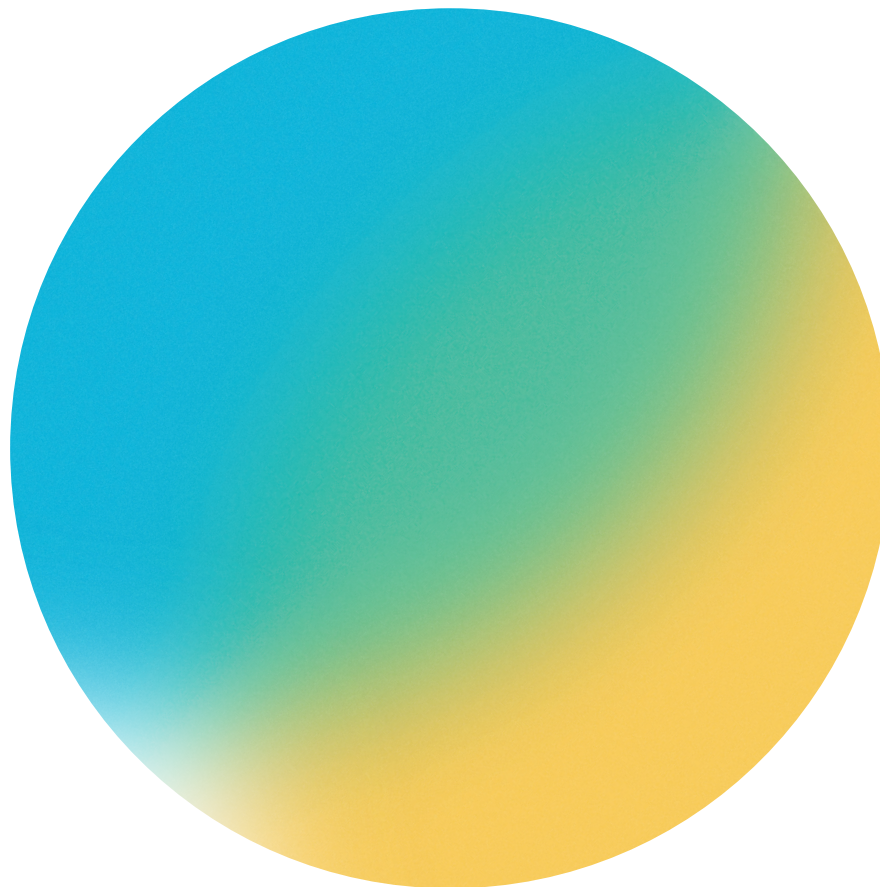# Guidelines for communication

SI and Sweden Alumni Networks

This guide is to help alumni networks create coherent and unified visual communication.
Here follows a few guidelines to help when designing online sites, printed materials
or when communicating in social media.

SI. Swedish Institute

1. The SI logo

SI. Supported by **Swedish Institute**

Si_Swedish_Institute_Supportedby_CMYK-BLACK.eps

SI. Supported by **Swedish Institute**

Si_Swedish_Institute_Supportedby_CMYK-WHITE.eps

The logotype comes in two versions, a black version and a white version. Do not change the colour or the shape of the logotype.

Alumni networks are not *official representatives* of the Swedish Institute. Therefore we provide a "Supported by SI" logo. Whenever you are doing something that in some way has gotten financial support from the Swedish Institute, use this logo in your communication material. You can use it next to your own logo or on its own. You are also free to place this logo in any other activity that you are doing with your network, *if your network is certified by the Swedish Institute.* If you are unsure if this logo can be used, please send an email to alumni@si.se and ask us.

> To get the logo, please contact: alumni@si.se

2. Free space around the logo

SI. Supported by **Swedish Institute**

To determine the clear space, measure the hight of the 'S' in the logotype. The clear space will change depending on the scale of the logotype.

SI. Supported by **Swedish Institute**

Anna Öhlund/imagebank.sweden.se

Dia quuntotaquas mo demod quos ilitinctatis duciam fugia volorerione eos enienia con corecep taturerum faceaquid magnissequae conem. Cea cum volumSentet por rerovit, volo quassequunt porios nisimet porum fugiatblamuscias eic totaqui blaborr ument.

