BRAND
GUIDELINES
Version 2.0 // 2018

LOS ANGELES AUTO SHOW®

AUTOMOBILITY

TABLE OF CONTENTS

Founded in 1907, the Los Angeles Auto Show is one of the most influential and best-attended consumer auto shows in the world. Preceding the consumer show, AutoMobility LA serves as LA Auto Show's press and trade event and draws a diverse group of auto and tech focused attendees across all business sectors.

These guidelines serve to improve brand recognition and consistency, bringing the LA Auto Show and AutoMobility LA brands to life and building upon the show's existing brand equity.

High resolution web and print ready logos for both LA Auto Show and AutoMobility LA are available to download at LAAutoShow.com/Logos

LOS ANGELES AUTO SHOW®

The Los Angeles Auto Show brandmarks are unique symbols that represent the organization and are its most important visual assets. They tell people that the communication they are looking at represents the standards, ideals and values of the Los Angeles Auto Show brand.

The two brandmarks include **the Stand-Alone Brandmark (SAB)** and the **Self-Contained Brandmark (SCB)**. By using these brandmarks correctly and consistently you can help them gain power and recognition over time. Detailed usage for these marks are included in the pages that follow.

STAND-ALONE BRANDMARK (SAB)

LOS ANGELES AUTO SHOW®

SELF-CONTAINED BRANDMARK (SCB)*

*Must be used in conjunction with an identifying headline that includes "Los Angeles Auto Show"

LA AUTO SHOW®

STAND-ALONE BRANDMARK (SAB)

The Stand-Alone Brandmark is the default choice for all applications because the logotype includes the "Los Angeles Auto Show" identifier in addition to the Watermark (the LA graphic within the circle).

LOS ANGELES AUTO SHOW®

BLACK AND WHITE APPLICATIONS

*The black mark is to be used on all backgrounds with less than 50% color density or under 50% greytone.

LOS ANGELES AUTO SHOW®

*The white mark is to be used on all backgrounds with more than 50% color density or over 50% greytone.

LOS ANGELES AUTO SHOW®

SELF-CONTAINED BRANDMARK (SCB)

The Self-Contained Brandmark includes the words "AUTO SHOW" within the Watermark and can only be used in conjunction with an identifying headline that includes "Los Angeles Auto Show".

BLACK AND WHITE APPLICATIONS

*The black mark is to be used on all backgrounds with less than 50% color density or under 50% greytone.

*The white mark is to be used on all backgrounds with more than 50% color density or over 50% greytone.
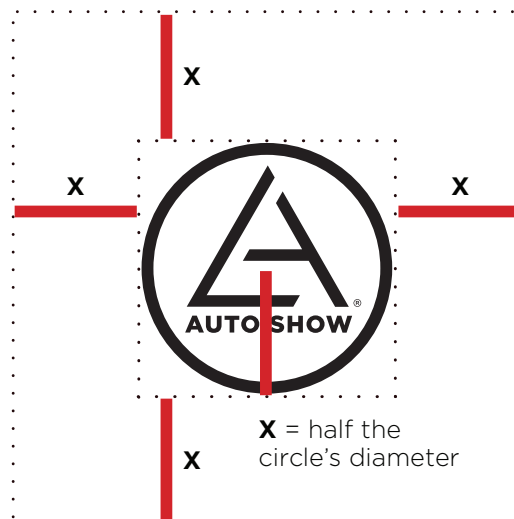
BRANDMARK CLEAR SPACE

Proper use of clear space protects the integrity of the brandmarks. A clear area free of copy, graphic elements and imagery must be maintained around the brandmarks to ensure legibility. No visual elements other than the background may violate this safe area space. The brandmarks should be easy to see and read, and never appear on a cluttered or busy background. **The safe area of clear space for both brandmarks is determined by an area around each brandmark equal to half the diameter of the Watermark labeled "X".**

STAND-ALONE BRANDMARK (SAB)

X

X   X

LOS ANGELES AUTO SHOW

X = half the circle's diameter

X

SELF-CONTAINED BRANDMARK (SCB)

X

X   X

AUTO SHOW

X = half the
circle's diameter

X

BRANDMARK MINIMUM SIZE

Our size guidelines have been established to ensure that the brandmarks remain legible in all applications. The brandmarks may be used as large as needed for communication materials. However, attempting to reproduce the brandmarks at sizes that are too small may result in illegibility. For this reason, the minimum width at which the Stand-Alone Brandmark may be reproduced is 2.25" wide, measured from the left edge of the Watermark to the top right edge of the "w" in "Show". The minimum width at which the Self-Contained Brandmark may be reproduced is 1" wide, measured as the diameter of the Watermark.

