

Instructions for graphic identity

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1 Formalities

1.1 Summary

These instructions govern LinTek's graphic identity.

1.2 Purpose

The purpose of these instructions is to provide a unified public face to strengthen the LinTek brand.

1.3 Scope

These instructions apply to everyone who uses LinTek's brands or communicates in LinTek's name.

1.4 History

The original originates from LinTek's graphic identity, which was developed on 2010-01-27.

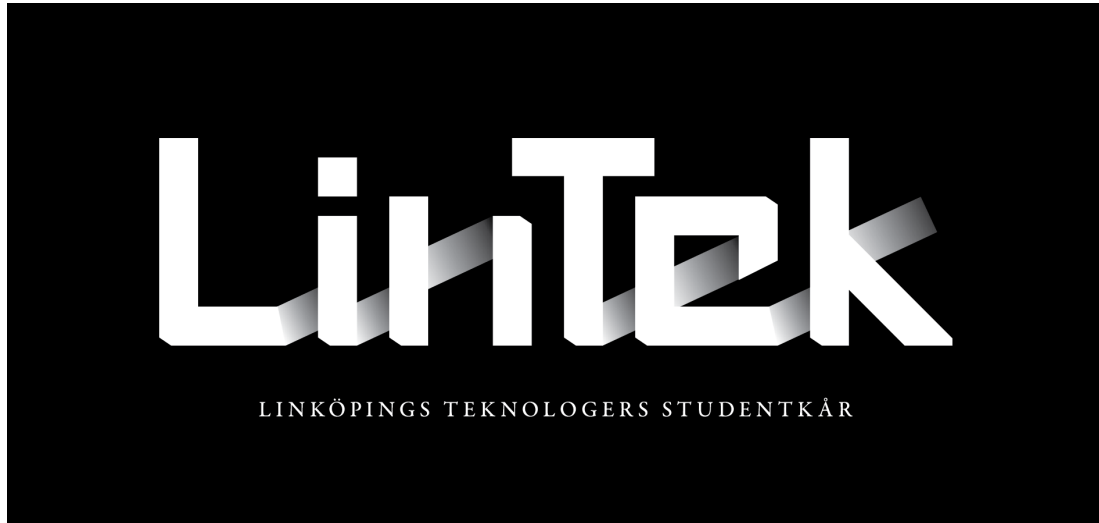
Draft instructions prepared on 10 November 2014 by Albin Mannerfelt.

Adopted according to decision of Union Board meeting [No. 10, 14/15]

A full editorial history can be found on [GitLab](#).

2 Logo

The LinTek logo is mainly used in white on black. The shape symbolises LinTek's activities as a common theme that accompanies science and engineering students throughout their student life, making it easier and more fun. Furthermore, the robust shape and austere colour scheme should convey security and last for a long time. The abbreviation LinTek is complemented by the full name for clarification.



2.1 Alternative logos

Alternative logos may be:

Inverted against white background



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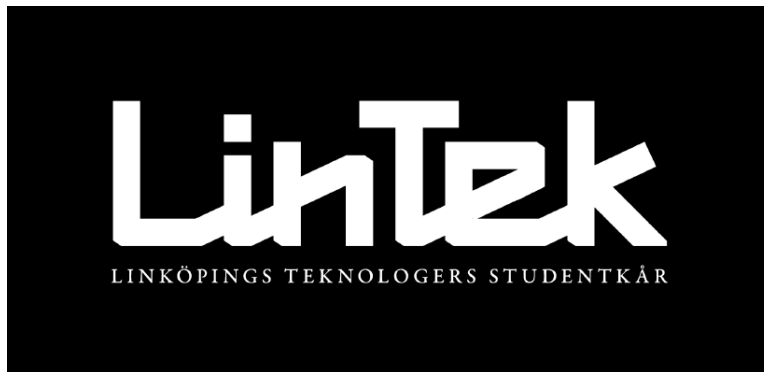
Without overtoning, e.g. for street art, textiles or similar



LinTek

2015-04-26

5 (11)



LinTek

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LinTek's logo is not approved for use against a background of a colour other than black and white, except in situations where the Marketing Officer (MF) deems it appropriate.

Postal adress LinTek, Tekniska högskolan, 581 83 Linköping **Visiting adress** Tekniska högskolan, Kårallen, plan 3

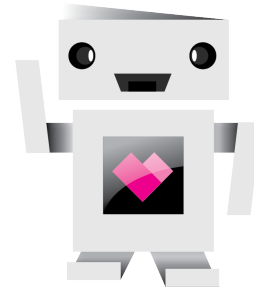
Telephone +4670-269 45 85 **Corp. ID No.** 822001-0683 **Bankgiro** 515-1493

E-mail styrelsen@lintek.liu.se **Webpage** www.lintek.liu.se

3 Mascot

To address science and engineering students individually and not as an organisation, LinTek has a mascot to complement its logo. LinTek's mascot is the robot Linus (Limpan) who is to personify LinTek and LinTek's motto. The mascot will serve as a substitute for the logo on occasions when LinTek wishes to communicate with science and engineering students.

