Pannon Egyetem
University of Pannonia

REGULATION ON THE USE OF THE NAME OF THE UNIVERSITY OF PANNONIA AND ITS SYMBOLS

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The Regulation on the Use of the Name of the University of Pannonia and Its Symbols (hereinafter referred to as the "**Regulation**") issued by the University of Pannonia (hereinafter referred to as the "**University**") on the basis of the University's Organisational and Operational Rules (hereinafter referred to as: "**OOR**"), Part I Organisational and Operational Rules of Procedure (hereinafter referred to as: "**OORP**") approved by the Senate of the University of Pannonia and adopted by the Foundation for the University of Pannonia acting as the operator exercising founders' and ownership rights (hereinafter referred to as the "**Operator**") and on the basis of the resolution by the Board of Trustees on the rules of procedure for adopting the regulations of the University of Pannonia by the Board of Trustees is as follows:

Chapter I
GENERAL PROVISIONS

1. §
Purpose of the Regulation

(1) The name, official symbols and corporate identity elements of the University constitute fundamental components of its intellectual and institutional identity.
(2) The purpose of this Regulation is to ensure the consistent use of the University's name, coat of arms, logo and symbols in a manner that protects and promotes the University's reputation.

2. §
Scope of the Regulation

(1) The personal scope of this Regulation extends to all organisational units, employees and students of the University, as well as to any natural person, legal entity or organisation without legal personality that intends to use the University's name or official symbols.
(2) The material scope of this Regulation extends to the use of the University's name, coat of arms, logo and official symbols.

3. §
Legal background and regulatory framework

(1) The provisions of this Regulation shall be interpreted and applied in accordance with the relevant legislation and the University's internal regulatory instruments, with particular regard to:

a) the Organisational and Operational Rules of the University of Pannonia (hereinafter referred to as: "OOR"),
b) the Employment Requirement System of the University (hereinafter referred to as: "ERS"),
c) the Visual Identity Manual of the University of Pannonia,
d) the Code of Ethics of the University of Pannonia.

Chapter II

UNIVERSITY SYMBOLS

4. §
Official name of the University

(1) Use of the University's name in connection with university events

a) Events (such as ceremonies, exhibitions, conferences, receptions, etc.) may be advertised under, or by reference to, the University's name only where the organiser or co-organiser is the University or one of its:
   aa) faculties;
   ab) comprehensive organisational units; organisational units or
   ac) other units.
b) Events organised by the Students' Union that concern the University may only be advertised under the name "Students' Union of the University of Pannonia" and in accordance with the Regulation on the Organisation of Events at the University of Pannonia, which form an annex to the Organisational and Operational Rules of Procedure (OORP).
c) Events organised by the Doctoral Students' Union that concern the University may only be advertised under the name "Doctoral Students' Union of the University of Pannonia" and in accordance with the Regulation on the Organisation of Events at the University of Pannonia, which form an annex to the OORP.

(2) Use of the University's name by third parties

a) Legal entities, business associations without legal personality, organisations or natural persons that do not form part of the University's organisational structure may use the University's name only on the basis of prior written approval granted by the Rector, with the Chancellor's consent, following the submission of an application to the Rector's Office.

b) The application for authorisation shall include:

ba) the applicant's name and address;

bb) the intended manner and purpose of using the University's name;

bc) the planned date and duration of the use of the University's name;

bd) the nature of the event associated with the use of the University's name;

be) where the University's name is to be used in advertising material, the complete proposed advertisement, including the intended placement of the University's name and the context in which it will appear;

bf) the name of the person responsible for the use of the University's name;

bg) where required by the intended form of the publication:

i. the method of production;
ii. the quantity or print run to be produced;
iii. the method of distribution;
iv. a specimen of the publication or object bearing the University's name.

c) The authorisation shall specify:

ca) the name and address of the person responsible for the use of the University's name and the authorised purpose of such use;

cb) the period for which the authorisation is granted;

cc) any other conditions concerning the authorised use.

