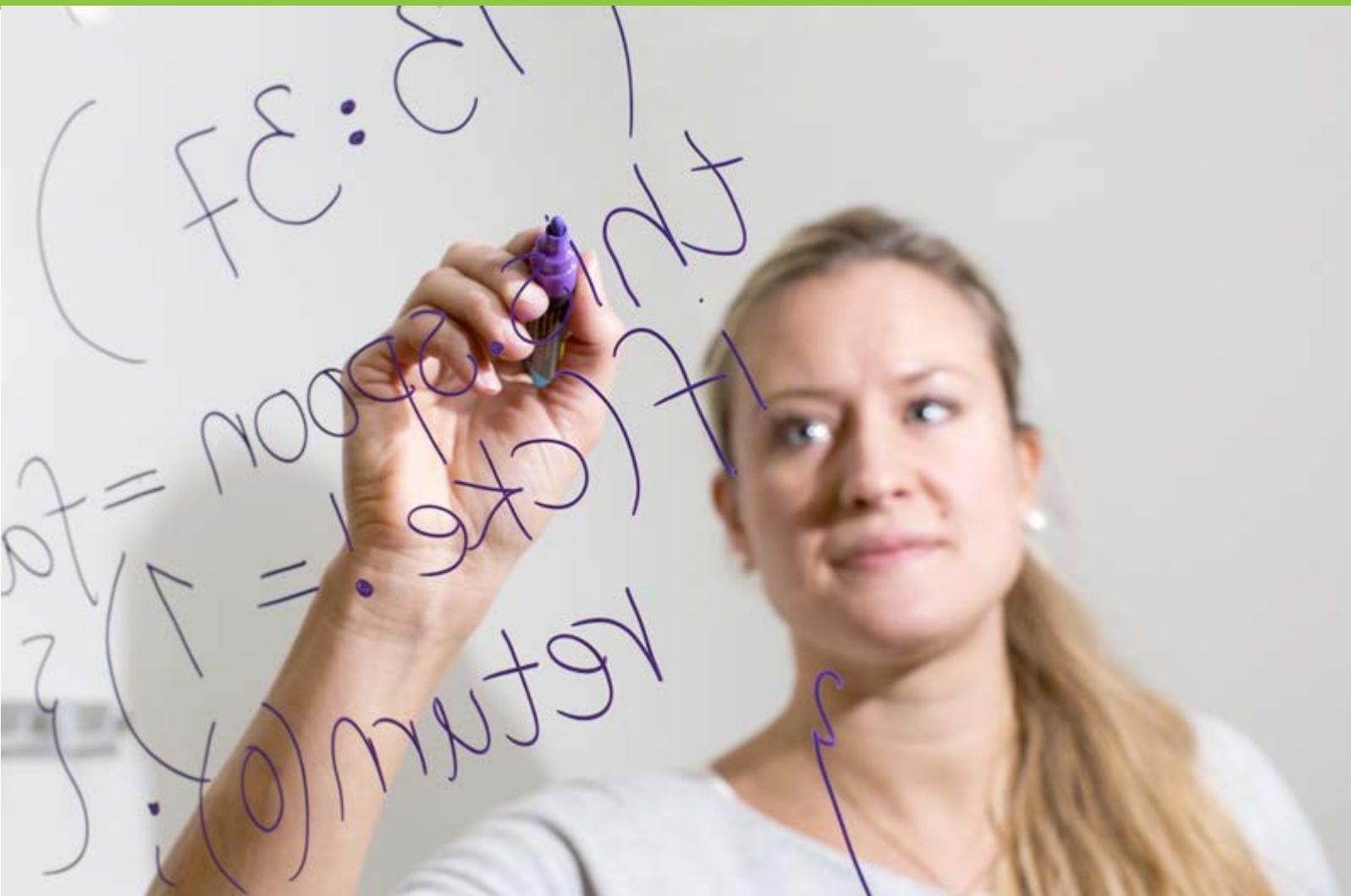


Communication Handbook 2016

Last updated 2017-03-15



SciLifeLab



Innehåll

What is SciLifeLab’s communication handbook?	3
Direct and indirect messages	4
Strategic or tactical communication?.....	5
Target groups.....	6
All target groups	6
Internal target groups	6
Communication staircase	7
Core values and supporting words	8
Tone of voice and language	9
Choice of words	9
Names	9
Visual language	10
Defining texts	12
Vision statement	12
Payoff	12
Profile text	12
Fact box	13
Use of SciLifeLab’s brand/logo	15
Definition of brand	15
Use of SciLifeLab’s brand/logo	15
Colors.....	16
Brand color	16
Complementary colors	16
Gray tones	16
Supplementary colors	16
Color codes	17
SciLifeLab’s logo	18
Logo variants	18
Logo exclusion zone	18
Combinations of logos.....	19
All of SciLifeLab	19
Parts of SciLifeLab	19
External collaboration	20
Research groups	21
Promotional products	21
Examples of various scenarios and how to handle them	21
Typography	22
SciLifeLab’s typefaces	22
Some important definitions.....	23

What is SciLifeLab's communication handbook?

The purpose of SciLifeLab's communication handbook is to make communication more effective, uniform and qualitative. It supports all communication at SciLifeLab and provides the basis for all communication to be aimed in the same direction.

In order for SciLifeLab's brand to be clear, strong and recognizable, it is important that it is handled consistently and purposefully. The handbook is available as a tool for this and differentiates SciLifeLab from other organizations. It comprises target groups, messages, core values, tonality, logo, typography, color palette, and more. All employees at SciLifeLab should follow the guidelines of the handbook.

