

LOGOTYPE OF THE FACULTY OF SOCIAL SCIENCES

The Faculty of Social Sciences logotype is used in three colour versions – red and black, black, and inverse. Black logotype is for printing on black-and-white documents only.

The logotype typography consists of Book Antiqua Regular and Book Antiqua Italic typefaces.

The logo can be downloaded here: <https://fsv.cuni.cz/en/staff/faculty-presentation/fsv-uk-design-guide>.

The FSV UK logotype is subject to the Unified Visual Style of Charles University.

- CMYK: 0/91/65/11
- RGB: 210/45/64
- Pantone 193 C
- Pantone 186 U



FAKULTA
SOCIÁLNÍCH VĚD
Univerzita Karlova



FAKULTA
SOCIÁLNÍCH VĚD
Univerzita Karlova



FAKULTA
SOCIÁLNÍCH VĚD
Univerzita Karlova

LOGOTYPE

English version

English version of the FSV UK logotype
for use in documents in foreign languages.

The logo can be downloaded here: <https://fsv.cuni.cz/en/staff/faculty-presentation/fsv-uk-design-guide>.



FACULTY
OF SOCIAL SCIENCES
Charles University



FACULTY
OF SOCIAL SCIENCES
Charles University



FACULTY
OF SOCIAL SCIENCES
Charles University

LOGOTYPE

Unacceptable versions

The logotype consists of a graphical and a textual part. It is not possible to change individual parts of the logo and deform them in any way. Effects (e.g., cast shadow, outline etc.) are forbidden. It is possible to change neither the font, nor the alignment of the textual part in the logotype.



LOGOTYPE

Placement

It is not possible to place the logo over the multicoloured background in a photography or a reproduction, etc. It is necessary to maintain a protective zone around the logo, i.e., the distance between the logo and other elements. The protective zone is 0.5 of the logo radius.



LOGOTYPE

Minimum size

Because of the detailed design of the logo, it becomes illegible in a certain size. For this reason, the minimum size of the logo is set for it to be legible even on a small scale.

The minimum height of the logo for printing is 15 mm.

If it is not possible to use the standard logotype due the size (e.g., printing of promotional pens etc.), it is allowed to use a sign consisting of a square in the colour of the institute and the web address in the Titilium Text 25L 800wt typeface.

The logos can be downloaded here: <https://fsv.cuni.cz/en/staff/faculty-presentation/fsv-uk-design-guide>.



Examples of use of the sign lower than 15 mm:

 www.fsv.cuni.cz

 ies.fsv.cuni.cz

 iksz.fsv.cuni.cz

 ims.fsv.cuni.cz

 ips.fsv.cuni.cz

 iss.fsv.cuni.cz

COLOUR PROFILES OF INSTITUTES



Faculty of Social Sciences (FSV UK)

CMYK 0/100/66/13
Pantone 1935 C
RGB 187/19/62
Hex #bb133e



Institute of International Studies (IMS)

CMYK 0/47/100/0
Pantone 144 C
RGB 255/153/0
Hex #ff9900



Institute of Economic Studies (IES)

CMYK 0/78/85/0
Pantone 172 C
RGB 232/86/47
Hex #e8562f



Institute of Political Studies (IPS)

CMYK 70/30/100/10
Pantone 576 C
RGB 89/129/38
Hex #598126



Institute of Communication Studies and Journalism (ICSJ)

CMYK 75/30/0/0
Pantone 279 C
RGB 47/146/204
Hex #2f92cc



Institute of Sociological Studies (ISS)

CMYK 28/98/90/32
Pantone 188 C
RGB 141/25/34
Hex #8d1922

AVATARS OF INSTITUTES

Individual institutes may use avatars in pre-approved cases. Other FSV UK parts only based on an approval by PAC.



LOGOTYPE OF INSTITUTES

Czech version

The logotypes of other parts of the Faculty of Social Sciences, Charles University, in Czech and English have to adhere to the obligatory placement of the CU logo and typography.

It is not possible to create new logos of FSV UK parts or projects without the approval by PAC.



INSTITUT
MEZINÁRODNÍCH STUDIÍ
Fakulta sociálních věd
Univerzita Karlova



INSTITUT
SOCIOLOGICKÝCH STUDIÍ
Fakulta sociálních věd
Univerzita Karlova



INSTITUT
POLITOLOGICKÝCH STUDIÍ
Fakulta sociálních věd
Univerzita Karlova



INSTITUT KOMUNIKAČNÍCH
STUDIÍ A ŽURNALISTIKY
Fakulta sociálních věd
Univerzita Karlova



INSTITUT
EKONOMICKÝCH STUDIÍ
Fakulta sociálních věd
Univerzita Karlova

LOGOTYPE OF INSTITUTES

English version

The logotypes of other parts of the Faculty of Social Sciences, Charles University, in Czech and English have to adhere to the obligatory placement of the CU logo and typography.

