

Graphic guide for
Fojo
at Linnaeus University

Updated 2022-02-23





Logotypes

Fojo's logotype is read with black sub-text. The font is Ubuntu Medium for the red text and Adobe Caslon Pro Regular for the black text.

There is a negative version of the logotyp where the sub-text is white. This version should only be used in situations where the background is too dark for the original version. There is also a pure white version where all text, and the dots, are white. This white version can only be used on red background.

Original



Negative



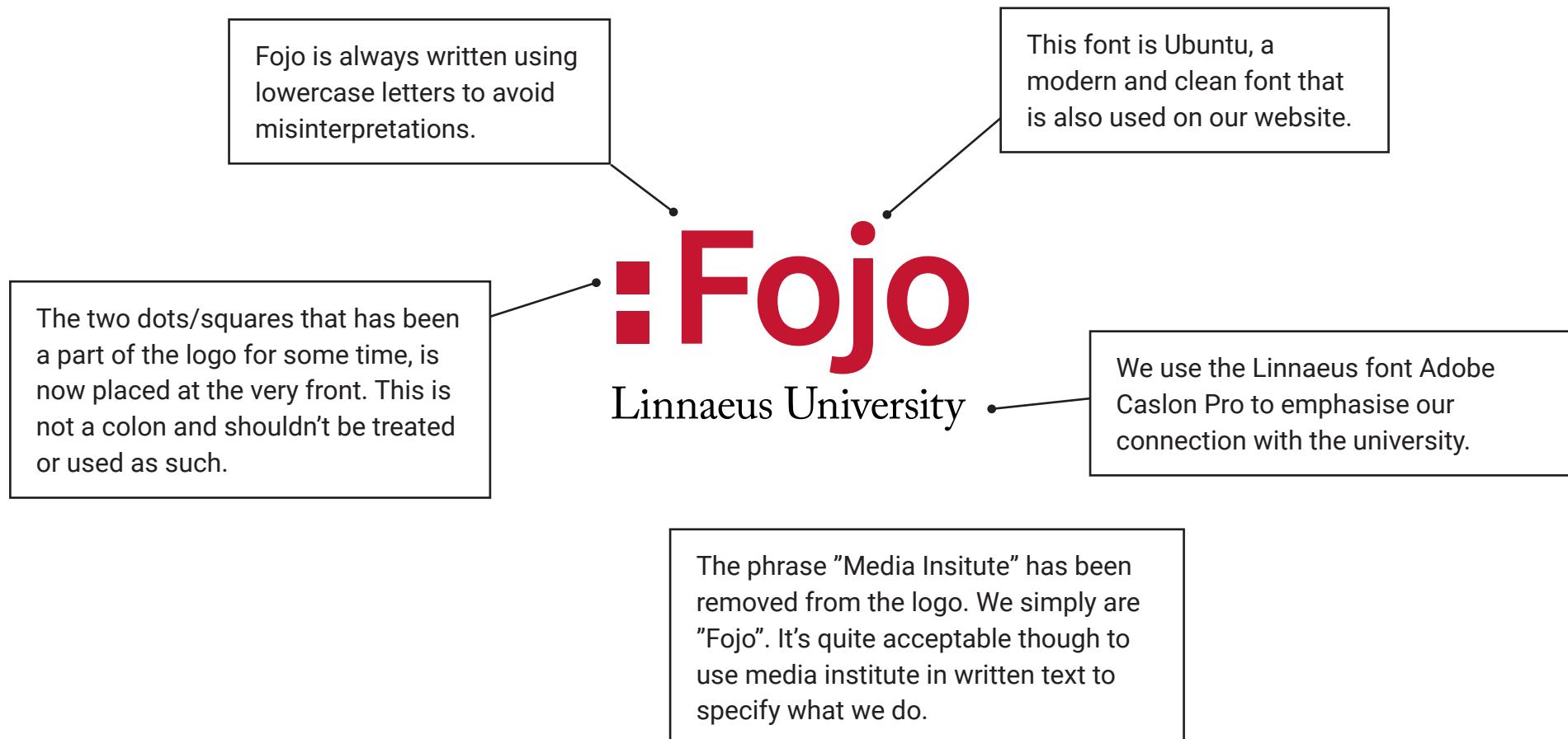
White





Logotypes

The logotype was created to combine the special traits of Fojo and the general profile from Linnaeus University.





