



University of Pécs
Brandbook - appendix

Brief visual identity guide

2025

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](#).

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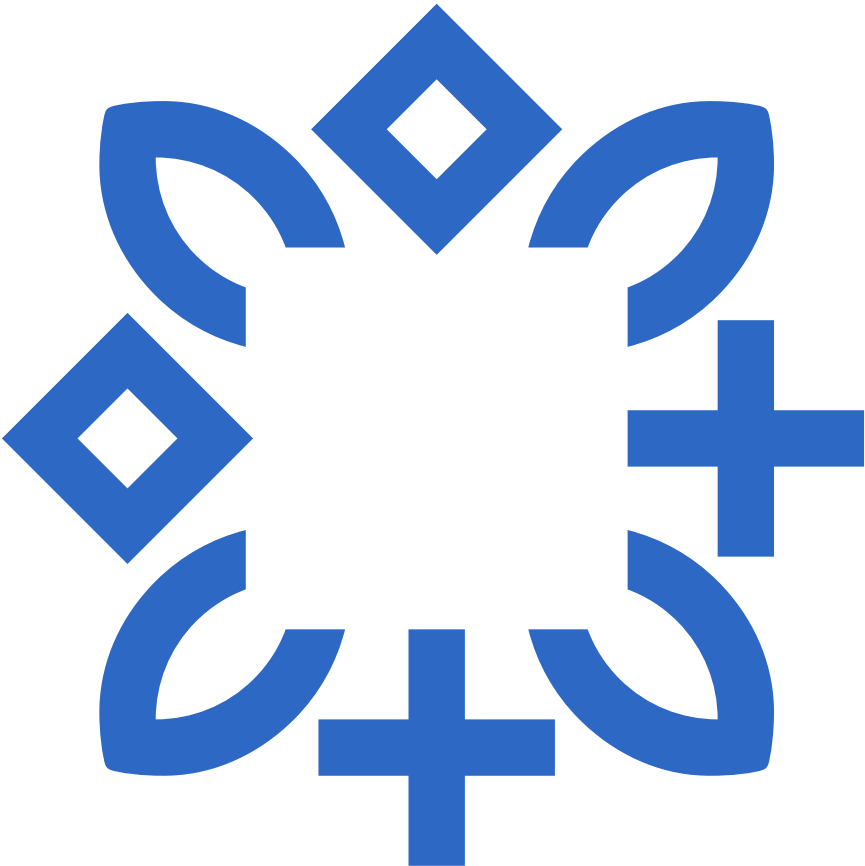
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LOGO

THE LOGO OF THE UNIVERSITY

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.



