

An aerial photograph of the Gothenburg city skyline, featuring several prominent skyscrapers and a large stadium on the left. The city is reflected in the water in the foreground. The text "BRAND COMMUNICATION GUIDELINES" is overlaid in large, white, bold, sans-serif capital letters.

BRAND COMMUNICATION GUIDELINES

To market the Gothenburg region to the international business community

gothenburg



DESTINATION GOTHENBURG

Gothenburg is a destination not only for visitors but also for talent and for the business community. These brand communication guidelines are a complement to the visitor brand platform developed by Göteborg & Co, the official destination management organisation of the City of Gothenburg.

Our aim is to create a seamless experience of Gothenburg. An international student can return tomorrow to look for a job. A convention visitor returning for a city break. A tourist sees the advantages of Gothenburg and keeps us in mind for his expansion investment.

You will find the visitor brand platform here: www.goteborgco.se

A photograph of a man and a woman hiking through a forest. The man is in the foreground, wearing a green puffer jacket and a backpack, looking towards the right. The woman is slightly behind him, wearing a dark jacket and a black beanie, also looking to the right. They are walking on a dirt path surrounded by trees and foliage. A large, semi-transparent green circle is overlaid on the left side of the image, partially obscuring the couple.

PURPOSE

The Gothenburg region currently comprises 13 municipalities. It has Gothenburg in the centre, Lilla Edet in the north, Kungälv in the south, Öckerö in the west and Alingsås in the east. We also include surrounding municipalities in western Sweden, which want to be, or feel they are, a part of the Gothenburg region.

These guidelines can be used by companies and organisations wishing to market the Gothenburg region to the international business community. The aim is that we shall increase the region's attractiveness via uniform and on-target messages.

On the following pages, the Gothenburg region's position, target groups and strengths are defined in a business context. Some of the region's key business areas and our overall marketing messages are also presented here.



POSITION

Sweden is ranked as one of the most innovative countries in the world. Here, new developments spring from collaborations. In a number of areas, Gothenburg is at Sweden's cutting edge. Gothenburg is: an innovation city powering development in advanced industries; a student city nurturing vital talent for the future; a meeting city attracting decision-makers; and, an events city enticing international stars, local heroes and large audiences. The city can claim many other titles too. For example, it is also a trailblazing city that dares to test new ideas, invest in sustainable solutions and inspire the rest of the world.

The entire Gothenburg region is permeated by a creative force, a bravery and an openness. These encourage everyone to get involved. The region combines advanced manufacturing industries with a constantly growing services sector and a logistically perfect location. It is the Nordic countries' gateway to the world. Besides having the largest port and good railway connections, we are also close to all Scandinavia's major urban areas. On top of this, Gothenburg has a long history as a trend-setting trading city. Thanks to all these qualities, a world-unique enterprise climate has been created in which startups and major companies alike can grow.

This is home to Sweden's largest companies in terms of employees, turnover and market capitalisation. Creative business clusters have made the region a global hub in mobility, technology, urban development and life science. The innovations created here often result from cross-industry collaborations.

At the same time, Gothenburg is in full flow with the transition to increasingly sustainable services, products and methods. For those who are involved in and contributing to the transition, this entails both great challenges and thrilling business opportunities. Based on testing tomorrow's sustainable modes of transport in real environments, the Gothenburg Green City Zone is a good example. The City of Gothenburg, Volvo Cars, RISE and several other companies and organisations are behind this initiative.

A woman with long blonde hair is working in a laboratory. She is focused on a task, with her hands near a complex piece of equipment. A robotic arm with various sensors and cables is positioned above her work area. The scene is dimly lit, with a teal-colored overlay on the left side of the image.

TARGET GROUPS

The messages presented here are primarily directed at the groups (in both Sweden and the rest of the world) set out below

Business community decision-makers

Decision-makers in companies that can invest and set up in the region are one of our targets. This group includes business developers, investors, owners, MDs and other executives and board members who make central decisions. To reach them, we are communicating the business advantages the region offers.

Enterprises and organisations

Private companies and organisations that can contribute to development and collaborate with other bodies in the region are also in our sights. To reach these, we are communicating the business opportunities and synergies that can be created here.

People with particular expertise

Individuals who can study and work in the region form another target group. To reach them, we are communicating not only the career opportunities here, but also what life in Gothenburg can offer outside study and work.



STRENGTHS

Our marketing messages have been devised to communicate the Gothenburg region's foremost strengths.

Innovation
Sustainability
Collaboration
Location

INNOVATION

Gothenburg is Sweden's innovation powerhouse. It is the country's most important industrial region and a prominent knowledge centre. This is where companies invest the most money in research and development. At the same time, in relation to the number of people living here, this is the region with the most engineers in Sweden. Advanced manufacturing industries, complemented by close collaborations between the business community, academia and public bodies, are creating an ecosystem in which the right specialist skills are being brought together and valuable innovations developed. We offer unique opportunities and suitable environments for testing ideas that can then be appropriately developed to create products or services that are both sustainable and profitable.

SUSTAINABILITY

Ecological, economic and social sustainability shall be a central theme running throughout everything that Gothenburg stands for. Sustainability offers a clear business edge and is one of our strongest arguments when selling the region internationally. Sustainability permeates the entire development of our city and is an integral part of our future-oriented business plans. When it comes to reducing negative impact on climate and environment, we have moved from words to action. Partnering this, several wide-ranging research projects into sustainable solutions for the future are racing ahead. In many areas, trailblazing Gothenburg is attracting enterprises to capitalise on the solutions we offer and to become involved in new initiatives themselves.

