

# BRAND GUIDELINES

Version 3.0 // 2020



LA AUTO SHOW®  
AUTOMOBILITY LA™

DRIVING LA SINCE 1907

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# WELCOME

Dear Partners,

Founded in 1907, the LA Auto Show is one of the most influential and best-attended consumer auto shows in the world. It has been a part of the fabric of LA and its ever-present car culture since its birth over 110 years ago. The LA Auto Show annually contributes approximately 450 million dollars to our local economy and was the first and is the longest-running tenant at the Los Angeles Convention Center. Millions of auto enthusiasts have been treated to the world's most spectacular cars and have created cherished memories with family and friends at our show.

My Grandfather Ben Orloff became the owner and brand steward of the LA Auto Show in the early 1970's and it has been in my family ever since. Our employees, OEM's, sponsors and media partners are a part of our family as well. We have created this Brand Style Guide to help you use and engage our brand identity with the same passion and care that we do.

Preceding our consumer show, AutoMobility LA serves as LA Auto Show's press and trade days as well as a thought-leadership conference. It draws a diverse group of automotive, tech and lifestyle focused media, executives, and industry insiders. It has become the premier platform where the brightest minds showcase the future of mobility. LA is not only the center of driving culture in the United States, but also a vibrant force in global tech and innovation. AutoMobility LA gives a voice for these two powerful segments.

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 rich tradition and brand equity.

High resolution web and print ready logos for the LA Auto Show are available to download at [LAAutoShow.com/logos](http://LAAutoShow.com/logos)

Hope to see you on the road and at our show!

Sincerely,



Lisa Kaz

Chief Executive Officer

LA Auto Show® and AutoMobility LA™

**Driving LA Since 1907**

The **LA AUTO SHOW** will harness the strength of our rich history, the boldness of our drive to be innovators, and our entrepreneurial spirit to continue to be the ultimate platform for automotive, tech and lifestyle brands to connect with consumers. We will provide the world's most powerful destination experience for people to witness the ongoing mobility movement. Our show is dedicated to consistently providing hands-on discovery, education, and excitement around the advancement and evolution of global personal transportation.

The **LA AUTO SHOW** will be the preeminent destination to experience the advancing evolution of global mobility.

# CORE VALUES



## COMMUNITY

Since our inception in 1907, we have been driven to be thoughtful and passionate in our ongoing journey to be a distinctly positive thread in the diverse fabric of Los Angeles. As we build on our deep tradition, we will celebrate diversity and strengthen our connection to the vibrant cultures of our city. Together we will uplift our communities while defining Los Angeles as the center of global mobility.



## PARTNERSHIP

We are a family-owned business who deeply cares for our staff, community and partners. This support of our partners starts with a strong commitment to continually foster loyalty, trust, and respect within our organization. We are driven to discover every opportunity to elevate ourselves and our partners as one powerful family. We will work together to celebrate and further our collective vision for the future of mobility.



## INNOVATION

It is imperative that we pursue new and exciting experiences, methodologies, technologies and opportunities for ourselves, our partners, and the members of our community. We will actively encourage the acceptance of new ideas and embrace that our journey forward may always be improved and will evolve.



## TRADITION

As we roll into the future, we will draw on the strength of our rich history and give honor to our place within the deep roots of driving culture in LA. We will celebrate our past by continuing to build a powerful experience that connects people, while showcasing the most incredible car culture lifestyle and ongoing mobility innovations from across our planet.



**LA AUTO SHOW<sup>®</sup>**

# INTRODUCTION

The LA Auto Show is the consumer event that follows AutoMobility LA, the press/trade event and thought-leadership conference.

