

VŠE/FBA

GRAPHIC MANUAL
OF THE UNIFIED VISUAL STYLE
OF THE FACULTY OF BUSINESS ADMINISTRATION

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FUNCTION AND USAGE OF THE MANUAL OF THE FACULTY OF BUSINESS ADMINISTRATION

A unified visual style of the Faculty of Business Administration of the Prague University of Economics and Business (hereinafter referred to as the "FBA") is a visual way of external communication of the faculty with the general public. Its visual identity results from and, at the same time, it complements the unified visual identity of the Prague University of Economics and Business (hereinafter referred to as the "VŠE") within which authority it falls along with other faculties.

The basic elements of the unified visual style of the FBA are a graphical version of its logotype, fonts, colours, and supplementary elements of the FBA visual style.

These together create unmistakable visual features characterising its quality, a high level of education, creative environment, and also increase general awareness about the institution itself. Their forms and ways of how they can be used are codified in this Manual.

The Manual serves as a pattern for implementation of individual components of visual identity, for example, mercantile variations described in full detail. In addition to ideal applications, the Manual also encompasses examples of forbidden versions of the FBA logotype.

The Manual cannot include all applications of unified visual identity, however, it indicates fundamental principles which must be followed when implementing individual elements, typographical rules, and aesthetic standards.

Any application of the FBA logotype is subject to rules laid down in the Manual stored in the VŠE Public Relations Department. The FBA logotype may be used by the VŠE, the FBA or other VŠE units to mark documents relating to their activities. The FBA logotype can be downloaded, and thus it can serve for media representatives as a material accompanying articles relating to the Prague University of Economics and Business.

A consent with the use of the FBA logotype application by external entities or persons is granted by an authorised employee of the FBA or by the Head of the VŠE Public Relations under the written authorisation.

I / LOGOTYPE

LOGOTYPE WITH THE ACRONYM POSITIVE DESIGN

The FBA logotype is designed in such a way as to guarantee its easiest use within the unified graphic and communication style of the University and, at the same time, to be able to identify individual faculties within the VŠE structure whilst preserving all technological typographical options and aesthetic rules.

The logotype may be used only from the original template which is available as the Annex to this Manual or possibly in compliance with data provided by the VŠE Public Relations together with previous authorisation of its use. Using patterns different from the original ones is impermissible.

The basic positive FBA logotype is in the corporate black colour (100 % K), and it is further specified in codification of colour variations described in Chapter **2/01**.

The logo is best seen against the white background which is also preferred while applying the logo.

The correct logo application is defined by rules encompassed in this Manual and it is forbidden to apply it otherwise.

[FBA_4_logo_bw_cmyk.eps](#)
[FPH_4_logo_cb_cmyk.eps](#)

VŠE / FBA

VŠE / FPH

LOGOTYPE WITH THE ACRONYM BICOLOURED DESIGN

The FBA logotype may be used only from the original template, which is available as the Annex to this Manual, or possibly in compliance with data provided by the VŠE Public Relations together with previous authorisation of its use. Using patterns different from the original ones is impermissible.

The logotype coloured design is in corporate colours. The logotype with the faculty acronym is composed of the basic logotype (logo) of the VŠE, a slash and the acronym of the Faculty of Business Administration. "VŠ", a slash and the faculty acronym are used in grey (85 % K).

The FBA colouration is applied on letter "E" (CMYK 100/30/0/30). Such colouration is specified in more details in Chapter **2/01**.

The correct logo application is defined by rules encompassed in this Manual and it is forbidden to apply it otherwise.

[FBA_4_logo_cmyk.eps](#)
[FPH_4_logo_cmyk.eps](#)

The image shows the logotype for the Faculty of Business Administration (FBA) at VŠE. It consists of the letters 'VŠE' in a grey serif font, followed by a forward slash, and then the letters 'FBA' in a grey sans-serif font. The letter 'E' in 'VŠE' is colored blue.The image shows the logotype for the Faculty of Public Health (FPH) at VŠE. It consists of the letters 'VŠE' in a grey serif font, followed by a forward slash, and then the letters 'FPH' in a grey sans-serif font. The letter 'E' in 'VŠE' is colored blue.

LOGOTYPE WITH THE ACRONYM MONOCHROMATIC DESIGN

The FBA logotype may be used only from the original template, which is available as the Annex to this Manual, or possibly in compliance with data provided by the VŠE Public Relations together with previous authorisation of its use. Using patterns different from the original ones is impermissible.

The logotype coloured design is applied in colours of the Faculty of Business Administration (CMYK 100/30/0/30), the colouration is specified in more details in Chapter 2/01.

The correct logo application is defined by rules encompassed in this Manual and it is forbidden to apply it otherwise.

[FBA_4_logo_2_cmyk.eps](#)
[FPH_4_logo_2_cmyk.eps](#)

The image shows the monochromatic logotype for the Faculty of Business Administration (FBA) in blue. It consists of the letters 'VŠE' in a stylized font, followed by a forward slash and the letters 'FBA' in a sans-serif font.The image shows the monochromatic logotype for the Faculty of Public Health (FPH) in blue. It consists of the letters 'VŠE' in a stylized font, followed by a forward slash and the letters 'FPH' in a sans-serif font.

LOGOTYPE WITH THE ACRONYM NEGATIVE DESIGN

The FBA logotype may be used only from the original template, which is available as the Annex to this Manual, or possibly in compliance with data provided by the VŠE Public Relations together with previous authorisation of its use. Using patterns different from the original ones is impermissible.

Logotypes have their negative version in white application which is specified in more details in Chapter **2/01**. This version is used when, due to inappropriate or unstable background in terms of shape, legibility of the basic positive version can be compromised.

The correct logo application is defined by rules encompassed in this Manual and it is forbidden to apply it otherwise.

[FBA_4_logo_neg_cmyk.eps](#)
[FPH_4_logo_neg_cmyk.eps](#)

The image shows the negative design version of the VŠE/FBA logotype. The text 'VŠE/FBA' is rendered in white against a solid black background. The 'V' and 'Š' are in a serif font, while 'E', 'F', 'B', and 'A' are in a sans-serif font. The slash '/' is a simple diagonal line.

The image shows the negative design version of the VŠE/FPH logotype. The text 'VŠE/FPH' is rendered in white against a solid black background. The 'V' and 'Š' are in a serif font, while 'E', 'F', and 'P' are in a sans-serif font. The 'H' is also in a sans-serif font. The slash '/' is a simple diagonal line.

LOGOTYPE WITH THE ACRONYM PROTECTION ZONE

The protection zone of the FBA logotype is an area around the logotype which must be free of any text or any type of graphics or a mark.

At the same time, this protection zone of the logotype frames a minimal permissible distance from the margins of an object (it serves to determine the location on small promotional items).

X = The size marked X is 1/7 of the height of letter E in the logotype (7 X is the height of letter E in the logotype).

This dimension is used to specify the distance of the logotype from the margins etc. (e.g. on this page it defines the protection zone of the logotype).

The protection zone is precisely depicted here:

2 X from the left, top and bottom margins
2 X from the right margin.

Distance X = 1/7 of the height of letter E



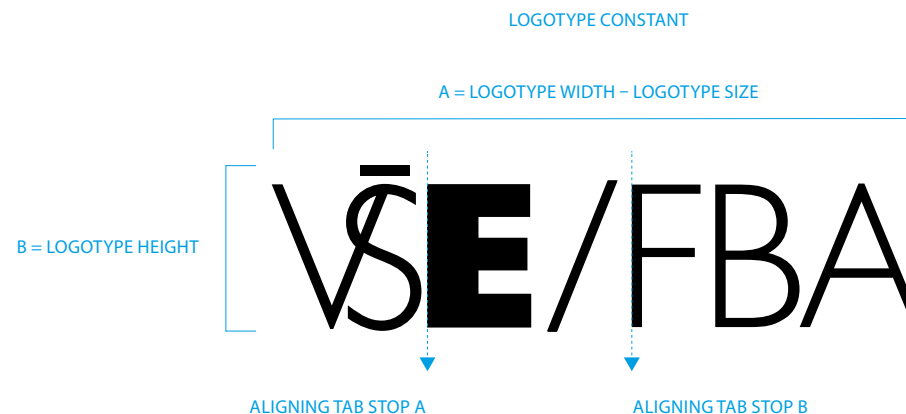
LOGOTYPE MINIMAL SIZE AND CONSTANT RULES

A = The logotype width specifies auxiliary dimensions.

B = The logotype height and, at the same time, the logotype size (a basic dimension appearing in the patterns contained in this Manual).

Aligning tab stops A/B to which the majority of additional texts are bound.

The **minimal size of 8 mm** specifies a limit size of the logo guaranteeing its faultless reproduction in resolution which can be ensured by regular office printers. It is inappropriate to use the logo in smaller sizes since its legibility can be reduced.



LOGOTYPE WITH THE ACRONYM DIMENSIONS RANGE

The **logotype dimensions range** represents the logo in sizes which are recommended to be used preferably when the logo is applied. Respecting the dimensions range serves for systemic use of the logo predominantly in printed materials and it also helps create their unified style.

The **minimal size of 8 mm** specifies a limit size of the logo guaranteeing its faultless reproduction in resolution which can be ensured by regular office printers. It is inappropriate to use the logo in smaller sizes since its legibility can be compromised.

The logo 'VŠE/FBA' is displayed at its largest size, 25 mm. It features a stylized 'V' with a horizontal bar, followed by 'ŠE' in a bold sans-serif font, and 'FBA' in a regular sans-serif font. The entire logo is set against a background of vertical blue lines.

25 mm

The logo 'VŠE/FBA' is displayed at 20 mm. The proportions and styling are consistent with the larger version, maintaining clarity against the vertical blue line background.

20 mm

The logo 'VŠE/FBA' is displayed at 15 mm. The text remains legible, with the bold 'ŠE' and regular 'FBA' clearly distinguishable.

15 mm

The logo 'VŠE/FBA' is displayed at 12.5 mm. The design is scaled down while preserving the visual hierarchy and spacing.

12.5 mm

The logo 'VŠE/FBA' is displayed at 10 mm. The characters are smaller but still maintain their distinct shapes and the overall layout.

10 mm

The logo 'VŠE/FBA' is displayed at its smallest size, 8 mm. Despite the reduction, the logo remains clear and recognizable.

8 mm

LOGOTYPE WITH THE ACRONYM APPLICATION ON A BACKGROUND

The FBA logotype should be primarily applied on the white background, where it can be perfectly seen.

If the logo is applied on a background other than white, it is always important to observe sufficient legibility of the logo against the selected background.

