



GRAPHIC MANUAL
OF THE UNIFIED VISUAL STYLE OF THE PRAGUE UNIVERSITY
OF ECONOMICS AND BUSINESS

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FUNCTIONS AND USAGE OF THE MANUAL OF THE PRAGUE UNIVERSITY OF ECONOMICS AND BUSINESS

A unified visual style of the Prague University of Economics and Business serves for both internal usage and external presentation as well as for communication between its individual parts and other out-of-school entities.

The concept of visual communication is created by basic elements, such as the VŠE logotype, logotypes of individual VŠE faculties, colour variations and fonts.

This Manual contains obligatory forms of such elements and codification of the VŠE logotype as it is registered in the Trademark Register as the VŠE trademark both in the Czech and English versions. Its usage is protected by Act No. 441/2003 Coll., on Trademarks, as amended.

The Manual serves as a pattern for implementation of individual components of visual identity, for example mercantile variations described in full detail. Besides ideal applications it also encompasses examples of forbidden versions.

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 VŠE logotype is subject to rules laid down in the Manual stored in the VŠE Public Relations Department. The aforementioned logotype may be used by the University itself, its faculties or other VŠE departments to mark documents relating to their activities. Logotypes as well as the Manual itself can be downloaded in the PR section on the VŠE websites.

The logotype available for downloading can also serve for media representatives as supporting material for editorial articles relating to the Prague University of Economics and Business.

A consent with the VŠE logotype application by external entities is granted by the Head of the VŠE Public Relations under the written authorisation.

I/LOGOTYPE

LOGOTYPE BASIC POSITIVE DESIGN

The contrast is formed by combination of subtle and robust parts of letters V, Š, E. At the same time, this contrast creates harmony and balance of the both parts in one integral unit.

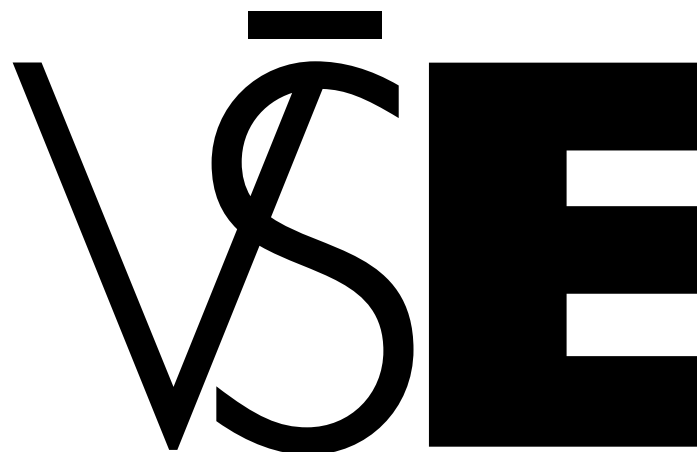
The logotype is designed in such a way as to guarantee its easiest use within the unified graphic and communication style of the University and, at the same time, to be able to identify individual faculties within the VŠE structure whilst preserving all technological typographical options and aesthetic 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 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 way of logo application is defined by rules encompassed in this Manual and it is forbidden to apply it otherwise.

[VSE_1_logo_cb_cmyk.eps](#)



LOGOTYPE COLOUR 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 colour logotype design is in corporate blue colour (100 % C) which is precisely specified in Chapter **2/01**.

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

[VSE_1_logo_cmyk.eps](#)



LOGOTYPE NEGATIVE 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.

Logotypes have their negative version in white application which is precisely specified in Chapter **2/01** of this Manual. 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 way of logo application is defined by rules encompassed in this Manual and it is forbidden to apply it otherwise.

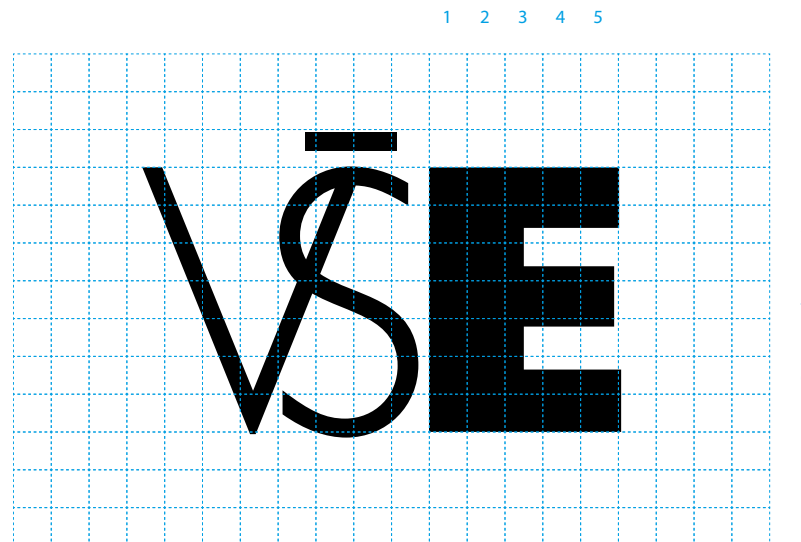
[VSE_1_logo_neg_cmyk.eps](#)



LOGOTYPE CODIFICATION ON A STRUCTURAL GRID

Codification defines a precise registered dimension pattern of the logotype on a **5 mm structural grid**.

A detail drawing of the logotype is used to construct the logo and it also defines location of individual elements and their mutual proportions. However, such detail drawing should not be used as a template for a direct reproduction of the logo or as a means for the direct construction of the logo. To this end, electronic templates, which are attached as annexes to this Manual, should be used. Alternatively, the mentioned templates can be provided by the VŠE Public Relations.



LOGOTYPE PROTECTION ZONE

The protection zone of the 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 location of small promotional items).

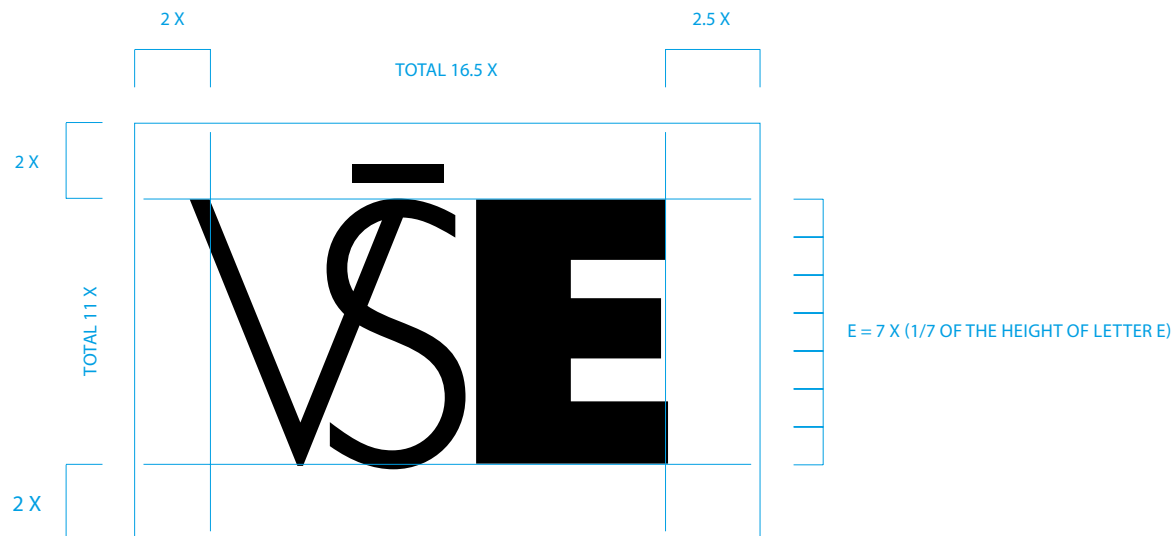
X = the size marked X is 1/7 of the height of letter E in the logotype (7 X is the height of letter E in the logotype). This dimension is used to specify the distance of the logotype from the margins etc. (e.g. on this page it defines the protection zone of the logotype).

The protection zone is precisely depicted:

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

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

The total size of the protection zone of the logotype: 16,5 X / 11 X.



LOGOTYPE MINIMAL SIZE AND CONSTANT RULES

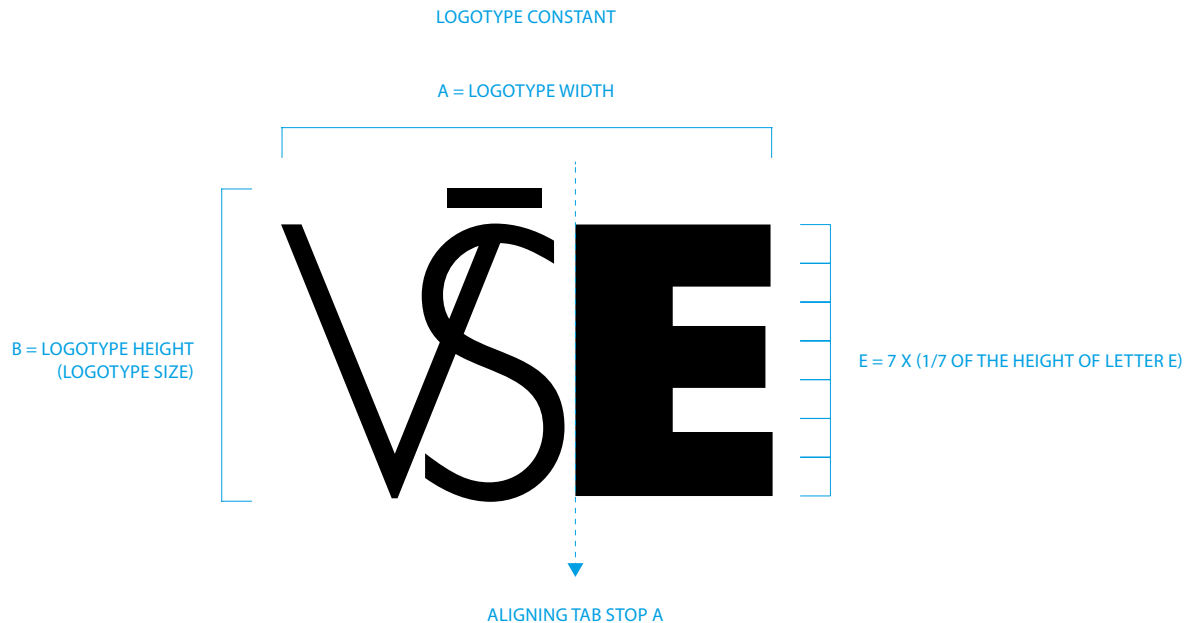
A = Logotype width specifies auxiliary dimensions.

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

E = (7 X) is the height of letter E in the logotype.

Aligning tab stop A 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 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.

VŠE

25 mm

VŠE

20 mm

VŠE

15 mm

VŠE

12.5 mm

VŠE

10 mm

VŠE

8 mm

LOGOTYPE APPLICATION ON A BACKGROUND

The logo 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 how to apply the logo from the lightest to the darkest background.

100 % C

VŠE

40 % K

VŠE

50 % K

VŠE

60 % C

VŠE

15 % K

VŠE

85 % K

VŠE

VŠE

VŠE

VŠE

VŠE

VŠE

VŠE

LOGOTYPE FORBIDDEN APPLICATIONS

This manual defines the pattern of the logo of the Prague University of Economics and Business including its applications. Encompassed rules must not be modified.

This page shows examples of incorrect application of the logo 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 1/08.



CORRECT LOGOTYPE



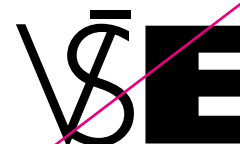
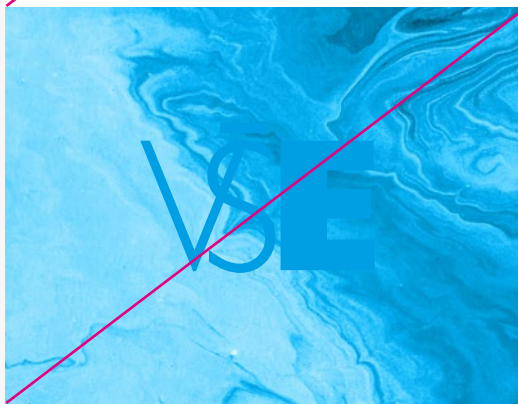
LOGOTYPE NARROWING



LOGOTYPE BROADENING

LOGOTYPE TILTING
AND OTHER TRANSFORMATIONS

LOGOTYPE SHADING

LOGOTYPE RECREATED
FROM GILL SANS FONTLOGOTYPE MODIFICATION
FROM FUTURA FONTLOGOTYPE MODIFICATION
FROM HELVETIKA FONTLOGOTYPE MODIFICATION
FROM OTHER FONTSLOGOTYPE MODIFICATION
USING OUTLINING

LOGOTYPE WITH THE NAMEPLATE BASIC DESIGN

The logotype is designed in such a way as to guarantee its easiest use in the unified graphical 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 logotype is in the corporate black colour (100 % K) which is further clarified 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 way of logo application is defined by rules encompassed in this Manual and it is forbidden to apply it otherwise.

[VSE_4_EN_logo_bw_cmyk](#)
[VSE_2_logo_cb_cmyk](#)



LOGOTYPE WITH THE NAMEPLATE BICOLOUR 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.

An additional colour design of the logotype is in corporate colours. The VŠE logotype uses blue colour (100 % C), the name of VŠE is used in grey colour (85 % K) which is further clarified in codification of colour variations described in Chapter 2/01.

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

[VSE_4_EN_logo_cmyk.eps](#)
[VSE_2_logo_cmyk.eps](#)



LOGOTYPE WITH THE NAMEPLATE MONOCHROMATIC 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 colour logotype design is in corporate blue colour (100 % C) which is further clarified in codification of colour variations described in Chapter **2/01**.

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

[VSE_4_EN_logo_2_cmyk.eps](#)
[VSE_2_logo_2_cmyk.eps](#)



LOGOTYPE WITH THE NAMEPLATE NEGATIVE 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.

Logotypes have their negative version in white application which is further clarified in codification of colour variations described in Chapter **2/01** of this Manual. This version is used when, due to inappropriate or unstable background in terms of shape, legibility of the basic positive version is compromised.

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

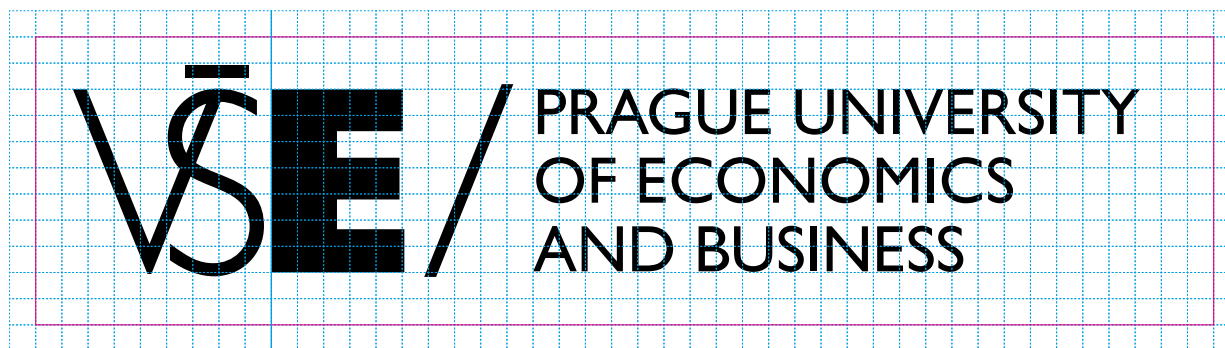
[VSE_4_EN_logo_neg_cmyk.eps](#)
[VSE_2_logo_neg_cmyk.eps](#)



LOGOTYPE WITH THE NAMEPLATE CODIFICATION ON A STRUCTURAL GRID

Codification defines a precise registered dimension pattern of the logotype on a **3.5 mm structural grid**.

A detail drawing of the logotype is used to construct the logo and it also defines location of individual elements and their mutual proportions. However, such detail drawing should not be used as a template for a direct reproduction of the logo or as a means for the direct construction of the logo. To this end, electronic templates, which are attached as annexes to this Manual, should be used. Alternatively, the mentioned templates can be provided by the VŠE Public Relations.



