



Brand Guidelines

First Faculty of Medicine

Charles University



**1. LÉKAŘSKÁ
FAKULTA**
Univerzita Karlova

Content

4 Emblem and Logo

- 5 Definition of the Emblem
- 6 Definition of the Logo
- 7 Emblem Color Scheme
- 8 Logo Color Scheme
- 9 Black and White Version of the Emblem
- 10 Black and White Version of the Logo
- 11 Minimum Size
- 12 Logo Safe Zone
- 13 Emblem on Surfaces with Different Tonality
- 14 Prohibited Use

18 Typography

- 19 Primary Typeface
- 20 Secondary Typeface
- 21 Substitute Typeface

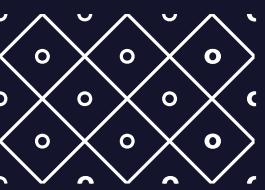
22 Additional Use of the Logo

24 Print Materials and Templates

- 26 Business Card
- 27 Letterhead
- 28 Ceremonial Letterhead
- 29 Envelopes
- 30 Presentation
- 31 Poster
- 32 Information Sign
- 33 Email Signature

The Brand Guidelines of the First Faculty of Medicine, Charles University, define the principles governing the use of the emblem and logo, and present the basic rules that must be followed when working with them.

The logo is also a registered trademark of the First Faculty of Medicine, Charles University, and its use in this context is not allowed without permission.



Emblem and Logo

Definition of the Emblem

The emblem depicts a heraldically stylized pelican with three chicks. The circular inscription „FACULTAS MEDICA PRIMA UNIVERSITATIS CAROLI“ is executed in Gothic majuscules. The typeface is related to the inscription on the university seal. The acanthus leaves and gemstones around the inscription on the emblem are derived from the decorations of the old faculty sceptre. Both iconographically and in its design, the emblem recalls the traditions of the Prague medical school.



Definition of the Logo

The basic elements of the faculty's logo are the standalone symbol, i.e., the emblem with the pelican and its chicks, and the logotype with the graphically rendered name of the faculty.

The logo is a registered trademark of the First Faculty of Medicine, Charles University.



**1. LÉKAŘSKÁ
FAKULTA**
Univerzita Karlova



**FIRST FACULTY
OF MEDICINE**
Charles University

All variants of the logo are
ready for download here.

Emblem Color Scheme

The primary colour variant is the use of dark blue. Dark blue is defined as a colour of reliability, peace, and overall tranquillity.



CMYK: 100/60/20/80

RGB: 0/0/51

WEB: #000033

Logo Colour Scheme

The emblem of the First Faculty of Medicine is in blue.

The name of the faculty is in black.

The name of the university is in red, according to the Charles University guidelines.



