

## Coexistence with other brands

### **COEXISTENCE WITH UNDER-EMITTERS THAT HAS THEIR OWN LOGO**

In this case the sub-emitter must maintain a minimum distance of 5A, taking as reference the modulation of the main brand. The sub-transmitter must be located at the base line of the Universidad de Jaén brand and its height must not exceed the top text line of the brand.

### **COEXISTENCE WITH EXISTENT SUB-BRANDS**

The University of Jaén has submarines to reinforce the communication of strategic elements. **These submarines must be accompanied by the Universidad de Jaén brand** in order for the public to recognize which is the main emitter of the information. For these cases, the sub-transmitter must maintain, as a minimum, a distance of 5A taking as reference the modulation of the main brand. This sub-transmitter must be placed on the base line of the Universidad de Jaén brand and its height must not exceed the top text line of the brand.

### **CONSTRUCTION OF NEW SUB-BRANDS**

Aiming to unify and modulate the apparition of newer sub-brands, the University of Jaén states that, for the creation of new sub-brands, the UJA's brand will take centre stage in its vertical form, removing its denomination 'Universidad de Jaén'. In order to perform the construction in a correct way, the X measure will take its reference from the brand's point and the following guidelines will have to be met: The typography used for the creative process must be DIN Bold. The sub-brand is restricted to surpass the pre-established limits. It will contain the black color and another one of free-choice that must be located in the point of the UJA's brand and wherever this new sub-brand is displayed.

### **COEXISTENCE WITH NEW SUB-BRANDS**

**Newer sub-brands emerged at the University of Jaén must must incorporate the University of Jaén's brand in any of the communication formats that they may use for this purpose**, with the purpose so that the audience receiving the message recognizes the main sender of the information.

### **COEXISTENCE WITH SUB-BRANDS AND UNDER-EMITTERS**

Whenever there may be an under-emitter along with the University of Jaén's brand, the coexistence with any sub-brand will be applied as stated.

### **COEXISTENCE WITH COLLABORATING BRANDS**

In the case that there may exist the need to coexist with other brands, entities in any of the advertisement stands or online media platforms, **these last ones will be placed at the same height and within the same size as the University of Jaén's brand**, located in the left margin of the design. Always respecting the protection area of the main, placed in the right margin of the design.

### **STATIONERY**

**In the case that the under-emitter may has a own logo, this element must be placed on the right part of the header**, allowing the brand of the University of Jaén to be placed on the left side of the chart header. This logo must be a 35% smaller than the brand of the University of Jaén and it will be aligned with the brand's base lane

## **Related documents**

- [Manual de Convivencias con otras marcas](#)
- [Manual de Identidad Visual Corporativa SCAI](#)
- [Manual de Identidad Visual Corporativa UJA Esenñanzas](#)
- [Manual de Identidad Visual Corporativa CEAEMA](#)
- [Manual de Identidad Visual Corporativa Plan Estretégico 2020](#)
- [Manual de Identidad Visual Corporativa CEATIC](#)

- [Manual de Identidad Visual Corporativa Fundación Universidad de Jaén - Empresa](#)
- [Manual de Identidad Visual Corporativa Emprende](#)
- [Manual de Identidad Visual Corporativa Fundación Universidad de Jaén-Empresa](#)
- [Manual de Identidad Visual Corporativa UJA.Estudiantes](#)
- [Manual de Identidad Visual Corporativa UJA.Internacional](#)