HORIZONTAL LOGO



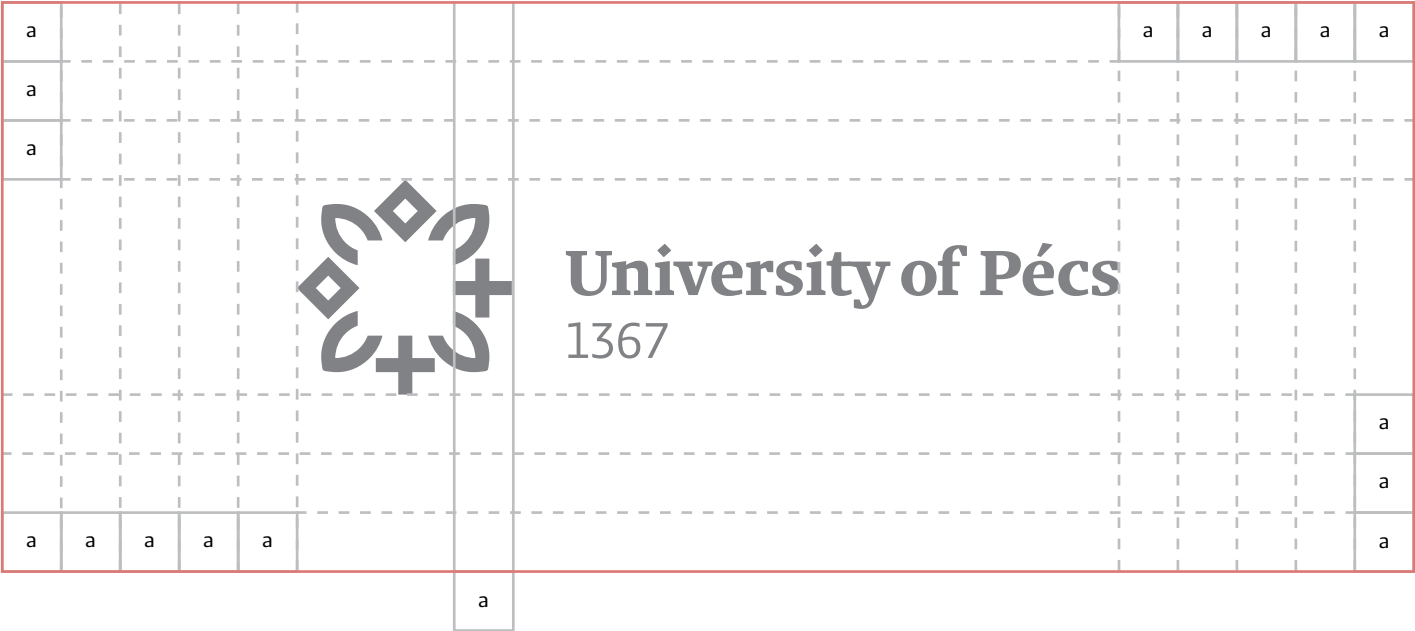
HORIZONTAL LOGO



DISTANCE BETWEEN THE SYMBOL AND THE TEXT AT HORIZONTAL LOGO



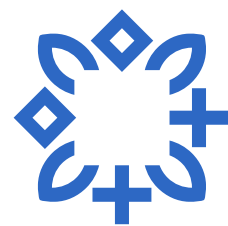
CLEAR SPACE AROUND THE HORIZONTAL LOGO



Leave a clear space around the horizontal logo as shown. No other graphic or text elements should appear within the area marked by the red line. The clear space is defined by the size of the plus sign.



VERTICAL LOGO

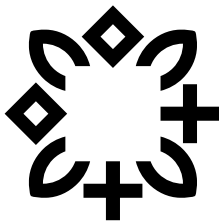


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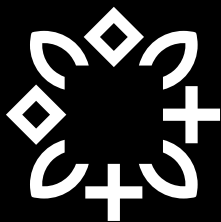


