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## Welcome to the LA Galaxy Brand Standards Guide

Welcome, LA Galaxy friends, family and partners. Thank you for taking the time to read our Brand Standards Guide. We take great pride in the Galaxy brand and hope that this can be a useful resource for you to help us maintain the image and appeal of the brand.

Since 1996 the Galaxy have built a proud, popular and successful MLS club. We have always viewed our “club” as more than just the players on the pitch. Everyone who comes in contact with the Galaxy, whether personally or professionally, immediately becomes an integral part of our club. As a result, it is important that we work collectively to maintain the excellence of our club, in part by preserving our brand identity.

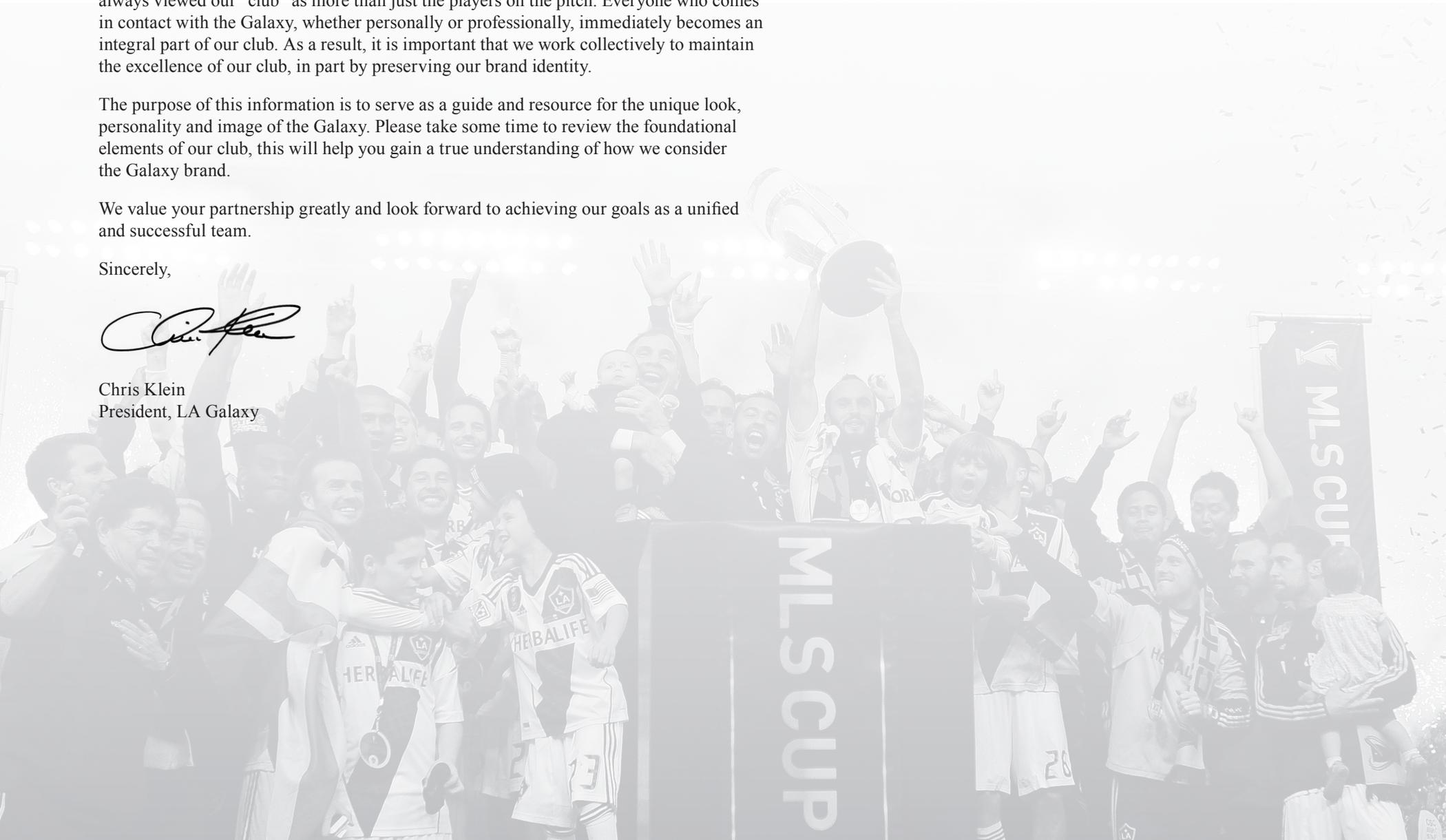
The purpose of this information is to serve as a guide and resource for the unique look, personality and image of the Galaxy. Please take some time to review the foundational elements of our club, this will help you gain a true understanding of how we consider the Galaxy brand.

We value your partnership greatly and look forward to achieving our goals as a unified and successful team.

Sincerely,



Chris Klein  
President, LA Galaxy



# THIS IS THE LA GALAXY BRAND

A “brand” has been defined as the belief or perception created by the combination of tangible and intangible elements of a product, service or club. In other words, it’s the image of the entity that’s created in one’s mind. In order for a brand’s image to evolve into a positive experience that reinforces its identity and promise, it is essential that all local, national and international applications incorporating the brand be uniform in their presentation.

This Guide is a vital tool for crafting all types of marketing materials in ways that protect as well as promote the LA Galaxy brand in a favorable and consistent manner. From the parameters of the elements themselves (name, logo, colors, fonts, etc.) to the various ways they should be utilized in all forms of communication (advertising, PR, stationery, email, etc.), it is important that the directives set forth in this Guide be followed precisely and without alteration.

## BRAND TOUCH POINTS

### BEHAVIOR

Brand behavior comprises the preferred forms of conduct we display toward our fans, the public, our partners, the corporation and one another. It must permeate everything we do and say—from the way the phones are answered and the way we interact to the way we embrace all concerned as “part of the team.” These things color our brand in every conceivable context, be it corporate, retail, social or personal. Our words and deeds must always reinforce our brand promise, thus creating and sustaining the ideal brand experience for all.

