



JÖNKÖPING UNIVERSITY

GRAPHIC MANUAL

Decided on 12 June 2023

Content

The Brand	3
Logotypes	8
Our Colours	18
Graphic Elements	21
Typography	26
Image Concept	31
Moving Images	38
Applications	45

TITLE: Graphic Manual
DECIDED BY: President, 2023-06-12, § 1063
DIARY NUMBER: 2023/1450-113
VALID FROM: 2023-06-12
VALID UNTIL: Permanently

The Brand

Everyone who comes into contact with Jönköping University in different ways forms a personal image of the brand. Today, there are a large number of competing brands in the world of higher education. Through a consistent communication approach, the Jönköping University brand becomes more credible and clear, which leads to target groups being reached more effectively.

CONTENT

Identity and Brand

Senders

Names

Identity and Brand

Jönköping University's graphic profile is a good support in the work of communicating a uniform and clear image of our brand. By consistently using the graphic profile, JU is perceived as a cohesive organization with a clear sender, both when the whole and the parts are the sender.

The graphic profile supports the user in communicating the brand in a clear and professional way. All employees and sender groups at Jönköping University may use the graphic profile.

The graphic profile may only be used when Jönköping University is the sender and not in other contexts, such as Student Union associations, personal websites, student projects or student blogs.



Senders

The university has five logos in a parent-child type architecture. Jönköping University is the parent brand. The name is used in all logotypes and appears before the name of the school/company. Other logotypes are not permitted.

When the target group for the communication is the target group for more than one school, Jönköping University shall be the sender, not an individual school/company. This also applies in the case of employees from several schools who are collectively the sender.

Category	Sender	Example	Guideline
A	Parent brand	Jönköping University	Category A is our parent brand. It can be used by all senders within the organisation. The parent brand should be used when all or some of our companies collaborate and/or where the target group is a target group for more than one company. The parent brand should also be used in employer marketing. In communication with the Swedish state, the sender is always the parent brand.
B	Child brand	School of Health and Welfare School of Education and Communication School of Engineering Jönköping International Business School Jönköping University Enterprise	Category B is the child brands. They have their own logotype in a parent/child hierarchy with relation to Category A. The logotype can be used in printed materials, such as a company presentation or to market a specific programme or course. As the recipient is limited to company-specific areas, Category B can also be used in presentations, letters, invitations, etc. In all contexts, the child brand must be presented as part of the parent brand.
C	Subordinate senders to category A or B	A: Career Center A: Pathway Programmes B: MMTC B: International Communication (master)	This category includes programmes, projects, research centres, research environments and similar, which are either under the parent brand or a child brand. Senders in this category may not create their own logotypes or graphic profiles.
D	External collaborations	JU Solar Team Nextstep Vertikals JIBS Entrepreneurship Challenge	A brand, logotype or name that is used within Jönköping University together with one or more cooperative partners, acting wholly or partly independently and in some cases have their own graphic profile.

The matrix clarifies how and when the different levels of brand and senders within Jönköping University should be used.

Other senders and collaborations

SUBORDINATE SENDERS

Within the university there are many senders who communicate, from individual employees to sub-organisations and sub-activities of various kinds to the entire university as a sender. These subordinate senders may not develop their own brands, logotypes, visual identities or messages. Doing so makes the sender unclear to the recipient and weakens the brand. All employees are part of Jönköping University and must use the common graphic profile.

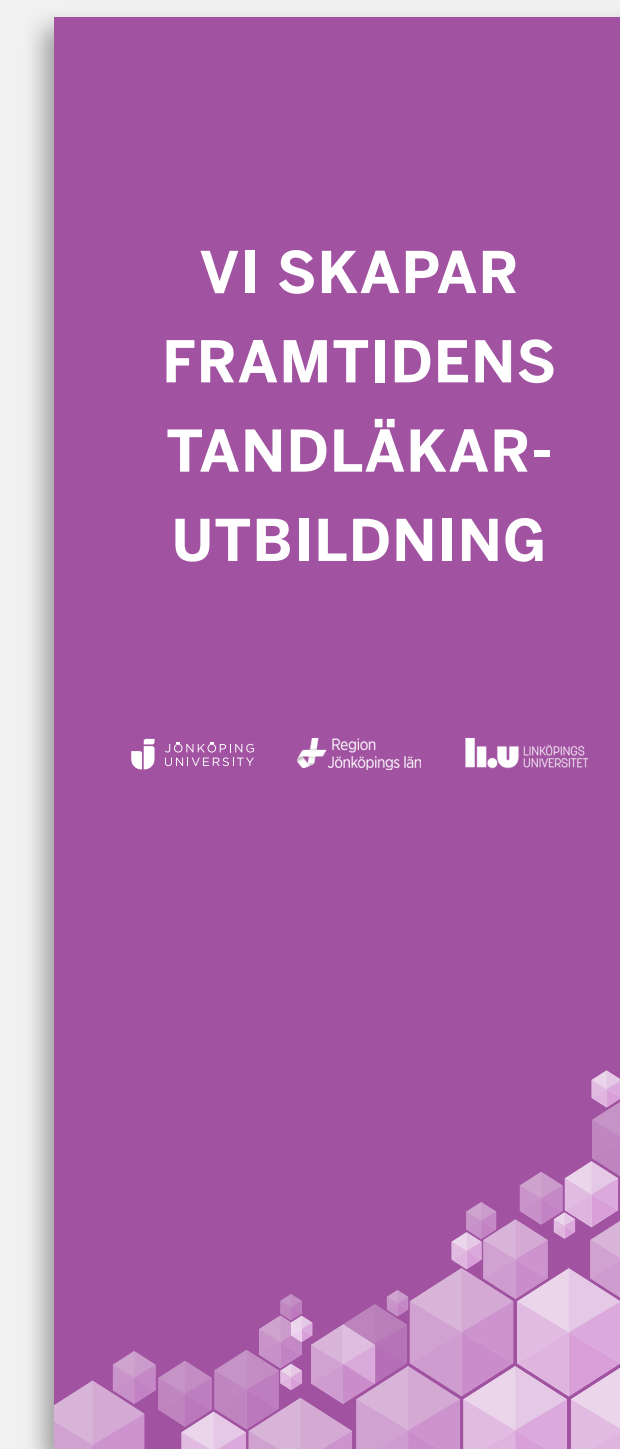
OTHER SENDERS

When Jönköping University and the companies conduct collaborations with external parties, there may be a need to use the graphic profile or logotype to show the collaboration between the parties.

When communicating about a collaboration, it is good to think through who the main parties are. What role Jönköping University has in the collaboration governs how the graphic profile may be used.



If Jönköping University is the main partner, Jönköping University's graphic profile and logotype are used.



If Jönköping University is one of several equal parties, the logotypes of the parties shall be placed next to each other, balanced in size and distance.

Names

Jönköping University is the official name that should always be used in text and speech, also in Swedish. All senders within Jönköping University may use the name and the logotype. University Services uses Jönköping University's logotype in all external communication.

The names of the schools may be used in both Swedish and English text and speech. The logotypes only exist with English text and they should also be used in materials written in Swedish.

When signing agreements or making orders, among other things, the legal names of the companies should be used as registered with the Swedish Companies Registration Office.

Official name	Legal name
Jönköping University	Jönköping University
Hälsö högskolan	Hälsö högskolan i Jönköping AB
Högskolan för lärande och kommunikation	Högskolan för lärande och kommunikation i Jönköping AB
Jönköping International Business School	Internationella handelshögskolan i Jönköping AB
Tekniska Högskolan	Tekniska Högskolan i Jönköping AB
Jönköping University Enterprise	Jönköping University Enterprise AB
Högskoleservice	Högskoleservice i Jönköping AB

WRITING THE NAMES

Always write the companies' full names where possible. Abbreviations for the company should be used sparingly and never in external communication.

For external communication, the name of a sender must always be followed by the name of the university when it is mentioned for the first time.

Example:

- School of X, Jönköping University.
- *Tekniska Högskolan, Jönköping University.*

Organizational affiliation may be stated at several levels and must always end with the name of the university.

Example:

- Department X at School of X, Jönköping University.
- *Avdelning X vid Hälsö högskolan, Jönköping University.*
- Professor Kurt Karlsson, Centre X, Jönköping University.
- *Professor Kurt Karlsson, Centrum X, Jönköping University.*

Logotypes

The logotype is one of the most visible parts of Jönköping University's brand. When the logotype is used correctly, it creates recognition and contributes to strengthening the brand. It is therefore important that those that those using the logotype know how and when it can be used.

CONTENT

JU's logotype

Using the logotype

Versions

Free zone and placement

Sizes

Use of different logotype versions

Logotypes of JU's companies

Other logotypes

JU's logotype

The logotype is a key part of JU's identity and should be used in all communication. Employees within all areas of Jönköping University may use the logotype.

Students at Jönköping University may use the logotype on approved examination work and essays at undergraduate, master's and postgraduate.

DESIGN OF THE LOGOTYPE

The university's logotype consists of the name Jönköping University and a symbol. The symbol is a shape that combines the letters J and U.

The schools' and Jönköping University Enterprises' logotypes consist of the name Jönköping University, the symbol and the name of the school.

University Services does not have its own logotype. When communicating externally, University Services should use the Jönköping University logotype. The same applies to other areas of business within the university, such as the Career Center, the library and the Student Health Care.



JÖNKÖPING UNIVERSITY



The proportions between the different parts of the logotype are regulated and may not be altered. The logotype must never be modified or distorted. An approved original of the logotype that has not been adjusted in any way must always be used. Colours and design should follow the graphic manual.

Using the logotype

The logotype is available in black, white and grey. The black and grey logotype is used on a light background and the white on a dark background.

Deviations from the colours may occur, for instance for plastic wrapping, embossing and varnishing.

USE OF THE SYMBOL ONLY

The main rule is that the logotype must be used in its entirety and that the symbol should only be used without the name Jönköping University in exceptional cases.

This may be applicable for certain profile materials or visual imagery where the sender is clear without the logotype. The symbol must not be placed together with or too close to other text, as the recipient may view it as a logotype.



The Communications Department will decide in each instance when an exception may be done with the logotype.

Primary logotype



JÖNKÖPING UNIVERSITY



JÖNKÖPING UNIVERSITY



JÖNKÖPING UNIVERSITY

Symbol



Versions of the logotype

There are three versions of the logotype.

Logotype A is the university's main logotype. It is always the first choice. Only when it is not possible to use logotype A do the other versions become an option.

Logotype B is used when there are specific requirements for legibility or a lack of space for logotype A.

Example:

- As the university is a cooperative partner together with other organisations and companies, the logotypes must be presented together, e.g. in a footnote.
- Display material
- Sponsor surfaces

Logotype C is a special variant and is only used in exceptional cases. The Communications Department will decide in each instance when logotype C is to be used.

DOWNLOADS

The logotype is available for download in different file formats in the media bank, access via the intranet.

Logotype A



JÖNKÖPING UNIVERSITY

Logotype B



JÖNKÖPING
UNIVERSITY

Logotype C



JÖNKÖPING UNIVERSITY

Free zone and placement

The logotype must be clearly visible. It must therefore not be placed too close to text or other graphical elements. This also applies in cases where the symbol is used without the name Jönköping University.

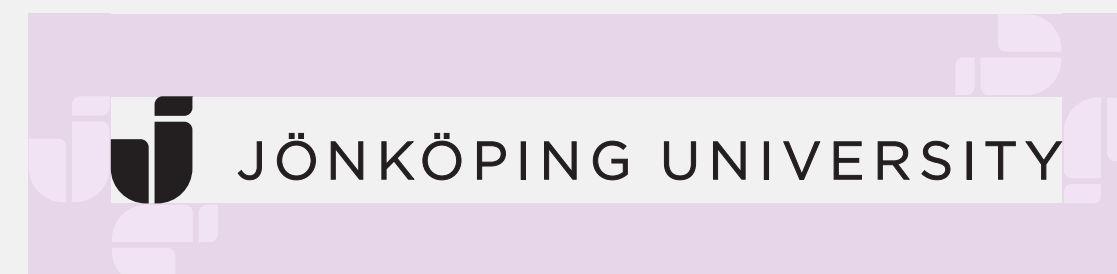
Example:

- The logotype may not be included in headings or running text.
- The logotype may not be placed too close to the margins.



The logotype must always be surrounded by a free zone equivalent to or greater than the width of the symbol.

Free zone



Sizes

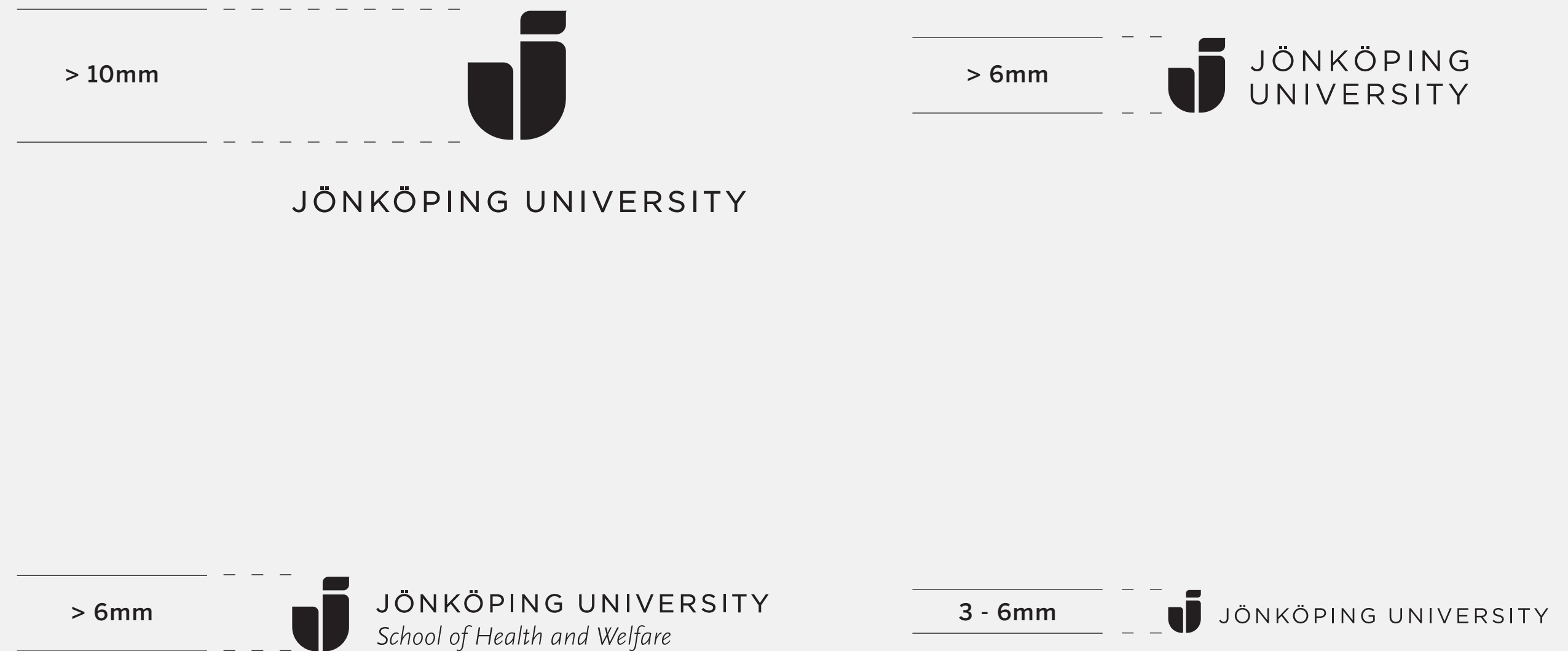
Logotype A

To ensure that the logotype is visible at all times, the height of the symbol must always be a minimum of 10 mm.

Logotypes B and C

For logotypes B and C, the height of the symbol must be at least 6 mm.

If the logotype for Jönköping University is to be printed in a special size, such as on pens, there is a special variation of logotype C which allows for prints as small as 3 mm in height.



Use of different logotype versions

When creating graphic material, always use the version of the Jönköping University logotype that best suits the context. On this page are some examples of which logotype version is best suited for a certain type of surface or layout.

A

Logotype A is always used in the first place.



B

Logotype B is used, for example, in adverts where the format requires a higher level of legibility.



C

Logotype C is used, for example, on nameplates and lanyards.



Logotypes of JU's companies

The companies' logotypes consist of the name Jönköping University, the symbol and the name of the school.

If the target group for the communication effort is a target group for more than one company within Jönköping University, the Jönköping University logotype should always be used, not the company logotype. This also applies when employees from several of the companies send together.