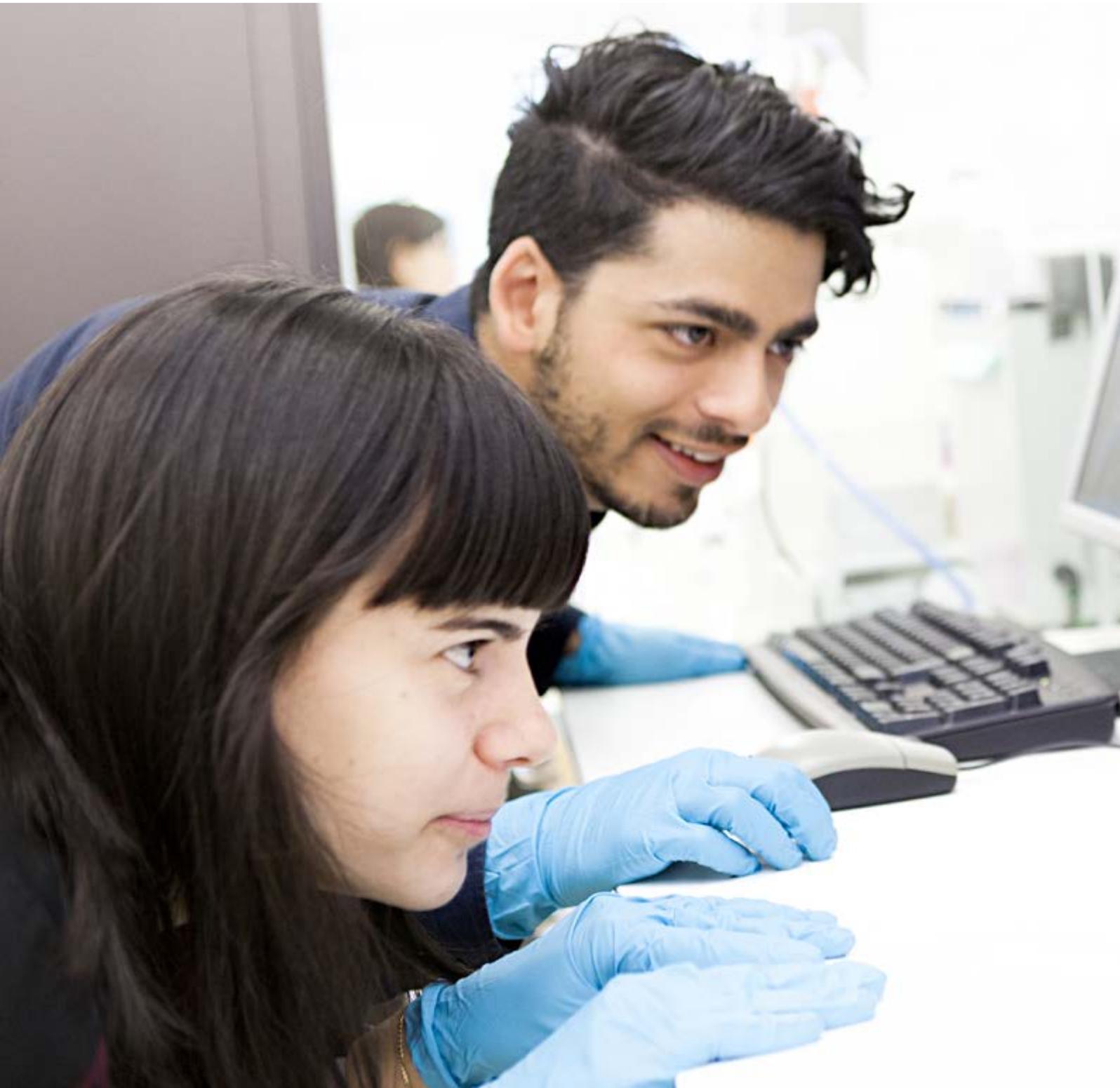
Direct and indirect messages

Good 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, varying amounts of information and information conveyed in different languages.

All target groups

External target groups

- The biosciences research community including platform users
- Business and industry
- Healthcare providers and medical services
- Public authorities
- Financiers
- Politicians and decision-makers
- Media
- School students
- Potential staff
- Regional PR industry players, e.g. Stockholm Uppsala Life Science and Stockholm Life
- General public
- Other educational institutions
- International researchers

Internal target groups

- Researchers associated with and active in SciLifeLab
- Directors and management
- Administration
- Researchers at host universities
- Administration at host universities
- Offices for Innovation at host universities
