# Graphic Profile Policy

## The Guild of Chemical Engineering and Biotechnology

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This document is a translation of the Swedish version. If there are conflicting meanings, the Swedish version is the correct one.

The first translation was made on the 16th of July 2023

# §1 History

This Policy was adopted at the Fall Guild Meeting 1 2011 and edited at the Spring Guild Meeting 2015, Fall Guild Meeting 2015, Spring Guild Meeting 2016, Fall Guild Meeting 1 2016, Spring Guild Meeting 2017, Fall Guild Meeting 1 2017, Spring Guild Meeting 2018, Spring Guild Meeting 2019, Spring Guild Meeting 2021, the Fall Guild Meeting 1 2021 and last edited at Spring Guild Meeting 2022.

# §2 Introduktion

A Graphic Profile is basically a document that governs the use of the association's or a company's logos and printed matter. At the time of writing, the Guild has many different templates for letterhead, font management and the like, which has caused some confusion over which template should be used on which occasion. The formulation and concretization of this Graphic Profile therefore aims to create a uniform and professional appearance in the Guild's printed matter and IT use.

# §3 Name

### §3:1 Complete Name

Kemi- och Biotekniksektionen inom Teknologkåren vid Lunds Tekniska Högskola translated to The Guild of Chemical Engineering and Biotechnology within the Student Union at Lund University, Faculty of Engineering.

### §3:2 Abbreviations

The Guild's name is abbreviated to "K-Guild" but also "K" or "The Guild of Chemical Engineering and Biotechnology" are common.

### §3:3 Proper Name

The Guild's committes and positions are written with initial capital letter (i.e The Cafetaria Committe and Head of the Cafeteria Comittee). Sektionens utskott och poster skrivs med inledande versal (till exempel Kafémästeriet och

Kafémästare). Excepted from this rule is the Introduction Committee which in Swedish is called pHøset in accordance with §3:4.

This also applies for the Guild's printed matter

**§3:4 Introduction Volunteers**

The Guild's Introduction Volunteers and the committe pHøset are written with a lowercase o and a uppercase (i.e pHøs and pHadder).

# §4 The Guild's Color

The Guild's color was originally called "Cadmium yellow", but is today called Chemical yellow.

The usage of the Guild's color shall follow this stipulated color codes or corresponding in the different cases below.
- Printed and digital publications: Pantone 803 C
- Paint: Akrylat Y11 Alkyd Y1
- Fabric color: 3945u
- RGB: 255 233 0
- HEX/HTML: FFE900

# §5 Couleur

The Guild's couleur (also known as the "Sektionsband") has the following composition:

Width: 35 mm
Color, from left to right:
Black (6 mm)
Yellow (3 mm)
Black (2 mm)
Yellow (13 mm)
Black (2 mm)
Yellow (3 mm)
Black (6 mm)

Yellow shall follow the K-Guild's Graphic Profile.

The color sequence is also applied for medal ribbons with an adapted width.

Every present and former Guild member are

allowed to wear the Sektionsband.

# §6 Woggles

### §6:1 Chemical Engineering

The students of Chemical Engineering has a woggle with the color combination yellow-yellow and shall follow the color codes given in the Guild's Policy for Graphic Profile.

### §6:2 Biotechnology

The student of Biotechnology has a woggle which has the color combination of yellow-green-yellow, where the yellow shall follow the same yellow as for students of Chemical Engineering and the green shall have the color code 007F00. If the green is not available a similar should be used.

### §6:3 Bachelor's Degree in Food Technology

The students of Food Technology have a woggle with the color combination yellow-red-yellow, where the yellow shall be the same yellow as for students of Chemical Engineering.

# §7 The Guild's Symbol



*Figuree 1. An example of a modified Guild symbol (The K-Guild Festivities Committee 2009)*

The Guild's symbol is a Gotic K ( ). Symbolen which is often called Gotic K, the K-Guild K or less often the K-k [K-kået]

The Gotic K is allowed to be ornated with new details by the Guild's committees if it after the modification is stylel clear that it is a Gotic K. See Figuree 1 for an example.

