

The Sahlgrenska Academy

Communications handbook and graphic manual



UNIVERSITY OF GOTHENBURG

The communication handbook is produced by the information office at Sahlgrenska Academy, 2008.

The handbook is printed on white Munken Lynx, the inset has a grammage of 120 g/m² and the cover 240 g/m².

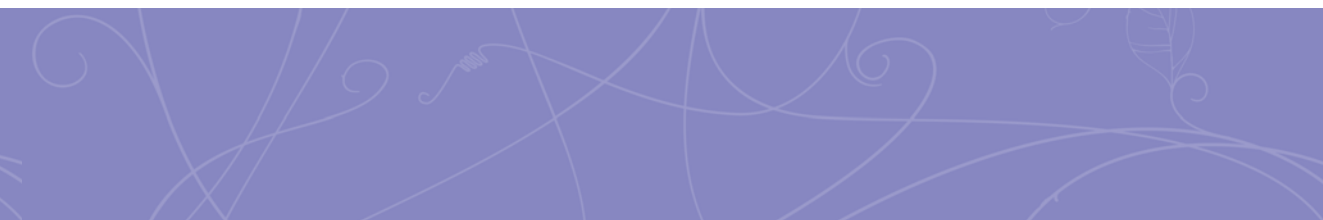
Communications handbook and graphic manual





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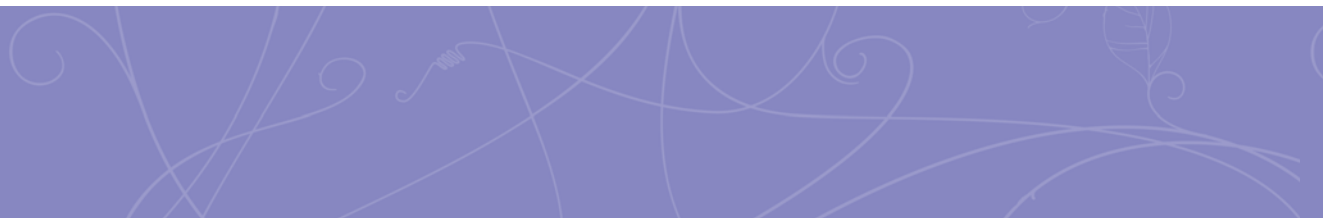
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Excellence

Holistic approach

Collaboration



Communication is a mutual exchange

The word communication comes from the Latin word *communicatio*, which means mutual exchange. In turn, *communicatio* comes from the verb *communico* which means to share, divide with, inform. And this is precisely what we mean by communication. Communication requires at least two parties or players, and the key to communication is to make information mutually understandable.

Clear communication is important in all organisations. When communication at Sahlgrenska Academy is effective, it improves contact between colleagues, students, cooperation partners and the rest of society. In everything from personal contacts with a few people or with the general public via the media, it is important that we are clear and give a consistent impression. We, the employees, represent the faculty. The way we act and treat other people contributes to perceptions of the Sahlgrenska Academy.

Leaders in health sciences

The Sahlgrenska Academy was established at the University of Gothenburg in 2001 to group these fields of knowledge: medicine, health care sciences and odontology. The knowledge generated within the faculty is sought after in the research world, healthcare, business, and other parts of society. Our vision is that the Sahlgrenska Academy will be a leader in health sciences. We have a strong brand that we should be proud of and take good care of. Our activities are to be permeated by excellence, a holistic approach and collaboration. These are our core values and they help us all work in the same direction to achieve our vision in competition with others. For example, when we present our degree programmes or research, we add substance to our core values. We thereby all help boost our brand, the Sahlgrenska Academy.



Communicating in a uniform and clear way, no matter which activity at the Sahlgrenska Academy we represent, is just as important as joint goals and strategies. We must aim to speak with one single voice to create a lasting impression. By consistently using the right names for our activities, the right logo and always applying the university's graphic profile with our own graphic identity, we help create a uniform picture of our organisation.

The Sahlgrenska Academy Board has ratified a business concept for the faculty, which is as follows:

The Sahlgrenska Academy will work holistically and via collaboration to conduct excellent accumulation of knowledge in the field of health sciences, in order to promote optimal conditions for preventing, relieving and treating diseases and ill-health.

The University of Gothenburg – our affiliation

The Sahlgrenska Academy is the largest faculty at the University of Gothenburg. The faculty and the university exchange knowledge and information with each other. We benefit from being part of the university's large organisation, and the faculty's successes help give the whole university a good reputation.