Logotype A



Logotype B



Other logotypes

OWN “MARKS”

SPARK, CHILD and Jönköping Academy for Improvement of Health and Welfare are the only activities within Jönköping University that may use their own marks as symbols for their business. The own mark can never replace the JU logotype. Jönköping University, or one of the companies, is always the sender and legally responsible. This must be clear to the recipient.

The own mark must be placed at a clear distance from Jönköping University's logotype or that of the company.



► If you have any questions about the use of logotypes and marks, please contact the Communications Department.

Other logotypes

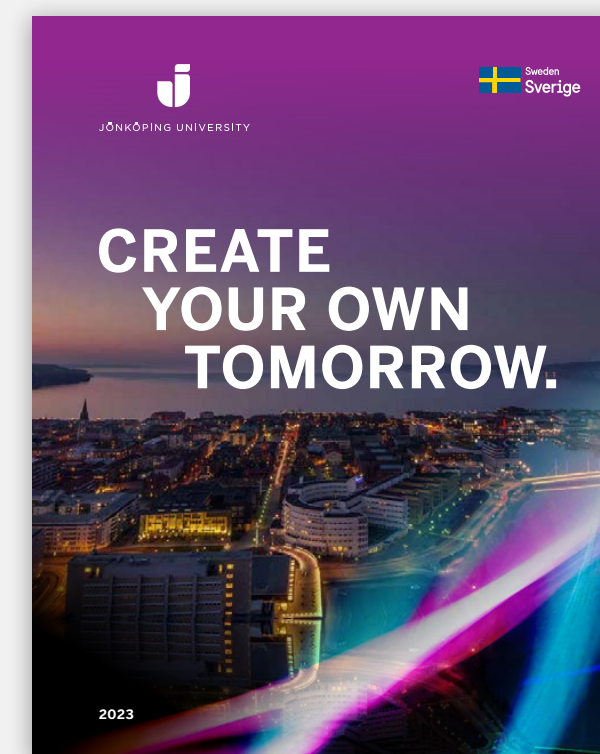
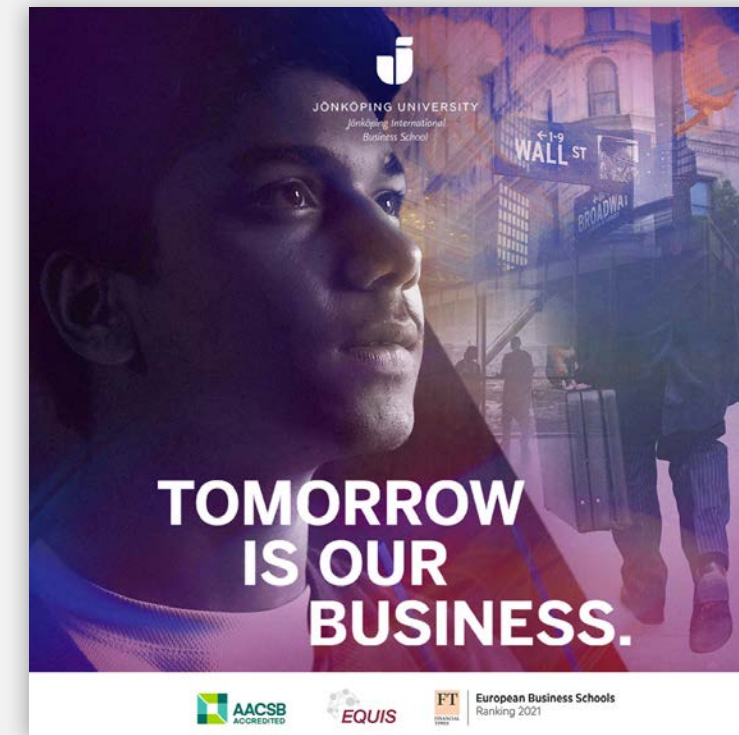
ACCREDITATION LOGOTYPES

When companies wish to communicate accreditations, this should be done in a way that does not confuse the recipient. It should be clear that JU and the companies are the sender. Place the accreditation logotypes far down on the layout of the page, clearly subordinate to the sender.

BRAND SWEDEN LOGOTYPE

The Brand Sweden logotype works as a mark of origin and is mostly used for an international target audience. It must never be used as an individual sender. Always place the Brand Sweden logotype far away from the Jönköping University logotype. The Brand Sweden logotype must never be larger than the Jönköping University logotype or compete in any other way for visibility.

► If you have any questions about the use of logotypes and marks, please contact the Communications Department.



Our colours

Colours are a key part of the Jönköping University brand. When we use our colours, it creates recognition, a uniform impression, and conveys a sense of JU's identity. The colours are adapted for all types of use.

CONTENT

JU's colours

Using the colours

Colours

Jönköping University has an identity colour that helps to distinguish us from our competitors and communicate with our different target groups.

IDENTITY COLOUR

Our identity colour is purple. It is particularly important in our work to convey our identity and brand. When we use the colour purple, we create recognition and stand out amongst other senders.

COMPLEMENTARY COLOURS

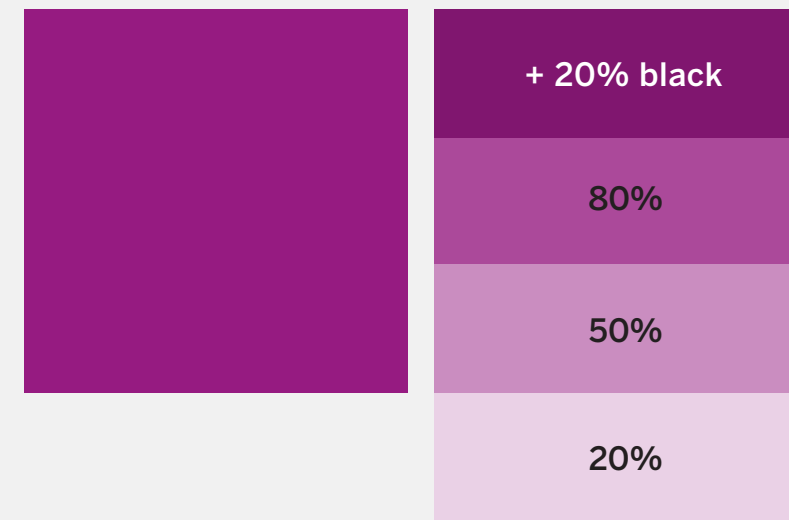
Turquoise, yellow, dark blue and grey are our complementary colours. Together with our identity colour, we use them, to different extents, to convey a sense of Jönköping University.

The different colours facilitate variation. Never use a complementary colour as the main colour. Never use a complementary colour to profile a company or area of business.

Identity colour

PURPLE

CMYK: 50, 100, 0, 0
RGB: 150, 27, 129
HEX: 961B81
NCS: 3055-R40B
PMS 254



Complementary colours

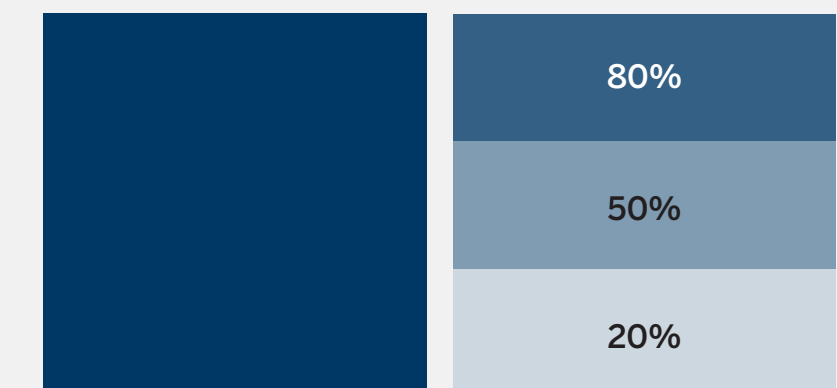
TURQUOISE

CMYK: 80, 0, 40, 0
RGB: 85, 170, 167
HEX: 55AAA7
NCS: 2060-B50G
PMS 326



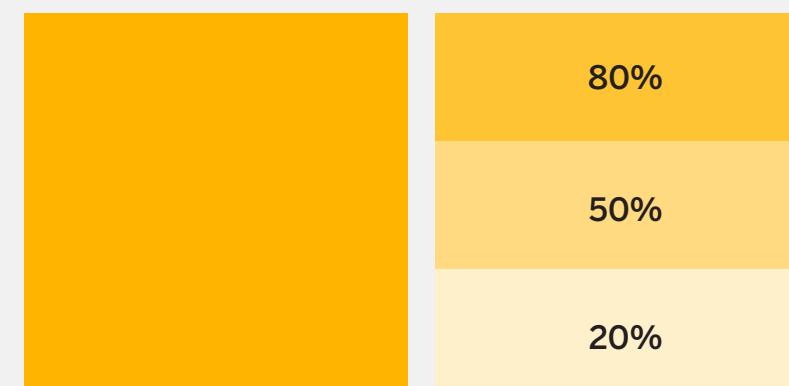
DARK BLUE

CMYK: 100, 35, 0, 60
RGB: 0, 56, 101
HEX: 003865
NCS: 6030-R90B
PMS 2955



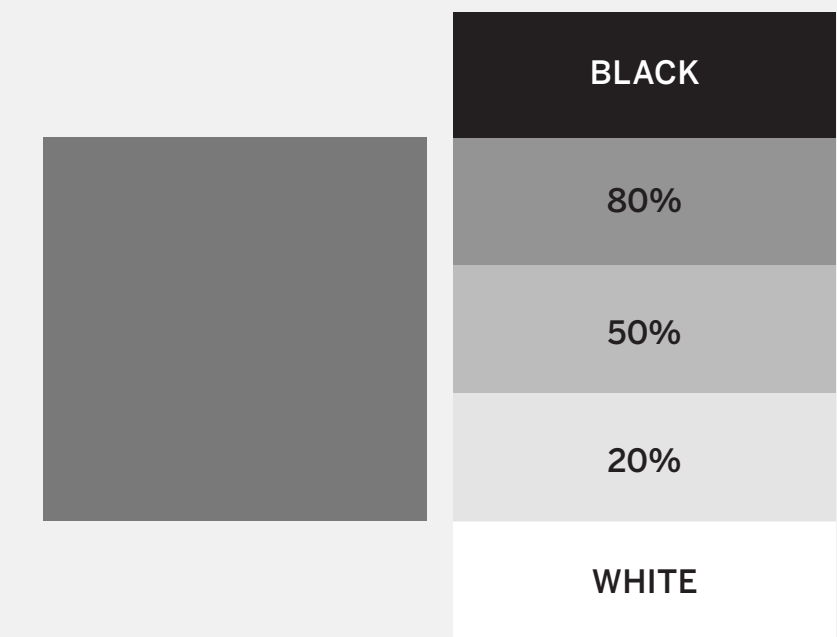
YELLOW

CMYK: 0, 30, 100, 0
RGB: 255, 181, 0
HEX: FFB500
NCS: 0580-Y20R
PMS 7549



GREY

CMYK: 0, 0, 0, 66
RGB: 121, 121, 121
HEX: 797979
NCS: 5500-N
PMS 424



Using the colours

Our profile colours are used in different proportions depending on the target group that the produced material is aimed at. The distribution of colours is applicable for the material's overall impression; for example, it does not need to be applied on every page in a folder.

We have two different categories with divisions of profile colours: *Marketing* and *Corporate*.

MARKETING

The Marketing category is used in material that markets JU, such as:

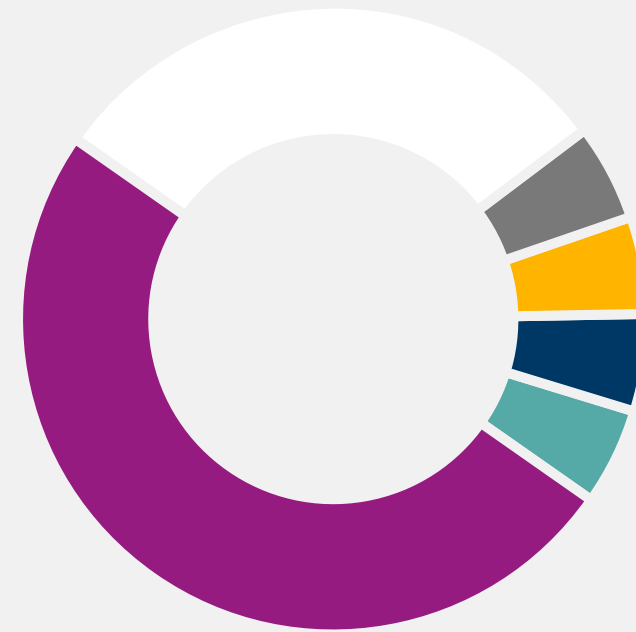
- Marketing material for Swedish and international student recruitment
- Website
- Trade fairs

CORPORATE

The Corporate category is used in materials that communicate JU's business operations, such as:

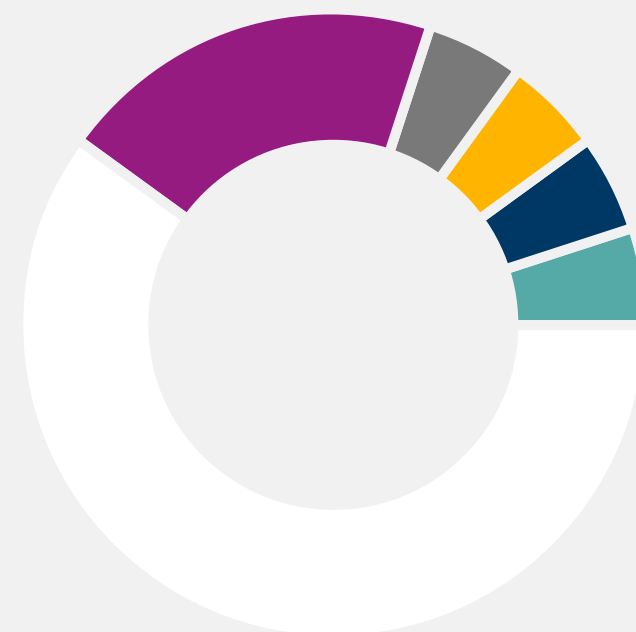
- Annual report
- Research brochures

Marketing



Examples of materials in the **Marketing** category.

Corporate



Examples of materials in the **Corporate** category.

Graphic Elements

Graphic elements are used to create a unique expression that distinguishes itself from other organisations. When we use graphical elements, it creates recognition and visualises Jönköping University's brand.

CONTENT

Using graphic elements

Icons

Illustrations

Tables and diagrams

Using graphic elements

Within the Jönköping University style it is possible to use different graphic elements. It is possible to use angular or rounded corners in figures, diagrams and tables. The same goes for squares or other shapes.

All graphic elements should be based on the following:

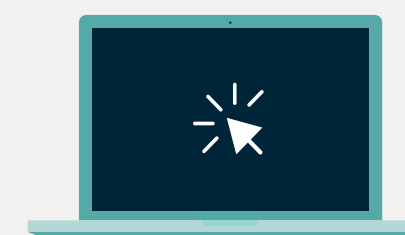
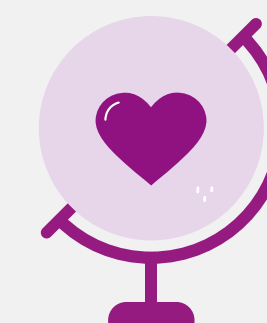
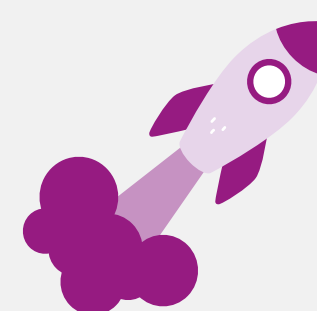
- No gradients or shadows
- No lines around the colours (if there are lines, they should be white only).
- Use vector format as much as possible
- Use the JU colour hierarchy.
- Use a contrasting background colour

Make sure that the background colour does not interfere with the colours of the graphic elements. Use white, light grey, light purple or similar.



Icons

Icons are used at Jönköping University to describe processes, clarify instructions or create recognition within the strategic work.



► If you wish to use these types of icons, please contact the Communications Department. Icons should always be developed in cooperation with the Communications Department.

Illustrations

Illustrations are used within Jönköping University to explain complicated contexts or give a visual understanding of how something might look when an icon or a photograph is not enough.

When preparing an illustration, JU's own colours should be used as much as possible. In exceptional cases, other colours can be used, mainly if the purpose is to depict reality. For example, if a building is to be depicted where the JU colours are not sufficient.

