

The importance of branding

Los Angeles Times

Photo: Patrick T. Fallon

2016 Edition

A clear brand is a strong brand

We can't emphasize enough the importance of brand consistency to increase awareness and create connection with our readers. These guidelines will assist you in producing quality materials that are consistent and instantly recognizable as coming from the Los Angeles Times brand. Use this as your go-to guide in the development of all your communications of our brand and brand identity.

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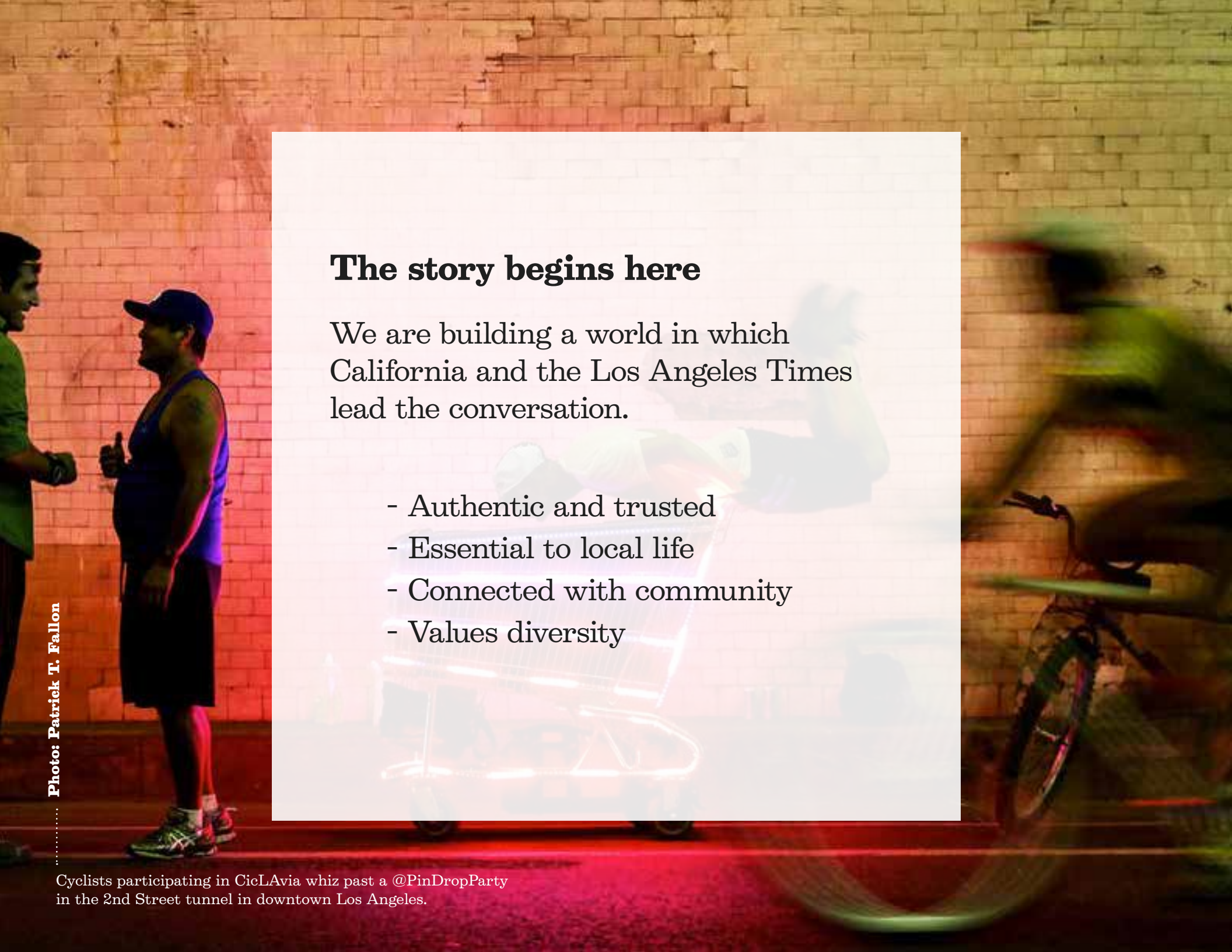


Photo: Patrick T. Fallon

The story begins here

We are building a world in which California and the Los Angeles Times lead the conversation.

