

Televisa Univision

BRAND GUIDELINES

Table of Contents

01 Logo Basics

Logo Anatomy.....4
Logo Lockups.....5
Clear Space.....6

02 Logo Usage

Logo Variations.....8
Incorrect Usage.....9
Downloadable Files...10

03 Color Palette

04 Typography

05 Navigating the Logo Library

06 Contact Us

01 LOGO BASICS

Logo Anatomy

The TelevisaUnivision 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.



WORDMARK

Logo Lockups

There are two logo orientations available:

Vertical (Primary): Use in most cases

Horizontal (Primary): Use only when space is limited

* Use in cases where space is limited

VERTICAL | PRIMARY



HORIZONTAL | SECONDARY



*Restricted Use

Clear Space

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



02

LOGO USAGE

Logo Variations

Full Color: Default logo, use on light or dark backgrounds.

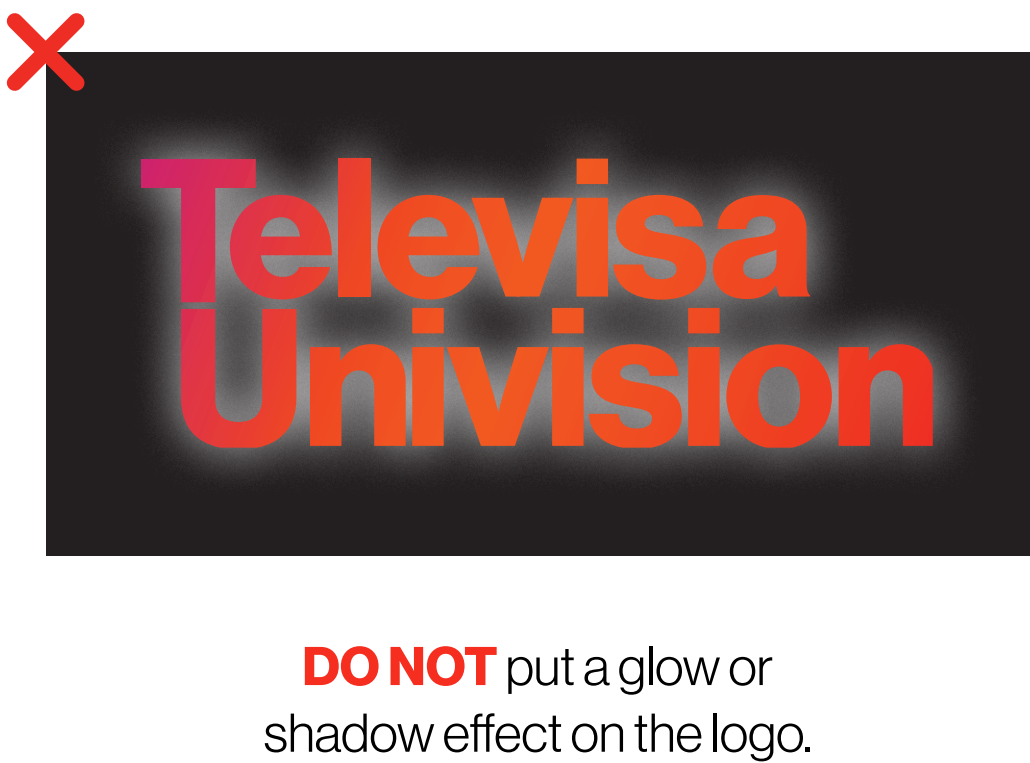
White Logo: Use on gradients or dark backgrounds.

Single Color: 
Only for one-color print jobs.



Incorrect Usage

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



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

2018 C

CMYK:

0 / 70 / 100 / 0

RGB:

255 / 99 / 10

HEX:

#FF5900

PANTONE

WARM RED C

CMYK:

0 / 86 / 87 / 0

RGB:

245 / 45 / 31

HEX:

#F52D1F

PANTONE

PINK C

CMYK:

16 / 91 / 23 / 3

RGB:

202 / 33 / 115

HEX:

#CA2173

PANTONE

123 C

CMYK:

0 / 22 / 99 / 0

RGB:

255 / 200 / 10

HEX:

#FFC80A

PANTONE

2375 C

CMYK:

23 / 80 / 0 / 0

RGB:

255 / 0 / 255

HEX:

#FFC80A

BLACK INK

CMYK:

75 / 68 / 67 / 90

RGB:

0 / 0 / 0

HEX:

#000000

PANTONE

COOL GREY C

CMYK:

45 / 37 / 37 / 2

RGB:

147 / 147 / 147

HEX:

#939393

WHITE INK

CMYK:

0 / 0 / 0 / 0

RGB:

255 / 255 / 255

HEX:

#FFFFFF

GRADIENT

#CA2173

#FF5900

#F52D1F

04

TYPOGRAPHY

Neue Haas Grotesk Display

Our brand typeface is **Neue Haas Grotesk Display**, available in multiple weights.

Activate through **Adobe Fonts**.

95 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

75 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

65 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

55 Roman

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

45 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

35 Extra 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

25 Thin

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.

TelevisaUnivision - (Tel-Uni_...)

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Print Files

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



Tel-Uni_Vt_Pos_4c.ai

Flat One Color (1-Spot) 
Use when ONLY one color is available



Tel-Uni_Vt_1-Spot_Blk.ai

Screen Files

RGB 
ONLY use for digital



Tel-Uni_Vt_Pos_rgb.ai

Logo Lockups

Positive Logo Lock-ups (POS)

VERTICAL
Tel-Uni_Vt_Pos_rgb.ai



HORIZONTAL
Tel-Uni_Hz_Pos_rgb.ai



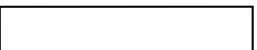
Reverse Logo Lock-ups (REV)

VERTICAL
Tel-Uni_Vt_Rev_rgb.ai



HORIZONTAL
Tel-Uni_Hz_Rev_rgb.ai



						
	Red	Orange	Magenta	Gray	Black	White
 4C Process	C 0 M 86 Y 87 K 0	C 0 M 70 Y 100 K 0	C 16 M 91 Y 23 K 3	C 45 M 37 Y 37 K 2	C 75 M 68 Y 67 K 90	C 0 M 0 Y 0 K 0
 Pantone	Warm Red C	2018 C	Pink C	Cool Gray 7 C	-	-
 RGB Screen	R 245 G 45 B 31	R 255 G 89 B 0	R 202 G 33 B 115	R 147 G 147 B 147	R 0 G 0 B 0	R 255 G 255 B 255
Hex Codes	#F52D1F	#FF5900	#CA2173	#939393	#000000	#FFFFFF

Contact Us

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

brandguidelines@televisaunivision.com

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