

# The Mid Sweden University Brand Book



**Mittuniversitetet**  
MID SWEDEN UNIVERSITY

Today, there are more than 50 universities and university colleges in Sweden. Some are strictly specialised, but most of them offer a wide range of exciting educations.

It is not always easy to grasp the difference between the universities, and still, this can be the decisive factor – especially for prospective students.

This is why we, the senior university officers, decided to make this brochure. We are proud of what makes Mid Sweden University so special, and we would like to tell as many as possible.



Anders Söderholm  
Vice-Chancellor, Mid Sweden University

# YOU ARE A PART OF THE BRAND

All of us working at Mid Sweden University influence the Mid Sweden University brand, simply because a brand is so much more than a logotype. It consists of everything that gives the world around us an idea of what to expect from us.

Our world and society change with increasing speed. The information noise increases. Services and goods become more similar and easier to copy. This is also the case in the world of education and research.

As the competition for attention increases, more and more actors battle for students, teachers, researchers, research funding and relations with trade and industry. The winner is the one who manages to break through the mass of information swirling around us. To win, you need a clear and relevant message on the recipient's terms – on the right level, through the right channels and exactly when he or she wants it.

## **A STRONG BRAND PAVES THE WAY**

It is important to strengthen the image of Mid Sweden University. We must be easy to find and it must be easy to understand what we stand for. Therefore, we need a uniform image. We want the surrounding world to quickly understand what Mid Sweden University can offer. This way, it is easier for us to attract and keep top performers. It also makes our work with decision-makers, trade and industry, administrative bodies and opinion multipliers easier.

## **EXPECTATIONS AND TRUST**

Our brand should guarantee that our activities keep the quality we promise, and it should also evoke emotions and associations. The brand is a promise to everybody we come into contact with. And a promise is about trust. What Mid Sweden University promises turns into the recipient's expectation and gives us something to live up to.

This means that the brand has both internal and external consequences:

- Our activity: What we do and who we are
- Our message: What we express about ourselves and how we say it
- Our profile: What we look like

On the following pages, you will find everything you need to communicate the most important parts of the Mid Sweden University brand.

# SHOW WHAT WE STAND FOR

Our core values are important to reach our goals. They should leave a footprint on everything we do – every lecture, every conversation and every meeting – every day. Then our brand will be filled with the right energy.

The core values of Mid Sweden University are the result of many discussions and analyses. But they will not be brought to life and will have no meaning until you put them into practice. Not only what you say is important, but also what you do.

Our core values are not independent, but interwork and support each other. They are frequently communicated internally, but externally, they are more like a natural part of the experience than the words we emphasize.

**PROXIMITY**      between students and teachers, education and research, education and working life and research and society.

**CURIOSITY**      to be able to learn and discover new things, to gain new perspectives and to stimulate us to try.

**BENEFITS**      for the student during his or her studies and in view of the working life, benefits for cooperation partners through new perspectives and new knowledge, benefits for employees through stimulating and rewarding tasks, benefits for society and its knowledge development.

# A PROMISE THAT ENCOURAGES US

The brand promise is what we promise each other, our students, our researchers and society. It covers what we stand for and what we strive to achieve.

The promise is used as support for our daily work and is not communicated externally the way it is phrased here. But the basic line of the promise is what we offer all of our students and interested parties.

## **The Mid Sweden University promise:**

To discover, develop and fulfill opportunities together with students and partners

This means that at our university, the step towards new opportunities for the future must never be too big. We strive to arrange powerful encounters that result in energy. We also want to offer an inspiring environment, a natural melting pot for new ideas.

It also covers what you as a single employee can do for students, researchers and cooperation partners to help them find their future opportunities, because we all know that education and research is about giving people courage and solid tools to realise their dreams for the future. And this is exactly what Mid Sweden University does!

# TELL THE WORLD WHAT WE DO

Mid Sweden University has many unique business activities, and obviously this is something we should use in our communication in order to differ. We would also like to point out that we have a different way of looking at things.

A great part of our business activities are based on the unique forests and mountains of the region. Furthermore, we have several unique research areas and programmes with a unique specialisation or syllabus. Criminology, Sports Technology, Photo Journalism, Ecotechnology – the list of specialised programmes could be made long. These unique activities give us our very own profile, from which also the more traditional programmes and courses benefit.

## **A UNIVERSITY WITH PROXIMITY TO WORKING LIFE**

We prioritise our relationship with the surrounding world. This is a strategic choice for our business activities and something we like to talk about, as we are convinced that an authentic education and research in cooperation with trade and industry will give us appreciable results.

We are always looking for ways to cooperate with different actors in society – because that is where the opportunities of tomorrow can be found.

## **STRONG FAITH IN THE CAPACITY OF THE INDIVIDUAL**

We always strive to find new ways to make it possible for students to gain further skills and develop according to their needs. This proximity between students and teachers as well as between education and working life has turned out to be an excellent way to supply the students' needs and create new opportunities. Distance education, shorter professional trainings and summer courses are other examples. And thanks to dedicated teachers who work close to the students, we are able to help each and every one reach their goals.