LOGOTYPE WITH THE NAMEPLATE PROTECTION ZONE

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

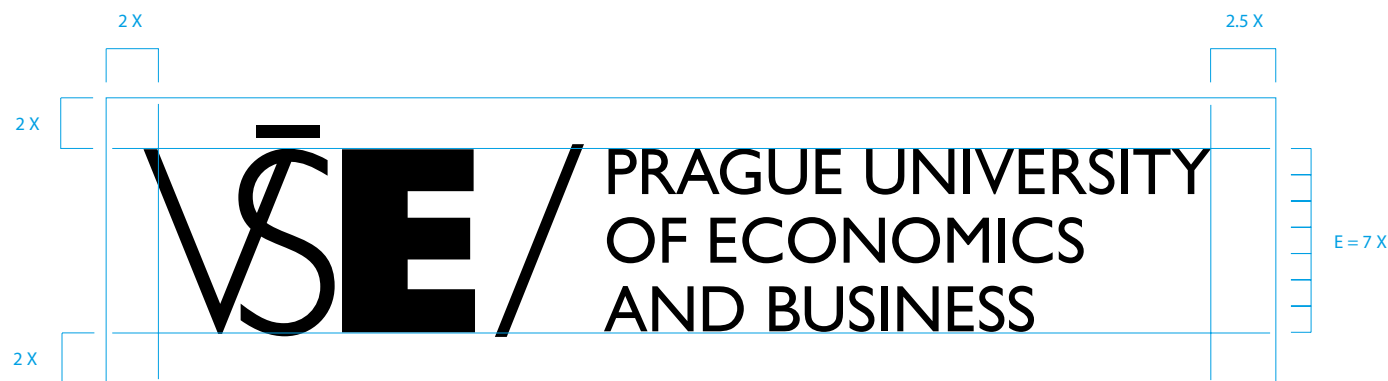
At the same time, this protection zone of the logotype frames a minimal permissible distance from the margins of an object (it serves to determine location of small promotional items).

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:

**2 X from the top and bottom left margin,
2,5 X from the right margin.**

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



LOGOTYPE MINIMAL SIZE AND CONSTANT RULES

A = Logotype width specifies auxiliary dimensions.

B = 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.

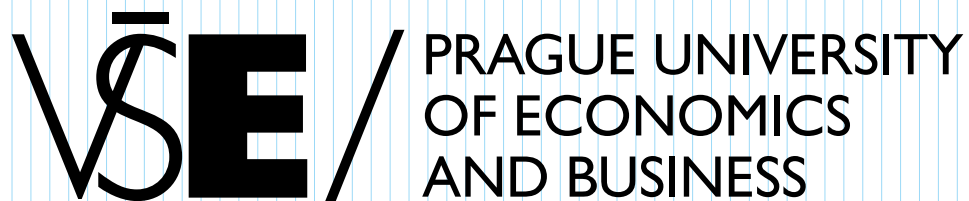
The minimal size of 8 mm specifies a limit size of the logo guaranteeing its faultless reproduction in resolution which can be ensured by regular office printers. It is inappropriate to use the logo in smaller sizes since its legibility can be compromised.



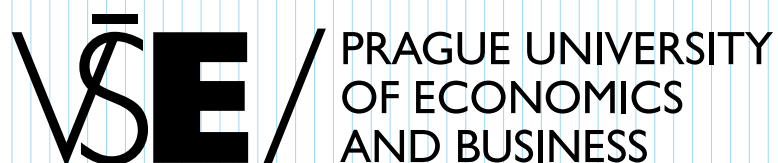
LOGOTYPE WITH THE NAMEPLATE DIMENSIONS RANGE

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.

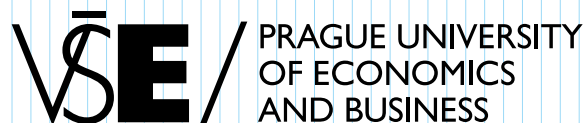
The **minimal size of 8 mm** specifies a limit size of the logo guaranteeing its faultless reproduction in resolution which can be ensured by regular office printers. It is inappropriate to use the logo in smaller sizes since its legibility can be compromised.



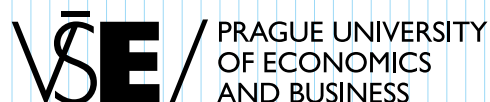
25 mm



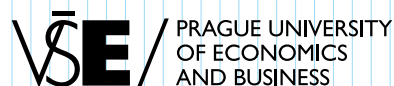
20 mm



15 mm



12.5 mm



10 mm



8 mm

LOGOTYPE WITH THE NAMEPLATE APPLICATIONS ON A BACKGROUND

The logo 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 how to apply the logo from the lightest to the darkest background.

100 % C



40 % K



50 % K



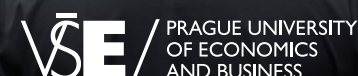
60 % C



15 % K



85 % K



LOGOTYPE FORBIDDEN APPLICATIONS

This manual defines the form of the logo of the Prague University of Economics and Business including its applications. Encompassed rules must not be modified.

This page shows examples of incorrect application of the logo when influenced by deformation, change of used fonts, ratios, shading etc. The logotype may be used only from the original pattern.

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



CORRECT LOGOTYPE



LOGOTYPE NARROWING



LOGOTYPE BROADENING



LOGOTYPE TILTING
AND OTHER TRANSFORMATIONS



LOGOTYPE MODIFICATION
FROM GILL SANS FONT



LOGOTYPE RECREATED
FROM OTHER FONTS



LOGOTYPE SHADING



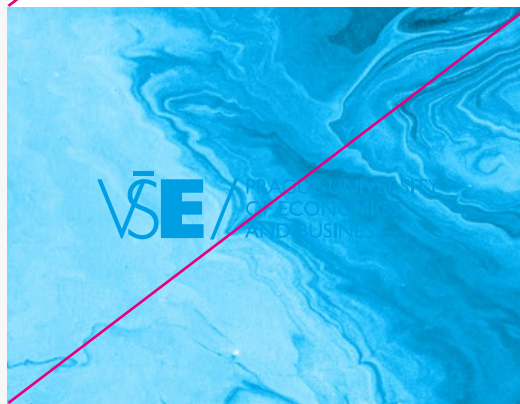
CHANGE OF ALIGNING



CHANGE IN FONT SIZE



LOGOTYPE MODIFICATION
USING OUTLINING



LOGOTYPE WITH AN ACRONYM AND THE NAME OF WHOLE-UNIVERSITY UNITS

This page shows examples of the VŠE logotype complemented with acronyms and the full name of whole-university units of the Prague University of Economics and Business.

The system for adding acronyms (**see 1/23**). It is imperative to use, at all times, the colour of VŠE (**see 2/01**) and Gill Sans Pro fonts (**see 3/01**) must be used in 85 % K colour variation.

According to this principle and specific needs it is possible to create other acronyms of VŠE centres.



LOGOTYPE WITH AN ACRONYM AND A PROGRAMME NAME

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

The system for adding acronyms (**see 1/23**).

It is imperative to use, at all times, the colour of VŠE (**see 2/01, 2/02**) and Gill Sans Pro fonts (**see 3/01**) must be used in 85 % K colour variation.

According to this principle and specific needs it is possible to create other acronyms of VŠE centres.



LOGOTYPE WITH THE ACRONYM OF A FACULTY DEPARTMENT OR A FACULTY CENTRE

This page shows the principle for complementing logotypes with department names or names of faculty centres of the Prague University of Economics and Business (**see 1/23**).

It is imperative to use, at all times, the colour of VŠE (**see 2/01, 2/02**) and Gill Sans Pro fonts (**see 3/01**) must be used in 85 % K colour variation.

According to this principle and specific needs it is possible to create other acronyms of departments of VŠE faculties.

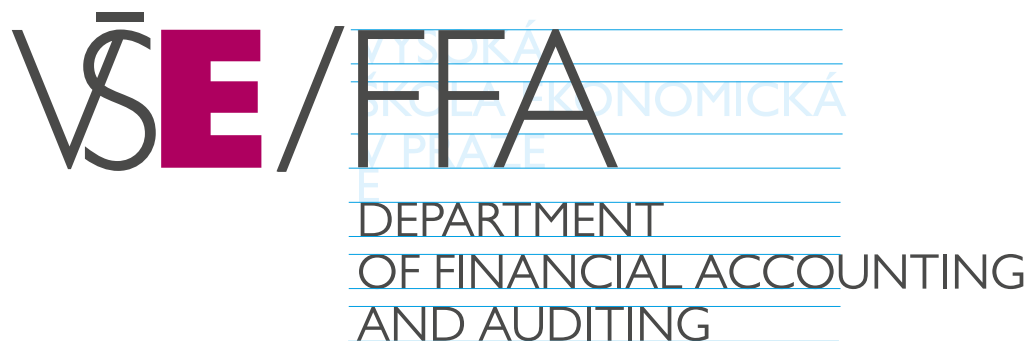


LOGOTYPE PRINCIPLE OF ADDING ACRONYMS OF UNITS, CENTRES, PROGRAMMES, FACULTIES AND DEPARTMENTS OF VŠE

This page shows codification of acronyms of units, centres, programmes, faculties, and departments of VŠE.

It means adding typography of units, centres, programmes, faculties, and departments of VŠE in order to illustrate their hierarchy within the VŠE organisational structure.

It is imperative to use, at all times, the colour of VŠE (**see 2/01, 2/02**) and Gill Sans Pro fonts (**see 3/01**) must be used in 85 % K colour variation.



PRINCIPLE OF ADDING ACRONYMS OF VŠE FACULTIES AND THEIR DEPARTMENTS

This page shows codification of acronyms of VŠE faculties and their departments.

These variants are determined only for internal use by faculties and departments.

It is imperative to use, at all times, the colour of VŠE and Gill Sans Pro fonts must be used in 85 % K colour variation (**see 2/01, 2/02**).

/FFA

/FFA

DEPARTMENT
OF PUBLIC FINANCE

/KVF

DEPARTMENT
OF PUBLIC FINANCE

LOGOTYPES WITH THE NAMEPLATE 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 versions. Logos of individual faculties comply in terms of their shape with the logotype of VŠE, however, the names of individual faculties are added. Their colours are different and are prescribed in full detail in Chapter 2/02, and also in manuals of individual faculties.

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 BASIC ROUND DESIGN

The contrast is formed by combination of subtle and robust parts of letters V, Š, E. At the same time, this contrast creates harmony and balance of the both parts in one integral unit.

The logotype is designed in such a way as to guarantee its easiest use within the unified graphical 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 logotype is in the corporate black colour (100 % K), and it is further specified in colour variation codification described in Chapter **2/01**.

The logo is best seen on the white background which is also preferred while applying the logo. The correct way of logo application is defined by rules encompassed in this Manual and it is forbidden to apply it otherwise.

[VSE_5_EN_logo_bw_cmyk.eps](#)
[VSE_3_logo_cb_cmyk.eps](#)



LOGOTYPE COLOUR ROUND 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 colour logotype design is in corporate blue (100 % C) which is precisely specified in Chapter 2/01.

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

[VSE_5_EN_logo_cmyk.eps](#)
[VSE_3_logo_cmyk.eps](#)



LOGOTYPE NEGATIVE ROUND 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.

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

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

[VSE_5_EN_logo_neg_cmyk.eps](#)

[VSE_3_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 VŠE, however, the names of individual faculties are added. Their colours are different, and they are prescribed in full detail in Chapter 2/02, and also in manuals of individual faculties.



ROUND LOGOTYPE CODIFICATION ON A STRUCTURAL GRID

Codification defines a precise registered dimension pattern of the logotype on a **5 mm structural grid**. A detail drawing of the logotype is used to construct the logo and it also defines location of individual elements and their mutual proportions. However, such detail drawing should not be used as a template for a direct reproduction of the logo or as a means for the direct construction of the logo. To this end, electronic templates, which are attached as annexes to this Manual, should be used. Alternatively, the mentioned templates can be provided by the VŠE Public Relations.

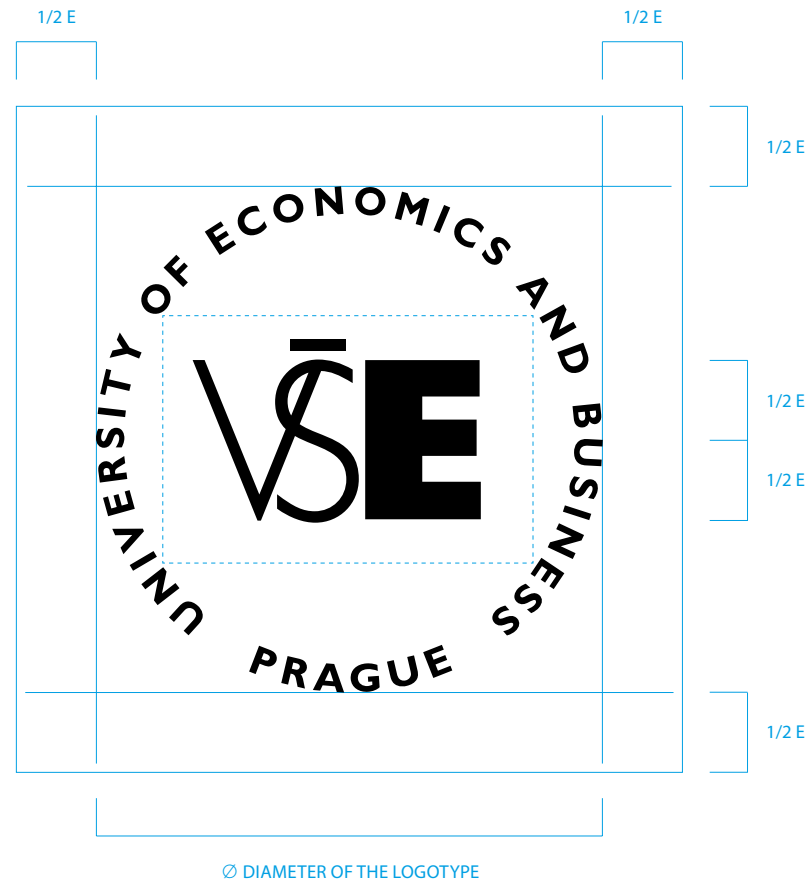


ROUND LOGOTYPE PROTECTION ZONE

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

E = ($1/2 E$ = 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 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+ 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 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.

LOGOTYPE CONSTANTS

A = SIZE OF THE BASIC LOGOTYPE

E+ (CONSTRUCTION
CONSTANT)

E+ (CONSTRUCTION
CONSTANT)

E (CONSTRUCTION
CONSTANT)

Ø DIAMETER OF THE LOGOTYPE

8 mm

22 mm

RECOMMENDED
MINIMAL SIZE

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.



41.5 mm



34.5 mm



27.5 mm



22 mm

ROUND LOGOTYPE APPLICATION ON A BACKGROUND

The logo 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 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 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 how to apply the logo from the lightest to the darkest background.

100 % C



40 % K



50 % K



60 % C



15 % K



85 % K



ROUND LOGOTYPE FORBIDDEN APPLICATIONS

This manual defines the form of the logo of the Prague University of Economics and Business including its applications. Encompassed rules must not be modified.

This page shows examples of incorrect application of the logo when 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 background. Specified permitted variations are to be found in Chapter 1/34.



CORRECT LOGOTYPE



INCORRECTLY
APPLIED SPACING



PART OF THE TEXT
UPSIDE DOWN



ENLARGED LOGOTYPE
IN COMPARISON WITH FONTS



REDUCED LOGOTYPE
IN COMPARISON WITH FONTS



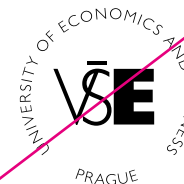
LOGOTYPE RECREATED
FROM OTHER FONTS



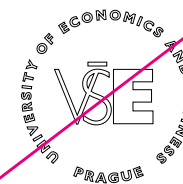
LOGOTYPE SHADING



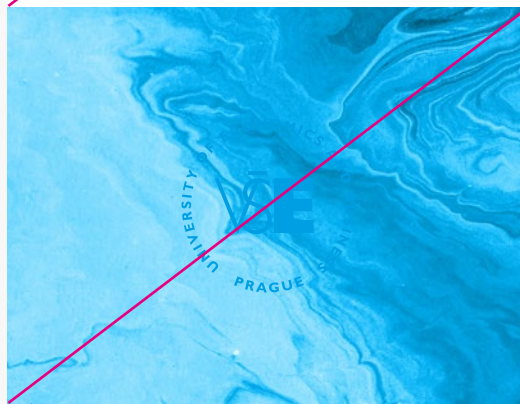
LOGOTYPE TILTING
AND OTHER TRANSFORMATIONS



CHANGE OF GILL SANS
TYPEFACE



LOGOTYPE MODIFICATION
USING OUTLINING



2/ COLOUR VARIATIONS

COLOUR VARIATIONS VŠE BASIC COLOURS

Colours play a fundamental role in the visual style of the Prague University of Economics and Business as selected coloration 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 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.

