

Graphic Manual

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SciLifeLab



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Introduction

Hi there! Great that you're reading through SciLifeLab's graphic manual. It comprises guidelines on how to communicate SciLifeLab visually, focusing on the logotype, typography, colors and a few other things. By following the guidelines established here, we communicate the SciLifeLab brand in a qualitative, effective and coherent way – all of which contributes to a stronger brand. For that reason, it's important we all follow these guidelines.

The graphic manual is produced by SciLifeLab's Communications Office. If you have any questions or suggestions, you're more than welcome to contact us at news@scilifelab.se.

Logotype

The SciLifeLab logotype should be included in communications where SciLifeLab is the sender (for some formats and contexts, the symbol can be used on its own – more about that on page 5).

This logotype was launched in September 2020 and replaces the previous logotype completely. We appreciate your help with making sure the logotype is updated on all platforms and that it's used for all new products.

Logotype versions

There are four versions of the logotype:

- Black base, green symbol.
- All black.
- White base, green symbol.
- All white.

The logotype should not be modified in any other way than these versions. The versions with the symbol in green should be used as far as possible, as they include the brand color which is an established part of the SciLifeLab visual identity. Nevertheless, always choose the version that enables the highest readability on the given background.



Size and placement

The logotype should always be at least 20 mm in length.

Depending on the context, it can be placed in either a corner or at the center of your design.

Exclusion zone

There is an exclusion zone around the logotype where no other graphic elements, texts or images should be placed, to ensure that the logotype is clearly visible. The zone should be, at least, the size of the logotype's 'a' on all sides.

Combined with the host universities' logotypes

When combining the SciLifeLab logotype with the host universities', it should be placed separately in such a way that it's distinguishable from the host universities' logotypes (which should be placed alphabetically in a row).



Symbol

For productions focused on information, such as reports, brochures, websites and informative videos, the SciLifeLab logotype in its entirety should be used. For productions focused on promotion and visuals – e.g. profile products – and for formats with 1:1 requirements, the SciLifeLab symbol can be used on its own.

Symbol versions

It's available in three versions:

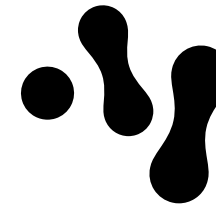
- Green.
- Black.
- White.

It shouldn't be modified in any other way than these versions. The green version should be used as far as possible, as this include the brand color of SciLifeLab's visual identity (although, always choose the version that enables the highest readability on the given background).

Size, placement and exclusion zone

The symbol should always be at least 10 mm in length. It can be placed in either a corner or at the center of your design.

There is no exact exclusion zone for the symbol, rather, it should be decided in correlation to the product the symbol is placed on; making sure the area surrounding the symbol feels spacious.



Colors

Brand colors

SciLifeLab's brand colors are Lime, Teal, Aqua and Grape. Lime is the main color, and the other colors can be combined freely with it (however, Grape should be used modestly as a 'color pop' or on smaller details).

The 100 % tints are the main shades to use, but there are also lighter tints in 25, 50 and 75 %. These tints are equivalent to opacity of 25, 50 and 75 % which can be used as well.

Complementary colors

White, black and gray can be used freely. There are three suggested gray shades but any shades of black 5-90 % can be used.

Lime

25 % 50 % 75 %

#A7C947
RGB: 167/201/71
CMYK: 43/0/85/0

Lighter tints:

25 % - #E9F2D1, RGB: 233/242/209
50 % - #D3E4A3, RGB: 211/228/163
75 % - #BDD775, RGB: 189/215/117

Teal

25 % 50 % 75 %

#045C64
RGB: 4/92/100
CMYK: 88/40/46/34

Lighter tints:

25 % - #COD6D8, RGB: 192/214/216
50 % - #82AEB2, RGB: 130/174/178
75 % - #43858B, RGB: 67/133/139

Aqua

25 % 50 % 75 %

#4C979F
RGB: 76/151/159
CMYK: 70/23/35/5

Lighter tints:

25 % - #D2E5E7, RGB: 210/229/231
50 % - #A6CBCF, RGB: 166/203/207
75 % - #79B1B7, RGB: 121/177/183

Grape

25 % 50 % 75 %

#491F53
RGB: 73/31/83
CMYK: 80/100/30/30

Lighter tints:

25 % - #D2C7D4, RGB: 210/199/212
50 % - #A48FA9, RGB: 164/143/169
75 % - #77577E, RGB: 119/87/126

Light Gray

#E5E5E5
RGB: 229/229/229

Medium Gray

#A6A6A6
RGB: 166/166/166

Dark Gray

#3F3F3F
RGB: 63/63/63

Typography

Typefaces

SciLifeLab's typefaces are:

- **Lato**
- **Lora**

In internal communications, **Arial** and **Times** can be used as replacement typefaces if Lato and Lora are missing. In external communications, we always use Lato and Lora.

Lato is suitable for shorter texts – headlines, captions and brochures.

Lora is suitable for longer texts – bodytexts and articles.

Apart from **regular**, **italic** and **bold**, Lato and Lora are available in a few more styles. We strive for clean and clear communications and avoid mixing too many styles in the same text.

When using Lato in Adobe programs, ligatures can be turned on (creating bridges between certain letters – e.g. ff, fl and fi) or off. In Microsoft Office programs, the ligatures are turned off automatically.

Accessing the typefaces

Both typefaces can be downloaded for free at:

- [Google Fonts – Lato](#)
- [Google Fonts – Lora](#)

Special characters

When special characters (such as € ¥ £ α β Σ Φ Ψ Ω ∞ ÷ ∂) are needed, Times can replace Lora.

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåö
123456789

Lora

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåö
123456789

Photos and illustrations

We use photos rather than illustrations as far as possible. Illustrations are primarily used when the content or message can't be conveyed with a photo.

Need photos for your SciLifeLab communications? Give the Communications Office a shout, we're happy to provide advise.

General image rules

Photos should be...

- coherent with the host universities' guidelines on diversity and gender balance
- conveying our cutting-edge technologies, our competent personnel and our world-class research environments
- relevant to the context
- of high artistic quality
- of high technical quality – i.e. good focus and exposure and technically adapted to the medium (e.g. 300 dpi for printing)
- as far as possible, genuine SciLifeLab environments (rather than stock photos).

We use photos of people, preferably active in their work, as much as possible – but reportage and detail photos can be used as well.

