



Graphic manual

Student Union Malmö



Introduction

This is the graphic manual for the Student Union Malmö. The manual explains how our graphic profile is structured and contains rules, templates and examples of how the various parts should be used. The graphic manual helps us take joint responsibility for the Student Union Malmö's visual identity.

The clearest and most concrete representation of the Student Union Malmö is our graphic profile, where our logo is at the center. By following this graphic manual, the Student Union Malmö will be able to maintain a consistent and professional brand identity across channels and materials. It will also help to strengthen the connection between the Student Union and its members and create recognition and involvement in the student community.

The graphic manual should be seen as a living document that can be updated as needed.



Logotype

The logo is the primary identifier for the Student Union Malmö and must be used consistent in all communication materials. It may not be altered, distorted or modified in any way.

The logotypes can be downloaded in PNG at our webpage (malmostudenter.se/kommunikation). For other formats, contact the Union's communicator.



Logotype

Versions

Symbol and word picture

The Unions' logo consists of a symbol in the form of an aqua blue elephant's head and a text part where "Kåren" is at the top and largest and "Studentkåren Malmö" below in a smaller format. These must always be seen together.

Elephant head

The Union is big but kind - the elephant symbolizes this. All three logos feature the elephant head.

Word picture

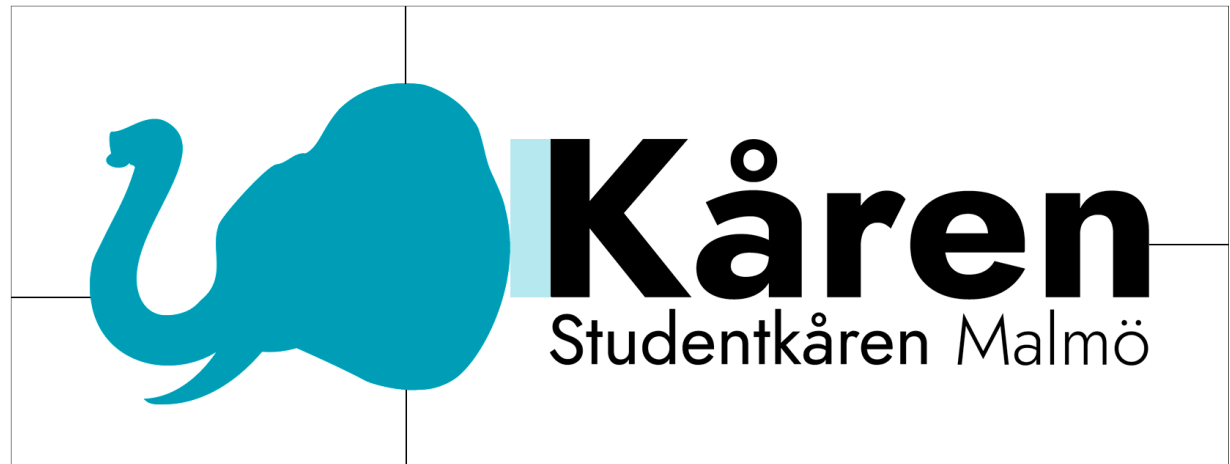
"Kåren" has been put in focus, so it is used in general speech instead of Studentkåren Malmö. Because the Student Union Malmö is the only one (apart from the Odontological Union, which has given us responsibility for managing the political parts). In order to avoid changing our name completely and to differentiate ourselves from other unions around Sweden, we need our full name "Studentkåren Malmö", which is placed under "Kåren". The word picture is black. The font is Jost and all words are optical cored. "Kåren" is in Bold, "Studentkåren" is in Medium and "Malmö" is in Light.



Logotype

Free zone

Since our logo should not disappear among other logos and graphic elements, there is a minimum boundary around our logo that must not be exceeded. This border, the free zone, is defined based on the left bar of K times two. There should therefore be an air space around the entire logo that corresponds to the width of the double bar of the K.



