LOS ANGELES KINGS BRAND GUIDELINES MANUAL

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ABOUT THE BRAND

The Los Angeles Kings are a professional-level hockey team based in Los Angeles, California. They are a member of the National Hockey League's Western Conference and compete in the Pacific Division. The Kings were officially founded in 1967 and were part of an extension that added six more teams to the NHL.

The branding of the Kings is meant to replicate the bold essence of a fierce king. Refer to this guide when considering applications of the Kings branding.

LA KINGS

PRIDE = PASSION = POWER

THE BRAND SIGNATURE

The team's logo honors the original crown logo that was used in the team's debut logo. The lion, typically a symbol of pride, is also representative of the team's mascot: Bailey the lion. The logo intentionally takes on a shield-like shape in reference to previous iterations of the team's identity. The name's typeface is Spade, a bold slab-serif. The tagline's typeface is Atrament Bold, a modern, condensed sans-serif. The tagline is the Kings' pre-existing catchphrase used since 2010.

The logo can be used alone (i.e. uniforms and merchandise) or accompanying the brand's name and tagline.

Logo

Name

LA KINGS

Tagline

PRIDE = PASSION = POWER

SIGNATURE CONFIGURATIONS

In vertical configurations, the logo, name, and tagline should be vertically aligned to the center.

In horizontal configurations, the name and tagline should be vertically aligned to the center. The logo is to be placed to the left and horizontally aligned to the center of the name and tagline.

Vertical Signature

Horizontal Signature

COLOR VARIATIONS

The official colors of the Kings are black and silver. As such, the grayscale variant of the logo is to be used as the default (unless otherwise specified).

The alternative colors (forum blue and gold) are to be used only during special events (such as retro jersey nights) when needed.

Grayscale on White

Grayscale on Black

Color on White

Color on Black

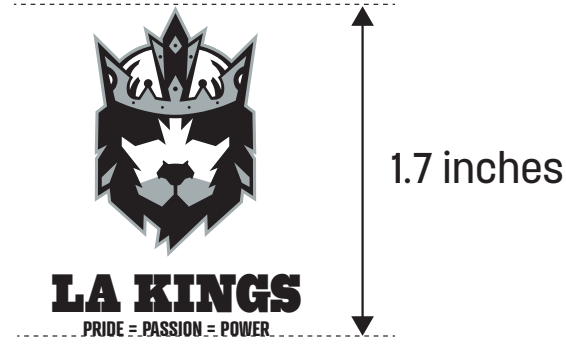
NON-INTERFERENCE ZONE

It is critical to respect the space of the Kings signature. Intruding imagery takes away from the impact and appeal of this design. Please use the perimeter of the signature and the spacing of the "L" within the name to establish its non-interference zone.

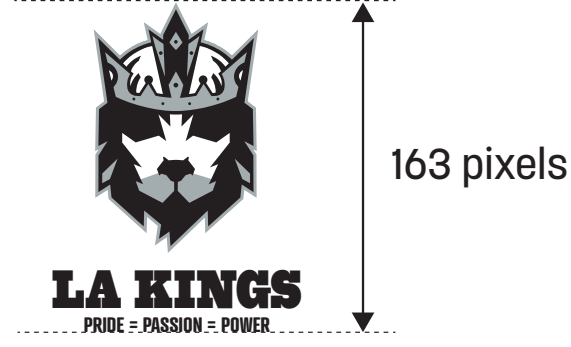
MINIMUM SIZE

Maintaining legibility within the Kings signature is also critical. In order to respect the detail of the logo and tagline legibility, the signature size should not fall under 1.7 inches (print) or 163 pixels (digital) in height.

Minimum Size for Print Application



Minimum Size for Digital Application



TYPE FONTS

Atrament Bold is the primary font of the Kings brand. Use lowercase characters sparingly - this font is meant to stand out and be “loud.”

Korolev Medium is to be used as the secondary font for the Kings brand. This sans-serif font is a quieter pairing that helps compliment Atrament Bold.

PRIMARY FONT: ATRAMENT BOLD

A B C D E F G H I J K L M N O P Q R S T U V W
X Y Z a b c d e f g h i j k l m n o p q r s t u v w
x y z 1 2 3 4 5 6 7 8 9 0 @ & ?

Bold
Bold Italic

Secondary Font: Korolev Medium

A B C D E F G H I J K L M N O P Q R S T U V W
X Y Z a b c d e f g h i j k l m n o p q r s t u v w
x y z 1 2 3 4 5 6 7 8 9 0 @ & ?

