Logos

The Primary Color Logo is the preferred Brand Logo and should be used whenever possible. Do, however, choose the logo that works best in your layout. Black and Reversed logos are also available for use in black & white printing or when needed for legibility on contrasting backgrounds.
Sizing & Clearance

To ensure type legibility and visual impact, proper care should be taken when sizing and positioning the brand logos. Logos should not be sized smaller than the specified dimensions shown. They should also be free of intrusion by any other graphic element, a safe distance from the edge of any piece and surrounded on all sides by a minimum amount of clear space, as measured by “X” shown below.

Minimum Sizing .5” Wide

Minimum Clearance “X” = height of “d” in “Ford”
Badges

The badges can be used on any asset from digital to print. We choose the description that best fits the featured act. There are 3 hero badges (LA’s Freshest Stage/ Artists/ Hang Out) and a library of performance-specific badges. “LA’s FRESHEST,” remains a constant font size, but the descriptor word is 40 pt for shorter words and 28 pt for longer words.
Photography

Every featured image is shown in black and white with an increased contrast. Black gradients are applied over the image and under the type when copy is living on the photography to help it stand out.
Colors

The following color palette guidelines are to be followed for all design materials. Any department or vendor partner who handles the design or execution of these materials will be expected to identify the appropriate color model for the project (e.g. CMYK for printed materials, RGB for digital materials) and execute it.

Brand Green

PMS 382
C 9  M 0  Y 100  K 0
R 193  G 216  B 47

Complimentary Palette (100% and 70% are preferred tones)
Brand Fonts

The following typography guidelines are to be followed for all design materials. Any department or vendor partner who handles the design or execution of these materials will be expected to download/purchase the brand fonts if they don’t have them.

Din Regular:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Din Medium:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Din Bold:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Din Black:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Suggested Headline - Din Bold, Sentence Case, Brand Green:
LA’s Freshest Stage Returns

Suggested Subheads - Din Bold, Upper Case, Reversed or 70%K:
CONNECT WITH THE FORD

Suggested Body Copy On Background - Din Medium, Reversed:
After months of careful planning and a much-anticipated makeover, we are excited to announce our grand reopening lineup. This summer, our stage will be graced with some of the most interesting and entertaining acts in LA. The only thing missing is you. Join us and discover the city’s most memorable night out.

Suggested Body Copy On White - Din Regular, 70%K:
After months of careful planning and a much-anticipated makeover, we are excited to announce our grand reopening lineup. This summer, our stage will be graced with some of the most interesting and entertaining acts in LA. The only thing missing is you. Join us and discover the city’s most memorable night out.
Alternate Fonts

The Roboto font family is only to be used if the primary brand font DIN is not available to you. Note that Roboto is not as stylized as DIN and will give your piece a slightly different aesthetic.

Roboto Light:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Regular:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Bold:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Black:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Suggested Headline - Roboto Bold, Sentence Case, Brand Green:
LA’s Freshest Stage Returns

Suggested Subheads - Roboto Bold, Upper Case, Reversed or 70%K:
CONNECT WITH THE FORD

Suggested Body Copy On Background - Roboto Regular, Reversed:
After months of careful planning and a much-anticipated makeover, we are excited to announce our grand reopening lineup. This summer, our stage will be graced with some of the most interesting and entertaining acts in LA. The only thing missing is you. Join us and discover the city’s most memorable night out.

Suggested Body Copy On White - Roboto Light, 70%K:
After months of careful planning and a much-anticipated makeover, we are excited to announce our grand reopening lineup. This summer, our stage will be graced with some of the most interesting and entertaining acts in LA. The only thing missing is you. Join us and discover the city’s most memorable night out.
Brand in Action

When the collateral lives together we see the bright Ford green in the forefront, drawing attention to the different pieces and giving a sense of unity across the board. The black and white photography elevates the featured artists giving the viewer a stronger pull towards the Ford Theatres.