

Varumärkesplattform

Uppsala platsvarumärke

Vision, position och kärnvärden

Uppsala växer

A woman with blonde hair, wearing a white hard hat and a high-visibility yellow vest over a light blue shirt, is smiling and looking towards the camera. She is holding a large set of blueprints. In the background, other construction workers in hard hats and safety vests are visible, working on a building's steel framework. The scene is brightly lit, suggesting an outdoor or well-lit indoor construction site.

+ 100 000 invånare
+ 70 000 jobb
+ 100 % turistomsättning

A blurred photograph of a city street scene. In the foreground, three people are riding bicycles towards the camera. The person on the left is wearing a bright green top and dark shorts. The person in the middle is wearing a dark t-shirt and red shorts. The person on the right is wearing a light-colored top and dark pants. The background shows a street with trees, buildings, and other people. A white text overlay is centered in the image.

**Men vi växer
smart och hållbart**

A romantic scene of a couple walking away from the camera on a cobblestone path. The woman has long blonde hair and is wearing a dark top and light blue jeans. The man is wearing a bright yellow t-shirt and dark pants. They are holding hands. To the left is a canal with a white boat docked. To the right is an outdoor cafe area with a blue awning and a white picket fence. The background shows multi-story buildings and a warm sunset sky. The text 'Utifrån våra kärnvärden' is overlaid in the center.