It may also be animated and can, for example, shake its head, rotate its arms and move its feet. The mascot can also be assigned various attributes that reinforce the link between LinTek and various events and campaigns.



4 Colours

LinTek has seven accent colours and the entire grey scale as complementary colours.

CMYK is used in print production (four-colour printing).

RGB is used for publishing on digital media. The colours below are given in hexadecimal.

PMS (Pantone Matching System) is given for printing on uncoated paper (U=uncoated).

4.1 Accent colours

LinTek's accent colours are listed below. All accent colours can be used with a toning, of themselves, of 60%. The 60% toning is to the right of the colour below.

4.1.1 Magenta

Magenta is the most tone-setting of the accent colours and thus the one that should be used to the greatest extent for the identity of LinTek as a whole.

CMYK: 0-100-0-0
RGB: #E1007A
PMS: MAGENTA U

CMYK: 0-60-0-0
RGB: #D786B3
PMS: 204C

4.1.2 Plum

Plum is the colour LinTek uses to symbolise the core word *education*.

CMYK: 55-100-20-0
RGB: #792D7A
PMS: 248 U

CMYK: 25-59-4-0
RGB: #B47FAE
PMS: 514C

4.1.3 Turquoise

Turquoise is the colour LinTek uses to symbolise the core word *future*.

CMYK: 73-2-20-0
RGB: #2AB4C9
PMS: 310

CMYK: 39-0-11-0
RGB: #A7D9E2
PMS: 2975

4.1.4 Orange

Orange is the colour LinTek uses to symbolise the München Hoben project.

CMYK: 0-36-77-0
RGB: #E6AF52
PMS: 1365 C

CMYK: 3-7-86-0
RGB: #F6E045
PMS: 107C

4.1.5 Scarlet

Scarlet is the colour LinTek uses to symbolise the SOF project.

CMYK: 0-100-100-0
RGB: #C20E1A
PMS: 485 C

CMYK: 0-74-42-0
RGB: #CF616F
PMS: 709C

4.1.6 Climate green

Climate green is the colour LinTek uses to symbolise the LinTek Climate Week project.

CMYK: 60-0-100-0
RGB: #8BB63C
PMS: 368 C

CMYK: 38-0-57-0
RGB: #B9D18D
PMS: 7486 C

4.1.7 Phthalo blue

Phthalo blue is the colour LinTek uses to symbolise the LiTHanians magazine.

CMYK: 100-85-10-0
RGB: #2E3D83
PMS: 7687 C

CMYK: 76-51-1-0
RGB: #597464
PMS: 7683 C

4.2 Grey scale

The grey scale can be used for LinTek's graphic identity and when toned, tones in even tens of 10% – 90% are used.

4.2.1 Black

CMYK: 60-50-50-100
RGB: #000000
PMS: Black U
NCS: S 9000-N

4.2.2 White

CMYK: 0-0-0-0
RGB: #FFFFFF
PMS:
NCS: S 0300-N

5 Typography

For headings and shorter copy solutions, e.g. advertisements, DIN font should be used.

Garamond Premier Pro should be used in body text for printing.

For online publishing, Arial should be used for headings and Georgia for body text.

6 Symbols/the heart

In addition to the mascot, a heart is used to complement the logo. The heart can be combined with the colours of LinTek and LinTek projects. These represent the care and love the union gives to the science and engineering students. Illustrations should have a digital expression to serve as a reminder that they belong to the union for science and engineering students. When the heart is used, it should consist of one of LinTek's colours as a base, with a toning of 60% of the same colour as support.

The heart in LinTek's various accent colours.



7 Application

LinTek's graphic identity is intended for application to the products with which LinTek wishes to convey its message. Suggestions include fabric bags, tape, roll-ups, barrier tape, lanyards and fabric patches.

7.1 Promotional clothing

When LinTek distributes profile clothing within the organisation, the aim should be to ensure that it is as similar as possible in order to present a collective image of the organisation. However, the union management and committees may have different promotional clothing than the rest of the organisation, where it is clearly apparent that they are part of LinTek by, for example, having a heart in the project's accent colour on their promotional clothing.

All promotional clothing must be approved by the Marketing Officer before going to print.