The vice-chancellor established a human resources concept for the University of Gothenburg in 2002. This states that the university must provide the prerequisites for information and dialogue between and within different levels in the organisation, that all employees must receive the opportunity to participate in the activity and that the university must strive to achieve collaboration and dialogue. None of this is possible without effective communication, which is one of the reasons why it is so important to have a good and functional flow of information at the Sahlgrenska Academy

What we want to achieve with our communication

Policy for information and communication

The University's communication is to be characterised by openness, quality and involvement in society. Openness is important, because our organisation – which is also an authority – must be transparent and accessible. Quality is crucial to our credibility, and involvement in society is a natural part of our mandate.

At the Sahlgrenska Academy we must work with information in a goal-oriented way at all levels in order to reach our target groups. Both existing and new channels and methods for communication must be tested and developed. By being open and focusing on our core activity, we can encourage people's interest in our knowledge areas and help them perceive us as a function in society that inspires confidence. This will make us better equipped to achieve our vision of being leaders in health sciences.

The objective of communications work at Sahlgrenska Academy is to maintain good relationships with the surrounding world and create an environment that encourages communication. Bear the following in mind:

- ☞ The Sahlgrenska Academy must safeguard and boost its brand.
- ☞ The Sahlgrenska Academy must attain and maintain good relationships with external parties by being open, accessible and obliging.
- ☞ Communication must underpin the image of Sahlgrenska Academy as a leader in health sciences.
- ☞ The Sahlgrenska Academy must be the subject of frequent media coverage and be an active player in public debate and the development of society.
- ☞ The Sahlgrenska Academy's communication must be clear, and the publisher must be easy to identify.
- ☞ The Sahlgrenska Academy must be a communicative organisation in which its staff play an active part.
- ☞ Everyone is responsible for sharing information and knowledge to others within the faculty using our channels for internal communication. Faculty staff must be part of the flow of information and feel comfortable conveying information about our activities.

Our objectives are expected to lead to awareness in society of Sahlgrenska Academy's activities. This contributes to greater confidence, which in turn enables us to attract the best students, lecturers, researchers and other staff.

Which are the target groups of our information?

Communications work at Sahlgrenska Academy is aimed at a wide variety of target groups. The most important (in no order of precedence) are students, staff, other parts of the university, the research world, the media, financiers, the pharmaceuticals industry, politicians, patient associations, dental care, healthcare and the general public.

Different channels for different target groups

There are different ways to reach recipients within and outside the faculty. It is therefore important that you think about which information channel you choose. The information office can help and advise you.

E-nytt

Internal information that is primarily aimed at students and staff is mainly distributed using our various forms of E-nytt, Sahlgrenska Academy's electronic newsletter.

E-nytt is published every Tuesday during term time and notifies readers about current thesis defences, press releases, funds and grants to apply for and so on. Contact the information office if you have information that you would like to distribute using E-nytt.

E-nytt Extra is distributed when special information must reach staff quickly. It is sent as and when required.

E-nytt Forum is published once a month during term time and goes into somewhat greater depth. It may, for example, include a subject that the Dean wishes to highlight for discussion.

E-nytt Student is distributed once a month during term time to students on degree programmes. Students receive notification of seminars, part-time jobs, grants, subsidies and other issues.

Faculty Club

All employees are regularly invited to the Faculty Club. The programme at the Faculty Club is quite free. Usually one of the faculty's employees talks about his or her field of work, but external speakers are sometimes also invited to give presentations.

GU-journalen

The information office in the external relations division of the university's central administration publishes GU-journalen, a staff magazine. The magazine is published six times a year.

GU-spegeln

GU-spegeln is a research and education magazine for the whole university. Its main aim is to disseminate information outside the university and it is published twice a term. GU-spegeln often highlights research from the Sahlgrenska Academy.

Web sites

We primarily reach external target groups via our web sites. We are jointly responsible for ensuring that the information on our web pages is correct and up-to-date. It includes details about various education programmes, research groups, news, seminars for the general public and so on.

You are welcome to contact the information office if you have ideas about issues worth highlighting.

Contact with the media

The most effective way of reaching a large number of people is through the media. The Sahlgrenska Academy has worked for several years in a goal-oriented and successful way to publicise research findings in this manner; the faculty's researchers feature in newspapers, on the radio and on television each week. They talk about their own research, comment on research findings or provide background information about how much progress has been made in a certain field.

In the cases where journalists are aware that a specific researcher can answer a specific question, they contact the researcher directly. But often journalists do not know who is knowledgeable about a certain field, in which case the information office can help them find the right person. Many questions also reach the faculty via Expertsvar, the Swedish Research Council's service for journalists. Journalists send their questions to the service and press officers at all of Sweden's universities and colleges of higher education can notify experts at their establishment.