- Press and communications offices at host universities

Priority target groups

External target groups

- The biosciences research community including platform users
To spread knowledge about SciLifeLab to advance the utilization of technologies, support and expertise, and to establish a sound basis for recruitment.

- Financiers

To secure continuing operations

- Media

As a channel to reach all target groups

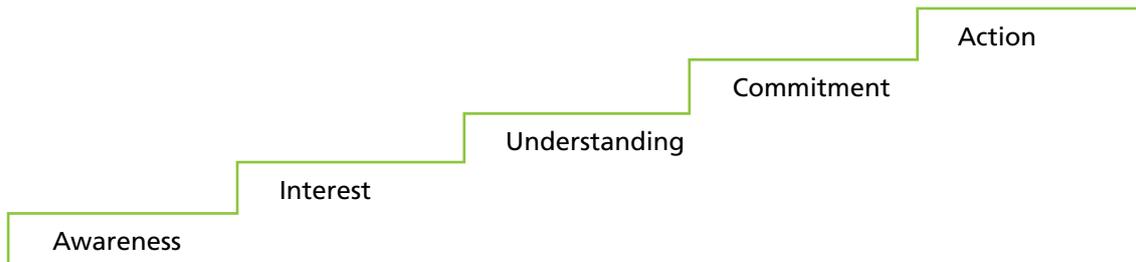
Internal target groups

- Researchers associated with and active in SciLifeLab

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.

Communication staircase

Think about what you as a sender need to do when you communicate, so that the target group you wish to reach will arrive at the step that you desire. Is it enough to only inform if you wish to create commitment, or do you need to take other actions?



Core values and supporting words

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.

