

GRAPHIC IDENTITY

GOTHENBURG – THE DESTINATION

DEFINING THE IMAGE OF GOTHENBURG TOGETHER

Every successful organisation is represented by a clear symbol – a logo. In addition, they are characterised by an ability to successfully convey who they are and what they are good at. Of course, this can only be achieved through careful management of the organisation's identity. Our identity comprises far more aspects than just our logo. This graphic identity manual describes how we manage our brand from a graphic perspective, and provides rules for how our graphics should look.

With the help of the guidelines in this manual, we can create the associations we want our brand to evoke. The manual supports our communication activities, and should be used for all our visual material – from advertisements and signs to web publications. A consistent image makes us more competitive.

A graphic identity manual can never be either exhaustive or definitive. We will continuously update this manual as new guidelines and applications are introduced.

OUR CORE VALUES CREATE THE SOUL OF THE BRAND

All communication regarding the destination starts with our core values. They are the very soul in our brand and business.

PLEASANT

Gothenburg is a city where people flourish. Locals and visitors think of the city as a friendly and welcoming place where it is easy to find positive connections with others.

PLURALISTIC

Gothenburg has a fantastic range of activities and meeting places. The attitude is open and tolerant – we see pluralism as a great asset in Gothenburg's continuous development as a destination.

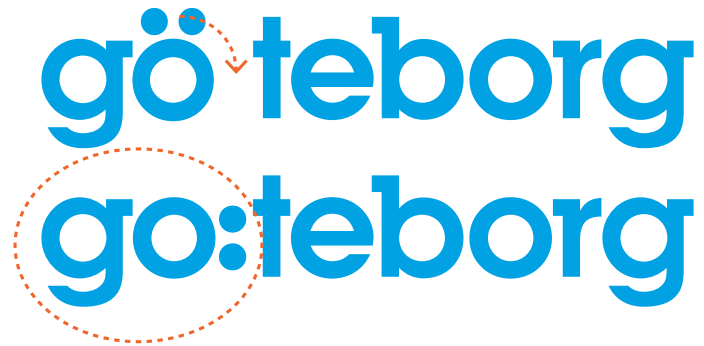
INSPIRING

The city offers creative experiences and brings out the desire and creativity in people. The selection and pluralism are unique features and inspire locals and visitors to see and think in new ways.

LOGOTYPE

Gothenburg's identity as a destination is based on people's different needs – and desires – to do something. It is about the desire to travel to Gothenburg to do or experience something special.

We use an international version of the logotype for communication outside the Nordic and German markets.



We have inverted the letter ö one step clockwise to get both the letters ö and o in the same written word.

go as in the word “go” in English.

go as in the word “go” in Gothenburg vernacular. (Meaning “friendly” or “likable”.)

go:teborg

The logotype for the destination Gothenburg is used on the Swedish and Nordic market.

gothenburg

We use an international version of the logotype for communication outside the Nordic and German markets.

NOTE! The Swedish logotype should always be used when in Sweden or other Nordic countries – even for communication in English.

LOGO COLOUR

Gothenburg's logo colour is blue.

The white logo should be used when the logo appears on pictures or against a coloured background.

The black logo should be used if specific printing conditions require it.

PANTONE PROCESS BLUE C

CMYK: 100/10/0/0

sRGB: 0/148/216

HEX: 0094D8

NCS: ≈S 1565-B

► The white logo should be used when the logo appears on pictures or against a coloured background.
The black logo should be used if specific printing conditions require it.

FREE SPACE AND PROHIBITED USE

The logo is often displayed along with other information, other graphics or other logos. To ensure that the logo is clearly visible in these contexts, a specific amount of free space must be left around it. No elements can be placed in this space. A good rule is to always leave the area around the logo free from other graphic elements.

The size of the free space is determined by the size of the letter "o" in the logo.

Our logo is unique and patented. This means that it is strictly prohibited to recreate the logo in a different version, with a similar design and similar lettering, or to use any parts of the logo separately. It is also forbidden to manipulate the logo's shape in any way.

The logo may never be placed in or used as part of the body text. The word image can in no way be emulated within the text.



