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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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.
**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.
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.
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

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

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

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

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**WCAG AA**

Accessibility – contrast level
(White text against colour)

**WCAG AAA**

Accessibility – contrast level
(Black text against colour)
TYPOGRAPHY

PRIMARY TYPEFACE

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](#).
**TYPOGRAPHY**

**USE**

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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.

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TYPOGRAPHY

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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

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

The 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 brings together perspectives on how eight key opportunities can enable systems-level change towards more sustainable food systems across the Nordic region. The eight opportunities identified provide different pathways for learning and collaboration.

Key insights
- The Nordic food system transformation series brings together perspectives on how eight key opportunities can enable systems-level change towards more sustainable food systems across the Nordic region.
- The eight opportunities identified provide different pathways for learning and collaboration on how to achieve more sustainable food systems.
- The Nordic food system transformation series explores the potential for regional collaboration and learning on sustainable food systems.
- The eight opportunities include: 1) Shared learning and innovation across the Nordic region; 2) Collaboration on sustainable food systems; 3) Shared responsibility for sustainable food systems; 4) Shared knowledge and learning; 5) Shared goals and ambitions; 6) Shared research and innovation; 7) Shared policy and legislation; and 8) Shared action and implementation.

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Nordic food system transformation series
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Summary
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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: 88% of dialogue participants believe that Nordic collaboration could be useful.
• Action at the Nordic level does not exclude national 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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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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SOCIAL MEDIA

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.
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.
In the presentation templates with partners, the partner logotypes are added to the right edge.
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.
The SRC's business cards follow a simple design, set by the graphic profile.
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.
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.