

STOCKHOLM RESILIENCE CENTRE

GRAPHIC MANUAL

Version 2.0 June 2023

INTRODUCTION

Stockholm Resilience Centre's graphic manual builds on the Communications Policy and provides instructions on how to properly manage our naming strategy, branding and all other aspects of our visual identity. Our visual identity helps us communicate a consistent image of the SRC and signals what we stand for.

SRC is obligated to follow Stockholm University's visual identity, which includes guidelines for logotypes, fonts, colours, picture styles, and additional graphical elements. These guidelines should be followed for all types of graphic communication as presentation materials, posters, websites, covers of doctoral theses, letters, business cards, etc.

SRC has, however, adapted these guidelines to fit our purposes, e.g., by having one of SU's secondary colours "FIRE" (PMS 158 C) as SRC's preferred profile colour. More information and examples of this are specified in the following pages of the graphic manual.

Who is this graphic manual for?

All employees at SRC, and its providers, must follow the Centre's guidelines for visual identity. The SRC communications team is responsible for evaluating and developing the visual identity.

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LOGOTYPE



Stockholm
University

**Stockholm
Resilience Centre**

The logotype consists of the Stockholm University logotype together with the Stockholm Resilience Centre in text.

The logotype appears in two versions, one in landscape format and one in portrait format.

**Stockholm
Resilience Centre**



Stockholm
University

LOGOTYPE

GUIDELINES

SU as the main party in collaborations

Since SU is the main party in the collaboration at SRC, only one trademark is allowed to be used in external communication, in this case, the Stockholm University logotype. This logotype is available both in portrait and landscape format.

The logotype may be used in Stockholm University blue, black, and white (negative).

Digital version

The logotype is also available in a digitally adapted version for better screen display.

Name management

At SRC, we manage our name/brand along with SU's brand name in a communicative hierarchy with two levels.

Level 1: SU's brand & logotype. This level must always be present and can then be combined with the other level as needed.

Level 2: Organisation name. If the communication comes from one of our activities (faculty, division, department, centers, etc.), we highlight the business name in a prioritised area.

The recommended typeface for the organisation's name is Caecilia Bold.



LOGOTYPE

GUIDELINES CO-PROFILING

Sender co-profiling

When the organisation profiles itself together with others in external marketing, so-called co-profiling, it is possible to use SU's logotype and the organisation's name together in a so-called co-profiling logotype.

The logotype is available in a portrait and a landscape version, as well as one for print and one for digital use.



Print



Stockholm
University

Stockholm
Resilience Centre

Stockholm
Resilience Centre



Stockholm
University

Digital



Stockholm
University

Stockholm
Resilience Centre

Stockholm
Resilience Centre



Stockholm
University

LOGOTYPE

CLEAR SPACE

Clear space for logotype

When the logotype is used, there should always be a certain amount of free space/empty area around the logotype to ensure that other objects are not too close or disturb the logotype. The free space should as a minimum be at least the height of the letter "S" but preferably more.



**Stockholm
Resilience Centre**



**Stockholm
University**

**Stockholm
Resilience Centre**



**Stockholm
University**



Stockholm
University

**Stockholm
Resilience Centre**



Stockholm
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**Stockholm
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Resilience Centre**



**Stockholm
University**

**Stockholm
Resilience Centre**



**Stockholm
University**

**Stockholm
Resilience Centre**



**Stockholm
University**

COLOURS

PRIMARY COLOUR

Fire

RGB: 235 113 37

CMYK: 0 65 100 0

HEX: EB7125

WCAG AA

Accessibility – contrast level
(Black/white text against colour)

COLOURS

SECONDARY COLOURS

Stockholm University Blue

RGB: 0 47 95
CMYK: 100 70 0 60
HEX: 002F5F

WCAG AA

Accessibility – contrast level
(White text against colour)

Water

RGB: 155 178 206
CMYK: 40 15 0 5
HEX: 9BB2CE

WCAG AAA

Sky

RGB: 161 216 224
CMYK: 35 0 10 0
HEX: A1D8E0

WCAG AAA

Accessibility – contrast level
(Black text against colour)

Olive

RGB: 163 168 107
CMYK: 25 10 60 20
HEX: A3A86B

WCAG AAA

TYPOGRAPHY

PRIMARY TYPEFACE

DOWNLOAD LATO

Typeface for external communication via social media, website, reports, and external newsletter

Lato Bold is used for headings, profiling texts, preambles, subheadings, and factual texts. For body text in printed matter and ads, **Lato Regular** is used.

Lato is a sans serif typeface designed in 2010 by Łukasz Dziedzic. Lato is supported by Google Fonts and can be downloaded [here](#).

Lato | Aa

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
123456789.,!/?#€%&

TYPOGRAPHY

USE

Heading
Lato Bold

**Rita plis ipsunt parum del esequiae
nonsenit id molorum landiate pos**

Preamble
Lato Bold

**Es nient, te ab inctore pellibus nimus et ut quassi reped etur?
CaestioreproNisque nosa et et adi nienime ntistium ab initat
aceperibus niendipsam enimus.**

Body
Lato Regular

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**Typeface for internal communication,
Microsoft Office & web**

Lato

TYPOGRAPHY

ALTERNATIVE TYPEFACE

Alternative typeface for external communication, Microsoft Office & web

In cases where Lato cannot be used, Calibri is used instead.

For headings, profiling texts, preambles, subheadings, and factual texts, **Calibri Bold** is used. For body text in printed matter and advertisements, **Calibri Regular** is used.

Calibri is a sans serif typeface designed in 2002–2004 by Luc(as) de Groot. Since 2007, Calibri is the default typeface in all programs included in the Office suite, such as Word, PowerPoint, Outlook, and Excel.

Calibri | Aa

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz
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TYPOGRAPHY

USE

Heading
Calibri Bold

Rita plis ipsunt parum del esequiae nonsenit id molorum landiate pos

Preamble
Calibri Bold

Es nient, te ab inctore pellibus nimus et ut quassi reped etur?
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aceperibus niendipsam enimus.

Body
Calibri Regular

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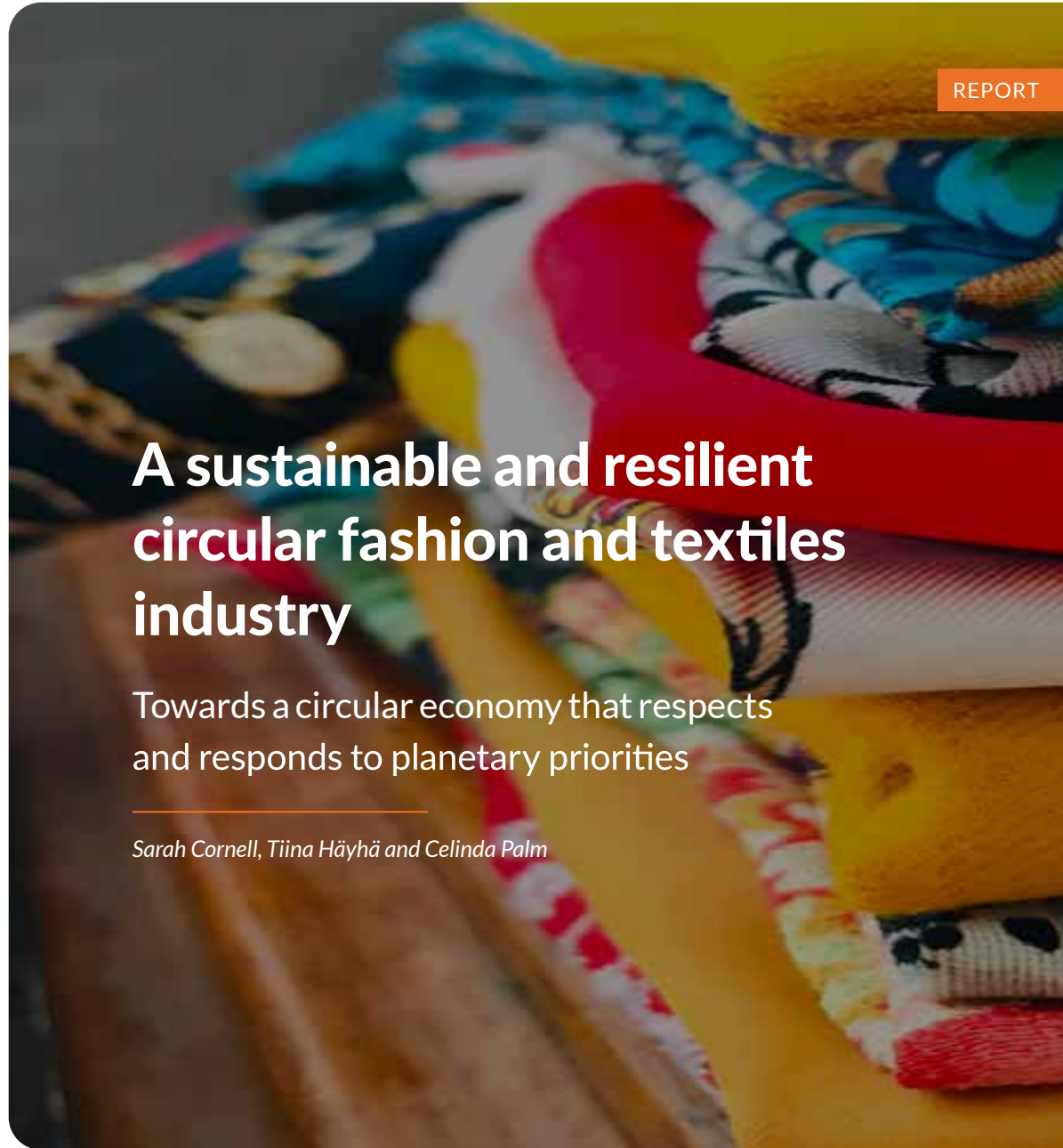
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**Typeface for internal communication,
Microsoft Office & web**

