



COLLECTION OF DECISIONS AND ORDINANCES OF THE UNIVERSITY OF SOUTH BOHEMIA IN ČESKÉ BUDĚJOVICE

Number: R 622

Date: 8 December 2025

Rector's ordinance on the uniform visual style University of South Bohemia in České Budějovice

Article 1

Introductory provisions

1. This ordinance is issued for the purpose of updating the uniform visual style of the University of South Bohemia in České Budějovice (hereinafter also referred to as 'USB') and all its constituent parts.
2. USB uses a uniform visual style (hereinafter referred to as the 'visual style') in its internal and external communication and promotion. The main objective of this step is to apply a style of visual communication that will be in harmony with the image of a modern higher education institution, and that will present USB as a harmonious whole.

Article 2

Visual style rules

1. The rules of visual style are bindingly set out in the Uniform Visual Style Manual of the University of South Bohemia in České Budějovice (hereinafter referred to as the 'manual').
2. The manual regulates the following elements of visual style:
 - a) symbols and logotypes
 - b) colours
 - c) fontand the principles for their use in various forms of visual communication.
3. The manual also sets out rules for the use of the USB seal.
4. The current version of the manual is an integral part of this ordinance. Addenda to the manual will be issued on an ongoing basis as needed, containing templates for selected promotional and informational materials, based in particular on the recommended options for the use of visual style according to Chapter 5 of the manual, e.g. templates for the USB building orientation





system, templates for basic publications, flags, study reports, brochures, invitations, promotional items, and the like.

5. The visual style rules set out in the manual and its addenda are binding for all USB employees. The use of other symbols or logos in internal and external communication and promotion of USB is not permitted.
6. The manual, logos and templates for selected documents are available to USB employees at <https://wiki.jcu.cz/showurl/1dp>. Addenda to the manual will also be published there upon their release.

Article 3

Responsibility for compliance with the visual style

1. The following are responsible for compliance with the visual style:
 - a) the Marketing Office at the level of the USB Rectorate
 - b) the deans or directors of constituent parts at the level of individual constituent parts of USB
2. For the practical implementation of the visual style at individual constituent parts of USB, the deans or directors of these parts are designated contact persons for marketing, external relations and PR.
3. Advice on working with visual style elements is provided to USB employees by specialist advisors from the USB Rectorate Marketing Office. This office also cooperates with the relevant USB employees to provide solutions for specific materials or offers sample solutions that are in line with the USB visual style.
4. All USB presentation and promotional materials, in particular leaflets, brochures, posters, invitations, publications and other printed materials, promotional items, advertisements and the like, are subject to approval by the Marketing Office of the USB Rectorate.

Article 5

Final provisions

1. This ordinance repeals Rector's Ordinance No. R 241 of 2 April 2013.
2. This ordinance comes into force on the date of its publication in the collection of decisions and ordinances of the USB Rector in the public section of the USB website and takes effect on 1 January 2026.



Jihočeská univerzita
v Českých Budějovicích
University of South Bohemia
in České Budějovice

PID: JUCBX00RG0A0
Ref. No. JU/2025/032595

prof. Ing. Pavel Kozák, Ph.D.
Rector

Prepared by: Head of the Marketing Office of the USB Rectorate

Distribution list: USB management, managing staff of the Rectorate, faculty deans, directors of other constituent parts