(3) No separate authorisation is required where the use of the University's name is based on a previously concluded contract or agreement. In such a case, however, the intended use of the University's name shall be notified in advance.

(4) The Rector's Office shall make preparations for decisions in connection with applications for the use of the University's name and shall maintain a register of all authorisations granted and any subsequent revocations.

5. §

The University's coat of arms

(1) The University's coat of arms is the official symbol of the University, preserving the historical, educational and higher education traditions of the University and the region, and representing their distinctive characteristics. The University's coat of arms shall not replace the coat of arms of Hungary.

(2) Description of the coat of arms

The coat of arms consists of an upright triangular shield. In the lower part of the shield is a stylised three-towered castle standing on a triple hill, with an open gateway. Within the open gateway stands a patriarchal cross positioned on the central hill of the triple hill. Above the castle is an open book bearing the initials "V" and "P" on its pages. Beneath the shield is a curved floating scroll inscribed in black with the words "VNIVERSITAS PANNONICA". Decorative dots appear at both ends of the inscription and between the words.

(3) Illustration of the University's coat of arms



(4) In accordance with the provisions of the Visual Identity Manual of the University of Pannonia, the University's coat of arms may be displayed on:

a) the University's white flag;
b) honorary diplomas, certificates, commemorative certificates, medals and commemorative coins established and awarded by the Senate;
c) notices, programmes and plans issued by the Foundation for the University of Pannonia, the Senate, the Rector, the Chancellor, the Vice-Chancellor, the Vice-Rector(s), the Deans, the Director General of a University Centre, the Campus Director and other University office holders, as well as on agreements and contracts concluded with external organisations;
d) the University's official letterhead;

e) the University's official round stamps, in accordance with the Chancellor's Directive on the Use of Official Stamps;
f) University buildings;
g) University regulations, publications and official forms;
h) bachelor's and master's theses and doctoral dissertations prepared at the University of Pannonia;
i) professional lectures and presentations delivered on behalf of the University of Pannonia;
j) publications relating to the history, activities and development of the University;
k) ceremonial occasions and University events;
l) University publications and commemorative items;
m) business cards;
n) e-mail signatures;
o) University-branded items.

(5) Use of the University's coat of arms

a) The University's coat of arms shall be reproduced and used exclusively in accordance with the provisions of the Visual Identity Manual of the University of Pannonia.
b) In exceptional cases, the coat of arms may be adapted to the characteristics of the material or production technology used (e.g. metal, leather, plastic).

(6) Authorisation for the use of the University's coat of arms

a) The use of the University's coat of arms by entities outside the University shall be authorised by the Rector, with the Chancellor's consent, following the prior submission of an application to the Rector's Office.
b) The application for authorisation shall include:
   ba) the applicant's name and address;
   bb) the intended manner and purpose of using the coat of arms;
   bc) the planned date and duration of the use of the coat of arms;
   bd) the name of the person responsible for the use of the coat of arms;
   be) where required by the intended method of publication:
      i. the method of production and the quantity or print run to be produced;
      ii. the method of distribution;
      iii. a specimen of the publication or object bearing the coat of arms.
c) The authorisation shall specify:
   ca) the name and address of the person responsible for the use of the coat of arms;

cb) the authorised purpose of its use;
cc) the period for which the authorisation is granted;
cd) any other conditions concerning the authorised use.

(7) The Rector's Office shall arrange, where necessary, for an aesthetic review of the publication or object.

(8) The Rector's Office shall make preparations for decisions in connection with applications and shall maintain a register of all authorisations granted and any subsequent revocations.

6. §
The University’s wordmark

(1) It is essential for the University's online communication and presence on social media platforms to have a clear and simple wordmark which remains easily legible and recognisable even when displayed at a small size.