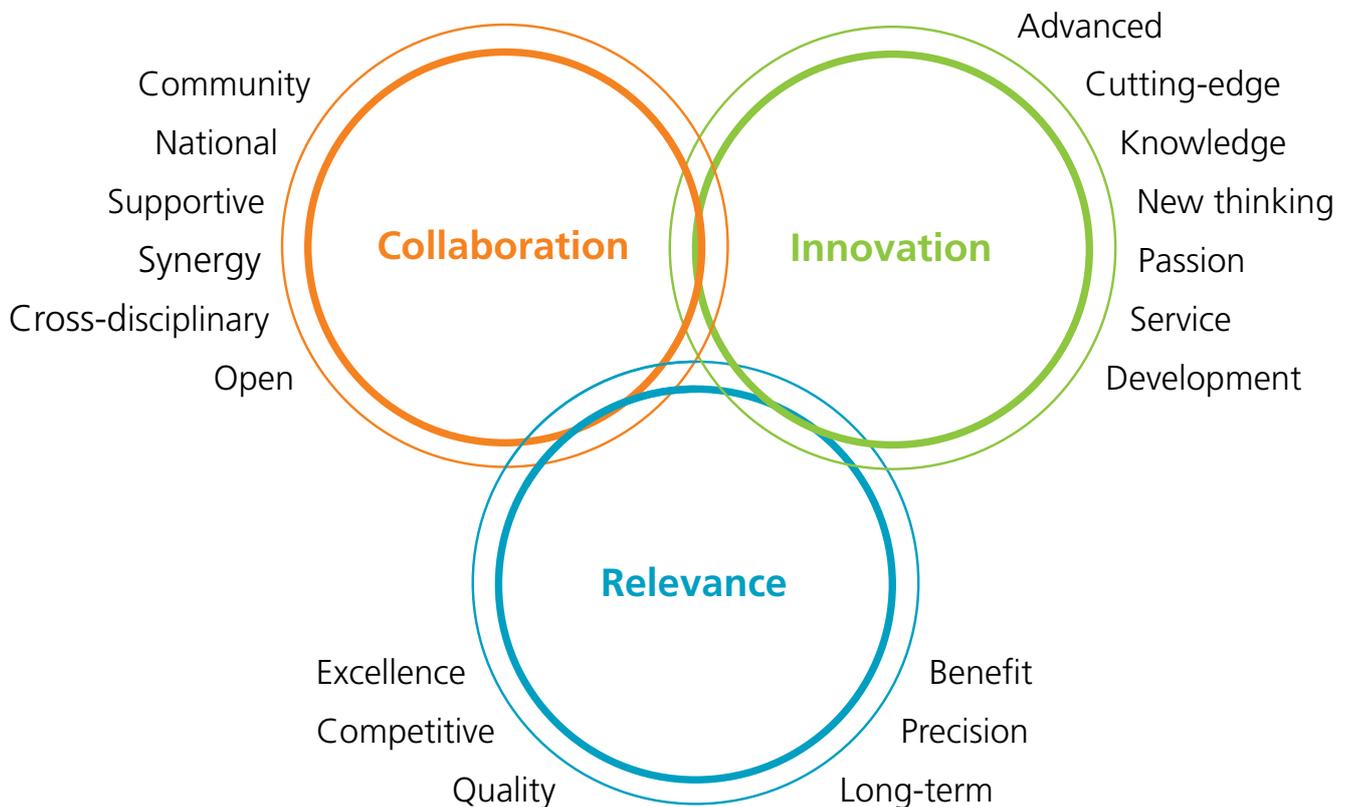
Note that our core values per se are not words to be used in our communications, but objectives for the way we want SciLifeLab to be perceived through our communications.

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

- Information on the website is, for the time being, in English. 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.

SciLifeLab in Stockholm or Uppsala (i.e. where the host universities are situated) are referred to as *nodes*, other parts of SciLifeLab are referred to as *sites*.

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:

Swedish

- Karolinska Institutet
- In some texts you may initially need to write Kungliga Tekniska högskolan, then continue with KTH in the running text
- Stockholms universitet
- Uppsala universitet

English

- Karolinska Institutet
- KTH Royal Institute of Technology is the full name. In running text, please use Royal Institute of Technology or KTH
- Stockholm University
- Uppsala University

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 host 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.



Defining texts

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 hosted by Karolinska Institutet, KTH Royal Institute of Technology, Stockholm University and Uppsala University. The center also collaborates with several other universities.

Swedish profile text

SciLifeLab är ett nationellt center för molekylära biovetenskaper med fokus på forskning inom hälsa och miljö. Centret kombinerar ledande teknisk expertis med avancerat kunnande inom translationell medicin och molekylära biovetenskaper. SciLifelab är en nationell resurs som drivs av Karolinska Institutet, KTH, Stockholms universitet och Uppsala universitet. Centret samarbetar med flera andra lärosäten.