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VERTICAL LOGO

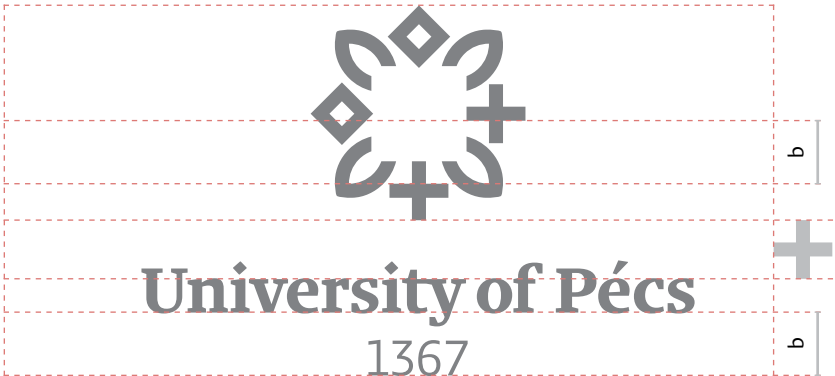


University of Pécs
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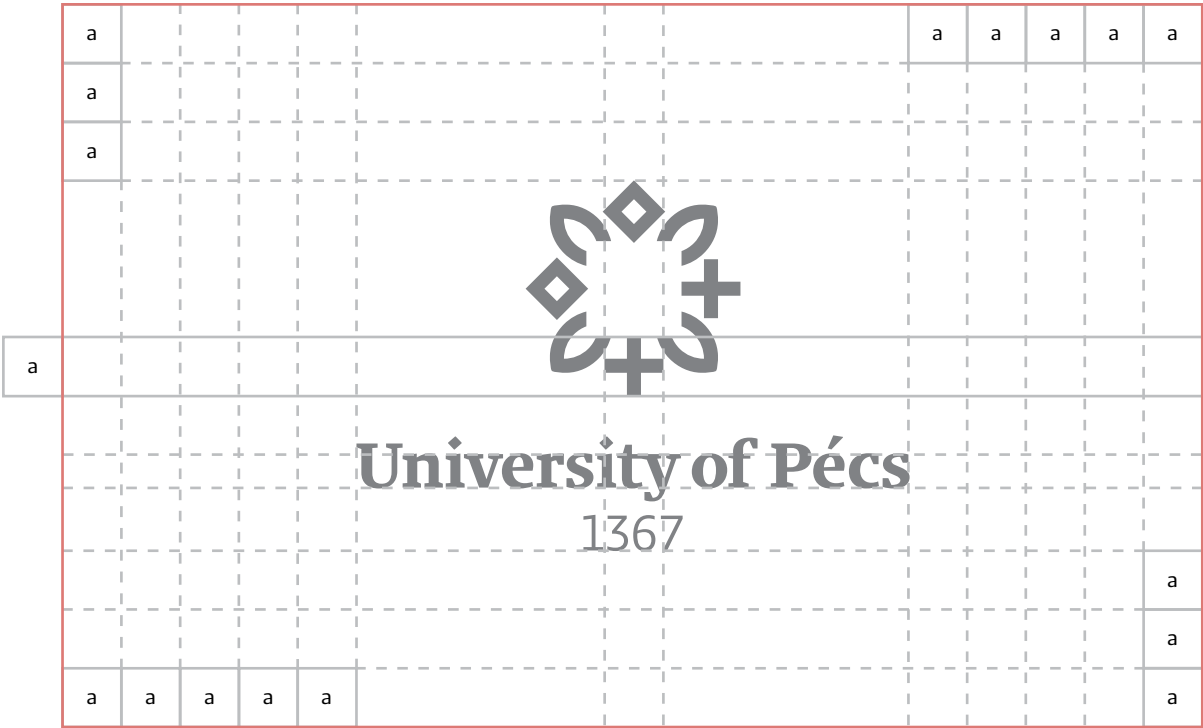


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DISTANCE BETWEEN THE SYMBOL AND THE TEXT AT VERTICAL LOGO



CLEAR SPACE AROUND THE VERTICAL LOGO



Leave a clear space around the vertical logo as shown. No other graphic or text elements should appear within the area marked by the red line. The clear space is defined by the size of the plus sign.



HORIZONTAL LOGO VARIANTS



HORIZONTAL LOGO VARIANTS



VERTICAL LOGO VARIANTS



University of Pécs
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Universität Pécs
1367



Pécsi Tudományegyetem
1367



Pécsi Tudományegyetem
University of Pécs



PTE
1367

VERTICAL LOGO VARIANTS



University of Pécs
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Universität Pécs
1367



Pécsi Tudományegyetem
1367



Pécsi Tudományegyetem
University of Pécs



PTE
1367

SLOGAN

PÉCS 1367

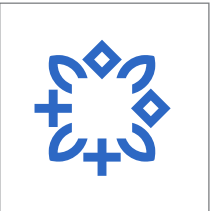
✦ The first University in Hungary

PÉCS 1367

✦ The first University in Hungary

PROHIBITED USAGE

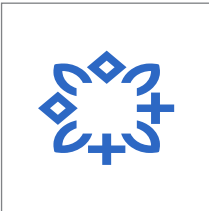
The following restrictions apply to the use of the University of Pécs logo:



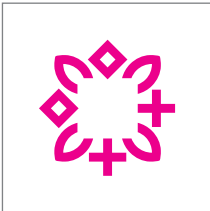
✗
rotate or mirror



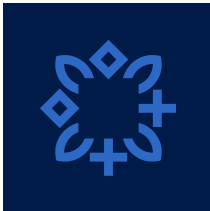
✗
rotate



✗
squeeze



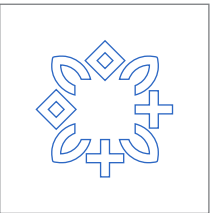
✗
use in unapproved colors



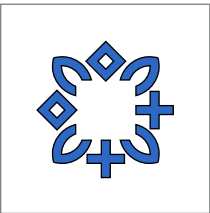
✗
use the negative version
in unapproved colors