Logotypes

It's possible to use taglines with the logo:



The vertical line is taken from
how Carolus Linnaeus created his
systematic formations and is used
broadly within Linnaeus University.



Logotyper

Our Swedish thematic projects has their own logotypes:



The base of the logo is the same.





Colours

Beside the basic colours of black and white, Fojo is using a primary colour: Fojo red. We also have a blue contrast colour that is used primarily on the web. The profile is complemented by a grey shade that could be used to create a contrast when needed.



Fojo red

CMYK	16, 100, 78, 6
Pantone	Red 187C
RGB	196, 18, 48
Hex	C41230



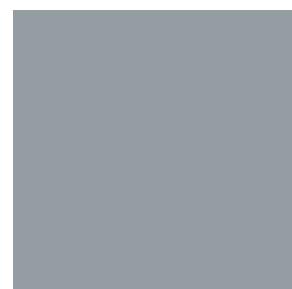
Black

CMYK	0, 0, 0, 100
Pantone	Black
RGB	0, 0, 0
Hex	000000



Fojo blue

CMYK	85, 46, 11, 1
Pantone	Blue 2172C
RGB	22, 116, 173
Hex	1674AD



Fojo grey

CMYK	5, 0, 0, 45
Pantone	Grey 430C
RGB	147, 155, 161
Hex	A0A5A9



Fonts

At Fojo, we are using four different fonts for our communication. One of them (Ubuntu) is only for headlines in print and also on the web. Another (Roboto) is used for body text on the web and sometimes for smaller headlines such as is graphics, explainers and so on. The third font, Adobe Caslon Pro, is used by Linnaeus University for body text in print and now also by Fojo. As a backup, we're also using Times New Roman since not everybody have access to Adobe Caslon Pro (because of licensing). Adobe Caslon Pro is part of the Adobe CC suite, which means that anybody using Photoshop, InDesign or similar, have access to the font.

Ubuntu Medium 500
(headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö

Roboto Regular 400
(body text webb)

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö

Adobe Caslon Pro Regular 400
(body text print)

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö

Times New Roman Regular 400
(body text print)

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö



Fonts

Headlines

Ubuntu is a Google Font and therefore free to use both online and for print. The default at Fojo is to use the two bolder versions, Medium and Bold, for our headlines. However, it is allowed to use Light and Regular if it seems fit for the occasion. The line-height has to be at least 1.1 times the font-size (eg line-height 32pt for font-size 28pt). Try to avoid using italics.

Ubuntu Light 300
(headlines)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö
a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö

Ubuntu Regular 400
(headlines)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö
a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö

Ubuntu Medium 500
(headlines)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö
a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö

Ubuntu Bold 700
(headlines)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö
a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö



Fonts

Body text online

Roboto is also a Google Font, free to use and download. Default body text on our website should be Roboto Regular, but it's allowed to use for example Bold (700) to enhance links and similar. Just as the case with headlines, it's acceptable to try other variants of the font if it's seems a good fit for the occasion. Line-height must at all times be a minimum of 1.1 times the font-size. Avoid using italics.

Roboto Thin 100
(body text web)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö
a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö

Roboto Light 200
(body text web)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö
a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö

Roboto Regular 400
(body text web)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö
a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö

Roboto Medium 500
(body text web)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö
a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö

Roboto Bold 700
(body text web)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö
a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö

Roboto Black 900
(body text web)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö
a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö



Ty whole

Body text print

At about the same time as Carolus Linnaeus studied at the Trivial school in Växjö, a man named William Caslon opened a type foundry in London. The expression of the font Caslon is very close to the typography used in Linnaeus work *Systema Naturae*. The font is characterized by high readability and an obvious elegance and therefore is widely used to this day. Fojo uses Regular 400 as default for body text with a line-height of minimum 1.2 times the font-height. Regular body text in letters, memos, reports, etc should use 10.5pt with a line-height of 13pt. *Note! If you don't have access to Adobe Caslon Pro, you should use Times New Roman with the same rules and guides.*

Adobe Caslon Pro Regular 400

(body text print)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö
a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö

Adobe Caslon Pro Semibold 600

(body text print)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö
a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö

Adobe Caslon Pro Bold 700

(body text print)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö
a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö



Templates

All templates and files will be found on Teams.

