not the full name Science for Life Laboratory. However, the full name may if desired be written in parentheses the first time SciLifeLab is referenced in text or copy, especially if it is aimed at a target group that is not familiar with the center. Note that the entire abbreviated name, SciLifeLab, must always be used, in speech and in writing. Shortened versions such as “SciLife” or similar must not be used, since they risk impairing the brand and may also cause the center to be confused with other players in life sciences research. Since the acronym SLL is already a well-established brand for Stockholm’s Läns Landsting (Stockholm County Council), it must not be used to designate SciLifeLab.

It is also permitted to refer to SciLifeLab as “the center”, since it is a correct appellation for the activity.

Use of SciLifeLab’s brand/logo

SciLifeLab’s visual brand identity and logo may only be used in the service of qualified persons, which is to say persons who participate actively at SciLifeLab and researchers who are attached to the center.

SciLifeLab’s logo must be used as the sender on all communication materials (for example brochures, scientific conference posters, posters, letter headings, business cards, invitations, exhibition stand materials, and so on) where SciLifeLab is the sender.

See the separate Visual Brand Identity document for specific applications.
Some important definitions

To ensure that everyone is able to benefit fully from the substance of SciLifeLab’s communication platform, it is important to be aware of the meaning of some terms commonly used in communication.

**Message**
What the communication wants to say, either directly or implicitly.

**Identity**
A set of properties and attributes of an organization or a brand. The identity may be described as “what the organization really is”. The aim is to create as great a degree of concordance as possible between identity, profile and image (see Profile and Image below).

**Image**
The perception that recipients have of a brand. See also Identity and Profile.

**Communication plan**
An overarching or detailed plan for the marketing of an organization or a particular activity. SciLifeLab has an overarching, annual communication plan.

**Core values**
Core values are expressed in value words that guide the members of an organization as to how they should act to attain the organization’s vision and aims, and which give a brand its character and personality. They define what an organization stands for now and in the future.

**Target group**
A target group is a group of people at whom, for example, a specific communications campaign is aimed.

**Tagline**
A slogan-like line of text generally used in conjunction with the logo.

**Profile**
How an organization wants to be perceived by the surrounding world, and the means used to achieve the desired perception. See also Identity and Image.

**Profile text**
A standardized text briefly describing what the organization does, and its aim and direction.

**Tone of voice**
The feeling conveyed in image and text.

**Brand**
A set of attributes (properties and expressive elements such as name and design) and the values the surrounding world associates with the organization. Together, they form the face the organization presents to the world which distinguishes an organization or a product from its competitors.

**Brand strategy**
Strategy for creating a strong, clear and long-term position for SciLifeLab’s brand. Brand strategy rules and guidelines are currently found in the Communication Platform.

**Value system**
Describes an organization’s shared ethical principles and values which shall permeate every part of the organization. This should not be confused with “core values”.