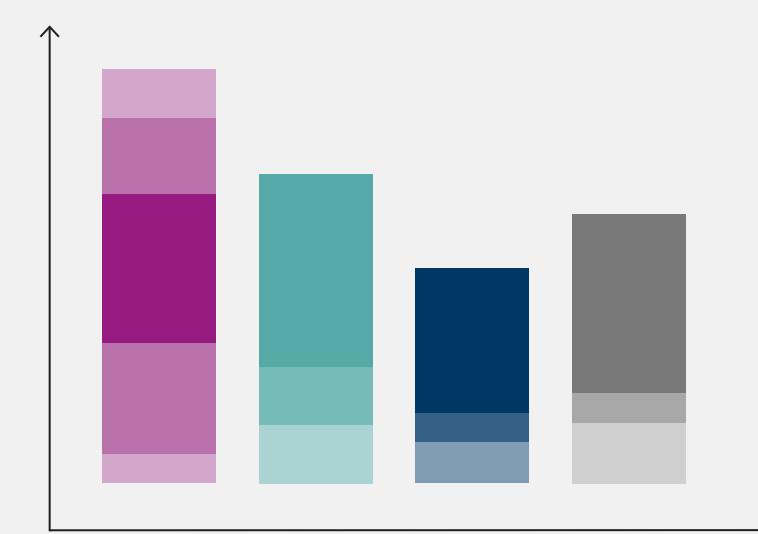
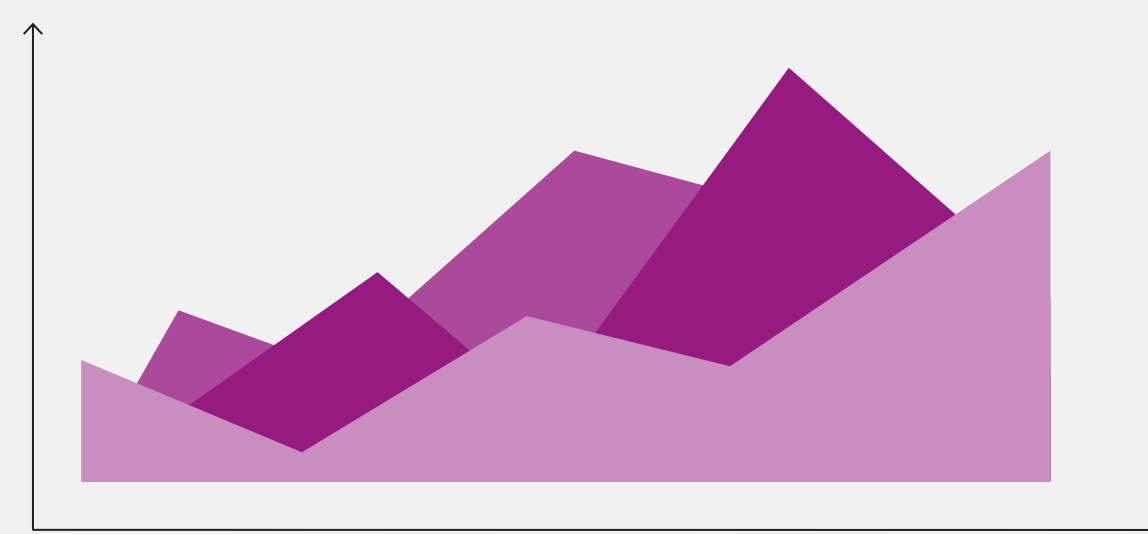


► *If you wish to use this type of illustration, please contact the Communications Department. Illustrations should always be developed in collaboration with the Communications Department.*

Tables and diagrams

The purpose of tables and charts is to clarify figures and make it easy for the reader to understand the information.

It is important that the contrast between colours is good and legibility is high. Keep in mind that charts and tables should be designed to be readable without relying solely on colours.



Typography

Typography involves the craft of designing a text – in print or on screen – so that the message is conveyed in the best possible way to the reader. This means that the text must be easy to read and aesthetically pleasing.

CONTENT

Typefaces

Replacement typefaces

Readability

Figures and quotes

Typefaces

The main font used by JU is BentonSans, which has high readability both on screen and in print. The font Scala OT is mainly used for longer body texts and information texts. ScalaSans OT is used sparingly.

BENTONSANS

Used primarily for:

- Headings
- Preambles
- Tables
- Shorter texts
- Everything to be read on screen

SCALA OT

Used primarily for:

- Running text (body text)
- Typographic “seasoning” in the form of capitals (capital letters of the same height)

Scala OT can be used as italic to mark and highlight certain passages of running text. Scala OT works best with a little extra space between the lines.

SCALASANS OT

Used sparingly and in the first instance for:

- Typographic variation

BentonSans

BentonSans Light

BentonSans Regular

BentonSans Regular Italic

BentonSans Medium

BentonSans Bold

Scala OT

Scala OT Regular

Scala OT Italic

ScalaSans OT

ScalaSans OT Italic

Replacement typefaces

When the main typefaces are not available in different programmes or on websites, Arial is used for headings and Times New Roman for body text.

ARIAL

Used primarily for:

- Headings
- Preambles
- Tables
- Shorter texts

TIMES NEW ROMAN

Used primarily for:

- Running text (body text)

Arial

Arial Regular

Arial Italic

Arial Bold

Times New Roman

Times New Roman Regular

Times New Roman Italic

Readability

To make texts easy to read, JU follows different typographic characteristics.

TEXT ADJUSTMENT

JU uses left-aligned text because it is best for readability, especially in long texts. Short texts can be centred on special occasions.

LINE SPACING

JU uses 130 % to 150 % of the line spacing in running text. 100 % till 120 % of the font size in headings.

PARAGRAPH MARKER

Use indents and blank lines to mark a new paragraph. There should never be an indent on the first line after headings, bullet points, tables, figures and blank lines.

LENGTH OF LINES

The ideal length of a line is 55-65 characters, maximum.

UPPER OR LOWER CASE

Headings are capitalised in BentonSans Bold. When the heading is too long, lower case is used instead, and the remaining weights can be used. The important thing is that the headings create sufficient contrast with the rest of the text.

Heading

BentonSans
 Bold, Medium or Light
 Font size: 30pt
 Line spacing: 35pt
 Colour: black, white or purple

LOREM IPSUM
dolor sit amet
 pom qulor

Preamble

BentonSans
 Light or Regular
 Font size: 11pt
 Line spacing: 15pt

Sed que veliqui bea ipiendi veliquam
 nonseca borepro dolenditae nist et et
 lant ilit enitem dolupta turehendiae pore,
 consequo offic totatis eatiunt es exceat.

Body text

Scala OT
 Font size: 9pt
 Line spacing: 12pt

Sed que veliqui bea ipiendi veliquam nonseca sed
 borepro dolenditae nist et et lant ilit enitem dolupta
 turehendi veliqui bea ipiendi veliquam nonseca que
 borepro dolenditae nist et et lant ilit enitem dolupta.
 turehendi veliqui bea ipiendi veliquam nonseca que

Paragraph marker

Indent like a square

Sed que veliqui bea ipiendi veliquam nonseca que
 orepro dolenditae nist et et lant ilit enitem dolupta
 turehendiae pore, consequo offic totatis eatiunt es
 exceat.

Subheading

BentonSans Bold
 Font size: 8,5pt
 Line spacing: 12pt

SUBHEADING

Sed que veliqui bea ipiendi veliquam nonseca
 borepro dolenditae nist et et lant ilit enitem dolupta
 turehendiae pore, consequo offic totatis eatiunt es
 exceat facererum lanimol uptatia dolorum quibus,
 siment offic tem dolo

Figures and quotes

Figures and quotes are used to lighten and reinforce the text.

FIGURES

Figures are printed with BentonSans in different variations. The aim is to create contrast, either with size, colour or weight.

QUOTES

In quotations, BentonSans is used in different variants in lower case. Entries are reinforced with larger quotation marks, known as 99s, using both Benton Sans and Scala OT. It is important that the 99s are not placed on the text, but that there is always space around them.

Depending on the layout of the text, it can be varied with left aligned or centred quotes.

NO.1

”

Et harcia consequo te nobitat
velecto taquatiori ullemimus.

NAME NAMESON | PROGRAMME

”

Et harcia consequo te nobitat
velecto taquatiori ullemimus
sequis quiae non.Bo. Et maxi
musandam lautam sunt magni.

100%

1994

” *Recumquunt eos quas sunt.
Ci tet assenim iliatu. Desto
optat voloruntio eaquia velis perepta
natis et quam dus, sit, est volum
harum quia dest, test et magnatet.*

NAME NAMESON | PROGRAMME

Image concept

Images spread messages and convey emotions very effectively. Using a common visual language strengthens Jönköping University's image and mission to bridge knowledge and society.

CONTENT

Introduction
Image/profile
Operations
Portraits
Environments
Technical guidelines

Introduction

Jönköping University's visual expression for photography and film can be summarised in five keywords:

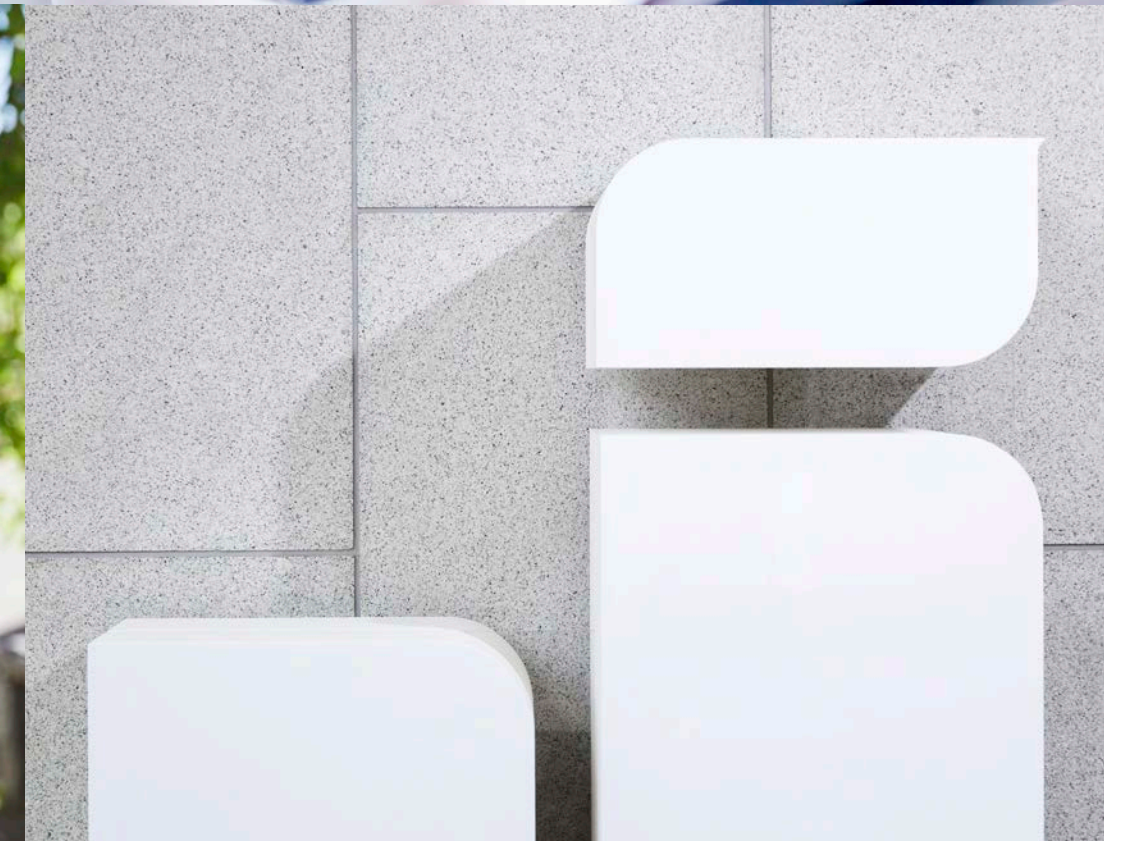
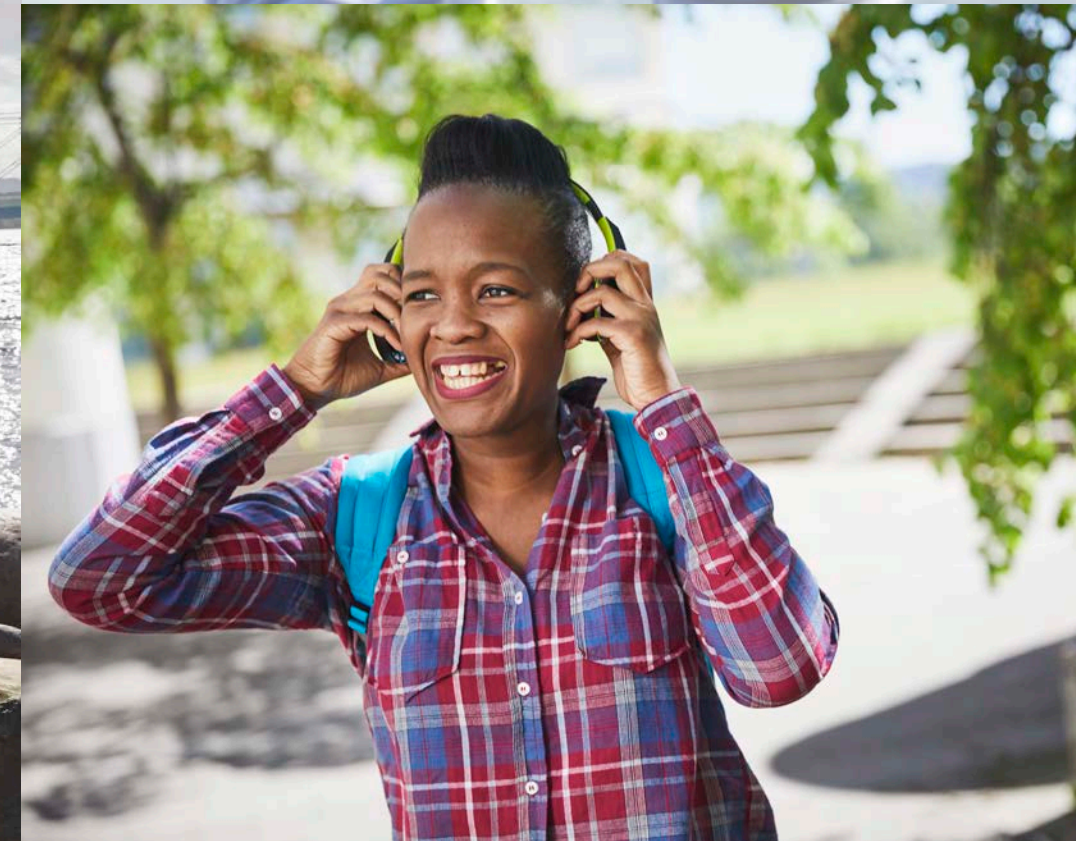
- authenticity
- innovation
- diversity
- community
- activity

People are depicted in an authentic way - in real events and situations. Creative and innovative contexts showcase innovative people. The environment where students and staff interact and work is intercultural and characterised by diversity and community. Jönköping University is constantly alive with activity in and around all parts of the campus.



Be aware of copyright and make sure you have a photo/film agreement or consent with the people involved. The creator's name should always be given, if practicable.

► *Contact the Communications Department to get access to the JU media bank. JU staff can find the media bank via the intranet.*



Image/profile

Images in this category are used to promote Jönköping University. The images convey more attitude and use exciting solutions to create interest and stand out. JU's purple profile colour is worked into the images with the help of profile products, backgrounds and other details.

Different lighting can be used to bring out the unexpected and interesting aspects of the image.



Operations

Operational images are used to showcase Jönköping University's activities: research, education and collaboration.

People from different backgrounds should be seen in credible environments in natural light to create authenticity in the images. The perspective should be observational; the viewer should feel involved. The feeling that the images should convey is: "I could have been there."

Use unexpected angles with simple and clean compositions to show the constant movement at JU.



Portraits

The portraits should present people authentically. This is done by photographing and filming the person in their natural environment.

