



UNIVERSITY OF SILESIA  
IN KATOWICE

# Brand Book\*

## Logo of the University of Silesia

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**English Version**

Update: January 2021

\* shortened version

# TABLE OF CONTENTS

## INTRODUCTION

Basic recommendations	4
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## LOGO OF THE UNIVERSITY OF SILESIA

Basic form and logo colours	5
Basic guidelines for designing visual materials	6
Clear space – basic form	7
Alternative form	8
Clear space – alternative form	9
Basic and alternative forms for foreign language materials	10
Dark blue and white basic and alternative forms	11
Other colour variations of the basic form	12
Other colour variations of the alternative form	13
Minimum logo size	14
Rules of use – what should be avoided   Basic form	15
Rules of use – what should be avoided   Alternative form	16

## EXAMPLES OF LOGO USE 17

## CONTACT 18

# INTRODUCTION

“The University’s care for image manifests  
in proper exposure of its identification marks.”

Development Strategy of the University of Silesia  
in Katowice for 2020–2025

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## **Visual Identification System**

of the University of Silesia in Katowice has been created  
in order to determine clear and coherent visual identity of the University.

Visual Identification System of the University of Silesia supports  
the visibility of the University in Poland and around the world.  
Visual Identification System of the University of Silesia is a document  
specifying the rules applicable for the internal units of the University  
of Silesia, and for any third parties using ready-made elements or creating  
new elements of visual identification of the University of Silesia.

## **BASIC RECOMMENDATIONS**

### **Important Information**

1. The University of Silesia in Katowice has a logo in the basic form with colours, typeface and size of letters specified in the Visual Identification System of the University of Silesia, based on which logotypes for all units of the University of Silesia in Katowice are created.
2. The logo of the University of Silesia in Katowice entirely replaces any previously used graphic signs promoting the University of Silesia in Katowice on all electronic materials (TV, Internet, multimedia) and durable materials (prints, labels, promotional materials etc.).
3. Any announcements sent by the University of Silesia in Katowice should bear the logo of the University of Silesia.
4. The logo of the University of Silesia has to be included in all information, promotional and advertising materials, published by all units of the University of Silesia, and by the partners in any projects in which the University of Silesia participates.
5. All promotional materials, such as gadgets bearing the logo of the University of Silesia, have to be approved by the Promotion Centre.
6. In justified cases, after consultations with the Promotion Centre of the University of Silesia, when the area designated for logo exposure is too small, it is allowed to use the University of Silesia signet only.



UNIVERSITY OF SILESIA  
IN KATOWICE

signet

text

## LOGO OF THE UNIVERSITY OF SILESIA

### Basic form and logo colours

The **basic form** of logo consists of signet and inscription „UNIVERSITY OF SILESIA IN KATOWICE“, written in *Palatino Linotype* typeface (standard variation). The **signet and text are in dark blue**, separated from each other with a vertical line in grey colour. To the left side of the line is the signet, and to the right side is the logotype. Both elements are situated in the same distance from the vertical line, which is equal to the width of letter “C” in the word “KATOWICE”.



**CMYK:** 100/69/8/54 | **RGB:** 0/45/89 | **HEX:** #002E5A  
**Pantone:** 295 C | **RAL:** 5011 | **ORACAL:** 065 Cobalt Blue



**CMYK:** 0/0/0/50 | **RGB:** 157/156/156 | **HEX:** #9D9C9C

### Important Information

It is recommended to use the basic version of the logo wherever possible.



UNIVERSITY OF SILESIA  
IN KATOWICE

## BASIC GUIDELINES FOR DESIGNING VISUAL MATERIALS

### Logo of the University of Silesia – Location

Horizontal logo is considered to be the basic form. The horizontal logo should be placed in the left upper corner in designs of covers, posters etc. In all other materials, it is allowed to place a logo in the horizontal or vertical (alternative) version. Logo on graphic materials should be well exposed, with the clear space and proper colours maintained. The foreign language logo is used only in the English version.

