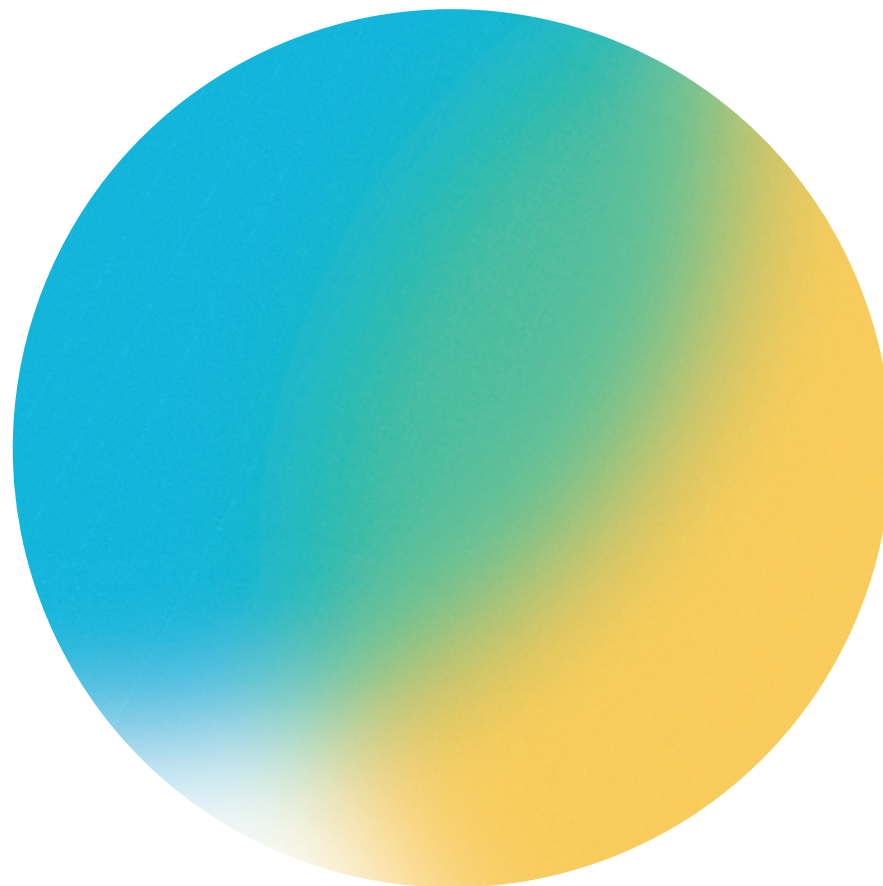


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# Guidelines for communication



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## 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.

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# 1. The SI logo



Si\_Swedish\_Institute\_Supportedby\_CMYK-BLACK.eps



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.

## SI and Sweden Alumni Networks

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](mailto:alumni@si.se) and ask us.

➤ To get the logo, please contact: [alumni@si.se](mailto:alumni@si.se)

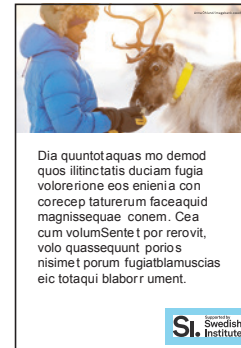
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## 2. Free space around the logo



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

supported by  
**SI. Swedish Institute**



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Anna Ohlund/imagebank.sweden.se

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### 3. Placement and use of the logo



#### LOREM IPSUM

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Do not use the logo as a substitute for images or headlines.



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The logo should primarily be placed in the lower right corner.



## 4. Use photos from Imagebank Sweden



Anna Öhlund/imagebank.sweden.se



Sofia Sabel/imagebank.sweden.se



Stefan Berg/imagebank.sweden.se



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



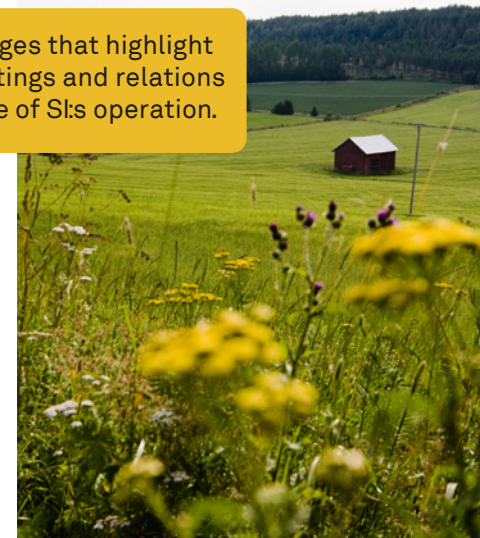
Anna Öhlund/imagebank.sweden.se



Björn Olin/imagebank.sweden.se



Karolina Friberg/imagebank.sweden.se



Helena Wahlman/imagebank.sweden.se

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](http://imagebank.sweden.se)

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## 5. Use the font Arial

Arial Regular

Aa

ABCDEF abcdef 1234  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!%€\$@#\* & {} +

Arial Bold

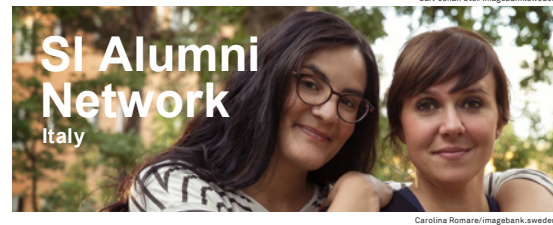
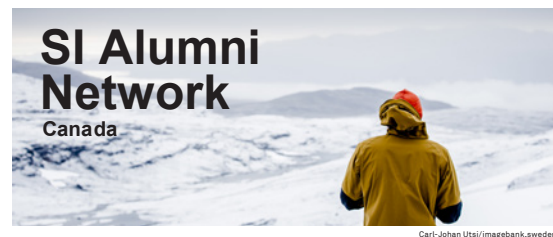
Aa

**ABCDEF abcdef 1234**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!%€\$@#\* & {} +**

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## 6. Examples



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

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## 7. Do not



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.



”The proportions of the logo should not be changed. Tip to scale proportionally: Hold down the “Shift” key and drag the corner until the object is the desired size.”

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