Medium
Medium Italic
Bold
Bold Italic

COLOR PALETTE

The primary colors of the Los Angeles Kings are black and silver.

Forum blue and gold are the alternative colors of the Kings. These colors are to be used only during "alternative jersey nights" and similar special events. They are a callback to the original identity of the Kings during the 1980s.

Primary Color

CMYK C00 M00 Y00 K100
RGB R35 G31 B32
HEX # 231F20

Secondary Color

CMYK C100 M50 Y00 K00
RGB R00 G114 B188
HEX # 0072BC

Alternative Colors

CMYK C83 M100 Y09 K01
RGB R87 G42 B132
HEX # 572A84

CMYK C00 M21 Y99 K00
RGB R255 G200 B12
HEX # FFC80C

BRAND "DON'T DO'S"

Avoid altering the Kings brand signature. Common examples are pictured on the right. By altering the branding of the Kings, the signature may lose elements such as legibility, readability, and recognizability.

Do not compress or stretch signature.

Do not place signature on background that makes it unreadable.

Do not alter signature colors.

Do not redraw or change style and layout of signature.

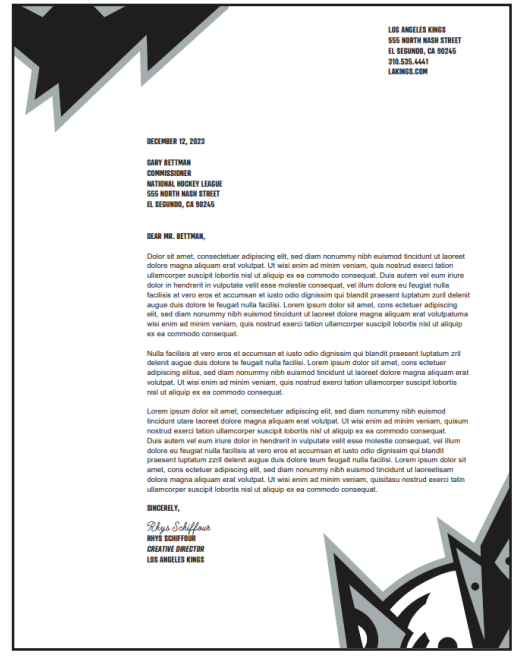
BRAND APPLICATIONS

Letterhead

The front of the letterhead is framed by the top of the lion's crown and bottom of its mane.

The back is filled primarily with the face of the lion. A low opacity pattern of the team name fills the space behind it.

8-1/2 x 11 inches



Front

Back

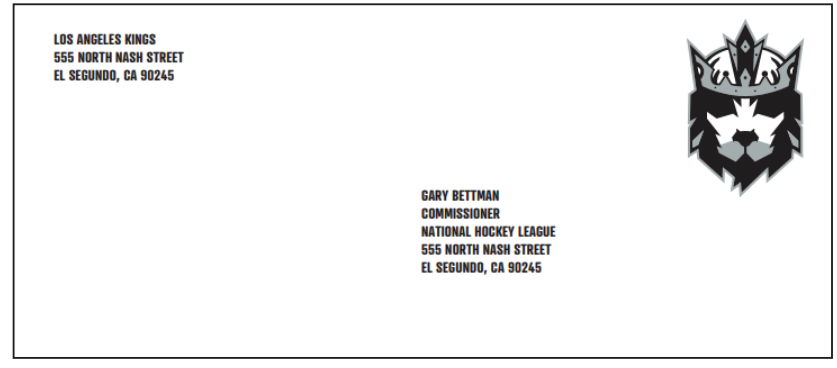
BRAND APPLICATIONS continued

#10 Business Envelope and Business Card

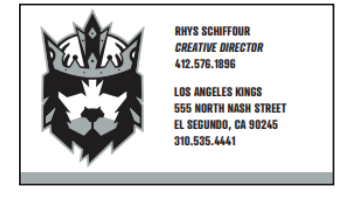
The business envelope is adorned by the Kings logo in the upper right corner.

The front of the business card is underlined by silver. The Kings logo is placed to the left while contact information is to its right. The back of the card uses a black background. The logo is cut off halfway while the Kings name and tagline is to the right.