1. LÉKAŘSKÁ FAKULTA Univerzita Karlova

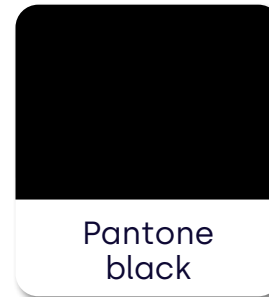


Pantone solid
coated 2768C

CMYK: 100/60/20/80

RGB: 0/0/51

WEB: #000033



Pantone
black

CMYK: 20/20/20/100

RGB: 0/0/0

WEB: #000000



Pantone solid
193C

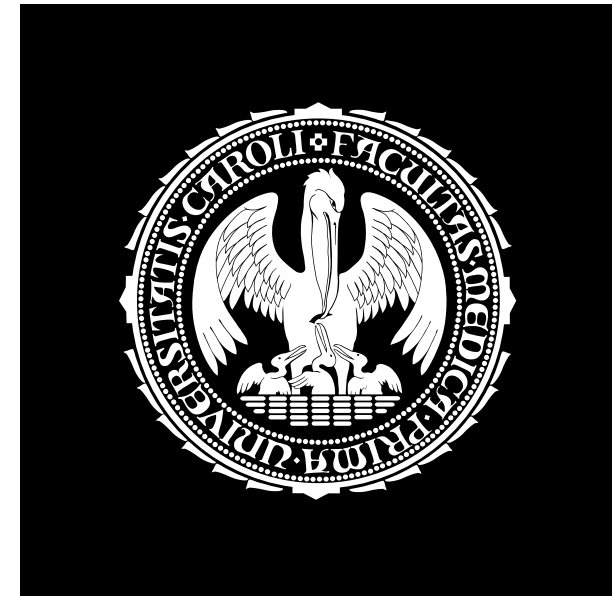
CMYK: 0/91/65/11

RGB: 210/45/64

WEB: #d22d40

Black and White Version of the Emblem

The basic style of the emblem has a black and white variant for use on black and white printed materials. When used on surfaces of different colours, sufficient contrast between the symbol and the background colour must be maintained.



IMPORTANT!

The light variant of the emblem is not the inverse of the dark variant (the pelican is white in both variants).

Black and White Version of the Logo

The simple form of the logo also has a black and white variant for use on black and white printed materials. When used on surfaces of different colours, sufficient contrast between the logo and the background colour must be maintained.

IMPORTANT!

The light variant of the emblem is not the inverse of the dark variant (the pelican is white in both variants).



FIRST FACULTY
OF MEDICINE
Charles University



1. LÉKAŘSKÁ
FAKULTA
Univerzita Karlova

Minimum Size

Recommended minimum size of the emblem and logo for web and print use to ensure good readability and visibility of the emblem.

Print



Minimum size of the emblem
10 × 10 mm

Minimum size of the logo
30 × 10 mm

Web



Minimum size of the emblem
40 × 40 px 72 dpi

Minimum size of the logo
40 × 125 px 72 dpi

Logo Safe Zone

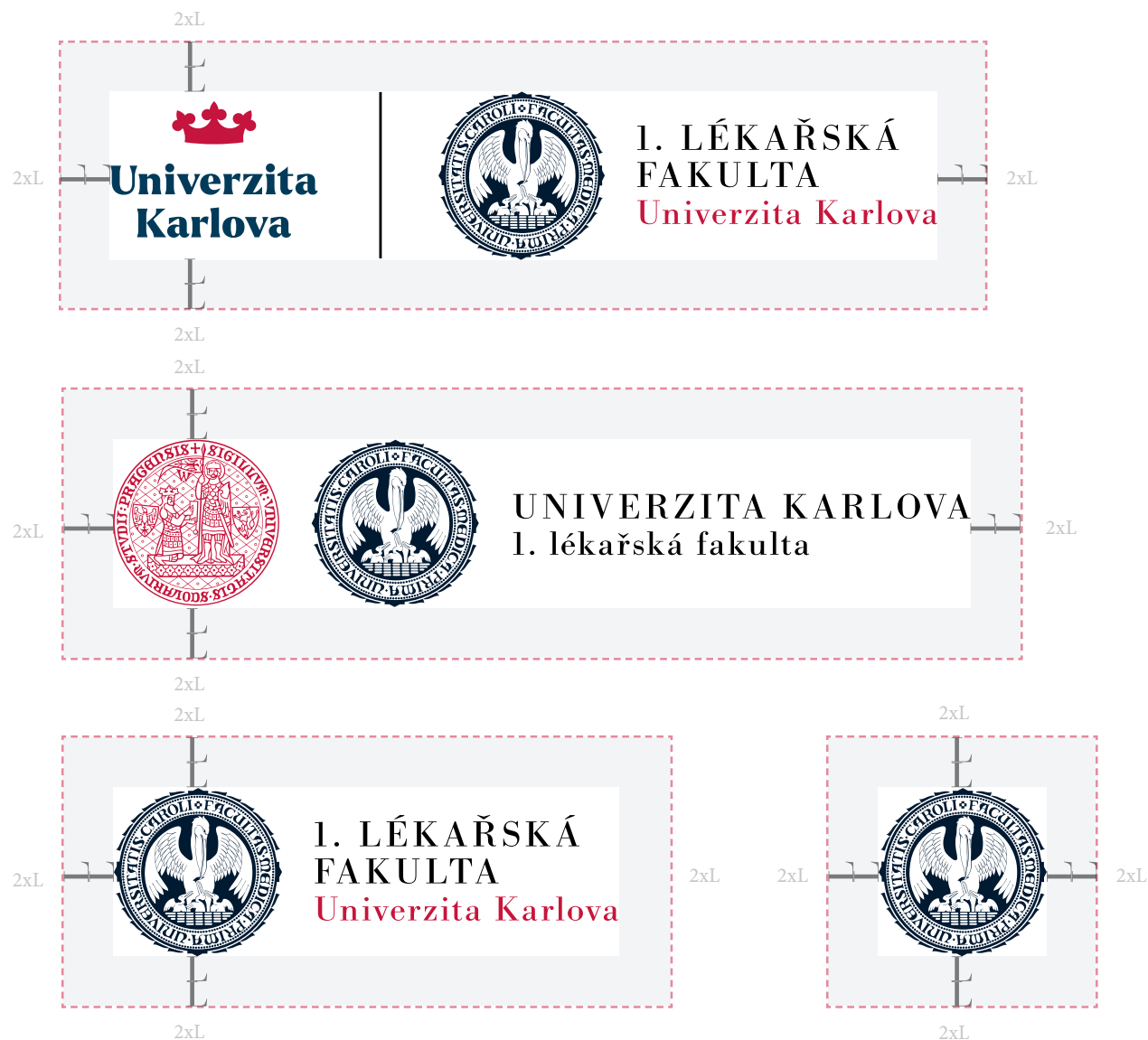
The logo safe zone is the minimum space around the logo where no other graphic elements, text, or additional logos are allowed.