As a general principle, the logotype in shades of grey must be applied in its positive version up to 49 % of background intensity. Its negative version should be applied from 50 % of background intensity.

If background is distortive and compromises legibility of the logotype, the logotype must be applied on the white background having the size of the protection zone under the positive (black) version of logotypes. The white background shall not be used with other than the positive version of logotypes.

Illustrations represent an instruction on how to apply the logotype on the background from the lightest to the darkest shade.

CMYK 100/30/0/30

VŠE/FBA

40 % K

VŠE/FBA

50 % K

VŠE/FBA

60 %

VŠE/FBA

15 % K

VŠE/FBA

85 % K

VŠE/FBA

VŠE/FBA

VŠE/FBA

VŠE/FBA

VŠE/FBA

VŠE/FBA

VŠE/FBA

LOGOTYPE WITH THE ACRONYM FORBIDDEN APPLICATIONS

This Manual defines the pattern of the FBA logotype, including its applications, and rules encompassed in this Manual must not be modified.

This page shows examples of incorrect application of the FBA logotype being affected by deformation, the change of used fonts, inappropriate proportions, shading etc. The logotype may be used only from the original template.

It is forbidden to use logotypes in a low contrast against the background. Particular permitted variations are to be found in Chapter 1/08.

VŠE/FBA

THE CORRECT LOGOTYPE OF THE FACULTY
OF BUSINESS ADMINISTRATION

VŠE/FBA

LOGOTYPE NARROWING

VŠE/FBA

LOGOTYPE BROADENING

VŠE/FBA

LOGOTYPE TILTING
AND OTHER TRANSFORMATIONS

VŠE/FBA

LOGOTYPE RECREATED
FROM GILL SANS FONT

VŠE/FBA

LOGOTYPE MODIFICATION
FROM OTHER FONTS

VŠE/FBA

LOGOTYPE SHADING

VŠE/FBA

CHANGE OF ALIGNING

VŠE/FBA

CHANGE IN FONT SIZE

VŠE/FBA

LOGOTYPE MODIFICATION
USING OUTLINING



LOGOTYPE WITH THE NAMEPLATE POSITIVE DESIGN

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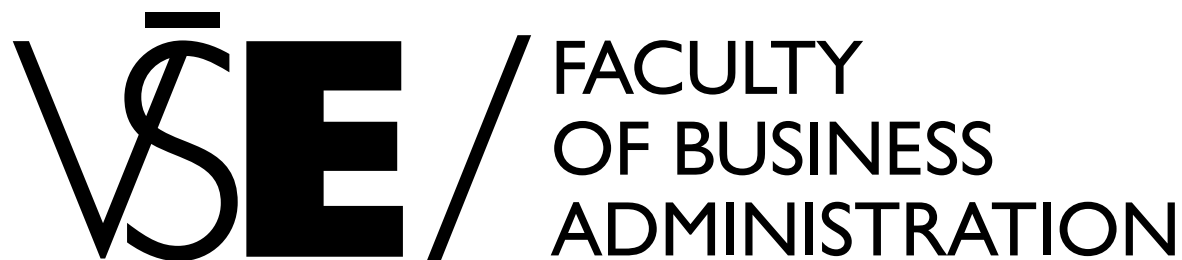
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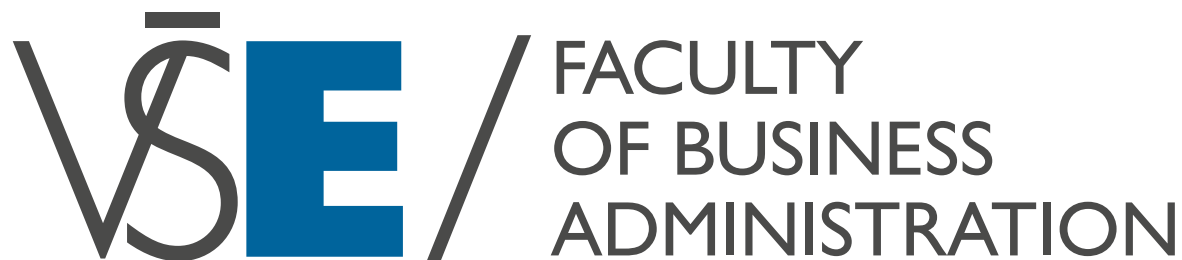
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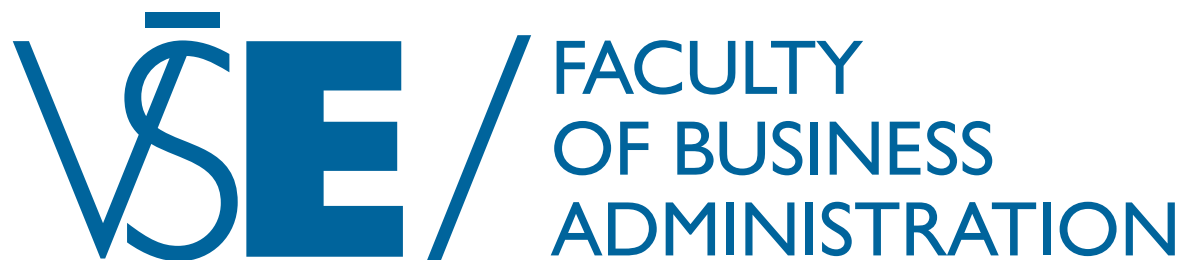
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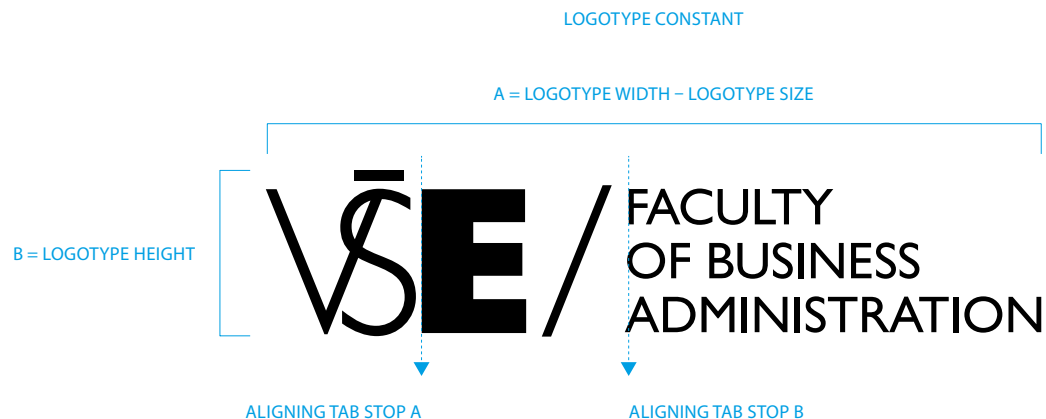
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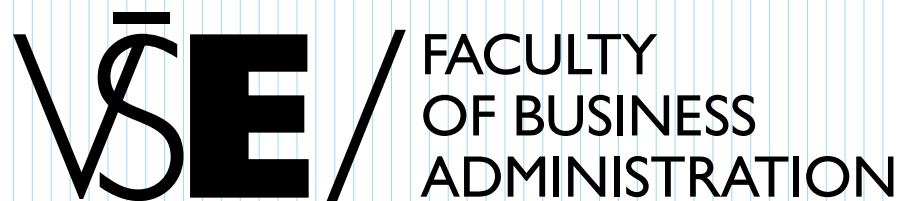
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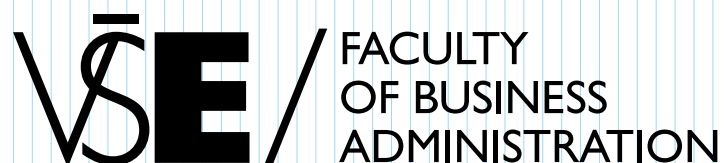
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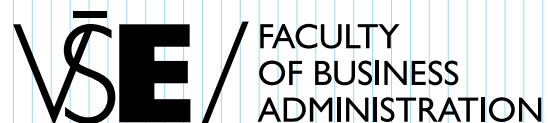
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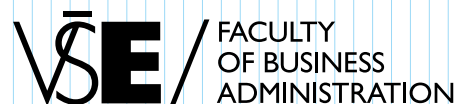
25 mm



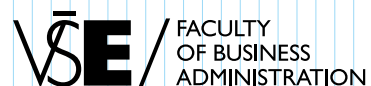
20 mm



15 mm



12.5 mm



10 mm



8 mm

LOGOTYPE WITH THE NAMEPLATE APPLICATION ON A BACKGROUND

The FBA logotype should be primarily applied on the white background, where it can be perfectly seen.

If the logo is applied on a background other than white, it is always important to observe sufficient legibility of the logo against the selected background.

As a general principle, the logotype in shades of grey must be applied in its positive version up to 49 % of background intensity. Its negative version should be applied from 50 % of background intensity.

If background is distortive and compromises legibility of the logotype, the logotype must be applied on the white background having the size of the protection zone under the positive (black) version of logotypes. The white background shall not be used with other than the positive version of logotypes.

Illustrations represent an instruction on how to apply the logotype on the background from the lightest to the darkest shade.

CMYK 100/30/0/30

VŠE / FACULTY
OF BUSINESS
ADMINISTRATION

40 % K

VŠE / FACULTY
OF BUSINESS
ADMINISTRATION

50 % K

VŠE / FACULTY
OF BUSINESS
ADMINISTRATION

60 %

VŠE / FACULTY
OF BUSINESS
ADMINISTRATION

15 % K

VŠE / FACULTY
OF BUSINESS
ADMINISTRATION

85 % K

VŠE / FACULTY
OF BUSINESS
ADMINISTRATION

VŠE / FACULTY
OF BUSINESS
ADMINISTRATION

VŠE / FACULTY
OF BUSINESS
ADMINISTRATION

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VŠE / FACULTY
OF BUSINESS
ADMINISTRATION

LOGOTYPE WITH THE NAMEPLATE FORBIDDEN APPLICATIONS

This Manual defines the pattern of the FBA logotype, including its applications and rules encompassed in this Manual must not be modified.

This page shows examples of incorrect application of the FBA logotype when it is affected by deformation, change of used fonts, inappropriate proportions, shading etc. The logotype may be used only from the original template.

It is forbidden to use logotypes in a low contrast to the background. Particular permitted variations are to be found in Chapter 1/17.