COLLABORATION

Knowledge and solutions are never far away in Gothenburg. Our enabling business climate is characterised by openness, inquisitiveness and the courage to test. Our long tradition of working together to create change for the better is partnered by a genuine willingness to do this. The collaborations between the business community, academia and public bodies are driving the amazing developments we have seen over the past few years. These will continue. This is a key ingredient for the Gothenburg region's success as a global hotspot for innovation and a trailblazer in sustainable growth.

LOCATION

In Gothenburg, the sea is always present and a gateway to the world for people and goods. Throughout history, our location has contributed to driving entrepreneurial development. Trade with the world has laid the foundation for success and created an open and innovative climate. Today, with the best logistical position in Sweden, Gothenburg is a natural hub for Nordic foreign trade. But by location, we mean much more. The development we have experienced in recent decades has equipped us to face the future stronger than ever. We are at the starting line for continued positive and sustainable development.



THE REGION'S KEY BUSINESS AREAS

Some of the Gothenburg region's most outstanding business areas are detailed below:

**Mobility
Tech
Urban Development
Life Science**

Mobility

DT

There are only a few regions in the world that have a complete automotive cluster. Gothenburg is one of them. We have everything from development and test arenas to Universities that generate new talent and industries that put new ideas into production. Major global companies act as magnets and visionary startups have industries bubbling over with innovative solutions to complex problems. From heavy vehicles working long routes to micromobility in urban environments, transport of both people and goods is crucial. For this to work in an as integrated and efficient manner as possible, cutting-edge expertise in areas such as infrastructure and technology is also required. Gothenburg has all this plus cross-industry collaborations that are leading to competitive innovations. There is no better place for any person or organisation keen to drive progress and play a key role in the transition to electric, connected and sustainable mobility.

A collection of trend-setting companies and organisations from our region

Volvo Cars	Ecoride	Jeppesen's
Geely Group	Lindholmen Science Park	Velove
Polestar	MobilityXlab	Pling
Zeekr	Battery Centre Gothenburg	Näst Innovation
Lynk&Co	Ericsson	Destination
Volvo Group	Wireless Car	Einride
Stena Line	Smart Eye	Zenseact
Carmenta Automotive	CPac Systems	

Nordic region's best logistics location (Dagens Logistik, 2025)
92% of Sweden's industries are represented in the Gothenburg region
The region with the most engineers per capita in Sweden
51,000 employees in the vehicle industry
98% of the country's car industry

Tech

The tech cluster is incredibly wide, all the way from biotech, and fintech, to game development. This is hardly a limited industry sector. We are all dependent on it in one way or another. Largely owing to our facilities and history in advanced industry, Gothenburg’s technology cluster is growing rapidly. Just as Volvo was once formed as a subsidiary of SKF, large enterprises are now creating new skills, innovations and offshoots. The latter are innovative, technology-driven and scalable companies (often referred to as startups or scaleups). Nowadays, the trend is increasingly towards impact startups that work towards higher ends than financial profitability. This is precisely where Gothenburg holds a prominent position on the global tech stage. The region’s companies and universities are driving development ahead in impact-focused deep tech. Our open innovation environments, cross-industry collaborations, three science parks and close to 100 test beds are helping new ideas and companies grow. Software and hardware to create value and, with the aid of technology, solve major problems are being developed here.

- 2020 winner of a European Entrepreneurial Region title (awarded by the European Committee of the Regions)
- 35% of Sweden’s private R&D investment is made in Gothenburg’s county
- Sweden is ranked the most innovative country in the EU (European Innovation Scoreboard, 2022)
- 43,000 specialists in information and communication technology (ICT)
- 565 active tech startups with 15.000 employees in Gothenburg’s county

A collection of trend-setting companies and organisations from our region

Aixia Group	Techseed	Kvaser	Triive
AI Gothenburg	Beyond Gravity	Coretura	Mentice
Kognic	Saab	TMRW	Ortoma
Eliq	Witech	Satcube	Xvivo
Atomize	Gigahertz Lab	Recorded Future	Visiba Care
Unbiased	Qualisys	MobilityGuard	Surgical Science
Winningtemp	Chalmers Ventures	Irisity	Lera Health
Zenseact	Cetasol	Mindroad	Taigatech
Embedl	ScalINQ	Cyber Insticts	Digiclean Solutions
Apex.AI	Cerano Scientific	Onevinn	Rivus batteries
Minesto	Atley Solutions	Promimic	Nyctea Technologies

Urban Development

For us, urban development is not just about places and buildings. It revolves at least equally around what happens there. It is a question of focusing on people and creating possibilities for meetings, interaction, experiences and development. Thanks to its location and mentality, Gothenburg has become a popular international city where everything you need is close at hand. At the same time, the sea and the countryside are never more than a few tram stops away. The region has a creative energy that excites new ideas and an open attitude that gives these a chance to become reality. There is also a genuine willingness to enter collaborations that bring people together across industrial and urban boundaries. The result is a multifaceted city that, from craft beers to sustainability, can profile itself in several arenas. Today, Gothenburg is one of Europe’s fastest growing metropolitan regions. We are in the middle of a gigantic leap forward involving the investment of EUR 100 billion in urban development and infrastructure over the next 20 years. Gothenburg’s city centre is to double in size and 120,000 new jobs are to be created. This is generating immense optimism for the future, and attracting international interest and investment at an entirely new level.