# SHARPENED ARGUMENTS THAT AFFECTS YOU

We have many different target groups and obviously we have to adapt to what is important and relevant to each and every one. Politicians and decision-makers are attracted to other arguments than current or prospective students.

Mid Sweden University is an important centre in the dynamic knowledge and competence flow of Mid Sweden. This also means that we have many target groups and interested parties – from the government, administrative bodies and the university board to individual students and study counselors. Each target group must receive offers, information and messages on the right level and thus will help us reach our goals. These are some examples of core messages to prioritised target groups. The core messages show the direction of the message.

## **Core message, regional students:**

### Proximity to new opportunities

We know that regional students are often uncertain of what to study and that the proximity is an important factor. This is why these texts focus on meetings that result in energy as well as people and environment that inspire to new ideas. A multi-campus university and distance education could also mean that the future student does not even have to move. Broad educational programmes, shorter, professional education and distance education create new opportunities.

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**Core message, national students:**

Realise your dreams for the future!

We know that students from other parts of the country primarily choose Mid Sweden University because of a particular course or programme. This is why we focus on the unique courses and programmes, the possibilities of distance learning or virtual classrooms, as well as studies and research based on the unique region. Our three campuses all offer a dynamic cooperation with local trade and industry.

**Core message, international students:**

Realise your dreams – set new goals – reach further

Our communication must harmonise with the message to promote Sweden as a study destination. The core message is Challenge yourself – study in Sweden, and on the next level Develop skills for tomorrow, Reach your full potential and Experience a culture of innovation, messages in line with our brand platform. In our communication we must focus on our strengths, like our unique education, the idea of an authentic university and the proximity between teachers and students.

**Core message, trade and industry:**

Use the proximity to new knowledge!

We know that companies in the region can benefit from the knowledge development of an active university. We also like to point out the possibility to take part in innovative research and knowledge development, as well as the possibilities to take an active part in degree projects and find top-class talents when they peak. It is also important to focus on how interaction can increase the competitiveness for companies and the region as a whole.



# AN INSPIRING TONE

Our inspiring tone is the emotion we want to communicate and fill our external communication with – the feeling of Mid Sweden University. In texts and pictures, it must be extra clear what kind of university we are and what we stand for.

## **PLAIN, SIMPLE LANGUAGE**

In all texts, we must express ourselves in a straight and simple way, with seriousness and credibility. This means that we must avoid complicated terms, abbreviations and dated expressions. What we write must have a meaning for the recipient (benefits).

In all texts we must also use a language that all recipients are comfortable with. This means that we have to be perceptive, get to know our target groups and understand their world (proximity).

Our texts should inspire and express ambition, will and energy. The way we express ourselves reveals a drive and a refreshing inquisitiveness (curiosity).

## **PICTURES AND ILLUSTRATIONS SHOULD TELL STORIES**

In our profiling communication, our pictures should give hope for the future and a sense of great opportunities, in some cases with a touch of courage and undauntedness.

This is why we choose motives that capture a moment and feel spontaneous. We do not try to beautify situations, confirm a stereotype or document a profession, but show moments that leave a mark, that have a great impact on the individual. We want our pictures to be colourful, rich in contrast and intensive.

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### **ATTRACTIVE POINTS OF CULMINATION**

In the case of student recruitment, we use pictures that illustrate situations or moments within the area of a specific profession – desirable moments in our students' and researchers' future working lives.

We want the motives to generate a positive and inspiring emotion. The pictures, in combination with the text, should make clear that the right education can get you where you want to go. We should strive for pictures with human presence and moving images.

### **A CLOSE-UP VIEW OF OUR ACTIVITIES**

Our activity views are not as tightly connected to the future dream profession as our profile pictures. We get the motives from our three campuses and all participants should be students or staff at Mid Sweden University.

Portraits should be cropped down and taken with a shallow depth of field. Portraits for an international target group may be an exception. In this case, an “arm's length away” may be more suitable.

# A SUMMARY THAT STICKS WITH YOU

The tag line is a summary of what we stand for – a collective expression of who we are, our core values and our promise. We should use this tag line as often as we can to hammer home the message.

You will see the Mid Sweden University tag line in many contexts – on banners, shirts and bags, in brochures, printed material and advertisements.

It is based on the idea that Mid Sweden University is an environment that makes it possible for students and researchers to realise their goals and dreams for the future.

The more we use this expression, the more it will be connected with Mid Sweden University.

**The Mid Sweden University tag line:**  
Discover your opportunities

# NOW IT IS YOUR TURN

We have tried to provide you with a simple tool box to show you how the different parts of the Mid Sweden University brand platform should interact.

But it is only a platform. It is with great pleasure we would like to invite you to continue this work. Only when you behave with proximity, curiosity and focus on benefits, the Mid Sweden University brand will be filled with life. When you are able to help students and partners to discover new opportunities and realise their dreams for the future, our brand promise is fulfilled.

And this is when our brand can grow really strong and generate positive expectations – with pupils and their teachers, students, study advisers, partners and decision-makers within public authorities and trade and industry.

What will your contribution be? How can we, the senior university officers, support you? And what can we do together?

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