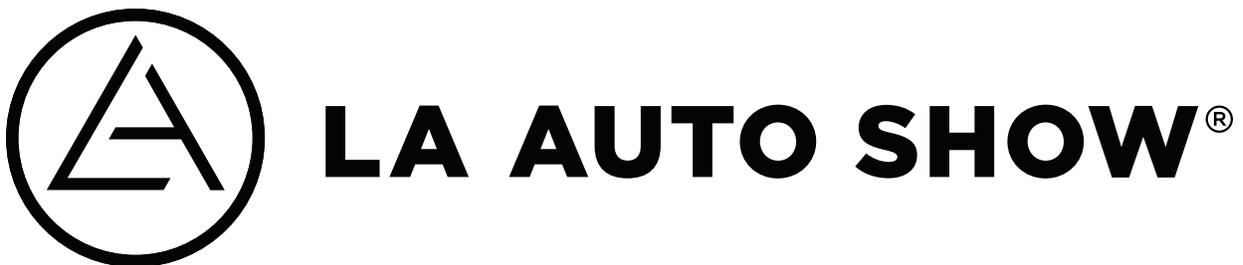
LA Auto Show brandmarks are unique symbols that represent the organization and are its most important visual assets. They inform people that the communication they're looking at represents the standards, ideals and values of the LA Auto Show brand.

When spelling out "LA 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)



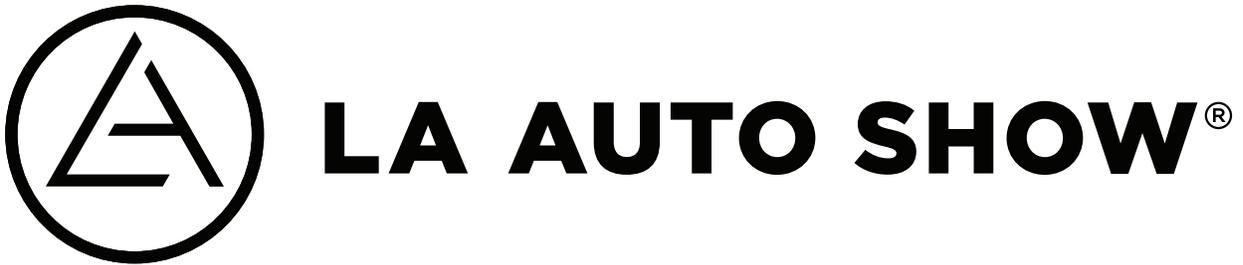
## SELF-CONTAINED BRANDMARK (SCB)\*

\*Must be used in conjunction with an identifying headline that includes "LA Auto Show"



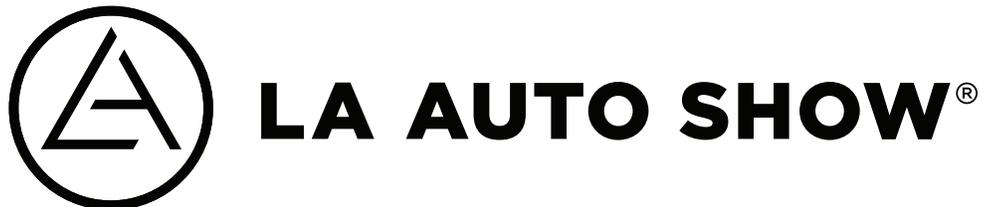
## STAND-ALONE BRANDMARK (SAB)

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).

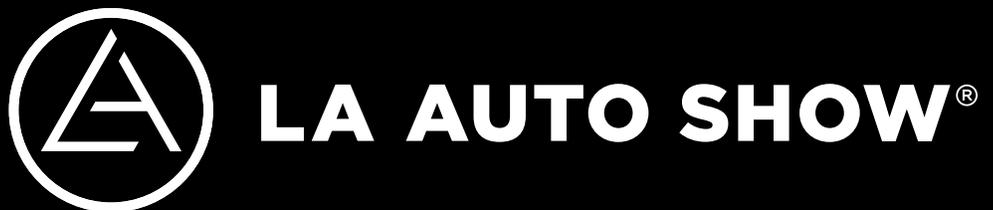


## BLACK AND WHITE APPLICATIONS

\*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.

