



Institute of Technology and Business in České Budějovice

Vysoká škola technická a ekonomická v Českých Budějovicích

ITB

VŠTE

/LOGO

/LOGO

/BRIGHT BACKGROUND

/LOGO OF INSTITUTIONS

/DARK BACKGROUND

/ALTERNATIVE APPEARANCE

LOGO A ORIGINAL

LOGO B ONE COLOR

LOGO C UPS

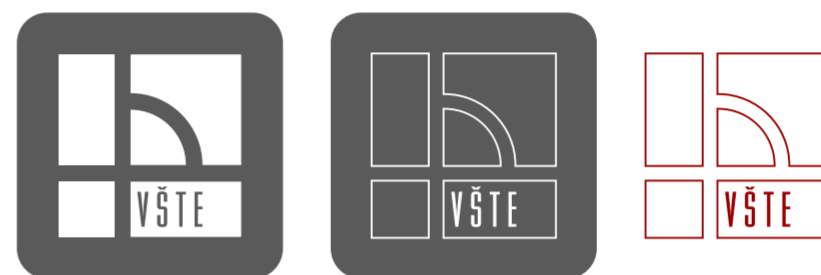
LOGO D UTT

LOGO E UZO

LOGO ONE COLOR DARK B

LOGO OVERLINE DARK B

LOGO OVERLINE



/TWO-LINE LOGO

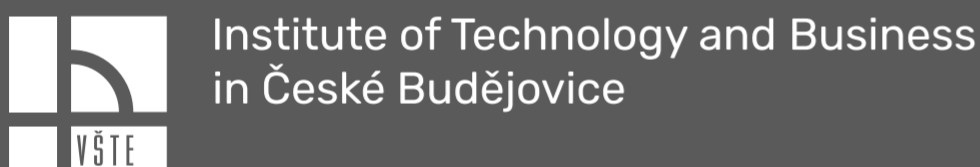
/LOGO WITH WEBSITE

/THREE-LINE LOGO



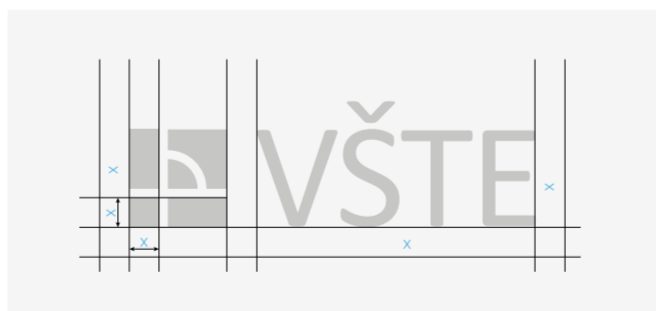
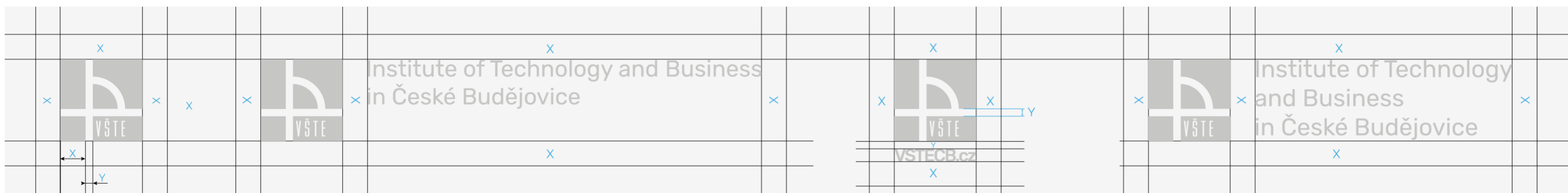
/logo bez vnitřního nápisu VŠTE

/Tmavé pozadí



/SAFETY AREA

/LOGO PROTECTION ZONE



THE AREA MARKED BY X IS A SAFETY ZONE WITHOUT ANY OTHER GRAPHICS INTERFERING.

