

BRAND GUIDELINES

Version 2.0 // 2019

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WELCOME

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 the LA Auto Show are available to download at LAAutoShow.com/logos

High resolution web and print ready logos for AutoMobility LA are available to download at AutoMobilityLA.com/logos



LOS ANGELES AUTO SHOW[®]

INTRODUCTION

The Los Angeles Auto Show is the consumer event that follows AutoMobility LA, the press and trade event.

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

When spelling out “Los Angeles Auto Show”, it is crucial that there are no additional words added and only the appropriate letters are capitalized.

BRANDMARKS

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 "Los Angeles 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).



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.



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.

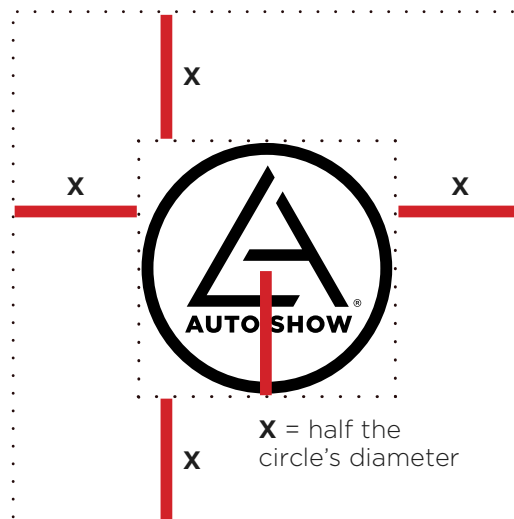
BRANDMARK CLEAR SPACE

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)



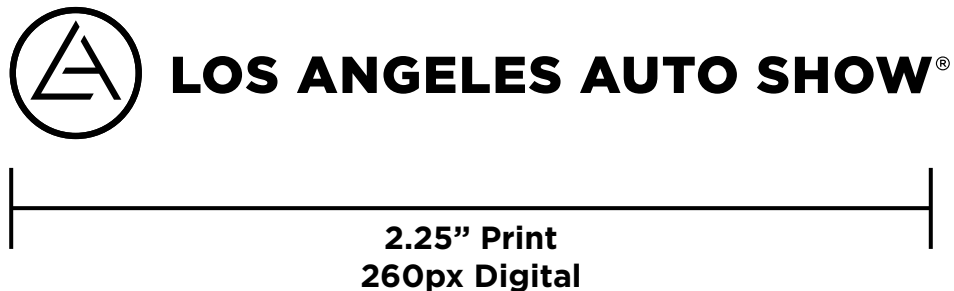
SELF-CONTAINED BRANDMARK (SCB)



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)



SELF-CONTAINED BRANDMARK (SCB)



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.



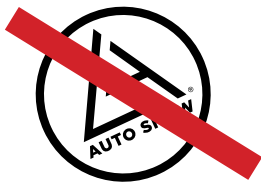
ALTERED TYPEFACE

Never change or modify the typefaces used within the brandmark.



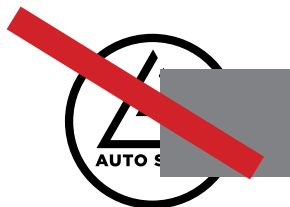
CROPPED WORDMARK

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

COLOR PALETTE GUIDELINES

Color helps aid in creating a cohesive brand by developing a consistent look and feel. The Los Angeles Auto Show has a primary color palette of dark blue, a secondary of grey and cyan, and a tertiary of amaranth. Secondary colors should be used as supporting colors to the primary dark blue. Tertiary colors will provide depth and should be used as accent colors that call the viewer's eye to important information.