Basic colours are as follows:

Blue – Pantone 2925 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 VŠE. These colours accompany the whole visual style of VŠE within which it is possible to use other complementary colours. Colours are described in Chapter 2/02.

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...)

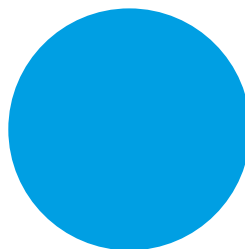
CMYK register of colours.

RGB pro subtractive imaging.

HEX for use in internet applications.

RAL coating colours.

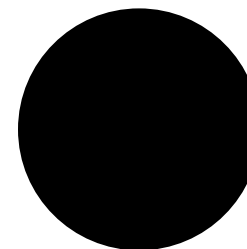
Avery, Oracal and Jac for foil application.



COLOUR FOR THE WHOLE
UNIVERSITY

PANTONE 2925 C
CMYK 100 / 0 / 0 / 0
RGB 0 / 159 / 227
HEX #009FE3

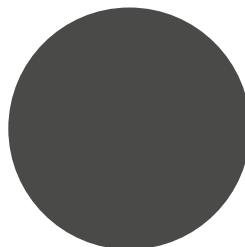
RAL 5015 SKY BLUE
FOIL AVERY 709-01 EURO BLUE
ORACAL 517 EURO BLUE



BLACK

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

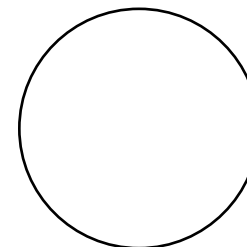
RAL 9005 BLACK
FOIL AVERY 701 BLACK
ORACAL 070 BLACK



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

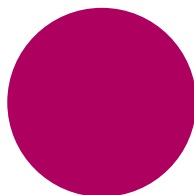
RAL 9010 PURE WHITE
FOIL AVERY 700 WHITE
ORACAL 010 WHITE

COLOUR VARIATIONS COLOURS OF VŠE FACULTIES

Faculty colours have been selected for individual faculties. These represent a visual differentiation of faculties within the University. Such colours are used on mercantile and other printed materials, on websites etc. in order to maintain visual communication of VŠE.

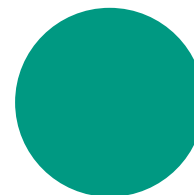
Faculty colours are applied within the VŠE logotype on letter E both on acronyms and on written names of individual faculties.

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.



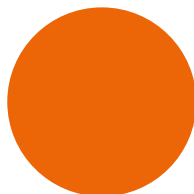
FACULTY OF FINANCE
AND ACCOUNTING

PANTONE 227 C
CMYK 0 / 100 / 0 / 30
RGB 177 / 0 / 97
HEX #B10061



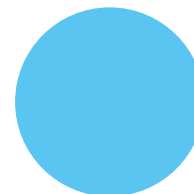
FACULTY OF INFORMATICS
AND STATISTICS

PANTONE 334 C
CMYK 100 / 0 / 60 / 0
RGB 0 / 153 / 130
HEX #009982



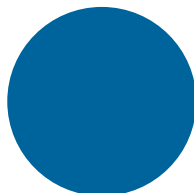
FACULTY OF INTERNATIONAL
RELATIONS

PANTONE 1585 C
CMYK 0 / 70 / 100 / 0
RGB 236 / 102 / 8
HEX #EC6608



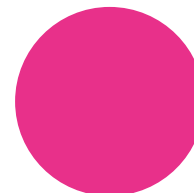
FACULTY OF ECONOMICS

PANTONE 2985 C
CMYK 60 / 0 / 0 / 0
RGB 91 / 197 / 242
HEX #5BC5F2



FACULTY OF BUSINESS
ADMINISTRATION

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



FACULTY OF MANAGEMENT

PANTONE 219 C
CMYK 0 / 90 / 0 / 0
RGB 232 / 48 / 138
HEX #E8308A

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.

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 a 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 a 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.

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 a 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 not possible to use a 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 Prague University of Economics and Business.

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

Parameters of heading composition:

Institution name

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

Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt in 85 % black

Institution address

Myriad Pro Regular font (see 3/03)

Font size 8 pt / Line 9.5 pt

Letter-spacing 25 pt in 85 % black

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

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

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

FOOT

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

Arial Regular font (**see 3/03**)

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).

A dimensional detail drawing of the letterhead concerned in its full size (1 : 1) is depicted in Chapter **4/03**.



Prague University of Economics and Business

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

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

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

ADMINISTRATIVE LETTERHEAD I DETAIL DRAWING I:I



MERCANTILE PRINTS ADMINISTRATIVE LETTERHEAD II



MERCANTILE PRINTS ADMINISTRATIVE LETTERHEAD II

Administrative letterhead II is used for regular correspondence of the Prague University of Economics and Business.

In the upper-left section of a letterhead there is the logotype in basic colour variation (**see 1/11**).

Parameters of heading composition:

Institution name

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

Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt in 85 % black

Institution address

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

Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt in 85 % black

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

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

Prague University of Economics and Business

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

FOOT

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

Arial Regular font (**see 3/03**)

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).

A dimensional detail drawing of the letterhead concerned in its full size (1 : 1) is depicted in Chapter **4/06**.



PRAGUE UNIVERSITY
OF ECONOMICS
AND BUSINESS

Prague University of Economics and Business

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

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.
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 Best regards

 Title Name Surname
Job Title

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

ADMINISTRATIVE LETTERHEAD II

DETAIL DRAWING I:I



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 logotype in basic colour variation (**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 / www.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 the letterhead of this type (page construction 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).

A dimensional detail drawing of a letterhead in its full size (1 : 1) is depicted in Chapter **4/09**.

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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.

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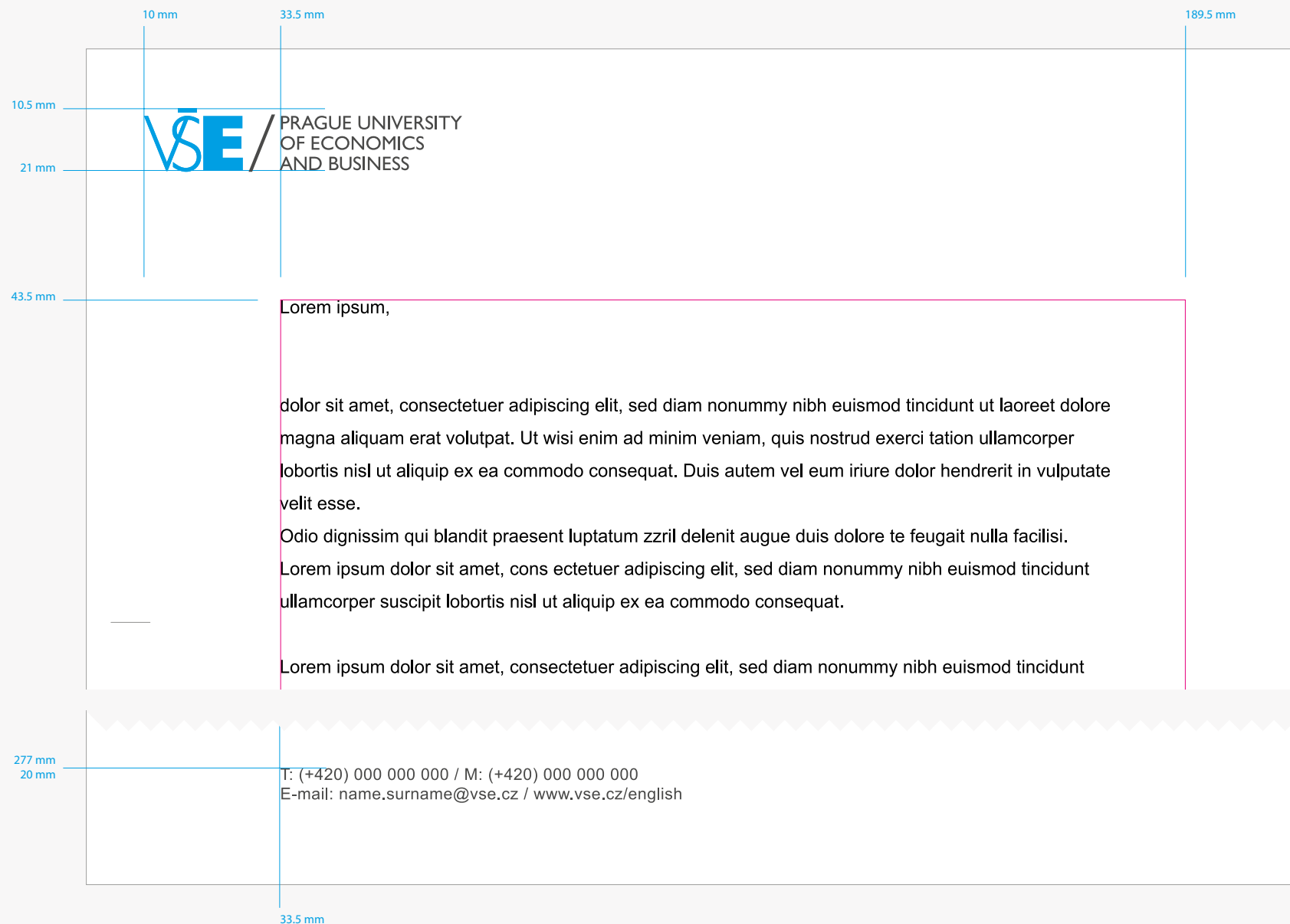
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Best regards

Title Name Surname

Job Title

INTERNAL LETTERHEAD DETAIL DRAWING I:I



MERCANTILE PRINTS PERSONAL LETTERHEAD



MERCANTILE PRINTS PERSONAL LETTERHEAD

A personal letterhead has been designed for the Rector and Deans of individual VŠE faculties to be used for official correspondence intended for special (festive) occasions of the Prague University of Economics and Business.

In the upper part of the letterhead there is the round logotype (**see 1/26**) 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 a letterhead.

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 (**see 4/30 and 4/32**).

HEADING



RECTOR
PRAGUE UNIVERSITY
OF ECONOMICS AND BUSINESS

FOOT

Prague University of Economics and Business
národní 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 the letterhead of this type (page construction, address-see/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).

A dimensional detail drawing of a letterhead in its full size (1 : 1) is depicted in Chapter **4/12**.

RECTOR
PRAGUE UNIVERSITY
OF ECONOMICS AND BUSINESS

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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 nisi 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 nisi ut aliquip ex ea commodo consequat.

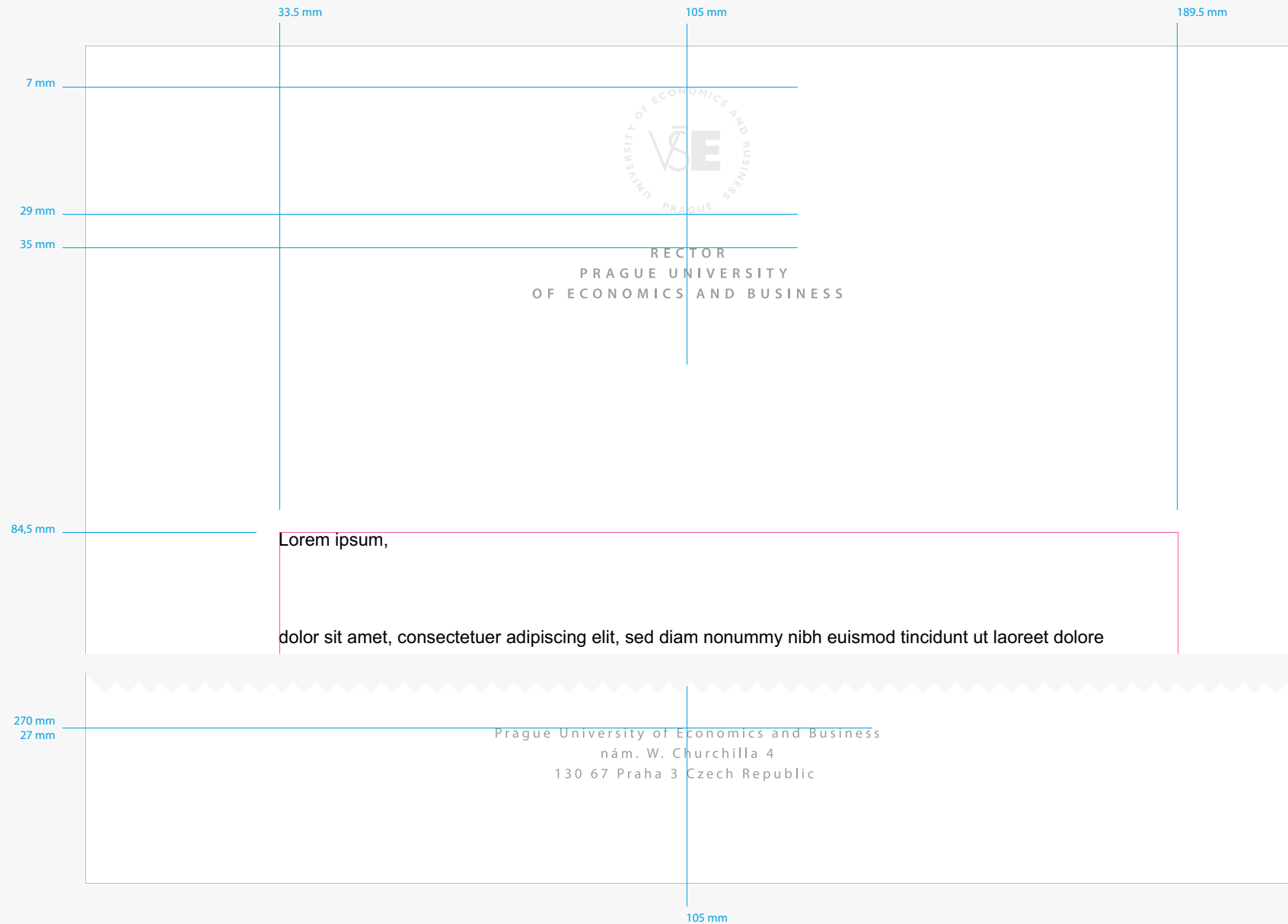
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis.

Best regards

Title Name Surname
Job Title

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

PERSONAL LETTERHEAD DETAIL DRAWING 1:1



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.

A logotype with the nameplate 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

A dimensional detail drawing of a press release in its full size (1 : 1) is depicted in Chapter **4/14**.

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

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod ut tincidunt laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum in iriure dolor hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat et nulla facilisis at vero eros accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum in iriure dolor hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat et nulla facilisis at vero eros accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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PRESS RELEASE DETAIL DRAWING I:I



MERCANTILE PRINTS LETTERHEAD FOR WHOLE-UNIVERSITY UNITS



MERCANTILE PRINTS LETTERHEAD FOR WHOLE-UNIVERSITY UNITS

The letterhead for whole-university units serves for regular correspondence of the Prague University of Economics and Business.

In the upper left-hand corner of a letterhead there is the VŠE logotype with the acronym of a whole-university unit (**see 1/20**).

Parameters of heading composition:

Institution name

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 whole-university unit

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

Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt in 100 % cyan

Parameters of foot composition:

Institution address / Phone number

E-mail / URL address

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

Font size 7 pt / Line leading 8.4 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
Development and Counselling Centre

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 / www.vse.cz/english

LETTERHEAD FOR WHOLE-UNIVERSITY UNITS DETAIL DRAWING 1:1

10 mm	33.5 mm	125 mm	189.5 mm
10.5 mm			
21 mm			
27 mm	Prague University of Economics and Business Development and Counselling Centre		
48 mm	<div>Title Name Surname Company Street 00 000 00 City</div>		
84.5 mm	<div>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</div>		
274 mm 23 mm	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 / www.vse.cz/english		
	33.5 mm		

**MERCANTILE PRINTS
REGULAR BUSINESS (DL) ENVELOPE
ADMINISTRATIVE I**



MERCANTILE PRINTS REGULAR BUSINESS (DL) ENVELOPE ADMINISTRATIVE I

The regular business (DL) envelope (elongate) 220 × 110 mm falls within business supplies used regularly. In the upper-left section there is, as it is on the administrative letterhead I, a logotype in its basic colour design (see 1/02) alongside the name of the institution and its address.

