

Los Angeles Times

Hoy Logo Usage Guidelines

It is essential that the Hoy 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, or in the colors shown below.
- Logo should not be placed on photos.
- The logo can not be broken into individual words and stacked in any way.




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.




COLOR USAGE






CMYK

	Red: C0 M91 Y76 K0
	Yellow: C0 M0 Y60 K0
	Orange: C0 M20 Y100 K0




RGB

	Red: R239 G62 B66
	Yellow: R255 G246 B133
	Orange: R255 G203 B5

PMS

	Red: PMS 186
	Yellow: PMS 3935
	Orange: PMS 123

HEX

	Red: ed1c24
	Yellow: fff684
	Orange: ffcb08

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BLACK & WHITE USAGE



CMYK

	Black: K100
	Dark Gray: K60
	Light Gray: K15