Utifrån våra kärnvärden



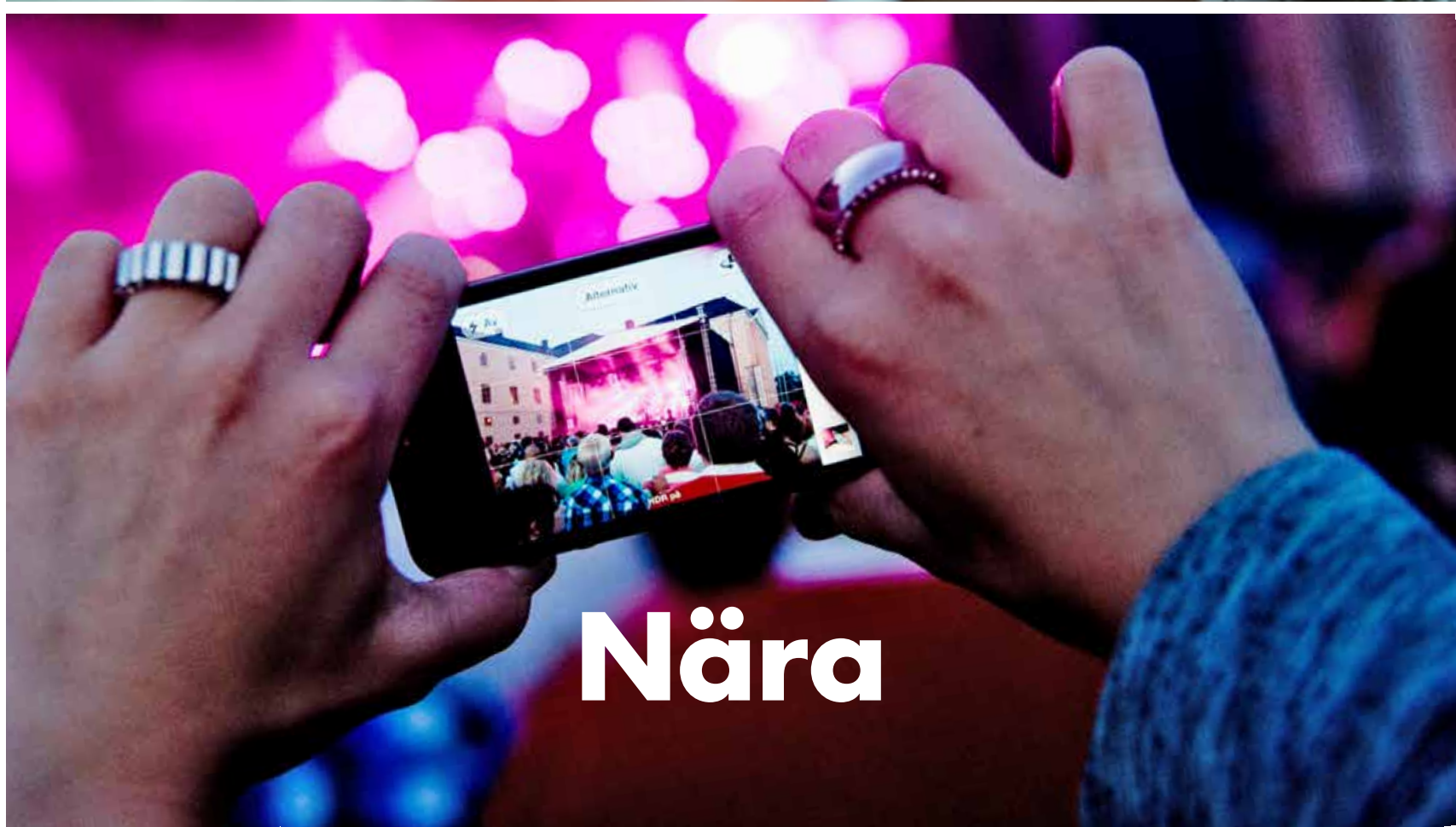
Internationell



Kompetent



Inspirerande



Nära

**För ett Uppsala där
fler vill bo och leva**

A group of people are performing acrobatics in a grassy field during sunset. In the foreground, a man in a dark t-shirt and shorts is upside down, holding a woman in a white t-shirt and shorts who is also upside down. Another woman in a white t-shirt and shorts is performing a handstand in the background. To the left, a man in a dark t-shirt and pants is bent over, possibly cooking or preparing food. The background shows a line of trees and a body of water under a bright, hazy sky.

Mer levande

A photograph capturing a moment of social interaction at a gathering. In the foreground, a man with dark hair tied back, wearing a blue and white vertically striped shirt, is seen from the side, offering a dark plate of colorful appetizers to another man. The man receiving the plate has a beard and is wearing a dark, textured shirt. In the background, a woman with blonde hair is smiling and clapping her hands, and other people are visible, some holding drinks. The scene is set outdoors with greenery in the background, suggesting a social event or party.

Mer mångfald



Mer livskvalitet

**För ett Uppsala där
fler vill verka, etablera
och investera**

A close-up photograph of a woman with dark hair, wearing a white lab coat, looking intently at a petri dish. The petri dish contains a red agar culture. The background is softly blurred, showing other petri dishes and a laboratory setting. The overall lighting is cool and clinical.

Mer innovativt

A large crowd of people is gathered for an outdoor event, possibly a festival or concert. The scene is overlaid with a semi-transparent blue gradient. In the background, a church with a tall spire and a wooden bell tower are visible. The crowd is dense, with many people looking towards the camera or slightly to the side. The text "Mer tillsammans" is centered in the middle of the image in a white, bold, sans-serif font.

Mer tillsammans



Mer snabbfotat

**För ett Uppsala
fler vill besöka**



Mer välkomnande



Mer överraskande

A photograph of a modern, multi-level staircase with glass railings and metal handrails. The scene is captured from a low angle, looking up. The entire image has a strong pinkish-purple color cast. The text 'Mer smidigt' is centered in white, bold, sans-serif font. The background shows a building with a grid of glass panels and a red-lit upper level.

Mer smidigt

Uppsala blir mer

A nighttime photograph of a modern stadium, likely the Uppsala Stadium, featuring tiered seating and a large open plaza. The stadium is illuminated with warm lights, and the surrounding city of Uppsala is visible in the background, including the Uppsala Castle and the Uppsala Cathedral. The sky is a deep blue, suggesting dusk. The text "Mer Uppsala." is overlaid in the center of the image.

Mer Uppsala.

A nighttime photograph of a modern urban plaza. The foreground features a large, open area with a paved surface and a set of wide, tiered concrete steps. Several people are walking or sitting on the steps. In the middle ground, there are several long, low-profile buildings with glass facades and wooden paneling. The background shows a city skyline with various buildings, including a prominent church with two tall spires. The sky is dark blue, and the city lights are illuminated.

Mer nyskapande och gemenskap



Mer möjligheter

Vision

**Mer nyskapande och gemenskap.
Mer Uppsala.**

Position

Mer möjligheter.

Vision

Mer nyskapande och gemenskap. Mer Uppsala.

Position

Mer möjligheter.

Kärnvärden

Internationell. Kompetent. Inspirerande. Nära.

**Förslag till
huvudbudskap
och löften**

Bo & Leva

Löfte och huvudbudskap

Gott om livsglädje

Underordnade budskap

**Gör vardagen enklare
Gör karriären en tjänst
Förverkliga dina drömmar**

Verka, Etablera & Investera

Löfte och huvudbudskap

Nära till framgång

Underordnade budskap

**Kom till kompetensen
Väx där det händer
Lyckas med din idé**

Besöka

Löfte och huvudbudskap

Lätt att uppleva

Underordnade budskap

**Gör spännande minnen
Ge mötet spets
Gå smidigt i mål**