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 hosted by four Swedish universities (Karolinska Institutet, KTH Royal Institute of Technology, Stockholm University and Uppsala University) and collaborates with several other universities.

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 100 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 today it comprises more than 400 facility employees and 150 research groups.
- 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 till Researchers 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 över 400 anställda vid faciliteterna, samt 150 forskargrupper.
- 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 Stockholms Läns Landsting (Stockholm County Council), it must not be used to designate SciLifeLab.

It is also correct to refer to SciLifeLab as "the center".

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.

Colors

Brand color

SciLifeLab's brand color is green and is used in our logo, among other things. Used consistently, the brand color is an important distinguishing characteristic that differentiates us from other actors. The brand color must always be used, wherever possible, when producing marketing and communication materials for SciLifeLab, such as brochures, advertisements, posters, web pages, etc.

As far as possible, the brand color should be used prominently to indicate that a particular unit (printed matter, advertisements, web pages or similar) is produced by SciLifeLab. In some cases, it may also be effective to allow a unit to be completely free of any prominent color and instead allow the logo to constitute the recognizable brand identity.

Complementary colors

For graphic elements such as flat color panels, lines etc., the complementary colors of SciLifeLab Blue or SciLifeLab Orange may be used.

Gray tones

If gray shades are required for color edging or similar elements, our recommendation is to use 10%, 40% or 93% black to obtain Light Gray, Mid Gray or Dark Gray respectively.

Supplementary colors

As long as SciLifeLab Green is the core color and there is no doubt that the design in its entirety is consistent with the SciLifeLab brand profile, other supplementary colors may be used.

Color codes

Brand color

SciLifeLab Green

PMS PANTONE: 376

CMYK: C50, M0, Y100, K0

RGB: R152, G192, B0

#95C11E



Complementary colors

SciLifeLab Blue

PMS PANTONE: 3135

CMYK: C100, M0, Y16, K9

RGB: R0, G154, B197

#0093BD



SciLifeLab Orange

PMS PANTONE:1505

CMYK: C0, M60, Y100, K0

RGB: R238, G121, B0

#EF7C00



Gray tones

Black

CMYK: C0, M0, Y0, K100

RGB: R0, G0, B0

#000000



Dark Gray

CMYK: C0, M0, Y0, K93

RGB: R57, G56, B57

#2e2e2e



Mid Gray

CMYK: C0, M0, Y0, K40

RGB: R167, G169, B172

#999999

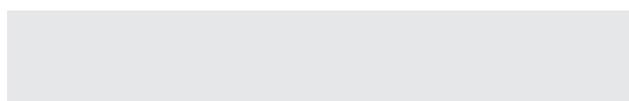


Light Gray

CMYK: C0, M0, Y0, K10

RGB: R230, G231, B232

#E6E6E6



In print, the PMS (Pantone) and CMYK colors are distinguishable. The CMYK colors are used chiefly in production of printed matter.

SciLifeLab's logo

SciLifeLab's name and logo stand for Science for Life Laboratory. The logo must be used in all external communication. It must be used on all materials produced or ordered by SciLifeLab, for example on printed matter, web pages, digital communication and display materials.

Logo variants

In the basic design of the logo the word "Life" is in SciLifeLab's green brand color and the rest of the text is either black against a light background color or white against a dark background color. If the logo is not shown in color, it is all-black against a light background color or all-white against a dark background color. See all four variants on this page.