SI. Supported by Swedish Institute
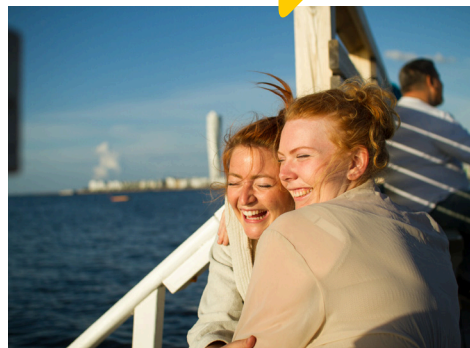

Anna Öhlund/imagebank.sweden.se

LOREM IPSUM

Odia quuntotaquas mo demod quos ilitinctatis duciam fugia volorerione eos enienia con corecep taturerum faceaquid magnissequae conem. Cea cum volum-Sentet por rerovit, volo quassequunt porios nisimet porum fugiatem reperspidi blaborio bero millum ea pe rerio blamuscias eic totaqui blaborr ument.

Ga. Et quas que quis quibus dolupta provid ut ilit harum int inti conet quo et estis-quis inimus modis sinciur alitiistiam aut labor aritem si iducim quostrupta parum hitae plia pliquo tem nonsequ atemque is ratque assim net aut veneseque porum in rem erem. Experatius pa volorep eliataquis susam, sunt aut lab ipiti omnis alicietum fuga. Fugit aut prepedi ssitem quae cus, ipid estem qui officab oribust, omnimos sequias peritat.

SI. Supported by Swedish Institute

3. Use photos from Imagebank Sweden

Anna Öhlund/imagebank.sweden.se

Sofia Sabel/imagebank.sweden.se

Stefan Berg/imagebank.sweden.se

Anna Öhlund/imagebank.sweden.se

Björn Olin/imagebank.sweden.se

Karolina Friberg/imagebank.sweden.se

Helena Wahlman/imagebank.sweden.se

Try choosing images that highlight the value of meetings and relations as this is the core of SI:s operation.

You can use any picture found in the image bank when communicating Sweden as long as it's for a non-commercial purpose. Full terms of use can be found here: http://imagebank.sweden.se/terms-and-conditions Please remember to write the photographers name and the source, for example like this: "Simon Paulin/imagebank.sweden.se".

> Download pictures from imagebank.sweden.se

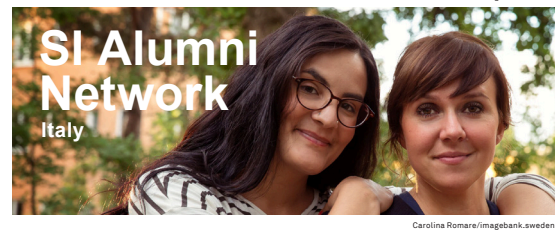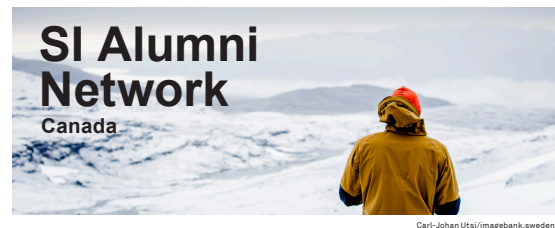## 4. Use the font Arial

Arial Regular

Aa

ABCDEF abcdef 1234
ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz
1234567890!%€$@#*&{]+

Arial Bold

Aa

ABCDEF abcdef 1234
ABCDEFGHIJKLMNOPQRSTUVXYZ
abcdefghijklmnopqrstuvxyz
1234567890!%€$@#*&{]+

5. Examples

When your network's name is written in pamphlets, banners or similar please use the font Arial.

6. Do not

Official Partner
SI. Swedish Institute

Supported by
Si. Swedish Institute

SI. Swedish Institute [Nation]

SI. [Nation]

You can have your own logo for the network, just please send it to SI staff to get it approved first as *there are certain elements that cannot be too similar to the official SI logo.* SI staff will guide and help you in this process and we also have readymade avatars and banners you can use for your digital channels that are in line with the Swedish Institute profile that we can send to you.