



The Guild of Architecture and Industrial Design
within the Student Union at Lund University Faculty of Engineering

POLICY FOR GRAPHIC PROFILE

1. Formalities

1.1 Purpose

This graphic profile has been produced to simplify the guild's graphic work and create a clearer and more uniform graphic expression. The profile addresses and explains several different types of the guilds's graphic elements, such as fonts, colors, emblems, and symbols. The graphic profile is aimed to be used by guild members who want to create both printed and digital graphic material for the A-Guild such as posters, documents, and images.

1.2 Name

The A-Guild's full name is "The Guild of Architecture and Industrial Design within the Student Union at Lund University Faculty of Engineering", with initial capital letters for the words "Guild", "Architecture", "Industrial Design", "Student Union", "Lund", "University", "Faculty", and "Engineering". The A-Guild is abbreviated as "A-Guild within the Student Union", "A-Guild within TLTH", or simply "A-Guild".

2. Colors

The official color of the A-Guild is purple, Pantone Violet 2597C. In all situations when a purple color is supposed to symbolize the guild, it is desired that the purple is as close to the official color as possible. In the situation when purple is not suitable to use, black or white can be used instead.

Color systems

PANTONE

Is used when precise color reproduction is important, for example with orders of printed media.

RBG

Is used for digital elements, for instance in social media.

CMYK

Is used for printed media, like posters.

HEX

Is used for web production.

	<p>Guild purple</p> <p>Pantone Violet 2597C RGB R88 G15 B139 CMYK C82 M100 Y7 K3 HEX #580f8b</p>
	<p>White</p> <p>RGB R255 G255 B255 CMYK C0 M0 Y0 K0 HEX #ffffff</p>
	<p>Black</p> <p>RGB R0 G0 B0 CMYK C0 M0 Y0 K100 HEX #000000</p>

3. Font

The A-Guilds official font is Josefin Sans where semibold should be used for headings and Regular for subheadings. IKDC and the A-house are an important part of the guild's and the member's history and the typeface is connected to the names written on the facades of each house. The names on the houses are written in a bold, sans serif font that strongly reminds of Josefin Sans's character.

The guild uses, in addition to this, also Garamond as a font for body text in all official documents. Garamond makes a connection to both the Student Union (Teknologkåren) and Lund University as they also use this font.



A-house



IKDC

Josefine Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyz 1234567890

Garamond Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyz 1234567890

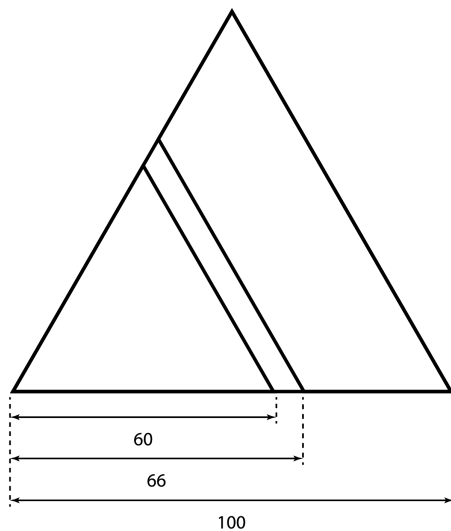
Josefine Sans Semibold
Josefine Sans Regular

Garamond Regular
Garamond Semibold
Garamond Bold

Garamond Italic
Garamond Semibold Italic
Garamond Bold Italic

4. Symbol

The A-Guild symbol is a stylized A. It shall be used to represent and symbolize the guild and can be depicted in A-Guild purple, black or white. The shape of the symbol is based on three equilateral triangles with each having sides with lengths of 60, 66 respectively 100 units. All triangles have a base in the lower left corner and the shape is defined by the smallest and largest triangle, where the largest is being cut out by the middle-sized triangle.



Definition



Purple



Black



White

5. Emblem

The A-Guild's official emblem has the guild symbol in the middle and is surrounded by a radial pattern consisting of triangles. The guild's name is written under the symbol and the year in which the guild was founded is divided on each side of the symbol. The emblem comes in three different versions; one in black, one in white, and one in color. The choice of which emblem to use should be based on the color of the background. For a light background the black and colored emblem should be used and for a darker background should the white emblem be used.