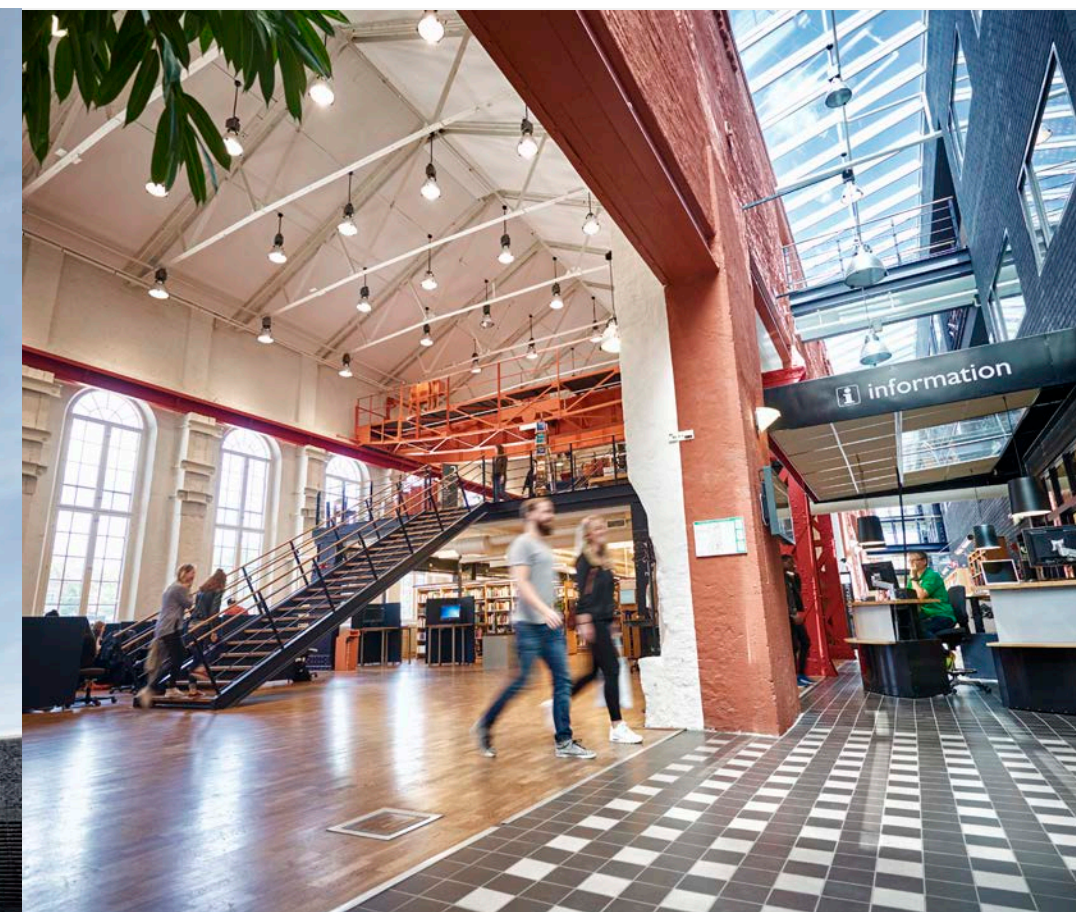
The person's character should be emphasised in an unaffected way by making them look relaxed and confident. Strive for the person to be perceived as genuine and friendly.



Environments

The images should present places, nature and environments on campus and in Jönköping and the surrounding area. The viewer should get a positive and welcoming image of the physical place.

To give life and a sense of movement, the images should preferably include people.

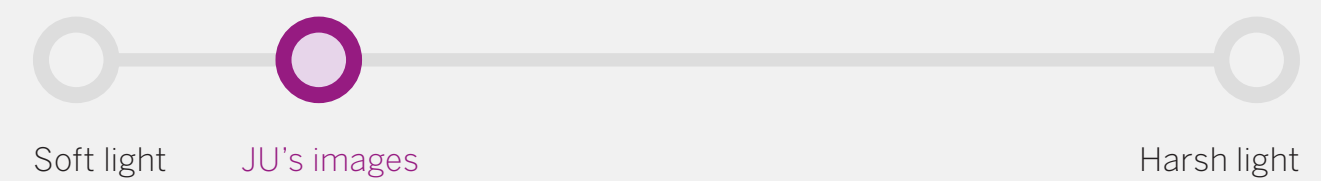
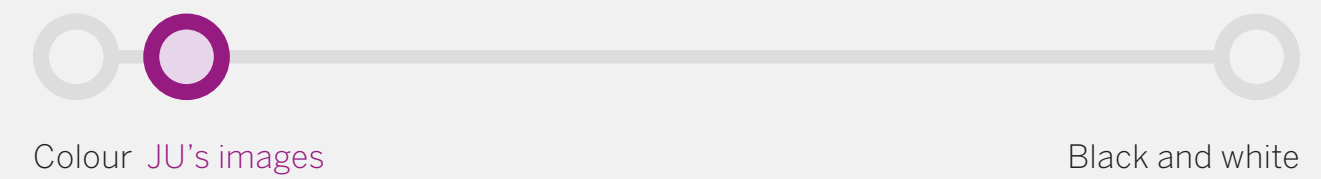
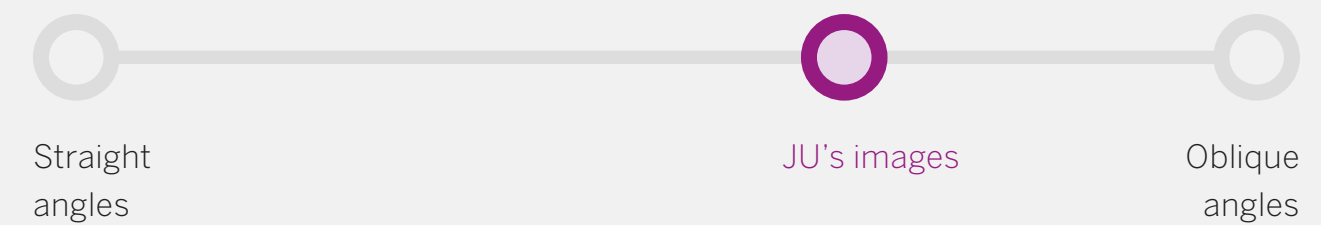
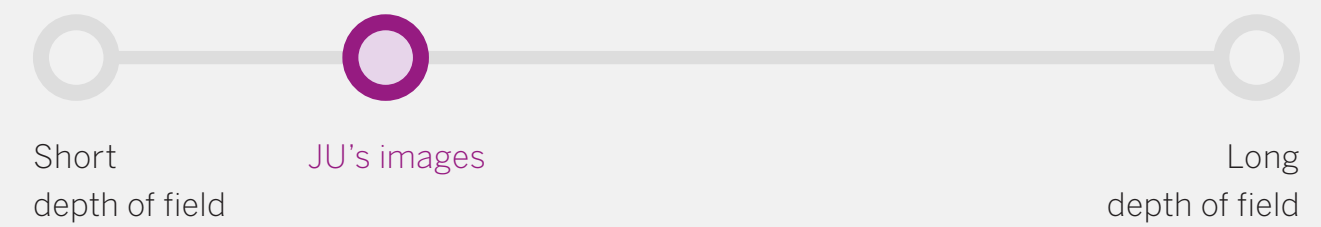
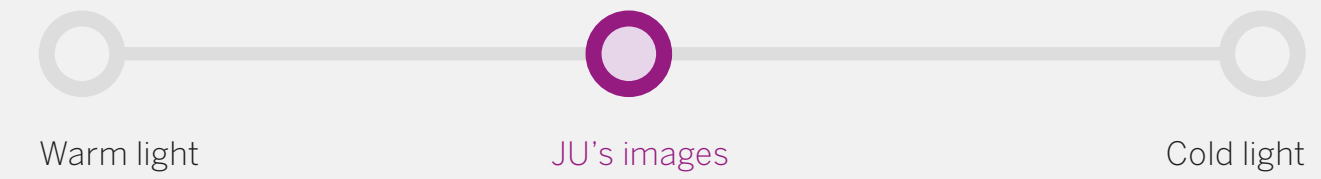


Technical guidelines

To facilitate the process of creating images and film material, there are various technical guidelines that follow the JU's visual expression guidelines.

LIGHTING

Depending on the existing environment, external light sources are sometimes needed. The light should emphasise a person's face in a good way and at the same time fit into the existing environment. Soft light is preferable for portraits.



Moving images

The use of moving images is an effective way to convey different messages, for example when explaining or telling a story or engaging the recipient. With common guidelines for film and animation, Jönköping University's image and mission to bridge knowledge and society are strengthened.

CONTENT

Introduction
The logotype
Text graphics
Nameplates
Accessibility
Audio and music

Introduction

When producing moving images, the content must always be based on Jönköping University's graphic profile. Regardless of the type of graphics used in moving images, it should always be produced based on purpose, effect and target group to get the right message across.

ANIMATION

Jönköping University uses an animation called "Fade in" or "Fade out".

Fade in:

- Used at the start
- Opacity from 0-100 % in about one second

Fade out:

- Used at the end
- Opacity from 100-0 % in about one second

The animation should be subtle. It should not take the focus away from the content or be distracting. Other types of animations are only used if the purpose allows it.



The logotype

OUTRO

To clarify Jönköping University as a sender in filmed or animated material, there is an outro, which appears at the end of a film. The outro contains an animated version of Jönköping University's logotype in white against a purple background. The duration of the outro is approximately six seconds. If necessary, the outro can be used as a still image without animation. Ready-made outro templates are available for all companies.

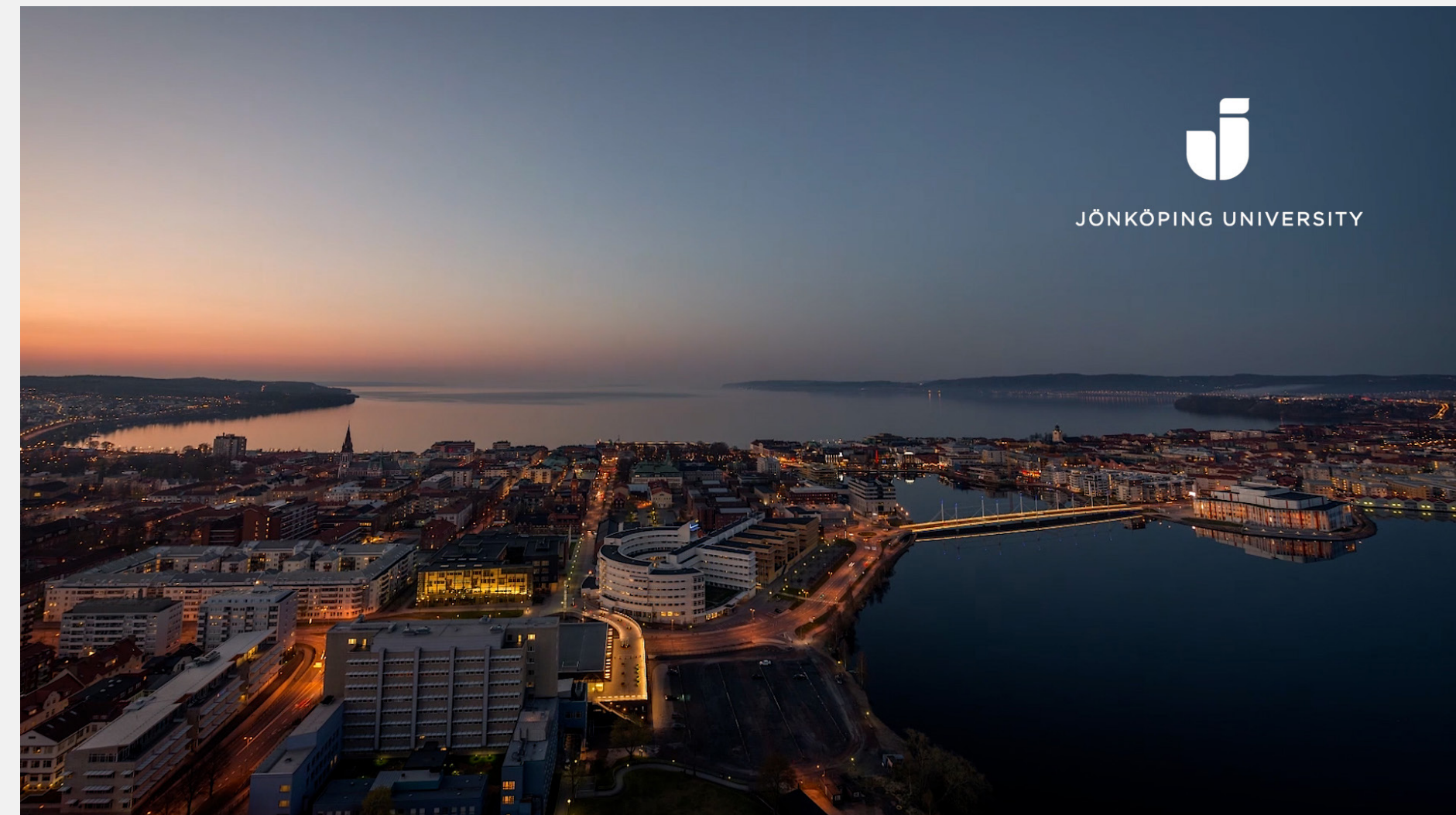
ANIMATED LOGOTYPE

If Jönköping University's logotype is animated only "Fade in" or "Fade out" can be used. No other animations may be used on the logotype.

LOGOTYPE EXCEPT IN OUTROS

On special occasions, the logotype needs to be visible throughout the film, for example during various types of advertising or events. If you are unsure, contact the Communications Department. In these cases, the logotype should not take focus from the content, but can be placed in a corner. Remember that the free zones for JU's logotype also apply in filmed and animated material and that the correct version of the logotype is used for best readability.

► *Contact the Communications Department to get access to outro templates.*



Text graphics

The design of text graphics is done in an integrated way for Jönköping University's filmed and animated materials.

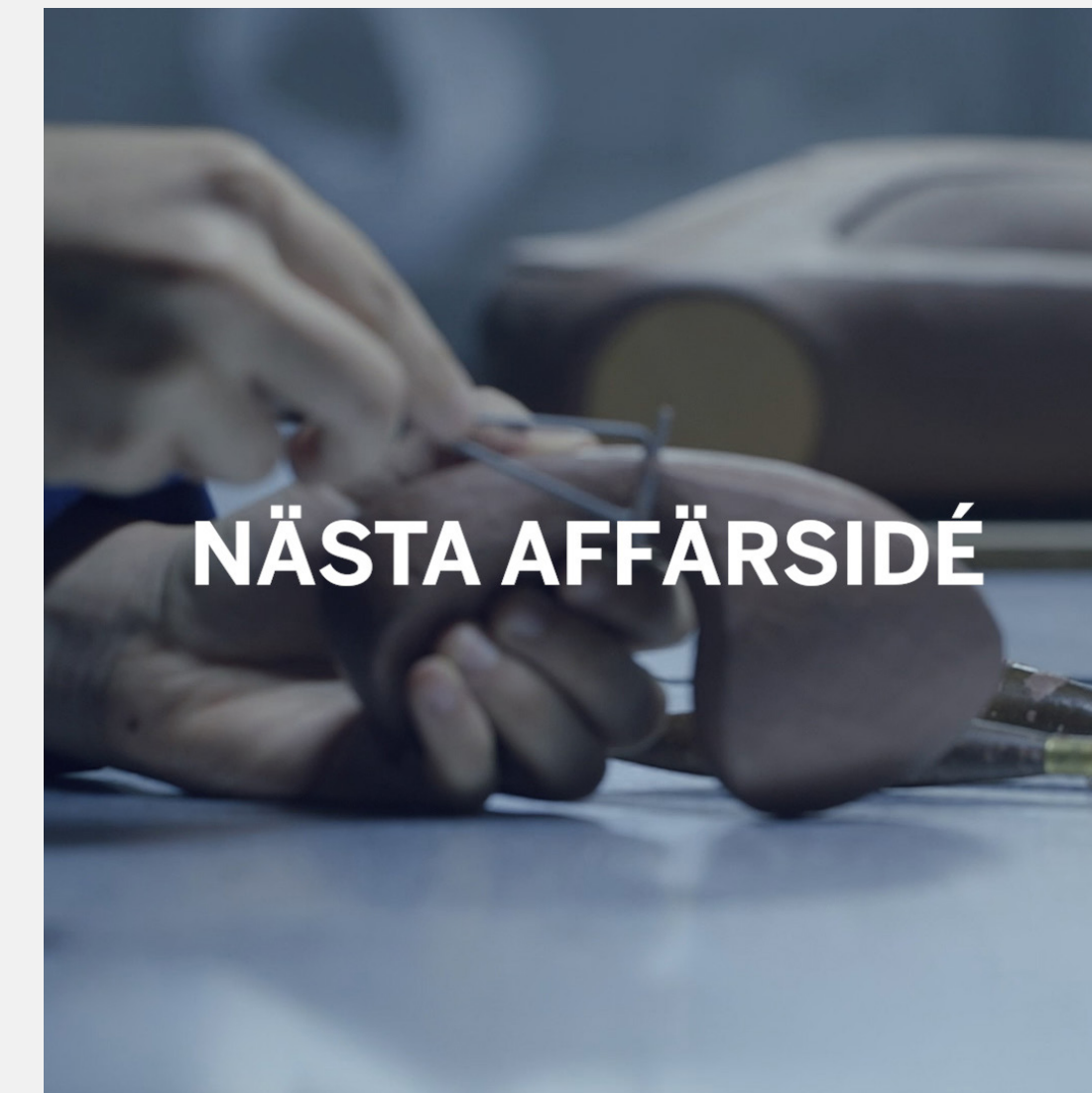
DESIGN OF TEXT GRAPHICS

Shorter texts/messages:

- Typeface BentonSans or Arial
- White text
- If the white text is poorly visible, use a slightly darker tone over the film sequence for better contrast.