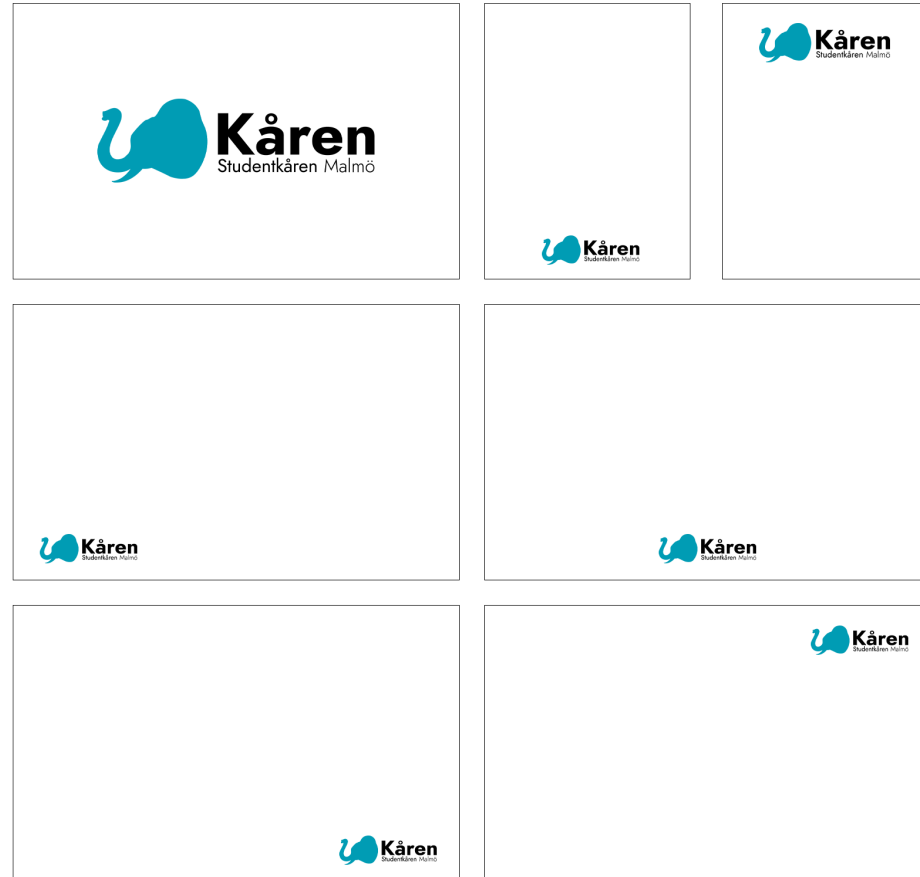
Logotype

Placement

The logo should be placed so that it is clearly visible and with a free zone as above. Consideration should be given to the type of information product intended and where the product is to be seen/distributed.

When printed, it is the "Malmö part" in the word picture that is sensitive because this word is in Jost light and is narrowest. In small prints, therefore, the word "Malmö" can disappear. It is therefore important to check with the respective printer what the minimum size can be. This differs between different materials, of which paper is rarely one problems, while profile products in fabric and plastic can be.

If our logo is to be combined with other logos, it is important to point out the free zone, so that our logo is not squeezed together and disappears in the crowd.

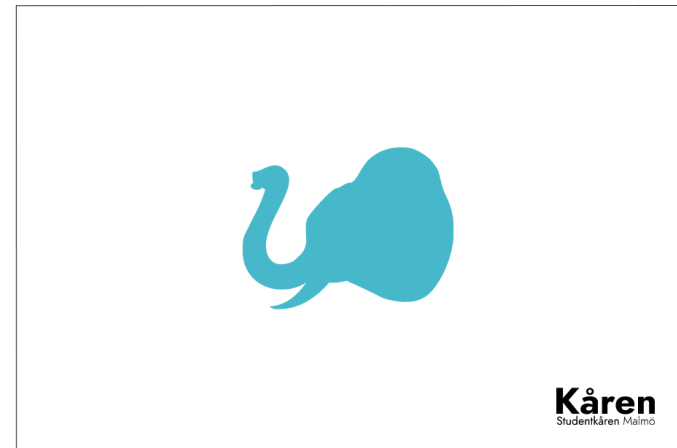
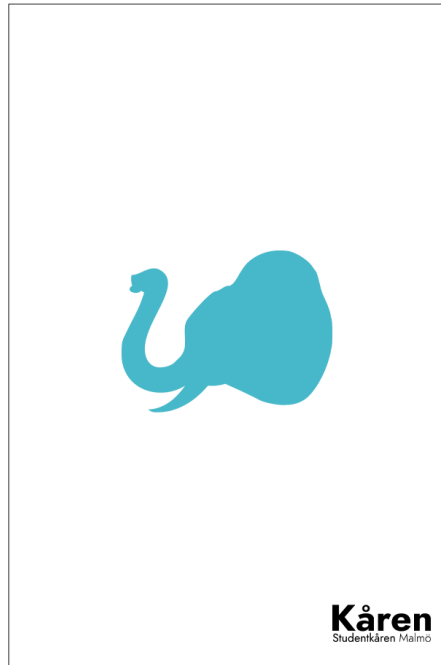


