

## Instructions on brands and communication

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## 1 Formalities

### 1.1 Summary

These instructions govern how LinTek strives to coordinate its brand and communications.

### 1.2 Purpose

The purpose of these instructions is to establish important aspects regarding how and what LinTek should communicate and to harmonise LinTek's communication efforts.

### 1.3 Scope

These instructions apply to everyone within LinTek, as they are part of the LinTek brand.

### 1.4 History

Draft prepared on 14 October 2014 by Albin Mannerfelt.

Adopted by decision of the Union Board [No 10, 14/15].

Revisions have been made:

on 14 May 2020 by Cecilia Abrahamsson. Adopted by Union Board meeting [No 12, 19/20].

on 5 May 2021 by Lucas Sevelin. Adopted by Union Board meeting [No 14, 20/21].

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

## 2 Implementation and responsibility

Implementation is a matter of creating awareness and actively working to develop the brand and the dissemination of information. It is at times when the union is seen and heard that the focus should be on compliance with these instructions.

LinTek's Marketing Officer is responsible for ensuring that overall implementation takes place through collaboration with the Union Board and union management. The LiTHanian brand is regarded as an exception, where the publisher under Swedish law is responsible for the overall implementation of the magazine's contents. The publisher responsible under Swedish law can advantageously conduct a dialogue with the marketing manager if necessary.

## 3 Identity

### 3.1 Slogan/ motto

LinTek's slogan or motto is "Your friend in student life". This phrase should be used in communications with science and engineering students, particularly for membership recruitment purposes and in connection with the welcome weeks. LinTek's mascot personifies the slogan.

### 3.2 Core values

LinTek's identity is built around three core values:

- Education
- Community
- Future.

## 4 Communication

LinTek's communications should always be adapted to the target group and based on LinTek's core values and convey LinTek's identity, which consists of:

- **Core:** To promote members' studies and related matters by, among other things, monitoring and pursuing educational and student welfare issues.
- **Associations:** LinTek is always on the side of the students and is helpful, professional and reliable
- **Values:** Education, community and future, competence, legal security, action, enjoyment
- **Products:** Membership provides benefits, support for students in times of need, representation of the science and engineering students and a number of different events throughout the year, as well as the right to legal assistance.

### 4.1 Communication channels

To communicate internally with science and engineering students, LinTek will primarily use the following marketing channels

- **Printed material:** Printed material may be, for example, leaflets, posters, banners, give-aways or roll-ups. All printed material should include the LinTek logo or mascot. The material should be of good quality. Print communication should be fast – it should be possible to get the most important messages, even at a glance.
- **Personal approach:** The personal approach should show that LinTek is made up of ordinary students. When dealing with people, an attempt should be made to convey LinTek's associations.
- **Digital communication:** Digital communication can take place for example through the website, social media, newsletters or the websites of other organisations. It should be a source of knowledge as well as dissemination of information.

LinTek should be aware of what is happening on student-related issues in society through the media. There is occasionally something so important to the students at LiTH that LinTek needs to take a greater role, and the media can then be used. Critical articles from LinTek should be well formulated and to the point. science and engineering students should have a sense of pride when they read, for example, an opinion piece written by LinTek. Contact with journalists and similar should be nurtured by LinTek and be professional.

In the case of major occurrences such as demonstrations, crises or events (which also target a wider group than science and engineering students), press releases should be sent out to relevant media. Press releases should be professional, very clear and should make simple reference to a representative (who can act as a spokesperson on the matter) at LinTek.

Other communication with the media should be notable for professionalism and pride, and opinions should clearly follow LinTek's position programme document.

## 5 LiTHanien

LiTHanien is LinTek's politically, religiously and line independent union magazine. The magazine will be distributed to all LinTek members on a regular basis. The first issue in the autumn will be sent to all science and engineering students at LiU, regardless of membership.

The primary purpose of LiTHanien is to contribute to student benefit and to be entertaining from a student perspective. The contents of LiTHanien should in the main be topical, informative, engaging, thought-provoking, and/or humorous for science and engineering students. This includes, but is not limited to, reviewing LinTek's and LiU's activities and other activities relevant to the science and engineering students. In addition, LiTHanien can provide information about LinTek's activity and highlight relevant news that concerns science and engineering students, their education, their student welfare environment or have a local connection.

The editor-in-chief is responsible for, and has sole mandate to decide on, what is published in LiTHanien as long as the publication does not risk damaging LinTek's relationships or brands. If a publication risks damaging relations between LinTek and other stakeholders, the publisher responsible under Swedish law must consult the Board before a decision is made on publication. Examples of stakeholders are the other unions, sections and municipalities. If the Board is affected by a publication, the Union Council should be consulted instead before the decision is made. In all other cases, other interested parties may offer opinions and suggestions, but the final decision on a publication rests with the publisher responsible under Swedish law.

The contents of LiTHanien must comply with press ethics rules.

## 6 LinTek's sub-brands

In addition to its own brand, LinTek has these sub-brands:

- München Hoben
- SOF
- LinTek Climate Week
- LARM
- LiTHanian
- BokAB
- Mattehjälpn (Help With Maths)
- The Golden Carrot
- Linus & Linnéa.

These may interact with the LinTek brand in different ways – in some cases the sub-brand reinforces the main brand (LinTek), and in some cases the main brand reinforces the sub-brand.

The sub-brands should have some continuity, but the communication around them should be characterised by LinTek's core values and should clarify LinTek as organiser/owner.