

# Los Angeles Times

## LAT Marketplace Logo Usage Guidelines

It is essential that the LAT Marketplace 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](mailto:traffic@latimes.com). Or call 213-237-6636.

**Los Angeles Times**  
MARKETPLACE



Logo in reverse

### CMYK



Black:  
K100

### RGB



Black:  
R0 G0 B0

### HEX



Black:  
000000