An exception is made for combinations of the logo with the university emblem.

The safe zone of the logo is defined by the size of two letters „L” in the name of the faculty. Therefore, the height of two letters „L” defines the size of the safety zone, regardless of the actual size of the logo.

The same safe zone applies to all variants of the logo.

- **regular version**
university crown with faculty logo
- **festive version**
university emblem with faculty logo
- **the faculty logo itself**
- **emblem of the faculty**



L letter L from the name safe zone

Emblem on Surfaces with Different Tonality

Placement of the emblem on surfaces with varying tonality of black and white has the following rules:

From 70% black blackground, the white variant of the emblem is used.

Up to 60% black background, the black variant of the emblem is used.

100% black



90% black



80% black



70% black



60% black



50% black



40% black



30% black



Prohibited Use 1/4

It is strictly prohibited to alter the aspect ratio, orientation, or size of individual elements.

Changing the color scheme of the entire logo or its parts is not permitted.

The logo is designed exclusively in a horizontal orientation. Therefore, rearranging the emblem and texts into a vertical layout is not allowed.

Please ensure adherence of the logo safe zone to prevent other logos or graphic elements from encroaching into this area and thus compromising the graphic integrity of the faculty's logo.

The same rules apply to both the Czech and English versions of the logo.



1. LÉKAŘSKÁ
FAKULTA
Univerzita Karlova



Deformation, tilting, or changing the orientation of the logo is prohibited.



1. LÉKAŘSKÁ
FAKULTA
Univerzita Karlova



Incorrect coloration of the text in the logo.



1. lékařská fakulta
Univerzita Karlova v Praze



Incorrect vertical arrangement of the logo.



1. LÉKAŘSKÁ
FAKULTA
Univerzita Karlova



Another logo or graphic is encroaching into the safe zone of the faculty's logo.



1. LÉKAŘSKÁ
FAKULTA
Univerzita Karlova



Correct compliance to the aspect ratio and orientation of the logo.



1. LÉKAŘSKÁ
FAKULTA
Univerzita Karlova



The university name is always in red. The exception is the black and white version.



1. LÉKAŘSKÁ
FAKULTA
Univerzita Karlova



The layout of the text and emblem is always strictly horizontal.



1. LÉKAŘSKÁ
FAKULTA
Univerzita Karlova



The correct spacing (safe zone) of another logo or graphic.

Prohibited Use 2/4

Please pay attention to the background onto which you place the logo to ensure maximum possible contrast and readability of the logo.

The size of the logo depends on the printing technology or used device. However, it is desirable for the text to always be legible and the pelican to be clearly recognizable.

A common mistake is using the negative version of the logo on a dark background. The pelican must always be white. Therefore, there is a separate version of the logo for negative applications.

