



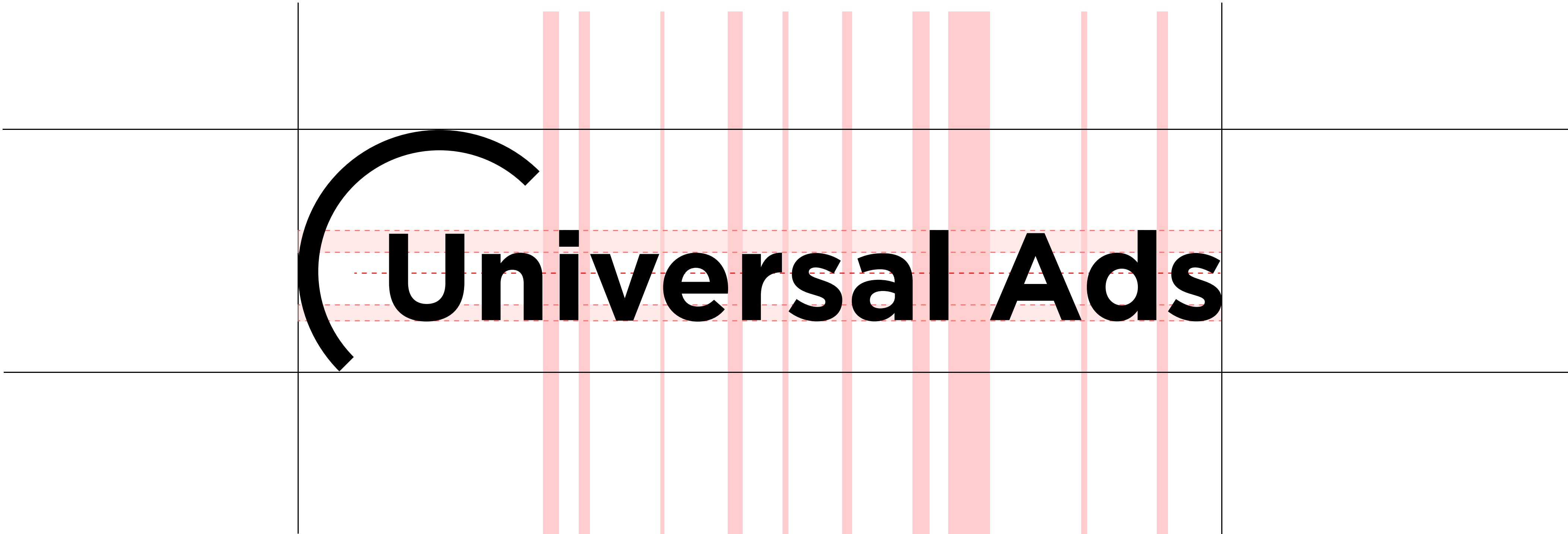


2025

Single-line Lockup

- Simplicity rules
- Consistent experience
- Embrace the power of Universal globe
- White space as the continent

Less is more. We want the logo to be instantly recognizable at all sizes and in all contexts.



## Clearspace

- Simplicity rules
- Consistent experience
- Embrace the power of Comcast rainbow
- White space as the continent

Clear space around the logo is equal to the cap height of the Ads Tv Frame. Nothing break the limit of this space that the Frame creates