PRIMARY



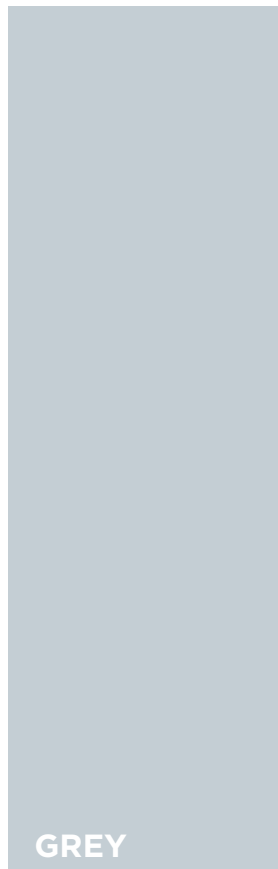
DARK BLUE

HEX
#003263

CMYK
100, 86, 34, 24

RGB
0, 50, 99

SECONDARY



GREY

HEX
#C4CED4

CMYK
23, 13, 12, 0

RGB
196, 206, 212



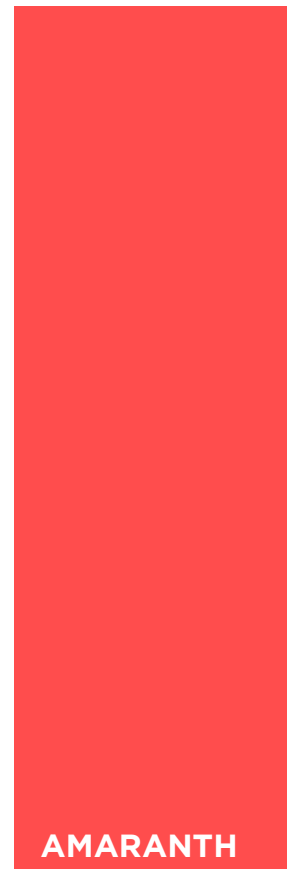
CYAN

HEX
#1295D8

CMYK
76, 29, 0, 0

RGB
18, 149, 216

TERTIARY



AMARANTH

HEX
#FF4D4D

CMYK
0, 84, 67, 0

RGB
255, 77, 77



AUTOMOBILITY LA™

INTRODUCTION

AutoMobility LA is the press and trade event that precedes the consumer event, Los Angeles Auto Show.

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

When spelling out "AutoMobility LA", it is crucial that there are no additional words or spaces added and only the appropriate letters are capitalized.

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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).



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.



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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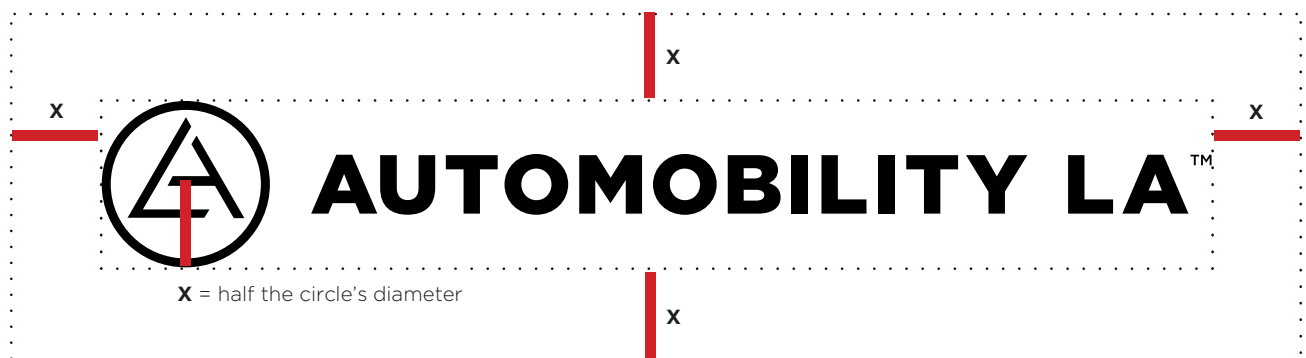


*The white mark is to be used on all backgrounds with more than 50% color density or over 50% greytone.

