

Los Angeles Times

LAT Store Logo Usage Guidelines

It is essential that the LAT Store 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.

Los Angeles Times
STORE



Logo in reverse

CMYK

Black:
K100

RGB

Black:
R0 G0 B0

HEX

Black:
000000