Typesetting parameters:

Institution name

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

Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt in 85 % black

Institution address

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

Font size 8 pt / Line leading 9.5 pt

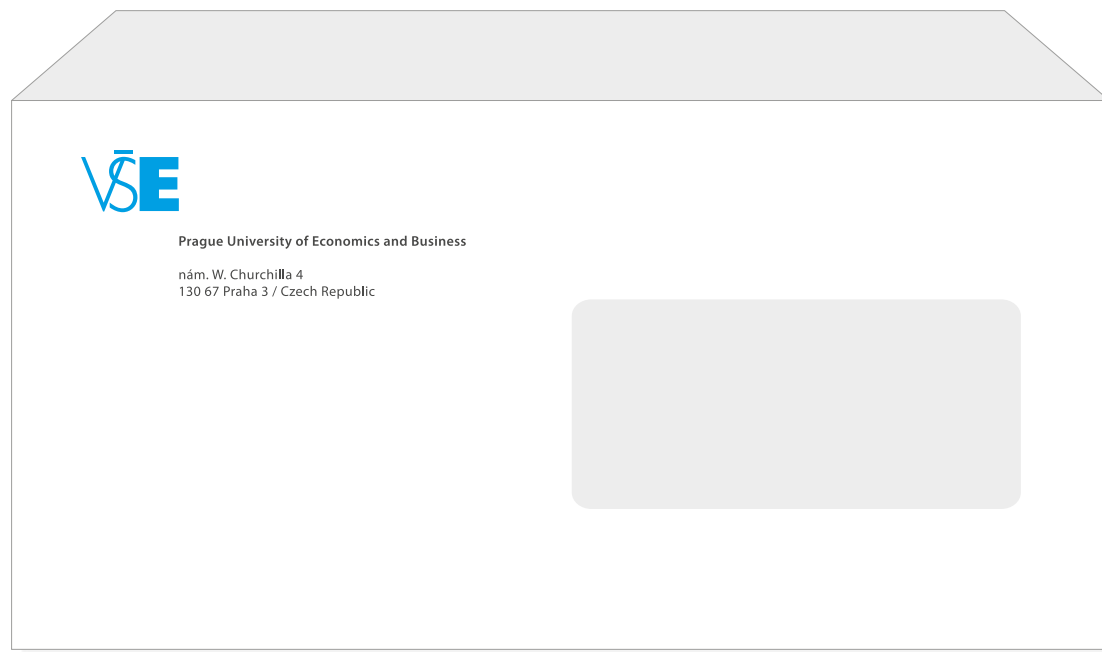
Letter-spacing 25 pt in 85 % black

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

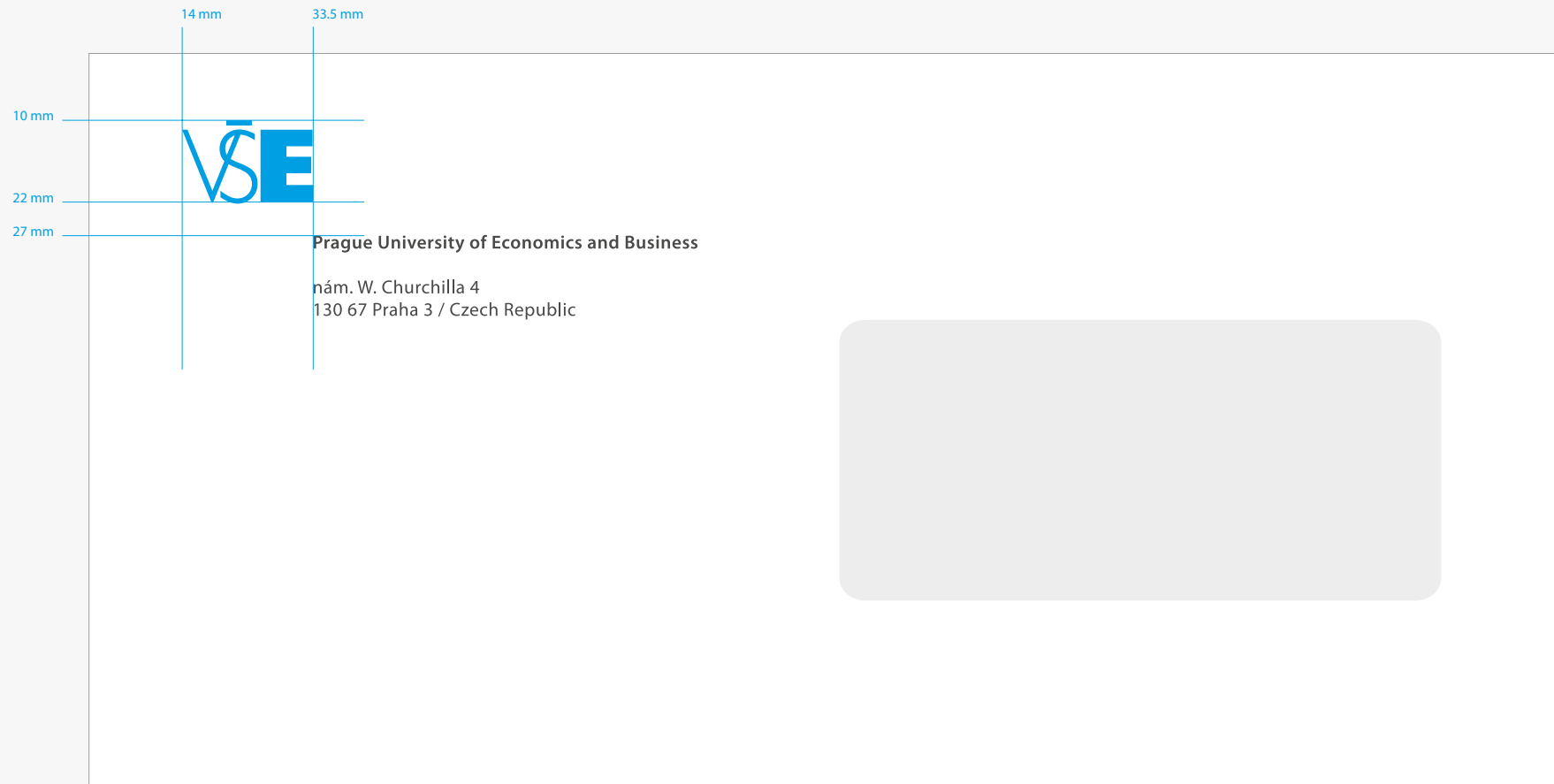
A dimensional detail drawing of the regular business (DL) envelope is depicted in Chapter **4/19**.

The size of a regular business (DL) envelope

220 × 110 mm



**REGULAR BUSINESS (DL)
ENVELOPE
ADMINISTRATIVE I
DETAIL DRAWING 1:1**



**MERCANTILE PRINTS
DOCUMENT (C4) ENVELOPE
ADMINISTRATIVE I**



MERCANTILE PRINTS DOCUMENT (C4) ENVELOPE ADMINISTRATIVE I

The document (C4) envelope 229 × 324 mm falls within other business supplies used regularly. In the upper-left section there is, as it is on the administrative letterhead I, a logotype in its basic colour design (**see 1/02**) alongside the name of the institution and its address.

Typesetting parameters:

Institution name

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

Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt in 85 % black

Institution address

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

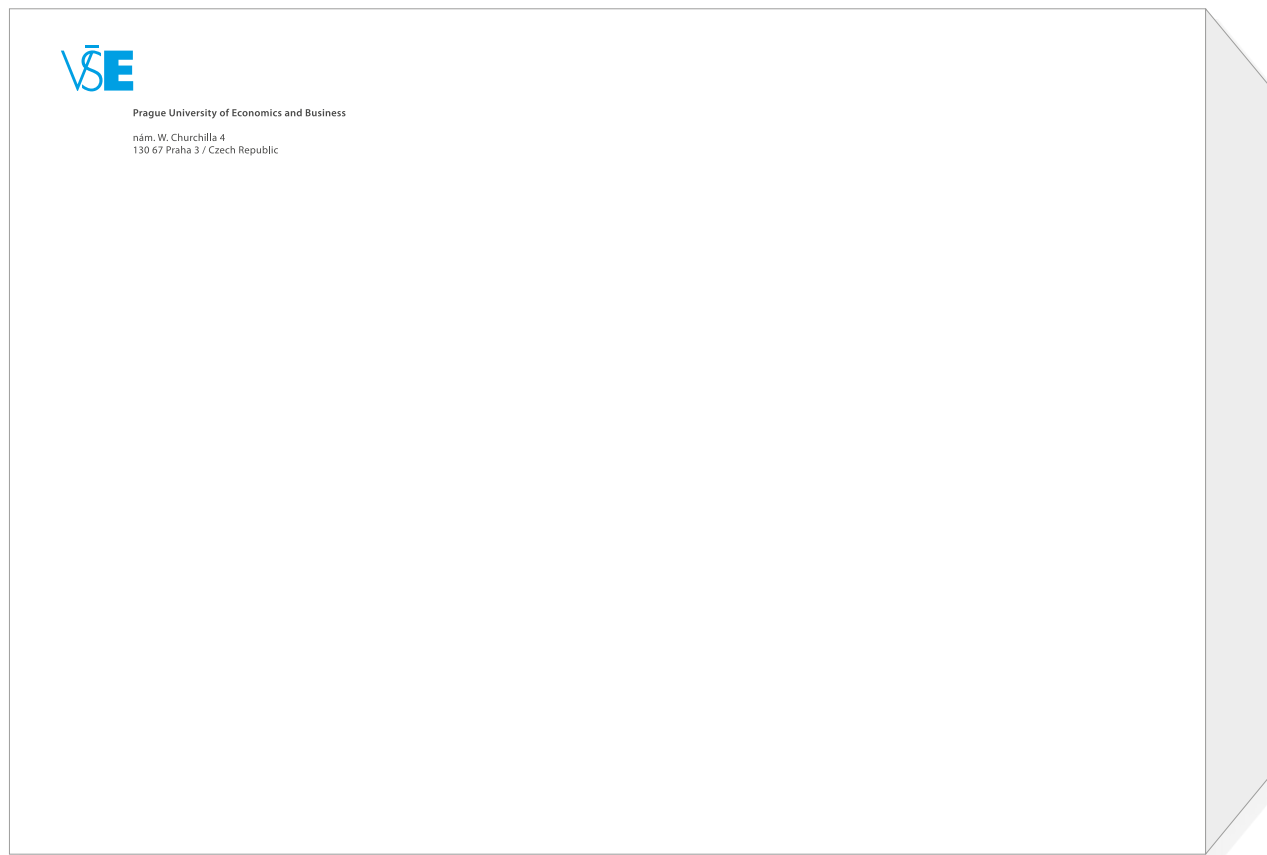
Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt in 85 % black

A dimensional detail drawing of the document (C4) envelope is depicted in Chapter **4/21**.

Document envelope (C4) size

229 × 324 mm



DOCUMENT (C4) ENVELOPE
ADMINISTRATIVE I
DETAIL DRAWING 1:1



**MERCANTILE PRINTS
ANNOUNCEMENT (C5)
ENVELOPE
ADMINISTRATIVE I**



MERCANTILE PRINTS ANNOUNCEMENT (C5) ENVELOPE ADMINISTRATIVE I

The announcement (C5) envelope 229 × 362 mm falls within other business supplies used regularly. In the upper-left section there is, as it is on the administrative letterhead I, a logotype in its basic colour design (**see 1/02**) alongside the name of the institution and its address.

Typesetting parameters:

Institution name

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

Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt in 85 % black

Institution address

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

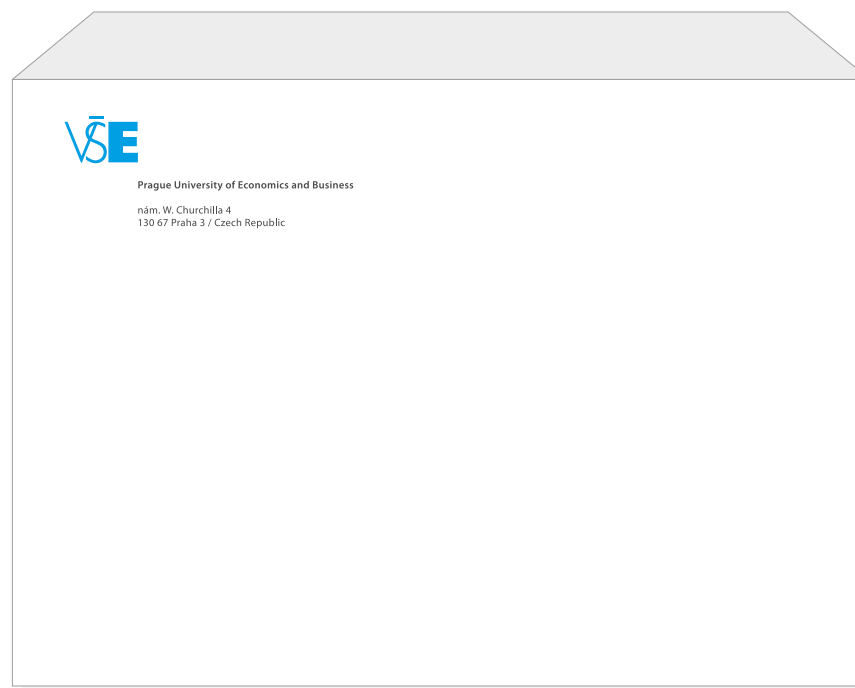
Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt in 85 % black

A dimensional detail drawing of announcement (C5) envelope is depicted in Chapter **4/23**.

Announcement (C5) envelope size

229 × 162 mm



**ANNOUNCEMENT (C5) ENVELOPE
ADMINISTRATIVE I
DETAIL DRAWING 1:1**



MERCANTILE PRINTS
REGULAR BUSINESS (DL) ENVELOPE
ADMINISTRATIVE II



MERCANTILE PRINTS REGULAR BUSINESS (DL) ENVELOPE ADMINISTRATIVE II

The regular business (DL) envelope (elongate) 220 × 110 mm falls within business supplies used regularly. In the upper-left section there is, as it is on the administrative letterhead II, a logotype in its basic colour design (**see 1/11**) alongside the name of the institution and its address.

Typesetting parameters:

