



LOS ANGELES AUTO SHOW®
AUTOMOBILITY LA®

2026



BRAND GUIDE



Founded in 1907, Los Angeles Auto Show® is one of the most influential and best-attended consumer auto shows in the world. AutoMobility LA® precedes the consumer show as its press and trade event, bringing together a diverse range of automotive and technology-focused attendees across industries.

These guidelines are designed to strengthen brand recognition and ensure consistency, supporting the continued evolution and impact of the LA Auto Show® brand.

WELCOME



LA Auto Show is the consumer-facing event following AutoMobility LA, the press and trade event. The Auto Show brandmarks are core visual assets that represent the organization and signal its standards, values, and identity. They communicate authenticity and ensure immediate recognition across all applications.

When writing “Los Angeles Auto Show,” no additional words should be added, and only the correct words should be capitalized if mixed case is being used.

INTRO





LOS ANGELES AUTO SHOW[®]

Primary Logotype

A clean, type-driven mark featuring the full Los Angeles Auto Show name. Used where clarity and brand recognition are essential.



LA AUTO SHOW[®]

Abbreviated Logotype

A clean, type-driven mark featuring the full Los Angeles Auto Show name. Used where clarity and brand recognition are essential.

LOGOS





Self-Contained Brandmark

The LA emblem paired with Auto Show for a balanced, flexible expression of the brand.



Emblem (Icon Only / No Trademark)

A bold standalone LA emblem designed for high-impact applications and moments where a simplified brand expression is needed. The emblem should only be used when the full event name—LA Auto Show or Automobility LA—is present elsewhere within the headline or supporting copy to maintain clear brand recognition.

LOGOS





AUTOMOBILITY LA[®]

Primary Logotype

A clean, type-driven mark featuring the full Automobility LA name.
Used where clarity and brand recognition are essential.



Self-Contained Brandmark

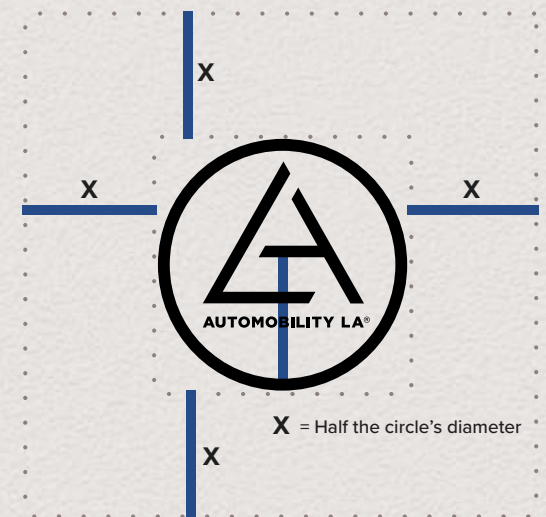
The LA emblem paired with
Automobility LA for a balanced,
flexible expression of the brand.

LOGOS



Clear Space

Proper use of clear space preserves the integrity of both the Auto Show and AutoMobility LA brandmarks. A clear area free of copy, graphic elements, and imagery must be maintained around each mark to ensure optimal legibility. No visual elements, other than the background, should enter this exclusion zone. The brandmarks must always remain clearly visible and should never appear on cluttered or visually busy backgrounds. Clear space is defined by an area surrounding each brandmark equal to half the diameter of the watermark labeled “X.”



LOGOS



Minimum Scale

Our size guidelines ensure the LA Auto Show and AutoMobility LA brandmarks remain legible across all applications. The brandmarks may be scaled as large as needed for communication materials, but should never be reduced to a size that compromises clarity or recognition.

The minimum size for the Stand-Alone Brandmark is 2.25” wide, measured from the left edge of the Watermark to the top right edge of the “w” in “Show.” The minimum size for the Self-Contained Brandmark is 1” wide, measured by the diameter of the Watermark.



2.25” Print
260 px Digital



1” Print
60 px Digital

LOGOS



Logo Misuse

To maintain consistency and integrity across the system for LA Auto Show, the logo must always be used as provided. Any alteration weakens recognition and disrupts the cohesion of the brand.