When using the logo, refrain from using any graphical effects.

The same rules apply to both the Czech and English versions of the logo.



Low contrast between the logo and the background.



Logo is too small to ensure good readability.



Incorrect negative version of the logo.



Undesirable use of effects such as shadows, gradients, glows, etc.



Good contrast ratio.



Maintained readability of texts and the appearance of the pelican.



Correct version of the logo. The pelican is always white.



Use the logo only in its basic forms and colors.

Prohibited Use 3/4

With a photographic background, it is crucial to ensure contrast and readability of the logo.

The logo may be placed on a graphic background only if its readability is maintained.

The negative version also needs to adhere to the requirement for maximum contrast with the background.

If the situation does not allow adjusting the contrast of the background area, a white or black background rectangle may be used, depending on the color variant of the logo and the size of the safe zone.

The same rules apply to both the Czech and English versions of the logo.



Poor contrast between the logo and the background.



Poor contrast between the logo and the background



Poor contrast between the logo and the background.



Poor contrast between the logo and the background.



Sufficient contrast between the logo and the background.



Sufficient contrast between the logo and the background.



Use of a white background area to increase contrast.



Use of a black background area to increase contrast.

Prohibited Use 4/4

Here is an example of incorrect logo usage in practice.

The logo should include the name as well. Using the emblem alone is recommended only as a supplementary motive, not as a standalone logo.

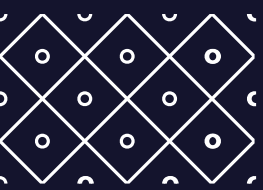
The logo's safe zone is not respected here, and other logos encroach into its space.

The wrong version of the logo is used here, too. The pelican must always be white.



Ochranná zóna





Typography

Primary Typeface

The primary corporate typeface is Times New Roman. It is recommended for use in all official textual materials of the faculty.

Times New Roman should be part of the Microsoft Word package.

The line spacing is:

- 8b/13b
- 9b/14b
- 10b/15b
- 11b/16b
- 12b/17b ...

8b/13b = typeface size/line spacing

Times New Roman

Timeless classic font

Times New Roman

abcdefghijklmnopqrstuvwxyz
123456789,.;'""()&@\$%{}?!
abcdefghijklmnopqrstuvwxyz123456789

Times New Roman Italic

*abcdefghijklmnopqrstuvwxyz
123456789,.;'""()&@\$%{}?!
abcdefghijklmnopqrstuvwxyz123456789*

Times New Roman Bold

**abcdefghijklmnopqrstuvwxyz
123456789,.;'""()&@\$%{}?!
abcdefghijklmnopqrstuvwxyz123456789**

Times New Roman Bold Italic

***abcdefghijklmnopqrstuvwxyz
123456789,.;'""()&@\$%{}?!
abcdefghijklmnopqrstuvwxyz123456789***

Secondary Typeface

In case a sans-serif typeface is chosen, we recommend using the Silka typeface.

Usage of the font:

- key visuals
- printed materials (e.g. exhibition panels, banners, etc.)
- claims and headlines
- flyers
- newsletters
- advertisements
- texts in social media posts

Where it is not possible to use the Silka typeface due to licensing reasons, the use of a substitute typeface is permitted, which can be found on the next page.



Silka Bold	abcdefghijklmnopqrstuvwxyz 123456789,.;'""()&@\${}?! abcdefghijklmnopqrstuvwxyz123456789
Silka Medium	abcdefghijklmnopqrstuvwxyz 123456789,.;'""()&@\${}?! abcdefghijklmnopqrstuvwxyz123456789
Silka Light	abcdefghijklmnopqrstuvwxyz 123456789,.;'""()&@\${}?! abcdefghijklmnopqrstuvwxyz123456789
Silka Light Italic	<i>abcdefghijklmnopqrstuvwxyz 123456789,.;'""()&@\${}?! abcdefghijklmnopqrstuvwxyz123456789</i>

Substitute Typeface

Where it is not possible to use the Silka typeface due to licensing reasons, the use of the substitute typeface Arial is permitted.

Arial should be part of the Microsoft Word package.

The line spacing is:

8b/12b
9b/13b
10b/114b
11b/15b
12b/16b ...

