

## Guideline for graphic profile

### Purpose

The purpose of the graphic profile is to provide clear guidelines to the members of the Section on the graphic appearance of the Section and to assist in graphic work.



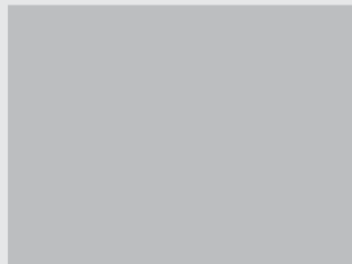
# **Graphic profile**

# Lathund



## Section color

Pantone 158 C&U  
CMYK 1% 67% 91% 0%  
RGB 235 113 37  
HTML #EB7125



## Pi-silver

Pantone Cool Gray 4 C&U  
CMYK 0% 0% 30%  
RGB 190 190  
HTML #BEBE



## Nano-green

Pantone 362 C&U  
CMYK 74% 15% 100% 2%  
RGB 78 157 45  
HTML #4E9D2D



Section symbols



The section mark

The symbols can be found on the website

If you have any questions about the graphic profile,  
please contact the Minister of Truth at  
[sanning@fsektionen.se](mailto:sanning@fsektionen.se)

# Introduction

A graphic profile is necessary to facilitate the work of anyone who wants to produce digital or printed material representing the section. This graphic profile deals with section logos, section colours, how references to the F-Section are made and suggestions for fonts and colours that can be used. If you have any questions or comments, please contact the Secretary of Truth at [sanning@fsektionen.se](mailto:sanning@fsektionen.se). The F-Section Board of Directors reserves full interpretive rights in matters relating to the use of F-Section symbols.

# F-section symbols



**Section symbols**

The F-section's main symbols are F, Hilbert Moose and 6122 Å. They are referred to unambiguously as the section symbol, the section halo and the section colour respectively. The section symbol is commonly referred to as the F-f.

As far as possible, the section symbol shall be entirely orange according to the section colour or black on a white background.

All texts and printed materials representing the Section to the outside world should include the Section symbol in one way or another. It is common for a headline or contact information that contains "F-Section" or "F-Section within TLTH" to be written with the section symbol. Even in situations where sections are juxtaposed, it is appropriate to use the symbol for sectional purposes.



**Section mark**

A development of the section symbol is the section mark. This clarifies that it is the F-section at LTH that is represented in the context. As with the section symbol, the section logo should first and foremost be depicted in the section colour or in black on a white background.

The section label says more than just the section symbol and is therefore used in all contexts where it is believed that a target group does not know what the section symbol alone means. Important contexts are, for example, business contacts.

Unlike the section symbol, it is difficult to integrate the section mark into a running text. Therefore, it is best placed as a stamp, for example in a well-chosen corner or together with the title or contact details.

# F-section symbols

The program symbol for engineering nanoscience is an  $n$  in Latex, i.e. a gement, italicized  $n$  in the Computer Modern font.

$n$

The program symbol for technical mathematics is a  $\pi$  in Latex, i.e. a gement, italicized  $\pi$  in the Computer Modern font.

$\pi$

Engineering Physics does not have a special programme symbol but borrows the section symbol. The section symbol may be freely modified as long as it is recognisable. When the target group is people outside LTH, the symbol should not be modified. Individuals or groups wishing to use the section symbol in non-official contexts should contact the Minister of Truth for permission. This does not apply to committees within the F-section.

The Board of the F-Section reserves the full right of interpretation in matters relating to the use of the F-Section symbols.

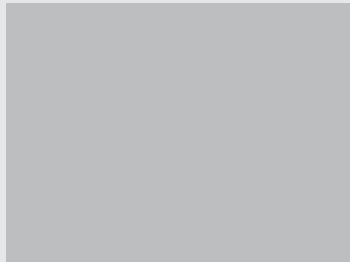
# Section colours



## Section color

Pantone158 C&U  
CMYK1% 67% 91% 0%  
RBG235 113 37  
HTML #EB7125

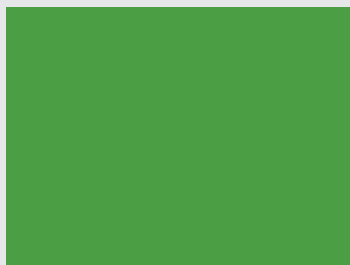
The colour of the F-section is defined by the human perception of electromagnetic radiation with wavelength  $6122 \text{ \AA}$ , a shade of orange. Practically we define the colour according to the picture and text on the left. This colour is specified according to the Pantone system, and is also available in CMYK and RGB.



## Pi-silver

PantoneCool Gray 4 C&U  
CMYK0% 0% 30%  
RBG190 190  
HTML #BEBE

The programme colours for engineering mathematics and engineering nanoscience are defined on the left. The programme colour for engineering physics is the section colour.



## Nano-green

Pantone 362 C&U  
CMYK74% 15% 100% 2%  
RBG78 157 45  
HTML #4E9D2D

Pantone is a system of smooth (non-rasterized) printing colours used when printing with a technique called offset.

cmyk is a colour scale used in four-colour printing, commonly used in the digital printing process.

rgb is a colour scale used for photographic images and computer screens, but not in print.

In html, rgb colors are written in a more compact way with hexadecimal numbers.