



## 2020 ENTERTAINMENT GENERAL CREATIVE GUIDELINES DISTRIBUTION PARTNERSHIP MARKETING

### GENERAL RULES:

- All promotion needs to present Univision/Unimás/Galavisión as the “hero” that is bringing you the entertainment property (i.e. novela(s), reality competition, award show, etc.)
- All creative must be accompanied by the network logo (i.e. Univision, Unimás, etc.)
- Network logo is typically placed on the lower right corner of creative, if space permits. Disregard if network logo is already designed into show key art
- All editorial creative must drive show tune-in for featured Univision/Unimás/Galavisión entertainment properties (i.e. La Rosa de Guadalupe Lunes a Viernes 7pm/6c por Univision)

### FOOTAGE AND/OR IMAGERY USAGE:

- Only assets in the provided toolkit link from your distribution marketing team are allowed
- There must be a clear “separation” between a provider brand/logo/mark and any UCI entertainment property brand
- Proper legal disclaimer must be added to all promotional creative when using show and network logos, images or footage. See below for example of a complete legal disclaimer:

**English:** Image and logo of La Rosa de Guadalupe reproduced with permission from Televisa, S.A. de C.V. All rights reserved. The titles and logos of Univision are the marks of Univision Communications Inc.

**Spanish:** Imágen y logo de La Rosa de Guadalupe reproducida con el permiso de Televisa, S.A. de C.V. Todos los derechos reservados. Los títulos y logotipos de Univision son las marcas de Univision Communications Inc.

### APPROVAL PROCESS:

- All creative mockups must be sent to your respective Distribution Marketing contact for review and approval
- Allow a minimum of 3 business days for approval turn around
- Send creative mockups with a brief description on where, when and how long promotional creative will run
- UCI reserves the right, at any time, to decline approval on creative for any reason and assumes no liability for usage of assets