A collection of trend-setting companies and organisations from our region

Wallenstam	RISE	Platzer
Stylt Trampoli	Mistra Urban Futures	Krook & Tjäder
Wingårdhs	City of Gothenburg	Akademiska Hus
White Arkitekter	Lindholmen Science Park	Stena Fastigheter
Serneke	Next Step Group	
Balder	NCC	

One of the world’s most sustainable destination (Global Destination Sustainability Index, 2025)
Best Sustainable City Stay (Lonely Planet, 2023)
First city in the world to issue a green bond (2013)
Will be the first region in the world to create zero emission zones at system level
Working towards the overall goal of zero climate footprint by 2030
One of 100 smart and climate-neutral cities that are to show the way forward for the transition in Europe
Second best large European city for human capital and lifestyle (fDi Intelligence, 2020/21)
Gothenburg selected by UN as Sustainable Lifestyle Hub (2025)
RiverCity (Älvstaden) is the Nordic countries’ largest urban development project. It is based on connecting the various parts of Gothenburg and doubling the size of the city centre.
Gothenburg Green City Zone is a world-unique initiative in which tomorrow’s transport systems are being tested in real environments. The goal is entirely emission-free transport in parts of the city by 2030.

Life Science

Life science encompasses all research and development that deals with pharmaceuticals, health care and health in general. Gothenburg has a strong tradition in this area. Over the years, the research conducted here has resulted in many ground-breaking innovations that are saving lives and improving quality of life all around the world. The Gothenburg region has developed into a leading centre of clinical research in several fields of medicine. We have the Nordic countries’ largest university hospital, which together with academia and global companies generates innovation and expertise. As the region has so many companies carrying out R&D, links are also being forged between different specialisations and industries. Consequently, cross-sector initiatives, synergies, new approaches and breakthroughs are common. On top of this, one more thing makes the Gothenburg region’s life science cluster entirely unique. Nowhere else in the world is there the same accumulation of advanced industry and the strengths we have just outlined. Hence, it is no surprise that life-changing innovations are being implemented in Gothenburg. There is a business-oriented ecosystem that makes it possible to turn knowledge and research into financial returns. Here, you can progress all the way from idea and development to clinical trials and production.

20,000 people in and around Sahlgrenska are active in life science and healthcare

In Gothenburg, SEK 620 million is being invested in a new centre for molecular medicine

Sahlgrenska Science Park has 85 life science companies

Gothenburg has 600 life science companies and 11,000 people active in life science

35% of Sweden’s private R&D investment is made in the Gothenburg region

Odontology and medicine are just two areas in which the region has strong institutions.

GoCo Health Innovation City is developing a new urban city center, an innovation cluster for health, with collaboration at its core.

A collection of trend-setting companies and organisations from our region

Astra Zeneca	Sahlgrenska Science Park	Evinova	Antaros Medical	Micropos Medical
Getinge	Thermo Fisher Scientific	Nordic RWE	Alzinova	Boneprox
Essity	Oticon Medical	Lucero	Cereno Scientific	Sleep Cycle
GoCo	Mölnlycke Healthcare	Albus Health	Promimic	Cuviva
GU Ventures	Dentsply-Sirona	Nadeno	Ribocure	Sightic Analytics
Cellink	Cochlear	Oligonova	Inicure	Detectivo
Mediq	Elicera therapeutics	Fujirebio Diagnostics	1928 Diagnostics	Albus Health
Fluicell	Dermicus	Aweria	Amferia	Verigraft
Mentice	Surgical Science	Profundus	Xvivo Perfusion	Intelligent Implants



BRAND COMMUNICATION MESSAGES

Sustainability, collaboration and innovation emerge as constant highlights in all the contexts and constellations touched on in our discussion of the Gothenburg region's attractiveness. For participating organisations, these strengths promote development and profitability. Other characteristics associated with the Gothenburg region include a go-ahead spirit and openness. The region's complete ecosystem is also frequently given as one of its unique selling points. This ecosystem exists here thanks partly to our strengths and, in particular, to our advanced industries. These latter, in their turn, make it possible for ideas to be realised. Our industries enable you to convert knowledge, research and development into products and businesses. They also contribute powerfully to Gothenburg being a place where things get done and a lot happens. It is based on these insights that we have formulated our overall marketing messages.

CORE MESSAGE

- Present the region’s strengths literally.
- Can stand alone as heading.
- To be used in their whole or divided into various sections.

Hotspot for innovation.
Front-runner in sustainability.
Master of collaboration.
Perfectly positioned

LEAD-IN MESSAGE

- Are used to generate interest
- To be supported by one or more sub-headings in the form of a call to action message combined with a title message.

Insight. Innovation. Impact.
Where talent, drive and opportunities meet.

Example:

Insight. Innovation. Impact.
Elevate business in the Nordic capital of getting things done.

Where talent, drive and opportunities meet.
Welcome to the Scandinavian powerhouse of innovation.

CALL TO ACTION MESSAGE

- To be combined with a title message to form a complete heading.
- The combination is to be used as individual headings or as sub-heading supporting lead-in messages.

Put your vision to work in/at
Welcome to
Grow your ideas in/at
Move the world from
Elevate your business in/at

Example:

Put your vision to work at the world’s most sustainable destination.

