



BRAND GUIDELINES

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01 LOGO BASICS

Logo Anatomy

The TUDN logo is a protected brand asset. Always use the official files as provided and never alter its design, proportions, or colors.

Refer to this document for all approved variations and orientations.



Clear Space

Always maintain clear space equal to double the width of the stem of the “T” in the wordmark on all sides of the logo.



Registration Symbol

The registered symbol is required for all external use. Choose the small or large version based on the size of the logo relative to the project.

LARGE APPLICATION



SMALL APPLICATION



02

**LOGO
USAGE**

Logo Variations

- Full Color:** Default logo, use on light or dark backgrounds.
- Black Logo:** Use on light backgrounds.
- White Logo:** Use on dark backgrounds.

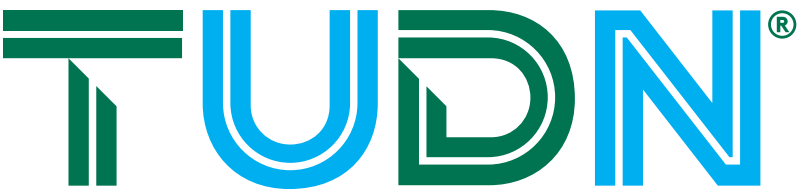


Incorrect Usage

The examples illustrate many, but not all, incorrect uses of the TUDN logo. Misuse will undermine the efforts of our brand to project a unified, consistent image.



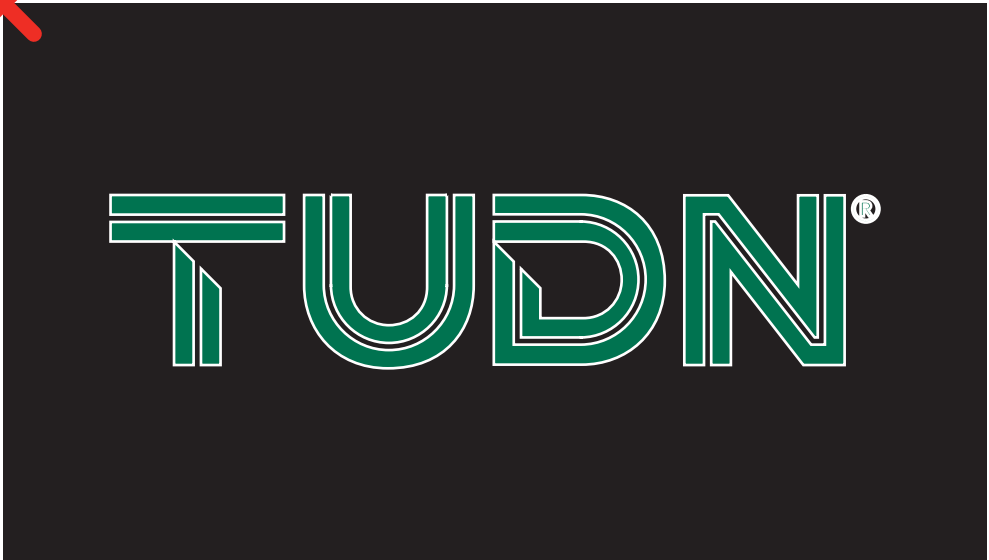
DO NOT distort or stretch the logo.



DO NOT alter the colors of the logo.



DO NOT rotate the logo.



DO NOT outline the logo.



DO NOT put a glow or shadow effect on the logo.



DO NOT place the logo over complex backgrounds.

Downloadable Files



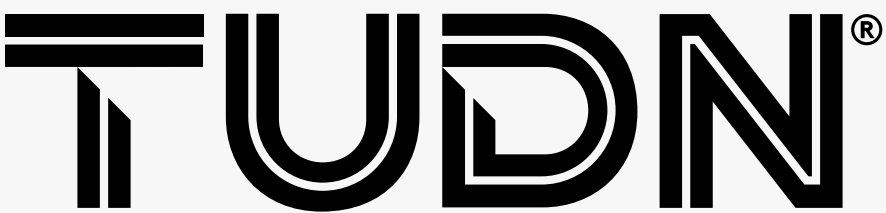
Need logos for screen/digital?

[DOWNLOAD HERE](#)



Need logos for print?

[DOWNLOAD HERE](#)



Need logos in PMS/black/white?

[DOWNLOAD HERE](#)

03
COLOR
PALETTE

PANTONE 335 C CMYK: 100 / 0 / 65 / 30 RGB: 0 / 115 / 80 HEX: #007350	PANTONE 172 C CMYK: 100 / 0 / 50 / 100 RGB: 0 / 15 / 10 HEX: #000F00	PANTONE 427 C CMYK: 25 / 18 / 10 / 0 RGB: 185 / 90 / 205 HEX: #B9BECD	PANTONE 298 C CMYK: 100 / 0 / 0 / 0 RGB: 0 / 175 / 240 HEX: #00AFF0
		BLACK INK CMYK: 90 / 100 / 8 / 60 RGB: 45 / 25 / 70 HEX: #2D1946	WHITE INK CMYK: 0 / 0 / 0 / 0 RGB: 242 / 242 / 242 HEX: #F2F2F2

04

TYPOGRAPHY

Montserrat

Our brand typeface is **Montserrat**, available in multiple weights.

Activate through **Adobe Fonts**.

Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Extra Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

05

NAVIGATING THE

LOGO LIBRARY

Logo Matrix

Logo files are organized using a standard naming system.

Refer to the Logo Matrix to select the correct application.

TUDN - (TUDN_...)

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File Color Variations

Screen (_rgb)	RGB
Print (_4c)	CMYK

File Sizes & Registered Mark

	Large (Lrg_)	Small (Sml_)
	R_Lrg_	R_Sml_

Screen Files

RGB ONLY use for digital



TUDN_Lrg_rgb.ai



TUDN_Sml_rgb.ai



TUDN_R_Lrg_rgb.ai



TUDN_R_Sml_rgb.ai

Print Files

4-Color Process (CMYK) Preferred color for print files



TUDN_Lrg_4c.ai



TUDN_Sml_4c.ai



TUDN_R_Lrg_4c.ai



TUDN_R_Sml_4c.ai

One Color

1-Spot (Pantone#)



TUDN_Lrg_1-Spot_Blk.ai



TUDN_Sml_1-Spot_Blk.ai



TUDN_R_Lrg_1-Spot_Blk.ai



TUDN_R_Sml_1-Spot_Blk.ai

Color Palette

	GREEN	BLACK	WHITE
4C Process	C 100 M 0 Y 65 K 30.5	C 0 M 0 Y 0 K 100	C 0 M 0 Y 0 K 0
Pantone	335C	BLACK INK	WHITE INK
RGB Screen	R 0 G 115 B 80	R 0 G 0 B 0	R 255 G 255 B 255
Hex Codes	#007350	#000000	#FFFFFF

Applications

1-Spot_335c GREEN	1-Spot_Black BLACK INK	1-Spot_White WHITE INK

Contact Us

For questions, approvals, or to report misuse,
contact the Corporate Branding team at:

brandguidelines@televisaunivision.com

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