### APPEARANCE

The “look and feel” of our brand applies to a wide range of graphic applications including advertising, sales collateral, stationery, logo identity and signature, color palette, uniforms and signage. It’s essential that these elements are standardized and used in a consistent manner, whether independently or in combination, in order to clearly and recognizably express our brand positioning.

### LANGUAGE

The “tone” or “voice” we use impacts our club’s entire system of communications—from ad copy, taglines and mission statement to internet content, press releases and e-mails. This “tone” shapes every message the Galaxy sends. As with our “appearance,” these varied expressions must be consistent across all media, serving as the recognizable and official voice of the brand.

From the first time the LA Galaxy stepped onto the field in 1996, the club has been synonymous with flash, style and most importantly, winning. In the early years of the club, and all of MLS, the Galaxy were dominated by high-profile and flamboyant stars such as goalkeeper/forward Jorge Campos and his one-of-a-kind, neon goalkeeper kits; Cobi Jones, known equally for his pace and skill as he was for his flowing dreadlocks; and Salvadoran midfielder Mauricio Cienfuegos, who stood just 5-foot-6 but was a wizard with the ball at his feet. Despite the talent of those players and a host of other stars on those early Galaxy squads, wins but not championships followed.

As the new century arrived, the focus shifted slightly, favoring substance, and most importantly the quest to win silverware, over style. But that is not to say that the club lost its flair for the dramatic. Despite never having won in MLS Cup, LA won their first trophy in January 2001, claiming the CONCACAF Champions' Cup, which established the Galaxy as the best club team in the region. Later that year, a U.S. Open Cup title followed, but the one goal that had eluded the club, an MLS Cup championship, continued to do so. The quest to be labeled MLS champions finally came to an end in 2002, when, behind the record-setting goal scoring exploits of Guatemalan forward Carlos Ruiz, the Galaxy were able to beat the upstart New England Revolution 1-0 in extra time to win the title. Not surprisingly, it was Ruiz, who had scored more than 30 goals that year between the regular season and playoffs, who provided the game-winner, setting off jubilant celebrations amongst Galaxy fans everywhere.

With their first championship in tow, the Galaxy moved to their new home, The Home Depot Center, in 2003. The crown jewel of soccer-specific stadiums in the United States, the stadium was the perfect setting for the Galaxy to continue their trophy-winning ways. However, it would take until 2005 for the club to add to their collection of championships. First came a second U.S. Open Cup, which was won at home in Southern California just like their first Open Cup title four years prior. A few months later, the impressive "Double," something that has been accomplished only three times in the history of MLS, was achieved as LA won their second MLS Cup. Once again it was the Galaxy beating the New England Revolution 1-0 in extra time with the lone goal scored by a Guatemalan, as "Pando" Ramirez returned the MLS Cup to the Southland.

The second decade of MLS has seen the Galaxy reach unimagined heights both on and off the field with the acquisition of players like Landon Donovan, who led LA to the 2005 MLS Cup championship, followed two years later by the signing of David Beckham. While success was at first slow to come following the addition of Beckham, things began to change with the arrival of head coach Bruce Arena, whom the club hired in August 2008. In four full seasons under Arena, the Galaxy have won the Supporters' Shield twice, reached MLS Cup three times and are now the reigning back-to-back MLS Cup champions, defeating the Houston Dynamo in both 2011 and 2012 in front of record crowds at The Home Depot Center. Foreign stars like Beckham, Robbie Keane and Juninho have been instrumental in LA's recent success, as have American stars like Donovan, Omar Gonzalez and Sean Franklin.

Through the first 17 years of MLS, no team has enjoyed more success than the Galaxy with their MLS record-tying four MLS Cup championships, a record eight MLS Cup appearances, two Open Cup titles and a CONCACAF crown. But despite all that success, with the team and the structure currently in place, the future looks even brighter for the Galaxy.



## I BRAND FOUNDATION

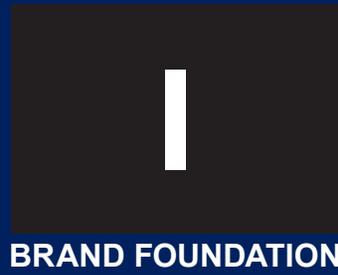
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The LA Galaxy Core Values are the values that will not be sacrificed under any circumstance. They guide the club’s actions throughout every transaction with any constituent and reflect the club’s culture and priorities. It is important that the Core Values that are published are also understood and adhered to internally.

Galaxy management has developed a set of Core Values that incorporate the standards which all members of the club must follow in order for our club to stay true to its mission.

**EXCELLENCE**

The LA Galaxy players and staff will always perform at the top of their ability, utilizing the best available resources, to provide extraordinary experiences for our fans and the local community.

**INTEGRITY**

The LA Galaxy will always maintain accuracy, openness and honesty in all actions when representing the club. Expectations will be clearly represented and we will always strive to over deliver.

**QUALITY**

The LA Galaxy staff and players will maintain the highest possible standards in all areas of the club and in service to our fans and community.

**COMMITMENT**

The LA Galaxy are a club dedicated to developing the sport of soccer and actively seeking to serve our community. We will always support local soccer programming throughout the world while focusing on the Southern California community.

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The LA Galaxy Vision Statement outlines the club’s long term goals. It concentrates on our future and is the source of inspiration. It provides clear decision-making criteria.

The LA Galaxy will be recognized globally and celebrated locally for being the region’s most successful soccer club on and off the field.

