

Los Angeles Times

Los Angeles Times Events Logo Usage Guidelines

It is essential that the Los Angeles Times Events 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 in full color (gold version) or black or white.
- 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). Latinos de Hoy Awards must have the case and spelling as “Latinos de Hoy Awards.”
- 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
EVENTS



Logo in reverse

CMYK

Black:
K100

RGB

Black:
R0 G0 B0

HEX

Black:
000000