

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



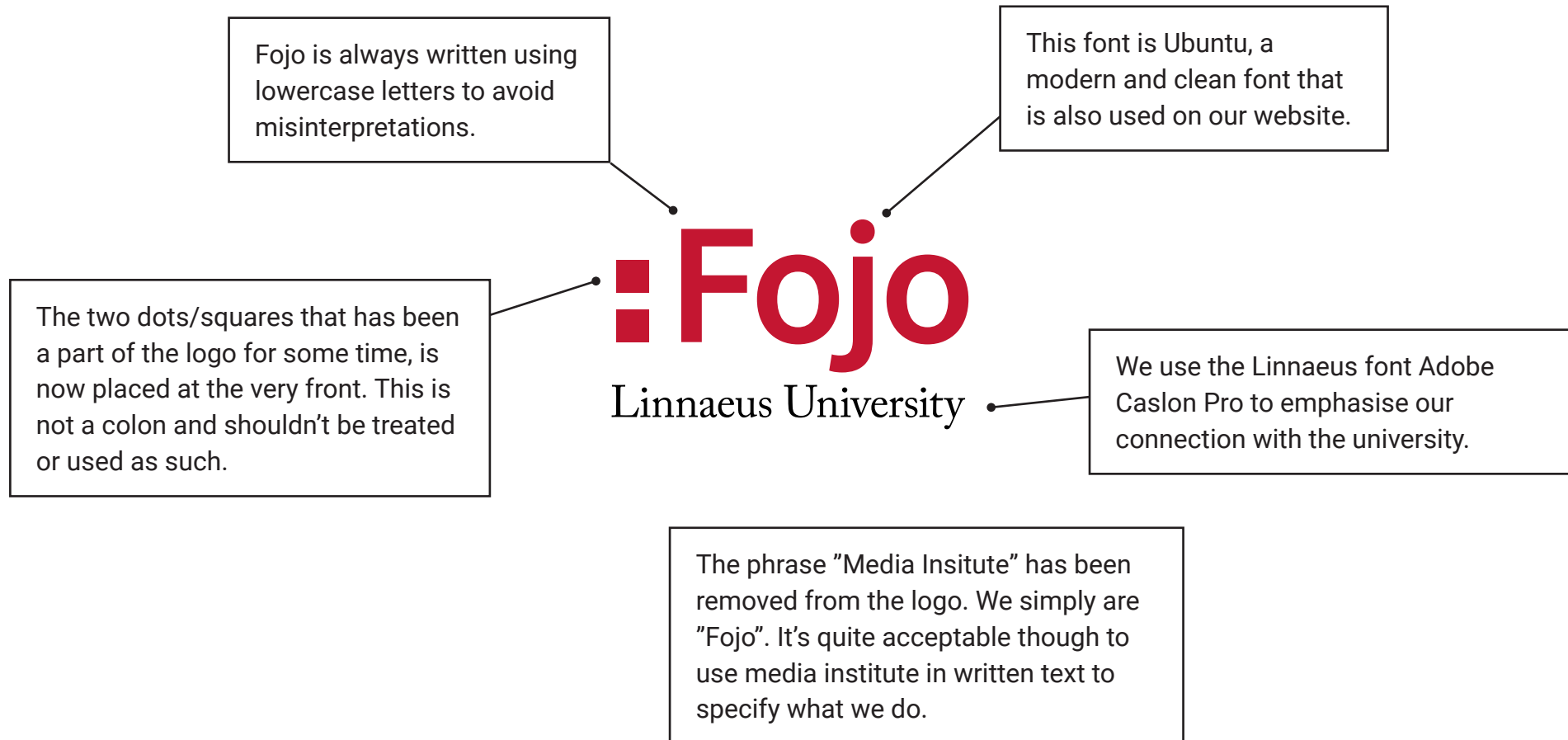
White





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:



Hållbar journalistik



Sustainable journalism

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:



Demokratijouren



Offentlighetsjouren



Faktajouren



EU-kollen



Frilansakuten



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)

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö

Ubuntu Regular 400
(headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö

Ubuntu Medium 500
(headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö

Ubuntu Bold 700
(headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö



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)

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö

Roboto Light 200

(body text web)

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö

Roboto Regular 400

(body text web)

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö

Roboto Medium 500

(body text web)

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö

Roboto Bold 700

(body text web)

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö

Roboto Black 900

(body text web)

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö



Typsnitt

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)

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzääö

Adobe Caslon Pro Semibold 600

(body text print)

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzääö

Adobe Caslon Pro Bold 700

(body text print)

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzääö



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 the 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.