(2) Description of the wordmark:
The wordmark consists of the “PE” logotype together with the name of the University displayed beneath it.

(3) Illustration of the wordmark:



(4) Use of the University’s wordmark
a) The wordmark shall be reproduced and used exclusively in accordance with the provisions of the Visual Identity Manual of the University of Pannonia.
b) In exceptional cases, the wordmark may be adapted to the characteristics of the material or production technology used (e.g. metal, leather, plastic).

(5) Authorisation for the use of the wordmark

a) The use of the wordmark by entities outside the University shall be authorised by the Rector, with the Chancellor's consent, following the prior submission of an application to the Rector's Office.
b) The application for authorisation shall include:
   ba) the applicant's name and address;
   bb) the intended manner and purpose of using the wordmark;
   bc) the planned date and duration of the use of the wordmark;
   bd) the name of the person responsible for the use of the wordmark;
   be) where required by the intended method of publication:
      i. the method of production;
      ii. the quantity or print run to be produced;
      iii. the method of distribution;
      iv. a specimen of the publication or object bearing the wordmark.
c) The authorisation shall specify:
   ca) the name and address of the person responsible for the use of the wordmark;
   cb) the authorised purpose of its use;
   cc) the period for which the authorisation is granted;
   cd) any other conditions concerning the authorised use.

(8) The Rector's Office shall arrange, where necessary, for an aesthetic review of the publication or object.

(9) The Rector's Office shall make preparations for decisions in connection with applications and shall maintain a register of all authorisations granted and any subsequent revocations.

7. §

The right of University-owned companies to use the University's name, coat of arms and wordmark

(1) An economic organisation wholly owned by the University shall be entitled to use the University's name, coat of arms and wordmark. Such organisation shall comply in full with the University's visual identity requirements and shall ensure that such use is compatible with and does not adversely affect the University's reputation.
(2) This usage right shall extend, in particular, to the marketing of branded products, promotional materials, and online and offline sales platforms.
(3) The University shall be entitled to require the prior submission of specimens demonstrating the intended use.

8. §

The ceremonial mace

(1) Use of the ceremonial mace

- The ceremonial mace occupies a distinguished place among the University's official symbols. Continuing the traditions of historic Hungarian universities, it serves to honour and commemorate the predecessors.
- The ceremonial mace may be used only at major University ceremonies and only in the presence of the Rector.
- The ceremonial mace shall be carried by the Mace Bearer, who shall stand opposite the University flag.
- During the oath-taking ceremony, one first-year student from each faculty shall place their hand on the ceremonial mace while taking the oath, whereas the remaining students shall face the ceremonial mace during the oath.
- During honorary doctorate and PhD conferment ceremonies, the candidate, or a representative of the candidates, shall place their hand on the ceremonial mace as a symbol of their affiliation with their alma mater.

(2) Description of the ceremonial mace

- The ceremonial mace is made of embossed copper sheet with gold and silver surface finishing. It is 160 cm in height and 20 cm in diameter.
- A sculptural ornament is mounted at the top of the ceremonial mace.
- The emblems of the University's faculties are suspended from the hemispherical rim of the ceremonial mace.

Chapter III
IMPLEMENTATION AND FINAL PROVISIONS

(1) This Regulation was adopted by the Senate by Resolution No. 113/2026. (V.21.).
(2) This Regulation shall enter into force on 1st June 2026 and shall remain in force until revoked.
(3) This Regulations shall be available on the University's website.
(4) Upon the entry into force of this Regulation, the Regulation on the Use of the University's Official Symbols, adopted by Senate Resolution No. 39/2022. (II.17.) at the Senate meeting of 17th February 2022, and the Regulation on the Use of the University's Name, adopted by Senate Resolution No. 40/2022. (II.17.), shall be repealed and removed from the University's regulations.

Dated in Veszprém, on 21st May 2026

Dr. János Abonyi Rector	Zsolt Csillag Chancellor