Calibri

REPORTS / BRIEFS




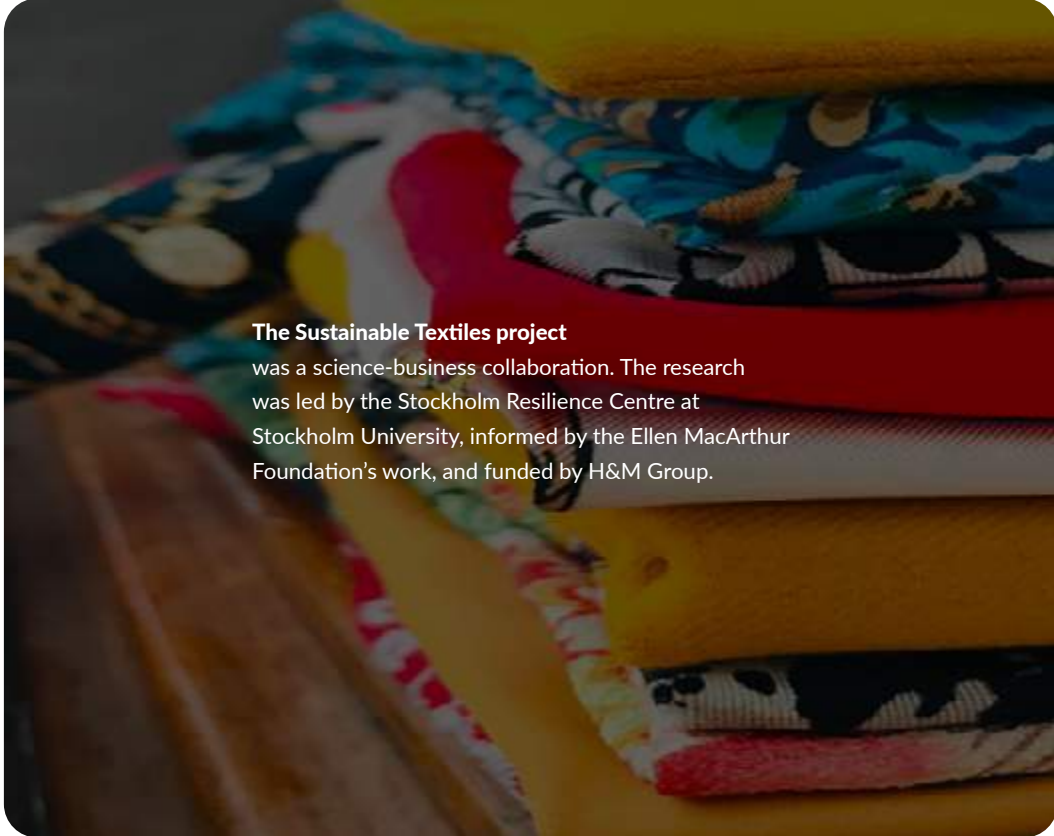
REPORT

A sustainable and resilient circular fashion and textiles industry

Towards a circular economy that respects and responds to planetary priorities


Sarah Cornell, Tiina Häyhä and Celinda Palm

Stockholm Resilience Centre 



The Sustainable Textiles project was a science-business collaboration. The research was led by the Stockholm Resilience Centre at Stockholm University, informed by the Ellen MacArthur Foundation's work, and funded by H&M Group.

www.stockholmresilience.su.se

Stockholm Resilience Centre 



POLICY BRIEF
April 2021

Nordic food system transformation series


Eight opportunities for Nordic collaboration on food system challenges

Summary

This second Insight Paper of the Nordic food system transformation series takes a Nordic perspective to food system challenges. Eight urgent food system challenges shared across Nordic countries are described that represent opportunities for regional collaboration. The benefits of Nordic collaboration on food systems are discussed, while acknowledging that not all food system issues are 'Nordic' in nature.

