VISUAL IDENTITY RULES FOR THE UNIVERSITY OF GOTHENBURG

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Summary: The University of Gothenburg’s Visual Identity Rules comprise a basic profile including logotype, font, colours, images and a basic application of the profile. These rules are supplemented by the instructions, standard forms, tools and support contained in the Handbok för visuell identitet [Visual Identity Manual] http://medarbetarportalen.gu.se/handbokvisid
Introduction

The University of Gothenburg’s Visual Identity Rules comprise a basic profile including logotype, font, colours, images and a basic application of the profile. These rules are supplemented by the instructions, standard forms, tools and support contained in the Handbok för visuell identitet [Visual Identity Manual], www.xxx.gu.se (referred to below as ‘the Manual’). The Manual is digital and available from the following address: http://medarbetarportalen.gu.se/handbokvisid.

These rules comprise the official governing document; the manual represents a support tool for quality assuring the university’s design and packaging of communications presented by the University of Gothenburg, as a whole or any of its component activities. Find out more about the University of Gothenburg’s communications in Kommunikationsstrategi för Göteborgs universitet [Communication Strategy for the University of Gothenburg]; http://medarbetarportalen.gu.se/Kommunikation/kommunikationsstrategi/

All employees at the University of Gothenburg are entitled to use the university’s visual identity.

1. Basic profile

1.1 Our name

Our Swedish name is ‘Göteborgs universitet’. The word ‘universitet’ is always written with a lower-case ‘u’. The English translation of the name has been the ‘University of Gothenburg’ since December 2007. ‘Gothenburg’ is used for addresses in English.

The acronym ‘GU’ is not a name and should be avoided in all communication, names, outgoing written communications, etc.

1.2 Logotype

The logotype is the ultimate bearer of the university’s visual identity; a quality mark. It should always be used in materials presented by the university.

The logotype consists of the seal and the name ‘Göteborgs universitet’ [University of Gothenburg]. The proportions and relative positions of the seal and name are set and may not be altered. The seal and name may not be separated and the seal may not be used on its own. It is not permitted to create your own logotypes. The logotype may not be corrupted; further information is available in the Manual. The name ‘Göteborgs universitet’ should be written out using the font applied for the rest of the text if there is a risk of the logotype being corrupted.
The logotype is available in Swedish and English and has been registered with the Swedish Patent and Registration Office.

**Basic form of the logotype**
There are three variants of the logotype’s basic form; see Manual. There is the centred logotype with one or two lines under the seal. There is also the left-aligned logotype (seal to the left and word marque to the right of the seal) on one line. These variants are available in colour, university blue (read more under 1.4 Colours) seal and black name, full black and full white (negative). The logotype with a university blue seal and black name may only be placed on a white background. The logotype may be printed in gold and silver for festivals and ceremonies.

**Size of logotype and space**
The logotype has a fixed free zone (exclusion zone) on all sides. This free zone protects the logotype and creates space around it so that it stands out clearly. The free zone around the logotype also applies to the edges of the paper or printed matter; further information is available in the Manual.

**Logotype on base**
Templates with the logotype on base are available so that the logotype can provide a clear signal value and for ease of use. These templates are available with a two-line logotype in university blue, black and white base. As a main rule, logotype on base is used for a university-wide quality mark. A logotype without an underlying base is used in respect of festivals and ceremonies (see 6. Profile during festivals). A logotype on base is not used where this is impossible for technical reasons; further information is available in the Manual.

The logotype on base ensures
- that the logotype is not corrupted on different backgrounds in media
- a strong quality mark in a simple framework
- that the subject and sender identity is able to take up more space in the layout, content and message.

The template library in the Manual includes templates with the logotype on base.

**The university's logotype together with the logotypes of other parties**
A joint message may be presented by several logotypes during cooperation and collaboration with other parties. The free zone and size of the logotypes must be balanced and adjusted.

**1.3 Font**
Fonts are divided into profile and regular fonts. Profile fonts are used in profiling communications. Regular fonts are used in other communications.

*Profile fonts*
- Helvetica Neue
- Sabon (running text)

*Regular fonts*
- Arial
- Times New Roman (running text)
1.4 Colours

Profile colours
University blue is the university’s profile colour and represents an important part of the University of Gothenburg’s visual identity. Blue radiates confidence, calmness and stability. It is a colour perceived to be safe, classical and sombre. People commonly associate blue with the sea and closeness to the marine environment, which characterises Gothenburg and the west coast. The university’s profile colour is primarily used for logotype on base. There is otherwise no restriction on the use of decorative colours.