8b/13b = typeface size/line spacing

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,.;'""()&@\${}%{}?!
abcdefghijklmnopqrstuvwxyz123456789

Arial Italic

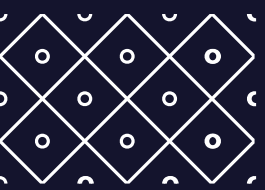
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,.;'""()&@\${}%{}?!
abcdefghijklmnopqrstuvwxyz123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,.;'""()&@\${}%{}?!
abcdefghijklmnopqrstuvwxyz123456789

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,.;'""()&@\${}%{}?!
abcdefghijklmnopqrstuvwxyz123456789



Additional Use of the Logo

Additional Variants for the Use of the University and Faculty Logo

Additional variants for the use of the faculty logo with the university emblem in accordance with the guidelines of the Charles University.

Faculties and other units of Charles University are required to adhere to the prescribed placement of the university emblem and other rules (color scheme, negative version, etc.) as per the unified guidelines of Charles University.



UNIVERZITA KARLOVA
1. lékařská fakulta



UNIVERZITA KARLOVA
1. lékařská fakulta

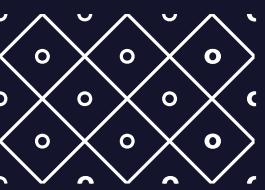


1. LÉKAŘSKÁ
FAKULTA
Univerzita Karlova



1. LÉKAŘSKÁ
FAKULTA
Univerzita Karlova

Other logo variants are available here.



Print Materials and Templates



UNIVERZITA KARLOVA
1. lékařská fakulta



DATUM

NAŠE ZNAČKA

VYŘIZUJE/LINKA

VÁŠ DOPIS ZNAČKY/ZE DNE

VĚC:

Vážený pane,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eleifend enim non leo porta, at congue lectus pretium. Vivamus luctus tincidunt ligula at ultricies. Mauris eget scelerisque magna. Donec sit amet faucibus sem. Mauris tempus, neque non semper aliquet, odio libero pellentesque diam, ac viverra erat felis nec purus. Integer nec cursus odio, sed varius leo. Maecenas vel risus eu sem porttitor augue luctus lacinia volutpat. In vitae diam congue, viverra odio vel, aliquam libero. Nam scelerisque vehicula erat nec euismod. Curabitur a urna convallis massa convallis cursus at malesuada augue. Phasellus vel efficitur mauris.

Praesent vulputate malesuada suscipit. Vestibulum vulputate lectus vitae hendrerit ultrices. Cum sociis natoque penatibus et magnus dis parturient montes, nascetur ridiculus mus. Mauris at commodo nibh. Maecenas condimentum id sapien ac rutrum. Suspendisse blandit neque et orci blandit, bibendum finibus nunc gravida. Proin eu ultricies justo, at laoreet lorem. Donec sodales interdum dolor non pharetra.

Ut ornare nisi quam, sit amet fermentum metus gravida et. Phasellus justo dolor, posuere eget lorem

1. lékařská fakulta Univerzita Karlova
Kateřinská 32, 121 08 Praha 2
tel: 224 961 111
IČO: 00216208
DIČ: CZ00216208

DEKAN FAKULTY
1. lékařská fakulta Univerzita Karlova
121 08, Praha 2, Kateřinská 32



1. LÉKAŘSKÁ
FAKULTA
Univerzita Karlova

MUDr. Tomáš Šafránek
děkan

Kateřinská 32
121 08 Praha 2
www.1f.com.cz

Phone: +420 224 955 355
Mobile: +420 603 224 566
Email: tomas.safrank@1f.com.cz

Business Card

The business card dimensions are 90 × 50 mm.

The logo size is 56 mm.

All graphics and text should be offset 5 mm from the edge of the business card.

Font colour:

The background contains a part of the emblem with the colour CMYK 0/0/0/4.