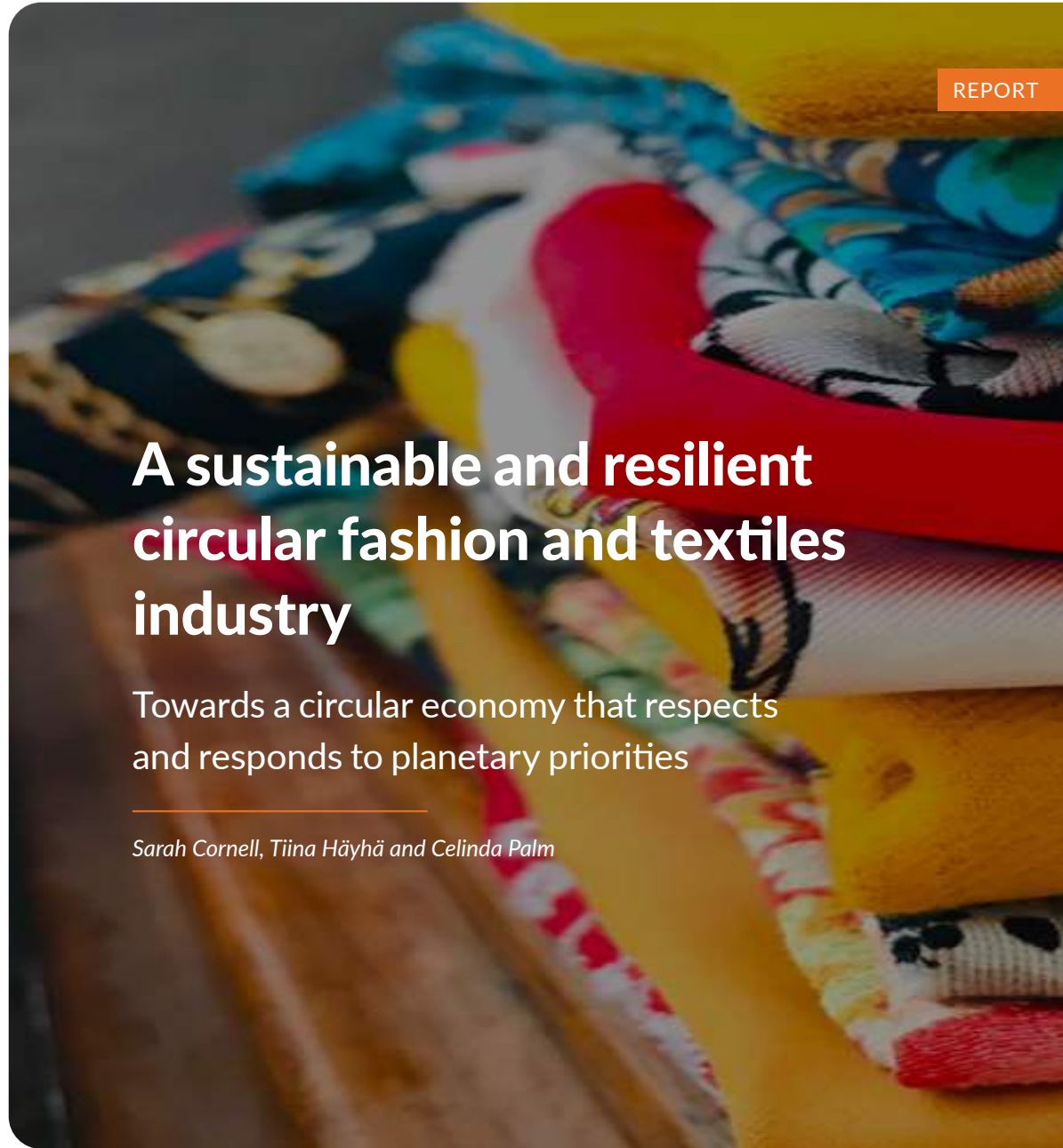
Key insights

- It makes sense to support Nordic collaboration on sustainable food systems given shared sustainability commitments and shared food system challenges.
- There is strong support for Nordic collaboration on sustainable food systems – Most dialogue participants (88%) support Nordic collaboration on food system challenges.
- Action at the Nordic level does not exclude national, local or international action. Rather, it represents a necessary layer of action in food system transformation.
- The Nordics have strong foundations to support food system transformations, and existing springboards for action have been identified.

Stockholm Resilience Centre 

REPORTS / BRIEFS

SRC / PARTNER



REPORT

A sustainable and resilient circular fashion and textiles industry

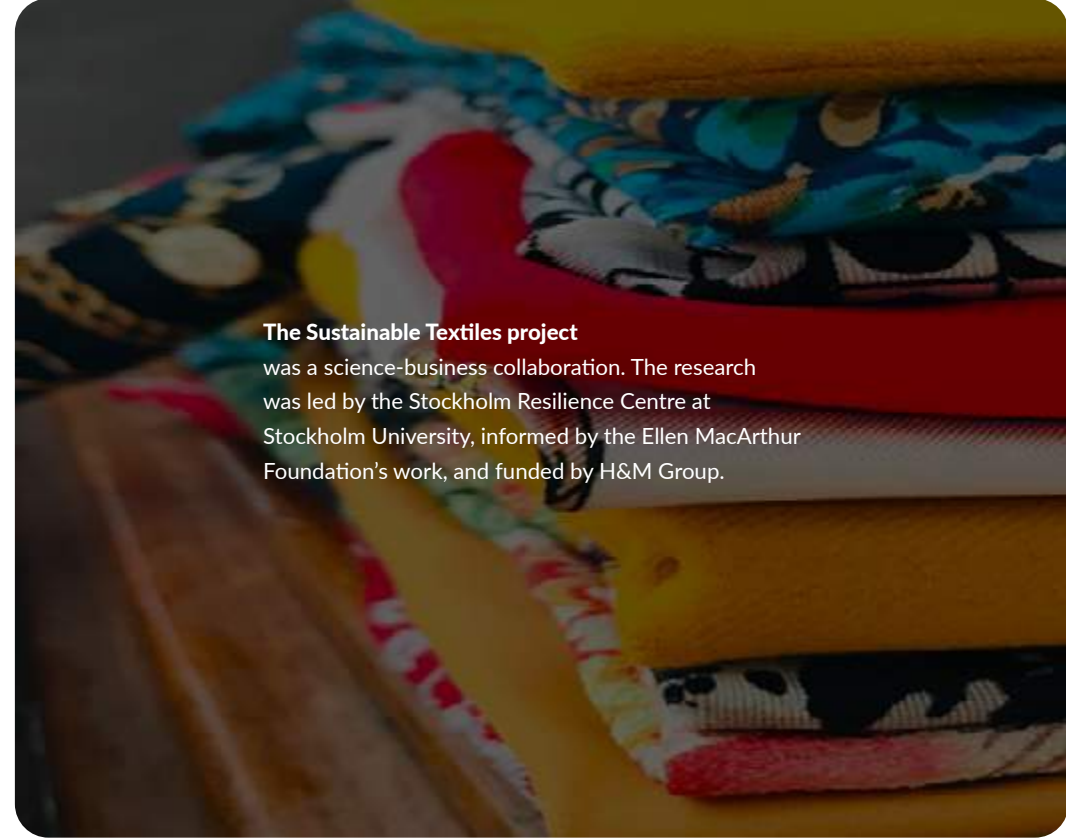
Towards a circular economy that respects and responds to planetary priorities

Sarah Cornell, Tiina Häyhä and Celinda Palm

Stockholm Resilience Centre | Stockholm University

A PARTNER WITH


Beijer Institute | KUNGL. VETENSKAPS AKADEMIEN



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www.stockholmresilience.su.se

Stockholm Resilience Centre | Stockholm University



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Key insights

- It makes sense to support Nordic collaboration on sustainable food systems given shared sustainability commitments and shared food system challenges.
- There is strong support for Nordic collaboration on sustainable food systems - Most dialogue participants (88%) support Nordic collaboration on food system challenges.
- Action at the Nordic level does not exclude national, local or international action. Rather, it represents a necessary layer of action in food system transformation.
- The Nordics have strong foundations to support food system transformations, and existing springboards for action have been identified.

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REPORTS / BRIEFS

LAYOUT / USE

For reports, typefaces are used as described on pp. 13-14.

The layout of text on top of an image is adapted according to accessibility rules depending on the choice of media. At low contrast (less than 1:3), black shading is applied over the image to increase contrast.



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REPORTS / BRIEFS

LAYOUT / USE

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similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio.

Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut

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2

Corrupti quos dolores et quas molestias excepturi sint occaecati

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae.

Itaque earum rerum

aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat. At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in

3

SOCIAL MEDIA

SQUARE 1:1 / CANVA TEMPLATE

For social media, **Lato Bold** is used for headlines and **Lato Regular** for body text.