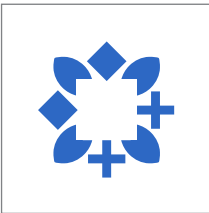
✗
filled with gradients



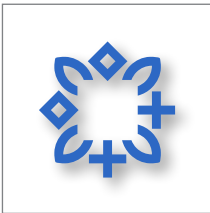
✗
use in outlines



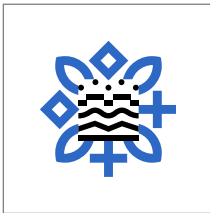
✗
use with outlines



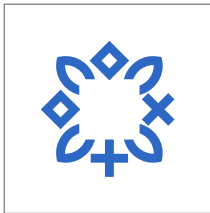
✗
fill the shapes in
the logo



✗
use shading



✗
combined with
other graphic
elements



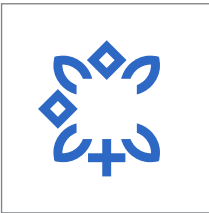
✗
modified shapes
to other graphic
elements



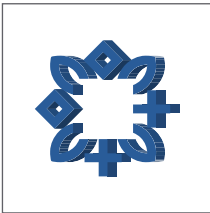
✗
create an inverted
version from
the color logo



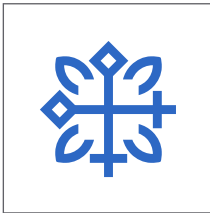
✗
create an inverted
version from
the negative logo



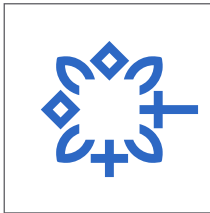
✗
mutilating



✗
térbe helyezni



✗
modifying



✗
expanded

PROHIBITED USAGE

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



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use in unapproved colors



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rotate



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use with other typeface



University
of Pécs



modify the typography composition



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use only a part of the symbol



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change proportions



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combine parts of the logo variations



University of Pécs
Cabinet Office
Relations Directorate
Relations Office



use with additional text elements

TYPOGRAPHY

THE UNIVERSITY’S TYPEFACES – PTE FONT FAMILY

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. 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.

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

1367ExtraLight

1367Light

1367Regular

1367Medium

1367SemiBold

1367Bold

1367Black

Pte Serif

Among the universities, which were established on the European continent gradually from the second half of the 14th century, we have to highlight the University of Pécs within the Kingdom of Hungary. The University of Pécs (PTE) was founded in 1367 by bishop William of Koppen (1361–1374), who played an essential role in the operation of the institution. The most important reason for the establishment of the university was that the diocese of Pécs (temporarily King Louis I the Great) was able to attract students from the territory of Hungary instead of the costs of studying at a local university or abroad, such as Bologna and Padova. As

Quoted from Tamás Fedeles: *Educational Centre at the Feet of the Mecsek: Focal Points of the first Hungarian University's History, Per Aspera ad Astra* 2017/1-2

Pte Sans

Among the universities, which were established on the European continent gradually from the second half of the 14th century, we have to highlight the University of Pécs within the Kingdom of Hungary. The University of Pécs (PTE) was founded in 1367 by bishop William of Koppen (1361–1374), who played an essential role in the operation of the institution. The most important reason for the establishment of the university was that the diocese of Pécs (temporarily King Louis I the Great) was able to attract students from the territory of Hungary instead of the costs of studying at a local university or abroad, such as Bologna and Padova. As an ecclesiastical seat, Pécs offered an excellent opportunity for the development of a newly-established institution. The library also had an important role in the foundation of the university.

Pte Slab

KOPPEN
UNIVERSITY
KING LOUIS
LIBRARY
1367

PTE SERIF – CHARACTER MAP



A Á B C D E É F G H I Í J K L M N O Ó Ö Ö P Q R S T U Ú Ü Ü V W X Y Z Æ Ç Ð Ñ Þ ß
a á b c d e é f g h i í j k l m n o ó ö ö p q r s t u ú ü ü v w x y z æ ç ð ñ ø ®
0 1 2 3 4 5 6 7 8 9 { [(* & ¶ † , : @ ? ! \$ « » -) } € £ \$ ¥ ¤ % ∞ Σ % º ‹ › → ↑