The key in the vast majority of all contact with the media is to give relatively simple answers in your own field, although occasionally a journalist may conduct a more critical analysis of a subject. Examples of such situations are if particular research fields or the financial matters in a department are called into question. In these cases it may be a good idea to contact the information office and discuss how best to answer the questions or provide documents.

Press releases

The Sahlgrenska Academy publishes about 100 press releases per year. They usually announce the results of theses, but also the publication of work by researchers or research groups in research journals, award winners and similar news. In such cases, the press officer at the information office writes press releases in consultation with the researchers.

In contact with the media, remember:

- ☞ When you appear in the media, it is important to state that you work at the Sahlgrenska Academy. The easiest way of doing this is to make it clear to the journalist, for example by saying, “I’m Stina Svensson, senior lecturer at the Sahlgrenska Academy.”
- ☞ Contact the information office if, prior to an interview, you want to discuss how best to answer the questions.
- ☞ If you feel unsure about how to answer a journalist’s questions, ask whether you can call back later. This gives you time to think through what you want to say and to look up facts. Remember that journalists often work to tight deadlines, which is why it may be difficult for them if you call back the following day, but if you say you will call within 30 minutes this is usually fine.
- ☞ Ask the journalists whether you may read your own quotes, or whether they can read them back to you over the telephone.
- ☞ Only comment if you have the right expertise. If not, refer to a colleague who is more knowledgeable about the subject or to the information office, which can guide the journalist to the right person.
- ☞ Keep calm! Explain the situation, and firmly object if the journalist tries to put words into your mouth. Bear in mind that probably neither the journalist nor the target group for the article or interview will have your specialist knowledge, which means that you will often have to explain basic principles.

Inform the press officer at the Sahlgrenska Academy if you have information that may interest the general public. The press officer will determine whether it is probable that the media will cover it and the press officer will suggest a suitable way of conveying the information. Options include a press release, a press conference, a press seminar or perhaps notifying one specific journalist.

Correct titles in Swedish and English

To be as clear as possible, we always use the same names for our activities. In Swedish we are called *Sahlgrenska akademien vid Göteborgs universitet*. Never abbreviate the names. Our vision: *Sahlgrenska akademien – ledande i hälsovetenskap*.

In English we are called *the Sahlgrenska Academy at University of Gothenburg*. The English translation of the vision: *The Sahlgrenska Academy – Leader in Health Sciences*.

The institutes also have official Swedish and English names.

institutionen för biomedicin	Institute of Biomedicine
institutionen för kliniska vetenskaper	Institute of Clinical Sciences
institutionen för medicin	Institute of Medicine
institutionen för neurovetenskap och fysiologi	Institute of Neuroscience and Physiology
institutionen för odontologi	Institute of Odontology
institutionen för vårdvetenskap och hälsa	Institute of Health and Care Sciences

The name of institutes and departments should be followed by Sahlgrenska akademien or the Sahlgrenska Academy. In body text, lower case letters are used for institutes, departments and sections. For example: “a lecture will be given at the institute of neuroscience and physiology, the physiology section, at Sahlgrenska Academy.”

Most of us speak and write in English. But sometimes the English we learnt at school is not good enough, in which case it is a good idea to have our texts translated by professional translators. An English text can also be sent to them for proofreading. The University of Gothenburg has contracted translators and proofreaders. See the agreement database at www.fu.adm.gu.se/upphandling/.

Correct use of language

At times we all feel unsure of how to express things correctly. We may wonder what the plural forms of certain nouns are or whether they are proper nouns and should therefore start with an upper case letter. Two good guides for writing Swedish are *Myndigheternas skrivregler* and *Svarta listan*, which give examples of how to express ourselves correctly and comprehensibly. These can be downloaded from the Swedish government's website, www.regeringen.se.

Two other invaluable tools are *Svenska Akademiens ordlista*, *SAOL* and *Svenska språkregler* published by the Language Council of Sweden. (www.sprakradet.se).

When writing English, use good reference books such as the Oxford English Dictionary, the Collins Cobuild English dictionary for advanced learners (which includes use of prepositions and examples), a thesaurus, the LTP Dictionary of Selected Collocations and Fowler's Modern English Usage. Remember that language constantly evolves, which is why it is a good idea to have the latest editions of reference books.

