

SciLifeLab brand policy

Introduction

This document comprises a policy on how to communicate the SciLifeLab brand. By following the guidelines, we communicate the brand in a qualitative, effective and coherent way – all of which contributes to a stronger brand which benefits all parts of SciLifeLab.

This document has been reviewed by the Management Group at SciLifeLab. Contact person and operatively responsible is the [Communications Manager](#) at SciLifeLab Operations Office.

Brand strategy

SciLifeLab is a one-brand organization, meaning, we are building *one* brand that represents the entire organization and all activities of SciLifeLab.

The SciLifeLab brand should be used for all communications where SciLifeLab is the sender. That means that organizational units (for instance infrastructure platforms or units), research groups, projects, or activities at SciLifeLab should not use or develop:

- Own logotypes. This applies to new activities or units launching as well, and both internal and external use.
- Visual identities that do not align with SciLifeLab.

Platforms, units and groups looking to build a visual identity are advised to work with other elements of recognition than logotypes, such as images and illustrations. Please contact the Communications team for support, ideas, and guidelines.

Platforms, units and groups should communicate with their name in regular text and display the SciLifeLab logotype where relevant. Depending on the communications product and context, the logotype might be suited to different placements, but it should always be positioned highly in the visual hierarchy.

For more information on SciLifeLab's visual identity, logotype and examples on how to position it in relation to unit name and other elements, please see the [Graphic Manual](#)), and contact the Communications Manager for further advice.

Graphic profile

A key part of SciLifeLab's brand strategy is the graphic profile, which gives a personality to the brand, and makes it recognizable. The profile covers e.g., logotype, brand colors and typography, and it should be followed coherently to strengthen the image of SciLifeLab. The graphic profile is available on [Community Pages](#).

Logotype

The SciLifeLab brand should be used for all communications where SciLifeLab is the sender, and where a logotype is suitable, the SciLifeLab logotype should be included, since this is our main brand carrier. Everyone at SciLifeLab is responsible for using the logotype correctly.

The logotype should not be modified, cropped or changed in any way from its official design, which is available on Community Pages along with the graphic profile and manual.

The logotype consists of a symbol and a wordmark. The symbol is available as a stand-alone graphic element and may be used on its own in certain contexts. The wordmark is not available as a stand-alone element, nor should it ever be detached from the symbol and displayed on its own.

Using the symbol on its own

The SciLifeLab symbol can be used on its own in the following contexts:

- On certain profile products where the logotype in its entirety is not suitable, given the context or format (contact Communications Manager for guidance).
- In formats with 1:1 requirement, e.g., profile pictures on social media.
- In communication materials where it is included as a graphic element, and the logotype has already been included to convey SciLifeLab as the sender. E.g., in a Powerpoint presentation, the SciLifeLab logotype in its entirety needs to be included in the opening or closing slide, but on the slides in between, the symbol can be displayed on its own.

Exceptions

Exceptions to these rules are made with caution and should always be done after discussion with SciLifeLab Communications team, and questions can be raised to the SciLifeLab management group as needed. Exceptions regarding own logotypes may be made when external partners are driving, coordinating, or leading the collaboration, or when external financiers carry a significant portion of the total funding. If that is the case, it is recommended to seek advice from the host university regarding visual identity. If an exception is made, the SciLifeLab logotype must be used along with the own element of recognition (e.g., image or illustration). Please contact the Communications Manager if you would like to discuss or have more information on exceptions.

Brand name

Science for Life Laboratory is our full name and *SciLifeLab* our abbreviation. We recommend use of the form *SciLifeLab*. This because SciLifeLab is the brand name that we are building – the name included in e.g. the logotype and the website address.

There could however be cases where the full name *Science for Life Laboratory* is advisable to use due to clarity, format, or target audience. When the full name *Science for Life Laboratory* is used for the first time in a communications material, we recommend writing “*SciLifeLab (Science for Life Laboratory)* is...”.

We always use the full abbreviation *SciLifeLab*, rather than shortening it to e.g. *SciLife* or *SLL*, since these names aren’t unique to SciLifeLab and may carry affiliations to other brands.

To conclude

A strong brand and visual identity is a key tool to build recognition, and it affects how SciLifeLab is perceived from the outside as well as from the inside, by colleagues and the community. The brand is carried by everyone of us working at SciLifeLab. Thus, adherence to the guidelines is a joint responsibility with the overall aim to strengthen SciLifeLab’s name and brand.