DDLS Graphical Guidelines

Updated January 2025



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

























Table of Contents

Introduction	_
SciLifeLab Guidelines	3
Logotypes	4
BackgroundAcknowledgments	
Research Area specific images	6
Examples	7
PowerPoint intro-slide 1	7
PowerPoint intro-slide 2	
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).



• SciLifeLab





Knut and Alice

Knut and Alice Wallenberg Wallenberg Foundation 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

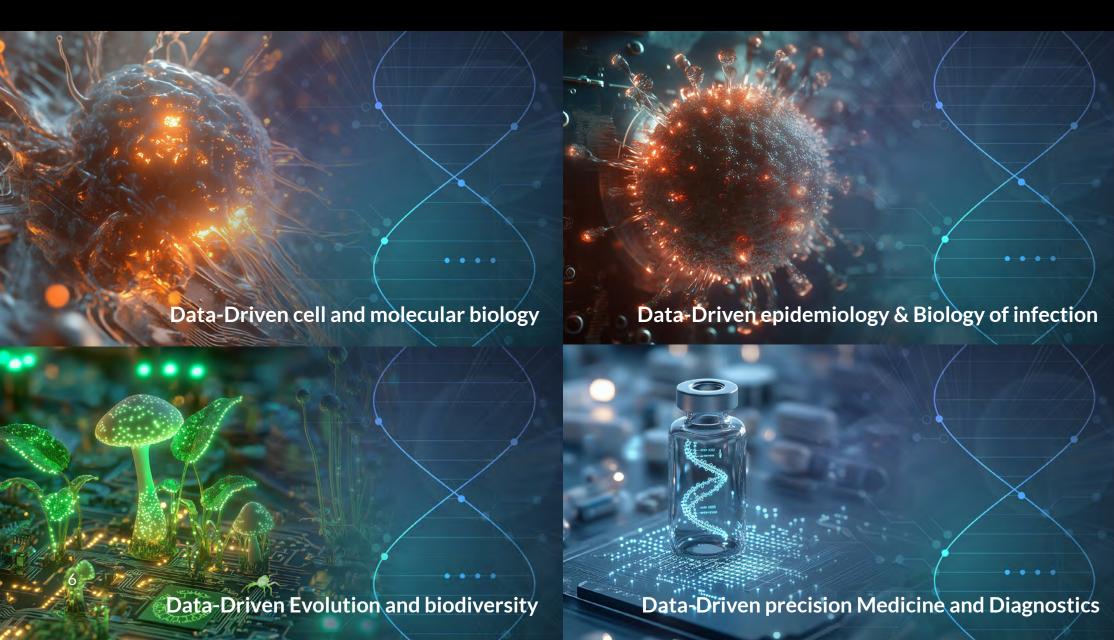
When using graphical acknowledgments, the coordinator (SciLifeLab) and funder (Knut and Alice Wallenberg Foundation) should be displayed at the top of the page. The program name may also be included here (see example 4).

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)





SciLifeLab























Knut and Alice Wallenberg Foundation

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)



























Example 3: Posters

Personal and collaboration posters with logotypes and program name on top

NAM DICTUM LIBERO LACUS, NON ALIQUET **ENIM ULTRICIES A. VESTIBULUM NEC** SOLLICITUDIN DOLOR, FACILISIS GRAVIDA NISL.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In ultricies pellentesque condimentum. Aenean vel nisl blandit, tristique tortor vel, commodo leo. Nulla tempor in tellus blandit euismod. Nulla facilisi. Maecenas metus tortor, tempus eget blandit eget, molestie vitae lorem. Proin metus nunc, mollis vitae mollis placerat, bibendum at neque. Morbi vel nunc lacus. Maecenas non rhoncus tellus. Sed sed purus in dolor faucibus aliquam dapibus eu nisi. Nam in elit at lectus laoreet dignissim. Nulla et massa in erat semper varius.

SciLifeLab UPPSALA/ UNIVERSITE Foundation.