E-mail signature

When we communicate via e-mail, it is important that the recipient understands where the sender is from. Everyone who works at the Sahlgrenska Academy must include an electronic signature in their e-mails. The signature should include the sender's name, title, workplace address and workplace telephone number. You can also add the web address. For example:

Kind regards,
Stina Svensson, senior lecturer
Institute of Health and Care Sciences
The Sahlgrenska Academy at
The University of Gothenburg
Tel: +46 31-786 0000, mobile: +46 733-11 11 11
www.caresci.gu.se

Pictures

The University of Gothenburg has an image archive of pictures that can be published on the internet and in brochures. The archive is available at www.gu.se/media/bilddatabas/. Contact the information office if you cannot find what or who you are looking for.

Images that include people are classed as personal data in the Swedish Personal Data Act. You must therefore remember that when you take photographs for publication, you must ask the people in the photographs to give their consent to use of these pictures and you must inform them what the pictures will be used for.

Promotional products

The Sahlgrenska Academy sells a range of promotional items. You can order them online at www.sahlgrenska.gu.se/internt/profilvaror/ or buy them from Reception at Medicinaregatan 3.

Contact the information office if you have suggestions for other promotional products that should be included in the range.

Joint presentation materials

The information office has produced a slide show about the Sahlgrenska Academy. The text is in English and is suitable for use at presentations and lectures. You can download it from www.sahlgrenska.gu.se/internt/bildspell/.

We also have brochures in Swedish and English that present the faculty. Order them via the internet on www.sahlgrenska.gu.se/internt/infomtrl/.

Signage

Indoor signs must be uniform to make it easy for visitors, students and employees to find their way around our premises. Contact the property and service department (fastighets- och serviceavdelningen) at the Sahlgrenska Academy to order signs. The text on signs must be written on A5, A4 or A3 paper, as per the instructions for indoor signs in the graphic profile of the University of Gothenburg.

Outdoor signs are the joint responsibility of the faculty and the property managers. Contact the Property and Service Department (*Fastighets- och serviceavdelningen*) if you have any questions.

 GÖTEBORGS UNIVERSITET	
Academicum	
Sahlgrenska akademin	
Plan 4	
Akademiledning	
Informationsavdelning	
Göteborgs Läkaresällskap	
Konferensrum Martin Odin	
Konferensrum Lars Öberg	
Plan 3	
Sällskapsrum Birgit Thilander	
Konferensrum Ingegerd Eriksson	
Konferensrum Jörgen Lehmann	
Plan 2 entréplan	
Hörsal Arvid Carlsson	
Konferensrum Stina Stenhagen	
Konferensrum Curt Weibull	

Example of indoor sign

Statutory requirements

The Swedish Principle of Public Access, official documents and the right of individuals to remain anonymous when publishing information.

The Swedish Principle of Public Access is a basic principle for Swedish public administration. It exists to give everyone – both mass media and the general public – access to information on the activities of Swedish authorities and agencies. The Principle is regulated in Chapter 2 of the Swedish Freedom of the Press Act.

The Principle of Public Access comprises several sections. The most important ones for us are:

- ☞ Anyone may read the faculty's official and public documents. A document is classed as official if it is stored at, has been submitted to or drawn up by a government agency/authority. It is public unless the Freedom of the Press Act states that it may be classified as confidential. Access to official and public documents must be given immediately or as soon as possible. The law states that people requesting access to the documents need not to disclose their name or say what they will use the documents for. Contact your immediate manager if you are unsure whether access may be given to a document.
- ☞ All employees at the Sahlgrenska Academy are entitled to submit information to the mass media. In such cases, the faculty is not entitled to investigate who has submitted the information. Those who submit information are not responsible for the content of published material.

Read more about the Swedish Freedom of the Press Act at www.riksdagen.se and www.regeringen.se.

Copyright

All texts, photographs and drawings are protected by copyright. This means that the originator (author, photographer etc.) has the exclusive right to decide on use of the text or image, irrespective of where it is published. Images and texts may not be changed or edited without the permission of the originator. The latter may choose to sell all or part of the rights to another party, and thereby hand over control of the material. The name of the originator should however always be stated. Read more about copyright at www.riksdagen.se and www.regeringen.se.

Graphic manual

The University of Gothenburg has decided how we are to use the university logotype in our own communication; the Sahlgrenska Academy's graphic identity is based on this foundation. The logotype consists of the revised seal and the text GÖTEBORGS UNIVERSITET alternatively UNIVERSITY OF GOTHENBURG. The introduction of the new logotype in 2007 meant that all old logotypes were replaced. More information about how to use the logo is available at dinsida.gu.se/grafiskprofil.



GÖTEBORGS UNIVERSITET



GÖTEBORGS
UNIVERSITET



UNIVERSITY OF GOTHENBURG



UNIVERSITY OF GOTHENBURG

Different versions of the logo

The Sahlgrenska Academy's graphic identity

A project to produce a joint graphic identity was launched with the faculty of science in the spring of 2007. It was natural for the Sahlgrenska Academy to work with this faculty, because our activities affect each other.

