



LUNDS
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Advice on naming organisational units at Lund University

Lund University is a large, complex and decentralised organisation, which sometimes makes it hard to communicate clearly to the outside world. There are currently no common principles for how to name organisational units such as research environments, start-up companies, projects, etc. A clear name is an important starting-point for ensuring that wider society instantly understands what the organisation does and its position as part of Lund University.

Purpose and goal

The purpose of the present advice is to use consistent principles to simplify and clarify the process of naming new organisational units. The aim of the advice is to:

- Generate value through clarity, consistency and recognition
- Save employees time
- Reduce the risk of problematic names
- Quality assure language and translation

Name typology

To clarify the differences between various names, one can consider the following typologies:

- **Descriptive names.** E.g. “University Library”, “Department of Public Health Sciences”, etc.
- **Suggestive names.** Words that refer to something connected to the organisation or its function. E.g. “Juridicum”.
- **Imaginative names.** Words that have no connection at all to the organisation.

- **Acronyms.** Abbreviations of a group of words such as “MERGE”, “IIIEE”, “BECC”.
- **Personal names.** E.g. “The Raoul Wallenberg Institute”, “Pufendorf Institute”.
- **Descriptive names which also include LU/Lund University.** E.g. “Lund Laser Centre”, “Lund University Diabetes Centre”.
- **Portmanteau names.** Names which combine parts of two or more words, e.g. “ClimBEco” from Climate, Biodiversity and Ecosystem Services, or ”EpiHealth”. Proceed with caution when using portmanteau names as not all of them are self-explanatory.

Descriptive names should primarily be chosen. Imaginative names and some acronyms can be problematic as they are often difficult to relate to the organisation they represent. Acronyms are also tricky in translation as they can become either unrecognisable (e.g. EHL – Ekonomihögskolan which turns into LUSEM – Lund University School of Economics and Management in English), or unpronounceable.

Naming checklist

The following points should be considered by the organisational manager when new units are to be named:

1. Establish the unit’s organisational affiliation: is it a unit within the LU public authority? Is it a collaboration with external parties? Between various parties within LU?
2. Establish the nature of the unit as this can usefully determine the name: e.g. is it a centre, network, research group, company, etc. Simply calling the unit what it is and does contributes to clarity, as in the “Lund University Centre for Middle Eastern Studies” or the “Lund University School of Aviation”. Prioritise clarity over inventiveness.
3. Figure out whether the preliminary name provides a usable acronym. If you do decide to use an acronym, choose one and stick to it regardless of language, to avoid confusion.
4. In the English version of the name, make sure to use UK English spelling (e.g. ”Centre” not ”Center”, “Organisation” not “Organization”, etc.) in accordance with the LU language policy.
5. Register a web address and social media accounts connected to the name. Consider changing the name if the relevant address is already taken.

6. Test the name with the most important target groups, e.g. internally within LU, students, potential employees, funding bodies, the research community, the general public. What do people associate with the name? Remember that what is obvious to experts may not be so to the general public.
7. Review the competition – do you need to consider the contexts in which the name will be used? Are there similar names and thereby a risk of confusion?
8. Ensure that the name functions in different languages, or can be translated, primarily into English. Any new name you are considering, as well as its possible abbreviation, acronym etc., should be extensively researched before you adopt it, to rule out unintentional misrepresentation.
9. Be particularly careful when using acronyms or portmanteau names as they often do not work well internationally.
10. Consider registering the name as a trademark to protect it.

Allocation of responsibilities

- The faculty board decides on the establishment and termination of departments and other units within the faculty (pursuant to the Rules of Procedure).
- The unit manager handles:
 - Any agreements
 - Any costs (e.g. for registration)
 - Communication about the name to affected parties (e.g. employees and collaboration partners)
- Administrative support for the organisation
 - The central administration's logotype group: Advice on trademark registration and web addresses.
 - Translation and Language Services, Corporate Communications: Advice on Swedish-English translation and help with international usability of unit names and acronyms.
 - Branding Office, Corporate Communications. Advice on graphic design of the name.
 - Legal Division. Advice on the establishment of any agreements with external parties.