STAND-ALONE BRANDMARK (SAB)

LOS ANGELES AUTO SHOW®

2.25" Print
260px Digital

SELF-CONTAINED BRANDMARK (SCB)

AUTO SHOW®

1" Print
60px Digital

INCORRECT USAGE

It is critical to maintain the integrity of the brandmarks at all times. The examples below illustrate improper use of the brandmarks and should be avoided.

INCORRECT COLOR
Do not use the brandmark in a color other than the colors shown in the correct usage example.

ALTERED TYPEFACE
Never change or modify the typefaces used within the brandmark.

CROPPED WORDMARK
Do not crop into the brandmark.

ROTATED WORDMARK
Do not rotate the brandmark.

OVERLAPPING
Do not overlap the brandmark with any other elements.

REARRANGED PARTS
Do not rearrange the elements that make up the brandmark.

DISTORTED WORDMARK
Do not stretch or condense the brandmark.

COMPROMISED LEGIBILITY
Do not place the brandmark on a background that compromises its legibility.

COLOR PALETTE GUIDELINES

All primary and secondary colors can be used only in pairs and may not be adjusted. The use of gradients, textures, and patterns is strictly prohibited. Multiple color palettes may not be combined on any singular composition.

PRIMARY

Primary colors may be used for all branded materials and only primary colors may be used for internal marketing collateral.

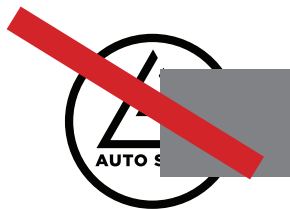| YELLOW	BLUE	RED	YELLOW
PANTONE 121 C	**PANTONE** 7686 C	**PANTONE** 180 C	**PANTONE** 121 C
CMYK 2, 10, 76, 0	**CMYK** 96, 65, 7, 3	**CMYK** 17, 90, 88, 6	**CMYK** 2, 10, 76, 0
RGB 254, 222, 93	**RGB** 32, 83, 153	**RGB** 194, 60, 51	**RGB** 254, 222, 93
HEX #FEDE5D	**HEX** #205399	**HEX** #C23C33	**HEX** #FEDE5D

SECONDARY

Secondary colors are only meant for B to C marketing including campaigns, social, etc.

LIGHT GREY	BLUE	DARK GREY	LIGHT BLUE
PANTONE 422 C	**PANTONE** 7686 C	**PANTONE** 446 C	**PANTONE** 7459 C
CMYK 0, 0, 0, 45	**CMYK** 96, 65, 7, 3	**CMYK** 73, 60, 55, 41	**CMYK** 73, 27, 19, 0
RGB 157, 159, 162	**RGB** 32, 83, 153	**RGB** 61, 69, 74	**RGB** 66, 151, 182
HEX #9D9FA2	**HEX** #205399	**HEX** #3D454A	**HEX** #4297B6

FONTS

The following fonts are exclusively approved for usage on all marketing materials and may not be combined with other fonts unless introduced through independently branded special events, partner campaigns, and/or other uniquely branded one-off campaigns.

GOTHAM

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
; : " , . ? ( ) { } ! @ # $ % & * - + =**

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
; : " , . ? ( ) { } ! @ # $ % & * - + =

WHITNEY

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
; : " , . ? ( ) { } ! @ # $ % & * - + =

Corporate Communication

HEADLINES — **GOTHAM BOLD**

SUBHEADINGS (IF NECESSARY) — GOTHAM BOOK

Body Text — Whitney Book

AutoMobility LA brandmarks are unique symbols that represent the organization and are its most important visual assets. They tell people that the communication they're looking at represents the standards, ideals and values of the AutoMobility LA brand.

The two brandmarks include **the Stand-Alone Brandmark (SAB)** and the **Self-Contained Brandmark (SCB)**. By using these brandmarks correctly and consistently you can help them gain power and recognition over time. Detailed usage for these marks are included in the pages that follow.

STAND-ALONE BRANDMARK (SAB)

SELF-CONTAINED BRANDMARK (SCB)*

*Must be used in conjunction with an identifying headline that includes "AutoMobility LA"

STAND-ALONE BRANDMARK (SAB)

The Stand-Alone Brandmark is the default choice for all applications because the logotype includes the "AutoMobility LA" identifier in addition to the Watermark (the LA graphic within the circle).