— BRAND FOUNDATION  
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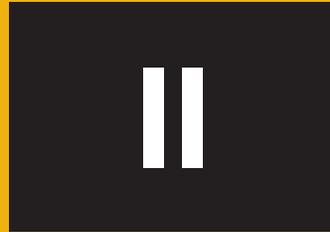
The intention of the LA Galaxy Mission Statement is to keep our constituents aware of the club’s purpose and to tell them how we will reach the goals set forth in the Vision Statement. The Mission Statement concentrates on the present; it defines the customers and critical processes; and it informs everyone of the desired level of performance.

The LA Galaxy exemplify success, professionalism and quality in all aspects of the club. Continuing to develop the top local talent and attracting the world’s greatest players will lay the foundation to win future championships. We will always cultivate a professional environment for all staff and players to develop, resulting in a high-level of fan engagement and the best possible in-game experience for all.

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**BRAND PLATFORMS**

The LA Galaxy are focused on making everyone a Galaxy fan for life. The goal of our mission is to provide the best sports experience for soccer fans and community members, thereby instilling loyalty and passion in the club for a lifetime.

To accomplish this goal, the Galaxy staff, coaches and players will strive to provide the highest quality interaction with the brand for fans and the soccer community all over the world. As a result, we maximize the potential for each member of our target audience to create or enhance a cherished relationship with our club.



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The LA Galaxy Value Proposition is what the club promises to deliver to customers in return for payment and hopefully their loyalty as fans.

The LA Galaxy will deliver an authentic, world-class experience by fielding a team, comprised of locally developed talent and stars from across the globe, that is capable of winning championships, while having a positive impact on our community.



BRAND FOUNDATION



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Understanding our audience and the marketplace is vital to getting our message understood and generating a positive response. Key messaging points to use in all LA Galaxy communication, verbally and non-verbally, internally and externally, should include the concepts shown below. The word cloud illustrates the importance of each word in terms of priority.

Support  
**High-Quality**  
**Star-Power** Community

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These six different brand elements are outlined to illustrate what separates the LA Galaxy brand from the competition. It is an important exercise to revisit and maintain this list as it provides opportunities for the team to separate their messaging from other sports and entertainment options in the Los Angeles area.

## UNIQUE BENEFITS

- World-class players

## PRODUCT QUALITY

- Winning team—Back-to-Back MLS Cup Champions
- Renowned stadium—StubHub Center
- In-game experience very good and award-winning

## HERITAGE

- Since 1996 the LA Galaxy have maintained a tradition of winning through building highly competitive teams with the best players from all over the world.
- The signing of David Beckham in 2007 gave the club a level of glamor and Hollywood appeal that was not previously associated with the Galaxy. Since then it has become an integral part of who the club is, defining their approach to marketing the team and MLS within the LA market.

## HISTORY

- Regular Season Western Conference Champions: 1996, 1998, 2001, 2002, 2009, 2010, 2011
- Western Conference Champions: 1996, 1999, 2005, 2009, 2011, 2012
- Supporters' Shield: 1998, 2002, 2010, 2011
- MLS Cup Champions: 2002, 2005, 2011, 2012
- U.S. Open Cup Champions: 2001, 2005
- CONCACAF Champions' Cup Winners: 2000
- Historic signing in 2007 of David Beckham, the most famous player to play in MLS

## LEADERSHIP

- Ownership: AEG
- Stable, focused management driven to produce a winning team

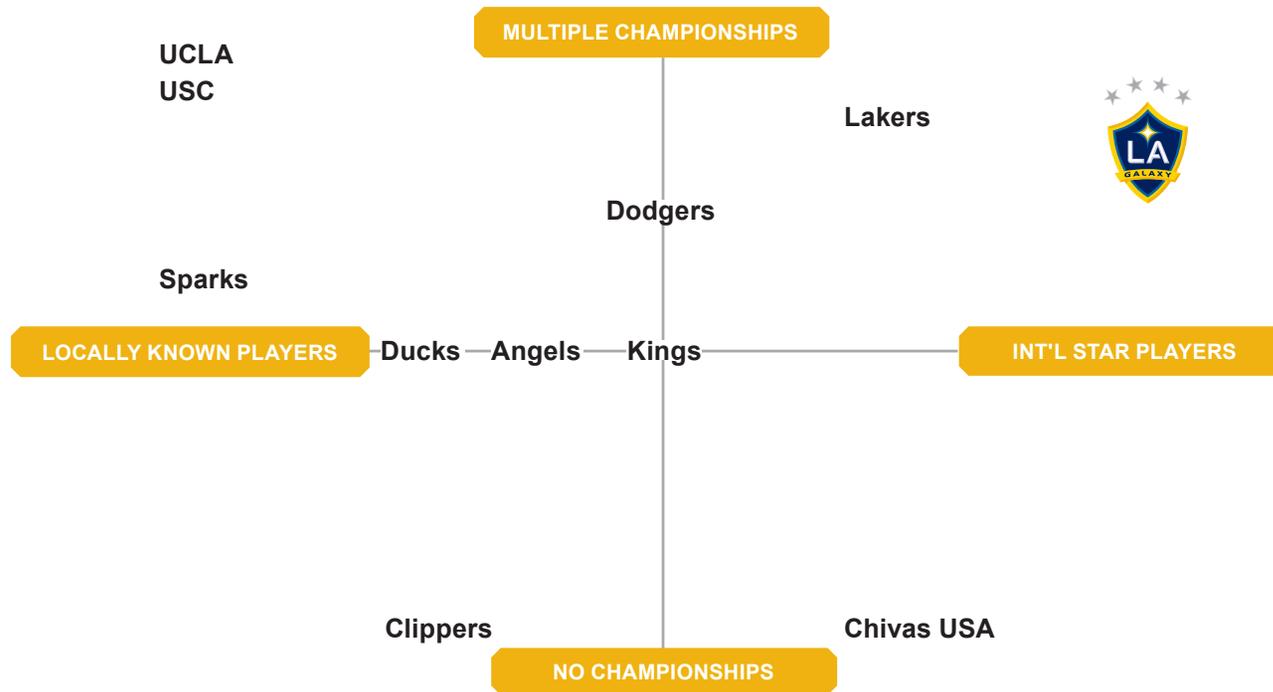
## PRICE

- Competitive pricing with a higher premium than other local MLS teams
- Single-game ticket prices start at \$20 per game and season tickets start at \$250 per seat

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## KEY DIFFERENTIATORS CONT'D

The chart below depicts the LA Galaxy vision of acquiring international star players as the driving force to building their brand. It is through these acquisitions that the club has established itself as a worldwide brand while winning a record number of MLS championships.