Longer information texts:

- Typeface BentonSans or Arial
- White text on a purple background at 80-90 % opacity



Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Proin maximus risus laoreet orci
vehicula, nec porta tortor posuere.

Nameplates

The design of nameplates is done in a unified way for Jönköping University's filmed and animated material.

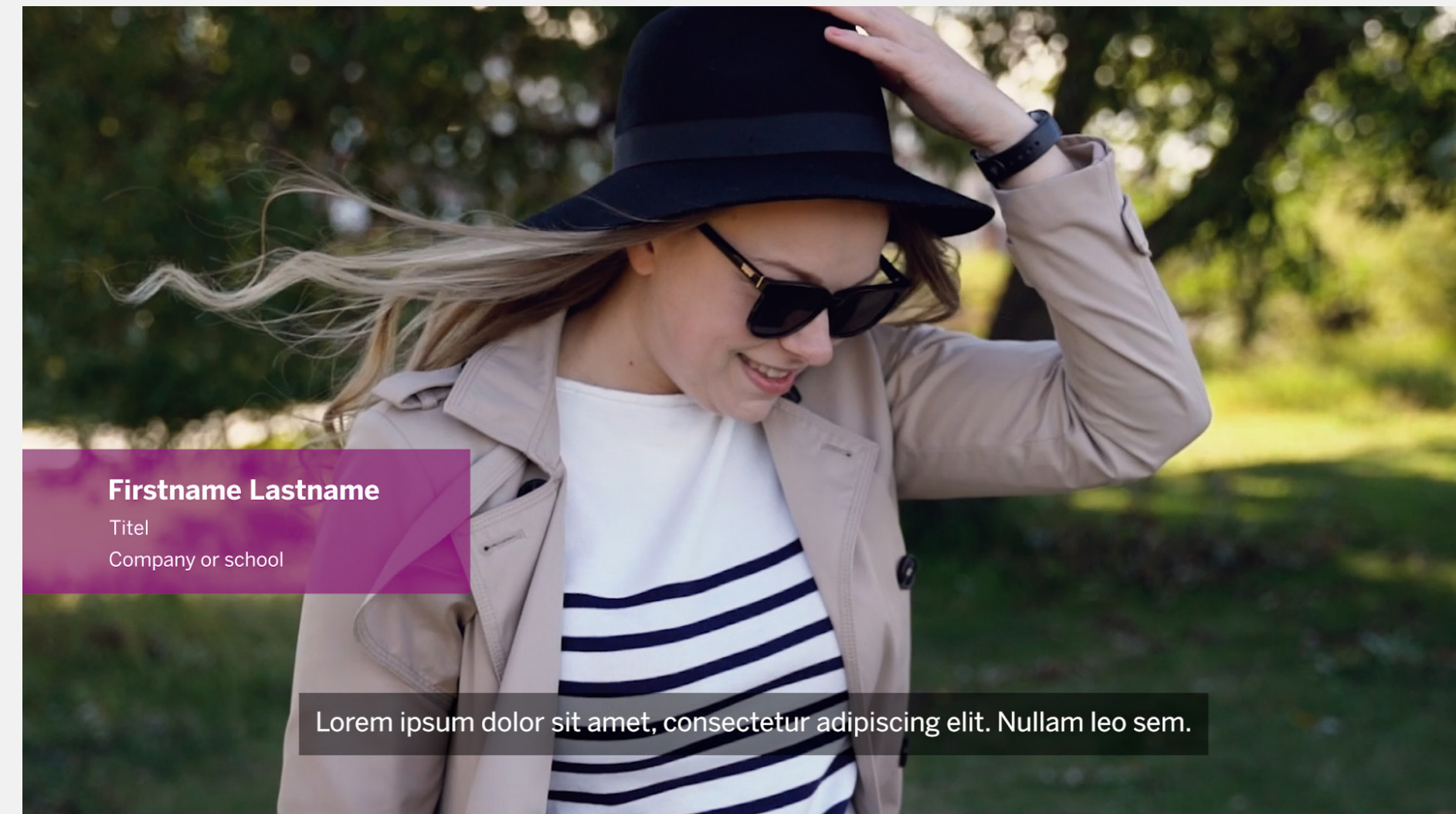
ELEMENTS OF THE NAMEPLATE

- Typeface BentonSans or Arial
- White text on a purple background with 80-90 % opacity
- "Fade in" from the side of the nameplate in one second and "Fade out" in one second

PLACING THE NAMEPLATE

The nameplate is placed on the left side. Remember to place the nameplate in a way that does not prevent the subtitle from being seen, regardless of the device on which the film is viewed. In situations where there are two people in the picture, the nameplate can be placed under the person.

► *Contact the Communications Department to get access to templates for nameplates.*



Accessibility

All of Jönköping University's films are required by law to be accessible and therefore include subtitles. Auto-generated subtitles are primarily used if the channel has that functionality. When this function is not available, the subtitles must be "burned" into the film.

DESIGN OF SUBTITLES

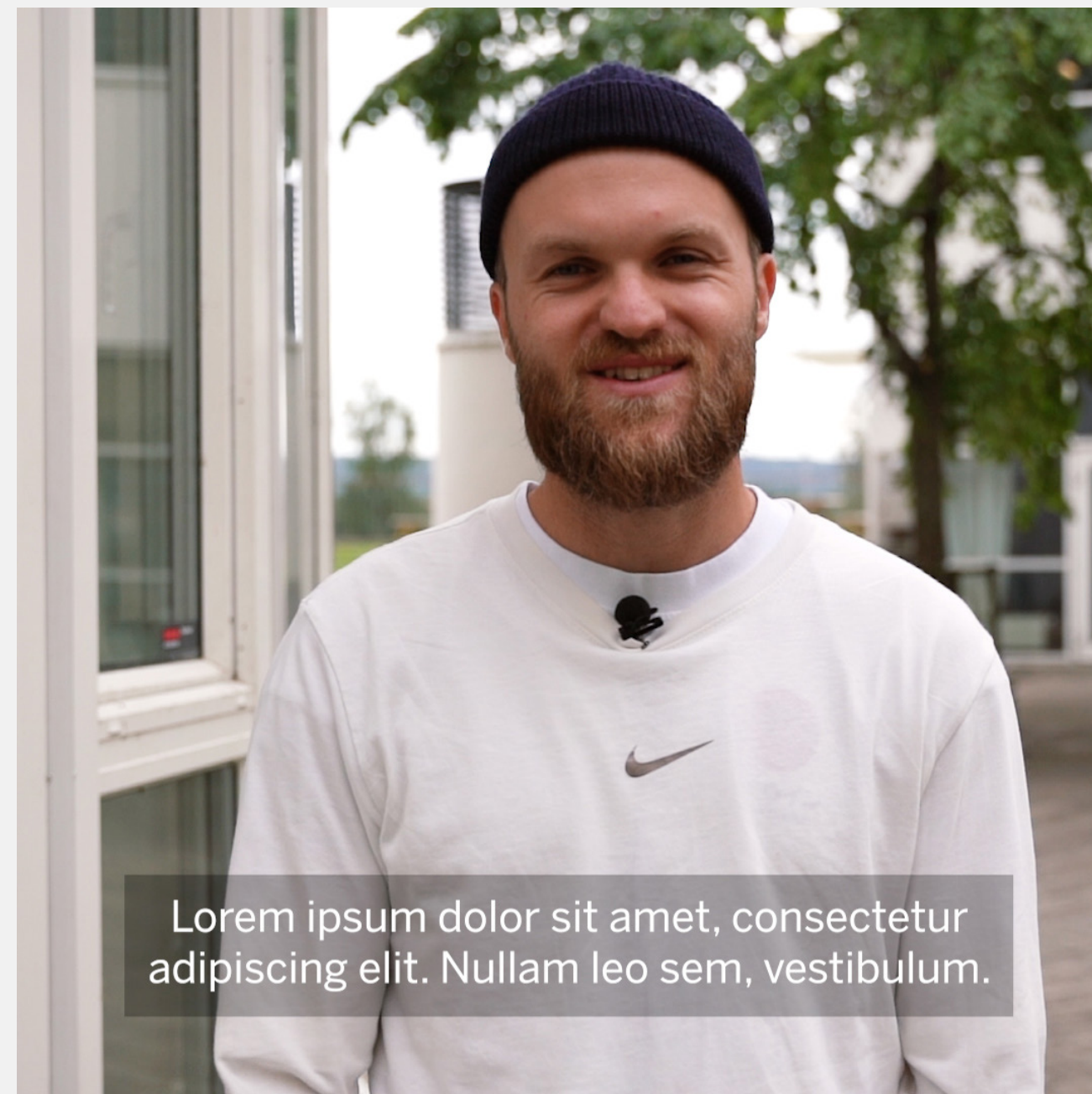
When subtitling, it is important to consider readability. Jönköping University uses two different types of subtitles.

Used primarily:

- Typeface BentonSans or Arial
- White text on a black background with 50-80 % opacity

Used secondarily:

- Typeface BentonSans or Arial
- White text with shading



Audio and music

Music or other imposed sound is used to enhance the experience of the film. Make sure to adapt the sound and music for each occasion, taking into account the purpose, effect and audience of the film.

COPYRIGHT

If music or other imposed sound is used, it is important that rights are acquired to use the sound. Remember that rights are also required if music or sound is recorded and can be clearly heard in the background of the film.

► *Contact the Communications Department for help with the choice of audio and music.*



Applications

The combination of the different graphic building blocks creates Jönköping University's graphic profile. The following pages contain examples of how the graphic profile should be applied to different types of productions, both printed and digital.

CONTENT

Social media

Brochures

Job advertisements

Roll-ups and posters

Profile materials

Office printing

Flags and signs

Office templates

University specific printing

Social media

All visual communication in social media should, as far as possible, follow Jönköping University's graphic manual.

Social media is constantly developing and changing. It is important to be updated on how the different channels work and what the conditions look like. JU has an overall strategy document for social media that is managed by the Communications Department.

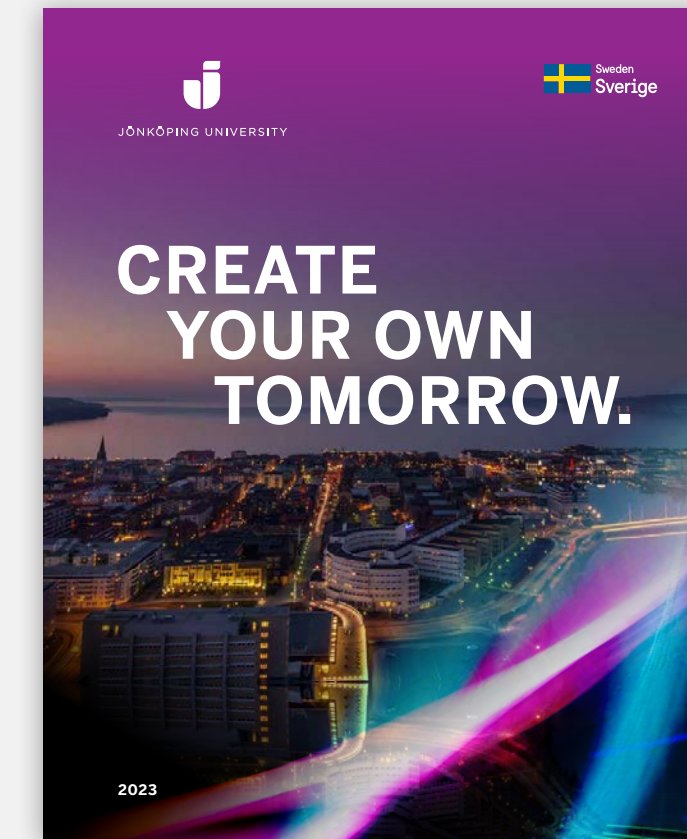
► To access the social media strategy document, please contact the Communications Department.



Brochures

COVER – MARKETING

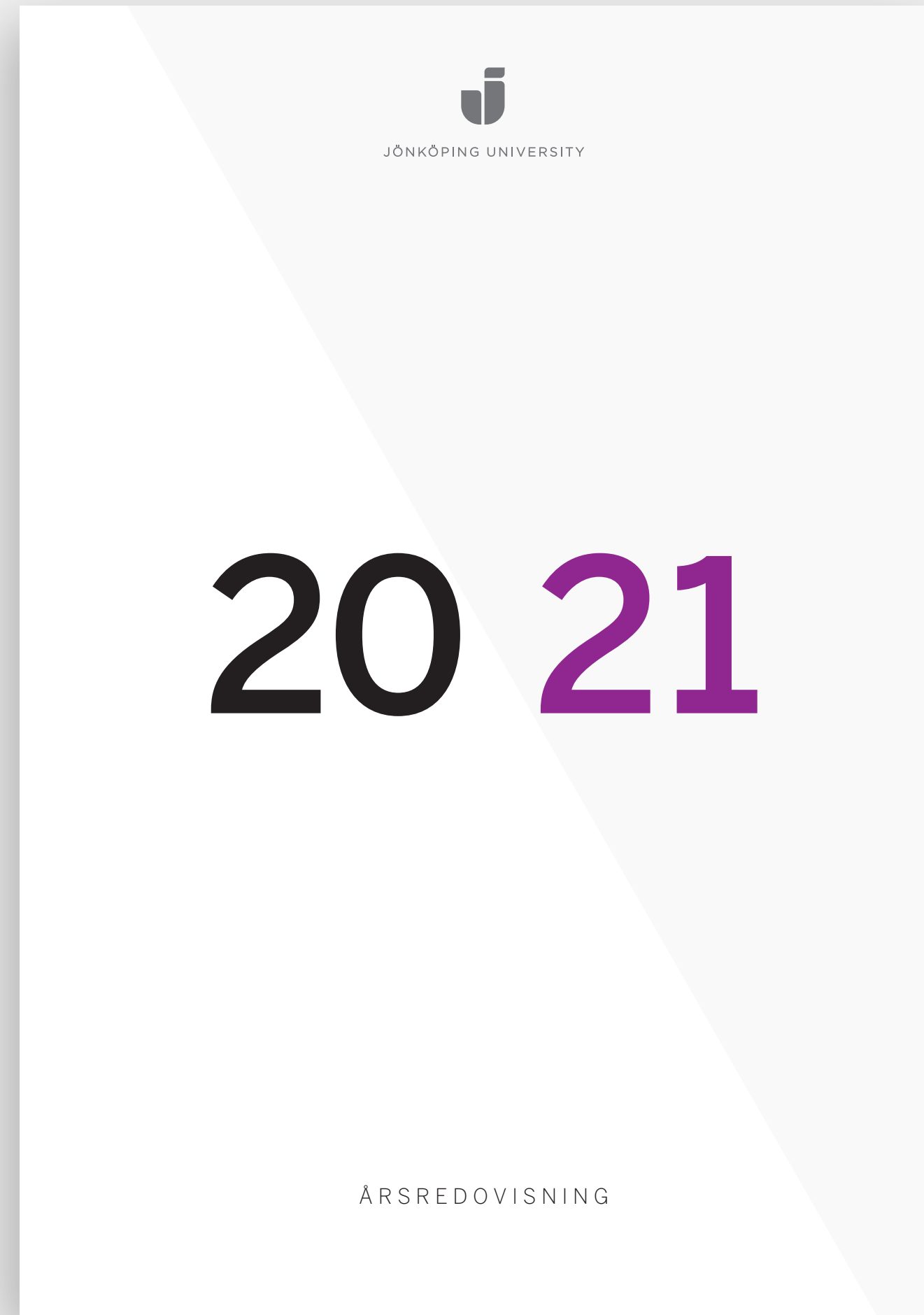
This spread presents examples of what covers in the marketing colour category can look like.



Brochures

COVER – CORPORATE

This spread presents examples of what covers in the corporate colour category can look like.



