

Brand Guidelines First Faculty of Medicine Charles University



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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.



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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.



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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.





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.





Pantone solid coated 2768C

CMYK: 100/60/20/80

RGB: 0/0/51

WEB: #000033

 $\Big(\mathsf{Back} \ \mathsf{to} \ \mathsf{content} \ \mathsf{page} \ \blacktriangle \Big)$

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







CMYK: 100/60/20/80

RGB: 0/0/51

WEB: #000033

CMYK: 20/20/20/100

RGB: 0/0/0

WEB: #000000

CMYK: 0/91/65/11

RGB: 210/45/64

WEB: #d22d40

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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). (Back to content page lack

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).

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 $10 \times 10 \text{ mm}$

Minimum size of the logo $30 \times 10 \text{ mm}$

Web



Minimum size of the emblem 40 × 40 px 72 dpi

Minimum size of the logo $40 \times 125 \text{ px } 72 \text{ dpi}$

Logo Safe Zone

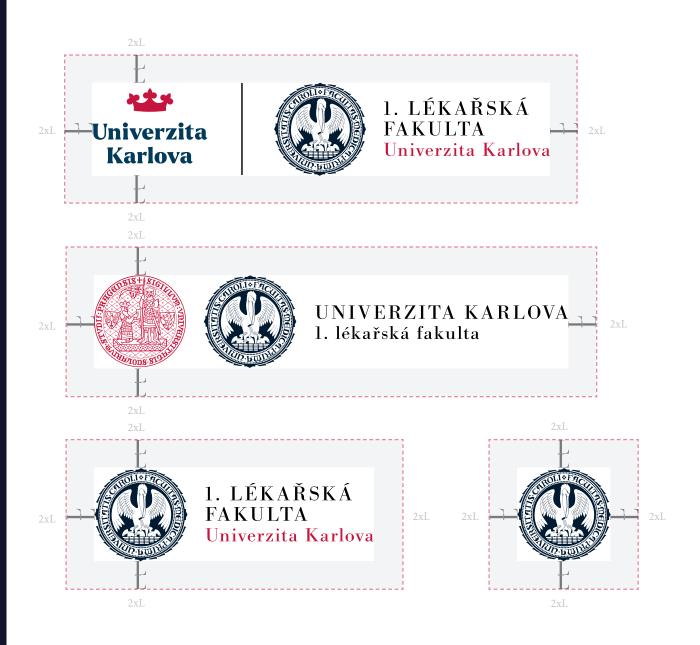
The logo safe zone is the minimum space around the logo where no other graphic elements, text, or additional logos are allowed.

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







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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 blackgroud, the white variant of the emblem is used.

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



















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.



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



Incorrect coloration of the text in the logo.



Incorrect vertical arrangement of the logo.



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



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





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



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



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.



X

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.



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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



















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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

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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 abcdefghijklmnopgrstuvwxyz

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

abcdefghijklmnopqrstuvwxyz123456789

Silka Light abcdefghijklmnopqrstuvwxyz

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

abcdefghijklmnopgrstuvwxyz123456789

Silka Light Italic abcdefghijklmnopqrstuvwxyz

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

abcdefghijklmnoprstuvxyz123456789



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

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abcdefghijklmnopgrstuvwxyz123456789

Arial Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ

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Arial Bold Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ

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abcdefghijklmnoprstuvxyz123456789



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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





Other logo variants are availabe here.



Print Materials and Templates



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.



MUDr. Tomáš Šafránek

děkan

Kateřinská 32 121 08 Praha 2 www.lfl.cuni.cz Telefon: +420 224 955 255 Mobil: +420 603 224 566 E-mail: tomas.safranek@lf1.cuni.cz

Czech version



MUDr. Tomáš Šafránek

dean

Kateřinská 32 CZ - 121 08 Prague 2 www.lf1.cuni.cz Phone: +420 224 955 255 Mobile: +420 603 224 566 Email: tomas.safranek@lf1.cuni.cz

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.





VÁŠ DOPIS ZNAČKY/ZE DNE

NAŠE ZNAČKA

VYŘIZUJE/LINKA

DATUM

VĚC:

Vážený pane,

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

tel: 224 961 111 IČO: 00216208 DIČ: CZ00216208

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.





V Praze dne 9.dubna 2015

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 portitor fringilla. Vivamus tellus ante, pretium ut tincidunt scelerisque, portitor ac dolor. Suspendisse sagittis 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.

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Dr. Tomáš Čepela Krausova 15 121 08 Praha 9 1. lékařská fakulta Univerzita Karlova Kateřinská 32 121 08 Praha 2 tel: 224 961 111 (Back to content page \blacktriangle)

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)





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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.





Podnadpis

Iquam voluptini con nem re, velent litaturibus venihit que



Nadpis

Podnadpis

Iquam voluptini con nem re, velent litaturibus venihit quelbusciae prestrum quo tecescillit eati a paritemfacipiendaecea tusdaepuda nos quodipi ctotatus. Ferchit laboreheni corrunt ant, ut maximusapici volore ne re por apisinis estem illeniae. Acernatium quae officatur?

The PowerPoint template is available for download here.

Poster

Recommended design for a presentation poster sized 1000×1400 mm.

The header is composed of a blue strip:

CMYK: 0/0/0/10 RGB: 0/0/51

The strip is complemented by the faculty logo in a negative format.

Header dimensions:

1000 mm × 160 mm.

The poster template can be downloaded here.

NÁZEV VAŠEHO VÝZKUMU/TÉMATU

Jména autorů výzkumu/projektu Pracoviště a další informace



Abstract

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Background

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Methods

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Results

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MUDr. Stanislav Brázda - Medical research of human imunity

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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,

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S úctou a pozdravem





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