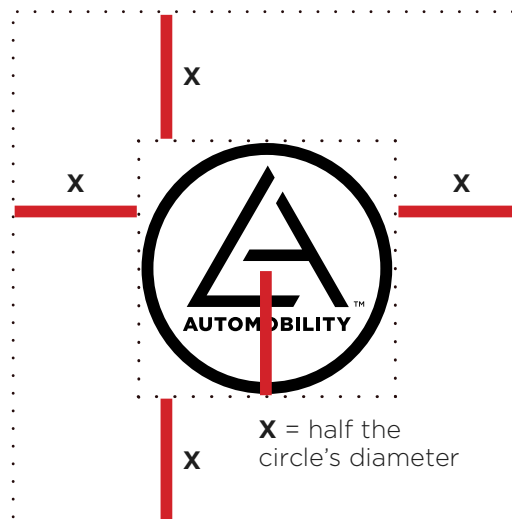
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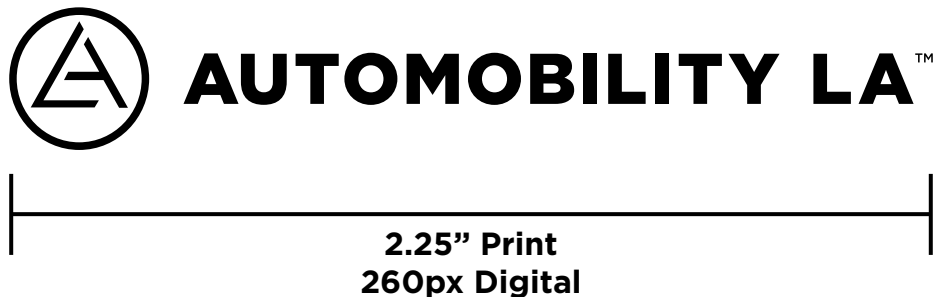
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STAND-ALONE BRANDMARK (SAB)



SELF-CONTAINED BRANDMARK (SCB)



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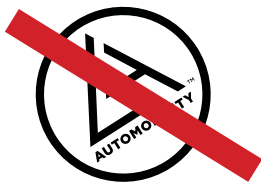
ALTERED TYPEFACE

Never change or modify the typefaces used within the brandmark.



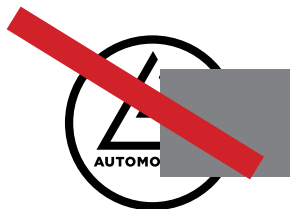
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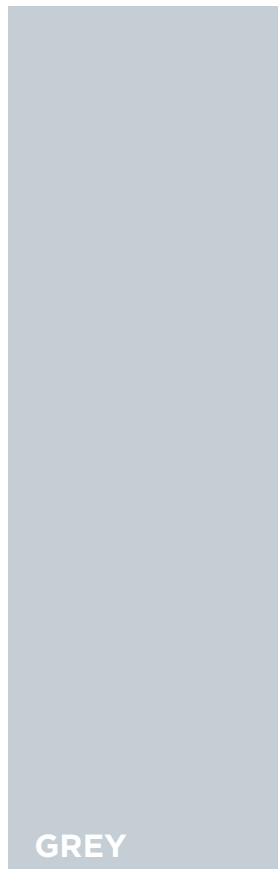
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GREY

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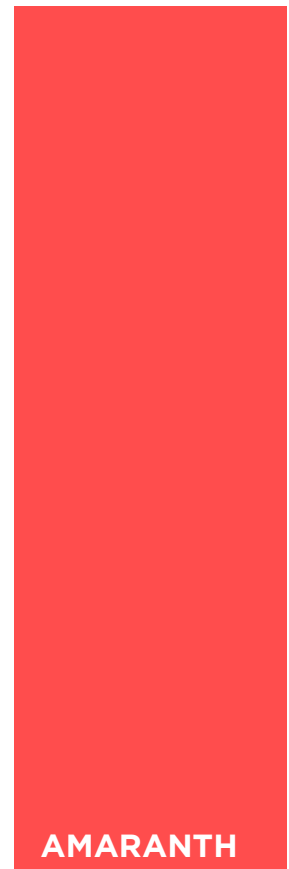
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