Elevate your business in the Nordic capital of getting things done.

Welcome to the Scandinavian powerhouse of innovation.

TITLE MESSAGE

- To be combined with an initial, call to action message to form a complete heading.
- The combination is to be used as individual headings or as sub-headings supporting lead-in messages.

The world’s most sustainable destination.
The Nordic capital of getting things done.
The Scandinavian powerhouse of innovation.



PART OF GOTHENBURG

If you want to use the brand communication guidelines while preserving the distinctiveness of your own brand, we have a short sentence prepared. The idea is that anyone who sees value in being associated with Gothenburg, where our brand strengthens your own business, should be able to use it alongside their name.

So feel free to use:

XXXX - perfectly positioned in Gothenburg

A person is standing on a large, dark rock on the right side of the image, looking out over a vast landscape. The landscape features a dense green forest in the middle ground, a city skyline in the distance, and a body of water in the foreground. The person's reflection is visible in the water below. The sky is clear and blue, and the overall scene is bathed in the warm light of a sunset or sunrise.

GRAPHICAL MANUAL

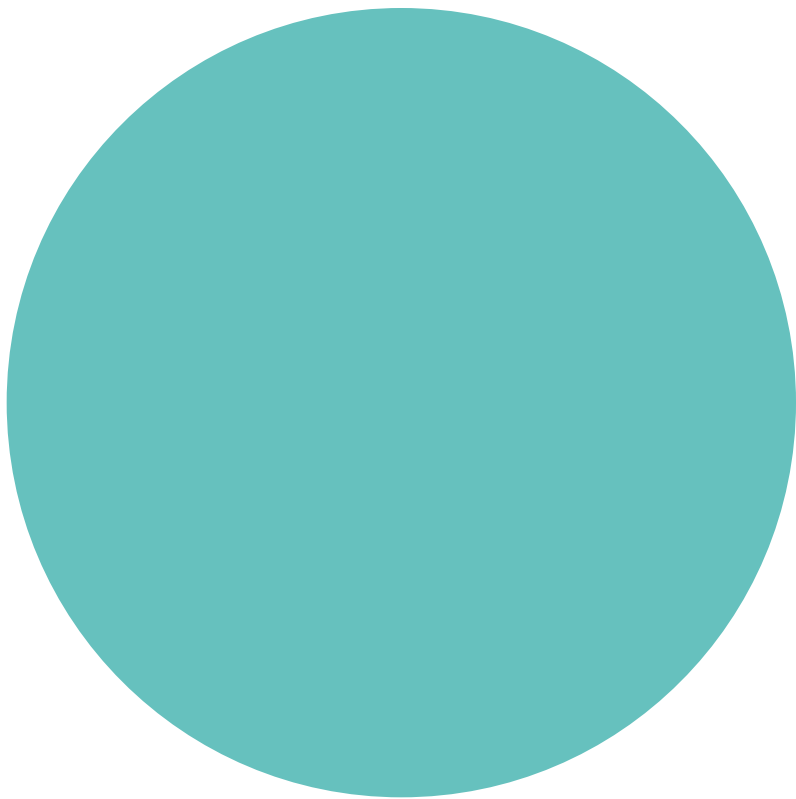
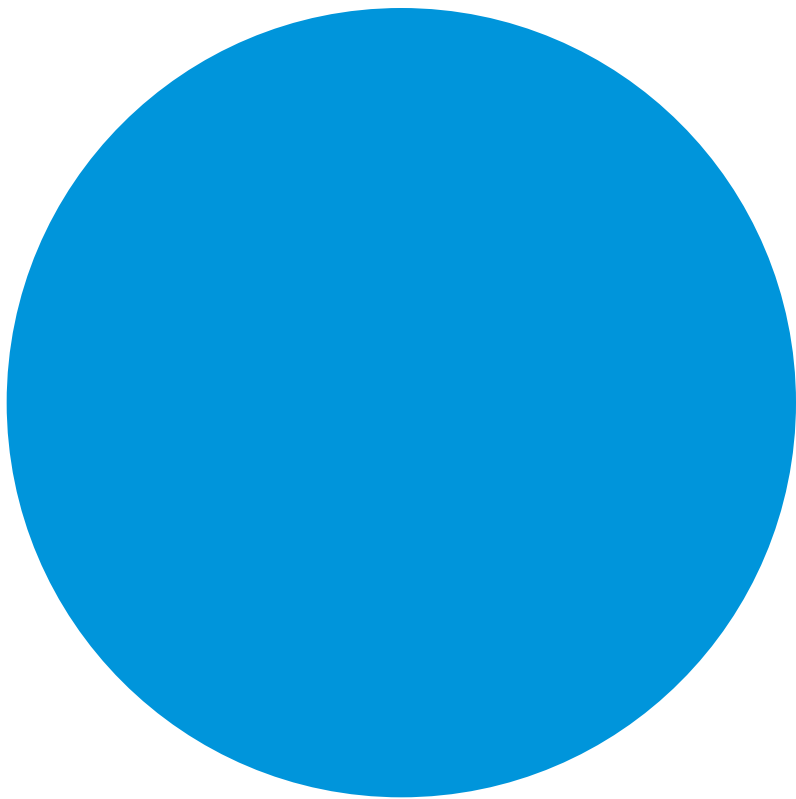
To market the Gothenburg region to the international business community

gothenburg

COLOURS

Colours are an important part of the graphic identity. From the broad colour palette we have chosen to main colours. The bright blue from the logo and the turquoise green colour from the Älvsborg bridge. The colour palette for the destination brand platform can be used as a complement.