Logotype

Constituents

The logo consists of both the symbol and the word picture. Together they make up the Unions' logo. The symbol is placed to the left of the word picture.

With our own information products it is possible to use the symbol and word image separately, provided both are included in the product. For example, it is possible to have the symbol at the bottom left of a poster, while the word picture is at the bottom right or in the middle. Both are therefore present in the product and can be related to each other, but they are not positioned as a whole.



Logotype

Alternative executions and application

On information products that are printed in black and white, the logo with an aqua blue head is used. Against a colored background, either the white negative or black logo is used, depending on how the contrast looks. The same applies to the word image.

In digital media such as digital communication and social media, it should be clearly stated that it is the Malmö Student Union that is behind it. It must clearly signal that it is the Student Union Malmö as referred to. When using names other than just "Studentkåren Malmö" information should be added to the account that it is the Studentkåren Malmö that stands behind the same.





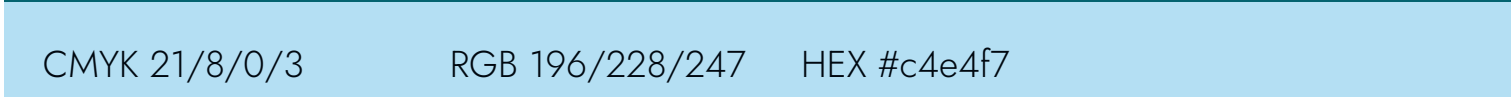
Colors

Profile colors

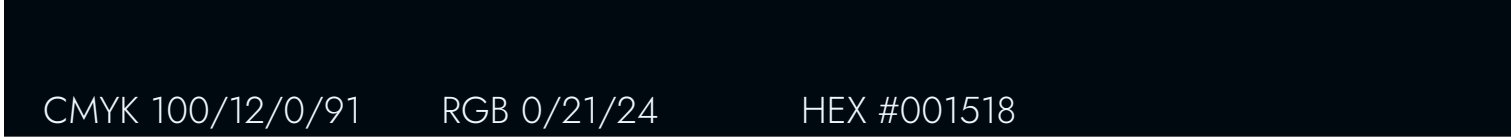

Primary colors are our profile colors and those appearing in our logo. Where the aqua blue color is our identity color.

The accent colors contribute to a warm and welcoming appearance. They can be used in a variety of ways, for example at our various events. Feel free to use these.

Primary colors

		
CMYK 100/10/0/26	RGB 0/171/189	HEX #00abbd
		
CMYK 100/13/0/56	RGB 0/98/113	HEX #006271
		
CMYK 21/8/0/3	RGB 196/228/247	HEX #c4e4f7

Accent colors

		
CMYK 100/12/0/91	RGB 0/21/24	HEX #001518
		
CMYK 4/2/0/1	RGB 244/248/253	HEX #f4f8fd

Contrast

It is important that text is clearly visible. Therefore, make sure that there is sufficient contrast between the text and the background color.