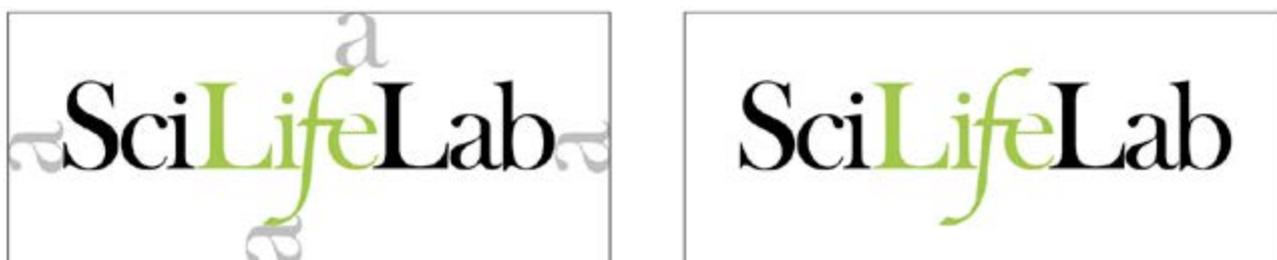
The logo must not be modified in any way but used only in the variants shown in the brand visual identity. The logo's smallest format is 20 mm in length.



Logo exclusion zone

The logo must always have an "exclusion zone" around it, i.e. a clear space free of all graphic elements, images or text. The exclusion zone is the minimum clearance between the logo and the outer edges of the product where the logo is placed, and between the logo and other graphic elements. The exclusion zone guarantees that the logo stands out and is clearly visible. The exclusion zone must be at least the height of the lower case letter "a" in the logo.

NB: The exclusion zone indicates the minimum clearance and may be larger if desired. An exception can be made in a context where the logo is the only printed element on a surface, i.e. where it stands alone and "owns" the entire surface, e.g. on a roll-up banner. In that case the exclusion zone can be smaller than the minimum clearance.



Combinations of logos

SciLifeLab is a collaboration between four universities: Karolinska Institutet, KTH Royal Institute of Technology, Stockholm University and Uppsala University.

SciLifeLab always uses the Swedish versions of the universities' own logos. The logos are listed in alphabetical order, from left to right, from top to bottom. All the universities' logos should be equal in size. They are often shown in black and white.

Communication without external collaborative partners are divided into two types:

All of SciLifeLab

Parts of SciLifeLab

This communication require the use of templates based on SciLifeLab's visual brand identity.

All of SciLifeLab

This means where there is a joint venture on the part of all four host universities.

Examples

This includes: SciLifeLab as a national center, platforms, facilities, joint strategic research area initiatives (e.g. joint publication of open positions).

They do not include: Individual research groups, ventures at individual host universities.

Logos and positioning

SciLifeLab's logo is used in combination with the logos of all four host universities. If there is insufficient space for all five logos, SciLifeLab's logo alone should be used and if possible the names of the host universities should be written out in text.

The preferred position for SciLifeLab's logo is at the top left of the page and the host universities' logos should be ranged in a border to the bottom right or on the reverse.

Secondarily, SciLifeLab's logo can be placed at bottom left of the page with the lead university's logo alongside it in the bottom border, and there must be space between these logos and the other universities' logos, which are ranged at bottom right.

The host universities' logos should be presented with a text explaining that SciLifeLab is a collaboration between the four host universities: "SciLifeLab is a collaboration between..."

Parts of SciLifeLab

This means communication concerning individual parts of SciLifeLab.

Examples

These include: Communication materials concerning one of the nodes (Stockholm or Uppsala), an internal part of SciLifeLab (1-3 host universities), or seminars held locally by one of the host universities. They do not include: Ventures or projects that clearly apply to SciLifeLab in its entirety.

Logos and positioning

Only SciLifeLab's logo may be used.

External collaboration

Communication with external collaborative partners are divided into three types:

Collaboration where SciLifeLab is the leading party

Collaboration where SciLifeLab is an equal party with one or more other actors

Collaboration where SciLifeLab is the minority party

Leading party

In this type of collaboration, SciLifeLab is the leading partner. This type of communication requires the use of templates based on SciLifeLab's visual brand identity. Only SciLifeLab's logo may be used to represent SciLifeLab.

The other parties' logos should be distinguished from SciLifeLab's logo with a text saying, for example "In collaboration with:...". The other parties may be represented with their own logo or name.

A host university is considered to be an external party if sections of the university that is not part of SciLifeLab are involved.

Example: Courses organized by SciLifeLab with support from a minority party (e.g. at a university that is only responsible for making the venue available and not for the content of a course).

Equal party

In this type of collaboration there are two or more equal parties who collaborate and act as equal senders of the communication concerning the collaboration.