- Authentic and trusted
- Essential to local life
- Connected with community
- Values diversity

Cyclists participating in CicLAvia whiz past a @PinDropParty in the 2nd Street tunnel in downtown Los Angeles.

Los Angeles Times

Our brand purpose
“Ultimate California”

We want to create positive impact in California by leading conversations with the best in essential news and information for the people and communities we serve and to celebrate the unique place Los Angeles has on both the national and world stage.

..... Photo: Glenn Koenig

A couple walk on the strand just north of the Huntington Beach Pier as the sun sets in Huntington Beach.

LOS ANGELES DAILY TIMES. 1881

 1896

 1937

Los Angeles Times 1991

Los Angeles Times 2003

Los Angeles Times 2009

Los Angeles Times |  2015

Since 1881

Our brand has a long tradition — beginning in 1881 — of serving our communities with trusted journalism and delivering essential news to California. Our brand marks have reflected this history and tradition and served as the most visible and easily recognizable element of our identity. As the platforms we use to deliver news and information in the digital age evolve, our brand mark will echo and respect the legacy of print but will continue to adapt for a mobile world.

Core logo

What to do

Control Field

Los Angeles Times

Control Field

Los Angeles Times

It is essential that the Los Angeles Times brand mark and name be represented properly to maintain brand integrity and quality.

GRAPHIC USAGE

Keep the logos to exact scale — do not condense.

Use the logos in a readable size — legibility is important.

Maintain a clear space around the logos — at minimum the space in the downloaded art.

Only use the logos in black or white.

COPY USAGE

“Los Angeles Times” must always appear on the same line — never broken between lines.

When using the brand name in type, spell out “Los Angeles Times” or use “LA Times.”

Note: “L.A. Times,” “LAT” or “L.A.T.” are NOT acceptable.

↓ [Download logos](#)

Stacked logo

What to do

Modified in 2015, this stacked version of the logo has limited usage rules that must be pre-approved by Brand Marketing prior to any usage.

DO

Keep the logos to exact scale — do not condense.

Use the logos in a readable size — legibility is important.

Maintain a clear space around the logos — at minimum the space in the downloaded art.

Only use the logos in black or white.

↓ [Download logos](#)

Control Field



Control Field



The rules

What not to do

DON'T

Use filters, effects or drop shadows of any kind.

Break the logos into individual words or stack them.

Manipulate the proportion of the logos, stretch them horizontally, vertically or rotate them.

Overlay the logos on photos.

Use them in any colors other than black or white.

QUESTIONS?

Contact:

traffic@latimes.com

or call 213-237-6636



Logo variations

Specific logos have been developed and reserved for exclusive usage on the B2B portfolio of brands (Los Angeles Times Media Group), app icons (LA Times) and on social media account icons (LA Times).

DO

Keep the logos to exact scale — do not condense.

Use the logos in a readable size — legibility is important.

Maintain a clear space around the logos — at minimum the space in the downloaded art.

Only use the logos in black or white or the colors shown.

Contact Brand Marketing for guidelines and permission to use these logos on any communication or materials.


Los Angeles Times
MEDIA GROUP



App Icons



Social Media



The Los Angeles Times is committed to more than just reporting the news. We believe in creating brands, products and services that increase brand engagement with local communities of interest.

- Entertainment
- Food
- Business
- Arts & Culture
- Health & Lifestyle
- Travel

Photo: Barbara Davidson

A volunteer carries a tray of food to guests at the Midnight Mission feast. More than 3,000 people asked to help.

Now for a word
from our typography
department.