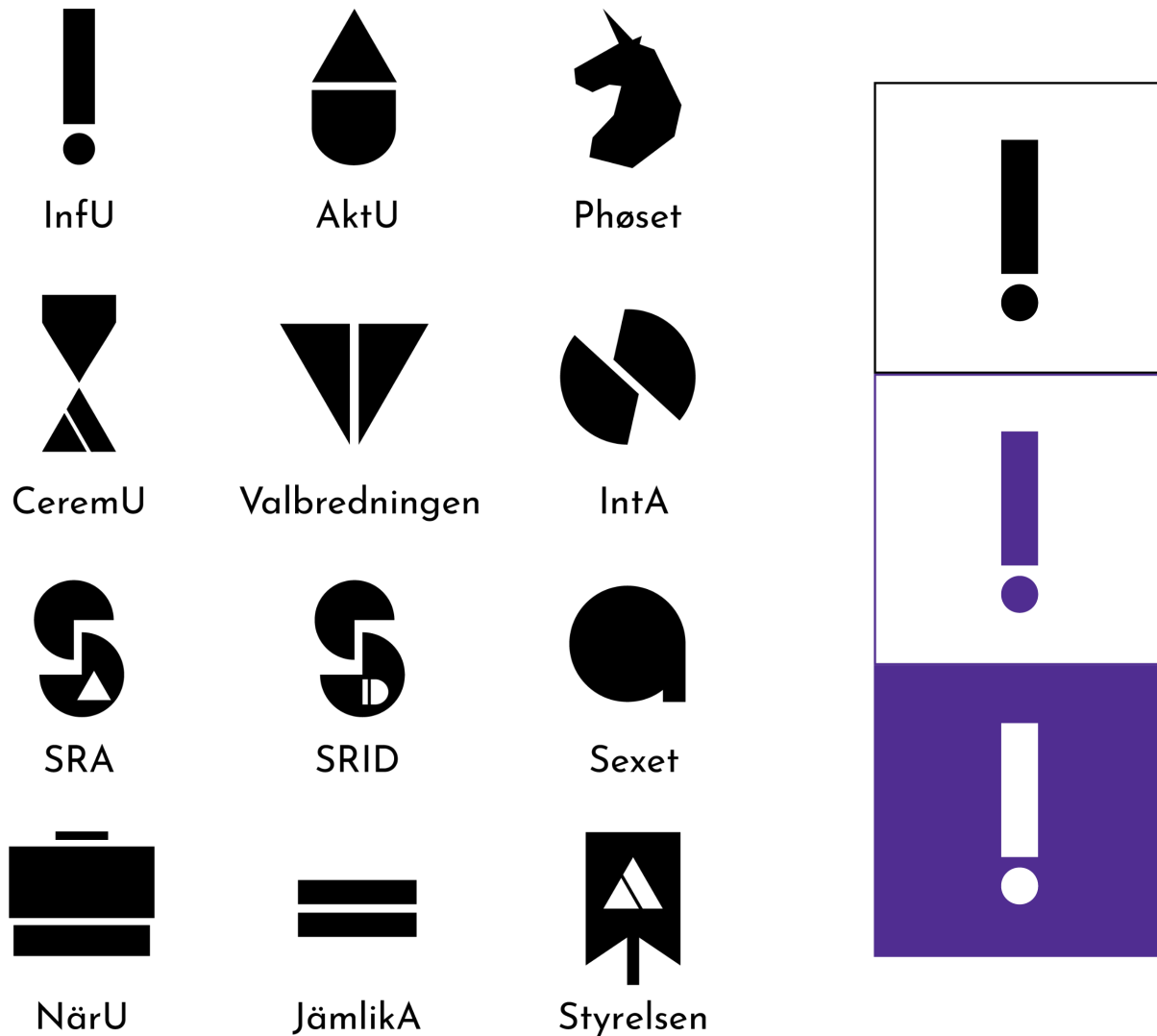


Color emblem



6. Committee symbols

All committees of the A-Guild have their committee symbols. The symbols are simplistic and geometrically designed to draw association to the guild symbol. Their design is also inspired by the committee's work, name, and historical context. They should be used to represent and symbolize the different committees at the guild and they could be used in white, black, or A-Guild purple.



7. Posters

All posters produced within the A-Guild must use the A-Guild's poster template. The poster template includes a footer designed for vertical A3 posters. The height of the footer corresponds to 1/10 of the height of the poster. The footer contains the name of the committee behind the poster as well as the corresponding committee symbol. The footer is available in two different colors: one in A-Guild purple, intended for use on lighter posters, and one in white, intended for use on darker posters. For each color, there are also two different versions: one that provides space for a QR code and one without.

In the footer, the committee's abbreviation should be written in uppercase letters with its full name on the line below. If multiple committees are behind the poster, only the abbreviations of the committees should be written, and the committee symbols should be placed in the same order as they are mentioned.

For posters advertising cross-guild events, their guild symbol should also be included on the right side of the A-Guild symbol. If the name of the committee is too long, it is acceptable to use only the abbreviation of the committee name.

7.1 Example of poster-foot:



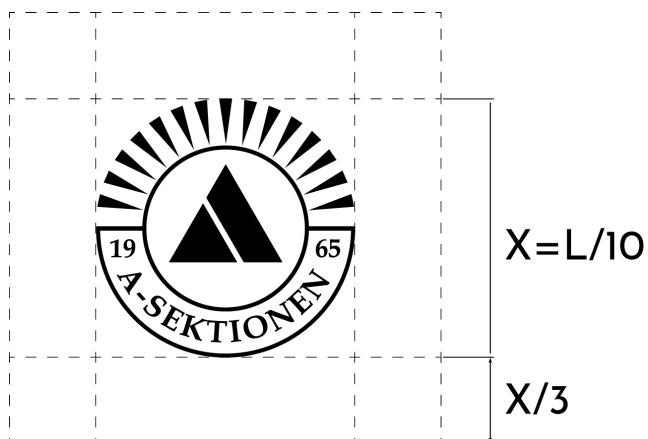
7.2 Example of a poster with the poster-foot:



8. Watermark

All images from the A-Guild's event that is being published, can have the guild's emblem as a watermark. The emblem should be placed in the lower right corner of the picture. The watermark's size should be 10% of the image's longest side (L), with a margin around the emblem that is equivalent to $\frac{1}{3}$ of its size. To not draw too much attention, only the black or white emblem should be used. The mark should have a transparency of 60 percent.

Free zone



9. Interpretation right

The graphic profile was originally developed in 2024 by Anton Lundberg, Carl Björklund, and Alva Bergstrans. The purpose is for the A-Guild to have a unified view of the use of our graphic elements, guild color, and symbols in both printed and digital media.

The board has the right to interpret the graphic profile. Always contact the board or the chairman of the Information Committee regarding any uncertainties about how the graphic profile should be interpreted and used.