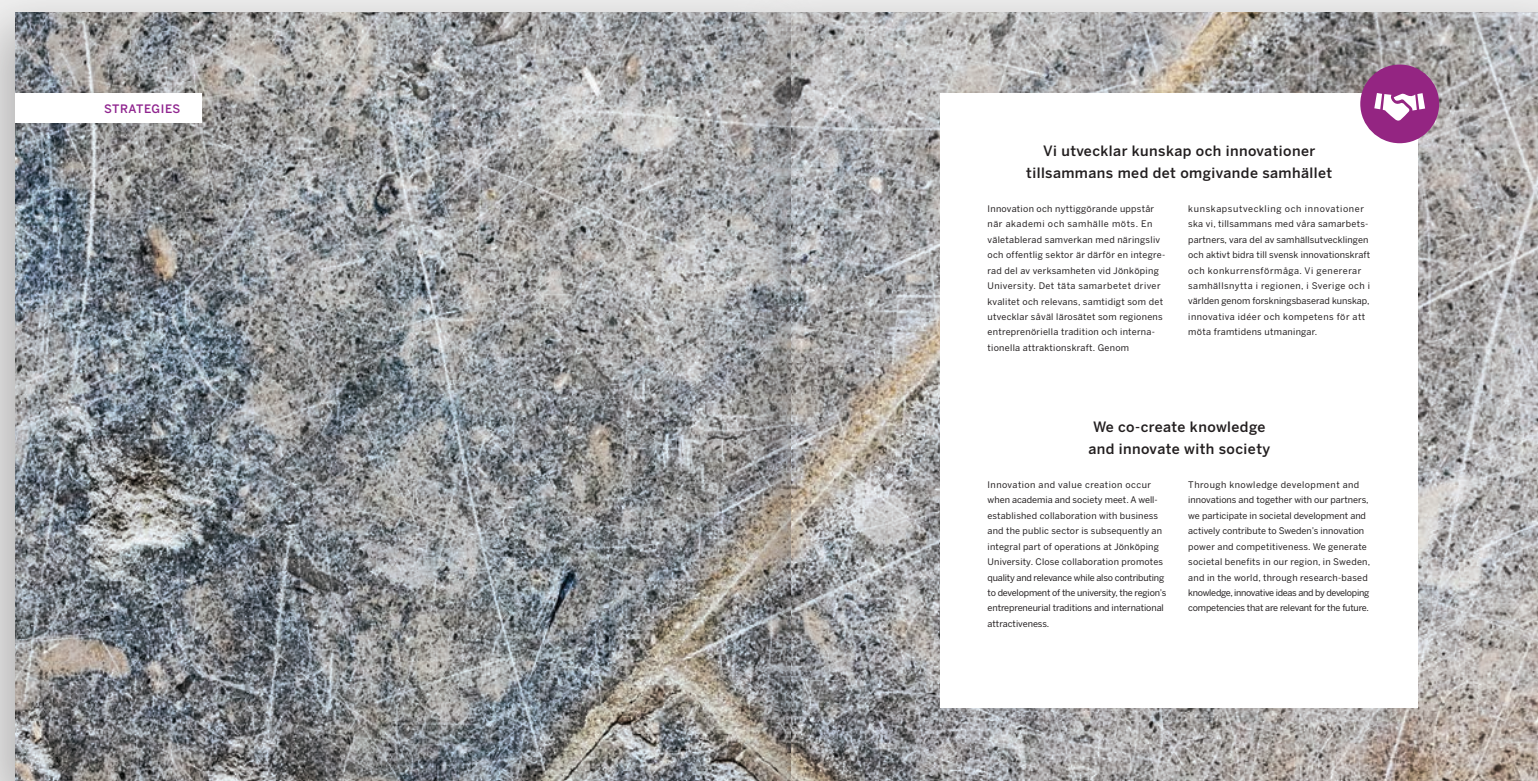
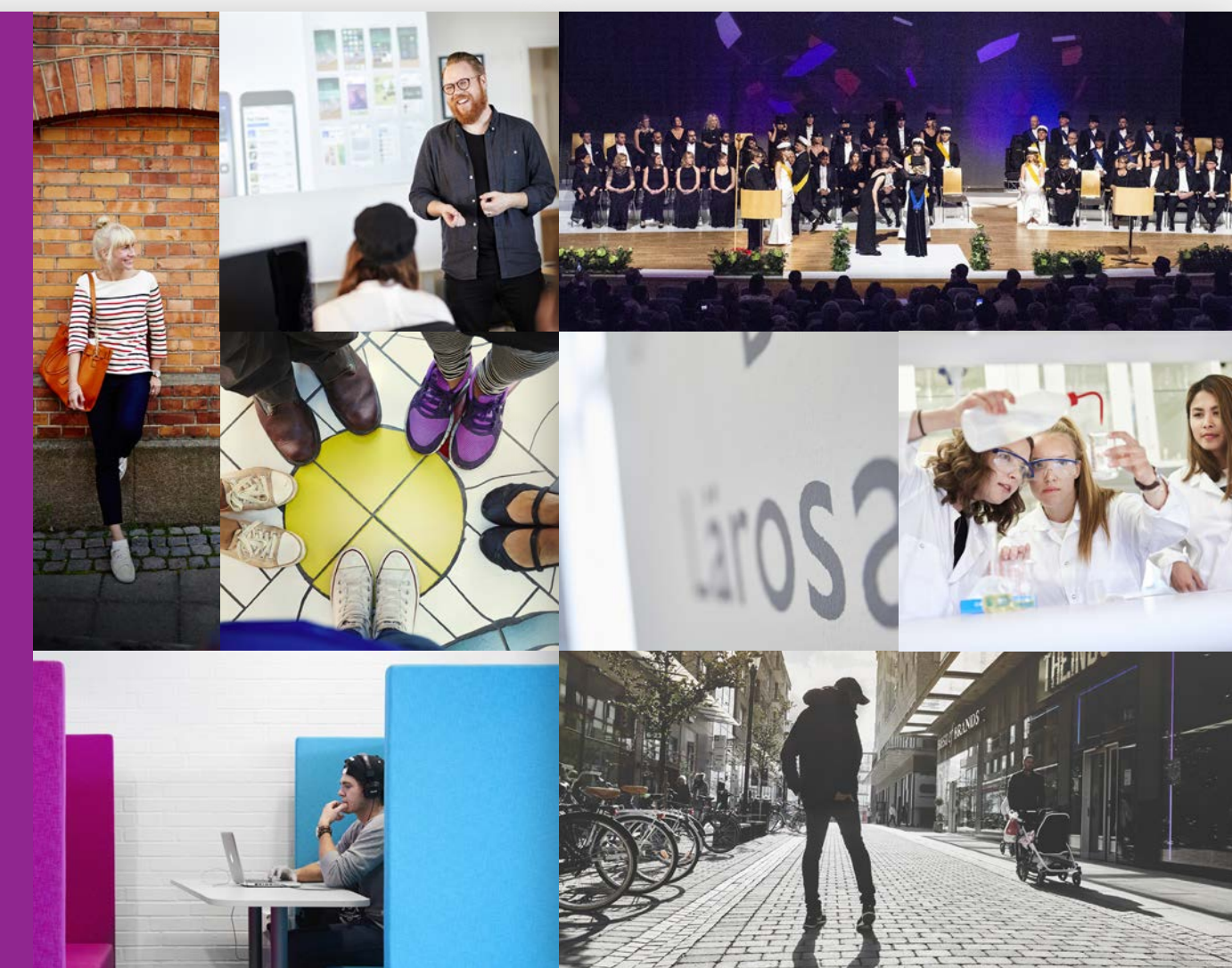
Brochure

SPREAD – CORPORATE

Presented here are examples of what spreads in the corporate colour category can look like.

COLLAGE

When combining images in collages, it is important to think about the images used. The images should vary in their detail and in the type of activity they show. It is good to strive for contrast between the images, while the reader should perceive the overall impression as harmonious.



Job advertisements

Job advertisements are customised according to the advertisement format purchased. Emphasis is placed on readability with a large headline and clear, concise body text. Images can be used where space is available and mainly for digital advertising.

Jönköping University söker

**RUBRIK PÅ
TVÅ ELLER
TRE RADER**

I rollen som verksamhetsutvecklare bidrar du till högskolans strategiska utveckling. Du kommer arbeta i en spännande internationell miljö under tillväxt och förändring.

LÄS MER PÅ [JU.SE/JOBB](#)



Högskoleservice söker

**STUDIE-
VÄGLEDARE**

LÄS MER PÅ [JU.SE/JOBB](#)

Högskolan för lärande och kommunikation söker

**LEKTOR
I PEDAGOGIK**

Detta är en tjänst för dig som vill forska med relevans för skola och lärarutbildning kopplat till HLK:s forskningsmiljöer och som vill undervisa på grund- och avancerad nivå. Du ska ha förmågan att se och utnyttja sambanden mellan utbildning och forskning och är flexibel, målinriktad och initiativrik. Du kommer att arbeta i en spännande internationell miljö under tillväxt och förändring.

LÄS MER PÅ [JU.SE/JOBB](#)


JÖNKÖPING UNIVERSITY

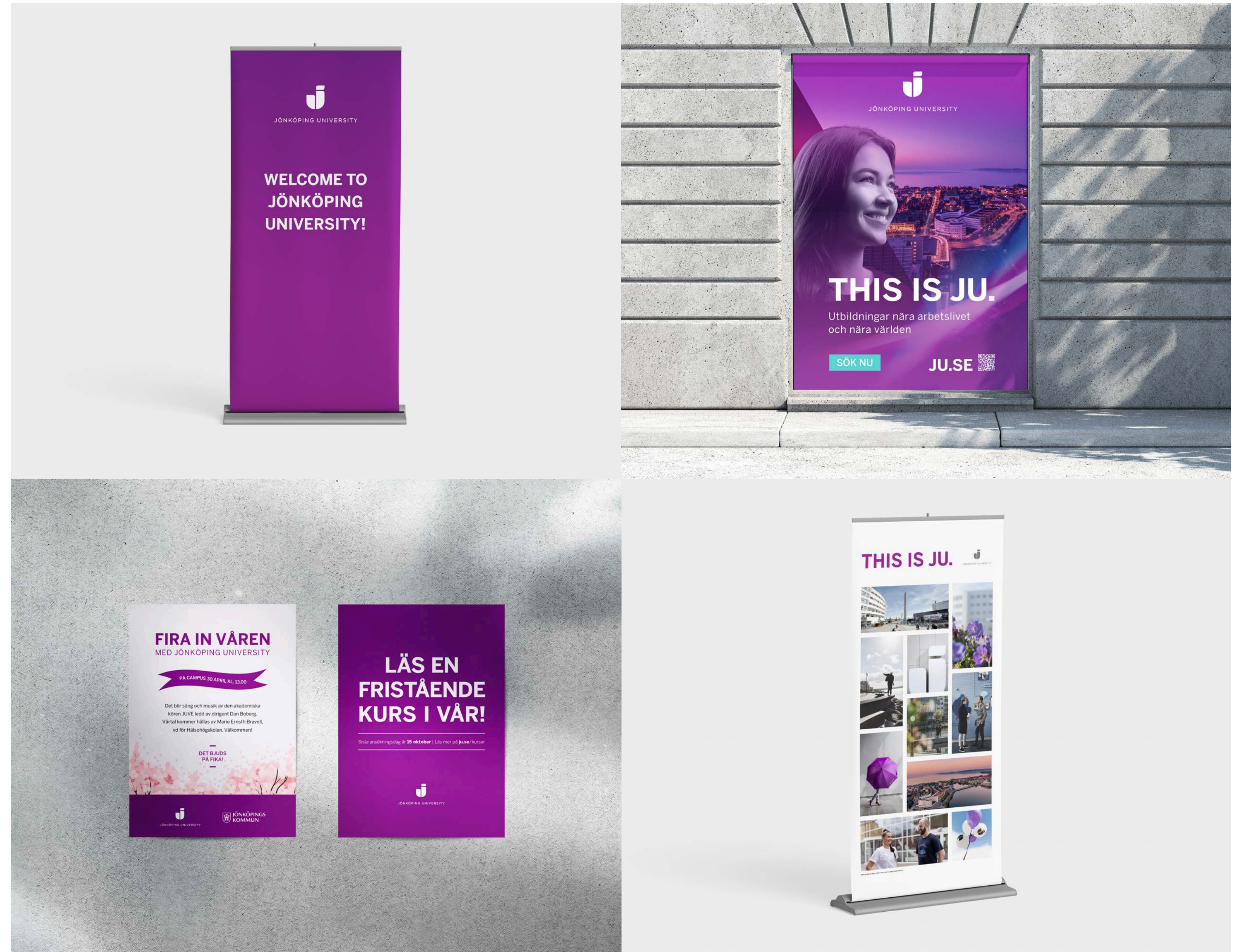
Jönköping University söker

**AVDELNINGSCHEF FÖR
INTERNATIONELLA
KONTORET**

 JÖNKÖPING
UNIVERSITY

Roll-ups and posters

This spread presents examples of what roll-ups and posters can look like.



Profile materials

Profile materials refer to all items that have Jönköping University's logotype and/or symbol on them. Depending on the context, profile materials are also produced with a message that may take up more space than the logo.

The profile products represent the university's brand, both in the choice of products and their design. It is therefore important that the choice of products is made with care and that it is preferable to refrain from producing a product that does not reflect the brand.

SUSTAINABILITY

Jönköping University uses suppliers that prioritise sustainability and environmental certifications that fit JU's profile. It is important to develop products that have a long lifespan and that new products are not developed unnecessarily.

The Communication Department and the Service Center develop and provide a range of promotional products. New promotional products must be approved on a case-by-case basis.