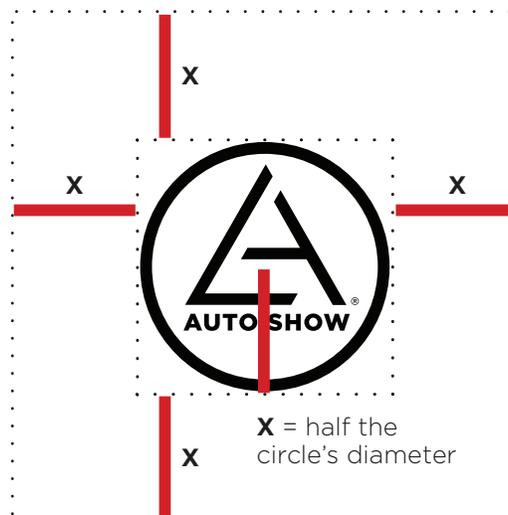
## BRANDMARK CLEAR SPACE

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 1.75" 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.



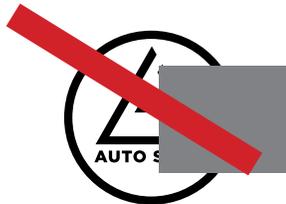
### CROPPED WORDMARK

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 LA 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



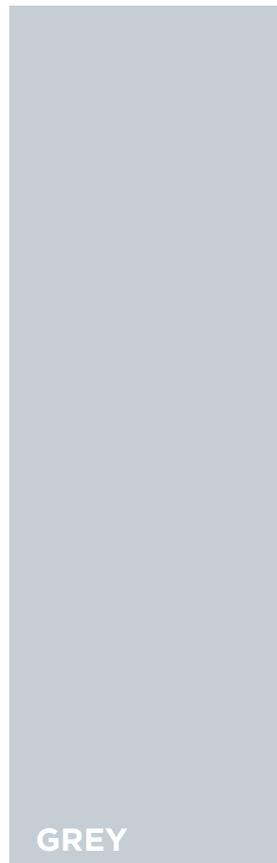
**DARK BLUE**

**HEX**  
#003263

**CMYK**  
100, 86, 34, 24

**RGB**  
0, 50, 99

### SECONDARY



**GREY**

**HEX**  
#C4CED4

**CMYK**  
23, 13, 12, 0

**RGB**  
196, 206, 212



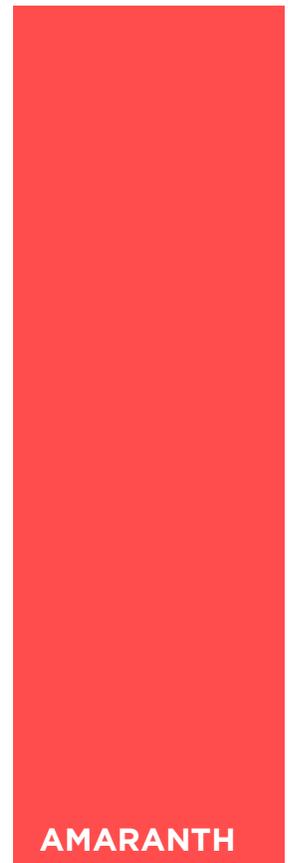
**CYAN**

**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/trade event and thought-leadership conference that precedes the consumer event, LA 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.

# 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.

## BRANDMARK WITH HEADLINE (SAB)



## 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

\*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 “AutoMobility” within the Watermark and can only be used in conjunction with an identifying headline that includes “AutoMobility LA”.



