# Los Angeles Times

## Los Angeles Times Community News Logo Usage Guidelines

It is essential that the Los Angeles Times Community News logo be used properly.

- Keep the logo to exact scale — do not stretch the logo horizontally or vertically.

- Avoid manipulating the size or shape of the logo.

- Avoid manipulating the relation of type in the logo.

- The logo may appear only in black or white.

- Logo should not be placed on photos.

- The logo can not be broken into individual words and stacked in any way.

- When using the name of the company in type, you MUST spell out "Los Angeles Times" or use "LA Times" (i.e. "L.A. Times," "LAT" or "L.A.T." are NOT acceptable).

- In copy, the name of the Los Angeles Times must always be used in one line and NEVER broken between lines.

**RIGHTS & PERMISSIONS:**
All usage of the logo must be approved by the Los Angeles Times Brand Marketing Department.
Please contact Traffic at: **traffic@latimes.com.** Or call 213-237-6636.
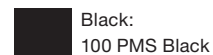
## BLACK & WHITE USAGE



Logos in reverse

### CMYK

Black:
K100

### PMS

Black:
100 PMS Black

### HEX

Black:
000000