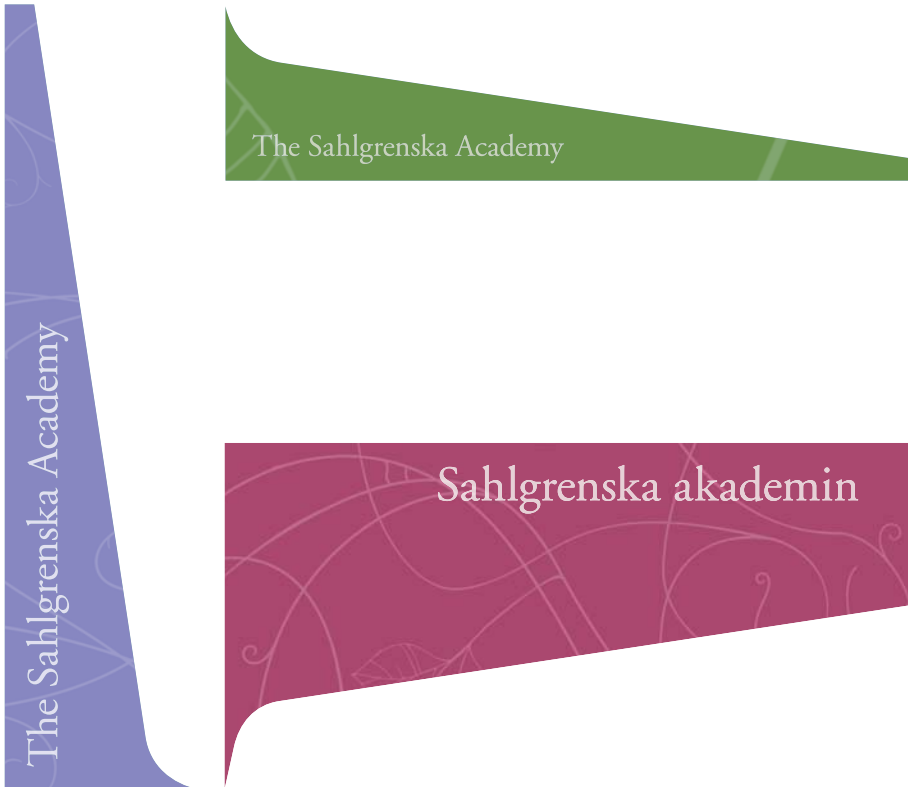
The graphic design reflects values that are important to us. The design work was based on a discussion of key concepts, the identity of the faculties and how to convey them in a graphic profile. The key concepts that form the basis of the new graphic profile are:

- ☞ Life
- ☞ Excellence
- ☞ Academic and modern
- ☞ Development potential (which means that the graphic identity should be usable in many contexts and be flexible)

The design and its applications were produced by the faculties' public relations officers and an advertising agency in 2007. The Deans at the Sahlgrenska Academy and the Faculty of Science decided that the graphic identity would be introduced in 2008.

Decorative field

The foundation of the Sahlgrenska Academy's graphic design comprises a decorative field and the faculty's name. The field consists of a curved graphic shape filled with an organic pattern; the field is available in seven colour versions. There are several different versions for horizontal or vertical use, and they include the name of the faculty in English or Swedish.



Colours

Any of the following colours may be used for different printed matter, with the exception of doctoral and licentiate theses. The covers of doctoral theses must be blue and licentiate theses lilac.



Background colour: BLUE



Background colour: GREY



Background colour: BROWN



Background colour: YELLOW



Background colour: LILAC



Background colour: RED



Background colour: GREEN



Typography

On the cover of theses and reports as well as on diplomas, invitations, leaflets, presentations, posters and other material, we use a sans-serif font, preferably Helvetica Neue. In longer texts optimal readability is created by using a font with serifs, preferably Adobe Garamond. If you do not have these fonts in your computer you can buy them via the IT department.

Graphic templates

We have templates for different purposes. Some of the templates, in PowerPoint, are readily available to faculty staff. Other templates are available from the information office, which is responsible for their design.

Scientific posters

We have a PowerPoint template in A0 format for scientific posters. This can be downloaded from *www.sahlgrenska.gu.se/internt/mallar/powerpoint*.

Overhead slides and PowerPoint

We use overhead slides or PowerPoint to present information in many contexts. A clear title slide shows the name of the publisher and the subject of the presentation.

The template for PowerPoint presentations consists of a title slide and subsequent slides. The template has been created in various languages and colours and can be downloaded from *www.sahlgrenska.gu.se/internt/mallar/powerpoint*.