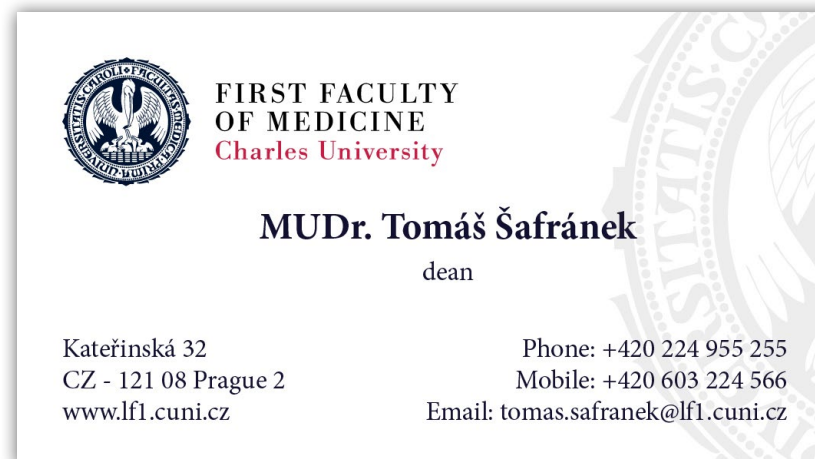
Printing material:

Hello silk 300g
or another pure white smooth paper with a weight of 300g.

For graphic design, please contact the
Information Technology Department.