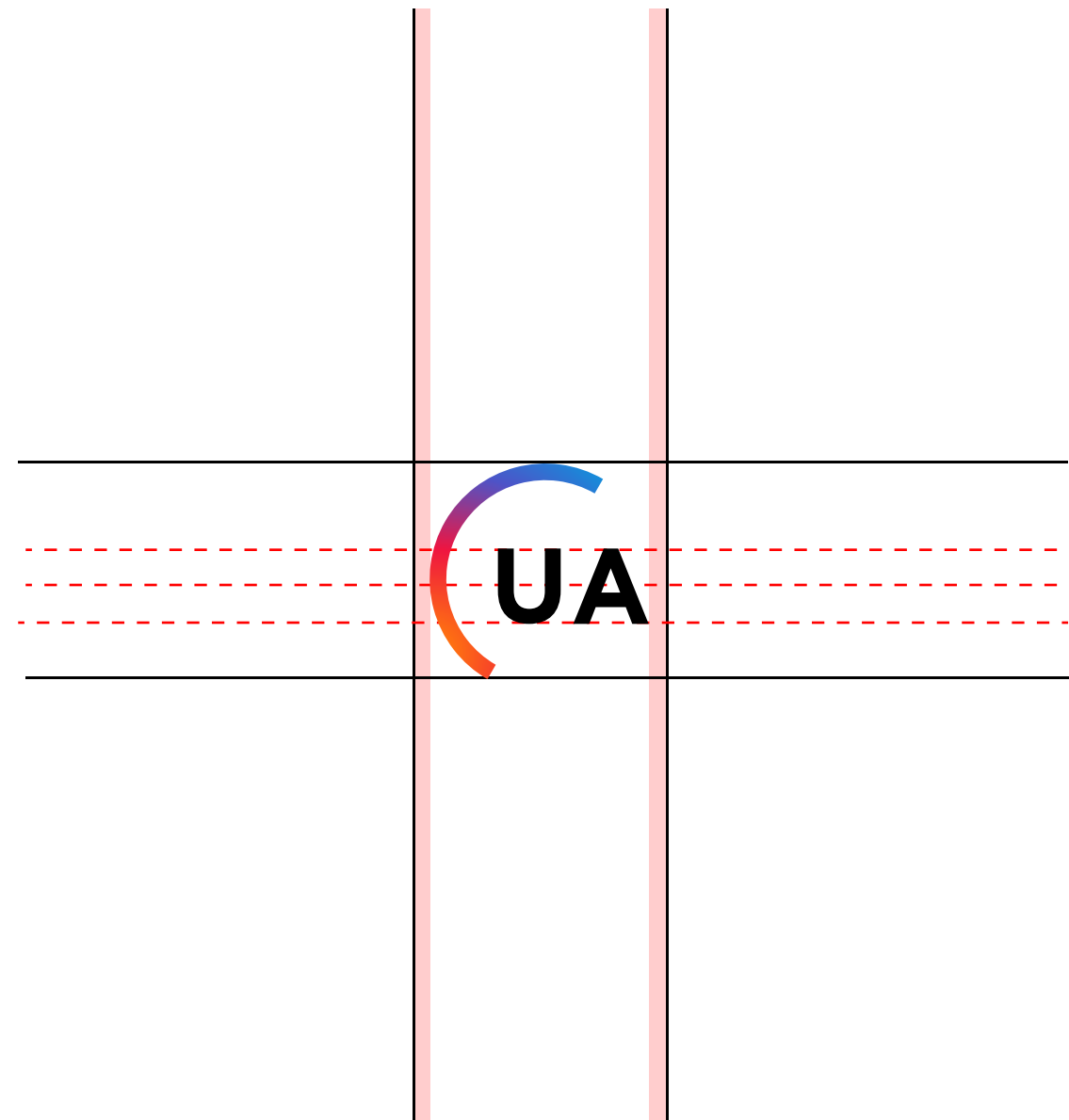
2025

## Color

The logo should be white on darker backgrounds and black on lighter backgrounds

White: #FAFAFA

Black: #111111



# Stand alone iconography

- Simplicity rules
- Consistent experience
- Embrace the power of B/W
- White space as the continent

This monogram logo has been crafted to be utilized in places with smaller real estate such as the app buttons and favicon.

On digital platforms and for app names the full brand name is typically spelled out in close proximity to the logo, which is crucial in deciding when to use the monogram.








## Color

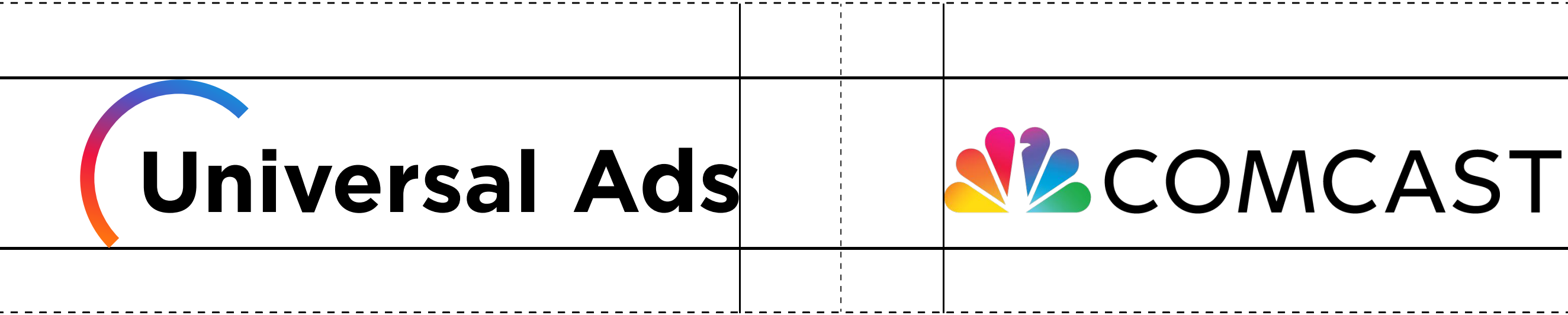
The logo should be white on darker backgrounds and black on lighter backgrounds

