

DDLs Graphical Guidelines

Updated January 2025



SciLifeLab and Wallenberg National Program
for Data-Driven Life Science (DDLs)



Table of Contents

Introduction.....	2
SciLifeLab Guidelines.....	3
Logotypes.....	4
Background.....	5
Acknowledgments.....	5
Research Area specific images.....	6
Examples.....	7
PowerPoint intro-slide 1.....	7
PowerPoint intro-slide 2.....	8
Posters.....	9
Acknowledgments.....	10
Printed material/Merch.....	11

Introduction

The SciLifeLab and Wallenberg National Program for Data-Driven Life Science (DDLS) is a collaborative initiative between SciLifeLab and its eleven partner organizations: Chalmers University of Technology, the University of Gothenburg, Karolinska Institutet, KTH Royal Institute of Technology, Linköping University, Lund University, the Swedish Museum of Natural History, the Swedish University of Agricultural Sciences (SLU), Uppsala University, Umeå University, and Stockholm University. The program is funded by the Knut and Alice Wallenberg Foundation.

SciLifeLab serves as the program coordinator, integrating the DDLS program into the broader SciLifeLab environment. As a result, the program does not have its own standalone logo or visual identity. Instead, it adheres to the SciLifeLab Graphic Manual, supplemented by a few distinctive elements, such as the "DDLS background" and the Knut and Alice Wallenberg Foundation logo. It is also essential to include the full name of the program at least once in any communication and to acknowledge the Knut and Alice Wallenberg Foundation as the primary funder.

By following the graphical guidelines outlined in this guide, we ensure that the DDLS program, under the SciLifeLab umbrella, is represented in a professional and consistent manner, upholding its reputation as a leading data-driven life science initiative on the global stage.

If you have any questions or suggestions, please contact us at DDLS@scilifelab.se.

SciLifeLab guidelines

The DDLS program adheres to the general SciLifeLab Graphic Manual, with a few specific exceptions and additions.

Colors

The SciLifeLab and Wallenberg National Program for Data-Driven Life Science uses Teal, Aqua, and Grape (in that order) as primary colors instead of lime. Lime is, however, OK to use as a secondary color.

Logotype placements

See the SciLifeLab manual for specific instructions

Fonts

Lora & Lato. See the SciLifeLab manual for alternative fonts and exceptions.

Logotypes

The SciLifeLab logotype and the Knut and Alice Wallenberg Foundation logotype must be included in all external communications and, if possible, they should be presented together. For presentations, they can be displayed at the title slide or the acknowledgement slide (if you wish, you can also include the logotypes of the eleven partner organizations). All versions of the SciLifeLab and KAW logotypes are free to use (i.e. color, black, white – please select the version that ensures the highest readability on your chosen background) and they should be used in their original form i.e. they can not be altered or edited.

For the general presentation content (i.e. material between title and acknowledgement) we recommend using your host university's logotype in combination with the SciLifeLab logotype. (We also recommend that you consult the graphic guidelines of your host university, to ensure compliance).



*Knut and Alice
Wallenberg
Foundation*

*Knut and Alice
Wallenberg
Foundation*



DDLS Background

To enhance recognition, the DDLS program uses a common background image (see this page), originally selected when the program was first announced. This background has become well-established within the scientific community.

While the use of this background is not mandatory, it is recommended for any graphical representation of the DDLS program, such as banners, flyers, roll-ups, web-pages, and similar materials. It is also permissible to use smaller sections or elements from the image, provided that the resolution remains intact.

Different version of the DDLS background can be found here. If you require higher resolution of specific areas in the image, or have other questions, you can reach out directly to johan.inganni@scilifelab.se

DDLS Acknowledgements

When using graphical acknowledgments, the coordinator (SciLifeLab) and funder (Knut and Alice Wallenberg Foundation) should be displayed at the top of the page. The program name may also be included here (see example 4).

For written acknowledgments, the phrase "This work was supported by the SciLifeLab & Wallenberg Data Driven Life Science Program (grant: KAW 2020.0239)" should be used, with "(grant: KAW 2020.0239)" being optional.

RA Specific illustrations

There are four specific DDLS RA backgrounds, each highlighting one of the program's research areas. These backgrounds are optional; however, if they are not used, the regular DDLS background should be used instead.



Example 1: Power point

Program name on top and logotypes at the bottom.