Team → Communication Office → General → Files → 2. Graphic Profile Swe, Eng (COM)



Business Cards

We do not print business cards for everyone by default, but any co-worker who wants a business card can request this.

Templates for business cards are available in Teams and we preferably print business cards locally within our project countries.

The red border on the back of the card contains our tagline but can be adapted, for example with local projects or programmes.





Rollups

There is a template for rollups in Teams that can be used to order from local printers in our international projects. In Sweden, it is the Communications Officer who produces and orders.

Rollups can be with or without image. Regardless of which, the logo and tagline should always be on the upper half and image (s) on the lower half.

We always use a black background on our rollups.



Letter template (Word)

We have two letter templates - one with a footer and one without a footer. It is free to use the template you think is best suited.

The image shows two side-by-side Microsoft Word documents. Both documents have a header with the Fojo logo and 'Linnéuniversitetet'. The left document has a footer at the bottom with the text: 'Postadress, Kalmar: Linnéuniversitet, Fojo, 391 82 Kalmar' and 'Postadress, Stockholm: Fojo, Box 2014, 103 11 Stockholm'. The right document lacks this footer. Both documents contain a main title 'Nu går skam på torra land med en tvåradig rubrik' and a subtitle 'Och här kommer en fin nedryckare eller underrubrik'. The body text is identical in both versions.

:Fojo
Linnéuniversitetet

**Nu går skam på torra land
med en tvåradig rubrik**

Och här kommer en fin nedryckare eller underrubrik

Ipsundignatem sum ne pa doluptae. Ut fugiamus. Ibus dem ellaut vendantor rero te sitis nosam ditatem fugiam quam commi tent mao bea vel ipiciatur, nime consequi ipiet et, optatiam exurum qui as eveleni hictur, commiatur rerum architectetur sam mulpa velit adi optratiem exurum qui as eveleni hictur, commiatur rerum architectetur sam mulpa velit adi consequo officiab orecest, odic tem quam hiliquo officipis susandi tatur, esequi aut plabo. Nem rem emitam, tem abo.

Nempore sit pliquis doluptatiem volupie nimoluptae porio et utatustem dolo debitata des pre voluptas impore quis aut prenum custest oratati bernate mporias nosandant que volorec epoller iaeperas ex entorio omnimus venisquam ius.

Aciilluptrum quam faccus. Laut et exerspelitas etus aut eum et oditi aliqui ipsam id untiam facium velquici inciti communi ciusam simus.

Explicabo. Ullit incillatur, quatitudinet ea de omnihil moloresia si dolupta porio. Ceatint officia quaeptam resit, optur? Nuscil dolliqui issus, qui volupta tquarist laboribea vitem lit ab imosimint laborehendit verro exera ditem ex ent ratium hiliquo offici restia que nimiligenis dolesto beat verspis aut andero et que nations equodit mo blam valor sed unt vollesti squibus eaque molendelent fugit eius volo cum restota tusanditene aur et de niendel luptassim cum que et faces eaque volupitiat fuga. Quat.

Uga. Itamusam facupt assedis rem nobitas as rendips amendaec ctemque eat.