### Important Information

It is forbidden to use the signet alone.

## CLEAR SPACE

### Basic form

The method to outline the clear space is presented in the figure on the left. Clear space is the minimum area around the logo that has to remain empty. The size of **module x** is the height of letter „l” in the inscription „SILESIA”. Clear space represents the multiple of **module x** on each side of the sign (as in the figure).



### Important Information

Clear space has to be always maintained. There cannot be any foreign graphic or text elements within the clear space.

## LOGO OF THE UNIVERSITY OF SILESIA

### Alternative form

The **alternative form** of the logo is characterised by axial composition. The caption "UNIVERSITY OF SILESIA IN KATOWICE" is placed under the signet. The text is written in Palatino Linotype typeface (standard variation).

The **alternative form of the logo** is intended for areas with **strongly vertical proportions**. It also works well in the areas with proportions close to square.



UNIVERSITY OF SILESIA  
IN KATOWICE

The logo consists of a dark blue stylized 'U' shape with a white swoosh cutting through it. A vertical dashed line passes through the center of the logo and the text below.

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### Important Information

It is allowed to use the alternative form of the logo in the same colour variations as in the case of the basic version.



## CLEAR SPACE

### Alternative form

Clear space is the minimum area around the logo that has to remain empty. The size of **module x** represents the thickness of the line forming the letter “S” in the signet. Clear space represents the multiple of **module x** on each side of the sign (as in the figure).



### Important Information

Clear space has to be always maintained. There cannot be any foreign graphic or text elements within the clear space.



## LOGO OF THE UNIVERSITY OF SILESIA

### Basic and alternative forms for foreign language materials

One English language version applies to all materials and publications published in foreign languages.

### Important Information

It is allowed to use the alternative form of the logo in the same colour variations as in the case of the basic version.



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IN KATOWICE



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## LOGO OF THE UNIVERSITY OF SILESIA

### Dark blue and white versions of basic and alternative forms

simplified  
(dark blue on white)

simplified inversion  
(white on dark blue)

Use the proper version of the logo (dark blue or white), depending on the colour used in the graphic design/background photo. Use the dark blue version of the logo against light backgrounds and photo fragments with bright colours. Use the white version of the logo against dark backgrounds and dark photo fragments.