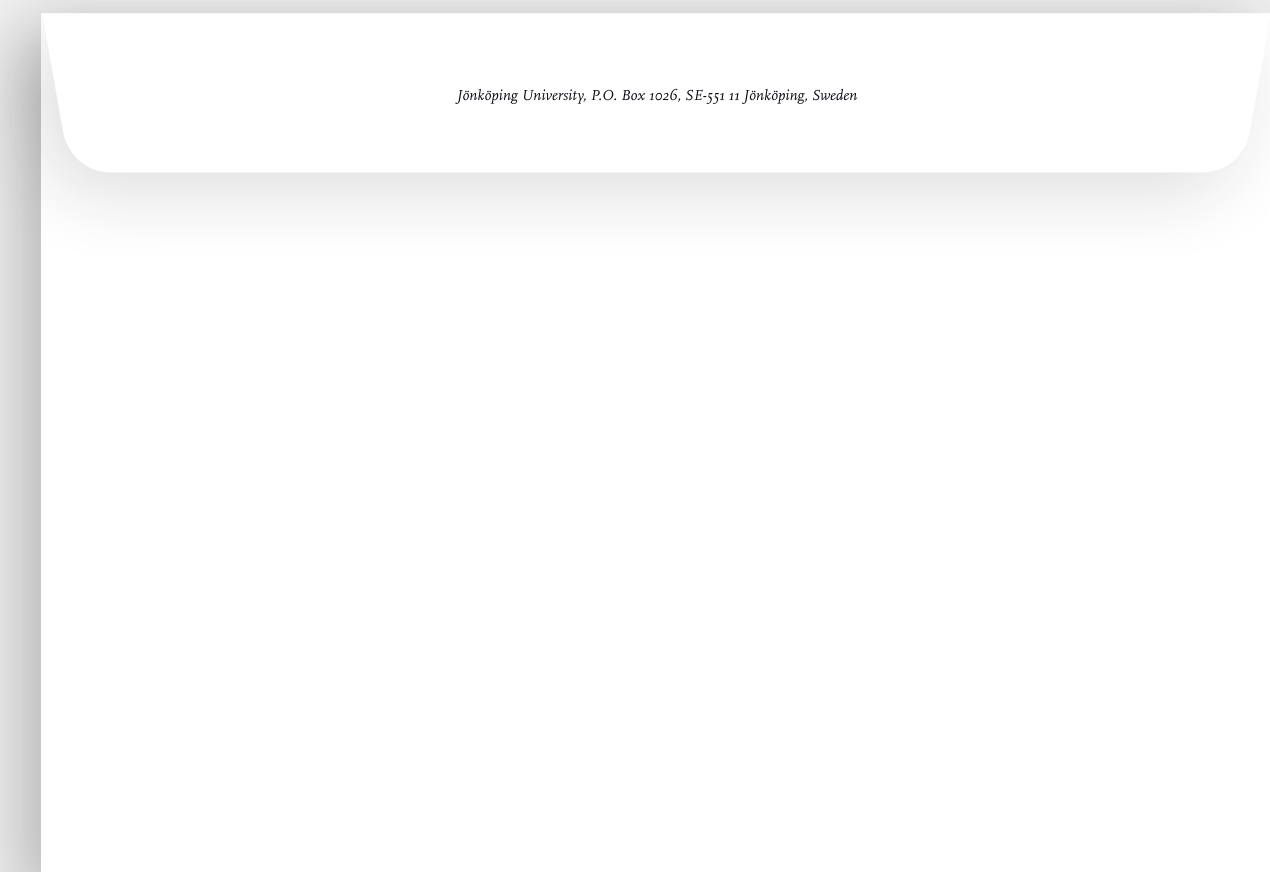
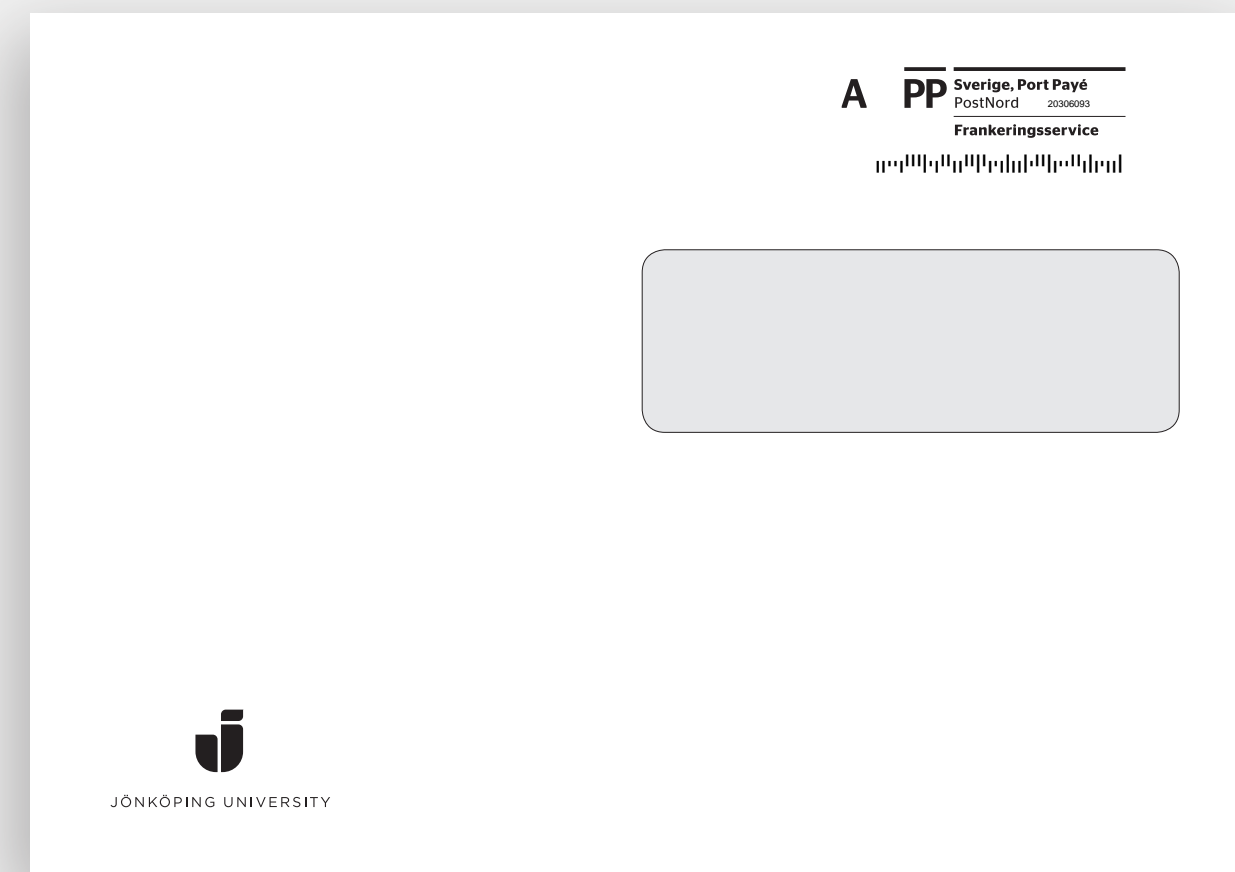
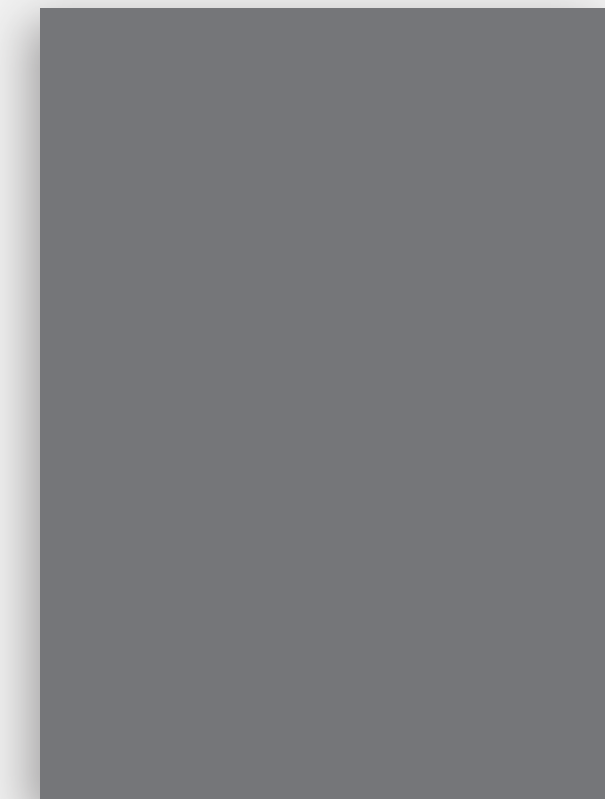
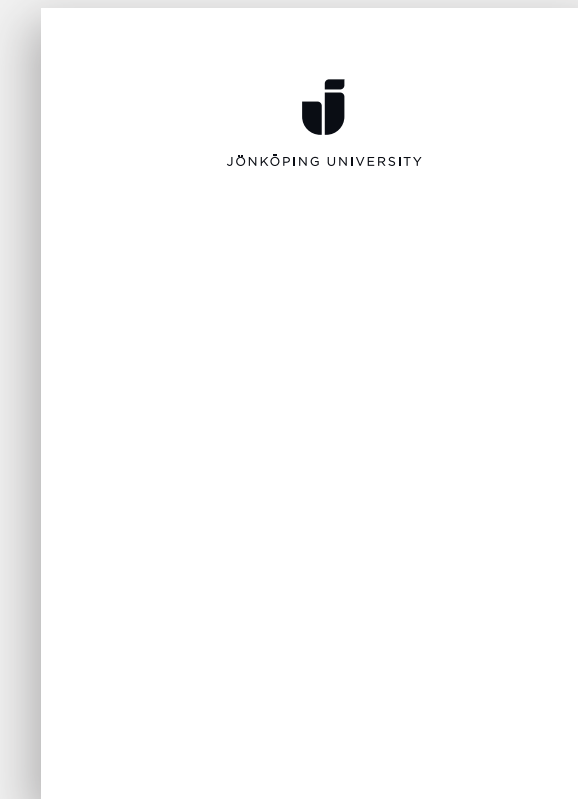


Office printing

Office printing includes business cards, envelopes and correspondence cards and has a fixed basic shape. Employees can order office printing on the intranet.

GUIDELINES WHEN CHOOSING PAPER

- Age-resistant
- Uncoated
- Munken Polar
- Area weight for loose leaf: 120 g
- Area weight for covers: 300 g



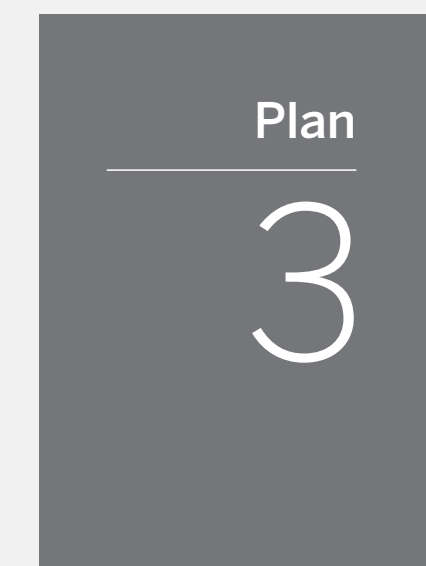
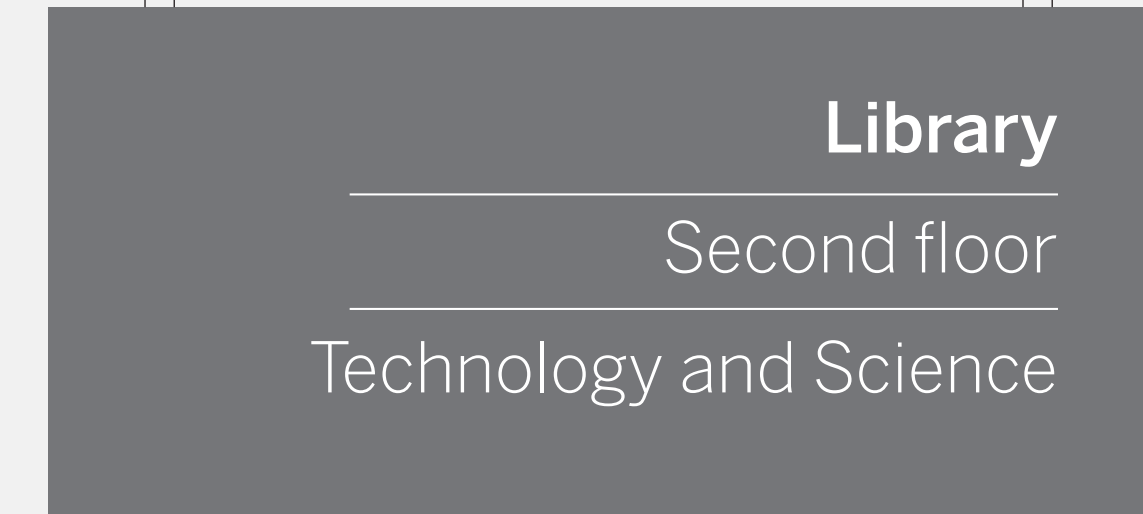
Flags and signs

The flag of Jönköping University is purple with the logotype in white. The flag is used for example for flagging on campus.

The university's flag has a white background with a grey logotype. The flag is used, for example, at the Academic Ceremony.

Both the flag and the banner are available in versions with Jönköping University's logotype and with the logotypes of the schools.

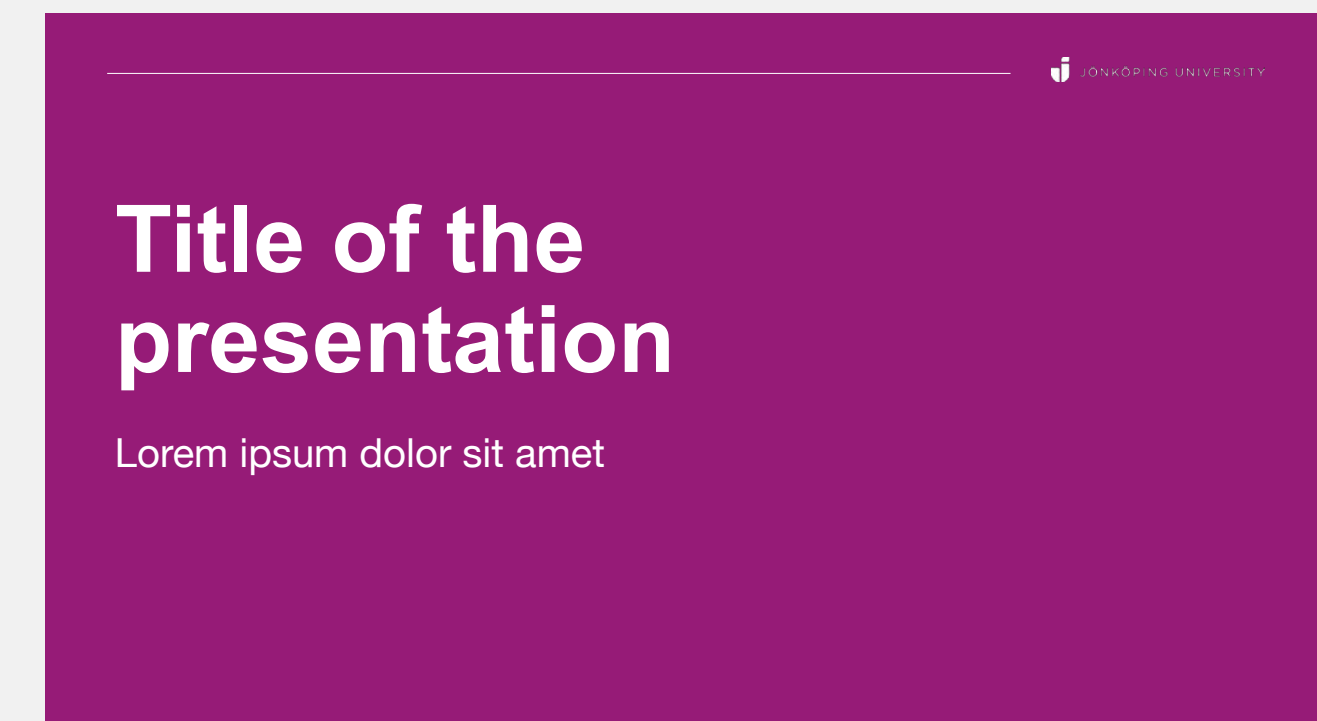
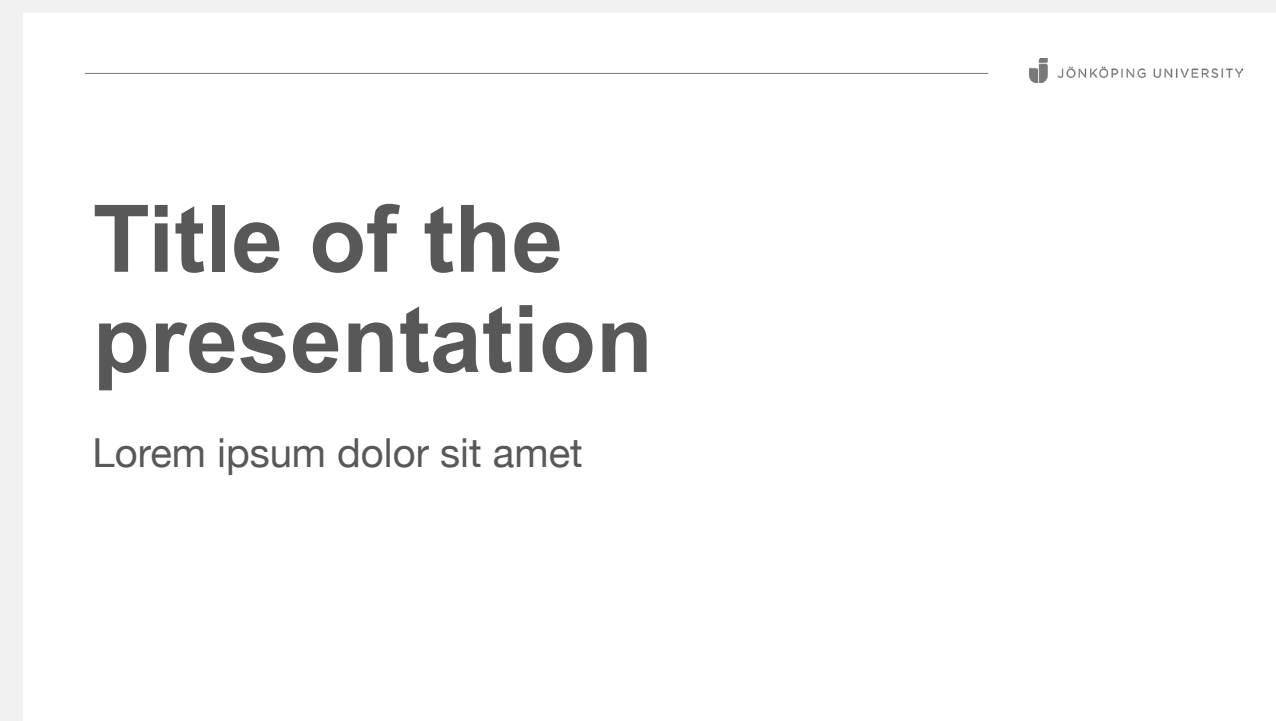
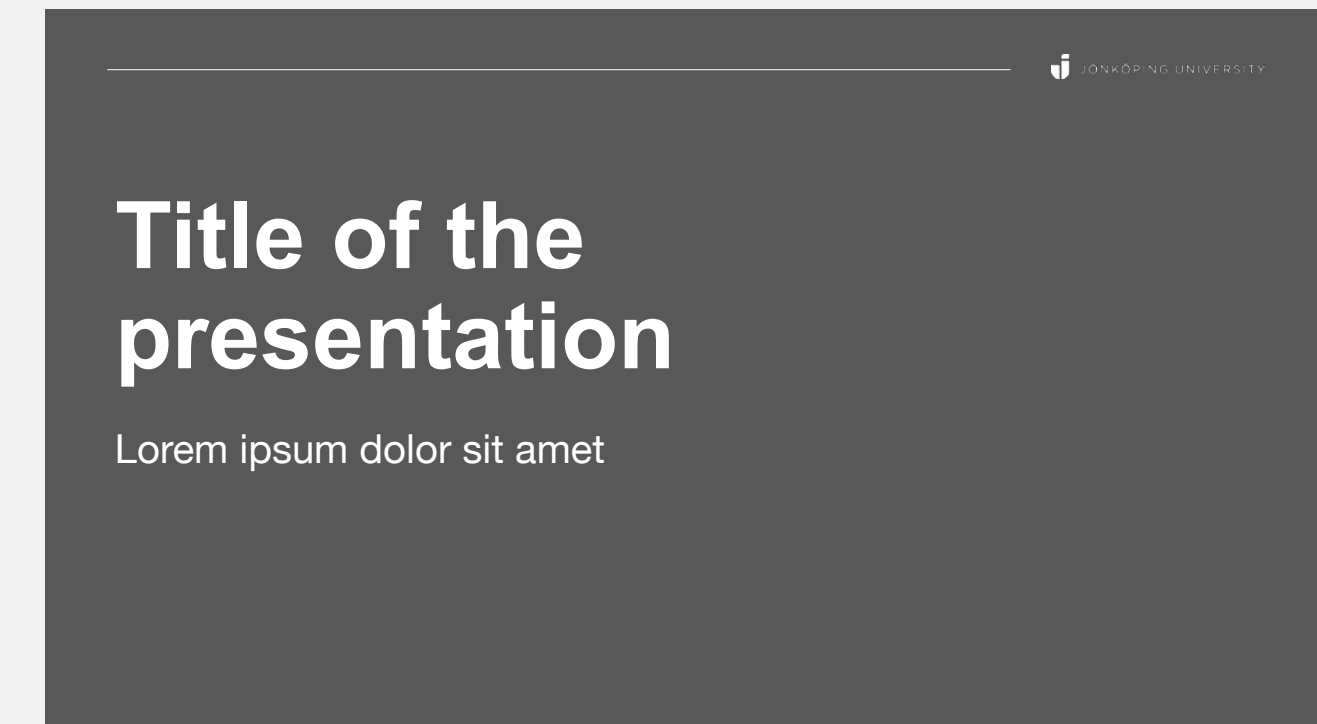
Signs should be made with white text on a grey background. The text is placed to the right and separated by a white line.