/COLORS



RGB: 153 | 0 | 0
CMYK: 0 | 100 | 100 | 40
Hex: #990000



RGB: 0 | 153 | 0
CMYK: 100 | 0 | 100 | 40
Hex: #009900



RGB: 0 | 0 | 153
CMYK: 100 | 100 | 0 | 40
Hex: #000099

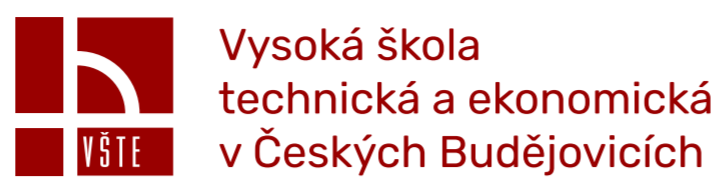
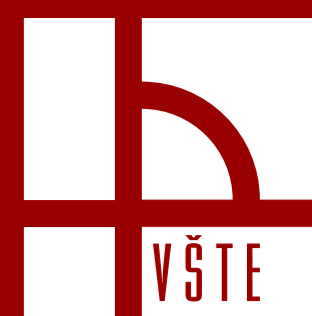


RGB: 255 | 204 | 0
CMYK: 0 | 20 | 100 | 0
Hex: #FFCC00



RGB: 90 | 90 | 90
CMYK: 0 | 0 | 0 | 65
Hex: #5A5A5A





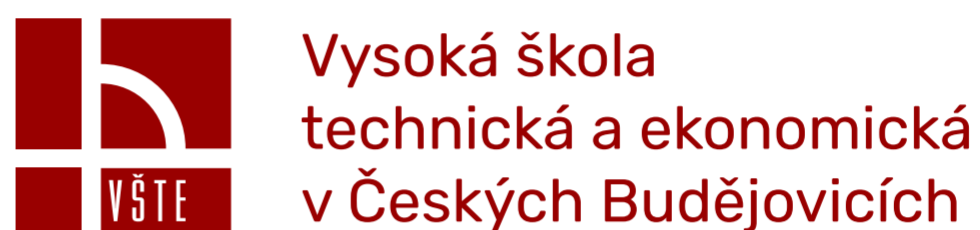
ITB

VŠTE

/LANGUAGE VERSIONS

/TWO-LINE LOGO

/THREE-LINE LOGO



/TYPOGRAPHY

FONT **RUBIK** ABCČČDĎEFGHIJKLMNOPQRSŠTUVWXYZŽabcččdďefghijklmnopqrsštuvwxyzž
1234567890?!"(%){@}/&\<-++x=>@€\$€¥¢;,:*™

FONT **CALIBRI** ABCČČDĎEFGHIJKLMNOPQRSŠTUVWXYZŽabcččdďefghijklmnopqrsštuvwxyzž
1234567890?!"(%){@}/&\<-++x=>@€\$€¥¢;,:*™

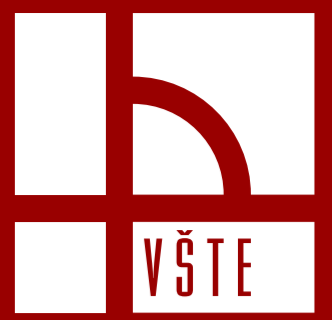
FONT **ROBOTO** ABCČČDĎEFGHIJKLMNOPQRSŠTUVWXYZŽabcččdďefghijklmnopqrsštuvwxyzž
1234567890?!"(%){@}/&\<-++x=>@€\$€¥¢;,:*™

FONT **Montserrat** ABCČČDĎEFGHIJKLMNOPQRSŠTUVWXYZŽabcččdďefghijklmnopqrsštuvwxyzž
1234567890?!"(%){@}/&\<-++x=>@€\$€¥¢;,:*™


FONT **ROBOTO SLAB** ABCČČDĎEFGHIJKLMNOPQRSŠTUVWXYZŽabcččdďefghijklmnopqrsštuvwxyzž
1234567890?!"(%){@}/&\<-++x=>@€\$€¥¢;,:*™