Just as important as
the logos, color, imagery,
and design of the brand
is the typography used to
communicate the brand's
message.

Belizio font family
is our main branding
font and should
be used for most
headlines.

It has multiple faces with **different weights**
depending on branding need.

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmn**op**qrstuvwxyz
0123456789

Regular

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmn**op**qrstuvwxyz
0123456789

Medium

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmn**op**qrstuvwxyz
0123456789

Bold

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmn**op**qrstuvwxyz
0123456789

Black

Secondary typefaces

Arial

Georgia

Arial (a sans-serif font) and Georgia (a serif font) are to be used as secondary complimentary fonts and should mostly be used for subheads and body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0 1 2 3 4 5 6 7 8 9

Bold Italic

Available
in full

Color

Transporter
Blue

RGB: R69 G145 B184
HEX: #4591B8

PMS: #646
CMYK: C73 M32 Y15 K0

Browser
Red

RGB: R255 G84 B67
HEX: #FF5443

PMS: #179
CMYK: C0 M82 Y75 K0

Primary
Grey

RGB: R102 G102 B102
HEX: #666666

PMS: #877
CMYK: C0 M0 Y0 K45

Elephantus

RGB: R102 G102 B102
HEX: #C8C8C8

PMS: COOL GRAY 2
CMYK: C0 M0 Y0 K20

Navbar
Black

RGB: R31 G31 B31
HEX: #1E1E1E

PMS: #426
CMYK: C0 M0 Y0 K85

We've introduced a new color palette to the LA Times Branding that will invigorate our message — while creating a consistent face for the company. Our Transporter Blue should be used sparingly as a highlight color throughout your materials as well as our new Browser Red. Body copy should be set in our Primary Grey or Black, while the additional accents of Grey (Elephantus) and Nav Bar Black may be used within other elements of your design.

Secondary colors

RGB: R71 G97 B120
HEX: #476077

CMYK: C77 M56 Y37 K10

.....
In case you missed it blue.

In case you missed it dark blue.

.....
RGB: R46 G66 B84
HEX: #2D4254

CMYK: C84 M67 Y47 K35

RGB: R115 G105 B117
HEX: #726875

CMYK: C57 M56 Y40 K0

.....
Covering the Beet.

Aubergine.

.....
RGB: R153 G176 B191
HEX: #999FBF

CMYK: C41 M22 Y18 K0

RGB: R71 G61 B74
HEX: #474D49

CMYK: C67 M70 Y50 K30

.....
Clear day in L.A.



Essential California

California, the nation's most vital melting pot, stands on the edge of a continent, constantly pushing boundaries in art, science, politics and culture. In L.A., almost 200 languages and dialects are spoken every day by 26 cultures that represent the largest population outside their native countries. This is where people come to create their future and where the world comes to see their future.

Photo: Jabin Botsford

A man walks past Art Share L.A., which provides 30 subsidized live/work lofts for artists and offers classes, exhibitions and events.

Los Angeles Times
**FESTIVAL
OF BOOKS**
UNIVERSITY OF SOUTHERN CALIFORNIA

Los Angeles Times
**BOOK
PRIZES** 

Los Angeles Times
**IDEAS
EXCHANGE**

The family

The Los Angeles Times has a family of logos that represent emerging brands plus other co-branded products, services and events. Many of these logos have separate style sheets that include guidelines for usage.

Best practices

Always check with Marketing and Communications before using any of the “family” logos.



The
family



HERO COMPLEX

**HERO
COMPLEX
FILM FESTIVAL**

HERO COMPLEX
SCREENING SERIES

The
family

THE ENVELOPE

Los Angeles Times
THE ENVELOPE
SCREENING SERIES

Los Angeles Times
THE ENVELOPE
INDEPENDENT

Los Angeles Times
INDIE FOCUS
SCREENING SERIES

The
family

Los Angeles Times
IN EDUCATION

Los Angeles Times
COMMUNITY NEWS

Los Angeles Times
STORE

Team
Los Angeles Times

The
family

Los Angeles Times
EXPERIENCES
AN EXTRAORDINARY SWEEPSTAKES

Los Angeles Times
HS
INSIDER



The family



LATINOS
de HOY
AWARDS

The
family

Application

Business stationery

Los Angeles Times standard business cards and letterheads are to be used in all business communications. No other versions are to be used. New styles are only created when there is a clear business reason that comes from the Publisher's office.