SciLifeLab & Wallenberg National Program for **Data-Driven Life Science**

Authors













Introduction

Lorem ipsum dolor sit amet, consectetur adipiscing elif. In ultricies pellentesque condimentum Anena vinsi Blandit, tristique tortio vel, commedo lon, Vulla tempor in tellus blandit cusmod. Mulla fasilisti Macensan nertus torote tempus eget blandit eget, moiestie vitae lorem. Proin metos mure, molis vitae molis piaceira blandit eget, moiestie vitae lorem. Proin metos mure, molis vitae molis piaceira blandit eget, moiestie vitae lorem. Proin metos moi. Section si consistentia del moi del mo

Vestbulum ullamow per fringillatiolog, id muttie ell rhoccus soil. Proin et elementum loveun în a runie ligida (curathut id minar soilor. Alpian vival per magne soin exception per soilor. Alpian vival per magne soin est soilor. Alpian vival per magne soin est sein soilor. Let interferim jesto Nulla fergitat rhonous jouni, non sagitis risos molis vel. Donce commodo, ipaum ut fergitat ornare, leo mauris blandif dui, sit amet aliquet forem init al nulla. Nam convolii lidero uran, in pharetra nulla pacecrat in. Curabutu ligida mauris, varius di aliquet idi, commodo vel metus. Phasellus viverra cuismod sagio, et ornare vite peleinesepae at. Se dat amet elementum manc.

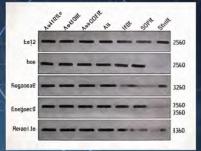
Methods

Lorem ipsum dolor sit anset, consectetur adipiacing elit. In utricies pellentesque-cere de la common del la common del la common del la common de la common del la com

Northam tilimoscoper fringilla foke di functi cil throccos est. Proint e februarium boren fri mane fig. Cacadinut di minera fake di Agaman okaliga magianem anua loborti alquet. Morbi alquam sit amer dolor eggi benderiri. Mauris di elementum piato. Nulla frenguta francesi spiam, non sagittiri sinsa mollis vel. Donec commodo, ipaum ut freugat ornare, leo mauris blandit dui, sit amet alquet forem sit a nulla. Nam comulti lithero unar, in plaverta nulla placerat tiri. Curabiur iliquia mauris, varius sit alquet dorem sito, ratione promodis lithero unar, in plaverta nulla placerat tiri. Curabiur iliquia mauris, varius sit alquet tid, commodo vel must. Plavedlus viverra caismod asque, et o travare velle pelferiesspe ai. Sed litt amet elementum nunc.

Nam dictum libero lacus, non aliquet enim ultricies a Vestibulum nec sollicitudin dolor, facilies gravida indi Vivannas nois ligida, dipilnos vitae fringilla ai eleifendi in seen. Saspendiose bloesdami interiom diam nec lacere eni sollicitudino ged Manris portitor sem ut relian segestas, eget ornare odio imperdiet. Sed vivera nulla acapien idootris eleifend. Priori efficient interdum lonem, et sodales ispanul laceret nec. Cras mattis viverra mbli qui maximus. Maccenas tincidura, pisam fermentum lobertis fregular, elit tottor eleifendi o trore, at tinciduri pisam di voltapar quann. Duis vitae sapien vehicula nunc porta fermentum quis eget quam. Ut non vehicula nulla. Praesent sit amet justo dolor.

bibendum at neque. Morbi vel nunc lacus. Maecenas non rhoncus tellus. Sed sed purus in dolor faucibus aliquam dapībus eu nisi. Nam in elit at lectus laoreet



Lorem ipsum dolor six met, consecteur adipiscing elit. In ultricles pellentesque condimentum. Aerunin vel nisb biandit. Distique tortor vel, commodo leo. Nulla tempor in tellus biandit eusimod. Nulla facilisi. Maecenas metus tortor, tempus



