



LOGO USAGE AND GUIDELINES

UPDATED 1/18/2012



PMS 7404
CMYK break = 0/12/90/0
Web Safe = ffcc33



Process black



White / Knockout

The preferred color scheme for the LA Opera logo is gold and white on black (or suitably dark background).



Solid single color



Reverse single color



On white/light bkrnds
(not recommended for print)



SOCIAL MEDIA and
MOBILE DEVICE ICON
(available to LA Opera admins only)

SPACING MINIMUMS:



TOP & BOTTOM
minimum = height of
one 'diamond'

LEFT & RIGHT
minimum = width of "O"

!!! IMPROPER USAGE !!!



DO NOT STRETCH HORIZONTAL



DO NOT STRETCH VERTICAL

ALWAYS RESIZE THE LOGO PROPORTIONALLY



DO NOT CROP OUT OR
REMOVE ELEMENTS



DO NOT RECOLOR
ELEMENTS

Files are available for download at:

<http://www.laopera.com/press/assets.aspx>

Usage of these assets implies agreement with the policies of this Style Guide.

For any additional materials, guidance or usage questions,
please consult LA Opera's Brand Manager Keith J. Rainville at
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