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2025

<p>This monogram logo has been crafted to be utilized in places with smaller real estate such as the app buttons and favicon.</p> <p>On digital platforms and for app names the full brand name is typically spelled out in close proximity to the logo, which is crucial in deciding when to use the monogram.</p>	124 px		
	64 px		
	32 px		
<h2>Scale</h2> <p>Our logo is designed to scale to small sizes on print and screen. These sizes are specific to Mobile and desktop applications.</p>	16 px		2025
Universal Ads Brand Guidelines		©2024 Universal City Studios LLC. All Rights Reserved.	008



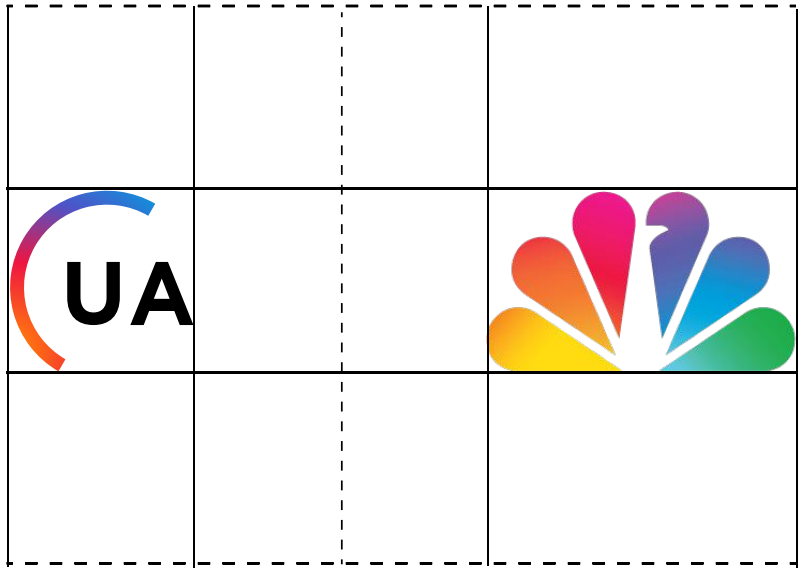
Partnership

Aligning partnership logos should follow clear space rules. The separating line between logos can be created using the “UA” of the logo. When only the “UA” lock up partnership logo stays within the height of the “Universal Ads” Logo.

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# Partnership

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Do not Use the Universal Ads logo font in other weights/typefaces



Don't stretch or manipulate the logo



Don't pair logo with icons that may be confused as logos



Restricting use to only black or white affords us the highest contrast ratio, aiding accessibility.