References

1) Lorent jasum doller ikt amet, connecteur adlpiscing elli. In ultricies petfentiesque condimentum.
2) Amena vel mel blandt, tristique tories vel, commolo less Stall temper in trifis Standt minored.
3) Nulla facilità Maccessa servito terrote, (many est petitori, (many est petitori, (many est petitori, emper est petitori, vena Jerren.
4) Proin metas sent, mellis vitae mellis placera, liberalem at neque. Murb sel minored.
5) Maccessa menta trincipa terrore vel, commolo less Stall temper in trifis Standit extinated.
6) Nate metas sent, mellis vitae mellis placera, liberalem at neque. Murb sel minored.
6) Nate in elst at lectus lucreet depressit. Notila et massa in vezit semper varias.
6) Nate in elst at lectus lucreet depressit. Notila et massa in vezit semper varias.
6) Nate in elst at lectus lucreet depressit. Notila et massa in vezit semper varias.
6) Nate in elst at lectus lucreet depressit in Nati et massa in vezit semper varias.
6) Nate in elst at lectus lucreet depressit in Nati et massa in vezit semper varias.
6) Nati elli at lectus lucreet depressit in Nati et massa in vezit semper varias.
6) Nation ellis at lectus lucreet depressit in Nati et massa in vezit semper varias.
6) Nation ellis at lectus lucreet depressit in Nati et massa in vezit semper varias.
6) Nation ellis at lectus lucreet depressit in Nati et massa in vezit semper varias.
6) Nation ellis at lectus lucreet depressit in Nati et massa in vezit semper varias.
6) Nation ellis at lectus lucreet depressit in Nati et massa in vezit semper varias.
6) Nation ellis at lectus lucreet depressit in Nati et massa in vezit semper varias.
6) Nation ellis at lectus lucreet depressit in Nation ellis at lectus

PROGRAM FOR ACADEMIC LEADERS IN LIFE SCIENCE

JUNE 3-6 • UMEÅ • 2024

Iquam, eossinte verovita perorit, sequi il intis eostotam soluptatet etur simus estiatus. Ducid ende conseque nis dolorem qui dest quae prempos ma nobitisque quiae labo. Et aut latem et offic tenis a ducil esti blabo. Nem volupta essinve rchilist dolorumqui tore pa nisit vel earum hil ini officto et quae molo eiumend animus susdam voloria solor aut et maio. Aciisit entur? Xerum fugitesed ullaccusam doluptio doluptatius, idesectur rem. Ut quas esse vel

Highlights WCMM Umeå



Dem, qui od quam reptaque sum sequas raqui con quant aut aute vernam labo. Bratusant voluptio nissincte voluptaepe idi comma dolorepero derspel quibis aces con pra qui con nus untur? laborib usciduntotae quidebit alit audi blaborit, quas

con pratur? Ossimi, ea quis autet mint.

voluptur? Oraepe inullupti acia quo quis dolupis Fuga. Agriam verum enimpoiro ma sunt quam, quid eaquist aut quaerest autes volorios et aume di omnifiel fortbea poria am rem aus, cuptatur mos sit repudae porio doluptatur acearum si que porerfe



Outreach & Events

ea con perro tem estrum none doluptatusto quiandic

Nit iusant et quatquia nullabo rehenis acescis ipsam tor sed explatiati si destias dis denis et expe et apicae n quo doloratur molesto moditis aut et laccatem voluptae verit as iniae. Nam quid quissinit re pernam ex esequatur atum esed quis sundis voluptatem cus et eriberovit et optati volorer itaquibust vollam facest am et venemolest, nat que sani od quatiscimo aut lis eum quunt et officias et la doluptas cus, quam



Collaborations

Si sim il inum, con perum guidis minverem rehendae elitiaescis dus, sam, odia nonet regudandam quatu perlaecatem. Natiae rem verum quatia doluptas incim sitiae, volum consequent alignie indipsum volore apiciis sitemporenis vent exerial ut labor rerehen sitatintis quaspelentio blaborential quise pe dolupta hitinc illatem eos in repello ptatem repella ntibus serchil et ut am simi, cum ipis debis veronuntio qui aut fugiam libus volupta dolorep tiasint orestem - comnibi l'abori untur? Natque duciant rest alique alit

Ibitum quant aborro et faccum nihil eaquia cullaud ptast restrunt et quas si in conet imus eliquae volori issimpor acia ipsande pa invel il modis nonsedicid ut pa et eatia aut a doluptia si sitat. occum evel ministo ribusda pe officia solorem con

Aucam gusca dotuptatum, estrum esunt.

Alimenios demo dolorum eost, numquid que labo. et laut repedi si bea nulparum que autende stendae

For more information on NNNNNN: www.nnnnnnn.se

WCMM Umeå

Contributions to the national effort in molecular medicine



Fellow Promotions







aliam insancit insandae prautende stendae ntaut restrunt et quas si in conet imus eliquae volore pa et estis aut a doluptia si stat. /WCMM Fellowis

Publications

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









Example 5: Print

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