Institution name

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

Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt in 85 % black

Institution address

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

Font size 8 pt / Line leading 9.5 pt

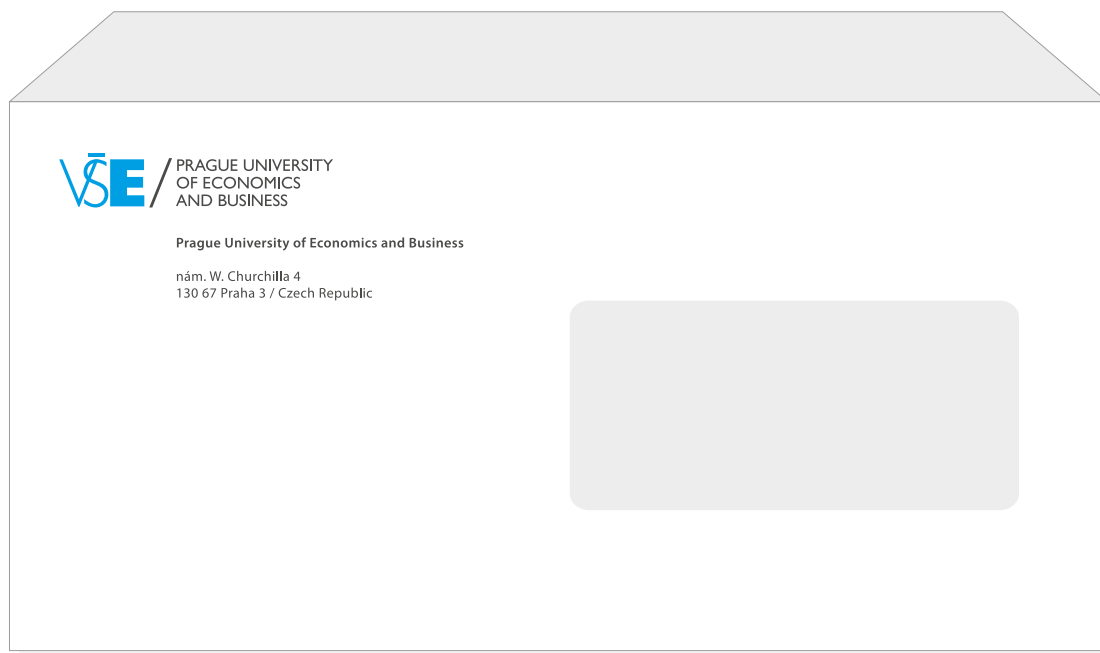
Letter-spacing 25 pt in 85 % black

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

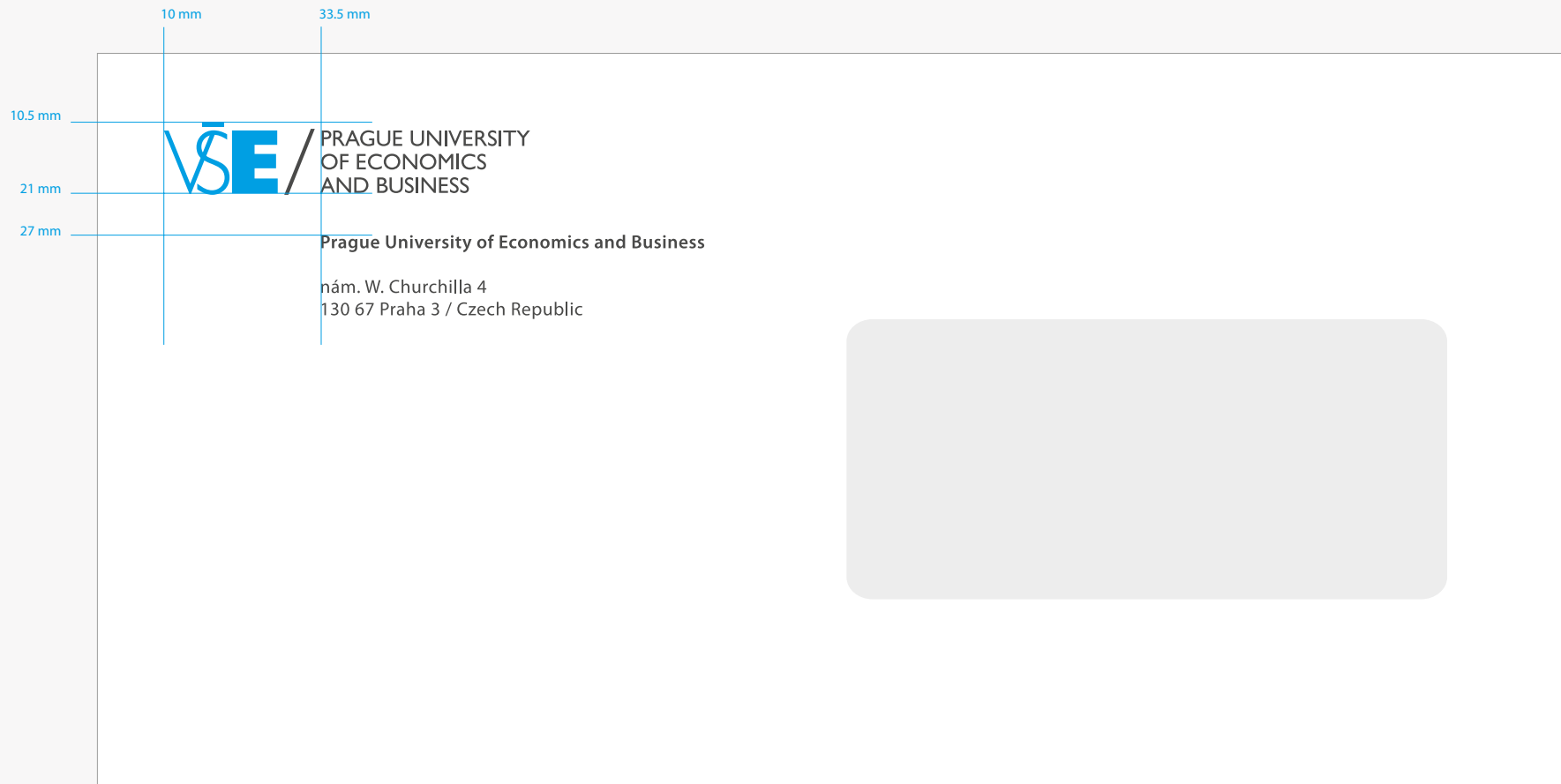
A dimensional detail drawing of a regular business (DL) envelope is depicted in Chapter **4/25**.

Regular business (DL) envelope size

220 × 110 mm



REGULAR BUSINESS (DL) ENVELOPE
ADMINISTRATIVE II
DETAIL DRAWING 1:1



**MERCANTILE PRINTS
DOCUMENT (C4) ENVELOPE
ADMINISTRATIVE II**



MERCANTILE PRINTS DOCUMENT (C4) ENVELOPE ADMINISTRATIVE II

The document (C4) envelope 229 × 324 mm falls within other business supplies used regularly. In the upper-left section there is, as it is on the administrative letterhead II, a logotype in its basic colour design (**see 1/11**) alongside the name of the institution and its address.

Typesetting parameters:

Institution name

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

Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt in 85 % black

Institution address

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

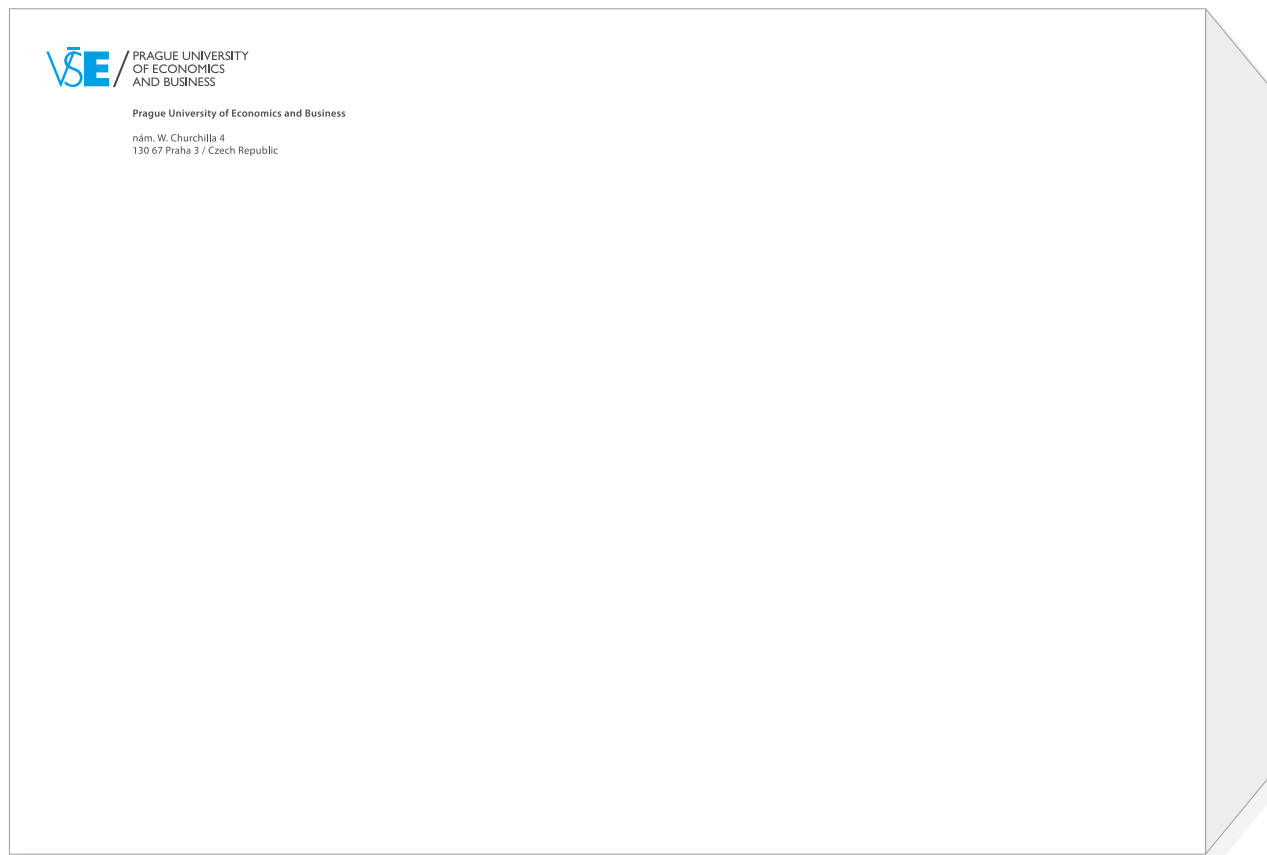
Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt in 85 % black

A dimensional detail drawing of a document (C4) envelope is depicted in Chapter **4/27**.

Document (C4) envelope size

229 × 324 mm



DOCUMENT (C4) ENVELOPE
ADMINISTRATIVE II
DETAIL DRAWING I:I



**MERCANTILE PRINTS
ANNOUNCEMENT (C5) ENVELOPE
ADMINISTRATIVE II**



MERCANTILE PRINTS ANNOUNCEMENT ENVELOPE (C5) ADMINISTRATIVE II

The announcement (C5) envelope 229 × 162 mm falls within other business supplies used regularly. In the upper-left section there is, as it is on the administrative letterhead II, a logotype in its basic colour design (**see 1/11**) alongside the name of the institution and its address.

Typesetting parameters:

Institution name

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

Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt in 85 % black

Institution address

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

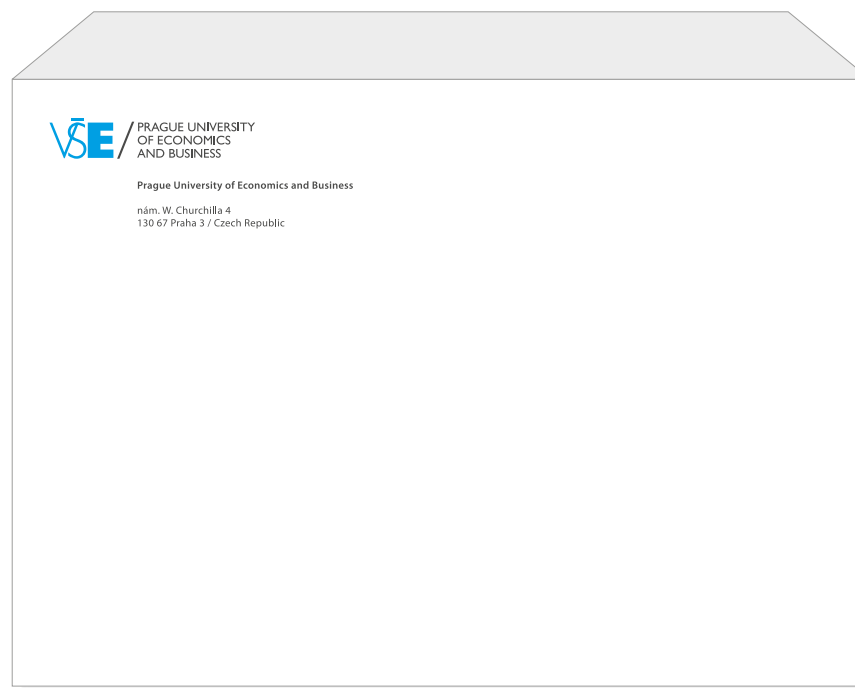
Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt in 85 % black

A dimensional detail drawing of an announcement (C5) envelope is depicted in Chapter **4/29**.

Announcement (C5) envelope size

229 × 162 mm



**ANNOUNCEMENT (C5) ENVELOPE
ADMINISTRATIVE II
DETAIL DRAWING I:I**



MERCANTILE PRINTS
REGULAR BUSINESS (DL) ENVELOPE
PERSONAL



MERCANTILE PRINTS REGULAR BUSINESS (DL) ENVELOPE PERSONAL

A regular business (DL) envelope (elongate) 220 × 110 mm falls within business supplies used regularly.

In the upper-left section there is, as it is on the personal letterhead, the round logotype (see 1/26) 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

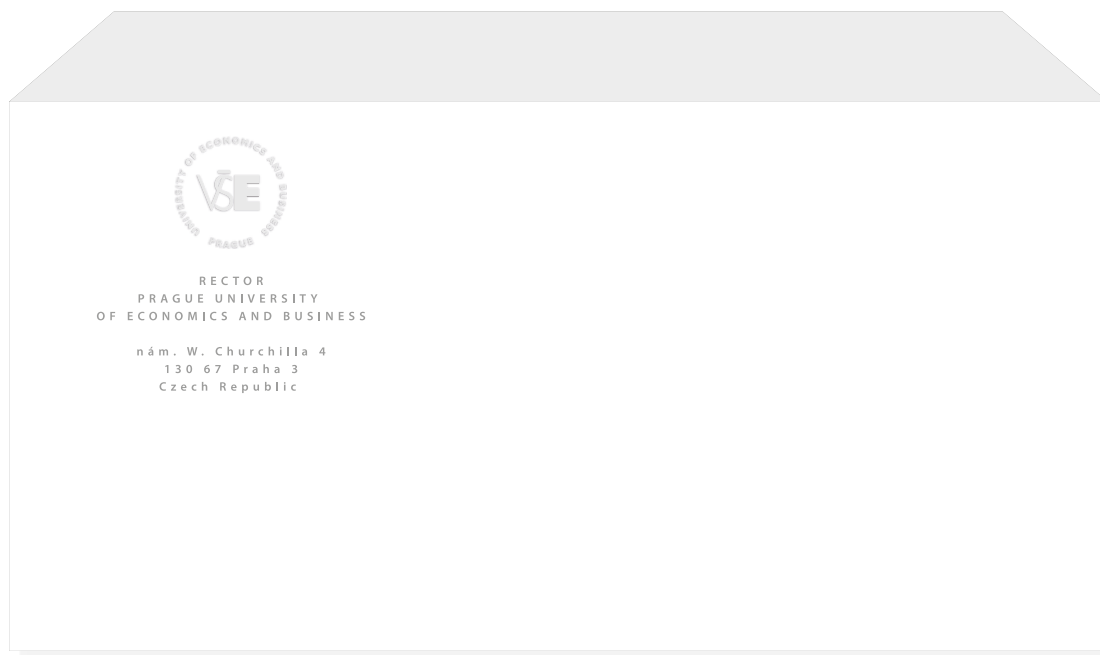
Letter-spacing 350 points in 50 % black

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

A dimensional detail drawing of the regular business envelope (DL) is depicted in Chapter 4/31.

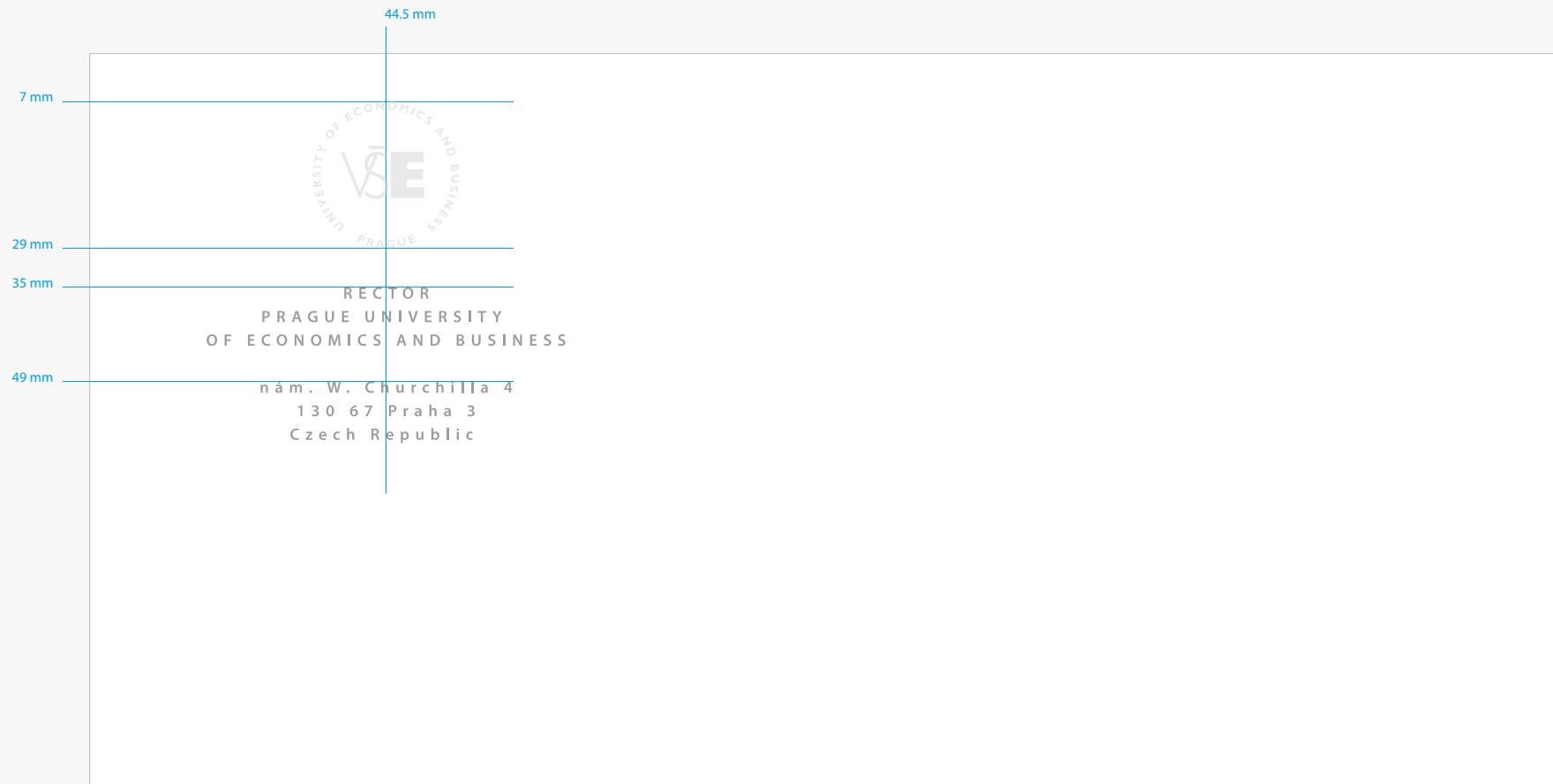
Regular business (DL) envelope size

220 × 110 mm



4/3 I

**REGULAR BUSINESS (DL)
ENVELOPE
DETAIL DRAWING 1:1**



**MERCANTILE PRINTS
ANNOUNCEMENT (C5) ENVELOPE
PERSONAL**



MERCANTILE PRINTS ANNOUNCEMENT (C5) ENVELOPE PERSONAL

The announcement (C5) envelope 229 × 162 mm falls within business supplies used regularly.