LOGOTYPE NARROWING



LOGOTYPE BROADENING



LOGOTYPE TILTING AND OTHER TRANSFORMATIONS



CHANGE OF GILL SANS TYPEFACE



LOGOTYPE RECREATED FROM OTHER FONTS



LOGOTYPE SHADING



CHANGE OF ALIGNING



CHANGE IN FONT SIZE



LOGOTYPE MODIFICATION USING OUTLINING



THE CORRECT LOGOTYPE OF THE FACULTY OF BUSINESS ADMINISTRATION



LOGOTYPE WITH THE ACRONYM AND A PROGRAMME NAME

This page explains codification of programme names to be added to logotypes of individual VŠE faculties.

The system for adding acronyms (**see 1/21**).

It is imperative to use, at all times, the colour variations of the FBA (**see 2/01**), Gill Sans Pro Gill Sans Pro fonts (**see 3/01**), and 85 % K colour variation.

According to this principle and specific needs, it is possible to create other acronyms and names of FBA programmes.



LOGOTYPE WITH THE FACULTY ACRONYM AND THE NAME OF A DEPARTMENT

This page shows the principle on how to complement the FBA logotype with department names (**see 1/22**).

It is imperative to use, at all times, the colour variations of the FBA (**see 2/01**), Gill Sans Pro Gill Sans Pro fonts (**see 3/01**) and 85 % K colour variation.

According to this principle and specific needs, it is possible to create other names of FBA departments.



LOGOTYPE

PRINCIPLE FOR ADDING ACRONYMS OF UNITS, PROGRAMMES, CENTRES, AND DEPARTMENTS

This page explains codification of acronyms of units, programmes, centres, and departments.

This principle demonstrates how to add acronyms and names of units, programmes, centres, and departments of the FBA so that it is possible to see their hierarchy in the FBA structure.

It is imperative to use, at all times, the colour variations of the FBA (**see 2/01**), Gill Sans Pro Gill Sans Pro fonts (**see 3/01**), and 85 % K colour variation.

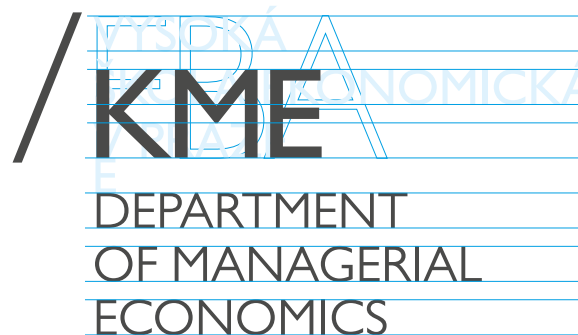
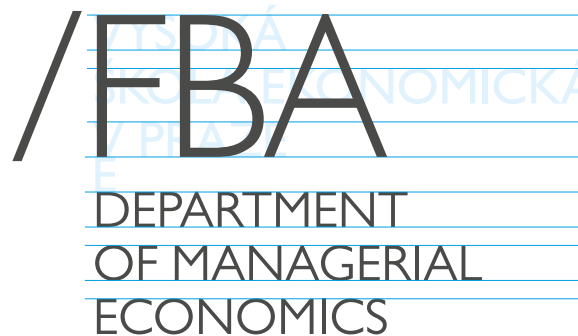
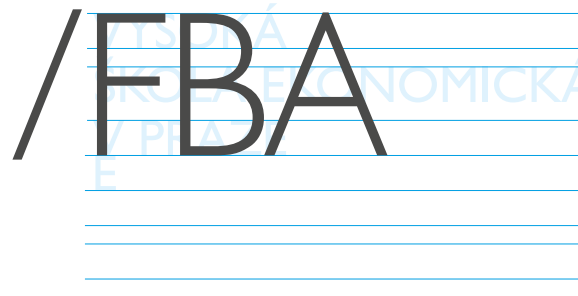


PRINCIPLE FOR ADDING ACRONYMS OF THE FACULTY AND DEPARTMENTS

This page explains codification of acronyms of the FBA and its departments.

These variants are intended only for internal use by the faculty and its departments.

It is imperative to use, at all times, the colour variations of the FBA (**see 2/01**), Gill Sans Pro Gill Sans Pro fonts (**see 3/01**), and 85 % K colour variation.



LOGOTYPES WITH THE NAMEPLATES OF FACULTIES COLOUR DESIGN

Names of individual faculties have their precisely prescribed graphic patterns both in Czech and English versions. The basic design of logotypes is its positive colour version. Logos of individual faculties comply in terms of their shape with the logotype of the VŠE, however, the names of individual faculties are added. Their colours are different, and they are precisely specified in Manuals of individual faculties in the Chapter describing "colour variations".

VŠE/FFA

VŠE/ FACULTY
OF FINANCE
AND ACCOUNTING

VŠE/FIR

VŠE/ FACULTY
OF INTERNATIONAL
RELATIONS

VŠE/FBA

VŠE/ FACULTY
OF BUSINESS
ADMINISTRATION

VŠE/FIS

VŠE/ FACULTY
OF INFORMATICS
AND STATISTICS

VŠE/FE

VŠE/ FACULTY
OF ECONOMICS

VŠE/FM

VŠE/ FACULTY
OF MANAGEMENT

LOGOTYPE POSITIVE ROUND DESIGN

The FBA logotype is designed in such a way as to guarantee its easiest use within the unified graphic and communication style of the University and, at the same time, to be able to identify individual faculties within the VŠE structure whilst preserving all technological typographical options and aesthetic rules.

The logotype may be used only from the original template which is available as the Annex to this Manual or possibly in compliance with data provided by the VŠE Public Relations together with previous authorisation of its use. Using patterns different from the original ones is impermissible.

The basic positive FBA logotype is in the corporate black colour (100 % K), and it is further specified in codification of colour variations described in Chapter 2/01.

The logo is best seen against the white background which is also preferred while applying the logo.

The correct logo application is defined by rules encompassed in this Manual and it is forbidden to apply it otherwise.

[FBA_2_logo_bw_cmyk.eps](#)
[FPH_2_logo_cb_cmyk.eps](#)



LOGOTYPE BICOLOURED ROUND DESIGN

The FBA logotype may be used only from the original template which is available as the Annex to this Manual or possibly in compliance with data provided by the VŠE Public Relations together with previous authorisation of its use. Using patterns different from the original ones is impermissible.

Logotype is composed of the VŠE logotype (logo) and the nameplate of the Faculty of Business Administration placed in the circle. The coloured round logotype is in corporate colours. "VŠ" and the name of the faculty is in grey (85 % K).

The FBA colouration is applied on letter "E" (CMYK 100/30/0/30). The colouration is specified in more details in Chapter **2/01**.

The correct logo application is defined by rules encompassed in this Manual and it is forbidden to apply it otherwise.

[FBA_2_logo_cmyk.eps](#)

[FPH_2_logo_cmyk.eps](#)



LOGOTYPE ROUND COLOURED DESIGN

The FBA logotype may be used only from the original template which is available as the Annex to this Manual or possibly in compliance with data provided by the VŠE Public Relations together with previous authorisation of its use. Using patterns different from the original ones is impermissible.

The coloured design of the logotype is in the colour of the Faculty of Business Administration (CMYK 100/30/0/30), and it is further specified in codification of colour variations described in Chapter **2/01**.

The correct logo application is defined by rules encompassed in this Manual and it is forbidden to apply it otherwise.

[FBA_2_logo_2_cmyk.eps](#)

[FPH_2_logo_2_cmyk.eps](#)



LOGOTYPE NEGATIVE ROUND DESIGN

The FBA logotype may be used only from the original template which is available as the Annex to this Manual or possibly in compliance with data provided by the VŠE Public Relations together with previous authorisation of its use. Using patterns different from the original ones is impermissible.

Logotypes have their negative version in white application which is specified in more details in Chapter **2/01**. This version is used when, due to inappropriate or unstable background in terms of shape, legibility of the basic positive version can be compromised.

The correct logo application is defined by rules encompassed in this Manual and it is forbidden to apply it otherwise.

[FBA_2_logo_neg_cmyk.eps](#)
[FPH_2_logo_neg_cmyk.eps](#)



LOGOTYPE OF FACULTIES COLOUR ROUND DESIGN

Names of individual faculties have their precisely prescribed graphic patterns both in Czech and English versions. The basic design of logotypes is its positive colour version. Logos of individual faculties comply in terms of their shape with the logotype of the VŠE, however, the names of individual faculties are added. Their colours are different, and they are precisely specified in Manuals of individual faculties in the Chapter describing "colour variations".

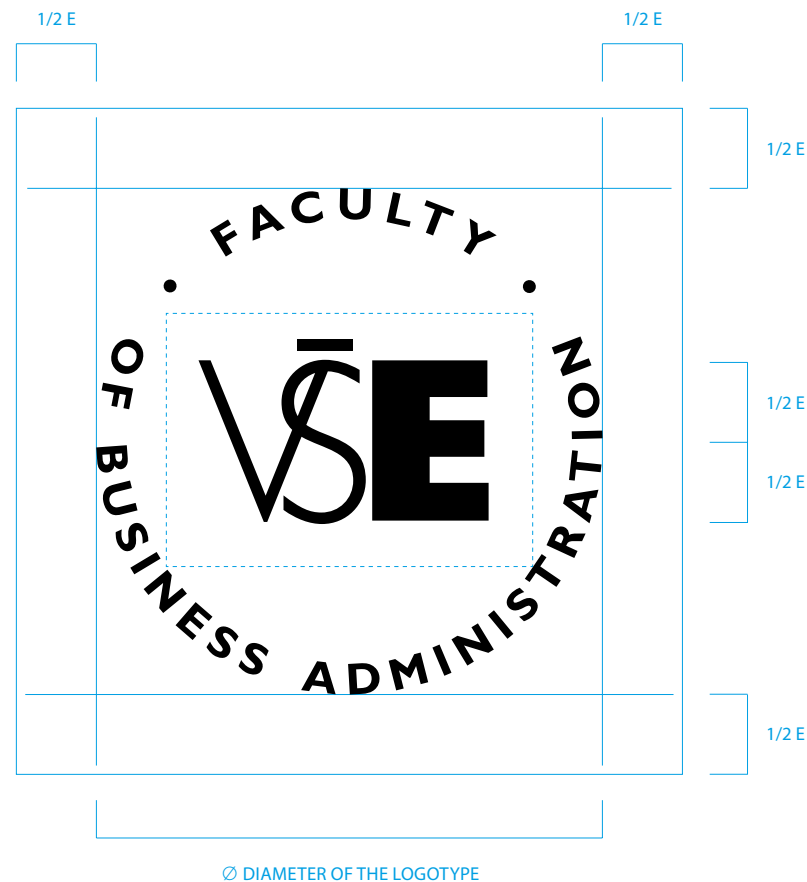


ROUND LOGOTYPE PROTECTION ZONE

The protection zone is given by the distance of $1/2 E$, where

$E = (1/2 E = \text{size of letter E})$,

from the square the side of which is the diameter of the logotype. The rectangle drawn by the dashed line illustrates relations and regularities of the protection zone of the VŠE basic logotype and the written name of the VŠE (or names of faculties).