Aa 6.75

Background Colour: #001518

Foreground Colour: #00abbd

AA Large: Pass ✓
AAA Large: Pass ✓
AA Normal: Pass ✓
AAA Normal: Fail ✗

Aa 18.74

Background Colour: #001518

Foreground Colour: #ffffff

AA Large: Pass ✓
AAA Large: Pass ✓
AA Normal: Pass ✓
AAA Normal: Pass ✓

Aa 6.75

Background Colour: #00abbd

Foreground Colour: #001518

AA Large: Pass ✓
AAA Large: Pass ✓
AA Normal: Pass ✓
AAA Normal: Fail ✗

Aa 11.47

Background Colour: #99d2f2

Foreground Colour: #001518

AA Large: Pass ✓
AAA Large: Pass ✓
AA Normal: Pass ✓
AAA Normal: Pass ✓

Aa 18.74

Background Colour: #ffffff

Foreground Colour: #001518

AA Large: Pass ✓
AAA Large: Pass ✓
AA Normal: Pass ✓
AAA Normal: Pass ✓

Typography

Jost

Jost is a linear typeface (characterized by the fact that it has no heels). It is primarily used for larger texts such as in headings, subheadings and preambles and when texts are to be read at a distance such as posters. The font also works for shorter texts and text in relatively small degrees, for example image and table texts and the like.

Jost is available in different variants. On the right is shown Regular, Medium and Bold which we use in most situations.

Jost Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö
a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö
0 1 2 3 4 5 6 7 8 9 ! ? & %

Jost Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö
a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö
0 1 2 3 4 5 6 7 8 9 ! ? & %

Jost Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö
a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö
0 1 2 3 4 5 6 7 8 9 ! ? & %

Typography

EB Garamond

EB Garamond is a typeface with so-called serifs (small heels) that help the reader's eyes follow the line in an easy way. It is easy to read, making the font a good choice for larger amounts of running text.

In text, the variant Regular should be used. Bold is only used to emphasize something special in a text.

EB Garamond Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö
a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö
0 1 2 3 4 5 6 7 8 9 ! ? & %

EB Garamond Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö
a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö
0 1 2 3 4 5 6 7 8 9 ! ? & %

Typography

Replacement font

If it is not possible to use the profile fonts, the replacement fonts Arial and Times New Roman are used.

In Word and PowerPoint templates the replacement fonts are used.

On the web, Arial is used for both headings and body text.

Arial

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö
a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö
0 1 2 3 4 5 6 7 8 9 ! ? & %

Times New Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö
a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö
0 1 2 3 4 5 6 7 8 9 ! ? & %

Typography

Implementation

Headings and subheadings are set in Jost Bold with lowercase characters and initial capitals in the sentence. Let the headings be large enough to create contrasts with the rest of the text. Our messages must be clearly visible. Preambles are set in Jost Medium.

Other text parts are set in EB Garamond and must both harmonize and be dynamic so that the reader can easily orient himself in the communication.

RUBRIK

Jost Bold
Textstorlek: 24pt
Radavstånd: 24pt

INGRESS

Jost Medium
Textstorlek: 14pt
Radavstånd: 16pt

BRÖDTEXT

EB Garamond Regular
Textstorlek: 10pt
Radavstånd: 12pt

UNDERRUBRIK

Jost Bold
Textstorlek: 12pt
Radavstånd: 12pt

Eseque et excepta tempora tiurian

**Sediscipsum quis enis ut am eos
aperi re nonemporeic tota eum es
ipsam quodi ut quam ipsanist,
conempere volupidus.**

Igent prorrovitem volo et fugiam inis illore iduciissi cus.
Rationi busapid essequi asintis eatur? Quia nati blaboriatus
estionsequas ma nus quiae nus, volenis numquam ea asita
conem qui autatent repelli busaper chillac custem rem
reiunt, officab oraepuda voloreria.

Igent prorrovitem volo

Rationi busapid essequi asintis eatur? Quia nati
blaboriatus estionsequas ma nus quiae nus, volenis
numquam ea asita conem qui autatent repelli busaper
chillac custem rem reiunt, officab oraepuda nuscil
idusdae porrundi di voloreria.

Imagery

Our images should represent the Malmö Student Union and communicate us as a modern and professional Student Union.

The pictures should highlight student life in Malmö, Kåren's place in the city and our activities and events.

This is done through images that show our activities on movement, student engagement and will create a curiosity.



Graphic elements

Our graphic elements should represent the Student Union Malmö and communicate that we are a modern and professional student union.

The graphic elements should highlight the Union's colors in a lively way and create a sense of fun and curiosity.



**Do you have questions about the manual?
contact the Unions' communicator.**

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