2025


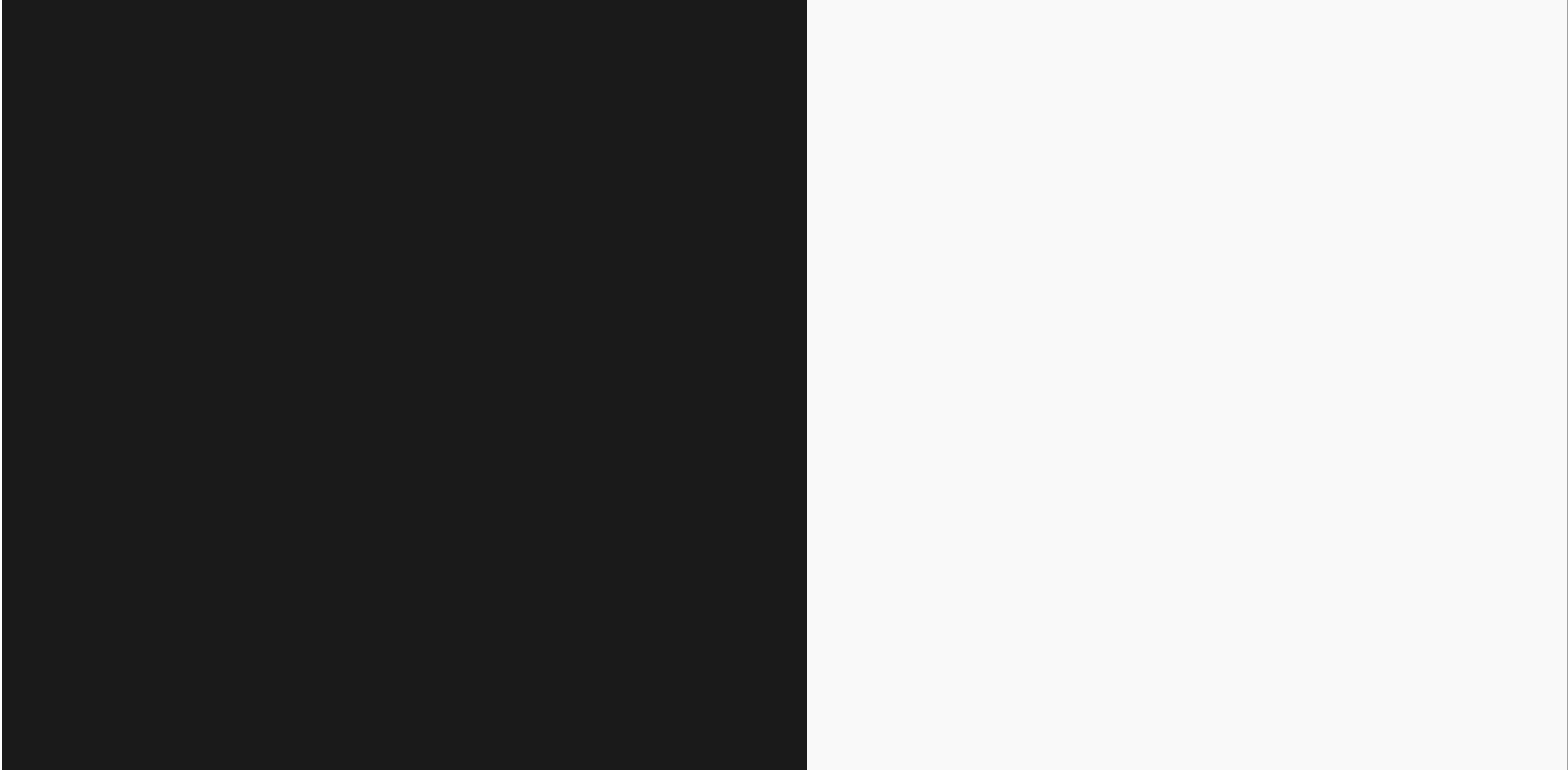

## Guidance

Do use Universal Ads as a adjective.

Do use

Do not use

	<div data-bbox="193 71 259 136"></div> <div data-bbox="613 328 1226 703"></div>	<div data-bbox="1682 71 1749 136"></div> <div data-bbox="2092 420 2965 607"></div>	<div data-bbox="3222 54 3302 136"></div>
	<div data-bbox="203 943 779 971"><p>Semi-circle design can't be separated from UA.</p></div>	<div data-bbox="1705 943 2415 971"><p>Semi-circle design can't be separated from Universal Ads.</p></div>	<div data-bbox="3232 951 3302 979"><p>2025</p></div>
<div data-bbox="139 1390 396 1450"><h1>Guidance</h1></div> <div data-bbox="139 1478 583 1596"><p>Do use Universal Ads as a adjective</p><p>Do use</p><p>Do not use</p></div>			
	<div data-bbox="139 1815 636 1849"><p>Universal Ads Brand Guidelines</p></div>	<div data-bbox="2479 1819 3165 1849"><p>©2024 Universal City Studios LLC. All Rights Reserved.</p></div>	<div data-bbox="3232 1815 3302 1849"><p>012</p></div>

			
	Black: #1A1A1A	White: #FAFAFA	2025
Core Black and White Palette	Our core palette which is white and black. The core palette is used to provide accessibility, simplicity, and consistency throughout all brand communications.		
Reserve Brand Guidelines	Color	©2024 Universal City Studios LLC. All Rights Reserved.	013



Blue: #069DE0

Purple: #6E55DC

Red: #EF1541

Orange: #FF7112

2025

## Brand Palette

Our Brand palette is blue and purple. The brand palette is important because these colors are unique to Universal Ads and should be synonymous with the brand. Used sparingly for important moments of support, assurance, delight, calls to action and especially moments of interaction between a user and the brand.

# Helvetica

Light  
Regular  
Bold



2025

General Use Font

- Print + Digital
- strong
- safe
- unique

<https://www.myfonts.com/collections/helvetica-font-linotype>

# Gotham

Light  
Book  
Bold  
Bold

## Base Use Font

Gotham Font must be purchased and licensed for any internal/external use.  
Link to purchase:  
<https://www.typography.com/fonts/ gotham/styles/office>

- Print + Digital intertwined with General font
- strong
- safe
- unique