Do Not:

- Change logo colors outside of approved versions (White, Black, Night Shift)
- Stretch, compress, or distort proportions in any direction
- Rotate or skew the logo
- Add effects such as shadows, glows, outlines, gradients, or textures
- Apply filters or overlays
- Rebuild or redraw the logo in any way
- Place the logo on backgrounds that compromise legibility or contrast

The logo must always appear clean, proportional, and unaltered to ensure consistent brand recognition across all touchpoints.



LOGOS





Use the BLACK LOGO on:

- Light backgrounds
- White or neutral fields
- Clean, minimal layouts where contrast is needed without added color



Use the NIGHT SHIFT LOGO on:

- Brand-led applications where color expression is desired
- Key visual moments across campaigns and key art
- Backgrounds where the deep navy provides strong contrast and supports the overall system palette



Use the WHITE LOGO on:

- Dark backgrounds
- Photography with low luminance or heavy contrast
- Motion or video where backgrounds are visually complex or shifting

LOGOS





HEADLIGHT
CMYK - 6 27 100 0
RGB - 239 186 28
HEX - efb1c



GRIFFITH
CMYK - 89 40 89 42
RGB - 8 82 50
HEX - 085232



PACIFIC AIR
CMYK - 37 7 17
RGB - 160 203 207
HEX - a0cbcf



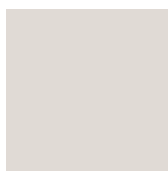
REV CARPET
CMYK - 7 99 99 1
RGB - 22 36 39
HEX - dd2427



CANDY FLOSS
CMYK - 13 38 0 0
RGB - 214 169 205
HEX - d6a9cd



MOCEAN
CMYK - 96 80 18 4
RGB - 37 75 137
HEX - 254b89



SMOKE SHOW
CMYK - 11 11 13 0
RGB - 224 218 213
HEX - e0dad5



TAILLIGHT
CMYK - 0 84 98 0
RGB - 239 82 37
HEX - ef5225



OVERCAST
CMYK - 44 27 3 0
RGB - 144 167 208
HEX - 90a7d0



FRESH TINT
CMYK - 31 4 32 0
RGB - 178 210 183
HEX - b2d2b7



NIGHT SHIFT
CMYK - 100 86 39 32
RGB - 22 48 86
HEX - 163056



BLUFFS
CMYK - 3 27 29 0
RGB - 241 190 169
HEX - f1bea9

Extended Color Palette

The color palette evolves the original system by refining core hues and introducing a broader range of accent colors. This expansion enhances flexibility while maintaining brand familiarity.



Primary Color Palette

A focused set of five core colors anchors the brand system. This streamlined palette ensures consistency across key touchpoints while maintaining a clear, cohesive relationship with AutoMobility LA.

COLOR



KENSINGTON

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Logotypes / Headlines

Kensington is the primary display typeface, used for main titles, headlines, and the logotype. Its distinctive character and refined detailing give the brand a strong, recognizable voice, adding clarity, personality, and emphasis while establishing clear hierarchy in contrast to the simplicity of the body copy. It should be used intentionally and consistently to maintain a cohesive and elevated brand presence across all touchpoints.

FONTS



HALYARD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Sub-Headers

Halyard is a versatile, refined grotesque sans that remains clear and highly legible across sizes through its optical subfamilies. All weights and styles may be used, with Bold and Black Italic reserved for headlines. As an Adobe font, it enables seamless activation with no additional licensing requirements.

FONTS



PROXIMA NOVA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Copy

Proxima Nova is our primary body copy typeface, chosen for its strong readability and modern, approachable character. Its balanced proportions and clean geometry ensure clarity across print and digital applications, especially in longer-form content. As a widely supported, web-friendly typeface, it delivers consistent performance across browsers and devices while maintaining visual harmony throughout all brand communications.

FOUNTS



Thank You.

We hope this guide provides a helpful introduction to our brand system and inspires thoughtful exploration of the creative direction ahead. We're excited to have you working with us and look forward to seeing how you bring it to life.

Please use these assets with care and consistency to ensure the brand is represented as intended.

Below you will find links to download official logos and approved imagery from our previous shows.



LA AUTO SHOW
LOGOS

5 MB



AUTOMOBILITY LA
LOGOS

2 MB



LIFESTYLE
PHOTOS

86 MB



VEHICLE
PHOTOS

23 MB

DOWNLOADS