The slide is a title page for a PowerPoint presentation. It features a white background with a blue decorative footer. The footer contains the text "The Sahlgrenska Academy" in a serif font. In the top right corner, there is a small circular logo of the University of Gothenburg and the text "UNIVERSITY OF GOTHENBURG". The main content area contains a large, bold headline and a smaller line of text.

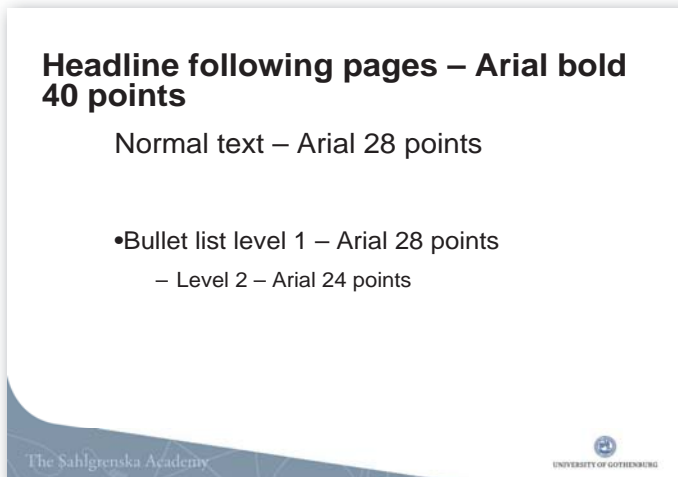
UNIVERSITY OF GOTHENBURG

Headline on title page – Arial bold 44 points

Other text on title page – Arial 32 points

The Sahlgrenska Academy

Title slide in a PowerPoint presentation



The slide is a content page from a PowerPoint presentation. It has a white background with a blue decorative footer. The footer contains the text "The Sahlgrenska Academy" in a serif font. In the bottom right corner, there is a small circular logo of the University of Gothenburg and the text "UNIVERSITY OF GOTHENBURG". The main content area contains a bold headline, a line of normal text, and a bulleted list.

Headline following pages – Arial bold 40 points

Normal text – Arial 28 points

- Bullet list level 1 – Arial 28 points
 - Level 2 – Arial 24 points

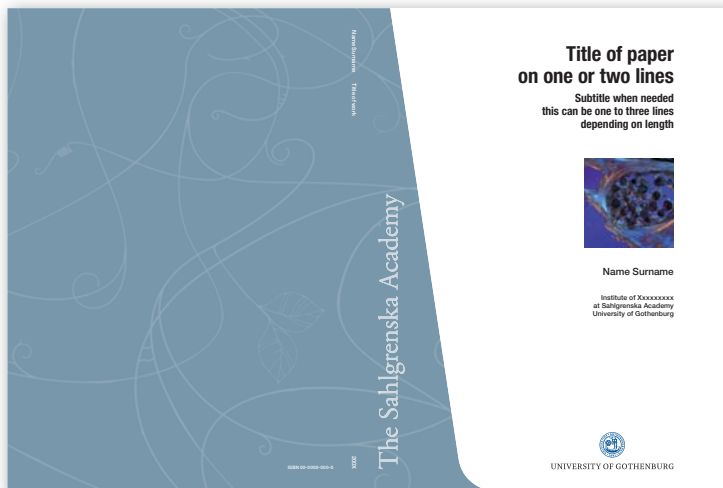
The Sahlgrenska Academy

UNIVERSITY OF GOTHENBURG

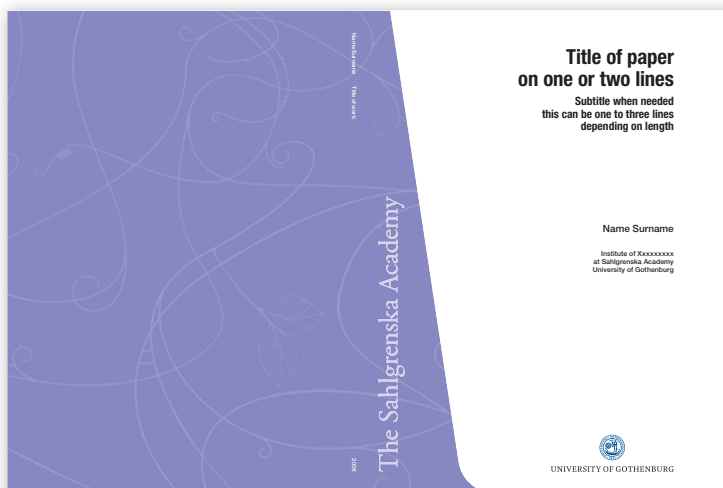
Slide in a PowerPoint presentation

Doctoral and licentiate theses

The Dean has stipulated that the covers of doctoral and licentiate theses must comply with the established templates. The decorative field must be blue on doctoral theses and lilac on licentiate theses. The information office will design the front cover of doctoral theses after doctoral students have submitted the material as per the instructions in “*Att disputera*”.