~~Want to explore Go :teborg on your own ?
We have produced two nice trips that take you to
several historic sites in town. The first foot and the
other with a tram.~~

~~go:teborg has something for all tastes
– world-class shopping, star restaurants and a
rich entertainment and cultural events. Most are
within short walking distance, which makes for a
busy long weekend~~

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SMALLEST PERMITTED SIZE

To guarantee readability, the colour logo may never be smaller than 18 mm. The black and white logo is permitted in sizes down to 13 mm.

go:teborg



18 mm
60 px at this web
Smallest permitted size.
Colour logo

go:teborg



13 mm
45 px at this web
Smallest permitted size.
Black and white logo

go:teborg



13 mm
45 px at this web
Smallest permitted size.
Negative logo

GO

Gothenburg has a new identity and tone based on the “go:” concept.

This concept is central to all communication regarding Gothenburg as a destination. Our aim is to enhance Gothenburg’s image as a city associated with tourism, events and knowledge.

The logo go may only be used along with the logo for the destination.



go:

MESSAGES WITH GO

The go logo could preferably be used along with a message.

The approved words are listed here. If you want to use other words please contact the communications department for approval.

ACCESSIBLE
AHEAD
ALL IN
BE AMAZED
DISCOVER
ENJOY
EXPERIENCE
EXPLORE
FEEL THE BEAT
FEEL THE VIBE
FOR CHANGE
FOR GOLD
FOR SUCCESS
FORWARD
GOURMET
JOIN THE PARTY
MAKE MEMORIES
MEET
PARTY
SHARE YOUR IDEA
SHOPPING
SUSTAINABLE
TASTE
TOGETHER
VISIT

MESSAGES WITH GO

The go logo may only be used with Lutz Headline.

The height of the letter “t” in the Gothenburg logo determines the height of the upper case letters in the text.

go:EXPLORE

Example of the go logo in combination with text.

go:EXPLORE

The height of the letter “t” in the Gothenburg logo determines the height of the upper-case letters in the text.

PLACING AND SIZE

When the logos appear on the same page, go is normally placed in the upper left corner and Göteborg down to the right.

The starting-point is that the logos are given the same width.

It is important that the logos get the right size, placing and free space to do them justice.

go:
FEEL
THE
VIBE

go:teborg

IDENTIFYING TYPOGRAPHY

Identifying typography consists of a few carefully selected fonts that are consistently used in all our printed material. Identifying typography makes it easier to distinguish Gothenburg as the issuer.

DIN Pro

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvXx
ABCDEFGHIJKLMNOPQRSTU

DIN Regular and Light is used for shorter facts and information texts and intermediate headings in print productions. DIN Bold is used for headings and only in upper-case letters.

GEORGIA

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvXx

Georgia Regular is used for body copy in communication material and in web publications.

LUTZ HEADLINE

ABCDEFGHIJKLMN
OPQRSTUVWXYZÅÄÖ

Lutz Headline is used along with the go logo. Lutz Headline is only available in the upper-case.

ARIAL

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvXx

Arial Regular is used for headlines and information texts at goteborg.com

EVERYDAY TYPOGRAPHY

When producing material in-house and in a daily context, we use fonts that already exist in our computers. Gothenburg uses Georgia as an everyday font, except for charts and tables, Excel-documents, where Arial is to preferred.

GEORGIA

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvXx

Georgia is used for material such as letters and PowerPoint presentations.

ARIAL

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvXx

Arial Regular is used for charts and tables.

COLOURS

Colours are an important part of the graphic identity. The broad colour palette is carefully chosen, signalling the destination core value pluralism and typical Gothenburg features. From the ocean, the Älvsborg bridge, harbour cranes and navigation marks via parks, the lion and crown on the fortifications, to bricks, cobblestones, concrete and cliffs.