AUTOMOBILITY△™

BLACK AND WHITE APPLICATIONS

*The black mark is to be used on all backgrounds with less than 50% color density or under 50% greytone.

AUTOMOBILITY△™

*The white mark is to be used on all backgrounds with more than 50% color density or over 50% greytone.

AUTOMOBILITY△™

SELF-CONTAINED BRANDMARK (SCB)

The Self-Contained Brandmark includes the words "AutoMobility" within the Watermark and can only be used in conjunction with an identifying headline that includes "AutoMobility LA".

BLACK AND WHITE APPLICATIONS

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*The white mark is to be used on all backgrounds with more than 50% color density or over 50% greytone.
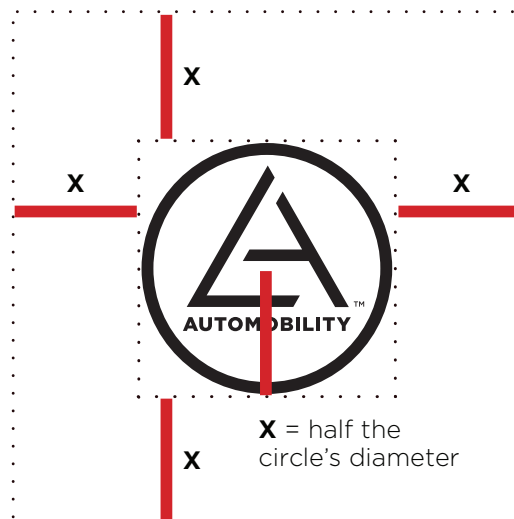
BRANDMARK CLEAR SPACE

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STAND-ALONE BRANDMARK (SAB)

X

X

X

AUTOMOBILITY

X

X = half the circle's diameter

SELF-CONTAINED BRANDMARK (SCB)

X

X

X

AUTOMOBILITY

X = half the circle's diameter

X

BRANDMARK MINIMUM SIZE

Our size guidelines have been established to ensure that the brandmarks remain legible in all applications. The brandmarks may be used as large as needed for communication materials. However, attempting to reproduce the brandmarks at sizes that are too small may result in illegibility. For this reason, the minimum width at which the Stand-Alone Brandmark may be reproduced is 2.25" wide, measured from the left edge of the "A" in "AutoMobility" to the top right edge of the Watermark. The minimum width at which the Self-Contained Brandmark may be reproduced is 1" wide, measured as the diameter of the Watermark.

STAND-ALONE BRANDMARK (SAB)

2.25" Print
260px Digital

SELF-CONTAINED BRANDMARK (SCB)

1" Print
60px Digital

INCORRECT USAGE

It is critical to maintain the integrity of the brandmarks at all times. The examples below illustrate improper use of the brandmarks and should be avoided.

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COMPROMISED LEGIBILITY
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COLOR PALETTE GUIDELINES

The consistent use of color is critical in creating engaging communications as well as conveying a strong brand impression. The AutoMobility LA brand palette consists of Aqua, Turquoise, and Dark Teal, with secondary background/accent colors of Grey and Yellow. To ensure color matching and desired results in both print and web usage, please use the specifications provided above.

PRIMARY

Primary colors may be used for all branded materials and internal marketing collateral.
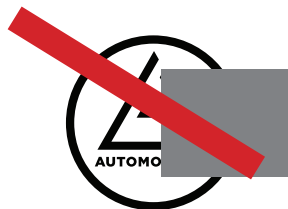
AQUA

PANTONE
3262 C

CMYK
71, 6, 20, 0

RGB
38, 180, 201

HEX
#26B4C9

TURQUOISE

PANTONE
7707 C

CMYK
91, 56, 40, 19

RGB
20, 91, 113

HEX
#145b71

DARK TEAL

PANTONE
5396 C

CMYK
88, 68, 60, 69

RGB
4, 33, 41

HEX
#042129

SECONDARY

Secondary colors may be used as accent colors to the primary colors.

GREY

PANTONE
425 C

CMYK
63, 55, 54, 28

RGB
89, 89, 89

HEX
#595959

YELLOW

PANTONE
7409 C

CMYK
2, 28, 91, 0

RGB
249, 188, 53

HEX
#F9BC35

FONTS

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GOTHAM

BOLD

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0123456789
; : " , . ? ( ) { } ! @ # $ % & * - + =**

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
; : " , . ? ( ) { } ! @ # $ % & * - + =

WHITNEY

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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0123456789
; : " , . ? ( ) { } ! @ # $ % & * - + =

Corporate
Communication

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