

# New branding guidelines ('house style') for doctoral dissertations

## New specifications

- Format 16(W)x24(H) cm; the width of the spine is determined by the print shop as a function of the number of pages and the thickness of the paper.
- Cover material: glossy 'high white' cover carton (e.g. MultiCard) with a weight of 300g/m<sup>2</sup>.
- Finishing of the cover material: matte lamination.
- Build-up of the front cover from top to bottom: 3 cm white band, 6 cm illustration, 11 cm text box, 4 cm white band
- Logos:
  - Logo Faculty of Engineering and Architecture: only included if FEA has the exclusive supervision of the doctorate; otherwise: omit the logo. Position: top left on front cover, height 11 mm, vertically centered in white, 3 cm high band, left aligned at the same position as the text in the text box on the front cover. Language= like the UGent-logo. Color = faculty color (R,G,B=111,113,185)
  - Logo UGent: always. Position: bottom left on the front cover, height = 24 mm, vertically centered in a white, 4 cm high band, left aligned at the same position as the text in the text box on the front cover. Language = Dutch for a Dutch language dissertation, English for another language dissertation. Color = UGent-blue (R,G,B=30,100,200)
  - Logo other university (in case of an interuniversity doctorate): in white band bottom right. Bottom side aligned with bottom of UGent logo. Height maximum 24 mm. Width maximum 60 mm.
- Text boxes:
  - Front cover:
    - Background UGent blue (R,G,B=30,100,200); text white, font UGent Panno. Title and author in size 12pt bold; rest in 10pt normal.
    - Language = language of dissertation, if it is English or Dutch.  
If language of dissertation is neither English nor Dutch, title and subtitle in the original language + the English translation below. All other text also in English.
    - Dimensions and position: 12(W)x11(H) cm, left aligned above bottom white band.
    - Margins around: 5 mm; vertical distance between the different elements (volume, title, subtitle, (translated title, translated subtitle), author, 'doctoral dissertation', supervisors, affiliations, publication date) is also at least 5 mm and the available separation space should be uniformly distributed. The Plato export routine should take care of this. If there is insufficient space to leave 5 mm between all elements, the fonts are uniformly reduced in size until there is sufficient space.
    - Contents:
      - Optional line 'Volume i/n' (i = 1, ..., n) if multiple (n) volumes (right aligned)
      - Title (left aligned) (in English: use word capitalization, as also required by the Faculty Council when submitting the dissertation)
      - Optional subtitle in 10 pt (left aligned)
      - Author (right aligned)
      - "Doctoral dissertation submitted to obtain the academic degree of Doctor of ..." / "Proefschrift voorgelegd met het oog op het behalen van de graad van Doctor in ..."
      - In case of joint PhDs, if the academic title is different per institute: "Doctoral dissertation submitted to obtain the academic degrees of xxx (academic titel

- institute 1 (short name of institute 1)) and xxx (academic titel institute 2 (short name of institute 2))”
    - **“Supervisor(s)” / “Promotor(en)”** (bold; plural form only if needed) with below that the supervisor(s) on 1 line. Superscript \*, \*\* and \*\*\* if different affiliations
    - \*Department of the supervisor(s), Faculty, University
    - \*\*Affiliation other supervisors if different. In case of non-academic affiliations: company name (country)
    - Publication date: “January 2020” (or ‘Januari 2020’ if language dissertation is Dutch), this is the month and the year of the public defence
  - Spine:
    - UGent blue with white text at the same height as the text box on the front cover (text box ‘continues’ on the spine). Above it the illustration runs through from the front to the back cover. Top and bottom: white bands with the same height as on the front cover.
    - Language = language of dissertation.
    - When the spine is held in readable direction (i.e. with the front cover on the top):
      - On blue background: left “First name Surname – doctoral dissertation” (Dutch: ‘proefschrift’) UGent Panno 12 pt. or smaller (down to minimal 10 pt.) to make the name fit the available space; right optional ‘Vol i/n’
      - Right aligned, on white background: publication year (e.g. 2020, this is the year of the public defence) in UGent blue UGent Panno 12 pt
- Illustration (‘graphical abstract’):
  - If the doctoral student wishes to provide an own illustration, he / she shall submit this illustration to the working group “doctoral illustrations”, which will monitor the aesthetics of the illustrations in consultation with the student. The proposed illustration must be submitted simultaneously with the version of the doctoral thesis intended for the internal defence.
  - If the doctoral student is unable to provide an appropriate own illustration, Shutterstock images can be used (for this the doctoral student and the working group “doctoral illustrations” can rely on the Shutterstock license of the PR committee EA).
  - The author, in consultation with the working group “doctoral illustrations”, shall decide whether the illustration will only exist on the front cover or will run through to the back cover (via the spine). If the illustration is limited to the front cover or the front cover + the spine, the remaining illustration space will be filled with a uniform color, to be chosen in consultation with the working group “doctoral illustrations” (e.g. R,G,B=170,199,242).
  - Optionally a text box can be provided on the lower left side of the back cover, containing a figure caption counting maximum 150 characters, font UGent Panno 10 pt, width 45 mm and maximal height 30 mm, left and bottom margin 5 mm (see first example cover below). The background color of the text box and the font color (white or black) shall be determined in function of the illustration, in consultation with the working group “doctoral illustrations”.
  - White bands are kept free at the top side (3cm) and the bottom side (4cm).
  - Resolution of the illustration: minimum 300 dpi = 4000x2000 pixels if the complete space is used.
- The first and the last interior sheet remain empty.
- First printed interior sheet:
  - Recto: same text and formatting as front cover.
  - Verso: ISBN, theme code, NUR code(s) and legal depot number. Position: bottom of the page.
- Second printed interior sheet, recto: Members of the examination board (jury).
  - Mandatory content:
    - Title: ‘Members of the Examination Board’ / ‘Leden van de examencommissie’ (same language as front cover),
    - Members, per category:
      - Chair / Voorzitter
      - Other members entitled to vote / Andere stemgerechtigde leden
      - Supervisor(s) / Promotor(en) *(they are members!)*
      - *(it is no longer needed to indicate the secretary)*
    - Every member is listed as Title Name, Affiliation (incl. country if not BE)

- Not permitted **on this page** (but can be put on another page):
  - Full name and address of the research group / department involved
  - Name of the head of department
  - Acknowledgement of sponsoring institutes
- Not permitted in the dissertation
  - Logo of the research group or department

(verso of second printed interior sheet: empty)

2 example covers below – [Here you can find more covers](#)