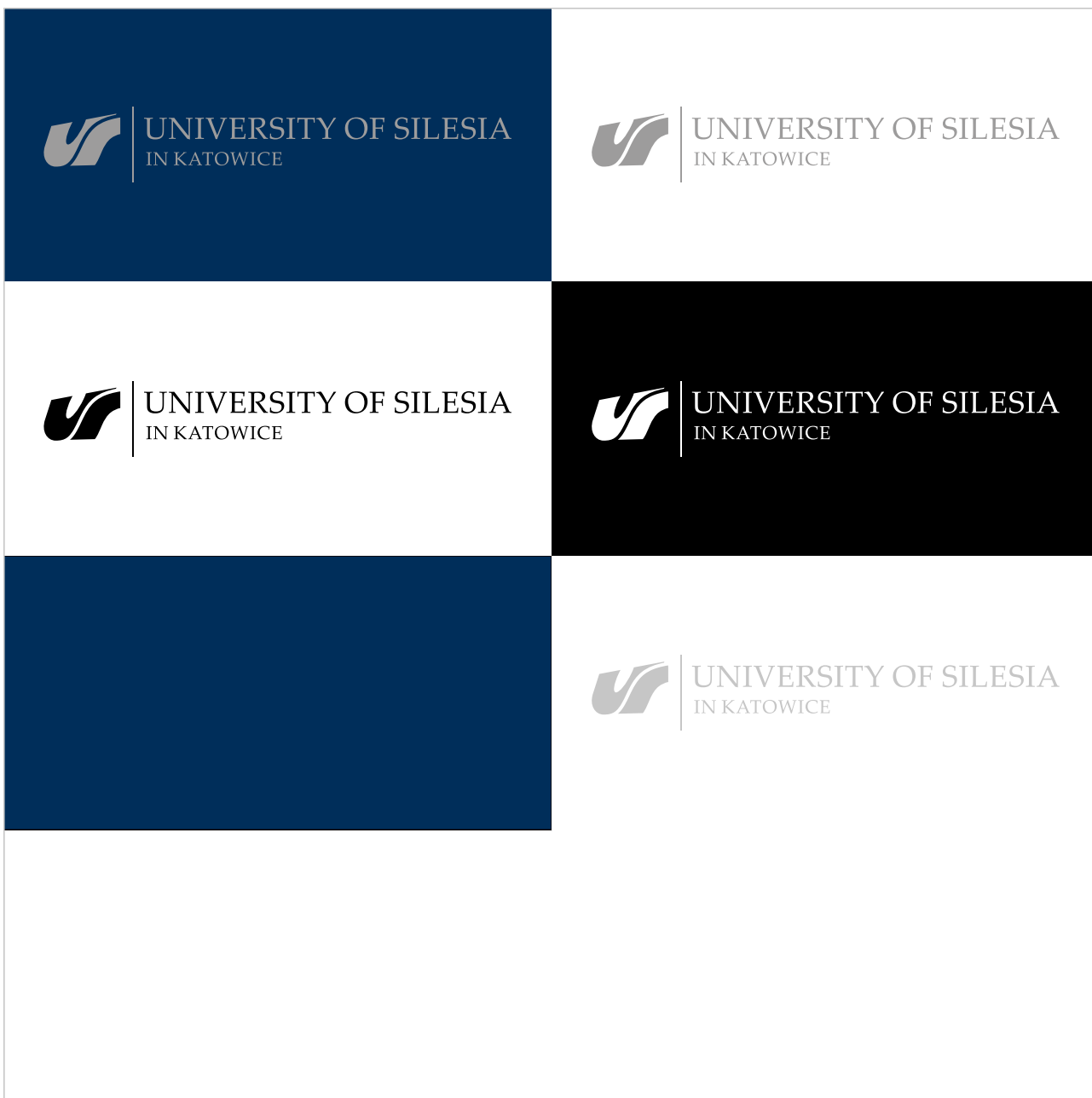
Contrast with the background should always be as high as possible. If possible, choose a neutral photo fragment as the background for the logo.



**CMYK:** 100/69/8/54 | **RGB:** 0/45/89 | **HEX:** #002E5A  
**Pantone:** 295 C | **RAL:** 5011 | **ORACAL:** 065 Cobalt Blue



**CMYK:** 0/0/0/0 | **RGB:** 255/255/255 | **Pantone:** White  
**RAL:** 9010 | **ORACAL:** 010 White



## LOGO OF THE UNIVERSITY OF SILESIA

### Other colour variations of the basic form

metallic (silver on dark blue, silver on white)  
achromatic (black on white, white on black)  
achromatic "subtle" (grey on white)



**Pantone:** 877 C



**CMYK:** 0/0/0/0 | **RGB:** 255/255/255 | **Pantone:** White  
**RAL:** 9010 | **ORACAL:** 010 White



**CMYK:** 0/0/0/100 | **RGB:** 0/0/0 | **Pantone:** Black C  
**RAL:** 9005 | **ORACAL:** 070 Black



**CMYK:** 0/0/0/30 | **RGB:** 198/198/198 | **HEX:** #C6C6C6

### Important Information

The presented variations can be applied when the use of logo in the basic colour is impossible due to the print/reproduction technique, used material or character of the project.

