

UNIMÁS®

BRAND GUIDELINES

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01

**LOGO
BASICS**

Logo Anatomy

The UNIMÁS 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 half the height of 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

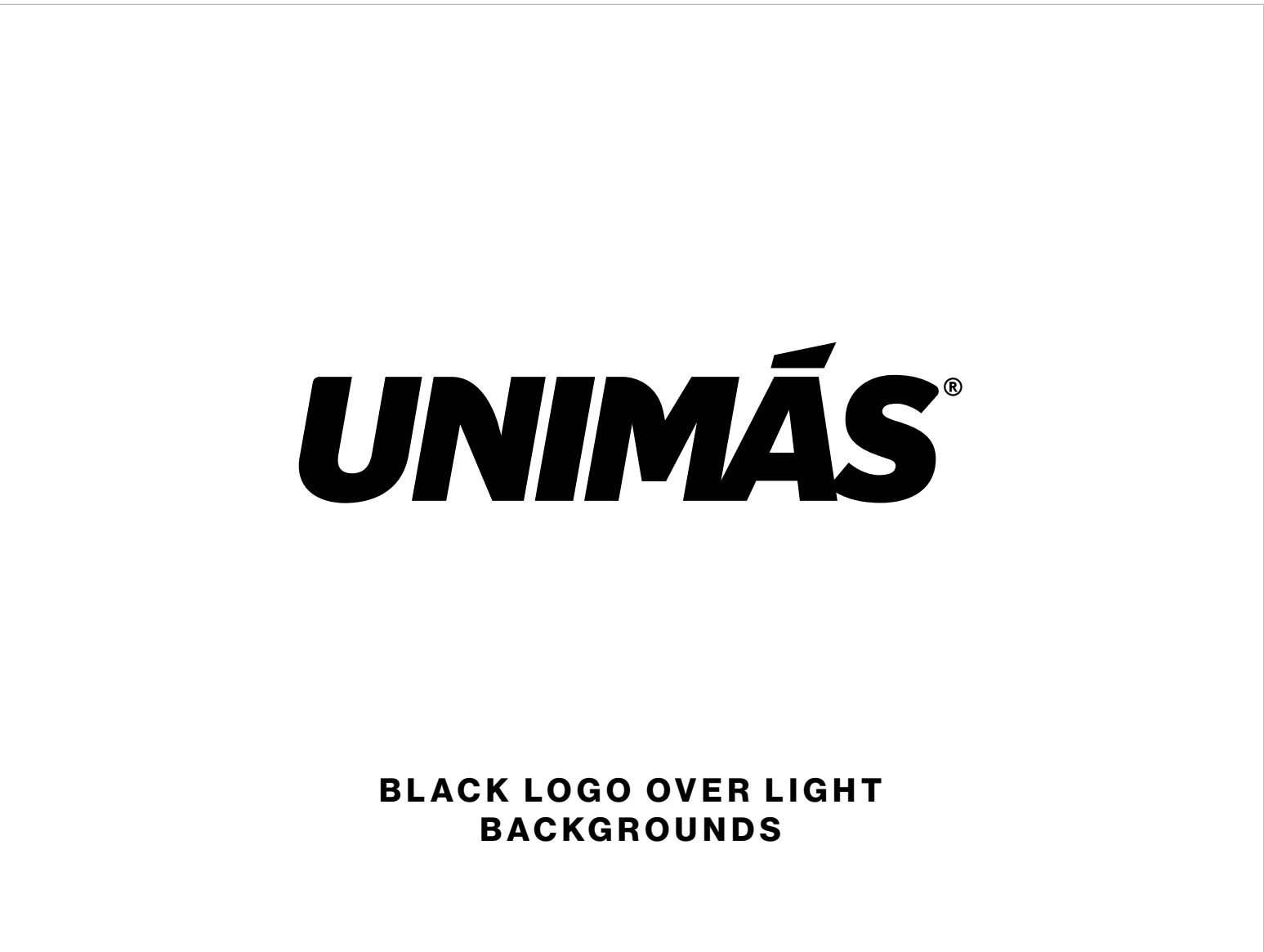


02

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 UNIMÁS 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 on a solid background with a color similar to the logo, as the logo will seem to disappear.