## BLACK AND WHITE APPLICATIONS



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

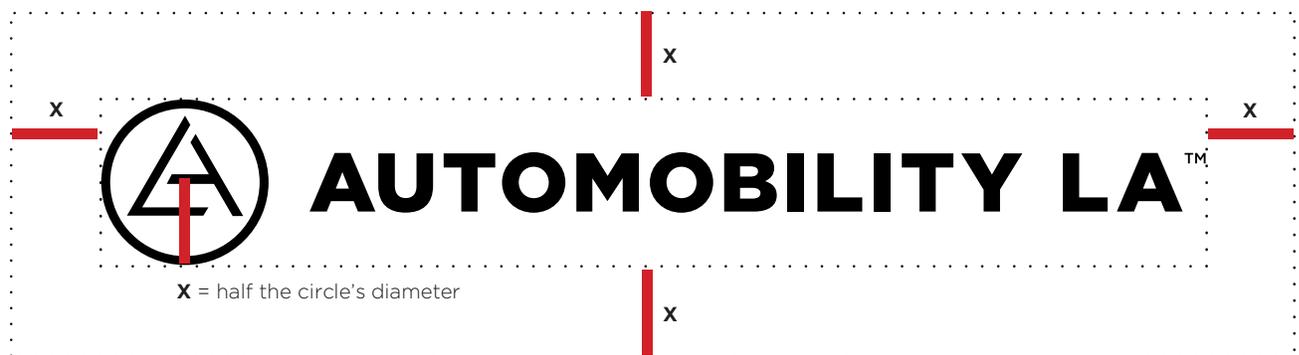


\*The white mark is to be used on all backgrounds with more than 50% color density or over 50% greytone.

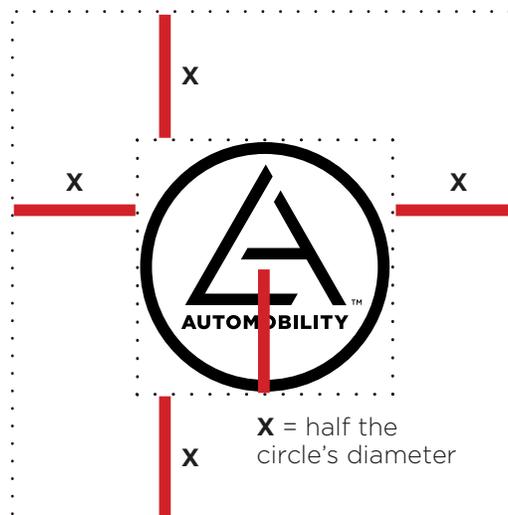
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## STAND-ALONE BRANDMARK (SAB)



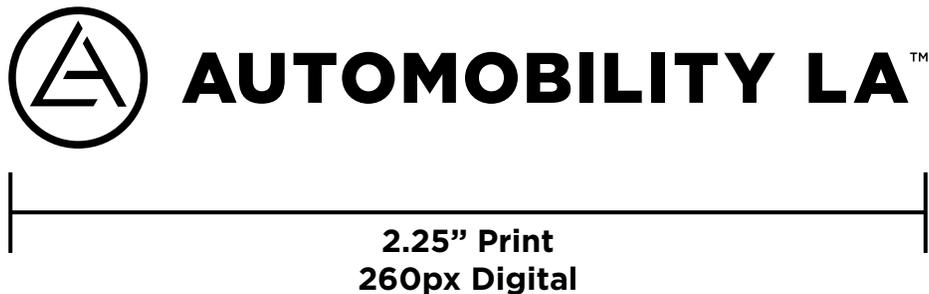
## SELF-CONTAINED BRANDMARK (SCB)



## BRANDMARK MINIMUM SIZE

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### STAND-ALONE BRANDMARK (SAB)



### SELF-CONTAINED BRANDMARK (SCB)



## INCORRECT USAGE

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### INCORRECT COLOR

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### ALTERED TYPEFACE

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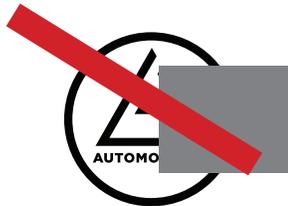
### CROPPED WORDMARK

Do not crop into the brandmark.



### ROTATED WORDMARK

Do not rotate the brandmark.