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Brand extensions are supporting clubs or categories that rely on the parent brand to make a connection with the consumer. The LA Galaxy corporate brand has been extended out into many different ancillary entities that should be supporting corporate goals.



**LA GALAXY FOUNDATION**

The LA Galaxy Foundation is a 501(c)(3) non-profit club committed to assisting children through educational, health and soccer-based initiatives and programs. With your support, the LA Galaxy Foundation will continue to support clubs and activities dedicated to encouraging, educating and empowering the children in our community.



**LA GALAXY ACADEMY**

The LA Galaxy Academy enables people to achieve their life goals through soccer. Our purpose is to become the USA’s best soccer Academy, developing elite athletes and teams by providing a club of the best people, facilities, resources, methods, opportunities and by performing at the highest levels in all aspects, for all stakeholders, both on and off the field.



**SOCCER CAMPS/CLINICS**

Each program is designed to provide a better understanding of the game’s overall skills and tactics in a safe and fun environment. Our Camp Coaches instruct using age-appropriate technical and tactical exercises designed by our Academy coaches with the player in mind. Players are put in an exciting soccer environment consisting of modern camp games, unique fitness learning, challenging skills demonstrations and small-sided competitions. Over the years the LA Galaxy Soccer Camps program has established itself as a leader in youth development and teaching players positive training habits. LA Galaxy Soccer Camps strive to identify and develop key players in the community who could advance to play for the Galaxy one day.



**ADULT SOCCER FANTASY CAMP**

At the LA Galaxy Adult Soccer Fantasy Camp, adults will experience professional training sessions in the same environment as the Galaxy players.



**YOUTH SOCCER FANTASY CAMP**

The Youth Soccer Fantasy Camp experience for children ages 8-14 includes four days of training at StubHub Center. Our camp is led by former LA Galaxy players and our LA Galaxy Academy staff. Every camper will come away with many new ideas, skills and a positive understanding of play and will understand the importance of having fun.



**CLINIC SERIES**

The LA Galaxy Clinic Series is a series of clinics held for children in underserved communities. The Clinic Series features skills and drills from Galaxy coaches and players and engaging activities from the Galaxy Street Team, Star Squad, Futboleros and Cozmo along with involvement from multiple Galaxy partners.

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**GALAXY JUNIORS**

Galaxy Juniors is an exciting, new developmental soccer program for kids. Our program is designed to introduce basic soccer skills while building physical coordination and listening skills in a fun and encouraging atmosphere. As children progress through the program, the focus will broaden from individual skills to encompass the concepts of teamwork and cooperation.



**COPA LA**

Copa LA is a premier soccer tournament held in Southern California featuring 160 of the top teams in the region. This is an open tournament meant to organize competition among age groups from U8-U19. LA Galaxy Academy scouts are in attendance, and this tournament is billed as hosting the top 160 youth soccer teams in the region.



**SUPERCLÁSICO**

The SuperClásico, also know as the L.A. Derby, El Clásico Angelino or the Battle for L.A. is a soccer rivalry that exists between the LA Galaxy and Chivas USA. This is the only rivalry in MLS that exists between two teams that share the same stadium.



**GALAXY DRIVE SERIES**

The Galaxy Drive Series partners with its fans to collect much-needed items to assist local non-profits with their charitable endeavors. This year's Drive Series is presented by United HealthCare, a recognized leader in the health and well-being industry. Together with their support and our fans we will make a difference in the community.



**LA GALAXY SOCCER CENTER**

The LA Galaxy Soccer Center offers youth and adult leagues, pick up games, open field time, contract field time for club, high school and college teams, tournaments, camps and clinics, birthday parties and other sport-related sessions.



**OFFICIAL PUB PARTNER**

Every LA Galaxy game is shown at all of our Official Pubs. Even if you can't make the official viewing party of the week, you can always catch a Galaxy game with other fans at any of our Official Pubs.



**LA GALAXY STAR SQUAD**

The LA Galaxy Star Squad is the main promotional and interactive group of Brand Ambassadors for the Galaxy. The group is highly visible at all Galaxy home games and a majority of community/promotional appearances throughout the year. The Star Squad is high-energy, outgoing and interactive and is designed to be a bridge between our fans, our community and the Galaxy club.

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**GALAXY FUTBOLEROS**

Galaxy Futboleros are “Soccer Entertainers” who have created a new and unique way to entertain the soccer world. They have traveled all over the United States and the world, entertaining hundreds of thousands of people and soccer fans. The Galaxy Futboleros aim to bring any crowd to its feet with a complex freestyle showcase of soccer skills.



**GALAXY STREET TEAM**

The Galaxy Street Team’s (GST) mission is to participate in a variety of community events and get people to have fun with a lasting LA Galaxy impression long after the event!



**COZMO**

Cozmo is the official mascot of the LA Galaxy. He is known for his comedic antics in stadium during Galaxy games and at events throughout Southern California. He aims to leave a lasting impression with everyone he encounters and hopes to inspire the next generation through soccer.

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The importance of ensuring consistency of the LA Galaxy brand across all team digital platforms cannot be underestimated. For many, digital interaction will be their first exposure to the Galaxy brand and we often only have a few characters or an image to make this important introduction. Simplicity in messaging cannot be ignored. We must also continue to drive innovation in the digital space and the outlets that we utilize to broadcast our brand message in the digital space, is ever-changing.