ROUND LOGOTYPE MINIMAL SIZE AND CONSTANT RULES

A = width of the basic logotype

A is an auxiliary constant for work with the logotype complemented with the written name in a circle.

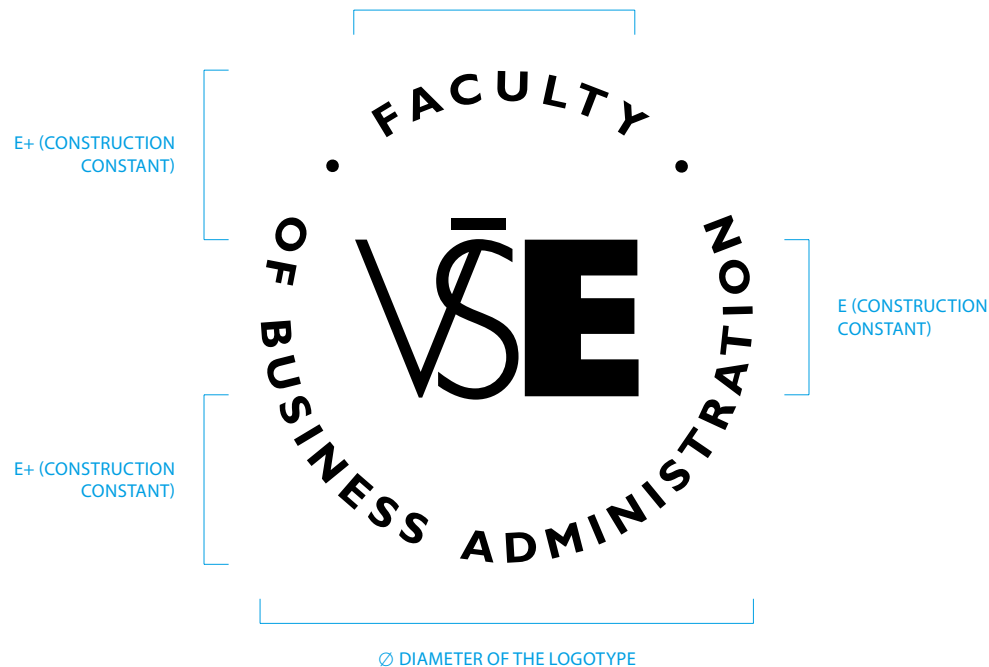
The real size of this logotype is expressed as a logotype diameter.

E+ is an auxiliary construction constant which explains the construction principle and proportional connection of the VŠE basic logotype and the written name of the Prague University of Economics and Business (or names of individual faculties).

The **minimal size of 22 mm** specifies a limit size of the logo guaranteeing its faultless reproduction in resolution which can be ensured by regular office printers. It is inappropriate to use the logo in smaller sizes since its legibility can be compromised. This size also considers the recommended size of the basic logotype.

LOGOTYPE CONSTANTS

A = SIZE OF THE BASIC LOGOTYPE



ROUND LOGOTYPE DIMENSIONS RANGE

The **logotype dimensions range** represents the logo in sizes which are recommended to be used preferably when the logo is applied. Respecting the dimensions range serves for systemic use of the logo predominantly in printed materials and it also helps create their unified style.

The **minimal size of 22 mm** specifies a limit size of the logo guaranteeing its faultless reproduction in resolution which can be ensured by regular office printers. It is inappropriate to use the logo in smaller sizes since its legibility can be compromised. This size also considers the recommended size of the basic logotype.



41.5 mm



34.5 mm



27.5 mm



22 mm

I / 32

ROUND LOGOTYPE APPLICATION ON A BACKGROUND

The FBA logotype should be primarily applied on the white background, where it can be perfectly seen.

If the logo is applied on the background other than white, it is always important to observe sufficient legibility of the FBA logotype against the selected background.

As a general principle, the logotype in shades of grey must be applied in its positive version up to 49 % of background intensity. Its negative version should be applied from 50 % of background intensity.

If the background is distortive and precludes legibility of the logotype, the logotype must be applied on the white background having the size of the protection zone under the positive (black) version of logotypes. The white background shall not be used with other than the positive version of logotypes.

Illustrations represent an instruction on how to apply the logotype on the background from the lightest to the darkest shade.



60 %



15 % K



85 % K



ROUND LOGOTYPE FORBIDDEN APPLICATIONS

This Manual defines the form of the logotype, including its applications and rules encompassed in this Manual must not be modified.

This page shows examples of incorrect application of the logotype when it is influenced by deformation, change of used fonts, proportions, shading etc. The logotype may be used only from the original template.

It is forbidden to use logotypes in a low contrast to a background. Specified permitted variations are to be found in Chapter 1/32.



THE CORRECT LOGOTYPE OF THE FACULTY
OF BUSINESS ADMINISTRATION



INCORRECTLY
APPLIED SPACING



PART OF THE TEXT UPSIDE DOWN



ENLARGED LOGOTYPE
IN COMPARISON WITH FONTS



REDUCED LOGOTYPE
IN COMPARISON WITH FONTS



LOGOTYPE RECREATED
FROM OTHER FONTS



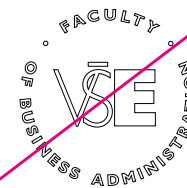
LOGOTYPE SHADING



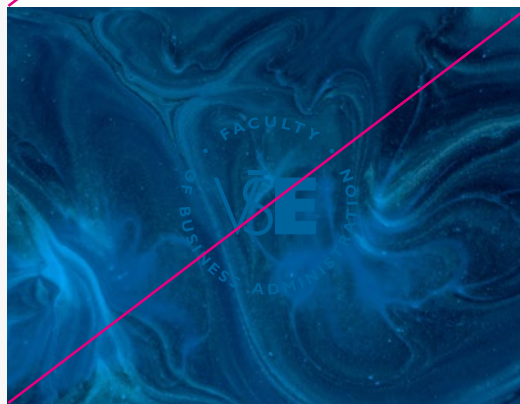
LOGOTYPE TILTING
AND OTHER TRANSFORMATIONS



CHANGE OF GILL SANS TYPEFACE



LOGOTYPE MODIFICATION
USING OUTLINING



LOGOTYPE FOR INTERNAL USE POSITIVE DESIGN

The logotype may be used only from the original template, which is available as the Annex to this Manual, or possibly in compliance with data provided by the VŠE Public Relations together with previous authorisation of its use. Using patterns different from the original ones is impermissible.

The basic positive FBA logotype is in the corporate black colour (100 % K), and it is further specified in codification of colour variations described in Chapter **2/01**.

The logo is best seen against the white background which is also preferred while applying the logo.

The correct logo application is defined by rules encompassed in this Manual and it is forbidden to apply it otherwise.

[FPH_3_logo_cb_cmyk.eps](#)

[FPH_4_logo_zkratka_cb_cmyk.eps](#)

Logotype with the acronym and the nameplate of the faculty

FBA / FACULTY
OF BUSINESS
ADMINISTRATION

Logotype with a slash and the acronym of the faculty

/FBA

LOGOTYPE FOR INTERNAL USE BICOLOURED DESIGN

The FBA logotype may be used only from the original template, which is available as the Annex to this Manual, or possibly in compliance with data provided by the VŠE Public Relations together with previous authorisation of its use. Using patterns different from the original ones is impermissible.

The logotype in its bicoloured design is in corporate colours.

The logotype with the faculty acronym and the faculty name is composed of the acronym FBA having the colour of the faculty (CMYK 100/30/0/30) and a slash with the name in 85 % K.

The logotype with a slash and the faculty acronym is composed of a slash in the colour of the faculty (CMYK 100/30/0/30) and the faculty acronym in 85 % K.

The colouration is specified in more details in Chapter **2/01**.

The correct logo application is defined by rules encompassed in this Manual and it is forbidden to apply it otherwise.

[FPH_3_logo_cmyk.eps](#)
[FPH_4_logo_zkratka_cmyk](#)

Logotype with the acronym and the nameplate of the faculty



Logotype with a slash and the acronym of the faculty



LOGOTYPE FOR INTERNAL USE MONOCHROMATIC DESIGN

The logotypes may be used only from the original template, which is available as the Annex to this Manual, or possibly in compliance with data provided by the VŠE Public Relations together with previous authorisation of its use. Using patterns different from the original ones is impermissible.

The monochromatic logotype design is applied in the corporate colour of the Faculty of Business Administration (CMYK 100/30/0/30).

The colouration is specified in more details in Chapter **2/01**.

The correct logo application is defined by rules encompassed in this Manual and it is forbidden to apply it otherwise.

FPH_3_logo_2_cmyk.eps

FPH_4_logo_zkratka_2_cmyk.eps

Logotype with the acronym and the nameplate of the faculty

FBA / FACULTY
OF BUSINESS
ADMINISTRATION

Logotype with a slash and the acronym of the faculty

/FBA

LOGOTYPE FOR INTERNAL USE NEGATIVE DESIGN

The FBA logotype may be used only from the original template which is available as the Annex to this Manual or possibly in compliance with data provided by the VŠE Public Relations together with previous authorisation of its use. Using patterns different from the original ones is impermissible.

Logotypes have their negative version in white application which is specified in more details in Chapter **2/01**. This version is used when, due to inappropriate or unstable background in terms of shape, legibility of the basic positive version can be compromised.

The correct logo application is defined by rules encompassed in this Manual and it is forbidden to apply it otherwise.

[FPH_3_logo_neg_cmyk.eps](#)

[FPH_4_logo_zkratka_neg_cmyk.eps](#)

Logotype with the acronym and the nameplate of the faculty

FBA / FACULTY
OF BUSINESS
ADMINISTRATION

Logotype with a slash and the acronym of the faculty

/FBA

LOGOTYPES FOR INTERNAL USE DIMENSIONS RANGE

The **logotype dimensions range** represents the logo in sizes which are recommended to be used preferably when the logo is applied. Respecting the dimensions range serves for systemic use of the logo predominantly in printed materials and it also helps create their unified style.

The **minimal size of 8 mm** specifies a limit size of the logo guaranteeing its faultless reproduction in resolution which can be ensured by regular office printers. It is inappropriate to use the logo in smaller sizes since its legibility can be compromised.