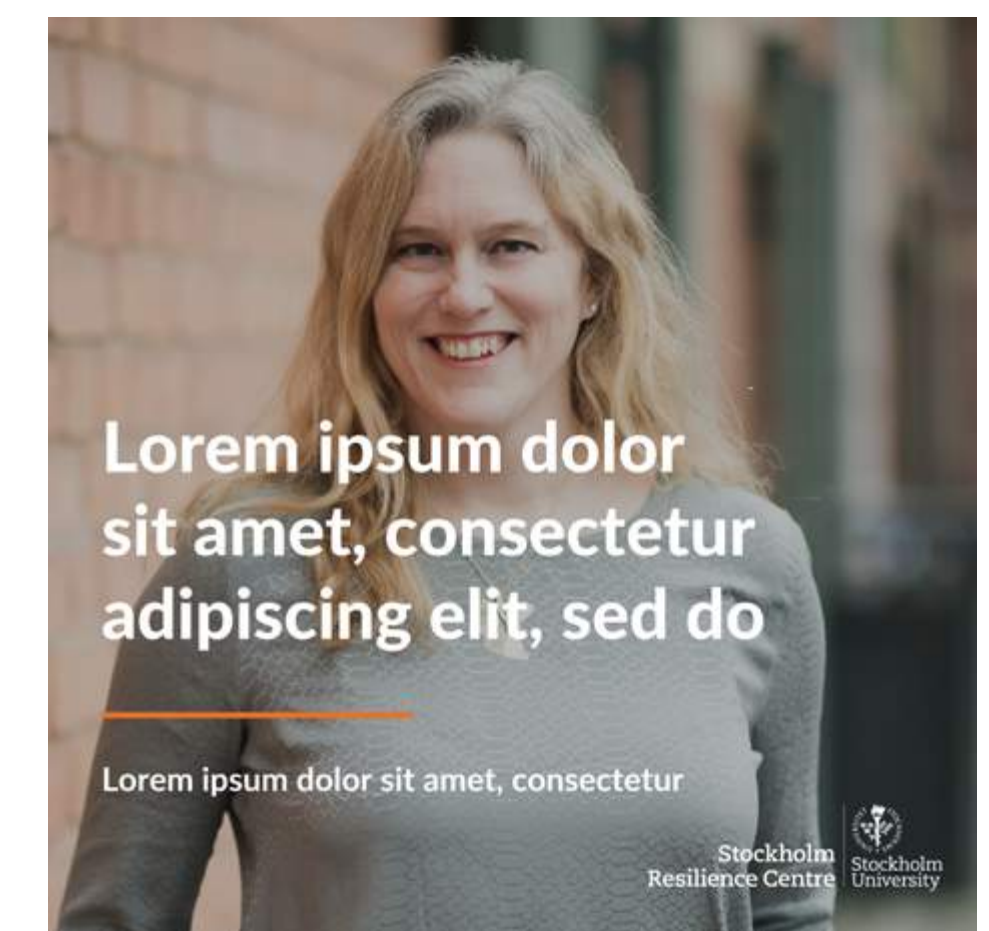
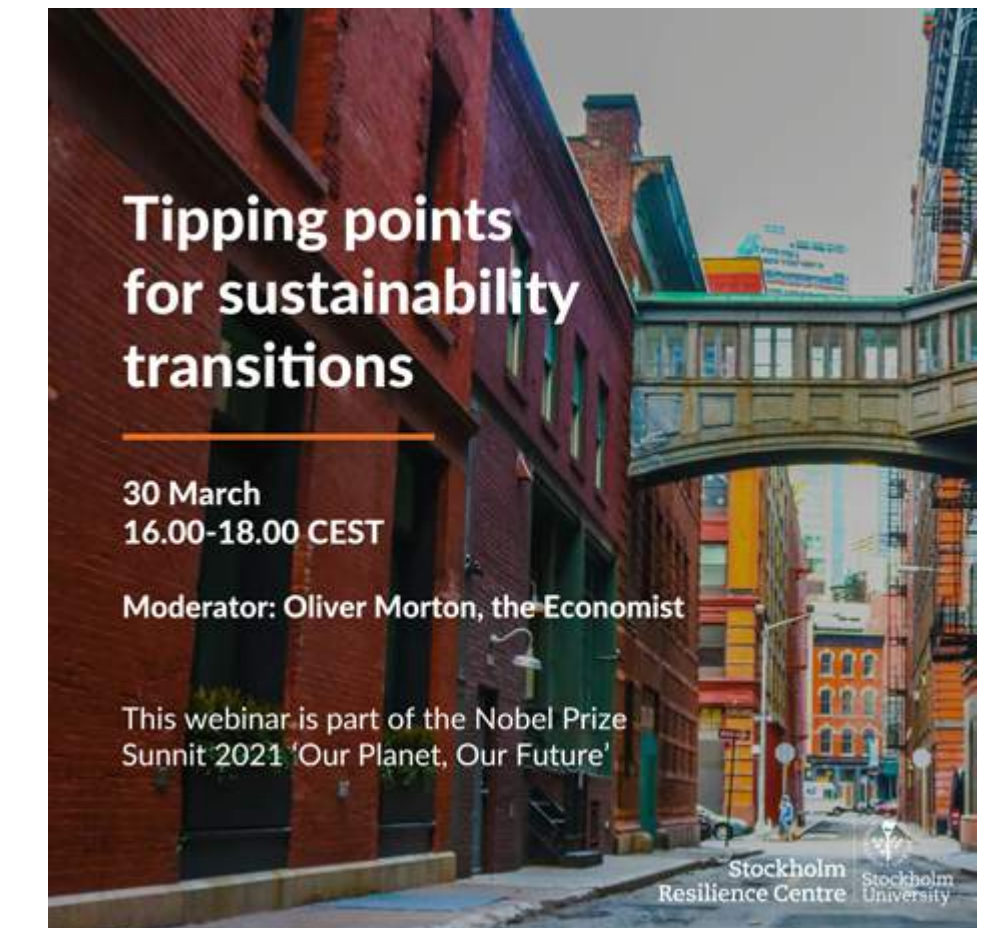
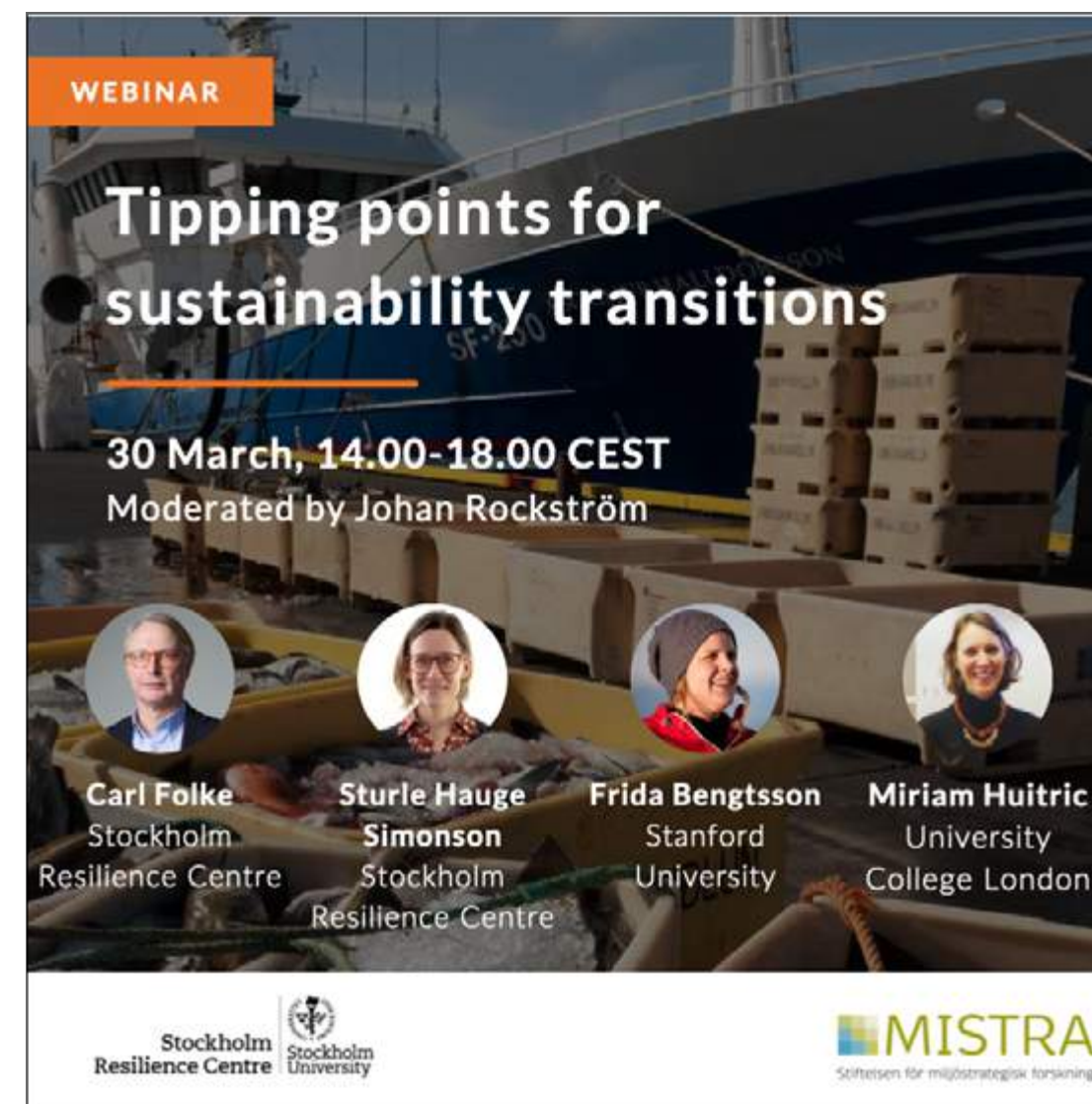
When text is placed on top of the image, **Lato Bold** is used for body text.