In the upper-left section there is, as it is on the personal letterhead, the round logotype (see 1/26) 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

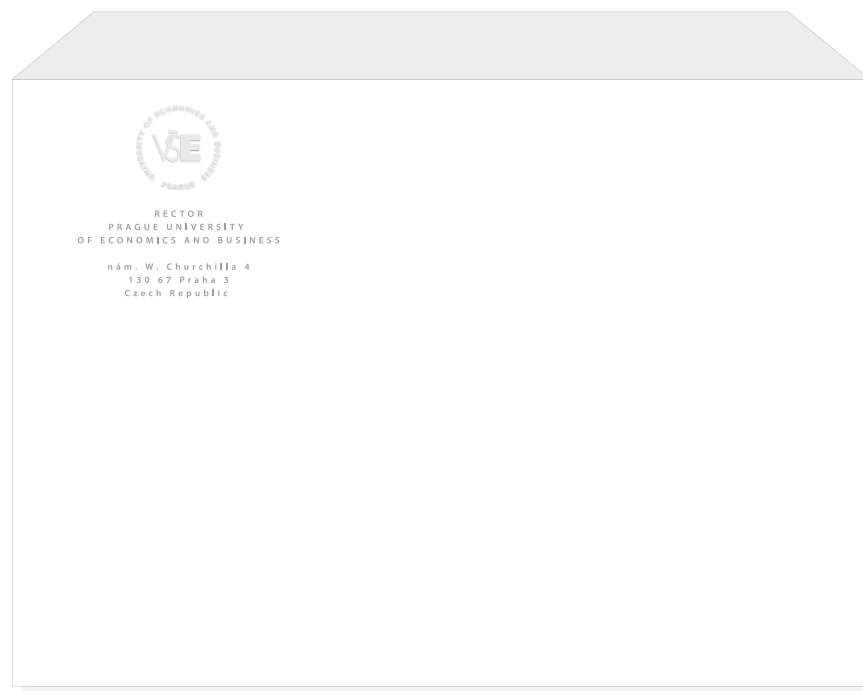
Letter-spacing 350 points in 50 % black

For the announcement (C5) envelope it is recommended to use a Conqueror DO diamond envelope.

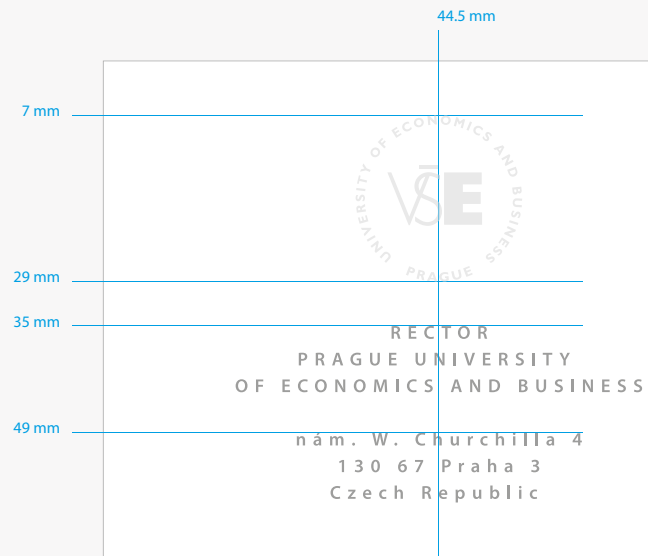
A dimensional detail drawing of the announcement envelope (C5) is depicted in Chapter 4/33.

Announcement (C5) envelope size

229 × 162 mm



ANNOUNCEMENT (C5) ENVELOPE DETAIL DRAWING 1:1



**MERCANTILE PRINTS
REGULAR BUSINESS (DL) ENVELOPE
FOR WHOLE-UNIVERSITY UNITS**



MERCANTILE PRINTS REGULAR BUSINESS (DL) ENVELOPE FOR WHOLE- -UNIVERSITY UNITS

The regular business (DL) envelope 220 × 110 mm falls within business supplies used regularly.

In the upper-left section there is, as it is on the letterhead for whole-university units, the logo-type (**see 1/20**) which can be adjusted according to the whole-university unit concerned.

Typesetting parameters:

Institution name

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

Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt in 85 % black

Whole-university unit name

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

Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt in 100 % cyan

Institution address

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

Font size 8 pt / Line leading 9.5 pt

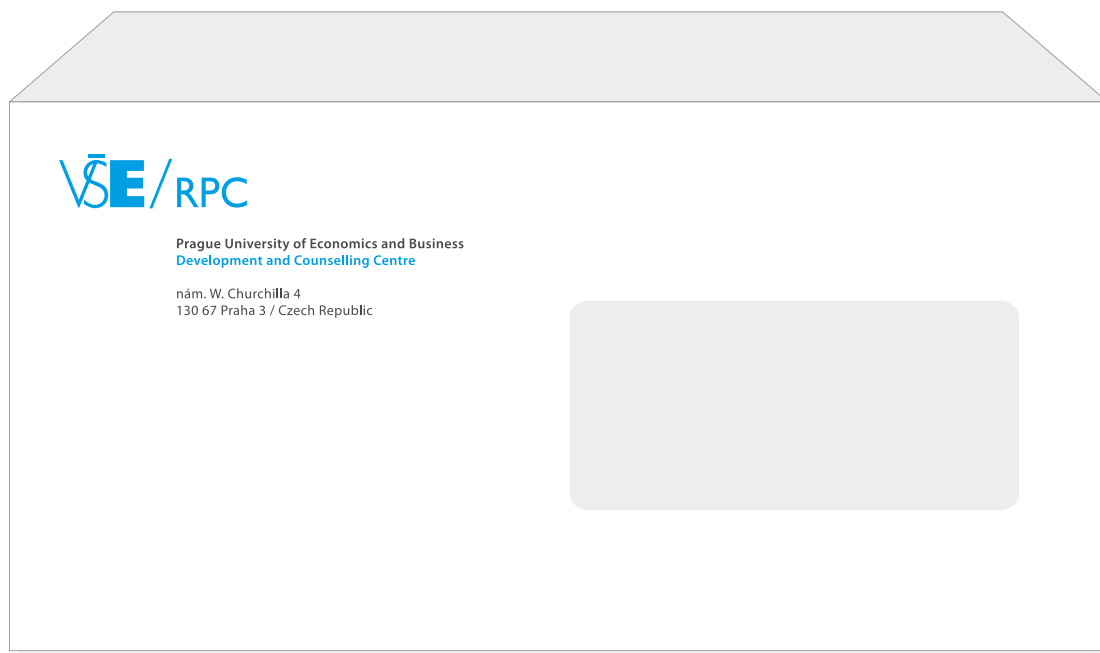
Letter-spacing 25 pt in 85 % black

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

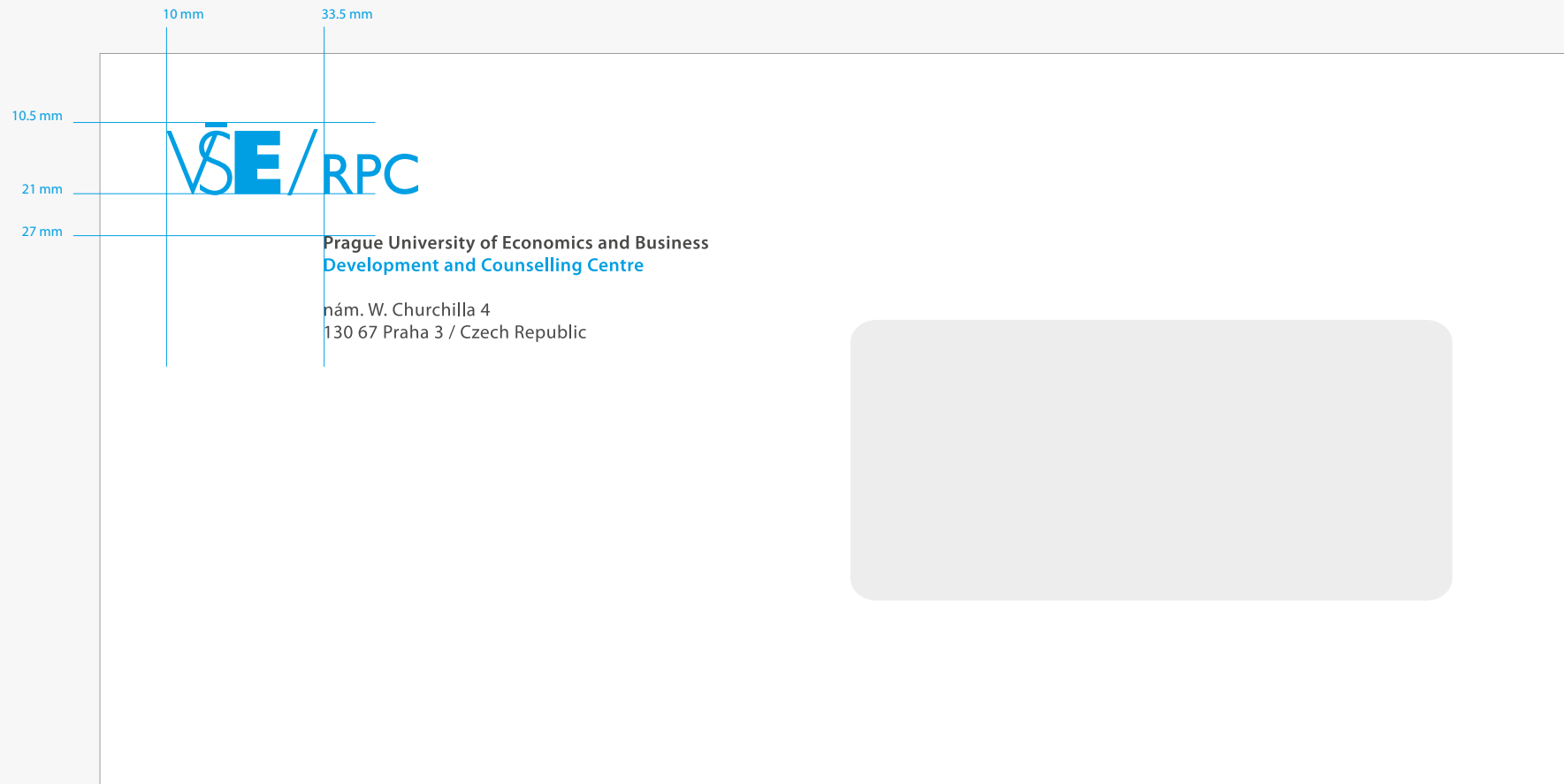
A dimensional detail drawing of a regular administrative (DL) envelope is depicted in Chapter **4/35**.

Regular business (DL) envelope size

220 × 110 mm



REGULAR BUSINESS (DL) ENVELOPE FOR WHOLE-UNIVERSITY UNITS DETAIL DRAWING 1:1



**MERCANTILE PRINTS
DOCUMENT (C4) ENVELOPE
FOR WHOLE-UNIVERSITY UNITS**



MERCANTILE PRINTS DOCUMENT (C4) ENVELOPE FOR WHOLE- UNIVERSITY UNITS

The document (C4) envelope 229 × 324 mm falls within other business supplies used regularly.

In the upper-left section there is, as it is on the letterhead for whole-university units, the logo-type (**see 1/20**) which can be adjusted according to the whole-university unit concerned.

Typesetting parameters:

Institution name

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

Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt in 85 % black

Whole-university unit name

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

Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt v 100 % cyan

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

A dimensional detail drawing of the document (C4) envelope is depicted on Chapter **4/37**.

Document (C4) envelope size

229 × 324 mm



Prague University of Economics and Business
Development and Counselling Centre

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

DOCUMENT (C4) ENVELOPE
FOR WHOLE-UNIVERSITY UNITS
DETAIL DRAWING 1:1



**MERCANTILE PRINTS
ANNOUNCEMENT (C5) ENVELOPE
FOR WHOLE-UNIVERSITY UNITS**



MERCANTILE PRINTS ANNOUNCEMENT (C5) ENVELOPE FOR WHOLE- UNIVERSITY UNITS

The announcement (C5) envelope 229 × 162 mm falls within other business supplies used regularly.

In the upper-left section there is, as it is on the letterhead for whole-university units, the logo-type (**see 1/20**) which can be adjusted according to the whole-university unit concerned.

Typesetting parameters:

Institution name

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

Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt in 85 % black

Whole-university unit name

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

Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt v 100 % cyan

Institution address

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

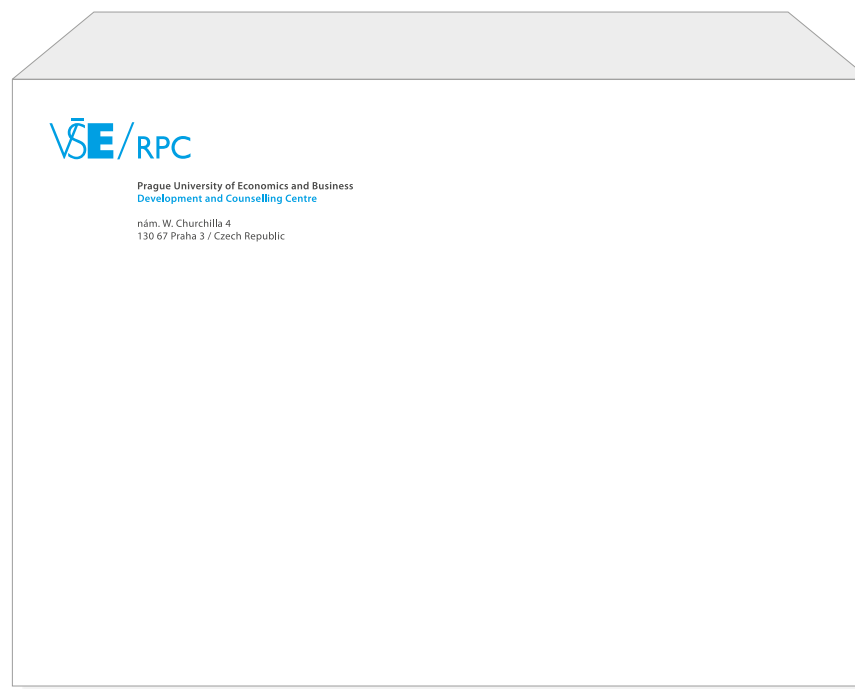
Font size 8 pt / Line leading 9.5 pt

Letter-spacing 25 pt in 85 % black

A dimensional detail drawing of the announcement (C5) envelope is depicted in Chapter **4/39**.

Announcement (C5) envelope size

229 × 162 mm



ANNOUNCEMENT (C5) ENVELOPE FOR WHOLE-UNIVERSITY UNITS DETAIL DRAWING 1:1



MERCANTILE PRINTS FOR FACULTIES ADMINISTRATIVE I



MERCANTILE PRINTS FOR FACULTIES ADMINISTRATIVE I

This page shows a sample of page construction of mercantile prints administrative I for faculties.

Completing official mercantile prints for faculties is possible only through a predefined Word template which considers all needs and attributes.

To use such templates, please contact a representative of the Prague University of Economics and Business who will provide you with the needed office supplies of this type.

Typesetting parameters, dimensional detail drawings and variants of logotypes can be found in logo-manuals of individual faculties.