*A Á B C D E É F G H I Í J K L M N O Ó Ö Ö P Q R S T U Ú Ü Ü V W X Y Z Æ Ç Ð Ñ Þ ß
a á b c d e é f g h i í j k l m n o ó ö ö p q r s t u ú ü ü v w x y z æ ç ð ñ ø ®
0 1 2 3 4 5 6 7 8 9 { [(* & ¶ † , : @ ? ! \$ « » -) } € £ \$ ¥ ¤ % ∞ Σ % º ‹ › → ↑*

PTE SANS – CHARACTER MAP

Aa

A Á B C D E É F G H I Í J K L M N O Ó Ö Ö P Q R S T U Ú Ü Ü V W X Y Z Æ Ç Ð Ñ Þ ß
a á b c d e é f g h i í j k l m n o ó ö ö p q r s t u ú ü ü v w x y z æ ç ð ñ ø ®
0 1 2 3 4 5 6 7 8 9 { [(* & ¶ † , : @ ? ! \$ « » -) } € £ \$ ¥ ¤ % ∞ Σ % ‰ ‹ › → ↑

*A Á B C D E É F G H I Í J K L M N O Ó Ö Ö P Q R S T U Ú Ü Ü V W X Y Z Æ Ç Ð Ñ Þ ß
a á b c d e é f g h i í j k l m n o ó ö ö p q r s t u ú ü ü v w x y z æ ç ð ñ ø ®
0 1 2 3 4 5 6 7 8 9 { [(* & ¶ † , : @ ? ! \$ « » -) } € £ \$ ¥ ¤ % ∞ Σ % ‰ ‹ › → ↑*

PTE SLAB – CHARACTER MAP



A Á B C D E É F G H I Í J K L M N O Ó Ö Ö P Q R S T U Ú Ü Ü V W X Y Z

0 1 2 3 4 5 6 7 8 9

A Á B C D E É F G H I Í J K L M N O Ó Ö Ö P Q R S T U Ú Ü Ü V W X Y Z

0 1 2 3 4 5 6 7 8 9

SECONDARY TYPEFACES – GEORGIA

If the official typefaces are not available the following substitutes may be used: Georgia is a serif font optimized for screen use. May only be used when PTE Serif is unavailable.

A Á B C D E É F G H I Í J K L M N O Ó Ö Ö
P Q R S T U Ú Ü Ü V W X Y Z
a á b c d e é f g h i í j k l m n o ó ö ö
p q r s t u ú ü ü v w x y z
0 1 2 3 4 5 6 7 8 9
*A Á B C D E É F G H I Í J K L M N O Ó Ö Ö
P Q R S T U Ú Ü Ü V W X Y Z
a á b c d e é f g h i í j k l m n o ó ö ö
p q r s t u ú ü ü v w x y z
0 1 2 3 4 5 6 7 8 9*

Aa

PTE Serif

Among the universities, which were established around the European continent gradually from the second half of the 14th century, we have to highlight the role of Pécs within the Kingdom of Hungary. The University of Pécs (studium generale) was founded in 1367 by bishop William of Koppenbach (1361–1374), who played an essential role in the operation of the institution. The most important objective of the

Quoted from Tamás Fedeles: Educational Centre at the Feet of the Mecsek: Focal Points of the first Hungarian University's History, Per Aspera ad Astra 2017/1-2

Aa

Georgia

Among the universities, which were established around the European continent gradually from the second half of the 14th century, we have to highlight the role of Pécs within the Kingdom of Hungary. The University of Pécs (studium generale) was founded in 1367 by bishop William of Koppenbach (1361–1374), who played an essential role in the operation of the institution. The most important objective of the establishment of the university was that the diplomats of the temporarily King Louis I the Great) would be able to study in the t

SECONDARY TYPEFACES – TREBUCHET

If the official typefaces are not available the following substitutes may be used: Trebuchet is a sans serif font available by default on all macOS and Windows systems. May only be used when PTE Sans is unavailable.