CMYK 100/10/0/0
RGB 0/148/216
HEX 0094d8



CMYK 60/0/30/0
RGB 102/193/191
HEX 66c1bf

FONTS

We use the same typography as the visit brand platform and graphical manual.

For headings we use upper-case letter to give the messages more power.

DIN PRO

A B C D E F G H I J K L M N O P Q R S T U V X Y Z

a b c d e f g h i j k l m n o p q r s t u v x y z

A B C D E F G H I J K L M N O P Q R S T U V X Y Z

a b c d e f g h i j k l m n o p q r s t u v x y z

DIN Bold is used for headings and intermediate headings and for quotes.

DIN Regular and Light t is used for shorter facts and information texts.

GEORGIA

A B C D E F G H I J K L M N O P Q R S T U V 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 x y z å ä ö

Georgia Regular is used for body copy.

ARIAL

A B C D E F G H I J K L M N O P Q R S T U V 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 x y z å ä ö

To be used as an everyday font when the others are not available.

CONCEPT IMAGES

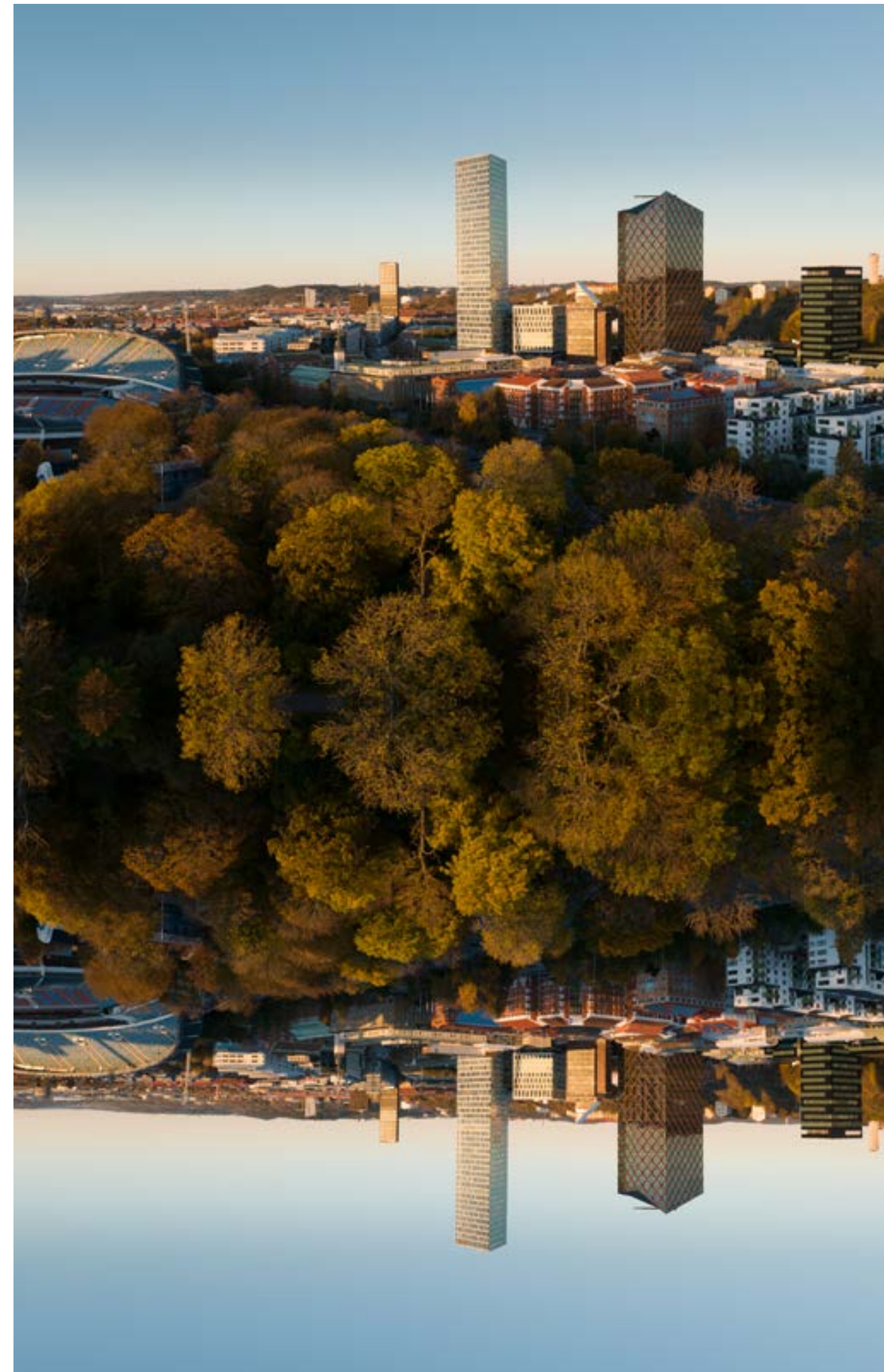
To strengthen the position as an innovation powerhouse we provide the unexpected perspective