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INSTITUTE
OF INTERNATIONAL STUDIES
Faculty of Social Sciences
Charles University



INSTITUTE
OF SOCIOLOGICAL STUDIES
Faculty of Social Sciences
Charles University



INSTITUTE
OF POLITICAL STUDIES
Faculty of Social Sciences
Charles University



INSTITUTE OF COMMUNICATION
STUDIES AND JOURNALISM
Faculty of Social Sciences
Charles University



INSTITUTE
OF ECONOMIC STUDIES
Faculty of Social Sciences
Charles University

LOGOTYPE OF FSV UK PARTS

Czech version



KATEDRA NĚMECKÝCH
A RAKOUSKÝCH STUDIÍ
Institut mezinárodních studií
Fakulta sociálních věd
Univerzita Karlova



KATEDRA EVROPSKÝCH STUDIÍ
Institut mezinárodních studií
Fakulta sociálních věd
Univerzita Karlova



KATEDRA
SEVEROAMERICKÝCH STUDIÍ
Institut mezinárodních studií
Fakulta sociálních věd
Univerzita Karlova



KATEDRA RUSKÝCH
A VÝCHODOEVROPSKÝCH STUDIÍ
Institut mezinárodních studií
Fakulta sociálních věd
Univerzita Karlova



CENTRUM PRO SOCIÁLNÍ
A EKONOMICKÉ STRATEGIE
Fakulta sociálních věd
Univerzita Karlova



KABINET
JAZYKOVÉ PŘÍPRAVY
Fakulta sociálních věd
Univerzita Karlova

LOGOTYPE OF FSV UK PARTS

Czech version



KNIHOVNA – CENTRUM
VĚDECKÝCH INFORMACÍ
Fakulta sociálních věd
Univerzita Karlova



CENTRUM INFORMATIKY
A VÝPOČETNÍ TECHNIKY
Fakulta sociálních věd
Univerzita Karlova

LOGOTYPE OF FSV UK PARTS

English version



DEPARTMENT OF GERMAN
AND AUSTRIAN STUDIES
Institute of International Studies
Faculty of Social Sciences
Charles University



DEPARTMENT
OF EUROPEAN STUDIES
Institute of International Studies
Faculty of Social Sciences
Charles University



DEPARTMENT OF NORTH
AMERICAN STUDIES
Institute of International Studies
Faculty of Social Sciences
Charles University



DEPARTMENT OF RUSSIAN
AND EAST EUROPEAN STUDIES
Institute of International Studies
Faculty of Social Sciences
Charles University



CENTRE FOR SOCIAL
AND ECONOMIC STRATEGIES
Faculty of Social Sciences
Charles University



LANGUAGE CENTRE
Faculty of Social Sciences
Charles University

LOGOTYPE OF FSV UK PARTS

English version



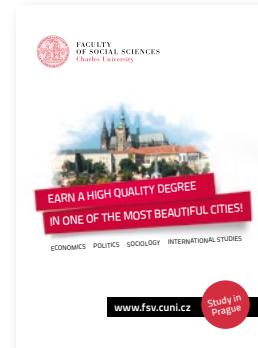
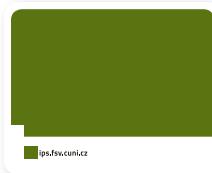
LIBRARY – SCIENTIFIC
INFORMATION CENTRE
Faculty of Social Sciences
Charles University



DEPARTMENT
OF FOREIGN LANGUAGES
Faculty of Social Sciences
Charles University

LOGOTYPE

Application examples



TYPOGRAPHY

The main corporate font of the Faculty of Social Sciences is Titillium in several typefaces. For standard typesetting, mainly Titillium 250wt is used. Titillium 600wt, 800wt, and 999wt are used for highlights.

Titillium Text 25L 1wt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ÁÉÍÝCERŠŽ áéíýceršž
?!&§(){}@+-=*,% 123456789

Titillium Text 25L 250wt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ÁÉÍÝCERŠŽ áéíýceršž
?!&§(){}@+-=*,% 123456789

Titillium Text 25L 400wt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ÁÉÍÝCERŠŽ áéíýceršž
?!&§(){}@+-=*,% 123456789

Titillium Text 25L 600wt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ÁÉÍÝCERŠŽ áéíýceršž
?!&§(){}@+-=*,% 123456789

Titillium Text 25L 800wt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ÁÉÍÝCERŠŽ áéíýceršž
?!&§(){}@+-=*,% 123456789

Titillium Text 25L 999wt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ÁÉÍÝCERŠŽ áéíýceršž
?!&§(){}@+-=*,% 123456789