FONT **CAMBRIA** ABCČČDĎEFGHIJKLMNOPQRSŠTUVWXYZŽabcččdďefghijklmnopqrsštuvwxyzž
1234567890?!"(%){@}/&\<-++x=>@€\$€¥¢;,:*™





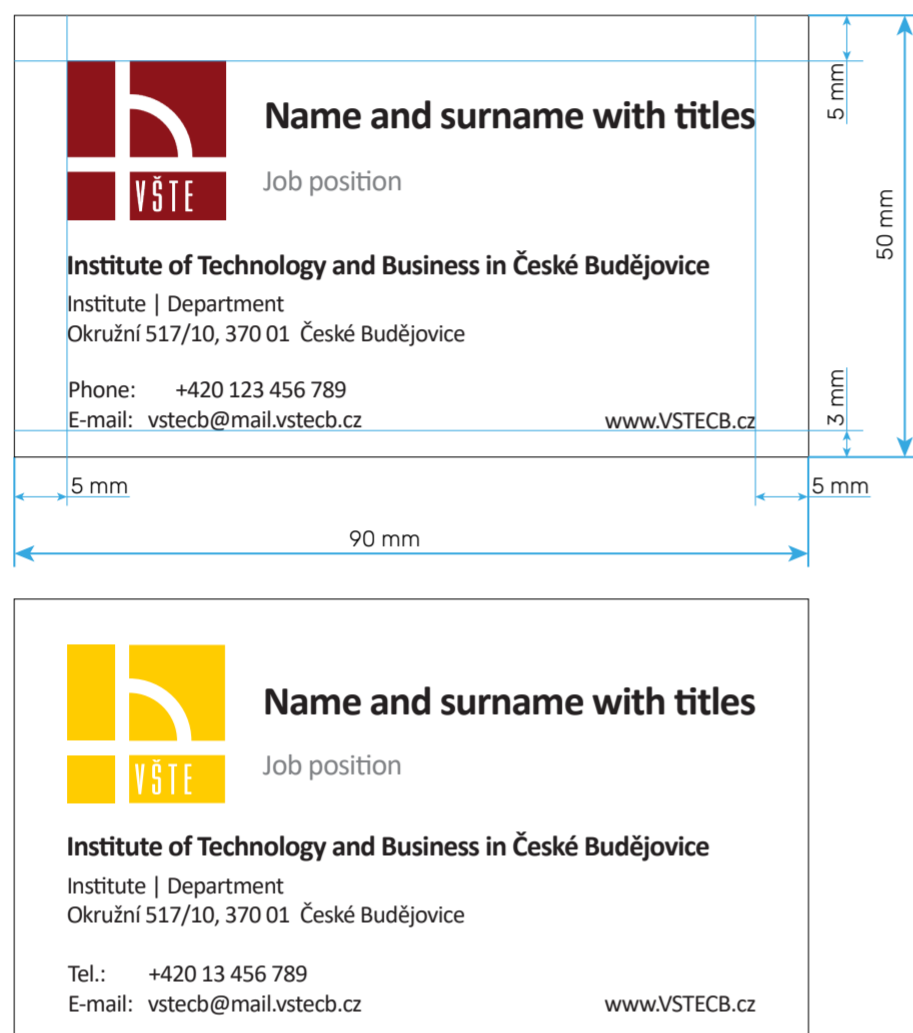
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ITB

VŠTE

/BUSINESS CARD



/LETTERHEAD



/PRESENTATION

<https://www.vstecb.cz/prezentace>

/CORPORATE PHILOSOPHY

The ITB logo was created in 2009 at the request of the institution for a clear identification mark that would be modern, sufficiently different from the competition and at the same time memorable. The task of the competition was to create a logo that would symbolize an energetic and progressively developing institution with a polytechnic focus, where there is a symbiosis of economic and technical fields. The selection of the winning logo by a commission composed of VŠTE management and academic artists took place in December 2009, when the logo was slightly modified to make it easier to use on printed materials. Semantically, the logo expresses the designation of the angle (right angle without a dot) and the production function (limits of production possibilities).

LOGO COLOR

Crimson red is used as the basic color, which is to symbolize the dynamism, energy, strength and stability of the organization.