COOL GRAY 11 C CMYK: 0/0/0/80 sRGB: 87/87/87 HEX: 575757	PANTONE 302 C CMYK: 100/75/40/0 sRGB: 0/74/110 HEX: 004A6E	PANTONE PROCESS BLUE C CMYK: 100/10/0/0 sRGB: 0/148/216 HEX: 0094D8	PANTONE 7472 C CMYK: 60/0/30/0 sRGB: 102/193/191 HEX: 66C1BF	PANTONE 376 C CMYK: 50/0/90/0 sRGB: 149/194/61 HEX: 95C23D	PANTONE 7405 C CMYK: 0/14/100/5 sRGB: 248/207/0 HEX: F8CF00	PANTONE 173 C CMYK: 0/80/95/0 sRGB: 233/78/36 HEX: E94E24
COOL GRAY 5 C CMYK: 0/0/0/40 sRGB: 178/178/178 HEX: B2B2B2	CMYK: 37/18/15/5 sRGB: 167/186/200 HEX: A6BBC9	CMYK: 100/10/0/0 40% sRGB: 164/214/245 HEX: A4D6F5	CMYK: 60/0/30/0 40% sRGB: 205/232/231 HEX: CDE8E7	CMYK: 50/0/90/0 40% sRGB: 216/231/185 HEX: D8E7B9	CMYK: 0/14/100/5 40% sRGB: 255/236/173 HEX: FFECAD	CMYK: 0/80/95/0 40% sRGB: 249/191/159 HEX: F9BF9F
COOL GRAY 1 C CMYK: 0/0/0/15 sRGB: 227/227/227 HEX: E3E3E3	CMYK: 10/3/2/5 sRGB: 226/235/239 HEX: E2E9EF	CMYK: 100/10/0/0 20% sRGB: 212/234/250 HEX: D4EAFA	CMYK: 60/0/30/0 20% sRGB: 234/243/243 HEX: EAF3F3	CMYK: 50/0/90/0 20% sRGB: 236/243/222 HEX: ECF3DE	CMYK: 0/14/100/5 20% sRGB: 255/246/217 HEX: FFF6D9	CMYK: 0/80/95/0 20% sRGB: 253/224/208 HEX: FDE0D0

IMAGE PHOTO STYLE

The image photo style plays a vital part in the graphic identity of the destination. In brief, the selection of images should reflect our core values: pleasant, pluralistic and inspiring.

Views and perspectives

A view has to say more than just landmarks, buildings or scenery. Add inspiration with an interesting angle, light or cut.

Details

Show the city from a close up perspective. It is sometimes preferred when showing characteristic features for the destination: a tram number, a detail from the shipyards or the yellow bricks.

People

The core value pleasant is best communicated close up. It is important that portraits feel spontaneous to show life and movement.

Variation and dynamics

We work with images of various kinds. It can often get boring if all images are photographed from the same distance and angle. It is better to let different kinds of images complement each other. Let the images reflect pluralism.

In style we should always aim for images with a mild colour tone, with less saturation – a modern, creative feeling.



CHOICE OF PAPER

An uncoated paper gives a calm and elegant impression. The matte finish is pleasant for the eye and suitable for text as well as photography. It works well for correspondence and more.

A coated paper is a useful complement to the uncoated paper. The glossy finish makes it suitable for photographs, covers and more.

UNCOATED

Exemple:

Scandia2000, Anatalis.

Munken Polar, Arctic Paper.

COATED

Exemple:

Imperial Gloss

MultiArt Silk, Papyrus

COLLABORATIVE USE

The logotypes can be used in collaborative projects between Göteborg & Co and others marketing the destination. This should be carried out according to guidelines in the manual.

One condition is that the project should be clearly in line with the core values and message that the brand Gothenburg aims to represent.

Please note that the project logotype should be placed in the lower left corner, in the same size as the Gothenburg logotype.



The project logotype is placed in the lower left corner, in the same size as the logotype for destination Gothenburg.

The destination Gothenburg logotype is always placed in the lower right corner.

EXAMPLES OF COLLABORATIVE USE



EXAMPLES OF COLLABORATIVE USE



CHALMERS



GÖTEBORGS UNIVERSITET

go:teborg



Velecesquam ne volupid undigen inoluptum quidiam dempoo et facem
eiuntione quiduntur? Voluptasque et reret int. Gendant officae molore-
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fugiatio quides molis non entur. Paclandere ne nus, conneque pre ex exum
doluptatus, cum nullast etus sumquam et a

Sjöfartsmuseet
AKVARIET GÖTEBORG

go:teborg