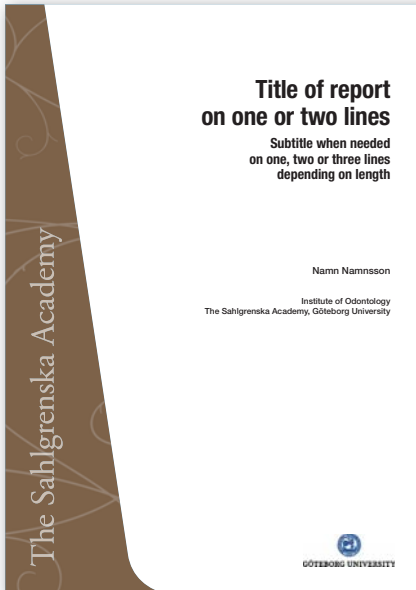
Cover of doctoral thesis with picture



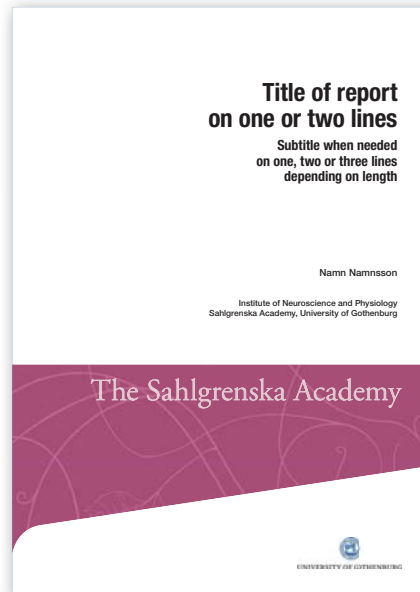
Cover of licentiate thesis

Reports

The cover of reports and similar material can be produced with a vertical or horizontal decorative field. Contact the information office if you need help designing a report cover.



Cover of report with brown vertical decorative field



Cover of report with red horizontal decorative field

Leaflets

Examples of simple leaflets that the information office can produce in A5 format (folded A4).



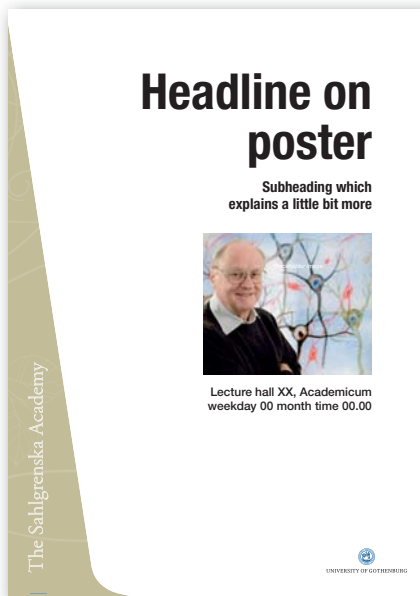
Cover of leaflet with green vertical decorative field that continues onto the back of the leaflet



Inside of an A5 leaflet

Posters

We have templates in A3, landscape or portrait, for posters that can be used in various contexts. Contact the information office if you need posters.



Poster with brown vertical decorative field



Poster with red horizontal decorative field

Invitations

The faculty has A5 templates for invitations. Contact the information office if you need invitations.



A5 invitation with green decorative field

Diplomas

We have templates for Swedish or English diplomas in A4 format. If you need diplomas, contact the information office.

Document templates

The designs of written communications and documents form part of the faculty's identity. It is therefore important that they look professional. To ensure this, all staff must use the same document templates for their correspondence both within and outside the faculty.

Letterhead logo

The document templates contain a letterhead logo that comprises the new logo and the name of the faculty. The letterhead logo must be centred in the header of the document. Read more about the letterhead logo on dinsida.gu.se/grafiskprofil.



UNIVERSITY OF GOTHENBURG
THE SAHLGRENSKA ACADEMY

The faculty letterhead logo



UNIVERSITY OF GOTHENBURG

The university's logo

Preprinted paper

The preprinted paper should be mainly used for formal letters to contacts outside the University of Gothenburg. The paper includes a header with the faculty's letterhead logo, featuring the seal in blue, and a footer comprising a dividing line and contact information. Preprinted paper is ordered from the two contracted printers for office stationery. The writing paper can be ordered with or without a footer. Contact information in the footer can be included in Swedish, English or both languages.