### OVERLAPPING

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### COMPROMISED LEGIBILITY

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## COLOR PALETTE GUIDELINES

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### PRIMARY



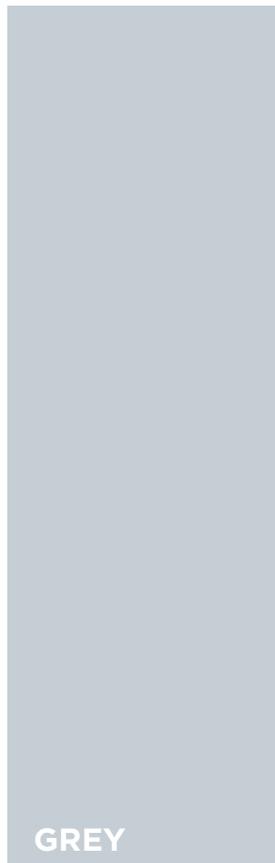
**DARK BLUE**

**HEX**  
#003263

**CMYK**  
100, 86, 34, 24

**RGB**  
0, 50, 99

### SECONDARY

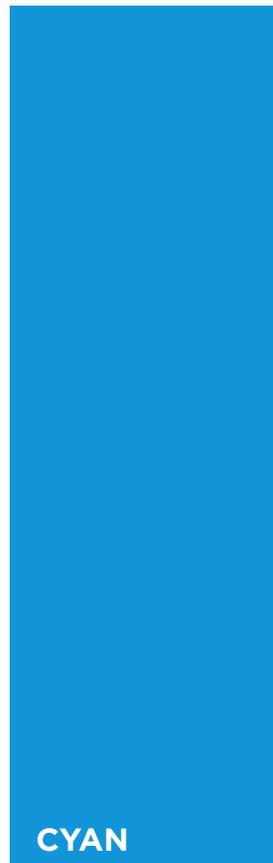


**GREY**

**HEX**  
#C4CED4

**CMYK**  
23, 13, 12, 0

**RGB**  
196, 206, 212



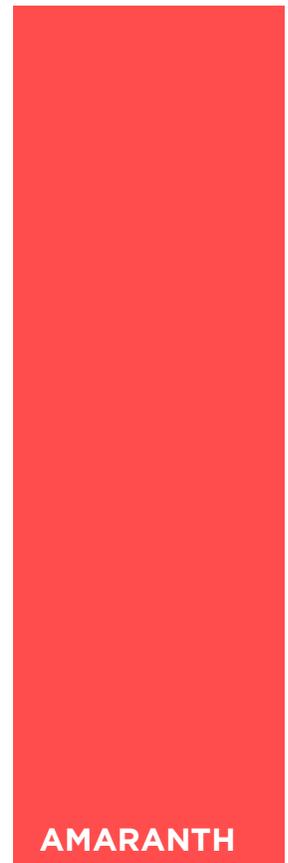
**CYAN**

**HEX**  
#1295D8

**CMYK**  
76, 29, 0, 0

**RGB**  
18, 149, 216

### TERTIARY



**AMARANTH**

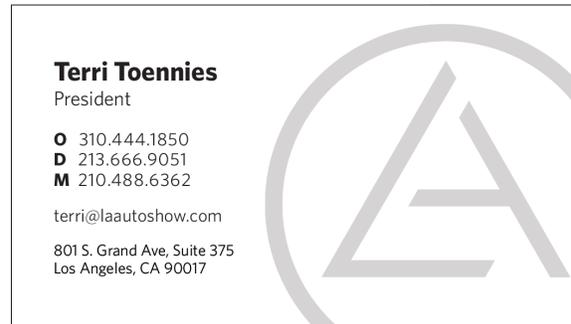
**HEX**  
#FF4D4D

**CMYK**  
0, 84, 67, 0

**RGB**  
255, 77, 77



## BUSINESS CARD



## LETTERHEAD



801 South Grand Avenue  
Suite 375  
Los Angeles, CA 90017  
310.444.1850

laautoshow.com  
automobilityla.com

## EMAIL SIGNATURE

**Terri Toennies**  
President

**LA AUTO SHOW**  
**AUTOMOBILITY LA**

AutoMobility LA: Nov. 17-19  
LA Auto Show: Nov. 20-29

**O** 310.444.1850 **D** 213.666.9051 **M** 210.488.6362

*Driving LA Since 1907*

## JOINT LOGO

Please note the combined AutoMobility LA and LA Auto Show logo as seen on the cover is used solely at the discretion of ANSA Productions.