FBA / FACULTY
OF BUSINESS
ADMINISTRATION

25 mm

FBA / FACULTY
OF BUSINESS
ADMINISTRATION

20 mm

FBA / FACULTY
OF BUSINESS
ADMINISTRATION

15 mm

FBA / FACULTY
OF BUSINESS
ADMINISTRATION

12.5 mm

FBA / FACULTY
OF BUSINESS
ADMINISTRATION

10 mm

FBA / FACULTY
OF BUSINESS
ADMINISTRATION

8 mm

2/ COLOUR VARIATIONS

COLOUR VARIATIONS

FBA BASIC COLOURS

Colours play a fundamental role in the visual style of the Prague University of Economics and Business as selected colouration strengthens its visual presentations. Thus, colours are among the means to create unified visual identity of VŠE and represent an important tool for both external and internal communication.

Colours make identification of all activities and objects relating to the VŠE easier, including faculties. If it is impossible, when using e.g. personal printers, to guarantee a prescribed colour of the logotype, it is recommended to use a black and white design.

The basic colours of the Faculty of Business Administration are as follows:

FBA colour – Pantone 3015 C

Black – Pantone Process Black C

Grey – Pantone 425 C

The visual style takes into consideration also a white colour which falls within basic colours of the VŠE. These colours accompany the whole visual style of the VŠE.

The conversion table specifies codification of colours for different types of use:

Pantone® C a direct colour for print on coated paper (matte, glossy paper...)

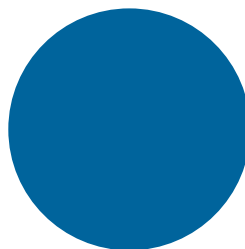
CMYK register of colours.

RGB pro subtractive imaging.

HEX for use in internet applications.

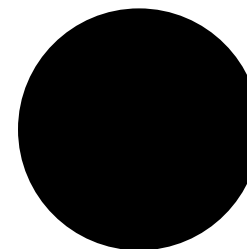
RAL coating colours.

Avery, Oracal and Jac for foil application.



FACULTY OF BUSINESS
ADMINISTRATION

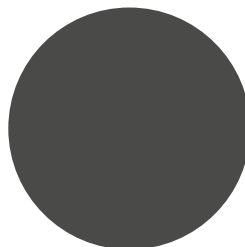
PANTONE 3015 C
CMYK 100 / 30 / 0 / 30
RGB 0 / 100 / 156
HEX #00649C



BLACK

PANTONE PROCESS BLACK C
CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
HEX #000000

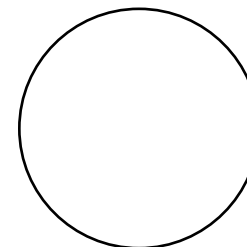
RAL 9005 BLACK
FOIL AVERY 701 BLACK
ORACAL 070 BLACK



GREY

PANTONE 425 C
CMYK 0 / 0 / 0 / 85
RGB 74 / 74 / 73
HEX #4A4A49

RAL 7012
FOIL AVERY 820 PF GREY
JAC SERISIGN 89 176



WHITE

PANTONE ---
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #FFFFFF

RAL 9010 PURE WHITE
FOIL AVERY 700 WHITE
ORACAL 010 WHITE

3/FONTS

BASIC FONTS GILL SANS

Fonts represent another basic element of the visual identity of the Prague University of Economics and Business.

Gill Sans Pro is a basic font. It is used on all printed documents and publications. It appropriately complements the VŠE logotype with which fonts form an unmistakable visual style.

Gill Sans Pro is a licenced font and is available in eleven typefaces.

Gill Sans Pro Light
Gill Sans Pro Light Italic
Gill Sans Pro Book
Gill Sans Pro Book Italic
Gill Sans Pro Medium
Gill Sans Pro Medium Italic
Gill Sans Pro Bold
Gill Sans Pro Bold Italic
Gill Sans Pro Heavy
Gill Sans Pro Heavy Italic
Gill Sans Pro Extra Bold

Aa

Gill Sans Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%{(/*+~"@\$\$<

Aa

Gill Sans Pro Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%{(/*+~"@\$\$<

Aa

Gill Sans Pro Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%{(/*+~"@\$\$<

Aa

Gill Sans Pro Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%{(/*+~"@\$\$<

Aa

Gill Sans Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%{(/*+~"@\$\$<

Aa

Gill Sans Pro Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%{(/*+~"@\$\$<

BASIC FONTS GILL SANS

Fonts represent another basic element of the visual identity of the Prague University of Economics and Business.

Gill Sans Pro is a basic font. It is used on all printed documents and publications. It appropriately complements the VŠE logotype with which they form an unmistakable visual style.

Gill Sans Pro is a licenced font and is available in eleven typefaces.

Gill Sans Pro Light
Gill Sans Pro Light Italic
Gill Sans Pro Book
Gill Sans Pro Book Italic
Gill Sans Pro Medium
Gill Sans Pro Medium Italic
Gill Sans Pro Bold
Gill Sans Pro Bold Italic
Gill Sans Pro Heavy
Gill Sans Pro Heavy Italic
Gill Sans Pro Extra Bold

Aa

Gill Sans Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%{(/*+~“@\$\$<**

Aa

Gill Sans Pro Bold Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%{(/*+~“@\$\$<**

Aa

Gill Sans Pro Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%{(/*+~“@\$\$<**

Aa

Gill Sans Pro Heavy Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%{(/*+~“@\$\$<**

Aa

Gill Sans Pro Extra Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%{(/*+~“@\$\$<**

ADDITIONAL FONTS MYRIAD PRO

Myriad Pro Roman is an additional font for the unified visual style of the Prague University of Economics and Business and its faculties.

A significant advantage of this font is that it is easily available. It can be found in a system offer of all text editors and graphic programmes, nevertheless, it is a font with a classically clean and balanced drawing.

Myriad Pro Roman as an additional font of the institution is primarily used for completing computer templates (mercantile prints, forms etc.). Furthermore, it is used together with the basic font, i.e. Gill Sans Pro.

Myriad Pro Roman font can be further used for example in email correspondence, email signature and always in the situation when it is impossible to use the basic font, i.e. Gill Sans Pro.

Aa

Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%{(/*+~"@\$\$<

Aa

Myriad Pro Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%{(/*+~"@\$\$<

Aa

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%{(/*+~"@\$\$<

Aa

Myriad Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%{(/*+~"@\$\$<

Aa

Myriad Pro Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%{(/*+~"@\$\$<

ADDITIONAL FONTS MYRIAD PRO

Myriad Pro Roman is an additional font for the unified visual style of the Prague University of Economics and Business and its faculties.

A significant advantage of this font is that it is easily available. It can be found in a system offer of all text editors and graphic programmes, nevertheless, it is a font with a classically clean and balanced drawing.

Myriad Pro Roman as an additional font of the institution is primarily used for completing computer templates (mercantile prints, forms etc.). Furthermore, it is used together with the basic font, i.e. Gill Sans Pro.

Myriad Pro Roman font can be further used for example in email correspondence, email signature and always in the situation when it is impossible to use the basic font, i.e. Gill Sans Pro.

Aa

Myriad Pro Semibold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%{(/*+~"@\$\$<*

Aa

Myriad Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%{(/*+~"@\$\$<**

Aa

Myriad Pro Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%{(/*+~"@\$\$<***

Aa

Myriad Pro Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%{(/*+~"@\$\$<**

Aa

Myriad Pro Black Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%{(/*+~"@\$\$<***

ADDITIONAL FONTS ARIAL

If Myriad Pro font is not available, it is permitted to use for electronic communication, emails, and forms the second additional font – Arial.

Aa

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%{(/*+~"@\$\$<

Aa

Arial Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%{(/*+~"@\$\$<*

Aa

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%{(/*+~"@\$\$<**

Aa

Arial Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%{(/*+~"@\$\$<***

Aa

Arial Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:?!%{(/*+~"@\$\$<**

4/MERCANTILE PRINTS

MERCANTILE PRINTS ADMINISTRATIVE LETTERHEAD I



MERCANTILE PRINTS ADMINISTRATIVE LETTERHEAD I

The administrative letterhead I is used for regular correspondence of the Faculty of Business Administration.

In the upper-left section of a letterhead there is the FBA logotype (**see 1/02**).

Parameters of heading composition:

**The name of the institution
and the relevant department**

Myriad Pro Semi-bold font (**see 3/03**)

Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt in 85 % black

The name of the faculty

Myriad Pro Semi-bold font (**see 3/03**)

Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt / CMYK 100/30/0/30

Parameters of foot composition:

Institution address/ Phone numbers

E-mail / URL address

Arial Regular font (**see 3/05**)

Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt in 85 % black

The aforementioned data are printed on offset bleached paper of A4 size (210 × 297 mm) weighting 80 g/m².

HEADING

VŠE/FBA

Prague University of Economics and Business
Faculty of Business Administration
Department of Arts Management

FOOT

nám. W. Churchilla 4 / 130 67 Praha 3 / Czech Republic
T: (+420) 000 000 000 / M: (+420) 000 000 000
E-mail: name.surname@vse.cz / fph.vse.cz/english

MERCANTILE PRINTS ADMINISTRATIVE LETTERHEAD I

This page shows a sample of page construction for administrative letterhead I. Completing an official letterhead is possible only through a predefined Word template which considers all needs and attributes necessary for work with a letterhead (page construction, addressee/recipient etc.).

To use such templates, please contact a representative of the Prague University of Economics and Business who will provide you with the needed template to fill in the letterhead of this type.

Typesetting parameters:

Addressee/recipient

Arial Regular font (see 3/05)

Font size 10 pt / Line leading 12 pt

Letter-spacing 100 pt in 100 % black

Body text

Arial Regular font (see 3/05)

Font size 9 pt / Line leading 16 pt

This line leading may be replaced by line spacing 1.5 in Word (text editor).

VŠE/FBA

Prague University of Economics and Business
Faculty of Business Administration
Department of Arts Management

Title
Name Surname
Company
Street 00
000 00 City

Lorem ipsum,

dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor hendrerit in vulputate velit esse.

Odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis.

Best regards

Title Name Surname

Job Title

nám. W. Churchilla 4 / 130 67 Praha 3 / Czech Republic
T: (+420) 000 000 000 / M: (+420) 000 000 000
E-mail: name.surname@vse.cz / fph.vse.cz/english

MERCANTILE PRINTS ADMINISTRATIVE LETTERHEAD II



MERCANTILE PRINTS ADMINISTRATIVE LETTERHEAD II

The administrative letterhead II is used for regular correspondence of the Faculty of Business Administration.