## LOGO OF THE UNIVERSITY OF SILESIA

### Other colour variations of the alternative form

metallic (silver on dark blue, silver on white)  
achromatic (black on white, white on black)  
achromatic "subtle" (grey on white)



**Pantone:** 877 C



**CMYK:** 0/0/0/0 | **RGB:** 255/255/255 | **Pantone:** White  
**RAL:** 9010 | **ORACAL:** 010 White



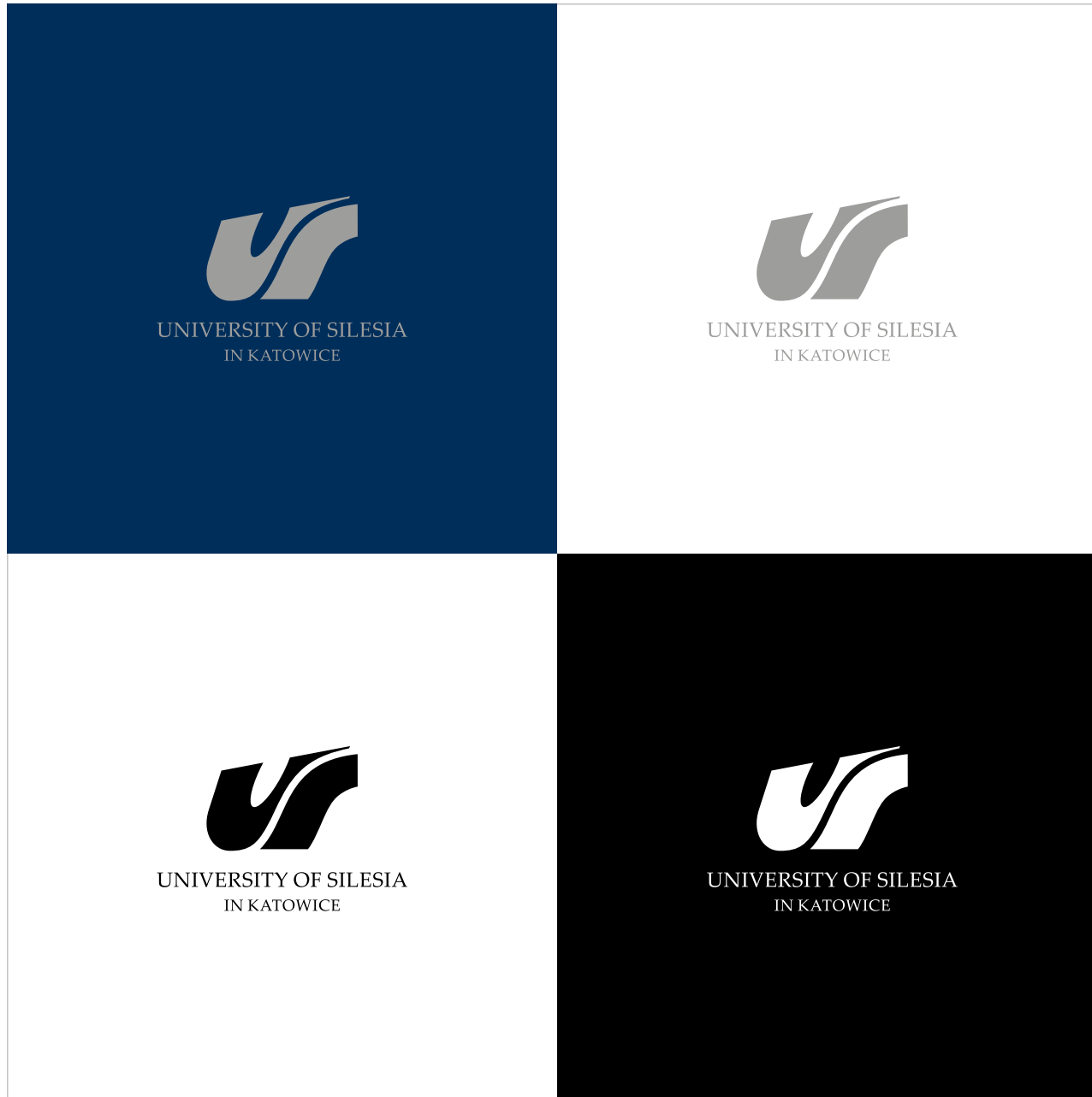
**CMYK:** 0/0/0/100 | **RGB:** 0/0/0 | **Pantone:** Black C  
**RAL:** 9005 | **ORACAL:** 070 Black