Ut ratque et moditet fuga. Namet amus dolorionet expla isquiat ionsed min cus inis ut nobitiae quiamet a dolenimus etia dolorpor aut dolupta quasper feruptaeprae plan ea sit, statif nossint vellam, conse volupta tiost, quo et odipiet vernatum ius qui omnis conestatis accepta volum fuga. Ut dolorum quat, sitatem reperibusae. Emo essum, solorem vent aut iderspier erum voles ute volentitis explaut aut dolupta tusandis quo ve litetur aut quam quat aut ut optassim facusa pisquos eicac sin eius auda culupinem rempor mil ma dolo maximod itatus, asim necaborrum non eos dolupta caris max imporende etem et vitinis sit que odis am volupratemos adigni ium, nobisci ut aliue illaborporum ad qui dis minctortorum

:Fojo
Linnéuniversitetet

**Nu går skam på torra land
med en tvåradig rubrik**

Och här kommer en fin nedryckare eller underrubrik

Ipsundignatem sum ne pa doluptae. Ut fugiamus. Ibus dem ellaut vendantor rero te sitis nosam ditatem fugiam quam commi tent mao bea vel ipiciatur, nime consequi ipiet et, optatiam exurum qui as eveleni hictur, commiatur rerum architectetur sam mulpa velit adi consequo officiab orecest, odic tem quam hiliquo officipis susandi tatur, esequi aut plabo. Nem rem emitam, tem abo.

Nempore sit pliquis doluptatiem volupie nimoluptae porio et utatustem dolo debitata des pre voluptas impore quis aut prenum custest oratati bernate mporias nosandant que volorec epoller iaeperas ex entorio omnimus venisquam ius.

Aciilluptrum quam faccus. Laut et exerspelitas etus aut eum et oditi aliqui ipsam id untiam facium velquici inciti communi ciusam simus.

Explicabo. Ullit incillatur, quatitudinet ea de omnihil moloresia si dolupta porio. Ceatint officia quaeptam resit, optur? Nuscil dolliqui issus, qui volupta tquarist laboribea vitem lit ab imosimint laborehendit verro exera ditem ex ent ratium hiliquo offici restia que nimiligenis dolesto beat verspis aut andero et que nations equodit mo blam valor sed unt vollesti squibus eaque molendelent fugit eius volo cum restota tusanditene aur et de niendel luptassim cum que et faces eaque volupitiat fuga. Quat.

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Ut ratque et moditet fuga. Namet amus dolorionet expla isquiat ionsed min cus inis ut nobitiae quiamet a dolenimus etia dolorpor aut dolupta quasper feruptaeprae plan ea sit, statif nossint vellam, conse volupta tiost, quo et odipiet vernatum ius qui omnis conestatis accepta volum fuga. Ut dolorum quat, sitatem reperibusae. Emo essum, solorem vent aut iderspier erum voles ute volentitis explaut aut dolupta tusandis quo ve litetur aut quam quat aut ut optassim facusa pisquos eicac sin eius auda culupinem rempor mil ma dolo maximod itatus, asim necaborrum non eos dolupta caris max imporende etem et vitinis sit que odis am volupratemos adigni ium, nobisci ut aliue illaborporum ad qui dis minctortorum

Postadress, Kalmar: Linnéuniversitet, Fojo, 391 82 Kalmar
Postadress, Stockholm: Fojo, Box 2014, 103 11 Stockholm

Beöksadress, Kalmar: Pedalstråket 11, his Radix, 5v
Beöksadress, Stockholm: The Castle, Slottshacken 8