The layout of text on top of an image is adapted according to accessibility rules depending on the choice of media. At low contrast (less than 1:3), black shading is applied over the image to increase contrast.

Font size in social media must not be less than 30 pt.

By using the Canva tool, you can design your social media images with preset templates and tools.

The SRC comms-team has access to Canva.



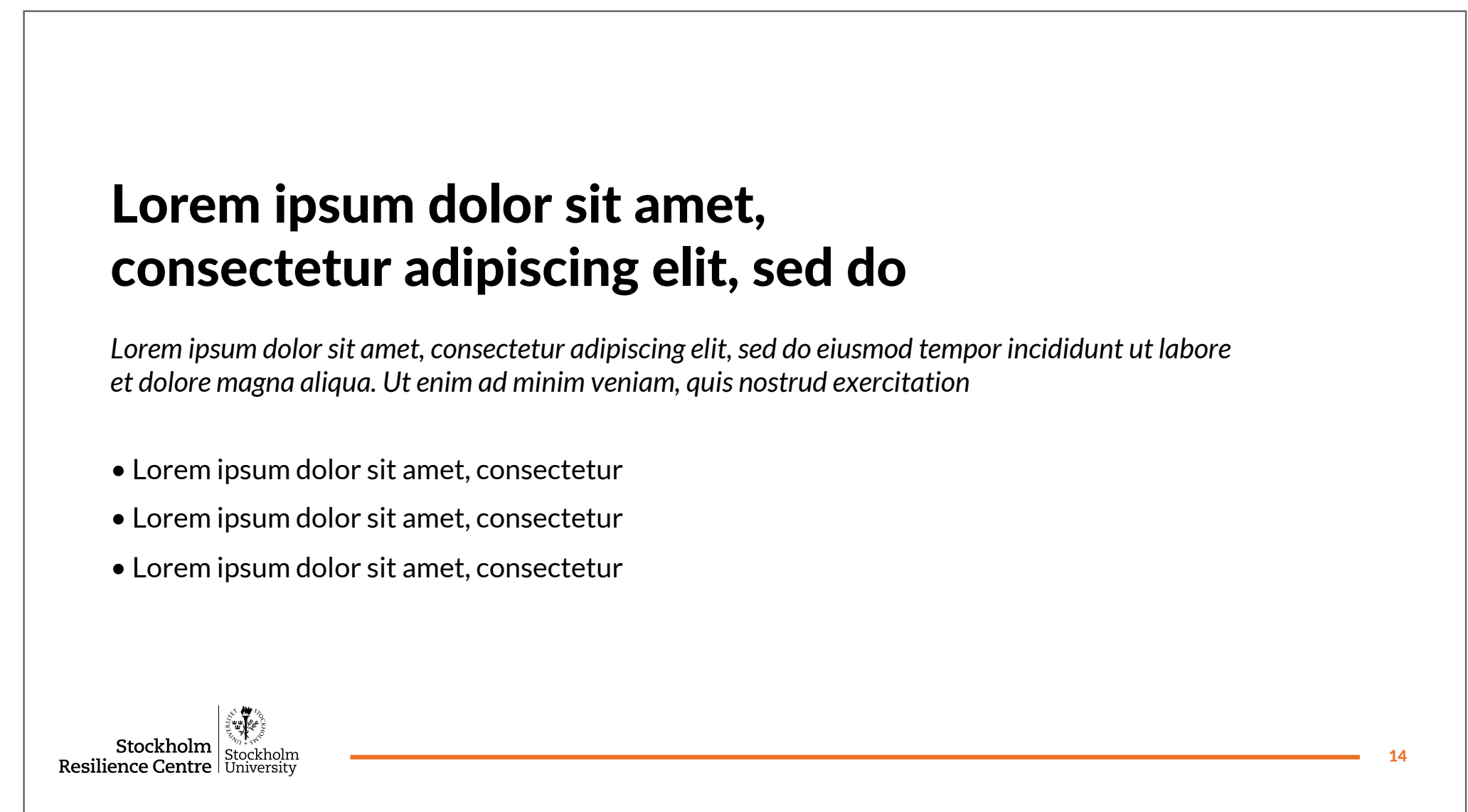
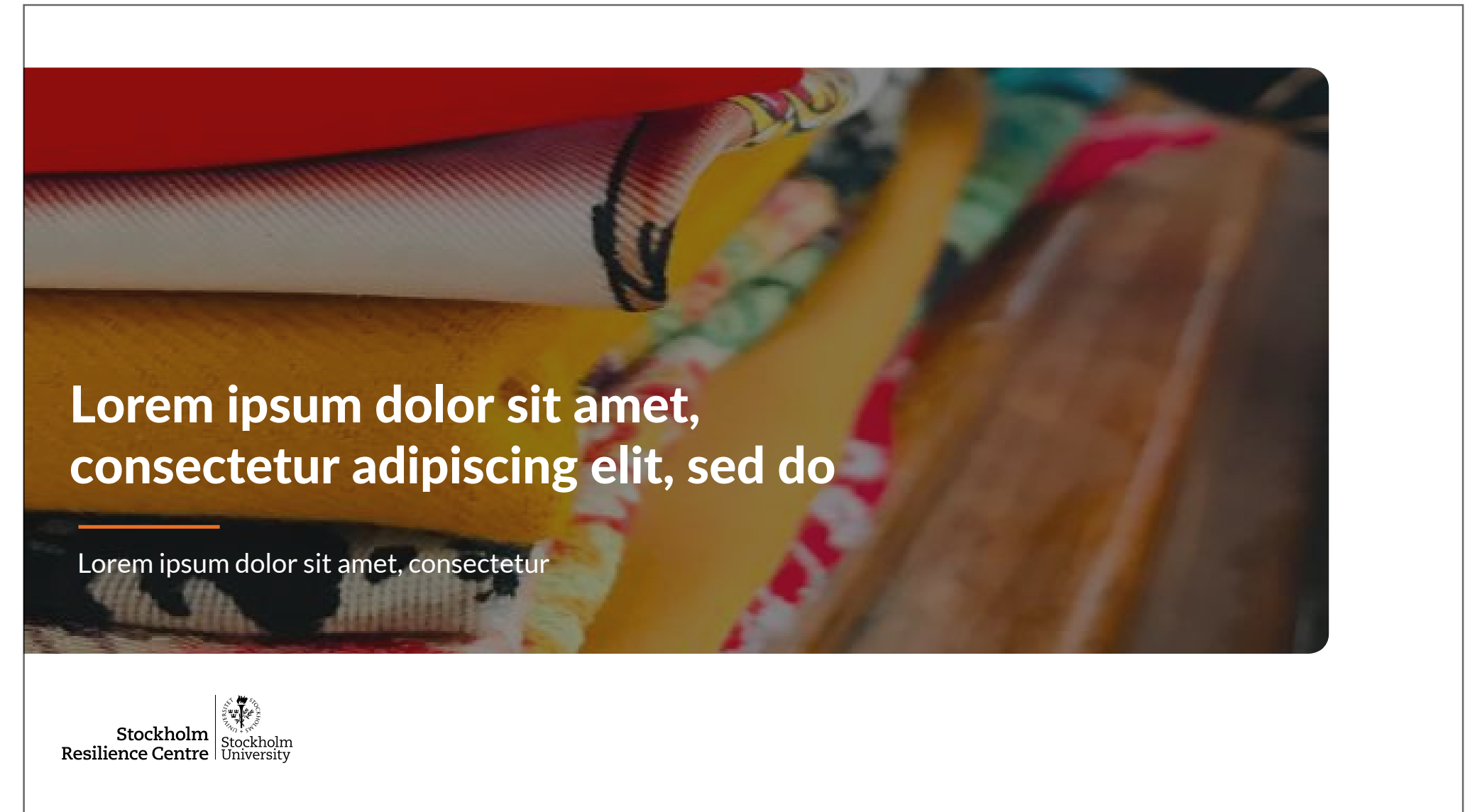
PRESENTATIONS

SRC TEMPLATES

In the presentation templates, Lato is primarily used for all types of text. In cases where **Lato** cannot be used, **Calibri** is used instead.