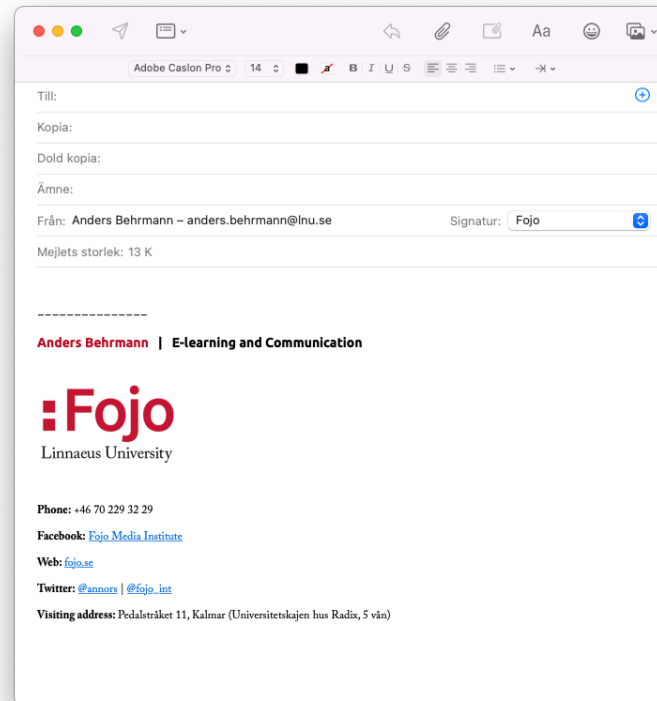


Email

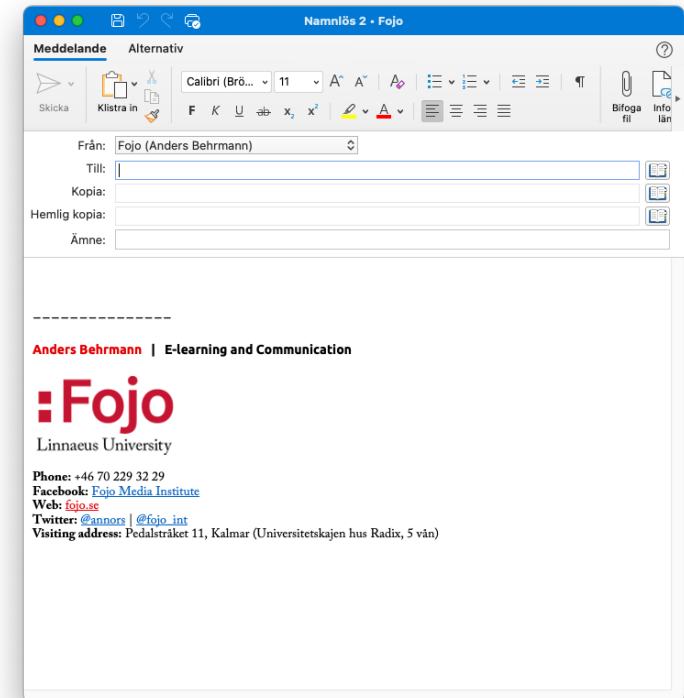
Templates for email signatures are also available in Teams. It is optional if you want to use the Swedish or English version of the logo, but remember to use the file called "Fojo_sv-sign.png" or "Fojo_en-sign.png".

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

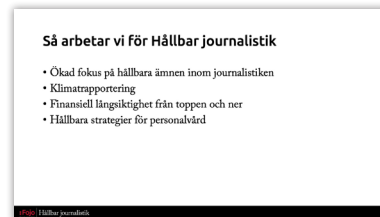
Our PowerPoint template has two sets of pre-built slides - one with a light theme and one with a dark theme. It's the same structure on both themes, just different colours.

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.



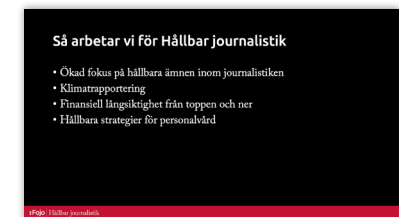
Heading

Title and content

Half-page image

Full-page image

Two columns



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.