To order, contact:
traffic@latimes.com
or call 213-237-6636



Presentations

PowerPoint

Shown are examples of approved branding in presentation templates.

In general, presentations should be clear, simple, bold, concise and showcase the brand whose story they are trying to tell.

ex: LA Times, Hoy, The Taste

**For standard templates
download here**

or contact

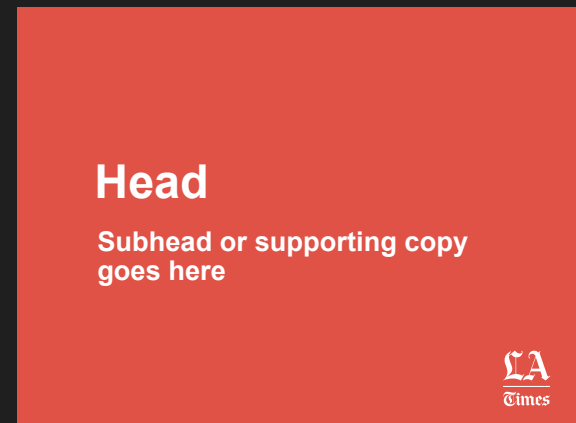
traffic@latimes.com

213-237-6636

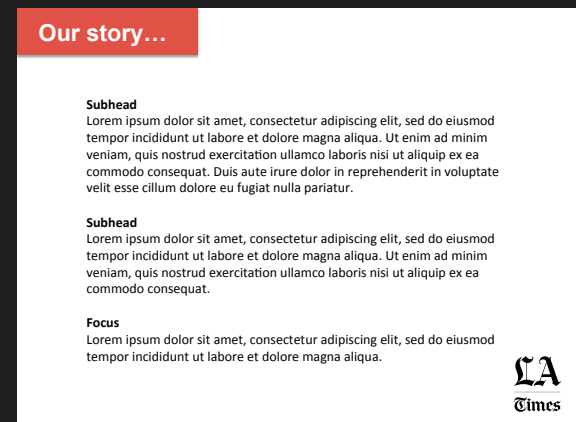
Cover



Title card



Information card



Application

Video & Broadcast

When creating a graphics package internally or working with an external vendor, please follow these guidelines.

Title and end cards (Static or animated)

- Always our standard logo, fonts and colors to develop
- Include core URL, hashtags or social icons as needed to drive an action from the viewer

Lower third

Brand name/mark:

- Spell out “Los Angeles Times” in text or use the core logo

URLs/Hashtags:

- Add a topical URL or hashtag to drive an action from the viewer
ex: latimes.com/California, [#TalkCA](https://twitter.com/TalkCA)

Bugs/watermark

- Use stacked logo in lower right hand corner of each frame to ensure brand ownership
- Make logo white and adjust opacity to make it transparent

Signature Talent

- Use this hierarchy 1) Name 2) Title 3) Affiliation
ex: Steve Lopez, Columnist, Los Angeles Times

Title/End card
example

Los Angeles Times
latimes.com

Lower third
example

Steve Lopez, Columnist
Los Angeles Times

Bugs/Watermark
example

LA
Times

Los Angeles Times

Contacts

For questions regarding Los Angeles Times marks, branding and usage, please contact one of the following representatives for help.

Marketing

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Rights & Permissions

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Photo: Brian van der Brug

“Escape Velocity,” a nearly 40-foot-tall astronaut creation by Poetic Kinetics, is reflected in Phillip K. Smith’s Reflection Fields at the Coachella Valley Music and Arts Festival.