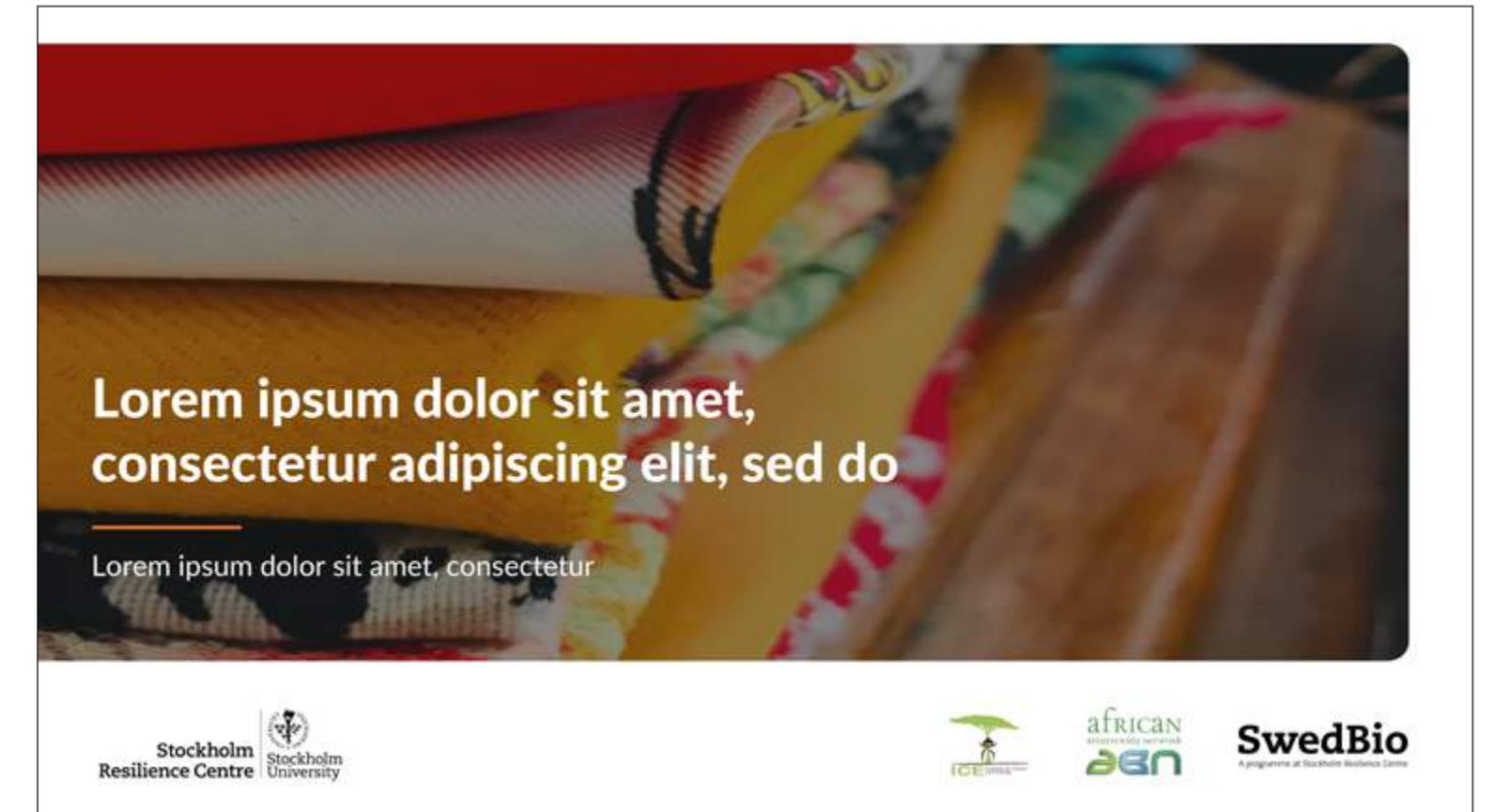
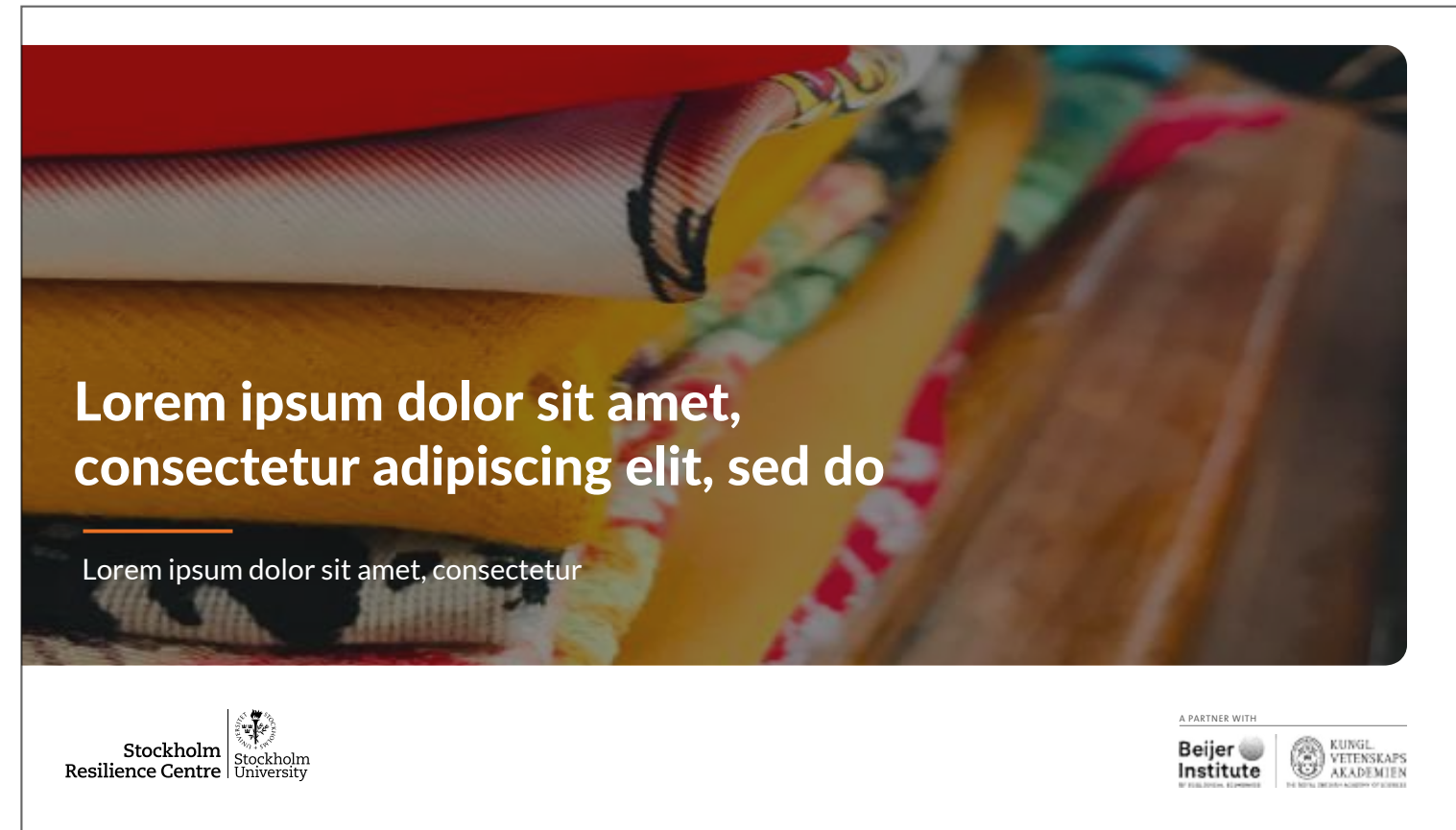
In SRC's presentation templates, only the SRC logotype is included as the sender.

See pp.13–16 on typefaces.