Czech version



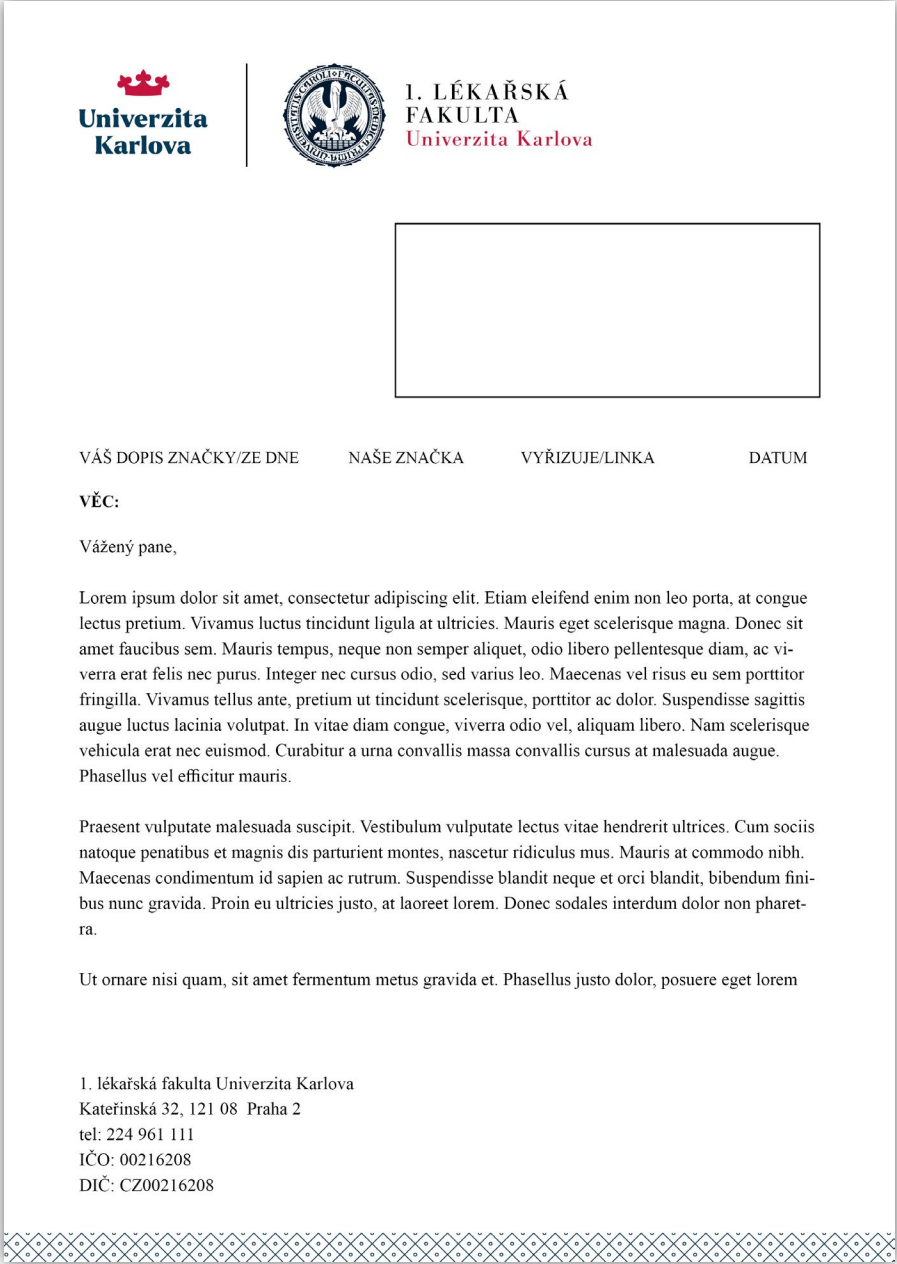
English version

Letterhead

The displayed A4 letterhead is used for regular correspondence.

The text is set in Times New Roman, size 12 pt with 15 pt line spacing.

The letterhead template can be downloaded here.



Ceremonial Letterhead

Variant of ceremonial A4 letterhead for special occasions.

Printed on white paper with exact dimensions. The text is set in Times New Roman Italic, size 12 pt with 17 pt line spacing.

The side is adorned with part of the faculty emblem in the colour CMYK 0/0/0/4.

The letter ends with the faculty address on the bottom right and the recipient's address on the bottom left.



Envelopes

Official DL-sized envelope for postal correspondence featuring the faculty emblem, address, and a section of the faculty emblem in the colour CMYK 0/0/0/4.

The logo print extends over the flap of the envelope.

DL-sized envelope (110 × 220)



Presentations

Recommended design of the PowerPoint template.

The introductory slide with a minimalist approach and a prominent title is complemented by a subtle strip at the bottom, which runs throughout the presentation and minimally disrupts the presentation.



Information Sign

A graphic template designed for any additional communication within faculty buildings.

Examples of use:

- change of working hours
- building navigation
- room reservation information
- information about service unavailability

The information sign template can be downloaded [here](#).



Email Signature

The recommended version of the email signature for faculty employees follows the unified visual style of the entire university. It includes not only the faculty and university logos but also contact information.

On the Charles University website, you can find a signature generator with detailed instructions on how to set up the signature in Outlook.

Instructions and the signature generator can be found here.

Vážený pane docente,

Orci natoque risus pellentesque feugiat arcu egestas praesent odio. Consequat est netus amet gravida donec in dignissim ut. Dictumst dolor id diam mi purus non. Purus sodales phasellus integer quisque senectus suspendisse. Purus egestas neque donec vulputate at tincidunt at. Rutrum vitae natoque suscipit aliquet a. A duis non dapibus enim. Non vel dui mi in ut commodo ultrices purus vestibulum. Ut erat aliquet adipiscing tellus id enim. Orci quisque turpis magna morbi. Pellentesque mi laoreet netus sagittis aliquet. Aliquam leo vel feugiat tellus.

Lacinia nisl consectetur suspendisse amet eu eu commodo. Cursus ac mattis sed facilisis fermentum malesuada tellus vitae amet. Proin enim mi nullam placerat tristique. Suscipit imperdiet lectus senectus faucibus gravida ornare sit. Et dignissim tortor neque arcu tempor. Lectus aenean luctus morbi pharetra amet ullamcorper pellentesque pharetra. Enim habitant pretium at sit ullamcorper sollicitudin facilisi pulvinar. Aenean sagittis magna aliquam viverra eu etiam. Mi libero at id in massa porttitor fermentum. Egestas enim vel vestibulum volutpat sapien. Dignissim pellentesque bibendum massa a cras bibendum.

S úctou a pozdravem



1. LÉKAŘSKÁ
FAKULTA
Univerzita Karlova

prof. MUDr. Martin Vokurka, CSc.

Děkan 1. LF UK

+420 224 566 455

+420 775 456 456

Kateřinská 32,
120 00 Praha 2
dekan@lf1.cuni.cz
www.lf1.cuni.cz

Prepared by Department of Communication and Marketing
and the Information Technology Department / Centre for
Multimedia Department of the First Faculty of Medicine
Charles University

June 2024