LOS ANGELES **AUTO SHOW**

BRAND GUIDELINES
VERSION 1.0 // MAY, 2014

WELCOME

Founded in 1907, the Los Angeles Auto Show is one of the most influential and best-attended auto shows in the world. The show's trade days (Press Days) draw more than 16,000 auto industry decision makers and influencers including 4,200 media from more than 50 countries. Following Press Days, the show opens its doors to a discerning and influential car shopper for 10 days.

As a growing global brand, these guidelines serve to improve brand recognition and consistency. Bringing the new LA Auto Show brand to life and building upon the show's existing brand equity starts here.

These guidelines are for LAAS employees and partners charged with communicating our brand — both visually and verbally — as well as internally and externally.

Knowing who we are, what we stand for and what makes us different from the competition is essential in building a strong, unified and successful organization. Every decision we make about how we present ourselves and conduct our everyday business must be carefully considered. Consistency is the key. Because each impression has the potential to build stronger relationships — with each other, our partners and the world-at-large — and adds up to a collective experience of the LAAS brand.

And that experience should be memorable.

Web ready and high resolution/print ready brandmark files can be downloaded from the Los Angeles Auto Show's website at http://laautoshow.com/new-logo/

The LAAS 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 LAAS 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 "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).

STAND-ALONE BRANDMARK (SAB)

LOS ANGELES **AUTO SHOW**

Brandmark Color

Color is an integral part of the LAAS brand. The color versions of the brandmark represent both the rich heritage and forward-thinking vision of the organization. Specifically, **Navy symbolizes heritage and Cyan represents vision**. See page 10 for detailed color specifications.

BLACK AND WHITE APPLICATIONS

Black Watermark
White "LA"
Black type

LOS ANGELES **AUTO SHOW**

BLACK OR DARK BACKGROUNDS

White Watermark
Black "LA"
White type

LOS ANGELES **AUTO SHOW**

1-COLOR APPLICATIONS

Navy Watermark
White "LA"
Navy type

LOS ANGELES **AUTO SHOW**

2-COLOR APPLICATIONS

Navy Watermark
Cyan "LA"
Navy type

LOS ANGELES **AUTO SHOW**

Navy Watermark
Cyan "LA"
Cyan type

LOS ANGELES **AUTO SHOW**

BLACK OR DARK BACKGROUNDS

Cyan Watermark
White "LA"
White type

LOS ANGELES **AUTO SHOW**

Cyan Watermark
Black "LA"
White type

LOS ANGELES **AUTO SHOW**

Cyan Watermark
Navy "LA"
White type

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".

SELF-CONTAINED BRANDMARK (SCB)

Brandmark Color

Color is an integral part of the LAAS brand. The color versions of the brandmark represent both the rich heritage and forward-thinking vision of the organization. Specifically, **Navy symbolizes heritage and Cyan represents vision**. See page 10 for detailed color specifications.

BLACK AND WHITE APPLICATIONS

Black Watermark
White "LA"
White type

BLACK OR DARK BACKGROUNDS

White Watermark
Black "LA"
Black type

1-COLOR APPLICATIONS

Navy Watermark
White "LA"
White type

2-COLOR APPLICATIONS

Navy Watermark
Cyan "LA"
White type

3-COLOR APPLICATIONS

Navy Watermark
Cyan "LA"
Light Grey type

BLACK OR DARK BACKGROUNDS

Cyan Watermark
White "LA"
White type

Cyan Watermark
Black "LA"
Black type
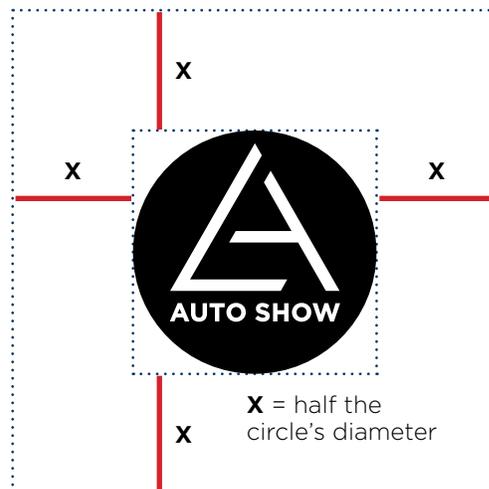
Cyan Watermark
Navy "LA"
Navy type

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 2.25" wide, measured as the diameter of the Watermark.

