Image policy for Linköping University

New brand platform – new visual language

At Linköping University, images are a cornerstone of our communication with our target groups. As the university adopts a new brand platform, a new form of photographic expression, i.e. a new visual language, is also being developed.

Our new visual language is based on the brand platform (aim, position, promise). Consequently it helps build LiU’s brand, increasing the university’s attractiveness and competitiveness. With the position of innovators comes an innovative mode of expression that strengthens LiU’s brand recognition and distinguishes its communication from the competitors’.

It is an innovative visual language, like nothing else in the Swedish higher education sector. Our images should have artistic quality, it should be clear that they were taken by someone with an eye for photography, who can capture an interesting angle, something aesthetic or unpredictable, or a significant moment. The photographer has a presence, and the observer gets the chance to borrow the photographer’s perspective, to discover a LiU that he or she would otherwise probably never have noticed.

This innovation in terms of content and expression could be described as follows:

From LiU spirit to LiU attitude

There is nothing new about showing what’s going on at LiU. What’s new is what we show and, especially, how we show it. One of the most important objectives of our images is to add emotional values to the story of Linköping University. The images should spark emotions, emotions that the observer will associate with our brand.

We gather these emotional values within the concept of the “LiU spirit”. The LiU spirit originates in how the university undertakes its mission (education, research and collaboration). It is based on our drive, our openness, our trust in people, our curiosity, our innovativeness, our ambition, our hard work and our desire to make a difference. We’re an underdog – we try harder and people can see this.

From descriptive to evocative

We talk about our visual language as “documentary with a twist”. This means we want to arouse interest rather than inform. We want to show how things really are, but we don’t necessarily show everything. By choosing excerpts from reality we
highlight details, people and situations that strengthen our story, and consequently our brand.

We take what is commonplace and make it fascinating, beautiful. We make what is inaccessible interesting and comprehensible. This aim gives us the opportunity to use behind-the-scenes images. Instead of showing the finished product we can present the pathway it took. And we are open to showing failure as well as success. We spark curiosity in what the university does, and admiration for what we achieve.

**From object to subject**

Linköping University is not its buildings, its campuses or its research centres. Linköping University is its people. Everyone who studies and works here is a star in our story. Because they are the people who enable us to achieve our aim – to enable individuals to take on the challenges of the day.

These people are portrayed using the strength and skills they possess, not what part of the university they work in or what their title is. Our images convey curious, innovative and unassuming personalities – and the interaction between them. Genuine personalities; LiU offers freedom and the scope to be yourself – completely.

**From observing to participating**

By starting studies or employment at LiU you gain access to a new world. It enables you to make use of everything on offer, to get tools, methods and environments – so you can make a difference and be part of something greater. Around the clock, every day. Studying, just like doing research, is a lifestyle, not a nine-to-five activity.

We love what we do, and therefore we want to share it with you. We invite the people who look at our images to take part in what is going on here, just as everyone is welcome to visit our physical meeting places. We take them behind the scenes, to student parties, into the kitchen at the student union, up on stage and into the workshops.