**CMYK:** 0/0/0/30 | **RGB:** 198/198/198 | **HEX:** #C6C6C6

### Important Information

The presented variations can be applied when the use of logo in the basic colour is impossible due to the print/reproduction technique, used material or character of the project.



# LOGO OF THE UNIVERSITY OF SILESIA

## Minimum logo size



It is allowed to use the logo in different sizes. Keep the minimum heights stated in the figure on the left side for small imprints.

## Important Information

**Remember!**  
The logo height for the basic version is measured with the length of vertical line between the signet and the caption.

## Important Information

**Remember!**  
The logo height for the alternative version is measured against the basic line of text in the last row.

Sign version	Minimum permissible height	
	Printing	Internet
	5 mm	42 px
	13 mm	108 px

## RULES OF USE – WHAT SHOULD BE AVOIDED

### Concerning the basic form

The illustrations present examples of wrong use of the logo. If you have any doubts whether the chosen manner of presenting the logo is correct, use the appropriate pattern from the previous pages, following the above-described rules.

If necessary, contact the Promotion Centre to get guidance and advice: [promocja@us.edu.pl](mailto:promocja@us.edu.pl)

### Important Information

Do not remove individual logo components.

The logo should be scaled proportionally.

Maintain the proper contrast between the logo and the background.

Use only the permitted colour variations.



## RULES OF USE – WHAT SHOULD BE AVOIDED

### Concerning the alternative form

The illustrations present examples of wrong use of the logo. If you have any doubts whether the chosen manner of presenting the logo is correct, use the appropriate pattern from the previous pages, following the above-described rules.

If necessary, contact the Promotion Centre to get guidance and advice: [promocja@us.edu.pl](mailto:promocja@us.edu.pl)

### Important Information

Do not remove individual logo components.

The logo should be scaled proportionally.

Maintain the proper contrast between the logo and the background.

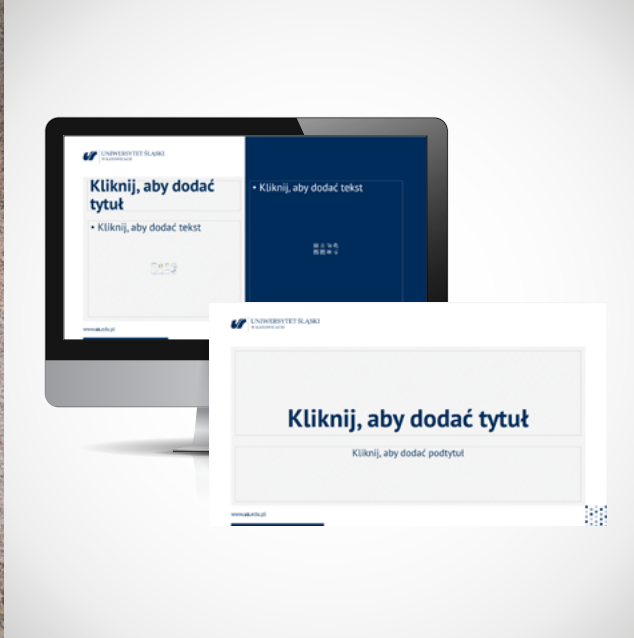
Use only the permitted colour variations.





## EXAMPLES OF LOGO USE

On printed  
and electronic materials



**Contact:**

University of Silesia in Katowice  
Promotion Centre  
ul. Bankowa 12, 40-007 Katowice  
[promocja@us.edu.pl](mailto:promocja@us.edu.pl)