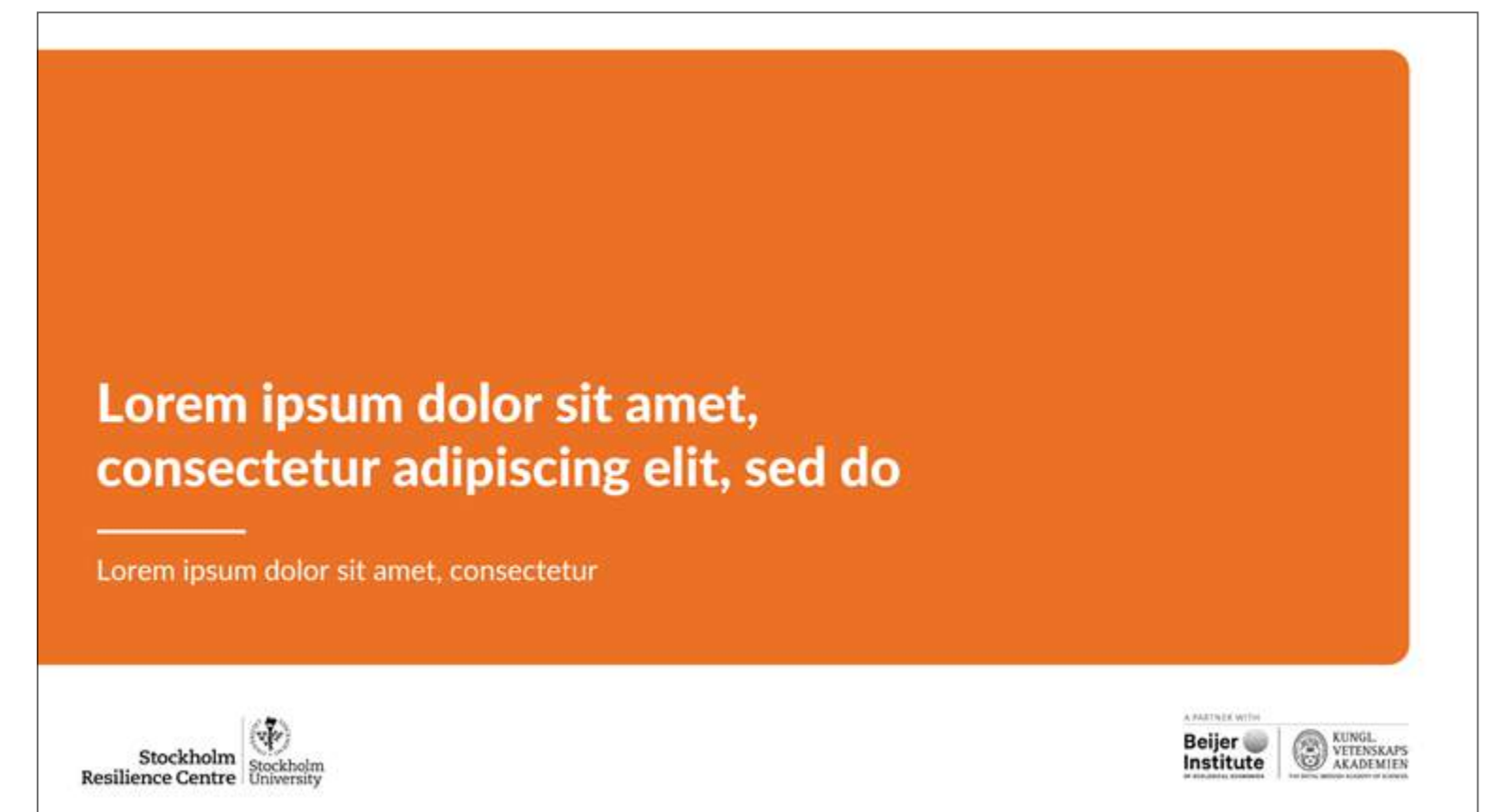


PRESENTATIONS

SRC / PARTNER



In the presentation templates with partners, the partner logotypes are added to the right edge.



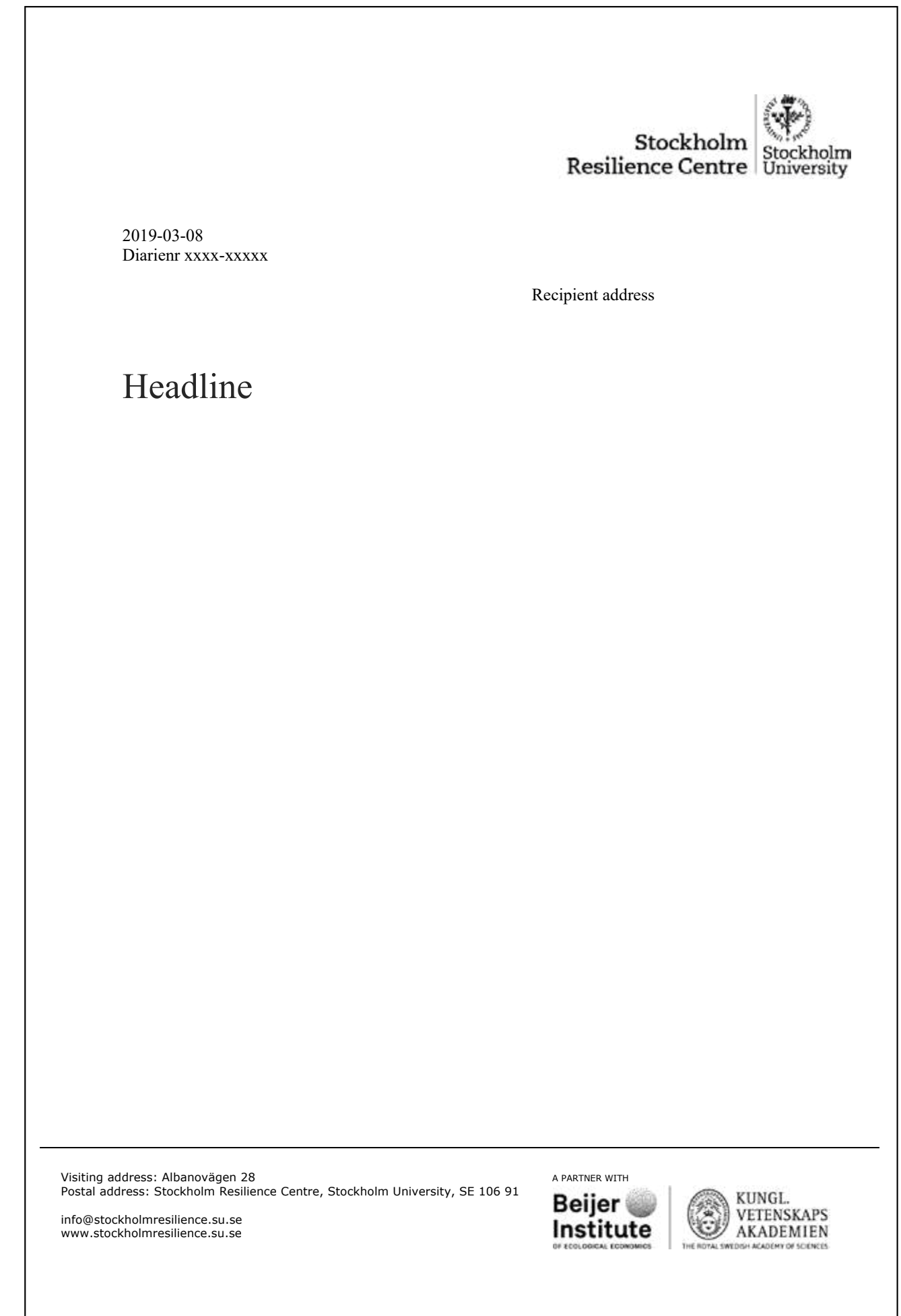
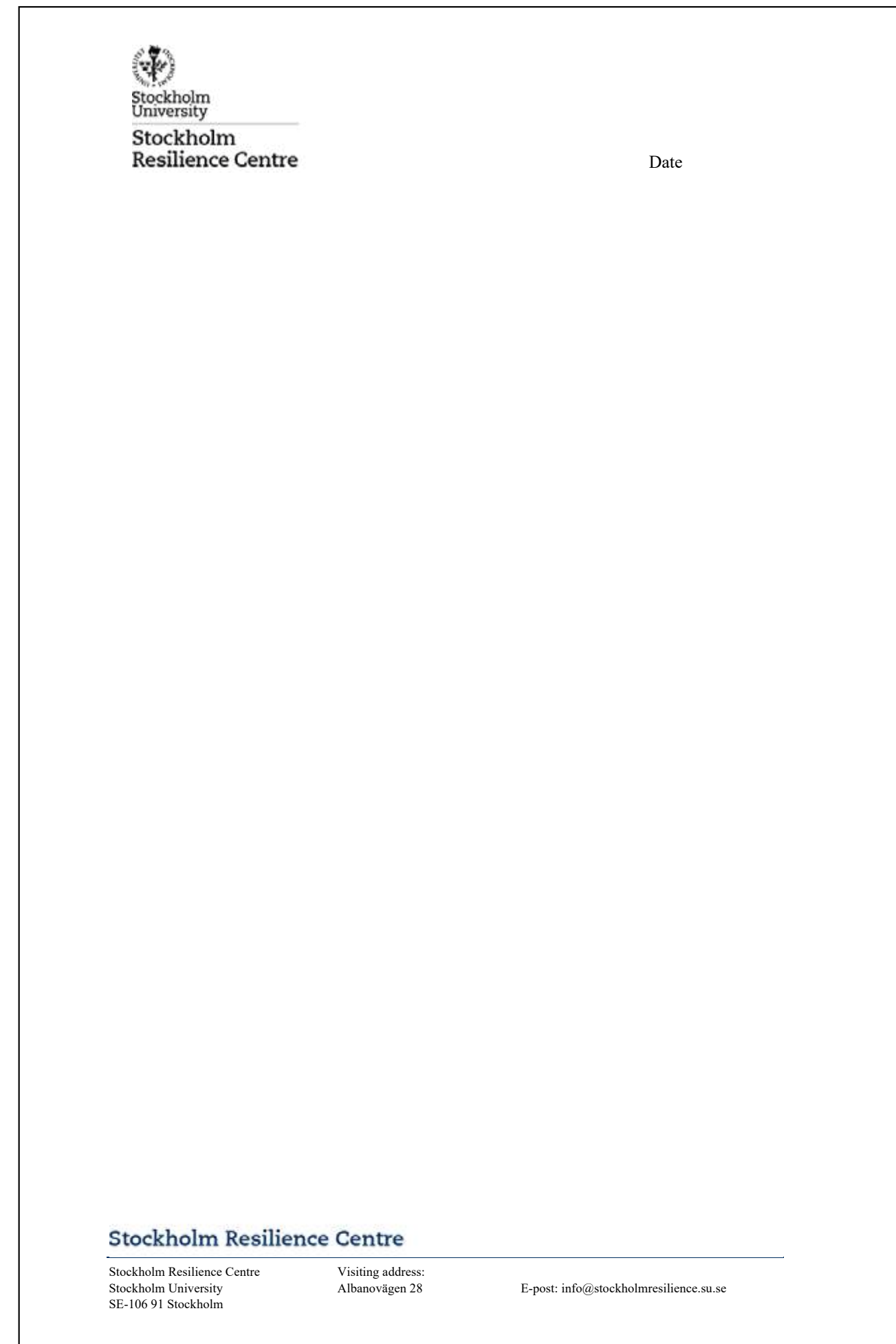
Colour plate (no image)

