

## Brief visual identity guide

The consistent application of the University of Pécs's visual identity is not only a matter of design, but also carries strategic importance. The unified visual identity aids organizational communication, strengthens credibility, and enhances the institution's visibility.

The guide below summarizes the rules for using the University of Pécs logo, based on the Visual Identity Manual. The full set of regulations can be found in the Visual Identity Manual ([link](#)).

### 1. The role of the UP logo

The logo is the central element of the university's visual identity ensuring that the institution is easily recognizable. The consistent application of the UP's logo is mandatory across all communication materials.

#### 1.2 Logo Color Variations

The University of Pécs logo is available in several color variations to ensure appropriate use across different media:

- Color version: default version; must be used whenever possible
- Black and white version: may only be used when color reproduction is not possible.
- Inverted: use it on dark backgrounds.

#### 1.3 Logo placements

The University of Pécs logo is available in several layouts to suit different usage contexts.

- Horizontal version (preferred): for general use
- Vertical version: To be used on narrower surfaces or when required by design constraints
- Full version: To display the full name of the university, suitable for general use
- Abbreviated version: compact, minimal version permitted only in limited cases on smaller surfaces.

In addition to the logo, a special version is available that incorporates the slogan "*PTE1367 – Hungary's First University*" with a fixed text arrangement and a decorative dot derived from the logo. This version may be used on representative surfaces but does not replace the official university logo.

#### 1.4 Language variants

The University of Pécs logo is available in Hungarian, English, and German. The language version must always correspond to the target audience:

- Hungarian: default version
- Foreign language: to be used exclusively in targeted foreign-language communication.
- Bilingual: permitted only for representative purposes, on a case-by-case basis (e.g., international events, brochures).

## 1.5 Prohibited usage

The following restrictions apply to the use of the University of Pécs logo:

- The logo must not be distorted or its proportions altered.
- The logo must not be rotated, mirrored, or filled with gradients.
- The logo must not be used with shading, outlines, or in unapproved colors.
- The logo must not be combined with, expanded by, or modified with other graphic elements. Image treatments with logo cut-outs may only be produced by the Arculati Csoport at the Kapcsolati Igazgatóság.
- It is forbidden to create an inverted version from the color logo or a color version from the inverted logo.

## 2. Typography

The University's visual identity is based on its own typefaces, designed to ensure a professional and consistent appearance across all printed and digital materials. Typography plays a key role in making the university's visual communication clearly recognizable.

Official typefaces:

- PTE Serif: for printed and representative materials, official communication
- PTE Sans: for digital platforms, online materials, and presentations
- PTE Slab: for highlights, special typographic solutions

The University of Pécs logo must always be used with the official typefaces (PTE Serif, PTE Sans, and PTE Slab). The use of any other typeface within the logo is not permitted.

If the official typefaces are not available the following substitutes may be used:

- Georgia: a serif font optimized for screen use. May only be used when PTE Serif is unavailable.
- Trebuchet: a sans serif font available by default on all macOS and Windows systems. May only be used when PTE Sans is unavailable.

## 8. Colors of the visual identity

The color system is a defining element of the University of Pécs visual identity. The primary color is colors are a defining element of the University of Pécs' PTE Blue (Pantone 2386 C; CMYK: 83,54,0,0; RGB: 45, 104, 196; HEX: 2D68C4), which ensures consistent recognition of the university across all platforms.

Complementary colors serve to enrich the visual identity, but the colors must always be selected from the palette defined in the Visual Identity Manual. The full set of complementary colors is specified in the manual.