**LA GALAXY WEBSITE**

The official team site for the LA Galaxy is built within the standard template of the MLS. Consistent use of key branding, messaging, fonts and graphic elements, along with regular updating of content, make this a strong foundation and branding tool for the club.

**LA GALAXY YOUTUBE CHANNEL**

The official YouTube channel for the LA Galaxy is the main touchpoint for all things video, and it lives on the most compatible and searched video platform in the world. Content includes exclusive post-game recap interviews, behind the scenes and sponsor-branded content.

**LA GALAXY FACEBOOK**

The official LA Galaxy Facebook page has followers throughout the world that compromise more people than all other MLS teams and even the MLS itself. As Facebook has become the most mainstream social network, the Galaxy continue to find ways to keep fans informed, interested and engaged on an ever-changing platform.

**LA GALAXY TWITTER**

The official LA Galaxy Twitter feed is not only a place for fans to get the latest information on the team but also a forum where the key extensions of our brand personality can shine. With more followers and engagement than any other MLS team, the Twitter handle @LAGalaxy is consistent, fair and does not lack personality.

**LA GALAXY INSTAGRAM**

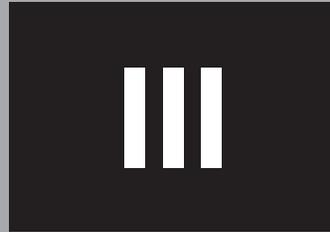
With off-the-charts engagement and growth levels, the LA Galaxy Instagram is a useful tool for engaging fans via vivid photography. Consider it the eyes of the Galaxy brand.

**LA GALAXY INSIDER**

The ultimate source for up-to-the-minute LA Galaxy information, Adam Serrano provides the most in-depth coverage of the day-to-day developments with the Galaxy. Breaking news, feature stories, inside access and unlimited storylines about all aspects of the Galaxy club make the LA Galaxy Insider the best daily coverage for the back-to-back MLS Cup Champions.



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**BRAND ELEMENTS**

A team's color scheme can have as much impact on their brand as their logo does. Colors give them a unique image that differentiates teams from the competition, not only on the playing field but also in the minds of fans. Colors can represent certain geographical mystiques or cultures. They influence fans buying decisions and, in some cases, have been known to affect how players feel about putting on the uniform. Below is the thinking behind the LA Galaxy's official colors of blue, dark blue, gold and dark gold and the formal specifications for usage.



**BLUE**  
PANTONE 301 C

<b>CMYK</b>	<b>RGB</b>
100% Cyan	0 Red
45% Magenta	101 Green
0% Yellow	164 Blue
18% Black	
	HEX 0065A4



**DARK BLUE**  
PANTONE 2767 C

<b>CMYK</b>	<b>RGB</b>
100% Cyan	0 Red
78% Magenta	36 Green
0% Yellow	93 Blue
54% Black	
	HEX 00245D



**DARK BLUE 15%**  
PANTONE 2767 C

<b>CMYK</b>	<b>RGB</b>
22% Cyan	196 Red
17% Magenta	199 Green
4% Yellow	220 Blue
0% Black	
	HEX C4C7DC



**GOLD**  
PANTONE 116 C

<b>CMYK</b>	<b>RGB</b>
0% Cyan	255 Red
16% Magenta	210 Green
100% Yellow	0 Blue
0% Black	
	HEX FFD200



**DARK GOLD**  
PANTONE 124 C

<b>CMYK</b>	<b>RGB</b>
0% Cyan	238 Red
28% Magenta	178 Green
100% Yellow	17 Blue
6% Black	
	HEX EEB111



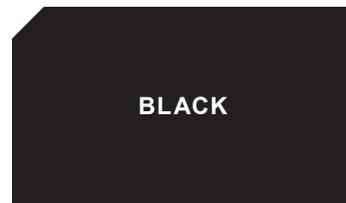
**DARK GRAY**  
PANTONE 877 C

<b>CMYK</b>	<b>RGB</b>
47% Cyan	140 Red
40% Magenta	139 Green
39% Yellow	140 Blue
3% Black	
	HEX 8C8B8C



**LIGHT GRAY 65%**  
PANTONE 877 C

<b>CMYK</b>	<b>RGB</b>
31% Cyan	179 Red
25% Magenta	178 Green
24% Yellow	179 Blue
0% Black	
	HEX B3B2B3



**BLACK**

<b>CMYK</b>	<b>RGB</b>
0% Cyan	35 Red
0% Magenta	31 Green
0% Yellow	32 Blue
100% Black	
	HEX 231F20

**BLUE**

The two blues of the LA Galaxy logo embody the ocean and sky and pay homage to the team's Pacific coast location. The lighter of the two embodies trust, commitment and longevity while the darker represents class and authority. The attributes and meanings represented in the two shades work together and engender the club's national and international accord.

**GOLD**

Like the blues in the logo, gold is represented in the two shades to give the logo added depth and a presence of Hollywood glimmer. Together they give the club its warm and approachable presence while depicting a flare of intense drama only found in sports.

The gold and blue colors work in contrast to one another to give the LA Galaxy supremacy.

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A “mark” is the strongest visual representation of a club’s identity. Through victory or defeat, personnel movement or the team’s style of play, the mark never wavers. Through its style, color and graphic elements, it expresses the club’s makeup. As is the case with most soccer clubs around the world, the LA Galaxy logo takes on the shape of a crest—similar to the shapes of historic teams dating back to the original crest of the team’s founding families. The stars above the crest represent each MLS Cup Championship won by the Galaxy (2002, 2005, 2011, and 2012).



Presented by  **HERBALIFE®**

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LAG\_4STARS\_c.eps



Presented by  **HERBALIFE.**

LAG\_Pri\_word\_c.eps



LAG\_Pri\_word\_c\_rv.eps



LAG\_4STARS\_c\_rv.eps



Presented by  **HERBALIFE.**

LAG\_Sec\_word\_c.eps



LAG\_Sec\_word\_c\_rv.eps



I

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LAG\_4STARS\_bw.eps



Presented by  HERBALIFE.