SciLifeLab and Wallenberg National Program for Data-Driven Life Science (DDLS)



Example 2: Power point

The Program name can also be written together with the other logotypes



SciLifeLab & Wallenberg
National Program for Data-
Driven Life Science (DDLS)



Personal and collaboration posters with logotypes and program name on top

PROGRAM FOR ACADEMIC LEADERS IN LIFE SCIENCE

JUNE 3-6 • UMEÅ • 2014

UMEÅ UNIVERSITY

SciLifeLab *Per and Alice
Wallenberg
Foundation*

SciLifeLab and Wallenberg National Program
for Data-Driven Life Science (DOLS)

Iquam, eossinte verovita perorit, sequi il Intis eostotam solupatatet etur simus estiatius.
Ducid ende consequē nls dolorem qui dest quae prempos ma nobitisque quiae labo. Et aut laterm
et offic tenis a ducit estl blabo. Nem volupta essivne rchlist dolumumqui tore pa nisit vel euarum hll
ini offico et quae molo euimend animus susdam voloria solor aut et malo. Acisiet entur?
Xerum fugitesed ullacussam doluptio doluptatus, idesectur rem. Ut quae esse vel

Highlights WCMM Umeå

Awards

Dem, qui od quam reptaque sum sequas exqui con
niscitque voluptatepe idl comia dolorepero desperl
laboreb uoludintotae quadtat alit audl bibberti, quas
con pretut? Osmi, ea qui adet mnt.
Fugit. Agnary verum, velleperio na sunt quam,
omnibit lortae potia am rem rns, cupitatur mas sit

quint aut aute veniam labo, Reruatene voluptu
quibos acce con pra qui con nus unt?
Ficaperum sita sequas libbeaque nen cus, officae
voluptat? Osaepu muliplici acia quo qui dolupts
quid sequit aut quieret aute velonem et sume di
reputae pons doluptatur acenam si que porrele

Outreach & Events

Nit lasant et quatqua nallabo rehens accesis ipam
sum quo doloretur moiesto modist aut et laccatem
ex ingratuar atum pried quis sandis voluptatem
faciet am et venimolert, nait que sam od qualtcom
sa con pemo tem eisum nome doluptatista quandit

hor sed explatati u destias di dems et expe et apiaie
voluptae vent as inae. Nem quid quosint re penam,
cus et enibetvrit et optati volone itaqubust volam
aut lo eum quant et officae et la doluptas quo, quam

Collaborations

Si sim il inam, con perum quidit minivener rehertiae
portieratem, Natiae rem vettari quatia doluptas incim
apicis uttemporis vent exercit ut labor iereren
lortit, ilarem nos in repella piam repella rertus
qui aut fugiam illos volupta dolupte lasant vettam
autem quidit doluptatum, enitram eluit.
Minivens demo dolorum eost, naimquid que labo,
tatam quod aboro et faccum nihil equila cullaud
lumpor acia ipande pa invet illmodi nonreidelit ut
ocum vevit inivento ribande pa officia solorem con

eltiaescis duo, sam, odia nonet repudiandam quatit
srtiae volum consequant aligine indipsum volone
staturis quaspletent biaborentat quiae pe dolupta
verchi et ut am vici, cum qui dolus vevitvinto
comet laborum untur? Natiae duciant vevit aliquat
acero como allam ipandit ipandae prorem etum
et laud pried si boi nulpuram que atende stende
plastit restunt et quia si in conet inum eliquae volore
pa et etia aut a doluptas si stat.

For more information on NNNNNN:
www.nnnnnnnn.se

”

venimolent comitibi laborum untur? Natiae duciant vevit aliquat
acero como allam ipandit ipandae proatende stende
plastit restunt et quia si in conet inum eliquae volore
pa et etia aut a doluptas si stat.

/WCMM Fellows

”

WCMM Umeå

Contributions to the national effort in
molecular medicine

Fellows

Year	Fellows
2015	10
2016	12
2017	14
2018	16
2019	18
2020	20
2021	22
2022	24
2023	26

Fellow Alumni

Year	Fellow Alumni
2015	5
2016	7
2017	9
2018	11
2019	13
2020	15
2021	17
2022	19
2023	21

Associated Researchers

Year	Associated Researchers
2015	10
2016	12
2017	14
2018	16
2019	18
2020	20
2021	22
2022	24
2023	26

Associated Alumni

Year	Associated Alumni
2015	5
2016	7
2017	9
2018	11
2019	13
2020	15
2021	17
2022	19
2023	21

Fellow Promotions

Staff:

Publications

Year	Publications
2015	10
2016	15
2017	20
2018	30
2019	40
2020	50
2021	60
2022	70
2023	100

Grants

Example 4: Acknowledgements

Acknowledgment slide with program name, coordinator and funder logotypes on top

Acknowledgements

SciLifeLab & Wallenberg
National Program
for Data-Driven Life
Science (DDLs)

*Knut and Alice
Wallenberg
Foundation*



SciLifeLab



CANCERFONDEN



UPPSALA
UNIVERSITET



Vetenskapsrådet

Example 5: Print

Examples of printed material: General name badge, RA Specific name badge, and lanyards