The communication shall have a "neutral" identity. Apart from the name and logo, neither of the parties' identities shall be used in the communication.

Where there is long-term and permanent collaboration, a separate identity for the collaboration may be developed. The collaborative partner shall have access to a correct, reproducible original of the SciLifeLab logo, guidelines for its use, and the responsible person at the SciLifeLab administration must inspect the material before it is sent to print.

Examples: Science & SciLifeLab Prize for Young Scientists, conferences.

Minority party

In this type of collaboration, SciLifeLab as an entirety is not the leading partner. The leading party's visual brand identity must be used.

Examples: SciLifeLab acts as a minority sponsor, SciLifeLab makes a minority contribution at a conference.

Research groups

In the case of communication from a research group within the SciLifeLab collaboration, the group shall use their own host universities' visual brand identities and guidelines. SciLifeLab is communicated with its logo in combination with the logos of any other collaborative partners.

Promotional products

In the case of simple promotional products, e.g. cups, key-rings, USB memory sticks, etc., only SciLifeLab's logo may be used.

Examples of various scenarios and how to handle them

- Communication about a seminar organized centrally at SciLifeLab (both nodes) and which includes personnel from all of SciLifeLab, is considered to be communication without an external collaborative partner and concerns all of SciLifeLab. SciLifeLab's logo must be used in combination with the host universities' logos.
- Communication about a seminar organized by the Uppsala node and which includes only personnel from SciLifeLab in Uppsala, is considered to be communication without an external collaborative partner and concerns parts of SciLifeLab. Only SciLifeLab's logo may be used.
- Communication about a seminar organized by the Stockholm node in collaboration with personnel from Karolinska Institutet that is not a part of SciLifeLab, is considered to be communication with an external collaborative partner. SciLifeLab's logo must be used in combination with Karolinska Institutet's logo and it must be stated clearly in text that this is a collaboration with Karolinska Institutet.
- A research group where the lead researcher who belongs to SciLifeLab Faculty presents her/his research at a conference with a poster or PowerPoint presentation. This is considered to be communication on behalf of a research group and must accordingly comply with the visual brand identity guidelines for the host university in question and include SciLifeLab's logo. There may be times when it is appropriate to use SciLifeLab poster templates for research presentations, such as presentations of research that is explicitly tied to SciLifeLab. Then SciLifeLab poster templates can be used.

Typography

SciLifeLab's typography is an important part of our visual brand identity and must therefore be used consistently. The typefaces have been chosen to ensure good legibility and readability.

SciLifeLab's typefaces

The following are the primary typefaces for use in printed matter and other information materials:

- Frutiger
- Minion Pro
- Zapfino

In the case of printed office materials/stationery, materials produced in-house and other utility materials, the Arial typeface may be substituted for Frutiger and the Times typeface may be substituted for Minion Pro.

Frutiger and Arial are the primary typefaces for use in:

- Headlines
- Addresses
- Picture captions
- Short factual texts
- Fact boxes
- Diagrams and tables
- Pagination

Minion Pro and Times New Roman respectively are the primary typefaces for use in:

- Body copy

Zapfino is the primary typeface for use in:

- Formal printed matter (such as invitations, certificates, etc.). In these contexts the Zapfino typeface should be used sparingly, for example in headlines only. Body copy in formal printed matter should be in Minion Pro typeface.

Be sparing in the use of capital letters, bold, italics, and underlined text and make only minimal use of combinations of these features.

Some important definitions

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

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 a brand.

Communication plan

An overarching or detailed plan for the marketing of an organization or a particular activity.

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.

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*).

Image

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

Logo

The graphic symbol of an organization, often a specially designed name and/or character.

Message

What the communication wants to say, either

directly or implicitly.

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.

Tagline

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

Target group

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

Tone of voice

The feeling conveyed in image and text.

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".

Visual brand identity

Rules and guidelines for SciLifeLab's visual identity.

Visual identity

What makes SciLifeLab visually unique and recognizable. Visual identity includes, for example, color, design, typography and images, as well as the principles for how these elements should be used in combination. An organization's visual identity can also be described as the appearance it presents to the world.

SciLifeLab

