



UNIVERSITY OF SILESIA
IN KATOWICE

Brand Book*

Logo of the University of Silesia

English Version

Update: January 2021

* shortened version

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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

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.

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”.



UNIVERSITY OF SILESIA
IN KATOWICE

signet

text



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.

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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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.



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UNIVERSITY OF SILESIA
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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.



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



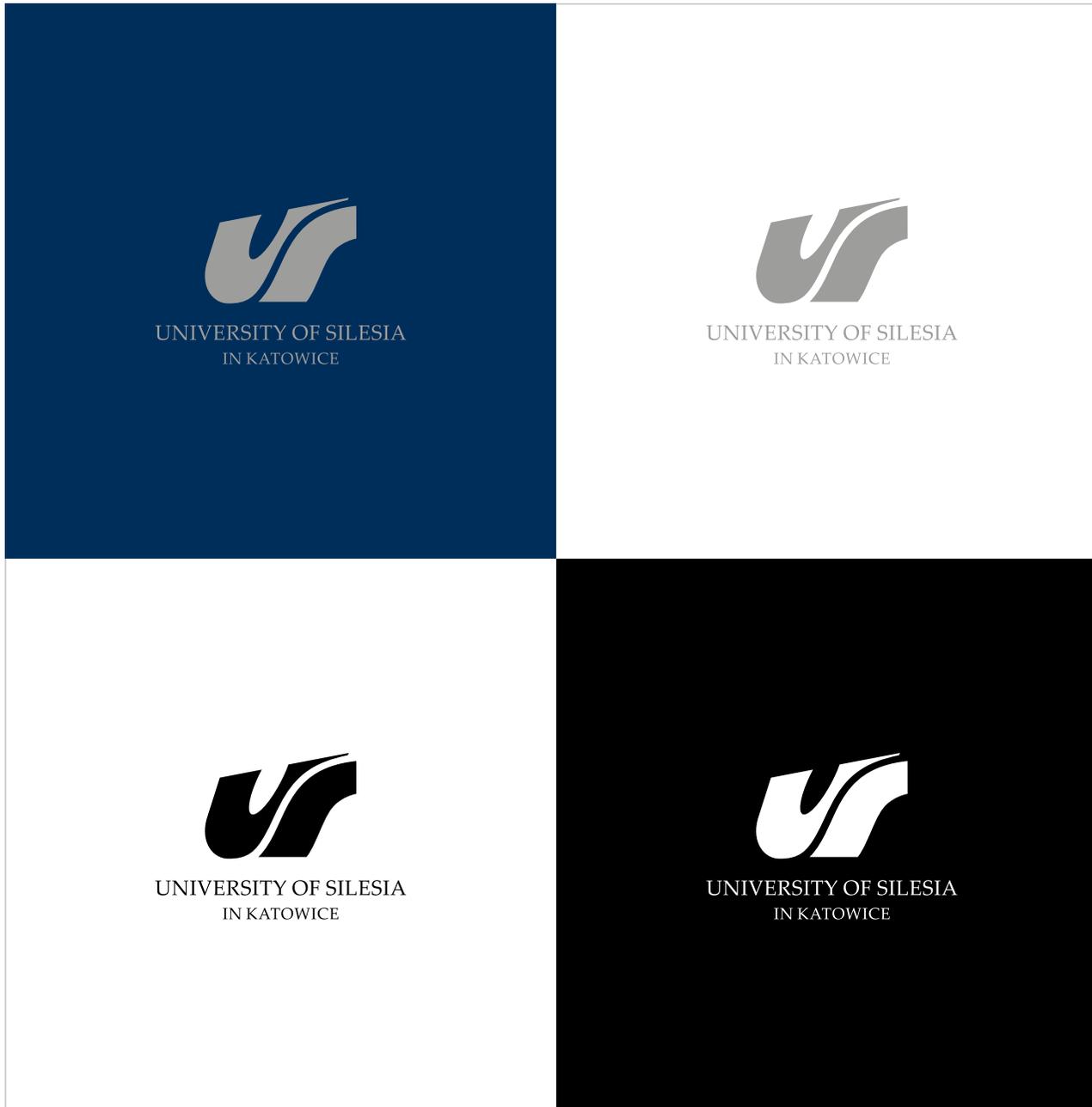
CMYK: 0/0/0/100 | **RGB:** 0/0/0 | **Pantone:** Black C
RAL: 9005 | **ORACAL:** 070 Black



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

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

Important Information

Do not remove individual logo components.

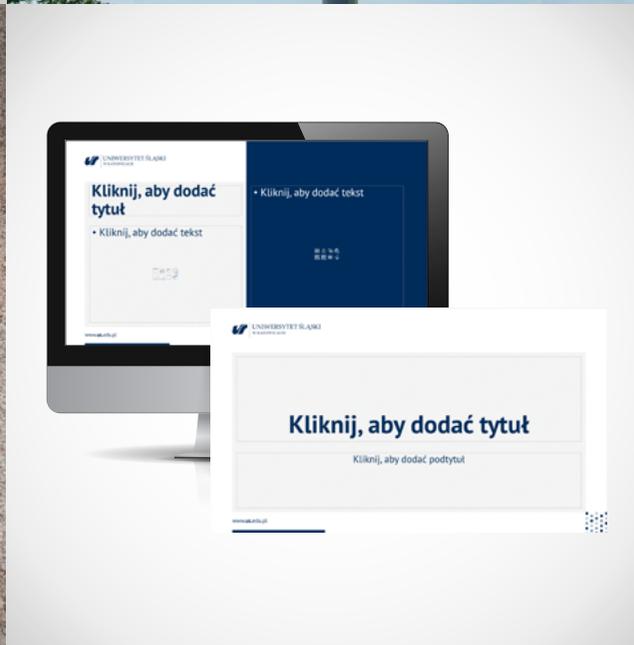
The logo should be scaled proportionally.

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:

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