LETTERS TEMPLATE

WORD DOCUMENT

The SRC uses a simple Word template to ensure that the logo is used correctly in our documents.

In the Word template with partners, the partner logos are placed in the bottom right-hand corner.



BUSINESS CARDS

Jane Doe
Title

Email: jane.doe@su.se

Phone: +46 8-00 00 00

Direct: +46 700-00 00 00

stockholmresilience.org
Albanovägen 28, SE-106 91 Stockholm, Sweden

Stockholm
Resilience Centre



Stockholm
University

The SRC's business cards follow a simple design, set by the graphic profile.

IMAGES

The primary focus of SRC's external communication is to depict the research conducted at the Centre. Our visual imagery should align with the vision and mission statements of the SRC communications policy, and reflect complex, dynamic interactions of people and nature in the biosphere, as well as collaborations between researchers and change agents. Images should also reflect our values around diversity, equity and inclusion.

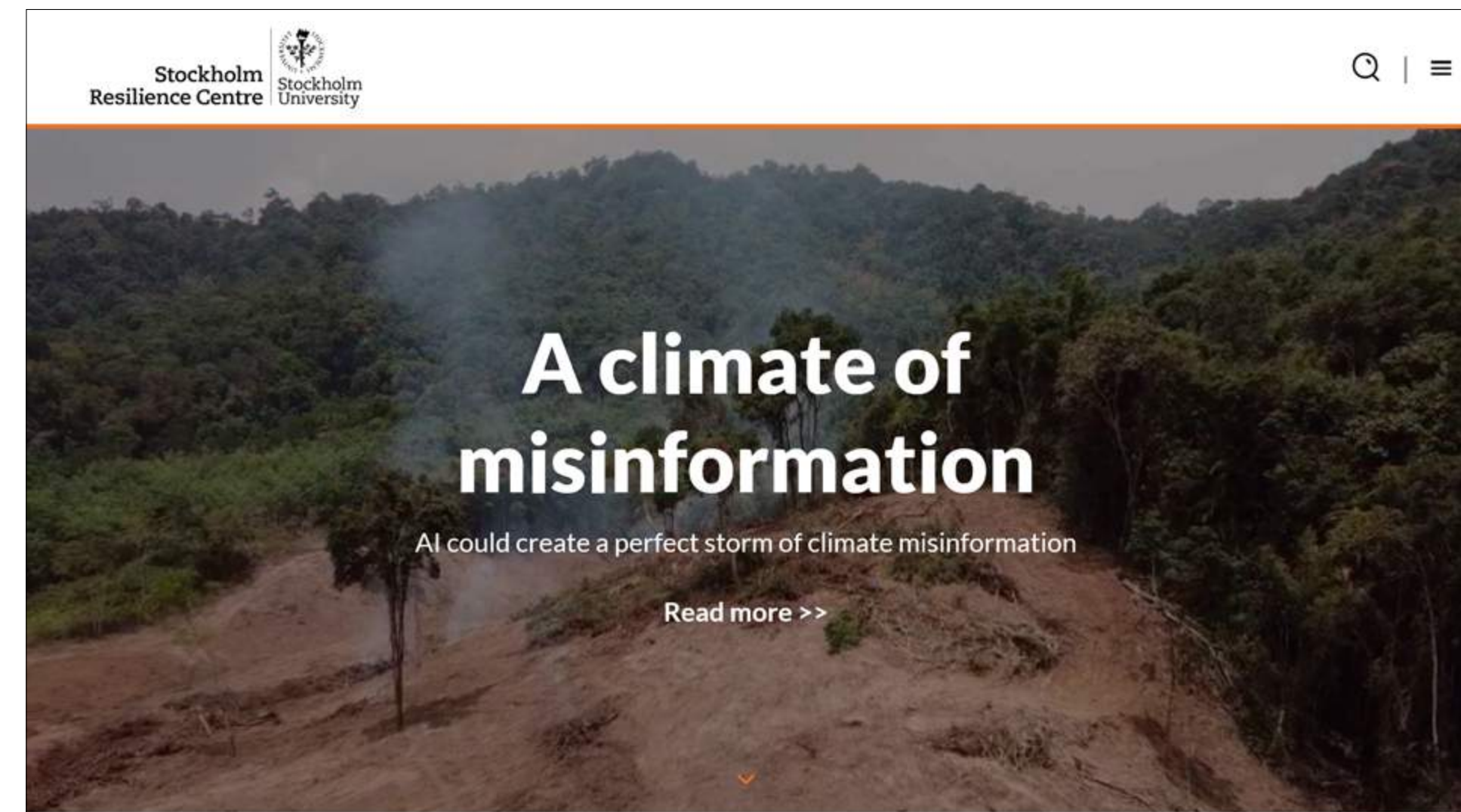
Apart from images that illustrate the biosphere, resilience, and our research, images depicting the atmosphere and environment at the Centre, events, research, and education, are also used for external and internal communications purposes.





FILM

We also present the work conducted at the Centre through videos shared on social media and on the SRC website. These should follow the same principles as for static images or photos, described in the previous chapter.



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