LAG\_Pri\_word\_bw.eps



LAG\_Pri\_word\_bw\_rv.eps



LAG\_4STARS\_bw\_rv.eps



Presented by  HERBALIFE.

LAG\_Sec\_word\_bw.eps



LAG\_Sec\_word\_bw\_rv.eps



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LAG\_4STARS\_ht.eps



Presented by HERBALIFE.

LAG\_Pri\_word\_ht.eps



LAG\_Pri\_word\_ht\_rv.eps



LAG\_4STARS\_ht\_rv.eps



Presented by HERBALIFE.

LAG\_Sec\_word\_ht.eps



LAG\_Sec\_word\_ht\_rv.eps



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**PRIMARY MARK**

The LA Galaxy primary mark is the most recognized logo in the Galaxy family of marks and should be the first choice when placing a Galaxy mark on marketing materials. It can be used alone or with the word or secondary wordmarks, provided multiple marks are not placed next to each other in an effort to make a third logo. It is imperative that the mark is placed without interruption from other elements, including but not limited to other logos, copy and graphic elements. It is acceptable to place the mark over photos and patterned backgrounds so long as it is not modified as a result.



**NEVER** allow elements inside the mark safety zone—a space equal to the “X” height  
**NEVER** use the Primary mark smaller than 2.5” in height

**PRIMARY AND SECONDARY WORDMARKS**

The LA Galaxy word and secondary word marks are derived from the primary logo and have the capability of standing alone, ideally when adequate space is not available for placing the primary mark. They can also be used in conjunction with the primary mark and often work as a secondary mark to the primary mark on multi-page documents.

**NEVER** allow elements inside the mark safety zone—a space equal to the “X” height



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The LA Galaxy offer a variety of marks to provide flexibility for all applications. With the many options available, you should never need to alter the marks in any way. Do not scan or copy the marks from this Guide. Electronic versions are available in .jpg and .eps formats.

**CHOOSING THE CORRECT FILE FORMAT**

Bitmap (.jpg) images are made up of pixels and cannot be scaled up effectively. Vector (.ai or .eps) images can be scaled up or down infinitely without the loss of resolution and are the preferred file format for most applications. The samples below illustrate what happens when the optional formats are enlarged.



.AI AND .EPS FORMAT



.JPG FORMAT

**NEVER**  
Skew any of the LA Galaxy marks



**NEVER**  
Change the proportions of any of the LA Galaxy marks



**NEVER**  
Alter the colors of any of the LA Galaxy marks



**NEVER**  
Alter the percentage of color or create gray scale versions of any of the LA Galaxy marks



**NEVER**  
Crop any of the LA Galaxy marks



**NEVER**  
Add new elements to any of the LA Galaxy marks



**NEVER**  
Use single elements from any of the LA Galaxy marks



**NEVER**  
Use two marks together to form a new mark



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The LA Galaxy have three fonts, one corporate, one campaign and one one that is both. Together they provide an extension of the club’s brand in text format. In addition to the logo word marks, these fonts offer a full alphabet, numbers and punctuation to give the club national and international brand equity. It is acceptable to use the fonts in any size and color, but altering their proportions is unacceptable.

**CORPORATE**

**ARIAL**

Use Arial Narrow Bold, Arial Bold and Arial Regular for headlines and important information. While all capital letters are preferred, it is acceptable to use lower case.

**NARROW BOLD**

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
 abcdefghijklmn**op**qrstuvwxyz  
 0123456789  
 ; : “ , . ? ( ) { } ! @ # \$ % & \* - + =

Example: The LA Galaxy play in MLS and in competitions around the world.

**BOLD**

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
 abcdefghijklmn**op**qrstuvwxyz  
 0123456789  
 ; : “ , . ? ( ) { } ! @ # \$ % & \* - + =

Example: The LA Galaxy play in MLS and in competitions around the world.

**REGULAR**

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
 abcdefghijklmn**op**qrstuvwxyz  
 0123456789  
 ; : “ , . ? ( ) { } ! @ # \$ % & \* - + =

Example: The LA Galaxy play in MLS and in competitions around the world.

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**CAMPAIGN**

**HANDEL GOTHIC BT**

- Use Handel Gothic BT for headlines, subheads and body copy in campaign materials.
- All Uppercase letters are required for headlines.
- Sentence Case is recommended for subheads, game dates, important information and bullet points .

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**  
**: : " , . ? ( ) { } ! @ # \$ % & \* - + =**

Example: **The LA Galaxy play in MLS and in competitions around the world.**



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**CORPORATE AND CAMPAIGN**

**TIMES NEW ROMAN**

Use Times New Roman Regular, Italic, Bold and Bold Italic in all non-headline situations.

**REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

; : “ , . ? ( ) { } ! @ # \$ % & \* - + =

Example: The LA Galaxy play in MLS and in competitions around the world.

**ITALIC**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*0123456789*

*; : “ , . ? ( ) { } ! @ # \$ % & \* - + =*

Example: *The LA Galaxy play in MLS and in competitions around the world.*

**BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

**; : “ , . ? ( ) { } ! @ # \$ % & \* - + =**

Example: **The LA Galaxy play in MLS and in competitions around the world.**

**BOLD ITALIC**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

***0123456789***

***; : “ , . ? ( ) { } ! @ # \$ % & \* - + =***

Example: ***The LA Galaxy play in MLS and in competitions around the world.***



BRAND FOUNDATION



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Preferred usage and consistency are essential when the LA Galaxy are referenced in any communication. This method of branding is consistent with the standard rules and practices outlined in this Brand Standards Guide. Please adhere to these guidelines when referencing the team or club on both national and international levels.