The university blue colour has the following specifications in different colour systems:

- PMS: 294 C, 2945 U
- CMYK: 100/75/15/0
- RGB: 0/75/137
- HTML: 004b89
- NCS: 4550-R90B

1.5 Profile images

The University of Gothenburg’s imagery is documentary. Profiling images portray real life at the university. They focus on the human element and aim to demonstrate diversity.

The University of Gothenburg offers high resolution images that can be freely used within different categories and subject areas. Refer to the Manual for more information about image processing, the image data bank, rules relating to copyright and how you can access the tools.
2. Profile in correspondence material

The University of Gothenburg’s correspondence material serves as a tool to strengthen our identity. It forms part of our visual identity and must always comply with the visual identity rules.

The University of Gothenburg has
• landscape business cards with the logotype on base placed at the top right, bleeding over.
• printed and digital templates for letterheads with the logotype on base placed at the top left, with printer margin.
• portrait and landscape correspondence cards with the logotype on base placed at the top left, bleeding over.
• envelopes with the logotype on base placed at the top left, bleeding over.

Helvetica Neue is the profile font used for printed correspondence material. The alternative fonts Arial and Times New Roman are used for digital templates.

Use our contracted printing company, which has our templates, when ordering printed correspondence material. Information is provided in the Manual.

Digital letter templates are available from the university’s template system via the Office program. Refer to the Manual for further information and to access the template system and templates.
3. Profile in communication materials

The visual identity constitutes a framework and represents a platform for the design of communication materials for all of the university’s activities. Students are entitled to use the logotype on degree projects and dissertations.

Individually tailored profiling should be effected using the name of the operation and conveying the message by text, images and illustrations. All communication material produced must be based on the University of Gothenburg’s Communication Strategy. Further information is provided in the Communication Strategy for the University of Gothenburg:

It shall be clearly indicated that the organisational part that is the sender is part of a larger organisation – the University of Gothenburg. The University of Gothenburg must always be included as sender and be clearly visible. The University of Gothenburg’s sender identity may not be corrupted or eliminated. Use the templates provided in the Manual.

3.1 Printed matter

The logotype on base must always be placed on the front page of printed matter and is used for a university-wide quality mark. A logotype is used in respect of festivals and ceremonies (see 6. Profiles during festivals) or where impossible for technical reasons. Use the university-wide templates for printed matter, which can be downloaded from the Manual’s template library.

3.2 Digital communications

A strong, cohesive digital profile communicates the university’s activities to interested parties and chosen target groups. All activities at the University of Gothenburg use the same design and templates for digital communications. These templates may not be altered or copied.

The logotype on base is placed at the top of all digital communications. Use the templates and recommendations provided in the Manual.
4. Profile in surrounding environment

4.1 Signs

**Signage system**

All signs must comply with the university’s signage system. The signage system governs:

- placement of the university’s logotype at the top of the sign
- colour, university blue, black and white
- font
- design of physical sign
- structure of content

Further information about the signage system and door and room signs is provided in the Manual.

**Flags**

The appearance of all of the university’s flags must be the same: university blue base with a centred two-line negative logotype. Further information is provided in the Manual.

**Vehicles**

When the university’s logotype is applied to vehicles, it must have space around it in accordance with the free zone specified in the Manual. The extent of the space depends on the vehicle model/placement area. This free zone should also apply if supplementary text is chosen.

4.2 Exhibitions

**Fairs**

The University of Gothenburg has a university-wide profiling concept for fairs that is flexible. This concept governs the placement of the logotype, use of campaign space, colour of carpets and form of modules. The university’s logotype must always be placed at the top to ensure visibility. Further information and examples are provided in the Manual.
Rollups
A logotype on base is placed bleeding out to the right in the heading of a rollup. Use the templates available from the template library in the Manual.

4.3 Architecture/fittings

Service Centres (Servicecenter)
The University of Gothenburg has produced a concept for our service centres. This concept includes a chart pattern and logotype for glass partitions, a common design for counters and a colour theme for fittings. Further information is provided in the Manual.

Buildings
New building and rebuilding work at the university is governed by the University of Gothenburg’s Policy för universitetets ny- och ombyggnationer [Policy for the university new building and rebuilding work]. 2 May 2012, File Reference: V2012/250, http://medarbetarportalen.gu.se/styrdokument/lokaler/

5. Profile products
All profile products must bear the university’s logotype.

All profile products are to maintain a high level of quality, be unique and produced in a sustainable way (considering environmental, economic and social aspects).
6. Profile during celebrations

6.1 Diplomas
A centred logotype or logotype on base is used on diplomas, certificates and other celebratory certificates. Use the templates available from the template library in the Manual.

6.2 Degree certificates
The same template is used for both licentiate and doctoral degree certificates with English and Swedish on the same side. The logotype, in colour, is placed in the centre of the heading. Typography is centred.