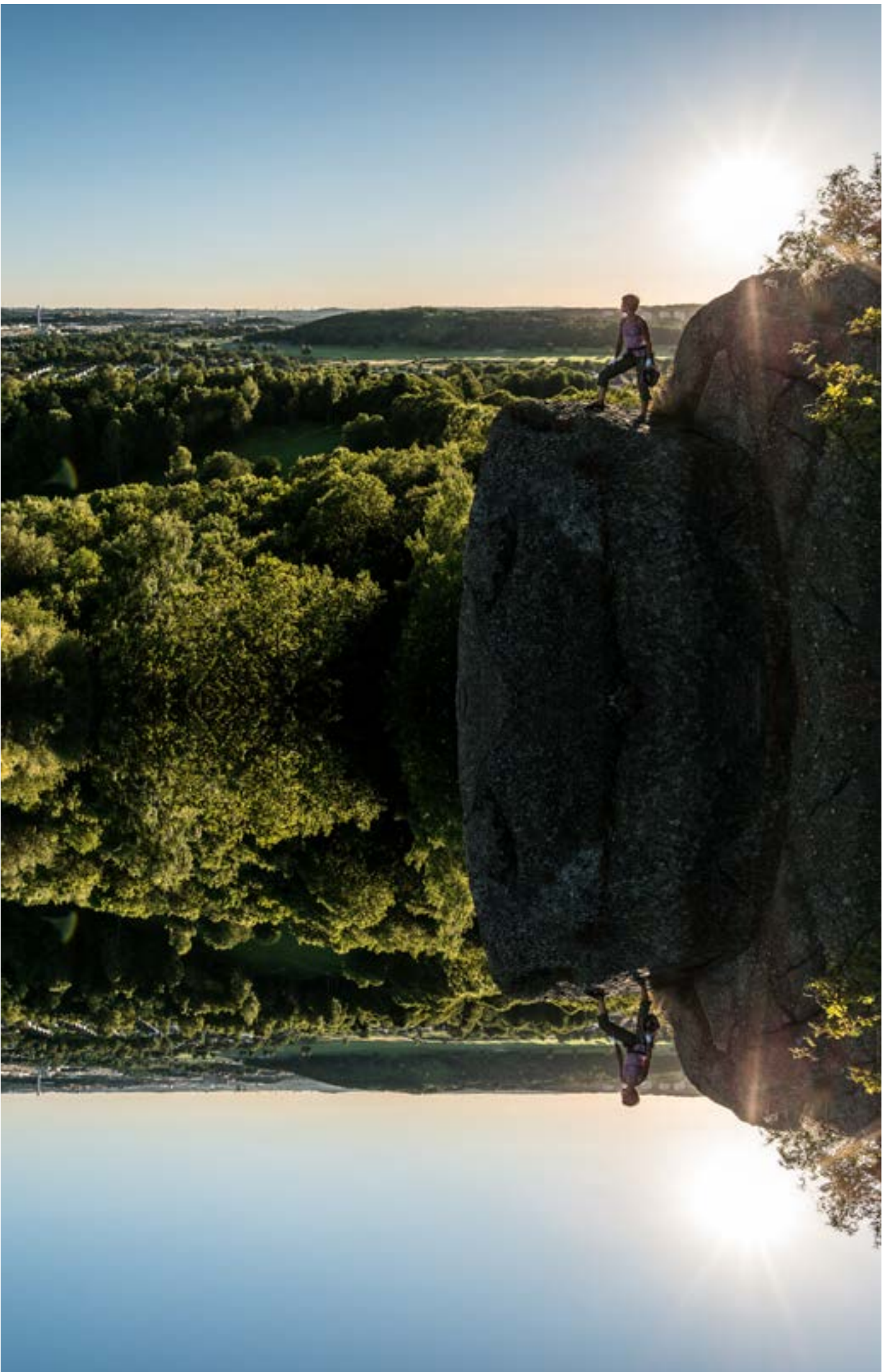
CONCEPT IMAGES / MAIN IMAGES

Innovation happens when we find new perspectives and when different perspectives meet. To visualize this, we reverse the concept images. The result is dynamic and strengthens the feeling of an innovative and multifaceted city. The manner also brings to mind a city by the sea, where the cityscape is reflected in the water.

These images are used, for example, on the front of a brochure or introduction to a SoMe post.

Concept images can be used with text and logotype, but never with the graphical elements presented on the following pages.





CONCEPT IMAGES / MAIN IMAGES



IMAGE STYLE

The images should support our strengths; sustainability, innovation and collaboration. It is also important that we highlight our key industries mobility, tech, urban development and life science.

We also want to show what life in the Gothenburg region can offer outside of school or work by conveying warmth, humanity, openness, beautiful nature and the pulse of the city.

For it to feel believable, images with people should feel natural and spontaneous. It is also important that our international target group can identify themselves. Diversity and representation is a given.



GRAPHIC ELEMENTS

Through graphic elements, we bring messages and images together, elevating the Gothenburg collaboration.

The shapes can be used in both colours. When the graphic elements are used they are always transparent, on top of an image. See next page.

Graphical elements can never be used on top of concept images.



Round shapes that embrace, protect



Highlighting shapes



Growing curve, dynamic and compliant

GRAPHIC ELEMENTS

When the graphic elements are used,
they are always on an image with a
transparency.