In the upper-left section of a letterhead there is the FBA logotype with the name of the faculty (**see 1/11**).

Parameters of heading composition:

**The name of the institution
and the relevant department**

Myriad Pro Semi-bold font (**see 3/03**)

Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt in 85 % black

The name of the faculty

Myriad Pro Semi-bold font (**see 3/03**)

Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt / CMYK 100/30/0/30

Parameters of foot composition:

Institution address/ Phone numbers

E-mail / URL address

Arial Regular font (**see 3/05**)

Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt in 85 % black

The aforementioned data are printed on offset bleached paper of A4 size (210 × 297 mm) weighting 80 g/m².

HEADING



Prague University of Economics and Business
Faculty of Business Administration
Department of Arts Management

FOOT

nám. W. Churchilla 4 / 130 67 Praha 3 / Czech Republic
T: (+420) 000 000 000 / M: (+420) 000 000 000
E-mail: name.surname@vse.cz / fph.vse.cz/english

MERCANTILE PRINTS ADMINISTRATIVE LETTERHEAD II

This page shows a sample of page construction for administrative letterhead II. Completing an official letterhead is possible only through a predefined Word template which considers all needs and attributes necessary for work with a letterhead (page construction, addressee/recipient etc.).

To use such templates, please contact a representative of the Prague University of Economics and Business who will provide you with the needed template to fill in the letterhead of this type.

Typesetting parameters:

Addressee/recipient

Arial Regular font (**see 3/05**)

Font size 10 pt / Line leading 12 pt

Letter-spacing 100 pt in 100 % black

Body text

Arial Regular font (**see 3/05**)

Font size 9 pt / Line leading 16 pt

This line leading may be replaced by line spacing 1.5 in Word (text editor).



FACULTY
OF BUSINESS
ADMINISTRATION

Prague University of Economics and Business
 Faculty of Business Administration
 Department of Arts Management

Title
 Name Surname
 Company
 Street 00
 000 00 City

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 Best regards

 Title Name Surname
 Job Title

nám. W. Churchilla 4 / 130 67 Praha 3 / Czech Republic
 T: (+420) 000 000 000 / M: (+420) 000 000 000
 E-mail: name.surname@vse.cz / fph.vse.cz/english

MERCANTILE PRINTS INTERNAL LETTERHEAD



MERCANTILE PRINTS INTERNAL LETTERHEAD

An internal letterhead is used for communication inside the Prague University of Economics and Business.

In the upper-left section of a letterhead there is the FBA logotype with the name of the faculty (**see 1/11**).

If it is impossible, when using e.g. personal printers, to guarantee a prescribed colour of the logotype, it is recommended to use a black and white design (**see 1/10**).

Parameters of foot composition:

Phone numbers/ E-mail / URL address

Arial Regular font (**see 3/05**)

Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt in 85 % black

An internal letterhead is primarily meant for electronic communication. If printed on personal printers, regular office paper sheets of A4 size (210 × 297 mm) are used.



FOOT

T: (+420) 000 000 000 / M: (+420) 000 000 000
E-mail: name.surname@vse.cz / fph.vse.cz/english

MERCANTILE PRINTS INTERNAL LETTERHEAD

This page shows a sample of page construction for an internal letterhead. Completing an official letterhead is possible only through a predefined Word template which considers all needs and attributes necessary for work with a letterhead (page construction, addressee/recipient etc.).

To use such templates, please contact a representative of the Prague University of Economics and Business who will provide you with the needed template to fill in the letterhead of this type.

Typesetting parameters:

Body text

Arial Regular font (**see 3/05**)

Font size 9 pt / Line leading 16 pt

This line leading may be replaced by line spacing 1.5 in Word (text editor).

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Best regards

Title Name Surname

Job Title

MERCANTILE PRINTS PERSONAL LETTERHEAD



MERCANTILE PRINTS PERSONAL LETTERHEAD

A personal letterhead has been designed for the Dean of the Faculty of Business Administration to be used for official correspondence intended for special (festive) occasions.

In the upper part of the letterhead there is the round logotype (**see 1/24**) applied by using relief stamping – blind embossing.

The form of blind embossing

Positive, protuberant

Parameters of heading composition:

Post title / Institution name

Myriad Pro Semi-bold font (**see 3/03**).

Font size 7 pt / Line leading 10 pt

Letter-spacing 350 points v 50 % black

Parameters of foot composition:

Institution address

Myriad Pro Regular font (**see 3/03**).

Font size 7 pt / Line leading 10 pt

Letter-spacing 200 pt in 50 % black

The aforementioned data are printed on paper Conqueror diamond grammage 100 g/m².
Paper size A4 (210 × 297 mm).

The personal letterhead is sent in Conqueror envelopes of (DL) (regular business) or (C5) (announcement envelope) sizes while their print and embossing correspond with the letterhead.

HEADING



DEAN
FACULTY OF BUSINESS ADMINISTRATION
PRAGUE UNIVERSITY OF ECONOMICS
AND BUSINESS

FOOT

Prague University of Economics and Business
 nám. W. Churchilla 4
 130 67 Praha 3 / Czech Republic

MERCANTILE PRINTS PERSONAL LETTERHEAD

This page shows a sample of page construction for personal letterhead. Completing an official letterhead is possible only through a predefined Word template which considers all needs and attributes necessary for work with a letterhead (page construction, addressee/recipient etc.).

To use such templates, please contact a representative of the Prague University of Economics and Business who will provide you with the needed template to fill in the letterhead of this type.

Typesetting parameters:

Body text

Arial Regular font (**see 3/05**)

Font size 9 pt / Line leading 16 pt

This line leading may be replaced by line spacing 1.5 in Word (text editor).



DEAN
FACULTY OF BUSINESS ADMINISTRATION
PRAGUE UNIVERSITY OF ECONOMICS
AND BUSINESS

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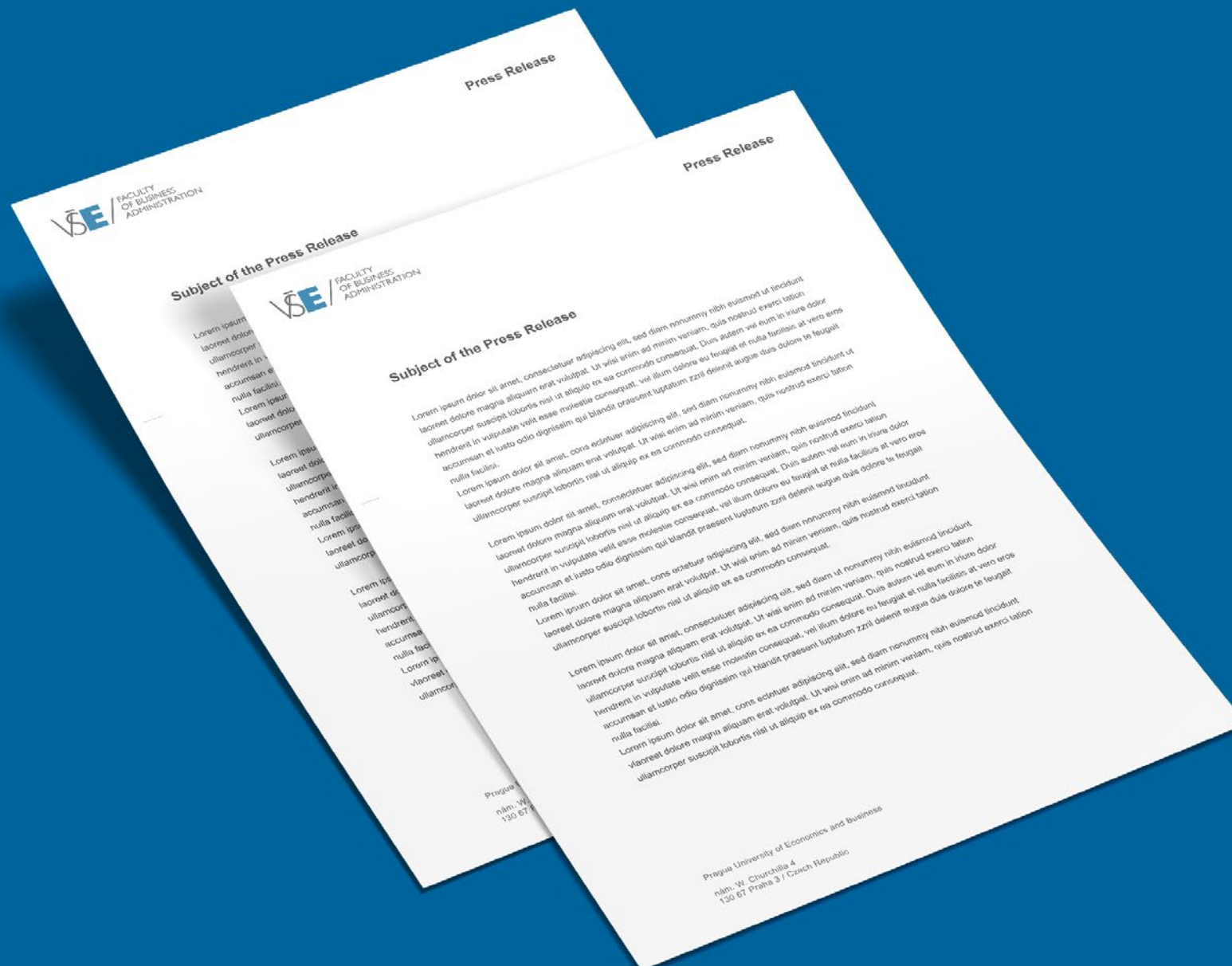
Best regards

Title Name Surname

Job Title

Prague University of Economics and Business
 nám. W. Churchilla 4
 130 67 Praha 3 / Czech Republic

MERCANTILE PRINTS PRESS RELEASE



MERCANTILE PRINTS PRESS RELEASE

Completing a press release is possible only through a predefined Word template which considers all needs and attributes necessary for work with a press release. To use such templates, please contact a representative of the Prague University of Economics and Business who will provide you with the needed template to fill in a press release.

The FBA logotype with the name of the faculty is placed in the upper-left part (**see 1/11 or 1/10**).

Typesetting parameters:

**Headline “Press Release”
and Subject of the Press Release**

Arial Bold font (**see 3/05**)

Font size 14 pt

Body text

Arial Regular font (**see 3/05**)

Font size 9 pt / Line leading 16 pt

This line leading may be replaced by line spacing 1.5 in Word (text editor).