**TERMINOLOGY**

While the legal name of the club is Anschutz LA Soccer, LLC, there are a variety of acceptable names to be used in all less formal applications (such as advertisements, memos and all other casual forms of communication). Choose a name from the options shown, keeping in mind that the inclusion of LA should always be used on international platforms whereas Galaxy without the city referenced is adequate when referencing the team nationally and locally. Including the words “soccer club” or “soccer team” need only occur once in the message or story and should always come before using Galaxy by itself.

**APPROVED NAMES:**

- LA Galaxy
- LA Galaxy Soccer Club
- LA Galaxy Soccer Team
- Los Angeles Galaxy
- Los Angeles Galaxy Soccer Club
- Los Angeles Galaxy Soccer Team
- Galaxy
- Galaxy Soccer Club
- Galaxy Soccer Team

**PUNCTUATION**

Never drop the “y” and add “ies” or add an apostrophe “s” to LA Galaxy to show plural possession.

Correct: The LA Galaxy players are great community ambassadors.

*Incorrect: The LA Galaxies players are great community ambassadors.*

*Incorrect: The LA Galaxy’s players are great community ambassadors.*

Always add an apostrophe “s” to Galaxy to show singular possession.

Correct: He is the LA Galaxy’s number one scorer.

*Incorrect: He is the LA Galaxys best scorer.*

*Incorrect: He is the LA Galaxys’ best scorer.*

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Clearly, the most pure and recognizable identity for the LA Galaxy is the uniform. Home or away, it represents the club's commitment and authority in North America and the world. Altering its appearance regardless of any circumstance is forbidden.

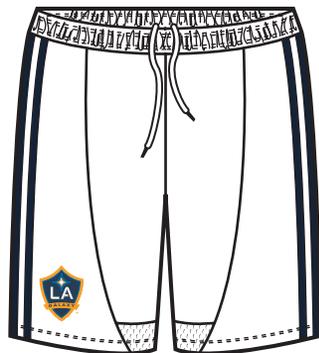
PRIMARY



LAG PRIMARY JERSEY FRONT



LAG PRIMARY JERSEY BACK



LAG PRIMARY SHORT FRONT



LAG PRIMARY SHORT BACK

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SECONDARY



LAG SECONDARY JERSEY FRONT



LAG SECONDARY JERSEY BACK



LAG SECONDARY SHORT FRONT



LAG SECONDARY SHORT BACK

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THIRD



LAG THIRD JERSEY FRONT



LAG THIRD JERSEY BACK



LAG THIRD SHORT FRONT



LAG THIRD SHORT BACK

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It is important to the future of the brand that all communication strategically encompass the key messaging elements, including the key differentiators and the core business brand elements. Uniquely positioning the brand over time will require the use of the vision, mission and core values, along with the differentiators to build the correct brand image to the public understanding of the club. Regardless of the form of communication, it is imperative that these elements are at the core of the message. Consistency and focus through all communication will drive brand value and ultimately help the LA Galaxy reach their national and international goals.



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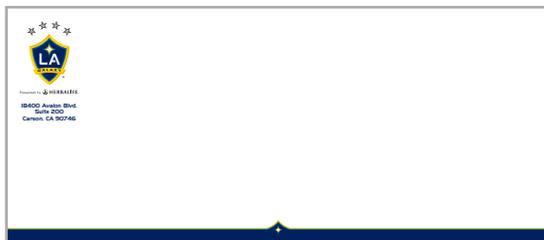
All LA Galaxy corporate identity materials include the Galaxy primary logo and identity information appropriate to the particular form. Consistency is essential in all forms of written communication and care must be taken not only in crafting the message but also in the format in which messages are displayed. Consistent use of font, line and paragraph spacing throughout the club is a must—all the way down to the sender’s signature.

All materials, unless otherwise specified, are printed using the official team colors: (PMS 301, 2767, and 124) on Strathmore writing TCB Bright White 24# book. Business cards and thank you notes should be printed on Coronador Super Smoother Bright White 130# cover.

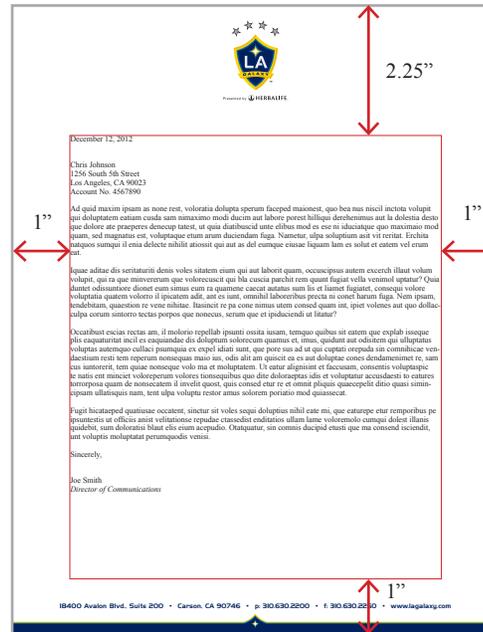
Open-end envelope  
Size: 9” x 12”



#10 Business and window envelopes  
Size: 9.5” x 4.125”



Stationery—Primary Sheet  
Size: 8.5” x 11”



**LETTER WRITING GUIDELINES**

- Font: Times New Roman
- Font size: 11/12 pt
- Line spacing: Single
- Paragraph spacing: Double
- Alignment: Flush left

Business Card Front and Back  
Size: 3.5” x 2”



Core Values \_\_\_\_\_ 1  
Vision \_\_\_\_\_ 2  
Mission \_\_\_\_\_ 3

Brand Interaction \_\_\_\_\_ 5  
Value Proposition \_\_\_\_\_ 6  
Key Messages \_\_\_\_\_ 7  
Key Differentiators \_\_\_\_\_ 8  
Brand Extensions \_\_\_\_\_ 10

Color \_\_\_\_\_ 15  
Marks \_\_\_\_\_ 16  
Color \_\_\_\_\_ 17  
Black & White \_\_\_\_\_ 18  
Grayscale \_\_\_\_\_ 19  
Usage \_\_\_\_\_ 20  
Fonts \_\_\_\_\_ 22  
Language \_\_\_\_\_ 25  
Uniforms \_\_\_\_\_ 26  
Communication \_\_\_\_\_ 29  
Identity \_\_\_\_\_ 30  
Email \_\_\_\_\_ 31  
Phone Etiquette \_\_\_\_\_ 32  
Contact \_\_\_\_\_ 34

Consistency is essential in all forms of written communication, and care must be taken not only in crafting the message but also in the format in which messages are displayed. Consistent use of font, line and paragraph spacing throughout the club is a must—all the way down to the sender’s email signature.

