Coexistance with other brands

COEXISTANCE 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.

COEXISTANCE 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 takecentre 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.

COEXISTANCE 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.

COEXISTANCE WITH SUB-BRANDS AND UNDER-EMITTERS

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

COEXISTANCE 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