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

2131 C

CMYK:

90 / 70 / 0 / 0

RGB:

54 / 63 / 228

HEX:

#363FE4

PANTONE

WARM RED C

CMYK:

100 / 94 / 0 / 0

RGB:

13 / 7 / 179

HEX:

#0D07B3

PANTONE

102 C

CMYK:

0 / 0 / 90 / 5

RGB:

255 / 242 / 0

HEX:

#FFF200

PANTONE

3385 C

CMYK:

55 / 0 / 45 / 0

RGB:

61 / 216 / 173

HEX:

#3DD8AD

PANTONE

213 C

CMYK:

0 / 92 / 10 / 0

RGB:

239 / 12 / 127

HEX:

#EF0C7F

PANTONE

710 C

CMYK:

0 / 90 / 55 / 0

RGB:

234 / 48 / 82

HEX:

#EA3052

PANTONE

299 C

CMYK:

65 / 0 / 10 / 0

RGB:

11 / 156 / 255

HEX:

#0B9CFF

04

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.

UNIMÁS - (UMas_...)

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File Color Variations

Service Mark

Screen
(_rgb)

RGB

CMYK

Large (Lrg_)



R_Lrg_

Small (Sml_)



R_Sml_

Screen Files

RGB 
ONLY use for digital



UMas_Pos_rgb.ai



UMas_Pos_R_Lrg_rgb.ai



UMas_Pos_R_Sml_rgb.ai

Print Files

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



UMas_Pos_4c.ai



UMas_Pos_R_Lrg_4c.ai



UMas_Pos_R_Sml_4c.ai

One Color

1-Spot (Pantone#) 



UMas_1-Spot_Blk.ai



UMas_R_Lrg_1-Spot_Blk.ai



UMas_R_Sml_1-Spot_Blk.ai

Color Palette and One Color Logo Applications **RESTRICTED USE*

Indigo	Blue	Tango	Sky Blue	Mint	Fuchsia	Black	Yellow	White
PANTONE DARK BLUE C CMYK: 100 / 94 / 0 / 0 RGB: 13 / 7 / 179 HEX: #0D07B3	PANTONE 2131 C CMYK: 90 / 70 / 0 / 0 RGB: 54 / 63 / 228 HEX: #363FE4	PANTONE 710 C CMYK: 0 / 90 / 55 / 0 RGB: 234 / 48 / 82 HEX: #EA3052	PANTONE 299 C CMYK: 65 / 0 / 10 / 0 RGB: 61 / 156 / 255 HEX: #0B9CFF	PANTONE 3385 C CMYK: 55 / 0 / 45 / 0 RGB: 61 / 216 / 173 HEX: #3DD8AD	PANTONE 213 C CMYK: 0 / 92 / 10 / 0 RGB: 239 / 12 / 127 HEX: #EF0C7F	BLACK INK CMYK: 100 / 100 / 100 / 100 RGB: 0 / 0 / 0 HEX: #000000	PANTONE 102 C CMYK: 0 / 0 / 90 / 5 RGB: 255 / 242 / 0 HEX: #FFF200	WHITE INK CMYK: 0 / 0 / 0 / 0 RGB: 255 / 255 / 255 HEX: #FFFFFF
								
								
_1-Spot_DBc	_1-Spot_2131c	_1-Spot_710c	_1-Spot_299c	_1-Spot_3385c	_1-Spot_213c	_1-Spot_Blk	_1-Spot_102c	_1-Spot_Wht

For all **RESTRICTED USE* logo applications, please contact our branding team for review and approval at brandguidelines@univision.net

Contact Us

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

brandguidelines@televisaunivision.com

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