VŠE/FFA

Prague University of Economics and Business
Faculty of Finance and Accounting
Department of Public Finance

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.

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VŠE/FFA

Prague University of Economics and Business
Faculty of Finance and Accounting
Department of Public Finance

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 / ffu.vse.cz/english

VŠE/FFA

Prague University of Economics and Business
Faculty of Finance and Accounting
Department of Public Finance

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

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 / ffu.vse.cz/english

MERCANTILE PRINTS ADMINISTRATIVE II FOR FACULTIES



MERCANTILE PRINTS ADMINISTRATIVE II FOR FACULTIES

This page shows a sample of page construction of mercantile prints administrative II for faculties.

Completing official mercantile prints for faculties is possible only through a predefined Word template which considers all needs and attributes.

To use such templates, please contact a representative of the Prague University of Economics and Business who will provide you with the needed office supplies of this type.

Typesetting parameters, dimensional detail drawings and variants of logotypes can be found in logo-manuals of individual faculties.



Prague University of Economics and Business
Faculty of Finance and Accounting
Department of Public Finance

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.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut wisi enim ad minim veniam, quis nostrud exerci tation



Prague University of Economics and Business
Faculty of Finance and Accounting
Department of Public Finance

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 / ffu.vse.cz/english

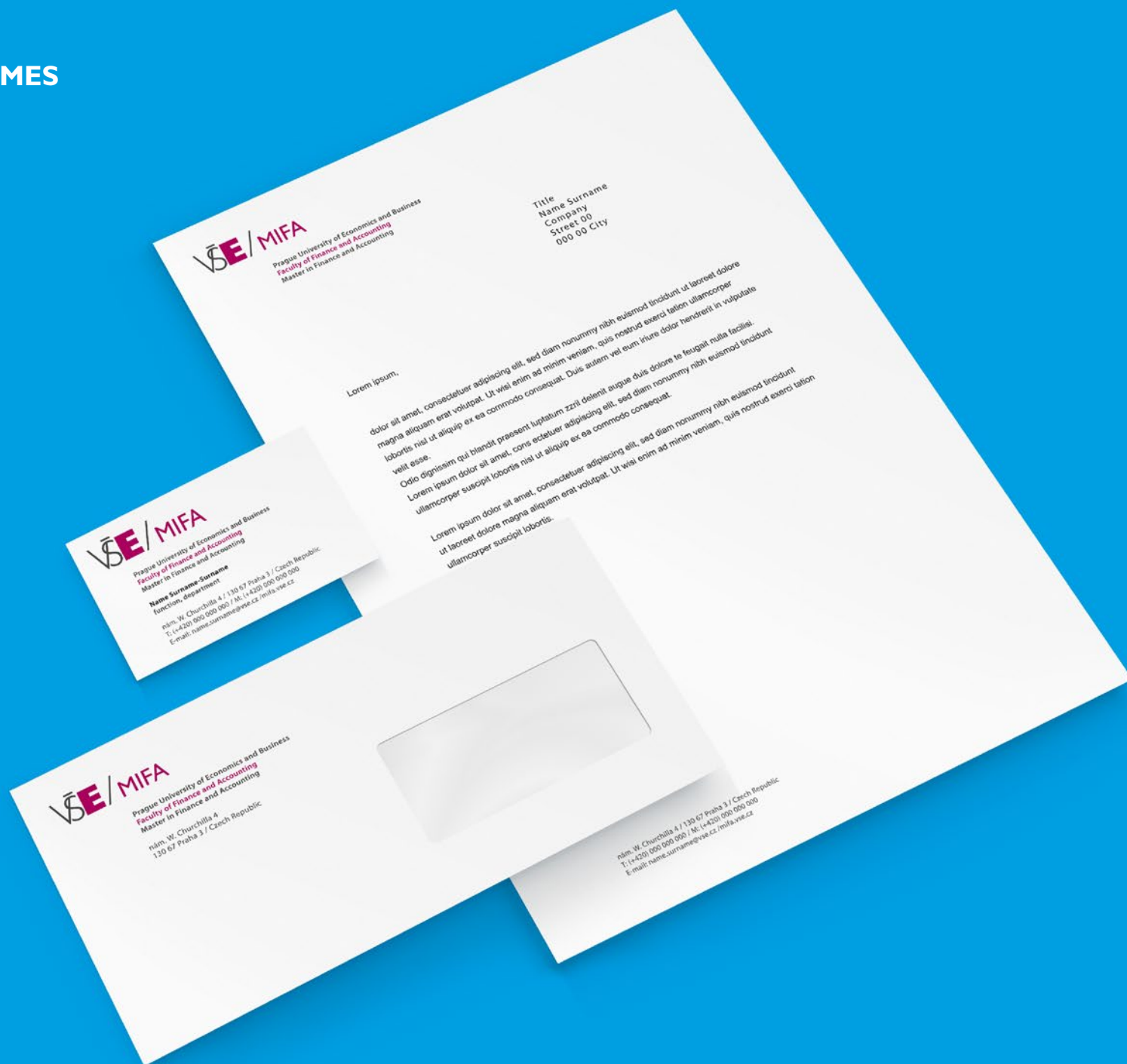


Prague University of Economics and Business
Faculty of Finance and Accounting
Department of Public Finance

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

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 / ffu.vse.cz/english

MERCANTILE PRINTS FOR FACULTY PROGRAMMES



MERCANTILE PRINTS LETTERHEAD FOR FACULTY PROGRAMMES

This page shows a sample of page construction of mercantile prints for programmes of individual faculties.

Completing official mercantile prints for faculty programmes is possible only through a predefined Word template which consider all needs and attributes.

To use such templates, please contact a representative of the Prague University of Economics and Business who will provide you with the needed office supplies of this type.

Typesetting parameters, dimensional detail drawings and variants of logotypes can be found in logo-manuals of individual faculties.



Prague University of Economics and Business
Faculty of Finance and Accounting
Master in Finance and Accounting

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.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut wisi enim ad minim veniam, quis nostrud exerci tation



Prague University of Economics and Business
Faculty of Finance and Accounting
Master in Finance and Accounting

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 / mifa.vse.cz

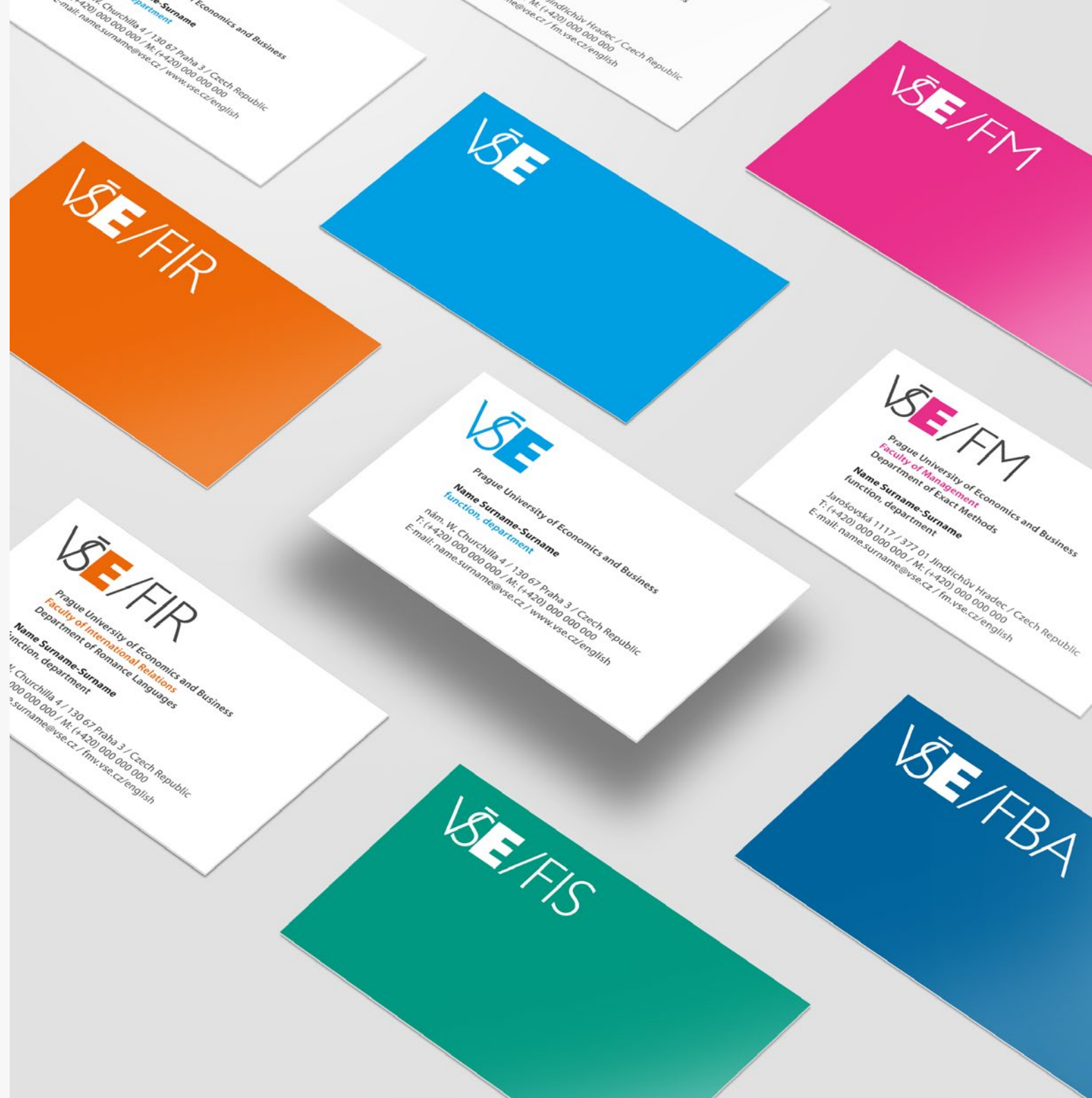


Prague University of Economics and Business
Faculty of Finance and Accounting
Master in Finance and Accounting

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

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 / mifa.vse.cz

MERCANTILE PRINTS BUSINESS CARDS



MERCANTILE PRINTS ADMINISTRATIVE I BUSINESS CARD

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. A logotype in the basic colour design is placed on the face of a business card in the upper-left section (**see 1/02**).

Typesetting parameters:

Institution name

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

Font size 7 pt / Line leading 8.5 pt

Letter-spacing 25 pt in 85 % black

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 v 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 v 100 % cyan

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 design is applied on the reverse side of the business card (**see 1/03**).

Business card size

90 × 55 mm



Prague University of Economics and Business

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 / www.vse.cz/english

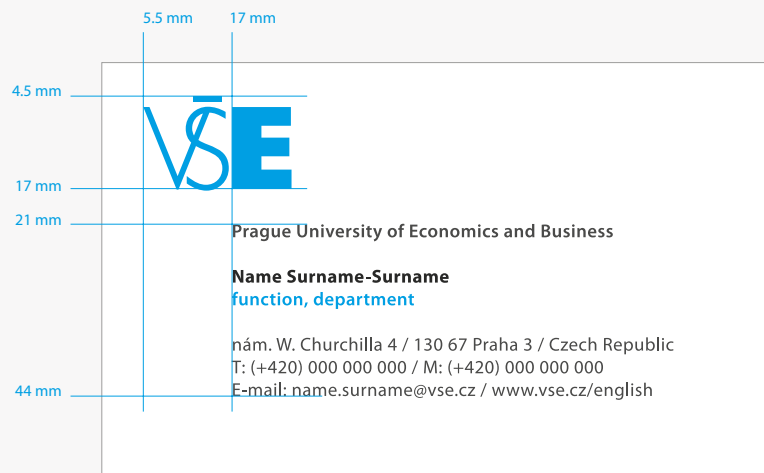


ADMINISTRATIVE I BUSINESS CARD DETAIL DRAWING I:I

For business cards offset printing is used on white glazed paper with basic weight minimally 300 g/m². Provided that business cards are printed using laser printers permitted basic weight is 220 g/m².

Business card size

90 × 55 mm



MERCANTILE PRINTS

BILINGUAL I

BUSINESS CARD

Business cards represent a very important element of visual presentation of the Prague University of Economics and Business.

Every bilingual business card I is double-sided. A logotype in the basic colour design is placed both on the face and on the reverse side of a business card in the upper-left section (see 1/02).

Typesetting parameters:

Institution name

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

Font size 7 pt / Line leading 8.5 pt

Letter-spacing 25 pt in 85 % black

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 v 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 v 100 % cyan

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

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 / www.vse.cz



Prague University of Economics and Business

Name Surname-Surname
function, department

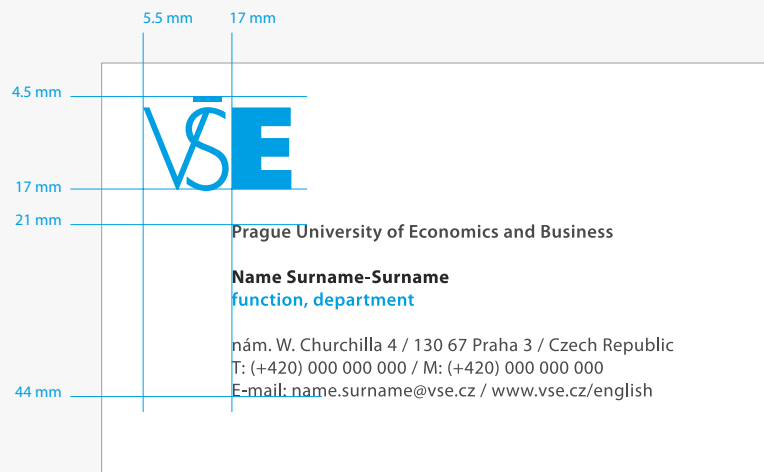
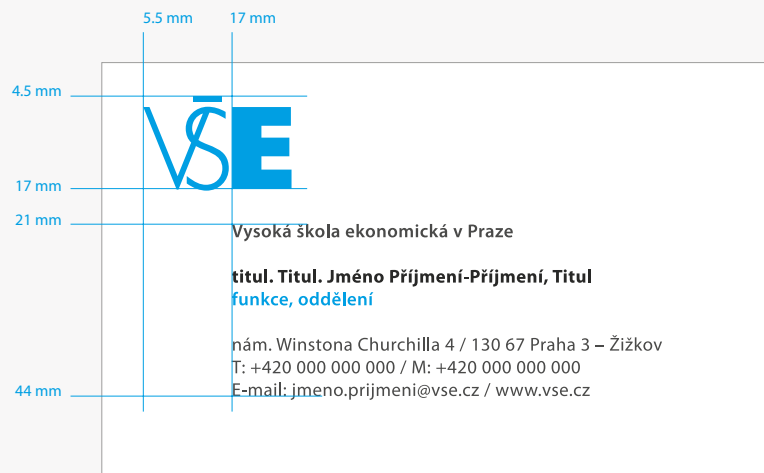
nám. W. Churchilla 4 / 130 67 Praha 3 / Czech Republic
 T: (+420) 000 000 000 / M: (+420) 000 000 000
 E-mail: name.surname@vse.cz / www.vse.cz/english

BILINGUAL I BUSINESS CARD DETAIL DRAWING I:I

For business cards offset printing is used on white glazed paper with basic weight minimally 300 g/m². Provided that business cards are printed using laser printers permitted basic weight is 220 g/m².

Business card size

90 × 55 mm



MERCANTILE PRINTS

ADMINISTRATIVE II

BUSINESS CARD

Business cards represent a very important element of visual presentation of the Prague University of Economics and Business.

Administrative business cards II are double-sided. A logotype in the basic colour design is placed on the face of a business card in the upper-left section (**see 1/11**).

Typesetting parameters:

Institution name

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

Font size 7 pt / Line leading 8.5 pt

Letter-spacing 25 pt in 85 % black

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 v 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 v 100 % cyan

Institution address / Other contacts

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

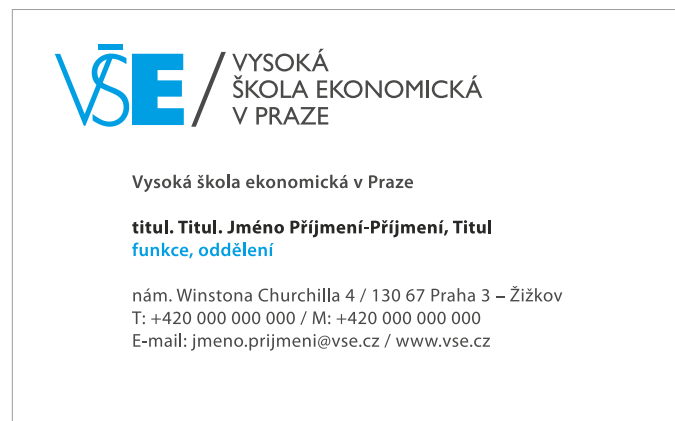
Font size 7 pt / Line leading 8.5 pt

Letter-spacing 25 pt in 85 % black

A logotype in its negative design with the English name of the institution is applied on the reverse side of the business card (**see 1/13**).