Parameters of foot composition:

Institution address

Arial Regular font (**see 3/05**)

Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt in 85 % black

The aforementioned data, apart from the body text, are printed on offset bleached paper of A4 size (210 × 297 mm) weighting 80 g/m².

Subject of the Press Release

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MERCANTILE PRINTS
REGULAR BUSINESS (DL) ENVELOPE
ADMINISTRATIVE I



MERCANTILE PRINTS REGULAR BUSINESS (DL) ENVELOPE ADMINISTRATIVE I

In the upper-left section there is, as it is on the administrative letterhead I, the FBA logotype with the faculty acronym (**see 1/02**) together with the name of the institution and its address.

Typesetting parameters:

The name of the institution and the relevant department

Myriad Pro Semi-bold font (**see 3/03**)

Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt in 85 % black

The name of the faculty

Myriad Pro Semi-bold font (**see 3/03**)

Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt / CMYK 100/30/0/30

Institution address

Myriad Pro Regular font (**see 3/03**)

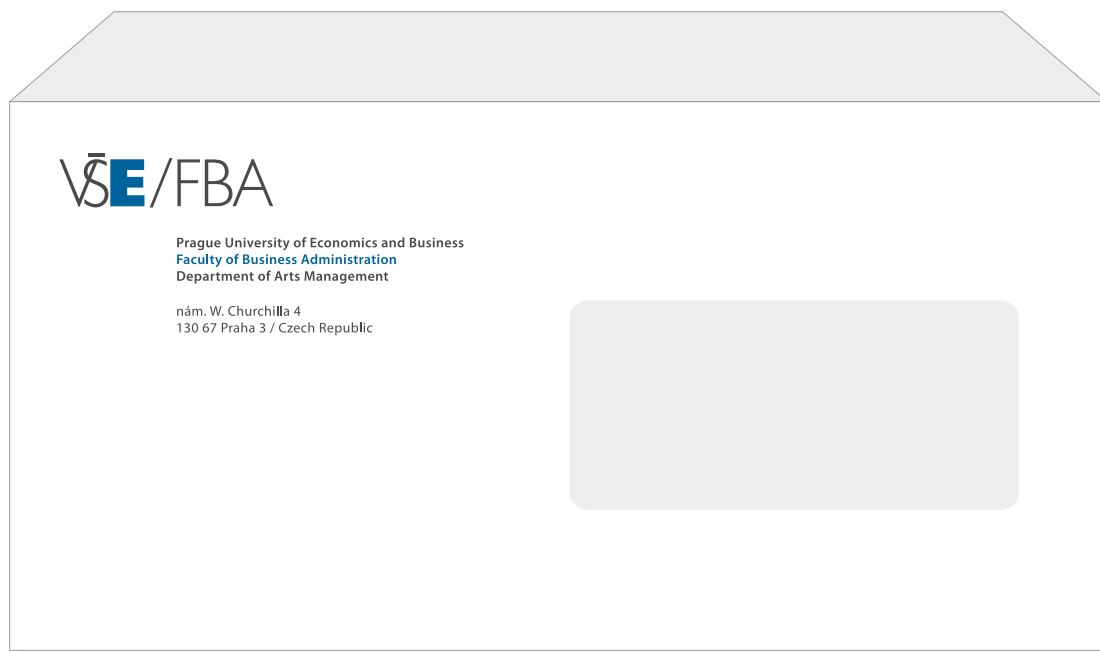
Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt in 85 % black

Regular business (DL) envelopes can have a window or can be without it.

The size of a regular business (DL) envelope

220 × 110 mm



MERCANTILE PRINTS
REGULAR BUSINESS (DL) ENVELOPE
ADMINISTRATIVE II



MERCANTILE PRINTS REGULAR BUSINESS (DL) ENVELOPE ADMINISTRATIVE II

In the upper-left section there is, as it is on the administrative letterhead II, the FBA logotype with the faculty acronym (**see 1/11**) together with the name of the institution and its address.

Typesetting parameters:

The name of the institution and the relevant department

Myriad Pro Semi bold font (**see 3/03**)

Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt in 85 % black

The name of the faculty

Myriad Pro Semi-bold font (**see 3/03**)

Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt / CMYK 100/30/0/30

Institution address

Myriad Pro Regular font (**see 3/03**)

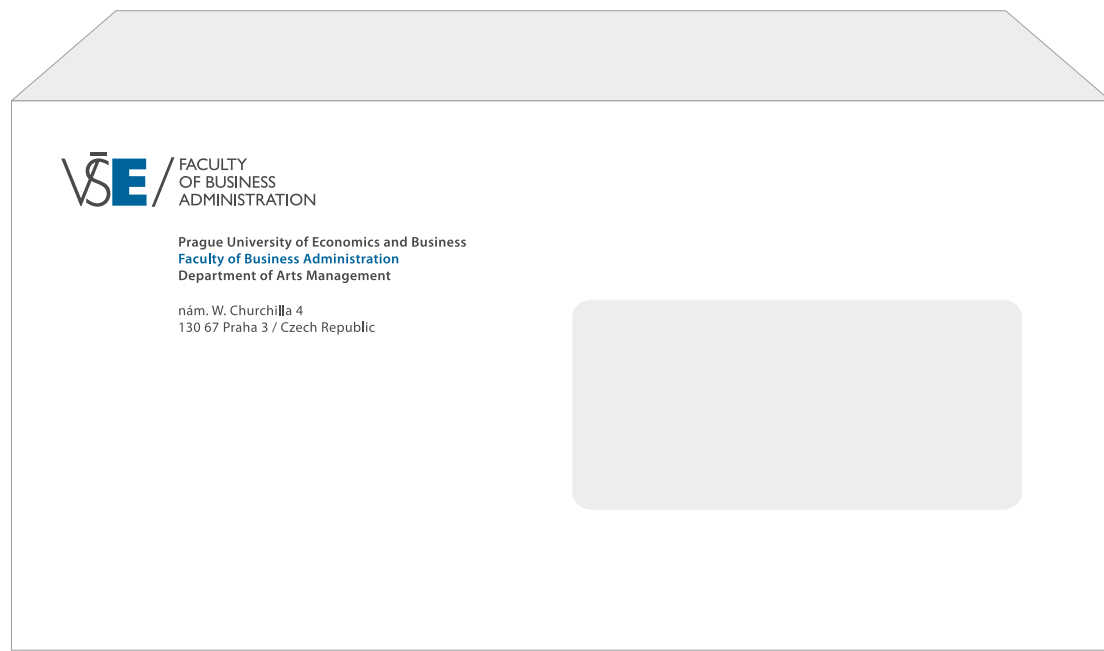
Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt in 85 % black

Regular business (DL) envelopes can have a window or can be without it.

Regular business (DL) envelope size

220 × 110 mm



MERCANTILE PRINTS
REGULAR BUSINESS (DL) ENVELOPE
PERSONAL



MERCANTILE PRINTS REGULAR BUSINESS (DL) ENVELOPE PERSONAL

In the upper-left section there is, as it is on the personal letterhead, the round logotype (**see 1/24**) applied using relief stamping – blind finishing.

The form of blind finishing

Positive, protuberant

Typesetting parameters:

Post title / Institution name

Myriad Pro Semi-bold font (**see 3/03**)

Font size 7 pt / Line leading 10 pt

Letter-spacing 350 points in 50 % black

Institution address

Myriad Pro Semi-bold font (**see 3/03**)

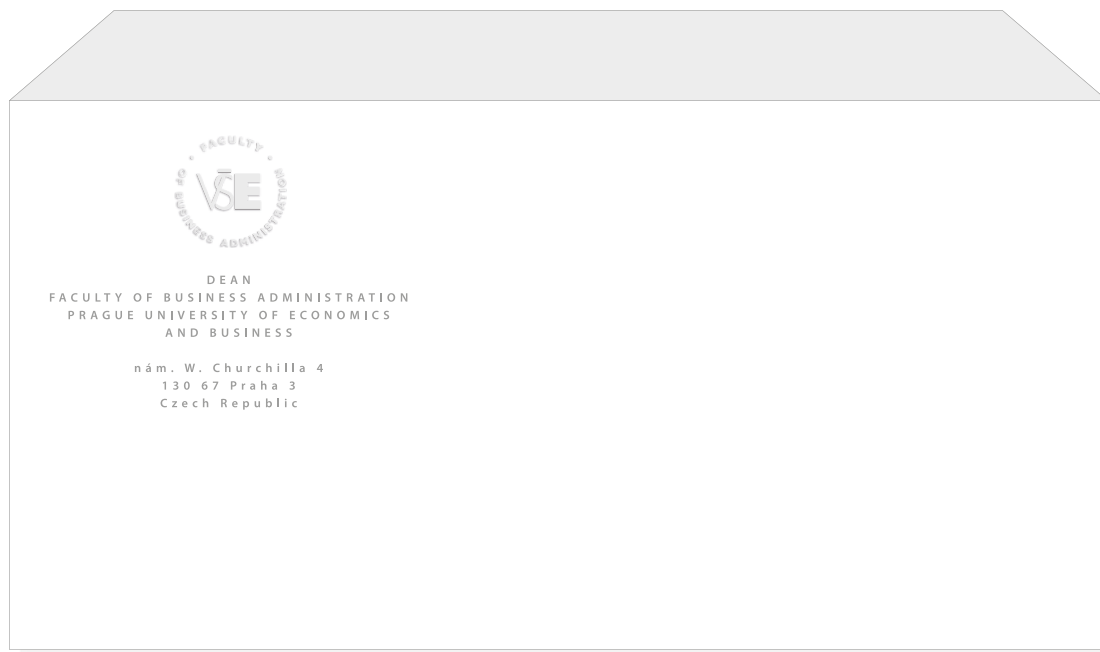
Font size 7 pt / Line leading 10 pt

Letter-spacing 350 points in 50 % black

For the personal business (DL) envelope it is recommended to use a Conqueror DO diamond envelope.

Regular business (DL) envelope size

220 × 110 mm



MERCANTILE PRINTS BUSINESS CARDS



MERCANTILE PRINTS

ADMINISTRATIVE

BUSINESS CARD I

Business cards represent a very important element of visual presentation of the Prague University of Economics and Business. Every administrative business card I is double-sided.

The FBA logotype with the acronym of the faculty is placed on the face of a business card in the upper-left section (**see 1/02**).