Office templates

Employees at Jönköping University have access to templates in the Office programmes Word and PowerPoint. There are a number of different pre-set templates that can be used when a new document is created, so that employees do not have to make their own settings and choices to follow the graphic profile.

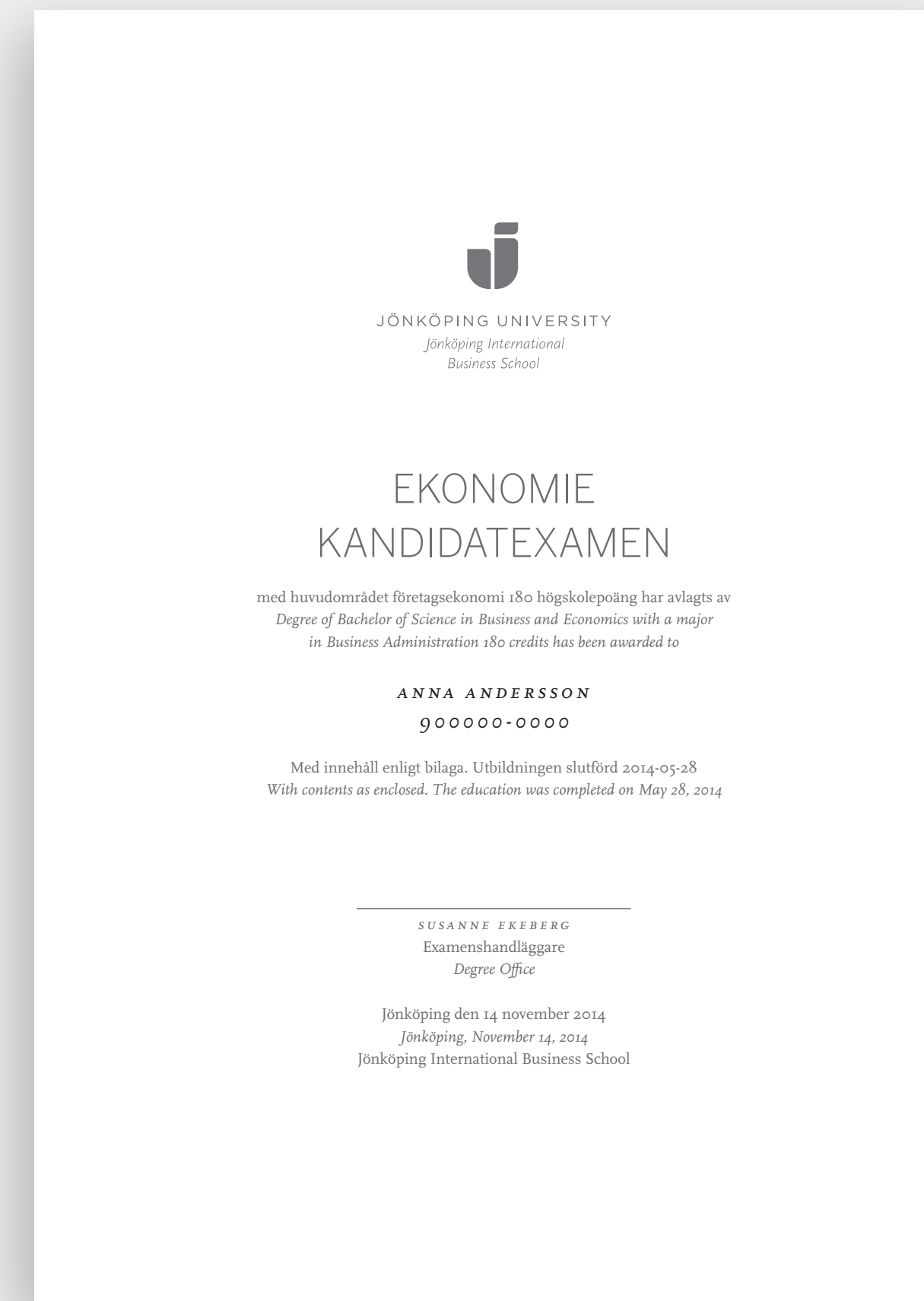
In Word, there are templates for letters, diplomas, reports, etc. PowerPoint contains presentation templates, templates for research posters and nameplates. The templates are available in Swedish and English, as well as for JU and company-specific.



University specific printing

DIPLOMAS AND DEGREE CERTIFICATES

Diplomas and degree certificates must be produced at the respective school using an agreed template.



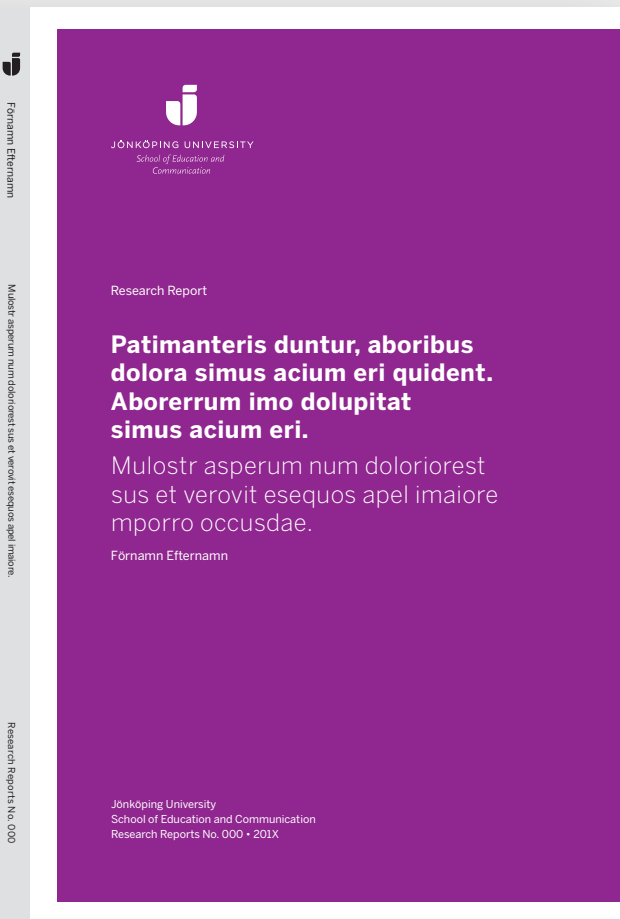
University specific printing

DISSERTATION AND REPORT SERIES

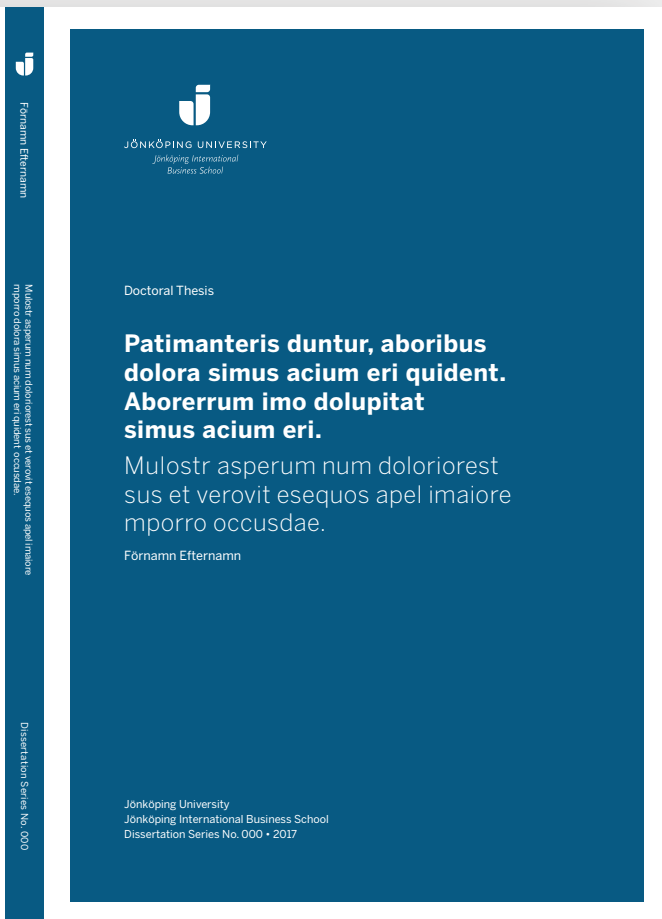
Dissertation and report series must be created for each school, based on a template. Dissertations have blue front pages. To maintain a continuity in image for publications, the blue colour has been retained from a previous version of the graphic manual. Use of the blue complementary colour in this way is an exception from the current graphic manual.

LICENTIATE THESES

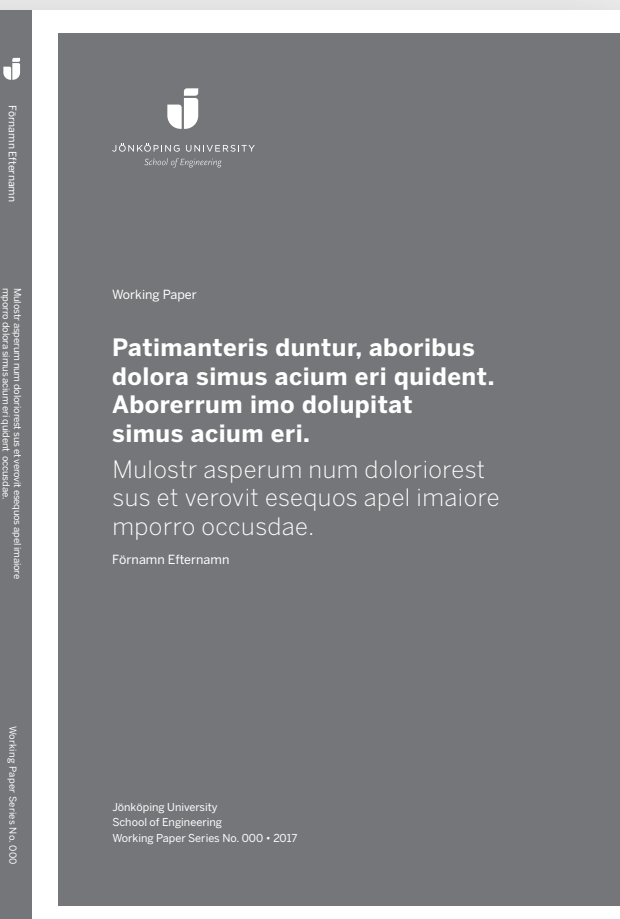
Licentiate theses from Jönköping International Business School and the School of Education and Communication are being published in the same series as Research Reports and thus use the template for Research Reports. Licentiate theses from the School of Health and Welfare and the School of Engineering are included in the dissertation series, but have a special cover.



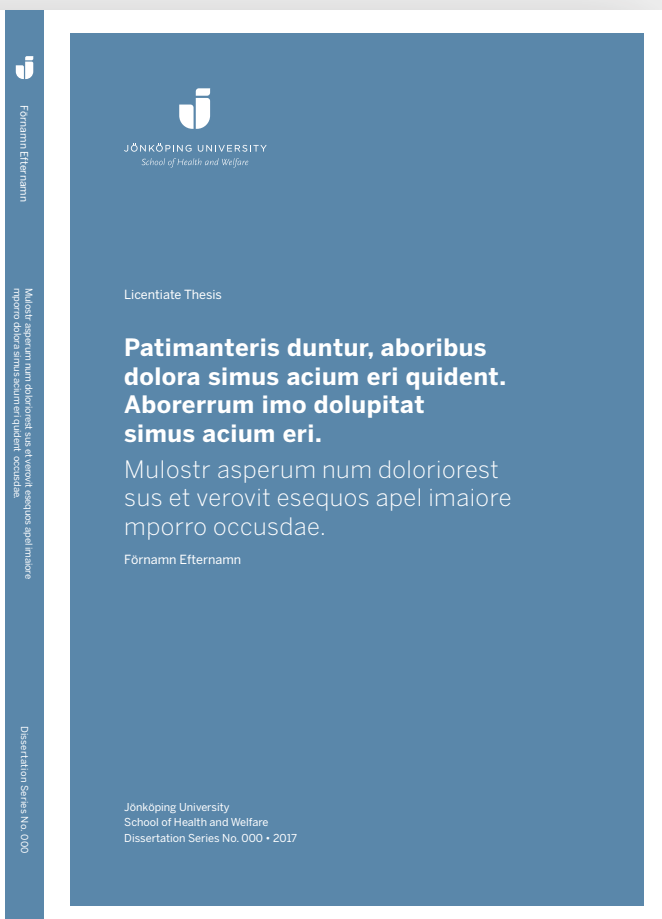
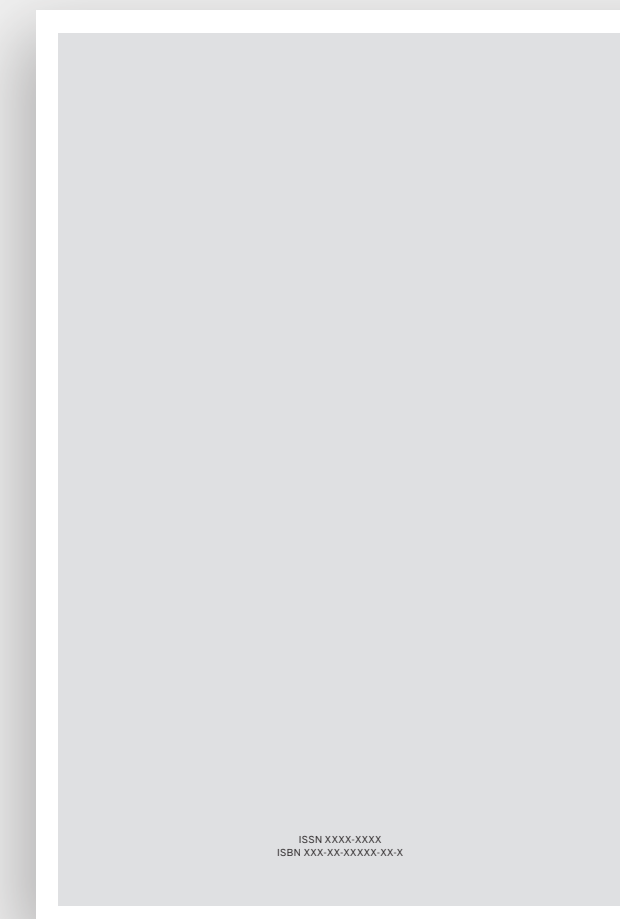
Cover for Research Report



Cover for dissertation



Cover for Working Paper



Cover for licentiate thesis at the School of Health and Welfare and the School of Engineering