A Á B C D E É F G H I Í J K L M N O Ó Ö Ö
P Q R S T U Ú Û Ü V W X Y Z
a á b c d e é f g h i í j k l m n o ó ö ö
p q r s t u ú û ü v w x y z
0 1 2 3 4 5 6 7 8 9
A Á B C D E É F G H I Í J K L M N O Ó Ö Ö
P Q R S T U Ú Û Ü V W X Y Z
a á b c d e é f g h i í j k l m n o ó ö ö
p q r s t u ú û ü v w x y z
0 1 2 3 4 5 6 7 8 9

Aa

PTE Sans

Among the universities, which were established around the
nent gradually from the second half of the 14th century, w
the role of Pécs within the Kingdom of Hungary. The Unive
(studium generale) was founded in 1367 by bishop William
(1361–1374), who played an essential role in the operation o
The most important objective of the establishment of the
the diplomats of the king (contemporarily King Louis I the

Quoted from Tamás Fedeles: Educational Centre at the Feet of the Mecsek:
Focal Points of the first Hungarian University's History, Per Aspera ad Astra 2017/1-2

Aa

Trebuchet

Among the universities, which were established around the European
dually from the second half of the 14th century, we have to highlight
Pécs within the Kingdom of Hungary. The University of Pécs (studium
founded in 1367 by bishop William of Koppenbach (1361-1374), who pla
tial role in the operation of the institution. The most important objec
establishment of the university was that the diplomats of the king (co
King Louis I the Great) would be able to study in the territory of Hung

COLORS

COLORS OF THE VISUAL IDENTITY

The color system is a defining element of the University of Pécs visual identity. The primary color is 'PTE Blue, which ensures consistent recognition of the university across all platforms.

PTE BLUE

PANTONE 2386C

CMYK 83, 54, 0, 0

RGB 45, 104, 196

HEX #2D68C4

RAL 270 50 40

BLACK

PANTONE BLACK 6C

CMYK 100, 79, 44, 93

RGB 16, 24, 32

HEX #101820

COLORS OF THE CENTRAL ENROLLMENT

In central enrollment the primary color is 'PTE Blue, complemented by two secondary colors.

PTE BLUE

PANTONE 2386C

CMYK 83, 54, 0, 0

RGB 45, 104, 196

HEX #2D68C4

RAL 270 50 40

PANTONE 325 C

CMYK 53, 0, 23, 0

RGB 100, 204, 201

HEX #64CCC9

PANTONE 135 C

CMYK 0, 21, 76, 0

RGB 255, 198, 88

HEX #FFC658

COMPLEMENTARY COLORS

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.

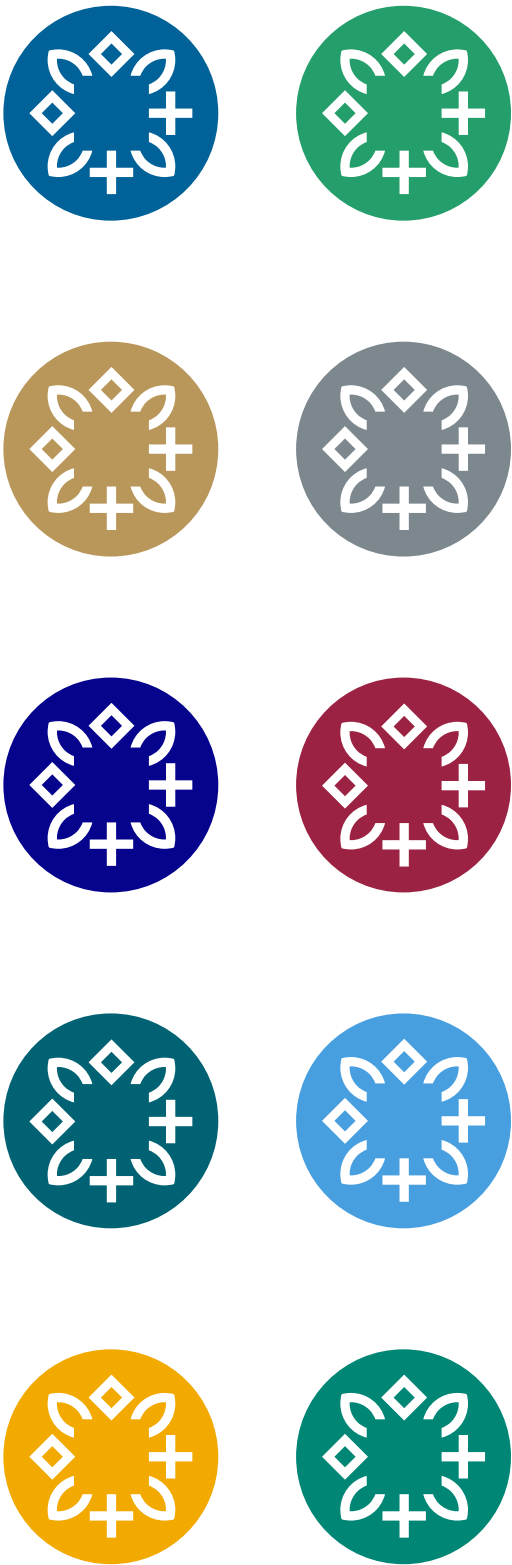
PANTONE 584 C CMYK 21, 0, 89, 0 RGB 210, 215, 85 HEX #D2D755	PANTONE 360 C CMYK 63, 0, 84, 0 RGB 108, 194, 74 HEX #6CC24A	PANTONE 7473 C CMYK 75, 5, 48, 3 RGB 39, 153, 137 HEX #279989	PANTONE 325 C CMYK 53, 0, 23, 0 RGB 100, 204, 201 HEX #64CCC9	PANTONE 287 C CMYK 100, 75, 2, 18 RGB 0, 48, 135 HEX #003087
PANTONE 135 C CMYK 0, 21, 76, 0 RGB 255, 198, 88 HEX #FFC658	PANTONE 158 C CMYK 0, 62, 95, 0 RGB 232, 119, 34 HEX #E87722	PANTONE 2030 C CMYK 0, 68, 51, 0 RGB 221, 121, 117 HEX #DD7975	PANTONE 7643 C CMYK 0, 84, 2, 70 RGB 103, 46, 69 HEX #672E45	PANTONE 7525 C CMYK 13, 56, 61, 32 RGB 154, 106, 79 HEX #9A6A4F
PANTONE 7502 C CMYK 6, 14, 39, 8 RGB 206, 184, 136 HEX #CEB888	PANTONE BLACK 6C 30% CMYK 100, 79, 44, 93 RGB 16, 24, 32 HEX #101820			