Round shapes that embrace, protect



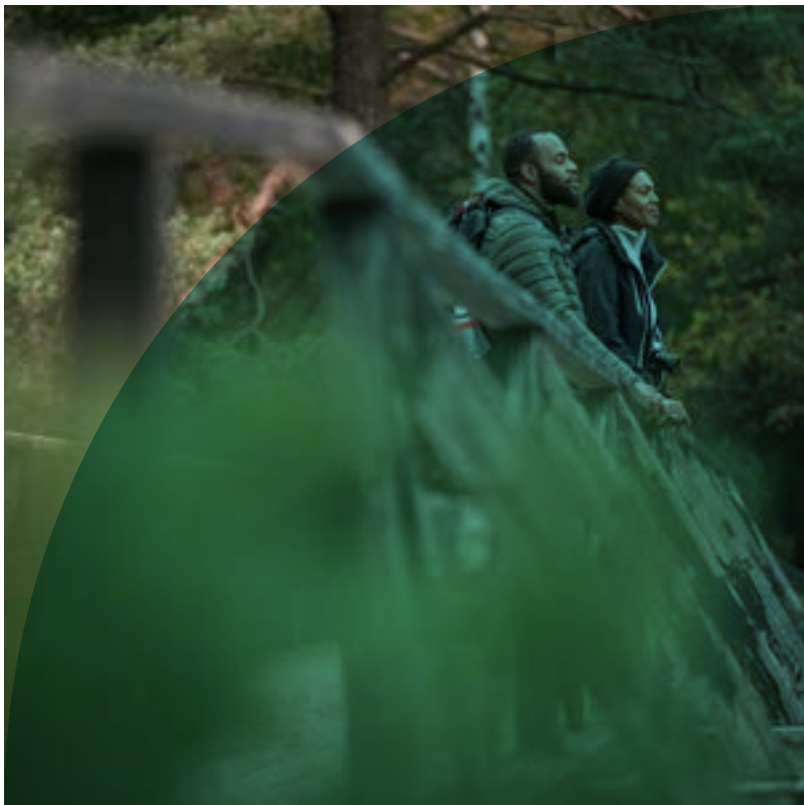
Growing curve, dynamic and compliant



Highlighting shapes

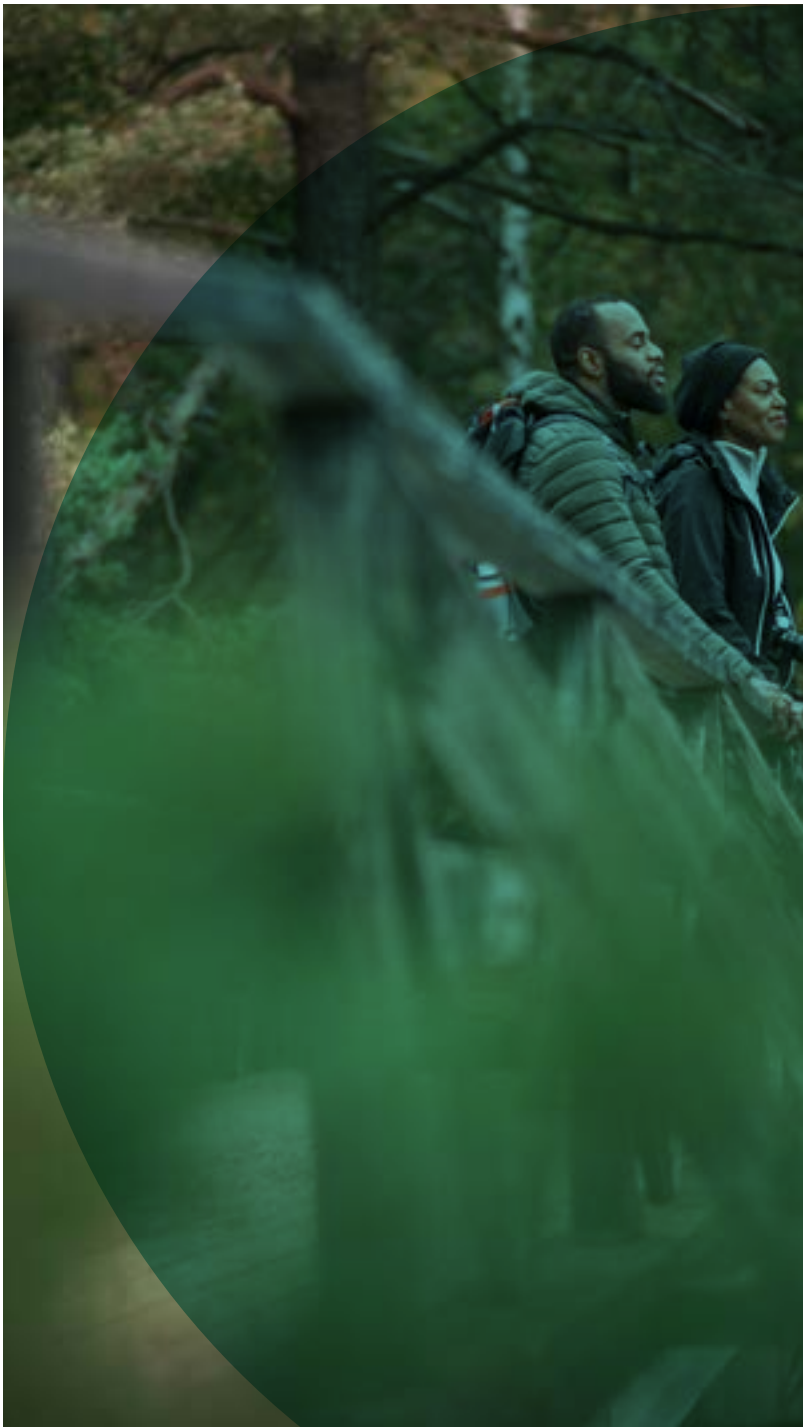
GRAPHIC ELEMENT IN DIFFERENT FORMATS

1:1



Round shapes that embrace, protect

9:16



4:5



GRAPHIC ELEMENT IN DIFFERENT FORMATS

1:1



Growing curve, dynamic and compliant

4:5

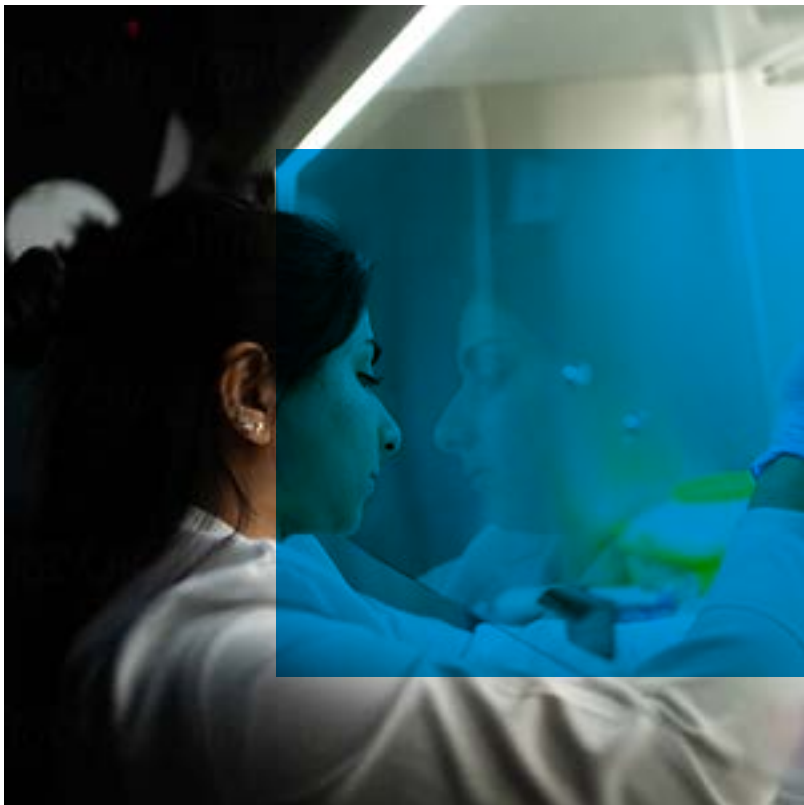


9:16



GRAPHIC ELEMENT IN DIFFERENT FORMATS

1:1



Highlighting

4:5



9:16