For practical information about ordering preprinted paper, see: dinsida.gu.se/grafiskprofil/Best_lla_visitkort_och_annat_kontorstryck/.

Personal letter templates

The personal letter template is designed for use on your computer. It is for Microsoft Word and is available in both Mac and PC versions, in Swedish and English.

The following letter templates must be used at the Sahlgrenska Academy:

- ☞ Institute of Biomedicine (Institutionen för biomedicin)
- ☞ Institute of Clinical Sciences (Institutionen för kliniska vetenskaper)
- ☞ Institute of Medicine (Institutionen för medicin)
- ☞ Institute of Neuroscience and Physiology (Institutionen för neurovetenskap och fysiologi)
- ☞ Institute of Odontology (Institutionen för odontologi)
- ☞ Institute of Health and Care Sciences (Institutionen för vårdvetenskap och hälsa)
- ☞ The Wallenberg Laboratory (Wallenberglaboratoriet)
- ☞ Core Facilities
- ☞ The Academy Office (Akademikansliet)

The template includes a header with Sahlgrenska Academy's letterhead logo in black, and a footer featuring the web address of the institute. The header and footer are fixed and are not allowed to be edited.

As a minimum, the following contact information must be included in the letter:

- ☞ The name of the institute
- ☞ Department, section or equivalent
- ☞ Name and title
- ☞ Postal address
- ☞ Telephone number
- ☞ E-mail address

You download the letter templates from
www.sahlgrenska.gu.se/internt/grafiskt/mallar



GÖTEBORGS UNIVERSITET
SAHLGRENSKA AKADEMIN

Institutionen för medicin

Avdelningen för klinisk näringslära

Professor Namn Namnsson

Besöksadress: Medicinaregatan 7A

Postadress: Box 459, 405 30 Göteborg

Telefon: 031-786 0000 (vxl) *Fax:* 031-82 94 75

E-postadress: namn.namnsson@gu.se

2008-01-07

1 / 1

Mottagare

Rubrik

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Med vänliga hälsningar

Namn Namnsson

Business cards and other printed stationery

When you want to order business cards or other printed stationery (preprinted paper, correspondence cards and envelopes) it is important that you comply with the vice-chancellor's decision in principle made in 2007. Information about ordering is available here:

dinsida.gu.se/grafiskprofil/Best_lla_visitkort_och_annat_kontorstryck

Paper

Many of the Sahlgrenska Academy's printed materials are printed on white or pale yellow-white paper. We recommend the following choices of paper.

Munken Lynx - natural white and available in grammages from 100 g/m² to 270 g/m².

Lessebo Linné - available in natural white and pale yellow-white, similar to Munken Lynx. Grammages from 70 g/m² to 400 g/m².

Paper thickness

Leaflets	150-170 g/m ²
Invitations	150-170 g/m ² or 250-300 g/m ²
Inside pages/enclosed supplements	100-120 g/m ²
Office paper	80-100 g/m ²
Folders	250-300 g/m ²
Covers	150-170 g/m ²
Covers with spine	240-300 g/m ²
Postcards	250-300 g/m ²

Recommended fonts

Helvetica Neue 77 bold condensed	Main headings and additions to main headings
Helvetica Neue 65 medium	Names, other information on theses, reports, posters and invitations
Helvetica Neue 55 roman	Names, other information on theses, reports, posters and invitationss
Adobe Garamond regular	Body text
Adobe Garamond bold <i>Adobe Garamond italic</i>	Highlighting words or sections in body text

Colours

Background colour	Decorative colour	CMYK coated	RGB
RED	Pantone 7433	C:33, M:85, Y:35, K:4	R:150, G:66, B:103
BLUE	Pantone 5425	C:57, M:33, Y:25, K:0	R:133, G:152, B:168
GREEN	Pantone 576	C:64, M:25, Y:91, K:5	R:118, G:143, B:67
LILAC	Pantone 7446	C:50, M:46, Y:0, K:0	R:141, G:139, B:199
YELLOW	Pantone 4535	C:22, M:18, Y:43, K:0	R:207, G:199, B:158
BROWN	Pantone 7505	C:44, M:54, Y:72, K:25	R:123, G:100, B:71
GREY	Pantone 422	C:46, M:32, Y:30, K:0	R:155, G:161, B:163



Contact us

If you have questions about our graphic profile, media contacts or issues related to information and communication don't hesitate to contact the information office at Sahlgrenska Academy

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