STAND-ALONE BRANDMARK (SAB)

LOS ANGELES **AUTO SHOW**

2.25"

SELF-CONTAINED BRANDMARK (SCB)

AUTO SHOW

1"

ONLINE AD BANNER **STAND-ALONE BRANDMARK (SAB)** **SELF-CONTAINED BRANDMARK (SCB)**

LOS ANGELES **AUTO SHOW**

AUTO SHOW

2.75" **1"**

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.

DISTORTED WORDMARK

Do not stretch or condense 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.
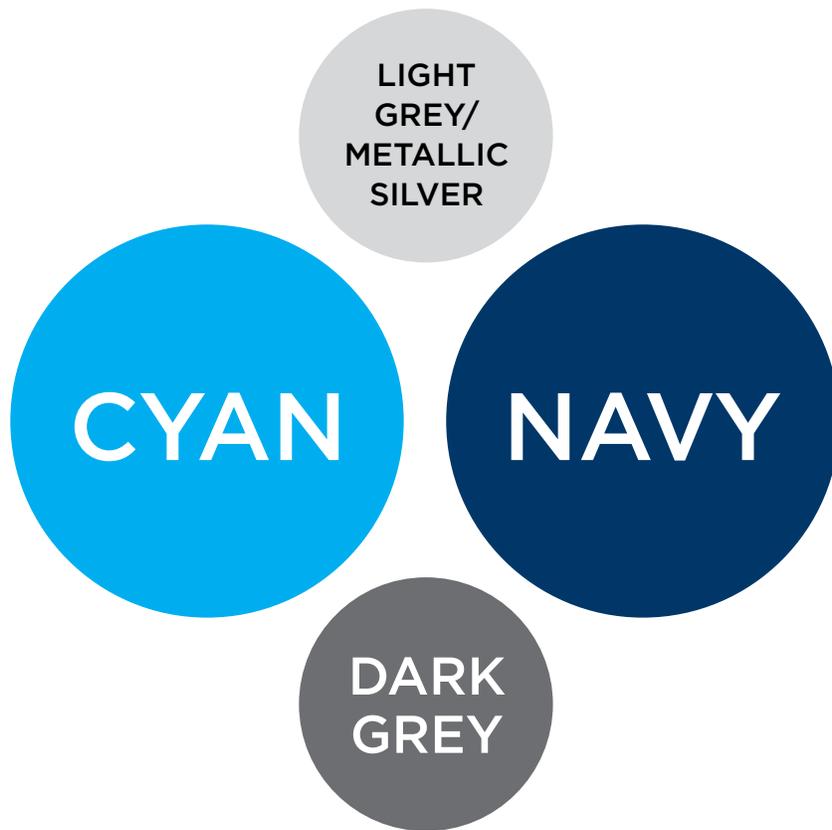
COMPROMISED LEGIBILITY

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

COLOR PALETTE

The consistent use of color is critical in creating engaging communications as well as conveying a strong brand impression. The LAAS brand palette consists of Cyan, Navy, Dark Grey, Light Grey and Metallic Silver. Light Grey can be used as an alternate to Silver when a metallic isn't available in print applications or when creating graphics for on-screen viewing, such as websites, HTML emails and Powerpoint templates. To ensure color matching and desired results in both print and web usage, please use the specifications provided below.

CYAN	NAVY	DARK GREY	LIGHT GREY	METALLIC SILVER (FOR PRINTING APPLICATIONS)
WEB #0099FF	**WEB** #00375F	**WEB** #707070	**WEB** #C2C2C2	**PMS C** 877 C
CMYK C 100, 0, 0, 0	**CMYK C** 100, 55, 0, 55	**CMYK C** 0, 0, 0, 60	**CMYK C** 0, 0, 0, 30	**PMS U** 877 U
CMYK U 100, 0, 0, 0	**CMYK U** 100, 55, 0, 55	**CMYK U** 0, 0, 0, 60	**CMYK U** 0, 0, 0, 30	
PMS C CYAN C	**PMS C** 540 C	**PMS C** COOL GREY 10 C	**PMS C** COOL GREY 6 C	
PMS U CYAN U	**PMS U** 540 U	**PMS U** COOL GREY 10 U	**PMS U** COOL GREY 6 U	