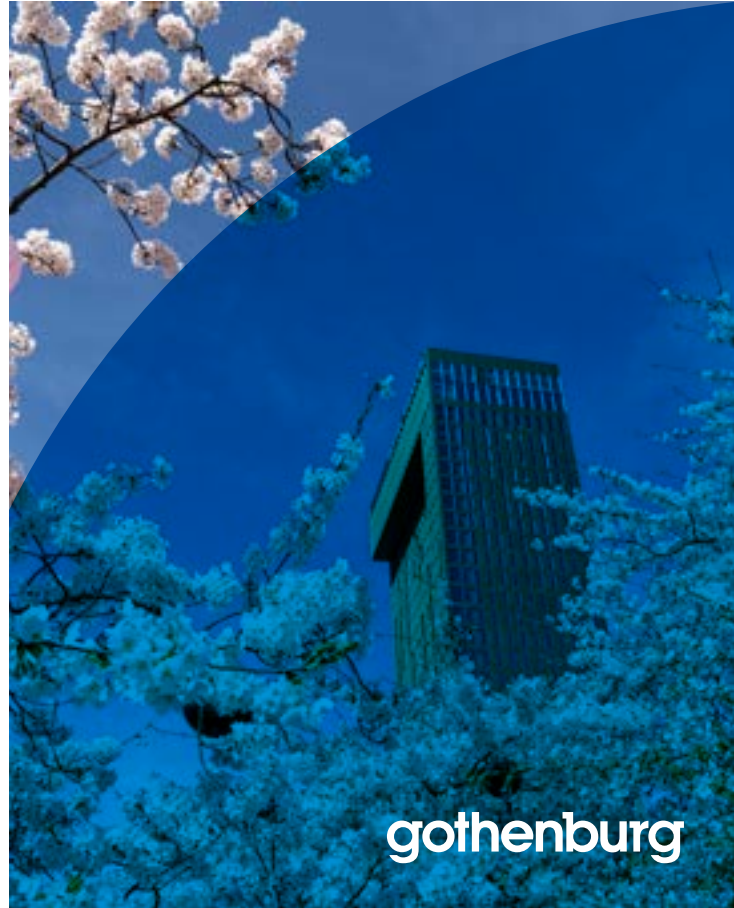


LOGO PLACEMENT IN DIFFERENT FORMATS

1:1



4:5



EXAMPLE UNITS

CAROUSEL / NEWS FROM GOTHENBURG

1:1



4:5



CAROUSEL / REASONS TO INVEST

1:1



4:5



BROCHURE



ROLL-UP



ADVERTISEMENT



**INSIGHT.
INNOVATION.
IMPACT.**

Welcome to the Nordic capital of getting things done.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor inci didunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

gothenburg



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