Business card size

90 × 55 mm



ADMINISTRATIVE II

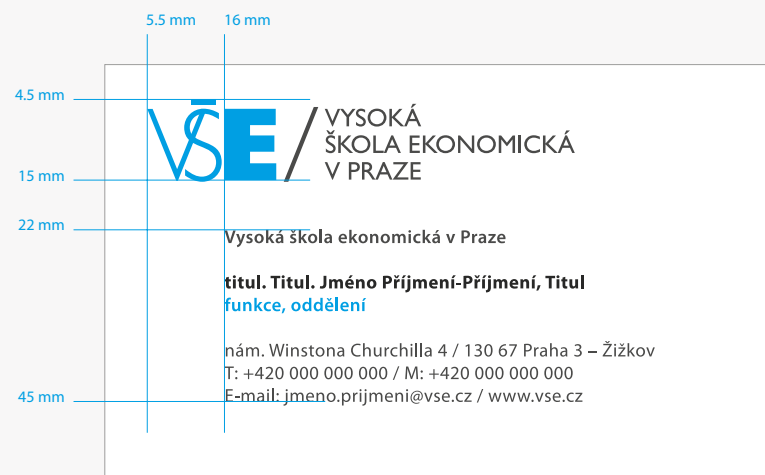
BUSINESS CARD

DETAIL DRAWING I:I

For business cards offset printing is used on white glazed paper with basic weight minimally 300 g/m². Provided that business cards are printed using laser printers permitted basic weight is 220 g/m².

Business card size

90 × 55 mm



MERCANTILE PRINTS

BILINGUAL II

BUSINESS CARD

Business cards represent a very important element of visual presentation of the Prague University of Economics and Business.

Bilingual business cards II are double-sided. A logotype in the basic colour design is placed both on the face and on the reverse side of a business card in the upper left section. (see 1/11).

Typesetting parameters:

Institution name

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

Font size 7 pt / Line leading 8.5 pt

Letter-spacing 25 pt in 85 % black

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 v 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 v 100 % cyan

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

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 / www.vse.cz



Prague University of Economics and Business

Name Surname-Surname
function, department

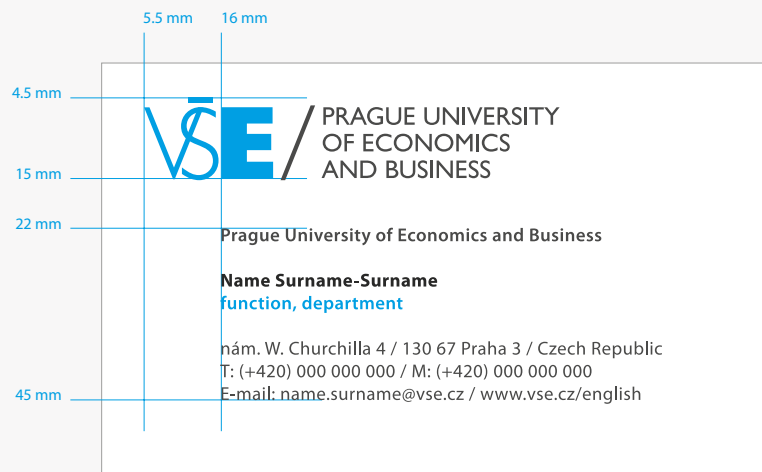
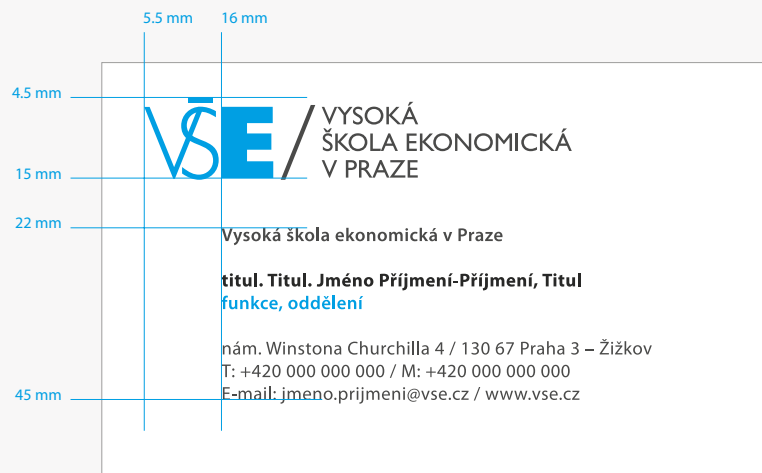
nám. W. Churchilla 4 / 130 67 Praha 3 / Czech Republic
 T: (+420) 000 000 000 / M: (+420) 000 000 000
 E-mail: name.surname@vse.cz / www.vse.cz/english

BILINGUAL II BUSINESS CARD DETAIL DRAWING I:I

For business cards offset printing is used on white glazed paper with basic weight minimally 300 g/m². Provided that business cards are printed using laser printers permitted basic weight is 220 g/m².

Business card size

90 × 55 mm



MERCANTILE PRINTS BILINGUAL BUSINESS CARD FOR WHOLE- UNIVERSITY UNITS

A bilingual business card for whole-university units is double-sided. A logotype in the basic colour design is placed both on the face and on the reverse side of a business card in the upper-left section (**see 1/20**).

Typesetting parameters:

Institution name / 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

Whole-university unit name

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

Font size 7 pt / Line leading 8.5 pt

Letter-spacing 25 pt v 100 % cyan

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 v 95 % 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
Rozvojové a poradenské centrum

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 / www.vse.cz



Prague University of Economics and Business
Development and Counselling Centre

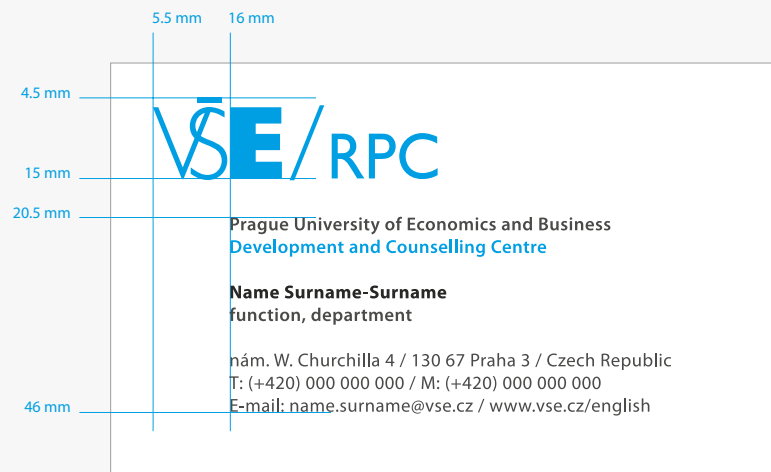
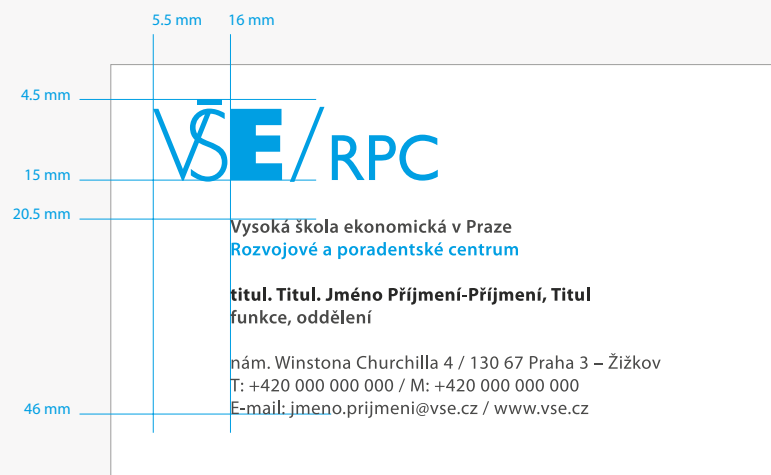
Name Surname-Surname
function, department

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 / www.vse.cz/english

BILINGUAL BUSINESS CARD FOR WHOLE-UNIVER- SITY UNITS DETAIL DRAWING I:I

For business cards offset printing is used on white glazed paper with basic weight minimally 300 g/m². Provided that business cards are printed using laser printers permitted basic weight is 220 g/m².

Business card size
90 × 55 mm



MERCANTILE PRINTS COMPLIMENT CARD



MERCANTILE PRINTS COMPLIMENT CARD

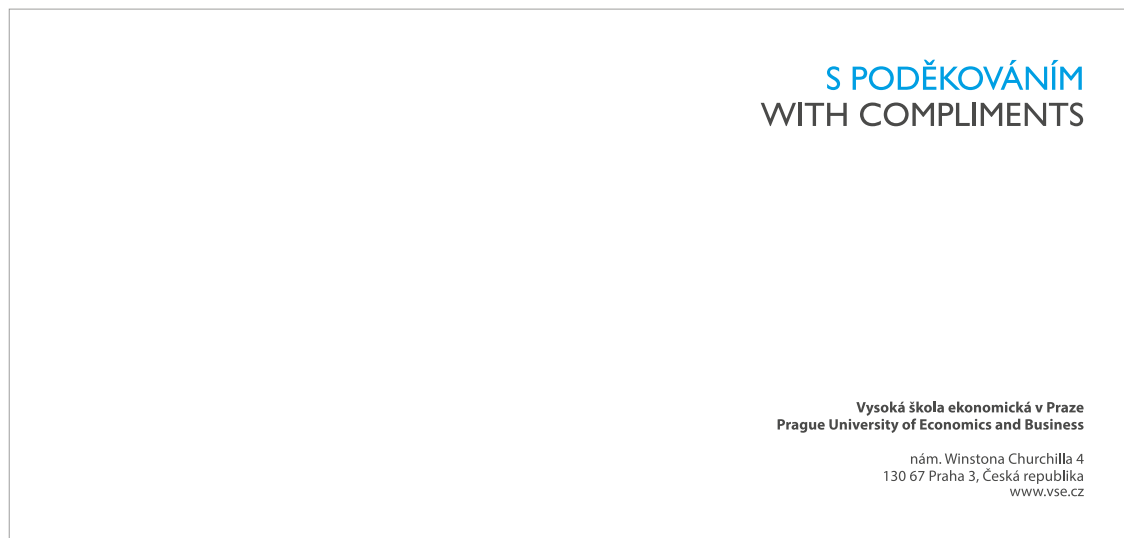
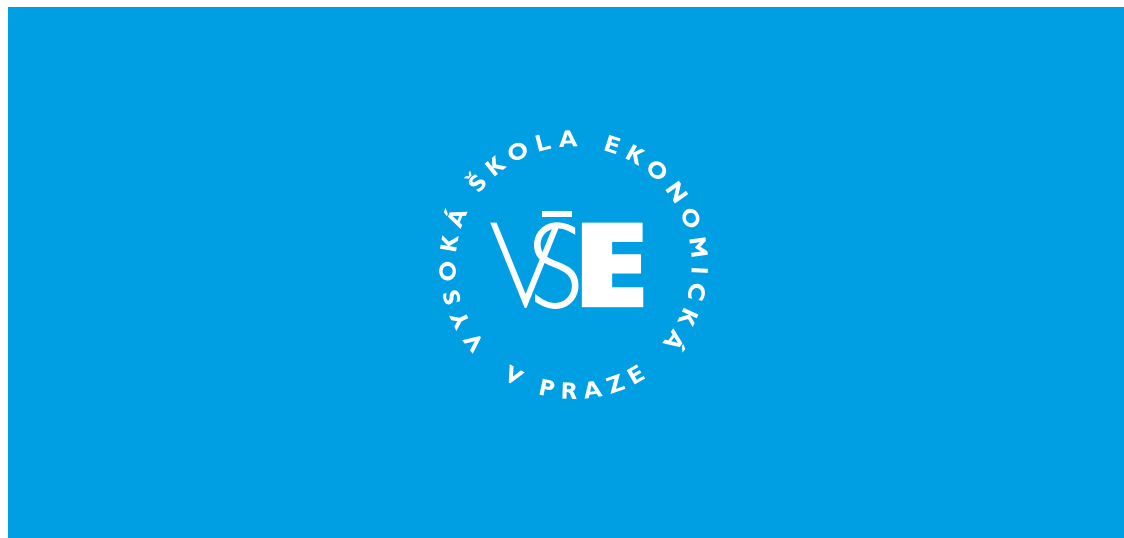
The VŠE round logotype in its negative version is suggested to be used on a compliment card (**see 1/28**) to be printed on the corporate blue background (**see 2/01**).

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



MERCANTILE PRINTS SEALS



VŠE

Vysoká škola ekonomická v Praze
sekretariát rektora
nám. Winstona Churchilla 4
130 67 Praha 3, Česká republika

MERCANTILE PRINTS SEALS

A seal is used for identification of the Prague University of Economics and Business in regular correspondence.

The basic version of the logotype (**see 1/01**) is placed in the upper-left section of a seal.

Logotype is complemented by additional data:

Institution name

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

Font size 11.5 pt / Line leading 12.5 pt

Letter-spacing 25 pt

Post title /Department / Faculty and institution address

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

Font size 11.5 pt / Line leading 12.5 pt

Letter-spacing 25 pt

The text (data) is aligned to the left flag towards the tab stop A (**see 1/06**).

Seal size and colours

65 × 29 mm in black colour



Vysoká škola ekonomická v Praze
rektor
nám. Winstona Churchilla 4
130 67 Praha 3, Česká republika



Vysoká škola ekonomická v Praze
sekretariát rektora
nám. Winstona Churchilla 4
130 67 Praha 3, Česká republika



Vysoká škola ekonomická v Praze
Fakulta mezinárodních vztahů
nám. Winstona Churchilla 4
130 67 Praha 3, Česká republika

5/PROMOTIONAL ITEMS

PROMOTIONAL ITEMS BALL-POINT PENS

A 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

Basic colour logotype (**see 1/02**)

Blue ball-point pens

Negative logotype (**see 1/03**)

Logotype and colour variation application 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, 1/07**) or it must maintain the given protection zone (**see 1/05**).



PROMOTIONAL ITEMS BADGES

A logotype is placed on badges intended for presentation of the Prague University of Economics and Business according to their features.

A logotype in its negative version (**see 2/01**) is used on blue badges (**see 1/03**).

Logotype and colour variation application 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, 1/07**) and it must maintain the given protection zone (**see 1/05**).



PROMOTIONAL ITEMS FACULTY BADGES

A logotype is placed on badges intended for presentation of the Prague University of Economics and Business according to their nature.

A logotype in its negative version (is used on badges in faculty colours (**see 2/02**).

Application of the logotype and colour variation 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 or it must maintain the given protection zone.



PROMOTIONAL ITEMS WOMEN'S T-SHIRT

A basic shape of women's T-shirt is based on the rules of this Manual. A logotype in its negative version (**see 1/03**) 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 colour version (**see 1/02**) on a white T-shirt and by contrast the logotype in its negative version (**see 1/03**) on a black T-shirt.

In any event, it is imperative to pay attention to correct logo application (**see 1/08, 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 logotype in its negative version (**see 1/03**) 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 colour version (**see 1/02**) on a white T-shirt and by contrast the logotype in its negative version (**see 1/03**) on a black T-shirt.

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



PROMOTIONAL ITEMS T-SHIRT WITH A POCKET

A basic shape of T-shirt with a pocket is based on the rules of this Manual. The logotype in its round negative version (**see 1/28**) 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 1/28) on colours of individual faculties (**see 2/02**). Pockets in other than basic blue colour or the colour of individual faculties are not permitted.

In any event, it is imperative to pay attention to correct logo application (**see 1/34, 1/35**).



OTHER APPLICATIONS OF VŠE LOGOTYPES BANNER/FLAG

The FFA round logotype in its negative version (**see 1/29**) on the FFA corporate colour background (**see 2/01**) is applied on banners or flags of the Faculty of Finance and Accounting.

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 VŠE LOGOTYPES BANNER/FLAG

The FFA round logotype in its negative version (**see 1/29**) on the FFA corporate colour background (**see 2/01**) is applied on banners or flags of the Faculty of Finance and Accounting.

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 PRAGUE UNIVERSITY
OF ECONOMICS AND BUSINESS**

Atelier Hora

© Prague University of Economics and Business 2020