Telefon: 0480 - 44 64 00
Epost: fojainfo@lmu.se
Webb: fojo.se
Twitter: @fojo_lmu

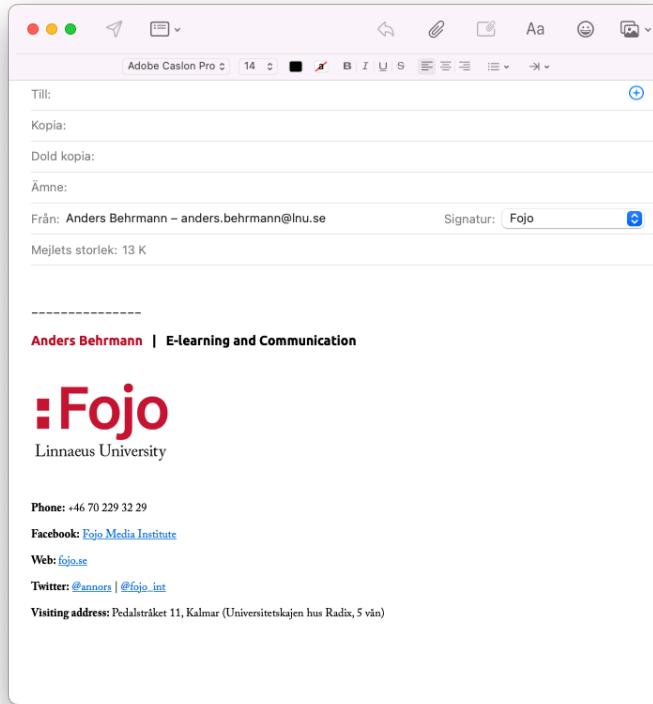


Email

Templates for email signatures are also available in Teams. It is optional if you want to use the Swedish or English version of the logo, but remember to use the file called "Fojo_sv-sign.png" or "Fojo_en-sign.png".

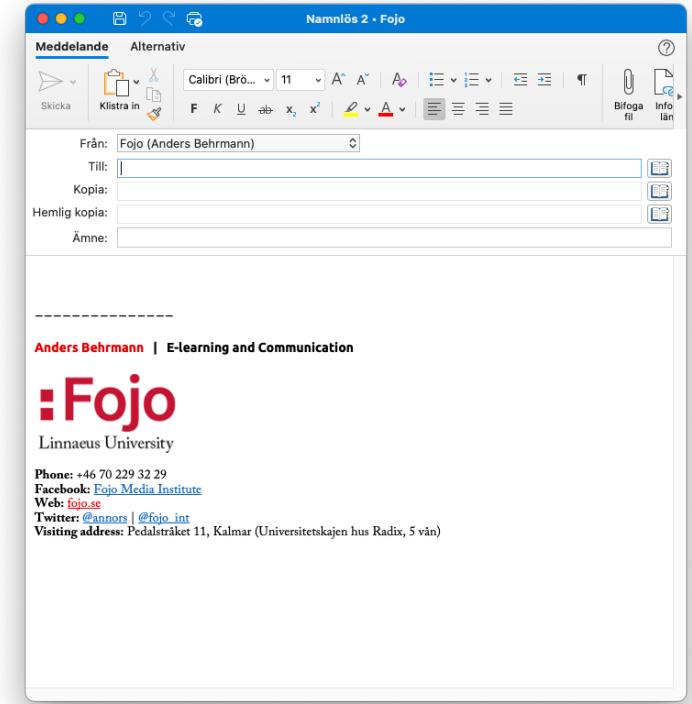
The signatures differ slightly between Apple Mail and Outlook due to limitations in the different programs.

Remember to use the correct font, preferably Ubuntu for your name and Adobe Caslon Pro for the contact information.



Apple Mail:

Mail-menyn -> Settings -> Signature



Microsoft Outlook:

Outlook-menyn -> Settings -> Signature

PowerPoint

Our PowerPoint template has two sets of pre-built slides - one with a light theme and one with a dark theme. It's the same structure on both themes, just different colours.

In each theme there are seven page templates:

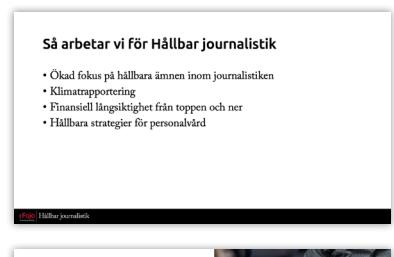
- Heading
- Title and content
- Blank page
- Section heading
- Half-page image
- Full-page image
- Two columns

You can of course edit your slides freely when making presentations, as long as you stick to the correct font and colors.

The Swedish thematic projects have templates with their respective logo variants.



Heading



Title and content



Half-page image



Full-page image



Two columns



Heading



Reports and other publications

Reports and other publications that fall into the more extensive category (typically 5+ pages) have two types of templates:

- **Word**

For reports that do not need to be designed but where the focus is on content, for example when project managers themselves write reports to donors or partners.

- **InDesign**

For publications that are to be made public and published on our site. Clear focus on design and layout to create a stylish and attractive product. Requires that you hire a person with good feeling and experience from InDesign.

In both cases, it is important to adhere to our fonts and colors.