**Joe Smith**

*Director of Communications*

P: 310.630.3333 F: 310.630.3334 w: www.lagalaxy.com

StubHub Center | 18400 Avalon Blvd., Suite 200 | Carson, CA 90746



4-Time MLS Cup Champions



**TYPE/GRAPHIC SPECIFICATIONS**

**Name**

- Arial bold
- 15 point
- Initial capital letters

*Title*

- Times New Roman italic
- 12 point
- Initial capital

**P: (phone) F: (fax) or M: (mobile)**

- Times New Roman bold
- 9 point
- Capital letters

**Numbers**

- Times New Roman
- 13 point
- 1-space after  
“P., F: or M:”

**Address**

- Times New Roman
- 13 point
- Initial capital letters

**| Mark in the address line**

- Find it on your keypad above the “enter” key
- Times New Roman
- 13 point
- 1-space before and after

(1.5 line paragraph space)



- Download icon from:  
ZZZ

**Champion Copy**

- Arial bold
- 13 point
- 50% Black



- Download icon from:  
ZZZ



- Download icon from:  
ZZZ

**BRAND FOUNDATION**

**BRAND PLATFORMS**

**BRAND ELEMENTS**

Core Values \_\_\_\_\_ 1  
 Vision \_\_\_\_\_ 2  
 Mission \_\_\_\_\_ 3

Brand Interaction \_\_\_\_\_ 5  
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Color \_\_\_\_\_ 15  
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Working for a world-class club requires certain confidence, and it's imperative that your verbal expressions exhibit professionalism and style in a manner that is consistent with other LA Galaxy employees. Below are recommended guidelines for telephone communications.

**ANSWERING THE PHONE**

It's acceptable to personalize the manner in which you answer the phone as long as you always include the following elements:

- Your name
- The LA Galaxy

Example:

Hello this is (your first name) of the LA Galaxy.

**MAIN MESSAGE**

Include the same information you would when answering the phone but be sure to add additional details listed below so the caller fully understands your intent on getting back to them in a timely manner. It's acceptable to personalize your message.

- Your name
- The LA Galaxy
- Ask them to leave a message
- Let them know you will call back
- Tell them to dial (phone number) for immediate assistance
- Give them your cell number as another way of getting in touch with you (optional)
- Leave closing remark

Example:

Hello this is (your first name) of the LA Galaxy. I am unable to take your call at this time but it is important to me. Please leave a message and I will call you back as soon as possible, or for immediate assistance, please dial (phone number). Thanks and have a great day.

<b>BRAND FOUNDATION</b>	Core Values _____	1
	Vision _____	2
	Mission _____	3
<b>BRAND PLATFORMS</b>	Brand Interaction _____	5
	Value Proposition _____	6
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	Key Differentiators _____	8
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<b>BRAND ELEMENTS</b>	Color _____	15
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	Uniforms _____	26
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	Identity _____	30
	Email _____	31
	Phone Etiquette _____	32
Contact _____	34	

**TEMPORARY MESSAGE**

Include the same information as your main message but be sure to include additional details listed below so the caller fully understands your intent on getting back to them in a timely manner. It's acceptable to personalize your message.

- Your name
- The LA Galaxy
- Let them know you are out of the office until \_\_\_\_\_ (give return date, NOT the date you left).
- Ask them to leave a message
- Let them know if you are checking voice mail and you will return their call or tell them you will call back when you return to the office.
- Tell them to dial (phone number) for immediate assistance
- Give them your cell number as another way of getting in touch with you (optional)
- Leave closing remark

Example:

Hello this is (your first name) of the LA Galaxy. I am out of the office until Friday, December the 3rd. Please leave a message and I will call you back when I return. For immediate assistance please dial (phone number). Thanks and have a great day.

Hello this is (your first name) of the LA Galaxy. I am out of the office until Friday, December the 3rd but will be checking voice mail. Please leave a message and I will call you back as soon as possible. For immediate assistance dial (phone number). If you need to reach me right away, you can call me at (your mobile number). Thanks and have a great day.

Core Values \_\_\_\_\_ 1  
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Color \_\_\_\_\_ 15  
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 Communication \_\_\_\_\_ 29  
     Identity \_\_\_\_\_ 30  
     Email \_\_\_\_\_ 31  
     Phone Etiquette \_\_\_\_\_ 32  
 Contact \_\_\_\_\_ 34

The LA Galaxy thank you for adhering to our brand standards. Your efforts will help ensure that we build a cohesive image for our club. Our dedicated staff is available to assist you as you work within the guidelines of the Galaxy brand. Please contact us if you have any questions.

Phone: 310.630.2200

Fax: 310.630.2251

StubHead Center

18400 Avalon Blvd. Suite 200, Carson, CA 90746

www.lagalaxy.com



BRAND FOUNDATION



BRAND PLATFORMS



BRAND ELEMENTS

- Core Values \_\_\_\_\_ 1
- Vision \_\_\_\_\_ 2
- Mission \_\_\_\_\_ 3

- Brand Interaction \_\_\_\_\_ 5
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