# §8 Patron Saint

*Figuree 2. The Guild's Patron Saint Miraculix.*

The Patron Saint is the Druid Miraculix (from the series Asterix by Goscinny and Uderzo) The Patron Saint is, as well as the Gotic K, an important symbol for the Guild and represents the Guild on printed and digital matter., see Figure 2.

When using Miracuil in printed matter should the picture firstly be scanned in 300 dpi resolution från the Guild's Asterix archieve to guarantee the quality is preserved and the Guild's recieve a proper representation. If pictures are collected from the Internet the highest resolution should be preferred.

# §9 Logo



*Figuree 3. The Guild's logo.*

The Guild's logo: A round logo with a Gothic K. Used in contact with companies and other official context, see Figure 3.

If the logo is used as background in for instance presentations (PowerPoint, printed matter and etc) is cropping of the logo allowed, as long as one can clearly see that it is a Gothic K.

The logo can be presented in following colors.: Black, Chemical Yellow (see the Guild's color above) and White (against black background).

If the choice stands between yellow and white shall yellow always be used if possible.

# §10 Font

At the K-Guild the following font is used:

**§10:1 Body and Titles**

Garamond / Adobe Garamond Pro.

**§10:2 Letter Style / Gothic K**

Dampfplatz solid
LTH-Guild symbols

These could be downloaded to a computer with a search in an optional internet search engine.

**§10:3 Styles and Points**

Title: Garamond, Bold 18 points (in protocol 20 points).
Subtitle: Garamond, Bold, 12 points (in protocol 10 points).
Body: Garamond, normal style, 12 points (in protocol 10 points).
Figure- and table text: Garamond, italics style, 12 points
Footnotes: Garamond, italics style, 8 points.

# §11 Regulatory Documents

The Guild's Regulation Documents, as the By-Laws, Regulations and Guidelines, shall have paragraph numbering, which shall start with paragraph sign with colon between the numbers, for instance §2:3:5.

# §12 The Guild's printed matter

The following graphic and infomration is used in the Guild's printed matter.

**§12:1 Protocol**



KEMI- OCH BIOTEKNIKSEKTIONEN

Inom Teknologkåren vid LTH

*Figure 4. Page Header to the Guild's protocol*

**§12:2 Newsletter**

Each newsletter shall include the following information in Swedish:
- Newsletter for the Guild of Chemical Engineering and Biotechnology at the Student Union at Lund University, Faculty of Engineering
- Predicts the future on the Guild since MMX
- Year xx
- Number xxx (year and number is written in roman numbers)
- Week xx
- Name and class of the Editors as well as the responsible publisher.

It can also be sent in notices by for instance the members to the newsletter.

The responsible publisher is always the Guild's Chairman of the Student Board.

**§12:3 The English Newsletter**

Each English newsletter should include the following information in English:
- Newsletter for the Guild of Chemical Engineering and Biotechnology at TLTH
- Forsees the future since MMX
- Volume xx (written in roman numbers)
- Number xxx (written in roman numbers)
- Week and date
- Name and class of the Editors and World Masters as well as the responsible publisher.
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**§12:4 Newspaper**

The Guild produces its own newspaper for its members. On the Sektionen producerar en egen tidning för sina medlemmar. It must appear on the leader page who is the responsible publisher , Editor, Head of the Information Committee, Journalists, Da Vincis and the number written in

roman numbers. The newspaper's logo should, if possible, be printed in color to give a good impression.

**§12:5 Other Printed Matters by the Guild**

It should appear that the Guild is the sender. For instance, on posters, forms etc.

# §13 E-mail Signatures



*Figure 4. Template for e-mail signature .*

Volunteers at the Guild should when emailing other instances such as companies, other guilds and universities, printing houses and etc., insert a signature at the end of the mail. The signature will give a profession impression as well as giving the recipient the contact information of the sender. Members of the Student Board shall always insert a signature when emailing. The signature should be in Garamond font, see Figure 4 and Figure 5.



*Figure 5. An example of a signature.*

# §14 The Use of the Graphic Profile

It is the responsibility of the volunteers of the K-Guild to, if possible, always use the fonts and page headers established by this Policy; this to maintain a professional feel in printed matter and IT. If major exceptions to this Graphic Profile are to be made, the person concerned must first contact the Guild's Student Board.