COLORS OF THE FACULTIES

The logos of faculties

In the visual identity, each faculty is represented by its own color. The color selection was a common agreement with the faculties. The color palette includes shades that are dark enough to ensure sufficient contrast with the white symbol. The selected colors may only be used in visual appearance related with the given faculty.

The faculties use a modified version of the University’s central logo. On a colored background, the logo appears in a negative version. On a white background, the symbol is placed in a circular color spot, and the ’University of Pécs, title adopts this color.



COLORS OF THE FACULTIES

FACULTY OF HEALTH SCIENCES PANTONE 7691 C CMYK 100, 43, 0, 30 RGB 0, 98, 152 HEX #006298	FACULTY OF MUSIC AND VISUAL ARTS PANTONE 465 C CMYK 9, 29, 66, 24 RGB 185, 151, 91 HEX #B9975B
FACULTY OF PHARMACY PANTONE 2417 C CMYK 79, 7, 71, 2 RGB 36, 158, 107 HEX #249E6B	FACULTY OF LAW PANTONE 3155 C CMYK 100, 9, 29, 47 RGB 0, 98, 114 HEX #006272
MEDICAL SCHOOL PANTONE 2738 C CMYK 100, 92, 0, 1 RGB 6, 3, 141 HEX #06038D	FACULTY OF BUSINESS AND ECONOMICS PANTONE 2171 C CMYK 72, 17, 0, 0 RGB 72, 159, 223 HEX #489FDF
FACULTY OF ENGINEERING AND INFORMATION PANTONE 430 C CMYK 33, 18, 13, 40 RGB 124, 135, 142 HEX #7C878E	FACULTY OF CULTURAL SCIENCES, EDUCATION AND REGIONAL DEVELOPMENT PANTONE 130 C CMYK 0, 32, 100, 0 RGB 242, 169, 0 HEX #F2A900
FACULTY OF HUMANITIES AND SOCIAL SCIENCES PANTONE 7420 C CMYK 13, 100, 54, 30 RGB 155, 34, 66 HEX #9B2242	FACULTY OF SCIENCES PANTONE 327 C CMYK 100, 2, 60, 14 RGB 0, 134, 117 HEX #008675

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Gergely Böhm (supervisor)

Pécs, 2025

PÉCS 1367

✦ The first University in Hungary