Typesetting parameters:

The name of the institution and the relevant department

Myriad Pro Semi-bold font (**see 3/03**)

Font size 7 pt / Line leading 8.5 pt

Letter-spacing 25 pt in 85 % black

The name of the faculty

Letter-spacing 25 b / CMYK 100/30/0/30

Degree(s) / Name(s) and surname

Myriad Pro Semi-bold font (**see 3/03**)

Font size 7 pt / Line leading 8.5 pt

Letter-spacing 25 pt in 95 % black

Post title / Department/Unit

Myriad Pro Semi-bold font (**see 3/03**)

Font size 7 pt / Line leading 8.5 pt

Letter-spacing 25 pt in 85 % black

Institution address / Other contacts

Myriad Pro Regular font (**see 3/03**)

Font size 7 pt / Line leading 8.5 pt

Letter-spacing 25 pt in 85 % black

A logotype in its negative version is applied on the reverse side of the business card (**see 1/04**).

Business card size

90 × 55 mm



Prague University of Economics and Business
Faculty of Business Administration
Department of Arts Management

Name Surname-Surname
function, department

nám. W. Churchilla 4 / 130 67 Praha 3 / Czech Republic

T: (+420) 000 000 000 / M: (+420) 000 000 000

E-mail: name.surname@vse.cz / fph.vse.cz/english



MERCANTILE PRINTS

BILINGUAL

BUSINESS CARD I

A bilingual business card I is double-sided. The FBA logotype with the acronym of the faculty is on the front side in the upper-left section (**see 1/02**).

On the reverse side there is in the upper-left section the FBA logotype in the English language.

Typesetting parameters:

The name of the institution and the relevant department

Myriad Pro Semi-bold font (**see 3/03**)

Font size 7 pt / Line leading 8.5 pt

Letter-spacing 25 pt in 85 % black

The name of the faculty

Letter-spacing 25 pt / CMYK 100/30/0/30

Degree(s) / Name(s) and surname

Myriad Pro Bold font (**see 3/04**)

Font size 7 pt / Line leading 8.5 pt

Letter-spacing 25 pt in 95 % black

Post title / Department

Myriad Pro Semi-bold font (**see 3/03**)

Font size 7 pt / Line leading 8.5 pt

Letter-spacing 25 pt in 85 % black

Institution address / Other contacts

Myriad Pro Regular font (**see 3/03**)

Font size 7 pt / Line leading 8.5 pt

Letter-spacing 25 pt in 85 % black

Face side = Czech version

Reverse side = English version

Business card size

90 × 55 mm

VŠE/FPH

Vysoká škola ekonomická v Praze

Fakulta podnikohospodářská

Katedra arts managementu

titul. Titul. Jméno Příjmení-Příjmení, Titul
funkce, oddělení

nám. Winstona Churchilla 4 / 130 67 Praha 3 – Žižkov

T: +420 000 000 000 / M: +420 000 000 000

E-mail: jmeno.prijmeni@vse.cz / fph.vse.cz

VŠE/FBA

Prague University of Economics and Business

Faculty of Business Administration

Department of Arts Management

Name Surname-Surname
function, department

nám. W. Churchilla 4 / 130 67 Praha 3 / Czech Republic

T: (+420) 000 000 000 / M: (+420) 000 000 000

E-mail: name.surname@vse.cz / fph.vse.cz/english

MERCANTILE PRINTS

ADMINISTRATIVE

BUSINESS CARD II

An administrative business card II is double-sided. The FBA logotype with the name of the faculty is on the front side in the upper-left section (**see 1/11**).

Typesetting parameters:

The name of the institution and the relevant department

Myriad Pro Semi-bold font (**see 3/03**)

Font size 7 pt / Line leading 8.5 pt

Letter-spacing 25 pt in 85 % black

The name of the faculty

Letter-spacing 25 pt / CMYK 100/30/0/30

Degree(s) / Name(s) and surname

Myriad Pro Bold font (**see 3/04**)

Font size 7 pt / Line leading 8.5 pt

Letter-spacing 25 pt in 95 % black

Post title / Department

Myriad Pro Semi-bold font (**see 3/03**)

Font size 7 pt / Line leading 8.5 pt

Letter-spacing 25 pt in 85 % black

Institution address / Other contacts

Myriad Pro Regular font (**see 3/03**)

Font size 7 pt / Line leading 8.5 pt

Letter-spacing 25 pt in 85 % black

The FBA logotype in its negative design with the English name of the faculty is printed on the reverse side of the business card (**see 1/13**).

Business card size

90 × 55 mm



MERCANTILE PRINTS

BILINGUAL

BUSINESS CARD II

A bilingual business card II is double-sided. The FBA logotype with the name of the faculty is on the front side in the upper-left section (**see 1/11**).

Typesetting parameters:

The name of the institution

Myriad Pro Semi-bold font (**see 3/03**)

Font size 7 pt / Line leading 8.5 pt

Letter-spacing 25 pt in 85 % black

The name of the faculty

Letter-spacing / CMYK 100/30/0/30

Degree(s) / Name(s) and surname

Myriad Pro Bold font (**see 3/04**)

Font size 7 pt / Line leading 8.5 pt

Letter-spacing 25 pt in 95 % black

Post title / Department

Myriad Pro Semi-bold font (**see 3/03**)

Font size 7 pt / Line leading 8.5 pt

Letter-spacing 25 pt in 85 % black

Institution address / Other contacts

Myriad Pro Regular font (**see 3/03**)

Font size 7 pt / Line leading 8.5 pt

Letter-spacing 25 pt in 85 % black

Face side = Czech version

Reverse side = English version

Business card size

90 × 55 mm



Vysoká škola ekonomická v Praze
Fakulta podnikohospodářská
 Katedra arts managementu

titul. Titul. Jméno Příjmení-Příjmení, Titul
 funkce, oddělení

nám. Winstona Churchilla 4 / 130 67 Praha 3 – Žižkov
 T: +420 000 000 000 / M: +420 000 000 000
 E-mail: jmeno.prijmeni@vse.cz / fph.vse.cz



Prague University of Economics and Business
Faculty of Business Administration
 Department of Arts Management

Name Surname-Surname
 function, department

nám. W. Churchilla 4 / 130 67 Praha 3 / Czech Republic
 T: (+420) 000 000 000 / M: (+420) 000 000 000
 E-mail: name.surname@vse.cz / fph.vse.cz/english

MERCANTILE PRINTS COMPLIMENT CARD



MERCANTILE PRINTS COMPLIMENT CARD

The FBA round logotype in its negative version is suggested to be used on a compliment card (**see 1/27**) to be printed on the background having the colour of the faculty (**see 2/01**).

Text variants

Your sincerely / Yours faithfully
With compliments / With appreciation of...
Congratulations on...
Many happy returns of the day...
Happy birthday

Compliment card size

210 × 99 mm



S PODĚKOVÁNÍM
WITH COMPLIMENTS

Vysoká škola ekonomická v Praze
Prague University of Economics and Business
Fakulta podnikohospodářská
Faculty of Business Administration

nám. Winstona Churchilla 4
130 67 Praha 3, Česká republika
fph.vse.cz

5/PROMOTIONAL ITEMS

PROMOTIONAL ITEMS BALL-POINT PENS

The logotype is placed on ball-point pens intended for presentation of the Prague University of Economics and Business according to their features and options for prints.

White ball-point pens

The FBA monochromatic logotype with the acronym of the faculty (**see 1/03**)

Ball-point pens in FBA colour

The FBA negative logotype with the acronym of the faculty (**see 1/04**)

Logotype application and colour variations follows the rules laid down in this Manual.

It is imperative that any logotype is not reduced to be smaller than its permitted minimal size (**see 1/06 and 1/07**) or it must maintain the given protection zone (**see 1/05**).



PROMOTIONAL ITEMS BADGES

The logotype is placed on badges intended for presentation of the Prague University of Economics and Business considering their nature.

The FBA negative logotype with the acronym of the faculty (**see 1/04**) is used on badges in the FBA colour (**see 2/01**).

Application of the logotype and colour variation of badges follows the rules laid down in this Manual.

It is imperative that any logotype is not reduced to be smaller than its permitted minimal size (**see 1/06 and 1/07**) or it must maintain the given protection zone (**see 1/05**).



PROMOTIONAL ITEMS WOMEN'S T-SHIRT

A basic shape of women's T-shirt is based on the rules of this Manual.

The FBA logotype with the acronym of the faculty in its negative version (**see 1/04**) is placed with regard to its good legibility and in an adequate size on the face side of a T-shirt.

It is also possible to apply the logotype in a colour version (**see 1/03**) on a white T-shirt and by contrast, the logotype in its negative version (**see 1/04**) on a black T-shirt.

In any event, it is imperative to pay attention to correct logo application (**see 1/08 and 1/09**).



PROMOTIONAL ITEMS MEN'S T-SHIRT

A basic shape of men's T-shirt is based on the rules of this Manual.

The FBA logotype with the acronym of the faculty in its negative version (**see 1/04**) is placed with regard to its good legibility and in an adequate size on the face side of a T-shirt.

It is also possible to apply the logotype in a colour version (**see 1/03**) on a white T-shirt and by contrast, the logotype in its negative version (**see 1/04**) on a black T-shirt.

In any event, it is imperative to pay attention to correct logo application (**see 1/08 and 1/09**).



PROMOTIONAL ITEMS T-SHIRT WITH A POCKET

A basic shape of a T-shirt with a pocket is based on the rules of this Manual. The FBA logotype in its negative round version (**see 1/27**) is placed with regard to its good legibility and in an adequate size on the face side of a T-shirt.

It is also possible to apply the round negative logotype (**see 1/27**) on colours resulting from the colour variations of the FBA (**see 2/01**). A pocket different from the corporate colour of the faculty is not permitted.

In any event, it is imperative to pay attention to correct logo application (**see 1/32 and 1/33**).



OTHER APPLICATIONS OF FBA LOGOTYPES BANNER/FLAG

The FBA round logotype in its negative version (**see 1/27**) on the FBA corporate colour background (**see 2/01**) is applied on banners or flags of the Faculty of Business Administration.

The format of a banner or flag is given by the proportion of width and height 1 : 3.

When flags are displayed at individual VŠE premises, it is always recommended to display the VŠE flag together with the flag of the faculty concerned or the VŠE flag along with the flags of all six faculties.



OTHER APPLICATIONS OF FBA LOGOTYPES BANNER/FLAG

The FBA round logotype in its negative version (**see 1/27**) on the FBA corporate colour background (**see 2/01**) is applied on banners or flags of the Faculty of Business Administration.

The format of a banner or flag is given by the proportion of width and height 1 : 3.



**GRAPHIC MANUAL
OF THE UNIFIED VISUAL STYLE
OF THE FACULTY OF BUSINESS ADMINISTRATION**

Atelier Hora

© Prague University of Economics and Business 2020