4-1/8 x 9-1/2 inches



2 x 3-1/2 inches



Front

Back

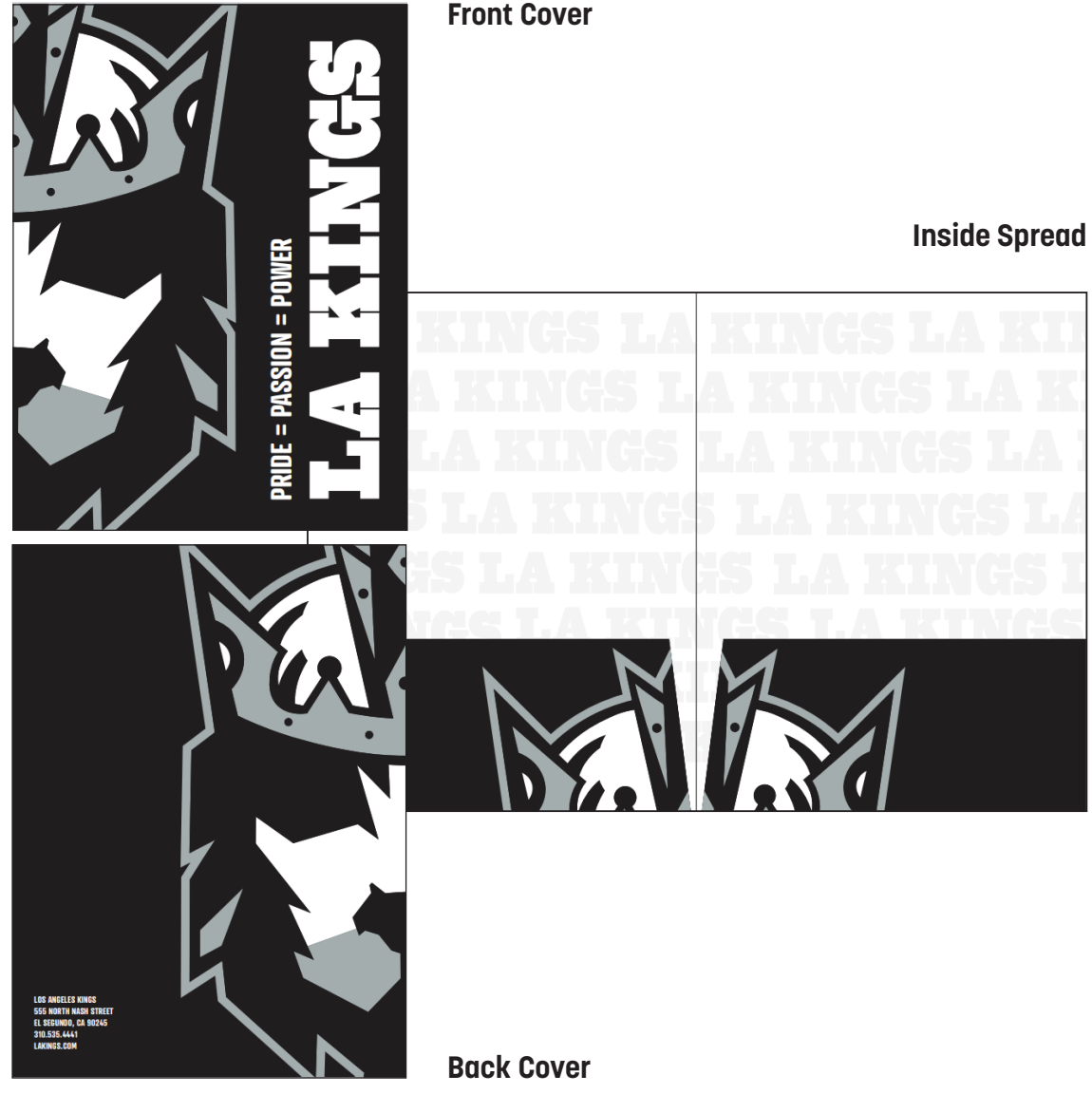
BRAND APPLICATIONS continued

Pocket Folder

The front and back covers of the pocket folder share two halves of the logo. On the front, the name and tagline are rotated 90 degrees along the edge. On the back, contact information is placed in the bottom left corner.

The inside spread consists primarily of a pattern featuring the team name. The crown of the logo makes up the design on the pockets.

9 x12 inches



Front Cover

Inside Spread

Back Cover

BRAND APPLICATIONS continued

Web Homepage

The webpage is meant to appear sleek and simple to navigate. The logo is placed in the header alongside a hamburger navigation icon. Images related to the Kings (or the team's home arena) should be used with the featured image displaying the name and tagline.

Navigation at the bottom includes tickets, game scores, and the team's schedule.